

# TOURISM DIRECTIONAL SIGNAGE SYSTEM

The Tourism Directional Signage program provides the travelling public with directional signage in a concise, visible manner. Any tourism-related business may apply. Establishment categories include accommodations, attractions, eating establishments, recreation, craft/gift shops, etc.

## ***The Tourism Directional Signage Sign***

Signs are 45 cm. (18") high and 210 cm. (7') long. The establishment name, an arrow, the distance in kilometres and a corresponding symbol (where applicable) are displayed in reflective white letters on a blue background. The establishment name portion must not exceed 24 characters, including spaces needed between words. Abbreviations may be unavoidable but assistance will be provided with the wording.

Signs can be installed only on the approach to an intersection where a change in direction is necessary to reach the establishment. No signs can be approved for establishments straight ahead on the same route number. Malls may be signed but individual establishments within the mall are not eligible. No signs can be placed within the expanded boundaries of Charlottetown, Summerside, or the Resort Municipality of Stanley Bridge, Hope River, Bayview, Cavendish and North Rustico. Limitations are placed on the number of signs at each approach to any intersection.

## ***Fee Schedule***

The fees to participate in the Tourism Directional Signage Program are as follows:

- The fee payable for an application for each new directional sign for a tourism business is.....\$160 per sign.
- The annual fee payable for the continued placement and maintenance of directional signs for a tourism business is.....\$60 per sign.
- The fee payable for a name change of a directional sign(s) for a tourism business is.....\$100 per sign.

## ***Additional information***

The maximum number of signs per establishment is 4.  
Payment, including HST must accompany the application. Post-dated cheques are not accepted.  
Insufficient payment will delay application processing.  
Cheques are payable to Tourism PEI.  
The tourism establishment must be licenced before signs will be approved.  
If requested sign locations are not available, a refund or credit will be issued.

## **FOIPP - Freedom of Information Privacy Protection Act states:**

The information requested on this form is collected under the authority of the *Highway Signage Act*. Questions regarding the use of this information may be directed to the Tourism 902-368-5508.

**APPLICATION TO PARTICIPATE IN THE PRINCE EDWARD ISLAND  
TOURISM DIRECTIONAL SIGNAGE SYSTEM IN ACCORDANCE WITH SECTION 8 OF THE P.E.I.  
"HIGHWAY SIGNAGE ACT"**

**SECTION 1 - BACKGROUND INFORMATION**

Please PRINT or TYPE your responses to the following questions.)

**Name of Business:** \_\_\_\_\_

**Applicant's Name:** \_\_\_\_\_

|                         |                             |                          |
|-------------------------|-----------------------------|--------------------------|
| <b>Mailing Address:</b> | <b>Applicant's Address:</b> | <b>Business Address:</b> |
| _____                   | _____                       | _____                    |
| _____                   | _____                       | _____                    |
| _____                   | _____                       | _____                    |

**Telephone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

**Description of Tourist Related Business (ie Motel, Campground, Bed and Breakfast etc):**  
\_\_\_\_\_  
\_\_\_\_\_

**Civic Address (911) of Business:** \_\_\_\_\_

**SECTION 2 - SIGN REQUIREMENTS** (Maximum of 4 signs)

(Wording changes on existing signs - \$100 charge )

**7. Exact Wording of Sign(s):** (not to exceed 24 characters & spaces)

\_\_\_\_\_  
\_\_\_\_\_

\* **Symbol** \_\_\_\_\_

**8. Preferred Sign Locations:** Distance from business to nearest intersection: \_\_\_\_\_ km (max 15 km)

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

**SECTION 3 - PAYMENT**

**9. # of signs** \_\_\_\_\_ **x fee per sign = subtotal \$** \_\_\_\_\_ **+ 15%HST \$** \_\_\_\_\_ **= \$** \_\_\_\_\_ **total enclosed**

Cheque or money order made payable IN FULL to **Tourism PEI** must accompany Application. Insufficient payment will be returned. Application process and sign placement will be delayed. Post-dated cheques cannot be accepted.

|                                                                    |                             |
|--------------------------------------------------------------------|-----------------------------|
| <b>For office use only:</b>                                        |                             |
| <b>Received By:</b> _____                                          | <b>Date Received:</b> _____ |
| <b>Approved By:</b> _____                                          | <b>Date Approved:</b> _____ |
| <b>Registrar of Signs</b>                                          |                             |
| <b>Standard Number(s):</b> (1) _____ (2) _____ (3) _____ (4) _____ |                             |

**TOURISM PEI**  
**PO Box 2000, Charlottetown, PE, C1A 7N8**

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