

Logo Signs - Pilot Project 2017



Logo Sign



Ramp Sign

Description:

Logo Signs are in addition to the current Blue Stand-Alone (BSA) Signs. They contain Business Logo Symbols which inform the motorist a specific essential service business (food, fuel or accommodation) is available at a highway exit.

*** This is currently a Pilot Project along Route 1 - Exit 4 to 52. Depending upon the success of the pilot program, it may be extended to other controlled access highways in 2018 ***

Highway Eligibility:

Logo Signs are permitted on Level I and Level II Controlled Access four-lane and two-lane Highways.

Features:

Logo signs include the service symbol for all essential services (food, fuel, accommodation) and a maximum of 2 logo symbols per essential service. If there is more demand for the program and appropriate space is available, Logo Signs (Single Service each Sign) will be installed - one for each essential service, with a maximum of 6 logo symbols per sign.

Ramp Logo Signs will follow the same format as the main lane Logo Sign(s), with an appropriate directional arrow and the distance to the business added. They will be located along or near the end of an exit ramp as spacing allows.

Criteria:

Eligibility for Logo Signs is determined by established criteria concerning various aspects of the business enterprise including but not limited to the licensing, inspection, registration, operational hours and length of season, location, capacity, and facilities available. In addition, Essential Services of food, fuel and accommodation must be located within 5km of the highway exit. Eligibility is determined collaboratively by the Department of Tourism, Heritage and Culture and DTI.

Approval will be granted on a first-come first-served basis.

A participating business must enter into a Logo Program Agreement. All Logo Program Agreements will consist of a 3-year term. At the end of the 3-year term, provided all annual fees have been paid and required eligibility criteria is still being met, the Agreement may be renewed for an additional three (3) years. A common review date will be determined for all Agreements at each individual interchange location.

Construction:

Logo signs are manufactured, installed, and maintained by the Department of Transportation and Infrastructure (DTI) at a cost to the business operator.

Costs*:

Logo Signs vary in cost, depending on the type of sign. Cost for participation in the Logo Sign Program is based on the following in each direction:

- Logo Sign manufacture & installation
 - \$3000 each
- Ramp Logo Sign manufacture & installation
 - \$1000 each
- Annual maintenance fee
 - \$300 per sign per business
 - Fee covers the cost of sign inspections, repair and replacement as necessary

Breakdown - Participant Costs

	Logo Sign (A)	Ramp Logo Sign (B)	Total Initial Cost 2x(A+B)	Annual Maintenance per sign
Each Participant	\$3000	\$1000	\$8,000	\$300

**Applicable taxes (HST) will be added*

Location:

Logo Signs are typically installed within the highway right-of-way in accordance with Regulation 97-143. They will be placed typically not less than 500m from the directional guide signs associated with the ramps. Logo Signs will only be installed where appropriate space is available.

Ramp Logo Signs will be installed either along the exit ramp or opposite the end of the exit ramp as spacing and roadway configuration allows. Appropriate location and the availability of appropriate space will be determined by DTI.

Restrictions:

After the end of the Pilot Project in 2018 - any existing commercial signing a business has in-place along the same highway under a current DTI signing program **MUST** be removed in order to continue participating in the Logo Signing Program (eg. Private Formatted Signs, Attraction signs).

In the event that a business provides more than one essential service, the business will be required to choose under which essential service they wish to display their logo.

A business logo which resembles an official traffic control device, or is deemed inappropriate, will not be permitted.

For more information regarding business eligibility, please contact the Commercial Sign Officer with the Department of Transportation and Infrastructure at commercial.signs@gnb.ca.