INTRODUCTION

The Provincial Highway Sign Control Regulations established under The Highways and Transportation Act, 1997 allow for the installation of private signs adjacent to provincial highways.

The Ministry controls, and either directly or indirectly administers all signs adjacent to provincial highways within the controlled signing area outside the incorporated limits of organized hamlets, villages, towns, and cities except for sign corridors.

GENERAL SIGN LOCATIONS

Private signs are typically installed on the right-hand side of the road, where drivers expect to see them.

Signs on the left-hand side of the road pose the following limitations:

- The sign may be outside the driver's cone of vision;
- The sign is farther away, which may affect sign comprehension;
- The sign angle may not be optimized, affecting readability; and
- The sign is often outside of the range of nighttime headlights.

Under certain circumstances, signs can be mounted at other locations when it is beneficial to do so. An example maybe where the Provincial Highway has an obstruction (railway, natural landscape, physical barrier, etc.) adjacent to the highway Right-of-Way (ROW) on the right-hand side of the road, which prevents the sign owner from placing their sign on private property.

In these instances, a two-sided (e.g., V-shaped) sign can be considered for installation on the left-hand side of the road. The sign may contain directional information on each side in some cases.

SIGN CONDITIONS

Private signs on or within 400 m of a provincial highway right-of-way outside the limits of a city, town, village, or organized hamlet must:

- Be installed, erected, maintained, or removed by a person authorized by the Ministry;
- Not, by its size, design, message, or location, create a hazard or mislead a motorist;
- Be constructed and maintained to a standard that in the opinion of the Minister, is safe and neat and professional in appearance;
- Be erected on:
  - Posts without struts, cables, or other auxiliary supports; or
  - A vehicle, trailer, or structure suitable for the purpose of displaying the sign.
- Not display running or rapidly changing electronic messages;
- Not have lights that rotate or flash or face the traffic on the highway or otherwise interfere with the vision of motorists on the highway;
- Not have moving or rotating parts;
- Not in any way resemble an official sign or a standard or commonly used traffic control sign;
- Not be located within any sight triangle or otherwise interfere with sight lines along the highway, at road intersections or railway crossings, unless the Minister is of the opinion that it is necessary to do otherwise;
- Unless the Minister is of the opinion that it is necessary to do otherwise, be at least 500 metres from the intersection of the centrelines of two provincial highways;
- Unless the Minister is of the opinion that it is necessary to do otherwise, in the case of an interchange between a provincial highway and a public highway, be at least 500 metres from the intersection of the centrelines of the provincial highway and the public highway;
- Not be larger than 0.3 square metres for every metre that it is distant from the centreline of the highway unless expressly permitted by the terms of a permit;
- Not exceed 8 metres in height from the ground to the top of the sign face;
- Not be erected on trees or painted or drawn on rocks or other natural features;
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SIGN CONDITIONS CONTINUES

- Not be placed adjacent to a horizontal curve on any provincial highway where a curve warning sign has been posted with an advisory speed;
- Not include banners, streamers, flags, and similar devices;
- Conform to any applicable codes, standards, or regulations;
- Comply with the bylaws of the local government or the requirements of any other lawful authority; and
- Be located at a distance in metres from any other private sign erected pursuant to the authority of a permit that is less than or equal to the lesser of the product of 12 metres times the area (in square metres) of the larger of the two signs or 150 metres.

PERMIT CONDITIONS

Most private signs must be authorized by permit by the Ministry or the Ministry's designate and are subject to the following terms and conditions:

- A permit is required for any private sign that is larger than 3 m^2.
- Signs smaller than 3 m^2 are exempted from the requirement to obtain a permit depending on the category of sign they are, see Section 7 of the Provincial Highway Sign Control Regulations, H3.01R10 for more information.
- The holder of a permit will ensure that all signs installed under the permit are located off the right-of-way and do not encroach on the right-of-way of a provincial highway or a roadway maintained by the Ministry unless expressly permitted;
- The holder of a permit will ensure that all signs installed under the permit are maintained in an appearance that is, in the opinion of the Ministry or an authorized person, neat and professional;
- No holder of a permit will install a sign under the permit that may, in the opinion of the Ministry or an authorized person, cause or create an unacceptable hazard or distraction to a driver on a public highway; and

