

# Highway Advertisements Information Kit



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Department of Business New Brunswick  
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CNB 579

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## Appendix "A" - Sign Types

### Formatted Signs

Formatted signs are standardized type signs that are approved for major highways. These signs have a standard format whereby the information included on the signs will be found in approximately the same location on all signs. The specifications include such things as a minimum letter size so as to ensure legibility at



the posted speed limit, appropriate fonts, colour selection, tab and/or logo sizes, and material options for fabrication. Business New Brunswick (BNB) has developed specs for formatted signs and is responsible for determining the types of "specific interest" facilities eligible for signing outside the right-of-way.

The administration for signing outside a city or town along the major highways is the responsibility of the Department of Transportation (DOT). DOT regulates such factors as the size, location, spacing, and distance of highway advertisements. The administration of signing outside the right-of-way within a city or town along the major highways falls under municipal bylaws.

Facility operators need to obtain a permit for formatted signs outside the right-of-way along the major highways and there is a cost associated with the permit. Facility operators are responsible to negotiate with the private sector for the manufacture and installation of these formatted signs on private land.

DOT recognizes that:

- 1) there are sections of two lane highway where additional lands have been purchased for future widening of the two-lane highway to a four-lane highway, and
- 2) sections along some highways where excess land may have been acquired beyond the normal right-of-way width for the highway.

In these instances DOT will permit private advertisements within those portions of right-of-way that are wider. There is a fee associated with placing a sign within these sections of right-of-way and the fees are comparable for placing a sign on private land outside the right-of-way.

### "Welcome To" Municipality Signs

These signs are permitted within the highway right-of-way and are subject to standards for signing within the right-of-way. As well the location of these signs has been standardized in a prominent location on the backslope. Should municipalities wish to have more flexibility in the design of their "welcome to" sign than that which is allowed on the right-of-way, then, the sign will have to be installed just outside the



highway right-of-way. In situations where access at an interchange could be for more than one municipality (such as Campbellton/Atholville, Sussex/Sussex Corner, or Beresford/Nigadoo), consideration will be given to allowing more than one municipality on a "welcome to" sign. Another alternative is, in cases where an area is bypassed, a "welcome to a region" sign could be installed in place of a "welcome to" municipality sign (such as "Welcome to" the Fredericton Region).

## Major Attraction Signs

BNB uses criteria to classify and identify the province's Major Attractions. All attractions, whether private or public, may apply to BNB to be considered for Major Attraction status. It is understandable that New Brunswick wants their Major Attractions identified on the arterial



highway system. Therefore, Major Attractions will be given the opportunity to sign on the nearest arterial highway.

## Secondary Attraction Signs

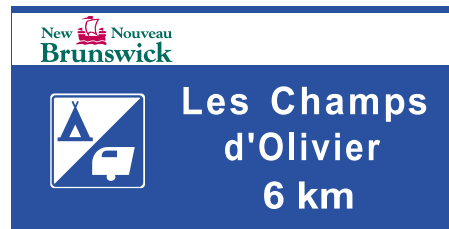
As stated above BNB apply criteria to classify attractions. Again, any attraction, whether private or public, may apply to BNB to be



considered for Secondary Attraction status. Secondary Attractions are considered significant enough to intercept the visitor and perhaps lure them off the major highway system.

## Regular Attraction/Service Signs

Attractions or services that do not fall under the Major or Secondary classification are considered as Regular Attractions or Services. Regular Attractions/Services are eligible for Tourist-Oriented Directional (TOD) signs on highways other than level I, II or connector I highways. Included in the Regular Attraction/Service category are the Rural Tourism Operators. In the past rural tourism operators were permitted TOD signs on the 2-lane level I, II and connector I highways if the facility was not located within the limits of a city, town or village and if the facility could not be seen from the highway. Under the amended regulation,



TOD Regular Attraction signs and TOD rural tourism operator signs will be phased out on the level I, level II and connector I highways in favour of formatted signs outside the highway right-of-way.

## Visitor Information Centre Signs

As with Major Attractions and Secondary Attractions, Visitor Information Centres qualify to have TOD signs within the right-of-way along all classes of highways in the province. Over the past few years the vast majority of jurisdictions have changed from Tourist Information to Visitor Information and New Brunswick, in keeping with the times, has changed their publications, and will change the signing to "Visitor Information".

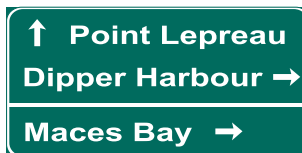


## Guide Signs

Signs are used, in part, as a form of traffic management that provides information to the road user. Guide signs are usually green in colour and contain information on the location of municipalities or communities found along a route or off a specific route. They are installed in accordance to national standards and policies and form part of the



highway system. Several sections of the Highway Advertisements Regulation refer to a specific distance from a DOT guide sign. Guide signs should not be confused with warning or regulatory signs. Warning signs warn of road characteristics, hazards and temporary conditions such as curves, bumps, road narrows, etc. Regulatory signs advise of traffic regulations such as speed limits, stop signs, no left turn, etc.



## Other Highways

Private advertisements are allowed one metre outside the right-of-way on the other highways such as local named roads and routes such as Routes 3, 4, 10, 16, 114, 260, 950, etc. provided the facility being advertised meets the definition of "specific interest." Formatted signs are not a requirement on these other highways although DOT still regulates such things as size, location, spacing, and distance, and you will require a permit from DOT in order to install one of these signs along an arterial or collector highway.



## Other Considerations

### Colour

Tourist related signing throughout most of Canada and the US is changing to blue. New Brunswick currently uses blue for private sector



signing and burgundy for public sector signing. To be more consistent with other jurisdictions and to reduce production costs, all public sector tourist related signing programs are changing to blue.

