



Transportation and  
Public Works  
Highway Engineering Services  
*Traffic Engineering*  
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4.2.8

May 25, 2005

Julia Horncastle  
Legislative Assistant  
Western Regional Community Council  
Halifax Regional Municipality  
P.O. Box 1749  
Halifax, NS B3J 3A5

Dear Ms. Horncastle,

**Re: Advertising Signage**

I acknowledge receipt of your letter dated May 16, 2005 to Honourable Ronald S. Russell, Minister of Transportation and Public Works, requesting information on enforcement with respect to placement of advertising signage on 100 Series Highways and permitting on secondary highways.

Attached is a copy of the Advertising Signs Regulations and copies of the Business Logo Sign and Major Tourist Attraction Sign programs. The regulations provide details and criteria for the placement of all advertising signs on the 100 Series Controlled Access Highway system. The sign programs provide the opportunity for business identification and directional information for qualified accommodation, food, fuel and farm market services as well as identifying Nova Scotia's major tourist attractions for visitors and encourage travelers to leave the 100 Series Controlled Access Highway system to visit communities and tourism businesses located along our secondary and scenic routes. The Province does not regulate advertising on Provincially owned and maintained secondary roads or non-controlled sections of Provincial highways.

I would be happy to discuss these programs with you. I can be reached at 424-3553.

With regards,

Debbie MacInnis  
Highway Signing Technician

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cc: Honourable Ronald S. Russell, Minister Transportation and Public Works

## Schedule "A"

**Regulations Respecting Advertising Signs  
made by the Minister of Transportation and Public Works  
pursuant to subsection 49(1) of Chapter 371 of the  
Revised Statutes of Nova Scotia, 1989,  
the *Public Highways Act***

### Citation

1 These regulations may be cited as the *Advertising Signs Regulations*.

### Purpose

2 The purpose of these regulations is to make driving on public highways safer by limiting the display of advertisements to drivers.

### Definition

3 In these regulations

- (a) "Act" means the *Public Highways Act*;
- (b) "advertisement" has the same meaning as set out in subsection 49(7) of the Act;
- (c) "display" means to erect, maintain, paste, paint or expose.

### Prohibition on display of advertisement adjacent to controlled access highway

4 Except as provided in Section 5, no person is permitted to display an advertisement that is designed to be viewed from a controlled access highway upon or within 1000 m from the centre line of the travelled portion of the highway.

### Permitted advertisements

5 (1) Nothing in these regulations prohibits the display of an advertisement

- (a) for a business conducted in a building,
  - (i) upon the building, if the advertisement bears only
    - (A) the name of the person by or on whose behalf the business is conducted,
    - (B) the general nature of the business, or
    - (C) a description of the goods or services that are ordinarily offered in the conduct of a business of the same general nature as the business conducted in the building,

(ii) upon the lot of land on which the building is situated, if the advertisement

- (A) bears only the information set out in paragraphs (i)(A), (B) or (C),
- (B) is displayed either within 10 m of the main vehicular access point to the business, or not further than 100 m from the main entrance to the building,
- (C) does not exceed 28 m<sup>2</sup> in area, in the case of an advertisement for one business,
- (D) does not exceed 51 m<sup>2</sup> in area, in the case of an advertisement displayed by a shopping center to advertise more than one business, and
- (E) is set back a minimum of 10 m from the edge of a right-of-way of a controlled access highway;

(b) relating to offers of or requests for work;

(c) that is a temporary advertisement of a church, social or local function;

(d) of a public meeting, or

(e) that is a temporary advertisement of not more than 4.6 m<sup>2</sup> in area offering real property for sale and that is displayed on the property offered for sale, and on which the name of the seller, if displayed, is displayed in letters that are not larger than the letters in the words "For Sale" or other words expressing the offer to sell.

(2) No person is permitted to display more than 2 advertisements referred to in subclause (1)(a)(ii) upon a single lot of land.

(3) Within 7 days after the occurrence of an event that has been advertised by means referred to in clause (1)(c), (d) or (e), the person who displayed the advertisement must remove the advertisement.

