



Tourist
Signing
Policy



**Off-Road
Bikeway Signs**

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Off-Road
Bikeway Signs

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English version available:

« Policy on Tourist Signage - Off-Road Bikeway Signs ».

May be also displayed on Web site www.bonjourquebec.com/signing

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1. Target product

Off-highway bikeways are bicycle paths that run on specially designated routes separate from roads that carry automobile traffic. Bicycle paths can be built on public utility rights-of-way, for example, hydroelectric line rights-of-way or abandoned railway lines.

Bikeways allow cyclists to go from one end to the other of developed and maintained routes that are easily accessible to all kinds of bicycles during the entire cycling season. However, the cycling season can vary from one region to another. In the winter, bikeways may be used for other activities such as cross-country skiing or snowmobiling.

Bikeways run for several kilometres, interspersed with several access and service points. They form a tourist route having the following features:

- They are made up of a linear or circular route that runs for several kilometres and goes through different municipalities.
- They have a starting point and an ending point.
- They provide additional access points throughout their length.
- They are promoted in tourist publications or are included in maps.

The following are not recognized as off-highway bikeways:

- Asphalt shoulders
- Bicycle lanes
- On-road marked bicycle routes

2. Objectives

Bikeway signs are signs placed on highways to indicate the location of bikeways forming part of Québec's Route verte system and, as well, the location of regional bikeways.

2.1 CONTRIBUTE TO REGIONAL TOURIST DEVELOPMENT

- Promote regional tourist activities by means of signs for bikeways that are presented in information documents and are recognized by Tourisme Québec, Vélo Québec and the Associations touristiques régionales associées du Québec.
- Foster access by visitors to bikeways allowing them to discover the natural heritage of Québec's different regions. Cyclists should, throughout the route, be able to further explore a region and to use the available tourist signs to get to public tourist facilities (e.g., provincial parks) and to private tourist facilities (e.g., attractions, activities, lodging services).

2.2 FOSTER INTER-REGIONAL COOPERATION FOR TOURIST DEVELOPMENT

- Connect the regional bikeways in Québec that make up the Route verte and criss-cross different regions.

3. Principles for Bikeway Signs

Bikeway signs are included under the program for tourist route signs and are subject to the principles established for that program.

- **Self-funding:** Costs of signs are the responsibility of the applicants and the persons who benefit from the signs.
- **Standardized signs:** Standards for the shape, colour, size and location of signs on highways.
- **Complete sign system:** Extending off the highway system giving access to a service point on the bikeway over at least 20 km.

4. Eligibility Criteria

Tourisme Québec and the ministère des Transports determine the eligibility criteria for off-highway bikeways. Tourisme Québec assesses the eligibility of bikeways.

4.1 CORE CRITERIA

- Must be part of the Route verte, or must be a regional bikeway that is recognized by the regional tourist association in which it is located.
- Must be independent from the highway network.
- Must be at least 20 km long.
- Must be open at least 5 days a week, on an ongoing basis during the cycling season.
- Must offer visitor services 5 days a week.
- Must offer designated on-site or nearby parking. The parking area must be accessible from the site, with signs giving directions to the site.
- Must have at least one public toilet.
- Must offer emergency services the length of the route.
- Must offer the rental of at least 10 bicycles at a minimum of one location near the route.
- Must have a short and unambiguous name, which does not include the name of a community.
- Must be one continuous route, that is, it cannot not be separated into several branches offering different route choices to cyclists.
- Must not intersect with other bikeways.
- Must be on a marked and maintained trail, and must present a good level of quality and comfort to cyclists.
- Must be described in the regional tourist guide produced by the regional tourist association. The guide must indicate the length of the route, the services that are available, and all access points to the route. The route may also be included in other brochures and publications that are recognized by Tourisme Québec, Vélo Québec and the regional tourist association.
- Must be on a map on which major cities or municipalities appear.
- Must offer route maps on-site, or at least on-site consultation of the route map.

