

Dear: Ms. Muise:

**RE: Community Identity Signage Up-Grade, 100 Series Controlled Access Highways**

In the mid to late 1980's, the Department of Transportation Active Transit developed a Community Identity Sign Program which allowed Cities, Towns, Villages, Counties, Municipal Districts, Regional Municipalities, Acadian Regions and UNESCO Sites which were by-passed due to the construction of sections of 100 Series Controlled Access Highway. The purpose of these unique signs was to encourage travellers to leave the 100 Series Controlled Access Highway system, visit the communities, tourist facilities and surrounding areas. Currently there are over 60+ communities/municipalities participating in this Community Identity Sign Program.

The last paragraph in the "Maintenance" section of the Community Identity Sign Program states, "signs which have reached the end of their effective service life must be replaced. Effective service life means the life of the reflective sheeting used in the manufacturing of the signs". The reflective sheeting has a life expectancy of between 12-15 years before the reflective qualities of the sheeting start to breakdown.

The Department of Transportation Active Transit has completed an inspection of all the Community Identity Signs. The community identity signs on Highway 103, Exit 32, for Pubinco has deteriorated past minimal Department Standards (see attached images) and must be upgraded within the next 18 months or they will be removed. Most of the communities/municipalities that have already up graded their community identity signs have done so via an overlay process where a new design is printed on reflective sheeting and affixed to thin sheet aluminium and installed over the existing sign face. I have attached a couple of examples of designs using our new digital printer. The approximate cost for the overlay manufacture and install is **\$12,000.00/sign**. All costs associated with the new design are borne by the municipality and in addition to the above noted manufacture/install cost.

I have attached a copy of the Community Identity Sign Program for you information and a couple of the new digital community identity sign images.

If you require further information or have additional questions concerning the Community Identity Sign Program or any of the Department of Transportation Active Transit's other sign programs, please do not hesitate to contact me.

Regards,

Brian Storrie

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