

**SUBJECT: CROWN LANDS SIGN POLICY**



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## 1.0 Purpose

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The purpose of this policy is to:

- establish criteria for allowing third party signs on Crown lands administered by the Department of Natural Resources (DNR), and
  - guide DNR staff in advising prospective applicants, reviewing applications and making recommendations for permitting third party signs on Crown lands.
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## 2.0 Policy Statement

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It is the policy of the Department to:

1. Issue Licences of Occupation and charge annual rents for:
  - advertising signs along highways provided they conform to the *Highway Advertisements Regulation - Highway Act* and along municipal roads, provided they conform to the relevant municipal by-law that regulates signs, and
  - business directional signs along forest roads.
2. Include terms and conditions within agreements regarding trails, which allow the non-DNR party to the agreement to post business directional signs along trails.
3. Allow individuals or organizations with authorization to construct, maintain or manage roads or trails on Crown lands to erect guide signs, regulatory signs and warning signs rent free without specific authorization from DNR.
4. Issue Licences of Occupation for educational/informational signs rent free.
5. Allow lessees to place signs identifying their name, route number and numbering associated with the 911 emergency system along a road near the entrance to their lease when it is not feasible to place such signage within the lease boundaries.

Table 1, on the next page summarizes the requirements of this policy for the placement of signs on Crown lands.

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**Table 1**

Summary of Requirements for Signs on Crown Lands						
Sign Type	Permitted Locations	Authorization		Fees	Standards	Policy Section
		Required	From			
Advertising	DOT Regulated Area	Yes	DNR & DOT	DOT & DNR application fees DNR annual rent	As per the <i>Highway Advertisements Regulation-Highway Act</i> & this policy	Section 7.0
	Cities and Towns where there is a by-law regulating signs	Yes	DNR & City or Town	DNR application fee & annual rent Building permit fee from municipality	As per the municipal by-law & this policy	
Business Directional	At intersections of forest roads	Yes	DNR	DNR application fee & annual rent	As per this policy	Section 8.0
	At intersections of trails	Yes	Trail/Road Group	As determined by the Trail/Road Group	As per the agreement with the Trail/Road Group	
Educational/Informational	Signs relating to a non-profit facility must be posted at the site entry point Public information signs may be posted at various locations	Yes	DNR	DNR application fee No annual rent	As per this policy	Section 9.0
Guide	Trail/Road Groups may erect the signs along roads or trails for which they have authorization	No	N/A	No fees	As set out in an agreement Where there is no agreement, as per the manual for " <i>Uniform Traffic Control Devices for Canada</i> "	Section 10.0
Regulatory & Warning	Trail/Road Groups may erect signs along roads or trails for which they have authorization	No	N/A	No fees	As set out in an agreement Where there is no agreement, as per the manual for " <i>Uniform Traffic Control Devices for Canada</i> "	Section 11.0
Lease Identification Signs	Along a road near the entrance of the leased area	No	N/A	No Fees	As per this policy	Section 12.0

## 3.0 Application

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**3.1 Where Policy Applies** This policy applies to new and/or existing installations of the following third party signs on lands administered under the *Crown Lands and Forests Act* and the *Parks Act*:

- advertising signs,
  - business directional signs,
  - guide signs,
  - educational/informational signs,
  - regulatory/warning signs, and
  - lease identification signs.
- 

**3.2 Exceptions** Guide signs, business directional signs and educational/informational signs existing at the time of the adoption of this policy may remain in place until they require major repairs or replacement, at which time they must conform to this policy.

Previously authorized signs must conform to this policy upon renewal of the authorization.

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**3.3 Where Policy Does Not Apply**

This policy does not apply to:

- lands established as a Protected Natural Area under the *Protected Natural Areas Act*, and
  - signs erected by DNR for its own purposes.
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## 4.0 Background

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The policy was developed to satisfy requests the Crown Lands Branch began receiving from the public to place advertising signs on Crown lands. The requests began when the Department of Transportation (DOT) amended the *Highway Advertisements Regulation – Highway Act* in 2001.

