

DEPARTMENT OF TRANSPORTATION
POLICY ON TOD (TOURIST ORIENTED DIRECTIONAL) SIGNING

1. “TOD” (TOURIST ORIENTED DIRECTIONAL) signing will be erected only for a service or attraction, which is in the “specific interest” of the travelling public.

A “TOD” (TOURIST ORIENTED DIRECTIONAL) sign is defined as a custom made sign, manufactured by the Department, which is standard in colour, and size, which depicts a specific interest, and may display the name of and distance to that specific interest.

“Specific interest” is defined as an interest pertaining to foods, fuels, accommodations, recreational facilities, historical sites and museums, handicraft and antique outlets, approved natural phenomenon attractions and other approved tourist attractions, and municipalities or communities that have special attractions for tourists.

a) A “food” interest must retail meals to the travelling public and have a minimum inside seating capacity of 12 persons. It must also be open to the public not later than 08:00 hrs. And not close before 18:00 hrs., seven days per week.

b) A “fuel” interest must sell retail gasoline or gasoline and diesel fuels. It must also be open to the public not later than 08:00 hrs. And not close before 18:00 hrs., seven days per week.

c) “Accommodations” is defined as hotels, motels, campgrounds which contain tent and/or trailer sites, farm vacation accommodations or other accommodations licensed by the Department of Tourism and Parks. A registration facility must be open to the public not later than 10:00 hrs. And not close before 21:00 hrs., seven days per week.

d) “Recreational facilities” includes the following which is open to the general public: fishing, boating, skiing, golfing, swimming, and other recreational facilities recommended by the Interdepartmental Sign Committee and approved by the Minister.

e) Signing for “historical sites” and “museums” must be recommended by the Culture Branch in Department of Education, Interdepartmental Sign Committee, and approved by the Minister.

f) Signing for “handicraft” and “antique outlets” must be recommended by the Culture Branch in Department of Education and the Interdepartmental Sign Committee, and approved by the Minister.

g) “Approved natural phenomenon” and “other approved tourist attractions” must be recommended by the Department of Tourism and Parks and the Interdepartmental Sign Committee, and approved by the Minister. “Approved natural phenomenon” will include such attractions as:

- i) Reversing Falls
- ii) The Rocks
- iii) Magnetic Hill

h) An applicant is considered as any private individual, partnership, company, corporation, Government of Canada, other Provincial Government Department of the Province of New Brunswick, Provincial Agency or Crown Corporation or Municipal Government.

2. General Disqualifications for TOD (Tourist Oriented Directional) Signing

a) Any specific interest within the boundaries of an incorporated city or town with the exception of “approved natural phenomenon,” campgrounds and Visitor Information Centres.

b) Any specific interest outside the Province of New Brunswick.

c) Any private club, facility, organization, business or premises which is for members only and is not open to the general public.

d) Any “accommodation” which has its license cancelled by the Department of Tourism and Parks.

e) Any “food outlet” or other service closed or condemned by the Department of Health and Community Services, Provincial Fire Marshall or other Provincial regulatory body.

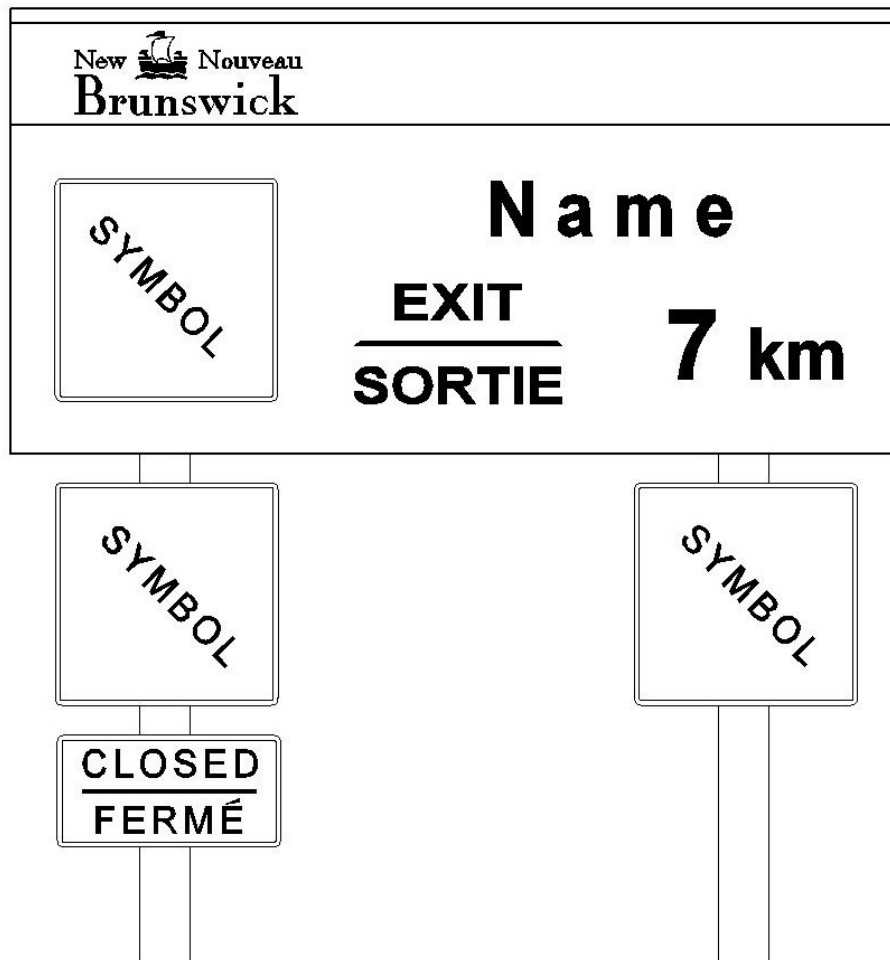
f) Any specific interest that is signed under the Highway Advertisements Regulation or has privately erected signs in violation of the Highway Advertisements Regulation.