(4) Within 30 days after a building referred to in clause (1)(a) ceases to be a place in which a business is conducted, the owner of the building must remove all advertisements that are displayed upon the building or upon the lot of land on which the building is situated.

- (5) This Section does not apply if in the Department's opinion there are more restrictive municipal land use by-laws in effect, and in that case the municipal land use by-laws prevail.

**Enforcement**

- 6 (1) The owner of an advertisement permitted under these regulations must maintain it in good and proper condition.
- (2) If, in the opinion of the Minister or the Minister's designate, an advertisement is displayed in contravention of these regulations or is not maintained in good and proper condition, the owner of the advertisement must remove or repair it within 10 days after receipt of a written request from the Minister to do so.

**Transition**

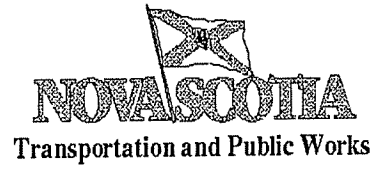
- 7 All advertisements that were in place on July 15, 2001 may remain in place until July 15, 2006, provided that they are maintained in a good and proper condition.

\*\*\*\*\*

Made at Halifax, Nova Scotia, \_\_\_\_\_, 2003, to be effective July 1, 2003.

The *Advertising Signs Regulations* made pursuant to the *Public Highways Act* by the Minister of Transportation and Public Works on June 20, 2001, and approved by the Governor in Council by Order in Council 2001-331 dated July 13, 2001, are hereby repealed

\_\_\_\_\_  
Michael G. Baker, Q.C.  
Minister of Transportation and Public Works



***Business Logo  
Sign Program***

# ***Business Logo Sign Program***

## ***1.0 Program Objective***

*The objective of the Logo Sign System is to provide business identification and directional information for qualified accommodation, food, fuel and farm market services to motorists on our Province's 100 Series Controlled Access Highway system.*

*The introduction of the business logo program will increase the number of required signs on the 100 Series Highway mainline interchange approach and ramps. The configuration of the business logo program of any specific interchange will be dependent upon location specific factors including, but not limited to, successive interchange spacing distance, length of ramp, complete interchange signing requirements, etc. The business logo sign configuration for any specific interchange would be determined, complete with cost estimate, in advance of offering the logo program to any eligible business.*

*For each mainline approach and exit ramp there shall be only one sign per motorist service displaying a maximum of 6 logos/names. Should there be more than 6 eligible businesses within the specified distance for that specific service, the 6 businesses closest to the exit at time of application will be selected for display.*

*Illustrations of optional signage configurations would be:*

- Full configuration would consist of one mainline sign and one exit ramp sign per direction, per motorist service. Figure #1 attached.*
- Exit ramp only signs where mainline signs are not possible. Business logos will indicate direction to service on, or at the end of, the interchange ramp while the mainline sign will consist of generic motorist service icons. Figure #2 attached.*
- Mainline only signs where space is not available on, or at the end of, the interchange exit ramp. Mainline signs would display the business logos whereas the ramp signing would consist of generic motorist service icons indicating the direction of the motorist services. Figure #3 attached.*

*The current generic service sign programs will continue to be available for all qualifying businesses not participating in the Business Logo Sign Program.*

***\*\* Mainline Business Logo signs are to be placed only in advance of the interchange/intersection exit to which the signs pertain.***

## **2.0 Definitions**

**“composite sign board”** means a sign displaying logos for more than one of the four key motorist services.

**“key motorist service”** means accommodation, food, fuel or farm market services.

**“exit ramp”** means the lane(s) at an interchange on the 100 Series Controlled Access Highway leading from the mainline to the intersecting roadway.

**“controlled access highway”** any 100 Series Highway or part thereof designated by the Governor in Council as a controlled access highway.

**“intersecting roadway”** means the roadway to which the 100 Series Controlled Access Highway interchange exits.

**“logo”** means an individual panel of a business in the logo sign system that consists of the business’s name, trademark, logo or combination of same.

**“mainline”** means the through travel lanes of a 100 series Controlled Access Highway.

**“qualifying business”** means any commercial facility that provides accommodation, food, fuel or farm market services to the public, and meets the criteria set out in this program may qualify to participate in the logo sign system.

