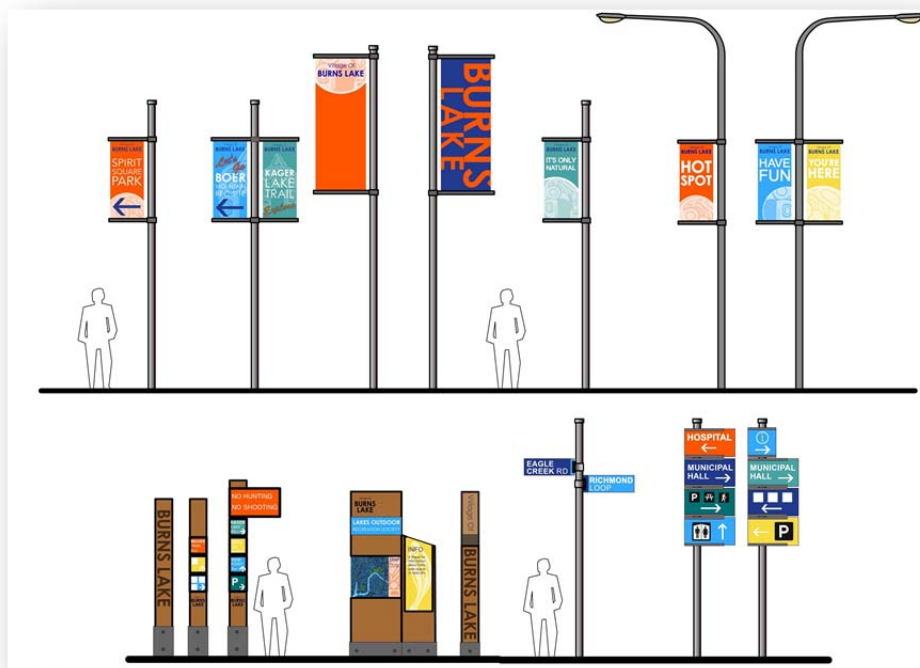




Helping build a
better tomorrow.

Village of Burns Lake Municipal Sign Strategy



May 4, 2016



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Appendix A: Preliminary Information and Notifications

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1 INTRODUCTION

1.1 Purpose of Study

R. Radloff & Associates Inc. (Radloff) was retained by the Village of Burns Lake in November 2015 to prepare a Municipal Sign Strategy. The strategy is intended to identify improved ways to inform and direct visitors and residents to key sites related to cultural and recreational amenities, business districts and services. This includes an overall signage and way-finding strategy that is cohesive, attractive, easy to follow and creates an improved branding for the village.

For this assignment Radloff's Director of Planning and project manager, Dan Adamson, worked in association with two key individuals. First, Bernice Magee (former Mayor and Councillor for the Village of Burns Lake) was added to the team to assist with community and stakeholder consultation. Second, Laurelin Svisdahl, a partner in the firm Jay Lazzarin Landscape Architects, was added to the team to provide experience in graphic design for signage and landscape architecture. This provided the nexus to create a municipal sign strategy providing a high quality and vibrant new sign design, and strategies and priorities that fit well within the village's context.

1.2 Background

The Village of Burns Lake is a community of approximately 2,500 residents situated in north-central British Columbia, within the Bulkley-Nechako Regional District. The village is located along Highway 16 west between Smithers and Prince George, and the highway corridor runs directly through the core of the municipality – this causes both issues and opportunities related to an effective sign strategy.

Burns Lake is within an area referred to as the “Lakes District” and is within the traditional territories of six First Nations: Lake Babine Nation, Burns Lake Band, Wet'suwet'en First Nations, Skin Tyee Nation, Nee Tahi Bun First Nation and the Cheslatta First Nation.

Burns Lake has been experiencing a phase of improvements in the community including a new hospital and recreation centre, and a downtown revitalization program to improve the highway corridor creating a welcoming aesthetic encouraging visitors and residents to spend more time in the downtown core.

The Village of Burns Lake has identified the need for a sign strategy to address a number of issues. Currently there are gaps identified in the existing stock of signs including those for, way-finding and directional, for parks/trails, and for commercial and cultural and recreational attractions. Also, the Ministry of Transportation and Infrastructure highway right-of way through the downtown corridor has made it challenging to gain approval for municipal and business signage along the highway. In addition, there is a wide ranging mixture of sign styles within Burns Lake and along the highway corridor, and this creates a lack of cohesion, and a “cluttered” visual travel corridor landscape. Finally, there is an interest in enhancing signage in the community but there is a debate about the best approach to achieve this.

1.3 Scope

The assignment focuses on the development of a municipal sign strategy “evoking an authentic and unique community brand for Burns Lake that is easily adapted and scalable”. The strategy is to result in signs that are attractive, cohesive and coherent, evoking quality in design and sustainable construction (low maintenance), and that meets the needs of visitors and residents in navigating the community and finding desired locations.

The strategy focuses on signs that are owned and maintained by the Village of Burns Lake, and includes:

- Way-finding (directional) for pedestrians and vehicle traffic signs
- Municipal facility signs

- Entry portal signs
- Parks, trails and interpretive signs
- Highway corridor signs
- Advisory signs
- Heritage buildings signs

The following project goals are accomplished through this assignment:

- a) Created a signage design plan that is vibrant, attractive, and provides a cohesive suite of sign designs for numerous applications
- b) Established a unique and authentic community brand for municipal signs that will build community pride
- c) Highlighted sign strategies that will encourage visitors along the highway corridor to stop and enjoy the amenities of Burns Lake and allows improved navigation to key locations
- d) Provided design elements for signs that will allow for future First Nation artwork and designs to be incorporated into new signs¹
- e) Identified sign material recommendations to minimize maintenance, has reasonable capital costs, and a long life span
- f) Provided recommended priorities for potential sign projects and strategies
- g) Established a sign inventory that describes current condition assessment
- h) Provided background on Ministry of Transportation and Infrastructure sign policies and providing recommendations that work best with their policies

It was agreed that this assignment would not provide project ready architectural drawings for monument signs and that this would be best deferred to a separate implementation stage and addressed through the Village's annual capital planning process. This takes into account the practicality that sign projects would likely be completed over many years. This will inevitably increase the Village's experience in implementing the sign strategy, which in turn may lead to sign adjustments such as architectural details, dimensions or materials

1.4 Methodology

The following steps were taken for this study:

1. Project kick-off meeting confirmed scope and methodology, timelines and budget, and to discuss approaches to consultation with First Nations, residents, stakeholders and agencies. (Conference call October 30, 2015)
2. Reviewed and audited current sign systems, including completing the field work for a municipal sign inventory (completed November 7-8, 2015)
3. Generated sign inventory map with gps coordinates of sign locations (November 23, 2015)

¹ Based on consultations, it was determined that a separate process with area First Nations would be the best avenue to define their artwork and design elements that could be added to new signs. In the interim, the sign designs provided in this assignment use "placeholder" artwork to show where and how the future First Nation art work and design could be introduced.

4. Prepared preliminary informational handout for the consultation process (completed November 23, 2015)
5. Undertook a consultation meetings with stakeholders, and introduced project to Mayor and Council (completed November 24, 2015)
6. Prepared Draft Sign Strategy designs (completed February 19, 2016) and completed preliminary review with Village of Burns Lake
7. Held an Open House for the public at the Burns Lake Heritage Centre March 10, 2016. Received positive comments on the designs from attendees.
8. Reviewed comments and feedback from consultation process and completed report (submitted to Village of Burns Lake April 11, 2016). Was provided to Village of Burns Lake Council at their April 12th meeting.
9. Final report was presented to Village of Burns Lake Council on May 10th, 2016

Through these steps, regular updates and conference calls were completed with the Village of Burns Lake. For samples of the “Preliminary Information for the Burns Lake Sign Strategy Consultation”, the Open House Notification, and pictures from the Open House, please see Appendix A.

2 KEY ISSUES IDENTIFIED

The following is a summary of the key issues identified through site assessments and reviews and from consultations. Where there was a common thread of an idea or issue, comments from stakeholders were combined, allowing for a manageable set of issues to address.

1. Lack of Sign Cohesion

A common observation is that there are too many unrelated sign styles, colour, symbols and materials creating a cluttered and confusing appearance, particularly along the downtown highway corridor. There is a mix of provincial highway signs, regional district signs, village signs, and business signs all competing for space and drivers' attention (see pictures in Appendix A). Not only is this distracting, it may also be a challenge, particularly for visitors, to gain the directional information they need. Individual signs may not be readily obvious, becoming lost in the “landscape of signs”. Within this context, it is challenging to add directional signs to highlight key amenities off the highway (e.g. Spirt Square).

2. Highway Right-of-Way Limiting Signage

There are strict regulations and policies governing what can be placed within a provincial highway right-of-way. Obtaining a permit under the Joint Ministry Service & Attraction Sign Program (Tourism & Transportation and Infrastructure) is the general approach to adding signs such as directional signs to campgrounds or boat launches, but the sign must conform to ministry standards. The best opportunity for the Village of Burns Lake to provide directional or informational signs within the highways right-of-way is to use fabric vertical banners. There is a specific policy regulating this. For more information on the Ministry of Transportation and Infrastructure's policies on signs, please refer to discussion notes in Appendix D.

3. Signs Lacking Appeal & Attraction to Key Amenities

Aside from a few specific signs, such as the log-framed entrance portal signs, many of the signs along the highway corridor do not adequately highlight, in a vibrant and attractive way, off-highway attractions. Part of this is due to limits to sign designs within the highway corridor. But where signs have been added, such as the Spirt Square information signs next to the portals, they are too small for the vehicular traffic. There is a need for directional and attraction signs to stand out and draw visitors to stop and explore these amenities.

4. Lack of Downtown Directional Signs for Pedestrians

The Village of Burns Lake has provided significant and attractive improvements along the downtown highway corridor, such as enhanced sidewalks and planting beds, bench seating and carved totems. The improvements were meant to enhance the downtown experience for residents and visitors. Where visitors have been attracted to stop in Burns Lake and explore the community, there is a lack of pedestrian way-finding and informational signs describing locations and activities at key sites (e.g. Spirt Square)

5. Missed Signage Opportunities

There may be opportunities for strategically placing informational signs that would enhance visitors' ability to make a decision to stop in Burns Lake. For example, some stakeholders suggested the need for a Burns Lake attraction sign 20-30 kilometers before entering the community. In addition, the sign review showed that there was no informational sign along the highway, providing an early alert/notice to the travelling public of the excellent RV parking lot recently created in the downtown core.

Another issue identified was the confusion tourists have with where they are allowed to park their RVs at the college parking lot. Specific directional/informational signs are needed to address this.

There was debate amongst the stakeholders about opportunities for signs providing better marketing, highlighting the world class mountain biking opportunities at the Burns Lake Bike Park and the Boer Mountain recreation Site. Some view that bikers mainly rely on online sources, while others thought there is a missed opportunity to improve promotion of the sites along the highway.

6. Signs in Poor Condition

Most of the Village of Burns Lake signs are in good to excellent condition, including the large log-framed portal signs. The exceptions are the sign for the industrial park and the interpretation signage along the Rod Reid Trail. Several of the signs are either missing or are at the end of their life and in need of replacement. A couple of wooden signs (Pioneer Park and the Village Office sign) are in need of maintenance.

Several of the provincial highway signs (blue and white tourism signs) are also in need of repair or replacement.

7. First Nations Inclusion in Signs

In review of the current signs, including the Village of Burns Lake logo, it is apparent that current aboriginal-styled art work may not be representative of local First Nations. In discussions with local stakeholders and First Nations, there is an interest in including art and design elements into the sign graphics from one or more of the six local First Nations. This would require consultation to formulate a process for representative First Nation participation and selection of the graphic elements. This was beyond the timelines and budget for this assignment, and so it was felt that a separate process from this assignment would be a suitable approach.

8. Recreational / Trail Signage Needing Upgrades

Point number six (6) above highlighted the poor condition of signs along the Rob Reid Trail. However, there are also issues with respect to the lack of attractive and cohesive signage at both the municipal campground and at the trailhead for the Rob Reid Park. The mix of sign styles, colours, sizes and the manner in which they are arrayed gives a cluttered first impression of both of these quality recreation amenities.

9. Heritage Buildings Need Signs

There is an interest in recognizing several heritage buildings in Burns Lake with heritage building signs, and a design is needed.

3. SIGN DESIGNS & SPECIFICATIONS

3.1. FUN, VIBRANT, DYNAMIC COLOUR SCHEME

Add variety and excitement through a colourful mix and match style.

Allows for flexibility with options for combining colours and adding new colours in the future.

Will help with phasing out older signs and retrofitting. Colour combinations can be tailored to suit existing situation and work with private sector sign needs.



Pantone Yellow
CMYK



Pantone
CMYK



Pantone
CMYK



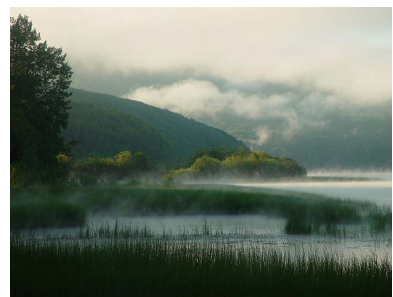
Pantone
CMYK



Pantone
CMYK



Pantone
CMYK



COLOUR PALETTE
Inspired by Burns Lake
sunsets & natural spaces

Conceptual Rendering Icons & Images - Illustrating opportunity for a collaborative project
THESE ARE PLACEHOLDER VISUALS ONLY - TO DESCRIBE A GENERAL DESIGN INTENT

3.2. Cultural Elements

Collaboration with the 6 Local First Nations will greatly enrich the designs.