3. Any approved “specific interest” as defined and signed under the Highway Advertisements Regulation may not also be signed under the Department’s TOD (Tourist Oriented Directional) Signing Policy.

Any approved “specific interest” as defined and signed under the Department’s TOD (Tourist Oriented Directional) Signing Policy may not also be signed under the Highway Advertisements Regulation.

4. General Size and Shape of Signs

PRIMARY - Advance sign with 15 cm lettering. This sign will contain the name of the business, facility symbol and distance to the facility. Not more than two additional symbols will be placed on the supporting posts.



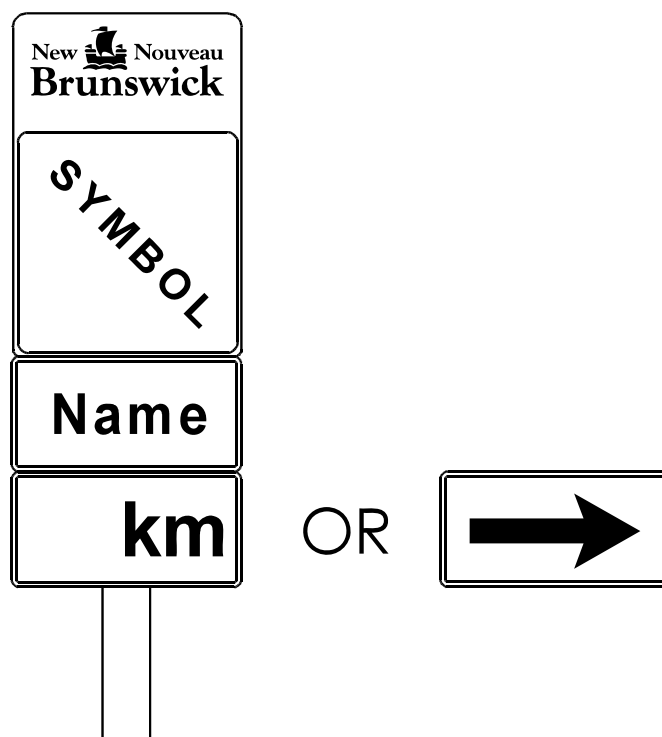
\$600.00/sign

\$100.00/yearly maintenance

Plus HST

Total: \$791.00 per sign

SUPPLEMENTARY - Confirmation sign of approximately 75 cm - 90 cm in width using 10 cm lettering. This sign will be used as a follow-up to a “Primary” sign when the Department believes the travelling public could become confused at an intersection or a similar facility to that being advertised. This sign will be used as a follow-up when the specific interest is on another highway and more than three kilometres from the intersection with the primary highway where the “Primary” sign is displayed. The sign will contain the name of the business, the facility symbol and distance or directional arrow. No additional symbols will be placed on the supporting post.



\$210.00/sign
\$ 40.00/yearly maintenance
Plus HST

Total \$282.50 per sign

TYPE “C” - Advance sign of indeterminate size. This type of sign is reserved for approved “natural phenomenon attractions”, other approved tourist attractions, Department of Tourism and Parks signs, and signs depicting, illustrating or advertising a municipality or community. It must not exceed 25 square metres in size.

