SECTION 1: EXECUTIVE SUMMARY

The purpose of this report is to outline the public review process of the proposed Sign Bylaw and to outline recommended changes to the Sign Bylaw No. 1121 from the public review process. The proposed changes are in response to both comments and questions from the public review process and serve as a discussion and analysis of the comments staff heard through the process.

Once Council reviews this report and the attached comments and recommendations on the proposed Bylaw amendment, staff will look to Council to provide any necessary feedback and proceed through the formal adoption process. Council will also note that based on comments received staff have prepared a sign permit information sheet for review.

SECTION 2: BACKGROUND (if applicable)

At the February 14th, 2012 Committee of the Whole meeting, staff was directed to proceed with a public engagement process to inform stakeholder of the proposed changes to the sign bylaw. Staff created press releases and posters for public information sessions both with the general public and specifically with real estate agents. Staff also created general information hand-outs and participated in interviews with the radio and local news papers. The public information sessions with real estate agents was held on March 27th in the morning and with the general public on March 29th in the evening. Both sessions were well attended and there were great questions, concerns and feedback raised during these meetings. Notes from these meetings can be found in Attachment A of this report.

This report covers a number of topics and concerns raised as a result of the public review process. Under each topic is a discussion, summary of the concerns raised and staff’s recommendations to address the concerns within the proposed Sign Bylaw. The following is a list of the topics and concerns raised:

- Enforcement;
- Sandwich Board Signs;
- Real Estate Signs;
- Off-Site Signs;
- Banners;
- Election Signs;
- Additional Definitions; and
- Information on Sign Permit Process.

SECTION 3: DISCUSSION

Enforcement

During the public review of the Sign bylaw, enforcement of the sign bylaw came up as the number one issue with community members. Comments such as “the City needs to either enforce bylaws or deregulate, or the City needs to be consistent with enforcement especially when it comes to their own
signs or election signs.” Comments like this came out strong; there is much concern in the community that our bylaws are enforced on a complaint basis. There is an understanding that, if there are rules, every community member should be required to meet those rules, or why have them?

There were also concerns raised regarding the strong language around Enforcement and Violations within the proposed Sign Bylaw, such as found in Part 1, F- Violations, 4 as follows:

*Any person who contravenes any of the provisions of this bylaw commits an offence punishable upon summary conviction and is liable to a fine of not more than ten thousand dollars ($10,000) or to imprisonment for not more than six months or to both. Each day than an offence continues shall constitute a separate offence.*

This type of strong wording is found in many municipal bylaws. This provides municipal governments tools in bylaw enforcement for severe situations and there is no ability to seek compliance other than the law.

During public sessions staff explained that Bylaw enforcement is handled on a complaint basis. The City seeks voluntary compliance in all situations and only resorts to ticketing and fines on difficult infractions.

**Staff recommendation:**

Staff recommend that no changes be made to the enforcement and violations sections of the Bylaw, however staff be directed to continue to enforce the City’s bylaws and seek voluntary compliance whenever possible.

**Sandwich Board Signs**

While Bylaw No. 1121 refers to Portable Signs, it does not specifically refer to a definition for Sandwich Board Signs which are more clearly defined and regulated in other municipalities. As the Bylaw Department has received complaints regarding the size, placement, and amount of these signs, it was suggested that these signs be included in the revision. During the public review process of the bylaw there were a number of questions and concerns raised with the municipality regulating sandwich board signs, a summary of the issues and suggestion by the community are below:

- Why make it more difficult for businesses to advertise, make the permit for the sandwich boards free;
- Why is liability required for sandwich boards?;
- Is there potential to have one Sandwich board permitted with no permit?;
- Charities and non-profit should be clearly exempt from requiring permits for sandwich boards;
- Clarify that modifications to sandwich boards, as in content, can be changed without modification to the permit; and
- Interest in seeing one sandwich board permitted per business but only two permitted per property frontage at one time.

**Staff recommendation:**

Staffs recommend that based on the community’s comments and concerns with the introduction of permits for sandwich boards that a few minor changes be made in regulating these types of signs. The first recommended change would be to set the rate for a sandwich board permit fee at 0$. Sandwich boards are a great way to attract business in a community. They add dimension to the street scape, if placed in a safe and hazard free area, and they provide for flexible advertising for sales, event and promotions for many different businesses in our community. The Main reason Sandwich board permits where introduced into this Bylaw amendment was due to complaints the City was receiving regarding
sandwich boards being placed not directly in front of businesses. Having a permit fee of $0 dollars would still require that an owner of a business or sandwich board proceed through a permit process to ensure that the signs are constructed in a safe manner, and most importantly ensure that the business owner is carrying liability insurance that saves the City harmless if an accident were to occur involving or due to a sandwich board sign on the City’s Road Right of Way.

The amendment for the permit fee would take place under Part 2, Section D-Permit Fees, 1 as follows:

1. **The sign permit fee shall be $25.00 for a sign valued at $1,000.00 or less and an additional $10.00 per $1,000.00 value for any sign valued over $1,000.00. This fee rate shall be for all types of signs that require a sign permit, except a sandwich board sign where the sign permit fee shall be free of charge.**

Further, Staff recommends that under Part 1, Section C – General Provisions, 6. Signs Permitted in all zones, f. that sandwich boards be included as a sign that is exempt from a permit for Community causes and Charitable fund-raising campaigns as follows:

*Temporary and sandwich board signs pertaining to events for community causes and charitable fund-raising campaigns or recognized civic, philanthropic, educational or religious organizations, provided that such signs:*

Further, Staff recommend that under Part 3, Section I – Sandwich Board Signs, 2 be changed to reflect that not more than one sandwich board sign be permitted per business holding a valid business license, but only two are permitted per property frontage at one time as follows:

2. **Not more than one (1) sandwich board sign shall be permitted for each business holding a valid business licence with a maximum of two (2) sandwich board signs permitted per property frontage.**

And finally, Staff recommend an addition clause be added to state that a change in sign content does not require a new sign permit under the Sandwich Board Sign regulations will help to clarify this section as follows:

6. **A change in content of a Sandwich board sign does not constitute the need for a new permit application.**

**Real Estate Signs:**

On March 27th staff met with 8 Real Estate Agents to discuss the sign bylaw and particularly how the proposed changes may affect real estate agents and signs. It was made clear that real estate signs are exempt from the permit process, however the bylaw outlines guidelines for the placement and removal of such signs.

The main issues raised at the meeting were as follows:

- Real estate agents are governed by provincial legislation that requires real estate agents to take down their signs after a sale has been completed, and that enforcing timelines is redundant.
- Private sales and companies such as Property Guys sometimes do not follow the rules and enforcement should be consistent.
- Concern that the City does not allow directional signage. This is an important tool for real estate agents so that they can serve their clients and direct general visitors or home buyers to their listings, especially in neighborhoods where streets are harder to find.
- Concern that real estate agents should be allowed to have directional signage on private properties, especially if they seek permission from private property owners.
- Suggested permitting directional signage at the time of an open house, but must be taken down
the same day, on public or private property with permission.

**Staff recommendation:**

The current sign bylaw allows for real estate signs with no required permit, however the signs must meet the criteria laid out under “Signs permitted in all Zones”. In reflecting on the comments collected staff have the following recommended changes to the proposed Bylaw:

- Remove the 30 days after the lease... and replace the wording with “removed within a reasonable time frame after the sale completion”;
- Add “directional signage for an open house may be permitted on public or private property with the permission of the land owner, but must be taken down on the same day of the open house”; and
- Add a clause Directional signage for real estate listings is permitted only on Private property, with the written permission of the property owner, and shall be limited to one sign per property frontage.

Council should take note that adding additional clauses to allow for off-site or directional signage on private property may cause some enforcement complications having different owners of signs and different owners of properties.

**Off site signs**

During the public review staff heard a number of comments regarding business special events. Currently the proposed bylaw prohibits off-site signs except for the following:

i. An automatic, electronic changeable copy sign may, in addition to advertising the business located on the lot where the sign is located, advertise businesses and/or events located elsewhere in the City;

ii. Public Institutional Signs;

iii. temporary signs advertising special events for community causes and charitable fund-raising campaigns;

iv. Commercial/Industrial Park Signs.

The concerns came from regulating special business events like sales or specials or events that businesses use to attract and celebrate customers in the Williams Lake Area. A number of business owners stated that sales and events at their businesses brought in a lot for money and they will continue this, however special business event advertising on the street and around town is important because that is what gets business and customers to their doors. Suggestions were made to allow for offsite signage during the day, or for special occasions, or for business owners to seek permission from private property owners, or to apply to the City for a special business event sign on public boulevards, road rights-of-way or a special location near the main highway intersection of town.