**“sign”** means an official sign with all its components, such as sign board, logo panel, structure and mounting hardware, placed within the right-of-way of a 100 Series Controlled Access Highway including exit ramps.

**“sign board”** means a component of a sign which consists of a background panels with space for a maximum of six individual business logos.

**“qualifying interchange”** is an interchange where the highway configuration permits logo signs in accordance with Department of Transportation and Public Works safety standards and the highway provides for both exit and re-entry in the same direction of travel.

**“standard motorist service sign”** means signs that are required to give directional guidance to qualified businesses and facilities that do not qualify for business logo signs, but qualify under the current generic Motorist/Tourist Attraction Service Sign programs.

**“trailblazer signs”** means signs that are required to give directional guidance to qualified businesses that are located on the intersecting secondary roadway.

### **3.0 Overview**

*The Logo Sign System provides for business identification and directional information for specific essential motorists services throughout the province on the right-of-way corridors of the Province's 100 Series Controlled Access Highway system. The business logo program would be in addition to the current program which uses generic motorist service icons. The business logo program shall be limited to essential motorist services.*

*The System is not to be confused the Major Tourist Attraction Sign program located on the 100 Series Controlled Access Highway system within the province.*

*A separate sign will be used for each of the four categories of service, with a maximum of six logos per sign board. Composite sign may be used where there are a maximum of 3 logos per category of service.*

### **4.0 Eligibility Criteria**

*A business must meet the following specific requirements pertaining to its service type:*

- ***Fuel** - service station located within 3 kilometres of highway exit.*
- ***Food** - an eating establishment, with the exception of canteens and mobile canteens, located within 5 kilometres of the highway exit and licensed by the Government.*
- ***Accommodation** - fixed roof accommodation providing a minimum of 10 rooms or units, located within 10 kilometres of the highway exit, and campgrounds, located within 10 kilometres of the highway exit, both licensed by the Government.*
- ***Farm Market** - farm market selling local produce, located within 10 kilometres of the highway exit and licensed by the Government.*

*Businesses wishing to participate in the Business Logo Sign program **must remove** their billboard signs that pertain directly to the highway exit the Business Logo signs are to be installed immediately following the installation of the new signs on the 100 Series Controlled Access Highway system.*



#### **4.1 Multi-Service Business**

*In the event that a business provides more than one essential motorist service, it may be eligible to display a logo for each service it provides on the sign board, provided the following conditions are met:*

- *It meets all minimum criteria for the service;*
- *It does not prevent participation by another business which offers a sole service and would otherwise qualify for placement on the sign board;*
- *Space is available on the sign board.*

#### **4.2 Signing At More Than One Qualifying Interchange**

*In the event that a business, by virtue of its location, qualifies for logo sign placement at more than one qualifying interchange then it may have its logo installed at the additional qualifying interchanges, provided it meets all the eligibility criteria and the business does not prevent another qualifying business from participating in the Logo Sign program. Such businesses' right to utilize the extra space(s) shall be re-evaluated on an annual basis.*

#### **5.0 Icons and Symbols**

*A business logo may consist of the business identification symbol, name, brand, trademark or combination. A business logo which resembles an official traffic control device, or are deemed inappropriate, shall not be allowed. **Sign logo colors that are not a stockable item at the Department's Sign Shop and require a Pantone number to produce will not be reflective at night.***

*If the icon/logo is supplied by the business, it must be made of the same material as the Department's Sign Shop would use (3M Engineering Grade reflective sheeting) to be warranted.*

*An electronic graphic (Adobe Illustrator "ai" or CorelDRAW "cdr") of the design of the icon/logo must be supplied by each individual business that is taking part in this signage program for use by the Department's Sign Shop.*

#### **6.0 Selection of Qualifying Businesses**

*If more than six qualifying businesses at time of application wish to display a logo on one sign board, priority will be given based on the road distance from the highway exit to the main entrance of qualifying businesses.*

## **6.0 Continued**

*In the event that two or more qualifying businesses are located at the exact same road distance from the highway exit, selection will be made on a first come bases (date received on application).*

