

Summerland's Sign Bylaw **REVIEW**



Welcome!

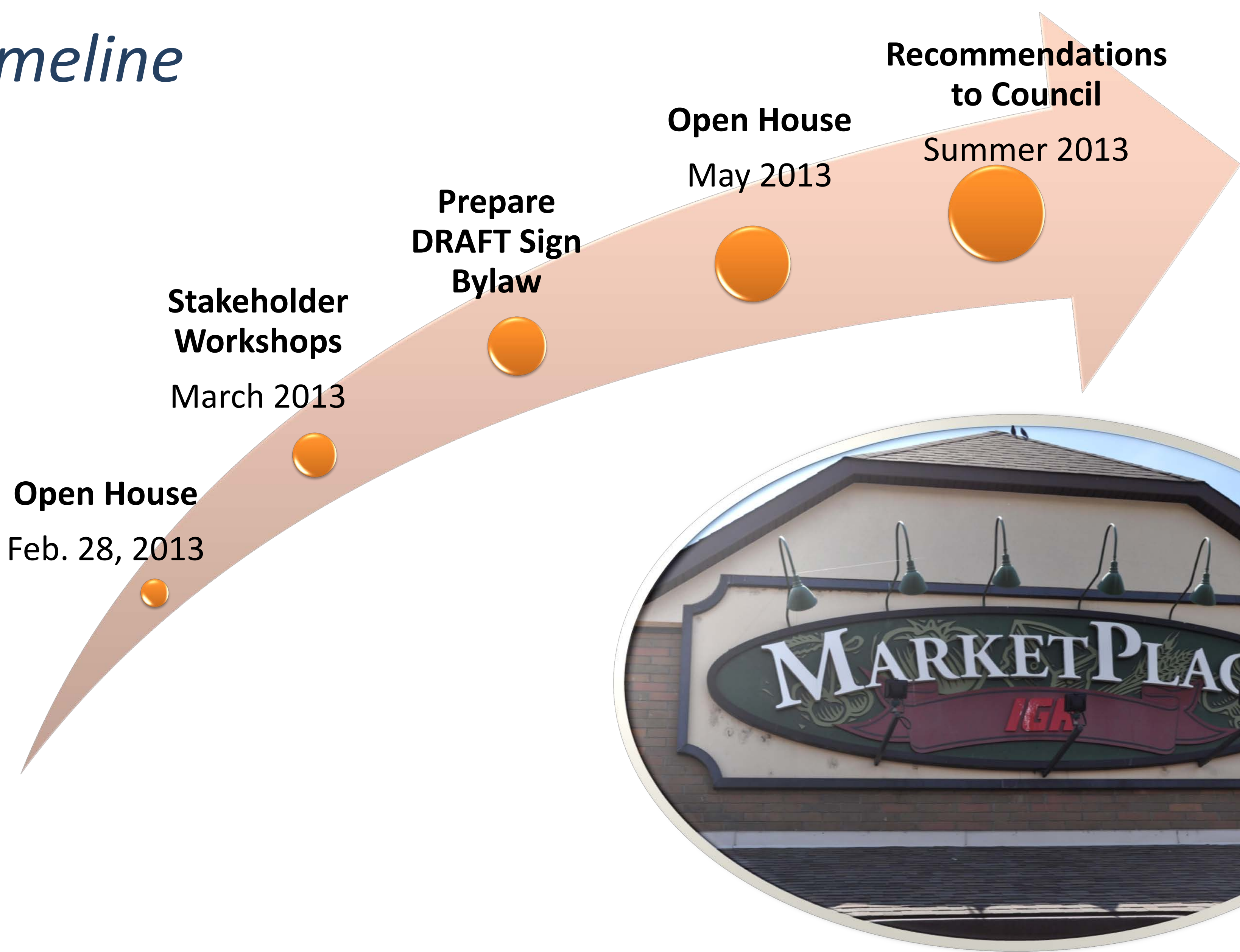
Why are we here?

- This open house is an opportunity for you to learn about the Sign Bylaw and contribute your ideas for new sign regulations in Summerland.

What is the purpose of the Sign Bylaw Review?

- The existing Sign Bylaw is out-of-date and the purpose of this review is to:
 - Update the Sign Bylaw;
 - Improve the layout;
 - Support the needs of the business community; and
 - Have meaningful public involvement.