Unique and significant to Burns Lake and the surrounding area, the development of a graphic that can effectively bring together the surrounding communities and unify them will give deeper meaning.

**VILLAGE OF
BURNS
LAKE**

Update Font To A
Sans-Serif Typeface



Discuss Updating
& Simplifying the
Logo's Graphic



Village Of
**BURNS
LAKE**

FIRST NATION ICON GRAPHICS

*NOTE - Art to be developed in collaboration
with members from each First Nation Community



LOGO ICON

Recommend simplification
rebranding or updating



Choose a new Village font

3.3. Choose a FONT

Adopt a Sans-Serif Font standard.

There have been countless studies done on which is the better font style for optimum legibility.

Neither style has been deemed better for every situation however recent trends for signage favour using a Sans Serif Font style.



Consider using **Clearview** (or similar) for Highway signage (this sans-serif typeface was specially designed to provide optimum legibility for US guide signs and is also a standard used by many municipalities across BC

Typeface A - Clearview Hwy (FOR VEHICULAR USE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Consider choosing a more versatile font for all other (off Hwy) uses that may range from facility and gateway signs to trail markers and even interpretive signs and maps.

Frutiger was originally designed in the 1970's for a new airport in France, which needed a new directional sign system. Clear, simple and highly legible both at a distance and close up with small text sizes.

This sans-serif typeface is used worldwide, and is an excellent choice for legibility in pretty much any situation.

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÂ
abcdefghijklmnopqrstuvwxyz
rstuvwxyzàáâêîõöü&
1234567890(\$£.,!?)

Alternative Similar Fonts

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZÀ
OPQRSTUVWXYZÀ
ÅÊÎŒabcdefghijklmnopqrstuvwxyzàáâêîõö
&1234567890(\$£.,!?)

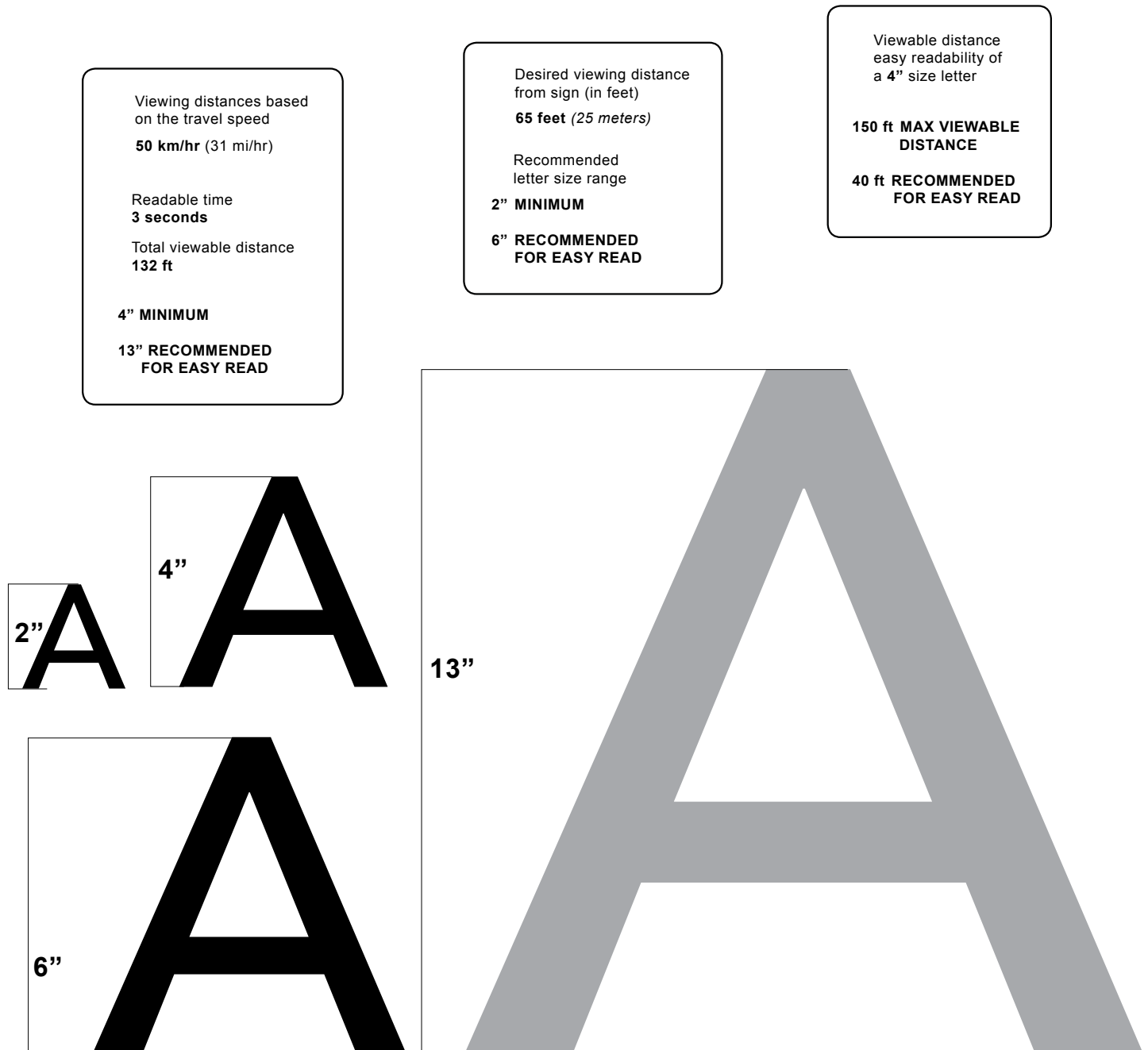
Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZÀ
OPQRSTUVWXYZÀ
abcdefghijklmnopqrstuvwxyzàáâêîõö&
1234567890(\$£.,!?)

3.4. Correct Letter Size

While each sign may vary depending on the site and the viewers situation, extensive research has been done on how to determine the minimum and optimum letter heights. Charts have been developed for reference to help choose the best size for each situation.

Size recommendations should be followed as close as possible, the message should be kept short and visual graphic icons used when possible and where appropriate.



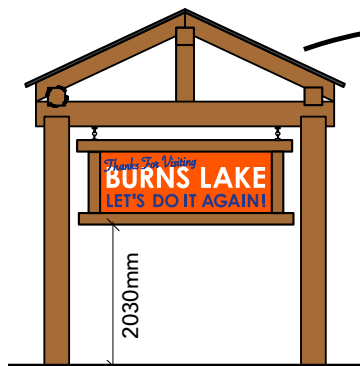
3.5. Entry Monument Signs

- Welcome visitors and residents to Burns Lake.
- Signifies Village entry and departure.
- Establishes an attractive brand conveying ties to wood and nature.
- Enhances community pride.



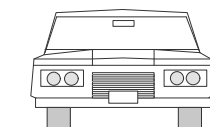
THE INTENT IS TO RETAIN THE EXISTING WELCOME TO BURNS LAKE ENTRY SIGN FRONT BUT...

CONSIDER AN UPDATE TO THE BACK SIGN MESSAGE

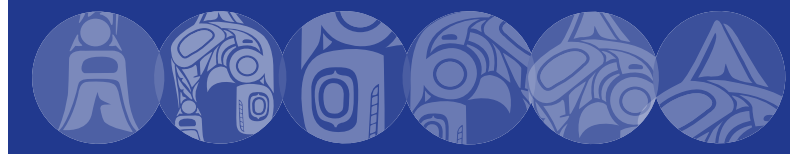


Fun Farewell Message
- For Discussion -

- ENJOY THE RIDE
- IT'S BEEN SWELL
- LET'S DO IT AGAIN!



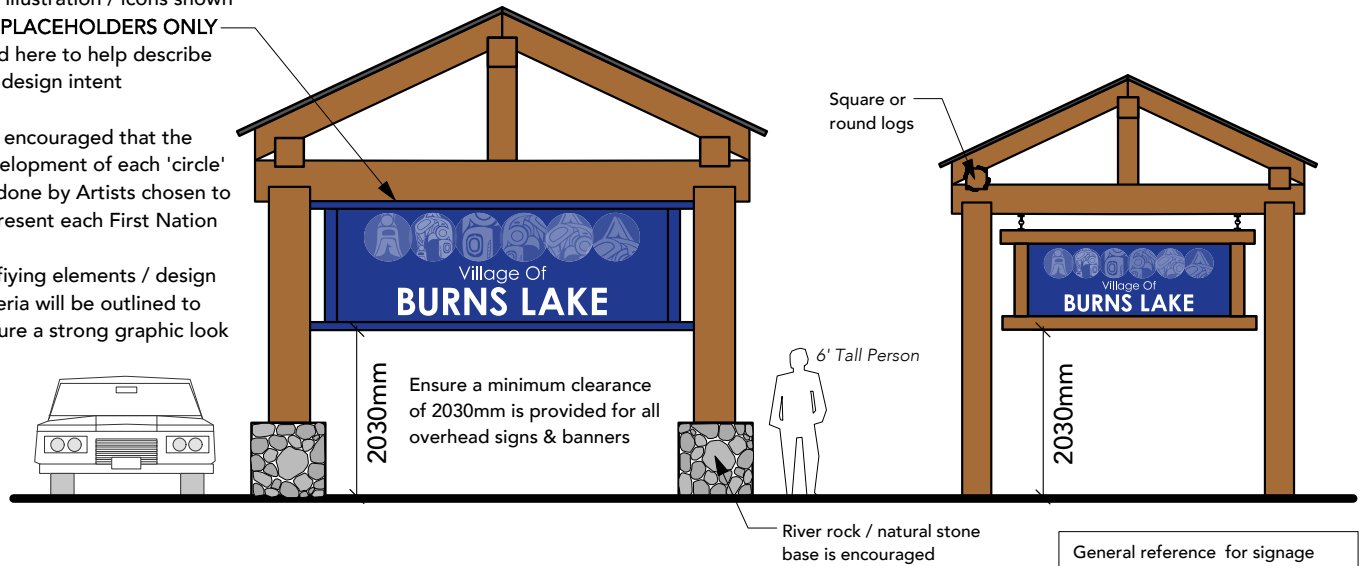
3.5.1 Entry Monument Sign - Option For Front Graphic Update



The illustration / icons shown are **PLACEHOLDERS ONLY** used here to help describe the design intent

It is encouraged that the development of each 'circle' be done by Artists chosen to represent each First Nation

Unifying elements / design criteria will be outlined to ensure a strong graphic look



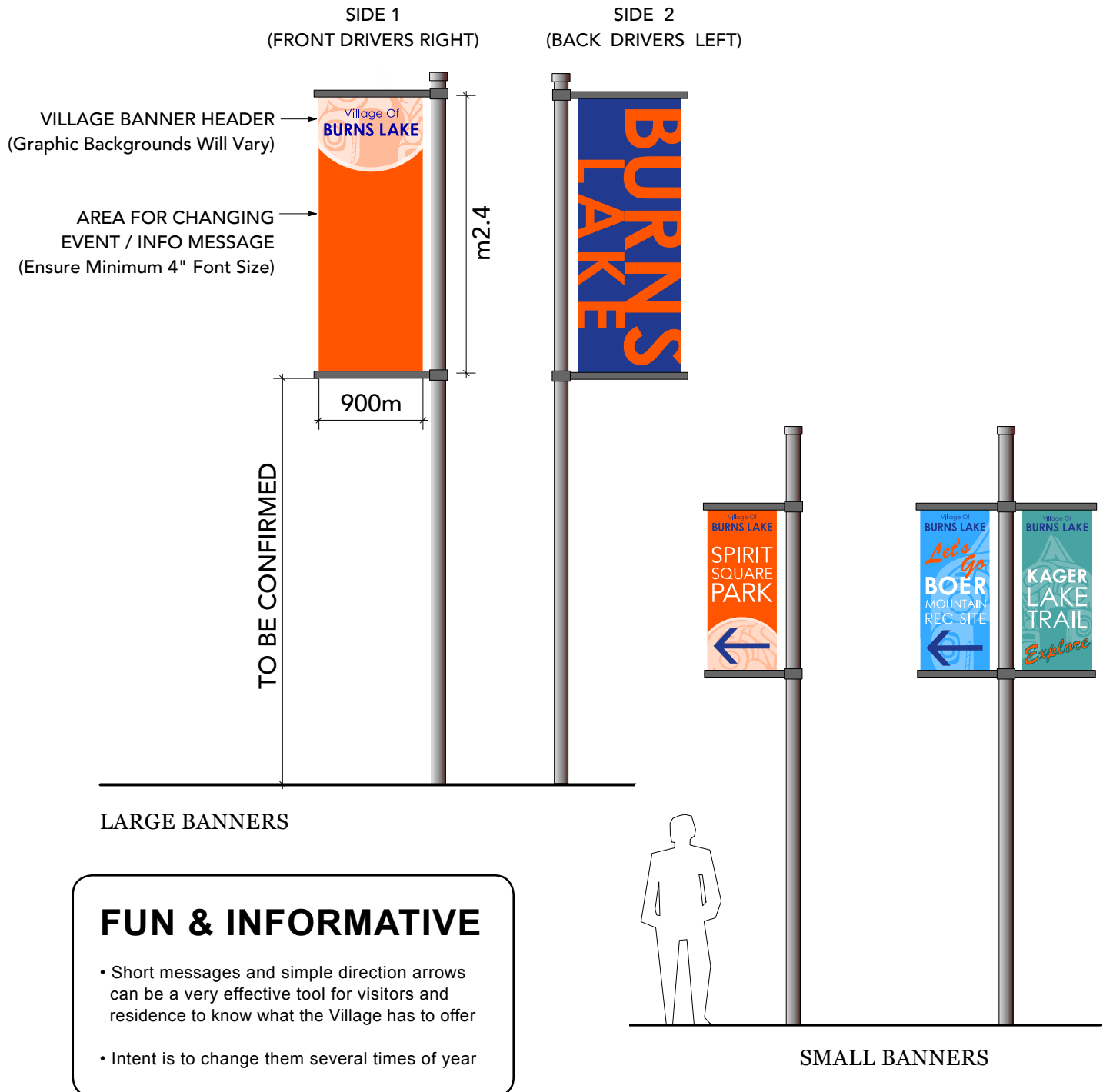
General reference for signage
Canadian Standards Association
Accessible Design For the Built Environment