### **6.1 Non-compliance**

*Businesses participating in the Logo Sign program must provide reasonable access to Department of Transportation and Public Works, or its designated representative, from time to time to undertake compliance audits. In the event that a business is found to be non-compliant with the eligibility criteria, it shall be given seven days from notice of deficiency to provide reasonable proof that the deficiency has been, or will be , rectified within 30 days of the deficiency notice. If proof is not provided, the business's logo will be removed and the logo placement agreement cancelled without refund.*

### **6.2 Provision for Temporary Closure**

*A logo may be temporarily covered or removed from the sign board for a period of not less than 7 or more than 90 days in the event of either an emergency, such as a fire or natural disaster, or a planned short-term renovation.*

## **7.0 Logo Placement Agreements**

### **7.1 Term of Agreement**

*All logo sign agreements will be for a three year term. After three years all businesses currently shown on the Business Logo Sign will remain as long as their yearly maintenance/replacement fee has been paid and they are still operating within the qualifying criteria. Qualifying businesses signed at more than one location will be subject to review on an annual basis.*

*A common anniversary or review date will be set for all qualifying business agreements pertaining to maintenance/replacement fees at each individual interchange.*

### **7.2 Uniform Fees**

*Uniform fees will be charged across the province. Fees will be determined based on the signing configuration at the interchange, as shown in Figure #1, Figure #2 and Figure #3.*

### **7.3 Manufacture and Installation**

*The design, layout, location and manufacturing process will be carried out by the Department of Transportation and Public Work's Highway Signal and Signing Officer and the Central Sign Shop. Each participating business will provide the Department of Transportation and Public Works with an electronic color copy of their proposed icon (Adobe Illustrator "ai" or CorelDRAW "cdr").*

*Installation will be provided by the Department of Transportation and Public Work's District staff.*

### **8.0 Maintenance**

*Sign panels and logo symbols are to be maintained in good order, clearly legible by night and day. Transportation and Public Works shall not be responsible for damage to the business logo signs caused by vandalism or natural causes. The applicants will be responsible for all replacement costs.*

*Signs which have reached the end of their effective service life must be replaced.*

*The Department of Transportation and Public Works will do a yearly inspection similar to that which is provided on all of the aluminum signs currently owned by the Department.*

### **9.0 Application**

*All requests for the Business Logo Sign program are to be directed to:*

*Mr. Brian Storrie or Mr. Perry Hill  
Department of Transportation and Public Works  
Highway Signal/Signing Officer, Traffic Engineering Services  
P. O. Box 186  
Halifax, Nova Scotia  
B3J 2N2*

*Mr. Brian Storrie  
Phone: (902) 424-4457  
Fax: (902) 424-0571*

*Mr. Perry Hill  
Phone: (902) 424-7535  
Fax: (902) 424-0571*

### **9.1 Fees (Initial Cost)**

**Mainline Logo Signs (3 icons maximum)**  
(Aluminum/Aluminum Posts)

2 post sign = \$7,100.00/sign

**Off-Ramp Logo Signs (3 icons maximum)**  
(Plywood/Wooden Posts)

2 post sign = \$2,000.00/sign

**Mainline Logo Signs (6 icons maximum)**  
(Aluminum/Aluminum Posts)

3 post sign = \$9,900.00/sign

2 post sign = \$8,100.00/sign

**Off-Ramp Logo Signs (6 icons maximum)**  
(Plywood/Wooden Posts)

2 post sign = \$2,300.00/sign

3 post sign = \$2,600.00/sign

*Business Logo Icons being added (participants 2 or 3, 5 or 6) to the sign structure after its initial installation will cost \$500.00/icon, this will cover manufacture and installation costs. Participant number 4 must pay for the additional sign panels.*

*All initial costs of the Business Logo Signage program will be borne by the participating businesses.*

### **9.2 Inspection Fee and Replacement Fee**

*A yearly inspection fee and replacement fee of \$300.00/per sign, will be charged each business that participates in the Business Logo Sign program. Signs will be replaced at the end of the reflective sheeting sign material's warranty. The Department of Transportation and Public Works will determine the effective service life of these signs.*