Timeline





History & Scope of the Review

2011

- Regulation with respect to signage was contained within the District of Summerland Zoning Bylaw until the Zoning Bylaw was updated and the sign regulations were separated into a stand-alone bylaw in 2011.

2012

- Council passed a resolution, at the May 14, 2012 Council meeting, directing staff to review the sign bylaw

What is regulated under the sign bylaw?

- Signs on private property are regulated under Sign Bylaw 2000-451.
- Sandwich Board Signs, permitted on Public Property with a “Highway Use Agreement” between the owner and the District of Summerland.
- Signs within the District’s road rights-of-way or on sidewalks are regulated under the Traffic and the Use of Highways Bylaw Number 2386.

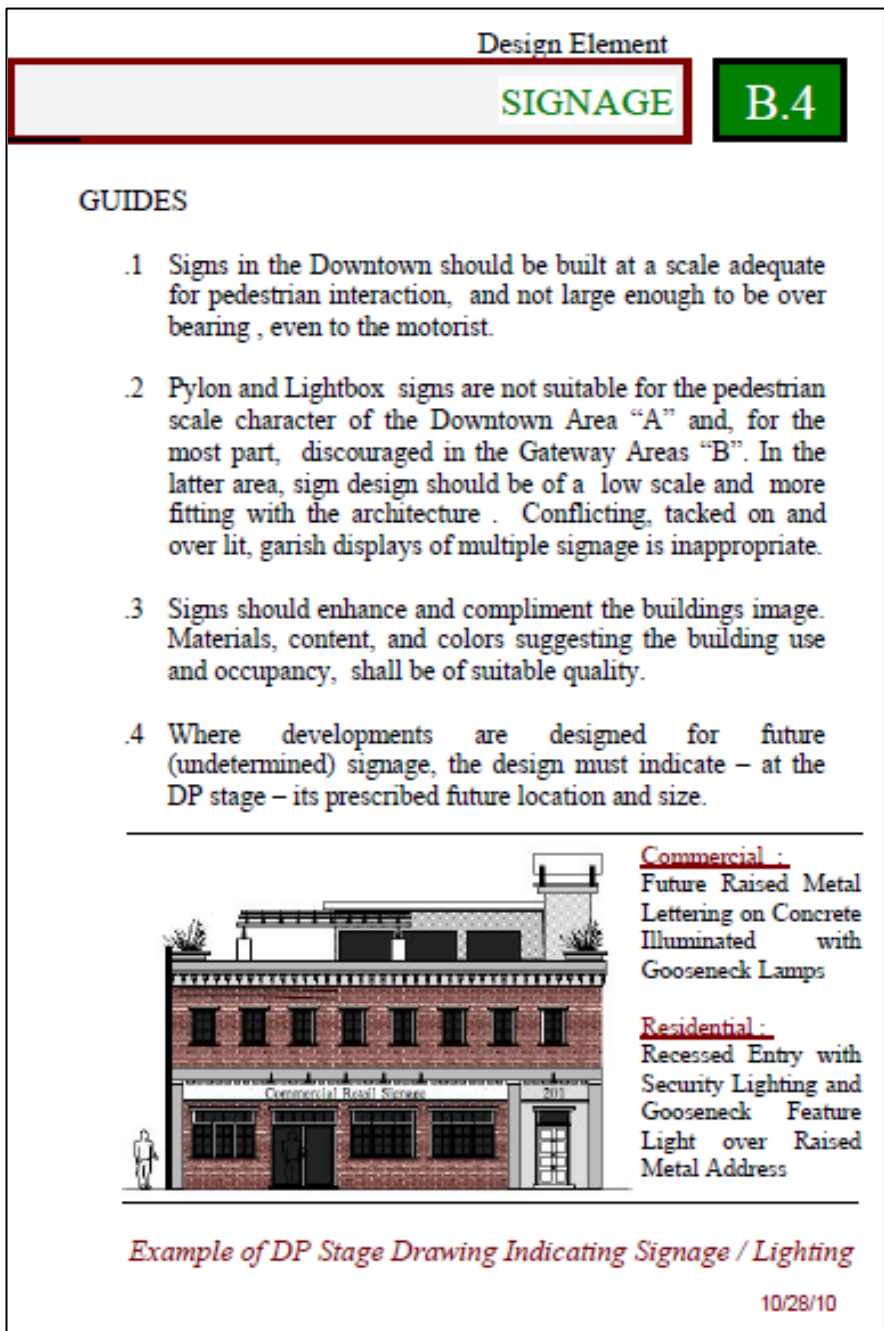
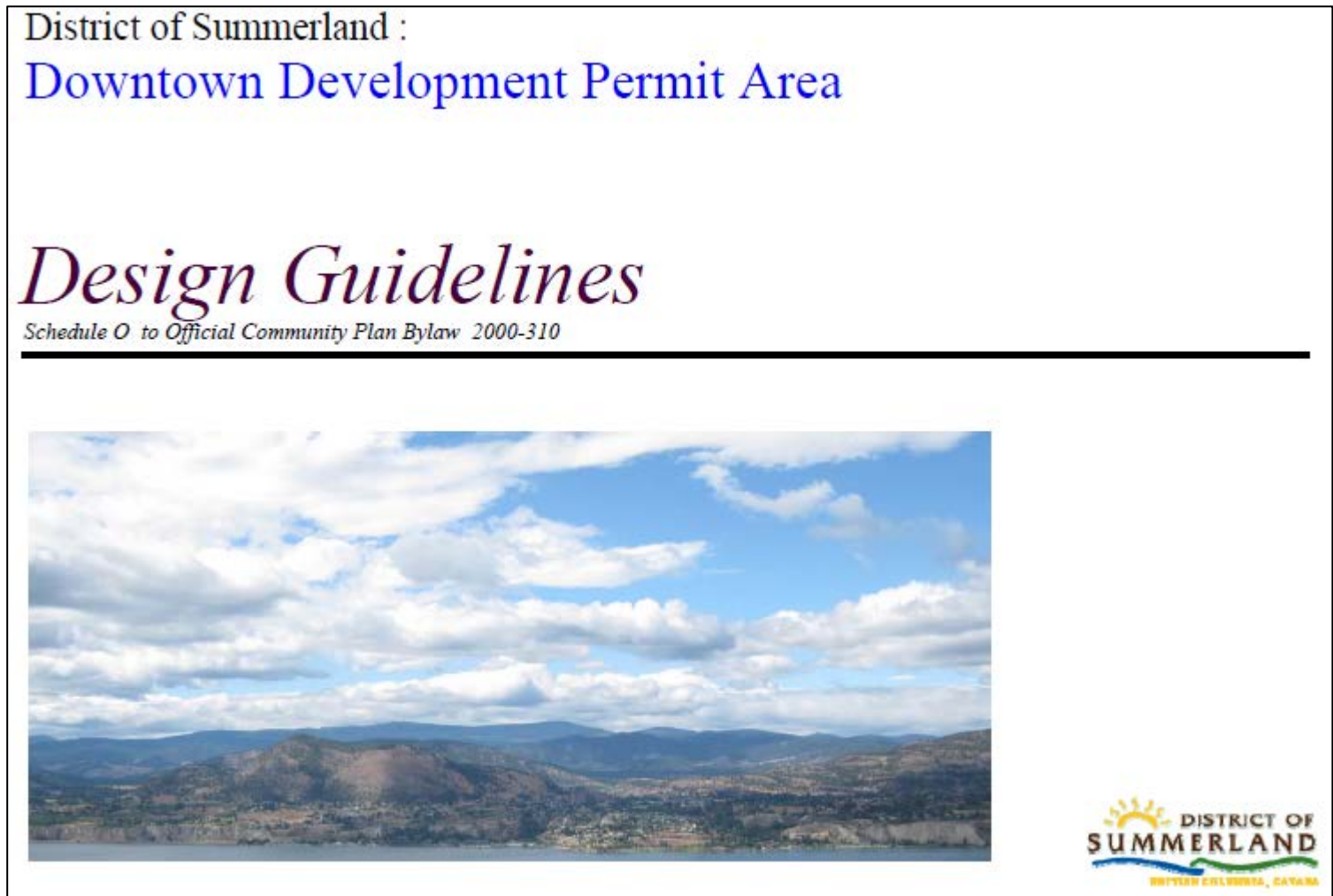
What may be a challenge with this review?

- Finding a balance between meeting the needs of the business community and keeping the aesthetic value of Summerland.



Did You Know?