EXISTING SIGN FRONT

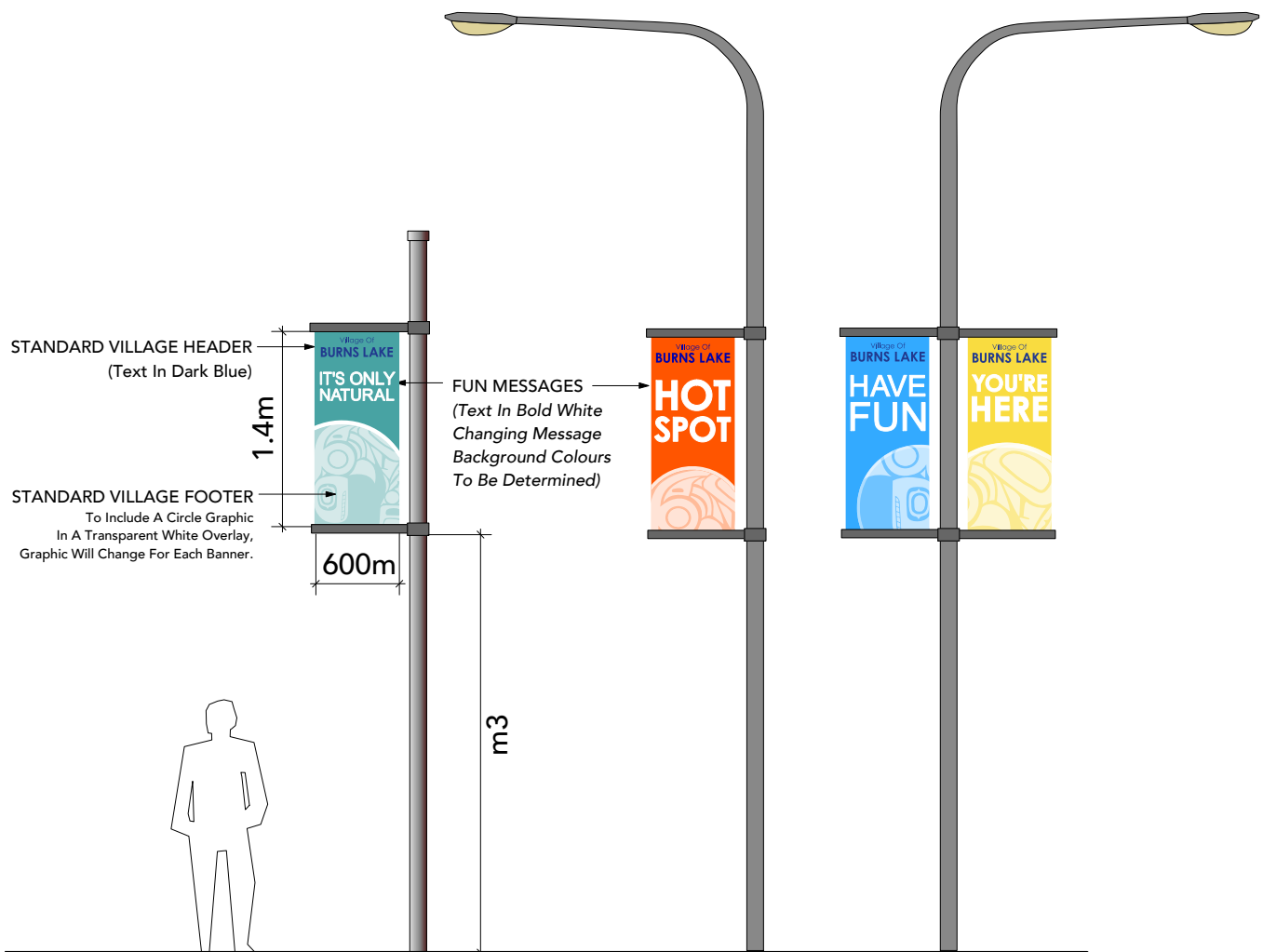
3.6. Banners

- Excellent opportunity to continue the theme, provide information, add colour and excitement.
- Easily customized for seasonal event or holidays.



3.7.1 Banners

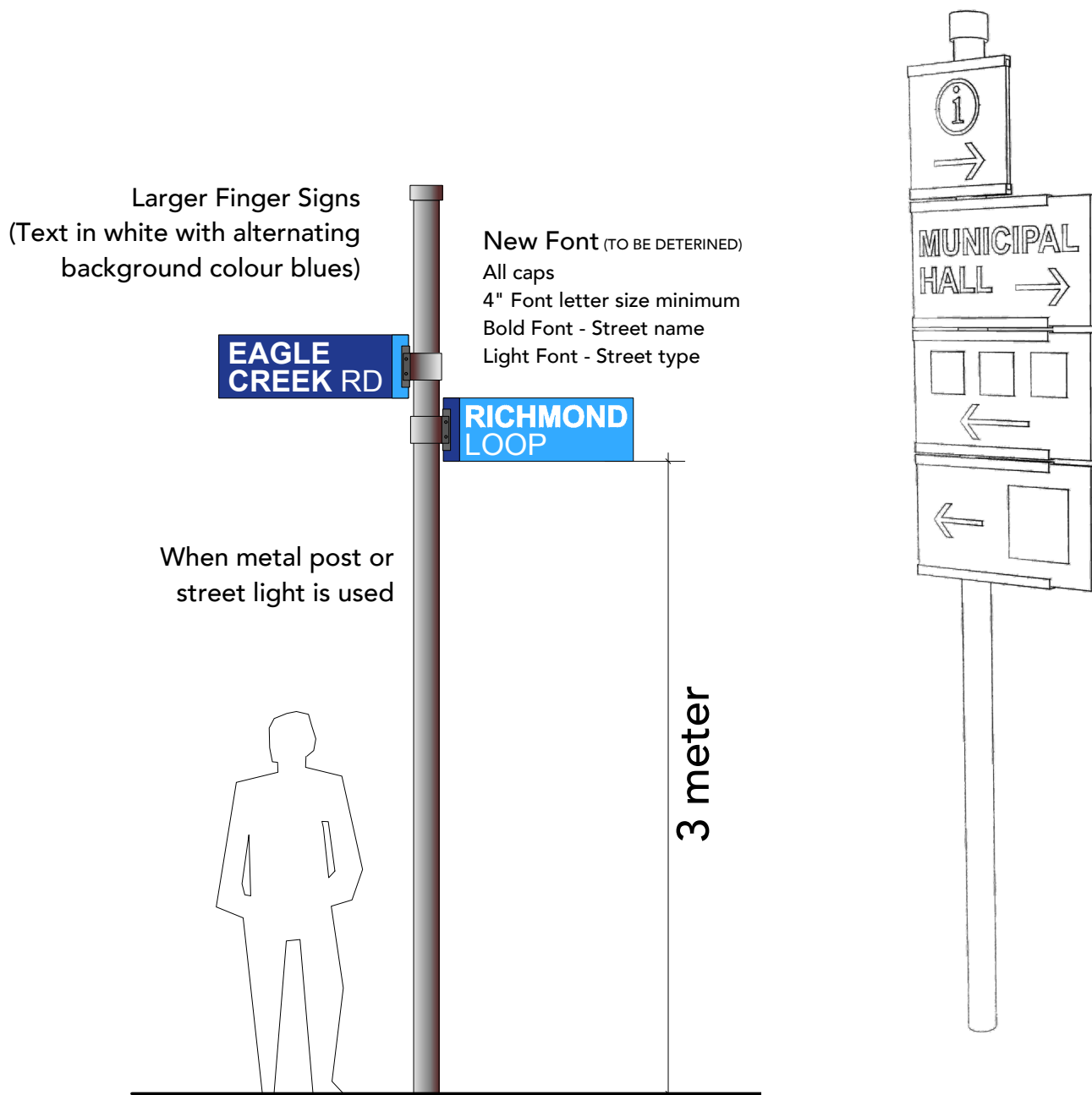
SMALLER & STREETLIGHT BANNERS



Ensure Minimum Clearance of 2030mm is Provided For All Overhead Signs And Banners.

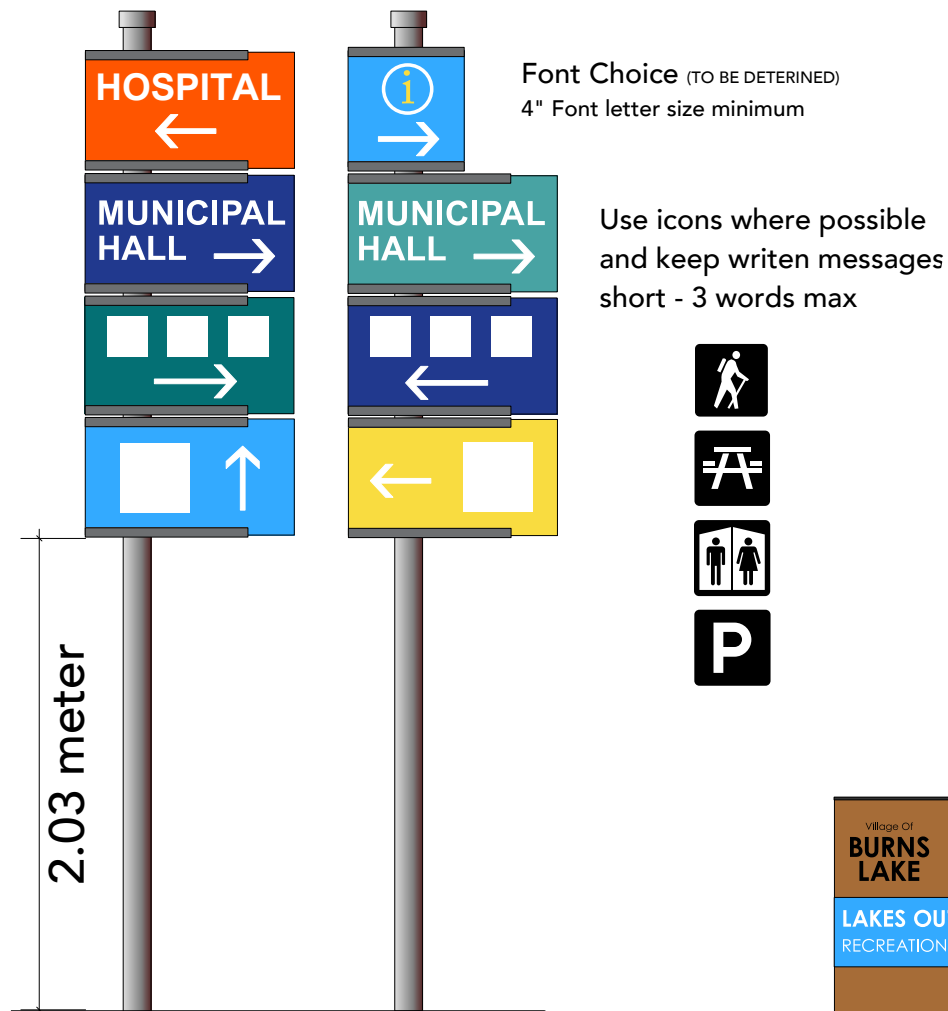
3.7. Downtown Directional + Highway Signs (*Signs & Banners*)

- Directs visitors and residents to off-highway attractions / amenities.
- Provides consistent visual character / aesthetic.
- Colourful and easily adaptable to work with and complement existing sign standards from Ministry of Transportation and Infrastructure (MOTI) or other provincial sign programs.