## Business Logo Signage Program Application

<b>For Office Use Only</b>	
Highway: _____	Exit Number: _____ File Number: _____
Date Received(D/M/Y) ___/___/___	Date Installed(D/M/Y) ___/___/___
<input type="checkbox"/> Fuel <input type="checkbox"/> Food <input type="checkbox"/> Accommodation <input type="checkbox"/> Farm Market	

### Business Logos

Type of Service:  Fuel    Food    Accommodation    Farm Market  
 (One Application per Service)

Name of Business		Telephone	
Name of Applicant		Title	
Business Address (No. & Street)	City/Town	Prov.	Postal Code

### Business Location Data

1. Clearly identify Interchange (Highway, Exit #, etc.) \_\_\_\_\_

2. County: \_\_\_\_\_ 3. Direction of Travel from Exit:  N  S  E  W

- Fuel:**             Service Station, located within 3 kilometres of the exit
- Fuel 24hr.:**     Same as above but must be opened 24 hours a day, 365 days a year
- Food:**             Eating establishment (with exception of canteens and mobile canteens)
- Located within 5 kilometres of the exit
- Licensed by the Department of Agriculture and Fisheries, Food Safety Division

- Accommodation:**  Motel, Hotel or Cabins consisting of a minimum of 10 rooms or units  
 Located within 10 kilometres of the exit  
 Licensed accommodations under the Tourism Accommodation Act

- Farm Market:**  Farm Market selling local produce  
 Located within 10 kilometres of the exit  
 Registered with the Farm Fresh Marketing Association of Nova Scotia

- Common Criteria:**  Can not participate in the generic Motorist Service Sign program  
 Business must be available to the general public  
 Business must be opened between the hours of 7:00am and 10:00pm, 7 days a week  
 Business must comply with all relevant legislation and regulations  
 Reasonable access to a public telephone

**Program Fees:**

Mainline Logo Signs (3 icons maximum)  
 (Aluminum/Aluminum Posts)

2 post sign = \$7,100.00/sign

Mainline Logo Signs (6 icons maximum)  
 (Aluminum/Aluminum Posts)

2 post sign = \$8,100.00/sign  
 3 post sign = \$9,900.00/sign

Off-ramp Logo Signs (3 icons maximum)  
 (Plywood/Wooden Posts)

2 post sign = \$2,000.00/sign

Off-ramp Logo Signs (6 icons maximum)  
 (Plywood/Wooden Posts)

2 post sign = \$2,300.00/sign  
 3 post sign = \$2,600.00/sign

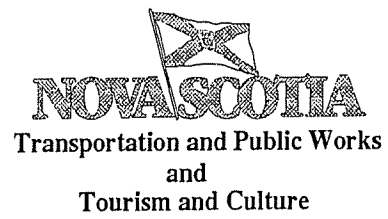
**Business Logo Icons** being added (participants 2 or 3, 5 or 6) to the sign structure after its initial installation will cost \$500.00/icon, this will cover manufacture and installation costs. Participant number 4 must pay for the additional sign panels.

**Maintenance and Replacement Fee**, a yearly fee of \$300.00/sign, will be charged each business that participates in the Business Logo Sign program. Signs will be replaced at the end of their effective service life. The Department of Transportation and Public Works will determine the effective service life of these signs.

**CERTIFICATION NOTICE** I certify that the above statements are true and correct and will inform Department of Transportation and Public Works of any changes to the above indicated information that may affect the availability of the service provided. I understand that the Department of Transportation and Public Works may make inquiries or inspections to insure that the minimum requirements are being met.

Signed (applicant): \_\_\_\_\_ Date: \_\_\_\_\_  
Falsification of the above statements will result in the denial or revocation of the application.

