

## GoForth's Guide to Signage Permits and Licenses

Signage is an effective way to communicate what your business is about and the products or services you sell. Signs are affordable, practical, and easy to use! But before you put up a sign to advertise your business, it's your responsibility to make sure that you've abided by the signage laws in both your province and your municipality. GoForth has prepared a step-by-step guide to help you do just that. Follow the steps below to ensure that your sign is every bit as effective as it should be while abiding by your local sign bylaws!

**Step 1:** Visit [www.canadabusiness.ca](http://www.canadabusiness.ca).

**Step 2:** Click on **Permits and Licenses**, found on the home page.

**Step 3:** The next page will prompt you to do 2 things:

1. Select the province your business is located in by checking the appropriate box.
2. Click the link provided for the *North American Industry Classification System* (NAICS) to determine your business classification. Even if you already know your NAICS code, the search you conduct for permit and licence requirements in your province will only be carried out using your NAICS business listing.

For example, if your business is a restaurant, click 72 – Accommodation and Food Services. Select 722110 – Full Service Restaurants, followed by **Example Activities** at the bottom of the page.

Choose the activity that describes your business as your business listing for the search column. Hit the back button until you've returned to the search page and type in your business listing, then hit "Search".

Results will appear and you need to select one of them by checking the appropriate box. Then hit "Submit this form".

**Step 4:** Select the municipality that applies.

**Step 5:** From the alphabetical list that appears, select "Sign Application", "Sign Permit" and any other sign links provided. Note that they are legislated provincially and municipally.

**Step 6:** Download any forms provided and fill out the necessary information before sending them away.