

Highway Advertisements Information Kit 3



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January 2011

ISBN 978-1-55471-383-7
Department of Tourism and Parks
Department of Transportation

January 2011

CNB 6822

Table of Contents

	page
Introduction	1
Background	1
Eligibility for Highway Advertising	1
Types of Signs	1
Formatted Signs	2
Tourist Oriented Directional Signs	2
Major Attraction Signs.....	2
Secondary Attraction Signs.....	3
Regular Attraction Signs.....	3
Visitor Information Centre Signs	3
“Welcome To” Municipality Signs	3
Signs on Other Highways	4
On-Premises Advertisements	4
Short-term Advertisements	4
Guide Signs	5
Warning Signs	5
Regulatory Signs	5
Application/Permit Process	6
What Makes an Effective Sign	8
Appendix A – Formatted Sign Templates and Specifications	9
Appendix B – Standards for signing along New Brunswick Highways	18
Appendix C – Department of Transportation District and Administrative Office Locations	20
Appendix D – District Planning Commission Locations	22
Appendix E – Exit Numbers	24

Introduction

The Highway Advertisements Information Kit (Kit) is to be used as a tool to help explain the specifications of formatted signs outside of the highway right-of-way and to define eligibility for such signs. The Kit also gives examples and a brief explanation of other types of signs referred to in the *Highway Advertisements Regulation*.

This Kit is a joint publication of the Departments of Transportation (DOT) and Tourism and Parks (TAP).

Background

Highway advertising in New Brunswick is controlled by the *Highway Advertisements Regulation 97-143 – Highway Act*, which falls under the jurisdiction of the Minister of Transportation.

The *Highway Advertisements Regulation* (Regulation) was amended in 2001 to achieve a balance between keeping highways safe and uncluttered and to provide better exposure for tourism attractions and services.

The objective of highway signage is to provide drivers with essential information required to make informed decisions. As such, priority for signing along New Brunswick's highways is given to guide, regulatory and warning signs. After these highway signing priority needs are met, private advertisements are permitted for tourism-related activities and attractions referred to as "specific interest."

The Regulation defines "specific interest" as:

"... an interest that pertains to food, fuel, accommodation, a recreational facility, an historical site, a museum, a handcraft outlet, a natural phenomenon attraction or another tourist attraction ..."

TAP has defined "another tourist attraction" as:

"... any attraction or establishment whose core business is based on visitor sales, who serves the tourism visitor in a significant way and meets the criteria of a market-ready product."

It is important to remember that, similar to DOT guide signs, a clear, uncluttered highway advertisement needs to inform the motorist of the facility or service being offered and to provide directions on how to get there.

Eligibility for Highway Advertising

Any operation that meets the definition of "specific interest" and the Tourism and Parks market readiness criteria, is eligible for highway advertising outside the right-of-way.

Due to limited space, sites for signs are approved by the Department of Transportation on a first come, first serve basis. Any sign installed without the appropriate permits and approvals may be removed.

Types of Signs

There are several types of signs available to private tourism operators. This Kit deals primarily with formatted signs outside of the right-of-way; however, a brief explanation of other signing options is also provided in this section.

The administration for signing along the major highways outside cities and towns is the responsibility of DOT. Such factors as the size, location, spacing, and distance from the highway advertisement to the facility are covered under the Regulation. Operators must obtain a permit for formatted signs outside the right-of-way along the major highways and there is a cost associated with the permit.

DOT recognizes that there are:

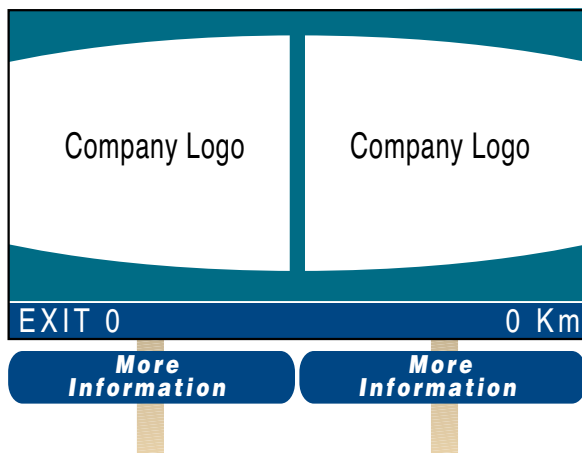
- 1) sections of two-lane highway where additional lands have been purchased for future widening of the two-lane highway to a four-lane highway, and
- 2) sections along some highways where excess land may have been acquired beyond the normal right-of-way width for the highway.

In these instances, DOT may permit the installation of 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.

The administration and approval of signing installed outside the right-of-way of highways within a city or town falls under municipal bylaws. In these instances, operators must obtain approval from the city or town prior to the installation of the advertisement.

The design specifications for formatted signs, as well as criteria to determine the types of “specific interest” facilities eligible for signing outside the right-of-way, is the responsibility of TAP (see Appendix “A”).

Formatted Signs



Formatted signs apply to Level I and Level II controlled access highways and Connector I highways. Formatted signs can advertise one or two specific interests. The operator is responsible for the design, manufacture, installation and maintenance of the sign. Finding suitable/available land for the placement of the sign is also the operator’s responsibility. The operator must adhere to the design standards set out in the Kit and have their application approved through the local DOT District Office. The sign face must be approved by TAP prior to the manufacture of the advertisement.

Tourist Oriented Directional Signs

The Tourist Oriented Directional (TOD) Signing Program is a program available to eligible tourism operators. TOD signs are blue and white and are manufactured and installed by DOT within the highway right-of-way. There are three categories of TOD signs and the cost for these signs is dependant upon the category of the sign. Additional information on the TOD Signing Program may be obtained from the Department of Transportation Maintenance and Traffic Branch at (506) 453-2213 or at www.gnb.ca/0113/hwy-ads/info-e.asp

Major Attraction Signs



TAP uses criteria to classify and identify the province’s Major Attractions. All tourism

attractions, whether private or public, may apply to TAP to be considered for Major Attraction status.

Major Attractions are eligible for one sign in each direction of travel on the nearest arterial highway.

Secondary Attraction Signs



As with Major Attractions, all tourism attractions, whether private or public, may apply to TAP to be considered for Secondary Attraction status. Secondary Attraction signs may be placed on Level I or Level II controlled access and Connector I highways up to 60 km from the tourist attraction and on other highways up to 25 km from the tourist attraction.