PERMIT CONDITIONS CONTINUED

In line with the Government's firm commitment to discourage driving under the influence, the Ministry will not permit any signs within the control area that refer to the sale of intoxicants, with the following exceptions:

- Signs to provide directions to a tourist area (e.g. - winery tour),
- Signs to provide basic business identification information, not exceeding the definition of Identification Sign in the Provincial Highway Sign Control Regulations, and not displaying an advertisement respecting the goods or services, that is located on the building or a similar setback from the highway, in a way that does not target highway traffic for the sale of intoxicants.

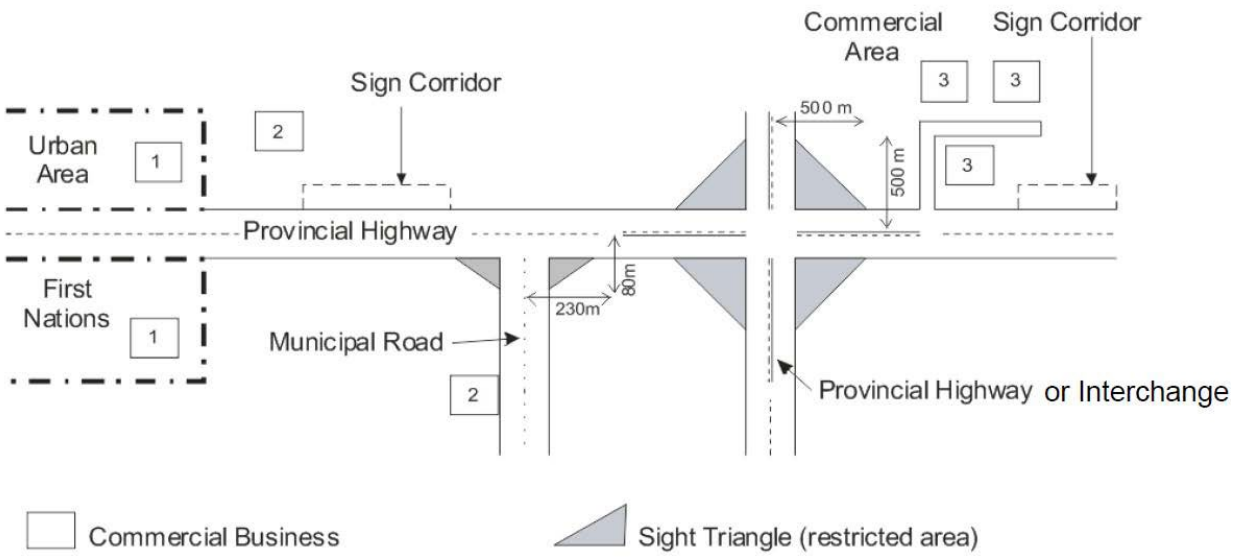
PERMIT CANCELLATION

All private signs are governed by The Highways and Transportation Act, 1997. The Minister or any person authorized by the Minister may cancel a permit granted to install a sign at any time by giving the holder of the permit written notice of the cancellation personally or by registered or certified mail addressed to the last address of the holder of the permit that is known to the authorized person or the Ministry.

LIABILITIES

All associated costs or liabilities resulting from sign fabrication and placement are the responsibility of the sign owner.

Figure 1220-1 Allowable Private Signing



NOTE: All commercial signs must be on private property outside the highway right-of-way. Advertising signs within the sign corridor can promote a business or enterprise. Identification signs can only give business name, type of product or service available and where it is located.

