

Policy Title:	HIGHWAY SIGN CORRIDOR POLICY
Policy Number:	Highway Sign Policy - 01
Authority:	Town of Coronach Council
Approval date:	June 8th, 2021
Effective date:	June 8th, 2021
Last Review date:	June 8th, 2021 Amended:
Next Review date:	June 2023

1. PURPOSE:

The objective of this policy is to prescribe the standards for all highway signage on Town of Coronach property along the North and East sections of Highway 18 within Town limits.

2. SCOPE:

This policy applies to all highway signs installed in the Town of Coronach property along the East and Western sections of Highway 18 within Town limits.

3. PROVINCIAL REGULATIONS:

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. This is governed by the “Roadside Management Manual RSMM 1220” from the Saskatchewan Department of Highways.

4. SIGN DESIGN GUIDELINES:

Sizing: All signs shall be 4' X 8' and placed horizontally on frames installed by the Town of Coronach

Material: Sign must be made of aluminum composite and the back of sign must be white. Sign must be professionally made by a sign company of your choice. An all in one metal frame will be provided by the Town of Coronach for consistency and durability.

Legibility: All sign designs will be submitted to the Community Development Officer prior to creation and installment. To ensure legibility and aesthetics, the sign must have the following:

- Two, three or four lines of information (maximum 4 lines of writing)
- Three or four words per line
- Average letter height is 6" to 8" over the scope of the design, letters may vary in size but must average in size to between 6" to 8". Please note that the larger the letter height, we recommend using less words and/or lines
- Logos are recommended.

Proof of the sign must be emailed to be approved by the Coronach Economic Development Officer, see **Sign Application Appendix A**

5. PROCEDURE:

Signage presentation along the Highway Corridor within the Town of Coronach will be regulated by this policy in accordance with both The Provincial Highway Sign Control Regulations and the Town of Coronach Zoning Bylaw. Signing along provincial highways is considered to be an excellent medium to promote the goods and services of local businesses and enterprises. This policy is designed to balance the safety as governed by the Provincial and Zoning Bylaw regulations with aesthetics along provincial highways within Town limits.

Application: All Coronach businesses, Coronach home based businesses located in the town with a valid business license and Coronach area businesses must submit an application for their sign request to the Coronach Community Development Officer (CDO) for approval. The Coronach CDO will approve the sign design and allocate the location based on the availability of sign frames. The Coronach CDO will work with Town of Coronach council if the number of signs requested exceeds the number of locations available to determine a resolution.

Approval: The CDO will review applications to ensure all designs are consistent, appropriate and meet the requirements of the guidelines. Once approved and installed, any changes or additions to the sign must receive prior approval from the Coronach CDO.

Sign Priority: We are limited to the number of signs in the Town Of Coronach sign corridor. If necessary there will be a waiting list based on priority. Priority will be given to, in this order:

- (1) Coronach businesses with commercial property assessment
- (2) Home based businesses located in the town with a valid business license
- (3) Coronach area businesses

Installation: The Town of Coronach will provide the metal frames and the approved sign. The sign installation is cost is \$150.00/sign. Signs will be installed May - October, weather permitting by the Town of Coronach as the frame owner.

Maintenance: Businesses without a commercial property assessment will be charged an annual maintenance fee of \$100.00/sign in lieu of commercial property tax levies. When a sign is in need of repair or replacement, the Town of Coronach will contact the sign owner in writing. If there has been no action to remedy the sign within thirty days of contact, then the sign that required replacement or repair will be removed from the frame in the corridor and this space in the corridor will become available to another business.

Sign Removal by Request: A sign can be removed by the Town of Coronach by contacting the Coronach CDO, the Coronach CDO will arrange for this removal by the Town of Coronach at no cost.

Change in Business Status: When a business ceases operating in the Town of Coronach, the sign will be removed from the frame, the Coronach CDO will arrange for this removal by the Town of Coronach at no cost.

Appendix A - Highway Sign Application

Please complete all questions and give a layout or image of your proposed sign and then return this form to coronach.edc@gmail.com or the Town office, PO Box 90, Coronach, SK S0H0Z0

Business Name: _____

Business Location: _____

Business Description: _____

Sign Requestor's Contact Information:

Name: _____

Phone: _____

Email: _____

Website: _____

Design: _____

Provide Logo, Drawing or Proof of proposed layout, or attach image of proposed design.

For Office Use ONLY

Proof Received: Yes ___ No ___

Application Status: Approved _____ Denied _____ On Wait List _____

Coronach Community Development Officer Approval: _____

Date: _____

Please return this form to: Coronach CDO at coronach.edc@gmail.com or

Town of Coronach Office
Attn: Coronach CDO
P.O. Box 90,
Coronach, SK
S0H0Z0