**Staff recommendation:**

There are a number of concerns with off-site signage, one being enforcement of temporary and permanent signs around town. If you start allowing businesses to advertise off-site then regulations need to be made as per the size, sitting, location, amount of signs permitted where and how within the City. Currently, the Bylaw prohibits off-site signs with the exception of commercial parks, community charity events, public institutions and business with electronic signs putting up advertising.

Staff recommends that an additional exception be placed in the off-site sign regulations to accommodate
business special events and sales on private property with the written permission of the property owner. This arrangement may result in enforcement complications with regards to the responsibility of removing signs for temporary events. Permitting such offsite temporary signs on public road right-of-way or boulevards also poses some enforcement complications. To mitigate enforcement complications staff recommend that Council direct staff to approach the Ministry of Transportation and negotiate regulations for posting temporary business special event or sale signs in one area of town or a boulevard along Hwy 97 S. Further, that Staff be directed to bring back a report to Council outlining potential options from the Ministry.

Staff further recommends that under Part 1, C-General Provisions 7. Signs prohibited in all Zones, the following wording is added under a. Off-site signs are prohibited, except the following:

v. Temporary signs advertising special events or sales for businesses shall be permitted only on private property with the written permission of the property owner.

Business Event Banners

In addition to off-site signs for special business events and sales, a concern was raised through the public review that the current bylaw does not regulate flags and banners for businesses. Business owners asked if this was something that the City would regulate or consider a sign or if this was just simply not regulated.

Council should note that the current and proposed bylaws do not regulate banners for businesses or community events. The bylaw does mention temporary signs for community causes and charitable fundraising campaigns or recognized civic philanthropic, educational or religious organizations and permit these for thirty days prior to an event and four days after, and allows for locations to be determined by the Works Superintendent. Other communities such as Kelowna define and regulate banners as signs that do not need permits but must meet the following requirements:

Banner signs for special events, such as sales, openings, or closings, only up to 5m² and no more than 20% of the banner area shall be used for the name and logo of a commercial sponsor. Banner signs may be displayed only immediately prior to and during the special event and in no areas shall the banner be displayed longer than 14 consecutive days and no more than 28 days in a calendar year.

Example of Kelowna’s definition for banners:

Banner sign means any sign composed of material either enclosed or not enclosed in a rigid frame, which may be secured or mounted so as to allow movement of the sign caused by air movement.

Staff recommendation:

Banners have not typically been a problem within the City of Williams Lake. Given that businesses generally regulate their look and character, staff feel it is unnecessary to define or regulate banners for special events, sale, opening etc. of businesses. It should be noted that if a banner was to appear abandoned or derelict, staff would still have the authority under the bylaw to have the sign removed.

Election Signage

During the public process City Staff heard concerns regarding election signs creating visual disturbances in the City. These issues centered on the City being consistent with sign regulations across the board. Particularly, there were suggestions made by the public to ensure that elections signs needed to follow
regulations of all other signs, meaning no election sign on Public road rights of way, where election signs are found on private property, the candidates should seek written permission from the land owners and election signs should adhere to the same regulations meaning that there shall be no obstruction to traffic.

Currently, under Part 1, Section C - General Provisions, 6. Signs Permitted in all Zones the Bylaw reads:

*Political campaign signs on behalf of candidates for public office or referendum on election ballots provided that such signs shall be removed within four days following the election. Such signs shall not be installed on or over a street, including any boulevards or public ways.*

**Staff recommendation:**

Staff recommends that the bylaw be amended to reflect the concerns the public had with election signs, particularly around candidates seeking permission from private land owners prior to erecting political campaign signs. The Bylaw could read as follows:

*Political campaign signs on behalf of candidates for public office or referendum on election ballots provided that such sign shall be removed within four days following the election. Such signs shall not be installed:

i. On or over a street, including any boulevards or public rights of ways; and

ii. On private property, without the written consent of the property owner where the sign will be located.*

**Need for Additional Definitions**

During the public information session a number of community members expressed concern regarding the appearance of abandoned and derelict signs and signs that are remaining in a state of disrepair. There were comments that the City should enforce the requirement to remove signs where businesses have left, or their signs are just simply deteriorated. In addition there were suggestions that derelict signs should be defined within the Bylaw as:

*Derelict sign means a sign in very poor condition as a result of misuse and neglect, abandoned, forlorn deselect or forsaken in reference to an operating business*

The current bylaw defines Abandoned signs as follows:

*Abandoned Sign - means a sign that advertises an activity, product or service no longer conducted or available.*

**Staff recommendation**

Staff recommends that the current definition be looked at to include a sign that has been left deserted. As some businesses continue or move and leave their signs deserted. The following adjustment could be made to the definition of Abandoned signs:

*Abandoned Sign - means a sign that advertises an activity, product or service no longer conducted or available. Or a sign that has been left deserted, as by the owner or guardian; abandoned; a derelict sign.*

**Information on Sign Permit Process**

Council should note that during the public review process there were comments and concerns regarding the general regulations of signs and the concerns that there is no clear process for sign permits.
**Staff recommendation:**

Staff recommends that the attached sign permit information sheet be reviewed by Building Inspection and a final version be brought forward when the proposed sign bylaw appears at Council for final approval.

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<td>b. Legislative Considerations (Applicable Policies and/or Bylaws):</td>
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<tr>
<td>c. This project most closely supports the following ICSP Priority Areas:</td>
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<tr>
<td>Lively Downtown</td>
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<td>Choose an item.</td>
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<td>Choose an item.</td>
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<tr>
<td>d. This project potentially conflicts with the following ICSP Priority Areas (also list mitigation measures)</td>
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<tr>
<td>e. Environmental Considerations:</td>
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<td>f. Social Considerations:</td>
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<td>g. Economic Considerations:</td>
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<th>SECTION 5: RECOMMENDATION(S)</th>
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<tr>
<td>That Council receive this report for information and approve the recommended changes to the Signage Bylaw as were suggested by staff and through the Public review process of the Bylaw Drafts. And further, that Council Advise staff to bring the Proposed Sign Bylaw forward for the formal bylaw adoption process.</td>
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Respectfully submitted,

Brian Carruthers
Chief Administrative Officer
This report has been prepared in consultation with the following:

<table>
<thead>
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<th>Initials</th>
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<tr>
<td>Director of Financial Services</td>
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<td>General Manager of Planning &amp; Operations</td>
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<td>Manager of Economic Development</td>
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<td>Manager of Legislative Services</td>
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<td>Manager of Social Development</td>
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<td>Planner</td>
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ATTACHMENT(S):
Attachment A – Public comments and input into the Sign Bylaw Review (7 pgs)
Attachment B – Proposed Sign Bylaw with recommended changes
Attachment C – Sign Permit Information Sheet
Real Estate Focused Sign Bylaw Meeting Notes
March 27th 8am City Hall Rick Hanson Board Room

Attendants
*Real-estate agents:* 8 (list attached)
*City Staff:* Liliana Dragowska, Planner, Geoff Goodall, General Manager of Planning and Operations

Format
-Coffee and treats offered
-Real estate agents were welcomed and Liliana started with a presentation overview on all the proposed changes to the bylaw. During the information presentation questions were asked regarding section of the Bylaw. Then the focused discussion on real estate signs started. Comments from the meeting were as follows, with **bolded** sections representing proposed changes that resulted from the meeting.

Notes
- Private sales and property guys are the issue with real estate signs ad compliance with location, taking them down etc.
- Real estate agents are governed by the real estate services act and are required to take signs down within 24 hours of the completion date.
  - **Maybe language could be changed to state reasonable time after sale completion**
- Maybe the bylaw should be clear on **site triangle regulations** if this is already located in the zoning bylaw.
- Why increase fees for signage
- **Enforcement should be consistent from election signs to all signs** in the City
- Election signs should need to seek permission of property owners and not permitted on road rights of way.
- Notices to remove signs should be given to property owners.
- Regional district does not allow directional signage why should the city
- City should **allow directional signage for property owners**
  - Potential for permitting directional signage at the time of an open house, but must be take down same day, on public or private with permission property
  - Allow for generic company real estate signs in specific locations
  - **Potential to seek permission from private land owners to locate directional signage**
- Regulation issues, does the city need these bylaws
Public Information Sign Bylaw Meeting Notes  
March 29th 6pm City Hall Lobby

Attendants
Public: 9 members of the public, two reports (list attached)  
City Staff: Liliana Dragowska, Planner, Geoff Goodall, General Manager of Planning and Operations

Format
Comments from the meeting were as follows, with **bolded** sections representing proposed changes that resulted from the meeting.

