

**District of North Saanich
Community Stewardship Commission**

Regular Meeting

**Wednesday, February 26, 2020 at 2:00 p.m.
Council Chambers
1620 Mills Road**

(Please note that all proceedings are recorded)

AGENDA

PAGE NO.

- 1. WELCOME AND INTRODUCTION OF MEMBERS**
- 2. ELECTION OF CHAIR AND VICE CHAIR**
- 3. APPROVAL OF AGENDA**
- 4. ADOPTION OF MINUTES**
 - (a) Minutes of the meeting held October 23, 2019 2 - 3
[2019-10-23 Minutes](#)
- 5. REFERRALS**
 - (a) Proposed Council Policy for Sponsorship Signage in District Parks 4 - 13
(Referred by: Council for comments)
[Sponsorship Signage Policy - Parks](#)
- 6. NEW BUSINESS**
 - (a) Appointment of liaison to Community Agricultural Commission
 - (b) Appointment of liaison to Community Planning Commission
- 7. ADJOURNMENT**

SUBJECT TO ADOPTION

DISTRICT OF NORTH SAANICH

**Minutes of the Meeting of the
Community Stewardship Commission**

Wednesday October 23, 2019 at 2:00 p.m.

PRESENT:

Chair	F. Mailhot
Members	V. Kreiser
	A. Burgoyne
	D. Dancik
	R. Imrie
	P. Young
Council Liaison	M. Weisenberger

Director of Planning and Community Services	A. Berry
Planner	C. Rimell
Commission Secretary	C. Gotto
Community Planning Commission Liaison	S. Rowed

ABSENT:

Member	J. Thorp
	M. Brownlie
	W. Schiewe

The meeting was called to order at 2:00 p.m.

1. Approval of Agenda

MOVED BY: D. Dancik
SECONDED BY: P. Young

6-CSC That the agenda be approved as circulated.

CARRIED

2. Approval of Minutes:

MOVED BY: R. Imrie
SECONDED BY: D. Dancik

7-CSC That the minutes of the meeting held May 22, 2019 be approved

CARRIED

3. REFERRALS

- a.) Draft Regional Context Statement – Proposed Bylaw No. 1485.
(Referred by: Council for comments)

The Director of Planning and Community Services gave an overview of the Regional Context Statement Proposal and address questions from the Commission.

The Director of Planning and Community Services and the Planner provided clarification in regards to the Draft Regional Context Statement and the Official Community Plan and addressed questions from the Commission.

MOVED BY: P. Young
SECONDED BY: A. Burgoyne

- 8-CSC The Commission recommends that Council adopt the OCP Bylaw Amendment No. 1485 and that staff reference in the Regional Context Statement the following properties:
- a.) Center for Plant Health as an agricultural resource and employment generator;
 - b.) Ocean Sciences as an employment generator; and
 - c.) 443 Squadron as an employment generator.

CARRIED

4. ADJOURNMENT

MOVED BY: A. Burgoyne
SECONDED BY: F. Mailhot

- 9-CSC That the meeting be adjourned at 3:36 p.m.

CARRIED

CERTIFIED CORRECT

APPROVED AND CONFIRMED

Recording Secretary

Curt Kingsley
Director, Corporate Services



**District of
North Saanich**

MEMORANDUM

To: Community Stewardship Commission

From: Anne Berry
Director, Planning & Community Services

Date: February 10, 2020

Re: Proposed Council Policy for Sponsorship Signage in District Parks

Introduction:

At the February 3rd, 2020 Regular Meeting, Council considered a proposed new sign bylaw and a draft policy for sponsorship signage in municipal parks. Council has referred the proposed policy to the Community Stewardship Commission for comment.

Background:

In January 2020 Council received a presentation and request from the Friends of the North Saanich Mountain Bike Society for sponsorship sign accommodation in the Free Ride Park at 10180 Littlewood Road. Prior to that presentation, staff were in receipt of the same request, and have been in discussions with the North Saanich Mountain Bike Society representatives since September 2019. Staff recognizes that sponsorship signage is frequently used in parks throughout the province and is a widely accepted practice. As a concurrent review of the District's sign bylaw was already in process, staff have made accommodations within the draft sign bylaw to permit sponsorship signs, but have recommended that implementation be in accordance with a new proposed Council policy regarding sponsorship signage in District parks. The proposed policy is appended as Attachment A.

