

APPENDIX “C”
Application Procedure

- 1) All applications for signage under the Tourist Attraction Sign program are to be directed to:

Ms. Lori Blackburn
Department of Tourism, Culture and Heritage
Tourism Division
P. O. Box 456
Halifax, Nova Scotia
B3J 2R5
Phone: (902) 424-3747
Fax: (902) 424-0723

Department of Tourism, Culture and Heritage is responsible for the review and evaluation of all tourist attraction sign applications based on the definitions and criteria of the program. As part of the application review process a site inspection may be completed.

- 2) Upon completion of the application review and evaluation, all recommendations are reviewed by the Product Development Committee of the Nova Scotia Tourism Partnership Council.
- 3) Once approval is given, the Department of Tourism, Culture and Heritage will send a letter of approval to the requesting attraction/organization and a copy to the Highway Signing Officer.
- 4) The Highway Signing Officer upon receiving the approval letter will then visit the area and pick locations for the attraction sign structure (if one does not exist) that will direct the motorist by the most straightforward routing to the attraction. The Highway Signing Officer will then request the Area Manager obtain the necessary survey data. When survey data has been returned to the Highway Signing Officer a design of the post structure will be done.
- 5) In cases where standard symbols are not available the Highway Signing Officer will contact the spokes person for the attraction/organization to discuss the design of a possible logo and confirm the wording in the sign legend. If the logo is of a difficult design the attraction/organization will have to provide an electronic formatted (Adobe Illustrator “ai”) file to be used in the sign manufacturing process. **Attractions will be identified in the sign legend as they are listed/identified in the Doer’s and Dreamer’s guide. Exceptions will only be granted in those cases where there is not enough space, the site name, festival or event will then be reworded to fit. Absolutely no advertising/marketing slogans will be used.**
- 6) Once the locations have been picked, design of post structures and sign design have been completed a letter will be sent by the Highway Signing Officer to the Area Manager

requesting that the attraction signage be installed. This letter will include the contract price and the contact person at the attraction organization for invoicing purposes.

- 7) A letter and sign design will also be sent to the Supervisor, Central Sign Shop requesting the signs be manufactured and sent to the direction of the Area Manager with the invoice for the sign costs.
- 8) When the attraction signs and post structures have been installed the Area Manager will invoice the spokes person for the attraction/organization the full contract price of the project.
- 9) Failure of the attraction organization to pay the invoice in full will give the Department of Transportation and Public Works under the direction of the Highway Signing Officer no option but to take steps in removing the attraction sign from the post structure and any trail blazer signs directing the motorist to the attraction along the secondary routing. Should this occur the offending attraction **must** re-apply to the Department of Tourism, Culture and Heritage before their signage can be re-installed along the highway system. If re-approved all costs incurred with the non-payment, sign removal and sign re-installation will have to be paid in-advance of the signs being placed along the highway system the second time.

All signs will be designed, fabricated and installed according to the policies and procedures of the Department of Transportation and Public Works.