

**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 advertising signs may be permitted to advertise goods and services of local area enterprises or organizations.

The Minister may establish Sign Corridors for a community, First Nations community, or a rural commercial or industrial area.

For the purposes of this policy, a *community* means a city, town, village, resort village, or organized hamlet.

**GENERAL CONDITIONS**

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

**ELIGIBILITY TO  
APPLY TO ESTABLISH  
A SIGN CORRIDOR**Community

The Minister may establish a corridor for a community on a provincial highway, provided that:

- the community is located on the route of a provincial highway; or
- the community is connected to the provincial highway by a community access road; or
- the community is connected to the provincial highway by a second provincial highway:
  - where a community is located on a provincial highway and the highway serves only that community (dead ends), a corridor may be allowed on the adjacent highway; or

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- where a community is within ten kilometres of the junction of two provincial highways, consideration may be given to establishing the corridor on the adjacent highway.

### First Nations Community

The Minister may establish a corridor for a First Nations community, provided that:

- the First Nations community is located outside the boundaries of a city, town, or village; and
- the First Nations community is located on the route of a provincial highway; or
- the First Nations community is connected to the provincial highway by a community access road; or
- the First Nations community is connected to the provincial highway by a second provincial highway:
  - where a First Nations community is located on a provincial highway and the highway serves only that First Nations community (dead ends), a corridor may be allowed on the adjacent highway; or
  - where a First Nations community is within ten kilometres of the junction of two provincial highways, consideration may be given to establishing the corridor on the adjacent highway.

### Rural Commercial or Industrial Area

The Minister may establish a corridor for a rural commercial or industrial area, provided the rural municipality that contains a commercial or industrial area is located within 10 kilometres of a provincial highway.

## ADMINISTRATION

The administrator of the Sign Corridor shall be determined and agreed to by the community or First Nations community and the rural municipality.

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.

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**SIGN CORRIDOR CANCELLATION**

The Minister may, on written notice to the municipality administering a corridor, cancel approval of the corridor. The cancellation of the Sign Corridor may also be initiated in writing by the community, First Nations community, or rural municipality.

On receipt of a notice canceling a corridor, the municipality administering 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 his or her signs. If the signs are not taken down, they will be removed in accordance with Ministry policy.

**LOCATION**

The Sign Corridor must not extend further than 12 kilometres from:

- the community, commercial or industrial area, or First Nations community to which the Sign Corridor relates; or
- the intersection of the provincial highway and the municipal highway accessing the community, commercial or industrial area, or First Nations 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, First Nations community, or industrial area.

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

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

**CORRIDOR LENGTH**

The total length of a corridor will not exceed two kilometres per direction. The two kilometre length does not have to be continuous, but can be in sections.

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## ESTABLISHING A SIGN CORRIDOR

Where a community, First Nations community, or rural municipality requests a Sign Corridor on a provincial highway, the applicant will apply in writing to the Minister requesting that the Ministry establish a Sign Corridor.

### Community or First Nations Community

The community or First Nations community will complete Forms 1240-70-1, 1240-70-3, and 1240-70-4 in which they will:

- confer with the rural municipality and local landowners and determine the location for the corridors. Agreement by all three parties is required;
- ensure the Sign Corridor complies with local bylaws;
- obtain an agreement with the rural municipality regarding the location and administration of the corridors;
- obtain agreements with the local landowners regarding the location of the corridors; and
- request that the Ministry establish the corridor.

### Rural, Commercial or Industrial Area

The rural municipality will complete Forms 1240-70-2, 1240-70-3, and 1240-70-4 in which they will:

- pass a resolution in council approving the establishment of the corridor;
- obtain agreements with the local landowners regarding the location of the corridors; and
- request that the Ministry establish the corridor.

