



Memorandum

Date: February 25, 2016 File Number GB-6500-20 – LTC Project –
Roadside Signage Gabriola

To: Gabriola Island Local Trust Committee
For the meeting of March 10, 2016

From: Teresa Ritemann, Planner 1
Local Planning Services – Northern Office

Re: Gabriola Roadside Signage – DRAFT Community Outreach Survey and Upcoming Second CIM

Discussion:

Following the Gabriola Island Local Trust Committee (LTC) regular business meeting of February 11, 2016, Staff have reviewed the results of the January Community Information Meeting (CIM) and have drafted a community outreach survey (Attachment 1), intended to gather further public input regarding roadside signage on Gabriola. The results of the survey will help Staff develop a preliminary Roadside Signage Strategy for Gabriola, which will be presented for public input during the second CIM.

Staff are also requesting to amend the timeline of the Project Charter (Attachment 2) to reflect the following:

- The survey shall be in circulation for a full two weeks (March 14 – 28) to receive responses.
- After reviewing the results of the survey, and drafting a preliminary Roadside Signage Strategy, Staff will hold a second CIM on Thursday, April 14, 2016 from 6-8pm at the Gabriola Agricultural Hall to gather public input on the preliminary Strategy.
- Staff will then review the results of the second CIM, develop final recommendations, and present these final recommendations to the LTC at the regular business meeting on Thursday, May 26, 2016.

Recommendations:

- THAT the Gabriola Island Local Trust Committee direct Staff to proceed with the community outreach survey for the Roadside Signage Project; and
- THAT the Gabriola Island Local Trust Committee approve Version 3.0 of the Roadside Signage Project Charter, including the updated timeline as amended.

Attachments:

1. Draft Roadside Signage Community Outreach Survey
2. Revised Roadside Signage Project Charter (Version 3.0)

CC: Ann Kjerulf, Regional Planning Manager
Aleksandra Brzozowski, Island Planner
Rob Milne, Island Planner
Miles Drew, Bylaw Enforcement Manager

DRAFT

GABRIOLA ISLAND ROADSIDE SIGNAGE SURVEY

Introduction:

Roadside Signage has been an ongoing issue on Gabriola Island for a number of years. The Islands Trust is interested in obtaining public feedback about this issue, and potentially developing a Roadside Signage Strategy. This Strategy may include recommendations about the size, type, and location of signs to advertise and direct traffic to local businesses and special events.

This survey has been developed based on public input at a Community Information Meeting (CIM) held on January 28, 2016, and will be in circulation for two weeks (March 14 – 28). Results of the survey will be analyzed and shared publicly, along with a draft Roadside Signage Strategy, at a second CIM on April 14, 2016. Background information on the Roadside Signage Project (staff reports, presentations etc.) is available at: <http://islandstrust.bc.ca/islands/local-trust-areas/gabriola/projects-initiatives/roadside-signage-regulations-review>.

Instructions: The survey below should take approximately 20 minutes to complete. Completed surveys may be returned to Islands Trust Northern Office, 700 North Road, Gabriola Island, BC V0R 1X3 or by Email: northinfo@islandstrust.bc.ca or Fax: 250.247.7514. **Completed surveys will be received up until 4 pm on March 28, 2016.**

Terminology:

- ❖ Business Advertising – Signage intended to advertise a business for either a limited or indeterminate period of time
- ❖ Business Directional – Signage intended to direct traffic to a specific location/business for either a limited or indeterminate period of time
- ❖ Derelict Signage – Signage that has fallen into disrepair
- ❖ Event Signage – Signage intended to advertise a single event for a limited period of time
- ❖ Group Signage – Signage intended to consolidate advertising for multiple businesses onto one large sign
- ❖ Obsolete Signage – Signage that is no longer relevant because the business or event no longer exists
- ❖ Third Party Signage – Signage advertising a business or event which is not in the same location as the sign

PART A: GENERAL INFORMATION

1. Are you a resident of Gabriola Island? Yes No

2. Please select the most appropriate response:
 - a. I am an owner or operator of a home-based business on Gabriola Island.
 - b. I am an owner or operator of a commercial, industrial, or institutional business on Gabriola Island (non-residential).
 - c. I am not an owner or operator of a business on Gabriola Island.

3. To what extent do you agree that roadside signage is generally an issue or problem on Gabriola?

Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
5	4	3	2	1

4. Thinking about the *purposes* of roadside signage, how important are the following? (scale of 1 to 5)

	Extremely important	Very important	Quite important	Somewhat important	Not important	No opinion
a. Safety and visibility of pedestrians/cyclists	5	4	3	2	1	0
b. Safety and visibility of motorists	5	4	3	2	1	0
c. Aesthetics and rural character	5	4	3	2	1	0
d. Directing traffic to commercial/ industrial/ institutional businesses	5	4	3	2	1	0
e. Directing traffic to home-based businesses	5	4	3	2	1	0
f. Advertising commercial/industrial/institutional businesses	5	4	3	2	1	0
g. Advertising home-based businesses	5	4	3	2	1	0
h. Promoting special events	5	4	3	2	1	0

PART B: SIGNS LOCATED ALONG ROADWAYS

The following questions deal with signage located along public roadways, either on road shoulders (under Provincial jurisdiction of the Ministry of Transportation and Infrastructure) or on adjacent private property (subject to Gabriola Island Land Use Bylaw).

