



Preparation

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The English version is also available on our Web site at www.bonjourquebec.com/signing.

La version française de ce document est disponible à l'adresse www.bonjourquebec.com/signalisation ou à la Direction des communications du ministère des Transports en composant le 1888355-0511.

Tourisme Québec Ministère des Transports du Québec August 2005

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with Roadway Users

Any travel on the road network, whether for vacation, recreation or business, is made easier by a simple and efficient sign system aimed at helping motorists get their bearings, head toward their target destination or find a tourist site or the services they need for travelling, namely food and fuel.

The tourism industry constitutes a very important part of the Québec economy and generates considerable road travel by both Québec and other tourists. Hence it is extremely important for the sign system to be efficient, allowing such motorists, who are unfamiliar with the area in which they are travelling, to safely and easily access tourist amenities and the various services available to them.

This is the reason why Tourisme Québec and the ministère des Transports have been working together since 1988 to build up the tourist sign system in Québec, which is the best designed system in Canada today.

The tourist sign system is comprised of various signs, associated with the colour blue. Tourist signs reflect Québec hospitality by greeting tourists at the borders of Québec and in each tourist region with Bonjour! signs.

The sign system also includes different signs that guide and reassure tourists by indicating tourist welcoming and information sites, where they can find out more about a place, a region or even all the regions of Québec. Other signs inform roadway users of tourist attractions and activities, as well as tourist accommodations and camping establishments. Tourist route signs also lead visitors to discover the heritage and natural treasures of the various regions of Québec by proposing itineraries outside major highways.

The sign system accompanies tourists throughout their trip and is the perfect complement to tourist brochures, tourist guides and road maps.

This brochure focuses on the sign program for fuel and food services implemented in 1992, which indicates gas stations and restaurants in the immediate area for tourists travelling on freeways across Québec.

2. Objectives

Signs for food and fuel services are intended for freeway travellers. Standard blue signs help tourists easily spot gas stations and restaurants, which cannot always be seen from the freeway, contrary to the situation on other roadways.

The objectives of the sign system for food and fuel services are:

- Reassure the public travelling on freeways by signalling essential food and fuel services in the immediate area as well as the right freeway exit numbers in order to avoid last-minute manoeuvres.
- Allow tourists to stop at locations with the services that they need.
- Use the colour blue to harmonize the sign system for services with the sign system for tourist attractions and activities.
- Complete the sign system for the tourist product.
- Allow the travelling public to make a more informed choice by indicating the name or logo of the signed establishment.

3. Principles

The sign program for services is based on the following principles:

- Accessibility: access to signs for any service establishments which meet the eligibility criteria established by Tourisme Québec.
- Standardization: Standards for the size, location, colour and content (a logo or name of the service, distance to travel and directions) established by the ministère des Transports.
- **Trailblazing:** Signs must be erected to provide continuous information along the freeway, up to the site.
- Self-financing: The service establishment eligible for signing is obligated to assume the cost during the three-year term of the signage contract.

4. Targeted Services

The sign system for freeway services applies to gas stations and restaurants.

5. Eligibility Criteria

To be eligible for the sign system for services, an establishment must comply with the statutes and regulations governing it, and it must meet the special criteria established for the type of services it offers, throughout the three-year term of the sign contract. The following criteria apply to the establishments in question:

a) Gas Stations

- Provide gas, oil and air.
- Be equipped with sanitary facilities and drinking water.
- Offer uninterrupted service 16 hours per day, 7 days per week during the entire year.
- Make a telephone available to customers.
- Be located no more than 5 km from the freeway.

b) Restaurants

- Have a restaurant licence from the ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec.
- Offer a minimum of 20 seats within the building.
- Offer uninterrupted service 12 hours per day, 7 days per week during the entire year.
- Be located no more than 5 km from the freeway.

6. Road Network

6.1 TARGETED ROAD NETWORK

Service signs are installed exclusively within the right of way along a freeway. A freeway in Québec is a controlled access road designated by a marker with a number between 1 and 99 or between 400 and 999.