Regular Attraction Signs



Tourist attractions or services that do not fall under the Major or Secondary Attraction classification may be considered Regular Attractions or Services. Regular Attractions / Services TOD signs can be placed up to 25

km from the attraction or service only on highways other than Level I, Level II controlled access and Connector I highways.

Visitor Information Centre Signs



Visitor Information Centres (VIC) must be evaluated and approved by TAP to qualify for TOD signs. VIC TOD signs are allowed within the right-of-way of all classes of highways in the province.

“Welcome To” Municipality Signs



There are two types of “welcome to” signs - “welcome to a municipality” sign and “welcome to a region” sign.



These signs are allowed on the backslope within the highway right-of-way and are subject to standards for signing within the right-of-way. 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 at least one metre 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 may be installed (such as Welcome to the Fredericton Region) in place of a “welcome to” municipality sign.

The information on “welcome to” signs is limited to “Welcome To,” the name of the municipality, a slogan and a distance or exit number if applicable. Service tabs are not permitted on “welcome to” signs installed within the highway right-of-way.

Signs on Other Highways



Private advertisements are allowed one metre outside the right-of-way on highways other than Level I, Level II and Connector I such as local named roads and numbered routes 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 the distance from the sign to the facility being advertised. A permit is required from DOT in order to install one of these signs along any arterial or collector highway (see Appendix “B”).

On-Premises Advertisements

All businesses are allowed to advertise their facility/service with an on-premises advertisement. “On-premises advertisement means an advertisement that is located on the premises of and within one hundred metres of a residence, business or attraction and is for the purpose of advertising that residence, business or attraction.”

Short-term Advertisements

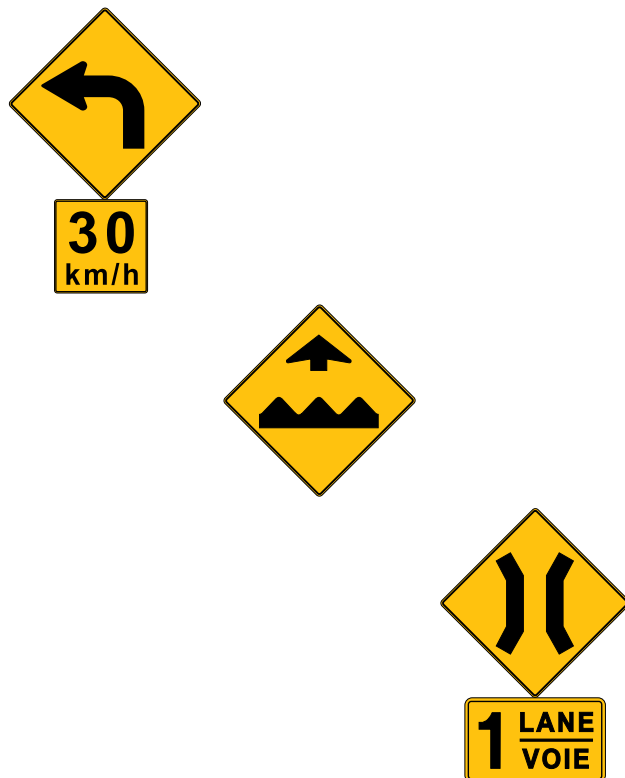
Short-term advertisements are allowed with written approval from the Minister of Transportation or his designate. Short-term advertisements for Level I, Level II and Connector I highways are allowed for not-for-profit organizations or for community events. Short-term advertisements for all other highways are allowed for fairs, exhibitions, festivals, rallies, conferences, political campaigns and other short-term events. Details on the placement of short-term advertisements can be obtained from the DOT District Office (see Appendix “C”).

Guide Signs



Signs are used as a form of traffic management that provides information to the motorist. Guide signs are 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 with 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



Warning signs are yellow in colour and warn of road characteristics, hazards and temporary conditions such as curves, bumps, road narrows, etc.

Regulatory Signs



Regulatory signs are normally white in colour and advise of traffic regulations such as speed limits, stop requirements, no left turn, etc.

Application/Permit Process

Assistance with your Highway Advertisement application is available at any DOT District or District Administrative Office (Appendix “C”).

1. Select a sign manufacturer to design the formatted sign. Ensure the sign follows design and structural specifications as outlined in the Kit (Appendix “A”).
2. Submit the completed application and fee to the DOT District or District Administrative Office (Appendix “C”).
3. Submit the sign design and specification details and a copy of the completed *Tourism Formatted Highway Advertisement Approval Form* to TAP Penny.Demmings@gnb.ca. The *Tourism Formatted Highway Advertisement Approval Form* and sign design must be submitted in colour and electronically.
4. DOT is responsible to approve the location of the sign and TAP is responsible to approve the design of the sign prior to manufacture of the advertisement.
5. Applications will be processed within three weeks. Applications may be approved, rejected, or returned for modification.
6. A building permit may be required from the local Planning Commission before installing the advertisement. See District Planning Commission office locations in Appendix “D.”
7. Any changes made to an existing formatted sign will require a new application and application fee submitted to DOT with the new design and new completed *Tourism Formatted Highway Advertisement Approval Form* submitted to TAP.
8. Please ensure the regulation is followed carefully when filling out the application form and when installing the advertisement. Any deviations from the information provided on the application form may result in the removal of the advertisement.

Highway Advertisement Application forms, the Tourism Formatted Highway Advertisements Approval Form and copies of the Highway Advertisements Regulation are available from:

1. Department of Transportation District or District Administrative Offices
2. DOT's website www.gnb.ca/0113/hwy-ads/info-e.asp
3. TAP's website www.gnb.ca/0397/index-e.asp
4. The Tourism Industry Association of New Brunswick's (TIANB) website www.tianb.com

Highway Advertisement Application forms are also available on the Service New Brunswick website:

<https://www.web11.snb.ca/snb7001/e/1000/CSS-FOL-SNB-40-0001E.pdf>

Details necessary to fill out an application form for private advertisements outside the highway right-of-way:

- The route number or road name where the advertisement will be installed.
- The distance between the advertisement and the nearest advertisement before and after the advertisement.
- The distance between the advertisement and the nearest DOT guide sign.
- The distance between the advertisement and the nearest intersection or interchange.
- The distance the advertisement will be from the centreline of the highway.
- The distance from the advertisement to the business being advertised.
- The dimensions of the advertisement.
- The "specific interest" the advertisement is advertising.
- The name, address and phone number of the business being advertised.
- The landowner's name, address and phone number where the advertisement will be located.
- The parcel identification number (PID) of the land where the advertisement will be located.
- The sign manufacturer's name, address and phone number.
- The template design number and designated colour numbers (if applicable) of the template being used for the advertisement (see Appendix "A").
- The exit number being included on the advertisement (if applicable) (see Appendix "E").
- Whether the location where the advertisement will be installed is within a city or town.