### Format

The word destination is a term used by transportation departments across North America and refers to the green destination/guide signs DOT installs to direct motorists to municipalities and communities. Other provinces and states that have programs similar to the former Destination Information Signage Program (DISP) refer to their programs as TODS or Tourist-Oriented Directional Signs. Therefore, the name of the Destination Information Signage Program (DISP) will change to Tourist-Oriented Directional Signing Program (TODS) and the word "Destinations" will be removed from the white stripe on tourist-oriented directional signs.





## Appendix " B "

### Highway Advertisements Application/Permit Process

Application forms and copies of the Highway Advertisements Regulation are available from:

1. Department of Transportation District Administrative Offices
2. Service New Brunswick Offices or
3. District Planning Commission Offices  
(Contact name, phone numbers, addresses are included in Appendix "E")

Things you will have to know to fill out an application form for private advertisements outside the highway right-of-way

- The route number or road name where you want to install your advertisement
- The distance between your advertisement and any advertisement, up to 500 m before and after
- The distance between your advertisement and a DOT guide sign, up to 500 m before and after
- The distance between (4 km before and 1 km after) your advertisement and any intersections or interchanges
- The distance your advertisement will be from the centreline of the highway
- The distance from your sign location to your business
- Dimensions of your advertisement
- What your sign is advertising
- The name, address and phone number of your business
- The land owner's name, address and phone number where your advertisement will be located
- The parcel identification number of the land where the sign will be located
- The sign manufacturer's name, address and phone number
- The template design number & designated colour numbers (if applicable) of the template you will be using for your sign – SEE Appendix "D"
- Whether the location where you want to place your advertisement is within a city or town
- The EXIT number you will be including on your sign (if applicable) – SEE Appendix "G"

## Please read your package and regulation carefully

Help in filling out the application form is available at any DOT district / administrative office

1. Complete the application form for an advertisement permit complete with template design number and designated colour numbers.
2. Submit to the DOT District Office for approval along with application fees.
3. Please allow **3 weeks** for approval/refusal from DOT. Permit will be sent to you by mail unless requested otherwise.
4. **Building permit:** DOT will enclose a building permit application and the name and address of the Development Officer with your approved Highway Advertisement Permit.
5. You must obtain a building permit before you can install your advertisement.
6. Please ensure you follow the regulation carefully when filling out your application form and when installing your advertisement. Any deviations from the information you provide on the application form may result in the removal of your advertisement.

## Appendix " C " - What Makes An Effective Sign

### Signage Usability and Effectiveness

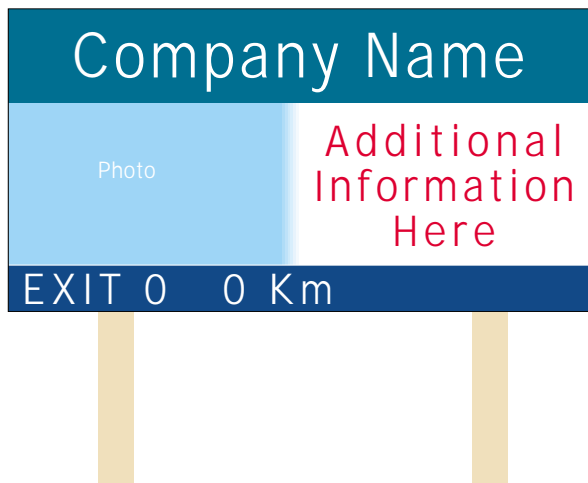
**Signage must address human behaviour factors. On Level I and II highways, where speeds exceed 90 kilometres per hour, effective signage considers:**

- ~ drivers have only 6 to 10 seconds to locate and read a sign
- ~ drivers require about 1 second to read each word or symbol
- ~ consistent signage is spotted more readily by drivers
- ~ drivers must continue to watch the road
- ~ driver manoeuvrability time
- ~ legibility distance
- ~ the smallest critical detail must be legible
- ~ sign must contrast with the background
- ~ sign must be located easily
- ~ sign must be read quickly
- ~ sign must contain only information that is needed
- ~ sign letters must be of sufficient height and spacing
- ~ sign letters must be of a specific, clear font for highway visibility
- ~ sign symbols must be understood by the driver