Notes
- **Section 7-13 Offsite signs: events signs for businesses should be permitted up to 1/3 of his sales @ these events**
  - Do it through a permitted process. Provide drawings showing where the sign will be. Willing to pay permit fee.
  - Day of event
  - Limit on # of events per business or location
  - **City provides approved locations for business event at the main intersection of town? TRAN? Or predefined locations for event signs.**
  - **Potential to allow offsite signs by either owning the property or seeking permission from the property owner.**
  - Permission for signs on boulevards for business events
- **Mall locations and sandwich boards**
  - **Specific number of boards allowed, but maybe one per businesses**
  - One permitted with no permit or fee and the others have permit or fee? All free but requiring liability
  - **Limit two sandwich boards to one frontage at one time, but allow more signs per mall frontage in general**
- **General sandwich boards**
  - **Clarify that modifications to sandwich boards as in content can be changed without permit**
  - **Charities and no-profit should be excluded from requiring permits for sandwich boards.**
  - Liability only for a sandwich board,
  - **Free permit**
  - What will happen when this bylaw moves forward, will all businesses with sandwich boards be contacted and asked to apply for permits? And required to list the City as a payee on the insurance?
  - Safety issues should be addressed like Blackies car wash sign which is out in the middle of the corner blocking views of oncoming traffic.
GM has a sign on Broadway that is not on their site, will the City enforce that if it is not allowed in the current bylaw or the future bylaw?

- Need for less red tape
- For low cost signs too much is begin required in the bylaw. Clarify what provisions are required for low cost signs.
  - Class 0 permit for simple signs
- Policy with the bylaw to fast track sign that comply with a specific sign company.
- Directional signage
  - For business events and sales
  - For business off-site
  - **Interest in de-regulating these types of signs**
    - Ie stock car races, hockey games, farmers market
- General permit process
  - To many requirements
  - Potential to loosen permit attachments
  - Need clear information on the sign permit process and requirements outside building permit guides
  - **Clear sign permit process or guide**
- Interest in seeing derelict signs being defined in the bylaw
  - Specifically for existing businesses
  - **Define: Derelict sign very poor condition as a result of misuse and neglect, abandoned, forlorn deselect or forsaken in reference to an operating business**
  - **Define: Abandoned sign not associated with an existing business**
  - **Add: Minimum standard of appearance.. in obvious disrepair some of the businesses are failing to look after sign code and appearance..**
- Community events clearly defined..
- Potato house example and sponsor board, does that need a sign permit? No
- Banners for business events. Are these regulated in the bylaw? No. can they be regulated and spelled out that they do not need a permit.
- Are flags for business event regulated? No
- Existing signs and enforcement
  - There is no consistency in the City
  - Complaint basis but where is the City with enforcement
  - What is the City’s policy on enforcing the Sign bylaw, why is it not clear that bylaws like the sign bylaw are enforced on a complaint basis and then the process for following up on the complaint so that people understand what will happen.
  - City requires permits and signage but does not regulate it self
- More permits is not easy for existing and small business as increased cost and waiting time to process sign permits.
- **City needs to be more business friendly.**
Phone Calls
Two phone calls received from downtown business owners concerned about sandwich board regulations and wanting clarification on what will be allowed and how it will be regulated.

- Questions in both conversations were why do we need permits?
- How many signs are allowed?
- Will we have to get permits for any changes on the sandwich board?
- And why does the City have to require liability insurance?

Emails

From a Real estate Agent, Dated March 15th, 2012

From what I've read, of the proposed changes/updates to the bylaws, I don't have anything further to add as I'm in agreement with it and work diligently to treat my signage as already indicated in the proposed bylaw.

Aside from being in the Real Estate field for 18yrs, I have also lived here for 42 yrs. And as a citizen of the community, I would like to comment on the other signage around the downtown core. So much of it needs to be updated by the business owners. We have new people moving into our community all the time and the outdated or inaccurate signs can be confusing and/or an eyesore. FIRST IMPRESSIONS are KEY for the promotion of anything, including the downtown core and our city.

Examples of outdated or inaccurate signage are:
1. There is a 'Boitanio Mall' sign in the Save-on-Foods parking lot. WHY? The Boitanio Mall is not located there.
2. The strip mall on 3rd Ave. Where the Golden Phoenix restaurant, pawn shop, and Donair shop is. The main sign for the 'Plaza' -behind the intersection lights- still says '1st on 3rd ...restaurant', and other businesses that don't exist any longer.
3. The building that houses the other pawn shop and used to be Harry's Sporting Goods, on Oliver Street, across from Denny's is an eyesore, and then someone has added old election signs from the Mayoral/Councillor race to the side of the building. Why old political signs are not treated the same as Real Estate signs?

I would like to see the city put pressure on business owners to change their signs, and/or paint the outside of their buildings and improve their parking lots. Small business owners complain that the public shops elsewhere for their product. Instead of complaining, they need to start trying to ATTRACT the public to their business, and its good for the City at the same time. Everybody wins.

Thank you in advance for taking the time to read my comments,
From a Downtown Business Owner, dated March 30, 2012

Thank you for your time last night. It was very informative & you were very well informed on the by-law (both existing & proposed). Please keep me updated on the changes that are made.

I suggest that it be reworded so that, since the building inspector has to approve it anyways (if required), the bylaw not include items which he/she would inspect ie. sign can’t cover a window.

Upon re-reading it today, it still is unclear for Banners (which are signs), as they could be interpreted to be fascia signs (if attached to building) or free-standing signs (if attached to poles), if they are not to be permitted then perhaps the by-law should list them as signs permitted in all Zones.

It would also be clearer to substitute “allowed” for “Permitted” as in is confusing with the “Permit required”.

Thanks for your time and consideration of the above,
March 27, 2012

City of Williams Lake  
Planning Department  
450 Main Street  
Williams Lake, BC  
V2G 1N3

Attn: Mrs. Liliana Dragowska, Planner

RE: City of Williams Lake Proposed Sign Bylaw Amendments - Commercial / Industrial Parks

We are writing this letter to comment on the suggested amendments to the existing Sign Bylaw No. 1121 as proposed by the Bylaw Review Advisory Committee (BRAC). Our comments will be focused specifically on supporting the use of Offsite Signs within the new Commercial / Industrial Parks designations.

As developers of the new Prosperity Ridge Shopping Centre located south of South Lakeside Drive at 1185 Prosperity Way we have been working with yourself and other staff members to ensure we develop a successful shopping centre in the community. In order for us to attract the necessary tenants in today’s challenging marketplace it is critical that we have proper signage for them to advertise more effectively. In our situation visibility to the property is a real concern because the shopping centre is located in a newly emerging commercial precinct and is situated at a much higher elevation than South Lakeside Drive. Having a properly sized free standing Offsite Sign located along South Lakeside Drive offers an opportunity to display the centre’s tenants and to a certain extent acts as a way finding sign for each passerby, which is particularly important for non-locals travelling to the City.

The shopping centre represents a considerable investment in the City and we would like to ensure the development is successful in both the short term by attracting tenant interest and also the long term with having an economically sustainable centre. We strongly endorse the proposed Offsite Sign amendments to ensure local businesses can advertise more effectively.

We trust our comments will be included in your report to Mayor and Council following the public information meeting hosted by the BRAC scheduled for Thursday, March 29th, 2012.

Sincerely,

Platform Properties Ltd.

Adam Khong
Delaineys Hardware Ltd.
271 Oliver Street
William Lake, BC
V2G 1M2

April 4, 2012

To Whom It May Concern:

On behalf of Chuck Delainey and the businesses of Delaineys Center Mall I am writing in response to the City Signage Bylaw Update regarding sandwich boards. As Delaineys Center is a Mall we propose that each business with a valid business license be allowed to have a sandwich board for marketing purposes.

Signage Bylaw Updates:
City staff have reviewed the Sign Bylaw to address a number of complaints we have been receiving in the community but also to ensure that this bylaw is consistent with the OCP directions. The new Bylaw addresses sandwich boards specifically as follows:

I – SANDWICH BOARD SIGNS

1. The height of a sandwich board sign shall not exceed 1.2 m (4.0 ft).

2. Not more than one (1) sandwich board sign shall be permitted for each business with a maximum of two (2) sandwich board signs permitted per property frontage.

3. A sandwich board sign shall not be sited less than 0.31 m (1.0 ft) from the back of curb or edge of road if a curb is not in place.

   a. In the case of a sandwich board sign on a public sidewalk or walkway there must be a minimum 1.8 m (6.0 ft) wide, unobstructed pedestrian corridor after the sign is installed so as to not disrupt pedestrians using the sidewalk or walkway.

   b. The sandwich board sign shall not be installed in a location that will interfere with parking meters, crosswalks, landscape planters, street furniture, street trees and fire hydrants.

4. A permit for a sandwich board sign shall include a completed Sign Permit application, Indemnification Agreement and endorsement of Insurance Policy in the form as shown on Schedules “A” and “B” respectively of this bylaw.

