



Sign Bylaw Workshop

October 16, 2017



Purpose

- ▶ To review updates to the draft Sign Bylaw.

File Progress

September 2015

Project commenced



Staff research, public consultation,
Bylaw drafted



March & July 2017

Council workshops, draft Bylaw amended



October 16, 2017

3rd Council workshop



Council Consideration

} Council
Approvals
(dates TBD)

Public Engagement

598



online survey responses

77

Facebook
Comments

75%

of survey respondents
identified themselves as
having a general interest in
the sign bylaw



survey
respondents
between the
ages of 30-39



33%

19



photos of signs people
like shared online

General Thoughts

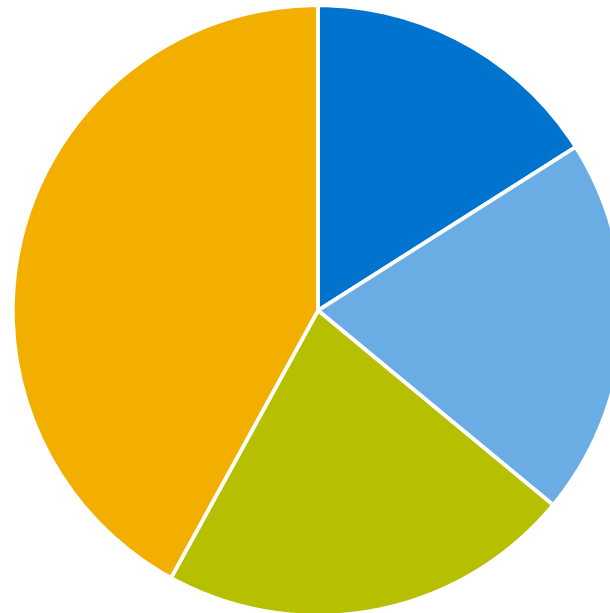
- ▶ Necessary for business ID: **88%**
- ▶ Necessary for information: **83%**
- ▶ Necessary for event promotion: **82%**
- ▶ Adds character to City: **60%**
- ▶ Detracts from streetscape: **54%**

Business Signage

- ▶ Respect neighbourhood character: 95%
- ▶ Minimize light pollution: 94%
- ▶ Enhance public spaces: 92%
- ▶ Prevent visual clutter: 89%

Regulations

Current Sign Bylaw



- Too Restrictive (16%)
- Appropriate (20%)
- Not restrictive enough (22%)
- Don't know/No opinion (42%)

New Sign Bylaw

- ▶ Restructured for ease of use
 - ▶ Formatted like Zoning Bylaw
- ▶ New sign types/definitions
- ▶ Updated regulations
 - ▶ Easier for administration enforcement
- ▶ Removed confusing charts
- ▶ Added visuals

Real Estate Sign Replacement

- ▶ Relocation on site every 90 days deemed wasteful.
- ▶ Proposed rule- signs must be replaced when they start to show wear.
- ▶ Limit for residential and commercial signs- 180 days.
 - ▶ Same time frame as typical real estate contract
- ▶ Commercial signs require permit.

Portable Signs

- ▶ Three options:
 - ▶ Limit portable signs to government property only, or
 - ▶ Complete ban in city, or
 - ▶ Status quo – Enforcement required
- ▶ First two outcomes could have multi-year phase-out approach.
- ▶ Limit size to 1.68m² and 0.7m².
- ▶ Limit text colour to black and white.

Sign Clutter – Portable Signs



Enforcement & Fees

- ▶ Staff propose dedicated Bylaw Officer position for Sign Bylaw enforcement
 - ▶ Cost estimated at \$86,000 (includes equipment)
- ▶ Consider updating sign fees / fines to increase revenue
 - ▶ Kelowna sign fees currently among lowest in B.C.
 - ▶ Fines associated with Sign Bylaw typically \$100

Sign Clutter – Temporary Signs



Other Major Bylaw Changes

- ▶ Allow Agricultural Product signs in free-standing form (maximum size of 1.0m^2 or 3.0m^2 based on parcel area)
- ▶ Prohibit Animated and Digital signs (Electronic Message signs still allowed)
- ▶ Marketing sign a new type in Bylaw
- ▶ Increase the maximum size of Sandwich Boards and Menu Boxes to match other City policy