The intent of the policy is to complement existing government regulations, mainly the *Highway Advertisements Regulation – Highway Act*, and by-laws enacted by cities and towns within New Brunswick. The *Highway Advertisements Regulation* controls the placement and design of signs along provincial highways regardless of whether the lands are Crown owned or freehold.

This policy also allows for the placement of other types of signs on Crown land, such as business directional signs, educational/informational signs, guide signs, regulatory or warning signs and lease identification signs.

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## 5.0 Objectives

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The objectives of this policy are to:

- protect the visual aesthetics of Crown lands by minimizing the number of signs and by controlling their design and placement,
  - improve safety on forest roads and trails by allowing the posting of warning, regulatory, guide, business directional and lease identification signs,
  - address the public's demand for placing advertising signs along highways, and
  - complement existing regulations that control signs, these being the *Highway Advertisements Regulation – Highway Act*, and the by-laws of cities and towns enacted under the *Community Planning Act*.
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**Table 2**

DOT Standards for Advertising Signs Along New Brunswick Highways					
	Local Highway	Collector Highway	Arterial & Connector II Highway	4-Lane Level I and II Highway	2 Lane Level I, II and Connector I Highway
<b>Permit required</b>	No	Yes	Yes	Yes	Yes
<b>Distance from intersection with local highway</b>	100 m	300 m	400 m	N/A	N/A
<b>Distance from intersection with other highways</b>	150 m	300 m	400 m	N/A	400 m
<b>Distance before an interchange</b>	1 km	1 km	1 km	4 km	4 km
<b>Distance beyond an interchange</b>	1 km	1 km	1 km	1 km	1 km
<b>Distance before curve marked by traffic control device</b>	100 m	300 m	300 m	500 m	500 m
<b>Distance beyond curve marked by traffic control device</b>	100 m	100 m	100 m	200 m	200 m
<b>Distance from other guide or advertising sign</b>	200 m	300 m	400 m	500 m	400 m
<b>Formatted sign</b>	No	No	No	Yes	Yes
<b>Distance from ROW</b>	1 m	1 m	1 m	1 m	1 m
<b>Maximum size of sign</b>	25 m <sup>2</sup>	25 m <sup>2</sup>	25 m <sup>2</sup>	65 m <sup>2</sup>	65 m <sup>2</sup>
<b>Sign direction</b>	One side only	One side only	One side only	One side only	One side only
<b>Sign content</b>	Specific interest located in Province within 25 km of sign	Specific interest located in Province within 25 km of sign	Specific interest located in Province within 25 km of sign	Specific interest located in Province within 60 km of sign	Specific interest located in Province within 60 km of sign

## 6.0 Definitions

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**Advertising Sign** A sign posted along highways that promotes a product or service related to a business.

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**Business Directional Sign** A sign posted along a forest road and/or trail on Crown lands that provides travelers with the distance and direction to a business.

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**Crown Lands in Cities and Towns** Crown lands under the administration of the DNR that are located in cities and towns. They are not subject to the *Highway Advertisements Regulation*.

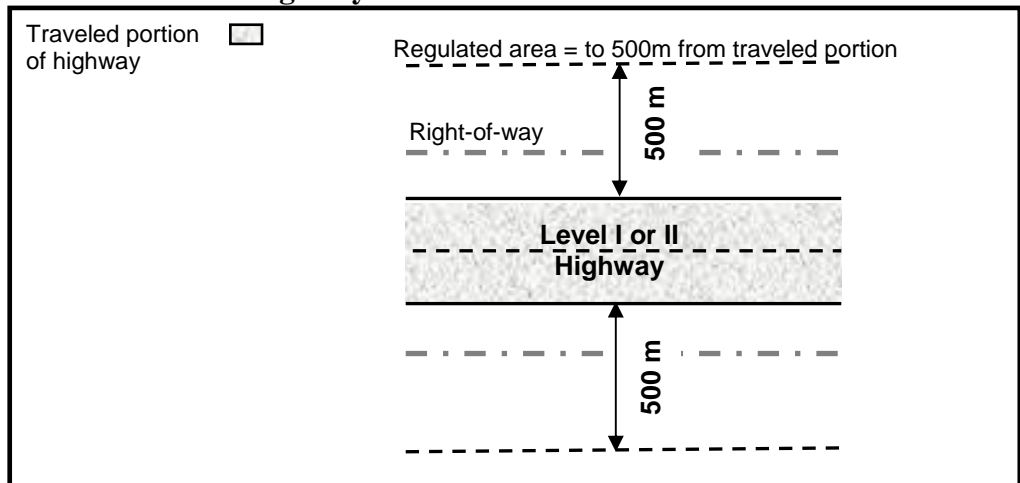
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**DOT Regulated Area** The area beside provincial highways to which the *Highway Advertisements Regulation* applies.

