

“How do I apply for a Commercial Sign?”
A Guide to Commercial Signing

Check mark ✓	Steps to Follow
	<p align="center">Do your Research</p> <ul style="list-style-type: none"> The Department of Transportation & Infrastructure's (DTI) website offers abundant information regarding the different types of commercial signage available, as well as the eligibility criteria, policies and regulations surrounding them.
	<p align="center">Identify Location</p> <ul style="list-style-type: none"> The classification of highway you wish to have your sign installed will define the signing options available to you. Start by using different tools, such as Google Maps, to help determine where it would be appropriate to install a sign in order to properly direct the motorist to your business.
	<p align="center">Submit Commercial Signage General Application</p> <ul style="list-style-type: none"> “Commercial Signage General Application” Once DTI has received basic information regarding your business, they can determine the location and type of sign you may be eligible for. Eligibility is determined by Regulation, policy, and criteria.
	<p align="center">DTI Recommendation</p> <ul style="list-style-type: none"> After the application is submitted contact will be made within 12 business days to discuss signage options and related costs. Once the location(s) and type of sign(s) are determined an agreement, permit and or approval will be prepared.
	<p align="center">Permit Application Fees</p> <ul style="list-style-type: none"> Depending on the location and type of sign requested, a permit application fee of \$75 plus HST may be required. Payment must be received in order to advance to the next step Permit application fees can me made online through Service New Brunswick (SNB) by credit card or e-debit.

	<p style="text-align: center;">Manufacture, Installation and Maintenance</p> <ul style="list-style-type: none">• For private signs and Welcome To signs, a sign manufacturer will be responsible for the manufacture, installation and maintenance of the sign(s). For all other types of signs, DTI is responsible for the manufacture, installation and maintenance of the signs.
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Questions or concerns? Please email commercial.signs@gnb.ca