

# ***Service & Attraction Sign Manual***

A Directional Signing Program for  
Tourist Services, Facilities and Attractions

A Joint Program between the Ministry of Transportation  
and  
Tourism British Columbia

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Ministry of Transportation





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**Appendix A**

Table 1. Tourist Attraction category removed to a new Table 2 in Appendix B. Small B & B added as a sub-category of Lodging with same distance limitations as for Hotel/Motel, but not allowed on freeways.

**Appendix B**

New Table 2 showing distance limitations for all facilities detailed in Sections 5 and 6. Note only signs for eligible Tourist Attractions allowed on freeways.

**Appendix K**

New 400 m Area Promotional Advance sign illustrated.

**Appendix L**

Footnote added detailing the concession allowing “Business Identification” and “Point of Sale” on rural remote sections of the Alaska Highway where right-of-way is inordinately wide.

**Appendix P**

Added examples of signs for Small B & Bs and Tourist Attractions.

**Appendix Q**

A new page showing examples of rural, urban and confirmatory signs/ assemblies for Artisans and all the categories detailed in Section 6.

**Appendix S**

A new page showing the accurate positioning of bolt holes for mounting: “Closed”, “Opening (Month)” and possibly “No Vacancy” overlays over two sizes of BNPs.

## **NOTES ON SIGNIFICANT CHANGES IN THE SERVICE AND ATTRACTION SIGNING POLICY**

Changes incorporated between November 3, 1992 and January 24, 1995, resulting in Policy Document 95-1 of the latter date.

Re-organized into seven sections. Subsections numbered and named, making subject matter easier to find.

- 3.2 New subsection allowing some “business identification” and “point of sale” signs on partially cleared rights-of-way.
- 3.5 Side road distances from main highway turnoffs of less than 3 km (1 km or 2 km) may be shown with directional arrows at the request of business operators.
- 3.15 New third paragraph allowing greater flexibility in relocating or providing additional confirmatory signs on local roads at problem locations brought to Ministry’s attention.
- 3.20 Following initial installation of “Closed” or “Opening (Month)” overlays, which may be at time signs are made, responsibility for seasonal removal and subsequent re-installation is moved to the business operators for other than rural freeways.
- 3.21 More detail provided on use of “No Vacancy” overlaps and tabs. If used as overlays over non-freeway rural BNPs, initial installation will be by MoT and subsequent servicing by business operators.
- 4.1.2 Eligibility requirement for Food facilities amended to require indoor seating and opening at 8:00 am at the latest.
- 4.1.3 List of Lodging subtypes expanded to reflect the categories used in the Accommodation Guide.
- 4.1.4 New subsection on smaller B & Bs with three or less rooms of accommodation.
- 4.2.2 New subsection providing for 60 x 45 cm BNP’s to supplement Camping symbols on urban conventional highways where there are two or more approved campgrounds in the same community.
- 5.1 “River Rafts” have been removed from The Tourist Attraction Business category and placed in the Tours category under Subsection 6.4.2. Existing Tourist Attraction signs for River Rafting businesses will be changed out to Tours signs by attrition.

- 5.2 Provision for First Nations Heritage Attraction signs to display a symbol or logo of First Nations' choice in place of the "Tourism BC" Tourist Attraction logo.
- 5.3 Wine Route and Local Radio signing added to the list of "other signing programs". Golf Courses, Trail Rides and Museums/Galleries removed from the list and placed in Section 6.
- 5.4 New subsection on signing for eligible Artisan Demonstrations.
- 6.1 New subsection on eligibility requirements for Museums and/or Galleries.



## **SECTION 1 – INTRODUCTION**

Since 1989, following a successful signing “pilot project” in the previous year, new signs have been provided on Provincial highways and on local roads, under the Service and Attraction (S&A) Signing Program, for selected types of tourist-oriented services, attraction businesses and other tourist amenities. The signs assist motorists, unfamiliar with an area, to locate turnoffs leading to tourist facilities. The signs provide directional and sometimes distance information. They are not intended to promote any one service, attraction or facility over another.

In British Columbia, a standardized and easily recognizable signing scheme, in white and blue colours, has been developed for all facility directional signing of particular interest to visitors. Thus, the S&A Signing Program, which is jointly sponsored by the Ministry of Transportation (MoT) and the Tourism B.C. is designed to complement this white and blue theme.

On rural Provincial highways, eligible tourist facilities are signed in advance of turnoff points. The signs identify the types of facilities available, sometimes display business name panels, and provide directional and possibly distance information. Confirmatory signs are provided as required on freeway exit ramps and at decision points on local roads and municipal streets.

Also, for signs on rural Provincial highways, businesses having a well recognized logo (registered trademark) may opt to use that logo on business name panels in place of worded names. If this option is taken, the use of logos must follow through on any required confirmatory signing.

As gas, food and lodging facilities (basic services) are generally numerous and more easily located in urban areas, signing is not provided for them on conventional urban highways except where confirmatory signing is required from a higher category of Provincial highway. However, for facilities less commonly found in urban areas, such as marinas, boat ramps, sani-stations and campgrounds, MoT provides generic (symbol) directional signing. For urban freeways and urban expressways, service signing consists of appropriate symbols displayed on common signs.

For a smaller (generally unincorporated) community, through which a conventional urban highway with a speed limit of 60 km/h or less passes, MoT may opt to provide generic combined service/attraction signs on a conventional rural highway up to two kilometres in advance of the community. The signs show the community name, distance thereto and any or all of the words, GAS, FOOD, LODGING, CAMPING and TOURIST ATTRACTION.

To be eligible for signing, tourist facilities must meet specified minimum standards and must be located within specified maximum distances from Provincial highway

turnoffs. These distances are based on the distances an “en route” traveler might reasonably be expected to drive in order to reach those facilities.

In line with the Government’s firm commitment to discourage drinking and driving, the Ministry will not provide or permit any signs on its highway rights-of-way that refer to the sale of alcoholic beverages. Thus, although alcoholic beverages may be available for purchase and consumption at some approved accommodation or food facilities, no mention or intimation of this will appear on highway signs. In effect, no signs will display such words as “pub”, “bar”, “tavern”, “licensed”, “lounge”, “cold beer and wine store” and the like.

On the remote highways identified in Appendix “L”, where services are likely to be long distances apart, advance signing, in addition to turnoff signing, may be provided. The additional signing, placed up to two km in advance, may show up to a maximum of eight services.

In 1990, and again in 1993, the two involved Ministers established Advisory Committees to provide input on the adequacy of the S & A Signing Program and to indicate whether changes and/or additions could and should be made. The selected Committee members were tourism business operators, representatives of tourism organizations and MLA’s. Both Advisory Committees confirmed the continuing success of the Program, with respect to the needs of both visitors and tourist business operators, but also made recommendations for refinements and the addition of several new categories. The relevant Committee recommendations, adopted by the Ministers, have been incorporated into this document.

In late 1992, with most of the white and blue S & A signs in place, MoT embarked on the less popular final phase of the Program initiating removal of unauthorized and non-conforming private business signs from main highway rights-of-way.

Permits for other non-commercial private signs on highway rights-of-way (e.g., Service Clubs, Churches, Area Promotion, “Welcome to...”, Community Entrance Signs etc.), continue in place under specific permit conditions.

Currently under the S&A signing Program, there are no charges to facility operators for signs provided by MoT.

## SECTION 2 – DEFINITIONS

For the purpose of this Program:

**“MoT”** means the Ministry of Transportation

**“TBC”** means Tourism British Columbia

**“Program”** means the Service and Attraction (or S & S) Signing Program;

**“service”** and **“service business”** means a commodity, action or facility available to the general public, either for payment or without charge, which is recognized in the Program as a type eligible for highway signing;

**“basic service”** or **“basic services”** means gas, food and/or lodging collectively or individually;

**“miscellaneous service”** or **“miscellaneous services”** means a marina, boat ramp, sani-station and/or picnic area collectively or individually;

**“tourist attraction”** or **“attraction business”** means a business established for the primary purpose of satisfying the needs of visitors, from outside the immediate area, for recreational, educational, cultural, heritage, historical, scientific, environmental, natural, or entertainment related activities, of an approved type, and where the sale of goods or basic services to those visitors is either absent or of a clearly secondary nature;

**“facility”** or **“facilities”** means any or all of the categories and sub-categories of tourist-oriented businesses; sites and/or services eligible for signing under this Program;

**“service route”** or **“attraction route”** means the local road(s) or municipal street(s) between a Provincial highway turnoff and the location of an eligible service or attraction;

**“Provincial highway”** means a numbered or unnumbered route, under the jurisdiction of the Ministry, which is used primarily for interregional travel and includes a freeway, an expressway and a conventional highway, as defined herein;

**“expressway”** means a divided or undivided multilane Provincial highway, with access limited to at-grade intersections which are usually signalized, that is so designated by MoT;

**“freeway”** means a high speed, divided, multilane highway, with no direct access, with grade separated interchanges in place or planned, that is so designated by MoT and listed in Appendix “H”;

**“conventional highway”** means a provincial 2-lane highway (may have segments with 3 or 4 lanes for short distances) where commercial or residential access is usually permitted directly onto the highway. Typically the speed limit on conventional highways is a maximum of 100km/h in rural areas and may be as low as 50km/h in urban areas

**“local road”** means a road, other than a Provincial highway, under the jurisdiction of the Ministry, which primarily carries local traffic or collects; distributes traffic moving between a Provincial highway and a local destination;

**“business name panel”** or **“BNP”** means the space on a primary composite sign within which the logo or name of a business is displayed and a similar but smaller space, displaying a business name or logo, in other primary or confirmatory sign assemblies;

**“directional tab”** means a 60 x 30 cm sign, mounted below a 60 x 60 cm symbol or a 60 x 45 cm primary or confirmatory BNP, showing a directional arrow, appropriately oriented, and, if required, a distance indication;

**“composite sign”** means a sign carrying the business name panel(s), below a generic title, of (a) one or more businesses offering the same service or, (b) one or more tourist attractions;

**“combined service sign”** means a composite sign displaying side by side generic titles and business name panels on a Provincial highway other than a freeway for two different service types or on a freeway exit ramp for up to three different service types;

**“condensed combined service sign”** means a composite sign with two generic service titles, one above the other, displayed above one or more business name panels;

**“remote highway”** means a rural highway, designated as remote, generally having numerous sections 80 km or more in length within which basic services are not available. Designated remote highways are listed in Appendix “L”.

## **SECTION 3 – GUIDELINES, CONDITIONS, AND GENERAL REQUIREMENTS**

### **3.1 Provision of Signs**

All signs required by this Program for Provincial highways and local roads are provided, erected and maintained by MoT. Except for the circumstances detailed in Subsection 3.2 and the footnote on Appendix “L”, private signs for tourist services or attraction businesses will not be permitted on Provincial highway or local road rights-of-way.

### **3.2 Partially Cleared Rights-of-Way**

Notwithstanding Subsection 3.1, where the right-of-way of a conventional rural highway has not been cleared to the property line such that signs on adjacent property used for a business in an S & A category are not visible from the roadway, the business operator may be issued a permit to place one single or double-sided “business identification” or “point of sale” sign at the tree line and in the immediate vicinity of the business access. The size of any one sign face is limited to a maximum of one square metre.

### **3.3 Composite Signs with Business Name Panels**

Service and Attraction business signs on rural freeways and exit ramps, rural expressways, and conventional rural highways are of a composite type. That is, one or several businesses of the same type will have individual business name panels, on the same sign under one of the generic titles “GAS”, “FOOD”, “LODGING”, “CAMPING” or “TOURIST/ATTRACTION”. The sizes of individual business name panels vary with sign locations.

### **3.4 Symbol Signs**

Signs displaying symbols (no business name panels) are provided for miscellaneous services on all highways (except no picnic area symbol on urban highways), for camping facilities accessed from a conventional urban highway, urban freeway or urban expressway, for basic services accessed from an urban freeway or urban expressway, and for golf courses accessed from conventional urban highways.

### **3.5 Side Road Distances**

Where practicable, if the distance to a facility from a Provincial highway turnoff is three kilometres or more, the appropriate distances is shown on signs to the nearest kilometre. Side road distances of one or two kilometres may also be signed at the request of facility operators. Distances are generally shown on the arrow line of primary signs or on directional tabs. Side road distances from freeways are only shown on and from off ramp confirmatory signs.

### **3.6 Sequencing of Signs**

Service and tourist attraction signs, where required on rural Provincial highways, are normally arranged in the same sequence, i.e., gas, food, lodging, camping, tourist attraction, miscellaneous services with the gas sign closest to the turnoff point and the miscellaneous service signs being farthest in advance. If signing for one or more service types or a tourist attraction is not required, the same relative sequence should generally be maintained for the remainder. An exception to the sequencing will be required for combined service signs.