**Note:** Based on research provided by Allison Smiley, Ph.D, CCPE, Human Factors North Inc.

# Appendix " D " Template Design Numbers, Specifications and Designated Colour Numbers

Template 1



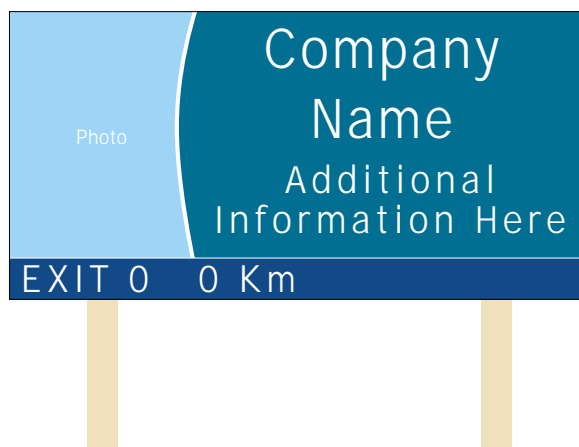
Template 2



Template 3



Template 4



■ 3M 3630-133

■ 3M 3630-87

■ 3M 3650-96

■ 3M 3630-126

■ 3M 3630-33

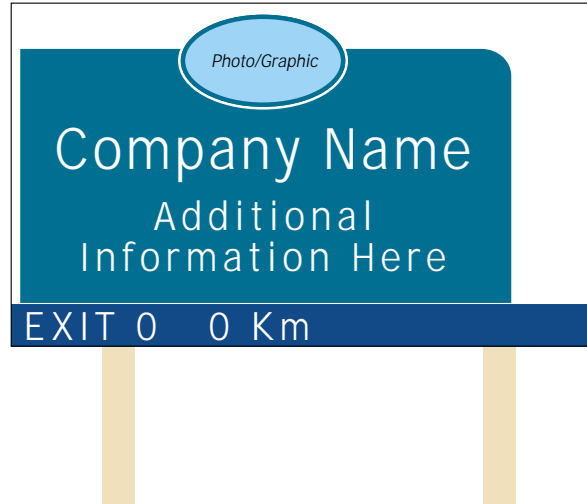
■ 3M 3630-22

## Appendix " D " Template Design Numbers, Specifications and Designated Colour Numbers

Template 5



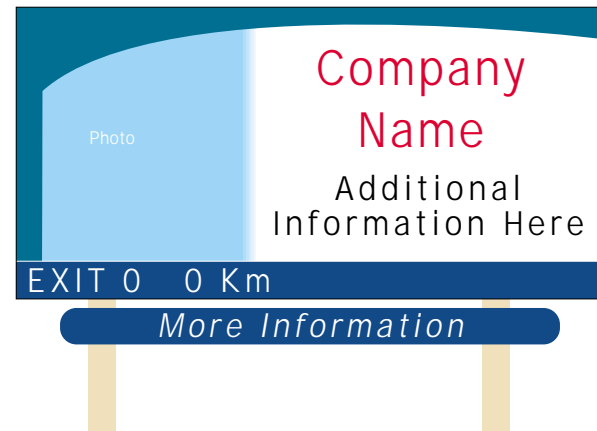
Template 6



Template 7



Template 8



■ 3M 3630-133

■ 3M 3630-87

■ 3M 3650-96

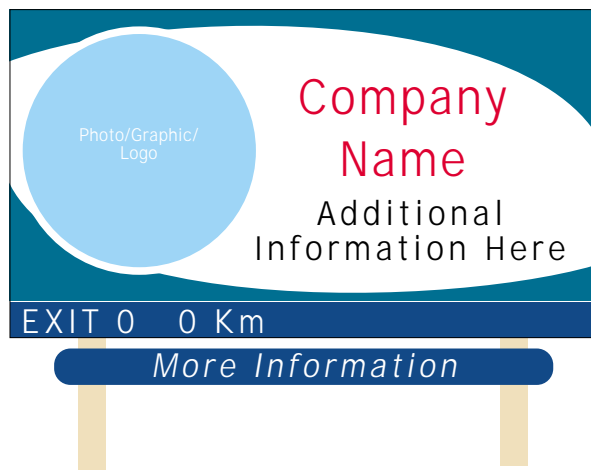
■ 3M 3630-126

■ 3M 3630-33

■ 3M 3630-22

# Appendix " D " Template Design Numbers, Specifications and Designated Colour Numbers

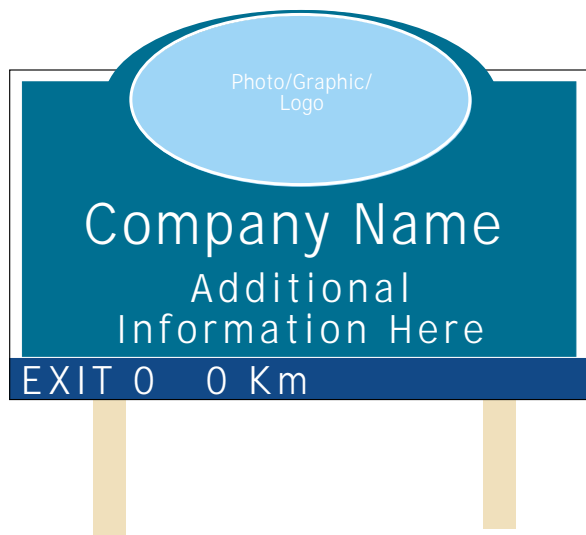
Template 9



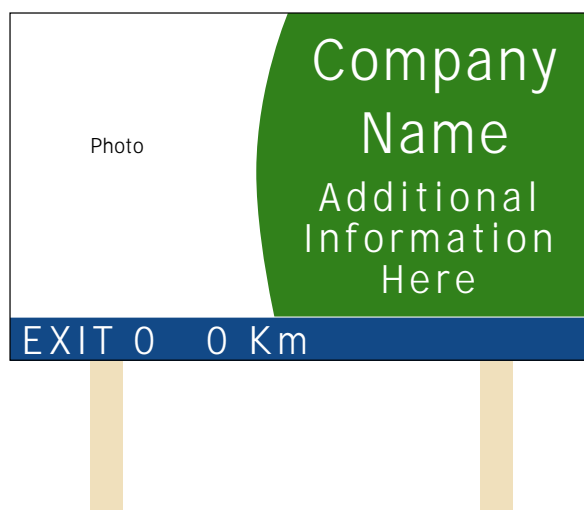
Template 10





Template 11





Template 12





 3M 3630-133

 3M 3630-87

 3M 3650-96

 3M 3630-126

 3M 3630-33

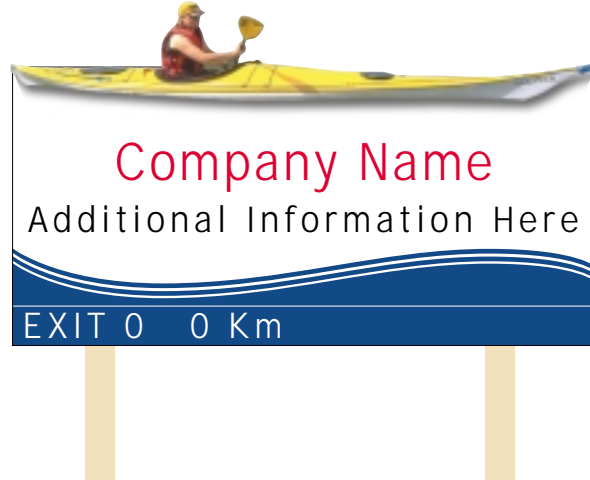
 3M 3630-22

## Appendix " D " Template Design Numbers, Specifications and Designated Colour Numbers

Template 13



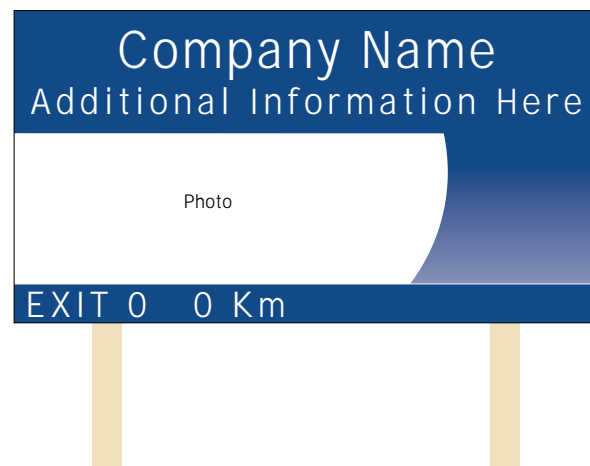
Template 14



Template 15



Template 16



■ 3M 3630-133

■ 3M 3630-87

■ 3M 3650-96

■ 3M 3630-126

■ 3M 3630-33

■ 3M 3630-22

# Appendix " D" Template Design Numbers, Specifications and Designated Colour Numbers

## Formatted Sign Specifications

### Sign Face Size

- ~ the height should be no more than 50-75% of the width of the sign
- ~ maximum size 65 sq metres
- ~ face to be constructed of crezon\* or better
- ~ graphics and lettering must be applied in vinyl (3M Vinyl or comparable)
- ~ graphics are to be computer-generated
- ~ signs are not to be hand-painted
- ~ vinyl is not to be hand-cut

### Lettering

- ~ letters to be mixed case
- ~ company name = preferred letter size for upper case letters = 20"
- ~ company name = preferred letter size for lower case letters = 15"
- ~ company name = minimum size for upper case letters = 16"
- ~ company name = minimum size for lower case letters = 12"
- ~ additional information = minimum letter size for upper case letters = 13"
- ~ additional information = minimum letter size for lower case letters = 10"
- ~ exit bar information = minimum letter size for upper case letter = 13" (note: if using the word EXIT, it is recommended that it be written in all caps)
- ~ exit bar information = minimum letter size for lower case letter = 10"
- ~ font choice of: 95 Helvetica Black, Clearview, Series E(M), or Interstate

### Spacing

- ~ letter spacing shall be 25% - 30% of the letter height
- ~ line spacing = height of lower case letter

### Logos/Images

- ~ no more than one logo or image
- ~ height to be a minimum of 36" (90cm)
- ~ there are no colour restrictions for logos or images

