

# MASTER SIGN BYLAW

Overview of Main Revisions

May 2018

WHY REGULATE SIGNS?







## WHY REGULATE SIGNS?

- Maintain & enhance visual environment;
- Give businesses fair opportunity to advertise;
- Ensure pedestrian and traffic safety;
- Minimize negative effects of signs on nearby properties; and
- Ensure fair and consistent enforcement of sign regulations

# WHY ARE WE CHANGING THE SIGN BYLAW?

- Concerns from business community that existing bylaw is difficult to use/understand.
- #1 Priority: Make it more user friendly:
  - ✓ Focus on sign districts first (each is unique)
  - ✓ More pictures showing sign types.
  - ✓ Table format (easier to reference)
- Incorporated past sign bylaw amendments (for ease of reference).
- Included regulations for sandwich board and portable signs (as directed by PABCOM).
- Made other additions/changes as Staff felt appropriate.



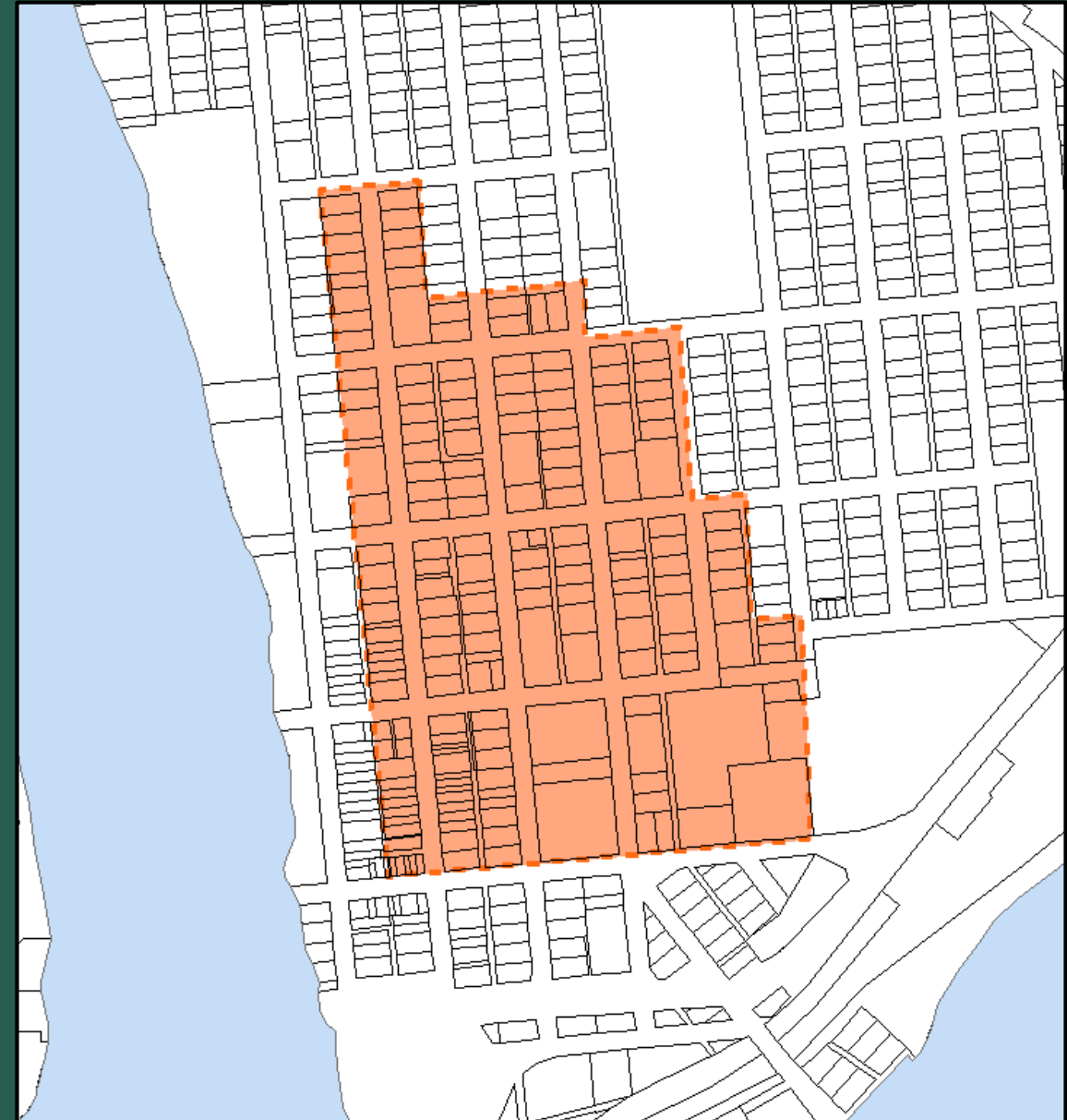
# THE SIGN DISTRICTS

1. Downtown District
2. West Quesnel/Downtown Highway District
3. Highway Commercial/Industrial District

Each District has a unique character & signage should reflect it.