### **3.7 Insufficient Space for Advance Signs**

If there is insufficient distance in advance of a turnoff point to adequately space all the composite service and attraction signs required, then a sufficient number may be eliminated, starting with the farthest in advance, to suit the space available. That is, from a full sequence, the miscellaneous service sign would be eliminated first and the gas sign last.

Alternatively, rather than eliminate signing for miscellaneous services, or attractions or entire service types, MoT may opt to provide symbolic or generally worded signs instead.

### **3.8 Concentration of Facilities**

Where large numbers of services and/or attractions are accessed from or concentrated along a short section of rural Provincial highway, MoT may opt to substitute symbolic or generally worded signs in place of composite signs for attractions and individual service types.

### **3.9 Greater than Maximum Number for any Type of Facility**

As an alternative to 3.8 above, if there are more service businesses of the same type develop (accessed from the same location) than the maximum allowed on a composite sign for that service type, then only the closest eligible businesses existing at the time signs are established, up to the maximum, may be signed. Similarly, if more than four tourist attractions are accessed from the same point, MoT, in consultation with the STC, will provide signing for either (1) the four closest to the turnoff point or (2) the four most significant.

### **3.10 Additional Signs for Some Tourist Attractions**

With agreement between MoT and TBC, on a case-by-case basis, additional and/or more remote signing may be provided for some heritage and tourist attractions. That is, the Program rules governing quantities of signs, distance limitations on and from eligible Provincial highway categories may be waived.

### **3.11 Combination of Composite Service Signs**

At locations on rural expressways and rural conventional highways where two composite service signs would otherwise display only one or two business name panels, each, the two may be consolidated into one combined service sign. On exit ramps, where sign space may be limited, combined service signs may carry up to three types of services with one or two business name panels each. Miscellaneous services and composite tourist attraction signs are not normally combined with each other or with other composite service signs.

### **3.12 Selection of Service Type(s)**

A business access from a rural freeway and providing more than one eligible service is required to select the one primary service for signing purposes. Businesses, with access from a rural expressway or conventional rural highway, can sometimes be signed for two service types on the same condensed combined service sign.

### **3.13 Signing Only Higher to Lower Provincial Highway Categories**

MoT signs are provided, for eligible services and attractions, from a higher category of Provincial highway to a lower category of Provincial highway and/or to a local road or municipal street. Except for the provisions of Subsection 3.10, S & A signing is not provided to direct traffic (1) from one Provincial highway to another of equal or higher status or; (2) from a freeway to a conventional highway where a designated expressway or community intervenes. See Table 3 (Appendix "C") for a summary in this regard.

For an eligible service or attraction business located on a local road or municipal street, signing is provided on and from the closest Provincial highway in advance to the most convenient local road turnoff.

### **3.14 Recognized Resort Areas**

Where numerous services and/or attractions are located in a recognized resort area, which is accessed by local road(s), MoT provides signing on the closest Provincial highway for the resort area and generic names for the types of services (and/or attractions) located therein. MoT then provides named signs (confirmatory size) on the local road(s) at decision points within the resort area for individual service and attraction businesses. An area promotional sign may be considered at a resort area turnoff other than on a freeway. See Appendix "K".

See Ski Area/Recreation area policy for day use areas.

### **3.15 Confirmatory Signs**

Where required, confirmatory sign assemblies are provided at decision points along the route between a Provincial highway turnoff and the signed facility. As a general rule, if a primary assembly contains a symbol and no BNP, the symbol is carried through in any confirmatory assemblies. If a primary assembly contains one or more BNPs, confirmatory assemblies show similar 60 x 45 cm BNPs above 60 x 30 cm directional tabs.

Several confirmatory assemblies may be mounted together provided the requirement for differing directional tabs does not overly complicate the appearance.

Even though confirmatory signing as above has been provided on local roads, if it is brought to MoT's attention that visitors are having difficulty locating signed facilities, MoT will revisit problem areas with a view to repositioning existing signs or providing additional confirmatory signs if justified on re-examination.

If all or part of a service or attraction route follows municipal streets, and the route is not self-evident, confirmatory signing is the responsibility of the municipality or of the business operator with municipal approval. Such signs must be similar to MoT confirmatory signs and they must be erected prior to or at the same time as MoT signs.

### **3.16 Examples of Sign Designs and Layouts**

Examples of typical S & A sign designs and layouts are shown through out the Appendices.

### **3.17 Maximum Distance from Turnoffs and Distances on Signs**

Table 1 (Appendix "A") shows the maximum distances the various types of eligible facilities mentioned in Section 4, following, can be located from three categories of urban and three categories of rural Provincial highway turnoffs. Where distance limitations apply, Table 2 (Appendix "B") provides similar information for eligible types of facilities dealt with in Section 5 and 6 below.

The Ministry will not sign for services and/or attractions located beyond the distance limitations on local roads unless the business area has recently been bypasses by anew Provincial highway.

Distances of three kilometres or more from Provincial highway turnoffs to eligible service or attraction locations are shown on signs along with



directions. Shorter distances may be shown at the request of business operators. For freeways, distances are measured from exit ramp termini; not from the through lanes.

In determining eligibility for signing under the Program, distances are measured along the access routes between appropriate Provincial highway turnoffs or ramp termini and the business entrances.

### **3.18 Recommended Sign Spacing for Various Maximum Speeds**

Table 4 (Appendix "T") shows the recommended minimum spacing and placement distances, in advance of a decision point, for one and more than one S & A directional signs. These distances may require considerable adjustment in the field to suit local situations. For example, in urban areas with closely spaced accesses/intersections, advance placement distances may have to be truncated to avoid misdirection. For conventional rural highways, with downgrades and curving alignments, it may be necessary for advance placement distances to be increased, to provide sufficient sight distance and decision time, to even as much as 2 km. However, such increases should only be considered where a more distant sign location does not result in overlapping other businesses or intervening accesses or intersections. Common sense and consultation with business operators should dictate the ultimate spacing and placement of signs.

### **3.19 Business Name Panels (BNPs), Business Names and Logos**

On rural freeways and exit ramps, rural expressways and conventional rural highways, facilities (other than miscellaneous services) are provided with space on composite signs for business name panels sized to suite specific locations. On separate signs, up to six gas and up to four food, lodging, camping and tourist attraction facilities can be accommodated.

The size of individual business name panels on composite rural freeway signs is 150 cm x 90 cm except where a composite gas sign has more than four business name panels at a single exit interchange or more than two per exit for a double exit interchange, then the name panels are 120 cm x 90 cm. For rural freeway exit ramp composite signs, business name panels are 60 cm x 30 cm with the addition of a 20 cm x 30 cm space if individual distance and directional indications are required.

For composite signs on rural expressways and conventional rural highways, business name panels are 90 cm x 45 cm with addition of a 30 cm x 45 cm space if individual distance and directional indications are required.

Where required, business logos or names on confirmatory signs are allowed a space of 60 cm x 45 cm plus a 60 cm x 30 cm directional tab.

On conventional urban highways, tourist attractions are signed with the 60 cm x 60 cm tourist attraction symbol accompanied by a 60 cm x 45 cm business name tab and a 60 cm x 30 cm directional tab.

MoT supplies business name panels with white reflectorized backgrounds and blue reflectorized lettering in the MoT standard helvetica font. Within each panel, business names may be displayed in a maximum of two lines with normally up to 12 characters/spaces per line. Some typical examples are shown in the Appendices.

If business logos or business names in different colours and/or letter styles are desired, the business operator is required to supply prefinished business name panels, in the correct size, on 1.6 mm thick vinyl backed sign grade aluminum sheeting. Business name panels supplied by an operator must be reflectorized to show the same colours by night as by day.

With respect to legibility, understandability and appropriateness of message, MoT reserves the right to approve or reject the design of business name panels supplied by a business operator. Note the statement in the introduction that prohibits references on signs to the sale of alcoholic beverages. Also, wording on BNPs that appears to reflect approval of an ineligible or unapproved service or other facility will not be allowed.

Business names or logos must fit completely within the space allocated for each business name panel. See Appendix "R" for business name panel fabrication details.

### **3.20 "Closed" and "Opening (Month)" Overlays for Seasonal Operations**

For seasonal operations, accessed from rural Provincial highways, BNPs will have to be partially covered by temporary diagonal overlays (supplied by MoT) for the closed period. At the operators' choice, overlays will read either "CLOSED" or "OPENING" followed by the appropriate month that should also be reflected in the Accommodation Guide. Actual opening dates will not be shown, but the month indicated should be the one closest to the opening date. For example, a June 5 opening would be shown as JUNE, but a June 20 opening would be shown as JULY. Whenever possible, the seasonal overlays should be removed/installed for the actual opening/closing day.

All seasonal overlays on composite and combined service signs will be installed initially by MoT to ensure the mounting holes on the primary signs are properly located. See Appendix "S". The tabs themselves come pre-

drilled by the manufacturer. Seasonal tabs are not generally required for confirmatory assemblies.

For business accessed from rural expressways or rural conventional highways, seasonal business operators will be expected to carefully remove and subsequently re-install the overlays for their own BNPs. When overlays are removed, they must be stored carefully by the business operator; leaving the bolts to plug the mounting holes in the primary signs.

For seasonal facilities accessed from a rural freeway, operators must continue to give the District Highways Manager 30 days notice of the intention to close or reopen so that MoT can change signs accordingly. Only one removal and one replacement of signs will generally be considered for an individual service or attraction in one 12 month period.

Failure to give MoT the required notice of intention to close or open a seasonal facility accessed from a rural freeway, or failure of the operator of a seasonal facility accessed from a lower category of Provincial highway to properly use the seasonal overlays may result in permanent removal of the signs involved.

### **3.21 “No Vacancy” Overlaps and Tabs**

To the operator of an eligible resort, lodge, guest ranch, cottages, cabins or campground, which is located 3 km or more from the closest rural expressway or conventional rural highway turnoff, MoT will provide, on request, sufficient “NO VACANCY” overlays for the primary composite signs.

For composite signs with more than one BNP, prior to the first time of installation, MoT will drill holes in the primary signs so that overlays can be installed over appropriate BNPs in the same way as “CLOSED/OPENING (Month)” overlays. MoT will also supply the mounting bolts.

If required for a “stand alone” business with only one BNP per sign, “NO VACANCY” overlays may be used as tabs suspended on hooks below primary signs.

Responsibility for installing and removing “NO VACANCY” overlays, leaving mounting bolts in holes on the primary signs, lies with the business operators.

“No VACANCY” overlays are not allowed on freeway signs.

### **3.22 Visible/Recognizable Facilities**

For an eligible facility that is highway visible/recognizable both day and night, due to prominent signs on the business property, and where the access is self-evident, attempts should be made to convince the business operator that S & A signs are not required. The final decision, however, as to whether MoT signs will be provide, must be made by the business operators.

### 3.23 Public Accessibility

Whether provided by a public body, a nonprofit organization, or by private enterprise, any facility for which MoT provides S & A signing must be available to the public for at least six days of every week that signs are in place, unless the signs have "CLOSED" or "OPENING (month)" overlays attached. The imposition of an entrance fee or fee for service has no bearing on the eligibility for signs.

### 3.24 Summary of Ineligible Facilities/Circumstances

MoT and STC have agreed that signing will not be provided or permitted on Provincial highways for the following types of facilities:

SHOPPING CENTRES*	PETTING FARMS	MINI GOLF COURSES
BOWLING ALLEYS	SPORTS FIELDS	DRIVING RANGE
CINEMAS/THEATRES	STADIUMS	GO-CART TRACKS
MUNICIPAL PARKS	SWIMMING POOLS	SOUVENIR/GIFT SHOP
LOCAL ZOOS		"U-CATCH" FISH PONDS
		and the like.....

\*Specialty Shopping Centres may be approved as an Attraction by TBC

In addition, signs are not provided in the following circumstances:

- A service does not meet the minimum standards set for that service type, even though another service at the same location is eligible and signed.
- In situations where a single business (stand alone) offers a variety of eligible services, it may not be possible to sign for them all.
- A number of facilities are closely grouped along a conventional rural highway such that the placement of signs for individual facilities is impracticable. In such cases, MoT may opt to substitute generally worded signs to indicate that specified facilities are available within a given distance.
- Basic services (gas, food, and lodging) are accessed via a conventional urban highway, other than for confirmatory signing from a rural Provincial highway or urban freeway or expressway. For smaller (generally

unorganized communities), however, MoT may opt to provide generically worded signs up to two kilometres in advance of the communities.

## **SECTION 4 – TOURIST SERVICE TYPES AND MINIMUM ELIGIBILITY REQUIREMENTS**

For the facilities in this section, maximum distance limitations from Provincial highway turnoffs are shown in Table 1 (Appendix “A”).

### **4.1 Basic Services**

#### **4.1.1 Gas**

A service station must be open to provide fuel, oil, radiator water, drinking water and rest rooms for at least 14 hours per day.

