

**Roadside Management Manual**

**Section: STANDARD PRIVATE SIGNING OPPORTUNITIES**

**Subject: SIGN CORRIDORS**

**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.

A Sign Corridor is a strip of rural land designated by the Minister adjacent to a provincial highway, but outside the operating highway right-of-way, where private signs may be permitted to advertise goods and services.

**POLICY**

The Minister may establish strips of land for Sign Corridors for a community or landowner to administer private signs, subject to this policy.

For the purposes of this policy, a community means a:

- City, town, village, resort village, or organized hamlet;
- First Nations community;
- Rural municipality with a commercial or industrial area set aside for three or more businesses; or
- National, provincial, or regional park.

**GENERAL CONDITIONS**

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

**ELIGIBILITY**

Community

The Minister may issue a permit for a sign corridor for a community that is:

- Located on the route of a provincial highway; or
- Connected to the provincial highway by a community access road; or
- Connected to the provincial highway by an all-weather road that is less than 10 km long.

Landowner

The Minister may issue a permit for a sign corridor for a landowner adjacent to a provincial highway.

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## ADMINISTRATION

The administrator of the sign corridor shall be determined and agreed to by the community. In the case of landowner's sign corridor, the landowner shall be the administrator of the sign corridor.

The administrator of the sign corridor is responsible for the integrity of the sign corridor, which includes the type, size, and appearance of signs within the corridor.

The Ministry encourages the administrator of the sign corridor to only permit signs of local-area enterprises and organizations.

## LOCATION

### Community

A corridor is normally established on the right-hand side of a provincial highway approaching the community, unless a geographic condition or property owner concern dictates that a corridor should be on the left-hand side of the highway. Sections of a corridor cannot be established across the highway from each other for the same direction of travel to the same community

A corridor may be established up to 12 kilometres in advance of the community, or commercial or industrial area, on any provincial highway that:

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

A Sign Corridor will not be permitted in advance of another community directly adjacent to the same highway.

### Landowner

In the case of a landowner, the corridor may be established on their land adjacent to the provincial highway.

If a landowner's proposed sign corridor has the potential to impact a possible community sign corridor, mutual agreement to the proposed sign corridor is strongly encouraged.

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## **CORRIDOR LENGTH**

The total length of a corridor will not exceed 2 kilometres per direction. The 2 kilometres length does not have to be continuous and can be in sections.

## **ESTABLISHING A SIGN CORRIDOR**

Where a community or landowner requests a Sign Corridor along a provincial highway, the Applicant will apply in writing to the Minister requesting that the Ministry establish the strip of land for a Sign Corridor.

The community or landowner will complete the applicable attached forms, in which they will:

- Ensure the sign corridor complies with local bylaws;
- Obtain an agreement with the rural municipality regarding the location and administration of the corridors (if the applicant is not the rural municipality);
- Obtain agreements with the local landowners regarding the location of the corridors (if Applicant is not the landowner)
- Pass a resolution in council approving the establishment of the corridor (if applicant is not the landowner); and
- Request that the Ministry establish the corridor land.

## **SIGN CORRIDOR CANCELLATION**

The Minister may, on written notice to the administrator of a corridor, cancel approval of the corridor. The cancellation of the sign corridor may also be initiated in writing by the administrator of the sign corridor.

On receipt of a notice cancelling a corridor, the administrator of the corridor will make available to the Minister for one year all administration records related to the corridor.

On receipt of a notice from the Minister of the cancellation of the corridor, every person who has placed a sign in the corridor will immediately remove their signs. If the signs are not taken down, they will be removed in accordance with Ministry policy.

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**Form 1240-70-1**

**APPLICATION TO ESTABLISH A SIGN CORRIDOR FOR A COMMUNITY OR LANDOWNER**

Resolution No.: \_\_\_\_\_ of the

\_\_\_\_\_ (Community or Landowner) hereby requests the establishment of a Sign Corridor in accordance with section 9(1) of The Provincial Highway Sign Control Regulations.

The \_\_\_\_\_ of \_\_\_\_\_ has agreed to administer the (Clerk/Administrator, etc.) (community, First Nations, RM)

Sign Corridor in accordance with all provincial statutes, local municipal bylaws, and special conditions specified by the landowner.

Permission to establish the Sign Corridor has been obtained from:

the rural municipality of \_\_\_\_\_ No.

by \_\_\_\_\_

(Signature of RM Official)

(Date)

and the landowners/lessees in which the corridor will be located.

Attach to this document:

- Copy of the resolution;
- Sign Corridor Location Description (Form 1240-70-3);
- Landowners Agreements (Form 1240-70-4); and a
- Plan/drawing showing the details of the proposed Sign Corridor, including the distances from the highway centreline and property lines (road allowance, blind line, 1/4 line).

(Name of Applicant)

(Signature)

(Date)

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**Form 1240-70-2**

**APPLICATION TO ESTABLISH A SIGN CORRIDOR FOR A  
RURAL COMMERCIAL OR INDUSTRIAL AREA**

Resolution No.: \_\_\_\_\_ of the RM of \_\_\_\_\_ No. \_\_\_\_\_  
hereby requests the establishment of a Sign Corridor in accordance with section 9(1) of  
*The Provincial Highway Sign Control Regulations.*

The \_\_\_\_\_ of the RM of \_\_\_\_\_ has agreed to administer  
(Clerk/Administrator, etc.)  
the Sign Corridor in accordance with all provincial statutes, local municipal bylaws, and special  
conditions specified by the landowner.

