

Resolution 17A

COMMERCIAL HIGHWAY SIGNAGE 300 SERIES HIGHWAYS (PASSED)

⇒ Town of Mahone Bay

WHEREAS Nova Scotia is known for its beauty and friendly place to visit; and Whereas Tourism is an important industry in Nova Scotia; and

WHEREAS the Nova Scotia Department of Transportation and Infrastructure Renewal regulates signage on highways within Nova Scotia; and

WHEREAS in recent years the placement of commercial signs on the 300 series highways has not been controlled or regulations enforced to protect the beauty of Nova Scotia highways; and

WHEREAS a clutter of signs appear to be more prominent at highway interchanges that are neither attractive or effective to the business community;

THEREFORE BE IT RESOLVED that the UNSM write the Minister of Transportation and Infrastructure Renewal requesting that that the Department work with the UNSM and the Department of Economic and Rural Development and Tourism to develop a signage program for the 300 series highways that protect the beauty of Nova Scotia and provide for commercial highway signage in a controlled and orderly manner.

Response from:

Department of Transportation and Infrastructure Renewal

RESPONSE:

Transportation and Infrastructure Renewal (TIR) has been working on a "Uniform Traveller Directional Sign Program" for non-100 series roads which will be reviewed with the Department of Economic and Rural Development and Tourism very shortly. If adopted, this program would reduce the amount of advertising signage on secondary roads. It is being proposed that the program would be administered by the Department of Economic and Rural Development and Tourism, with location approval and installation by TIR. If the municipality has a signage bylaw that's more stringent, then that would take precedence.