\* Crezon is a treated plywood for exterior usage.



### Colours

- ~ limited to 3-5 different colours
- ~ minimum of 50% contrast between sign letter and background colour (ex. red or black on white)
- ~ specific colours are given for use in signage templates (see below)

### Exit Bar

- ~ exit bar height = 20"
- ~ exit bar colour = Royal Blue 3M 3630-87
- ~ only directional information may be included on the exit bar

### Tabs

- ~ tabs size to be 30" x 30" (75 cm x 75 cm)
- ~ number of tabs to be determined by sign size, to a maximum of 4

### Posts

- ~ shall be sufficient in number and size so as not to require bracing (aluminum recommended)

### Sign structure

- ~ must be self-supporting with no knee braces or guide wires
- ~ bottom of sign face must be a minimum of 2.4 m (8 feet) over ground level
- ~ Crezon panels should be mounted on a galvanized metal structure (angle or tubing)

### Language

- ~ Language of choice is up to the applicant and may be bilingual

## 3M Colour Breakdown for Templates

Black: 3630-22 (Translucent)

Raspberry: 3630-133 (Translucent)

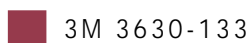
Red: 3630-33 (Translucent)

Teal: 3650-96 (Opaque)

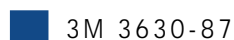
Dark Emerald Green: 3630-126 (Translucent)

Royal Blue: 3630-87 (Translucent)

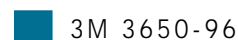
(or comparable to these 3M colors)



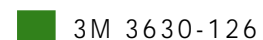
3M 3630-133



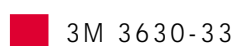
3M 3630-87



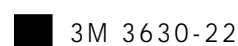
3M 3650-96



3M 3630-126



3M 3630-33



3M 3630-22

## Appendix "E" Department of Transportation District and Administrative Office Locations

### District 1 Bathurst

**Michel LaCroix, P. Eng.**  
District Transportation Engineer

**Bathurst District Office**  
Toll Free # 1-888-624-7077

Contact: Robert Landry  
Mailing Address: P.O. Box 476  
Bathurst, NB  
E2A 3Z4

County: Gloucester

Street Address: 3109 Miramichi Ave.  
Bathurst, NB  
E2A 3Z4

Telephone: 506-547-2144  
Fax: 506-548-2838

### Campbellton Administrative Office

Contact: Richard Ayles  
Mailing Address: P.O. Box 680  
Campbellton, NB  
E3N 3H1

County: Restigouche

Street Address: 80 Alfred Drive  
Tide Head, NB  
E3N 4N1

Telephone: 506-789-2060  
Fax : 506-789-2051

### District 2 Miramichi

**David Cogswell, P. Eng.**  
District Transportation Engineer

**Miramichi District Office**  
Toll Free # 1-888-787-3133

Contact: Greg Savoy  
Mailing Address: P.O. Box 248  
Chatham Station  
Miramichi, NB  
E1N 3A6

County: Northumberland

Street Address: 1310 Water St.  
Miramichi, NB  
E1N 1A4

Telephone: 506-778-6046  
Fax: 506-773-6368

### District 3 Moncton

**Robert Boudreau, P. Eng.**  
District Transportation Engineer

**Moncton District Office**  
Toll Free # 1-888-679-4044

Contact: Jean-Paul Gaudet  
Mailing Address: P.O. Box 129  
Moncton, NB  
E1C 8R9

