

## Town of Regina Beach Sign Corridor Established Rules Policy

- Corridor developed outside of town limits on Highway 54 as per Saskatchewan Ministry of Highway and Infrastructure.

### Background:

- Signing along provincial highways is considered to be an excellent medium to promote the good and services of local businesses and enterprises.
- A sign corridor is a strip of rural land designated by the Minister adjacent to a provincial highway, but outside the operating highway.

### Sign Requirements:

#### Sizing

- Signs shall be 4'h x 8'w

#### Material

- Signs shall be made of durable material to withstand the elements.

#### 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 1<sup>st</sup> and October 30<sup>th</sup>, 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 Regina Beach in writing personally, by registered mail addressed to the last address of the holder of the permit that is known.
- 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 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 the Minister or an authorized person, 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, message 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 on 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

Sign Installation Fee: \$45.00

Permit Application Administration Fee: \$10

Permit Application Administration Fee must be submitted with application.

Annual Lease fees are payable upon permit approval for the current year signs are installed and payment due no later than every May 1<sup>st</sup> each year thereafter.

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

## Sign Corridor Responsibilities:

### Sign Owner:

- Make application for the sign and remit application fee.
- 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.

### Town of Regina Beach

- Distribute Applications upon request
- Approve wording/content on signs
- Collect fees
- Issue receipts
- Installation and maintenance of sign posts
- Installation of sign
- Regular inspection of signs and posts
- Enforcement of the Town of Regina Beach Sign Corridor Established Rules Policy as administered through the Ministry of Highways & Infrastructure.
- The Town of Regina Beach 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 Regina Beach, Sign Corridor Administrator and a permit issued upon approval.

Payment of Permit Application Administration Fee (non-refundable) to be submitted with application.

A proof of the sign must be emailed to [townoffice@reginabeach.ca](mailto:townoffice@reginabeach.ca) and approved by the sign corridor administrator.

### Sign Priority

- We are limited to the number of signs in the Town of Regina Beach sign corridor.
- Priority will be given to:
  1. Regina Beach Business with commercial property assessment
  2. Home based businesses located in the Town of Regina Beach
  3. Regina Beach local area\* businesses
- If necessary, there will be a waiting list based on priority & 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 who 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):*

## AUTHORITY

<b>Resolution No:</b>	<b>40/19</b>	<b>Council Approval Date:</b>	<b>February 26, 2019</b>
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## Sign Corridor Permit Application

**Business Name:** \_\_\_\_\_

**Business Location:** \_\_\_\_\_

**Business Description:** \_\_\_\_\_

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### Contact Information:

**Name:** \_\_\_\_\_

**Phone 1:** \_\_\_\_\_

**Phone 2:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

### Mailing Address

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\_\_\_\_\_ Date

\_\_\_\_\_ Applicant Signature

**Completed Applications may be submitted along with application fee by mail, in person, after hours drop-slot.**

**Town of Regina Beach  
Box 10, 218 Centre St.  
Regina Beach, SK S0G 4C0**

[townoffice@reginabeach.ca](mailto:townoffice@reginabeach.ca)

### For Office Use Only

Application Fee Received: \$10 Date Pd: \_\_\_\_\_

Proof Received: Yes \_\_\_ No \_\_\_

Priority: 1 / 2 / 3 Location: \_\_\_\_\_

Application Status: Approved / Denied / Waitlist

Date: \_\_\_\_\_  
Initials

Lease Fee Received: \$200.00 Date Pd: \_\_\_\_\_

Installation Fee Received: \$45.00 Date Pd: \_\_\_\_\_