

OFF-SITE PROMOTIONAL HIGHWAY SIGNAGE POLICY EFFECTIVE JULY 3, 2006



GOVERNMENT OF
NEWFOUNDLAND AND LABRADOR
**Department of Tourism, Culture and Recreation
Department of Transportation and Works
Department of Government Services
Department of Municipal Affairs**
In consultation with:
**Hospitality Newfoundland and Labrador
Newfoundland and Labrador Chamber of Commerce
Newfoundland and Labrador Federation of Municipalities**

A policy on Off-Site Promotional Signage for Tourism Attractions and Services in Newfoundland and Labrador

Introduction

The *Highway Sign Regulations* and the Highway Signage Policy are based upon tourists= need for adequate directional signage, the need to maintain highway safety standards, and the need to preserve the pristine, uncluttered environment of the province - a core theme of the Province=s tourism marketing strategy. A list of tourism-related businesses, which are eligible to apply for an Off-Site Promotional Sign permit, is provided in the attached Table 1.

Policy Overview

The Highway Signage Policy contains the standards for off-site promotional signage design and location that will provide the traveling public with core information on tourism operations and services. The design standards are intended to permit a range of stylized lettering, colours, logos/images with a choice of sizes and format styles, yet have been developed to ensure safety and aesthetic standards. Facility operators and other eligible operators are responsible for the design, installation and maintenance of Off-Site Promotional Signs, in compliance with the regulations and the permit requirements of the Department of Government Services. **Currently, there is no fee for off-site promotional sign permits.**

The Highway Signage Policy is based on a two-corridor system. **Corridor No. 1** is an area along the entire length of all provincial highways and is reserved exclusively for standardized highway signage. The corridor is 8.5 metres wide and immediately adjacent to the right-hand side of the highway gravel shoulder. **Corridor No. 2** is an area of finite length measured from intersections and is located at strategic locations along the highway. The corridor will be at least 10 metres from the highway gravel shoulder, and is reserved for Off-Site Promotional Signs.

Important Highlights of the Off-site Promotional Signage Policy

The standardized blue and white fingerboard service signs are produced, installed and maintained by the Department of Transportation and Works, with a user fee being required from the facility operator. **The fee of \$125.00 plus HST (total of \$141.25) per year is payable annually.**

On-site (*premises*) signage on the active site of a business, service, industry or other commercial private property **does not require a permit** from the Department of Government Services. However, the placement of these signs will be monitored to ensure that highway safety is not affected. It is recommended that sign owners consult with the Department of Transportation and Works regarding the placement of these signs on the sign owners= property.

Community Welcome Signs and Community Service Signs also require a permit.

There are no size restrictions for signs, with the exception of Off-Site Promotional Signs. Community Welcome Signs can be double-sided and apply to all communities (not to only the incorporated communities).

The policy makes a provision for the construction of sign kiosks/plazas at approved locations. The range of signs permissible at sign kiosks/plazas are not limited to the tourist sector and are subject only to the review of the sponsoring organization (a municipality, regional tourism development organization, regional economic development board or some similar organization). Sign plazas/kiosks are permitted at any location where safety considerations can be met, along provincial highways, and are not limited only to areas where a Corridor No. 2 cannot be established.

Government feels that the business sector should place particular emphasis on the development of sign kiosks/plazas, especially in areas of the province where sufficient space is not available for the creation of a Corridor No. 2.

Community Service Signs are permitted in Corridor No. 1 provided **these signs contain no commercial promotion.**

Trail Head Signs and advanced trail head warning signs are permitted as if they were a theme park.

Each operation eligible for promotional signage is allowed one Off-Site Promotional Sign on each approaching route up to a maximum of four signs per operation.

The policy contains **no restrictions on letter size, sign format and sign design.** However, to increase the readability of a sign it should be designed with the largest lettering and fewest words possible per line. The Department of Government Services requires a sketch of the proposed sign prior to a permit being issued. This ensures that the message contained on the sign is within the scope of the regulations and that the sign does not promote any product, service or business that would not be eligible for individual signage.

Corridor No. 2 is calculated consistently for all roads regardless of the speed limit. These corridors begin 3 km from a provincially maintained intersection. This provides considerably more areas for Off-Site Promotional Signs. In addition, **the sign positions within recently approved Corridors No. 2 are established at consistent intervals of 150 metres (whenever possible)** to provide the greatest utilization of these corridors.