$0.6\text{ m}^2 \rightarrow 0.7\text{ m}^2$

Other Major Bylaw Changes

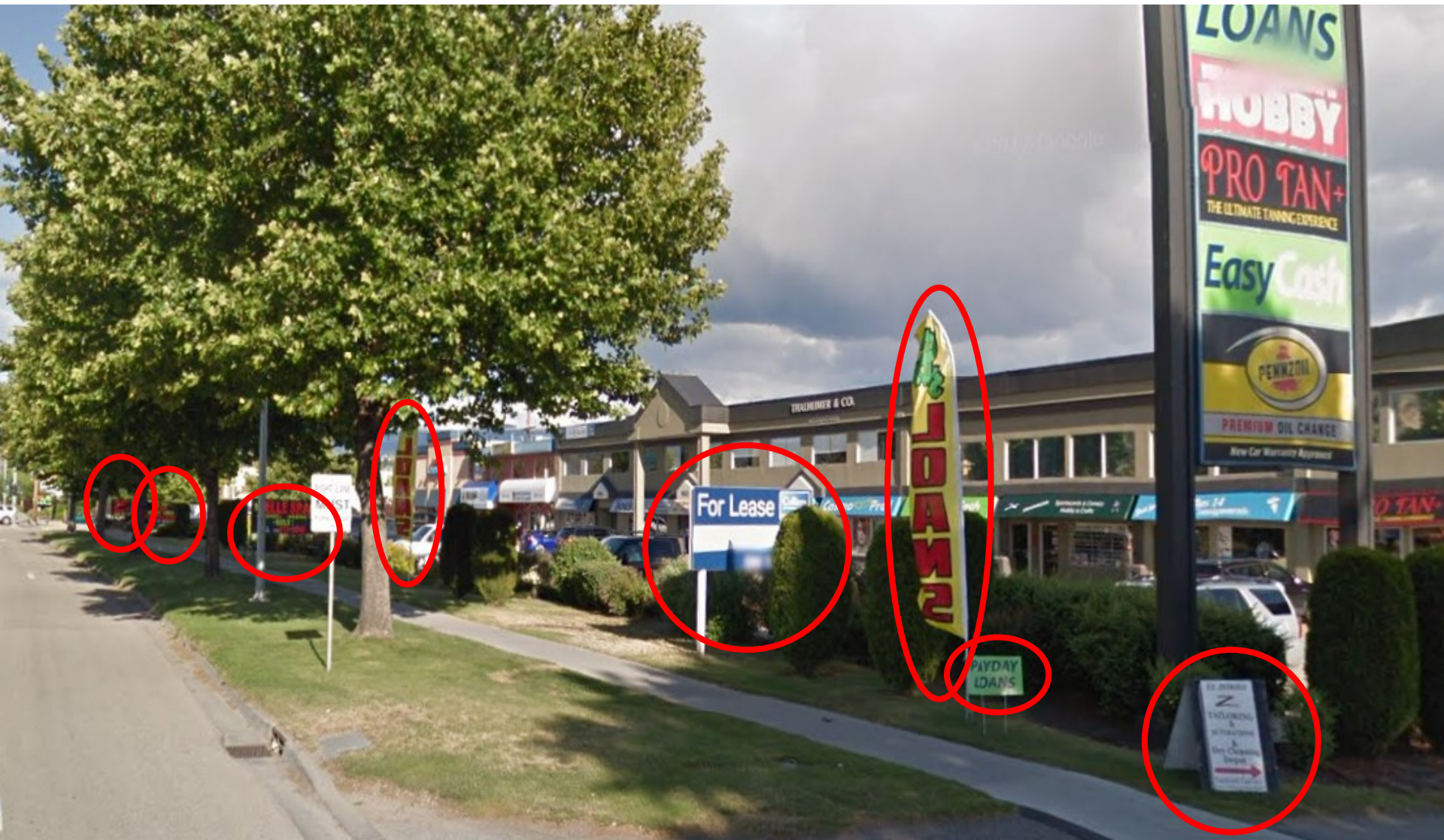
- ▶ Create two types of Real Estate signs (Residential and Commercial)
 - ▶ Limit display to six months, permit for Commercial
 - ▶ Replace upon signs of wear
- ▶ New regulations for Wall signs (similar to Fascia signs)
- ▶ Reduce Free-Standing sign maximum height

