



# STAFF REPORT

**TO:** Committee of the Whole

**MEETING DATE:** July 21, 2015

**FROM:** Katie Thomas  
Planning Assistant

**FILE NO:** 6440-02

**SUBJECT:** Draft Sign Bylaw

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## RECOMMENDATION(S)

**THAT the staff report regarding the draft Sign Bylaw be received;**

**AND THAT the current draft Sign Bylaw be used for further community input;**

**AND FURTHER THAT a review of election signage requirements be combined with the next update of the Town's Election Bylaw Number 1137, 2011.**

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## BACKGROUND/PURPOSE

Over the last few months the Planning Department have been gaining feedback from business owners and residents regarding the Sign Bylaw, with the intention of revising and renewing the Sign Bylaw.

This report includes a draft of the proposed bylaw for discussion. The next step is to solicit further public feedback on the proposed draft prior to First Reading. It is intended to work with the Chamber of Commerce once more for feedback from business owners.

## DISCUSSION

On March 3<sup>rd</sup>, Council resolved "THAT staff draft a new sign Bylaw for Council's consideration"

On July 7, 2015, staff brought the results from a month long Sign Bylaw Review Survey to Committee of the Whole. Council discussed a number of types of signage including regulations for Election Signage and

Staff have now finished a complete re-write of the Sign Bylaw and is now ready to bring the proposed Sign Bylaw back to Council for discussion. Staff intend to gain further input from Council and business owners before bringing the bylaw forward for consideration of adoption.

The proposed new Bylaw is intended to improve and simplify the issuance of sign permits and provides the correct authorities necessary for enforcement. The Planning Department has refrained from many changes that would result in the creation of non-conforming signs, as this would be challenging for businesses and sign companies to repair or replace signage.

The main focus has been to ensure that the Bylaw is both clear and easier to interpret. The proposed Bylaw has resolved a number of the issues with the current bylaw. The key changes are listed below.

- 1) There have been significant additions to the Definition Section of the Bylaw to provide clarity of terms and positions. The Definitions that have been added are:
  - a. Awning Sign
  - b. Backlit Box signs
  - c. Banner sign
  - d. Brand Representation
  - e. Bylaw Enforcement Officer
  - f. Channel Letter Signs
  - g. Commercial message
  - h. Commercial Flag
  - i. Contractor signs
  - j. Election Signs
  - k. Council
  - l. Wall Sign – this has replaced “Facia Signs”
  - m. Flyer
  - n. Handbill
  - o. Height
  - p. Home Occupation Sign
  - q. Illuminated Signs
  - r. Inflatable signs
  - s. Real Estate Signs
  - t. Monument Signs
  - u. Mural
  - v. Neon Sign
  - w. Political signs
  - x. Public Flag
  - y. Sandwich Board Sign
  - z. Special Event Signage
  - aa. Parking Control Sign
- 2) The proposed Sign Bylaw states that no permit is required for signage approved through a Development Permit. This is to remove administration as the current process reviews signage at both the Development Permit Stage and Sign Permit stage.
- 3) Where applications are made for sign types that are not addressed in the Sign Bylaw, an applicant has the option of using the Development Variance Permit process. This ensures that the bylaw isn't prohibitive of creative ideas or special circumstances.
- 4) New and improved regulations around temporary signage have been added. This includes; real estate signs, contractor signs and special event signs. The Town regularly receives complaints regarding temporary signage, and therefore these regulations will hopefully help to remove the majority of issues and conflicts.
- 5) The proposed Sign Bylaw now clarifies that insurance for suspended/projected signs and sandwich boards of public property will be reviewed annually during the business licence renewal process. This ensures that liability concerns are covered. The insurance premium has been increased from \$2,000,000 to \$5,000,000 after reviewing other municipalities with similar regulations.
- 6) Roof signs have been prohibited after responses received from the Sign Bylaw Review Survey found that the majority of respondents do not support this type of signage.
- 7) Inflatable Signs, Commercial Flags and Backlit Box Signs have been defined and prohibited due to the lack of support from respondents of the Review Survey, as well as complaints.
- 8) Window Signage has new regulations allowing a larger sign area as requested by business owners.

- 9) Awning sign lettering area has been increased from 25% to 50% as suggested by individuals in the Sign Bylaw Review survey.
- 10) Recovery costs for impounded signs have been added.
- 11) The proposed Bylaw provides a clearly defined amount of time the Town must keep impounded signage before being able to discard it.
- 12) An increase in sign application fees and the addition of a fee should a sign be erected without a permit, similar to the fees for Development Permits applied for retroactively. The increases in the proposed Bylaw structure are to bring them in line with the actual cost of the provided service.
- 13) Development Permit design guidelines have been added to the proposed Sign Bylaw to ensure that the OCP and the proposed Sign Bylaw align with one another. The proposed Bylaw provides a list of materials that are permitted to be used on signage to promote attractive signage throughout the Town.

