

Roadside Management Manual

Section	STANDARD PRIVATE SIGNING OPPORTUNITIES
Subject	ENTERPRISE & ORGANIZATION IDENTIFICATION

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.

Identification signs may be installed to identify or give directions to a rural enterprise or organization.

POLICY

Identification signs include signs that may display only the following:

- the name of the owner or occupier of the land, or the name of the business or the activity, for which the sign is erected;
- the type of business or activity;
- directions to the business or activity;
- the logo, slogan, address or telephone number of the business or activity; and
- an advertisement respecting the goods or services provided by the business or the activity, but only if the sign is on the same land as that on which the business or activity is being carried out.

GENERAL CONDITIONS

Applicants shall review policy [RSMM 1220-00 GENERAL CONDITIONS](#) for specific information on permits, sign design and location and sight line requirements.

ELIGIBILITY

An Identification sign may be installed by:

- a non-profit, religious or community organization whose facilities are outside a city, town, village, or organized hamlet for the purpose of identifying the location of the facilities; or
- a rural enterprise or organization that is either adjacent to, or accessible by, an all-weather road from the highway being served by the sign.

The applicant will arrange with the owner of the property for permission to install the sign. The applicant must ensure that the signs comply with all local bylaws.

Businesses or facilities located in a commercial area will not be eligible under this policy for Identification Signs outside the commercial area. They may be eligible under [RSMM 1240-70 Sign Corridor](#) policy.

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LOCATION

A business is eligible for a maximum of three signs (including official signs) per direction of travel. Signs may be permitted up to 10 kilometres from the access to the business or facility.

Signs must not obstruct the lines of sight from any roadway approaching the highway. [RSMM 1220-00 General Conditions](#) provides greater details on sight triangle requirements.

APPLICATION

Identification signs less than three square metres in area which are located on the premises of the business or activity do not require a permit. All larger signs require a permit. Certification of permission to install the sign from the landowner and/or renter may be required.

The Ministry of Highways (MoH) will provide an identification sticker with the permit. After a sign has been installed, the owner will apply the identification sticker on the lower left-hand front of the sign.

The application will be made to MoH using the [Identification Sign Application form](#).

To arrange an optional pre-consultation, the applicant can contact MoH regional office responsible for the provincial highway of interest, by referring to the [Regional Office Areas Map](#).

REMOVAL

Identification signs may be removed if, in the opinion of the Ministry, the conditions of this policy are not being met.

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Roadside Management

RSMM 1240-30

Section: Private Signing Opportunities

Subject: APPLICATION FORM

ENTERPRISE & ORGANIZATION IDENTIFICATION SIGN APPLICATION FORM

PART 1

Applicant: _____
(Name of Enterprise)

Address: _____

Postal Code: _____ Telephone Number: _____

Contact Person: _____

Email Address: _____

Application to install a sign(s) within 400 metres of a provincial highway at the following location(s):

Highway #	Parcel #	Legal Land Location or GPS Coordinates	Distance from Highway Centre Line (m)	Landowner Name

I/We certify that permission to install the sign has been obtained from the landowner(s).

Signature of Applicant

Date

Submit completed application form to your nearest Regional Office: [Link to Regional Office Areas Map](#)

INSTRUCTIONS TO APPLICANTS

We suggest that a signed letter authorizing the sign installation be obtained from the landowner. This letter should be retained by the applicant for future reference.

On a separate sheet of paper, the applicant will provide the following;

1. A diagram, sketch or photo of the proposed sign including:
 - the dimensions of the sign; and how it is mounted (Wood Post, Vehicle, Trailer, etc.)
 - the colour of the background and lettering.
2. A sketch of the proposed location including:
 - distance from highway centreline;
 - distance from property lines (road allowance, blind line, ¼ line);
 - direction that the sign faces; and
 - distance from any existing private sign.

Applicants are reminded that signs must comply with all local bylaws.

Date

January, 2024

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