

HIGHWAY SIGN CORRIDOR POLICY



Policy Title: HIGHWAY SIGN CORRIDOR POLICY
Policy Number: Highway Sign Policy - 01
Authority: Town of Coronach Council
Approval date: July 9, 2026
Effective date: July 9, 2026
Last Review date: April 8, 2025 Amended
Next Review date: April 2029

1. PURPOSE:

The objective of this policy is to prescribe the standards for all highway signage on Town of Coronach property along the East and West 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 West 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 1220-00" 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 between 6" to 8". Please note that we recommend larger letter height and using less words and/or lines
- Logos are recommended.

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

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. Signage 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 cost is \$150.00/sign. However, if the sign design company is charging an installation cost and installing the sign, the fee will be waived in lieu. Signs will be installed May - October, weather permitting by the Town of Coronach as the frame owner.

Maintenance: No annual maintenance fee will be charged. However, when a sign is in need of repair or replacement, the Town of Coronach will contact the sign owner in writing. Any sign repair or replacement costs will be borne by the sign owner. If there has been no action to remedy the sign within thirty days of contact, then the sign that required repair or replacement 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 provide a layout or image of your proposed sign and 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

Roadside Management Manual

Section:

PRIVATE SIGNING

Subject:

GENERAL CONDITIONS

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 Ministry controls, and either directly or indirectly administers all signs adjacent to provincial highways within the controlled signing area outside the incorporated limits of organized hamlets, villages, towns, and cities except for sign corridors.

GENERAL SIGN LOCATIONS

Private signs are typically installed on the right-hand side of the road, where drivers expect to see them.

Signs on the left-hand side of the road pose the following limitations:

- The sign may be outside the driver’s cone of vision;
- The sign is farther away, which may affect sign comprehension;
- The sign angle may not be optimized, affecting readability; and
- The sign is often outside of the range of nighttime headlights.

Under certain circumstances, signs can be mounted at other locations when it is beneficial to do so. An example maybe where the Provincial Highway has an obstruction (railway, natural landscape, physical barrier, etc.) adjacent to the highway Right-of-Way (ROW) on the right-hand side of the road, which prevents the sign owner from placing their sign on private property.

In these instances, a two-sided (e.g., v-shaped) sign can be considered for installation on the left-hand side of the road. The sign may contain directional information on each side in some cases.

Section:

PRIVATE SIGNING

Subject:

GENERAL CONDITIONS

SIGN CONDITIONS

Private signs on or within 400 m of a provincial highway right-of-way outside the limits of a city, town, village, or organized hamlet, must:

- Be installed, erected, maintained, or removed by a person authorized by the Ministry;
- Not, by its size, design, message, or location, create a hazard or mislead a motorist;
- Be constructed and maintained to a standard that in the opinion of the Minister, is safe and neat and professional in appearance;
- Be erected on:
 - Posts without struts, cables, or other auxiliary supports; or
 - A vehicle, trailer, or structure suitable for the purpose of displaying the sign.
- Not display running or rapidly changing electronic messages;
- Not have lights that rotate or flash or face the traffic on the highway or otherwise interfere with the vision of motorists on the highway;
- Not have moving or rotating parts;
- Not in any way resemble an official sign or a standard or commonly used traffic control sign;
- Not be located within any sight triangle or otherwise interfere with sight lines along the highway, at road intersections or railway crossings, unless the Minister is of the opinion that it is necessary to do otherwise;
- Unless the Minister is of the opinion that it is necessary to do otherwise, be at least 500 metres from the intersection of the centrelines of two provincial highways;
- Unless the Minister is of the opinion that it is necessary to do otherwise, in the case of an interchange between a provincial highway and a public highway, be at least 500 metres from the intersection of the centrelines of the provincial highway and the public highway;
- Not be larger than 0.3 square metres for every metre that it is distant from the centreline of the highway unless expressly permitted by the terms of a permit;
- Not exceed 8 metres in height from the ground to the top of the sign face;
- Not be erected on trees or painted or drawn on rocks or other natural features;

Section:

PRIVATE SIGNING

Subject:

GENERAL CONDITIONS

- Not be placed adjacent to a horizontal curve on any provincial highway where a curve warning sign has been posted with an advisory speed;
- Not include banners, streamers, flags, and similar devices;
- Conform to any applicable codes, standards, or regulations;
- Comply with the bylaws of the local government or the requirements of any other lawful authority; and
- Be located at a distance in metres from any other private sign erected pursuant to the authority of a permit that is less than or equal to the lesser of the product of 12 metres times the area (in square metres) of the larger of the two signs or 150 metres.