#### **4.1.2 Food**

A restaurant, dining room or café must have sufficient indoor seating to meet normal demand, hold all valid licenses required by the appropriate authorities, offer rest rooms for customers, open at 8:00 am at the latest to serve customers, of all ages, breakfast, lunch and dinner six days per week.

#### **4.1.3 Lodging**

A lodging establishment must be approved by and currently registered with TBC, Industry Services, in at least one of the following subtypes:

Hotel, Full Service	Hotel
Condominium	Motel
Houseboats	Resort
Cottages	Cabins
Guest Ranch	Lodge
Bed and Breakfast (Four or more rooms)	

#### **4.1.4 Smaller Bed and Breakfast (B & B) Facilities**

A smaller B & B is a lodging facility with three or less individual rooms of accommodation. It must be approved by and currently registered with TBC, Industry Services.

Smaller B & B's are placed in a separate category to all other lodging subtypes. They are provided with generic “B & B” symbol signs instead of “Lodging” signs with BNPs or “Lodging” symbols supplied for other lodging facilities.

Both primary and confirmatory signs for smaller B & B's are 60 x 60 cm. Directional tabs are not required as suitably oriented arrows (and distances)

are incorporated into the main signs, as shown in Appendix “P”. For this reason, B & B signs may not be stackable with other S & A symbols.

Smaller B & B’s are only signed from rural and urban expressways and from rural conventional highways. They are not signed from urban conventional highways or from rural or urban freeways.

On request, MoT can supply smaller B & B operators with suitable “NO VACANCY” and on request, MoT can supply smaller B & B operators with suitable “NO VACANCY” and/or “CLOSED” tabs for them to display below primary B & B symbols on conventional rural highways.

The Senior Traffic Engineer should be consulted in situations where the same side road leads to more than one approved smaller B & B.

## **4.2 Camping**

### **4.2.1 Minimum Requirement**

A campground and/or recreational vehicle park must be approved by and currently registered with TBC Industry Services. Facilities will generally cater to both recreational vehicles and tents but may accept only one or the other at the operator’s discretion.

### **4.2.2 Campgrounds in Urban Areas**

Where a single approved campground is accessed from an urban conventional highway, it is signed with tent and/or trailer “Camping” symbols. Where two or more campgrounds are similarly accessed in the same urban area, “Camping” symbols will be supplemented with 60 x 45 cm name panel to differentiate one from another.

## **4.3 Miscellaneous Services**

### **4.3.1 Marina**

The following must be available to members of the public arriving at a marina by road:

- a boat ramp with adequate off road parking for boat trailers and towing vehicles
- docking facilities
- marine fuels

### **4.3.2 Boat Ramp**

The ramp must be available for the public to launch or land pleasure boats. There must be adequate off road parking available, for boat trailers and towing vehicles, to meet the normal demand.

### **4.3.3 Sani Station**

The operator of a sani station must hold a valid inspection certificate issued by the appropriate health authority. The facility must be available for general public use, whether or not users wish to avail themselves of any other services offered by the operator.

### **4.3.4 Picnic Area**

A picnic area must have an adequate number of tables and off road parking spaces to meet the normal demand. Toilet facilities must be up to a standard required by the appropriate health authority.

Picnic areas are not signed from urban Provincial highways.



## SECTION 5 – TOURIST ATTRACTIONS AND ARTISAN DEMONSTRATIONS

For facilities in this section, distance limitations from Provincial highway turnoffs are shown in Table 2 (Appendix "B"). To be eligible for signing under this Program, attraction businesses and artisans willing to demonstrate their skills must meet the minimum requirements established by TBC, Industry Services.

### 5.1 Tourist Attraction Businesses

The Tourism BC symbol is used to identify all Provincially recognized attraction businesses. Some examples of attractions are:

Aerial Tramway	Botanical Garden
Display Garden	Forest, Wood or Tree Related
Game Farm	Building of Unusual Construction
Regional Zoo	Steam Train
Natural Attraction	Natural Hot or Mineral Spring
Water Slide	Theme (Amusement) Park

...and the like.

Primary tourist attraction signs for one or two of the above types on rural and urban freeways are shown in Appendices "I" and "J". Primary signs on rural and urban expressways and conventional rural highways are shown in Appendices "E" through "G". An example of a primary assembly for a conventional urban highway is shown in Appendix "D". All confirmatory assemblies consist of 60 x 45 cm BNPs and directional tabs.

### 5.2 First Nations Heritage Sites

On request, MoT will consider providing signs for First Nations heritage attractions. Signs will be similar to those provided for attraction categories listed in Subsection 5.1 except that the generic title will read "HERITAGE /ATTRACTION" and the Tourism BC will be replaced by a symbol provided by First Nations.

### 5.3 Signing Programs for Other Tourist Facilities

In addition to the signing Program for "attraction businesses", MoT will continue, in parallel and sometimes in conjunction with another Ministry, to provide or permit signs for other types of attractions and activities such as Wine Route signing, Scenic routes etc. Please refer to the ***Policy Manual for Supplemental Signs***.

## 5.4 Artisan Demonstrations

There are a number of types of artisans that may qualify for signing under the S & A Program. In agreement between TBC and the BC Crafts Association, these include:

ARTIST	POTTER	WEAVER
GLAZIER	GLASSBLOWER	SCULPTOR
CARVER	JEWELER	ENAMELER
WOODWORKER	WOOD TURNER	LEATHER WORKER
PRINTMAKER		

Other types of artisans may be included in the Program with the approval and agreement of TBC and the Crafts Association.

For rural and urban expressways and conventional highways, primary (and confirmatory) artisan sign assemblies consist of an “A/ARTISAN” sign above a 60 x 30 cm tab, showing one of the above Artisan types, plus a directional tab. An example is shown in Appendix “Q”. Due to the requirement for the artisan type tabs, artisan signs will not generally be stackable with other S & A symbols.

Where two different types of artisan are accessed from the same highway turnoff, primary assemblies can contain two artisan type tabs.

Where confirmatory assemblies are provided for a single (stand alone) artisan business, artisan type tabs are not required.

On request, MoT can supply artisans with suitable “CLOSED” or “OPENING (Month)” tabs for them to display below artisan type tabs in primary assemblies.

Artisans businesses are not signed on or from freeways.

## **SECTION 6 – OTHER TOURIST ACTIVITIES/FACILITIES AND MINIMUM REQUIREMENTS**

Where applicable for facilities in Section 6, distance limitations from rural and urban expressway and conventional highway turnoffs are shown in Table 2 (Appendix “B”). For any of the facilities in this section, signs are placed in advance of all other S & A signs. No signs are provided on or from freeways. Examples of signs are shown in Appendix “Q”.

### **6.1 Museums and/or Art Galleries**

To be eligible for signing, museums and art galleries must be approved by and registered with the BC Museums Association. They are generally operated as non-profit facilities by municipalities, chambers of commerce or museum societies.

#### **6.1.1 Community Museums, Alone or with Art Galleries**

Community museums have generalized collections of historical documents, photographs and other artifacts on public display. They may be operated on their own or in conjunction with art galleries.

Primary and confirmatory rural and urban assemblies for community museums consist of an “M/MUSEUM” sign and directional tabs. Where an art gallery is operated in conjunction with a community museum, M/G/MUSEUM /GALLERY” signs are substituted.

#### **6.1.2 Specialty Museums**

Specialty museums are those which concentrate on specific historical subjects or themes. Examples of acceptable themes include, mining, lumber, agricultural machinery, fish processing and railways, etc.

For rural areas, primary signs are of the composite type and confirmatory assemblies consist of 60 x 45 cm BNPs plus directional tabs. For urban highways, primary assemblies consist of a top-mounted “M/MUSEUM” symbols, and 60 x 45 cm BNPs above directional tabs. Urban confirmatory assemblies are the same as for rural areas.

#### **6.1.3 Art Galleries**

Galleries display collections of art works from various disciplines. The collections are primarily for public viewing, rather than for sale.

Primary and confirmatory assemblies for art galleries are similar to those for community museums except that “G/GALLERY” signs are used.

## **6.2 Golf Courses**

To be eligible for signing from rural and urban expressways and conventional highways, golf courses must meet the following minimum requirements:

- open to the general public
- minimum of nine holes, par three or higher
- requires a variety of clubs to play

Golf driving ranges, putting greens, mini golf and pitch-n-putt courses are not eligible for signs.

Primary golf signs for a single course accessed from a rural highway are of the composite type. Confirmatory rural assemblies consist of 60 x 45 cm BNPs and directional tabs.

For urban main highway turnoffs, in communities with a single eligible golf course, primary and any confirmatory sign assemblies consist of the “GOLF” symbols and directional tabs. For urban communities with two or more eligible courses, 60 x 45 cm BNPs are provided between the “GOLF” symbols and directional tabs for primary assemblies. In this latter case, any confirmatory assemblies will consist of 60 x 45 cm BNPs above directional tabs.

## **6.3 Trail Rides**

To be eligible for signs, guest ranches, barns, stables and riding clubs, etc., must offer trail rides to the general public whether or not members of the public wish to avail themselves of any other services provided by trail ride operators. That is, a guest ranch with horses and trail rides available only to registered guests is not eligible for “TRAIL/RIDES” signs.

Primary signs on rural expressways and conventional rural highways are of the composite type. Any confirmatory assemblies consist of 60 x 45 cm BNPs and directional tabs. Primary assemblies on urban expressways and conventional urban highways consist of “TRAIL/RIDES” signs above 60 x 45 cm BNPs and directional tabs. Confirmatory signs are the same as for rural areas.

## 6.4 Tours

There are a number of commercial/industrial types of businesses, that for public relations or promotional purposes, offer (generally) free tours of their production, manufacturing and processing facilities.

There is another group of non-industrial companies that conduct tours as their primary business. For tours in this second group, there is generally a charge.

Tours in either group may be scheduled or impromptu. At MoT's and/or TBC's direction, some tours may be self-guided provided there is no possibility of danger to the public and sufficient information is available, in the manner of brochures, pamphlets, maps, plans, auto-audio/visual displays or signs to render the tour and its purpose self-explanatory.

### 6.4.1 Examples of Eligible Industrial/Commercial Tours

ESTATE WINERIES	COTTAGE BREWERIES
COMMERCIAL WINERIES	DISTILLERIES
FARM GATE WINERIES	DAIRY PRODUCTS PLANTS
FARMS	ORCHARDS
JUICE PLANTS	CANNERIES
PULP/PAPER MILLS	FISH FARMS (COMMERCIAL)
PLYWOOD/SAWMILLS	MINES
CONCENTRATORS/SMELTERS	HYDROELECTRIC DAMS

...and the like.

To be eligible for signs, businesses in this category must meet the following minimum requirements:

- unless approved as self-conducted tours, a knowledgeable guide must be present during all tours.
- all safety standards are assured.
- adequate off street parking to meet the normal demand.
- the sale of any merchandise is clearly of a secondary nature.
- all tour spaces are not pre-booked.

### 6.4.2 Examples of Eligible Non-Industrial Tours

AIR (FIXED WING)	HELI-SIGHTSEEING
HELI-SKIING	HELI-HIKING
POWERBOATS	SAILBOATS
RIVER RAFTS	WHALE/SEAL WATCHING

...and the like.

To be eligible for signs, businesses in this category must meet the following requirements:

- All the above requirements for industrial tours.
- Must have tour brochures distributed at least in the local area.
- If the business has a Yellow Pages and/or news media ads, the ads must mention tours, sightseeing, etc.

Primary signs for tours accessed from rural expressways or conventional rural highways are of the composite type. Confirmatory assemblies in rural and urban areas consist of 60 x 45 cm BNPs and directional tabs. Primary assemblies for urban highway turnoffs consist of a top-mounted "TOURS" tabs and 60 x 45 cm BNPs above directional tabs.

## **SECTION 7 – ADDITIONAL SIGNING ON DESIGNATED “REMOTE HIGHWAYS”**

For the designated “remote highways” listed in Appendix “L”, MoT provides additional 2 km advance signs showing symbols or worded messages for up to eight services from the expanded list of eligible services also contained in Appendix “L”.

In addition, for the designated remote sections of the abnormally wide Alaska Highway right-of-way, only “Business Identification” and/or “Point of Sale” signs that are normally confined to business properties will be allowed on the right-of-way, as indicated in the footnote on Appendix “L”.

### **7.1 Advance Signing for a Single “Stand Alone” Business**

Whether a business is located within a recognized named community or at a location which is not named, and there are no other eligible service businesses within two kilometres in either direction, the business is deemed to be “stand alone”.

In addition to the normal directional signs, showing up to two eligible service and the business name in advance of the highway turnoff, a “stand alone” business will be provided with 2 km advance signs showing symbols for up to eight eligible services. If the community is named, that name will also be shown on the 2 km advance signs. An example of such signing is shown in Appendix “M”.