Outside cities and towns, the regulated area extends 500 m from the traveled portion of level I and II highways and 150 m on other highways, as shown in Figure 1. This regulated area includes villages, unincorporated areas and Crown land.

**Figure 1: Regulated Area Outside the Limits of Cities and Towns**

**For Level I or II Highways**

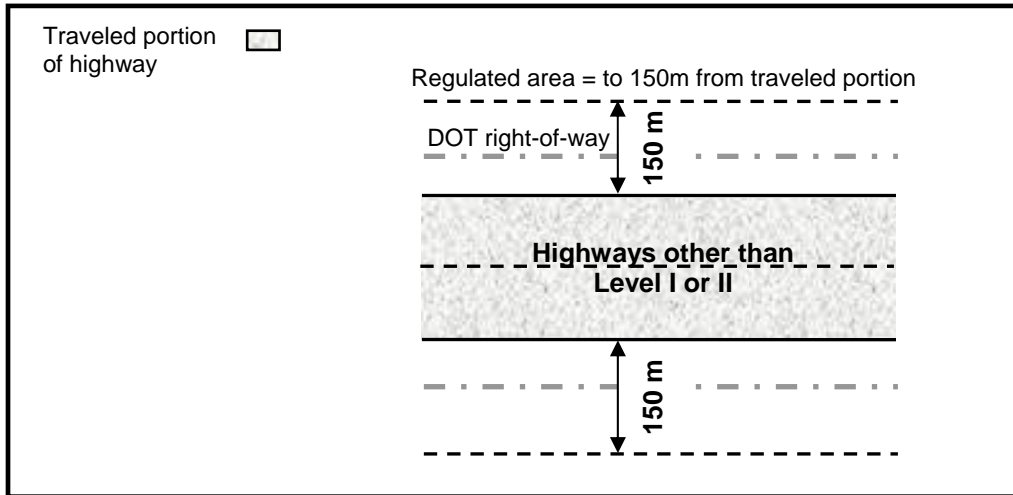


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## 6.0 Definitions, Continued

**DOT Regulated Area For Highways Other Than a Level I or II**



**Guide Sign** A sign posted along a forest road and/or a trail that provides a traveler with information to locate a facility, a geographic feature or a point of interest, such as a nature trail or recreation facility.

**Lease Identification Sign** A sign that provides a Crown land lessee’s name or company/organization name, route address, and numbering associated with the 911 emergency system

**Non-profit Organization** An organization whose purpose is to promote educational, religious, moral, physical or social growth of persons.

**Regulatory Sign** A traffic sign such as stop, yield, approaching intersection, etc., that is referred to as a “regulatory” sign in the *Manual of Uniform Traffic Control Devices for Canada*.

**Third Party Sign** Any sign that is owned by an individual, group or corporation other than DNR.

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## 6.0 Definitions, Continued

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<b>Trail/Road Group</b>	Any individual, company or organization that has specific authorization to construct, maintain and/or manage roads or trails on Crown lands such as the New Brunswick Trails Council, the NB ATV Federation, the NB Federation of Snowmobile Clubs and Crown Timber Licensees
<b>Warning Sign</b>	A sign that provides advance indication of the conditions of a road or trail to a traveler.

