



## The Corporation of the District of Saanich

# Report

**To:** Mayor and Council  
**From:** Lindsay Chase, Director of Planning  
**Date:** December 23, 2024  
**Subject:** Sign Bylaw Amendment  
**File:** 1110-30

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### RECOMMENDATIONS

1. That Council give the first Three Readings to Amendment Bylaw, 2024, No. 10120 of Bylaw No. 8789 To Regulate Signs (the "Sign Bylaw").

### PURPOSE

The purpose of this Report is to seek Council's direction on proposed amendments to the Sign Bylaw.

### DISCUSSION

The Sign Bylaw was adopted in 2006 and has not been amended since 2015. Housekeeping amendments are required to ensure clarity and to support modernization and simplification of this Bylaw as outlined below.

- The Sign Districts list specific zones, thus newly created zones must be added as they are created. The proposed amendments update the zone lists associated with each of the different sign districts/regulations.
- Staff duties have been restructured since the bylaw's adoption and consequently authorization to administer sign permits and associated duties should be updated accordingly. The proposed amendments replace the mention of the Manager of Community Planning with the Manager of Current Planning. The definition has been amended to include their delegate and staff performing duties under their authority and control.

In addition to the housekeeping amendments an amendment is proposed to better align the Sign Bylaw with Council direction on roadside stands. Recently, administrative changes have been adopted to support roadside stands as a permitted use. In support of food security and to remove financial barriers for farmers and residents providing local produce to their neighbourhoods, it is recommended that roadside stand signage under 0.185m<sup>2</sup> be exempt from requiring a sign permit.

The proposed changes are detailed in the attached amendment bylaw.

**COUNCIL OPTIONS**

1. That Council approve the recommendations in the staff Report.
2. That Council reject the recommendation.
3. That Council provide alternate direction to staff.

**INTERDEPARTMENTAL IMPLICATIONS**

The proposed amendments have no implications to other District of Saanich departments.

**FINANCIAL IMPLICATIONS**

The proposal has no immediate implications related to the District of Saanich 2024 – 2028 Financial Plan.

**STRATEGIC PLAN IMPLICATIONS**

The proposal aligns with the District of Saanich 2023 - 2027 Strategic Plan theme “Organizational excellence” by clarifying the regulatory framework for sign permits.

**PLANNING POLICY IMPLICATIONS**

Official Community Plan (2024)

- 14.1.1 Continue to update and streamline business policy and regulatory processes that improve customer service and maintain comparable taxes and fees with other regional jurisdictions.

Agriculture and Food Security Plan (2018)

- 7.6 Explore regulatory changes to broaden opportunities for small scale urban agriculture that will enhance access to local healthy food, including farm gate sales in urban areas.

The proposed housekeeping amendments align with the OCP and Strategic Plan by updating the regulatory framework to provide clarity to potential sign-permit applicants. The additional amendment also aligns with policy in the Agriculture and Food Security Plan and recent administrative changes to support roadside stands.

**CONCLUSION**

Housekeeping amendments have been recommended to ensure the Sign Bylaw has the current zoning information and to ensure clarity for the public and design professionals. An additional amendment to exempt roadside stands with a sign area less than 0.185 m<sup>2</sup> from sign permits has also been proposed.

Prepared by: Caitlin Yancoff, Senior Planning Technician

Reviewed by: Amber Walker, Acting Manager of Current Planning

Approved by: Lindsay Chase, Director of Planning

CY/kb

Attachments:

Amendment Bylaw, 2024, No. 10120

**ADMINISTRATOR'S COMMENTS:**

I endorse the recommendation from the Director of Planning.

Brent Reems, Chief Administrative Officer