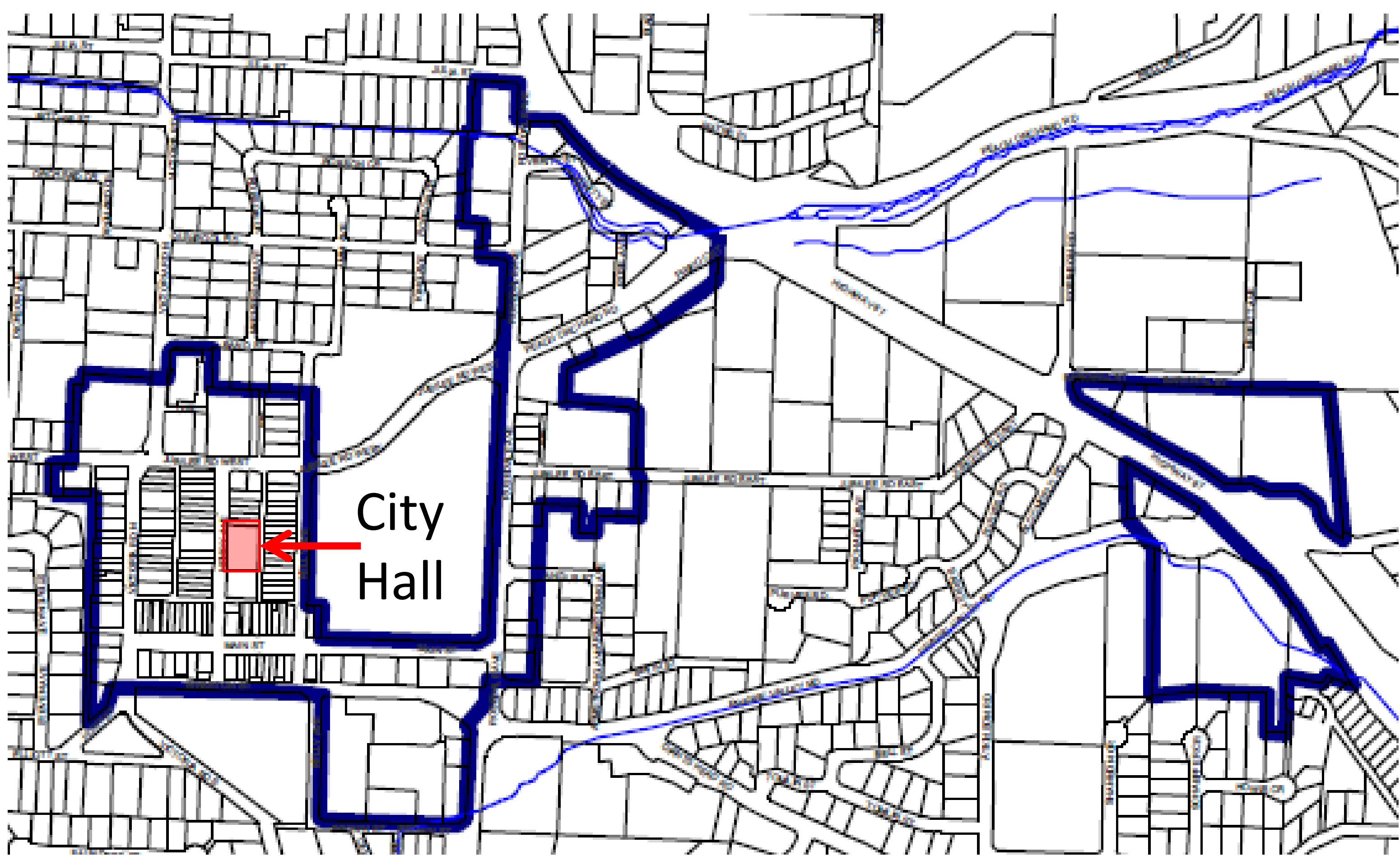
- If you want to put up a sign, you may need to apply for a permit.
- Summerland charges a flat fee of \$30 for a sign permit.
- You are NOT allowed to put a sign on public property without entering into a Highway Use Agreement with the District of Summerland (Sandwich Boards).
- Signs located within the Highway 97 right-of-way are subject to Provincial approval.
- Anyone applying for a sign within the Downtown Development Permit Area must also apply for a Development Permit and meet the Design Guidelines.





Did You Know?

- Where the Downtown Development Permit Area (DPA) is?



- How many sign permits and variances to the bylaw have been applied for?