### **7.2 Advance Signing for Businesses Within a “Defined Area”**

Where two or more businesses on a remote highway are located with less than 2 km between adjacent ones, and there is no community name, the businesses are said to be in a “defined area”.

Such areas are provided with a sign 2 km in advance of the first business that indicates up to eight services are available in the defined area. A second sign, just in advance of the first business, indicates the same services and gives the length of the defined area within which the services are available. For example, as shown in Appendix “N”, if there are several businesses closer than 2 km to each other, and all are within the same 5 km section, the signs would indicate the available services and read “FOR NEXT 5 km”. Individual businesses are also eligible for standard S & A signing.

### **7.3 Advance Signing for Businesses Within a Recognized Community**

The Ministry will install advance S & A signing for a recognized community housing one or more eligible businesses. These signs will show the community name and up to eight services that are available in the community. Individual businesses are also eligible for the standard S & A signing at turnoffs. See Appendix "O".



**TABLE 1**  
**MAXIMUM DISTANCES FROM PROVINCIAL HIGHWAYS**  
**FOR SIGNING SERVICE TYPES IN SECTION 4**

PROVINCIAL HIGHWAY CATEGORIES	GASFOOD		LODGING				CAMPING		MISCELLANEOUS SERVICES	
	HOTEL/MOTEL CONDO LARGE B&B	SMALL B&B	HOUSE BOATS	RESORT/LODGE GUEST RANCH COTTAGE/CABIN	TENT AND/OR R.V.	MARINA BOAT RAMP SANI-STATION	PICNIC AREA			
<b>CONVENTIONAL HIGHWAY</b>	URBAN						3 km (SYMBOL) †	3 km (SYMBOL)		
	RURAL	1 km	3 km (SYMBOL)	7 km	30 km	30 km	30 km	7 km (SYMBOL)	1 km (SYMBOL)	
<b>EXPRESSWAY</b>	URBAN	1 km (SYMBOL)	2 km (SYMBOL)	2 km (SYMBOL)	2 km (SYMBOL)	4 km (SYMBOL)	4 km (SYMBOL)	4 km (SYMBOL)		
	RURAL	1 km	3 km (SYMBOL)	7 km	30 km	30 km	30 km	7 km (SYMBOL)	1 km (SYMBOL)	
<b>FREEWAY</b>	URBAN	1 km (SYMBOL)	2 km (SYMBOL)	2 km (SYMBOL)	2 km (SYMBOL)	4 km (SYMBOL)	4 km (SYMBOL)	4 km (SYMBOL)		
	RURAL	3 km	5 km	7 km	30 km	30 km	30 km	7 km (SYMBOL)	3 km (SYMBOL)	

NOTES:

- \* CONSULT THE SENIOR TRAFFIC ENGINEER FOR FACILITIES AT GREATER DISTANCES.
- † B.N.P.'S (60cm X 45cm) ADDED IF 2 OR MORE LIKE FACILITIES IN SAME URBAN AREA.
- DISTANCES OF 3km OR MORE FROM PROVINCIAL HIGHWAY TURNOFFS OR FREEWAY RAMP TERMINI WILL BE SHOWN, SHORTER DISTANCES AT OPERATORS REQUEST.
- SIGNS CARRY BUSINESS NAME PANELS UNLESS OTHERWISE NOTED.

**TABLE 2**

**MAXIMUM DISTANCES FROM PROVINCIAL HIGHWAYS FOR SIGNING ATTRACTION BUSINESSES, ARTISANS & OTHER TOURIST ACTIVITIES IN SECTIONS 5 AND 6**

PROVINCIAL HIGHWAY CATEGORIES	ATTRACTION BUSINESS (SECTION 5.1)	ARTISAN DEMONSTRATION (SECTION 5.4)	OTHER TOURIST ACTIVITIES / FACILITIES (SECTION 6)					
			COMMUNITY MUSEUM &/OR GALLERY	SPECIALTY MUSEUM	GOLF COURSE	TRAIL RIDES	TOURS	
<b>CONVENTIONAL HIGHWAY</b>	URBAN 3 km (SYMBOL/BNP)	3 km (SYMBOL/TYPE)	3 km (SYMBOL)	3 km	3 km (SYMBOL)	3 km	3 km	3 km
	RURAL 7 km	7 km (SYMBOL/TYPE)	7 km (SYMBOL)	7 km	7 km	7 km	7 km	7 km
<b>EXPRESSWAY</b>	URBAN 3 km	3 km (SYMBOL/TYPE)	3 km (SYMBOL)	3 km	3 km	3 km	3 km	3 km
	RURAL 7 km	7 km (SYMBOL/TYPE)	7 km (SYMBOL)	7 km	7 km	7 km	7 km	7 km
<b>FREEWAY</b>	URBAN 3 km							
	RURAL 7 km							

NOTES:

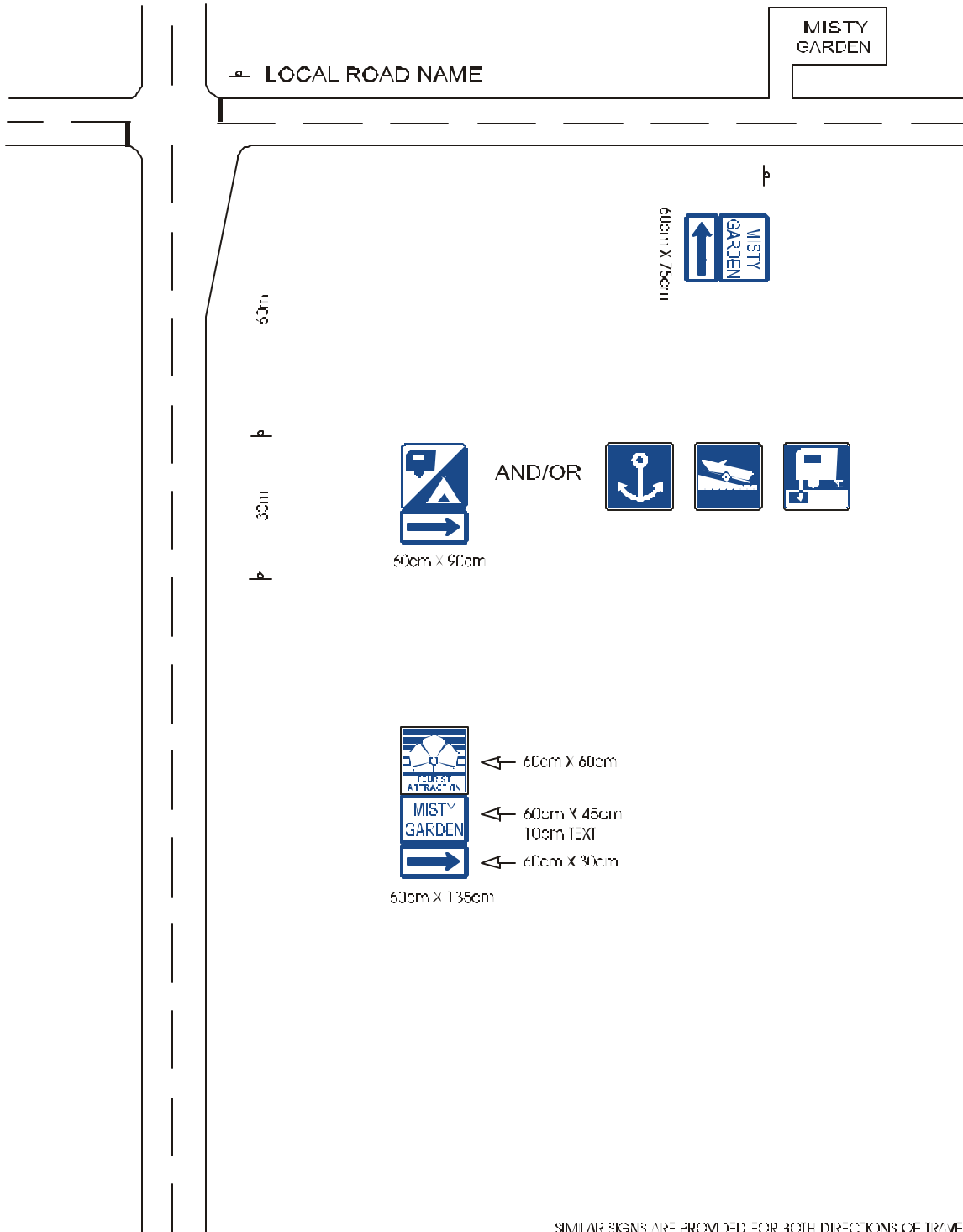
- ' \* ' CONSULT THE SENIOR TRAFFIC ENGINEER FOR FACILITIES AT GREATER DISTANCES.
- ' + ' B.N.P.'S (60cm X 45cm) ADDED IF 2 OR MORE LIKE FACILITIES IN SAME URBAN AREA.
- DISTANCES OF 3km OR MORE FROM PROVINCIAL HIGHWAY TURNOFFS OR FREEWAY RAMP TERMINI WILL BE SHOWN, SHORTER DISTANCES AT OPERATOR'S REQUEST.
- SIGNS CARRY BUSINESS NAME PANELS UNLESS OTHERWISE NOTED.

**TABLE 3**  
**SIGNING FOR SERVICE FROM AND BETWEEN VARIOUS**  
**PROVINCIAL HIGHWAY CATEGORIES TO LOCAL ROADS,**  
**MUNICIPAL STREETS AND DIRECT BUSINESS ACCESSES**

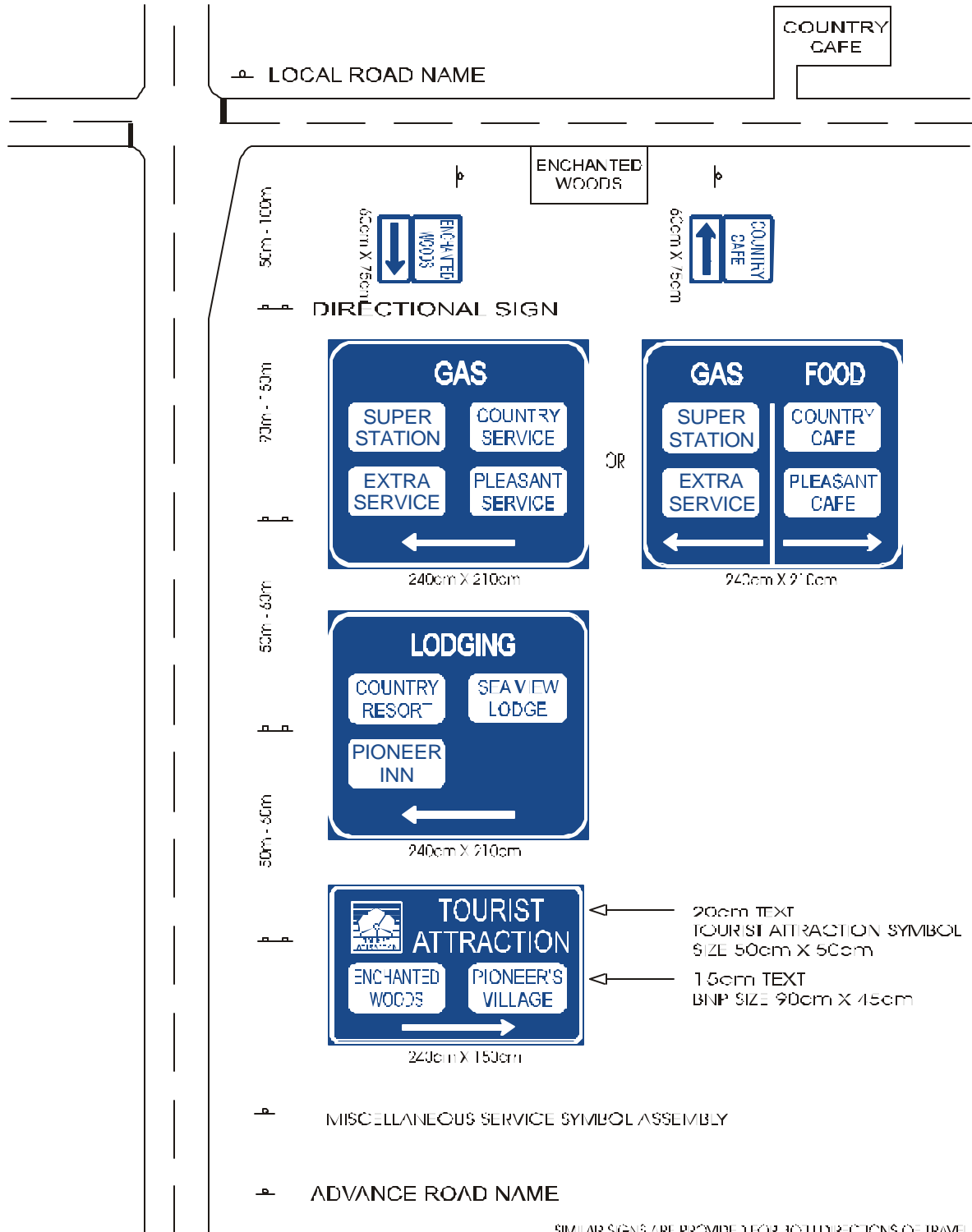
FROM	TO	DIRECT BUSINESS ACCESS	LOCAL ROAD OR MUNICIPAL STREET	CONVENTIONAL HIGHWAY		EXPRESSWAY		FREEWAY	
				URBAN	RURAL	URBAN	RURAL	URBAN	RURAL
<b>CONVENTIONAL HIGHWAY</b>	URBAN	SYMBOLS (1)	SYMBOLS (1)						
	RURAL	BUSINESS NAMES (3)	BUSINESS NAMES (3)						
<b>EXPRESSWAY</b>	URBAN	SYMBOLS (2)	SYMBOLS (2)	SYMBOLS (2)	SYMBOLS (2)				
	RURAL	BUSINESS NAMES (3)	BUSINESS NAMES (3)	BUSINESS NAMES (3)	BUSINESS NAMES (3)				
<b>FREEWAY</b>	URBAN		SYMBOLS (2)	SYMBOLS (2)	SYMBOLS (2)	SYMBOLS (2)	SYMBOLS (2)		
	RURAL		BUSINESS NAMES (4)	BUSINESS NAMES (4)	BUSINESS NAMES (4)	BUSINESS NAMES (4)	BUSINESS NAMES (4)	BUSINESS NAMES (4)	

