

Blue Stand-alone (BSA) Service Symbol Signs



Blue Stand-alone Service Symbol Sign



Service Symbol



Service Panel

Description:

Blue Stand-alone Service Symbol (BSA) Signs contain Service Symbols which inform the motorist of the services available at a highway exit. Service Panels are located near the end of an exit ramp and contain Service Symbols with appropriate directional arrow(s).

Symbol Eligibility Criteria:

To have a Service Symbol on a BSA Sign and a Service Panel, the business must meet specific criteria including but not limited to: the licensing, inspection, registration, operational hours and length of season, location, capacity, facilities, and any other criterion offered by the service provider that is deemed appropriate. Location of the business is also considered. Essential services of food, fuel and accommodation must be within 5km of the highway exit. Other approved businesses must be located within 20km of the highway exit.

Essential Services (Food, Fuel and Accommodation) on Blue Stand-alone Service Symbol Signs:

Essential service businesses located within 5 km of the highway exit are given priority on the BSA Sign. If an essential service business opens after the BSA Sign is full, the municipality and/or the Interdepartmental Sign Committee will be consulted with regard to the steps necessary to allot space for the essential service.



FOOD – refers to a specific interest that retails meals to the travelling public. Canteens and mobile canteens do not qualify unless all other criteria for the food symbol are met.



FUEL – refers to a specific interest that retails gasoline or gasoline and diesel fuels for highway vehicles.



ACCOMMODATION – refers to a specific interest that retails lodging to the travelling public and is “NB Approved” (“NB Eligible” by the Department of Tourism, Heritage and Culture or “Canada Select” by New Brunswick Tourism Grading).

Construction and Costs:

The supply, installation and maintenance of BSA Signs, Service Symbols and Service Panels are coordinated by the Department of Transportation and Infrastructure (DTI).

BSA signs are typically installed 500m before the advance or directional highway guide sign, and are placed only when space is available. Service symbol panels are typically installed below the guide sign located near the end of the highway exit ramp.

For more information regarding business eligibility or to request a service symbol, please contact the Commercial Sign Officer with the Department of Transportation and Infrastructure at commercial.signs@gnb.ca