



Middlesex County Tourism Wayfinding Strategy 2026

Council Presentation

April 28th, 2026

Project Purpose



Enhance Middlesex County's image as a **tourism destination**.



Build upon the **2013 Strategy** with opportunities for enhancements.



Integrate the **Heritage Trail** and interpretive signage into the system.



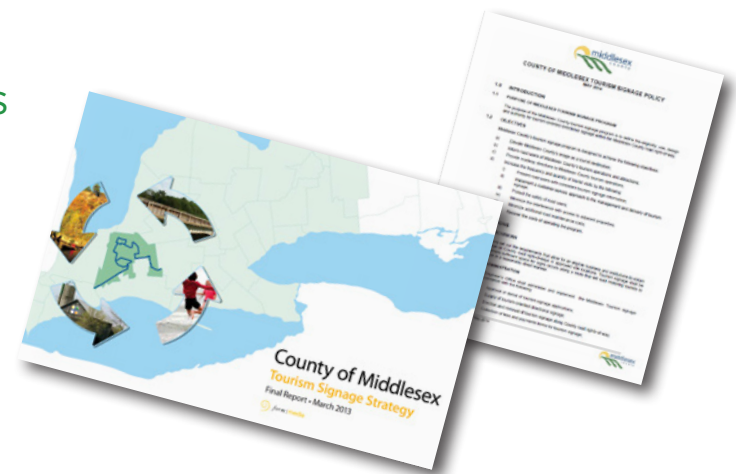
Strengthen the Visit Middlesex **identity and marketing presence**.



Provide clear, intuitive, and **accessible wayfinding** across the County.

We Reviewed: County Reports, Strategies, and Policies

- The County of Middlesex Tourism Signage Strategy (2013)
- County of Middlesex Tourism Signage Policy (2014)
- Middlesex County Communications Strategy (2022)
- Middlesex County Content Style and Design Guide
- Middlesex County Grassroutes Pay-to-Play Tourism Signage Program materials



What We Did

Site Visit

High-level inventory of:

- County, Local-Tier Municipal, and Community gateway signage
- Grassroutes signage
- 'Pay-to-play' signage
- Service club signage
- Heritage Trail signage
- Local-tier municipal signage



We Engaged



Interest-holder Interviews

- Representatives from all local-tier municipalities were invited
- 5 interviews were completed



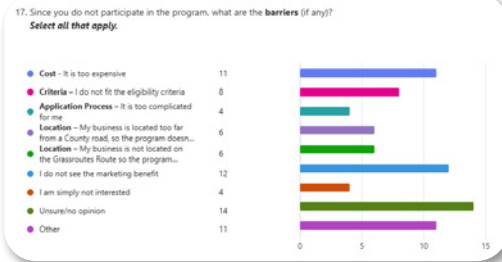
Online Survey

- Open February 2026
- 59 responses in total



Client Meetings & Reviews

- Online review meetings, bi-weekly and weekly progress check-ins



Our Findings

We Noticed:

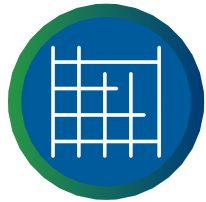
- Signage lacks visual consistency
- Some instances of sign clutter
- Signs in disrepair, need of replacement as signs approach end of life cycle
- Interpretive signage placement is not optimized for the pedestrian level
- Signs recede into the landscape & are not optimally legible

We Heard:

- Grassroutes route and signage has been widely misunderstood and causes confusion
- Inconsistent & Outdated Signage
- Desire for updated sign designs (Gateways, Tourism Pay-to-Play, and Heritage Trail)



The Strategy



1. Introduction (10 pages)

- Community Engagement & Consultation summary
- General recommendations & rationale



2. Sign Hierarchy (3 pages)

- New Sign Hierarchy development
- Grassroutes and Municipal Directional Signage eliminated



3. Sign Designs (16 pages)

- Sign Design Re-fresh for full Family of Signs
- Design Manual to support sign design and fabrication (included in the Strategy, and may be extracted on its own)



4. Sign Placement and Locations (5 pages)

- Placement guidelines by sign type
- Sign location recommendations



5. Implementation Plan (17 pages)

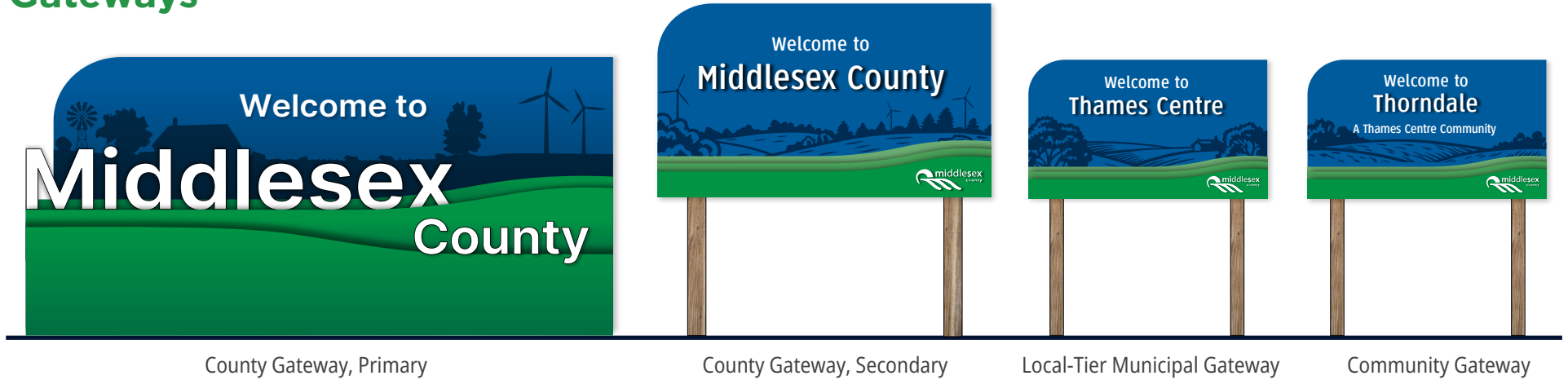
- High-level budget estimates, Phasing, Management, and Maintenance considerations
- Recommendations for update to the Tourism Signage Pay-to-Play Policy