- NOTES; - (1) SYMBOLS ONLY FOR CAMPING, MARINA, BOAT RAMP AND SANI STATION.  
 - (2) SYMBOLS ONLY FOR ALL SERVICE TYPES EXCEPT PICNIC AREA.  
 - (3) SYMBOLS FOR ALL MISCELLANEOUS SERVICES AND SMALLER B&B'S.  
 - (4) SYMBOLS FOR ALL MISCELLANEOUS SERVICES.  
 - CONFIRMATORY SIGNING WILL BE PROVIDED, AS REQUIRED, FROM A PROVINCIAL HIGHWAY TO A LOCAL ROAD OR TO A MUNICIPAL STREET AND FROM A LOCAL ROAD TO A LOCAL ROAD.  
 - DESIGNATED TOURIST ATTRACTIONS ARE SIGNED FROM ALL PROVINCIAL HIGHWAYS AND ARE ALWAYS NAMED.  
 - ALL NON-SYMBOLIZED SIGNS CONTAIN BUSINESS NAME PANELS.  
 - SIGNING WILL NOT BE PROVIDED FROM A FREEWAY TO A CONVENTIONAL HIGHWAY WHERE AN EXPRESSWAY OR COMMUNITY INTERVENES.  
 - SIGNING WILL NOT GENERALLY BE PROVIDED FROM ONE PROVINCIAL HIGHWAY TO ANOTHER OF EQUAL OR HIGHER STATUS.