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## Form 1240-70-1

### APPLICATION TO ESTABLISH A SIGN CORRIDOR FOR A COMMUNITY OR FIRST NATIONS COMMUNITY

Resolution No.: \_\_\_\_\_ of the \_\_\_\_\_  
(community or First Nations community)  
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)

Date

2016-12-19

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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)

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## Form 1240-70-3

### SIGN CORRIDOR LOCATION DESCRIPTION

The \_\_\_\_\_ hereby requests  
(Community, First Nations community, or rural municipality)

the establishment of a sign corridor at the following locations:

<u>Highway</u>	<u>Corridor Description</u>
_____	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): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

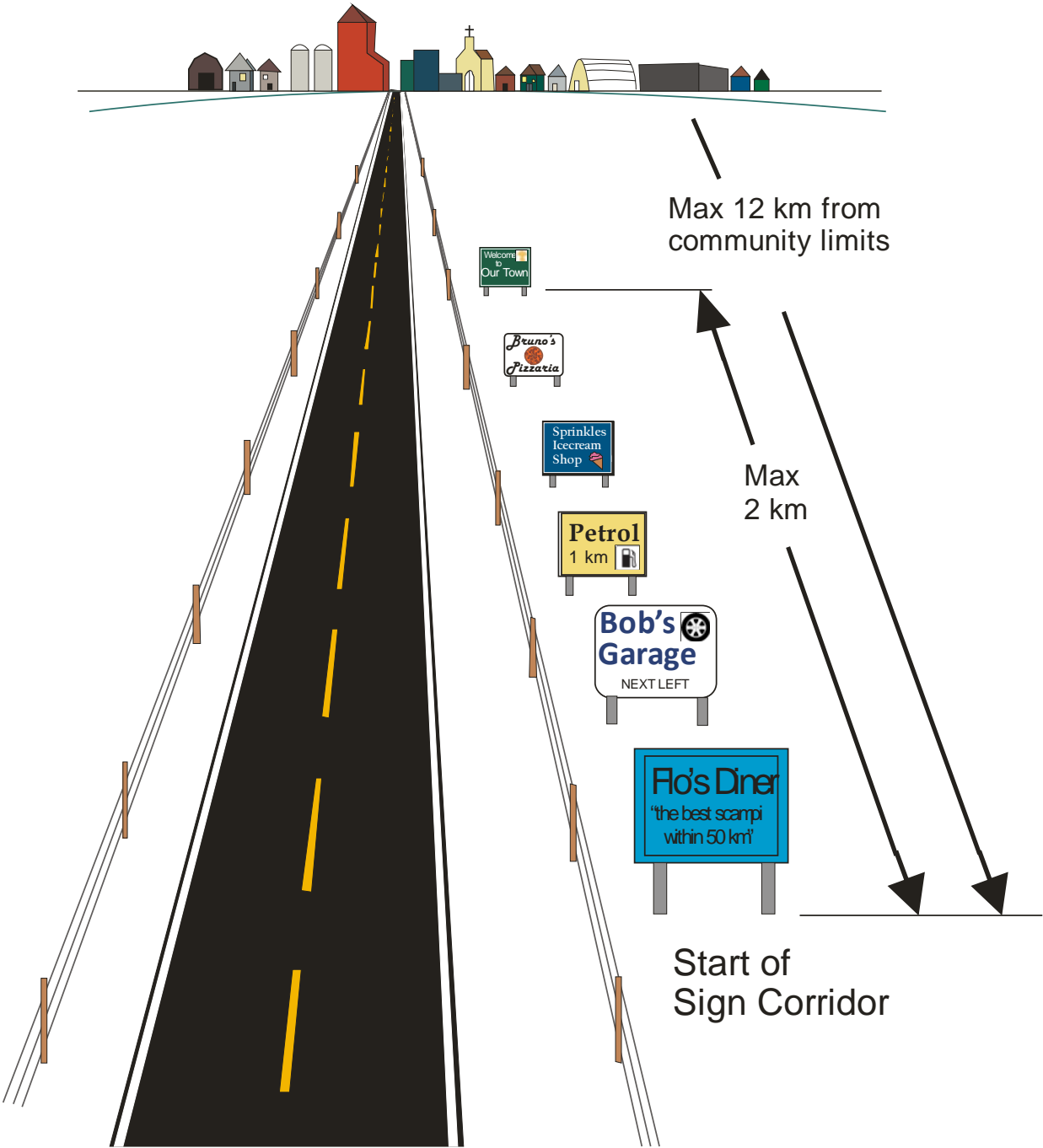
\_\_\_\_\_  
(Date)



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TYPICAL SIGN CORRIDOR



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## TYPICAL SIGN CORRIDOR