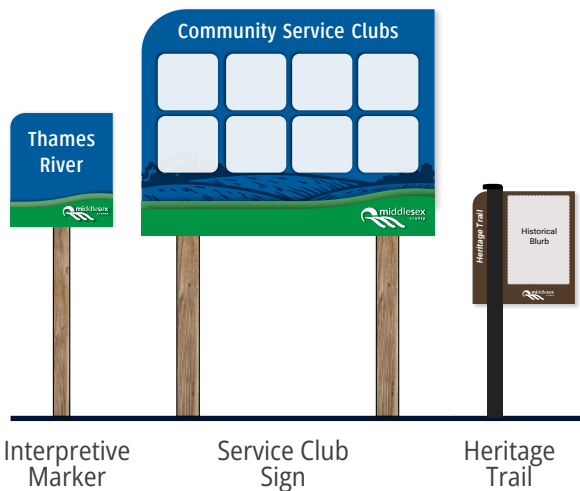
Section 1.0 - 5.0
66 pages & Appendices

Family of Signs

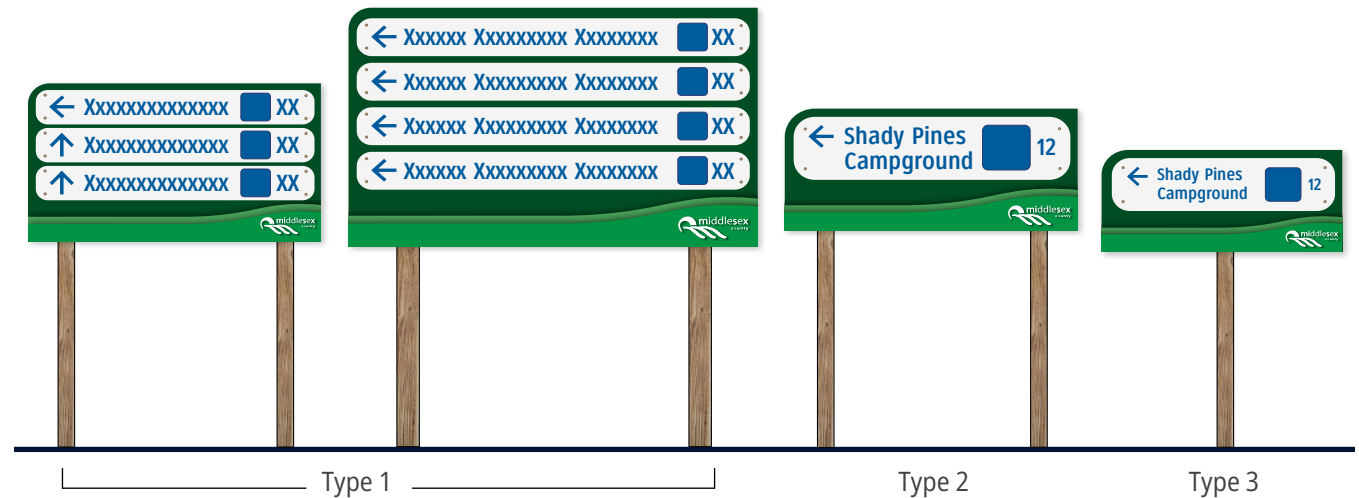
Gateways



Information & Interpretive



Tourism Signage Pay-to-Play



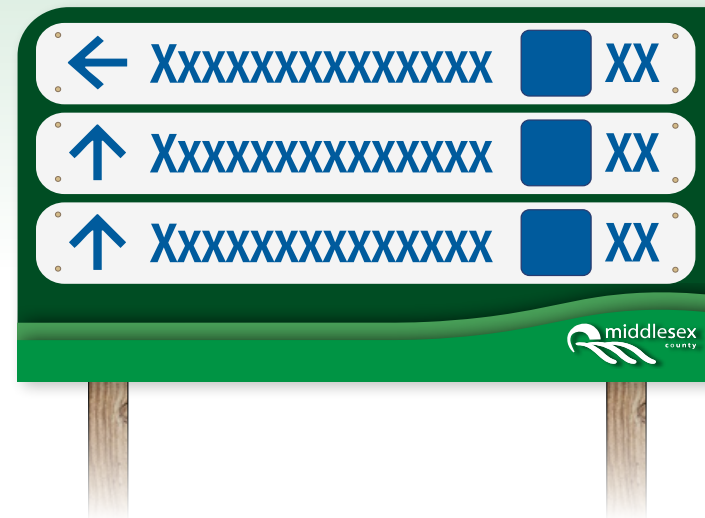
Key Strategy Updates

Heritage Trail Program



- **New Sign Design** to suit appropriate sign placement guidelines and accessibility considerations
- Strategy includes 9 **implementation recommendations** to address management, design criteria, media and marketing content, and policy

Tourism Signage Pay-to-Play



- **New Sign Design** and Hierarchy to suit appropriate road speeds and accessibility considerations
- Strategy includes 11 **implementation recommendations** to address management, policy rules and regulations, application criteria, and sign design types

pl.ural

Thank You!

Planning, Design and Landscape Architecture

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Consultant Team