When directional signs pass through a road network maintained by a municipality, the signs must also be installed within the right of way along these roads

6.2 ROAD NETWORK EXCLUDED

Large metropolitan areas have a large number of service establishments. Tourists, therefore, find themselves in an environment where it is easier to spot the services they need on major urban roadways. In addition, given the layout of the freeway system in these populated areas, it is almost impossible to add other signs without jeopardizing the safety of the roadway users. This is why certain sections of the freeway system in these metropolitan areas are excluded from service signage. No signs for food and fuel services may therefore be installed along the sections of the freeway located within the metropolitan area of Montréal, Québec City, Gatineau, Trois-Rivières and Sherbrooke. The freeway system affected by this exclusion is shown in Appendices A through E.

7. Services Sign Standards

The sign standards for services determine the regulations for the manufacture and installation of signs. These regulations can be found in "Normes - Ouvrages routiers", Volume V -Traffic Control Devices, edited by Les Publications du Québec.

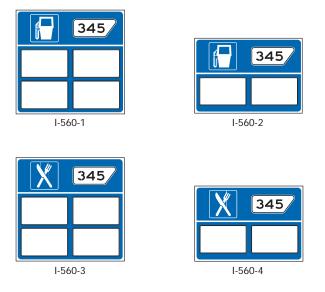
7.1 SIGN COLOUR

Signs display a white pictograph of the service concerned, a border and the corporate logo on a blue background. The logo on the sign has the normal colours of the corporate logo, which are chosen by the owner of the establishment.

7.2 TYPES OF SIGNS

a) Exit Confirmation

Exit Confirmation signs (I-560) indicate to freeway users that there are food or fuel services nearby.

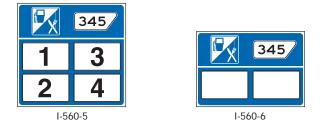


The upper section of the signs includes, on the left, a pictograph of the service surrounded by a border and, on the right, the exit shield.

The lower section of the signs include the logos or names of the signed establishments, surrounded in each case by a white border.

The logo layout on I-560-1 and I-560-3 signs must be determined by the position of the logos on the I-570 signs installed in the freeway exit ramps. Thus, the logo in the upper left corner of the I-560-1 and I-560-3 signs must match the first logo on sign I-570; the logo in the upper right corner must match the second logo on sign I-570; the logo in the lower left corner must match the third logo on sign I-570 and the logo in the lower right corner must match the last logo on sign I-570.

I-560-2 and I-560-4 signs are used only at freeway exits where there are only one or two fuel or food services being signed.



I-560-5 and I-560-6 signs allow both services to be combined on the same sign. In this case, the pictograph depicts both fuel and food services. The fuel service pictograph and logos must be placed on the left and those for food services must be placed on the right.

The I-560-5 sign may be used only if there are at most two fuel and food services to be signed at a given freeway exit. Spaces 1 and 2 are normally reserved for gas stations, and spaces 3 and 4 for restaurants. If a third business with the same type of services wishes to be included on the sign, it can take the space reserved for the other type of service provided that it is available. For instance, if there are already two gas stations that are included in the sign (spaces 1 and 2) and a single restaurant (space 3), space 4 may be offered to other gas stations. For restaurants, if two restaurants are already included on the sign (spaces 3 and 4) and there is a singlegas station (space 1), space 2 may be offered to other restaurants. This regulation must be applied in keeping with the maximum number of four establishments per sign as well as the procedure for assigning space by ATR associées du Québec, subject to the approval of Tourisme Québec and the ministère des Transports.

The I-560-6 sign may be used only if there is only one fuel service and one food service to be signed at a given freeway exit.

b) Direction

Direction To signs (I-570) show the way to the establishments indicated on a freeway.



These signs comprise several modules.

The upper module shows the service pictograph surrounded by a border.

The lower modules are composed of signs indicating by logo or by name the various signed establishments, to a maximum of four. Each module shows the logo or name of the establishment on the left side, as well as an arrow and a distance on the right side.

Directions must be given in the following order, from top to bottom:

- 1. straight ahead;
- 2. left turn;
- 3. right turn.

When there is more than one service in the same direction, the establishments must appear, from top to bottom, in the order of the closest to the furthest.

The I-570-3 sign allows two services to be combined on the same sign. In this case, the pictograph must represent both the fuel and food services. The fuel pictograph must appear in the top left triangle, separated by a diagonal line from the food pictograph in the bottom right triangle; the colours of the triangles are reversed.

The I-570-3 sign must be used only to complete the directions provided by the I-560-5 and I-560-6 signs.

c) Site Entrance

Site Entrance signs (I-580) indicate the driveway to the signed establishment.