What Makes an Effective Sign

Signage must address human behaviour factors. Based on the research of Allison Smiley, Human Factors North Inc., the following factors affect signage usability and effectiveness. On Level I and Level II controlled access highways, where speeds exceed 90 kilometres per hour, effective signage considers:

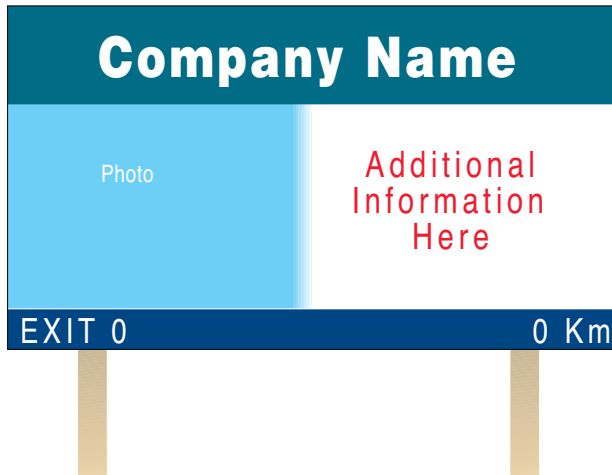
- motorists have only 6 to 10 seconds to locate and read a sign
- motorists require about 1 second to read each word or symbol
- motorists spot consistent signage more readily
- motorists must continue to watch the road
- motorist manoeuvrability time
- legibility distance
- the smallest critical detail 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 (minimizing the length of the message often maximizes effectiveness)
- 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 Appendix A – Formatted Sign Templates & Specifications

