

DISTRICT OF SOOKE

Sign Bylaw Review Committee
Meeting # 2, March 4, 2009
7:00 PM Municipal Meeting Room
2205 Otter Point

Committee Members Present:

Councillor Maja Tait
Ron Fedosenko
Tatum Claypool
Mary Jane Rose
Gwen Fisher

Staff:

Gerald Christie, Acting Director of Planning
Lisa Urlacher, Council Clerk

Others: Ally Dewji

Action

The meeting began at 7:01 p.m.

1. **Approval of Agenda:**

The agenda was approved.

2. **Adoption of Minutes:**

The Sign Bylaw Review Minutes of February 4, 2009 were approved as circulated.

3. **Discussion: Signage Issues**

Ms. Claypool explained that at the February meeting the Committee determined seven issues for discussion the first issue to be discussed would be sandwich board signage and banners used for promotional or directional purposes.

The committee discussed directional signage trees. A summary of the discussion is as follows:

The committee identified that more information was required before a recommendation could go forward and directed staff to bring forward a report detailing the following:

Staff

- Possible funding options – Grants or Budgetary
- District of Sooke owning and maintaining the sign tree with a yearly rental for business signage
- Solar Lighting – Green Initiative
- Locations to locate the signage trees
- Ministry of Transportation Approval

The Committee also agreed that the following needs to be considered:

- Sponsorship program
- Sooke Harbour Chamber of Commerce partnership
- Youth involvement
- Spa Committee involvement
- Communities in Bloom
- Garbage receptacles

It was noted that the Church highway signs are in need of replacement and that they could be included in the signage trees.

The Committee discussed the responsibility of signage maintenance regarding lighted or damaged signs and it was suggested that an amendment to the bylaw could be considered.

Bring Forward
as proposed
amendment

The committee discussed the percentage of allowed signage within a strip mall and asked if it could be increased.

Bring Forward
as proposed
amendment
Staff

The committee inquired about the pamphlets as to the Bylaw enforcement education regarding signage and if they have been made available to the businesses.

The Committee asked as to the timeline for the Town Centre Plan and its relevancy to the Sign Trees. Mr. Christie explained the Design Standard Manual and the ability to require street-ware from future developments.

After the discussion, the Committee agreed by general consensus to recommend the following:

That Council consider relaxing enforcement of Sandwich Boards and Banners until amendments to the Sign Bylaw are complete and alternative forms of signage are available.

To Council

Mary Jane Rose abstained from voting.

Committee members will bring back conceptual plans of signage trees.

**Committee
Members**

Ally Dewji asked that 3rd party signage be addressed for development communities.

Bring forward
for discussion

4. **Schedule Next Meeting**

Next Meeting: Wednesday, April 1, 2009 at 7:00 p.m.

5. Meeting adjourned at 8:45 p.m.

Certified by:

Tatum Claypool
Chair

Evan Parliament
Chief Administrative Officer