The upper module shows the service pictograph surrounded by a border.

The lower module shows the establishment logo or name on the left side and an arrow on the right side.

An I-580 sign is installed in front of the establishment at the owner's request.

7.3 SIGN ELEMENTS

a) Pictograph

Only pictographs of food and fuel services, as depicted in the signs described above, may be used for signs for services.

b) Logo

Only the establishment logo or name may appear on the sign advertising the service establishment. No other message is allowed, with the exception of one describing the type of fuel and one indicating that the establishment is open 24 hours a day. Fuel types other than gas must be designated by the following letters: D for diesel, N for natural gas, and P for propane. The letters indicating fuel type must appear either in the lower left portion or in the upper right portion of the logo. The 24 h reference must always appear in the lower right portion of the logo, as shown below.

			N
D	24 h		24 h
		\square	
D/P	24 h	쀟	24 h

The establishment logo must not include any road sign symbol.

When an establishment has no logo, its name is written in white or black letters on a blue or white background.

c) Distance

Any distances shown on directional signs are the distances remaining to the signed establishment.

These distances are indicated in kilometres, without adding "km".

d) Directional Arrow

Arrows appearing on signs for services must comply with prescribed standards.

7.4 SIGN DIMENSIONS

The dimensions of signs for services and each of their elements must comply with the data in the chart below.

Components	Size of Table	Pictograph	Pictograph Section	Individual Sign (Logo)	Exit Number	Section Reserved for Direction and Distance	
Signs	Width by Height						
Confirmation max.: 4 logos	3,500 x 3,300	900 x 900	N/A	1,500 x 900	1,500 x 600	N/A	
Confirmation max.: 2 logos	3,500 x 2,400	900 x 900	N/A	1,500 x 900	1,500 x 600	N/A	
Direction 4 logos	1,000 x 2,400	450 x 450	1,000 x 600	750 x 450	N/A	250 x 450	
Direction 3 logos	1,000 x 1,950	450 x 450	1,000 x 600	750 x 450	N/A	250 x 450	
Direction 2 logos	1,000 x 1,500	450 x 450	1,000 x 600	750 x 450	N/A	250 x 450	
Direction 1 logo	1,000 x 1,050	450 x 450	1,000 x 600	750 x 450	N/A	250 x 450	
Site Entrance	1,000 x 1,060	450 x 450	1,000 x 600	750 x 450	N/A	250 x 450	

Note : In millimetres.

7.5 DIRECTIONS AND INSTALLATION

a) General Principles

Services signs are placed in accordance with the priority needs of tourists, which are first to find gas stations allowing them to continue their trip, and then to eat while travelling. Services signs are therefore installed in the following order: gas, restaurants.

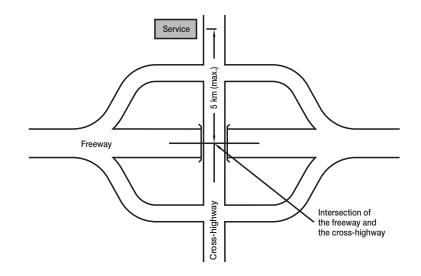
If the space available allows only a single sign for services to be installed, the sign for fuel service or the sign for both services (fuel and food) may be installed. If the number of sign applications exceeds the number of spaces available, the establishments to be signed must be selected (see Section 8).

Moreover, when there is insufficient space for a single services sign on a freeway or in an exit ramp, no services sign amy be installed. Similarly, no services sign may be installed at a freeway exit which does not have an entrance in the same direction.

b) Directions

Fuel and food services signs must be installed so as to provide continual information up to the signed establishment. Directions to the services must be provided as follows:

- For each of the two services, an Exit Confirmation sign (I-560) must be installed along the freeway where space permits.
- I-570 directional signs must be installed in the freeway exit ramp and at each intersection where a change of direction is necessary to reach the indicated establishment. The distance on the sign must be calculated from the intersection of the freeway with the cross-highway, as shown below:



• An I-580 site entrance sign is installed in front of the establishment at the owner's request.

An establishment may only be signed in the direction coming from the freeway.

Similarly, signs must be installed only at the exit leading most directly to the signed establishment. If there are four fuel services and four food services indicated at a given freeway exit, a fifth fuel or food service which may be reached directly from the same exit may not be signed at the previous or next exit, even if it is located within the maximum allowable distance.

