



Gabriola Island Local Trust Committee Minutes of Special Meeting

Date: April 14, 2016
Location: Gabriola Island Agricultural Hall
 465 South Road, Gabriola Island, BC

Members Present Melanie Mamoser, Local Trustee
 Heather O'Sullivan, Local Trustee, Acting Chair

Staff Present Teresa Ritemann, Planner 1
 Rob Milne, Planner
 Lisa Millard, Recorder

Others Present There were approximately six (6) members of the public and one (1) member of the media in attendance

1. CALL TO ORDER

Acting Chair Heather O'Sullivan called the meeting to order at 6:08 pm. She acknowledged that the meeting was being held in the traditional territory of the Coast Salish First Nations.

2. WELCOME AND INTRODUCTION

By general consent the agenda was approved as presented.

3. COMMUNITY INFORMATION SESSION - ROADSIDE SIGNAGE GABRIOLA ISLAND

3.1 Presentation by Teresa Ritemann, Planner 1

Planner Ritemann explained that the purpose of the meeting was to provide a presentation summarizing the results of the Gabriola Island Roadside Signage Survey, to receive feedback on the results, and to have a group discussion regarding possible next steps to be taken for the potential development of a *Roadside Signage Strategy for Gabriola Island*.

Planner Ritemann conducted a PowerPoint presentation summarizing the Gabriola Island Roadside Signage Survey results and highlighted the responses received.

- A total of 486 survey responses were received.
- The majority of the respondents did not own or operate a business on Gabriola Island.
- The most important aspects regarding roadside signage included safety issues and promoting special events, and the least important aspect of roadside signage was for the purpose of advertising a business.
- Approximately half of the respondents indicated that sandwich board signs on Ferry Hill were acceptable in their current locations.
- Approximately half of the respondents indicated that the existing size of the sandwich board signs on Ferry Hill were acceptable in size while one quarter of respondents felt they should be removed.
- When the respondents were asked if they supported amending Official Community Plan policies concerning roadside signage the response was almost evenly split between yes and no.
- It was noted that the question regarding existing specifications for the maximum allowable sign size might have been unclear as it did not indicate the difference between home occupation signs and commercial business signs. The majority of respondents indicated that a maximum size of 0.3 square metres was too small while an almost equal number of respondents replied that this size was just right.
- The majority of respondents indicated that both obsolete and derelict signs should be removed.
- Half of the respondents were in favor of amending the Land Use Bylaw to include more specific regulations for permanent roadside signage and to develop guidelines for the appearance of said signage.
- A total of 167 specific and unique comments were received regarding potential Official Community Plan and Land Use Bylaw amendments concerning roadside signage
- A majority of respondents supported the concepts of group/multi-party signage for business advertising as well as for business directional signage.
- The most popular locations to direct people to businesses included: the Twin Beaches Mall area, the Ferry Hill area, the Wishbone / Post Office corner, and the Silva Bay area. Fewer than 40% of respondents supported any of the suggested locations for group/multi-party signage for the purpose of business advertising.

Planner Ritemann concluded the presentation portion of the meeting and offered a few questions to stimulate group discussion. She then invited questions from the public.

Robert Stutzman stated that in regard to Survey Question #3, aesthetics was not a purpose of signage. He suggested that the question might have been worded to ask what is important in regard to roadside signage instead of what the purposes or concerns of roadside signage are.

Robert Stutzman asked for a definition of derelict and obsolete in reference to signage. Planner Ritemann referred to the definitions stated in the survey. Derelict referred to signs in disrepair while obsolete meant signs that were no longer relevant.

Mary Holdgrafer asked if other Islands have regulations regarding signage. Planner Ritemann indicated that Islands Trust can implement Land Use Bylaws on an island to island basis.

Robert Stutzman asked if Bylaws can be enforceable without being complaint driven. Planner Milne explained that small local governments do not have funds or resources for ongoing enforcement of Bylaws and therefore complaint driven.

Gary Holdgrafer asked if the major issue in regard to roadside signage was safety on Ferry Hill and Planner Ritemann referred to the survey results to reiterate that this issue appeared to be one of ongoing public concern.

3.2 General Discussion

The comments made during the general discussion included:

Special Events Signage

- Special events are unique and temporary.
- Event holders need to remove signage when the event is over.
- The option of issuing temporary permits for event signs could be explored.
- Designate an events corner for temporary signage.

Sandwich Board Signage

- This type of signage can be effective and cost efficient.
- Sandwich board signs should be used for non permanent events only.
- If used on Ferry Hill designated areas for placement need to be identified.

Directional Signage

- Directional signage should be placed at the bottom of Ferry Hill.
- Commercial organizations will pay for directional signage and conform to defined specifications.

Alternatives to Signage

- Use social media to advertise events and businesses.
- Use GPS locations and paper maps.
- Develop one common information portal or website for the island.
- Establish a community information board somewhere.
- Explore the option of placing information on the ferry.

Possible Solutions

- Keep solutions simple, set size limits, and identify allowable locations.
- Standardize shapes and colors for temporary signage and business signage.
- The current artist's flag system of signage, administered by the Chamber of Commerce, is a possible model for home based businesses.
- Solutions have been previously identified and presented by the Gabriola Island Chamber of Commerce and that study could be revisited.

Planner Ritemann asked the participants to identify the top issues that need to be considered. The responses included:

- Safety of pedestrians and cyclists is a priority when considering allowable signage placement locations.
- Consistency of placement, size and colour specific to business types.
- Establish rules for temporary special events signage and business signage.
- If allowing sandwich board signage use the industry standard to define size limitations.
- Solutions should be equitable for all business types as well as special events.

4. ADJOURNMENT

By general consent the meeting was adjourned at 8:05 pm.

Heather O'Sullivan, Acting Chair

Certified Correct:

Lisa Millard, Recorder