### *Election Signs*

At the Committee of the Whole meeting on July 7, Councillors asked staff to look into regulating Election Signage through the Proposed Sign Bylaw. The current sign bylaw states:

*It shall be unlawful for any person to post election posters or handbills without having first obtained the written authorization of the Municipal Clerk*

*The Municipal Clerk before issuing the authorization mentioned in Section 8 (1) shall require the applicant to pay a deposit of One Hundred Dollars (\$100.00) to ensure the removal of the posters or handbills within seven days after the Election Day, which sum shall be forfeited in the event that removal is not completed.*

Staff have reviewed Election Signage in other municipalities and through federal and provincial legislation. The Canada Elections Act, Elections BC Act, Local Government Act and the Community Charter provide broad regulations pertaining to election signs. Regulation of the placement and the size of signs are deferred to municipalities, although the exemption is that the Elections BC Act strictly prohibits the placement of election signs within 100 metres of a voting place. The Ministry of Transportation also has a policy in regards to election signs on Provincial roads.

After reviewing election signage in a number of municipalities in British Columbia, it was found that there are a variety of ways to deal with the issue. Many of the municipalities regulate election signage through their Sign Bylaw, or through their Election Procedure Bylaw, the City of Richmond has a specific Election Signs Bylaw.

The majority of municipalities that regulate election signage, regulate the timing of the placement and removal of signage, as well as the size of signs. Staff suggest that a more specific public engagement session should be completed before amending the Town's Election Bylaw to incorporate regulations for Election Signage rather than using the Sign Bylaw. For the time being staff have included the wording from the existing Sign Bylaw in the proposed Sign Bylaw.

*Next steps*

Staff would like to use the summer to evaluate the implications of the proposed new regulations to ensure that the Bylaw is fair for all signage owners.

Staff plan to seek additional input from business owners over the next month, to assess if any signage has been missed, or if sign areas need to be changed.

**PLAN/POLICY IMPLICATIONS**

**Official Community Plan**


The Upper Gibsons Commercial Area and the Gibsons Landing Development Permit provide design guidance for signage. The proposed Sign Bylaw provides materials permitted from the Development Permit guidelines


**RECOMMENDATIONS / ALTERNATIVES**

Recommendations are listed on Page 1 of this report.

Alternatively, Council can indicate areas of the bylaw that should be updated to include.....

Respectfully Submitted,

  
\_\_\_\_\_  
Katie Thomas  
Planning Assistant

  
\_\_\_\_\_  
André Boel  
Director of Planning

**CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:**

I have reviewed the report and support the recommendation(s).

\_\_\_\_\_  
Emanuel Machado  
Chief Administrative Officer

Attachment: Draft Sign Bylaw

# TOWN OF GIBSONS



## TOWN OF GIBSONS SIGN BYLAW BYLAW No. 1215, 2015

Draft for Discussion

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**TOWN OF GIBSONS  
BYLAW NO. 1215**



A Bylaw to regulate the number, size, type, form, appearance and location of signs  
within the Town of Gibsons

WHEREAS Pursuant to Section 8(4) and 65 of the *Community Charter* Council may, by bylaw regulate and impose requirements in relation to signs and advertising in the Town of Gibsons and regulate or prohibit the erection, placing, alteration, maintenance, demolition and removal of a sign, sign board, advertisement, advertising device or structure.

NOW THEREFORE, the Council of the Town of Gibsons, in open meeting assembled, enacts as follows:

**SECTION 1      GENERAL PROVISIONS**

**1.1      SHORT TITLE**

This Bylaw may be cited for all purposes as "Town of Gibsons Sign Bylaw No. 1215".

**1.2      REPEAL**

Town of Gibsons Bylaw Numbers 526, 526-1, 561, 572, 584, 773, 896 and 1016 are repealed.

**1.3      PURPOSE**

The purpose of this Bylaw is to:

- 1) To promote the Town's aesthetic attractiveness through appropriate signage;
- 2) To enable local businesses, institutions, and community organizations to clearly identify themselves and the products or services available, to the extent that this bylaw permits;
- 3) To regulate safe sign placement to ensure the safety of pedestrians, cyclists and motorists

**1.4      SEVERABILITY**

The provisions of this Bylaw are severable. If any provision is for any reason held to be invalid by a decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining provisions of this Bylaw.



## **SECTION 2 APPLICATION AND DEFINITIONS OF BYLAW**

### **2.1 APPLICATION**

- 2.1.1 With the exception of signs included in Section 2.2.3 of this bylaw;
  - 2.1.1.1 No sign shall be erected, placed, altered or re-located with the Town of Gibsons until a permit to do so has been obtained from the Director of Planning of the Town of Gibsons.
  - 2.1.1.2 The applicant for a Sign permit shall make a written application to the Town.
  - 2.1.1.3 All signs permitted by this Bylaw shall be sited on the lot for which the permit is sought.