Owners of a signed establishment are required to allow signs to be erected so as to provide a continuous flow of information up to their establishment. Consequently, where signs would be installed on a road network maintained by a municipality, the owner is first required to obtain written authorization from the municipality for the installation of signs. The municipality may either contact ATR associées du Québec, which is responsible for implementing the program, as well as for the manufacture, installation and maintenance of the signs on its road network. The municipality may also assume responsibility for manufacturing, installing and maintaining the signs on its roads in accordance with prescribed standards. It will then be responsible for the signage that it has installed.

When signs are to be installed both 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.

c) Installation and Location of Signs

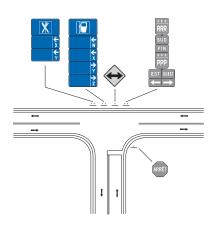
i. Freeway Signs

I-560 signs must be located at the centre of the space remaining between the sequence of all advance guide signs and the sequence of all exit direction signs, leaving at least 200 m between them and any other sign.

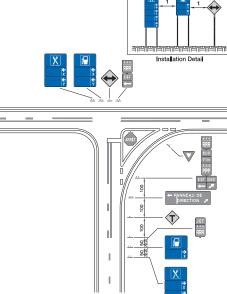
ii. Directional Signs

The installation of Directional signs (I-570) and their positioning based on the type of intersection must comply with prescribed standards. The different possibilities are illustrated below.

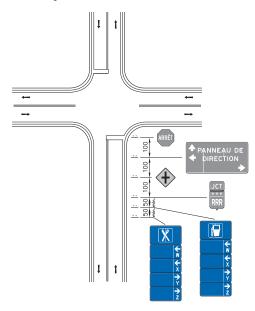
- T intersection
 - Installation Detail



- T intersection with channelizing island



- Four-way intersection



Note : In metres.

When two services signs are placed side-by-side, the food service sign must be placed 1 m to the left of the fuel service sign, as measured from the outside edge of each sign. Moreover, the upper modules illustrating the service pictographs must always be installed at the same height as each other, whatever the number of establishments indicated on each sign.

There must be at least 1 m between services signs installed near a Directional Arrow sign, as measured from the outside edge of the signs.

When there is enough space on a freeway to install both I-560 fuel and food services signs, but the freeway exit is not long enough to space the two I-570 signs 50 m apart, the latter signs may be installed side-by-side. In this case, the fuel service sign must be placed on the left of the food service sign in accordance with the specifications described earlier.

7.6 MAXIMUM NUMBER OF SIGNED ESTABLISHMENTS

No more than four establishments may be signed at each freeway exit for each type of food and fuel service. If, at a freeway exit, the number of eligible establishments that have submitted a sign application or applied to renew their contract for a given service is greater than the number of available spaces, a selection must be made to determine the businesses that can be signed for a new three-year contract.

8. Selection of Establishments

The criteria used to select establishments that may be signed are as follows:

- Gas stations

- 1. Continuous 24-hour service.
- 2. Total number of hours open per week.
- 3. Proximity to the freeway.

As soon as a business meets the first selection criterion, it is retained for a sign contract. If other spaces become available on the sign, the second criterion will be applied, and so on until all the available spaces have been filled.

- Restaurants

• The selection of restaurants is based on three criteria; namely accessibility, the type of services offered and their quality. Each criterion has weighted sub-criteria so that a rating can be determined for each establishment. The restaurant selected to be signed is the one that obtains the highest total number of points. The assessment grid is found in Appendix F.



The costs for leasing sign spaces are assumed by the owner of the signed facility. Costs include manufacturing, installation and m0aintenance of signs.

For further information on leasing costs, contact ATR associées du Québec.

10. Role of Partners

Tourisme Québec and the ministère des Transports (MTQ) are in charge of the sign program for food and fuel services. The implementation of the sign program for services has been assigned to ATR associées du Québec.

a) Ministère des Transports

The MTQ acts as project manager for the roadway sign system in Québec. In such capacity, its responsibilities are:

- Design and assess the tourist sign programs in conjunction with Tourisme Québec.
- Determine sign standards for services, especially in regard to sign content, size, location and distance.
- Verify the sign plans submitted by ATR associées du Québec (number and location of signs to be erected) and authorize the installation of sign equipment.
- Ensure that sign standards are applied.