Counties: Westmorland/Albert/Kent

Street Address: 46 Toombs St.  
Moncton, NB  
E1A 3A5

Telephone: 506-856-2000  
Fax: 506-856-2019

### District 4 Saint John

**John Doohan, P. Eng.**  
District Transportation Engineer

**Saint John District Office**  
Toll Free # 1-888-915-1011

### Sussex Administrative Office

Contact: Alan Kerr  
Mailing Address: P.O. Box 5032  
Sussex, NB  
E4E 5L2

Counties: Kings/St. John

Street Address: 139 Wheeler Rd.,  
Four Corners  
Sussex, N-B  
E4E 2W5

Telephone: 506 432-2014  
Fax : 506 432-2029

## District 4 Saint John (cont'd)

### St. Stephen Administrative Office

Contact: Floyd Haley  
Mailing Address: P.O. Box 39  
St. Stephen, NB  
E3L 2W9

Counties: Charlotte/St. John

Street Address: 9381 Rte. #3  
Old Ridge, NB  
E3L 4X4

Telephone: 506 466-7340  
Fax : 506 466-7351

### Chipman Administrative Office

Contact: Elmo MacIntosh  
Mailing Address: Rte. 10  
7694 Coal Creek  
Chipman, NB  
E4A 2S3

Counties: Queens/Sunbury

Street Address: Rte. 10  
7694 Coal Creek  
Chipman, NB  
E4A 2S3

Telephone: 506-339-7171  
Fax : 506-339-7202

## District 5 Fredericton

### Dale A. Forster, P. Eng.

District Transportation Engineer

### Fredericton District Office

Toll Free # 1-888-922-9399

Contact: Elmo MacIntosh  
Mailing Address: P.O. Box 6000  
Fredericton, NB  
E3B 5H1

Counties: York/Sunbury/Queens

Street Address: 1025 College Hill Rd.  
Fredericton, NB  
E3B 4J7

Telephone: 506-453-2611  
Fax : 506-453-7905

## District 6 Edmundston

### Henri Allain, P. Eng.

District Transportation Engineer

### Edmundston District Office

Toll Free # 1-888-767-9899

Contact: Gérald Castonguay  
Mailing Address: P.O. Box 308  
Edmundston, NB  
E3V 3K9

County: Madawaska

Street Address: 486 St-François St.  
Edmundston, NB  
E3V 1G8

Telephone: 506-273-4768  
Fax : 506-273-6350

### Woodstock Administrative Office

Contact: Elmo MacIntosh  
Mailing Address: 124 Upham St.  
Woodstock, NB  
E7M 2Y2

Counties: Carleton/York

Street Address: 124 Upham St.  
Woodstock, NB  
E7M 2Y2

Telephone: 506-325-4450  
Fax : 506-328-8542

### Perth-Andover Administrative Office

Contact: Gérald Castonguay  
Mailing Address: 21149 Rte. 2  
Perth-Andover, NB  
E7H 3S3

County: Victoria

Street Address: 21149 Rte. 2  
Perth-Andover, NB  
E7H 3S3

Telephone: 506-273-4768  
Fax : 506-273-6350

## Appendix "E" – District Planning Commission Locations

### Rural Planning District Planning Commission

65 Brunswick Street  
Victoria Health Centre  
Fredericton, N.B. E3B 1G5

Tel: (506) 453-2956  
Fax: (506) 457-4896

### Royal District Planning Commission

P.O. Box 269  
1903 Route 121  
Norton, N.B. E0G 2N0

Tel: (506) 839-3023 (Norton)  
Fax: (506) 839-3027 (Norton)  
Tel: (506) 433-5184 (Sussex Corner)  
Fax: (506) 433-3785 (Sussex Corner)

### Greater Moncton District Planning Commission

655 Main Street  
City Hall  
Moncton, N.B. E1C 1E8

Tel: (506) 857-0511  
Fax: (506) 859-2683

### Tantramar District Planning Commission

6 York Street  
Sackville, N.B. E0A 3C0

Tel: (506) 364-4701  
Fax: (506) 536-4422

### Beaubassin District Planning Commission

P.O. Box 459  
31, rue St-André  
Cap-Pelé, N.B. E0A 1J0

Tel: (506) 577-2040 (Cap-Pelé)  
Fax: (506) 577-2042 (Cap-Pelé)

### Beaubassin District Planning Commission

P.O. Box 969  
170 Main Street  
Shediac, N.B. E0A 3G0

Tel: (506) 532-7000 (Shediac)  
Fax: (506) 532-6156 (Shediac)

### Kent District Planning Commission

P.O. Box 309  
Place Cartier, Boulevard Cartier  
Richibucto, N.B. E0A 2M0

Tel: (506) 523-1820 (Richibucto)  
Fax: (506) 523-1821 (Richibucto)

P.O. Box 370  
211 Irving Blvd.  
Bouctouche, N.B. E0A 1G0

Tel: (506) 743-1490 (Bouctouche)  
Fax: (506) 743-1491 (Bouctouche)

P.O. Box 370  
211 Irving Blvd.  
Bouctouche, N.B. E0A 1G0

Tel: (506) 775-2080 (Rogersville)  
Fax: (506) 775-2090 (Rogersville)

### Miramichi District Planning Commission

Economic Development Centre  
158 Wellington Street  
Miramichi, N.B. E1N 1L9

Tel: (506) 778-5359  
Fax: (506) 778-5360

### Acadian Peninsula District Planning Commission

P.O. Box 5517  
149, boul. St. Pierre O.  
Caraquet, N.B. E1W 1B7

Tel: (506) 727-7979  
Fax: (506) 727-7990

### Belledune District Planning Commission

702, rue Principale  
Unité 130  
Petit-Rocher, N.B. E8J 1V1

Tel: (506) 542-2688  
Fax: (506) 542-2642

### Restigouche District Planning Commission

P.O. Box 794  
196 Water Street  
Campbellton, N.B. E3N 3H2

Tel: (506) 789-2595  
Fax: (506) 789-2594

### Madawaska District Planning Commission

P.O. Box 515, Carrefour l'Assomption  
121, rue Église, Local 209  
Edmundston, N.B. E3V 1J9