Year	Number of Sign Permits	Number of Sign Variances
2005	1	1
2006	2	1
2007	4	0
2008	7	2
2009	10	0
2010	6	3
2011	13	1
2012	10	1
Total	53	9



Goals and Objectives of the Bylaw

- Sign Bylaw Committee Members were asked to define goals and objectives. The new sign bylaw regulations should be in-line with these goals and objectives.
- The Sign Bylaw should:
 - Be easy to administer
 - Be clear and concise
 - Be flexible
 - Promote fairness between all businesses
 - Not restrict branding
 - Promote safety
 - Promote an aesthetically pleasing community
 - Be supportive of the business community
 - Encourage compliance



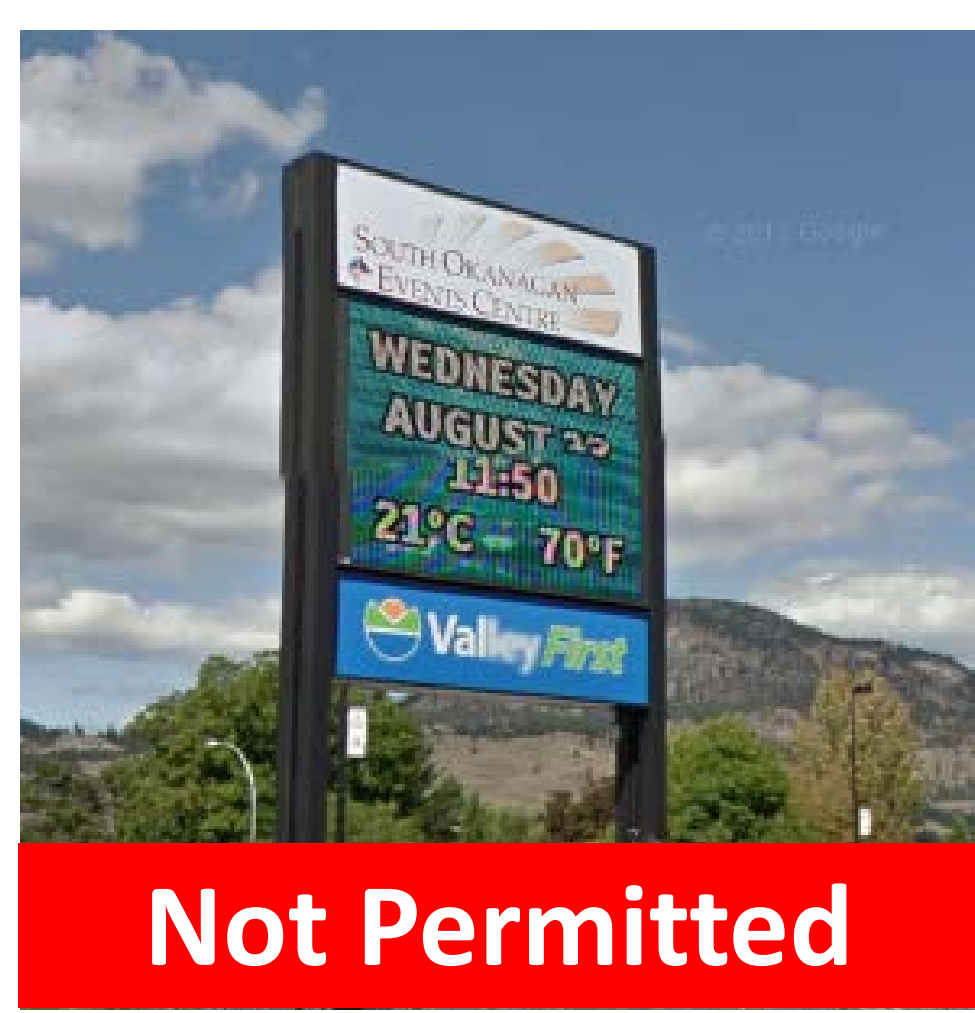
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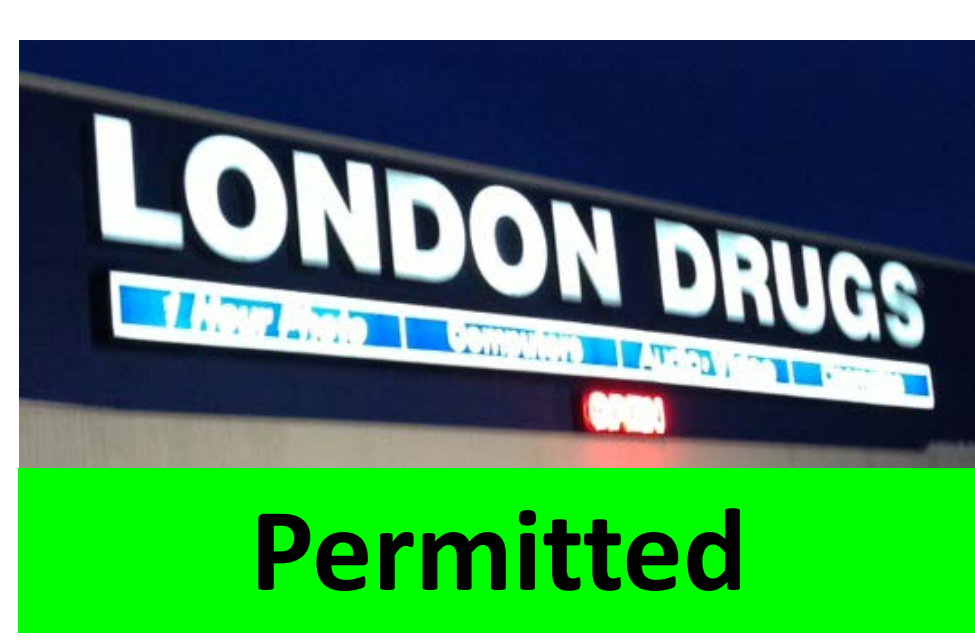
Issues: Animated, Illuminated, Copy

