

October 23, 2009

The Honorable Bill Estabrooks
Minister of Transportation and Infrastructure Renewal
Government of Nova Scotia
2nd Floor, Johnston Building
1672 Granville Street, P.O. Box 186
Halifax, NS B3J 3Z8

Dear Minister Estrabooks:

We are writing as a follow up to the letter sent to your office on September 24th, 2009 from Pacrim Hospitality regarding Highway Signage. One particular area of concern is the issue regarding Billboards on the 100 Series Highways.

Over the past number of years there have been attempts to address the many issues related to signage in the province. Unfortunately, there has not been a holistic approach to this issue that is consistent and equitable. The recommendations around the billboards from the last provincial study have not been implemented and this has resulted in a very haphazard and unfocused approach to commercial advertising.

The current policy is inconsistently managed around the province. For many years, TIANS has urged the government to implement a new signage policy that would address a number of ongoing concerns. We request your department to open discussion and review around this issue.

From a tourism perspective, there are issues around consistent guidelines and access to a marketing medium; as well as concerns with the environmental aspect regarding the image of the province.

On behalf of the Board of Directors of TIANS, we urge your department to undertake action on this file and bring to resolution some long standing issues that will improve the business environment and the image of the province.

We look forward to your perspective on this issue.

Sincerely,

Danny Morton
Chair, TIANS

Darlene Grant Fiander
President, TIANS

cc Premier Darrell Dexter
Minister Percy Paris, Tourism, Culture & Heritage
TIANS Board of Directors



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