It should be noted that in areas where Corridors No. 2 are established on private property, the **sign position markers are not placed in the field.** The Department of Government Services has layout plans of these corridors for inspection and assignment of signs. It is the sign owner=s responsibility to obtain the prior written approval of the property owner and to include this written permission with the sign application.

A classification of **Short Term Community Event Signs** relates to community festivals that are less than one month duration. These signs require a permit, but the signs do not have to be in an approved Corridor No. 2 and, therefore, can be located considerably closer to the activity. These signs shall be erected not more than 1 month before the event and shall be removed not more than 10 days after the event concludes

Qualifying community festivals which are of a seasonal nature, but which continue for longer than one month, are permitted a permanent sign in Corridor No. 2.

The original sign permit is issued for a one year period. However, once the conditions of this period have been met, and prior to the expiration of the one year period, the sign owner can apply for a **renewed permit**

which will be for a three (3) year period.

Non-conforming signage

Existing off-site promotional signage that does not conform to the regulations and/or to all the conditions of the permit must be removed by the sign owner prior to September 30, 2006. Sign owners should note that government officials will be monitoring the placement of unapproved and non-conforming signs along our highways. **In this regard any signs which are currently erected without a permit should be removed immediately by the sign owner.** Any remaining unapproved or nonconforming signs after September 30, 2006, **will be removed and immediately destroyed.** Therefore, it is in the sign owners= best interest to action portions of the signage policy that affects them.

Commercial Signs - Locational Guidelines

The main purpose of Off-Site Promotional Signs is to provide directional information to eligible services/products. These signs, therefore, should be creative in nature allowing for logos, slogans, use of colour, etc. They will be located along the highway in Corridor No. 2, in advance of the business.

Eligibility

Table 1 (see attached) outlines those types of services eligible for Off-Site Promotional Signs. Applicants must comply with the regulations established for the positioning of signage within the designated corridor.

Size

An Off-Site Promotional Sign shall not be less than a size of 1.2m x 2.4m (4ft x 8ft) and shall not exceed a size of 2.4m x 3.6m (8ft x 12ft).

Format

All signs, with the exception of Community Welcome Signs, must be single sided, with all information facing oncoming traffic. The only restriction for sign content and design is with respect to the types of services offered. A sign owner cannot display on an approved sign any type of service that would not qualify for a separate Off-Site Promotional Sign (ie, the owner of a restaurant, convenience store and gas bar would only be permitted to advertise the **restaurant** portion of the business). To ensure compliance to standards, preliminary signage designs must be submitted and approved by the Department of Government Services before permits are issued. **Signs should not be manufactured or erected until a permit is issued by the Department of Government Services.**

Content

Signs shall not include symbols, slogans or lighting similar to those used for traffic control and warning.

Lettering

There are no restrictions on letter size. However, to increase the readability of a sign it **should be designed with the largest lettering and fewest words possible per line.**

Illumination

Illumination is not permitted in any way for Off-Site Promotional Signs, but for greater motorist visibility during non daylight periods it is suggested that applicants for Off-Site Promotional Signs consider reflective lettering. **Illumination is permitted for sign kiosks/plazas only.**

Installation and maintenance

The owner of an Off-Site Promotional Sign must properly design, construct and install the sign and maintain it in good and proper repair, including the supporting structures. The sign must be painted front and back or otherwise suitably finished or preserved.

Any Off-Site Promotional Sign proposed on privately owned land requires that the written approval of the land owner be obtained by the sign owner and submitted with the application.

If the owner of an Off-Site Promotional Sign does not comply with a directive issued by the Department of Government Services, the Department of Transportation and Works will remove the non-conforming sign.

Note: Where a permit to erect a sign has been issued but the sign is located on a government construction project, the owner will be responsible for removing and relocating the sign in a new designated area after the construction project is completed. Signs hindering construction progress will be removed immediately without compensation to the owner.

The Department of Transportation and Works will not be held responsible for damage to any signage in Corridor No. 1 or Corridor No. 2 as a result of snow clearing or other maintenance activity.

Permits

The initial Off-Site Promotional Sign permit and sticker(s) are valid for one year from the date of issue. Upon receipt of a written renewal request from the sign owner, renewed permits and stickers will be issued on the expiry date of the previous permit or renewed permit and will be valid for a three (3) year period. The Department of Government Services reserves the right to refuse the renewal of any permit if all the conditions of the initial permit or the previously renewed permit have not been followed.

The permit entitles the applicant to not more than one Off-Site Promotional Sign on each approaching route up to a maximum of four signs per operation.