<p><b>For Office Use Only</b></p> <p>Approved: _____ Denied: _____</p> <p>Date: _____</p> <p>Comments: _____</p> <p>_____</p> <p>_____</p> <p>Signature (Highway Signing Officer) _____ Date: _____</p>
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***Major Tourist Attraction  
Sign Program***

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# ***Major Tourist Attraction Sign Program***

## **Program:**

*The Department of Tourism and Culture and the Department of Transportation and Public Works have developed a program for the signing of major tourist attractions along the Province's 100 Series Controlled Access Highway system. The program is intended to identify Nova Scotia's major tourist attractions to visitors and encourage travellers to leave the 100 Series Controlled Access Highway system to visit communities and tourism businesses located along our secondary and scenic routes.*

## **Attraction Definition:**

*For the purposes of this program, an attraction is defined as:*

*"Business, facilities or sites whose primary purpose is satisfying the needs of visitors from outside the immediate area for outdoor recreational, educational, scientific, environmental, natural, cultural, heritage/historical, or entertainment related activities and where the sale of goods is of a secondary nature."*

*(Visitors from outside the immediate area are defined as those travelling at least 80 kilometres from their place of residence.)*

## **Eligible Attractions Include:**

- 1) ***National Parks and Natural Historic Sites;***
- 2) ***Provincial Parks and Provincial Museums;***
- 3) ***Cultural/Heritage Attractions: Defined as facilities which are primarily oriented to the education or entertainment of visitors through the display and interpretation of culture including live performance theatre, public art galleries, cultural centres, community museums, genealogical centres and archives and historic sites registered with the appropriate national, provincial or municipal registry;***

### **Eligible Attractions cont'd.:**

- 4) **Natural Attractions:** Defined as areas of significant natural, environmental or aesthetic interest to visitors, as well as facilities whose primary purpose is to exhibit and interpret natural habitat to visitors, including wildlife parks, aquariums and botanical gardens;
- 5) **Themed Attractions:** Defined as family oriented entertainment parks, whose primary function is to offer entertainment facilities for visitors;
- 6) **Outdoor Recreation Facilities:** Defined as facilities which are primarily oriented to offering outdoor recreational activities for visitors. Examples of such activities include golf courses (18 hole course), alpine and nordic ski areas, marinas, race tracks, etc.;
- 7) **Guided Tours:** Operations which offer regularly scheduled guided tours to visitors of particular sites or facilities (tours must be offered a minimum of 5 days per week) including whale watching tours, bird watching tours, boat and river rafting tours, winery tours, mine tours, etc.

### **Eligibility Criteria:**

**To be eligible for major tourist attraction signage, facilities must meet the following criteria:**

- ▶ Attractions must have a minimum annual attendance of 7,500 visitors;
- ▶ Attractions must have adequate parking facilities to meet the normal demand of the attraction;
- ▶ Attractions must have restroom facilities;
- ▶ Attractions must have visitor orientation, either through the provision of staff or interpretative signage;
- ▶ Attractions must be open to the public a minimum of 6 hours per day, 5 days per week, during the operating season;
- ▶ Attractions must be in operation a minimum of 90 days during the operating season;
- ▶ Attractions must advertise or be listed in the Nova Scotia Doers and Dreamers Guide and have promotional literature distributed at visitor information centres;

### Eligibility Criteria cont'd.:

- ▶ *Attractions must provide the Department of Tourism and Culture with ongoing annual attendance reports.*

*If an eligible attraction has advertising signage located on or near the 100 Series Controlled Access Highway system, it is the intent of the Major Tourist Attraction Signage program that this signage would be removed. A tourist attraction application will not be approved until this signage has been agreed to be removed. Once the Major Tourist Attraction Signage has been installed, additional placement of advertising signage on or near the 100 Series Controlled Access Highway system will result in the removal of the attraction signage.*

### Attraction Signs:

*Attraction signs will consist of the following:*

- ▶ ***Attraction Sign:** Located in advance of exits on controlled access portions of 100 Series Controlled Access Highways, an attraction sign introduces a distinctive logo for the attraction along with appropriate wording. Signs are standardized in size and color and up to 4 attraction signs can be installed on one aluminum post structure. Attraction signs are fabricated and installed by the Department of Transportation and Public Works.*
- ▶ ***Trail Blazer - Off-Ramps:** Located at the end of interchange off-ramps, these standardized signs repeat the logo of the attraction along with name and directional information. These signs are fabricated and installed by the Department of Transportation and Public Works.*

*If the attraction is not operational for a full 12 month period, the attraction will be responsible for the placement of “CLOSED” tabs over the logo symbol. The removal of the “CLOSED” tabs before the beginning of the next operating season shall also be the responsibility of the attraction.*