- Currently, the sign bylaw does not allow signs to be flashing, intermittent, animated, electronically controlled, or fluorescent.

Animated Sign means any sign which includes action or motion, flashing, or colour changes of all or any part of the sign. (Large TV screens).



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



Changeable Copy Sign means a sign on which copy can be changed electronically or manually through the use of attachable letters, numerals and pictorial panels or electronic switching of lamps or illuminated tubes, but does not include a billboard.



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Issues: Animated, Illuminated, Copy

- Summerland's Sign Bylaw allows back lit signs in commercial and industrial zones, but the Downtown design guidelines say "pylon & light box signs are not suitable" for downtown.

Front-lit Sign means any sign illuminated by an external light source.

Back-lit Sign means any sign illuminated from an internal light source.

Light box means an illuminated sign in which the illumination comes from within the sign itself.

Pylon/Freestanding Sign means any sign supported by one or more upright poles, columns or braces placed in or on the ground and stands independent of any building or structure.



Permitted



Permitted



Permitted



Permitted



Issues: Third-Party Signage

- Summerland's Sign Bylaw does not address or allow third-party signage / off-premise directional signs.

Third Party Sign means a sign which advertises or identifies an activity, business, product or service which is not conducted within or otherwise obtainable within the premise or on the parcel on which the sign is located.

Off-Premise Directional Sign means a sign that directs a person to a different location from where the sign is installed. The sign is for general public direction only, with no advertising other than name and address.





Issues: Sandwich Board Signs

- Sandwich boards are only allowed on the sidewalk on Main Street. This is because the Main Street sidewalk is 10 feet wide and there is space for a sandwich board sign. Most other sidewalks are only 5 feet wide and there is little space. Sandwich board signs are allowed on private property. Sandwich board signs are only permitted for street level businesses.

Sandwich Board Sign means a small portable sign with the two faces attached at one end which can be placed on or adjacent to areas accessible to pedestrian traffic.