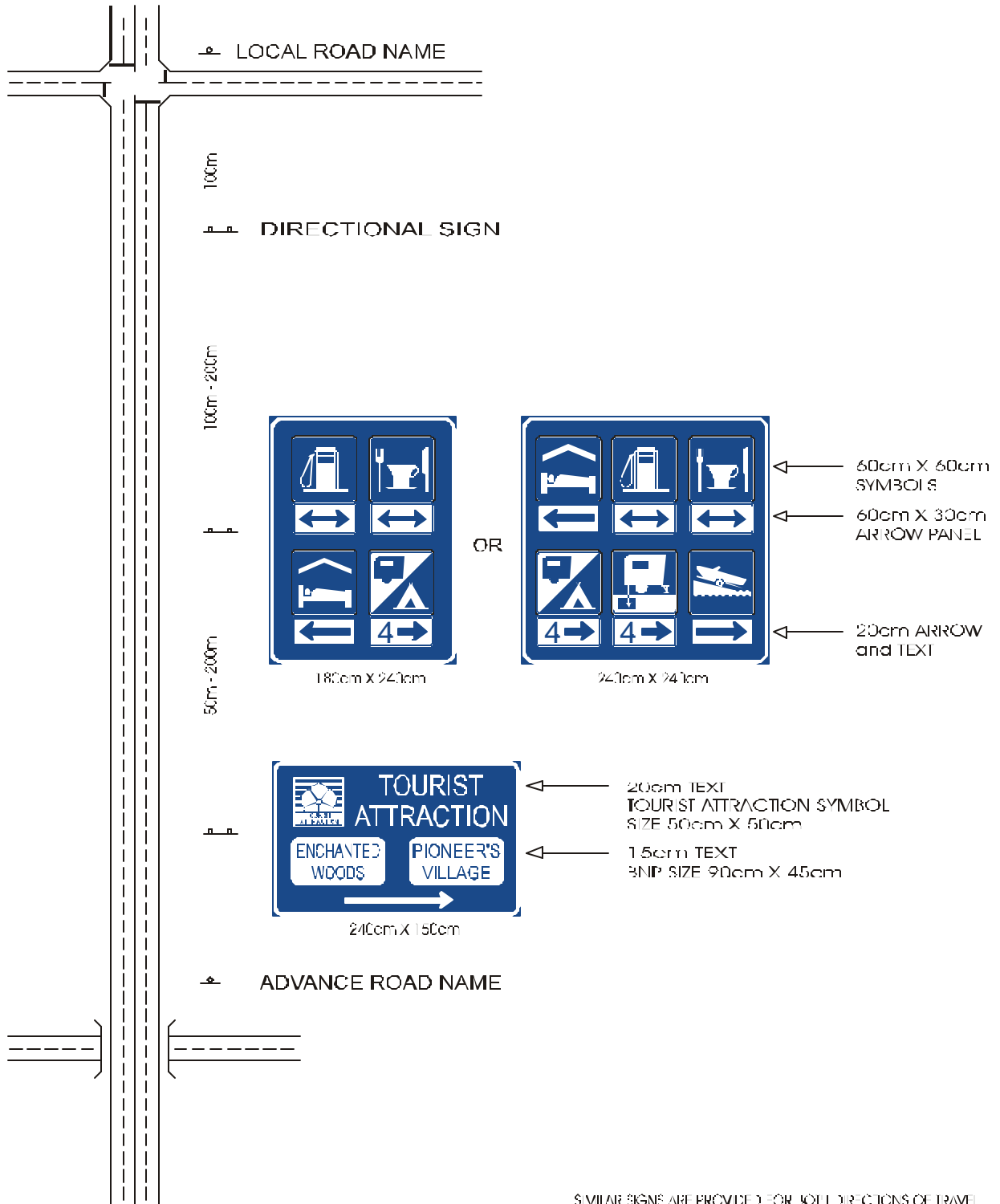
TYPICAL SIGNING FOR CONVENTIONAL URBAN HIGHWAYS



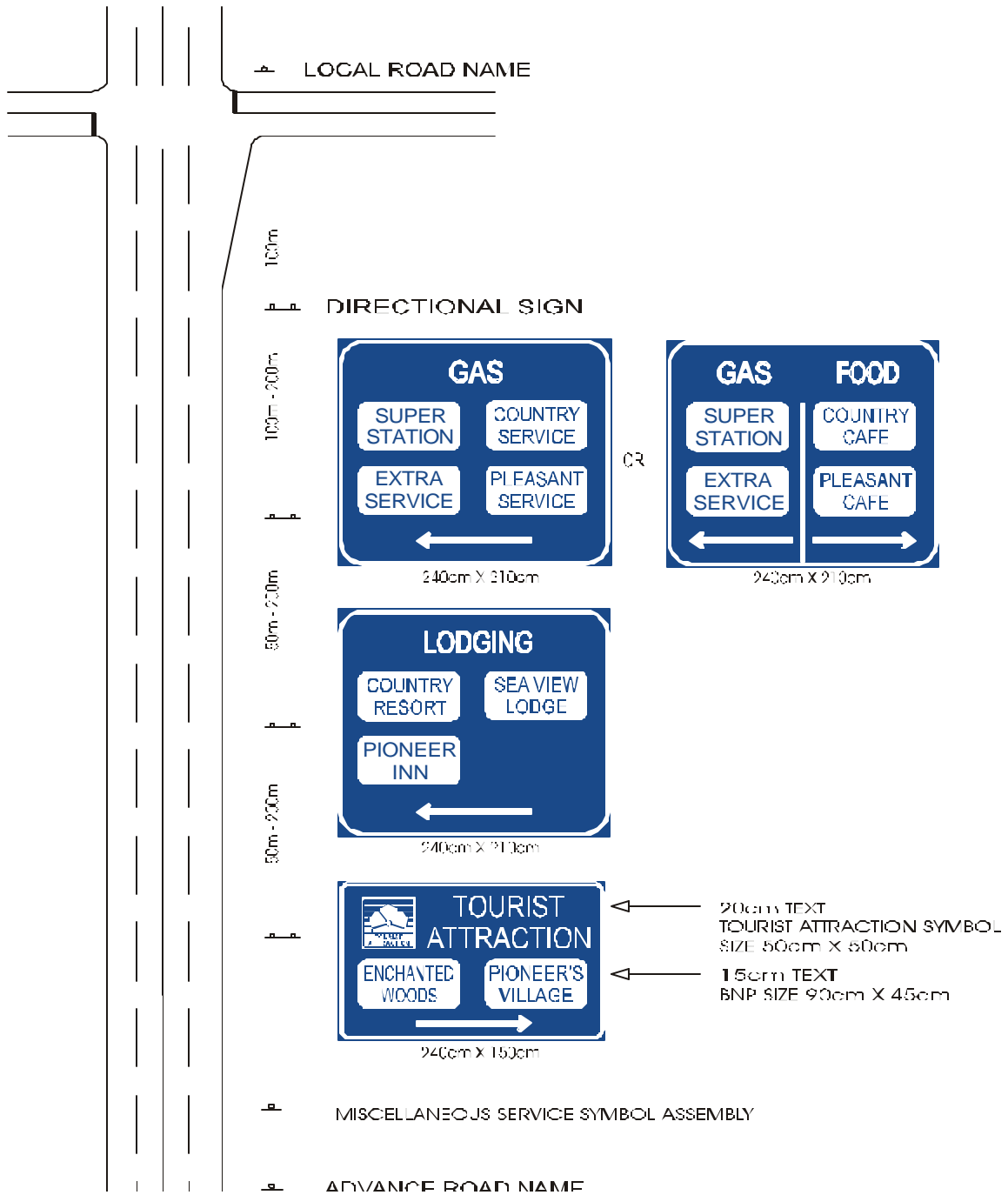
TYPICAL SIGNING FOR CONVENTIONAL RURAL HIGHWAYS



TYPICAL SIGNING FOR URBAN EXPRESSWAYS



TYPICAL SIGNING FOR RURAL EXPRESSWAYS



## DESIGNATED FREEWAYS

### 1. URBAN

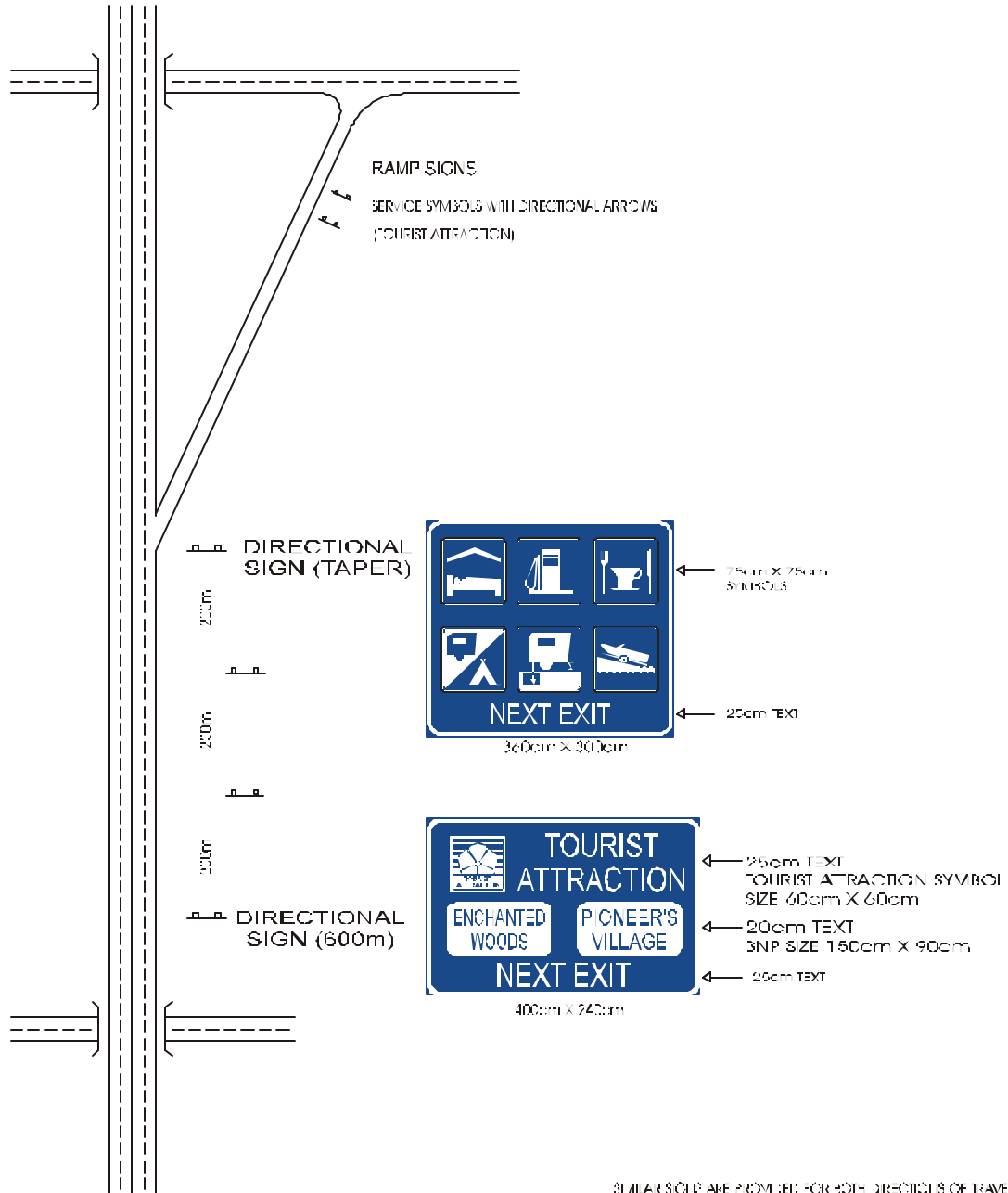
- Highway 1, Horseshoe Bay to Port Mann Bridge
- Highway 91, North of the S. I/c of Hwy 99 (Delta) to east of the N. i/c with Highway 99, Richmond
- Highway 99, George Massey Tunnel to Oak Street Bridge
- Highway 1, west of the Hwy 1/5 i/c (Coquihalla) to east of Yellowhead i/c , Kamloops

### 2. RURAL

- Highway 1, Port Mann Bridge to Highway 3, Hope.
- Highway 3, Hwy 1 i/c to hwy 5 i/c east of Hope
- Highway 5, from hwy 3 i/c to south of the Hwy 1 (Coquihalla) i/c Kamloops
- Highway 19, from hwy 19A i/c (Craig's Crossing) , Parksville to south 14 Ave, Campbell River

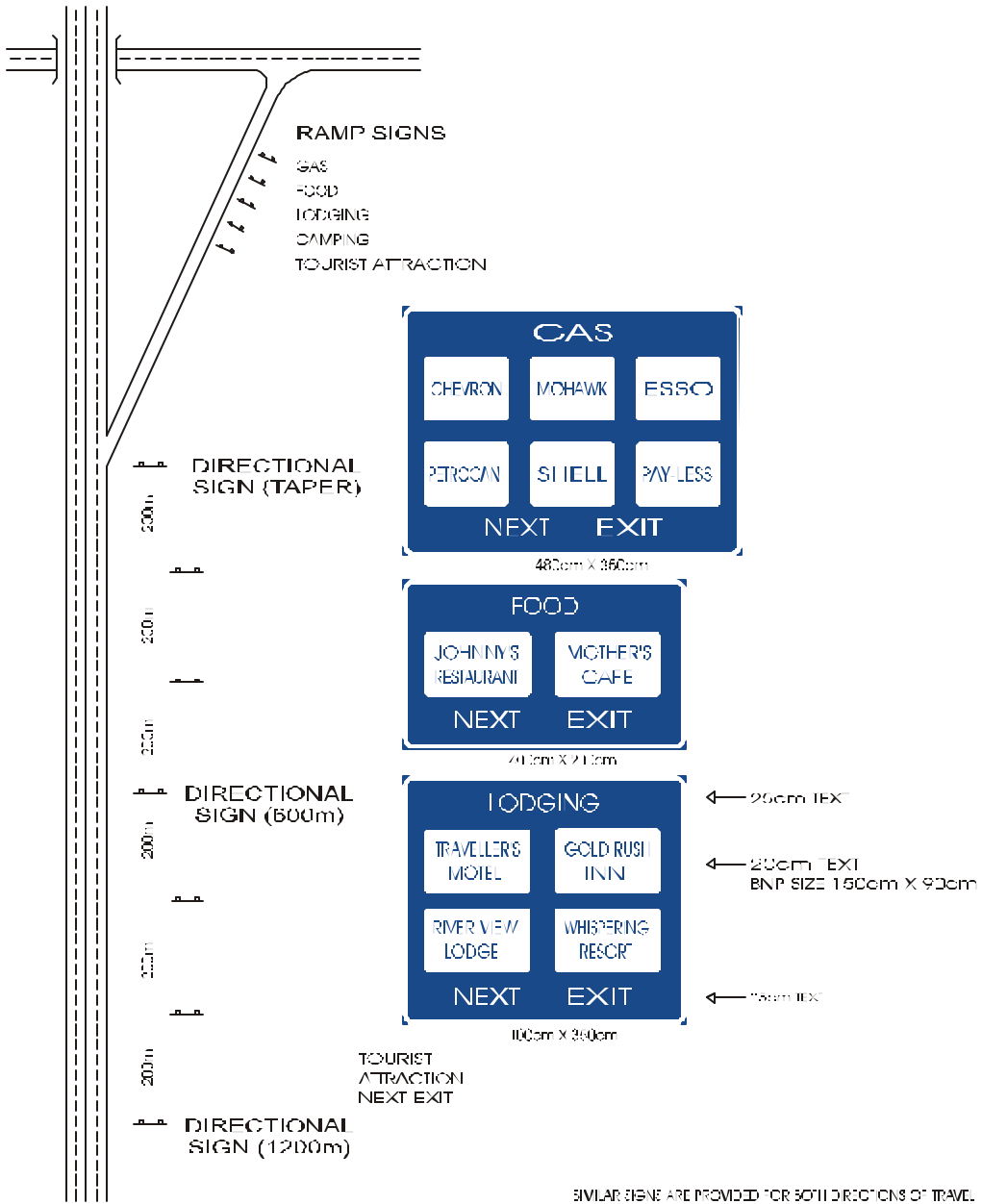


TYPICAL SIGNING FOR URBAN FREEWAYS

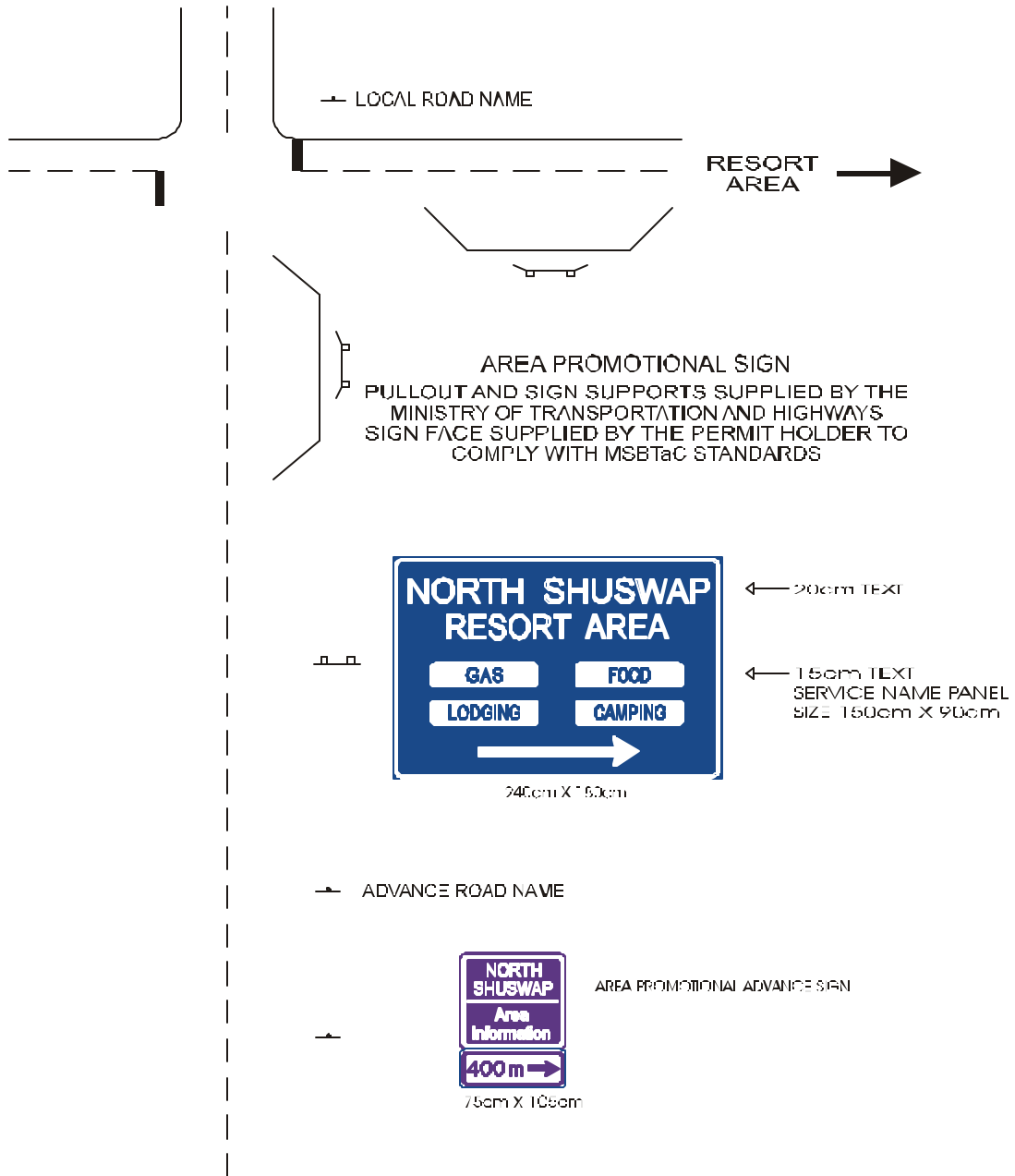


TYPICAL SIGNING FOR RURAL FREEWAYS

APPENDIX J



**SIGNING FOR DESIGNATED RESORT AREAS**



**Designated remote Highways and Eligible Service Symbols or Messages for 2 km Advance Signs:**

- Highway 97      N. of Ft St. John to S. of Ft Nelson
- Highway 97      N. of Ft Nelson to Yukon Border
- Highway 37      Kitwanga to Yukon border
- Highway 37A     Meziadin Jct to E. of Stewart

**Eligible Services:**

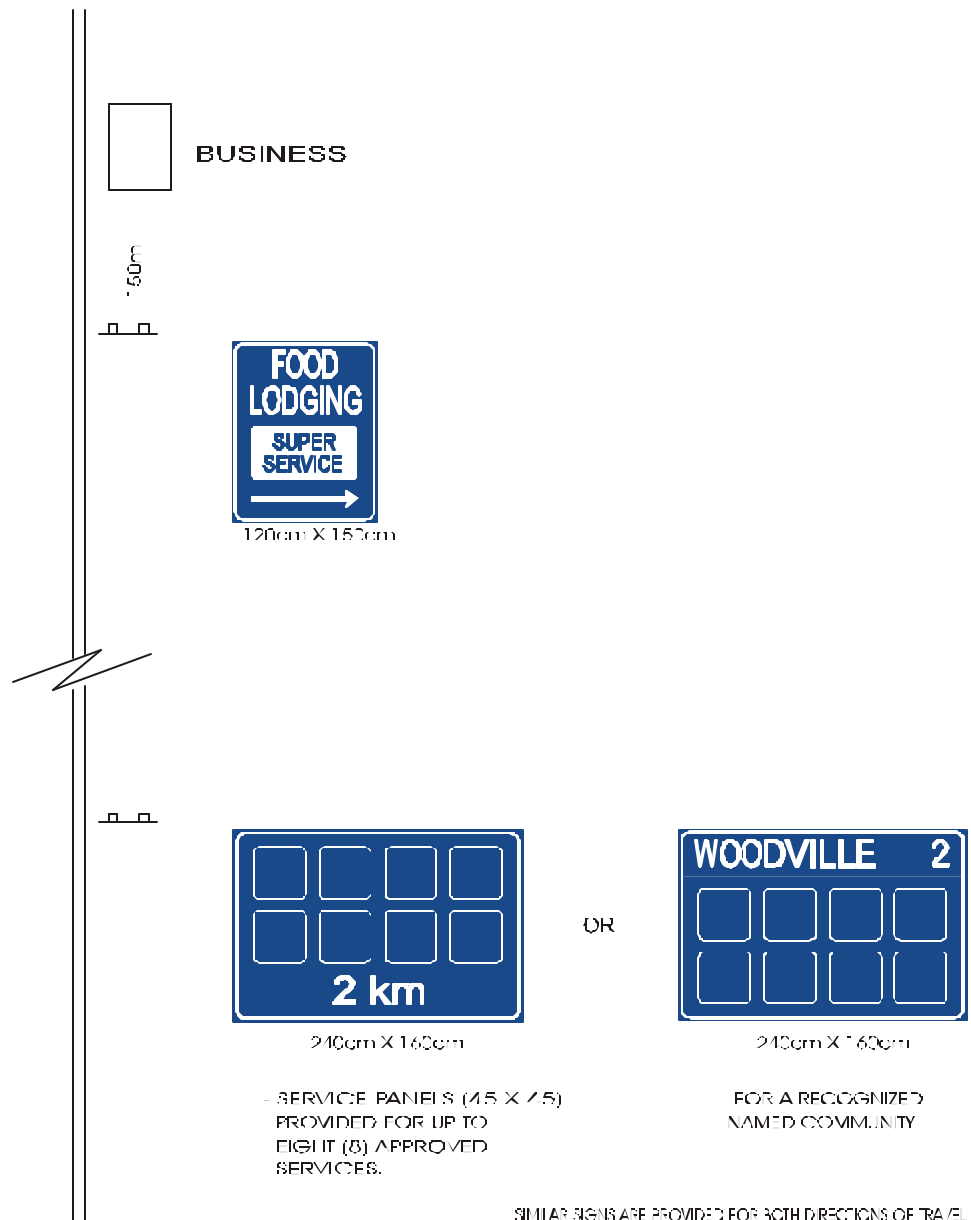
Where available MoT provide signs showing up to 8 of the following services, up to 2 km in advance:

