

**APPENDIX “A”**  
**Tourist Attraction Signage Details**

**Attraction signs will consist of the following:**

1. **Attraction Sign:** Located in advance of exits on controlled access portions of 100 Series Controlled Access Highways, attraction signs will utilize the standard logo for the attraction (unless one does not exist) along with appropriate wording approved by the Department of Tourism, Culture and Heritage. Wording for the attraction signs will be, space permitting, as it appears in the Doer’s and Dreamer’s Guide listing. Exceptions will only be granted in those cases where there is not enough space, the site name will then be reworded to fit. Absolutely no advertising/marketing slogans will be used. Signs are standardized in size (16' x3' or 4.8m x 0.9m) and color, 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.
  
2. **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. Tabs will be provided by the Department of Transportation and Public Works upon request.

- ▶ **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 purchase and installation of 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 kilometers to inform the motorist of the distance to the attraction. The fabrication and installation of these trail blazers along the secondary routes are the responsibility of the attraction operator. These additional trail blazer signs can be purchased from the Department of Transportation and Public Works signs shop once approval has been confirmed.

**Sign Location:**

The two attraction signs installed on 100 Series Controlled Access Highways will normally be located at the closest exit to the attraction considering the motorists direction of travel. **The Department of Transportation and Public Works will have final approval of the exit**

**location of the sign.**

Trail blazer signs, on secondary roads, installed by the attraction operator should cover all decision points beyond the approved exit to properly guide the motorist to the attraction via the most direct route. Installation of trail blazer signs on secondary roads fall within the local and municipal regulations, permission must be obtained to install signage on these roads.

**Costs:**

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

- ▶ 2 - aluminum post structures - 100 Series Highway = \$14,600.00
- ▶ 2 - aluminum attraction signs - 100 Series Highway  
2 - trail blazer signs & tab signs - end of off-ramps = \$ 2,400.00

**Total = \$17,000.00**

**Costs are based on 2003 costs and are subject to review on a yearly bases.**

**B. Responsibility for 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.

**New controlled access highways are stretches of highway that are currently under construction. They are considered new until construction is complete and it is open to traffic for the first time.**

▶ **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;
- Where attraction post structures already exist (with less than 4 attraction signs) the attraction operator need only cover the costs of the signs.
- Assistance to cover the costs of the posts and signs may be available for qualified applicants through the Department of Tourism, Culture and Heritage's Tourism Development Investment Programs. Requests for assistance are subject to the established application deadlines set for the Tourism Development Investment

Programs and will be evaluated on a case by case basis.

▶ **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.
- Attraction operators are required to repair or replace their attraction sign(s) at any time it is deemed necessary by the Department of Transportation and Public Works.

**Failure to repair or replace attraction signs when requested may result in suspension from the program. The attraction would then need to re-apply to the program and if re-approved would be responsible for the cost of sign removal, repair/replacement and re-installation. All costs would have to be paid in full before signage could be re-installed.**