PERMIT CONDITIONS

Most private signs must be authorized by permit by the Ministry or the Ministry's designate and are subject to the following terms and conditions:

- A permit is required for any private sign that is larger than 3 m².
- Signs smaller than 3 m² are exempted from the requirement to obtain a permit depending on the category of sign they are, see Section 7 of the [Provincial Highway Sign Control Regulations, H3.01R10](#) for more information.
- The holder of a permit will ensure that all signs installed under the permit are located off the right-of-way and do not encroach on the right-of-way of a provincial highway or a roadway maintained by the Ministry unless expressly permitted;
- The holder of a permit will ensure that all signs installed under the permit are maintained in an appearance that is, in the opinion of the Ministry or an authorized person, neat and professional;
- No holder of a permit will install a sign under the permit that may, in the opinion of the Ministry or an authorized person, cause or create an unacceptable hazard or distraction to a driver on a public highway; and
- In line with the Government's firm commitment to discourage driving under the influence, the Ministry will not permit any signs within the control area that refer to the sale of intoxicants, with the exception to provide direction to a tourist area (e.g. - winery tour).

Date

August, 2024

Page

3 of 8

Section:

PRIVATE SIGNING

Subject:

GENERAL CONDITIONS

PERMIT CANCELLATION

All private signs are governed by The Highways and Transportation Act, 1997. The Minister or any person authorized by the Minister may cancel a permit granted to install a sign at any time by giving the holder of the permit written notice of the cancellation personally or by registered or certified mail addressed to the last address of the holder of the permit that is known to the authorized person or the Ministry.

LIABILITIES

All associated costs or liabilities resulting from sign fabrication and placement are the responsibility of the sign owner.

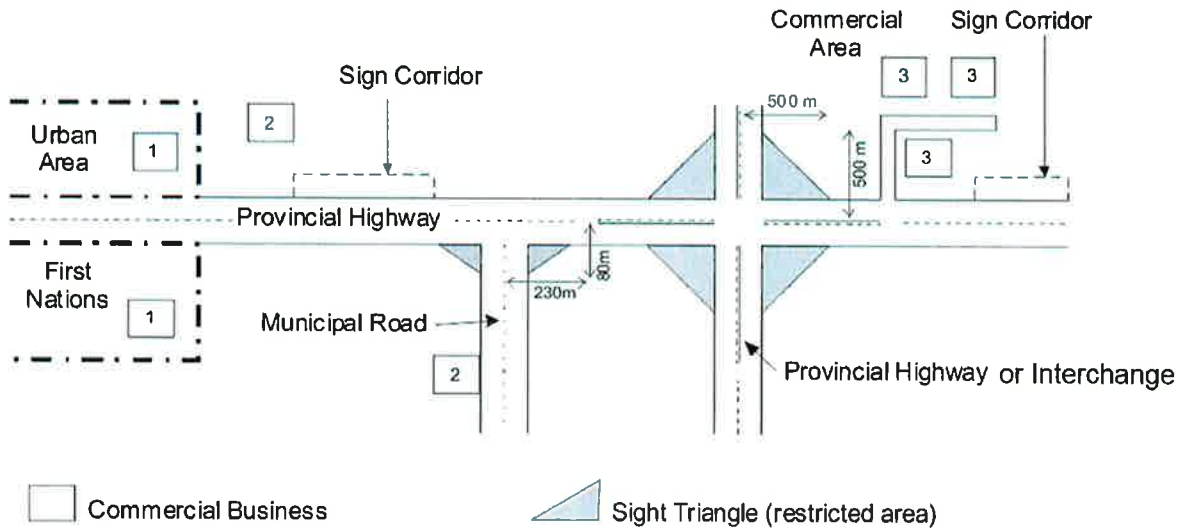
Section:

PRIVATE SIGNING

Subject:

GENERAL CONDITIONS

Figure 1220-1 Allowable Private Signing



NOTE: All commercial signs must be on private property outside the highway right-of-way. Advertising signs within the sign corridor can promote a business or enterprise. Identification signs can only give business name, type of product or service available and where it is located.

