

Traffic Control Device: **Signs**
Division: **Information**
Subject: **Farmers' Market**

Purpose

Farmers' markets provide an opportunity to purchase fresh produce and other farm products directly from the farmers. To assist motorists in finding these markets, the Department of Infrastructure and Transportation may install FARMERS' MARKET signs (MI-81).

Policy

The Department will install FARMERS' MARKET signs in accordance with the following signing standards. This will be done providing that the market meets the eligibility requirements listed, and that the market enters into a cost-sharing agreement with the Department. When the signing plan for a Farmers' Market includes the use of, or a change to, a community service sign, the market must provide written confirmation from the local government authority indicating that authority's agreement with the use or change.

This policy is subject to funding availability within the Department.

Requests for the installation of FARMERS' MARKET signs should be made to the Farmers' Market Co-ops of Manitoba Inc. who will verify the eligibility of the market. The Co-op will then forward the requests in writing to the Director of Traffic Engineering in Winnipeg.

Eligibility

To be eligible for FARMERS' MARKET signs, the market will:

- be a member in good standing of The Farmers' Market Co-op of Manitoba Inc.
- be served by an all weather access road and be within 5 km of the exit from the highway
- have all necessary off-highway supplemental (trail blazing) signs, from the highway exit to the market in place
- remove any existing illegal advertising signs on or off the highway right-of-way

RECOMMENDED: ORIGINAL SIGNED BY
Director, Traffic Engineering

APPROVED: ORIGINAL SIGNED BY
Assistant Deputy Minister
Engineering & Technical Services

Standard**Signing Standards**

All FARMERS' MARKET signs will be from one or more of the following three groups:

Advance Signs

These signs advise motorists of the existence of the market and allow them to prepare to exit the highway.

When the exit for the market is within a community that has Community Service signs, the only advance signs permitted will be symbolic FARMERS' MARKET signs in the Community Service signs.

When Community Service signs do **not** exist, standard advance exit signs will be permitted. These signs will normally consist of a FARMERS' MARKET tab, a symbolic FARMERS' MARKET sign, and a 2 km tab.

OR

Exit Signs

These signs advise motorists of the location to exit from the highway to visit the farmers' market. They will also advise of the days the market is open.

The signs will normally be installed approximately 150 m in advance of the exit point. In urban areas with a multitude of approaches this distance may vary.

The signs will normally consist of a Farmers' Market tab, a symbolic Farmers' Market sign, and a hinged double tab. The tab will show an exit direction and the day(s) of operation when open, and CLOSED when folded closed.

OR

Supplemental Signs

These signs provide additional guidance to the motorist after the exit from the highway. They will be required when **any** of the following conditions exist:

- the location of the market is not readily identified by on-site signing
- the market is more than 2 km from the highway exit
- the market is not on the road that exits from the highway
- the location of the market or its driveway is such that in the opinion of the Director of Traffic Engineering, additional signing is required to enable motorists to find and safely enter the market.

The supplemental signs will normally consist of a FARMERS' MARKET tab, a symbolic Farmers' Market sign, and a distance or direction tab.

The Department will sell the necessary supplemental signs to the market on a cost recovery basis, or signs may be obtained from commercial sign suppliers. **The Department will not participate in the installation or maintenance of supplemental signs.**

No signs will be installed or permitted if:

- they conflict with any existing regulatory or warning signs, or
- they promote or cause unsafe traffic operations

Cost Sharing

The applicant will be required to contribute the entire manufacturing and installation cost of all required signs. This will cover the manufacture and initial installation of the signs. Any routine maintenance of highway signs that is required, excluding replacement due to vandalism, etc. will be provided by the Department. When the signs require replacement due to normal aging, the applicant will again be required to contribute the entire manufacturing and installation cost of all signs being replaced.

When a change is made to an existing Community Service sign by replacing an existing symbol or a blank with the symbolic FARMERS' MARKET sign, the above cost will apply. When these changes necessitate adding a second line to a Community Service Sign, the applicant will be required to contribute \$250.00 per sign. (These requirements are in accordance with the Department's existing policy on Community Service Signs.) All costs associated with the manufacture, installation, and maintenance of off-highway supplemental signs will be the responsibility of the applicant.

Maintenance

The Department will provide all routine maintenance of the on-highway signs. The maintenance will be in accordance with Departmental standards.

The applicant will be required to contact the local Regional office to request that the **OPEN / CLOSED** tab be changed at the beginning and end of each season. The Department will try to ensure that the tab accurately reflects the status of the market.