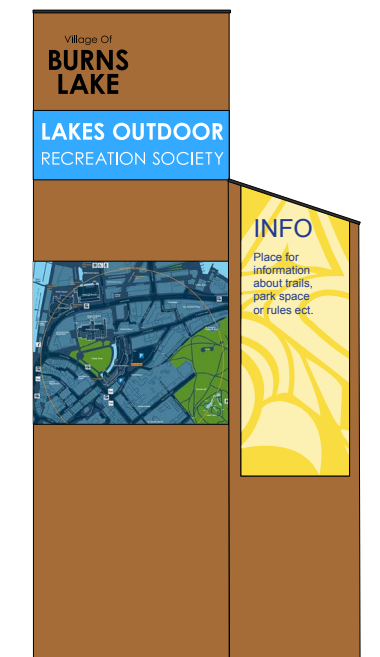
3.8.1 Directional Street & Local Signs + Advisory Signs

- Wayfinding off highway – Simple, quick to read directions to amenities and key destinations.
- Local information / directional signs for both pedestrians and vehicle traffic.
- Relay important safety or regulatory information.



3.8.2 You Are Here Location Map

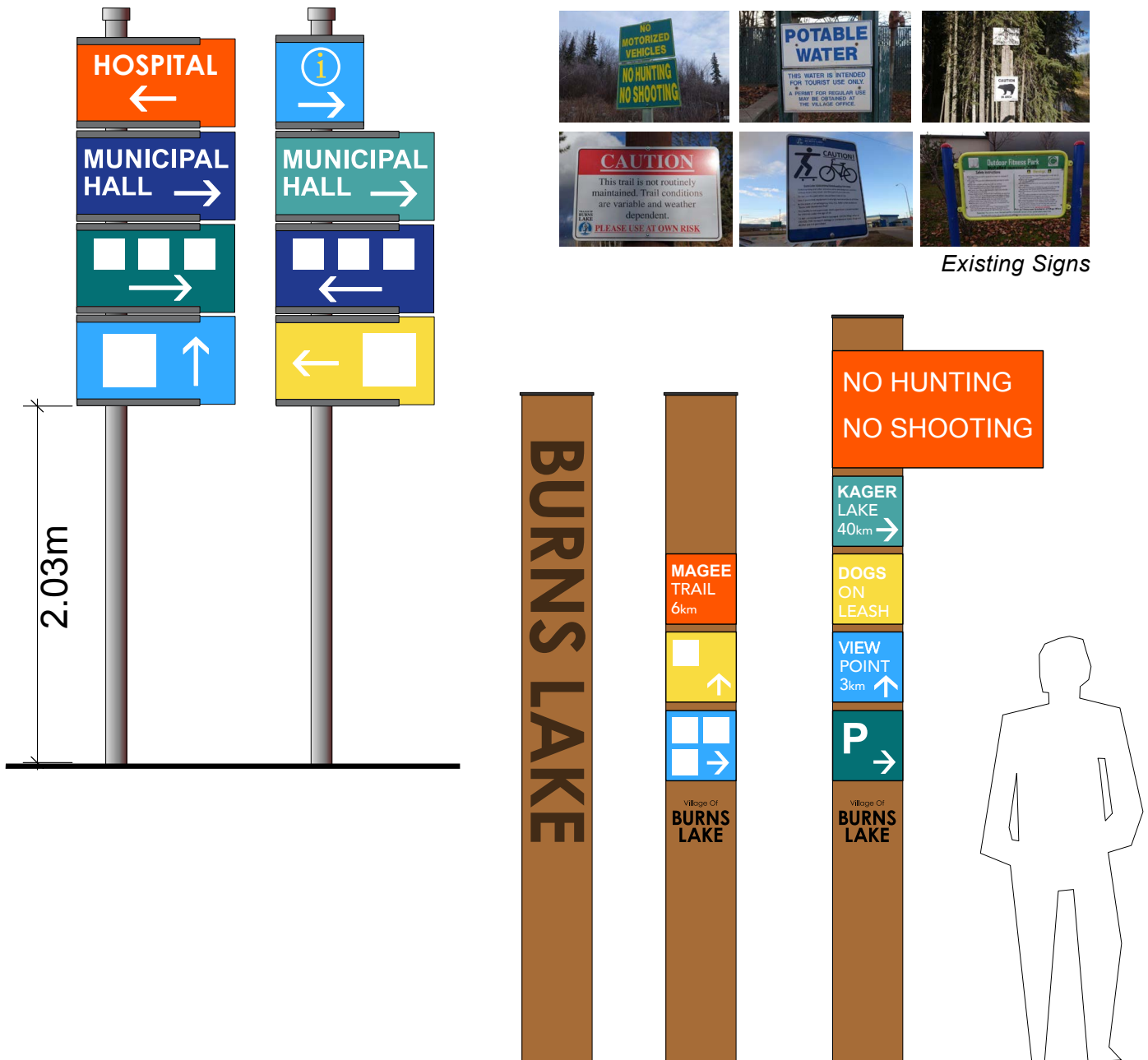
- Pedestrian wayfinding tool used at key gathering points.



3.8.3 Advisory Signs & On-Highway Street Signs

Relay important safety or regulatory information providing enhanced visibility to highway traffic. Where possible signs are combined to limit number of posts.

Work with MOTI to find a solution to the clutter of current signs along the highway corridor through the Village of Burns Lake.



3.8. Interpretive Signs

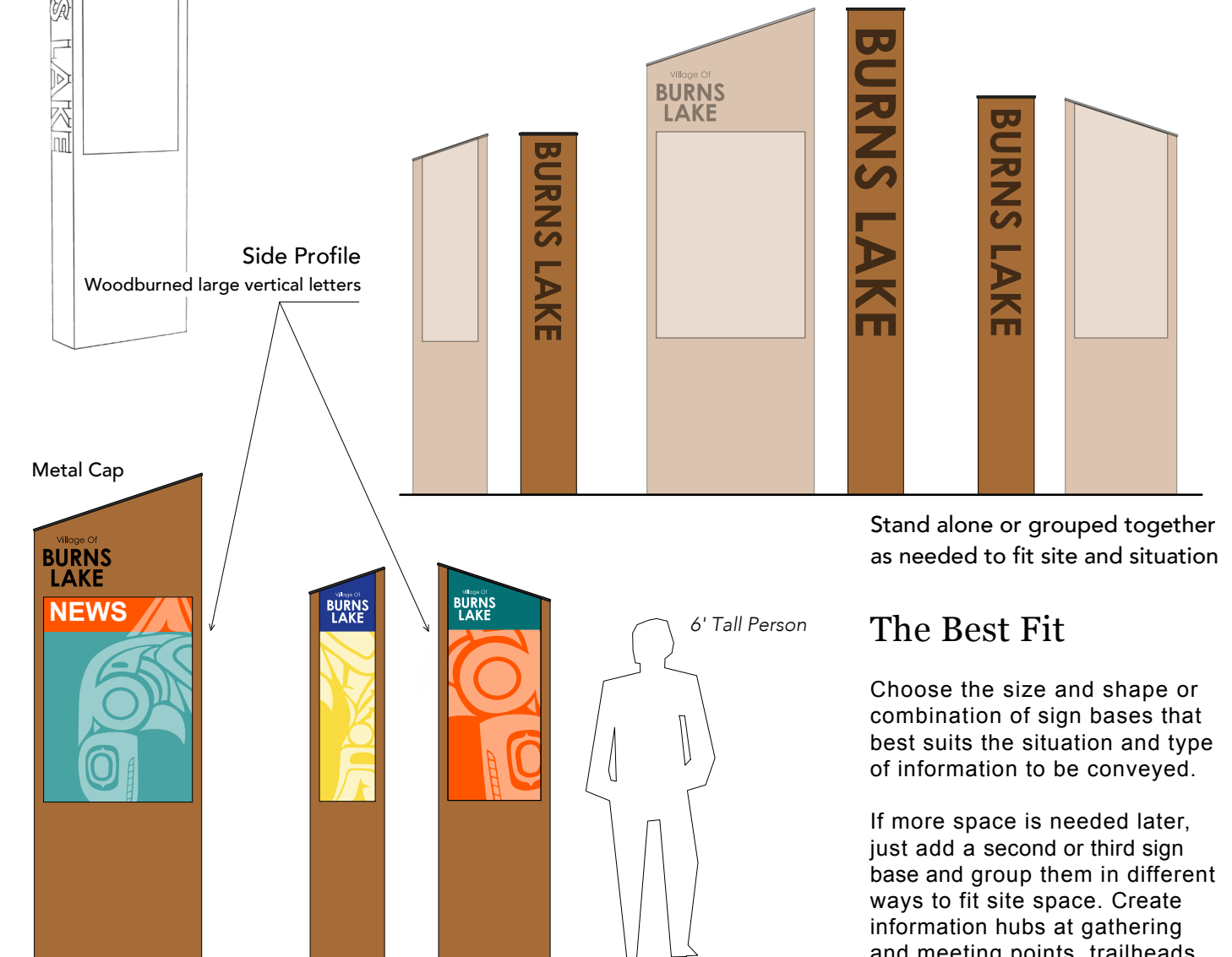
A variety of Pedestrian sign style options will help communicate lots of information and fit the sign to different situations and sites.

Adaptable graphic panels can be customized to fit within existing kiosks or bulletin board structures.

Interpretive panels can be used to tell a story about Burns Lake's history or the natural surroundings. These signs could be located in parks on trails or at key public intersections.



Existing Signs



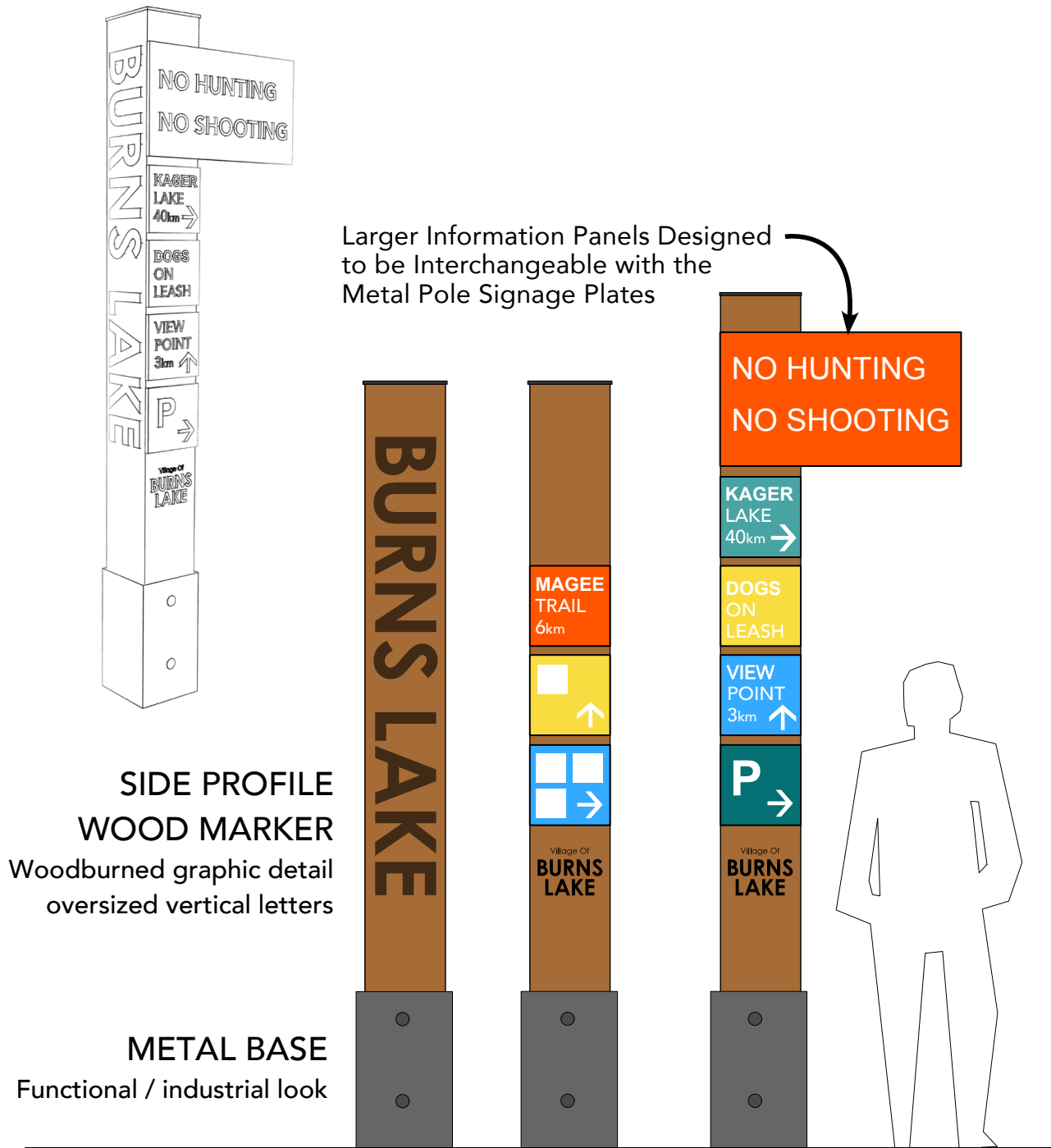
The Best Fit

Choose the size and shape or combination of sign bases that best suits the situation and type of information to be conveyed.

If more space is needed later, just add a second or third sign base and group them in different ways to fit site space. Create information hubs at gathering and meeting points, trailheads and on street corners.