Date

August, 2024

Page

5 of 8

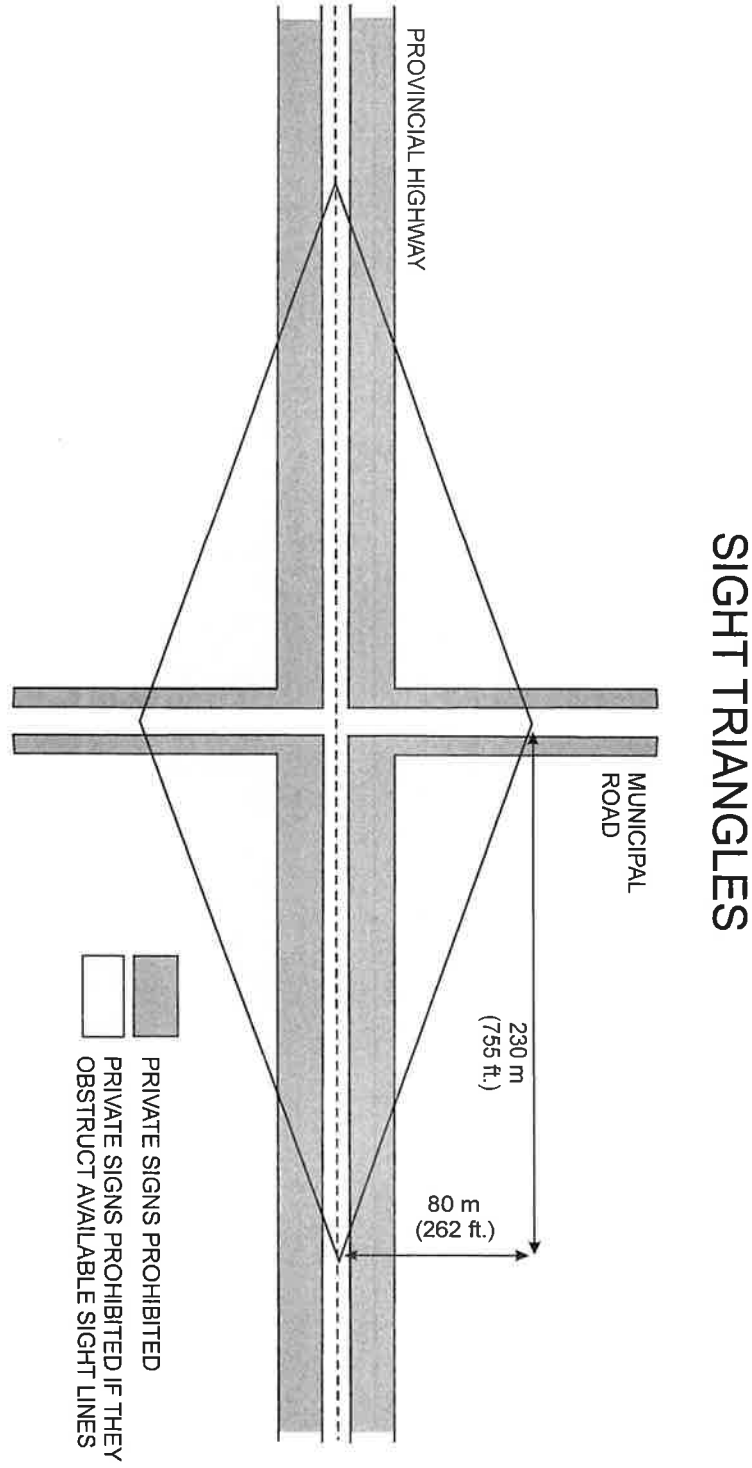
Section:

PRIVATE SIGNING

Subject:

GENERAL CONDITIONS

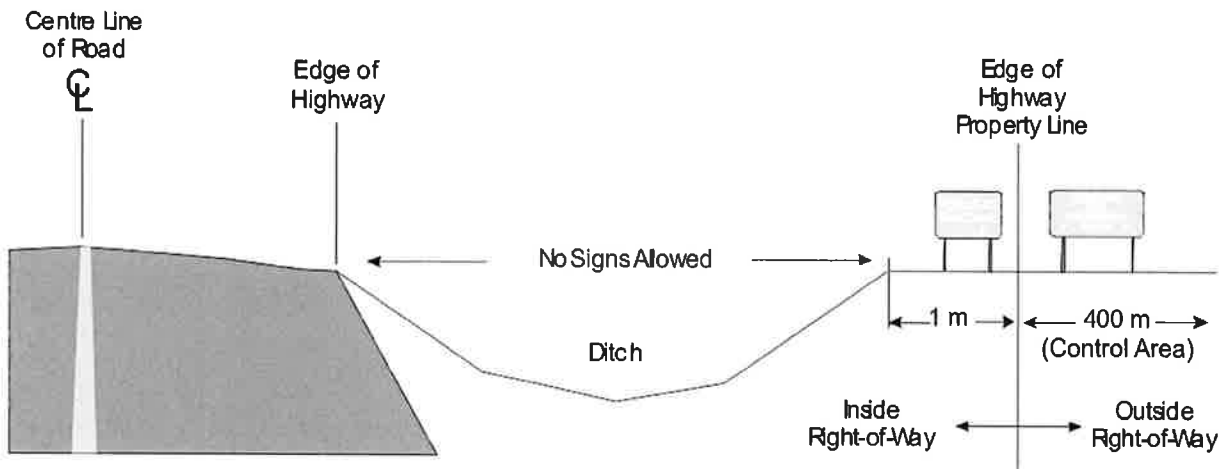
Figure 1220-2 Sight Triangles



Section: PRIVATE SIGNING

Subject: GENERAL CONDITIONS

Figure 1220-3 Location of Signs



Section:

PRIVATE SIGNING

Subject:

GENERAL CONDITIONS

Table 1220-1 Private Sign Spacing Requirements

Sign Area*	Minimum Lateral Distance of Sign from Centreline**	Minimum Distance of Sign from other Permitted Signs***
Square Metres (ft)	Metres (ft)	Metres (ft)
3 (32)	22.0 (72)	36.0 (118)
4 (43)	22.0 (72)	48.0 (157)
5 (54)	22.0 (72)	60.0 (197)
6 (65)	22.0 (72)	72.0 (236)
7 (75)	23.3 (76)	84.0 (176)
8 (86)	26.7 (88)	96.0 (315)
9 (97)	30.0 (98)	108.0 (354)
10 (108)	33.3 (109)	120.0 (394)
11 (118)	36.7 (120)	132.0 (433)
12 (129)	40.0 (131)	144.0 (472)
13 (140)	43.3 (142)	150.0 (492)
14 (151)	46.7 (153)	150.0 (492)
15 (161)	50.0 (164)	150.0 (492)
16 (172)	53.3 (175)	150.0 (492)
17 (183)	56.7 (186)	150.0 (492)
18 (194)	60.0 (197)	150.0 (492)
19 (205)	63.3 (208)	150.0 (492)
20 (215)	66.7 (219)	150.0 (492)
21 (226)	70.0 (230)	150.0 (492)
22 (237)	73.3 (240)	150.0 (492)
23 (248)	76.7 (252)	150.0 (492)

* Allowable sign surface areas range from a maximum of 23 sq m (248 sq ft) to a minimum of 3 sq m (32 sq ft).

** Signs can be no closer than 3.33 m (11 ft) from the highway centreline for every square metre of sign surface area. All signs must be located outside the provincial highway right-of-way.

*** The minimum distance between signs is 12 m (39 ft) for every square metre of area of the larger of the two signs, up to a minimum distance of 150 m (492 ft) for signs larger than 12.5 sq m (135 sq ft).

Signs can be no higher than 8 metres (26 feet) in height from the ground to the top of the sign face.