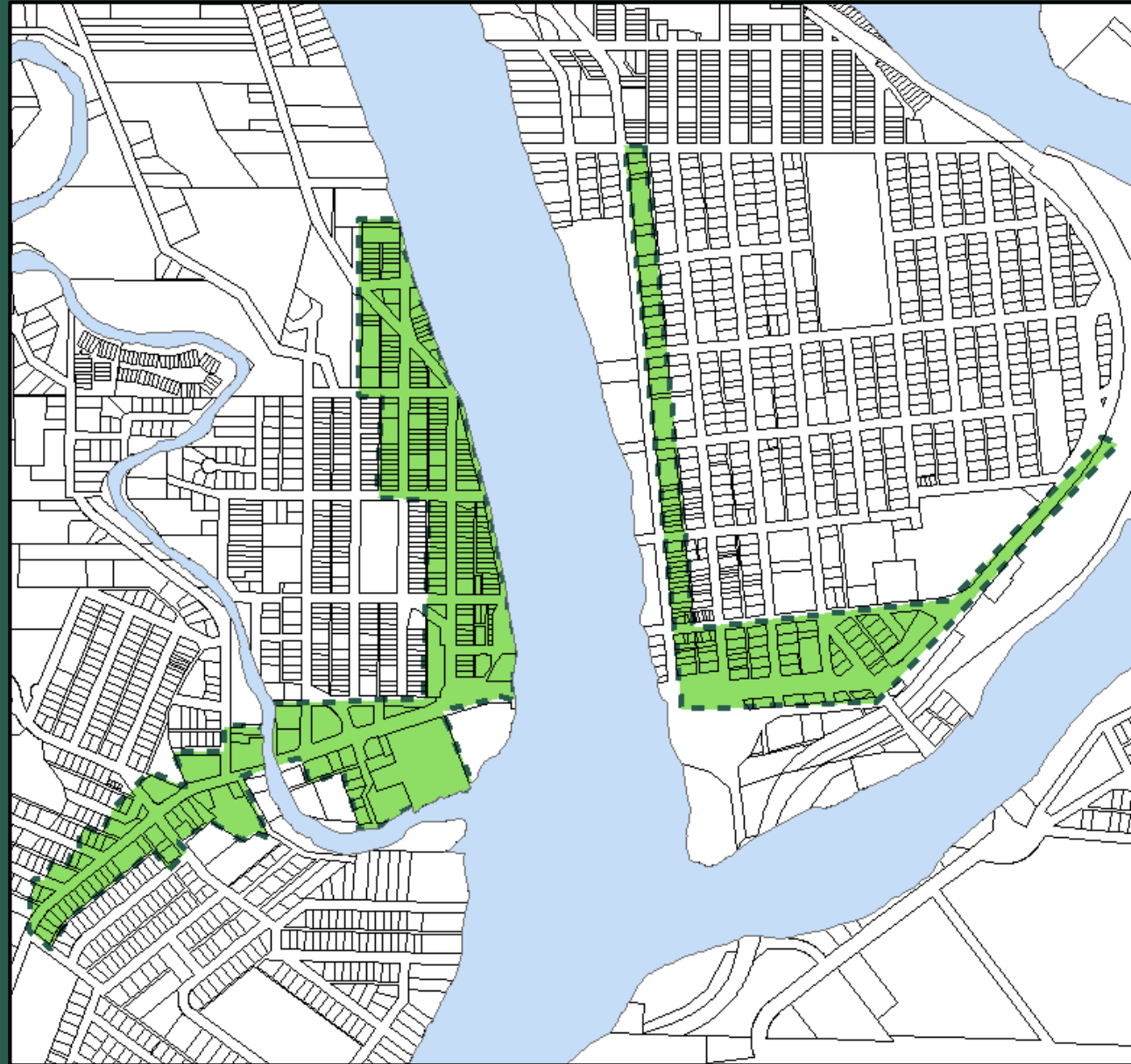
# DOWNTOWN DISTRICT

- Pedestrian in character
- Signs should be at pedestrian scale
- Permit sandwich boards (with restrictions)
- Removed free-standing as permitted sign type