Tel: (506) 735-2126  
Fax: (506) 735-2670

### La Vallée District Planning Commission

65 Broadway Blvd., Unit 300  
P.O. Box 7301  
Grand Falls, NB., E3Z 2J6

Tel: (506) 475-2511  
Fax: (506) 457-2516

## Appendix " E " – Service New Brunswick Locations



*Service New Brunswick  
Services Nouveau-Brunswick*

### Bathurst

161 Main Street  
PO Box 5001  
Bathurst, NB E2A 3Z9  
Tel: (506) 547-2077  
Fax: (506) 547-7413

### Bouctouche

Provincial Bldg., 5 Irving Blvd.  
Bouctouche, NB E4S 3J3  
Tel: (506) 743-7289  
Fax: (506) 743-5511

### Bristol

4728 Juniper Road, Unit 1  
Bristol, NB E7L 2W9  
Tel: (506) 392-5108  
Fax: (506) 392-5084

### Burton

Burton Court House  
PO Box 80  
23 Route 102 Hwy  
Burton, NB E2V 2G4  
Tel: (506) 357-4044  
Fax: (506) 357-4046

### Campbellton

City Centre Mall  
157 Water Street  
PO Box 5001  
Campbellton, NB E3N 3H5  
Tel: (506) 789-2300  
Fax: (506) 789-1281

### Caraquet

Place Caraquet  
25 St-Pierre Blvd.Ouest  
Caraquet, NB E1W 1B8  
Tel: (506) 727-7013  
Fax: (506) 727-7016

### Chipman

Town Hall  
10 Civic Court, Unit 2  
P.O. Box 75  
Chipman, NB E4A 2H9  
Tel: (506) 339-7035  
Fax: (506) 339-7074

### Dalhousie

410-3 William Street  
Dalhousie, NB E8C 2X4  
Tel: (506) 684-7566  
Fax: (506) 684-8778

### Doaktown

340 Main Street  
Doaktown, NB E9C 1E3  
Tel: (506) 365-2005  
Fax: (506) 365-2044

### Edmundston

Carrefour Assomption  
121 de l'Église St.  
PO Box 5001  
Edmundston, NB E3V 3L3  
Tel: (506) 735-2085  
Fax: (506) 735-2086

### Fredericton

CITY CENTRE  
432 Queen Street  
P.O. Box 1998  
Fredericton, N.B. E3B 5G4  
Tel.: (506) 453-2834  
Fax : (506) 444-4253

### Gagetown

68 Front Street  
Gagetown, NB E5M 1A1  
Tel: (506) 488-3513  
Fax: (506) 488-3504

### Grand Falls/Grand-Sault Municipal Bldg.

131 Pleasant Street, Suite 202  
PO Box 5001  
Grand Falls, NB E3Z 1G1  
Tel: (506) 473-7708  
Fax: (506) 473-7709

### Grand Manan

Castalia  
Box 1303  
Grand Manan, NB E5G 4M9  
Tel: (506) 662-7020  
Fax: (506) 662-7045

### Hampton

County Court House  
648 Main Street, Unit 1  
Hampton, NB E5N 6C8  
Tel: (506) 832-6061  
Fax: (506) 832-6121

### Hopewell Cape

3936 Route 114  
Hopewell Cape, NB E4H 3J8  
Tel: (506) 734-2395  
Fax: (506) 734-3057

### Kedgwick

39 rue Notre Dame, Unit C  
Kedgwick, NB E8B 1H5  
Tel: (506) 284-3400  
Fax: (506) 284-3401

### McAdam

146 Saunders Road  
McAdam, NB E6J 1L2  
Tel: (506) 784-6809  
Fax: (506) 784-6800

### Miramichi

360 Pleasant Street  
Miramichi, NB E1V 1X3  
Tel: (506) 627-4040  
Fax: (506) 627-4509

### Miramichi-East

1780 Water Street  
Suite 207  
Miramichi, NB E1N 1B6  
Tel: (506) 778-6023  
Fax: (506) 778-6197

### Moncton

Assomption Bldg.  
770 Main Street  
PO Box 5001  
Moncton, NB E1C 8R3  
Tel: (506) 856-2204  
Fax: (506) 856-2987

### Perth-Andover

1135 West Riverside Drive  
PO Box 870  
Perth-Andover, NB E7H 5G5  
Tel: (506) 273-4716  
Fax: (506) 273-4699

### Plaster Rock

135 Main Street  
Plaster Rock, NB E7G 2H2  
Tel: (506) 356-6002  
Fax: (506) 356-6008

### Port Elgin

41 East Main Street  
Port Elgin, NB E4M 2X8  
Tel: (506) 538-2101

### Richibucto

New Start Building  
9239 Main Street  
PO Box 5001  
Richibucto, NB E4W 5R5  
Tel: (506) 523-7610  
Fax: (506) 523-7629

### Sackville

Main Plaza  
170 Main Street, Unit C2  
Sackville, NB E4L 4B4  
Tel: (506) 364-4076  
Fax: (506) 364-4097

### Saint John

15 King's Square North  
PO Box 5001  
Saint John, NB E2L 4L4  
Tel: (506) 658-2500  
Fax: (506) 658-3995

### Saint-Léonard

Martin Building  
649 rue Principale  
Saint-Léonard, NB E7E 2J4  
Tel: (506) 423-3030  
Fax: (506) 423-3009

### Saint-Quentin

Édifice provincial  
249 Canada Street  
Saint-Quentin, NB E8A 1K2  
Tel: (506) 235-6004  
Fax: (506) 235-6042

### Shediac

City Centre Mall  
342 Main Street, Unit 104  
Shediac, NB E4P 2E7  
Tel: (506) 533-3330  
Fax: (506) 533-3339

### Shippagan

200B Boul. J.D. Gauthier  
Shippagan, NB E8S 1P2  
Tel: (506) 336-3017  
Fax: (506) 336-3072