Signs may be put up at either end of a bikeway that meets these criteria.

4.2 SPECIFIC CRITERIA FOR SIGNS TO INDICATE ACCESS POINTS

Signs may be posted at other access points located throughout the length of the bikeway if the access points meet the following criteria:

- Must offer visitor services five days a week
- Must offer on-site or nearby parking. The parking area must be accessible from the site, with signs giving directions to the site.
- Must have at least one public toilet.
- Must be indicated on the map of the bikeway.
- Must be indicated as an access point in the regional tourist guide produced by the regional tourist association. It may also be indicated in other brochures or publications that are recognized by Tourisme Québec, Vélo Québec and the regional tourist association.
- Must offer route maps on-site, or at least on-site consultation of the route map.

4.3 CRITERIA FOR PRESENTING INFORMATION ON WINTER ACTIVITIES

Pictographs for winter activities may be added to bikeway signs provided that such activities are accessible from an access point that meets the above-mentioned criteria. The winter activity in question must also meet the core criteria and specific criteria of the policy governing signs for tourist attractions and activities, and lodging services.

5. Types of Signs



The 1-535 sign presents a pictograph for a bikeway. This sign also gives the name of the bikeway. Any bikeway that is recognized by Route verte will be identified as such on the sign.



Also, pictographs may be presented for any winter activities that are offered on the bikeway from an access point.

1-535

6. Installation of Signs Giving Directions to Bikeways

Directional signs for an off-highway bicycle route must be installed so as to provide continual information up to the route. Directions must be provided as follows, from the freeway system only:

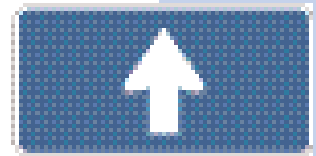
- An I-535 sign is erected in the sequence of advance guide signs, and another sign is installed in the sequence of exit direction signs up to 20 km from the access road to the route. These signs, measuring 900 x 900 mm or 1200 x 1200 mm, are installed under the oversized destination signs. In exit ramps and on other highways leading to the route, the signs measure 600 x 600 mm.

Directional signs on freeways are installed under the advance guide signs and exit directions signs when these signs are side-mounted. When the destination signs are overhead, the signs, supplemented by the appropriate I-240-P tab signs, are ground-mounted near the structures of the advance guide and exit direction signs.

- I-535 signs, supplemented by I-240-P direction tab signs, must be installed between the exit ramp and the bicycle route entrance if there is a major intersection or a change in direction.
- Where the bicycle route entrance is on a highway with a speed limit of 90 km/h, an I-535 sign is installed 1 km from the site in either direction.
- An I-535 sign, supplemented by an I-240-P-3 tab sign, must be installed at the site entrance.

The signs for off-highway bicycle routes must be placed at least 150 m upstream of the intersection and at least 50 m from any other sign.

When signs are to be installed on a public highway maintained by the ministère des Transports and on a public highway maintained by a municipality, they must first be installed on the public highway maintained by the municipality.



7. Costs of Signs

Costs of signs are assumed by the applicant. They are calculated according to the number of signs required to ensure full guidance of users from a highway exit to a service point. The total cost of a sign contract may vary from one bikeway to another. This is because signs must be put up for each direction change, and one bikeway may require more directional signs than another one does. Also, costs of signs vary according to their sizes. The ministère des Transports determines the sizes of the needed signs. The cost schedule is given in Appendix 1.

¹ To indicate an off-highway bikeway from another kind of road (e.g., main or secondary road, etc.), the signs described in *Signalisation des voies cyclables* published by Publications du Québec must be used.

8. Application procedure for tourist signage

An application for off-highway bikeway signs must be made by the organization that manages the bikeway. If one or more organizations or municipalities are involved in the management of the bikeway, a single application by all partners must be made. The Association touristique régionale (ATR) serves as a liaison with Tourisme Québec regarding the application. Sign contracts are managed by the ATR associées du Québec.

