



AGENDA

**Sign Bylaw Review Committee
Meeting #10
Tuesday, April 13, 2010 at 7:00 pm
Municipal Meeting Room**

<i>Item</i>	<i>Page #</i>
1. Approval of Agenda	
2. Approval of Minutes: <ul style="list-style-type: none">• March 9, 2010	
3. Draft Sign Bylaw Amendments – Wayfinding Signs, etc.	
4. Schedule Next Meeting: Tuesday, April 13, 2009	
5. Adjournment	

DISTRICT OF SOOKE

Sign Bylaw Review Committee
Meeting # 9
March 9, 2010 at 7:00 PM
Municipal Meeting Room
2205 Otter Point Road

Committee Members Present:

Tatum Claypool, Chair
Gwen Fisher
Councillor Maja Tait

Committee Members Absent:

Ron Fedosenko
Mary Jane Rose

Staff:

Gerald Christie, Director of Planning
Bonnie Sprinkling, Corporate Officer
Laura Byrne, Engineering Technologist

Action

The meeting began at 7:00 p.m.

1. Approval of Agenda:

The agenda was approved as circulated with the removal of Item 3..

2. Adoption of Minutes:

The Sign Bylaw Review Minutes of February 3, 2010 were approved.

3. Staff Report – Wayfinding Signs

Laura Byrne provided a report on the wayfinding sign project including two conceptual designs– “Contemporary New Design” and “Rustic Sailboat Design”. The wayfinding signs would be placed at high traffic areas which would be lighted. The Mariners Village design concept were used as a reference because it meets with the Town Centre plan. Finials on the sign poles could be nautical – fish, anchor, starfish (laser cut metal) and be for designated areas. The sign poles and signs would be metal; powder coated panel with inserts. Some signs will have benches on the rock base. Banners could be sponsored by local non-profit organizations or changed for events or seasons. Proposed placements for wayfinding sign:

- Phillips Road
- Church Road
- Anna Marie Road
- Murray/Otter Point
- Maple Avenue Ave
- Whiffin Spit Road

The Town Pole – low priority; look at updating kiosk directional signage

The approximate cost will be \$5,000-\$8,000 per sign. Ministry of Transportation and Infrastructure approval of the placement of signs will be required.

The Committee selected the “Rustic Sailboat Design” for the wayfinding signs with the “Wild by Nature” banners. The graphic designer will provide a colour scheme for the banners. The banners could be seasonal and local non-profit organizations could have banners for a short installation time; ie Sooke Fine Arts, triathlon, festivals, etc.

The businesses would pay a rental fee for a panel on the wayfinding sign to recover the project costs and some of the funding could be put towards Community in Bloom projects; consider including the wayfinding sign with business licences. Businesses that are not visible from the roadway should have first choice for a tab on the wayfinding sign. Home-based businesses will not be permitted to have a tab or may have to pay more for a tab.

Staff will identify the number of businesses or public places that would need to be at each wayfinding sign placement.

MOVED to recommend that Council direct staff to amend the *Sign Regulation Bylaw* to include alternate options for sandwich boards and banners; ie. suspended storefront signs and wayfinding signs; and that sandwich board signs and banners not be permitted in the District of Sooke if the alternate options are available;
AND TO recommend to Council that the “Rustic Sailboat Design” for the wayfinding signs with the “Wild by Nature” banners be accepted;
AND TO direct staff to proceed with the development of policy and the construction of wayfinding signs on Highway 14.
CARRIED

**TO
COUNCIL**

4. **Illuminated Signs**

The committee discussed the submission by Mary Brooke requesting a change in the *Sign Regulation Bylaw* to allow both fluorescent and LED lit signage in the District of Sooke. The committee is not prepared to make any amendments to the bylaw for illuminated signs at this time.

5. **Schedule Next Meeting**

Next Meeting: Tuesday, April 13, 2010 - the Committee will meet the second Tuesday of each month.

6. Meeting adjourned at 8:30 p.m.

Certified by:

Gwen Fisher
Vice Chair

Bonnie Sprinkling
Corporate Officer