Not Permitted



Permitted



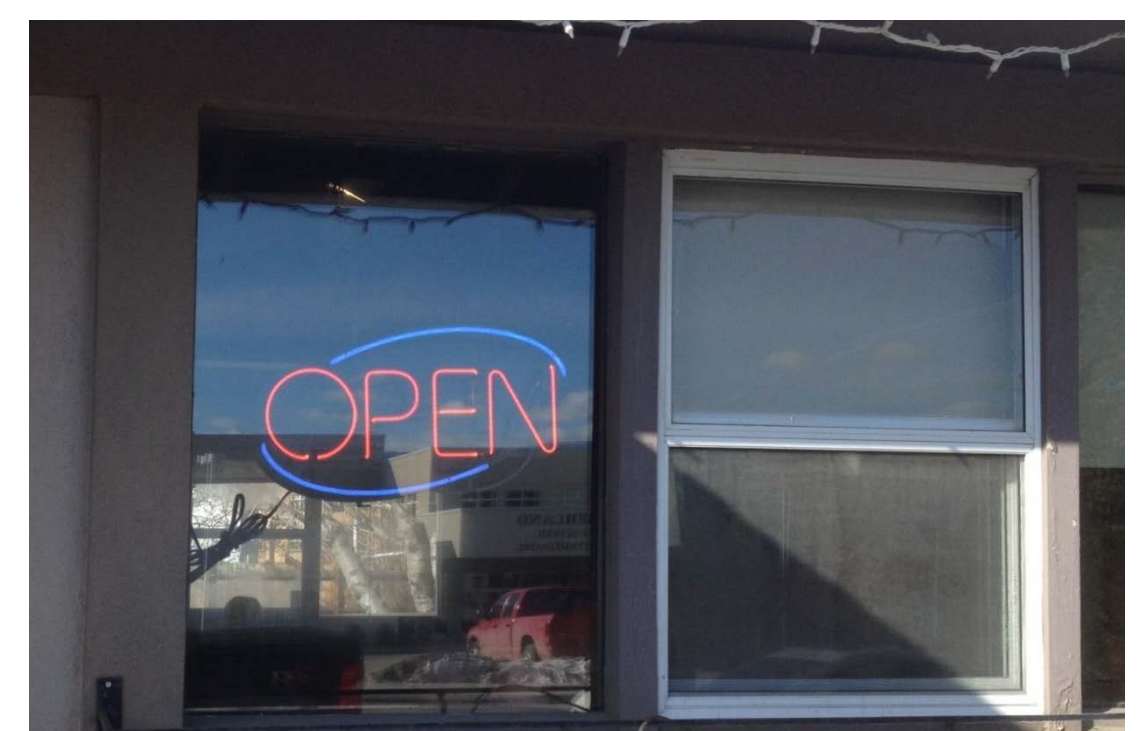
Not Permitted



Issues: Window & Banner Signage

- Summerland's Sign Bylaw allows one window sign per business frontage depending on the size of the business frontage.

Window Sign means any sign either painted or attached to or installed inside a window or glazed area of a door for the purposed of viewing from outside the premise, but does not include the merchandise located in the window.



Not Permitted



Permitted

- Summerland's Sign Bylaw doesn't allow banner signs for business purposes.

Special Event Banner Sign means a temporary sign composed of a fabric material advertising or notifying the public of a non-profit community event including seasonal or holiday decorations and located on or over public or private property.