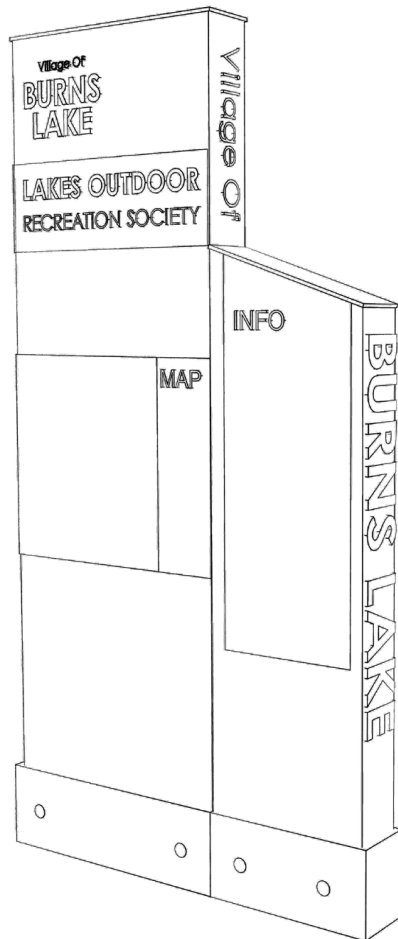
3.9. Trail Marker & Pedestrian Wayfinding

Provides orientation and direction for pedestrians as well as key information at strategic nodes.

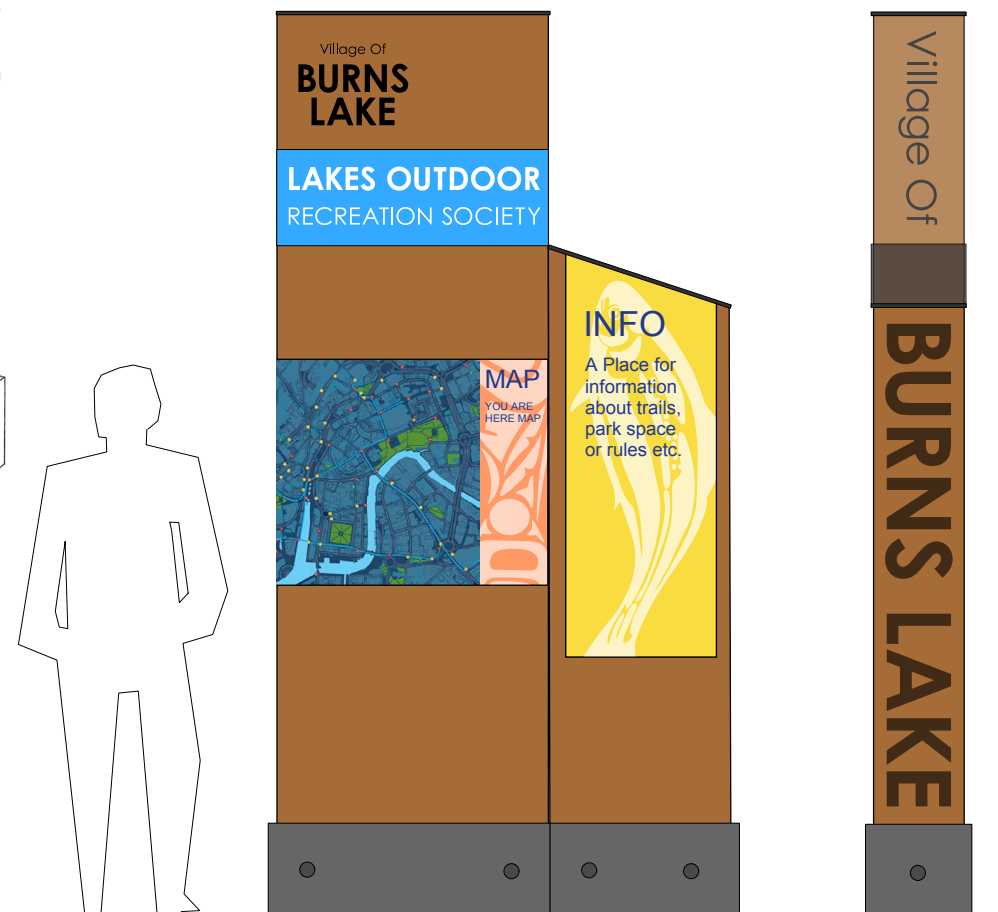


3.10.1 Village Wayfinding Map

Explore development of a stylized map for Burns Lake that would highlight trails, parks, community features, etc. Can be multi-use tourism tool for use on the website, printed copies as a brochure to hand out at tourism and town office and as a wayfinding 'You Are Here' sign at key downtown locations.



Existing Signs



Use natural materials to reinforce the 'Its Only Natural' theme

3.10. Facility Sign Structures & Facade Panel Sign

Freestanding sign structures announces arrival at a Municipal facility (e.g. Campground, Visitor Centre).

Where space and/or cost restrictions limit new larger wood sign structures, facade panel and lettering can be installed right on the building (site by site basis).

Where possible historic signs can be hung or mounted within wood structures. The new design style and colour palette can help enhance and refresh or in some cases replace current signs.

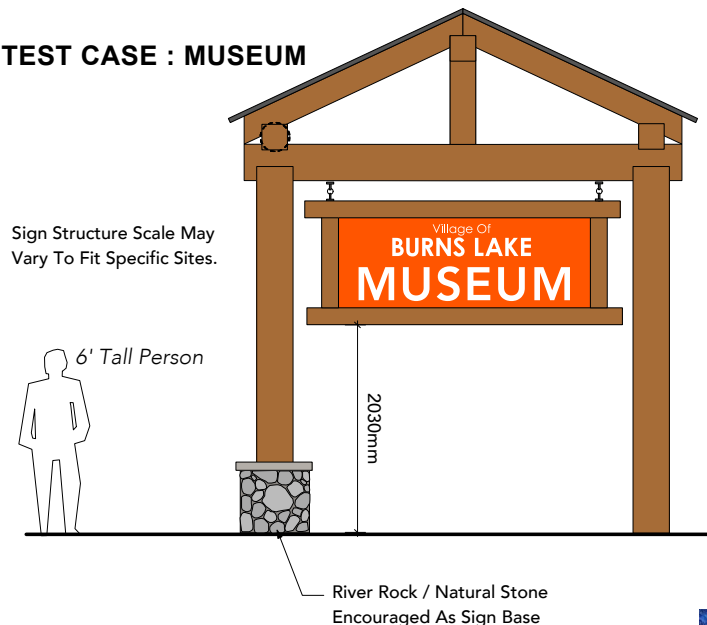
Allow for creative use of natural materials, artistic expression, and unique signage solutions.

Encourage Private Sector to follow the natural rustic theme form and character with any new signage or sign upgrades.

RUSTIC WOOD SIGN STRUCTURES



TEST CASE : MUSEUM



3.11.1 Facility & Facade Panel - Cont.

Larger, more visible facility identifier signs can utilize blank wall space.

Materials, Colours and graphics would be customized to suite each site and complement building facade or work with existing / historical wood signage.

TEST MOCKUP : LAKESIDE MULTIPLEX



TEST MOCKUP : CAMPGROUND



Explore options for natural sign base materials such as local rock

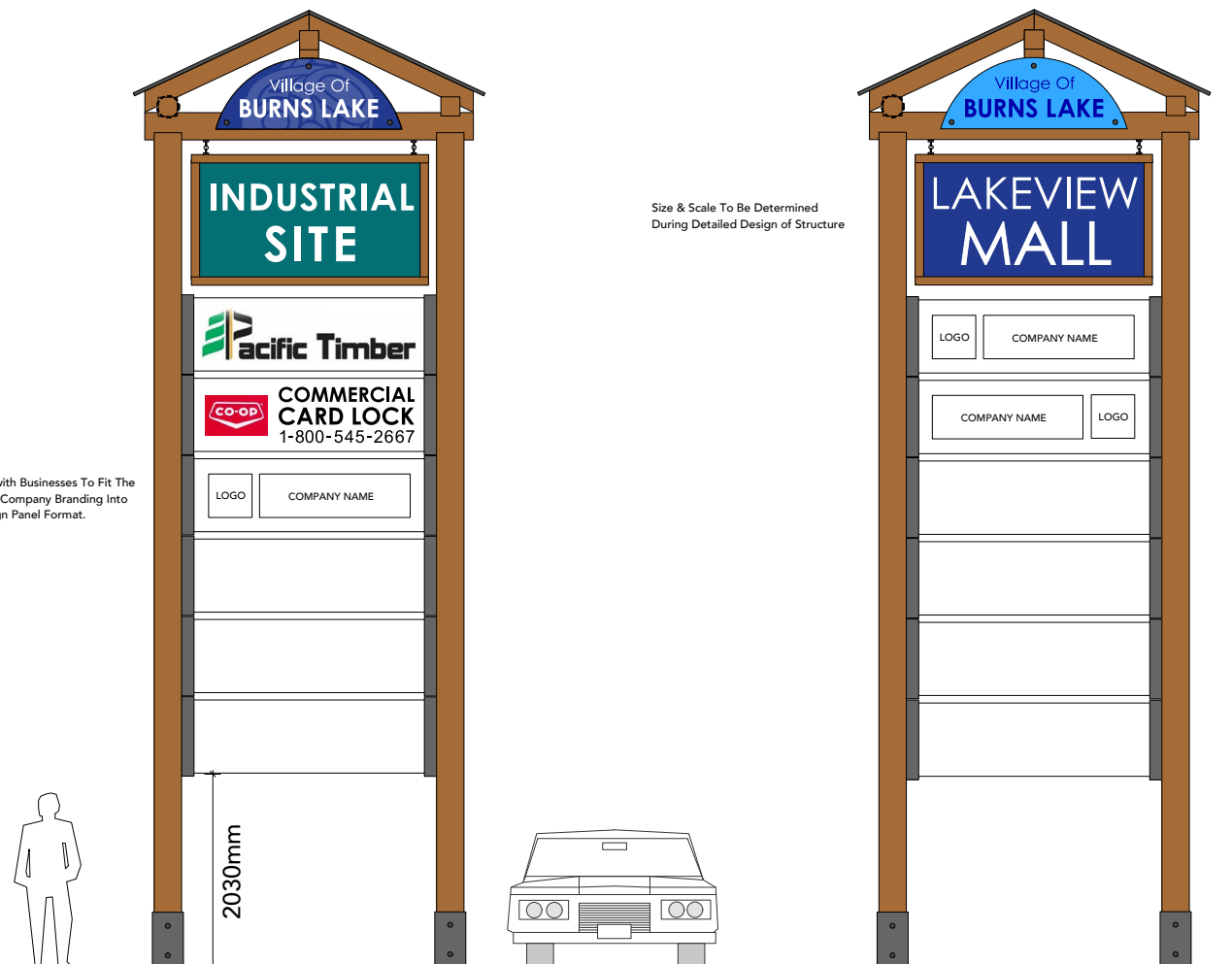
3.11.1 Facility Sign Tower Structures

Sign display towers are popular & effective ways of featuring several businesses on one main sign structure.

These tower style displays are already used in Burns Lake but there is an opportunity to give them a new look, more in line with the *'It's Only Natural'* rustic wood style of the Village. Also by applying optimum letter size principles to the design legibility and visibility can be greatly improved.

Set general logo and message guidelines. Being mindful of the importance a business's logo and identity is for each company, work to maximize clarity and legibility for each name panel.

TEST MOCKUP : LAKEVIEW MALL



3.11. Heritage Buildings

Notation of important historical building.

Plaques in metal or other materials could be customized with the Village Logo and the name, dates, unique story / information designed into one piece and fixed to side of the building or a combination of simpler plaque and stand alone sign post / kiosk to be installed close to the main entry along pedestrian pathway.



4 RECOMMENDED STRATEGIES & PRIORITIES

The new designs for the signage, provided in Section 3, give the Village of Burns Lake several design templates to work with for various signage needs. Collectively they provide a range of sizes styles and colours to work with, while also having enough common elements between sign designs to demonstrate a level of cohesion. The Sign Strategy and design templates are intended to be a guide that the Village can use and adapt as necessary to different circumstances.

It is expected that replacement and upgrades to existing signs will take many years and subject to available capital funding. This normal time-lag is a key reason for adopting a sign design standard. Over time, replacements and upgrades, following the standard, will show increasing cohesion throughout the community, and will help reinforce the village's branding.

Once the sign design standard is adopted by the Village of Burns Lake Council, the intent is to use the sign design standard in Section 3 as a suite of templates. For example, if the Village of Burns Lake approves a project to add an information kiosk at the Rod Reid Park trailhead/parking area, the design that best fits this purpose can be chosen from a range of templates. The standards would guide the choosing of the colours and fonts and the arrangement of information. For example, significant differences between signs for vehicular traffic as opposed to pedestrian traffic. Once a design is selected, detailed drawings and plans would then be prepared, and these would be used for cost estimates and tendering. Therefore, the design standards and templates themselves are not intended for cost estimating and tendering.

As funding becomes available for sign replacement and refurbishment, the following is a list of potential projects that have been identified to address the issues described in Section 2. The project recommendations are arranged in a general priority, but the ordering is not meant to imply a formalized prioritization.

1. Utilize banners along highway corridor:

The sign designs provided in the previous section, illustrate the potential to promote amenities with “pizazz”, vibrant colours, and dramatic style through the use of vertical banners. The use of banners will provide visual highlights that stand out from the street level signs and provide opportunities to promote Burns Lake special sites and amenities.

