

Guide to Determining Location for Private Commercial Signage

1. Land Owner permission must be obtained before a sign can be installed on private property.
2. Depending on the classification of highway you wish to install your sign, different regulations will apply.
3. In order to install a sign on a major highway, also known as a level I and level II controlled access highways, formatted sign templates and specifications must be used. These signs are referred to as Private Formatted Signs.
4. Prior to installing a sign on any highway, approval from the Department of Transportation and Infrastructure (DTI) is required. Permits are also required and will be issued by DTI for signs located on Level I and Level II, Arterial and Collector highways. The fee for a Commercial Sign Permit is \$75 plus taxes. Information such as parcel identifier number (PID#), landowner, business to be signed, and sign manufacturer is required on the permit.
5. The following tools will help in identifying possible location and land owners.
 - Google Maps is beneficial at showing exit numbers, street views and distances. <https://maps.google.ca/maps?hl=en&tab=w/>
 - GeoNB is a website offered through Service New Brunswick and houses important information regarding geographic data in New Brunswick, such as parcels of land, as well as municipal, counties and crown land maps. <http://www.snb.ca/geonb1/e/index-E.asp>
 - “The Highway Act” can be found on the Office of the Attorney General’s webpage. This webpage also provides information regarding controlled access highways and their boundaries within each county. <http://laws.gnb.ca/en/ShowTdm/cs/H-5/>