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## 7.0 Advertising Signs

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<b>7.1 Within the DOT Regulated Area</b>	<p>Advertising signs may be permitted on Crown lands located within the DOT regulated area provided that:</p> <ul style="list-style-type: none"><li>• the signs conform to the <i>Highway Advertisements Regulation</i>,</li><li>• the appropriate permit is obtained from DOT, where required,</li><li>• the signs are at least 30 m away from a watercourse or wetland, and</li><li>• all necessary permits are obtained, such as a building permit and a watercourse alteration permit for lands within 75 m of the shore of watercourses located in Municipal Water Supply Watersheds.</li></ul>
<b>7.2 Within Cities and Towns</b>	<p>Advertising signs may be permitted on Crown lands within cities and towns with a by-law enacted under the <i>Community Planning Act</i>, that regulates signs, provided that:</p> <ul style="list-style-type: none"><li>• the signs conform to the by-law,</li><li>• the signs are at least 30 m away from a watercourse or wetland, and</li><li>• all necessary permits are obtained, such as a building permit and a watercourse alteration permit for lands within 75 metres of the shore of watercourses located in Municipal Water Supply Watersheds.</li></ul>

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## 7.0 Advertising Signs, Continued

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### 7.3 Prohibited Locations

Advertising signs are prohibited anywhere outside the DOT regulated area, except in cities and towns that have a by-law that regulates signs. This includes a prohibition on the placement of advertising signs:

- along any roads that are not provincial highways or municipal streets,
  - along any trails, and
  - in any environmentally sensitive areas.
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### 7.4 Terms and Conditions

Applications for advertising signs must be accompanied by an application fee.

Advertising signs are permitted via a Licence of Occupation for five years and are renewable.

Annual rents will be harmonized with those charged by DOT for their highway rights-of-way.

The area subject to the license shall not exceed the footprint of the sign plus lands within 2 m of the footprint.

The licensee must maintain an unobstructed line of sight from the road to the sign. The licensee may only remove limbs, shrubs and/or cut trees that obstruct the view of the sign.

The licensee must maintain the sign in good repair.

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## 8.0 Business Directional Signs

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**8.1 Criteria** DNR may permit the installation of business directional signs on Crown lands via a Licence of Occupation:

- only for businesses accessible by forest roads or that have direct access to a trail,
  - within 100 m of an intersection on forest roads and/or trails only,
  - 1.5 m to 6 m from the traveled portion of the road or trail, and
  - on the condition that the licensee must issue a sub-license for up to two more parties for the placement of sign panels on the licensee's post where requested by the Department.
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**8.2 Sign Panel Content** The information permitted on each sign panel is limited to:

- a service logo,
  - the business name,
  - the distance to the business, and
  - an arrow indicating the direction to the business.
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## 8.0 Business Directional Signs, Continued

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### 8.3 Sign Dimensions for Roads & Trails used by Motorized Vehicles

Unless different standards are specified in an agreement with a Trail/Road Group, business directional signs along forest roads and motorized trails must meet the following specifications:

- size: 50 cm x 150 cm,
- business name (max. of 10 characters/line, max. of 2 lines) letter height: 8 cm,
- service logo dimensions: 32 cm x 32 cm,
- arrow size: 24 cm x 24 cm,
- height to the base of the lowest panel: between 120 cm and 210 cm, and
- sign colour: brown with white letters.

*Note: These sign dimensions were determined for a traveling speed of 60-100 km/h.*

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### 8.4 Sign Dimensions for Trails used by Non-Motorized Vehicles

Unless different standards are specified in an agreement with a Trail Group, business directional signs along trails used by non-motorized vehicles must meet the following specifications:

- size: 20 cm x 80 cm,
- business name (max. of 10 characters/line, max. of 2 lines) letter height: 4 cm,
- service logo dimensions: 16 cm x 16 cm,
- arrow size: 6 cm x 6 cm,
- height to the base of the sign panel: between 120 cm and 210 cm, and
- sign colour: brown with white letters.