1. The manager of the bikeway must contact the involved ATR to complete the required forms and must provide the information required for the application, as well as the following documents:
 - A map presenting the route of the bikeway.
 - A list of the bikeway's access points at which signs are to be put up.
 - For each access point, the assessment grid on the commitment of the manager of the access point to comply with the eligibility criteria for the duration of the contract.
2. The ATR must include on the application form all information needed to assess the application, and must ensure compliance with the eligibility criteria. The ATR must also confirm its official recognition of the bikeway, and must send the application, along with all required documents, to Tourisme Québec to obtain confirmation of eligibility.
3. Tourisme Québec studies the bikeway's application form and assesses the eligibility of each access point for which the bikeway manager wishes to put up signs. Tourisme Québec then authorizes or refuses the application in terms of the sign system being proposed. In the event of refusal, it gives the necessary explanations. Tourisme Québec returns the results of its assessment of applications to the ATR.
4. Upon receipt of approval from Tourisme Québec, the ATR notifies the bikeway manager and the ATR associées du Québec of the eligibility of the signs that have been approved by Tourisme Québec.

Upon receipt of a refusal from Tourisme Québec, the ATR notifies the manager of the refusal and provides the necessary explanations
5. Upon receipt of notification from Tourisme Québec concerning the eligibility of the sign system, the ATR associées du Québec obtain the necessary authorization to install the signs from the ministère des Transports and from the municipalities involved.

Then, the ATR associées du Québec prepare a sign contract, lasting from one to five years, for the entire bikeway and the access points at which signs are to be put up. It then sends the contract to the manager of the bikeway for his or her signature. After the contract has been signed, the ATR associées du Québec initiate the procedure for having the signs made and installed.
6. Throughout the length of the contract, the bikeway manager must comply with the eligibility criteria and must inform the ATR of any changes to the services offered by the bikeway or of any changes to the management of the bikeway.

In the event of noncompliance with the criteria, Tourisme Québec and the ATR associées du Québec will initiate a procedure to have the manager remedy the situation. If the criteria are still not complied with, the ATR associées du Québec may terminate the contract and remove the signs.

Before the end of the contract, the ATR associées du Québec will send the bikeway manager notification of the contract's imminent ending date along with information on the procedure to follow to renew the contract.

9. Managers of Program

9.1 TOURISME QUÉBEC AND MINISTÈRE DES TRANSPORTS

The sign program for off-highway bikeways is a government-run program. Its content, including eligibility criteria and sign standards, is the responsibility of Tourisme Québec and the ministère des Transports.

TOURISME QUÉBEC

Direction générale des services à la clientèle touristique
Office 400
1010, rue Sainte-Catherine Ouest
Montréal (Québec) H3B 1G2
www.bonjourquebec.com/signalisation

Resource persons:
Jacinthe Dumoulin
Danielle Lavoie

MINISTÈRE DES TRANSPORTS

Service des technologies d'exploitation
700, boulevard René-Lévesque Est, 22th Floor
Québec (Québec) G1R 5H1

Resource person:
Michel Masse, P. Eng.

9.2 ATR ASSOCIÉES DU QUÉBEC

The ATR associées du Québec manage contracts for off-highway bikeway signs. They also oversee the manufacture, installation and maintenance of signs, all according to standards established by the ministère des Transports.

ATR associées du Québec

Office 300, 3333, boulevard du Souvenir
Laval (Québec) H7V 1X1
Tel. : (450) 686-8358

Resource person:
Isabelle McCann

9.3 REGIONAL TOURIST ASSOCIATIONS

TOURISME ABITIBI-TÉMISCAMINQUE

170, avenue Principale, Office 103
Rouyn-Noranda (Québec) J9X 4P7
Tel: (819) 762-8181