GAS	BOAT RAMP	PROPANE
FOOD	SANI-STATION	DIESEL
LODGING	PICNIC AREA	LICENSED MECHANIC
CAMPING	GROCERIES	TIRE REPAIR
WELDING	LAUNDROMAT	TOURIST ATTRACTION
MARINA	TOWING	TELEPHONE

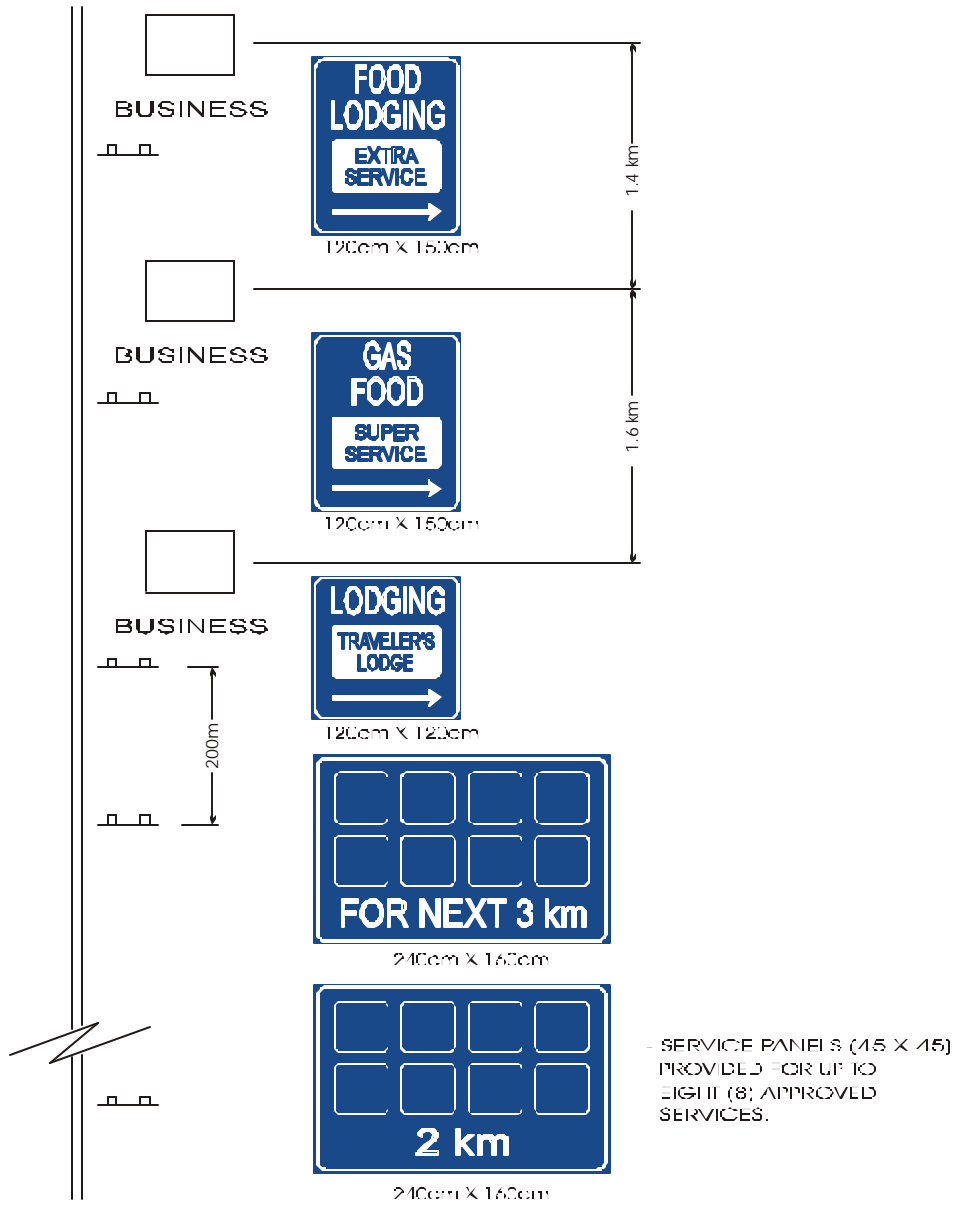
On rural sections of Highway 97 (Alaska Highway) that has been designated as ‘remote,’ the following special concession is allowed for S&A businesses located on property adjacent to the highway.

Where the right of way is inordinately wide, at approximately 90m, the operator of eligible S&A business may place certain private sign on the right of way, immediately in front of the business property and outside an imaginary line 15m from the centreline of the highways, at locations approved by MoT’s District Highway’s Manager, as though the signs were on business property. The signs, under permit, must comply with MoT’s policy for free-standing “Business Identification” and “Point of Sale” signs on business property in unorganized areas.

**TYPICAL SIGNING ON DESIGNATED REMOTE HIGHWAYS  
FOR A SINGLE "STAND ALONE" BUSINESS**

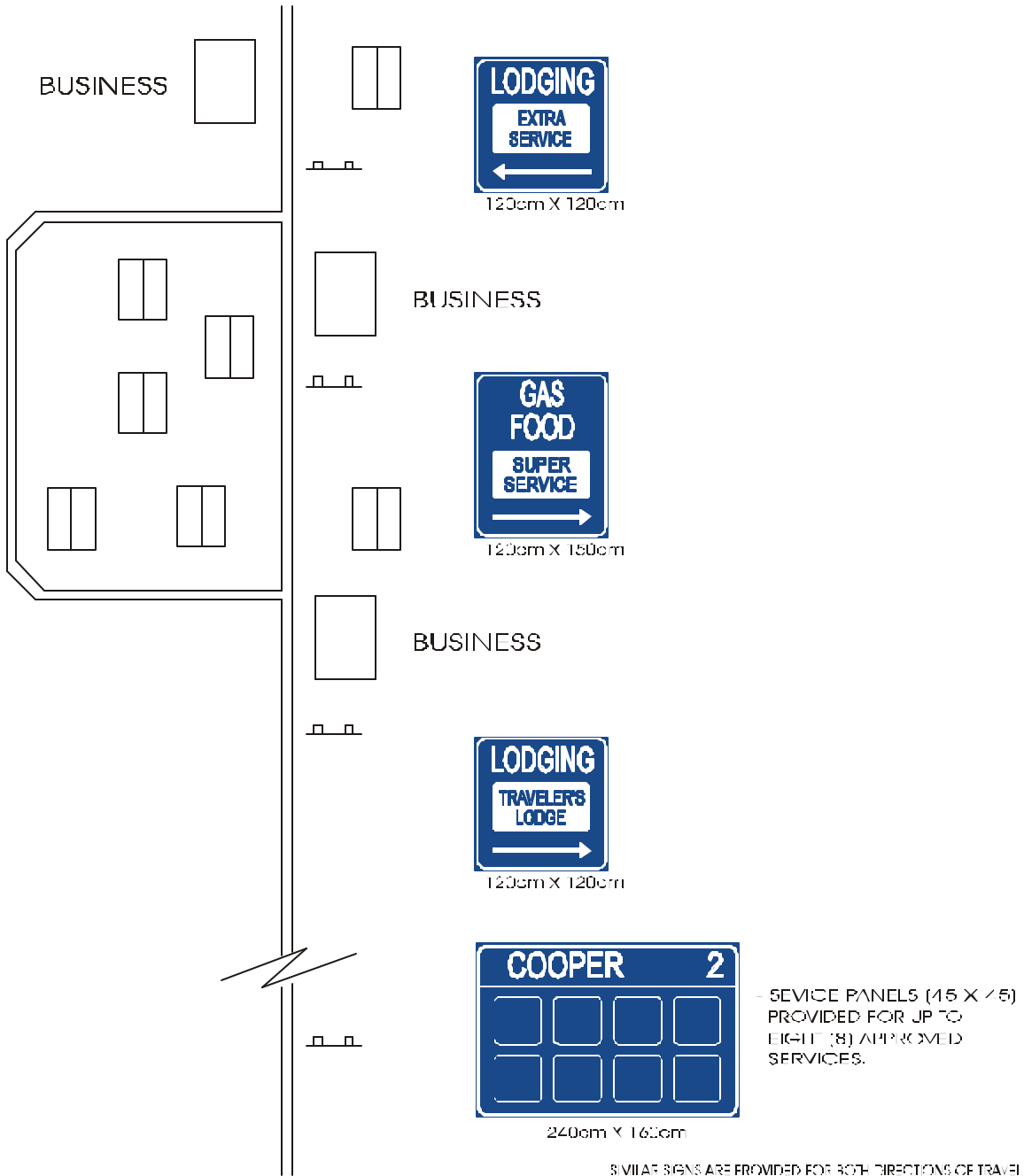


**TYPICAL SIGNING ON DESIGNATED REMOTE HIGHWAYS  
FOR MULTIPLE BUSINESSES WITHIN A "DEFINED AREA"**



SIMILAR SIGNS ARE PROVIDED FOR BOTH DIRECTIONS OF TRAVEL.

**TYPICAL SIGNING ON DESIGNATED REMOTE HIGHWAYS  
FOR BUSINESSES WITHIN A RECONIZED COMMUNITY**



EXAMPLE OF VARIOUS SERVICE/ATTRACTION SIGN TYPES

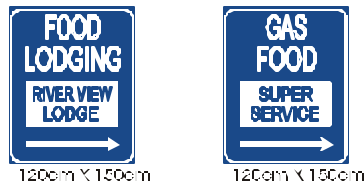
CONFIRMATORY SIGNS  
FOR TOURIST ATTRACTIONS AND SERVICES:



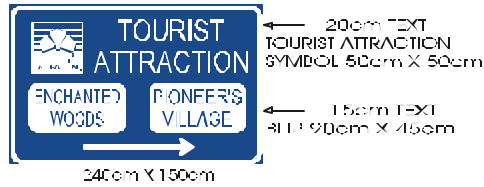
SMALLER B&B  
(PRIMARY & CONFIRMATORY)



CONVENTIONAL RURAL HIGHWAY SIGNS  
CONDENSED/COMBINED SERVICE TYPE



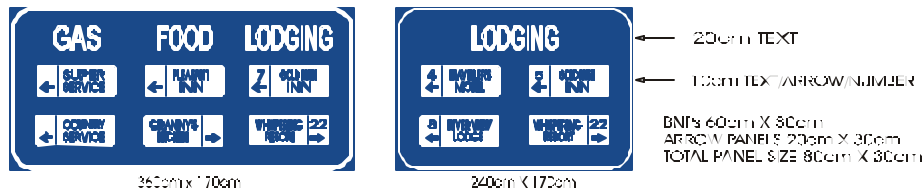
TOURIST ATTRACTION



ADVANCE SIGNS FOR SMALLER URBAN AREAS  
(WITH POSTED SPEEDS OF 60 km/h OR LESS)



