

# Road Signage to Promote Communities

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## Issue

Lack of foresight in placing road signage on highway infrastructure negatively impacts community commerce.

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## Background

In the early 1980s, a bypass was constructed on the highway around the town of Vegreville which has positively benefited the community through effective management of traffic. There was, however, lack of foresight to provide appropriate road signage that would encourage highway travellers to stop in Vegreville for services and shopping. This has had a negative effect on the business community, as traffic has been diverted from services and retailer locations off the highway.

Currently, the timelines and the number and level of approvals that are required in the application process to improve road signage is a barrier to attracting commercial activities in the community. This impedes the community's ability to benefit from tourism and support a strong services sector.

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## The Alberta Chambers of Commerce recommends the Government of Alberta:

1. Decrease the steps required to obtain approvals for new road signage on highways; and
2. Refer the signage applications process to the appropriate Red Tape Reduction committee.