Appendix A

Formatted Sign Templates and Specifications

Formatted Sign Templates

Template #1



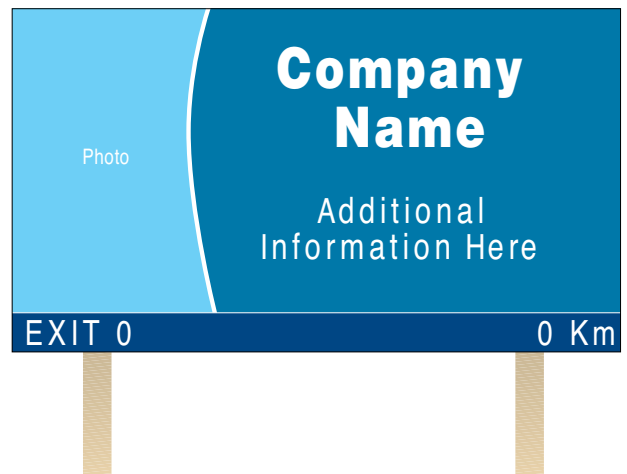
Template #2



Template #3



Template #4



3M 3630-49
pantone 188C

3M 3630-33
no pantone available

3M 3630-87
pantone 274C

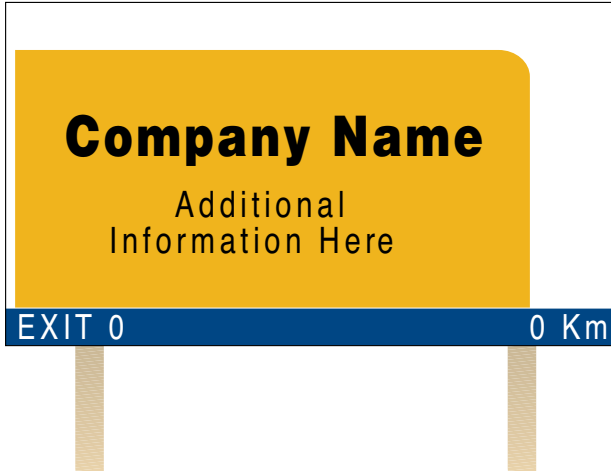
3M-3630-22
no pantone available

3M 3630-246
pantone 322C

3M 3630-25
pantone 123C

3M 3630-126
pantone 3435C

Template #5



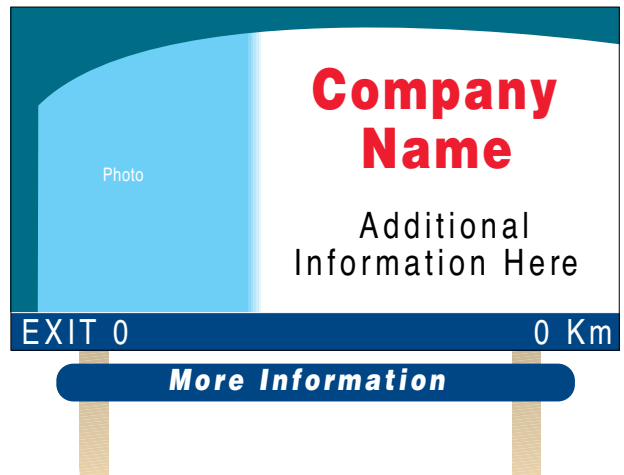
Template #6



Template #7



Template #8



3M 3630-49
pantone 188C

3M 3630-33
no pantone available

3M 3630-87
pantone 274C

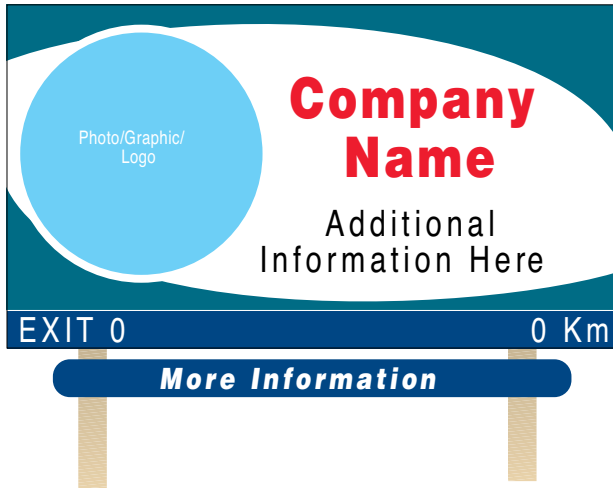
3M-3630-22
no pantone available

3M 3630-246
pantone 322C

3M 3630-25
pantone123C

3M 3630-126
pantone 3435C

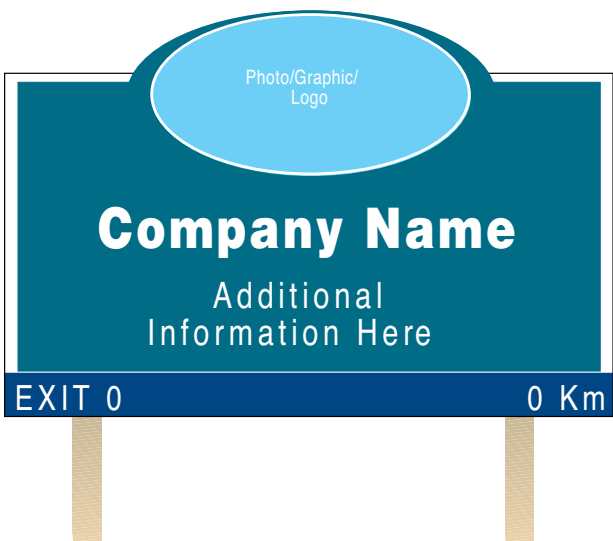
Template #9



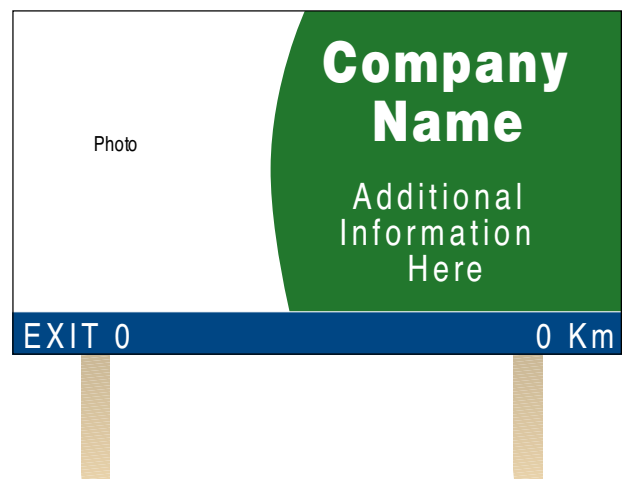
Template #10





Template #11




Template #12





 3M 3630-49
pantone 188C


 3M 3630-33
no pantone available

 3M 3630-87
pantone 274C

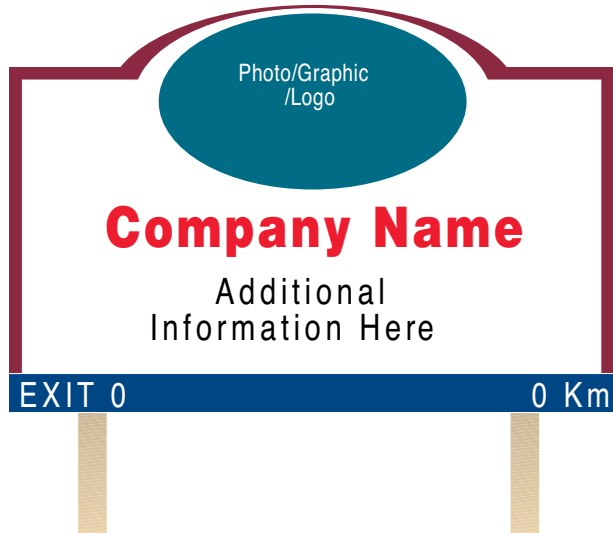
 3M-3630-22
no pantone available

 3M 3630-246
pantone 322C

 3M 3630-25
pantone 123C

 3M 3630-126
pantone 3435C

Template #13



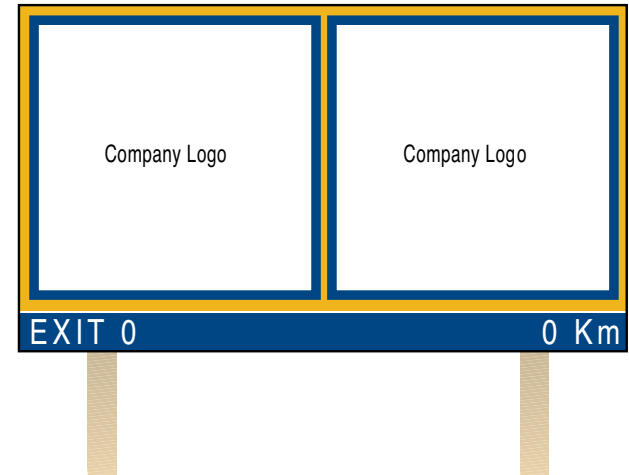
Template #14



Template #15





Template #16





When using template #15, all words used on the sign face must have a solid, plain, one-color background behind them (see sample in template).


There should also be strong contrast between the background color and the letter color.


