



Business Directional Signs Policy

Department: **Finance**

Policy No: **X.XX**

Adopted: **October 8, 2002**

1. Purpose

- 1.1. To provide guidelines for the approval of erecting business directional signs on the Town's business identification sign located in South Berwick on Highway #1.

2. Objectives

- 2.1. The objectives of the Business Directional Signs Policy will be to:
 - a. Establish who shall be eligible to apply to have a sign erected;
 - b. Determine the number of signs allowed on the Town's sign posts;
 - c. Determine the responsibility for the purchase and installation of the signs;

3. Policy

- 3.1. The Town of Berwick has the authority to allow the placement of business directional signs on a central sign located outside the Town limits in South Berwick. The purpose of the sign is to provide direction for visitors of the Town to seasonal and tourist-related businesses located in Berwick. A maximum of five businesses will be allowed to place their signs on the central sign each year. The following guidelines apply:
 - a. Priority will be given to seasonal, tourist-related and arts and crafts businesses;
 - b. Signs (specifications complying with the regulations of the Municipality of the County of Kings and the Department of Transportation) will be installed at the current Berwick sign posts on Highway 1.
 - c. Two directional signs, complying with the regulations of the Municipality of the County of Kings and Province of Nova Scotia, will be purchased by the merchant.

- d. In each year, an advertisement will be placed in the local newspaper in January and general promotion will take place until March 1st. Businesses will be required to indicate their interest by March 1st. If more than five businesses are interested, a draw will take place to determine the five successful merchants eligible for posting signs for that year. This advertisement will only be run if there is a vacant space on the sign posts.
- e. If all spaces are not filled, the Town of Berwick reserves the right to approve signage from any of the seasonal, tourist related and arts and crafts businesses located in the Town of Berwick to be erected to fill the vacant spaces. No businesses outside the Town of Berwick will be permitted to be erected on the Town's sign posts in South Berwick on Highway #1. Businesses approved to place signage on the Town's sign posts will be permitted to leave their signs up until such time as the business ceases to operate in the Town, the business wishes to remove the signs or the condition of the signs deteriorates to the point of becoming unsightly, at which time the Town will request the signs be replaced or removed permanently.
- f. The Town is not responsible for any stolen or damaged business signage erected in accordance with this Policy.

A fact sheet outlining the guidelines and protocol for these signs will be available to merchants upon request.

Revision Dates:	April 9, 2002 July 13, 2004 May 1, 2012
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