### **2.2 DEFINITIONS**

In this Bylaw unless the context requires otherwise, the following words and terms shall have the meanings hereinafter assigned to them:

<b>Advertising Sign</b>	Means a permanent, private sign that displays the name, symbol or other representation of a person, product, idea or event found on the same lot as the sign.
<b>Animated Sign</b>	Means a sign that employs physical movement or change of lighting to depict action, whether by flashing, oscillating, pulsating or travelling illumination. This does not include a Changeable Copy Sign.
<b>Awning</b>	Means a retractable or non-retractable shelter on a frame projecting over a window, door or porch designed as a shelter from rain or sun;
<b>Awning Sign</b>	Means a sign painted, bonded or affixed flat to the surface of an Awning;
<b>Backlit Box Sign</b>	Means a box Sign illuminated directly by a light fixture located within the sign structure.
<b>Banner Sign</b>	Means a Temporary Sign constructed of flexible material that is hung on a structure or between supports;
<b>Brand Representation</b>	Means a registered trademark, or scheme, or emblem, graphic evidence, physical structure,

	registered symbol of use of a word or words, which through consistent use has become identifiable with a specific business or concept;
<b>Billboard</b>	Means an exterior structure, painting or display used or intended to be used for advertising material posted, fastened, painted or otherwise affixed thereto by means permitting its ready removal, replacement or alteration;
<b>Building</b>	Means a structure, located in the ground, which is designed, erected or intended for the support, enclosure, or protection of persons or property. When a structure is separated by party walls located upon lot lines, then each portion of such structure shall be deemed a separate building;
<b>Building Inspector</b>	Means a Building Inspector employed by the Town of Gibsons;
<b>Bylaw Enforcement Officer</b>	Means any person employed by the Town of Gibsons for the purpose of enforcement of the Town's bylaws;
<b>Canopy</b>	Means a non-retractable roofed structure without walls that projects from the side of a building or is self-supporting, and is composed entirely of rigid materials;
<b>Canopy Sign</b>	Means a Sign painted or affixed flat to the vertical face of a canopy and which may contain commercial messages;
<b>Changeable Copy Sign</b>	Means a Sign with characters, letters or illustrations that can be changed manually or electronically up to a maximum of 5 times a day (a greater frequency of changes equates to an Animated Sign);
<b>Channel Letter Signs</b>	Means a sign composed of three-dimensional illuminated letters or other emblems, logos, symbols, or images, containing a source of illumination and a translucent or transparent face;
<b>Commercial Message</b>	Means any public communication that advertises or calls attention to a business or professional person, product, sale, sales event, service or any other business solicitation, including any Brand

	Representation;
<b>Commercial Flag</b>	Means a flag that contains a commercial message, or represents an organization or business.
<b>Contractor Sign</b>	Means a temporary sign identifying individual contractors or sub-contractors relating to the design, construction, renovation,
<b>Council</b>	Means the elected Municipal Council of the Town of Gibsons;
<b>Election Sign</b>	Means a temporary sign promoting a political candidate, party, or cause in relation to a federal, provincial, municipal or school trustee election or public referendum.
<b>Facade</b>	Means a single outer side of the building facing street;
<b>Flyer</b>	Means a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place.
<b>Free-standing Sign</b>	Means any Sign wholly or partially supported from the ground by a permanently fixed structural member which is independent of any of the principal building or structures on the lot in question;
<b>Garage Sale Sign</b>	Means a sign advertising the sale of personal or household goods from a residential property.
<b>Government Sign</b>	Means a sign authorized to be erected or placed under the provisions of any statute, Order-in-Council, or bylaw or resolution of the Town of Gibsons Council to regulate the use of land, buildings and structures, and included traffic signs and signals, pavement markings, street-name signs, directory signs;
<b>Height</b>	Means the vertical distance between the highest point of the sign or supporting structure and the nearest point of a floor, stair, pavement, or the ground beneath a sign or sign structure;