TOURISME BAS-SAINT-LAURENT

148, rue Fraser
Rivière-du-Loup (Québec) G5R 1C8
Tel: (418) 867-1272

TOURISME CANTONS-DE-L'EST

20, rue Don-Bosco Sud
Sherbrooke (Québec) J1L 1W4
Tel: (819) 820-2020

TOURISME CENTRE-DU-QUÉBEC

20, boulevard Carignan Ouest
Princeville (Québec) G6L 4M4
Tel: (819) 364-7177

TOURISME CHARLEVOIX

495, boulevard de Comporté
P.O. Box 275
La Malbaie (Québec) G5A 1T8
Tel: (418) 665-4454

TOURISME CHAUDIÈRE-APPALACHES

800, autoroute Jean-Lesage
Saint-Nicolas (Québec) G7A 1C9
Tel: (418) 831-4411

ASSOCIATION TOURISTIQUE DE DUPLESSIS

312, avenue Brochu
Sept-îles (Québec) G4R 2W6
Tel: (418) 962-0808

TOURISME GASPÉSIE

357, route de la Mer
Sainte-Flavie (Québec) G0J 2L0
Tel: (418) 775-2223

ASSOCIATION TOURISTIQUE DES ÎLES-DE-LA-MADELEINE

128, Chemin du Débarcadère
P.O. Box 1028
Cap-aux-Meules G0B 1B0
Tel: (418) 986-2245

TOURISME LANAUDIÈRE

3645, rue Queen, C.P. 1210
Rawdon (Québec) J0K 1S0
Tel: (450) 834-2535

ASSOCIATION TOURISTIQUE DES LAURENTIDES

14142, rue de la Chapelle
Mirabel (Québec) J7J 2C8
Tel: (450) 436-8532

TOURISME LAVAL

2900, boulevard Saint-Martin Ouest
Laval (Québec) H7T 2J2
Tel: (450) 682-5522

**ASSOCIATION TOURISTIQUE
DE MANICOUAGAN**

Bureau 304, 337, boulevard La Salle
Baie-Comeau (Québec) G4Z 2Z1
Tel: (418) 294-2876

TOURISME MAURICIE

777, 4^e Rue
Shawinigan (Québec) G9N 1H1
Tel: (819) 536-3334

TOURISME MONTÉRÉGIE

11, chemin Marieville
Rougemont (Québec) J0L 1M0
Tel: (450) 469-0069

TOURISME MONTRÉAL

1555, rue Peel, bureau 600
Montréal (Québec) H3A 3L8
Tel: (514) 844-5400

TOURISME OUTAOUAIS

103, rue Laurier
Hull (Québec) J8X 3V8
Tel: (819) 778-2222

**OFFICE DU TOURISME ET
DES CONGRÈS DE QUÉBEC**

399, rue Saint-Joseph Est, 2nd Floor
Québec (Québec) G1K 8E2
Tel: (418) 522-3511

TOURISME SAGUENAY-LAC-SAINT-JEAN

455, rue Racine Est, Office 101
Chicoutimi (Québec) G7H 1T5
Tel: (418) 543-9778

TOURISME BAIE-JAMES

166, boulevard Springer
Chapais (Québec) G0W 1H0
Tel: (418) 745-3979

Appendix 1

SIGNS FOR OFF-HIGHWAY BIKEWAYS

COST SCHEDULE
(effective July 1, 2001)

Type of sign	Dimensions (mm)	New contract ¹	
		Annual	Five-year ²
Sign on major highway <i>signs</i> (green) (Type I-535)	1200 x 1200	\$ 84	\$ 420
	900 x 900	\$ 50	\$ 250
Self-standing signs on highways (Type I-535 + I-240-P)	1200 x 1800	\$ 126	\$ 630
	900 x 1350	\$ 87	\$ 435
Sign installed on highway ramp or any other road (Type I-535 + I-240-P)	600 x 900	\$ 47	\$ 235

¹ Costs are indexed according to the CPI on April 1 each year.

² A 25% discount is applicable to the second renewal of a contract.

Notes

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

Notes

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Québec 

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 • Tourisme Québec
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