5. Sandwich Board Sign must not fall into a state of disrepair.

Sincerely,

Angie Delainey
A BYLAW OF THE CITY OF WILLIAMS LAKE TO REGULATE SIGNS.

WHEREAS pursuant to Section 908 of the Local Government Act of the Province of British Columbia, Council may regulate the number, size, type, form, appearance and location of any signs and may prohibit signs subject to Section 908(3);

AND WHEREAS pursuant to Sections 8(4) and 65 of the Community Charter of the Province of British Columbia, Council Under Section 8(4) may by bylaw regulate and impose requirements in relation to the erection, placing, alteration, maintenance, demolition and removal of a sign, sign board, advertisement, advertising device or structure, or any class of them;

AND WHEREAS it is deemed desirable to regulate such signs and structures in the City of Williams Lake;

NOW THEREFORE, the Municipal Council of the City of Williams Lake, in open meeting assembled, enacts as follows:

1. Sign Bylaw Number 1121, being cited as the “City of Williams Lake Sign Bylaw Number 1121, 1987” and all amendments thereto are hereby repealed.

2. This bylaw may be cited as the “City of Williams Lake Sign Bylaw Number 2153, 2012”.

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PART I – ADMINISTRATION AND ENFORCEMENT

A – APPLICATION:

1. Unless otherwise exempted by this bylaw, this bylaw is applicable to the erection, placement, display, alteration or movement of signs on all private property and the placement of off-site signs and sandwich board signs on highway right-of-ways within the boundaries of the City of Williams Lake.

2. This bylaw does not apply to:
   a. Signs located inside a building and not visible or intended to be visible from any street.
   b. Building addresses containing street name and/or number only.
   c. Name and/or address plates for private residences.
   d. Street name and traffic signs.

B - DEFINITIONS

Abandoned Sign - means a sign that advertises an activity, product or service no longer conducted or available.

Animated Sign - means any sign which includes action or motion or color changes of all or any part of the sign.

Awning - means a hood or cover, composed of non-rigid materials, which projects from the wall of a building.

Awning Sign - means a sign which incorporates an awning in its design.

Billboard Sign - means a sign which advertises goods, products or services not sold on
the premises on which the sign is located. Billboard Signs are usually of the following types:

1. Poster panel or bulletin normally mounted on a building wall or free standing structure with advertising copy in the form of pasted paper.
2. Multi-prism Sign - alternating advertising messages on the one display area.
3. Painted Bulletin - where the advertiser's message is painted directly on the background of a wall, mounted or free standing display area.

**Building Face** - means that portion of any exterior elevation of a building extending from grade to the eaves or the top of the parapet wall and the entire width of the building elevation.

**Building Frontage** - means the linear length of a building directly facing a street.

**Building Inspector** - means the Chief Building Inspector, or his delegate, or such other person appointed by the Council to administer this Bylaw.

**Canopy** - means a permanent hood or cover which projects from the wall of a building, but does not include a roof projection.

**Canopy Sign** - means a sign attached to, constructed in or constructed as part of a canopy.

**Changeable Copy (Automatic Electronic Sign)** - means a sign on which copy is changed automatically by electrical means.

**City** - means the City of Williams Lake.

**Commercial/Industrial Park** – means an area outside the City Centre zoned for industrial or commercial use, where the group of businesses share the same zoning class; In the case of Commercial Parks share a contiguous parking area; Located off of an Highway, Collector; and are separately owned parcels of land.
**Construction Sign** - means a temporary sign placed or maintained in advance of occupancy of a building or structure under construction, indicating the name of the building or structure, the architects, engineers, contractors, or other information regarding the building or structure.

**Copy** - means the wording of a sign in permanent or removable letter form, including figures, symbols, logos and other things comprising the sign.

**Copy Area** - means the area in square meters of the smallest geometric figure which could enclose the actual copy of a sign.

**Fascia Sign** - means a flat sign which is attached to, marked, inscribed, painted or erected on, or placed against a wall of a building and having the exposed face thereof on a plane approximately parallel to the plane of such wall.

**Flashing Sign** - means an illuminated sign which contains lights which repeatedly turn on and off, more than 2 times per minute, or lights which exhibit noticeable changes in light intensity more than 2 times per minutes. This does not include copy changes on a changeable copy (automatic electronic) sign.

**Free Standing Sign** - means a sign erected as part of a free standing frame, mast or pole, permanently fixed to the ground and not attached to any building.

**Grade** - means the surface elevation of the ground where said ground is in contact with the applicable building, sign or other structure.

**Height of Sign** – means the maximum vertical distance between the normal grade around the sign (exclusive of any berm or embankment) and the highest point of the sign.

**Highway, Collector** - means a street which carries traffic from local highway to arterial
highway (as defined in the Subdivision and Development Servicing Bylaw) and includes the principles entrance streets for circulation of traffic within such a subdivision.

**Identification Sign** - means a sign which is limited to the name, address or number of a building, institution, or person, or a description of an activity carried on in the building or institution or the occupation of the person.

**Illuminated Sign** - means a sign which is artificially lighted by a deliberate means in which an artificial source of light is used in order to make readable the message on the sign and shall include internally and externally lighted signs and reflectorized, glowing or radiating signs.

**Lot** - means the smallest unit in which land is designated as a separate and distinct parcel as shown on the records of the Land Titles Office.

**Multi-prism Sign** - means a sign made with a series of triangular vertical sections that turn and stop, or index, to show three pictures or messages in the same area.

**Non-conforming Sign** - means any sign which was lawfully erected pursuant to a permit prior to this Bylaw and being maintained at the passage of this Bylaw but which fails to conform to all applicable regulations and restrictions of this Bylaw.

**Off-Site Sign** - means a sign which directs attention to a business, commodity, service or entertainment, not exclusively related to the premises on which the sign is located, or to a business, commodity, service or entertainment which is conducted, sold or offered elsewhere than on the premises on which the sign is located.

**Owner** - means and includes:
1. registered owner of the estate in fee simple, in respect of real property;
2. the occupier of real property; and
3. the owner of the sign.

**Parapet/Parapet Wall** - means that portion of a perimeter building wall that rises above the roof level.
**Person** - means and includes an association, corporation, firm, individual, organization, partnership, party or society.

**Penthouse** - means a structure projecting above a building roof or parapet, housing a suite, elevator shaft or stairwell; or forming a wall or screen around equipment mounted on the roof.

**Penthouse Sign** - means a fascia sign attached to a penthouse.

**Portable Sign** - means any sign not permanently attached to the ground or to a building.

**Premises** - means an area of land with its appurtenances and buildings, which because of its unity of use, may be sold or leased as a unit. A premise any include a separately leased portion of a building or a building and lot.

**Projecting Sign** - means a sign which projects from the face or wall of a building, excluding an awning sign, canopy sign or fascia sign.

**Public Institution Sign** - means a sign which directs the public to the location of a public institution such as a college, hospital, civic building, museum, golf course, or other such attraction.

**Pump Island Sign** - means a sign which is mounted on or incorporated into a fuel pump or series of fuel pumps.

**Real Estate Sign** - means any sign that gives notice of a business or real property offered for sale, rent, lease, development or exchange.

**Roof Line** - means the horizontal line made by the intersection of the wall of the
building with the roof of a building. In the case of a building with a sloped roof, the roof line shall be deemed to follow the top line of the fascia or the top line of a mansard in the case of a mansard roof.

In the case of a parapet/parapet wall, the roof line shall be deemed to follow the top of the parapet/parapet wall for the horizontal extent of said parapet/parapet wall.

**Roof Sign** - means a sign erected upon the roof or parapet of a building, the entire face of which is situated above the roof line of the building to which it is attached.

**Sandwich Board Sign** – means a freestanding, intended for temporary use during business hours, and is non-illuminated sign consisting of two flat faces/surfaces joined at one end and resting on the ground.

**Sign** - means any device or medium including its structure and component parts which is used or intended to be used to attract attention for the purpose of information, direction, identification, or promotion of a place, person, product, service or activity.

**Sign Area** - means the total area within the outer edge of the frame or border of a sign. Where a sign has no frame, border or background, the area of the sign shall be the area contained within the shortest line surrounding the whole group of letters, figures or other things comprising the sign.

In the case of a multi-faced sign, only that face or faces which can be seen from any one direction at one time shall be deemed a sign area. The sign area shall not include the sign structure.

**Sign Structure** - means a structure which supports or is capable of, or intended for, support of any sign face, except for building structure, and which in turn is supported by the ground or by a building or structure which is not an integral part of the sign.

**Street** - means a public highway, road, road allowance, or sidewalk within a road allowance or thoroughfare which affords the principle means of access to abutting lots.

**Street Frontage** - means the length of a lot's property line parallel to and in common
with each public street adjacent thereto.

