	RURAL BUSINESS DIRECTIONAL SIGNS		Issued: JUN 2007
			Revised: APR 2010
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RECOMMENDED PRACTICES	PART	HIGHWAY SIGNS	
	SECTION	MISCELLANEOUS	
	SUB-SECTION	BUSINESS	

General

Rural Business Directional Signs are intended to provide directional guidance to motorists navigating to the site of non-tourism related businesses in rural areas. The Tourist Orientated Directional Signs (TODS) program is in place for tourism related business directional signs.

Rural Business Directional Signs are permitted to be installed outside the highway right-of-way by the sign owner.

Standard

Where the business owner can show that directional signs are necessary for the successful operation of the business, one sign will be allowed at the junction of the highway and the access road to the business site.

The sign may be two sided and contain directional information on each side of the sign.

The sign is to be located on privately owned land and within 200 metres of the access road to the business.

The maximum sign size permitted is 1.5 square metres and can include the name of the business, business contact information (phone number, website, email, etc.), and the distance and direction to the business location.

However, rural business directional signs adjacent to divided highways are permitted to be a maximum of 3 square metres in size.

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.

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 submit a sign application, available at the following website, to the relevant Alberta Transportation district office:

<http://www.transportation.alberta.ca/2626.htm>

A map that shows the boundaries covered by each district office can be found at the following link:

<http://www.transportation.alberta.ca/4450.htm>

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.

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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 rural business is responsible for all costs and activities associated with their Rural Business Directional 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
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