

Roadside Management Manual

Section: **STANDARD PRIVATE SIGNING OPPORTUNITIES**

Subject: **COMMUNITY PROMOTIONAL**

INTRODUCTION

[The Provincial Highway Sign Control Regulations](#), established under [The Highways and Transportation Act, 1997](#) allow for the installation of private signs adjacent to provincial highways.

The purpose of Community Promotional signs is to provide an opportunity to promote Rural or Urban Municipalities or First Nations.

Community Promotional signs name the community and may include a slogan (e.g. - “Moose Jaw – The Friendly City”).

GENERAL CONDITIONS

Applicants should review policy [RSMM 1220 GENERAL CONDITIONS](#) for specific information on permits, sign design and location and sight line requirements.

POLICY

A Community Promotional sign may be installed:

- Within an approved/permitted sign corridor for that community; or
- By permit, adjacent to a provincial highway leading to the community.

Only one Community Promotional sign will be allowed on each highway approaching the municipality or First Nations.

The applicant may designate a local non-profit organization as the representative to apply for, organize, and manage the Community Promotional sign.

Signs located outside of an approved/permitted sign corridor outside community limits will require a permit from the Ministry. The Applicant will provide detailed drawings of the sign size and a site plan for the location of each sign.

Signs located within an authorized sign corridor must receive permission from the Sign Corridor Administrator.

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LOCATION

Community Promotional signs will be located outside of the provincial highway right-of-way.

The signs must not obstruct the lines of sight from any roadway approaching the highway.

A Community Promotional sign may be installed up to 12 kilometres in advance of the community on any provincial highway that:

- Passes through or immediately adjacent to the community; or
- Passes near the community, but only if;
 - The community is within 10 kilometres of that provincial highway, or
 - No other communities are served by the connection to that provincial highway.

In the case of a rural municipality, a Community Promotional signs may be located within that municipality.

APPLICATION

The application will be made to the Ministry using the [RSMM 1240-10 Community Promotional Sign Application form](#).

RESPONSIBILITIES

All costs for design, manufacture and installation of Community Promotional signs will be borne by the applicant.

Signs will be kept in good repair and maintained in a neat and presentable appearance as determined by the Ministry.

REMOVAL

Community Promotional signs may be removed if, in the opinion of the Ministry, the conditions of this policy are not being met.

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Roadside Management

RSM 1240-10

Section: PRIVATE SIGNING OPPORTUNITIES

Subject: APPLICATION FORM

COMMUNITY PROMOTIONAL SIGN APPLICATION FORM

PART 1

Applicant: _____
(Community)

Address: _____

Postal Code: _____ Telephone Number: _____

Contact Person: _____

Email Address: _____

Application to install a sign(s) within 400 metres of a provincial highway at the following location(s):

Highway #	Parcel #	Legal Land Location or GPS Coordinates	Distance from Highway Centre Line (m)	Landowner Name

I/We certify that permission to install the sign has been obtained from the landowner(s).

Signature of Applicant

Date

Submit completed application form it to your nearest Regional Office: [Link to Regional Office Areas Map](#)

INSTRUCTIONS TO APPLICANTS

We suggest that a signed letter authorizing the sign installation be obtained from the landowner. This letter should be retained by the applicant for future reference.

On a separate sheet of paper, the applicant will provide the following;

1. A diagram, sketch or photo of the proposed sign including:
 - the dimensions of the sign; and how it is mounted (Wood Post, Vehicle, Trailer, etc.)
 - the colour of the background and lettering.
2. A sketch of the proposed location including:
 - distance from highway centreline.
 - distance from property lines (road allowance, blind line, ¼ line).
 - direction that the sign faces; and
 - distance from any existing private sign.

Applicants are reminded that signs must comply with all local bylaws.

Date

August, 2024

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