MINISTÈRE DES TRANSPORTS

Direction du soutien à l'exploitation des infrastructures Service des technologies d'exploitation 700, boul. René-Lévesque Est, 22° étage Québec (Québec) G1R 5H1

Contact: Michel Masse, ing.

b) Tourisme Québec

Tourisme Québec must ensure that tourists have access to roadside services to meet their essential needs when travelling on freeways. The responsibilities of Tourisme Québec are:

- Design and assess tourist sign programs in conjunction with the ministère des Transports.
- In conjunction with the regional tourist associations (ATRs), establish and annually review the eligibility criteria for selecting the services that may be signed.
- Receive and analyze sign applications for services forwarded by ATRs or ATR associées du Québec, and issue notices regarding authorizations.
- Advise the ATRs, municipalities, government departments and various organizations concerned regarding signage for services.

TOURISME QUÉBEC

Direction générale des services à la clientèle touristique 1255, rue Peel, bureau 400 Montréal (Québec) H3B 4V4 www.bonjourquebec.com/signalisation

Contacts: Danielle Lavoie Jacinthe Dumoulin Angèle Provost

c) Regional Tourist Associations

Regional tourist associations (ATRs) are the first point of contact for submitting an application for signs. Their part in the program can be summarized as follows:

- Receive and analyze sign applications from the businesses in their region, whether or not they are members of their ATR.
- Send Tourisme Québec a notice concerning the eligibility of the applications received.
- Ensure that the signed establishments in their region comply with the program criteria for the term of their contract.
- Take part in the annual review of eligibility criteria.

Appendix G contains the list of regional tourist associations.

d) ATR associées du Québec

ATR associées du Québec is the organization in charge of implementing the tourist sign program. As such, its responsibilities are:

- Implement the sign program for services on the freeway system under the responsibility of the ministère des Transports.
- Ensure the manufacturing, installation and maintenance of signage for services.
- Enter into agreements with establishments that meet the program requirements and comply with the tourist sign standards set by the ministère des Transports.
- Ensure that establishments being signed provide continuous information up to the establishment.
- Promote the sign program for services for eligible establishments across Québec and ensure that such signage is in good condition.

ATR ASSOCIÉES DU QUÉBEC

3333, boul. du Souvenir, bureau 300 Laval (Québec) H7V 1X1

Contact: Audrey McNicoll



- a) The owner of an establishment shall file an application for eligibility with the appropriate regional tourist association (ATR). The association verifies whether the establishment complies with the prescribed criteria and either recommends or refuses to recommend that Tourisme Québec grant eligibility.
- b) Tourisme Québec rules on the establishment's eligibility and forwards its decision to the regional tourist association and ATR associées du Québec.

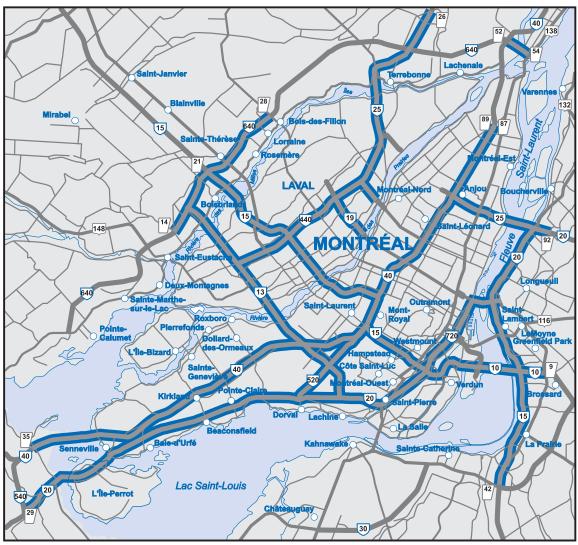
If eligibility is granted by Tourisme Québec:

- c) ATR associées du Québec analyzes the sign application, prepares a directional plan showing the location of all required signs, and obtains the necessary authorization from the ministère des Transports to install signs for services. It then draws up and forwards a signage contract to the owner of the establishment.
- d) The owner signs the contract, pays the required signage fees and sends the contract to ATR associées du Québec, which in turn sees to the production and installation of the signs.
- e) After three years, the owner of the establishment must apply to renew the contract by following the same procedure again, because once the contract is over, the establishment does not have any vested right.