Not Permitted



Issues: Roof Signs

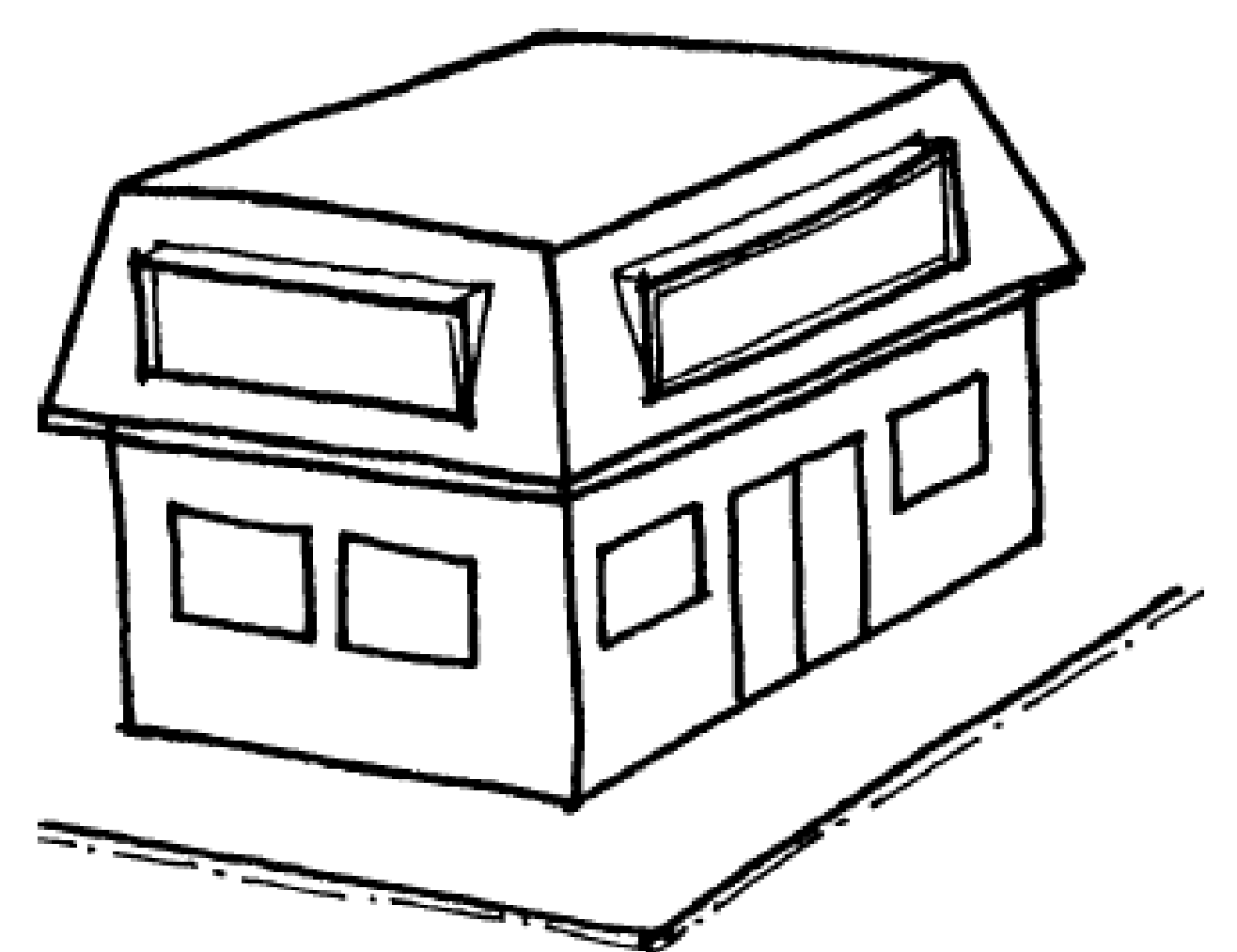
- Summerland's Sign Bylaw prohibits roof signs or any sign from projecting above a roof line.

Roof Sign means any sign that is erected upon or above a roof or parapet of a building. This includes any sign fixed vertically to the top of any canopy, awning or similar feature.



- Summerland's Sign Bylaw does not have regulations for Mansard Roof Signs.

Mansard Roof means any portion of a roof which has a pitch of 30 degrees or less when measured against a vertical plane.



Mansard Roof Sign means a sign attached to the slope of a mansard roof.



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Issues: Freestanding & Real Estate Sign

- Summerland's Sign Bylaw allows all commercial zones to have a Freestanding Sign that is 9.5 m high.

Freestanding Sign means any sign supported by one or more upright poles, columns or braces placed in or on the ground and stands independent of any building or structure. This does not include portable signs or sandwich board signs.



Permitted



Permitted

- Real Estate signs are only allowed on the affected property and limited to 1.5 m² in residential areas and 3 m² in all other areas. Maximum sign height ≤ 3m.

Real Estate Sign means a temporary sign identifying real estate that is “for sale”, “for lease”, “for rent”, or “sold”.



Not Permitted



Issue: Existing Signs & Enforcement

- Summerland has many existing signs that are not permitted under the current sign bylaw.
- Summerland has some signs that are permitted, but don't have a sign permit.
- If you have a sign without a permit and that sign becomes non-compliant with the new bylaw, that sign cannot be grandfathered and won't be legal.
- If you currently have a sign and a sign permit and that sign becomes non-compliant with the new sign bylaw, that sign **WILL** be grandfathered and allowed to stay.
- Currently, enforcement is primarily complaint driven.



Thank-you

What happens Next?

- Meetings with the Sign Bylaw Review Committee to review information from the Open House and provide direction for the Draft Bylaw.
- Prepare the draft Sign Bylaw.
- Have an internal review of the draft bylaw as well as with the Committee.
- Another Open House to review draft Sign Bylaw.
- Proceed to Council with recommendations for a new Sign Bylaw.

Thank-you for attending the open house!

- Please fill out the questionnaire before you leave.
- Watch the website to keep informed on the Sign Bylaw Review.

<http://www.summerland.ca/>