*Note: These sign dimensions were determined for a traveling speed of 15-30 km/h.*

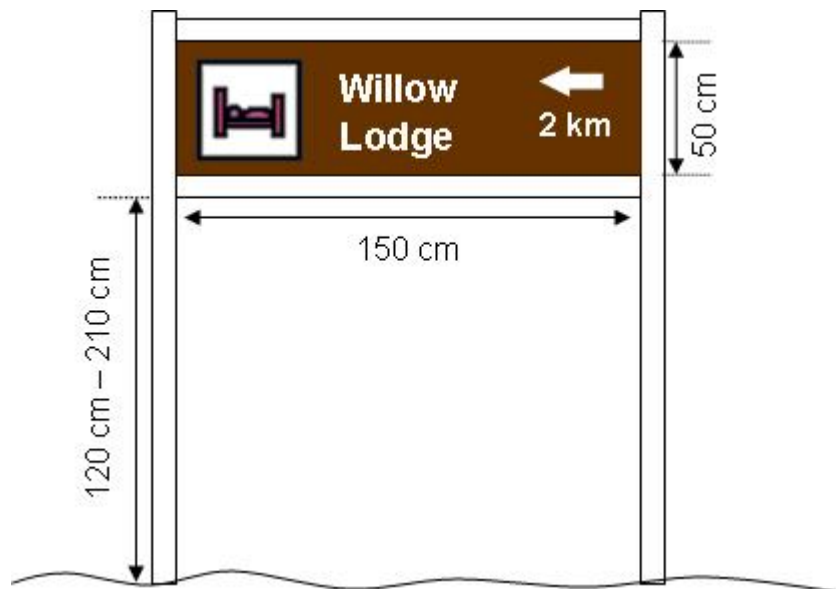
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## 8.0 Business Directional Signs, Continued

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### 8.5 Example of Business Directional Sign



### 8.6 Terms and Conditions

There will be no more than three sign panels allowed per set of posts.

A maximum of two sets of posts placed side by side, may be permitted near intersections of forest roads and/or trails for each direction of travel.

Every sub-license must be approved by the Minister.

Business directional signs must not interfere with the visibility of regulatory and/or warning signs.

The licensee must maintain the sign in good repair. Failure to do so may result in a cancellation of the Licence of Occupation and removal of the sign.

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### 8.7 Fees and Rents

There will be an application fee.

There will be an annual rental fee.

A licensee may charge a sub-licensee no more than 55% of the annual rent to help cover the rent and maintenance costs.

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## 9.0 Educational/Informational Signs

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**9.1 Criteria** Licences of Occupation may be issued to erect Educational/Informational signs to non-profit organizations or associations provided the sign:

- is related to the reason the organization has permission to be on Crown land or the sign provides information to the public such as hunting/fishing rules, garbage disposal and/or wildlife protection etc.,
- is located at the site entry point, if the sign relates to a specific location of a non-profit facility. Signs providing information to the public may be posted where deemed necessary,
- does not interfere with the visibility of regulatory and/or warning signs, and
- is no larger than 1.5 m<sup>2</sup> in size.

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**9.2 Terms and Conditions** Licences of Occupation are issued for five years and are renewable.

The licensee must maintain the sign in good repair.

The licensee is responsible for the cost of constructing, erecting and maintaining the sign.

There is an application fee, but no rental fee.

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## 10.0 Guide Signs

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### 10.1 Criteria

Trail/Road Groups may erect guide signs along the roads or trails for which they have authorization to use, provided that:

- the signs comply with all terms and conditions of the lease, Licence of Occupation or any other authorization, given to establish roads and/or trails on Crown lands,
- where no standards are specified for sign design or location in the authorization, the signs must comply with the standards outlined in the *Manual of Uniform Traffic Control Devices for Canada*,
- the signs are placed only at intersections of forest roads and trails, or at the site entry point,
- guide/directional signs do not interfere with the visibility of regulatory and/or warning signs,
- the signs are not attached to a tree, fence post, hydro pole or an already existing sign,
- the signs do not contain directions to private camps, businesses, or residences, and
- the signs are brown with white letters.

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### 10.2 Authorization

No authorization is required from DNR, but the Department reserves the right to remove any signs that are deemed unnecessary, inappropriately placed, or which are not maintained in good repair.