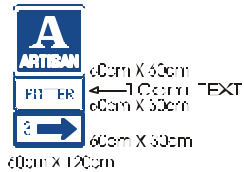
RURAL FREEWAY OFF RAMP





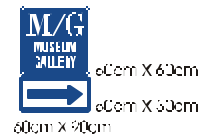
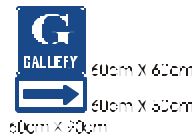
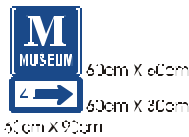
**EXAMPLE OF SIGNS FOR ARTISANS, MUSEUMS / GALLERIES,  
GOLF COURSES, TRAIL RIDES AND TOURS  
(CONVENTIONAL HIGHWAYS AND EXPRESSWAYS)**

**ARTISANS  
(RURAL & URBAN)**



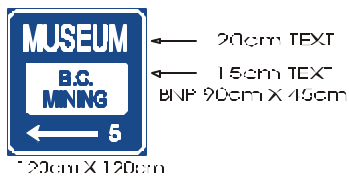
**COMMUNITY MUSEUMS / GALLERIES  
(RURAL & URBAN)**

PRIMARY & CONFIRMATORY

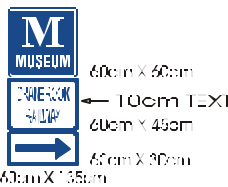


**SPECIALTY MUSEUMS**

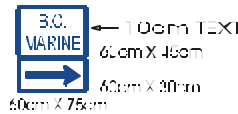
(RURAL)  
PRIMARY



(URBAN)  
PRIMARY

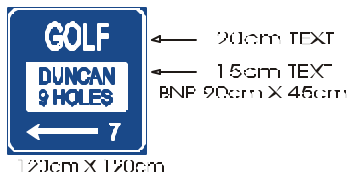


(RURAL & URBAN))  
CONFIRMATORY

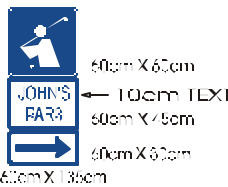


**GOLF COURSES**

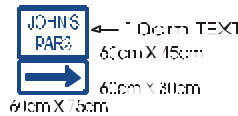
(RURAL)  
PRIMARY



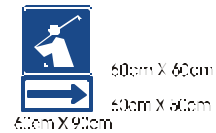
(URBAN)  
PRIMARY  
FOR 2 OR MORE COURSES



(RURAL & URBAN))  
CONFIRMATORY  
FOR 2 OR MORE COURSES (URBAN & RURAL)

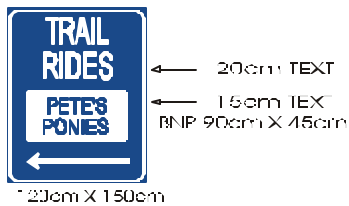


(URBAN)  
PRIMARY & CONFIRMATORY  
FOR 1 COURSE

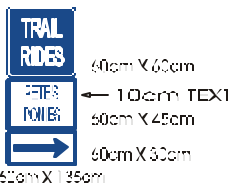


**TRAIL RIDES**

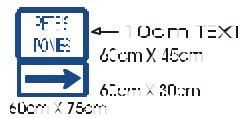
(RURAL)  
PRIMARY



(URBAN)  
PRIMARY

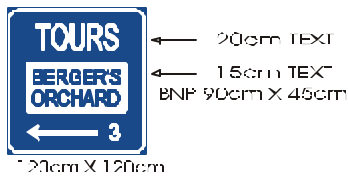


(RURAL & URBAN))  
CONFIRMATORY

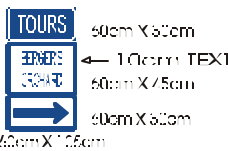


**TOURS**

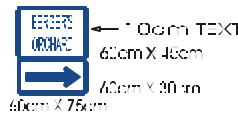
(RURAL)  
PRIMARY



(URBAN)  
PRIMARY

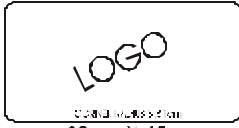


(RURAL & URBAN))  
CONFIRMATORY

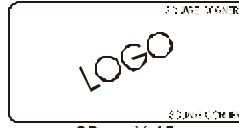


**FABRICATION DETAILS FOR BUSINESS NAME PANELS**

**RURAL CONVENTIONAL HIGHWAY AND RURAL EXPRESSWAY SIGN APPLICATIONS**



**TYPE H**

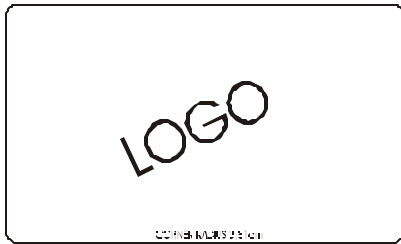


**TYPE HR**

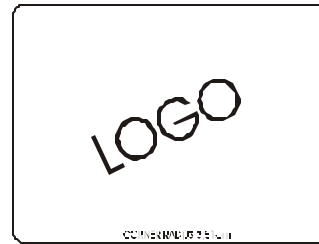


**TYPE HL**

**RURAL FREEWAY SIGN APPLICATIONS**



**TYPE F**

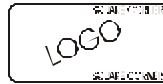


**TYPE FG**

**RURAL FREEWAY OFF-RAMP SIGN APPLICATIONS**



**TYPE R**

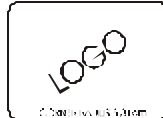


**TYPE RR**



**TYPE RL**

**CONFIRMATORY SIGNS**



**TYPE C**

**RECOMMENDED TEXT SIZES**

TYPE	MINIMUM TEXT HEIGHT	MAXIMUM # OF LINES	MAXIMUM CHARACTER HEIGHT
H	75mm	2	12
HR	75mm	2	15
H	75mm	2	12
F	200mm	2	12
FG	200mm	2	12
R	60mm	2	12
RR	60mm	2	15
R	60mm	2	12
C	60mm	2	12

**SPECIFICATIONS**

- MOTH RESERVES THE RIGHT TO REVIEW TEXT AND CONTENT OF THE LOGO PANEL AND HAVE THEM REVISED AS REQUIRED.
- BUSINESS NAME PANELS MUST CONFORM TO THE SIZES AND SHAPES DETAILED ABOVE.
- BUSINESS NAME PANELS MUST BE REFLECTORIZED TO SHOW THE SAME COLOURS BY NIGHT AS DAY.
- ALL CORNERS MUST BE ROUNDED OR SQUARE AS INDICATED ABOVE.
- BUSINESS NAME PANELS MUST BE CONSTRUCTED OF RETRO-REFLECTIVE ENCLOSED LENS SHEET CONFORMING TO CGSB STANDARD FOR LEVEL 2 REFLECTANCE, AND MUST HAVE EITHER A PRESSURE SENSITIVE OR HEAT ACTIVATED ADHESIVE.
- BUSINESS NAME PANELS REQUIRING INSTALLATION IN THE FIELD MUST BE SUPPLIED TO THE MINISTRY MOUNTED ON A SINGLE, 1.6mm THICK, ALUMINUM PANEL.
- ALUMINUM PANELS MUST BE VINYL COATED (FRONT AND BACK) TO PREVENT BLEEDING.

**POSITIONING OF BOLT HOLES FOR MOUNTING  
"CLOSED" OR "OPENING (Month)" OVERLAYS  
ACROSS SEASONAL BNPs**

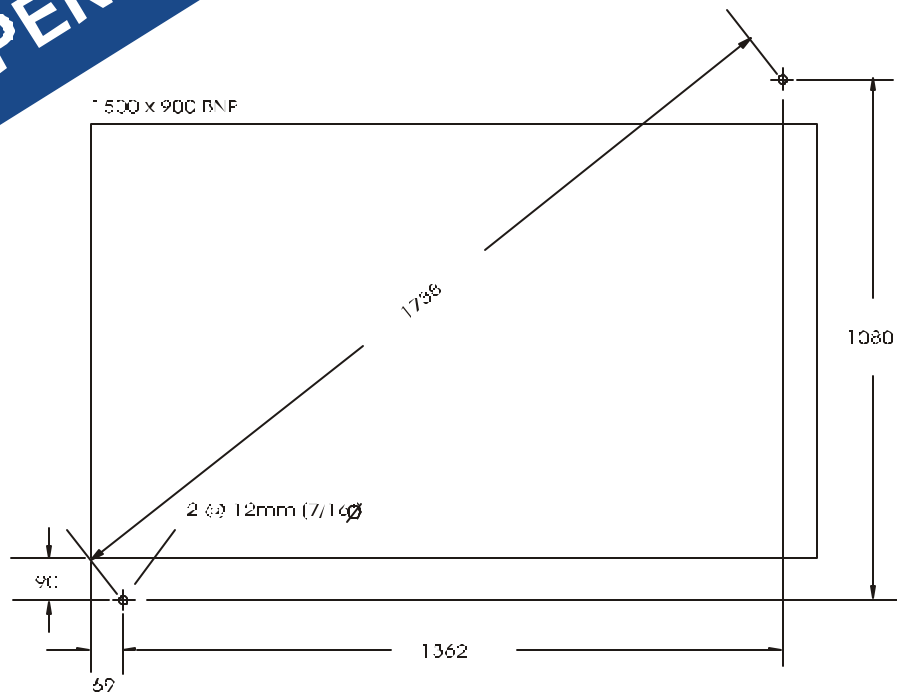
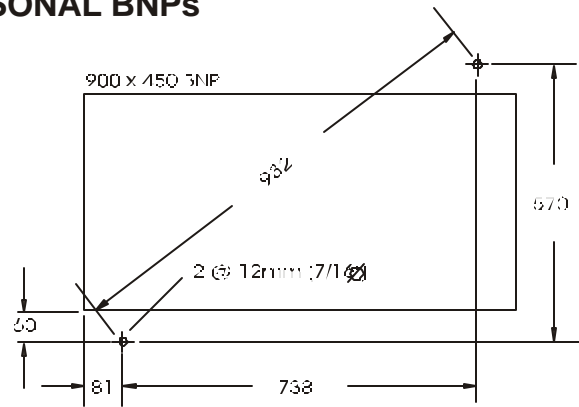


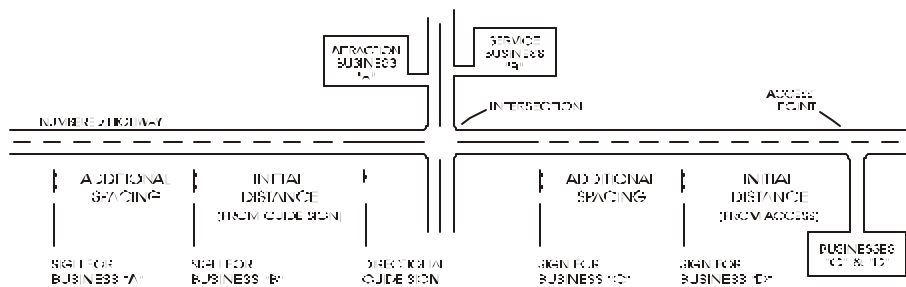
TABLE 4

**RECOMMENDED MINIMUM SIGN SPACING AND ADVANCE PLACEMENT DISTANCES FOR VARIOUS MAXIMUM SPEEDS**

POSTED SPEED (km/h)	SIGN SPACING			
	FOR INITIAL SIGN		FOR ADDITIONAL SIGNS	
	MULTI-LANE	2 LANE 2 WAY	MULTI-LANE	2 LANE 2 WAY
50 - 60	60 m	60 m	30 m	30 m
70	100 m	90 m	50 m	50 m
80	200 m	120 m	100 m	60 m
90	200 m	150 m	100 m	60 m
100*	200 m	N/A	200 m	N/A
110*	200 m	N/A	200 m	N/A

\* ON FREEWAYS AND EXPRESSWAYS, THE INITIAL DISTANCE IS MEASURED FROM THE EXIT DIRECTIONAL SIGN WHICH IS USUALLY LOCATED AT THE BEGINNING OF THE TAPER FOR THE EXIT RAMP.

**EXAMPLE FOR TWO BUSINESSES AND TWO ACCESS POINTS**



THE DISTANCE TO THE FIRST SIGN (INITIAL DISTANCE) IS THE DISTANCE THE FIRST SIGN SHOULD BE LOCATED IN ADVANCE OF THE INTERSECTION, ACCESS POINT OR WHITE AND GREEN DIRECTIONAL "GUIDE" SIGN IF THE LATTER IS PRESENT.

THE SPACING FOR ADDITIONAL SIGNS IS THE DISTANCE BY WHICH ANY ADDITIONAL SERVICE AND ATTRACTION SIGN(S) SHOULD BE SEPARATED FROM THE FIRST, SECOND, THIRD, ETC. SIGN.

- 1.5cm LETTERS ARE LEGIBLE TO THE MOTORIST FROM APPROXIMATELY 90m
- 20cm LETTERS ARE LEGIBLE TO THE MOTORIST FROM APPROXIMATELY 120m