Permission to establish the Sign Corridor has been obtained from the Landowner/Lessee in which the  
corridor will be located. (See Form 1240-70-4)

Attach to this document:

- Copy of the resolution;
- Sign Corridor Location Description* (Form 1240-70-3);
- Landowners Agreements* (Form 1240-70-4); and a
- Plan/drawing showing the details of the proposed Sign Corridor, including the distances from  
the highway centreline and property lines (road allowance, blind line, 1/4 line).

(Name of Applicant)

(Signature)

(Date)

**Date**

August, 2024

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**Form 1240-70-3  
SIGN CORRIDOR LOCATION DESCRIPTION**

The \_\_\_\_\_ hereby requests  
(Community, or landowner)  
the establishment of a sign corridor at the following locations:

Highway

Corridor Description

From

To

From

To

From

To

From

To

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Signature of Applicant)

(Date)

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**Form 1240-70-4**

**LANDOWNER’S PERMISSION TO ALLOW PROPERTY FOR A SIGN CORRIDOR**

**Complete one form for each landowner/lessee.**

I/WE \_\_\_\_\_ hereby give permission  
(Name of Landowner/Lessee– please print)

to the \_\_\_\_\_ to establish a sign corridor  
(Community/ First Nations community/RM)

on my property at the following location:

Highway

Corridor Description

	From	
	To	
	From	
	To	

Special conditions (if any):

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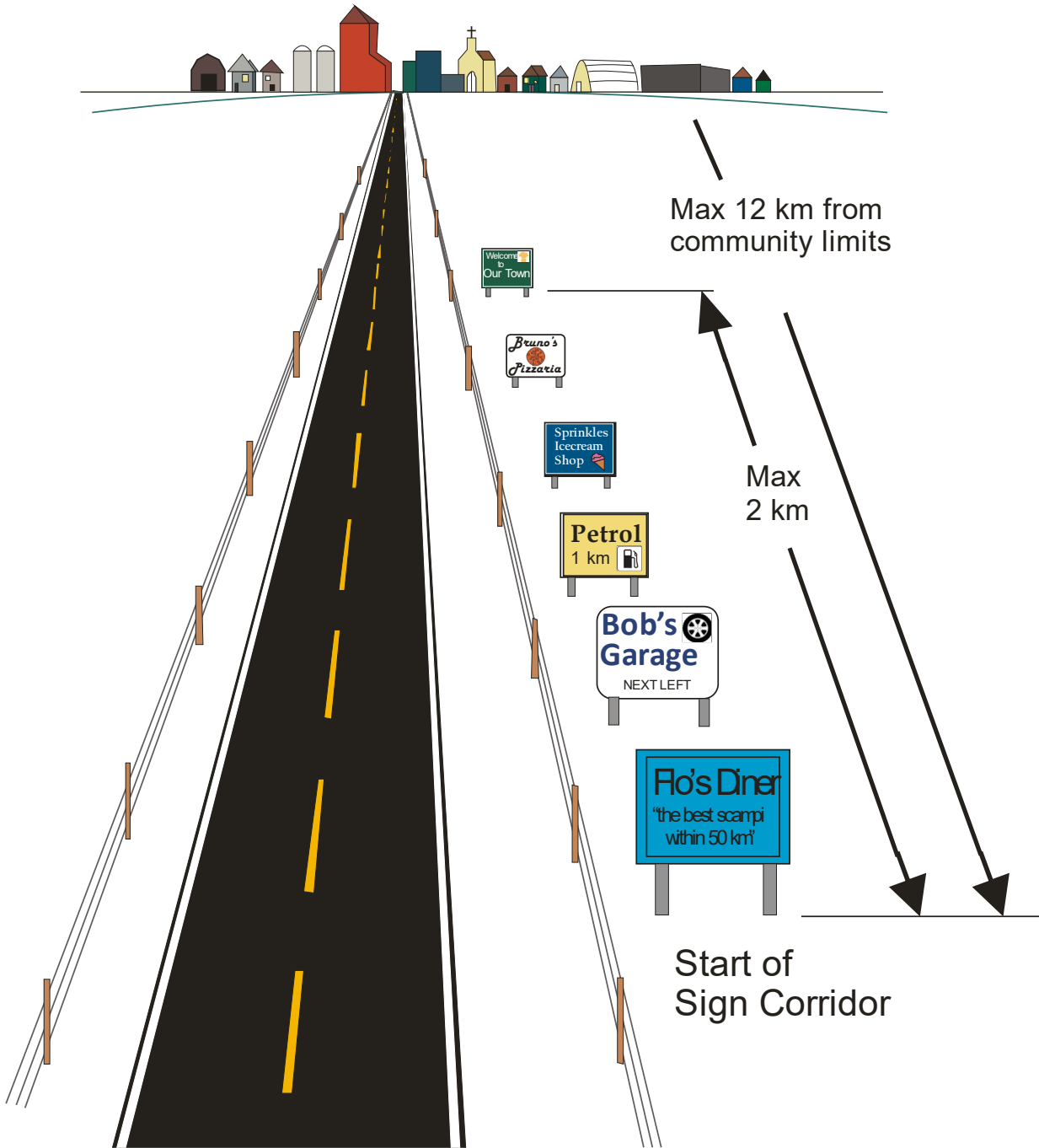
\_\_\_\_\_  
(Signature of Landowner/Lessee)

\_\_\_\_\_  
(Date)

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TYPICAL SIGN CORRIDOR





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