Where/how to apply

Applications for Off-Site Promotional Signs are available from the nearest office of the Department of Government Services listed below:

Government Service Centre
5 Mews Place
P.O. Box 8700, St. John's, NL A1B 4J6
Tel: (709) 729-3699 Fax: (709) 729- 2071

Government Service Centre
7-9 Roddick Crescent
P.O. Box 512, Harbour Grace, NL A0A 2M0
Tel: (709) 945-3107 Fax: (709) 945-3114

Government Service Centre
2 Masonic Terrace
Clareville, NL A5A 1N2
Tel: (709) 466-4060 Fax: (709)466- 4070

Government Service Centre
Fraser Mall, 230 Airport Boulevard
P.O. Box 2222, Gander, NL A1V 2N9
Tel: (709) 256-1420 Fax: (709) 256- 1438

Government Service Centre
9 Queensway
Grand Falls-Windsor, NL A2A 1W9
Tel: (709) 292-4206 Fax: (709) 292- 4528

Government Service Centre
The Noton Building, 133 Riverside Drive
P.O. Box 2006, Corner Brook, NL A2H 6J8
Tel: (709) 637-2204 Fax: (709) 637-2681

Government Service Centre
Thomas Building, 13 Churchill Street
P.O. Box 3014, Stn. B
Happy Valley-Goose Bay, NL A0P 1E0
Tel: (709) 896-5428 Fax: (709) 896-4340

Each application must be accompanied by:

- T two (2) copies of a location plan showing the exact location of each sign sufficiently detailed to ensure a ready identification of the site;
- T two (2) copies of a plan of each sign showing dimension, wording, and design to be used.

Fingerboard Sign Standards & Requirements

Purpose

The main purpose of fingerboard signs is to simply provide direction to the location of the listed service/facility. The signs are of standard design listing the name, distance and directional arrow, in standardized white letters on solid, blue coloured background. These are installed and maintained by the Department of Transportation and Works.

Eligibility

All the types of tourism facilities (except short term events, community festivals and farmers/fish markets) and all the eligible types of tourism services listed in Table 1 may apply for the rental of space on the fingerboard signage.

Colour

Blue reflective background with white reflective letter copy.

Content

Letter copy will denote the name of the establishment, distance and direction.

Format

Each structure shall consist of no more than three (3) fingerboard panels, where the top fingerboard panel shall depict the international symbol or symbols for the service or services represented on the lower three fingerboard panels. Where possible, only establishments of a similar service type shall appear on the panels.

Location

Location shall conform to the signing standards of signage Corridor No. 1 (see definitions).

Permits and fees

The fee is \$125.00 per sign (plus HST) for a total of \$141.25 per year to cover the costs of manufacture, installation and maintenance by the Department of Transportation and Works.

Where/how to submit application forms

All fingerboard signage applications are to be forwarded to:

Director of Maintenance
Department of Transportation and Works
P.O. Box 8700
St. John's, NL A1B 4J6

Definition of Terms

For the purpose of this policy, the following terms are defined:

Accommodations - All facilities licensed under the Tourist Establishment Regulations that provide overnight accommodations for remuneration (e.g., hotels/motels, bed & breakfast, housekeeping cabins, campgrounds and trailer parks).

Art Gallery - a gallery for the display of artistic works as defined by the Department of Tourism, Culture and Recreation.

Campgrounds/Trailer Parks - a commercial establishment comprising land used or maintained as sites for tents, tent trailers, travel trailers, pick-up campers or other recreational vehicles providing sleeping accommodation whether or not there is a charge made for the use of the ground so used in camping or parking. Residential trailer parks are not included.

Community Festival - a special occasion throughout the province sponsored or sanctioned by a federal, provincial or municipal government for a period greater than one month.

Community Service Sign - a sign erected by a service club, non-profit organization or service group stating a message of general community interest, such as ALearn Not To Burn®, and not including the promotion of any business or commercial enterprise or product.

Community Welcome Sign - an advance sign erected by a community.

Corridor No. 1 - An area along the entire length of all provincial highways reserved for standardized signage, in the following **order of precedence**: regulatory, warning, directional, guide and fingerboard signs installed by the Department of Transportation and Works. The corridor is eight decimal five (8.5) metres wide and immediately adjacent to the right-hand side of the highway gravel shoulder.

