



STAFF REPORT

Date: October 1, 2015

File No.: 6500-20 LTC Project:
Roadside Signage Gabriola
(see file 6930-20 –
Roadside Signage for
background information)

To: Gabriola Island Local Trust Committee
For the meeting of October 22, 2015

From: Teresa Ritemann, Planner 1

CC: Ann Kjerulf, Regional Planning Manager

Re: Top Priorities List – Review of Roadside Signage Regulations

Interim Report

This Interim Report on roadside signage provides additional information and revised changes to the Preliminary Report on the same topic that was presented at the September 10 regular business meeting of the Gabriola Island Local Trust Committee. Incorporating Trustee comments from that meeting, Staff have revised the recommendations for the next steps moving forward. A revised version of the draft Project Charter recommendations has been included as Attachment 1, and Staff is seeking LTC feedback and possible amendments to the Project Charter prior to LTC endorsement. Below is a brief summary of each of the sections of the revised draft Project Charter.

Project Objectives

The overall purpose of this project is to review Gabriola Island's Land Use Bylaw No. 177 (and, where appropriate, Gabriola Island's Official Community Plan No. 166) with respect to the issue of roadside signage regulations on Gabriola Island. To achieve this, three objectives have been identified:

- To meet with MOTI to discuss the roadside signage issue (with follow-up meetings as needed);
- To hold Open Houses/Community Information Meetings (CIMs) to hear from the Gabriola Island Chamber of Commerce and other stakeholders including Gabriola business owners and community members; and
- To develop a roadside signage strategy for Gabriola.

Project Scope and Timeline

Staff have identified that the elements in scope of this project are: one meeting with MOTI, two Open Houses/CIMs, and developing a roadside signage strategy, with revisions to the Project Charter as necessary. Out of scope would be meeting with MOTI on behalf of the GICC and other stakeholders, Islands Trust acting as a liaison for GICC to solve signage concerns for businesses, as well as public consultation beyond two Open Houses/CIMs. The anticipated timeline is now until April 2016.

Resources and Roles

This project can be completed in-house, using planning Staff resources and Trustee time. Regarding roles, public consultation will be the joint role of Planning Staff and the LTC.

There is approximately \$2,250 left in the Special Projects budget for the 2015-2016 fiscal year. Staff recommends that up to \$900 be allocated for communications, including advertising and mail-outs to stakeholders, and up to \$1,000 total be allocated for two Open Houses/CIMs including venue rental, refreshments and other associated costs. The projected total cost is \$1,900.

Communications

Project stakeholders include Gabriola business owners (both Chamber of Commerce members and non-members), Ministry of Transportation and Infrastructure (the authority responsible for public roads), and Gabriola community members.

Following direction from the LTC and endorsement of the Project Charter, staff will prepare a draft Communications Plan for the project, to be presented to the LTC for review.

Next Steps

Should the LTC endorse the Project Charter as presented, the next steps would be:

- Staff to meet with MOTI in November or December 2015;
- Staff to hold the first Open House in January 2016 with GICC and other stakeholders to provide information following the MOTI meeting and to discuss roadside signage concerns and ideas;
- Staff will present results from the Open House to the LTC during the regular business meeting in February 2016 with LTC to provide feedback and direction to Staff;
- Staff to hold the second Open House in March 2016 to get additional public feedback on roadside signage and to inform development of a roadside signage strategy;
- Staff to present final recommendations and a roadside signage strategy to the LTC during a regular business meeting in April 2016;
- Bylaw Enforcement to continue to defer enforcement of roadside signage until project completion.

RECOMMENDATION:

That the Gabriola Island Local Trust Committee:

1. Endorse the Draft Project Charter, Version 2.0, for the Roadside Signage Project including any necessary revisions.
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Prepared and Submitted by:



October 1, 2015

Teresa Ritemann
Planner 1

Date

Concurred in by:

Ann Kjerulf

October 6, 2015

Ann Kjerulf
Regional Planning Manger

Date

Attachments:

1. Roadside Signage – Draft Project Charter – Version 2.0

Roadside Signage – Draft Project Charter – Version 2.0

Gabriola Island Local Trust Committee

Date: October 22, 2015

Purpose To review Gabriola Island’s Land Use Bylaw No. 177 (and, where appropriate, Gabriola Island’s Official Community Plan No. 166) with respect to the issue of roadside signage regulations.

Background The issue of roadside signage on Gabriola has been discussed since at least 2010. Staff had initial discussions with the Ministry of Transportation and Infrastructure (MOTI) in 2010; the Local Trust Committee revised the Official Community Plan in 2011; the Gabriola Island Chamber of Commerce (GICC) completed a Tourism Signage Audit report in 2011; Bylaw Enforcement followed up with various public complaints (2012-2015); and in May 2015, the Local Trust Committee resolved to add roadside signage as a Top Priority (resolution GB-2015-058).

Objectives

- To meet with MOTI to discuss the ongoing roadside issue;
- To hold Open Houses/CIMs to hear from GICC and other stakeholders (e.g. Gabriola businesses) regarding roadside signage; and
- To develop a roadside signage strategy for Gabriola

In Scope

- One meeting with MOTI as per 1996 Letter of Understanding agreement
- Two Open Houses/CIMs for public consultation to discuss issues around roadside signage on Gabriola
- Develop a strategy for roadside signage on Gabriola
- To review and revise Project Charter as necessary

Out of Scope

- Meeting with MOTI on behalf of GICC and other stakeholders
- IT acting as a liaison for the GICC to solve signage concerns for businesses
- Public consultation beyond two Open Houses/CIMs

Workplan Overview

Deliverable/Milestone	Date
Adoption of Project Charter	October 22, 2015
Planning Staff meeting with MOTI staff (as per Interagency Task Force in the 1996 Letter of Understanding) to discuss roadside signage issues on Gabriola	November/December 2015
Open House/CIM to meet with GICC and other stakeholders to follow up with info and discussion regarding meeting with MOTI, as well as hearing public concerns around signage	January 2016
Presentation of public findings from Open House/CIM to the LTC during the regular business meeting. LTC to provide feedback and direction to Staff	February 2016
Planning staff to hold second Open House/CIM to get additional public feedback on roadside signage issues on Gabriola and work to develop a roadside signage strategy for the island	March 2016
Planning Staff presentation of final recommendations and roadside signage strategy to the LTC during the regular business meeting	April 2016

Project Team

Teresa Ritemann, Planner 1	Project Manager
Ann Kjerulf, Regional Planning Manager	Project Supervisor
Rob Milne, Island Planner	Project Support
Penny Hawley, Planning Team Assistant	Mail-outs / Support
Islands Trust Bylaw Enforcement Department	Bylaw Support

Budget

Budget Source: Special Projects		
Fiscal	Item	Cost
2015/16	Communications (e.g. advertising for Open Houses/Community Information Meetings)	\$900
2015/16	Two Open Houses (venue rental, refreshments, other associated costs etc.)	\$1,000
	Total	\$1,900

RPM Approval:
Date: _____, 2015

LTC Endorsement:
Resolution #:
Date: _____, 2015