

TOURIST ATTRACTION

SIGNING POLICY

I. BACKGROUND

Nova Scotia Tourism and Culture and the Department of Transportation and Public Works have developed a policy for the signing of tourist attractions along controlled access portions of 100 series highways. The policy is intended to identify Nova Scotia's major tourist attractions to visitors and to encourage travellers to leave the 100 series highway system to visit communities and tourism businesses located along our secondary and scenic routes.

Attractions must submit their request for signage to Tourism Nova Scotia and meet the following criteria of the program:

II. ATTRACTION DEFINITION

For the purposes of this policy, an attraction is defined as;

"Businesses, facilities or sites whose primary purpose is satisfying the needs of visitors from outside the immediate area for outdoor recreational, educational, scientific, environmental, natural, cultural, heritage/historical, or entertainment related activities, and where the sale of goods is of a secondary nature."

(Visitors from outside the immediate area are defined as those travelling 80 km from their place of residence.)

Eligible attractions include:

- (3) **National Parks and National Historic Sites**
- (4) **Provincial Parks and Provincial Museums**
- (5) **Cultural/ Heritage Attractions:** Defined as facilities which are primarily oriented to the education or entertainment of visitors through the display and interpretation of culture including live performance theatre, public art galleries, cultural centres, community museums, genealogical centres and archives, and historic sites registered with the appropriate national, provincial or municipal registry.
- (6) **Natural Attractions:** Defined as areas of significant natural, environmental, or aesthetic interest to visitors, as well as facilities whose primary purpose is to exhibit and interpret natural habitat to visitors, including wildlife parks, aquariums, and botanical gardens.

- (7) **Themed Attractions:** Defined as family oriented entertainment parks, whose primary function is to offer entertainment facilities for visitors.
- (8) **Outdoor Recreational Facilities:** Defined as facilities which are primarily oriented to offering outdoor recreational activities for visitors. Examples of such activities include golf courses, alpine and Nordic ski areas, marinas, race tracks, etc.
- (9) **Guided Tours:** Operations which offer regularly scheduled guided tours to visitors of particular sites or facilities (tours must be offered a minimum of 5 days per week) including whale watching tours, bird watching tours, boat and river rafting tours, winery tours, mine tours, etc.

C. ELIGIBILITY CRITERIA

To be eligible for tourist attraction signage, facilities must meet the following criteria:

- ▶ Attractions must have a minimum annual attendance of 10,000 visitors.
- ▶ Attractions must have adequate parking facilities to meet the normal demand of the attraction.
- ▶ Attractions must have rest room facilities.
- ▶ Attractions must have visitor orientation, either through the provision of staff or interpretative signage.
- ▶ Attractions must be open to the public a minimum of 6 hours per day, 5 days per week, during the operating season.
- ▶ Attractions must be in operation a minimum of 90 days during the operating season.
- ▶ Attractions must advertise or be listed in the Nova Scotia Travel Guide, and have promotional literature distributed at visitor information centres.
- ▶ Attractions must provide Tourism Nova Scotia with ongoing annual attendance reports.

If an eligible attraction has advertising signage located on or near the 100-series highway system, it is the intent of the Tourist Attraction Signage Policy that this signage would be removed. Tourist Attraction Signage will not be placed until this signage has been removed. Once Tourist Attraction Signage has been placed, additional placement of advertising signage on or near the 100-series highway system is prohibited.

D. ATTRACTION SIGNS

Attraction Signs will consist of the following:

- ▶ Attraction Sign - Located in advance of Exits on controlled access portions of 100 series highways, an attraction sign introduces a distinctive logo for the attraction along with appropriate wording. Signs are standardized in size and colour and up to four attraction signs can be installed on one aluminum post structure. Attraction signs are fabricated and installed by the Nova Scotia Department of Transportation and Public Works
- ▶ Trail Blazer - Off Ramps - Located at the end of interchange off ramps, these standardized signs repeat the logo of the attraction along with distance and direction information. These signs are fabricated and installed by the Nova Scotia Department of Transportation and Public Works. In addition, distance markers shall be placed under the trail blazers, located at the end of off ramps. These distance markers indicate the distance, in kilometers, from the off ramp to the attraction for which signage has been placed.
- ▶ Trail Blazer - Secondary Roads - *Once approval for attraction signage has been given, and arrangements have been made to install the signs, attraction operators are responsible for purchasing and installing trail blazer logos along secondary roads to mark the route leading to the attraction.* The fabrication and installation of these signs along secondary non-controlled roads are the responsibility of the attraction operator, and an advertising sign permit is required from the Department of Transportation and Public Works.

E. SIGN LOCATION

Attraction Signs installed on controlled access portions of 100 series highways will normally be located at the closest Exit to the attraction considering the motorists direction of travel.

Trail Blazer logos installed by the attraction owner should cover all decision points beyond this exit to properly guide motorists to the attraction.

F. COSTS

All costs for tourist attraction signage are to be borne by the attraction operator. Costs include the following:

Aluminum Post Structure - 100 Series Highway (2 sites):	\$ 12,000
Two Attraction Signs on 100 Series Highway; and Two Trail Blazer Signs at End of Exit Ramp:	\$ 2,400

Where a tourist attraction post structure already exists, attractions need only cover the cost of signs. Trail Blazer logos beyond the interchange off-ramp to the attraction are the responsibility of the attraction owner.

G. OTHER TOURISM RELATED SIGNAGE

In addition to signage for major tourist attractions, standardized blue signs will be installed for the following tourism related facilities:

- ▶ Radio Stations - Uniform blue signs will be installed on controlled access portions of 100 series highways to denote the appropriate call letters and frequency, including AM or FM, as a means for radio stations to provide visitors with information on the local area. Signs will be installed at or near county boundaries for radio stations which have a transmitter or repeater station in the county. All signs will be manufactured and installed by the Department of Transportation and Public Works with the full cost paid by the radio station.

Size of Radio Station Signage:	120 x 60 centimetres
Cost Per Sign:	\$250

- ▶ Festivals - Uniform blue festival tags will be temporarily installed under the community's highway sign on 100 series highways for major tourism festivals attracting 10,000 visitors. Signs will denote the name of the festival along with the appropriate dates. Signs can be **installed up to three weeks in advance** of the festival and will be **removed immediately following the event**. The Department of Transportation and Public Works will make these signs at expense of the festival organizers. The installation, storage, and removal of these signs will be the responsibility of the festival. Costs of fabricating these signs include the following:

Two Festival Tags on 100 Series Highway:	\$1,000
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- ▶ Visitor Information- Uniform blue attraction signage for visitor information centres that are deemed to be strategically located by Tourism Nova Scotia.

H. APPLICATION FOR ATTRACTION SIGNAGE

All requests for tourist attraction signage are to be directed to:

Mr. Bob Book
Tourism and Culture
P. O. Box 456
Halifax, Nova Scotia
B3J 2R5

Phone: (902) 424-3141
Fax: (902) 424-0723
E-mail: bookbe@gov.ns.ca

Tourism Nova Scotia is responsible for the review and approval of all attraction sign requests based on the definitions and criteria of the policy. Once approved by Tourism Nova Scotia, the Department of Transportation and Public Works is responsible for fabricating and installing the signs at the appropriate location.