Appendix A

MONTRÉAL AREA

Exclusion Corridors for the Signing of Fuel and Food Services



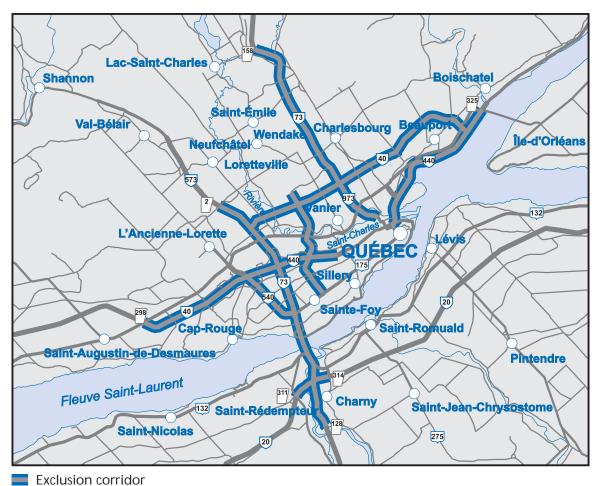
Exclusion corridor

Last freeway exit included in the exclusion corridor

Appendix B

QUÉBEC CITY AREA

Exclusion Corridors for the Signing of Fuel and Food Services

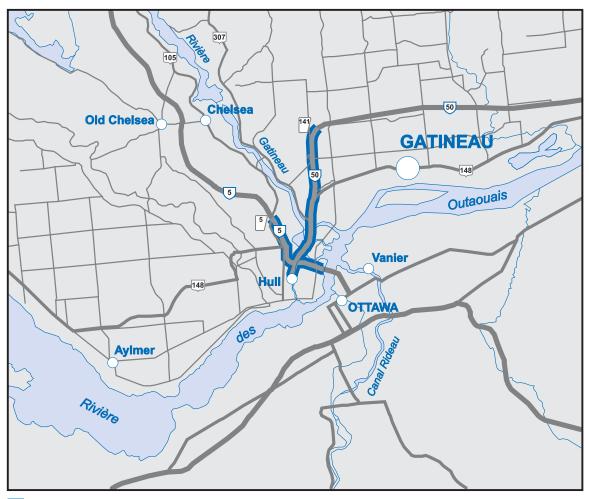


Last freeway exit included in the exclusion corridor

Appendix C

GATINEAU AREA

Exclusion Corridors for the Signing of Fuel and Food Services



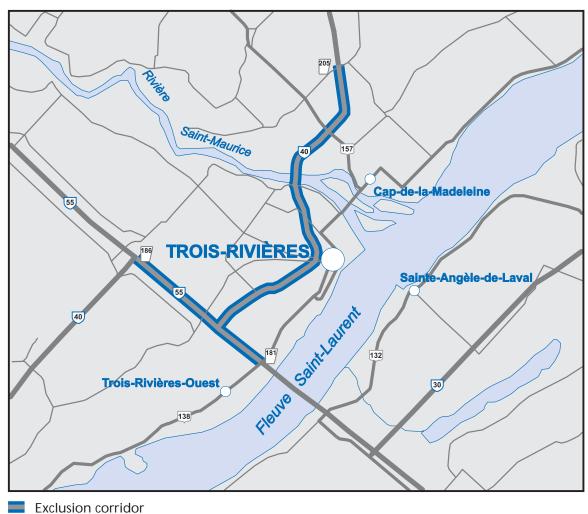
Exclusion corridor Last freeway exit i

Last freeway exit included in the exclusion corridor

Appendix D

TROIS-RIVIÈRES AREA

Exclusion Corridors for the Signing of Fuel and Food Services

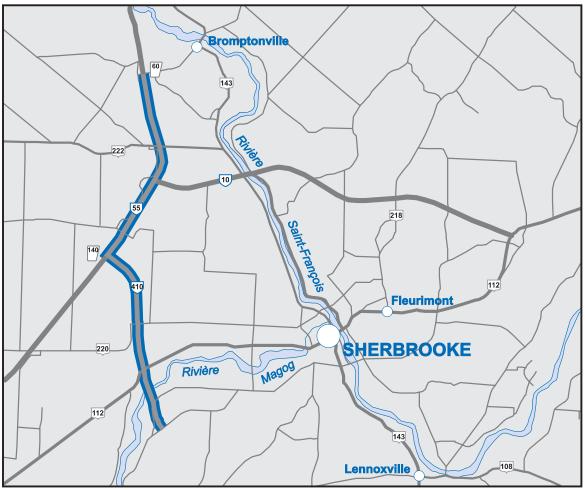


□ Last freeway exit included in the exclusion corridor

Appendix E

SHERBROOKE AREA

Exclusion Corridors for the Signing of Fuel and Food Services



Exclusion corridor
Last freeway exit included in the exclusion corridor

Selection of Restaurants Signs for Services along Freeways

	Assessment Component / Business Selected		Establishment	Establishment	Establishment	Establishment
ACCESSIBILITY	Total number of hours open per week (minimum criterion of 12 hrs/day, 7 days = 84 hrs)-85 hrs to 91 hrs (average 13hrs/day)-92 hrs to 98 hrs (average 14hrs/day)-92 hrs to 105 hrs (average 15hrs/day)-106 hrs to 112 hrs (average 15hrs/day)-106 hrs to 112 hrs (average 16hrs/day)-120 hrs to 126 hrs (average 17hrs/day)-127 hrs to 133 hrs (average 18hrs/day)-127 hrs to 133 hrs (average 19hrs/day)-134 hrs to 140 hrs (average 20hrs/day)-141 hrs to 147 hrs (average 21hrs/day)-More than 147 hrs per weekTime open in the morning at least 5 days per week- From 9:00 a.m.	1 pt 2 pts 3 pts 4 pts 5 pts 6 pts 7 pts 8 pts 9 pts 10 pts				
