

Technical Circular T-04/03  
File: 195-20/TECH  
x 70300-50  
Date: September 23, 2003

**TO:** All HQ Directors: Operations, Planning & Major Projects  
All Regional Directors  
All District Managers, Transportation  
Manager, Provincial Sign Shop

**Subject: Heartland Economic Strategy Project Signs C-035 HES & HES2  
Revised Policy**

**Background:**

The Ministry of Transportation currently erects signs for highway construction and expansion projects throughout the province. The signs provide basic information on the Construction Company awarded the construction tender. Signs currently do not promote the broad economic and transportation initiatives of the government. Signs have been developed that recognize the government's broad heartlands economic initiative.

**Policy**

Signs must be erected for projects with an approximate over-all value of \$100,000 or greater and should include rehabilitation, heartlands roads and expansion capital projects.

Projects that are in near proximity to each other with an aggregate total of \$100,000 or greater should have one pair of signs erected covering off the extents. Side road projects should be signed on the connecting numbered route. Projects that are near the lower limits of value and/or duration should be discussed with Jeff Knight, Communications Officer at 250 356-7707, for application of this policy.

Sign C-035 HES shall be used in the following circumstances:

- Outside the Greater Victoria Area (permitted north of the Malahat Summit and west of Humpback Road);
- Outside the Greater Vancouver Area or the Fraser Valley (permitted north and east of Hope and north of Whistler);

Sign C-035 HES2 shall be used inside the above areas.

Federal Cost-share projects have their own signs; Heartland Economic Strategy signs will not be used for Federal Cost-Share Projects. Developer cost shared projects are not eligible for these signs.

The project manager is responsible for the timely ordering of signs with the appropriate project information. Signs shall be ordered from the Provincial Sign Shop and delivered to the contractor.

Signs should be erected at an appropriate time so that they do not become dated, or so that the public expectation is not raised unduly. The appropriate time is at the start of construction activity.

The signs to be used are attached to this Technical Circular. The information on the sign must contain

- Project name,
- Expected completion date by season, e.g. Fall 2003, and
- Announced over-all value of project e.g. \$22.5 million  
(Contact Jeff Knight to confirm announced value)

As well, information tabs (smaller signs that get attached below the project sign) should be developed. These tabs can provide:

- Construction Site Safety with the name of contractor C-035 C
- Safety contact information C-035 CT

**CONTACT:**

Ed Miska, Engineering Branch (250) 387-7676

Ross McLean, Provincial Sign Shop (250) 377-4478



D. Nyland, P.Eng.  
Chief Engineer  
Engineering Branch



Opening  
up  
BC

# Swan Lake to Larkin Interchange & Four-Laning

Completion: Fall 2004  
Value: \$22.5 million

 B.C. Heartlands Economic Strategy: Transportation

### SPECIFICATIONS

**Type:** Custom (C-35 type)  
**Size:** 244.0cm x 122.0cm  
**Substrate:** MD Plywood  
**Colours:** Eng Blu / Eng Red / Ehg Wht  
**Shield:** Provincial Shield  
**Font:** Various.

### HISTORY

April 15, 2003  
Project I.D. Sign for BC Heartlands Economic Strategy.



Ministry of  
Transportation  
Engineering Branch



Original Digital Records by Sign Services Section  
**Ed Miska**  
Head of Traffic/Electrical Safety & Geometrics

**FABRICATION APPROVAL**



**SPECIFICATIONS**

Type: Custom (C-35 type)  
Size: 244.0cm x 152.5cm  
Substrate: MD Plywood  
Colours:



Pantone solid uncoated colours

Shield: Provincial Shield  
Font: Agenda Bold  
Agenda Medium  
Agenda Normal

**HISTORY**

May 13, 2003

Project I.D. Sign for BC Heartlands Economic Strategy.



Ministry of Transportation  
Engineering Branch



Original Digital Records by Sign Services Section  
**Ed Miska**  
Head of Traffic/Electrical Safety & Geometrics

**FABRICATION APPROVAL**