### St. George

Southard Building  
19 Main Street, Unit 1  
St. George, NB E5C 3H9  
Tel: (506) 755-4004  
Fax: (506) 755-4091

### St. Stephen

Ganong Building  
73 Milltown Blvd.  
PO Box 5001  
St. Stephen, NB E3L 1G5  
Tel: (506) 466-7378  
Fax: (506) 466-7492

### Sussex

90 Leonard Drive  
Sussex, NB E4E 2R3  
Tel: (506) 432-2002  
Fax: (506) 432-2122

### Tracadie-Sheila

Place Robichaud  
3368-3 rue Principale  
Tracadie-Sheila, NB E1X 1A4  
Tel: (506) 394-3711  
Fax: (506) 394-3713

### Woodstock

Bi-Centennial Place  
200 King Street  
PO Box 5001  
Woodstock, NB E7M 5C6  
Tel: (506) 325-4476  
Fax: (506) 325-4482

## Appendix "F" - Standards for Signing along New Brunswick Highways

4-lane Level I & Level II Highways	2-lane Level I, Level II and Connector I Highways
Formatted sign required	Formatted sign required
Permit required	Permit required
	400 metres from an intersection
If the curve is signed, no advertisements 500 metres before the curve to 200 metres beyond the curve	If the curve is signed, no advertisements 500 metres before the curve to 200 metres beyond the curve
500 metres from a DOT guide sign	400 metres from a DOT guide sign
500 metres from another advertisement	400 metres from another advertisement
1 metre outside the right-of-way	1 metre outside the right-of-way
4 km before a grade-separated interchange to 1 km after the interchange	4 km before a grade-separated interchange to 1 km after the interchange



## Appendix " F " - Standards for Signing along New Brunswick Highways

Arterial and Connector II Highways	Collector Highways	Local Highways
<p>Permit required 400 metres from an intersection</p>	<p>Permit required 300 metres from an intersection</p>	<p>No permit required 150 metres from an intersection with an arterial or collector highway; 100 metres from an intersection with another local highway</p>
<p>If the curve is signed, no advertisements 300 metres before the curve to 100 metres beyond the curve</p>	<p>If the curve is signed, no advertisements 300 metres before the curve to 100 metres beyond the curve</p>	<p>100 metres from a curve</p>
<p>400 metres from a DOT guide sign</p>	<p>300 metres from a DOT guide sign</p>	<p>200 metres from a DOT guide sign</p>
<p>400 metres from another advertisement</p>	<p>300 metres from another advertisement</p>	<p>200 metres from another advertisement</p>
<p>1 metre outside the right-of-way</p>	<p>1 metre outside the right-of-way</p>	<p>1 metre outside the right-of-way</p>
<p>1 km from a grade-separated interchange</p>	<p>1 km from a grade-separated interchange</p>	<p>1 km from a grade-separated interchange</p>

## Appendix "G"

### ROUTE 1 - Exit numbers

*Changes to be made - Fall 2001*

Interchange	Existing Exit #	New Exit #
Route 127 - Waweig	14	25
Route 127 - Digdeguash	29	39
St. George - West exit	40	52
St. George - East exit	43	56
Route 176- Pennfield	49	60
Route 790 - Lepreau	73	86
Route 790 - Musquash	85	96
Prince of Wales	91	103
Lorneville	99	112
Route 7	101	114
Fairville Blvd. Off-ramp	104	117
Catherwood Street	107 A-B	119 A-B
Market Place	109	120
Harrison Street	110	121
Market Square	111	122
Wall Street	112	123
Crown Street	113	125
Foster Thurston Drive	116	128
Route 100 - Rothesay Ave	117	129
Fox Farm Road	121	133
Route 111 - Rothesay	125 A-B	137 A-B
Route 119 - Quispamsis	129	141
Nauwigewauk	131	142
Route 121 - Hampton	145	158
Harley Road	153	166
Route 124 - Norton	163	175
Route 121 - Sussex	179	192

## ROUTE 2 – Exit numbers

*Changes to be made – Fall 2001*

Interchange	Existing Exit #	New Exit #
Saint-Jacques	8	8
Mont Farlagne – Edmundston	15 A-B	13 A-B
Route 120, Hébert Blvd, Edmundston	18	18
Centre Madawaska Blvd, Edmundston	21	21
Principale St - Edmundston	26	26
Davis Road – Rivière-Verte	32	32
Martin Road	46	46
Notre-Dame-de-Lourdes	51	51
Grande-Rivière Road	56	56
Route 17, Saint-Léonard	58	58
Route 108, Grand Falls/Grand-Sault	75	75
Route 218, Grand Falls/Grand-Sault	76	76
Everard Daigle Blvd, Grand Falls/Grand-Sault	78	78
Route 130, Grand Falls/Grand-Sault	81	81
Aroostook / Tinker	104	104
Route 190, Perth-Andover	112	112
Perth-Andover (south exit)	115	115
Route 110	152	152
Florenceville	153	153
Hartland	170	170
Route 550, Connell Road, Woodstock	188	185
Route 95, Woodstock	191 A	187
Route 555, Woodstock	191 B	188
Beardsley Road, Woodstock	194	191
Route 103, Woodstock	199	199
Meductic	212	212
Nackawic	232	232
Route 635, Kings Landing	253	253

