

# ON PREMISE SIGNAGE APPLICATION

## Program Outline

The Highway Signage Act recognizes the Island's landscape as the single most valuable resource or product for the tourism industry and thus establishes restrictive measures on commercial signage. The Act provides for licencing of on-premise signage and recognizes the Tourism Directional Signage Program as the means of directing traffic to eligible business premises (see separate application). The one-time fee charged for On Premise Signage permits is \$25.00 plus HST.

## Eligibility and Application

All signage meant to be seen from any public road is covered by the Highway Signage Act. Exempted are the Cities of Charlottetown and Summerside, the Resort Municipality of Stanley Bridge, Hope River, Bayview, Cavendish, North Rustico, Alberton, Borden-Carleton, Cornwall, Georgetown, Kensington, Miltonvale Park, Montague, New Haven-Riverdale, Stratford and Souris all of which administer their own their own signage by-laws, maintaining provincial standards.

## General Requirements

On-premise signs advertising a business, commodity, service industry or any activity that is being sold, offered or conducted are controlled by the Act. **On-premise signage must be erected on the property where the business operates.** Size is limited to 2.97 sq. meters (32 sq. ft.) at the property line but may increase by 1 sq. meter (3.8 linear sq. ft.) for each linear foot the sign is set back from the property line to a maximum of 13.94 sq. meters (100 sq. ft.) The height of an individual sign must not exceed 2.42 sq. meters (26.05 sq. ft).

## For More Information

Tourism PEI staff are experienced in dealing with signage inquiries and applications are handled quickly. Additional information can be obtained from our Compliance Division.

Contact the Registrar of Signage, (902-368-4398), [jmthistle@gov.pe.ca](mailto:jmthistle@gov.pe.ca).

On Premise Signage Program  
Tourism PEI  
P.O. Box 2000  
Charlottetown PE C1A 7N8

Telephone: (902)368-4398  
Facsimile: (902)368-6568  
E-mail: [jmthistle@gov.pe.ca](mailto:jmthistle@gov.pe.ca)

## FOIPP - Freedom of Information Privacy Protection Act states:

The information requested on this form is collected under the authority of the *Highway Signage Act*. Questions regarding the use of this information may be directed to Tourism PEI at (902)368-5508.

**APPLICATION FOR PERMISSION TO ERECT A ON PREMISE SIGN IN ACCORDANCE WITH  
SECTION 16 OF THE P.E.I. "HIGHWAY SIGNAGE ACT"**

Please print clearly and answer all questions.

NAME OF BUSINESS: \_\_\_\_\_

APPLICANTS NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

TELEPHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

I/we hereby make application for permission to erect a sign at (community) \_\_\_\_\_

facing the \_\_\_\_\_ Road, Highway Number (Rte.) \_\_\_\_\_

being Parcel Number \_\_\_\_\_ and Civic Address (911)Number \_\_\_\_\_

in \_\_\_\_\_ County, Prince Edward Island.

Approximate date of sign installation: \_\_\_\_\_

**SIGN SPECIFICATIONS:** (Note: max. allowable size at the property line = 2.97 sq. meters (31.97 sq. ft.) max. height = 2.42 sq. meters (26.05 sq. ft.) sign must be located on the property on which the business operates)

**Please note:** Each property owner is responsible for ensuring signage is not placed on the highway right of way.

Size of sign: \_\_\_\_\_ Distance from boundary of public road: \_\_\_\_\_

(width x height)

Maximum height from ground \_\_\_\_\_

Double-sided \_\_\_\_\_ Yes \_\_\_\_\_ No Illuminated \_\_\_\_\_ Yes \_\_\_\_\_ No

**Please attach a drawing of the sign.**

**To be completed by property owner:** I, \_\_\_\_\_ owner of the above mentioned

property do hereby certify that the foregoing information is correct.

Date: \_\_\_\_\_ Signature of Property Owner: \_\_\_\_\_

**To be completed by Sign Installer/Manufacturer:**

Sign Specification/Placement:

I hereby certify that the foregoing information is correct and agreed upon.

Date: \_\_\_\_\_ Signature of Sign Installer/Manufacturer: \_\_\_\_\_

**PAYMENT: The processing fee for this application is \$28.50 (\$25.00 + 3.50 HST). Payable to Tourism PEI.**

For office use only: Received By: _____ Date Received _____  Approved by: _____ Date Approved: _____ Licence Number: _____ Registrar of Signs
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