



January 8, 2018

Ryan Smith, Community Planning Department Manager
City of Kelowna

Re: Sign Bylaw Revisions

Dear Ryan:

I am writing to express our appreciation for the efforts undertaken by you and Planning Department staff to address the concerns that we expressed to the City over the recent sign bylaw revisions, and the process associated with advising the Chamber, our Chamber members, and the general public.

In a letter to Mayor and Council dated December 7, 2017, (attached) our President, Tom Dyas, highlighted our concerns, primarily around:

- Subjectivity of promoting "beauty" and how our members can best understand the City's decisions around aesthetic signage guidelines
- Lack of full consultation with the business community prior to sending revised sign bylaw to Council
- Prohibition of certain types of signs, especially mobile/temporary signs and the impact on local businesses
- Restriction on sizes of certain types of signs, especially mobile/temporary signs
- Lack of pertinent information regarding changes in permit costs and penalties
- Recommended hiring of a new sign bylaw officer, implying an over-reliance on penalties when there have been limited complaints from the public

We are pleased that the City of Kelowna's planning staff met with the Chamber several times around these issues, as well as meeting with several Chamber members who had serious concerns over the negative impact on their businesses from the revised bylaw.

Changes in the bylaw language and easing of some of the changes were made by City Planning staff, and we want to express our thanks for these actions.

We plan to continue our vigilance in examining the final bylaw language when it goes to Council early in this new year 2018.

Regards,


Dan Rogers
Executive Director

cc: Tom Dyas, President

Connection Advantage Influence