

Tourist Oriented Directional Sign – Secondary Highway

Tourist Oriented Directional (TOD) Signs – Secondary Highway provide motorists with exit and type of service/attraction information related to a specific tourism industry business. Criteria are used to determine a business's eligibility. This type of signage is permitted on any NB highway other than a Level I or Level II controlled access highway and is installed within the ROW. Locations are determined by DTI, and these signs are only installed when available space allows as Regulatory and Guide signing take precedence.

TOD – Secondary Highway signs are a standard format and colour with input from the business owner with respect to the symbols to be included. Manufacture, installation and maintenance of these signs is completed by DTI at a cost to the business operator. Costs typically include \$600 + HST per sign for manufacture and installation plus annual maintenance fee of \$100 + HST per sign.

