



Sign Bylaw Workshop

Sign Bylaw

- ▶ Completely new bylaw
- ▶ Restructured for ease of use
- ▶ Easier for administration enforcement
- ▶ Closer ties to DP Process

Major Changes

- ▶ Complete prohibition of digital / animated signs in Commercial/Industrial areas
 - ▶ Only in public service/institutional zones
- ▶ Significant reduction to height and number of free standing signs
 - ▶ Commensurate increase in fascia signs & monument signs
- ▶ Goal is to begin differentiating signage practices in Kelowna from other communities

Digital Signs

- ▶ Electronic / Animated / Digital signs growing in popularity
- ▶ Prices coming down, expected to be more and more used
- ▶ Prohibiting the signs before they get popular is an opportunity to differentiate Kelowna

Digital Signage



City of Kelowna





Digital Signs at Night in an Okanagan Community

City of Kelowna

Digital Signs

- ▶ Key differentiator from other communities (Vernon, West Kelowna) that allow
- ▶ If banned now, can be allowed later
 - ▶ But if allowed now, will be protected by grandfathering
- ▶ No compelling reason not to ban digital signs

Freestanding Signs

- ▶ Currently maximum of 8 m high along highway corridors
- ▶ Staff recommending reducing to 5 m, to wean industry off of free standing signs
- ▶ Long view – get rid of them
- ▶ Huge opportunity for differentiation

Free Standing Signs

- ▶ Big free standing highway signs contribute to the “Anytown, USA” feel
- ▶ Large chain signs identical in every city in North America
- ▶ Some cities have banned them completely though



Chain stores (Wendy's and Starbucks) without common sign



8 freestanding signs visible







Free Standing Signs

- ▶ Staff propose significant reduction to free standing sign size
- ▶ Down from 2 storeys (8 m) to 1 ½ storeys (5 m)
- ▶ Long run to continue moving bylaw towards prohibition
- ▶ Generational change has to start sometime

Other Key Issues

- ▶ Sandwich boards
- ▶ Increased fascia (on building) signs
- ▶ Closer ties to DP Process
- ▶ Enforcement / Implementation



Questions?

For more information, visit kelowna.ca.