 3M 3630-49
pantone 188C


 3M 3630-33
no pantone available

 3M 3630-87
pantone 274C

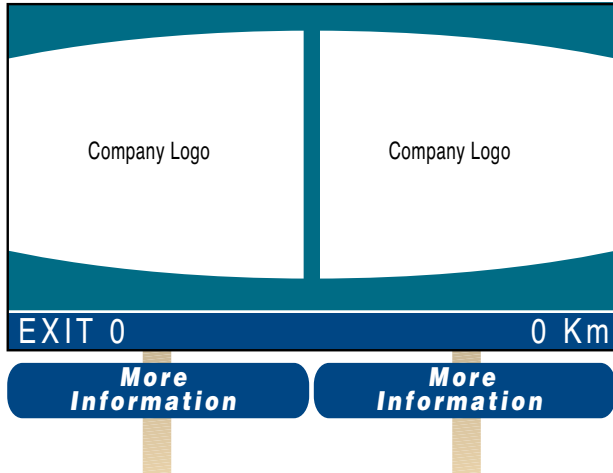
 3M-3630-22
no pantone available

 3M 3630-246
pantone 322C

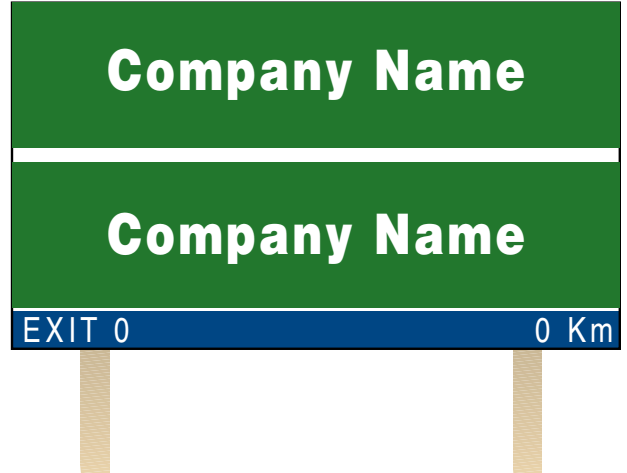
 3M 3630-25
pantone 123C

 3M 3630-126
pantone 3435C

Template #17



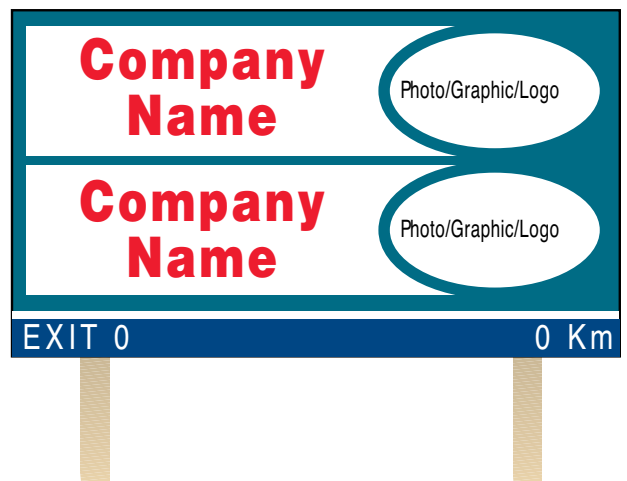
Template #18



Template #19



Template #20



3M 3630-49
pantone 188C

3M 3630-33
no pantone available

3M 3630-87
pantone 274C

3M-3630-22
no pantone available

3M 3630-246
pantone 322C

3M 3630-25
pantone 123C

3M 3630-126
pantone 3435C

Formatted Sign Specifications

These specifications create signage that provides optimum legibility and sign integrity.

Sign Face

- the height must be between 50 and 75% of the width of the sign
- maximum size to be 65 sq. metres (700 sq. feet)
- 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

- words to be mixed case lettering as opposed to all upper or all lower case letters
- company name – preferred letter size for upper case letters = 50 cm (20")
- company name – preferred letter size for lower case letters = 38 cm (15")
- company name – minimum size for upper case letters = 40 cm (16")
- company name – minimum size for lower case letters = 30 cm (12")
- additional information – minimum letter size for upper case letters = 33 cm (13")
- additional information – minimum letter size for lower case letters = 25 cm (10")
- exit bar information – minimum letter size for upper case letter = 33 cm (13") (note: if using the word EXIT, it is to be written in upper case letters).
- exit bar information – minimum letter size for lower case letter = 25 cm (10")
- more information bar – minimum letter size for upper case letters = 33 cm (13")
- more information bar -minimum letter size for lower case letters = 25 cm (10")
- font choice of: 95 Helvetica Black, Clearview, Series E(M), or Interstate,
- no bold or italics
- a maximum of 10 words, including the exit bar, words in logos, and phone or street numbers, etc.

Spacing

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

* Crezon is treated, weather resistant plywood for exterior use.

Images

- no more than two images
- images include company logos, photographs or any image, drawing or representation
- height to be a minimum of 90 cm (36")
- there are no colour restrictions for logos or images

Colours

- minimum of 50% contrast between sign letter and background colour (ex. red or black on white)
 - seven specified colours for use in signage templates
- 3M Translucent Films over Reflective Films is recommended for formatted highway signs.

[3M Colour Breakdown for Templates](#)

(or comparable to these 3M colours)

Black: 3630-22 - no pantone available

Burgundy: 3630-49 - pantone 188C

Red: 3630-33 - no pantone available

Teal Green: 3630-246 - pantone 322C

Dark Emerald Green: 3630-126 - pantone 3435C

Sunflower: 3630-25 - pantone 123C

Royal Blue: 3630-87 - pantone 274C

Exit Bar

- the exit bar is standard across all templates
- exit bar height minimum 50 cm (20")
- exit bar length must be equal to the length of the sign
- exit bar must be attached to the sign face (no space between)
- exit bar colours – only white text on specified royal blue background
- the word EXIT is the only word on the sign which must be in upper case letters
- only directional information may be included on the exit bar, i.e. "EXIT 3," "10 Km," or "next right," etc.
- exit numbers must be justified left and distances must be justified right

More Information Bars

- must be located at least 25 cm (10") below the exit bar
- must not be longer than the sign face
- minimum height 50 cm (20")
- maximum of 2 *more information bars*
- may only contain secondary information (text or tabs)
- minimum space between *more information bars* is 25 cm (10")
- may only contain one line of copy per *more information bar*
- may be round or square ended

Tabs

- tab size minimum – 75 cm x 75 cm (30" x 30")
- number of tabs to be determined by sign size, to a maximum of 4
- tabs are not permitted on the sign face, but are to be attached to the sign post or if more than one symbol is used, placed on a *more information bar*
- any tab may be used; however it is recommended whenever possible, tabs consistent with those used by DOT be employed to promote consistency, awareness, and recognition

Posts

- shall be sufficient in number and size so as not to require bracing (aluminum recommended)
- may not protrude over the top of the sign
- must be installed to a depth as to be below the frost line

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 ft.) over ground (exemptions may be granted on a case-by-case basis, i.e. if the sign is located on a high elevation)
- 17mm ($\frac{3}{4}$ ") crezon panels, or better, should be mounted on a galvanized metal structure (angle or tubing)

