

Tourism Highway Signing Program Bulletins

The Tourism Highway Signing Program (THSP) Bulletins provide guidance when reviewing the requirements and eligibility for proponents who are applying for signs under the categories of Tourism Oriented Directional Signs (TODS), Essential Traveler Services (LOGOS) and Community Attraction Facility Signs (CAFs).

THSP Bulletins are issued when revision is made to current operating guidelines.

These new, bulletin guidelines would either supersede existing guidelines where necessary or generally support and add to current guidelines.

Please ensure that all relevant guidelines are read and understood before applying. Should you require any further clarification, please contact the Program Administrator, Guide Sign Industries for assistance.

BULLETIN RECOMMENDATIONS

Bulletin #1 - Community Attraction & Facility Sign Implementation Guidelines

Minor revision to the THSP guidelines for CAF signs is as follows:

- Eligibility Criteria
 - A community should provide a minimum of two services available in either Gas, Food or Lodging;
 - A community must have a population base of 100 to 25,000 residents;
 - There shall be a corporate, or recognized municipal boundary associated with the community and must be listed as a “community” with Alberta Municipal Affairs.

 - Distance Criteria
 - Communities of 7,500 (minimum) population are permitted to sign all major highways within 8 kilometres of the community;
 - Communities of lesser populations are permitted to sign to the closest major highway within 8 kilometres;
 - Irrespective of population size, an eligible community is permitted to sign at each major highway entering the community, as each of these major highways would be deemed their “closest highway” to the community;
- NB: Provision of additional signs on minor highways is not permitted, under the program, where there are major highways within 8 kilometres of the community.***
- If there are no major highways within 8 kilometres of the community, CAF signs would be permitted at the ‘closest minor highway’ within 8 kilometres. If the minor highway enters the community, this would be deemed the closest highway.

BULLETIN RECOMMENDATIONS

Bulletin #2 - Signing Attractions that have Highways Transversing/Bisecting Communities

New additions to the THSP guidelines for TODS are as follows:

- The attraction must clearly fall within a rural area outside any corporate/municipal boundary;
- An alternate provincial highway route, meeting the guidelines, will supersede any provincial highway Transversing/bisecting through the community;
- If the community has a population base of more than 5,000, the option of signing to an attraction from the Transversing/bisecting highway will not be permitted;

NB: All cases that fall under these criteria would need to be reviewed individually to ensure that the route chosen is the most suitable and fits within the intended guidelines and objectives of the THSP.

BULLETIN RECOMMENDATIONS

Bulletin #3 - Roles and Responsibilities

This is an internal Program Document only.

BULLETIN RECOMMENDATIONS

Bulletin #4 - Non-Conforming Signs

This is an internal Program Document only.

BULLETIN RECOMMENDATIONS

Bulletin #5 - Restriction of TODS along Ring-road Systems & Deerfoot Trail

New additions to the THSP guidelines for signing in capital cities are as follows:

- Alberta Infrastructure & Transportation has elected to follow similar policies, (as set by Edmonton & Calgary) in restricting TODS signing along ring-road systems in both cities;
- In addition, signing will be restricted along Deerfoot Trail because of high traffic volumes on this roadway.