## ROUTE 2 – Exit numbers

*Changes to be made – Fall 2001*

Interchange	Existing Exit #	New Exit #
Route 3, Longs Creek	258	258
Mazerolle Settlement Road	271	271
Fredericton West High Speed Connector	-	280
Route 101, New Maryland	285	285
Route 640 – Hanwell Road - Fredericton	289	3 (will become a Route 8 exit number)
Smythe Street - Fredericton	291	5 (will become a Route 8 exit number)
Route 101 – Regent Street - Fredericton	292 A-B	6 A-B (will become a Route 8 exit number)
Route 7 - Fredericton	293	7 (will become a Route 8 exit number)
Fredericton East High Speed Connector	-	294
Forest Hill Road – Fredericton	295	9 (will become a Route 8 exit number)
Route 8 - Fredericton	296	10 (will become a Route 8 exit number)
Route 7 at Oromocto	-	306
Burton Bridge	312	Exit number will be removed (this will be Route 105)
Route 690 – McGowans Corner	325	Exit number will be removed (this will be Route 105)
Route 102, Coytown	-	330
Old Route 2, Grand Lake Meadows	-	333
Route 695, Jemseg	343	339
Old Route 2, Mill Cove	-	347
Coles Island	-	365
Route 10	369	Exit number will be removed (this will be Route 105)
Route 1 – Roachville - Sussex	413	193 (will become a Route 1 exit number)

## ROUTE 2 – Exit numbers

*Changes to be made – Fall 2001*

Interchange	Existing Exit #	New Exit
Route 885, Havelock	-	414
Route 890 - Sussex	416	195 (will become a Route 1 exit number)
Route 111 – Sussex Corner	418	198 (will become a Route 1 exit number)
Route 1 high speed connector, Riverglade	-	423
Route 114	432	211 (will become a Route 1 exit number)
Route 895 - Anagance	442	223 (will become a Route 1 exit number)
Route 905 - Petitcodiac	452	233 (will become a Route 1 exit number)
Route 106 - Riverglade	227	239 (will become a Route 1 exit number)
Route 112, Salisbury	470	433
Route 128, Berry Mills	482	446
Route 126, Magnetic Hill, Moncton	488	450
Gorge Road, Moncton	490	452
Mapleton Road, Moncton	492	454
Route 115, Moncton	496 A-B	459 A-B
Harrisville Blvd, Moncton	500	462
Route 134	502	465
Route 15, Painsec	504 A-B	467 A-B
Route 132, Shediac Road	511 A-B	474 A-B
Calhoun Road	517	480
Renaissance Street, Memramcook	519	482
Route 933, Memramcook	524	488
Memramcook East	524	488
Walker Road	538	500
Route 940, Sackville	541	504
Route 106, Sackville	544	506
Route 16, Aulac	550 A-B	513 A-B

## ROUTE 7 – Exit numbers

*Changes to be made – Fall 2001*

Interchange	Existing Exit #	New Exit
Liverpool Street, Fredericton	1	1
Kimble Drive, Fredericton	2	2
Nevers Road	11	297 (will become a Route 2 exit number)
Oromocto – Waasis Road	15	301 (will become a Route 2 exit number)
Oromocto – Miramichi Road	303	303 (will become a Route 2 exit number)
Broad Road - Geary	29	29
Camp Petersville	51	51
Route 102, Grand Bay-Westfield	80	80
Route 102, Grand Bay-Westfield	90	90
Saint John West	96	96
Route 1	97	97

## ROUTE 8 – Exit numbers

*Changes to be made – Fall 2001*

Interchange	Existing Exit #	New Exit
Route 640 - Hanwell Road, Fredericton	289 (Route 2)	3
Smythe Street, Fredericton	291 (Route 2)	5
Route 101 - Regent Street, Fredericton	292 A-B (Route 2)	6 A-B
Route 7, Fredericton	293 (Route 2)	7
Forest Hill Road, Fredericton	295 (Route 2)	9
East end, Princess Margaret Bridge	296 (Route 2)	10
Route 420 – Miramichi	163	163
O'Keefe Road	180	180
Route 160 – Allardville	231	231

Exit numbers for New Brunswick Arterial Highways

**ROUTE 11** *No changes Fall 2001*

Interchange	Exit #
Jct. Route 15	0 A-B
Shediac	1
Route 134 – Shediac	2 A-B
Shediac Bridge	7
Route 535 – Cocagne	15
Route 115 – McKees Mills	27
Sheridan Road – Bouctouche	29
Route 515 - Bouctouche	32 A-B
St.-Pierre	36
Sainte-Anne	42
Route 134 – Rexton	53
Route 134 – Richibucto	57
Saint-Charles	64
Saint-Ignace	69
Route 117 – Kouchibouguac	75
University Avenue – Miramichi	119
Church Street – Miramichi	120
Route 134 – Bathurst	300 A-B
Route 430 – King Avenue – Bathurst	304
Route 180 – Vanier Boulevard – Bathurst	310
Beresford	318
Nigadoo	321
LaPlante	326
Pointe-Verte	333
Turgeon Road - Belledune	344
Jacquet River Drive - Belledune	351

## Exit numbers for New Brunswick Arterial Highways

**ROUTE 11** *No changes Fall 2001*

Interchange	Exit #
Nash Creek	357
MacPherson Road – Charlo	375
Craig Road – Charlo	385
Route 280 – Eel River Crossing	388
Route 275 – Dalhousie	391 A-B
Blair Malcolm Road	397
Route 280 – Dundee	403
Lily Lake Road – Campbellton	412
Val d'Amour Road – Sugarloaf - Campbellton	415

**ROUTE 15 Exit Numbers** *No changes Fall 2001*

Interchange	Exit #
Baig Blvd. – Moncton	0
St. George Blvd. – Moncton	1 A-B
Route 128 – Killam Drive – Moncton	3
Route 126 – Mountain Road – Moncton	5
Mapleton Road – Moncton	6
Connaught Avenue – Moncton	7
Archibald Street – Moncton	8
Floral Avenue – (Paul Street)	10
Airport Exit – Dieppe	11
Route 2 – Painsec	19 A-B
Route 11 – Shediac	31 A-B
Route 140 – Shediac	37
Route 933 – Haute-Aboujagane	43
Grand-Barachois	46
Route 950 –Cap-Pelé	53



## ROUTE 16 Exit Numbers *No changes Fall 2001*

Interchange	Exit #
Route 970 – Port Elgin	25
Route 955 – Bayfield	47
Cape Jourimain	51

## ROUTE 95 Exit Number *No changes Fall 2001*

Route 555 - Woodstock	12
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