

DISTRICT OF SOOKE

Sign Bylaw Review Committee
Meeting # 4, June 17, 2009
7:00 PM Municipal Meeting Room
2205 Otter Point

Committee Members Present:

Councillor Maja Tait
Ron Fedosenko
Mary Jane Rose
Gwen Fisher

Absent: Tatum Claypool

Staff:

Bill Hadikin, Head of Building/Bylaw, EOC Coordinator
Lisa Urlacher, Council Clerk

Action

The meeting began at 7:07 p.m.

1. **Approval of Agenda:**

The agenda was approved with the addition of a Business Frontage Discussion.

2. **Adoption of Minutes:**

The Sign Bylaw Review Minutes of April 1, 2009 were approved as circulated.

3. **Business Arising from the Minutes**

Mr. Fedosenko submitted the Royal LePage – Coast Capital Realty minutes of April 9, 2009 regarding signage advertising in Sooke. Mr. Fedosenko stated that the Realtors in attendance agree that no directional signage should be allowed and that open house signage should be displayed for the duration of the event.

4. **Discussion: Signage Issues**

Sandwich Board Signs

Mr. Hadikin recommended that an amendment to the bylaw be considered to allow for sign trees which would be used as a tool to remedy the sandwich board issue. The Committee discussed the speed on highway 14 and asked if the signage on the trees could be in relation to the speed limit. Mr. Hadikin advised that Ministry of Highways is the governing body for Highway 14.

**Bylaw
amendment**

A discussion ensued as to private property and the municipal area in which sandwich boards are displayed.

Banners and Balloons

The Committee discussed banners and agreed that the following categories should be included; market place, non-profit and community events.

**Bylaw
amendment**

The committee asked that balloons be defined as inflatable signage within the bylaw.

**Bylaw
amendment**

Third Party Signage

The Committee agreed that third party signage should not be allowed and that the signage trees would be used as a directional tool for businesses located off Highway 14.

Real Estate Signage

The Committee agreed that real estate signs will be applied to the current bylaw with no amendments.

Illuminated Sign Boards

The Committee discussed illuminated signage and large LCD signs. Mr. Hadikin explained the current restrictions and advised that the unsightly premises bylaw could address the derelict signage issues.

Sign Percentage

The Committee discussed the number of signs per business and the allowable percentage. The Committee raised concerns regarding strata or split businesses within Sooke.

**Bylaw
amendment**

Signage Trees

Mr. Hadikin explained that staff will research and implement the infrastructure options for sign trees and that staff will bring forward bylaw amendments for the sign committee to consider as recommendations to Council.

**Staff
Bylaw
amendment**

Signage up-keep

A discussion ensued as to the enforcement of signage repair and the committee discussed the following options and issues:

- No flashing
- No backlit
- LED
- Neon
- Raised lettering

5. **Discussion:** Business Frontage

The committee discussed the enforcement of building schemes registered on title.

The Committee inquired as to the sandwich boards that are leaned up against the Town Kiosk.

5. **Schedule Next Meeting**

Next Meeting: Wednesday, July 22, 2009 at 7:00 p.m.

6. Meeting adjourned at 8:42 p.m.

Certified by:

Gwen Fisher
Vice Chair

Bonnie Sprinkling
Corporate Officer