



# SPECIAL EVENT SIGNAGE APPLICATION

Tourism PEI recognizes the importance of festivals and special events and their impact on the Island's tourism industry. This is due to the numerous, unique, and quality festivals and events held each year across the Province and the tremendous amount of time and effort put into organizing these events.

An integral part of the success of your festival/event is directing traffic to your event through the use of signs. As part of your planning process, it is important that you consider proper procedure in relation to special event signage. The Highway Signage Act recognizes the Island's landscape as a valuable resource for the tourism industry and thus establishes restrictive measures on the use of special event signage.

The Act regulates the use of special event signs used to promote a festival or special event. Special event signs are erected prior to an event and these signs are removed immediately after the event. The policy for size of special events is 2' by 2'.

Festivals and events require special permits to allow for special event signage. We ask for your support in this matter and request you submit your application to Tourism PEI, describing the type of signage, the locations, and the duration the signs will be in place. **Please note that signs cannot be attached to utility poles or be located in any way that endangers the safety of the travelling public.**

## **For more information:**

Tourism PEI staff members are experienced in dealing with signage inquiries and applications are handled quickly. For more information, contact the Compliance Division:

Special Event Signage Program  
Tourism PEI  
Charlottetown PE C1A 7N8  
P.O. Box 2000

Telephone: 902-368-6215 or 902-432-4704  
E-mail: [slhaslam@gov.pe.ca](mailto:slhaslam@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 SPECIAL EVENT SIGN IN ACCORDANCE WITH SECTION 16 OF THE P.E.I. "HIGHWAY SIGNAGE ACT"**

Please write clearly and answer all questions:

**Name of Festival/Event** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-Mail Address:** \_\_\_\_\_

I/We hereby make application for permission to erect temporary signs for the advertisement and promotion of the \_\_\_\_\_ at (Event Location) \_\_\_\_\_.

These signs will be: 2' X 2' in size

**Signage that is 4' X 8' is considered a billboard and is not allowed.**

These signs will be erected on (date) \_\_\_\_\_ and taken down on (date) \_\_\_\_\_.

The location of these signs (maximum of SIX SPECIAL EVENT SIGNS) would be placed at the following locations;

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

I/We hereby agree that upon being granted permission to erect the Special Event signs as noted above. I/We agree to place these Special Event signs so that the placement of all signs shall not interfere with the sight distance or to cause a hazard to the travelling public.

Failure to remove these temporary signs on the date prescribed may result in a penalty under the "*Highway Signage Act*".

\_\_\_\_\_  
**Requested By**

\_\_\_\_\_  
**Date Requested**

**NOTE:**

**The processing fee for this application is \$11.50 (\$10.00 + 1.50 HST). Payable to Tourism PEI.**

<b>For office use only:</b>	
<b>Received By:</b> _____	<b>Date Received:</b> _____
<b>Approved by:</b> _____	<b>Date Approved:</b> _____
<b>Registrar of Signs</b>	
<b>Special Events Identifier Number:</b> _____	

**TOURISM PEI**  
**P.O. Box 2000, Charlottetown, PE C1A 7N8**  
**Telephone: Registrar of Signage**

Phone: 902-368-6215 or 902-432-4704

Email: slhaslam@gov.pe.ca