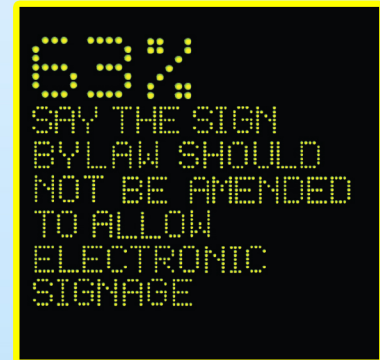
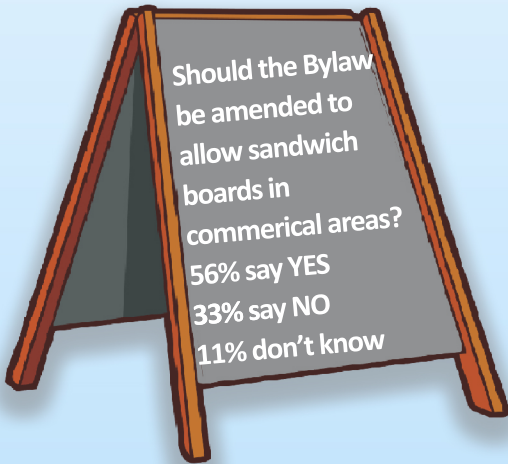


# What's Your Sign? Sign Bylaw Update

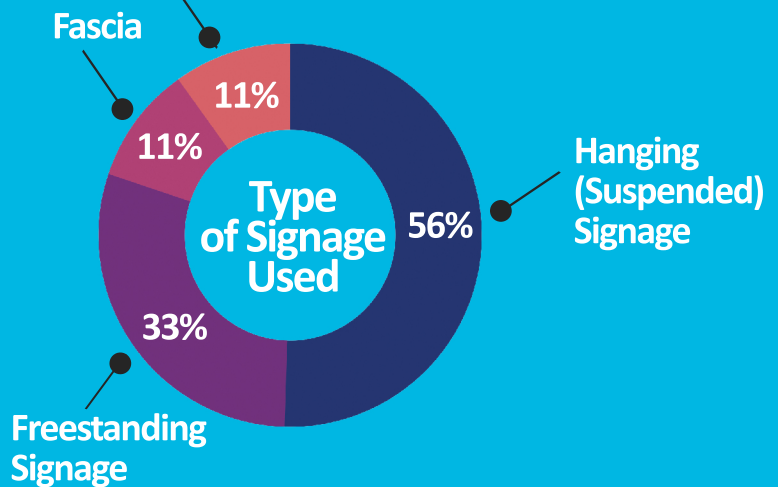
## Commercially-Zoned Business Feedback



# should stay the same



Other



*I don't feel businesses should be allowed to put signs on sidewalks unless they own the property. These signs impede pedestrian traffic.*  
-Survey response

**75%**

of commercially-zoned business respondents say that wooden, handcrafted signs are the most appealing

*I think we need a business directory board in town for tourists to view or a large advertising board at the community center listing the businesses*  
- Survey response

# What's Your Sign? Sign Bylaw Update

## Home Based Business Feedback

**100%**

of Home Business respondents say they have not encountered issues with interpreting/ complying with the current Sign Bylaw



**81%**

of respondents say they do not use outdoor signage to advertise their business

**63%**

say that the Sign Bylaw should not permit home-based businesses to use sandwich boards



**67%**

of respondents say that wooden, handcrafted signs are the most appealing



Say # should be more

14%

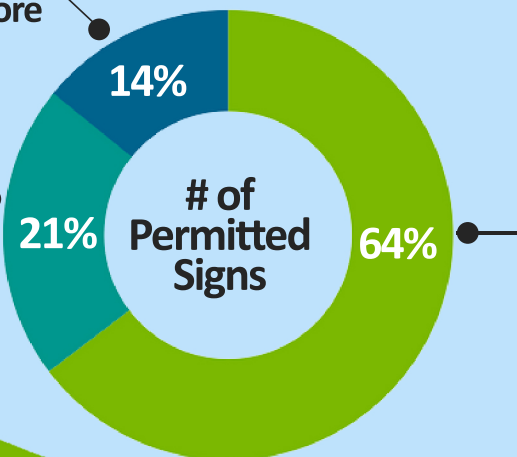
Say # should be less

21%

# of Permitted Signs

64%

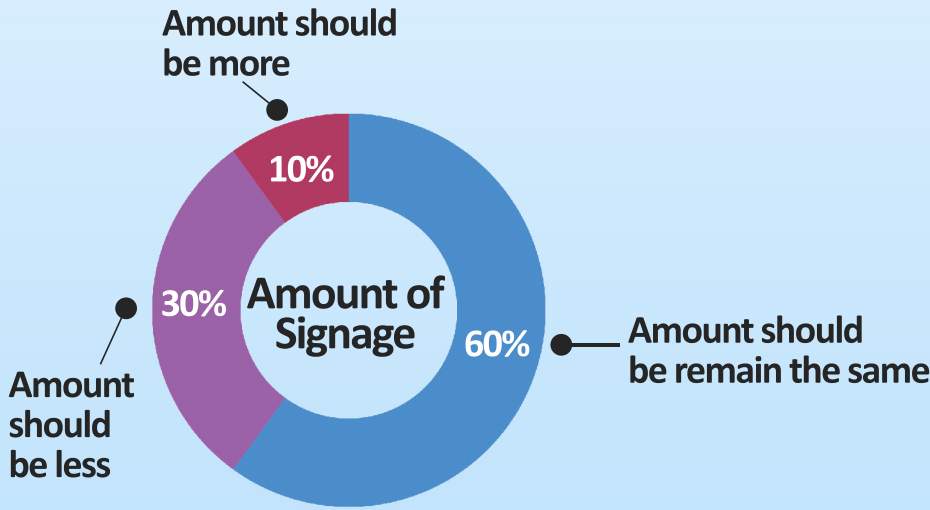
Say # should remain the same



*It is important to reduce restrictions on our community members who are trying to make a living and survive here. Create opportunities to succeed not more hurdles to jump over. -Survey Response*