To what extent do you agree with the following statements?

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
5. Signs should be permitted along road rights-of-way for the purpose of directing traffic to commercial/ industrial/institutional businesses	5	4	3	2	1
6. Signs should be permitted along road rights-of-way for the purpose of directing traffic to home-based businesses	5	4	3	2	1
7. Signs should be permitted along roadways for the purpose of promoting special events	5	4	3	2	1

PART C: SANDWICH BOARD SIGNS

The following questions deal with sandwich board signs located with the roadway on Ferry Hill. These signs are currently not permitted and may be removed at the discretion of the Ministry of Transportation and Infrastructure.

- 8. Thinking about the location of existing sandwich board signs on Ferry Hill, please select the statement with which you most agree:
 - a. All sandwich boards are unacceptable and should be removed.
 - b. The existing sandwich board signs are acceptable in their current locations.
 - c. The existing sandwich board signs are acceptable but they should be consolidated into one well-marked location.
 - d. Other (please explain):

- 9. Thinking about the size of existing sandwich board signs on Ferry Hill, please select the statement with which you most agree:
 - a. All sandwich boards are unacceptable and should be removed.
 - b. The existing sandwich board signs are acceptable in size.
 - c. The existing sandwich board signs should be smaller.
 - d. The existing sandwich board signs should be larger.
 - e. Other (please explain):



PART D: GABRIOLA ISLAND OFFICIAL COMMUNITY PLAN AND LAND USE BYLAW

The Gabriola Island Official Community Plan (OCP) contains policies and objectives guiding planning and land use on Gabriola Island. The Gabriola Island Land Use Bylaw (LUB) includes regulations and guidelines to specifically direct the siting and location of structures, including signs.

- 10. Do you support amending the OCP to include policies concerning roadside signage?
 - a. Yes
 - b. No
 - c. Unsure

- 11. The LUB currently specifies a maximum sign size of 0.3 square metres (3.2 square feet). Which of the following best suits your opinion of this regulation?
 - a. Too big
 - b. Too small
 - c. Just right
 - d. No opinion

- 12. Do you believe that “obsolete” signs should be removed?
 - a. Yes
 - b. No
 - c. Unsure

- 13. Do you believe that “derelict” signs should be removed?
 - a. Yes
 - b. No
 - c. Unsure

- 14. Do you support amending the LUB to include more specific regulations for permanent signs?
 - a. Yes
 - b. No
 - c. Unsure

- 15. Do you support amending the LUB to include more specific development guidelines to address the aesthetic appearance of permanent signs?
 - a. Yes
 - b. No
 - c. Unsure

- 16. Do you have any specific comments about potential OCP or LUB amendments concerning roadside signage?

PART E: MULTI-PARTY SIGNAGE

Public input to date has supported establishing group (multi-party) signage at key intersections on Gabriola Island. Multi-party signs may be used to advertise several businesses on one large sign.

- 17. Do you support the concept of group signage?
 - a. Yes
 - b. No
 - c. Other (please explain): _____

- 18. Which of the following locations do you think would be suitable for multi-party signs?
 - a. Ferry Hill Area – Intersection of North Road and Taylor Bay Road
 - b. Wishbone Area – Intersection of North Road and South Road
 - c. Silva Bay Area
 - d. Near the Haven / Malaspina Galleries / Gabriola Sands / Twin Beaches Mall
 - e. Horseshoe Triangle and Barrett Road Area
 - f. Dragon’s Lodge Area
 - g. Drumbeg Park/Degnen Bay Area (Near South Road and Coast Road)
 - h. Other (please specify): _____



- 19. Do you have any other comments about roadside signage that you would like to share?

Thank you for sharing your feedback. Completed surveys may be returned to:
Islands Trust Northern Office
700 North Road, Gabriola Island, BC V0R 1X3
Email: northinfo@islandstrust.bc.ca
Fax: 250.247.7514

Roadside Signage – Endorsed Project Charter

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 signage issue;
- To hold Open Houses/CIMs and a public survey to hear from GICC and other stakeholders (e.g. Gabriola businesses) regarding roadside signage; and
- To develop a roadside signage strategy for Gabriola (including a Terms of Reference)

In Scope

- One Staff meeting with MOTI as per 1992 Letter of Agreement (amended 1996)
- Two Open Houses/CIMs and one public survey for public consultation to discuss issues around roadside signage on Gabriola
- Develop a strategy for roadside signage on Gabriola (including a Terms of Reference)
- 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 and one survey

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	Nov. or Dec. 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: December 18, 2015	LTC Endorsement: Resolution #: GB-2015-112 Date: October 22, 2015
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