<b>Home Occupation Sign</b>	Means a sign identifying home occupation as permitted under the Zoning Bylaw;
<b>Identification Sign</b>	Means a permanent private sign containing only the specific name and address of any land, building, structure, company, or individual found on the same site as the sign;
<b>Illuminated Sign</b>	Means a sign with an internal light source or is designed to reflect light from an external source which has been intentionally directed at the sign;
<b>Informational Sign</b>	Means a permanent private sign which either regulates a use or uses of the site upon which it is located, or indicates direction or distance to some other site or place;
<b>Inflatable Sign</b>	Means a sign or figure whose dimensions are expanded or supported by gas or air, this definition indicates signs or figures with or without a Commercial Message and placed or tethered on the ground;
<b>Real Estate Sign</b>	Means a sign that advertises the owner or his agent, indicating that a property is for development, lease, sale or rent;
<b>Monument Sign</b>	Means a low profile Freestanding Sign which is supported by and integrated with a solid base that extends the length of the sign;
<b>Mural</b>	Means an artistic rendering or drawing painted or otherwise applied to the façade which is intended as a public display but has limited text, identification, information or advertising content and is not a Wall Sign;
<b>Neon Sign</b>	Means a Sign using neon tubing as a light source;
<b>Parking Control Sign</b>	Means a Sign that indicates parking regulations, information and or directions, and may include towing control information.
<b>Political Sign</b>	Means a Sign containing messages relating to a public election or referendum;
<b>Portable Sign</b>	Means a Sign not permanently affixed to the

	ground or a building and can be easily transported;
<b>Premises</b>	Means the land and the space within a building or structure occupied by an establishment, and when an establishment is not the sole occupier a building or structure, is deemed to extend to the centrelines of the walls, partitions, floors and Ceilings which separate the space occupied by such establishment from that of the other occupant;
<b>Projecting Sign</b>	Means any sign which projects perpendicularly from the façade to which it is attached, and is not a Canopy or Awning Sign;
<b>Public Flag</b>	Means a national, provincial municipal, foreign state or other collective entity flag without a commercial message.
<b>Sandwich Board Sign</b>	Means a non-illuminated, portable sign designed to be moved manually and is either located on the same property of the business it advertises or is located on the sidewalk directly in front of the business it advertises;
<b>Sign</b>	Means any device, fixture, flag, structure or surface outside a building, or a window sign, using any colour, form, graphic, illumination, symbol or writing for purposes of public communication, including but not limited to conveying a commercial message, identifying land, or indicating a hazard.
<b>Site</b>	Means a lot or a group of lots used by or for the same enterprise;
<b>Special Event Signage</b>	Means a collection of signage for a one-off event
<b>Suspended Sign</b>	Means a Sign that is suspended from a first storey roof, or from under the overhang of the first storey roof, or from under an Awning of Canopy Sign;
<b>Temporary Sign</b>	Means a sign displayed for a limited time period, as specified in applicable sections of this bylaw;
<b>Third Party Sign</b>	Means any sign which advertises goods, products, services, attractions, events or facilities

	at premises other than where the sign is located;
<b>Town</b>	Means the Town of Gibsons;
<b>Wall Sign</b>	Means a flat sign, plain or illuminated; containing a Commercial Message fixed parallel to, or painted on a Façade, but excludes Murals and Banner Signs;
<b>Window Sign</b>	Means a sign affixed to the inside or outside of a window visible from the exterior of the building.
<b>Zone</b>	Means premises designated for certain uses according to the Town of Gibsons Zoning Bylaw No. 1065, 2007, and all amendments thereto.

## 2.3 EXEMPTIONS

2.3.1 This bylaw does not apply to:

- 2.3.1.1 Non-illuminating signs inside a store window limited to providing the following information;
  - a) Store hours;
  - b) Whether the store is open or closed;
  - c) The existence of a sale, where the sign is present of 30 days or less in any one six month period;
- 2.3.1.2 Signs containing only the building number and street name of a property. The sign area must not exceed 0.3m<sup>2</sup> (3.2 sq. ft) and the numbers and lettering shall not exceed 20 cm (8") in height;
- 2.3.1.3 Governments signs erected or placed by the Municipality for a Municipal purpose;
- 2.3.1.4 Signs on Town Streets erected or authorized by the Town of Gibsons' Director of Engineering for the control of traffic and parking, street names or for wayfinding;
- 2.3.1.5 Signs located inside a building and not visible or intended to be visible from any street or any site other than the one on which it is located;

2.3.1.6 Temporary paper posters advertising a sale or event and comprising of the lesser of 1m<sup>2</sup> (10.8 sq. ft.) or 15% of the window area are permitted without application for permit in addition to a window sign.

2.3.1.7 The flag of Canada.

## 2.4 ADMINISTRATION

### 2.4.1 Sign Permit Requirements

2.4.1.1 Application for a sign permit must be made to the Town in a format approved by the Town, and include the following details:

- a) Street address and legal description of the site for the proposed signage.
- b) Signature of the applicant together with the signed authorization of the property owner if they are not the applicant
- c) Name and Address of the sign company manufacturing, erecting, placing or removing the sign for which the application is made

2.4.1.2 The application should be accompanied with One (1) hard copy and one (1) digital copy of scaled drawings of the lot and improvements, specifying:

- a) Details of all existing signs and buildings on the lot.
- b) Details of existing Development Permits in place
- c) Scaled drawings showing the location, type, size, weight, construction, colour, finishing material and illumination of all proposed signs

## **SECTION 3      PROHIBITED SIGNS**

### **3.1      PROHIBITED SIGNS**

Signs that are not expressly permitted in this Bylaw are prohibited in the Town of Gibsons.