**Under Canopy Sign** - means a sign attached to the underside of a canopy or an awning.

**Unlawful Sign** - means:
1. a sign, other than a non-conforming sign, which does not comply with the provision of this Bylaw or any other bylaw of the City.
2. an abandoned sign;
3. any sign which the Building Inspector may declare to be dangerous to the public safety by reasons of dilapidation; and
4. any sign for which a required insurance policy has lapsed or been cancelled for any reason whatsoever.

**Window Sign** - means a sign affixed to the inside of a window of a building in view of the general public.

C - GENERAL PROVISIONS:

1. **General Compliance**
   No person shall erect, constructed, alter, paint, maintain, move or otherwise establish a sign within the City unless the sign conforms with this Bylaw and all other bylaws of the City and any applicable regulations of the provincial Ministry of Transportation.

2. **Non-conforming Signs**
   A non-conforming sign may be maintained so long as it is in a safe condition. A non-conforming sign shall not be rebuilt, reconstructed, altered or moved except
in conformity with the provisions of this Bylaw. If a sign or any part of a sign located on or over City property or a road right-of-way, the owner of the property will be required to enter into an encroachment agreement with the City to be registered on the subject property. The fee for the registration of such an agreement in the Land Titles Office will be the responsibility of the Applicant and will be billed by the City according to the Land Titles and Survey Authorities fee structure for registration of a Charge.

3. **Bylaw Conflicts**
   If any portion of this Bylaw is found to be in conflict with any other bylaw of the City, the provisions which establish the most restrictive provisions shall prevail and nothing in this Bylaw shall be taken to relieve any person from complying with the provisions of any other bylaw of the City.

4. **Maintenance of Signs**
   All signs shall be structurally sound and free from all hazards caused or resulting from decay or the failure of structural members, fixtures, lighting or appurtenances. All signs shall be maintained in readable and clean condition and the site of the sign shall be maintained free of weeds, debris and rubbish. Normal sign maintenance does not require a sign permit, but shall conform to all other requirements of this bylaw.

5. **Liability**
   Whenever any sign is installed or erected either wholly or partially over public property or a road allowance, the owner shall obtain and at all times maintain in full force and effect a policy of Liability Insurance covering Bodily Injury and/or Property Damage for claims arising out of the ownership of such sign in the minimum amount of $5,000,000.00 for as long as the sign or any portion thereof remains over public property.

   The City of Williams Lake shall be named as co-insured on any such insurance policy. An endorsement in the form set out in Schedule "B to this Bylaw shall
form a part of such insurance policy. The owner shall provide the City with a certified copy of such insurance policy and any renewal thereof. In the event that the owner does not obtain or maintain such insurance or allows such insurance to lapse without renewal thereof, the permit used for such sign shall be deemed to be revoked and the owner shall, forthwith, have the sign removed.

In addition to the maintenance of the insurance in accordance with the above paragraph, every owner of a sign which is installed or erected over public property shall enter into an agreement with the City in the form set out in Schedule "A" to this Bylaw to indemnify against and save the City harmless from any and all liability resulting from injury to persons or damage to property which results from the presence, collapse or failure of the sign.

6. Signs Permitted in all Zones

The following signs shall be permitted within all zones and shall be exempt from the requirement to obtain a permit, provided however that all other provisions of this bylaw are met:

a. Traffic control signs as defined in the "Motor Vehicle Act", subject to the provision of said Act.

b. Signs to be maintained or posted by Law or Governmental Order, Rule or Regulation.

c. Memorial plaques, cornerstones, historical tablets and the like.

d. Onsite direction signs, not exceeding 1 square metre each in area, intended to facilitate the movements of pedestrians and vehicles within the site upon which such signs are located.

e. No trespassing, no dumping, and no shooting signs, not exceeding 0.5m² each in area.

f. Temporary and sandwich board signs pertaining to events for community causes and charitable fund-raising campaigns or recognized civic, philanthropic, educational or religious organizations, provided that such signs:

i. shall not be established more than thirty days prior to the event and shall be removed not later than four days after the event; and
ii. shall be of such size and design and posted at such locations for such periods as determined by the Works Superintendent.

g. Political campaign signs on behalf of candidates for public office or referendum on election ballots provided that such sign shall be removed within four days following the election. Such signs shall not be installed:
   i. On or over a street, including any boulevards or public rights of ways;
   and
   ii. On private property, without the written consent of the property owner where the sign will be located.

h. Flags or emblems of political, civic, philanthropic, educational or religious organizations.

i. Temporary Real Estate signs advertising the sale, lease or rental of a lot or premises upon which such signs are situated, provided that such signs:
   i. Are removed within a reasonable time frame after the completion date of a lease, rental or sale of the property to which the sign refers;
   ii. Require Real Estate signs shall only be present on the property of active listings, however directional signage maybe permitted on private property with the written consent of a property owner and shall be limited to one directional sign per property;
   iii. Must be kept in a state of repair and are not illuminated;
   iv. That “open House” signs must be removed upon completion of the open house;
   v. Directional signage for an open house maybe permitted on public or private property with the permission of the land owner, but must be removed on the same day of the open house;
   vi. Are not sited in a manner where they are hazard and impede visibility for motorists and pedestrians;
   vii. Are no larger than 2 square meters or exceed 1.8 metres in maximum height in a Residential Zone and are no larger than 10m² in area and unless attached to a building shall not exceed a height of 2.5 meters above grade in all non-residential zones; and
   viii. Not more than two real estate signs shall be permitted for each fronting
street.

j. Signs advertising Home Occupations shall be limited to 0.5m² in area.

k. Temporary construction signs indicating the name and nature of a construction or demolition project, including the names of the contractors or sub-contractors, the entity providing the finances and the professional advisors, provided that such signs:
   i. Do not exceed 3.0m² of area in residential zones and 6.0m² of area in all other zones;
   ii. Erect only one temporary construction sign for each street fronting the construction project; and
   iii. shall be limited to a period not to exceed the duration of the construction project.

l. Signs on farms advertising farm produce for sale, provide that such sign:
   i. be located only upon the lot to which the sign refers;
   ii. shall not be larger than 3m² in area; and
   iii. shall be non-illuminated.

m. Neighbourhood signs indicating a specific neighbourhood such as "West Ridge Estates" or "Pine Tree Village", provided that such signs:
   i. do not exceed 3.0m² in area or 3 meters in height;
   ii. be located within the neighbourhood to which they refer; and
   iii. No more than two neighbourhood identification signs shall be allowed for each neighbourhood.

n. Window signs.

o. Public Institutional Signs indicating the location of a public institution such as a museum, hospital, church, nature centre or golf course, provided that such signs:
   i. be limited to two signs containing a maximum of 0.5m² of sign area each, per institution or facility;
   ii. The maximum height of the signs shall not exceed 2 metres above grade.

7. Signs Prohibited in All Zones
Signs that are not specifically permitted in this Bylaw are hereby prohibited and without restricting or limiting the generality of this Bylaw, the following signs are prohibited:

a. Off-site signs are prohibited, except the following:
   i. An automatic, electronic changeable copy sign may, in addition to advertising the business located on the lot where the sign is located, advertise businesses and/or events located elsewhere in the City;
   ii. Public Institutional Signs;
   iii. temporary signs advertising special events for community causes and charitable fund-raising campaigns;
   iv. Commercial/ Industrial Park Signs.

b. Balcony signs and signs mounted on or supported on a balcony are prohibited.

c. Billboard signs are prohibited.

d. Any sign that obstructs any part of a doorway, window or fire escape is prohibited.

e. Abandoned signs located on premises which become vacant or unoccupied for a period greater than 90 days are prohibited.

f. Signs on balloons or other gas-filled figures are prohibited, except that these signs are permitted to advertise a special event or to identify a new business on premises, or a change of ownership on premises, provided that the sign balloons or other gas-filled figures shall not be placed or maintained for a period greater than 7 days.

g. Signs which bear or contain statements, words or pictures of an obscene, pornographic, immoral character, or which contain advertising matter which is untruthful are prohibited.

h. Signs which by reasons of their size, message, location, movement, content, coloring or manner of illumination, may be confused with or construed as a traffic control sign, signal or device, or the light of an emergency or road equipment vehicle, or which hide from view any traffic or street sign or signal or device are prohibited.
i. Signs which emit audible sound, odour or visible matter are prohibited.

j. Roof signs are prohibited.

k. No sign shall be placed on, within or above public property or road allowances, except as provided for in this Bylaw.

8. **General Development Permit Guidelines for Signs**

No sign shall be erected, placed, displayed, altered or moved within the area of the City designated under a Development Permit Area in the City of Williams Lake Official Community Plan unless such sign is in conformance with the General Guidelines of the Plan as it refers to the “Cariboo Theme”, Signage and to this Bylaw.

