

“Welcome To” Municipality Signs

The intent of “Welcome To” signage is to allow communities to provide motorists a sense of arrival to their area. There are two types of “Welcome To” signs available in NB – “*Welcome To a municipality*” sign and “*Welcome To a region*” sign.

These signs are allowed on the backslope within the highway right-of-way of any highway in NB 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 must be installed at least one metre outside the highway right-of-way. Locations must be approved through DTI. 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. Alternatively, in cases where an area is bypassed; a “*Welcome To a region*” sign may be allowed (such as Welcome to the St. Andrews Region) in place of a “*Welcome To*” municipality sign. All costs associated with the manufacture, installation and maintenance of a “Welcome To” sign are the responsibility of the municipality or region.

The following information is permitted on a “welcome to” sign:

- the name of the municipality or region
- a slogan for the municipality or region
- a distance or exit number if applicable
- a community event/ information bar
- additional service symbols approved by DTI, up to a maximum of five may also be added to a more information bar to better inform the unknowing motorist of services/attractions located in the municipality or region.