Corridor No. 2 - an area of finite length, designated by the Department of Transportation and Works, that is not fewer than 3 km from the intersection of 2 or more highways that are under the jurisdiction of the government of the province, and that has the edges nearest the highway not less than 10 metres from the highway gravel shoulder, and is reserved exclusively for Off-Site Promotional Signs for qualified establishments as listed in the schedule attached to the regulations.

Craft Shop - premises whose principal use is the sale of crafts produced in the province and as defined by the Department of Innovation, Trade and Rural Development.

Eating Establishment - a building or part of a building designed or intended to be used or occupied for the purpose of serving the general public with meals and refreshments at individual tables or booths with a minimum seating capacity of ten (10) persons.

Farmer/Fish Market - a seasonal retail premises established for the exclusive sale of agricultural and fishery products produced in the province and includes U-Pick operations and fish out ponds.

Fingerboard Sign - a sign, fabricated, installed and maintained by the Department of Transportation and

Works in Corridor No. 1 along highways.

Maximum Eligible Off-Route Distance from Highway Intersection - the distance between a highway intersection and an establishment located on an off-route. To be eligible for highway signage, an eligible establishment must be within the respective maximum eligible distance (shown in Table 1). For example, an off-route theme park, in order to be permitted to erect a fingerboard sign within a signing corridor located in advance of a highway intersection must be located within 75 km of the highway intersection.

Museum - premises used for the display of provincial and other artifacts, including archaeological sites, approved by the Department of Tourism, Culture and Recreation.

Off-Site Promotional Sign - a sign erected in Corridor No. 2 along highways for establishments in Table 1 in accordance with the sign policy and standards.

Premises Sign - a sign that directs attention to an active business, service, industry or other activity which is sold, offered, or conducted, other than incidentally on the property upon which that sign is located or to which it is affixed, and shall include a sign located at the entrance to the road, other than a public road or street, leading to an establishment situated off the highway.

Renewed Permit - a permit issued under Section 12 of the regulations.

Service Club - a corporate society or association of people which is the owner, lessee, or occupant of an establishment used solely for objects of a recreational, social or athletic nature, but not used for pecuniary gain.

Short Term Community Event: means a community festival sponsored or sanctioned by a federal, provincial or municipal government or a recreational event for a period of under one month.

Theme Park - a development whose primary function is the provision of amusement facilities and the attraction of the public into selected areas of the province and shall include amusement parks with a minimum of three (3) attractions, including golf courses, skiing operations, recreational resorts and walking or hiking trails.

Tourism Attraction - a physical site or event with the primary function or ability to lure the traveler by providing experiences of a recreational, educational, scientific or entertaining nature, based upon the cultural and natural heritage resources or recreational facilities and services. Shopping centres are not considered to be tourism attractions. Also excluded are recreational and entertainment establishments which are commonly found in or near most urban areas that offer limited tourist attraction, such as bowling alleys, cinemas, sports fields or arenas, and the like.

Tourism Service - a service that caters to the needs of travelers while outside their normal place of work and residence, such as accommodation, eating establishments, gas stations, etc.

Tour Operation - a development established for the purpose of providing guided tours in areas of special interest.

Trailer Dumping Station - a facility used for receiving and/or disposing of liquid wastes from recreational

vehicle holding tanks.

TABLE 1

Eligible Tourism Attractions and Services by Type of Off-Site Promotional Sign,
Eligible Corridor and Maximum Eligible Off-route Distances

Type of Establishment	Corridor No.1 Fingerboard Signs	Corridor No.2 Off-Site Promotional Signs	Maximum Eligible Off-Route Distances from Highway Intersection for Fingerboard Signs in Corridor No. 1
	1 Year User Fee (HST included)	Permit and Renewed Permit Fee (HST Included)	km
TOURISM			
Theme Parks	\$141.25	N/A	75
Tourism Attraction	\$141.25	N/A	75
Craft Shops	\$141.25	N/A	15
Art Galleries	\$141.25	N/A	15
Museums	\$141.25	N/A	15
Tour Operations	\$141.25	N/A	75
Community Festivals	\$141.25	N/A	50
Short Term Community Event	N/A	N/A	N/A
Farmer/Fish Markets	N/A	N/A	N/A
TOURISM SERVICES ACCOMMODATIONS			
Hotels/Motels	\$141.25	N/A	75
Hospitality Homes	\$141.25	N/A	75
Cabins	\$141.25	N/A	75
Campgrounds	\$141.25	N/A	75
SERVICES			
Fuel Stations	\$141.25	Not permitted	10
Eating Establishments	\$141.25	N/A	10
Trailer Dumping Stations	\$141.25	N/A	15

