

TOWN of CRAIK SIGN CORRIDOR



BACKGROUND

'Signing' – an excellent medium to attract attention to or promote the goods and services of local businesses and enterprises; and other assets of our community. Balanced against this, is a wish not to have a large number of signs to create a distraction to the road user and deter from an aesthetically pleasing roadway with a need to consider safety.

A sign corridor is a strip of rural land designated by the Minister of Highways adjacent to a provincial highway, but outside the operating highway right-of-way, for which the Minister has issued a permit.

The Department of Highways has clear regulations for the establishment and maintenance of sign corridors. 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 sign corridor may be used to promote: the community, special events within the community, community accomplishments.

A permit is required from the Sign Corridor Administrator to install signs in the sign corridor.

REGULATIONS

General:

The Provincial Highway Sign Control Regulations state, signs within a sign corridor will:

- * 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, neat and professional in appearance;
- * not be erected on posts without struts, cables or other auxiliary supports; or a vehicle, trailer or structure suitable for the purpose of displaying a 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 interfere with sight lines along the highway, at road intersections or railway crossings;
- * not be erected on trees or painted or drawn on rocks, fence, buildings or other natural feature;
- * not include banners, streamers, flags and similar devices;
- * conform to any applicable codes, standards or regulations;
- * comply with the bylaws of the local municipal bylaws or the requirements of any other lawful authority;
- * not promote alcoholic beverages;

General Liabilities:

- * all associated costs or liabilities resulting from sign fabrication and placement are the responsibility of the sign owner

Administration:

- * The Ministry controls and either directly or indirectly administers all signs adjacent to provincial highways.
- * Most private signs must be authorized by permit by the Ministry or the Ministry's designate.

TOWN of CRAIK SIGN SPECIFICS**Sizing:**

- * all signs shall be 4 ft high x 8 ft wide

Material:

- * quality plywood, plastic or metal
- * sign face to be professionally designed and fabricated using ONLY aluminum products with enameled finishes. Products may include 3mm E-panel, dibond, Alupanel or other similar composite aluminum materials. 10mm Sign Ply is also acceptable with paint finished edges only.
- * graphics to be vinyl cut (reflective or non-reflective) ONLY. Printed vinyl is only acceptable if UV laminated with cold or hot lamination applied. Liquid lamination is not acceptable. Promo, calendared, and short term vinyl products are not acceptable as well as ANY painted signage.
- * legal sign engineering specifications for Saskatchewan require pylon and free standing signs to be able to withstand 100 mph winds.
- * each sign face must be able to withstand 500 kgs (1100 lbs) of force against the structure.

Legibility:

- * 1 or 2 short lines of text and/or a logo-larger the letter height, less words and lines
- * graphic elements not less than 200 mm (8")
- * high contrast
- * logos are often advantageous

Posts:

- * 4" x 4" painted steel frame with concrete anchored at the base

Sign Requirements:

- * sign must be professionally made by a sign company of your choice
- * a proof of the sign must be emailed to townofcraik@craik.ca for approval by The Town of Craik Sign Coordinator prior to installation

Sign Priority:

- * priority will be given to:
 - (1) Craik businesses with commercial property assessment
 - (2) home based business located in town with a valid business license
 - (3) Craik area businesses

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

Maintenance:

- * an annual fee of \$50 for priority 1 & 2 signs, \$75 for priority 3 signs.
- * the annual fee will cover the cost of the new steel posts, the yearly land rental (if applicable) and grass maintenance. Businesses will be given 60 days notice of the annual fee charges.
- * when a sign is in need of repair or replacement, the Town of Craik will contact you. If there has been no action to remedy the sign within thirty (30) days of contact, the sign will be removed from the corridor and this space will become available to another business.

- * any changes or additions to the sign must receive prior approval from the Town of Craik Sign Coordinator.