

## Notice to Highway Signage Applicants

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The Provincial Government is moving forward on the development of a new highway signage policy based on the Tourist Oriented Directional Signage (TODS) approach.

Until the TODS approach is in place, the existing highway signage regulations and policy will still apply. Please note, however, that the new policy being considered 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 by using universal colours (white letters on a blue background), symbols and formats. These signs are consistent with other jurisdictions and are easy to read and understand. Signs are strategically placed in clusters and are categorized according to destination, exit, region, and type of attraction and service to better promote the activities and services available in a region.

If you would like further information concerning the research and the new TODS policy approach, please visit the following web sites: <http://www.servicenl.gov.nl.ca/licenses/highway/index.html> or [http://www.tcr.gov.nl.ca/tcr/tourism/tourism\\_development/tourism\\_oriented\\_directional\\_signage.html](http://www.tcr.gov.nl.ca/tcr/tourism/tourism_development/tourism_oriented_directional_signage.html) .

**Please sign below to acknowledge that you have read and understand that any permit issued has the potential of being cancelled and promotional signage may have to be removed from provincial roads at some future date.**

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I acknowledge that I understand the regulations and policies governing highway promotional signage in the province of Newfoundland and Labrador will 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

Y	Y	Y	Y	M	M	D	D
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