The use of banners is permitted through Ministry of Highway and Infrastructure, and is a particular sign strategy that does allow for flexibility.

Banners should use bold colours and large fonts with minimal information. Banners can also be used for promoting special events, although there is an operational cost to putting up and taking down the banners.

Material banners are a relatively inexpensive approach compared to more formal signage. However, different banner materials and printing processes will have different cost levels and longevity. As such, full life cycle costing should be done in order to compare the longer-term costs including replacement.

In particular, consideration should be used along the downtown highway corridor for promoting:

- a. Directional sign for turn-off to Spirit Square Park
- b. Directional sign for turn-off for Boer Mountain Recreation Site and Kager Lake Trail
- c. Advanced notice for downtown RV parking
- d. Directional and promotion sign for Farmers Market
- e. Municipal campground, and
- f. Advanced notice for Tourism Centre

2. Consider First Nations Graphic Design Selection Process

Follow up discussions should be considered for working with local First Nations and the local community arts group to design a process for developing and selecting graphic designs representative of one or more of the six local First Nations. Placeholder graphics to show where the actual First Nations graphic elements would be incorporated into the sign have been shown in the designs in Section 3.

3. Out of Town Highway Signs

There is an opportunity to work with the Ministry of Transportation and Infrastructure to locate highway signs well before entering Burns Lake, as a way of encouraging the travelling public to stop in Burns Lake. Ideally these would be prominent portal type signs, similar to the Entry Monument Signs currently placed at the entrances to Burns Lake.

4. Signage for Recreation Centre and Hospital

The new recreation centre and hospital signs should use the new design standard in Section 3, once adopted by the Village of Burns Lake Council.

5. Replacement of Burns Lake Industrial Park Sign

A design suitable for a replacement of the Industrial Park sign has been provided.

6. Kiosk and Interpretive Signs for Rod Reid Park and Trail

A kiosk, similar to the one constructed for the new RV parking lot along the downtown highway corridor, or a sign within the interpretive design, should be constructed for the parking lot and trailhead for the Rod Reid Park and Trail. The current signs posted to trees should be taken down and information added to the new signs. In addition, the interpretive signs along the trail need to be replaced as they are at the end of their useful life (see sign asset inventory Appendix C).

7. Informational Kiosk at the Municipal Campground

In order to make a good first impression, provide useful information, and reduce sign clutter, a tourist and information kiosk or large vertical sign should be considered for the municipal campground.

8. Working Group for Highway Corridor

While there are strict standards for signage within the highway right-of-way, it is apparent that over the years, various directional and notice signs have been approved on a sequential ad hoc basis. There may be a benefit in approaching Ministry of Transportation and Infrastructure representative in Smithers, to discuss the establishment of working group in order to develop a long-term (10 year) highway sign strategy for the downtown corridor. A highway sign plan, while meeting ministry standards, would provide the opportunity to provide a more strategic approach to reducing the sign clutter and improving the cohesion.

9. Replacement of Spirit Square Signs at Portals

The small highway signs placed near the entrance portal signs should be replaced with a notification sign more suited to vehicular traffic coming into Burns Lake from the west and the east. The font used is far too small and there is too much information placed on the sign. Additionally, a kiosk sign could be placed within the pull-off area at the portal signs to provide additional information for those that stop.

10. Municipal Building Signage

The Village's municipal "Town Hall" building should be considered for added signing to improve visibility of this key office. The only visible sign is a small wooded plaque near the front entrance. Consideration should be given to a vertically placed sign visible from up the street.

11. Pedestrian Way-finding and Information Sign Downtown

The new RV parking area is a suitable area for information signing for tourists stopping Burns Lake. The already constructed kiosk could be used for this purpose. A way-finding finger sign may be considered to point directions to key sites including the Lakeview Mall and the Spirit Square Park as well as the business core, and tourism services. In addition, way-finding signs or an information kiosk should be considered for the Lakeview Mall location.

12. Encourage Use by Business

By making available the sign design templates and standards to the business community, they can consider whether they would be interested in incorporating design elements into their sign replacements or refurbishments. For example, since both are prominently located next to the highway, the Lakeview Mall sign could be an excellent candidate for adopting a similar replacement design as shown for the Burns Lake Industrial Park. If the Lakeview Mall sign was in need of replacement or refurbishment, the owners could be provided a copy of the design standards for their consideration.

13. Add Heritage Building Signs

A design for heritage building signs has been provided. Commonly, heritage signs are metal or wood plaques with the buildings' date of establishment. The design presented allows for additional information to be provided. In addition, there is space in the design for the Village logo.

14. Information – Interpretation Signs at Portals

The information provided at the portals (wood framed, acrylic-glass signage) could be enhanced with refurbished signs using updated materials. This would draw more attention and interest to the signs.

A common material used today, is adhesive plastic art-work applied to aluminum signs. Once the art-work is created and filed with a sign company, new or replacement adhesive art-work is cost effective. In addition, art-work and text can be easily added or changed. The printing process for this type of sign material allows for high quality art work, resists fading and does not require acrylic-glass overlayment. This materials approach should be considered for many of the new and replacement signs being considered by the Village of Burns Lake.

15. Cemetery Entrance Sign

Consideration should be given to an eventual replacement of the concrete entrance sign to the cemetery. A wood timbered framed sign design in keeping with the other entrance portals would work well at this location, which is quite visible along the highway.

16. Sign Refurbishment

There are a number of road & highway directional signs for visitors and residents (e.g. sani-dump location) that need refurbishment. (See sign inventory in Appendix C)

5 SUMMARY

The recommended Municipal Sign Strategy provides an exciting, bold, vibrant and cohesive suite of sign templates, complete with a standardized colour pallet, fonts, sizing and styles. The design standards provide a guiding framework for moving the Village of Burns Lake towards a long-term sign replacement and refurbishment strategy that will improve visitor interest in stopping, will improve the promotion of local amenities, and builds on the branding for the Burns Lake community.

This report summarizes the findings of an assessment of the signage in Burns Lake and feedback from consultations, provides an inventory of current municipal signs, and provides a list of recommended sign project for consideration of the Village of Burns Lake.

It is expected that replacement and upgrades to existing signs will take many years and subject to available capital funding. This normal time-lag is a key reason for adopting a sign design standard as a guide. Over time, replacements and upgrades, following the standard, will show increasing cohesion throughout the community, and will help reinforce the village's branding. The sign strategy will also support raising capital funds through grant applications by demonstrating examples of sign projects.

Appendix A

Preliminary Information and Notifications

Preliminary Information for Burns Lake Sign Strategy Consultation

The information below provides a preliminary organization of the categories of signs that are typical for a community such as Burns Lake and the current examples of these categories of signs. A few preliminary issues have been identified.

The intent is to provide background information for the first consultation process. In preparing for the November 24th session, we have provided a few sample questions before hand:

1. Are you satisfied with the aesthetic character of the major entrance (portal) signs and would you want this character (natural wood) to carry through other types of signs?
2. Are there particular sign location issues that need attention through this sign strategy development?
3. Are there particular categories of signs (e.g. pedestrian wayfinding signs) that are missing?
4. Are there too many signs of a certain type, and are there specific locations that have too many signs?
5. What are the top two or three issues you would like addressed in the sign strategy?
6. Do you think there should be signs downtown, oriented to pedestrians, that provides more heritage and historical information about Burns Lake?
7. Do you think there should be signs downtown, oriented to pedestrians, that provides more information about the local First Nations people and their culture?
8. Do you think there are enough trail, recreation and interpretive signs?
9. Do you think the content of interpretive signs is still relevant and easily understood?

Preliminary Sign Categories:

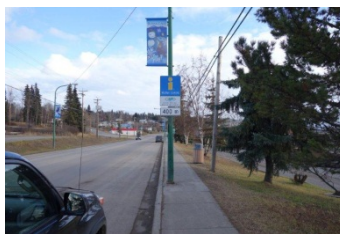
1. Entry Monument Signs

- Purpose – to welcome visitors and residents to Burn Lake
- Establishes an attractive brand conveying ties to wood and nature
- Enhances community pride



2. Highway Directional Signs

- Purpose – Direct visitors and residents to key amenities and facilities
- Should provide consistent visual character / aesthetic



Current potential issues:

- Not a consistent character / aesthetic /colour pallet
- Industrial Park sign in need of replacement
- Some signage not designed for highway (visual design speed)
- A lot of sign clutter along highway

3. Local Directional Signs



Current potential issues:

- Not a consistent character / aesthetic /colour pallet

4. Facility Signs

Purpose – Announce/confirm arrival at specific site or facility



Potential preliminary issues:

- No sign at new hospital or recreation centre
- Limited sign at City Hall
- Maintenance
- Multiple styles, materials, colours/fonts
- Not consistently recognizable as Burns Lake facility / site



5. Information Kiosks



Current potential issues:

- While there is a new information kiosk at the RV parking site, there may be other sites that would benefit from this type of sign structure

6. Interpretive / Informational Signs (Natural Features, Recreation, Heritage, First Nations)

Purpose – To provide information and explanation / create awareness & understanding



Preliminary Potential Issues:

- Maintenance / replacement
- Inconsistent styles



7. Advisory Signs

Purpose – To provide specific information on safety or regulations



Preliminary Potential Issues:

- Maintenance / replacement
- Inconsistent styles

8. Pedestrian Wayfinding Signs

Purpose – to provide visitor orientation and directional information about local shops, amenities and services.

Note – did not see any downtown pedestrian wayfinding signs.

9. Trail Marker Signs

Purpose – provide orientation and direction for pedestrians on trails.



Other Sign Strategy Considerations



Example of private sector following the form and character of the Village's portal entrance signs.



Potential to work with owner of mall in their capital planning in upgrading or replacing prominent sign.



Downtown improvements enhance resident and visitor experience; however, limited pedestrian wayfinding signs.



Potential issues to be addressed through Village's Sign Bylaw?



Significant amenity provided to attract visitors to spend more time in downtown, but limited highway signage to prepare visitors.

You are Invited to Review the Village Sign Strategy

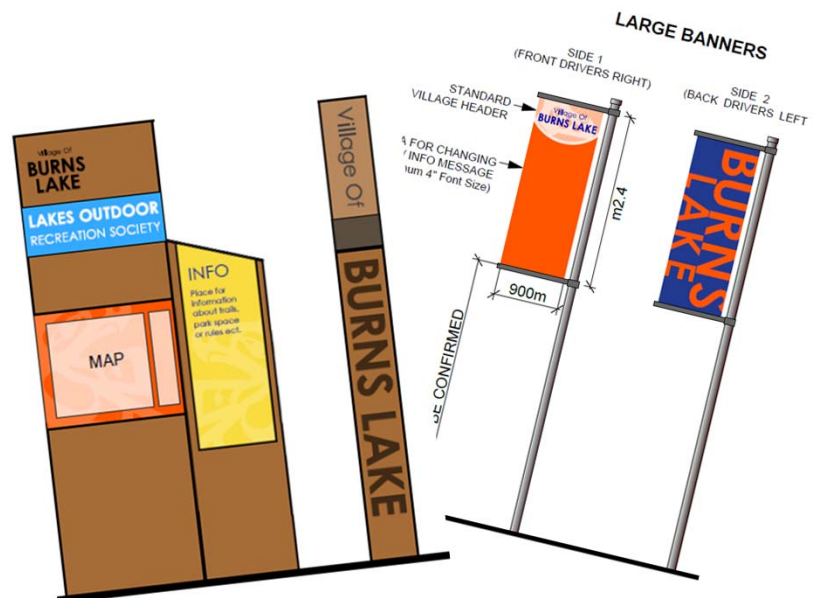
Where: Burns Lake Heritage Centre (540 Hwy 16)

When: Thursday March 10th, 5PM-8PM

Come and browse
the draft renderings
of proposed new
sign designs.

We look forward to
your comments and
feedback.

VILLAGE OF
BURNS
LAKE



Appendix B

Summary of Comments from November 24th Consultations & Open House

Summary of November 24th Consultations Village of Burns Lake Sign Strategy

1. Common observation that there is a lack of cohesion with all of the variety of current signage. Everyone is looking for a more consistent form and character for the signs (colour palette, font, graphic accents, materials)
2. Need to look at options that address the constraints from the MOTI sign requirements within their right-of-way
3. Need to provide consistency, but also provide for additional information for certain signs (e.g. sponsorship funders; recognizing volunteers)
4. Need to be able to easily update signs and remove or add information as needed
5. There is a lot of sign clutter along the HWY corridor and this needs to be cleaned up
6. The new kiosk at the RV parking site would be good to have pedestrian wayfinding information
7. Plaques for heritage buildings (Rectory, Anglican Church, LD news/old RCMP, Museum, old Hospital) are intended to be bronze – but the sign strategy could provide something different
8. The Village's Sign Bylaw seems to have the adequate tools to address problem signs (the issue is more about the City dealing with property owners to take down signs when a business closes)
9. Some MOTI signs need refurbishment
10. Spirit Square signs along hwy at the entrance portals have too much information and the font is too small for vehicle traffic
11. Need a better way of using signs in a way that lets the travelling public know of the amenities off the hwy (Spirit Square, Bike Park, lakes & fishing, camping, sani-station)
12. Part of the sign strategy should be about placement of signs about 30 km outside of BL to let travelers know "visit BL" and let them know about the bike park – should be creative using examples from what Fort St James has done
13. Need to look at the option of incorporating "mobile tagging" (QR "Quick Read" symbols) or bar codes for tourism and heritage signs allowing for additional information – however issue with non-Canadian travelers who have phone that don't work here or the cost for data downloading – look at pros and cons of technology – could be an add on as warranted
14. RV parking does not have a sign placed before the site
15. The use of banners for wayfinding and highlighting attractions may be a solution for key issues. Need to incorporate design for these
16. Sign strategy needs to have projects and improvements in priority to help with budget planning
17. Signs need to be low maintenance and relatively inexpensive
18. The BL MBA directional signs (green and white) get lost in the green vegetation backdrop. Need to suggest a different colour/design – some suggest that not a lot of BL MBA signs are needed as most serious bikers use the apps for directions and information – some signs may still be warranted – Visitor Centre gets lots of questions on directions to biking area indicating wayfinding signs are confusing ("should send them up 5th as more direct") – people with trailers stopping at the V.C.


looking for directions can be an issue with turning etc.