# WEST QUESNEL/ DOWNTOWN HIGHWAY DISTRICT

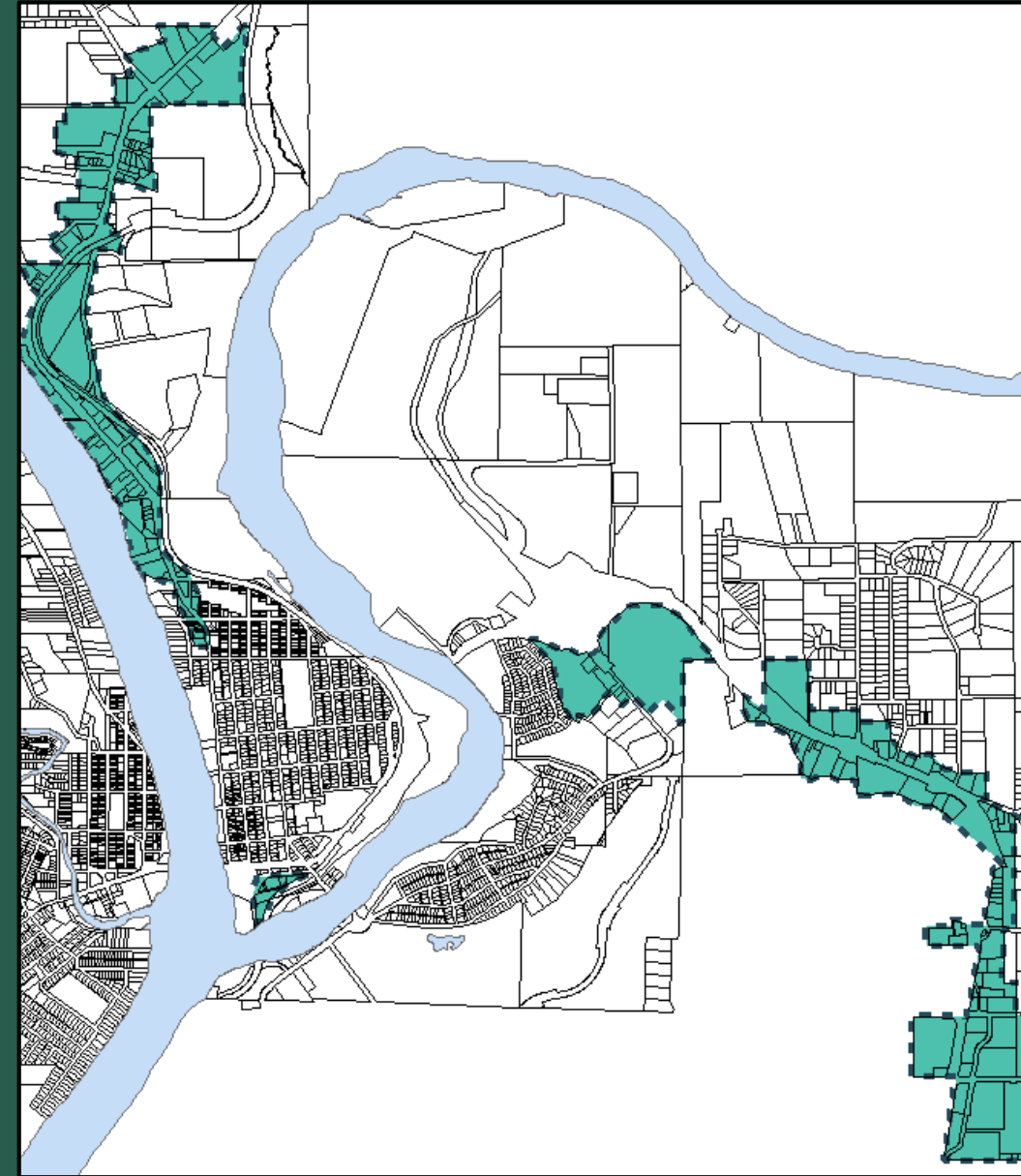
- Pedestrian and vehicle oriented in character
- Signs should be placed where most legible
- Permit sandwich boards & portable signs (with restrictions)