3.1.1      Without restricting or limiting the generality of the foregoing, the following signs are specifically prohibited:

- a)      Third party signs
- b)      Any signs that flash, oscillate or contain moving lights
- c)      Changeable Copy Signs
- d)      Animated Signs
- e)      Banner signs and signs on balloons or other inflatable signs, except when displayed in strict accordance with this Bylaw as special event signs
- f)      Commercial Flags except when displayed in strict accordance with this Bylaw as special event signs
- g)      Roof signs, except when displayed in accordance with a Development Permit
- h)      Neon signs
- i)      Blacklit Box Signs
- j)      Temporary freestanding signs, except when displayed in strict accordance with this Bylaw as election signs, Real Estate Signs, contractors' signs or special event signs
- k)      Any sign that obstructs any part of a doorway, window, or balcony, with the exception of window signs as permitted by this Bylaw.
- l)      Any poster or placard placed on private or public property which includes service and utility poles, construction hoarding, trees and building facades.
- m)      Any flyer or brochure left on public or private property, including the scattering or dropping of any advertisement or flyer from any aeroplane, motor vehicle or by hand.



## **SECTION 4 PERMITTED SIGNAGE NOT REQUIRING A PERMIT**

### **4.1 PUBLIC FLAGS**

- 4.1.1 Patriotic Flags, to a maximum of 4m<sup>2</sup> (43.04 sq.ft) in total area for all flags calculated together shall be permitted for a premise.
- 4.1.2 Patriotic Flags are permitted in all zones of the Town. A patriotic flag shall not encroach over a street except as follows:
  - 4.1.2.1 The encroachment does not exceed 25% of the width of the municipal sidewalk immediately in front of a business frontage;
  - 4.1.2.2 The minimum height of the patriotic flag(s) shall not be less than 2.5m (8.2ft).

### **4.2 REAL ESTATE SIGN**

- 4.2.1 Unilluminated real estate signs advertising a property “for sale” or “for rent or lease” are permitted without a permit in all zones of the Town subject to the following regulations
  - 4.2.1.1 Signs advertising a commercial or multi-family property shall not exceed 1.5m<sup>2</sup> (16.15 sq.ft) in sign area. Where advertising is only for a portion of the property, the sign shall not exceed 0.75m<sup>2</sup> (8.07 sq.ft.) in sign area.
  - 4.2.1.2 Signs advertising a single-family residential property shall not exceed 0.56m<sup>2</sup> (6.03 sq.ft) in sign area.
  - 4.2.1.3 Not more than one real estate sign may be placed or erected on any property.
  - 4.2.1.4 Such signs shall be removed within two weeks after the property to which they relate is sold, rented, leased or otherwise taken off the market.
- 4.2.2 An “Open House” sign and a “Directional Arrow” sign are permitted in all zones subject to the following:
  - 4.2.2.1 One “Open House sign may be located on the property to which the sign relates to; one “Directional Arrow” sign placed in the ground on a boulevard at the nearest intersection;
  - 4.2.2.2 Only one directional arrow sign shall be permitted among all real estate agents at an intersection in any one given direction at a time;

4.2.2.3 Signs permitted under this section shall be a maximum 0.2m<sup>2</sup> (2.15 sq.ft.) in size;

4.2.2.4 Signs permitted under this section must only be displayed during the hours that the property to which they relate to are open to the public.

**4.3 CONTRACTOR SIGNS**

4.3.1 Contractor signs are permitted without application for a permit subject to the following conditions:

4.3.1.1 Contractor signs of a maximum sign area of 1m<sup>2</sup> (11.76 sq.ft.) displaying the name of the contractors, engineers, and architects engaged with the construction or alterations of a building or structure, providing that such sign is removed prior to the final inspection of the structure under the Town of Gibsons Building Bylaw.

4.3.1.2 A maximum of 3 contractor signs may be erected on the site of a property under construction in a residential zone.

**4.4 HOME OCCUPATION SIGNS**

4.4.1 One (1) Home Occupation Sign is permitted on a dwelling unit that contains an accessory Home Occupation use as per the Town of Gibsons Zoning Bylaw providing that a valid Town of Gibsons Business Licence is in palce.

4.4.2 A Home Occupation Sign must not exceed 0.3m<sup>2</sup> (3.2' sq) in sign area.

**4.5 PARKING LOT CONTROL SIGNS**

4.5.1 Parking Lot Control Signs are permitted in all zones except residential zones in the Town of Gibsons, subject to the following regulations:

4.5.1.1 Signs have a maximum permitted area of 0.4m<sup>2</sup> (4.3' sq)

4.5.1.2 Signs may contain third party advertising for towing control information only.

**4.6 ZONING AMENDMENT OR OCP AMENDMENT SIGNS**

4.6.1 Signs for the purpose of identifying land which is the subject of an application for rezoning or for a Development Permit are permitted in all zones of the Town of Gibsons as per the Town of Gibsons Development Application Procedures Bylaw 1166, 2012.