8 m → 5 m

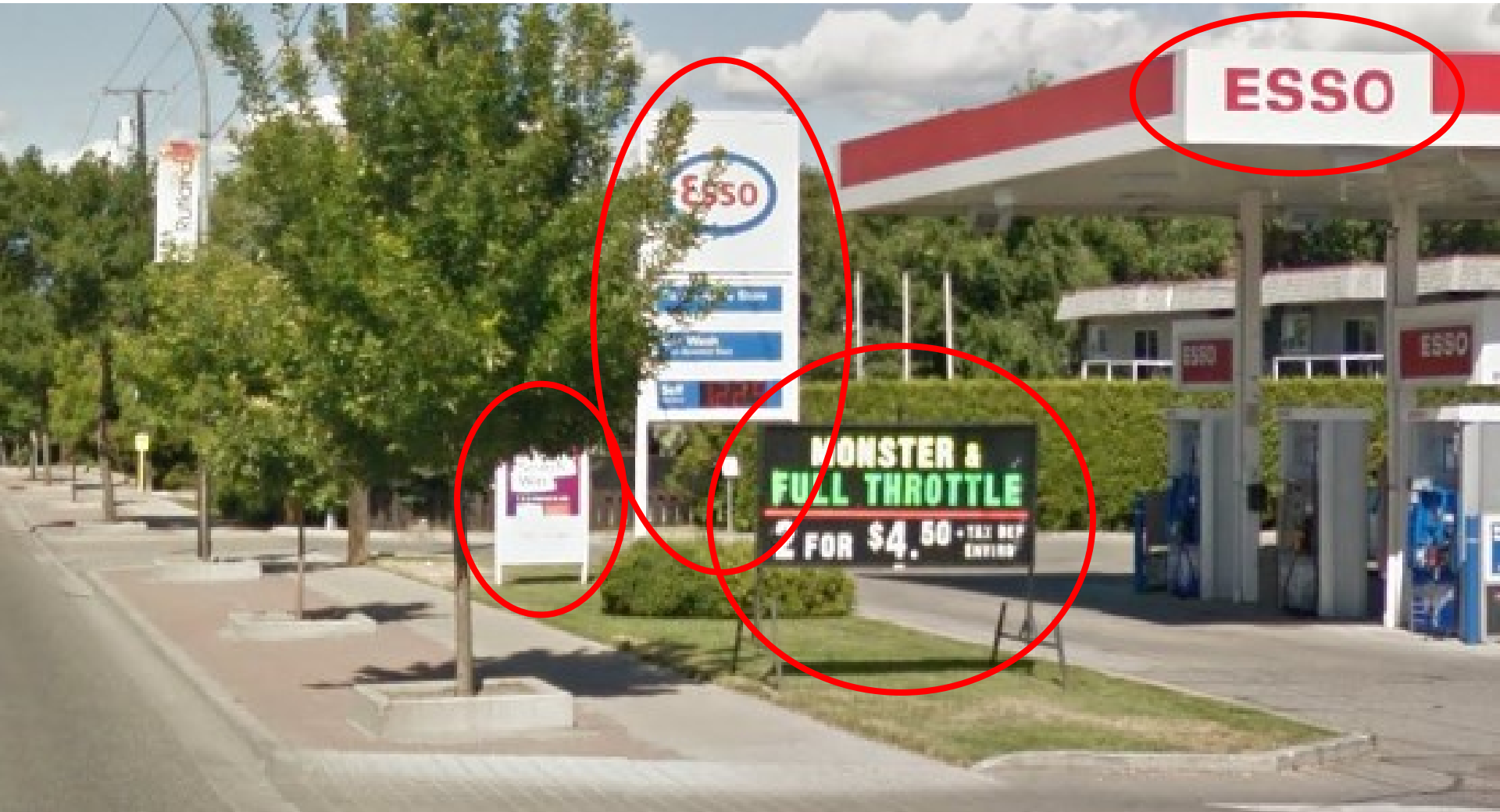
General Bylaw Changes

- ▶ All text in Bylaw has been rewritten for internal consistency;
- ▶ Increased flexibility through menu-type options;
- ▶ Increased allowances for Fascia Signs;
- ▶ Clarified permit requirements for signage to improve usability;
- ▶ Allowance of signs above a canopy;
- ▶ Changed the way signs are measured to encourage channel letter signs over box signs;
- ▶ Clarified the relationship between sign permits and development permits; and
- ▶ Worked closely with Building Permitting and Bylaw Enforcement to enhance enforceability of the Bylaw.

Sign Clutter – Temporary Signs



Sign Clutter – Mixed Types



Sign Clutter – Mixed Types



Sign Clutter – Mixed Types



Sign Clutter



Staff Recommendation

- ▶ THAT Council recommend Staff bring proposed draft Sign Bylaw to Council for consideration.
 - ▶ Support phased-out ban on portable signs.



Questions?

For more information, visit kelowna.ca.

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
- ▶ 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

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