Language

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

Two Specific Interests on One Sign

- a maximum of two companies may advertise on one sign using the designated two-specific interest templates
- additional information per company is limited
- all maximum requirements in these guidelines are for one or two company signs, i.e., the maximum of 10 words per sign must be shared by the two companies and the maximum of *more information bars* must be shared by the two companies
- both companies must be located off the same Exit
- both companies must be within 60 km of the sign

Other

- border designs on the sign face are optional
- border designs are not permitted on the “Exit” bar or the *more information bar*
- portions of signs may be covered, i.e., if the facility is closed for winter
- illumination is permitted as long as any lighting is directed at the sign and does not interfere with traffic in either direction

Maintenance of Signs

The life-long maintenance of the sign is the responsibility of the operator and the operator should consider wind load, types of posts, depth of post embedment, material and paint used on the sign face, etc. as part of the overall integrity of the sign and sign structure. DOT reserves the right to ask operators to remove or repair any signs found to be in disrepair.

Please Note: You must obtain approval from Tourism and Parks before making any changes to a sign face that has already been approved.

If something is added to the sign or the sign design changes in any way, including changes to the “More Information Bar(s)” or changes to the letter heights, etc. you will be required to obtain approval from Tourism and Parks.

Approval will be based on any revised design specifications. Failure to obtain approval from Tourism and Parks before making any changes, additions or deletions to this approved sign face may result in your permit being cancelled by DOT and consequently, the removal of your advertisement.

Appendix B Standards for signing along New Brunswick Highways

“Specific Interest” means a food, fuel, accommodation, a recreational facility, an historical site, a museum, a handicraft or antique outlet, a natural phenomenon attraction or another tourist attraction that is approved by the TAP.

4-lane Level I & Level II Highways*	2-lane Level I, Level II and Connector I Highways*	Arterial and Connector II Highways*	Collector Highways Routes numbered 100 to 199	Local Highways Routes numbered 200 to 999 and local named roads
Formatted sign required	Formatted sign required	Formatted sign not required	Formatted sign not required	Formatted sign not required
May advertise a maximum of two “specific interests”	May advertise a maximum of two “specific interests”	May advertise a maximum of one “specific interest”	May advertise a maximum of one “specific interest”	May advertise a maximum of one “specific interest”
Permit required	Permit required	Permit required	Permit required	No permit required
	400 metres from an intersection	400 metres from an intersection	300 metres from an intersection	150 metres from an intersection with an arterial or collector highway; 100 metres from an intersection with another local highway
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	If the curve is signed, no advertisements 300 metres before the curve to 100 metres beyond the curve	If the curve is signed, no advertisements 300 metres before the curve to 100 metres beyond the curve	100 metres from a curve
500 metres from a DOT guide sign	400 metres from a DOT guide sign	400 metres from a DOT guide sign	300 metres from a DOT guide sign	200 metres from a DOT guide sign
500 metres from another advertisement	400 metres from another advertisement	400 metres from another advertisement	300 metres from another advertisement	200 metres from another advertisement
1 metre outside the right-of-way	1 metre outside the right-of-way	1 metre outside the right-of-way	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 an grade-separated interchange to 1 km after the interchange	1 km from a grade-separated interchange	1 km from a grade-separated interchange	1 km from a grade-separated interchange
Maximum size 65 square metres	Maximum size 65 square metres	Maximum size 25 square metres	Maximum size 25 square metres	Maximum size 25 square metres
Advertisement must be within 60 km of the facility	Advertisement must be within 60 km of the facility	Advertisement must be within 25 km of the facility	Advertisement must be within 25 km of the facility	Advertisement must be within 25 km of the facility
Only facilities within the Province of NB eligible for advertisement	Only facilities within the Province of NB eligible for advertisement	Only facilities within the Province of NB eligible for advertisement	Only facilities within the Province of NB eligible for advertisement	Only facilities within the Province of NB eligible for advertisement
Short-Term advertisements Subsections 6(6), 6(7), and 6(8) – Regulation 97-143	Short-Term advertisements Subsections 6(6), 6(7), and 6(8) – Regulation 97-143	Short-Term advertisements Section 10 – Regulation 97-143	Short Term advertisements Section 10 – Regulation 97-143	Term advertisements Section 10 – Regulation 97-143
“Welcome To” signs Subsections 6(1), 6(2), 6(3) – Regulation 97-143	“Welcome To” signs Subsections 6(1), 6(2), 6(3) – Regulation 97-143	“Welcome To” signs Subsection 4(3)(a) – Regulation 97-143	“Welcome To” signs Subsection 4(3)(a) – Regulation 97-143	“Welcome To” signs Subsection 4(3)(a) – Regulation 97-143

*Level I and Level II Highways – highways that do not have driveways directly onto the highway – the access to these highways is controlled by interchanges.

**Connector I Highways – highways to be twinned or bypassed in the future but not within the next five years.

***Connector II Highways – highways scheduled to be bypassed within the next five years.

Appendix C – Department of Transportation District and Administrative Office Locations

District 1 Bathurst

Daniel LeBlanc, P. Eng.

Acting District Engineer

Bathurst District Office

Toll Free # 1-888-624-7077

Contact: Mario Cormier
Mailing Address: P. O. Box 476
Bathurst, NB
E2A 3Z4
County: Gloucester
Street Address: 3109 Route 134 Miramichi Ave.
Allardville, NB
E8L 1V3
Telephone: 506-547-2144
Fax: 506-548-2838

Campbellton Administrative Office

Contact: Etienne Bernard
Mailing Address: P. O. Box 680
Campbellton, NB
E3N 3H1
County: Restigouche
Street Address: 80 Alford Drive
Tide Head, NB
E3N 4N1
Telephone: 506-789-2060
Fax: 506-789-2051

District 2 - Miramichi

Andy Légère, 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 Street
Miramichi, NB
E1N 1A4
Telephone: 506-778-6046
Fax: 506-773-6368

District 3 Moncton

Charles Boudreau, P. Eng.