**4.7 COMMUNITY SIGNAGE**

- 4.7.1 A temporary sign advertising a special event announcing the date of an event or function of a charitable nature, or signs promoting community healthy, safety or welfare campaigns, not exceeding 2m<sup>2</sup> (21.5 sq.ft.)
- 4.7.2 Community signage must be removed 24 hours after the date of the event/ deadline for registration.

**4.8 GARAGE SALE SIGNS**

- 4.8.1 A temporary sign advertising a garage sale is allowed two (2) days before the event.
- 4.8.2 Signs must be removed 24 hours after the event.

## **SECTION 5        GENERAL SIGN CONDITIONS**

### **5.1    LIMIT ON NUMBER OF SIGNS PER BUSINESS**

- 5.1.1    Except where specifically provided for in this bylaw, no business shall have more than 3 signs per business.
- 5.1.2    Where a sign does not project over public property and can be seen only from within the boundaries of the business property, the sign shall not be included in the limitation on the number of signs in section 5.1.1
- 5.1.3    The following signs are specifically permitted in addition to the three (3) signs permitted in Section 5.1.1:
  - 5.1.3.1    Signs that are exempted from this bylaw under Section 2.3;
  - 5.1.3.2    Signs that are described under Section 4.

### **5.2    SIGNS APPROVED THROUGH DEVELOPMENT PERMIT**

- 5.2.1    All signage concepts for new or revitalized buildings submitted and approved through the Development Permit process of the Municipality are permitted.
- 5.2.2    All such signs are subject to the size, height and area requirements contained in this bylaw for the type(s) of signs approved in the Development Permit, unless specifically varied by Council in a Development Variance Permit.
- 5.2.3    Signage approved by Council in a Development Permit does not require a permit after approval.

### **5.3    SIGN CONSTRUCTION AND MAINTENANCE**

- 5.3.1    Signage may only be installed once a permit has been approved.
- 5.3.2    Sign owners are responsible for the proper maintenance of all their signs. All support structures shall be structurally sound and form an integral part of the sign design.
- 5.3.3    Normal sign maintenance, including replacement lettering, lighting and refurbishing of signs shall not require a Sign Permit but shall conform to all other requirements of this Bylaw.
- 5.3.4    Every electrical sign shall be approved and labelled as conforming to the Canadian Standards Association or shall conform to the Provincial Electrical Code of British Columbia

#### **5.4 SIGN PLACEMENT**

- 5.4.1 Every sign except where specifically exempted under this Bylaw must be placed on the same property as the business to which it refers to.
- 5.4.2 Any sign erected in contravention to this Bylaw may be removed at the expense of the owner, applicant or lessee without notice.
- 5.4.3 No Sign shall obstruct the vision of any driver turning into a street or around a street corner, or obstruct the visibility of any traffic control signage.

#### **5.5 NON-CONFORMING SIGNS**

- 5.5.1 Any signage existing at the date of adoption of this bylaw which does not conform to the provisions of this bylaw, but is not defined as a “prohibited sign” under Section 5.

#### **5.6 SIGN APPEARANCE**

- 5.6.1 The appearance of all signs shall promote the Town’s aesthetic attractiveness as a West Coast community and shall be of professional quality in construction and appearance.
- 5.6.2 The design of every sign shall not detract from the architectural integrity of any building or structure to which it is attached to.
- 5.6.3 Sign permit applicants are encouraged to review the Development Permit Design guidelines for Gibsons Landing and the Upper Gibsons Commercial Area.
  - 5.6.3.1 Signage should reflect a West Coast character by using wood, stone or metal elements
  - 5.6.3.2 The size, style and placement of the sign should be scaled and orientated to the pedestrian.
  - 5.6.3.3 External lighting for wall signs should be directed downward and use goose neck style lighting fixtures. An illumination design needs to ensure all wiring and conduits are concealed.
  - 5.6.3.4 All signs should be architecturally coordinated with the overall design of buildings and landscaping and may require modification of corporate or franchise design elements.

## **SECTION 6 PERMITTED SIGNS REQUIRING A PERMIT**

### **6.1 AWNING SIGNS**

- 6.1.1 Awning Signs are permitted in all commercial, industrial, and marine zones;
- 6.1.2 The lettering on an Awning Sign shall not exceed 50 percent (50%) of the total façade area of the awning;
- 6.1.3 Awning Signs shall not project above or below the awning upon which the sign is defined;
- 6.1.4 The vertical clearance of an awning sign shall not be less than 2.5m (8.2 ft.) from the sidewalk.

