

## Roadside Management Manual

Section:	<b>STANDARD PRIVATE SIGNING OPPORTUNITIES</b>
Subject:	<b>ENTERPRISE &amp; ORGANIZATION IDENTIFICATION</b>

### 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 an enterprise or organization.

### POLICY

Identification signs 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; and
- The logo, slogan, address or telephone number of the business or activity.

And only if the sign is on the same parcel of land as that which the business or activity is being conducted, an identification sign may display the following:

- An advertisement respecting the goods or services provided by the business or the activity.

### GENERAL CONDITIONS

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

### RESPONSIBILITY

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.

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## LOCATION

### On-Premises

Any enterprise or organization is eligible to apply to install an identification sign on the same parcel of land as that which the business or activity is being conducted.

### Sign Corridors

See policy [RSMM 1240-70 SIGN CORRIDORS](#).

### Level 2 Highways

Any enterprise or organization is eligible to apply to install an identification sign adjacent to a Signing Management Level 2 Highways, as shown in Figure 1240-30-1.

### Off Premises

An enterprise or organization that is not located in a city, town, village, or resort village, nor in a commercial or industrial area set aside for 3 or more businesses, is also eligible to apply to install:

- A maximum of 3 signs (including official signs) per direction of travel, up to 10 kilometres from the:
  - Junction of the municipal highway providing access to the business or facility, or
  - The direct entrance to the business or facility from the highway.

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**FIGURE 1240-30-1  
SIGN MANAGEMENT LEVELS**

See Access Level Maps in [RSMM 430-30 Access Management Levels](#)

Sign Access Management Level 2 is the same as Level 4 &-5 in RSMM 430-30.

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## 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 other signs require a permit.

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

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

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.

## 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

August, 2024

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