19. Interest in incorporating FN graphics into the sign design. There are 6 FN Bands in and around Village so it will be important to come up with a design that is inclusive/representative or is “generic” enough that it will be acceptable and supported by the FN Bands. May need to work with artists from each of the Bands – challenging to do so under current scope, budget and timelines of contract – will need to address as a separate initiative (a recommendation in report)
20. Fish and pit-houses could be incorporated into FN graphic as a common theme for the area – BL was a gathering spaces for many clans to meet and this might be something to consider for the graphic design – Squamish signs with cedar hats identified as a good example
21. LB Nation undertaking Aboriginal Tourism Strategy, and this should be considered in addressing FN graphic in the sign design
22. The use of FN language in signs – some interest, but recognize the challenges
23. Signs describing heritage of settlement of area could be interesting but should be a lower priority that information about current amenities and assets to keep travelers in BL longer
24. Could street signs be improved along the highway – e.g. faux wood with a heritage design – issues with cost and standards for reflectivity that would need to be addressed – another issues raised was the need for larger lettering on street signs along hwy to increase visibility
25. Once travelers are in BL, need to direct them to what we have to offer – getting highway travelers to stop – places such as the washroom building at Spirit Square Park could show more local attraction information (add info on China Nose climbing)
26. Industrial sign a high priority for replacement
27. Original design for portal signs was for squared timber frames rather than the large natural logs – need to avoid looking like Smithers though with their squared timbered signs
28. Not really attached to BL logo (used on municipal signs and cards etc.) so this could be modified for new graphics – blue pallet used currently may not be best for a winter city (cool colour) – others like contract between blue and white – some community members “want the fish back”
29. Should have more pedestrian wayfinding signs
30. V.C. indicates RV parking at College is confusing and needs better signage
31. Need a sign design that businesses could also buy-into (affordable)
32. Need to improve municipal campground signage – not in keeping with other signs
33. Need information kiosk (attractions etc.) at Spirit Square and/or RV Parking – highlighting free activities in area – how about an information kiosk at the mall?
34. The digital sign at the V.C. could be replaced with information signs. After hours information is limited and apps (smart phones) may only workable for some visitors
35. Sign characteristic – “we are shabby chic”, water, lakes, outdoors
36. Need certain signs to allow for changeable information (events)
37. Signs pointing to businesses off hwy (perhaps services available rather than name of business?)

Appendix C

Municipal Sign Asset Inventory & Condition Assessment





R. Radloff & Associates Inc.

Engineering, Planning & Consulting

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Prince George, B.C. V2M 1G4

Ph: (250) 562-6861, Fax: (250) 562-6826

STAMP

NO.	(YY/MM/DD)	BY	REVISIONS		ENG.

DESIGN BY	DATE
DA	16/04/08
DRAWN BY	DATE
EJG	16/04/08
CHECKED BY	DATE
SAR	16/04/08
APPROVED BY	DATE
DA	16/04/08

NO.	(YY/MM/DD)	BY	DRAWING ISSUE		ENG.

CLIENT

Village of Burns Lake

SCALE	1:6000	SCALE	
HORIZ.		VERT.	
SHEET	1	OF	2
ENG PROJECT NUMBER	402-006-15		

PROJECT

Sign Strategy

SHEET TITLE

NORTH SITE PLAN

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STAMP

NO.	(YY/MM/DD)	BY	REVISIONS		ENG.

DESIGN BY	DATE
DA	15/11/24
DRAWN BY	DATE
EJG	15/11/24
CHECKED BY	DATE
SAR	15/11/24
APPROVED BY	DATE
DA	15/11/24

NO.	(YY/MM/DD)	BY	DRAWING ISSUE		ENG.

CLIENT

Village of Burns Lake

SCALE	1:6000	SCALE	
HORIZ.		VERT.	
SHEET	2	OF	2
ENG PROJECT			
NUMBER	402-006-15		

PROJECT

Sign Strategy

SHEET TITLE





SOUTH SITE PLAN





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Village of Burns Lake – Inventory & Condition of Municipal & Tourism Signs (November 2015):

Condition Ratings (5-New/Excellent; 4-Very Good; 3-Good; 2-Fair; 1-Poor; 0-End of Life/Missing)

Note: Where “No Picture” is indicated, this means that the picture was a duplicate of the same sign, or was a picture from the stock that was not a municipal or tourism sign.



Pic No.	Map No.	General Location	Materials & Condition	Picture
1	1	Rod Reid Park	Wood; carved wood; wood posts; Condition=3	
2	1	Rod Reid Park	Same as above	
3	1	Rod Reid Park	Metal; painted Condition=5	
4	1	Rod Reid Park	Wood; acrylic overlay Condition= 0	

Pic No.	Map No.	General Location	Materials & Condition	Picture
5	1	Rod Reid Park	Same as 4	
6				Same as 7
7	2	Trailhead/parking lot for Rod Reid Park	Various signs: metal; wood; painted; acrylic Average Condition = 3/4	
8	2	Trailhead/parking lot for Rod Reid Park	Same as 7	
9	2	Trailhead/parking lot for Rod Reid Park	Acrylic Condition 3	

Pic No.	Map No.	General Location	Materials & Condition	Picture
10	2	Rod Reid Park	Wood; acrylic Condition= 1	
11				No Picture
12	3	Corner of Gowan Rd and 9 th Ave.	Metal, painted Condition = 4/5	
13-16				No Picture
17	4	On highway 16 east bound	Metal, painted; wood post Condition 3	
18	4	On highway 16 east bound	Metal, painted; wood post Condition 3	
19-20				No Picture

Pic No.	Map No.	General Location	Materials & Condition	Picture
21	5	Near Eighth Ave intersection	Metal, painted; metal post Condition=4	
22	6	Cemetery	Concrete; wood Condition=3/2	
23	7	Highway entrance portal eastbound	Metal, painted; metal posts Condition=2	
24				No Picture
25	7	Highway entrance portal eastbound	Wood timbers; wood; rock Condition=3	

Pic No.	Map No.	General Location	Materials & Condition	Picture
26	7	Highway entrance portal eastbound	Wood timbers; wood; rock Condition=3	
27	7	Highway entrance portal eastbound	Wood; acrylic Condition=3	
28				No Picture
29	8	Highway eastbound	Painted metal Condition=4	
30				No Picture
31	9	Highway eastbound	Painted metal Condition 4	

Pic No.	Map No.	General Location	Materials & Condition	Picture
32	10	Highway eastbound	Painted metal; metal post Condition=3/2	
33	11	Highway eastbound	Painted metal; metal post Condition=4	
34-36				No Picture
37	12	On Tourism Office	Painted corrugated plastic sheet Condition=5	
38				No Picture
39	12	Museum sign	Wood frame; sign material unknown (painted) Condition=3	

Pic No.	Map No.	General Location	Materials & Condition	Picture
40	12	Museum sign	Wood; acrylic; carved wood Condition=4/5	
41	13	Rotary Park	Carved wood; brass insert; paint; wood posts Condition=3	
42 & 43	14	RV Parking	Wood; acrylic; concrete (post supports); metal roof Condition=5	
44	14	RV Parking	Painted metal; metal post Condition=5	

Pic No.	Map No.	General Location	Materials & Condition	Picture
45	14	Near RV Parking	Wood; timbers; metal roof; concrete post supports Condition=4/5	
46	14	Historic Tweedsmuir Park sign	Brass Condition=4/5	
47				No Picture
48	14	RV Parking	Painted metal; metal post Condition=5	
49	15	Downtown	Carved wood Condition=3/2 (damage to antlers)	
50				No Picture

Pic No.	Map No.	General Location	Materials & Condition	Picture
51	15	Downtown	Carved wood Condition=4	
52	15	Pioneer Park	Carved wood Condition=3/2	
53	15	Pioneer Park	Brass Condition=4	

Pic No.	Map No.	General Location	Materials & Condition	Picture
54	15	Downtown	Carved wood Condition=4	
55	16	EV Station downtown	Painted metal; metal post Condition=5	
56	16	EV Station downtown	Painted metal; metal post Condition=5	





Pic No.	Map No.	General Location	Materials & Condition	Picture
57	16	Downtown	Carved wood Condition=4	
58	17	Highway eastbound	Painted metal; metal post Condition=2	
59				No Picture
60	17	Highway eastbound	Painted metal; metal post Condition=4	
61	17	Highway eastbound	Painted metal; metal post Condition=5	

Pic No.	Map No.	General Location	Materials & Condition	Picture
62	17	Highway eastbound	Painted metal; metal post Condition=2	
63				No Picture
64	18	Highway portal entrance westbound	Wood timber; rockwork; metal post; wood sign Condition=3	
65	18	Highway portal entrance westbound	Wood timber; rockwork; metal post; wood sign Condition=3	
66	18	Highway portal entrance westbound	Wood; acrylic Condition=3/2	
67-69				No Picture

Pic No.	Map No.	General Location	Materials & Condition	Picture
70	19	Highway entrance to industrial park	Wood; painted wood and metal signs Condition=1	
71				No Picture
72	20	Highway westbound	Painted metal Condition=1	
73	18	Highway portal entrance westbound	Painted metal; metal posts Condition=4	
74				No Picture

Pic No.	Map No.	General Location	Materials & Condition	Picture
75	21	Highway westbound	Painted metal; wood posts Condition=1	
76				No Picture
77	21	Highway westbound	Painted metal; metal post Condition=1	
78	21	Highway westbound	Painted metal; metal post Condition=2	
79	22	Rotary Park – Spirit Square	Carved wood; paint; wood posts Condition=4	

Pic No.	Map No.	General Location	Materials & Condition	Picture
80	22	Spirit Square	Wood timber; wood; rockwork; metal roof Condition=4	 A wooden archway structure made of logs and stone pillars, with a sign that reads "BURNS LAKE SPIRIT SQUARE RADLEY GATEWAY". It is located in a park area with a playground and a lake in the background.
81	22	Spirit Square	Wood; painted wood; wood posts Condition=3/2	 A wooden sign for "RADLEY PARK & PLAYGROUND" featuring a circular logo with a canoe and trees. The sign is mounted on wooden posts in a grassy area with a playground in the background.
82	22	Spirit Square	Brass Condition=5	 A large, rectangular brass plaque mounted on a stone base. It contains a list of names and amounts under the heading "THANK YOU TO THE FOLLOWING FOR YOUR GENEROUS DONATIONS TO THE RADLEY PARK AND PLAYGROUND". The plaque is set in a park area with a playground in the background.
83	22	Spirit Square (Washroom Building)	Wood; acrylic Condition=4	 A wooden board displaying various community events and advertisements. It includes a section for "CANADA DAY CELEBRATIONS" and "STREET VENDORS". The board is mounted on a wall in a park area.

Pic No.	Map No.	General Location	Materials & Condition	Picture
84	22	Spirit Square (Washroom Building)	Painted metal base sign (?); acrylic overlay Condition=4	
85	22	Spirit Square	Painted metal; metal posts Condition=4	
86	22	Spirit Square	Wood timbers; wood; metal roof Condition=4	
87	22	Skate Park	Painted metal; metal post Condition=4	





Pic No.	Map No.	General Location	Materials & Condition	Picture
88	23	North Franscois Hwy (northbound)	Painted metal; metal post Condition=2/1	
89	22	Spirit Square	Brass Condition=5	
90	24	Municipal Campground	Various sign materials; painted metal; wood Condition=4	

Pic No.	Map No.	General Location	Materials & Condition	Picture
91	23	Turn-off for Pioneer Way	Painted metal; metal post Condition=1	
92				No Picture
93	25	Railway Ave	Painted metal; metal post Condition=2	
94	26	Sani-dump Station	Painted metal; wooden post Condition=4	
95	26	Painted metal; metal post	Painted metal; wooden post Condition=2	

Pic No.	Map No.	General Location	Materials & Condition	Picture
96	27	Municipal Hall	Carved wood Condition=2	
97				No Picture
98	27	Fire Hall	Painted metal Condition=3	
99-100				No Picture
101	28	North Franscois Hwy near Gerow Island Rd	Wood timber; painted wood; metal roof Condition=3	
102	28	North Franscois Hwy near Gerow Island Rd	Same as 101	

Pic No.	Map No.	General Location	Materials & Condition	Picture
103	29	8 th Ave near Centre Street	Painted metal; metal posts Condition=5	
104	30	8 th Ave past Carroll Street	Painted metal; metal posts Condition=5	
105	31	8 th Ave near 9 th Ave.	Painted metal; metal posts Condition=5	
106	33	Rod Reid Park	Missing sign; wood post Condition=0	

Pic No.	Map No.	General Location	Materials & Condition	Picture
107	32	Rod Reid Park	Brass Condition=5	
108	34	Rod Reid Park	Wood; acrylic Condition=2	
109	35	Rod Reid Park	Metal Condition=1	
110	36	Rod Reid Park	Carved & painted wood; wood posts Condition=3	

Pic No.	Map No.	General Location	Materials & Condition	Picture
111	37	Rod Reid Park	Wood; acrylic Condition=1/0	
112	38	Rod Reid Park	Painted metal; wood post Condition=2	
113	39	Rod Reid Park	Wood; acrylic Condition=0	
114	40	Rod Reid Park	Wood; acrylic Condition=1	

Pic No.	Map No.	General Location	Materials & Condition	Picture
115	41	Rod Reid Park	Wood; acrylic Condition=2/1	
116				No Picture
117	42	Rod Reid Park	Wood; acrylic Condition=1	
118	32	Rod Reid Park	Brass Condition=5	

Appendix D

Summary of Ministry of Transportation and Infrastructure's Signage Policy

Summary of Ministry of Transportation & Infrastructure Signage Policy:

What is allowed for signs within the right of way (placement, size, colours, information, symbols, and other standards)?