District Engineer

Moncton District Office

Toll Free # 1-888-679-4044

Contact: Ricky Landry
Mailing Address: P. O. Box 129
Moncton, NB
E1C 8R9
County: Westmorland/Albert
Street Address: 46 Toombs Street
Moncton, NB
E1A 3A5
Telephone: 506-856-2000
Fax: 506-856-2019

Rexton Administrative Office

Contact: Ricky Landry
Mailing Address: P. O. Box 1009
Rexton, NB
E4W 5N6
County: Westmorland/Kent
Street Address: 8457 Route 134
Rexton, NB
E4W 5N6
Telephone: 506-523-7622
Fax: 506-523-7646

District 4 – Saint John

Alan Kerr, P. Eng.

District Transportation Engineer

Saint John District Office

Toll Free # 1-888-915-1011

Contact: Pierre Fournier
Mailing Address: 50 Crown Street
Suite 105
Saint John, NB
E2L 2X6
Counties: Kings/Saint John
Street Address: 50 Crown Street, Suite 105
Saint John, NB
E2L 2X6
Telephone: 506-643-7463
Fax: 506-643-7464

St. Stephen Administrative Office

Contact: Alan Acheson
 Mailing Address: 19 Route 1
 Dufferin, NB
 E3L 2Y8
 County: Charlotte
 Street Address: 19 Route 1
 Dufferin, NB
 E3L 2Y8
 Telephone: 506-466-7340
 Fax: 506-466-7351

District 5 Fredericton**Norman Clouston, P. Eng.**

District Engineer

Fredericton District Office

Toll Free # 1-888-922-9399

Contact: Elmo MacIntosh
 Mailing Address: P. O. Box 6000
 Fredericton, NB
 E3B 5H1
 County: York/Sunbury/Queens
 Street Address: 1025 College Hill Road
 Fredericton, NB
 E3B 5H1
 Telephone: 506-453-2611
 Fax: 506-453-7905

Woodstock Administrative Office

Contact: Troy Jewett
 Mailing Address: 124 Upham St.
 Woodstock, NB
 E7M 2Y2
 County: Carleton
 Street Address: 124 Upham Street
 Woodstock, NB
 E7M 2Y2
 Telephone: 506-325-4450
 Fax: 506-328-8542

Chipman Administrative Office

Contact: Elmo MacIntosh
 Mailing Address: 1025 College Hill Road
 Fredericton, NB
 E3B 5H1
 County: Queens/Sunbury
 Street Address: 7694 Route 10
 Coal Creek
 Chipman, NB
 E4A 3N4
 Telephone: 506-339-7171
 Fax: 506-453-7905

District 6 Edmundston**Jules Michaud, P. Eng.**

District Engineer

Edmundston District Office

Toll Free # 1888-767-9899

Contact: George Beaulieu
 Mailing Address: P. O. Box 308
 Edmundston, NB
 E3V 3K9
 County: Madawaska
 Street Address: 486 St-François St.
 Edmundston, NB
 E3V 1G8
 Telephone: 506-735-2050
 Fax: 506-735-2051

Perth-Andover Administrative Office

Contact: George Beaulieu
 Mailing Address: 103 F. Tribe Road
 Perth-Andover, NB
 E7H 3S3
 County: Victoria
 Street Address: 103 F. Tribe Road
 Perth-Andover, NB
 E7H 3S3
 Telephone: 506-273-4768
 Fax: 506-273-6350

Appendix D

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

49 Winter Street
Unit 1
Sussex, NB E4E 2W8
Tel: (506) 432-7530
Fax: (506) 432-7539
Email: infor@royalpc.com

Greater Moncton District Planning Commission

655 Main Street
City Hall
Moncton, NB E1C 1E8
Tel: (506) 857-0511
Fax: (506) 859-2683

Tantramar District Planning Commission

6 York Street
Sackville, NB E0A 3C0
Tel: (506) 364-4701
Fax: (506) 536-4422

Beaubassin District Planning Commission

P. O. Box 459
31, rue St-André
Cap-Pelé, NB 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, NB 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, NB E1A 2M0
Tel: (506) 523-1820 (Richibucto)
Fax: (506) 523-1821 (Richibucto)

P.O. Box 370
211 Irving Blvd.
Bouctouche, NB E0A 1G0
Tel: (506) 743-1490 (Bouctouche)
Fax: (506) 743-1491 (Bouctouche)

P. O. Box 370
211 Irving Blvd.
Bouctouche, NB E0A 1G0
Tel: (506) 775-2080 (Rogersville)
Fax: (506) 775-2090 (Rogersville)

Miramichi District Planning Commission

Economic Development Centre
158 Wellington Street
Miramichi, NB 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, NB E1W 1B7

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

Belledune District Planning Commission

702, rue Principale
Unité 130
Petit-Rocher, NB E8J 1V1

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

Restigouche District Planning Commission

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

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

Madawaska District Planning Commission

36 Court Street, Suite 102
Edmundston, NB E3V 1S3

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

La Vallée District Planning Commission

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

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

Appendix E

ROUTE 1 – Exit Numbers

Interchange	Exit #
Church St. – St. Stephen	4
Route 740	7
Route 3 – St. Stephen	9A-B
St. David Ridge Road	13
Route 127 – Waweig	25
Route 127 – Digdeguash	39
Saint George – West exit	52
Saint George – East exit	56
Route 176 – Pennfield	60
Route 790 – Lepreau	86
Route 790 – Musquash	96
Prince of Wales	103
Lorneville/Route 100 – Saint John	112
Route 7 – Saint John	114
Fairville Blvd. off-ramp – Saint John	117
Catherwood Street – Saint John	119A-B
Market Place – Saint John	120
Harrison Street – Saint John	121
Market Square – Saint John	122
Wall Street – Saint John	123
Crown Street – Saint John	125
Foster Thurston Drive/Ashburn Lake Rd – Saint John	128
Route 100 – Rothesay Ave – Saint John	129
Fox Farm Road – Rothesay	133
Route 111 – Rothesay	137A-B
Route 119 – Quispamsis	141
Nauwigewauk – Quispamsis	142
Route 121 – Hampton	158
Harley Road/Bloomfield	166
Route 124 – Norton	175
Route 121 – Sussex	192
Roachville – Sussex	193

Route 890 – Sussex	195
Route 111 – Sussex Corner	198
Route 114 – Penobsquis	211
Route 895 – Anagance	223
Route 905 – Petitcodiac	233
Route 106 – River Glade	239