	- From 8:00 a.m. - From 7:00 a.m. - From 6:00 a.m. - From 5:00 a.m. or earlier	2 pts 3 pts 4 pts 5 pts				
	Number of seats available (minimum criterion = 20 seats) 21 - 30 31 - 40 41 - 50 51 - 60 61 - 70 71 - 80 81 - 90 91 - 100 100 - 125 More than 125 seats	1 pt 2 pts 3 pts 4 pts 5 pts 6 pts 7 pts 8 pts 9 pts 10 pts				
	Number of parking spaces on site					
	10 – 20 21 – 30 31 – 40 41 – 50 More than 50	1 pt 2 pts 3 pts 4 pts 5 pts				
SERVICES	Variety of menus offered (1 pt per type of menu offered) - Breakfast menu (different from other - Lunch menu (different from other - Supper menu (different from other - Fixed price menu - Children's menu	meals)				
SE	Table service offered at all times while open	5 pts				
	Children's play room in a closed area	5 pts				
RECOGNITION OF QUALITY	Award obtained in the past year Award obtained two years ago	5 pts 3 pts				
	Total (maximum = 50)					

Appendix G

Regional Tourist Associations (ATRs)

TOURISME ABITIBI-TÉMISCAMINGUE

170, avenue Principale, bureau 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 Case postale 275 La Malbaie (Québec) G5A 1T8 Tel.: (418) 665-4454

TOURISME CHAUDIÈRE-APPALACHES

800, autoroute Jean-Lesage Saint-Nicolas (Québec) G7A 1E3 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 Case postale 1028 Cap-aux-Meules (Québec) GOB 1B0 Tel.: (418) 986-2245

TOURISME LANAUDIÈRE

3645, rue Queen 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

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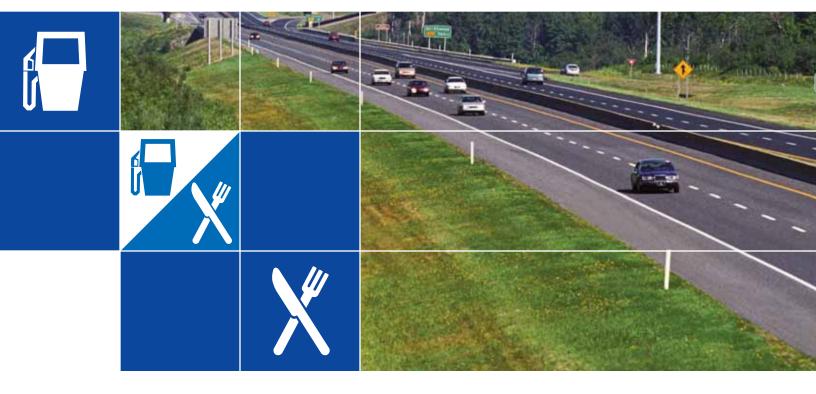
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