Private Enterprise Signs – It appears from a preliminary review of the Acts, Regulations and Policies that few if any private enterprise signs are allowed within the provincial highway right of way. If they are permitted then it is only with a special permit under the Joint Ministry (Tourism and Transportation) Service & Attraction Sign Program and it must conform to the provincial 'blue and white sign and symbol' standard outlined in the manual – privately produced signs are not permitted.

Local Government Signs – It also appears that local government signage unique to the local government is not permitted within the provincial highway right of way. Any information that a local government may wish to convey to residents or visitors must be on signs that are produced (upon application) by the Ministry of Transport or under the Joint Ministry Service and Attraction Sign Program and must conform to the standard "blue and white" signs. There is a specific list of information signs that the Ministry will produce and place for local governments and a list of information signs that they will not produce and therefore, are not allowed in the provincial highway right of way. Under the Joint Ministry Service & Attraction Sign Manual there is also a (restricted) list of private enterprise signs that will be permitted in the provincial right of way but they will be provided by the Ministries (upon application) under their program conforming to the provincial 'blue and white sign and symbol' standard.

As such, details on 'the placement, size, colours, information, symbols and other standards' used for signs placed within the provincial highway right of way are really straightforward. Signs placed in the provincial highway right of way will be produced by the Ministry, will contain only information approved by the Ministry and will conform to their standard (these sign standards are available in online manuals).

Confusion about Exceptions – In the Provincial Public Undertakings Regulation of the BC Transportation Act, restrictions on the placement (height and distance from a property line) of buildings, plants, signs or other structures are outlined in Part 3 Section 12 as follows: "An owner, occupier or lessee of land must not, without the consent of the minister, place or cause or allow to be placed any building, trailer, mobile home or other structure within the following distance from the property line fronting on any arterial highway within a municipality or on any highway in unorganized territory (distances are outlined in subsections (a) and (b))." This is confusing. It states earlier in the Act that you cannot place anything in the provincial right of way and that you can't even place anything close to the right of way without the Minister's permission. But then, in its 'Policy Manual for Supplemental Signs', the Ministry of Transportation defines supplemental signs as those: "That typically are not considered standard traffic signs including: Ministry signs, generally with special directional or informational messages and; signs provided, permitted or otherwise sanctioned by policy for the purposes of other ministries, agencies, groups, facilities or businesses".

So there may in fact be circumstances where an exception can be made to allow a non-Ministry produced sign to be placed in the provincial highway right of way but this possibility needs to be checked with Ministry staff before going any further. If a proponent (private or local government) were able to get permission to place a non-Ministry of Transportation sign in the right of way then it would probably be based upon a very specific variance and it would need to be done in consultation with Ministry of Tourism and Ministry of Transportation.

If Burns Lake wants to remove or change Ministry signs within the right of way what is the process (e.g. want to reduce the cluttering of signs)?

The Village may be able to influence what information is presented on provincial highway signs but it will likely be unsuccessful influencing what the signage looks like and where it is located. There are a number of things that the Ministry will put signs up for that might support the Village's interest in drawing attention to particular things but the Ministry will only do this upon application and will likely only be able to use provincial standards (not Village ones) for appearance and the information must be eligible for inclusion.

Would BL be able to put up "banner signs" on light standards within the MOTI right of way?

Yes, banner signs on Ministry light posts are permitted by the Ministry of Transportation's Policy Manual for Supplemental Signs as follows:

Vertical Banners Applicable Policy and Background

Fabric vertical banners may be installed by communities on semi-permanent supports and Ministry luminaire poles, under permit.

Procedures

The applicant must undertake in writing to accept all liability for damage incurred as a result of the banners or supports.

The installation specifications are outlined in Traffic & Electrical Bulletin # HE94003

Banner messages must be essentially non-commercial. However, a corporate sponsor's name or logo may form part of the message but should be limited to 10% of the banner area.

The Ministry may insist on the removal of banners improperly placed or in poor condition and may disallow messages considered inappropriate.

Banners should be removed as soon as practicable after the completion of an event, but supports may remain if intended for future use.

Banners will only be approved on highways when the speed limit is 60 km/h or lower.

Background:

The Village of Burns Lake signage project proposes work and structures that would ordinarily be governed only by the requirements of municipal/local government bylaws, but the designation of the main road through town as a provincial highway adds an additional layer of governance. The following summary includes the relevant excerpts from the Act, Regulations and Policy (and Manuals) describing the provincial and municipal jurisdictions regarding sign placement in the provincial highway right of way.

Motor Vehicle Act

Part 3 of BC's Motor Vehicle Act addresses the placement of signs at the sides of roads in the province as follows:

Section 124

(1) The council of a municipality may, by bylaw not inconsistent with or derogatory to this Part, provide for the following:

(m) the regulation, control and prohibition of erection or maintenance, or both, of signs, advertisements or guide posts on or over highways other than arterial highways in the municipality, and their alteration, repainting, tearing down or removal without compensation to any person for the loss or damage that results;

Section 209

(2) The Lieutenant Governor in Council, on the recommendation of the minister responsible for the administration of the Transportation Act, may make regulations providing for

(a) the erection and maintenance on highways of signs and guide posts approved by the minister responsible for the administration of the Transportation Act;

(b) the preservation of signs and guide posts erected on highways;

Section 214

(1) Subject to this section, a person must not erect or maintain, or cause to be erected or maintained, a sign, advertisement or guide post on or over

(a) an arterial highway or a highway in rural area, except with the approval of the minister responsible for the administration of the Transportation Act,

(b) a highway, other than an arterial highway in a municipality, except in accordance with the bylaws of the municipality, or

(c) a highway within treaty lands, except in accordance with the laws of the treaty first nation.

(2) The minister responsible for the administration of the Transportation Act may cause a sign, advertisement or guide post erected or found on or over a highway, whether erected with or without the minister's approval, to be

altered, repainted, torn down or removed from the highway without compensation to any person for loss or damage resulting from the alteration, removal or destruction.

(3) Except as provided in subsection (2), a person must not tear down, remove, displace, deface or in any way interfere with a traffic control device or guide post erected on a highway by or with the approval of the minister responsible for the administration of the Transportation Act.

(4) A person must not erect or replace signs or sign boards, and must not paste or paint signs, notices or advertising devices, within a distance of 300 m from the boundary line of a highway in the rural area of British Columbia.

(5) A person, who is the owner, occupier or lessee of land, must not permit or allow the erection or maintenance of a sign, sign board or advertising device on the land owned, occupied or leased by the person if the sign, sign board or advertising device is erected or maintained within a distance of 300 m from the boundary line of a highway in the rural area of British Columbia, except with the approval of the minister responsible for the administration of the Transportation Act or a person authorized by the minister in writing.

Provincial Public Undertakings Regulation

In the Provincial Public Undertakings Regulation of the BC Transportation Act, restrictions on the placement (height and distance from a property line) of buildings, plants, signs or other structures are outlined in Part 3 as follows:

Section 12

An owner, occupier or lessee of land must not, without the consent of the minister, place or cause or allow to be placed any building, trailer, mobile home or other structure within the following distance from the property line fronting on any arterial highway within a municipality or on any highway in unorganized territory:

- (a) if a public lane or alley provides secondary access to the property, 3 m;
- (b) in any other case, 4.5 m.

Section 13

An owner, occupier or lessee of land at the intersection of

- (a) an arterial highway in a municipality or any highway in unorganized territory, and
 - (b) any other highway,
- must not grow or place, or cause or allow to be grown or placed, within the sight triangle on that land, any signs or structures or trees or other plants, with horizontal dimension exceeding 0.6 m, unless
- (c) the person has the consent of the minister to do so, or
 - (d) an eye 0.9 m above the surface elevation of one highway can, by looking directly over the sign or structure or tree or other plant, see an object 0.9 m above the surface elevation of the other highway.

Additionally, there are restrictions and requirements for 'sight triangles' outlined in Section 11 of the regulation affecting the placement of signage.

Policy Manual for Supplemental Signs

The types and locations of signs contemplated in the Village's project are in some cases referred to by the BC Ministry of Transportation as "Supplemental Signs". In its "Policy Manual for Supplemental Signs", the Ministry of Transportation defines supplemental signs as those: "That typically are not considered standard traffic signs including: Ministry signs, generally with special directional or informational messages and; signs provided, permitted or otherwise sanctioned by policy for the purposes of other ministries, agencies, groups, facilities or businesses"². The key idea in this definition is that signs other than the Ministry's own signs must be permitted or otherwise sanctioned by policy. In some cases, this may involve only the Ministry of Transportation, its policy and decision maker but in other specified cases another Ministry, its policy and decision maker are involved. The definition also leads to the idea that signs proposed for location within the provincial right of way that are not approved or sanctioned by a Ministry will not be permitted.

² From: BC Ministry of Transportation "Policy Manual for Supplemental Signs" (2005 p.5).

Facilities or Enterprises Ineligible for Signs

In Appendix A of the Ministry's manual, facilities or enterprises that are ineligible for signs within the right of way are outlined. These signs can be located on private or other land but they cannot be located within the provincial highway right of way. The manual is very clear that signs will not be permitted or installed for any private venture enterprise with the caveat "Unless the establishment meets the criteria established under the Service and Attraction Sign Policy or the Manual of Standard Traffic Signs, Chapter 4 Major Traffic Generators". Additional signs that the Ministry will not permit in its right of way include those for: cemeteries (with some exceptions including those of historical significance), memorial markers, municipal parks, political/ philosophical messages (except election posters) and snowmobile crossings.

There appears to be some confusion about privately produced and Ministry produced signs here. Given that we have already established that private signs are prohibited in the right of way, it appears that some Ministry produced signs with private enterprise information, consistent with the Service and Attraction Sign Policy will be permitted in the right of way. Signs applied for Ministry production that contain information for ineligible facilities or enterprises or private signs will not be permitted and private signage must be located a certain distance from the margin of the right of way, consistent with the Act and depending upon whether it is in an 'organized' or 'unorganized' area defined by the Ministry.

Signs Eligible for Permit

Signs such as those alerting the public to radio stations, churches, boating restrictions, business identification and points-of-sale, farmers markets, and a number of other signs have specified policy and procedure instructions (often involving other Ministries) outlined in the Transportation Ministry's "Policy Manual for Supplemental Signs". These specific categories of signs have specs for their construction as well. Any signs located within its right of way that do not fall into one of these specific categories, appear to be covered in the Ministry's "Area Promotional Signs" policy.

Area Promotional Signs Applicable Policy and Background:

This would likely fall under the policy regarding Area Promotional Signs which reads: "The Ministry will allow signs, under permit, in pullout locations and possibly as a segment of Community Entrance Signing Programs, to promote the facilities, attractions and points of interest available in particular geographical areas. The Ministry does not supply and install support systems for Area Promotional signs"³. The Ministry explains that "these signs are intended for areas that may be missed by tourists because the areas are on side roads, dead-end roads, or where communities are widely dispersed within rural municipalities". Under this policy, the Ministry distinguishes between 'organized' or 'unorganized' areas. Whether the Ministry defines the Village of Burns Lake as organized or unorganized does not appear to limit the objectives of the project though, the outcome will likely be the same. One organization (the Village) will "represent the majority of the tourist-oriented businesses within an area".

Procedures

The Ministry of Transportation refers prospective applicants to Tourism British Columbia for sign design and specifications covered in this Ministry's policy regarding supplemental signs. Exceptions to this referral exist for certain types of signs, included in the Tourism Ministry's policy Manual for Supplemental Signs. These exceptions have in some cases, specialized approval processes and procedures, but in many cases involve an application to the District Highways Manager.

Business Identification and Point-of-sale Signs Applicable Policy and Background

Business Identification and Point-of-sale signs may be erected, without permit, on the business properties, adjacent to highways in unorganized areas.

³ From: BC Ministry of Transportation "Policy Manual for Supplemental Signs" (2005 p.8).