



The City of White Rock Guide to the SIGN BYLAW

This brochure is provided as a guide for convenience only. It is not intended to replace Bylaws or other legal documents nor should it be construed by anyone as a right to permit approval if the steps indicated are followed.

Purpose of the Bylaw

The Sign Bylaw regulates the type, placement, maintenance and repair of signs within the City of White Rock. The goals of the Sign Bylaw are to:

- ✓ Reflect the aesthetic standards and enhance the appearance and unique identity of White Rock;
- ✓ Support the viability of local businesses by providing sufficient advertising opportunity;
- ✓ Ensure that signage does not compromise pedestrian and traffic safety; and,
- ✓ Enable fair and consistent enforcement of sign regulations.

The White Rock [Sign Bylaw, 2010, No. 1923](#) permits new types of signage including sandwich boards and projecting signs.

Sign Permits

A. Do I require a sign permit?

As defined in the Bylaw, certain types of signage require a permit to erect, relocate, alter or change the supporting structure, sign copy, colour, or name of the owner or business displayed on a sign. A sign permit is not required for any sign or logo having a total sign area less than 0.1m² (1.07ft²), for the cleaning, maintenance and repair of any sign, for a commemorative plaque, patriotic flag or for temporary seasonal decorations. The following table outlines permitted types of signage, the zones in which the type of signage is permitted, whether or not illumination is permitted and whether a permit is required.

Signage Type	Permitted Zones	Illumination	Permit Required (Y/N)
Bed & Breakfast	RS	Indirect	N
Home Occupation	RS, RT, RM	Indirect	N
Community Event	All zones	Not permitted	N
Construction Project	All zones	Not permitted	N
Development Proposal	All zones	Not permitted	N
Directional	All zones	Direct or Indirect	N
Directory	P*	Direct or Indirect	N
Identification	All zones	Not permitted	N
Menu Box	CR, CS, CD**	Direct or Indirect	N
Political	All zones	Not permitted	N
Prohibition/Trespass	All zones	Indirect	N
Real Estate	All zones	Not permitted	N
Window	CR, CS, CD**	Not permitted	N
(Under) Awning/Canopy	CR, CS, CD**	Direct or Indirect	Y
Changeable Copy/Electronic Message	P***, CS-2	Direct or Indirect	Y
Fascia	CR, CS, P, CD**	Direct or Indirect	Y
Free-standing	CR, P, RS, RM	Not permitted****	Y
Projecting	CR, CS, CD**	Direct or Indirect	Y
Promotional	CR, CS, CD**	Direct or Indirect	Y
Sandwich Board/ Free-standing Portable	CR, CS, CD**	Not permitted	Y
Service Station Canopy	CS-2	Direct or Indirect	Y

All signage MUST comply with the respective regulations of the Sign Bylaw.

* Only permitted on premises occupied by a place of worship, service club, community group or similar organization

** Where commercial uses are permitted

*** Only permitted on premises occupied by theatres, community centres, recreational establishments and schools

**** Except for free-standing signs in CR and P zones where direct or indirect illumination is permitted

B. How do I apply for a permit?

The process to apply for a permit will depend on the type of signage for which a permit is being applied for. **In all cases, a complete application form and applicable fees must be submitted to the Planning & Development Services Department.**

Additional application requirements are as follows:

- **Temporary Signs**
 - A sketch or photograph of the proposed location of the sign in relation to the building façade or property lines, building access, and if applicable, dimensions of the unimpeded sidewalk area
 - A sketch or photograph of the proposed sign
- **Permanent Signs**
 - Name & address of the sign manufacturer and proof of professional liability insurance
 - Scaled drawings showing the location, size, dimensions, height, clearance, weight, materials, finishes, colours, size of lettering, copy and graphics, method of illumination, method of construction and details of the supporting structure
 - Estimated cost (including installation) of all proposed signs
 - A current photo of the wall surface to which the sign will be attached
 - The proposed location of the sign in relation to the property lines (for free-standing signs only)

<u>Application Fees</u>	
<u>Temporary Signs:</u>	
<i>Sandwich Board / Free-Standing</i>	
<i>Portable</i>	<i>\$75.00</i>
<i>Promotional</i>	<i>\$75.00</i>
<u>Permanent Signs:</u>	
<i>Application Fee</i>	<i>\$75.00</i>
<i>Alter / Move Existing</i>	<i>\$100.00</i>
<i>Free-Standing (<3m²)</i>	<i>\$175.00</i>
<i>Free-Standing (≥ 3m²)</i>	<i>\$300.00</i>
<i>Fascia/Projecting/Canopy/Awning</i>	<i>\$175.00</i>
<i>Electronic Message Board</i>	<i>\$300.00</i>
<i>Comprehensive Sign Plan</i>	<i>\$225.00</i>
<i>Each Sign for a Premise incl. in</i>	
<i>approved Comprehensive Plan</i>	<i>\$75.00</i>

*Summary excerpt only, please refer to complete [City's Fees and Charges Bylaw](#)

Comprehensive Sign Plans

A Comprehensive Sign Plan is a plan for signage on a site that is approved through the development permit process and which specifies the size, type, illumination, height, design, location and number of signs for a proposed development. Comprehensive Sign Plans are required on all new developments or redevelopments involving at least a 50% upgrade to the value of the improvement in any CS, CR or applicable CD zone. Applications shall include a completed development permit application in addition to the information required by the Sign Bylaw. For more information on the development permit process, please contact the Planning & Development Services Department.

Signs On or Over a Public Right-of-Way

No sign shall be displayed upon or suspended over a public right-of-way unless the owner of the sign has obtained a license to encroach and has entered into an Encroachment Agreement with the City of White Rock providing for the sign. For more information on acquiring a license and/or entering into an Encroachment Agreement, please contact the Planning & Development Services Department.

Offences

Any individual who violates any provision of the Sign Bylaw, or omits to do or refrains from doing anything required to be done by any of the provisions of the bylaw commits an offence and is liable to a fine as set out in the City's Ticketing for Bylaw Offences Bylaw.

For More Information

If you have any questions or require further information please refer to the [White Rock Sign Bylaw, 2010, No. 1923](#), also available on the City's website www.whiterockcity.ca. For additional clarification of the requirements of the Sign Bylaw, contact the Planning & Development Services Department at planning@city.whiterock.bc.ca or at 604-541-2136.