



Planning and Development

Title: Town Sign Corridor Policy	Policy Number: PD-03
Authority: Resolution 2026-240 - August 18, 2026 Council Minutes	Next Review: December 2030

Purpose:

To establish guidelines for the northern corridor developed outside of town limits along Highway 23 as per Saskatchewan Ministry of Highway and Infrastructure.

Sign Requirements:

Sizing:

Signs may be 8' tall x 8' wide or 4' tall x 8' wide depending on site availability.

Material:

Signs shall be made of either Dibond or V-Panel or an acceptable likeness (metallic finish material); the Town of Carrot River chose this material to avoid sun discoloration, warping and fading

Installation and Posts:

- Signs must be placed horizontally.
- Signs must be permanently mounted on sign posts (portable signs are not permitted).
- Sign Posts will be provided and installed by the Town.
- Approved signs will be installed between May 1st and October 30th, weather permitting, by Town staff.

Maintenance:

- If signs are broken, splintered, peeling, lifting, has holes, warping, chipping, cracking, or appear to be in disrepair – the Sign Owner will be notified by the Town of Carrot River in writing personally, by registered mail addressed to the last address of the sign holder from the signed contract.
- Action must be taken by the sign owner within 30 days of the notification. If there has been no action to remedy the sign, the sign will be removed from the corridor, and the permit holder will forfeit their sign location, and it will become available for another business.
- All associated costs or liabilities resulting from the sign fabrication and placement are the responsibility of the sign owner.

Sign Regulations:

- All permit holders will abide by the guidelines set out in the Saskatchewan Ministry of Highway and Infrastructure: Roadside Management Manual.
- Signs must conform to any applicable codes, standards, or regulations and comply with the bylaws of the local government or the requirements of any other lawful authority.
- Signs shall be constructed and maintained to a standard that in the opinion of Administration or an authorized representative, is safe and neat and professional in appearance.
- Signs shall not include an advertising device – including banners, streamers, flags, lights, holograms, search lights and any devices that are decorative in nature.



- Signs shall not have flashing, moving, or rotating parts or display running or rapidly changing electronic messages.
- Signs may be reflective in nature, however extra costs incurred are placed on the sign owner.
- The sign shall not contain wording that would suggest businesses are better than their competitors (ie. Best restaurant in town).
- Signs shall not, by its size, design, messages, or location, create a hazard or mislead a motorist or interfere with sight lines along the highway, at road intersection or railway crossings.
- Signs shall not be erected on trees, or painted, or drawn on rocks or other natural features.
- Signs shall not in any way resemble an official sign or a standard or commonly used traffic control device, and that may cause confusion to motorists (ie. Stop ahead, turn, caution).
- *The Alcohol Control Act* restricts any advertising or reference by sign or billboard promoting alcoholic beverages. This includes any references to beverage rooms, “happy hours”, liquor or beer company sign sponsors, their logos or products.

Sign Fees:

Annual Lease Fee: \$ 200.00

Sign Installation Fee: \$ 300.00

Annual Lease fees are payable upon permit approval for the year signs are installed and payment is due no later than June 1st of each year thereafter.

Installation fee is payable upon permit approval and prior to installation of the sign.

Any fees remaining unpaid after July 1st of each year will result in forfeiture of the sign location, the sign will be removed from the corridor, and the space it will become available for another business.

Sign Corridor Responsibilities:

Sign Owner

- Make application for the sign and remit to the Town Office.
- Provide proof of proposed sign and wording.
- Upon approval, remit permit fee.
- Remit installation fee.
- Adhere to the standards and conditions listed in this agreement.
- Notify the Town if sign needs to be taken down.

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- Approve wording/content on signs.
- Send annual lease invoices in May, collect fees, and issue receipts.
- Installation and maintenance of sign posts.
- Installation of sign.
- Regular inspection of signs and posts.
- Enforcement of the Town of Carrot River Sign Corridor Established Rules as administered through the Ministry of Highways & Infrastructure.



- The Town of Carrot River reserves the right to change the Sign Corridor Rules, decline permit application for reasons not specifically stated in the sign specifications, and take down corridor signage in cases of emergency.

Sign Application

Application must be made to the Town of Carrot River and a permit will be issued upon approval.

A proof of the sign must be emailed to office@carrotriver.ca and approved by the sign corridor administrator or their designate.

Sign Priority

We are limited to the number of signs in the Town of Carrot River sign corridor. Priority will be given to:

1. Carrot River Businesses with commercial property assessment
2. Home based businesses located in the Town of Carrot River
3. Carrot River local area* businesses

If necessary, there will be a waiting list based on priority and date waitlisted.

** "Eligibility to use the sign corridor: Only those enterprises or organizations located within or adjacent to the community for which the corridor was established may install signs within the corridor. ... The phrase 'adjacent to' means any enterprise or organization whose physical location is within ten kilometers of the community, for which the corridor was established. ..." (as per Saskatchewan Ministry of Highways and Infrastructure Roadside Management Manual).*

Sign Corridor Permit Application

Business Name: _____

Business Location: _____

Business Description: _____

Contact Information:

Name: _____

Date _____

Phone Number: _____

Email Address: _____

Website: _____

Mailing Address: _____

Applicant Signature

Completed applications may be submitted by mail, in person, or by email.

Town of Carrot River
5 Main Street - PO Box 147
Carrot River, SK S0E 0L0

office@carrotriver.ca

For Office Use Only

Proof Received: Yes _____ No _____

Priority: 1 / 2 / 3

Location: _____

Application Status: Approved / Denied / Waitlist

Date Received: _____ Initials: _____