

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: March 9, 2026
TO: Mayor and Council
FROM: Wayne Berg, Acting Director, Planning & Development Services
SUBJECT: Sign Bylaw Review

RECOMMENDATIONS

THAT Council:

1. Receive the March 9, 2026 Corporate Report from the Acting Director of Planning & Development Services, titled “Sign Bylaw Review” for consideration;
 2. Direct staff to retain the services of a consultant to undertake the sign bylaw review; and
 3. Allocate up to \$60K from the 2026 Operating Contingency for the sign bylaw review.
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EXECUTIVE SUMMARY

This report requests Council direction to retain the services of a consultant to support Council’s Strategic Priority to conduct a Sign Bylaw Review.

PREVIOUS COUNCIL DIRECTION

At the February 9, 2026 regular meeting, Council received a delegation from local business owners seeking special consideration from the sign bylaw requirements and from standard application procedures for additional fascia signage at their business location.

Council passed the following resolution:

Motion # & Meeting Date	Motion Details
2026-082 February 9, 2026	THAT Council direct staff to bring forward an amendment to the City's Sign Bylaw that would address concern in regard to additional signage at 1122 Vidal Street. <p style="text-align: right;">CARRIED</p>

INTRODUCTION/BACKGROUND

There are twenty (20) projects in Council’s strategic priorities for the current Council term, which are allocated to the Planning & Development Services Department. Several of them require a comprehensive bylaw review and re-drafting or require significant study and consultation.

Six (6) of these projects are 100% complete:

- Assess long-term land use and density in Uptown (town centre) along North Bluff Road, from Oxford Street to Finlay Street, in consultation with Surrey's approved Semiahmoo Plan.
- Encourage "missing middle housing" (e.g. duplexes, triplexes, small townhouses, coach houses) through infill development in established neighborhoods to provide more housing options for families.
- Develop an affordable housing strategy to support the creation of appropriate affordable housing options through future development.
- Add up to four (4) full-time building permit staff over four (4) years.
- Review the Planning Procedure Bylaw for opportunities to streamline the planning approval process.
- Consider strategy and review bylaw rules for short-term rentals.

In the year following the 2022 municipal elections, the Provincial Government implemented several new legislative requirements relating to housing, requiring significant staff attention and resources to focus on zoning bylaw and OCP updates, by set deadlines. As a result, in addition to maintaining application review and processing as a priority in both the planning and building divisions, staff's ability to focus on more of Council's strategic priorities was limited.

Sign Bylaws

The City's Sign Bylaw No. 1963 was adopted in 2012 and was last amended in October 2023 (Appendix A). The purpose of a Sign Bylaw is to ensure that signage regulations are appropriate and balanced for both businesses and the community, and to prevent an over-proliferation of signage throughout the City. Sign bylaws are intended to reflect and enhance the City's desired aesthetic standards, support local business visibility, ensure pedestrian and traffic safety, and enable fair and consistent enforcement of signage regulations.

Typically, when the City undertakes a Sign Bylaw review, it is a comprehensive process. It involves assessing industry best practices, signage trends, and emerging technologies, and comparing regulations across municipalities. If staff were to move directly to amending fascia sign regulations per the Council resolution on February 9, 2026, without this broader review, the bylaw would not benefit from this level of due diligence and may lead to community concern or dissatisfaction.

Sign Bylaw Review

Staff see value in undertaking a comprehensive update, as the current bylaw has become increasingly dated and challenging to administer. In addition to being identified as a Council's Strategic Priority, and Council's recent direction for amendments to the Sign bylaw, staff recommend that Council consider retaining the services of a consultant to support the review. At this time, staff resources continued to be allocated to the OCP update, development applications (building and planning), supporting the Housing Advisory Committee, the newly established Economic Development and Marine Drive Committee and other legislated requirements related to both Housing Targets and Bills 44 & 46, including upcoming work for inclusionary zoning and Amenity Cost Charges.

A consultant would support the following minimum requirements as part of the sign bylaw review process:

1. Review of the City's existing Sign Bylaw.
2. Comparative review of sign bylaws from other local municipalities and relevant industry standards/best practices.
3. One community engagement component, which may be delivered as:
 - o a community survey, or
 - o a public open house (virtual or in-person); or
 - o Other format.
4. Preparation of a draft updated Sign Bylaw based on findings and engagement feedback.

FINANCIAL IMPLICATIONS

Staff have requested high-level estimates for such a review from various Lower Mainland area consultants. At the time of report preparation, only one (1) estimate was provided, in the range of approximately \$48K to \$60K, depending on the level of community engagement. These estimates do not include the costs for the time that will be required from both planning and building staff to support the project. Staff will request formal quotes in accordance with the City's Purchasing Policy prior to engaging a consultant.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Staff recommend that a community engagement component be included as part of the review process.

ALIGNMENT WITH STRATEGIC PRIORITIES

A review of the City's Sign Bylaw is one of the 2023-2026 Council Strategic Priorities.

OPTIONS / RISKS / ALTERNATIVES

The following alternative options are available for Council's consideration:

1. Direct staff to proceed with the fascia sign amendments only, without the benefit of the complete review.
2. Direct staff not to proceed with any review of the Sign Bylaw until such time as staff capacity allows.

CONCLUSION

To support a comprehensive review of the Sign Bylaw, and to ensure that any proposed changes are reflective of current standards and practices, and community need, staff recommend that Council consider retaining the services of a consultant to enable the project to move forward.

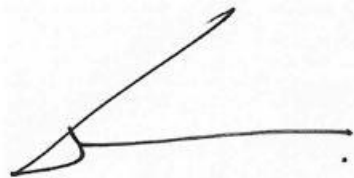
Respectfully submitted,



Wayne Berg
Acting Director, Planning & Development Services

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Sign Bylaw No. 1963