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## 11.0 Regulatory and Warning Signs

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- 11.1 Criteria** Regulatory and warning signs may be erected by trail/road groups along the roads or trails for which they have authorization, provided that:
- the signs comply with all terms and conditions of a lease, Licence of Occupation or any other authorization given to establish roads and/or trails on Crown Lands,
  - where no standards are specified for sign design or location in the authorization, the signs must comply with the standards outlined in the *Manual of Uniform Traffic Control Devices for Canada*,
  - signs are not attached to a tree, fence post, hydro pole, or an already existing sign,
  - signs are maintained in good repair, and
  - the signs are removed when they are no longer necessary.
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**11.2 Authorization** No authorization is required from the Department, but the Department reserves the right to remove any signs that are deemed unnecessary, inappropriately placed, or not maintained in good repair.

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## 12.0 Lease Identification Signs

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**12.1 Criteria** When it is not practical to place lease identification signs within the bounds of a lease, the lessee may place a sign along a road near the entrance of their lease, identifying their name, route address, and numbering associated with the 911 emergency system, provided the sign is no larger than 0.2 m<sup>2</sup> and is not affixed to a tree, fence post, hydro pole or an existing sign.

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**12.2 Authorization** No authorization is required from the Department, but the Department reserves the right to remove any signs that are deemed unnecessary, inappropriately placed, or not maintained in good repair.

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## 13.0 Agreements with Trail/Road Groups

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### 13.1 Criteria

The Department may enter into agreements with trail/road groups such as the New Brunswick Trails Council, the NB ATV Federation, the NB Federation of Snowmobile Clubs and Crown Timber Licensees for the erection of signs along trails or roads. The agreements:

- may specify design, size and placement of business directional signs, guide signs, regulatory signs and warning signs. Where appropriate, the same standards will be used as in this policy,
- may not allow the placement of advertising signs,
- may allow the trail groups to offer a service of business directional sign placement and charge a fee for the service. Where the service is offered, the group must charge an annual rent that is the same as that charged by DNR. Revenues are to be retained by the group and used to offset the costs of trail maintenance, and
- shall require that the trail group submit an annual report giving statistics on:
  - a) the number by type of signs found on the trail,
  - b) the number of new signs, by type, placed on the trail in the last year,
  - c) the amount of money collected from service fees and annual rents,
  - d) the expenditures incurred for sign erection and maintenance, and
  - e) the location of all business directional signs.

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## 14.0 General

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Geographic co-ordinates or a map that accurately depicts the sign location must be provided for all advertising signs, business directional signs and educational/informational signs, as a means to track sign locations.

Failure to meet the terms and conditions set out in this policy may result in a cancellation of the Licence of Occupation and/or removal of the sign.

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## 15.0 Authority

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***Crown Lands and Forests Act***  
**Section 26 (1)**      The Minister may issue a Licence of Occupation to any person authorizing that person to occupy and use Crown lands for a period not exceeding twenty years.

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***Parks Act***  
**Section 8 (4)**      The Minister may grant any license, privilege or concession with respect to a provincial park, or any land, building, installation, service or facility in a provincial park, or any part of a provincial park but such license, privilege or concession shall not extend beyond ten years except with the approval of the Lieutenant-Governor in Council.

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## 16.0 Selected References

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- *New Brunswick Highway Advertisements Regulation – Highway Act*, Regulation 97-143 (O.I.C. 97-1034).
  - *Highway Advertisements Information Kit*, NB Department of Business New Brunswick and NB Department of Transportation, April 2001.
  - *Manual of Uniform Traffic Control Devices for Canada*, the National Committee on Uniform Traffic Control, September 1998.
  - *Sign Manual*, New Brunswick Trails Council Inc., March 2001.
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## 17.0 Inquiries

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**17.1 Written Inquiries**      Inquiries concerning this policy may be made in writing to:  
Director of Crown Lands Branch  
Department of Natural Resources  
P.O. Box 6000  
Fredericton NB E3B 5H1

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**17.2 Phone Inquiries**      Inquiries may be made by phone by calling the Land Use Application Service Centre at 1-888-312-5600.

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**17.3 E-mail Inquiries**      E-mail inquiries concerning this policy may be sent to the Land Use Application Service Centre at [CL\\_TCweb@gnb.ca](mailto:CL_TCweb@gnb.ca).

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