



Directional Signage on Town Property and Within Public Rights-of-way

Department: **Council**

Policy No: **X.XX**

Adopted: **December 12, 2000**

1. Purpose

To provide guidelines for the approval of erecting directional signs on Town-owned property and public street rights-of-way.

2. Objectives

2.1. The objectives of the Off-Site Signage Policy will be to:

- a. Establish who shall be eligible to apply to have a sign erected;
- b. Establish guidelines for signage standards including general appearance size, and construction materials;
- c. Determine appropriate locations for the erection of signage;
- d. Determine the number of signs allowed at each site;
- e. Determine the responsibilities for the recovery of costs associated with the fabrication and erection of signs.

3. Policy

3.1 The Town of Berwick has the authority to control the erection of signage on Town-owned property and within publicly owned street rights-of-ways. The erection of commercial signage within the Town is controlled through the Town's Land Use By-law. The Town recognizes that a variety of public institutions, recreation facilities, non-profit organizations, agricultural operations, and sub-division entrances require off-site signage to assist clients, travelers and the general public in locating them. The Town will consider applications by these groups to erect signage on Town-owned lands and within public street rights-of-way for the purposes of providing directional information to the public.

3.2 Application for the erection of directional signage shall be made to Council through the Town’s Planning Advisory Committee. In reviewing all applications the Planning Advisory Committee shall be responsible for obtaining comments concerning the application from the Town’s Traffic Authority and the Town’s Director of Public Works. The Planning Advisory Committee shall be responsible for establishing a standard construction and erection specification for all signage. Recommendation concerning all applications will be forwarded from the Planning Advisory Committee to Council, and Council shall retain the right to approve or reject all applications as deemed appropriate.

The applicant shall be responsible for all costs associated with the fabrication and erection of all signage.

Revision Dates:	December 12, 2000 July 13, 2004 May 1, 2012
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