

NOTICE TO HIGHWAY SIGNAGE APPLICANTS

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Government has recently undertaken an extensive review of its highway signage policy and regulations and is holding information sessions and consultations with various stakeholders on the development of a new policy, based on the Tourist-Oriented Directional Signage (TODS) approach.

Until the review is complete and any changes considered further by government, the existing highway signage regulations and policy will still apply. However, please note that the new policy direction under consideration may result in the removal of private promotional / billboard signage from provincial roads in the future.

TODS is the primary highway signage approach used in the rest of Canada, the United States and most international jurisdictions. The TODS model makes it easier for visitors to locate tourist attractions and activities as well as essential services such as food, lodging and gas. The TODS approach uses universal colours (white letters on a blue background), symbols and formats, making the signs highly consistent and easy to read and understand by motorists. Signs are strategically placed in clusters and categorized according to destination, exit or region and type of attraction or service, for better promotion of the cluster of activities and services available in the region.

If you would like further information concerning the research and the potential new TODS policy approach, please visit the following web-site: www.tcr.gov.nl.ca/tcr/signage.

In order to confirm that you have read and understood the potential for any permit being issued to you to be cancelled and your promotional sign having to be removed from provincial roads at some future date, your signature is required below.

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I acknowledge I understand that the regulations and policies governing highway promotional signage in the province of Newfoundland and Labrador may change in the future and that any changes may result in the cancellation of my permit and a requirement to remove my signage.

Signature of Applicant

Date

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