5. Costs of TOD (Tourist Oriented Directional) Signs

The cost of manufacturing, erecting and maintaining any type of “TOD” (TOURIST ORIENTED DIRECTIONAL) sign will be borne by the applicant even though the actual manufacture, erection and maintenance is done by the Department.

The initial cost of manufacture, erection, plus one year of maintenance must be paid in advance of the actual manufacture of the sign. The initial charges for TOD (Tourist Oriented Directional) signs will be accepted by certified cheque made payable to the Minister of Finance and forwarded to the Director of Maintenance and Traffic, Department of Transportation, P. O. Box 6000, Fredericton, NB, E3B 5H1. No refunds of payment will be made after a sign has been manufactured. No part or installment payments will be accepted.

A subsequent yearly maintenance charge will be levied by the Department. The maintenance is due April 1 of each year. Maintenance charges will be accepted by standard cheque made payable to the Minister of Finance and forwarded to the Director of Maintenance and Traffic, P. O. Box 6000, Fredericton, NB, E3B 5H1. No refunds will be permitted for part of a year’s maintenance. Should payment of the annual maintenance charge not be paid within 30 calendar days of the due date, the sign will be removed from the highway right-of-way by the Department. Should the applicant then request the sign be reinstalled, the full cost of removal, storage, reerection and yearly maintenance cost must be paid in advance before the sign is reerected. Signs which have been removed from the highway right-of-way will be stored by the Department of a minimum of 30 calendar days.

6. Manufacture and Placement of Signs

All “TOD” (Tourist Oriented Directional) signs will be manufactured and erected by the Department of Transportation, Maintenance and Traffic Branch.

Maintenance of TOD (Tourist Oriented Directional) signs will be performed by the Maintenance and Traffic Branch.

The display of a TOD (Tourist Oriented Directional) sign will, in general, conform with the requirements of the Highway Advertisements Regulation with the following major exceptions:

- a) It will be displayed within the highway right-of-way.
- b) No on-premise TOD (Tourist Oriented Directional) sign will be displayed under this policy.

c) No “TOD” (Tourist Oriented Directional) signs will be displayed for short term events.

d) Applications for a TOD (Tourist Oriented Directional) sign will be approved or refused by the Director of Maintenance and Traffic rather than the District Transportation Engineer.

Other variations from the normal placement of signs will be at the discretion of the Director of Maintenance and Traffic.

No additions or alterations, other than the placement of a “closed” tab for seasonal advertisements, may be placed on a standardized sign by the applicant. The “closed” tab will be supplied by the Department, but the placement and removal of the “closed” tab will be the responsibility of the person who has requested the standardized sign.

Replacement of signs due to weathering or natural causes, movement of signs due to highway improvements or unforeseen conditions, and revisions to type of signs used will be determined by the Department with no additional charge to the applicant. The applicant should contact the Maintenance and Traffic Branch at 506-453-2213 to report damages to the TOD (Tourist Oriented Directional) signs.

PROVINCE OF NEW BRUNSWICK
DEPARTMENT OF TRANSPORTATION

APPLICATION FOR TOD (TOURIST ORIENTED DIRECTIONAL) SIGNS

This form can be used to apply for up to two advance signs, and two confirmation signs in advance of the site of the business. The confirmation signs are supplied only if the business is not easily seen from the primary highway or if on another highway more than 3 km from the intersection with the primary highway on which the advance signs are displayed.

1. OWNER OR MANAGER NAME _____
ADDRESS _____
TELEPHONE NO. _____

2. OFFICIAL NAME OF ESTABLISHMENT _____
LOCATION OF ESTABLISHMENT _____
Identify community and on which highway the service or attraction is located.

3. Specify distance from your service or attraction to the highway on which you want the standardized advance signs erected.

4. SERVICE(S) OFFERED

Restaurant - Seating
Capacity _____
- Normal Operating Hours _____
Vehicle Fuels - Number of Diesel Pumps _____
- Number of Gasoline Pumps _____
- Normal Operating Hours _____
Accommodations - Number of Units or Rooms _____
- Normal Operating Hours _____
Campground - Number of Tent Sites _____
- Number of Trailer Sites _____
Other Services or Attractions (please specify) _____

5. Normal Operating Season _____ Months From _____ To _____

6. Are there any other signs already in place advertising you business, other than those one premise?
If "YES", where? _____

SIGNATURE _____ DATE _____

Please mail or deliver completed form to: Director of Maintenance & Traffic
3rd Floor Kings Place
P. O. Box 6000
Fredericton, NB E3B 5H1