

## **DESIGN BULLETIN #59/2008**

### **Tourism Highway Signage Program – Brown Sign Conversion as a Result of Highway Construction/Rehabilitation Projects**

#### **Summary**

This Bulletin is issued to inform practitioners and department staff of the proper procedure for converting old brown tourism signage to the new Tourism Highway Signage Program (THSP) blue signage, particularly when signage is removed/relocated during a highway construction or rehabilitation project.

The replacement of all tourism-related (i.e., brown) highway guide/information signage began in early 2005 under the Tourism Highway Signage Program. This program replaced the previous highway signing system with one that is more informative and efficient, using current North American standards and consistent guidelines. Further information about the program is available at [www.SignUpAlberta.ca](http://www.SignUpAlberta.ca).

Problems have been encountered when brown tourism signage are converted to blue signage without consultation with the Program Administrator of the Tourism Highway Signage Program, Guide Sign Industries Ltd. When the replacement of tourism signs has not been handled through the Program Administrator, some new signs have been found to contradict the THSP standards with respect to message/content, colour and/or placement.

#### **Key Changes**

Changes to the department practice for converting outdated brown tourism signage have been made and include the following:

- The conversion of brown tourism signage to blue should always be handled through the Tourism Highway Signage Program Administrator.
- If guide/information signs not meeting the THSP standards are discovered during the preliminary design phase, the Program Administrator should be contacted so the sign conversion (or in some cases, permanent removal of non-applicable signs) can be conducted without interfering with the highway construction/rehabilitation timelines.
- When tourism signage is impacted (i.e., needs to be temporarily removed and then relocated) during the course of highway projects, signage previously converted to the THSP standards should be re-installed. Signage that has not yet been converted to THSP standards (i.e., still a white message on brown background, or an incorrectly converted blue sign) should be reported to the THSP Program Administrator so that replacement of the affected sign can be handled through the Program.

The new standards as indicated in this Bulletin are to be implemented immediately as per the usual practice.

Effective Date: January 22, 2008.

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**References**

None.

Recommended:

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