# HIGHWAY COMMERCIAL/ INDUSTRIAL DISTRICT

- Vehicle oriented in character
- Signs should be placed where most legible
- Permit sandwich boards & portable signs (with restrictions)



# SANDWICH BOARDS

- Permitted in all 3 sign districts and exempt from obtaining a sign permit, but must:
  - ✓ Have a max. sign area of 1 m<sup>2</sup> (10.76 ft<sup>2</sup>)
  - ✓ Have no more than one per business frontage
  - ✓ Only be displayed when business is open
  - ✓ Be located entirely on property to which it pertains
  - ✓ Not be placed in public right-of-way (i.e. sidewalk) – current provision



## PORTABLE SIGNS

- Permitted in West Quesnel/Downtown Highway District & Highway Commercial/Industrial District and exempt from obtaining a sign permit, but must:
  - ✓ Have a max. sign area of 3 m<sup>2</sup> (32.28 ft<sup>2</sup>)
  - ✓ Have no more than one per lot
  - ✓ Must pertain to business where it is located
  - ✓ Must not be on required off-street parking, driveways, or sidewalks
  - ✓ Must not obscure line of vision from a public right-of-way, access road, or sidewalk
  - ✓ Must only display current sales, offers, and fundraising events.





# WHAT ABOUT THIRD PARTY/OFF- PREMISE SIGNS?

- Will still not be permitted as in our existing Bylaw
- Protect visual environment
- Avoid sign clutter





# WHAT ABOUT DIGITAL SIGNS?

- Regulations to remain the same – signs must not flash, blink, flicker, or vary in intensity or colour
- They must meet size and siting requirements (as other signs) for their sign district
- Must be stationary or slow moving
- Shared concern of business community and Planning Staff that Quesnel Recreation Centre digital sign is not slow moving and is distracting.



ILLUSION

THIS IS MORE LIKE IT!



# “FRONTAGE”

- Max. sign sizes are based on business, not building frontage.
- Business frontage means “the length of the building parallel to the property line, limited to the suite which is leased or owned by the business”.
- A longer business frontage allows a larger sign, up to a maximum limit.
- Definition is broad (flexible) and does not specifically exclude a sign from fronting a laneway.



## SHOPPING CENTRE/ PLAZA/ MALL SIGNS

- For shopping centres, owner/owner's agent can allocate sign area and number for each business.
- Sign area and number must meet Sign Bylaw requirements for all externally visible signs.
- Tenants exempt from sign permit as long as they meet shopping centre requirements (if approved by City).
- Shopping centre property can have one free-standing sign (subject to a Sign Permit).



# Tenant Signage Design Guidelines

## West Park Mall Shopping Center Renovations

155 Malcolm Street, Quesnel, BC



ANY QUESTIONS?