

May 22, 2018

City to discuss proposed sign bylaw revisions, incentive program at May 29 open house

Do you operate a sign-making company, or a business that relies on signs to attract customers? Join us at an open house event the evening of May 29 to learn about proposed changes to the sign bylaw – and a program to upgrade signs in Campbell River.

“We began many of these discussions last year with an online survey on regulating signs. Based on community feedback received through workshops with business owners, we’ll share an updated draft of the bylaw and a proposed program to help fund sign upgrades, similar to the downtown façade improvement program, complete with potential design guidelines,” explains Kevin Brooks, the City’s development services manager. *“This will be an opportunity to review these drafts and have one-on-one conversations to provide feedback.”*

The drop-in open house takes place May 29 in room 2 of the Community Centre (401 11th Ave.) from 5 to 7 p.m.

“Signs communicate information as well as community character,” says Mayor Andy Adams. *“Council encourages anyone interested in reviewing and sharing ideas on the bylaw and program guidelines to come out and tell us what you think.”*

The draft bylaw updates focus on streamlining the review process and making the bylaw more user-friendly. The guidelines aim to incorporate best practices as outlined in Campbell River’s Sustainable Official Community Plan, and the design direction identified in the award-winning Refresh Downtown initiative.

If you have questions, or are unable to attend the May 29 event and would like to share ideas, please contact development services manager Kevin Brooks at 250-286-5748 or via email to kevin.brooks@campbellriver.ca.

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