### **6.2 CHANGEABLE ILLUMINATED COPY SIGNS**

- 6.2.1 C.I.C. signs shall be limited in number to one on-site sign per legal parcel.
- 6.2.2 C.I.C. signs shall be permitted only on Commercial and Industrial zoned land having frontage on Gibsons Way/Sunshine Coast Highway.
- 6.2.3 C.I.C. sign shall not have flashing lighting and shall have a maximum lighting intensity of 500w.
- 6.2.4 C.I.C. signs shall not exceed a sign area of 3 square metres (33 sq. ft.).
- 6.2.5 C.I.C. signs shall not exceed 2 metres (6.56 ft.) in height.

### **6.3 ELECTION SIGNS**

- 6.3.1 It shall be unlawful for any person to post election posters or handbills without first having obtained the written authorization of the Corporate Officer.
- 6.3.2 The Corporate Officer before issuing the authorization mentioned in 6.3.1 shall require the applicant to pay a deposit of One Hundred Dollars (\$100.00) to ensure the removal of posters and handbills/flyers within seven (7) days after Election Day, which sum shall be forfeited in the event that removal is not completed.

### **6.4 FREESTANDING SIGNS**

- 6.4.1 Freestanding signs located on private property and abide with all regulation in this section are permitted in all zones of the Town of Gibsons except residential zones;

- 6.4.2 Freestanding signs shall be restricted to one (1) sign per 25,000m<sup>2</sup> (269,097.8 sq.ft.) of lot area;
- 6.4.3 In the Public Assembly Zone (PA), Limited Commercial Zone 4 (C-4) and Downtown Commercial Zone 5 (C-5) freestanding signs shall not exceed a height of 4.5 metres (14.76 ft.). In all other permitted zones such signs shall not exceed a height of 7 metres (23.0 ft)
- 6.4.4 In the Public Assembly Zone (PA), Limited Commercial Zone 4 (C-4) and Downtown Commercial Zone 5 (C-5), freestanding signs shall not exceed 4m<sup>2</sup> (43.1 sq. ft.) in area, in all other permitted zones such signs shall not exceed 7m<sup>2</sup> (75.4 sq. ft.) in area, and in no case shall be located closer than 1.5 metres (4.9 ft.) to any adjoining parcel, or public lane, street, or road allowance;
- 6.4.5 Freestanding signs shall have a minimum clearance of 4.3 metres (14.1 ft.) over vehicular traffic areas, and such signs shall not project over any public right-of-way, lane, street, or road allowance.

## **6.5 MONUMENT SIGNS**

- 6.5.1 Monument signs located on private property and abide with all regulations in this section are permitted in all zones of the Town of Gibsons except residential zones.
- 6.5.2 Monument signs shall be restricted to one (1) sign per 25,000m<sup>2</sup> (269,097.8 sq.ft.) of lot area.
- 6.5.3 Monument signs shall not exceed 3m<sup>2</sup> (32.3 sq.ft.) in area.
- 6.5.4 Monument Signs shall not exceed 1.5m (4.9 ft.) in height.
- 6.5.5 Monument signs shall be located at least 1.5m (4.9 ft.) from the property line.

## **6.6 PROJECTING AND SUSPENDING SIGNS**

- 6.6.1 Projecting and suspended signs are permitted in all commercial, industrial and marine zones;
- 6.6.2 Signs shall be two sides and professionally designed
- 6.6.3 Projected and suspended signs must not be illuminated from within
- 6.6.4 Suspended signs shall not extend beyond the front edge of the canopy or awning from which they are suspended;

- 6.6.5 Projecting signs shall not project more than 1.2m (3.9 ft.) from the façade;
- 6.6.6 Signs in this section are permitted on first and second storey locations of a building and only associated with a business premise;
- 6.6.7 Signs shall maintain a height above the grade of the sidewalk of 2.5m (8.2 ft.).
- 6.6.8 Where a sign or any part thereof projects or is suspended over any public land, including a public sidewalk, lane, street, road allowance or highway, the owner of the sign shall maintain an insurance policy in the sum of no less than five million dollars (\$5,000,000.00) indemnifying the Town of Gibsons against all loss, cost, damage or expense incurred or sustained by or recovered against the Town of Gibsons by reason of the placement of the said sign. Proof of insurance will be reviewed annually through the Business Licence renewal process.

