

Government of Alberta ■ Transportation	ON PREMISE SIGNS		<i>Issued: JUN 2007</i>
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RECOMMENDED PRACTICES	PART	HIGHWAY SIGNS	
	SECTION	MISCELLANEOUS	
	SUB-SECTION	BUSINESS	

General

Some businesses or developments may operate on land parcels directly adjacent to a provincial highway. These businesses and developments are entitled to signs on premise to identify the business(es) and the services they offer. These businesses include: farms, highway commercial, industrial developments, and other rural businesses adjacent to the highway.

Standard

One standard On Premise identification sign shall be permitted on each parcel of land. The signs shall indicate only the name of the business(es) on that parcel, business contact information (phone number, website, email, etc.) if desired and the general type of service(s) offered.

Unless otherwise specified, the maximum sign size permitted is 10 square metres and the sign shall be placed no closer than 10 metres from the edge of the highway right-of-way. The sign shall be a maximum of 5 metres in length (longest dimension).

When more than one service is offered on one parcel, the identification signs shall be erected on a common mounting and the total area of the sign shall not exceed 10 square metres.

Where an On Premise identification sign is proposed near an interchange and may be difficult to see, the maximum allowable sign surface area is 15 square metres.

The letter size on each sign permitted shall be a minimum of 15 centimetres in height. The use of standard lettering styles is encouraged for improved legibility.

The use of reflectorized sign materials is recommended in order to provide 24 hour legibility.

Businesses on parcels of land that are located along service roads are permitted one On Premise identification sign as outlined above. The sign shall be located on the business property and set back a minimum distance of 10 metres from the service road right-of-way or a minimum of 40 metres from the highway right-of-way.

One sign will be allowed for an industrial park or institution on the condition that the sign is no nearer the highway than the building set back line (normally 40 metres) or the nearest building on the site. Sign size shall not exceed 20 square metres in surface area with the longest dimension not in excess of 5 metres. If businesses within an industrial park occupy parcels of land adjacent to the highway, those businesses are permitted a separate on premise sign.

Individual industrial developments will be allowed one sign set back 40 metres. The sign must not be located further than 30 metres from the main building site measured parallel to the highway.

Mandatory

Business owners wishing to erect a sign (or make sign information changes) within 300 metres of the highway right-of-way boundary in Alberta, or within 800 metres of the centre point of an intersection of the highway with another public road, must complete a sign application, available at the following website and submit it to the nearest Alberta Transportation district office (a listing is available at the website below):

<http://www.transportation.alberta.ca/Content/docType329/Production/distaddress.pdf>

Sign construction or changes may not proceed until a permit has been issued by Alberta Transportation, subject to the provisions of the Highways Development and Protection Act, Chapter H-8.5 2004, amendments thereto, and Highways Development and Protection Regulation (326/2009) and amendments thereto.

Signs with any of the following characteristics will not be permitted:

- Displays an intermittent, flashing or rotating light or lights;
- Flood lighting in such a manner as to cause interference to the motoring public;
- Yard lights, area lighting or other lights that, in the opinion of the Operations Manager, are excessively distracting to the public or create a traffic hazard;
- Has moving or rotating parts; or

- Bears a legend giving a command such as “stop, stop ahead, turn, caution,” etc., or any legend that in any way imitates a standard or commonly used traffic signal device or sign.

All signs must be fabricated professionally using conventional exterior sign materials.

Installation and Maintenance

Each business/development operating adjacent to the highway is responsible for all costs and activities associated with their On Premise identification sign, including fabrication, installation, future replacement of the sign and sign structure, and maintenance.

The department monitors signs within the highway environment to ensure the safety of motorists and provision of an aesthetically pleasant environment.

Excessive or Unsightly Signs

The department, through the legislation of the Traffic Safety Act, may take the following actions:

- request the sign owner remove obsolete signs
- remove or relocate signs which prevent a vehicle from having a clear and unobstructed view of the roadway.

References to Standards

<i>Highways Development and Protection Act</i>	Highways Development and Protection Regulation
<i>Traffic Safety Act</i>	