**D - SEVERABILITY**

1. If any provision of this Bylaw or amendments hereto should be found or determined to be, invalid, illegal or unenforceable, it will be severable from the remainder of this Bylaw and the remainder of this Bylaw shall be construed as if such valid, illegal or unenforceable provision had been deleted therefrom.

**E - ENFORCEMENT**

1. The Building Inspectors and Bylaw Enforcement Officers or any appointee by the General Manager of Planning and Operations is empowered by this Bylaw to:
   a. administer this Bylaw;
   b. prescribe a time limit within which any order given under clause d, e, f, g, h, i is to be complied with by the owner, his agent, or the tenant of the premises, or the owner of the sign;
   c. enter at all reasonable times, upon any property, in order to ascertain whether the provisions of this Bylaw are being obeyed;
   d. order the correction of any work which is being or has been improperly done under a permit, or is done in contravention of the terms and conditions of a permit or of this Bylaw;
e. order the cessation of work that is proceeding in contravention of this Bylaw or any permit issued pursuant to this Bylaw;

f. revoke a permit where there is a violation of any term or condition of the permit or a contravention of this Bylaw;

g. order the removal of a sign for which there is no valid and subsisting permit or which sign does not conform to this Bylaw or which sign is unlawful;

h. order the painting, repair, alteration or removal of any sign which has become dilapidated or is abandoned, or which constitutes, in the opinion of the Building Inspector, a hazard to the public safety or property;

i. require the owner to supply a plan prepared by a British Columbia Land Surveyor detailing the location of any sign on the lot.

F - VIOLATIONS

1. Every person who violates any of the provisions of this bylaw or who suffers or permits any act or thing to be done in contravention or in violation of any of the provisions of this bylaw, or who neglects to do or refrains from doing anything required to be done by any of the provisions of this bylaw is guilty of an offence against this bylaw and liable to the penalties hereby imposed.

2. Every person who violates a provision of this Bylaw, or consents, allows or permits an act, or thing to be done in violation of a provision of this Bylaw, or who neglects to or refrains from doing anything required to be done by a provision of this Bylaw, is guilty of an offence and is liable to the penalties imposed under this Bylaw or any other applicable Bylaw of the City of Williams Lake, and is guilty of a separate offence each day that a violation continues to exist.

3. Any person designated as a Bylaw Enforcement Officer pursuant to the City of Williams Lake’s Bylaw Offence Notice Enforcement Bylaw or is named as the enforcement officer pursuant to the City of Williams Lake’s Ticket Information Utilization Bylaw is hereby authorized and empowered to enforce the provisions of this Bylaw by Bylaw Notice in accordance with Schedule 'C' attached hereto,
or Municipal Ticket Information or as otherwise provided by this Bylaw.

4. Any person who contravenes any of the provisions of this bylaw commits an offence punishable upon summary conviction and is liable to a fine of not more than ten thousand dollars ($10,000) or to imprisonment for not more than six months or to both. Each day than an offence continues shall constitute a separate offence.

Part II – SIGN PERMITS

A - PERMIT REQUIREMENTS

1. Except as provided under Part 1 Section C - 6. Signs Permitted in all Zones, of this Bylaw, no person shall erect, construct, alter, paint, move or otherwise establish a sign within the City unless he holds a valid and subsisting permit issued pursuant to this Bylaw.

2. No person shall commence or continue work on a sign after the Building Inspector has ordered cessation thereof.

3. No person shall erect, construct, alter, paint, maintain, move or otherwise establish a sign that is at variance with the conditions of the permit including the description, plans and specifications of the sign for which the permit has been issued unless such change has been approved in writing by the Building Inspector.

4. Unless authorized by the Building Inspector, no person shall reverse, alter, deface, cover, remove, or in any way tamper with any notice or certificate posted on or fixed to any sign pursuant to any of the provisions of this Bylaw.

5. No person shall interfere with or obstruct any entry of the Building Inspector onto land or premises as authorized by this Bylaw.
B - PERMIT APPLICATION

1. An application for a permit under this Bylaw shall be made in the form prescribed by the Building Inspector, and shall include:
   a. Name and address of the maker of the sign;
   b. Name and address of the owner of the sign;
   c. Name and address of the registered owner of and the legal description and civic address of the lot on which the sign is to be placed;
   d. Name and address of the sign installer;
   e. Copies in duplicate of specifications and drawings to a scale of not less than 1:100 showing, amongst other things:
      i. the dimensions, maker's name and weight of the sign, and where applicable, the dimensions of the wall surface of the building to which it is to be attached;
      ii. the dimensions and weight of the sign's supporting members, including the method of attachment and character of the structural member to which attachment is to be made;
      iii. the clearance and maximum height of the sign;
      iv. the materials of the sign;
      v. where applicable, the proposed location of the sign in relation to the face of the building, in front of which or above which it is to be erected;
      vi. where applicable, the proposed location of the sign in relation to the boundaries of the lot upon which it is situated;
      vii. the size and location of all existing signs on the premises;
      viii. the foundation dimensions, and other details, if applicable, for the sign;
      ix. the location of all underground utilities in the vicinity of the sign; and
      x. For properties subject to the Development Permit Areas located within the City of Williams Lake Official Community Plan, additional supporting documentation is required upon application to demonstrate conformance with the General Guidelines of the Plan as it refers to the “Cariboo Theme” and signage.
   f. If the sign is to be illuminated or animated, the colors to be used and the technical means by which this is to be accomplished;
g. A current photograph of the face of the building to which the sign is to be attached.

C - ISSUANCE OF SIGN PERMIT

1. The Building Inspector shall issue the permit for which an application is made where:
   a. the proposed sign conforms with this Bylaw and all other applicable bylaws of the City;
   b. the applicant has paid to the City the fee prescribed by this Bylaw;
   c. the owner of a sign, where the sign partially or wholly encroaches in or over a street, has agreed to indemnify and save harmless the City of Williams Lake, its employees and agents from and against all claims, demands, loss, costs, damages, actions, suits or other proceedings in any way related to anything done or omitted to be done by the applicant in connection with a sign or a permit issued pursuant to this Bylaw; and has executed an indemnity agreement in the form attached as Schedule "A" hereto; and has agree to have the City of Williams Lake added as an insured to the applicant's liability insurance policy by execution of the endorsement for insurance policy set out in Schedule "B" hereto.

2. The permit shall expire if the work or activity authorized therein is not completed within a period of six months from the date of the issuance of the permit.

3. The Building Inspector may require, as a condition of the issuance of any permit that all drawings and specifications, or any part thereof, be prepared and sealed by, and the construction carried out under the supervision of a Professional Engineer, registered in the Province of British Columbia, and may refuse to issue a permit until he is provided with a letter by a Professional Engineer, registered in the Province of British Columbia, undertaking to supervise the work or any part thereof authorized by such permit.

4. Signs and sign structures shall be designed and constructed as herein provided and to resist climatic and other loads in accordance with the provisions of City of Williams Lake Building and Plumping Bylaw as well as good engineering practice.
5. Signs, unless certified by a Professional Engineer registered in the Province of British Columbia, shall not be fastened by nails, staples or screws to wooden blocks, plugs or nailing strips built into masonry or concrete.

6. No signs shall be suspended by chains or other devices that will allow the sign to swing due to wind action.

D - PERMIT FEES

1. The sign permit fee shall be $25.00 for a sign valued at $1,000.00 or less and an additional $10.00 per $1,000.00 value for any sign valued over $1,000.00. This fee rate shall be for all types of signs that require a sign permit, except a sandwich board sign were the sign permit fee shall be free of charge.

2. A sign permit fee is not refundable if the work authorized by the permit is not commenced. The following operations shall not be considered as erecting a sign insofar as requiring a permit, providing that the work does not change the conformity with this Bylaw and other bylaws of the City:
   a. changing of advertising copy of the message on an existing approved sign, provided the sign is specifically designed for use as a changeable copy sign;
   b. painting, repainting, cleaning or other normal maintenance and repair of a sign not requiring structural change; and
   c. the replacement of plastic sign faces as required because of breakage or deterioration. The substitution of a new or different advertiser is a change requiring a permit.

E - RESPONSIBILITY OF OWNER

1. Notwithstanding that the Building Inspector has issued a permit, accepted the drawings and specifications or conducted inspections and approved the work and notwithstanding the responsibility or liability of anyone else in this Bylaw, the owner of the lot upon which a sign is located, the occupier of the lot upon which a sign is located and the owner of the sign shall be jointly and severally responsible to:
a. carry out all the work for which a sign permit has been issued to the standards required by all applicable bylaws of the City;

b. construct and erect the sign and carry out the work authorized by the permit under conditions which protect public safety; and

c. maintain all signs in a safe condition free from any defects and keep all signs including all metal parts and supports clean and neatly painted.