Figure 1220-2 Sight Triangles

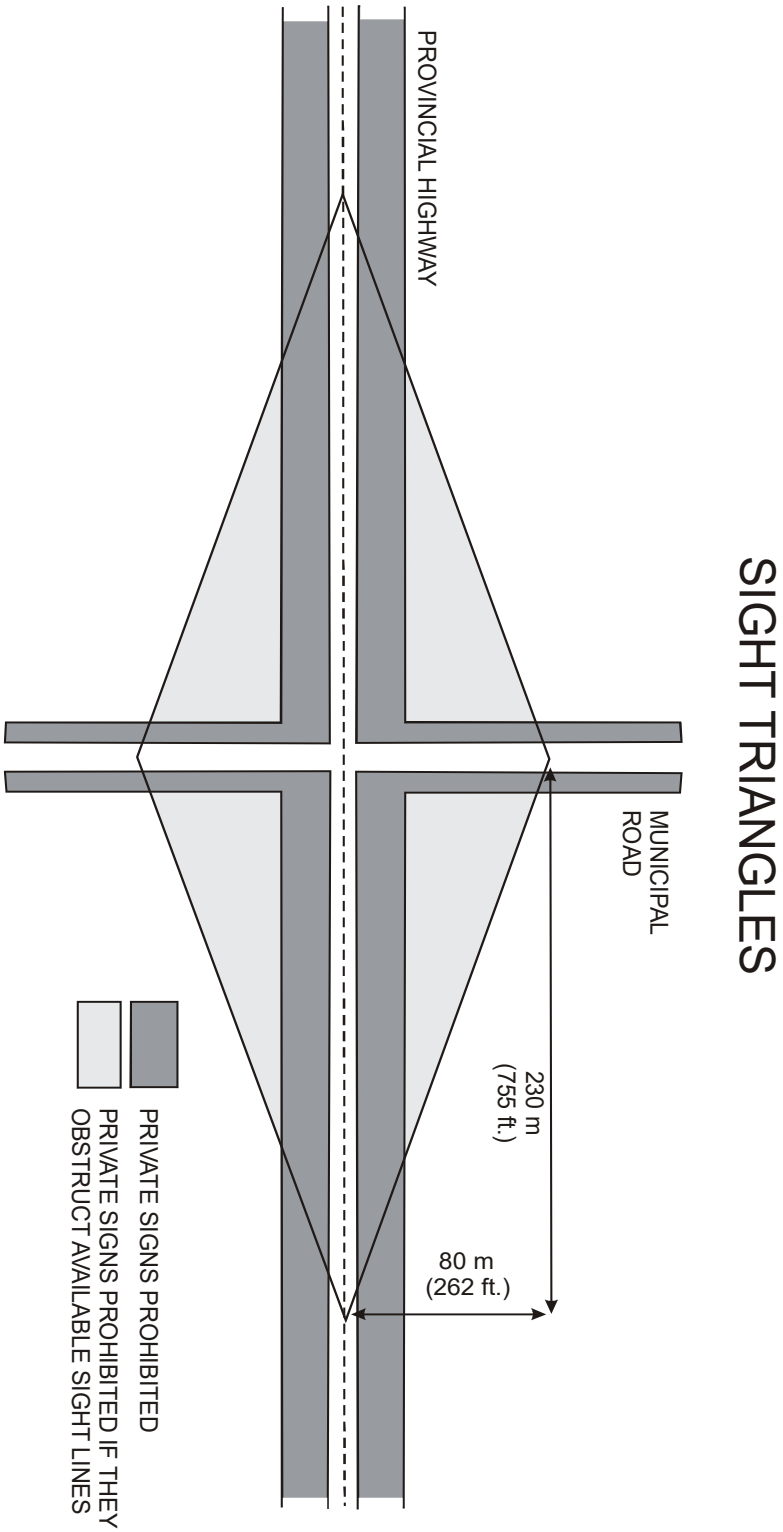


Figure 1220-3 Location of Signs

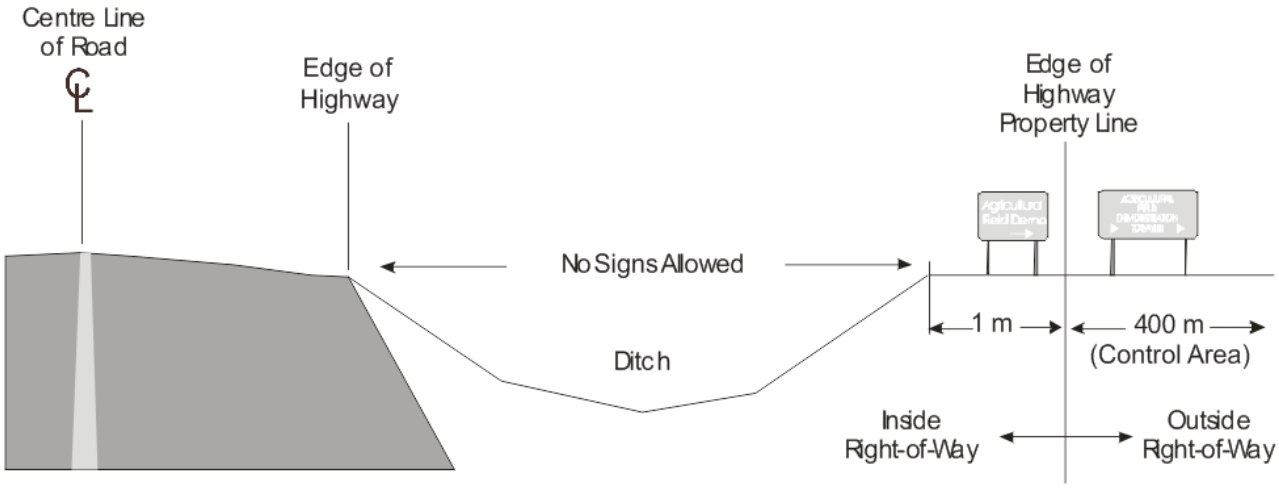


Table 1220-1 Private Sign Spacing Requirements

Sign Area*	Minimum Lateral Distance of Sign from Centreline**	Minimum Distance of Sign from other Permitted Signs***
Square Metres (ft)	Metres (ft)	Metres (ft)
3 (32)	22.0 (72)	36.0 (118)
4 (43)	22.0 (72)	48.0 (157)
5 (54)	22.0 (72)	60.0 (197)
6 (65)	22.0 (72)	72.0 (236)
7 (75)	23.3 (76)	84.0 (176)
8 (86)	26.7 (88)	96.0 (315)
9 (97)	30.0 (98)	108.0 (354)
10 (108)	33.3 (109)	120.0 (394)
11 (118)	36.7 (120)	132.0 (433)
12 (129)	40.0 (131)	144.0 (472)
13 (140)	43.3 (142)	150.0 (492)
14 (151)	46.7 (153)	150.0 (492)
15 (161)	50.0 (164)	150.0 (492)
16 (172)	53.3 (175)	150.0 (492)
17 (183)	56.7 (186)	150.0 (492)
18 (194)	60.0 (197)	150.0 (492)
19 (205)	63.3 (208)	150.0 (492)
20 (215)	66.7 (219)	150.0 (492)
21 (226)	70.0 (230)	150.0 (492)
22 (237)	73.3 (240)	150.0 (492)
23 (248)	76.7 (252)	150.0 (492)

* Allowable sign surface areas range from a maximum of 23 sq m (248 sq ft) to a minimum of 3 sq m (32 sq ft).

** Signs can be no closer than 3.33 m (11 ft) from the highway centreline for every square metre of sign surface area. All signs must be located outside the provincial highway right-of-way.

*** The minimum distance between signs is 12 m (39 ft) for every square metre of area of the larger of the two signs, up to a minimum distance of 150 m (492 ft) for signs larger than 12.5 sq m (135 sq ft).

Signs can be no higher than 8 metres (26 feet) in height from the ground to the top of the sign face.