**6.7 SANDWICH BOARD SIGNS**

- 6.7.1 Sandwich board signs are permitted in all commercial, industrial and marine zones;
- 6.7.2 One (1) sandwich board sign per business frontage is permitted;
- 6.7.3 A sandwich Board sign shall not exceed 0.6m<sup>2</sup> (6.5 sq.ft.) per face and the height shall not exceed 1.0m (3.2 ft.) Sandwich Board signs shall be located entirely on private property with the exception of business premises fronting Gibsons Way, Gower Point Road and Marine Drive. Where a sandwich board is placed on any public area, including a public sidewalk, lane, street, road allowance or highway, the owner of the sign shall maintain an insurance policy in the sum of no less than two million dollars (\$2,000,000.00) indemnifying the Town of Gibsons against all loss, cost, damage or expense incurred or sustained by or recovered against the Town of Gibsons by reason of the placement of the said sign. Proof of insurance will be reviewed annually through the Business Licence renewal process.
- 6.7.4 Sandwich Board signs must only be displayed during post business hours for the associated business.

**6.8 WALL SIGNS**

- 6.8.1 Wall signs are permitted in all commercial, industrial and marine zones;
- 6.8.2 Wall signs shall not exceed 0.6 metres (2 feet) in height, except that in the case of a building which is sited 7.5 metres (24.6 feet) or more from a lane, street, road or highway,



- 6.8.3 A wall sign shall not exceed 1 metre (3.28 feet) in height;
- 6.8.4 Wall signs shall not exceed 4m<sup>2</sup> (43.1 sq. ft.) in area for each site;
- 6.8.5 Wall signs shall not extend horizontally or vertically beyond the face of the building to which they are attached;
- 6.8.6 Wall signs are permitted only at grade entry of buildings;
- 6.8.7 Wall signs shall be designed to ensure internal lighting of channel lettering does not flood neighbouring properties.

**6.9 WINDOW SIGNS**

- 6.9.1 Window signs are permitted in all zones except in residential zones.
- 6.9.2 Signs in store windows are subject to the same regulations as to the number of signs and maximum sign and copy size as if they were exterior Wall signs.
- 6.9.3 Window decals comprising of 5% of window area or 0.5m<sup>2</sup> (5.4 sq. ft.) are permitted without application for permit in addition to a window sign.

## **SECTION 7      TEMPORARY SIGNAGE**

### **7.1      SPECIAL EVENT SIGNAGE**

- 7.1.1      Special Event signs are authorized in all zones. Special Event signs may be displayed only in or at the specific sites designated by the Planning Department and Bylaw Enforcement Officer
- 7.1.2      Special Event signs may only be displayed for the duration of the permit, and must be removed within 24 hours of the conclusion of the special event.

### **7.2      NEW BUSINESS SIGNAGE**

- 7.2.1      A temporary sign advertising an opening date of a place of business or a change of proprietorship is allowed in Commercial, Industrial and Marine zones.
- 7.2.2      New businesses signs must be a maximum 2 m<sup>2</sup> (21.3 sq. ft.) affixed to their premises for the duration of one month after a new business licence has been issued.

## **SECTION 8 PERMIT FEES**

### **8.1 FEES**

8.1.1 The following are the permit fees required to be paid prior to the issuance of a sign permit:

	<b>Fee per application</b>
a) Any sign requiring a sign permit	\$50
b) For a permit to change the face of each existing conforming sign	\$20
c) Any sign that has been commenced without an approved permit in good standing	\$150

### **8.2 RECOVERY COSTS**

8.2.1 Recovery costs for impounded signs are as follows:

Sign removal requiring equipment	\$200
Sign removal not requiring equipment	\$50

## **SECTION 9      PENALTY AND ENACTMENT**

### **9.1      ENFORCEMENT**

- 9.1.1      Every person who violates a provision of this bylaw, or who consents, allows or permits an act or thing to be done in violation of a provision of this bylaw, or who neglects to or refrains from doing anything required to be done by a provision of this bylaw, is guilty of an offence and is liable to the penalties imposed under this bylaw, and is guilty of a separate offence each day that a violation continues to exist.
- 9.1.2      The Town of Gibsons' Bylaw Enforcement Officer and Building Inspector shall have the right of entry and may enter any premises or property at all reasonable hours in order to inspect any sign installation located therein to ascertain whether the provisions of this bylaw have been complied with.
- 9.1.3      No person shall interfere with or obstruct any authorized person seeking entry into or onto any premises for the purpose described in Section 9.1.2
- 9.1.4      The Town of Gibsons' Bylaw Enforcement Officer and any authorised Town of Gibsons Official shall have the right to remove any unauthorized sign(s) from public and municipal properties that have no valid permit. Recovery costs for impounded signs area as per Section 8.2.1
- 9.1.5      Every person who commits an offence is liable on summary conviction to a fine not exceeding the maximum allowed by the Offence Act.
- 9.1.6      This bylaw may be enforced by means of Bylaw Notice in the form prescribed by the Local Government Bylaw Notice Enforcement Act (British Columbia), and in accordance with the "Town of Gibsons Bylaw Notice Enforcement Bylaw No. 1125, 2010".