

COUNCIL  
UPDATE

Signs are everywhere! They tell us where we can get lunch, a haircut, a new house, and much more. Without them, we might miss out on all the great businesses and opportunities available in White Rock.



Catherine Ferguson  
Mayor

If you own or operate a business in White Rock, chances are good that you let customers know who you are, where you are and when you operate through the use of signage. Perhaps you put a sandwich board on the sidewalk to grab attention, or use a menu box to entice diners. Whatever your strategy may be, it's time to check out White Rock's new Sign Bylaw and make sure you're in compliance!

The City of White Rock Sign Bylaw, No. 1923, took effect January 25, 2011 and permits new types of signage, including sandwich boards and projecting signs.

**Why do we need a new bylaw?** The bylaw will first and foremost ensure that public safety and traffic safety are not compromised by signage, while allowing for increased accessibility within our city.



Mary-Wade  
Anderson  
Councillor



Doug McLean  
Councillor

Secondly, it is a step forward in enhancing the appearance and unique identity of the City of White Rock, while supporting the viability of local businesses by providing them with sufficient opportunities to advertise.

This is the first update to the City's Sign Bylaw since 1982 and reflects our community's uniqueness as well as the best practices throughout the region.

**What is the new bylaw?** The Sign Bylaw regulates the placement, maintenance and repair of signs in the city. It also includes provisions for prohibited signs and regulations for new signs not in the previous bylaw, such as sandwich boards, as well as an updated fee schedule.

Under the new 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. If you are a business making changes to your signage, we encourage you to review the bylaw first.

To learn more about this new bylaw please refer to the White Rock Sign Bylaw, 2010, No. 1923, available from the Planning and Development Services Department or on the City's website at [www.city.whiterock.bc.ca](http://www.city.whiterock.bc.ca).

For additional clarification of the requirements of the Sign Bylaw, please contact the Planning and Development Services Department at 604-541-2136 or by email at [planning@city.whiterock.bc.ca](mailto:planning@city.whiterock.bc.ca).



Al Campbell  
Councillor



Grant Meyer  
Councillor



Helen Fathers  
Councillor



Lynne Sinclair  
Councillor

NEXT WEEK

**February 21**  
Governance and Legislation  
Committee Meeting  
6:30 p.m.

Council Meeting  
7:00 p.m.

**February 22**  
Health and Social  
Committee Meeting  
4:00 p.m.  
Centre for Active Living  
Unit 1, 1475 Anderson St., White Rock

All meetings at White Rock City Hall,  
15322 Buena Vista Avenue  
unless otherwise noted.