- ▶ ***Trail Blazer - Secondary Roads:** Once approval for attraction signage has been given and arrangements have been made to install the signs on the 100 Series Controlled Access Highway, attraction operators are responsible for the purchasing and installation trail blazer signs with directional information along the secondary road(s) to mark the most direct route leading to the attraction. The first trail blazer sign after leaving the 100 Series Highway off-ramp should show a distance tab in kilometres to inform the motorist of the distance to the attraction. The fabrication and installation of these trail blazer along the secondary routes are the responsibility of the attraction operator.*

**Sign Location:**

*Attraction signs installed on 100 Series Controlled Access Highways will normally be located at the closest exit(s) to the attraction considering the motorists direction of travel.*

*Trail blazer signs installed by the attraction operator should cover all decision points beyond this exit(s) to properly guide the motorist to the attraction via the most direct route(s).*

**Costs:**

**A. The costs for the Major Tourist Attraction Signage program are as follows:**

- ▶ 2 - aluminum post structures - 100 Series Highway = \$12,000.00
  - ▶ 2 - aluminum attraction signs - 100 Series Highway = \$ 2,400.00
  - ▶ 2 - trail blazer signs & tab signs - end of off-ramps = \$ 2,400.00
- Total = \$14,400.00**

*Costs are subject for review on a yearly bases.*

**B. Responsibility for the Major Tourist Attraction Signage costs are as follows:**

- ▶ **New 100 Series Controlled Access Highway Sections:**
  - Department of Transportation and Public Works will fund the aluminum post structures for eligible attractions identified by the date of the Highways Official Opening;
  - The attraction operator(s) shall fund the attraction signs and end of off-ramp trail blazer signs at time of the Highways Official Opening.
- ▶ **Existing 100 Series Controlled Access Highway Sections:**
  - The attraction operator is responsible for funding the aluminum post structures, attraction signs and end of off-ramp trail blazer signs;
  - Should attraction post structures exist (with less than 4 attraction signs) the attraction operator need only cover the costs of the signs.

**Costs cont'd.:**

- ▶ **Secondary Highway Trail Blazer Signs:**
  - *Trail blazer signage beyond the interchange off-ramp to the attraction are the sole responsibility of the attraction operator.*
  
- ▶ **Maintenance:**
  - *The attraction operator shall be responsible for any maintenance, repair or replacement costs associated with the attraction signs or post structures.*

**Other Tourism Related Signs:**

*In addition to signage for major tourist attractions, standardized blue and white signs will be installed for the following approved tourism related facilities:*

- ▶ **Radio Stations:** *Uniform blue and white signs will be installed on controlled access portions of 100 Series Highways to denote the appropriate call letters and frequency, including AM or FM, as a means for radio stations to provide visitors with information on the local areas. Signs will be installed at or near county boundaries for radio stations which have a transmitter or repeater station in the county. All signs will be manufactured and installed by Department of Transportation and Public Works, with the full cost paid by the requesting radio station.*

<i>Size of Radio Station sign</i>	<i>120 x 60 centremetres</i>
<i>Cost per sign</i>	<i>\$250.00</i>

***Costs are subject for review on a yearly bases.***

- ▶ **Festivals:** *Uniform blue and white festival tag signs will be temporarily installed under the large Community Identity Highway signs on the 100 Series Controlled Access Highway for major tourism festivals attracting 10,000 visitors. Signs will denote the name of the festival along with either a logo or appropriate dates. Signs can be **installed up to 3 weeks in advance** of the festival and **must be removed immediately (2 weeks) following** the festival. The Department of Transportation and Public Works will manufacture these signs at the expense of the festival organizers. **The installation, storage and removal of these signs will be the responsibility of the festival organizers.***

***Failure to abide to these installation and removal guide lines could lead to expulsion from the program.***

**Other Tourism Related Signs cont'd.:**

***Festivals cont'd.:***

*Manufacturing costs for 2 festival tag signs for the 100 Series Controlled access Highway are \$1,200.00.*

***Costs are subject for review on a yearly bases.***

- ▶ ***Visitor Information:*** *Uniform blue and white attraction signage for Visitor Information Centres that are deemed to be strategically located by the Department of Tourism and Culture.*
-