# What's Your Sign? Sign Bylaw Update

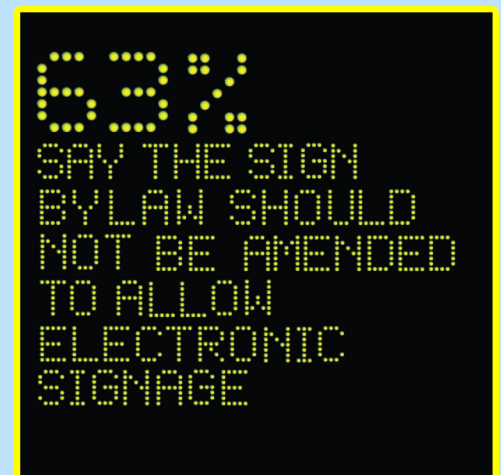
## Residents & Landowners Feedback



*Sandwich boards impact the free flow of pedestrians on the sidewalk. Any use of sandwich boards should be limited to specific types of businesses and only in areas where there is clearly sufficient space.*  
-Survey Response

**71%**  
of residents/landowners say they have not encountered issues interpreting or complying with the current Sign Bylaw.

*..definitely no big billboards along the highway. The Chamber should be consulted to find creative solutions for supporting the businesses in town...*  
-Survey Response



## Summary of Proposed Changes

- The new Sign Bylaw contains expanded definitions and graphics. This change helps take the guess work out of interpretation.
- The new Sign Bylaw contains a comprehensive list of Prohibited Signs. This makes it clear which types of signage are not permitted within the Village Boundaries.
- The new Sign Bylaw includes the addition of “Sign Districts” that are areas designated for certain types of signage. Private and public lands within Pemberton would be divided into the following Sign Districts:
  - i) **Sign District A** comprising the zones designated by the Village’s Zoning Bylaw as Airport or Industrial Zones;
  - ii) **Sign District B** comprising the zones designated by the Village’s Zoning Bylaw as Urban Residential, including Single Detached Residential, Multi-family Residential or the residential components of Comprehensive Development Zones;
  - iii) **Sign District C** comprising the zones designated by the Village’s Zoning Bylaw as Commercial or the commercial components of Comprehensive Development Zones;
  - iv) **Sign District D** comprising the zones designated by the Village’s Zoning Bylaw as Civic or Parks and Recreation Zones, and
  - v) **Sign District E** comprising the zones designated by the Village’s Zoning Bylaw as Agriculture or Rural Residential Zones.

This change allows the Village to distinguish the different signage needs of different commercial and industrial areas, and regulate them accordingly. For example, signs at the Industrial Park and Airport are now allowed to be bigger and contain larger font size than commercial areas within the Village proper.

- The new Sign Bylaw permits **Sign District C – Commercial Zones** to display a maximum number of two (2) sign + plus one (1) small illuminated electronic message board in a window, such as an open/closed sign or operating hours sign, and no more unless a Comprehensive Sign Plan has been approved by the Village.





# What's Your Sign? Sign Bylaw Update

## Summary of Proposed Changes

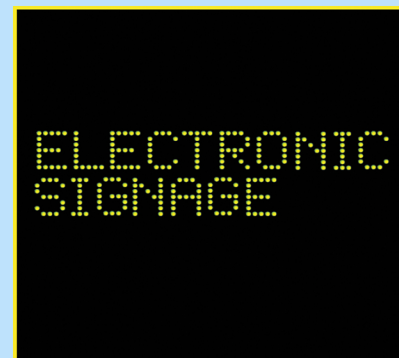
The new Bylaw defines and permits Sandwich Boards in Sign District C, Sign District D and Sign District E and includes specific conditions for their use such as:



- Sandwich Boards must be situated no more than 300 m from the front door of the business in a location approved in advance by the Village, either on a sidewalk subject to the sandwich board sign being located a along the street edge or another location agreed to by the Village;
- Sandwich Boards must only be displayed during the posted business hours for the associated business use of the building or structure; and
- Sandwich Boards must display a valid authorization sticker or risk removal by the Village. An unauthorized sandwich board sign will only be returned once the sign permit fee and fine is paid.

This change acknowledges and legitimizes the long-time use of Sandwich Boards within the Village, but allows the Village to manage their placement in areas that do not interfere with traffic, sightlines and pedestrian movement. Sandwich Boards located within the Ministry of Transportation and Infrastructure right of way at the entrance to the Village will not be permitted under any circumstances.

The new Sign Bylaw permits electronic messaging signage in Public and Parks and Recreation Zones only. This change will allow public buildings such as the Elementary School and the Pemberton Community Centre to display timely messaging in a manner that is not labour intensive. Electronic messaging signs will continue to be prohibited in Commercial Zones.



**↑ 20%**

The new Sign Bylaw includes a new Sign Permit Fee Schedule that demonstrates a cost increase of approximately 20%. Fees for Sign Permits have remained constant since 1995, when the first Sign Bylaw was adopted. This will represent the first increase in 23 years.