ROUTE 2 – Exit numbers

Interchange	Exit#
Saint-Jacques – Edmundston	8
Mount Farlagne – Edmundston	13A-B
Carrier St./Victoria St. – Edmundston	16
Route 120, Hébert Blvd – Edmundston	18
Centre Madawaska Blvd – Edmundston	21
Principale St – Edmundston	26
Davis Road – Rivière-Verte	32
Martin Road	46
Notre-Dame-de-Lourdes	51
Grande-Rivière Road	56
Route 17 – Saint-Léonard	58
Bourgoin Road	69
Route 108/255 – Grand Falls/Grand-Sault	75
Route 108 westbound – Grand Falls/Grand-Sault	77
Everard Daigle Blvd – Grand Falls/Grand-Sault	79
Route 130 – Grand Falls/Grand-Sault	83
Route 130 – LSD Grand Falls/Grand-Sault	88
Route 130 – Four Falls	99
Route 130 – Aroostook	107
Route 190 – Perth-Andover	115
Route 110 – Florenceville-Bristol/Centreville	153
Lansdowne	164
Route 105 – Hartland	170
Route 130 – Waterville – Hartland	172
Lockhart Mill Road	184
Route 550, Connell Road – Woodstock	185
Route 95 – Woodstock	187

Route 555 – Woodstock	188
Beardsley Road – Woodstock	191
Hodgson Road	194
Dugan Road	200
Route 122/Route 165 – Meductic	212
Charlie Lake Road	223
Route 102 – Nackawic	231
Route 105 – Nackawic	232
Route 635 – Kings Landing	253
Route 3 – Longs Creek	258
Mazerolle Settlement Road	271
Fredericton West High Speed Connector	280
Hanwell Road – Fredericton	281
Route 101 – New Maryland	285A-B
Fredericton East High Speed Connector	294
Nevers Road	297
Waasis Road – Oromocto	301
Miramichi Road – Oromocto	303
Route 7 at Oromocto	306
Route 102 – Coytown	330
Route 105 – Grand Lake Meadows	333
Route 695 – Jemseg	339
Route 105 – Mill Cove	347
Route 10 – Coles Island	365
Route 885 – Havelock	414
Route 1 High Speed Connector – River Glade	423
Route 112 – Salisbury	433
Route 128 – Berry Mills	446
Route 126 – Magnetic Hill – Moncton	450
Gorge Road – Moncton	452
Mapleton Road – Moncton	454
Route 115 – Moncton	459A-B
Harrisville Blvd. – Moncton	462
Route 134	465
Route 15 – Painsec	467A-B

Route 132 – Shediac Road	474A-B
Calhoun Road	480
Renaissance Street – Memramcook	482
Route 933 – Memramcook	488
Memramcook East	488
Walker Road – Sackville	500
Route 940 – Sackville	504
Route 106 – Sackville	506
Route 16 – Aulac	513A-B

ROUTE 7 – Exit numbers

Interchange	Exit#
Liverpool Street – Fredericton	1
Kimble Drive – Fredericton	2
Allison Blvd/Wilsey Road – Fredericton	5
Broad Road – Geary	29
Camp Petersville	51
Route 177 – West End	71
Route 102 – Grand Bay-Westfield	80
Route 177 – Grand Bay-Westfield	90
Saint John West	96
Route 1 – Saint John	97

ROUTE 8 – Exit numbers

Interchange	Exit#
Route 640 - Hanwell Road – Fredericton	3
Smythe Street – Fredericton	5
Route 101 - Regent Street – Fredericton	6A-B
Route 7 – Fredericton	7
Forest Hill Road – Fredericton	9
East end - Princess Margaret Bridge – Fredericton	10
Renous – Route 108	139
Route 425 – Miramichi	164
King George Highway – Miramichi	170
Route 11 – Miramichi	179

O’Keefe Road	180
Route 160 – Allardville	231

ROUTE 10 – Exit numbers

Interchange	Exit #
Route 1 – McGregor Brook Road – Sussex	143

ROUTE 11– Exit numbers

Interchange	Exit #
Jct. Route 15 – Shediac	0A-B
Route 133 – Shediac	1
Route 134 – Shediac	2A-B
Shediac Bridge	7
Route 535 – Cocagne	15
Route 115 – McKees Mills	27
Sheridan Road – Bouctouche	29
Route 515 – Bouctouche	32A-B
St-Pierre-de-Kent	36
Sainte-Anne-de-Kent	42
Route 134 – Rexton	53
Route 134 – Richibucto	57
Saint-Charles	64
Saint-Ignace – St-Louis-de-Kent	69
Route 117 – Kouchibouguac	75
University Avenue – Miramichi	119
Church Street – Miramichi	120
Ferguson Road – Route 370	192
Rue Principale – Tracadie-Sheila South End	194
Rivière-à-la-Truite – Tracadie-Sheila	198
Route 150 – Tracadie-Sheila	203
Route 113 – Shippagan, Lamèque, Miscou	217
Route 134 – Bathurst	300A-B
Route 430 – King Avenue – Bathurst	304
St. Anne Street – Bathurst	308
Route 180 – Vanier Boulevard – Bathurst	310

Sunset Drive – Bathurst	311
Beresford	318
Nigadoo	321
LaPlante	326
Pointe-Verte	333
Turgeon Road -- Belledune	344
Jacquet River Drive – Belledune	351
Nash Creek	357
MacPherson Road – Charlo	375
Craig Road – Charlo	385
Route 280 – Eel River Crossing	388
Route 275 – Dalhousie	391
Blair Malcolm Road	397
Route 280 – Dundee	403
Lily Lake Road – Campbellton	412
Val d’Amour Road – Sugarloaf – Campbellton	415

ROUTE 15 – Exit numbers

Interchange	Exit #
Baig Blvd. – Moncton	0
St. George Blvd. – Moncton	1A-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) – Dieppe	10
Dieppe Blvd. – Dieppe	16
Moncton Airport	17
Route 2 – Painsec	19A-B
Scoudouc Industrial Drive	26
Route 11 – Shediac	31A-B
Route 140 – Shediac	37
Route 933 – Haute-Aboujagane	43
Grand-Barachois	46
Route 950 – Cap-Pelé	53

ROUTE 16 – Exit numbers

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

ROUTE 95 – Exit numbers

Interchange	Exit #
Provincial Visitor Information Centre	5
Route 540 – Richmond Corner	7
Route 555 – Woodstock	12