

Town of Lumsden Sign Corridor



Administrator Guideline

Background

Signing along provincial highways is considered to be an excellent medium to promote the goods and services of local businesses and enterprises. Balanced against these desires is a need to consider safety as well as aesthetics along provincial highways.

In order to accomplish this, signing legislation has been in effect since the 1930's and is similar to other jurisdictions throughout North America. Since 1985, Saskatchewan's legislation and regulations permit private signage opportunities adjacent to provincial highways. Establishing a sign corridor is one method to promote the goods and services of local businesses and enterprises.

A sign corridor is a strip of land that is parallel and adjacent to the right of way of a provincial highway and for which the minister has issued a permit.

(Town of Lumsden Hwy # 11 SE 35-19-21, W2 NW 32-19-21, W2 1989)

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 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 interfere with sight lines along the highway, at road intersections or railway crossings;
- not be erected on trees or painted or drawn on rocks or other natural features;
- 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;

Town of Lumsden Sign Specifics

Sizing

- all signs shall be 8` (240 cm) X 8` (240 cm)

Material

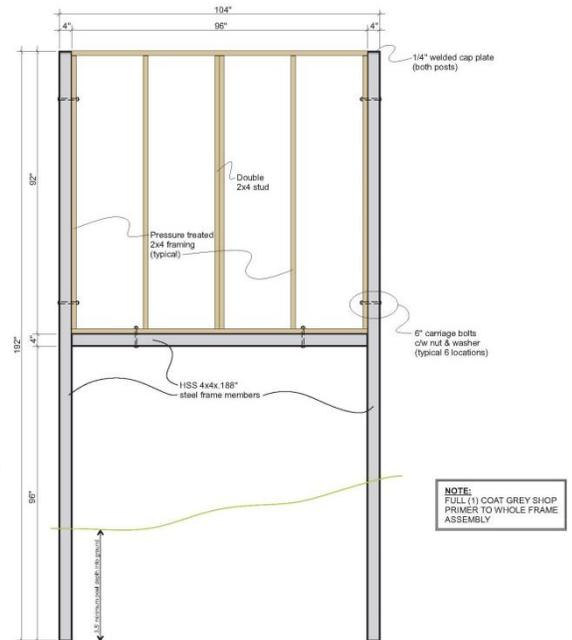
- aluminum sign with vinyl **reflective** graphics and lettering

Legibility

- two, three or four lines of information
- three or four words per line
- average letter height is 20 to 25 cm
- the larger the letter height, less words and lines
- logos are often advantageous

Posts (provided and installed by the Town of Lumsden)

- 4" X 4" painted steel "H" frame



Sign Requirements

- Sign must be professionally made by a sign company of your choice
- Proof of the sign must be emailed to c.exner@lumsden.ca and approved by the Lumsden Community Coordinator prior to installation

Sign Priority

- We are limited to the number of signs in the Town of Lumsden sign corridor.
- Priority will be given to:
 - (1) Lumsden businesses (store front)
 - (2) Home based businesses
 - (3) Lumsden area Events
- If necessary there will be a waiting list based on priority.

Maintenance

- An annual fee of \$300.00 for (Priority 1 & 2) signs, \$600.00 for (Priority 3) signs.
- The annual fee will cover the cost of the new steel posts, the yearly land rental and maintenance. Business will be given sixty days' notice if the annual fee changes.
- When a sign is in need of repair or replacement, the Town of Lumsden will contact you. If there has been no action to remedy the sign within thirty days of contact, the sign will be removed from the corridor and this space in the corridor will become available to another business.
- Any changes or additions to the sign must receive prior approval from the Lumsden Community Coordinator.

Sign Corridor Permit Application

Business Name _____ Priority 1 2 3

Business Location _____

Business Description _____

Contact Information

Name _____

Phone 306 ____ - ____ and/or 306 ____ - ____

Email _____

Website www. _____

Mailing Address

Date

Sign Applicant Signature

Please complete all the questions and then mail/drop-off
or email the form to the Town of Lumsden

Town of Lumsden
300 James St N
Box 160
Lumsden, Sk S0G 3C0
town.lumsden@sasktel.net or c.exner@lumsden.ca

<p>For Office Use ONLY:</p> <p>Proof Received: Yes ___ No ___</p> <p>Application Status: Approved / Denied / On Wait List</p> <p>Date: _____</p> <p>Community Coordinator</p>
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