2. Every owner of a lot upon which there is a sign shall:
   a. permit the Building Inspector to enter upon the lot and premises at any reasonable time for the purpose of administering or enforcing this Bylaw;
   b. obtain, by giving the Building Inspector at least twenty-four (24) hours notice, an inspection of works at each of the following stages:
      i. After the forms for footings of free standing signs are completed, but prior to placing of any concrete therein; and
      ii. Immediately upon the completion of the work authorized by the permit.

3. The owner shall make all required corrections and provide all required information as ordered by the Building Inspector and shall notify the Building Inspector when such corrections have been made.
PART III - SIGN SPECIFICATIONS

A – AWNING SIGNS
1. For the purposes of this Bylaw an awning shall be considered as part of awning sign.
2. Subject to the absolute limit of 1 meter horizontal clearance from the curb line of a street, the maximum horizontal projection of an awning sign over a street shall not exceed 2 meters.
3. The minimum height of an awning sign shall be 2.75 meters.
4. Where an awning sign projects over a street the awning sign shall be wholly supported by the building to which it is attached and conform to the City’s Canopy and Awning Bylaw.
5. Awning signs are discouraged from locating in the Town Centre Commercial (C-1) zone.

B – CANOPY SIGNS
1. For the purposes of this Bylaw a canopy shall be considered as a part of a canopy sign.
2. Subject to the absolute limit of 1 meter horizontal clearance from the curb line of a street, the maximum horizontal projection of a canopy sign over a road allowance shall not exceed 2 meters.
3. The minimum height of a canopy sign shall be 2.75 meters.
4. The maximum height of a canopy sign shall not be higher than the roof line of the building to which it is attached.
5. A canopy sign shall be wholly supported by the building to which it is attached.
6. No canopy sign shall extend or project above the upper edge of a canopy.
C – UNDER CANOPY SIGNS
1. The minimum height of an under canopy sign shall be 2.5 meters.
2. No under canopy sign shall extend horizontally beyond the limits of the canopy.
3. The maximum vertical dimension of an under canopy sign shall not exceed 300mm.
4. The maximum sign area of an under canopy sign shall be 0.6m².

D – FASCIA SIGNS
1. Only the building wall to which a fascia sign is attached shall be used for sign area calculation.
2. A fascia sign shall not project beyond 450mm from the wall face to which it is attached.
3. A fascia sign shall not extend above the sill of any window above such sign or above guard rails or balustrades immediately above such sign.
4. No part of a fascia sign shall project more than 0.5 meters above the roof line of the building to which it is affixed.
5. Fascia signs which project over a street shall have a minimum height of 2.75 meters.
6. A fascia sign may project over a street subject to the requirements of this Bylaw.

E – FREESTANDING SIGNS
1. Where a freestanding sign projects over a vehicular traffic area such as a parking lot or driveway, a minimum clearance of 4.4 meters shall be maintained.
2. Any portion of a freestanding sign shall not be located closer than 1.5 meters to the point of the intersecting street lines on a corner lot.
3. Any portion of a freestanding sign shall not be located closer than 1.5 meters to any adjoining lot.
4. A freestanding sign shall not project or be installed on or over a street.
5. Illuminated freestanding signs shall be connected to an underground electrical supply.

6. No guy wires shall be used for a free standing sign. The support structures shall be an integral part of the design.

**F – PENTHOUSE SIGNS**

1. Penthouse signs shall be affixed in a plane parallel to the wall of the penthouse.

2. No more than 1 penthouse sign per exterior penthouse wall shall be installed on a building.

**G – PROJECTING SIGNS**

1. The minimum height of a projecting sign shall be 2.75 meters.

2. No projecting sign shall have vertical height exceeding 2 meters on single storey buildings or 3.6 meters on buildings having 2 or more storeys.

3. The maximum height of a projecting sign shall be 6 meters from the nearest grade.

4. No projecting sign shall extend horizontally closer than 1 meter to the curb line of a street.

5. No projecting sign may project more than 250mm for each meter of distance between the sign and the nearest intersecting property line or lease line of the premises to which it refers.

6. Subject to the requirements of this Bylaw a projecting sign may project over a street only. Such permit will require:
   
   a. An Indemnification Agreement as shown on Schedule A” respectively of this Bylaw;

   b. an endorsement of Insurance Policy in the form as shown on Schedule “B” respectively of this bylaw; and

   c. the owner of the property will be required to enter into an encroachment agreement with the City to be registered on the subject property. The fee for the registration of such an agreement in the Land Titles Office will be the responsibility of the Applicant and will be billed by the City according to the Land Titles and Survey Authorities fee structure for registration of a Charge.
H – PORTABLE SIGNS
1. The maximum height of any portable sign shall not exceed 2 meters above grade.
2. Portable signs shall not be located on a street, road allowance or other public place.

I – SANDWICH BOARD SIGNS
1. The height of a sandwich board sign shall not exceed 1.2 m (4.0 ft).
2. Not more than one (1) sandwich board sign shall be permitted for each business holding a valid business licence with a maximum of two (2) sandwich board signs permitted per property frontage.
3. A sandwich board sign shall not be sited less than 0.31 m (1.0 ft) from the back of curb or edge of road if a curb is not in place.
   a. In the case of a sandwich board sign on a public sidewalk or walkway there must be a minimum 1.8 m (6.0 ft) wide, unobstructed pedestrian corridor after the sign is installed so as to not disrupt pedestrians using the sidewalk or walkway.
   b. The sandwich board sign shall not be installed in a location that will interfere with parking meters, crosswalks, landscape planters, street furniture, street trees and fire hydrants.
4. A permit for a sandwich board sign shall include a completed Sign Permit application, Indemnification Agreement and endorsement of Insurance Policy in the form as shown on Schedules “A” and “B” respectively of this bylaw.
5. Sandwich Board Sign must not fall into a state of disrepair.
6. A change in content of a Sandwich board sign does not constitute the need for a new permit application.
PART IV - REGULATIONS FOR SIGNS IN ZONES

Signs for which a permit is not required as set out in Part 1, Section C.6 of this Bylaw are permitted in any zone in the City.

A – ALL RESIDENTIAL AND ACREAGE RESERVE ZONES

1. No sign shall be erected, placed or maintained in a residential or acreage reserve zone as time to time designated by the City's Zoning Bylaws except the following:
   a. signs for home identification purposes, provided such signs shall not exceed 0.6m² in area for a home, shall not be illuminated or animated;
   b. one sign fronting each street abutting the lot for the purpose of advertising a permitted business in the rural residential or acreage reserve zone provided that the sign does not exceed 3.0m² in area, the maximum height of the sign does not exceed 2.5 meters, and the sign is not illuminated or animated; and
   c. one fascia or freestanding identification sign for an apartment building or mobile home park located in the R-3, R-4, R-5 or R-6 zones, provided that the sign is not more than 3.0m² in area, the sign is not animated and the maximum height of a freestanding sign is 2.5 meters.

B – INSTITUTIONAL ZONES

1. No sign shall be erected, placed or maintained in any Institutional Zone as from time to time designated by the City's Zoning Bylaws except the following:
   a. two identification signs in the form of one fascia and/or one freestanding sign or two fascia signs and no freestanding sign, provided that:
      i. the total area of a fascia sign shall not exceed 0.5m² of sign area for each lineal meter of building frontage to which the sign is attached up to a maximum fascia sign area of 6.0m².
      ii. the total area of a freestanding sign shall not exceed 6.0m² and the
maximum height of a freestanding sign shall be 5 meters.

iii. no animated sign shall be permitted.

C - SIGNS IN ALL COMMERCIAL AND INDUSTRIAL ZONES

1. No sign shall be erected, placed or maintained in an Industrial Zone or Commercial Zones as from time to time designated by the City's Zoning Bylaws except the following:

a. **One Commercial/ Industrial Park Sign** is permitted for an area outside the City Centre zoned for industrial or commercial use, where the group of businesses share the same zoning class; In the case of Commercial Parks share a contiguous parking area; located off of a Highway, Collector; and are separately owned parcels of land. The signage will require the following steps be followed in order to be accepted:

   i. A Lease agreement must be signed over the area of Road/ land the sign is being erected;

   ii. Maximum height of 10 meters;

   iii. Must comply with the General Guidelines of the City of Williams Lake Official Community Plan as it refers to the “Cariboo Theme” and Signage;

   iv. Must comply with line of sight and setback required under Zoning Bylaw No.1825;

   v. Required to carry Liability Insurance of $3,000,000.00; and,

   vi. Require a sign permit.

b. **One freestanding sign** fronting each street abutting a lot except where the lot has in excess of 75 meters of frontage on each street, one additional freestanding sign may be erected for each full additional 75 meters of lot frontage on each street, provided that:

   i. freestanding signs shall not exceed a height of 10 meters with a sign area not exceeding 0.6m² per lineal meter of lot frontage facing the street on which the sign abuts, up to a maximum sign area of 24.0m² per allowable sign.
c. **Two other signs** for each separate business or premises on a lot in the form of fascia, canopy, under canopy, awning, or projecting signs, fronting each street abutting the lot on which the sign is located, provided that:
   i. the total area of fascia signs shall not exceed 1.0m\(^2\) per meter of building frontage on which the signs are placed, but in no case shall the total fascia sign area exceed 25% of the area of the wall surface to which the signs are attached.
   ii. the total area of canopy signs shall not exceed 0.6m\(^2\) per meter of canopy face, but in no case shall the total sign area exceed 50% of the area of the face of the canopy.

d. Where a premises has exposed wall fascia which do not have frontage on a street, **one additional fascia sign** having a maximum area not exceeding the allowable fascia sign area for the frontage shall be permitted for each such wall face.

e. For buildings which have designs which could accommodate penthouse signs, penthouse signs are allowed, provided that:
   i. the sign area of a penthouse sign shall not exceed 0.10m\(^2\) per lineal meter of building frontage facing a street;
   ii. the maximum penthouse sign area of each sign face shall not exceed 6.0m\(^2\), and

f. Portable signs provided that all portable signs on any lot do not exceed a sign area of 3.0m\(^2\), and

h. **an automatic, electronic changeable copy sign** as specified in Part 1 Section C-7 “Signs Prohibited in All Zones” of this Bylaw, provided that the sign consists of or replaces all other allowable freestanding and projecting signs on the property.
### PART V - ADOPTION

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>READ A FIRST TIME THIS</td>
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<tr>
<td>READ A SECOND TIME THIS</td>
<td>Day of</td>
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<tr>
<td>READ A THIRD TIME AND PASSED THIS</td>
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</tr>
<tr>
<td>RECONSIDERED AND ADOPTED THIS</td>
<td>Day of</td>
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<td></td>
<td>, 2012</td>
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__________________
MAYOR

__________________
CORPORATE OFFICER
WHEREAS ____________________________ has applied to the City of Williams Lake for a permit pursuant to Bylaw Number 2153.

____________________________ hereby agrees to indemnify and save harmless the City of Williams Lake, its employees and agents from and against all claims, demands, loss, costs, damages, actions, suits or other proceedings resulting from personal injury or property damage occurring as a result of the installation or maintenance of a pursuant to a permit issued by the City of Williams Lake under the Provisions of the "Sign Bylaw".

Signature of Authorized Representative
SCHEDULE "B"
BYLAW NUMBER 2153
ENDORSEMENT FOR INSURANCE POLICY

At the request of the insured ________________, the City of Williams Lake is hereby added to this policy as an additional insured in respect of the ________________ at the location hereinafter described. A permit having been granted by the City of Williams Lake for the installation and maintenance of a ________________ affixed to the premises occupied by ________________ and generally described as in the said City of Williams Lake, subject to the indemnification of the said City of Williams Lake against loss or damages arising therefrom, it is hereby understood and agreed that the insurance provided by this policy shall first be used to indemnify the City of Williams Lake against all loss, costs, expenses, claims, damages or liability imposed by law upon the said City of Williams Lake for or on account of bodily injuries accidentally sustained, including death resulting therefrom, for all property damage for which the said City of Williams Lake may be held liable, as well as for property damage sustained by the City of Williams Lake by reasons of the construction, installation, maintenance, use, non-repair, servicing or removal of the said ________________, providing that the insurer's liability shall not in any event exceed in the amount the limits in this policy.

Limit of liability for any one accident shall be not less than three Million Dollars ($3,000,000.00).

Any terms, conditions, agreements or exclusions contained in this policy shall not be held applicable to the prejudice of the said City of Williams Lake. This policy shall not lapse or be cancelled except upon thirty (30) days previous notice in writing to the City of Williams Lake. Nothing herein contained shall be held to vary, alter, waive, or extend any of the Declarations, Agreements, Exclusions or Conditions or the undermentioned policy other than as above stated.
Attached to and forming part of Policy No. _____________________ of the Insurance Company

Effective date of endorsement

Code Number
## SCHEDULE "C"

BYLAW NUMBER 2153

Schedule of Fines

<table>
<thead>
<tr>
<th>DESCRIPTION OF FINE</th>
<th>SECTION</th>
<th>FINES</th>
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<tr>
<td>Fail to maintain sign</td>
<td>Part I, Section C-4</td>
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<tr>
<td>Unauthorized Sign</td>
<td>Part I, Section C-6 (f) i &amp; ii, (g), (i)-(m), (o)</td>
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<tr>
<td>Use Prohibited Sign</td>
<td>Part I, Section C-7 (b)-(k)</td>
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<tr>
<td>Signs without permit</td>
<td>Part II, Section A-1</td>
<td>$100.00</td>
</tr>
</tbody>
</table>
Information Required to Apply for a Sign Permit

Name and address of Applicant;
Name and address of registered owner of the land;
Name and address of the sign installer;
Sign type, Message & Location;
Detailed Site Plan including location in relation to the property lines, height of the sign and size;
Detailed Drawing and design of Sign;
Development Permit is applicable;
A current photo of the face of the building to which the sign is to be attached.

Sign Permit Fees
The application fee is $25.00 for a sign valued at $1,000.00 or less and an additional $10.00 per $1,000.00 value for any sign valued over $1,000.00. Sandwich boards are except from an application fee.
In addition to the fees, if the sign overhangs or is to be located on Public Property the City will require that an Indemnification Agreement and endorsement of Insurance Policy be completed according to the Sign Bylaw.

For more information contact:
Planning Department
Tel: 250-392-2311
Fax: 250-392-4408
Website: www.williamslake.ca

Office Hours
Monday—Friday
8:30 am—4:30 pm

Procedures & Requirements for Sign Permits

City of Williams Lake
450 Mart Street
Williams Lake, BC
V2G 3N1

The City of Williams Lake Development Services Division
Sign Permits

The City of Williams Lake regulates the use, erection, placement, display, alteration or movement of signs on all private property and the placement of off-site signs and sandwich board signs on highway right-of-ways within the Boundaries of the City of Williams Lake. Regulation of signs is under the “City of Williams Lake Sign Bylaw Number 2153, 2012.” The goal is to ensure that the use and placement of signs do not create a hazard for pedestrians or motorists, that signs are well maintained and that the number of signs do not affect the attractiveness of the city.

When do you Need a Sign Permit?

The Sign Bylaw requires that all awning signs, canopy signs, under canopy signs, fascia signs, freestanding signs, penthouse signs, projecting signs, portable signs and sandwich board signs have a permit. This applies to all commercial signage and advertising, along with public institutions such as schools and churches.

Although onsite directional signage, temporary and sandwich board signs for charities, political campaign signs, temporary real-estate signs, temporary construction signs, farm produce signs, neighborhood signs, and off-site public institution signs do not require a Sign Permit, there are restrictions on their size and placement. Please see the Sign Bylaw or contact the planning department for more information.

How to Apply?

In order to file an application for a Sign Permit, an applicant must:

1. Complete a building permit application form (available for pick up from the Development Services department at City Hall or on our website at: http://williamslake.ca/files/2/doc_app_building_permit.pdf
2. Include a cheque or cash for the application fee payable to the City of Williams Lake. The application fee is $25.00 for a sign valued at $1,000.00 or less and an additional $10.00 per $1,000.00 value for any sign valued over $1,000.00. Sandwich boards are except from an application fee.
3. Submit application form, name of the sign installer, appropriate fees, a detailed site plan indicating the location of your sign in relation to the property lines, and a detailed drawing of the sign to the Development Services Coordinator at City Hall. Please note there may be additional required submissions according to the Sign Bylaw.

The Process

Building Department and Planning Review

The application will be examined by the Development Services Coordinator to determine if all relevant documents have been submitted. If complete, the application is reviewed by the planning department to ensure that the sign complies with the City Zoning Bylaw No. 1825, and any other applicable policies and regulations. Then the application is circulated to relevant civic departments and other government agencies for their consideration and then forwarded to the Building Inspection Department. Once the Building Department has completed their review and in compliance with all requirements, the Sign Permit may be issued. The applicant may then proceed with the installation of the sign. The Building inspectors will then inspect the sign once the installation is complete to ensure it was installed in accordance with the approved sign application.

We're here to help....

The Development Services Department offices are open *3:30 am—4:30 pm, Monday through Friday (excluding statutory holidays.)

Please feel free to stop in, call us at 250 392-2311