Within the draft bylaw, a definition for sponsorship signs has been introduced and sponsorship signs are permitted without a sign permit with the exception of freestanding sponsorship signs. As freestanding signs are structural in nature staff recommend a permit application process, however; as they are associated with fundraising for the benefit of the community, staff have recommended that no fee be charged for these signs.

Proposed Council Policy-Sponsorship Signage in District Parks:

As noted above, staff and Council have received a request from The Friends of North Saanich Mountain Bike Society for the District to permit the placement of sponsorship signage in the North Saanich Free Ride Park. A copy of the request submitted to staff in September 2019 is appended to this report as Attachment B. Council received a presentation on the same matter at the January 20th, 2020 Regular Meeting.

Staff recognizes that the request for sponsorship signage in one municipal park will potentially trigger requests for similar signage in other parks within the municipality. In order to manage these requests staff have prepared a policy for Council approval. The policy sets parameters for appropriate sign content, placement and maintenance. It also ensures that authorization for signage to be located within the park is necessary from Council before

the signs can be placed, and includes provisions for externally facing signage to be a decision of Council as this type of signage will have the greatest impact on the public.

The policy is intended to apply to District owned or leased park lands and facilities. It is not intended to apply to sponsorship signage located within facilities not operated or maintained by the District so as not to conflict with existing approvals (ex: Panorama Recreation Facility). At this point the policy has been drafted to include only the North Saanich Free Ride Park. Should further requests be submitted, each new request would be brought forward to Council for approval.

Proposed Modifications to draft Policy:

At the February 3rd, 2020 meeting the following changes to the policy were proposed. This will be incorporated into the policy when staff reports back to Council:

- A revision to the maximum size of the freestanding sign to better accommodate the proposed banner sizes.
- Deletion of the words “boundary fencing” in point #5
- Provision of greater specificity in point #4 regarding sign placement on fence panels
- Correction of two typographical errors in the last two paragraphs of the policy

In addition to the proposed policy, a copy of the request submitted by the Friends of the North Saanich Mountain Bike Park Society is also appended for reference as Attachment B.

Purpose:

This request has been forwarded to the Commission for discussion and advisory comments in advance of Council consideration of the policy.

Respectfully submitted,



Anne Berry
Director of Planning & Community Services

Attachments:

- A: Draft Council Policy: Sponsorship Signage in District Parks
- B: Friends of North Saanich Mountain Bike Park Society Request for Sponsorship Signage

DISTRICT OF NORTH SAANICH

SECTION NO.	SECTION NAME:	POLICY NO.
5000	PARKS	5001.3

SUBJECT: SPONSORSHIP SIGNAGE IN DISTRICT PARKS

POLICY STATEMENT:

The District of North Saanich acknowledges that local sports and community organizations contribute to the delivery of a variety of recreational activities in the community and that these groups often rely on a significant volunteer base to support the provision of these services. Sponsorship signage is a means by which these organizations can raise funds to cover their operating budgets and to assist in the provision of recreational activities which are of benefit to the community. The District wishes to support the efforts of these volunteer groups by implementing a policy to permit and guide sponsorship signage.

PURPOSE:

The purpose of this policy is to provide standards and an approval process for sponsorship signage in District parks, in order to ensure a consistent decision-making approach for requests for sponsorship signage.

This policy applies to District owned or leased park lands and facilities. This policy does not apply to sponsorship signage located within facilities not operated or maintained by the District.

Proposed sponsorship signage which does not comply with the terms of this policy will be required to be revised so that it meets the approved criteria or will require approval from Council.

The policy should be reviewed and revised as necessary given changing circumstances in the community.

DEFINITIONS:

For the purpose of this policy, "Sponsorship Signage" means all permanent and temporary board, notice, structure, banner or similar displaying the logo or name of a business that supports the recreational activity or facility.

AUTHORIZED BY: COUNCIL
EFFECTIVE DATE: 2020
LAST AMENDED: ----

APPROVED LOCATIONS:

- North Saanich Free Ride Park

SIGN CRITERIA:

1. No sign shall advertise or promote gambling, drugs, tobacco or alcohol related products or trademarks, electoral/political material or other graphics or wording deemed offensive or discriminatory to others, or inappropriate for younger age groups.
2. Signage must be professionally produced to a high standard and must be the same dimension throughout the sports facility.
3. Signage must be aimed at spectators and not outside of the park perimeter or at passing traffic, unless specifically approved by Council.
4. Signage fixed to fencing must not extend above or below the fence, and must not exceed 25% of the area of the fence on which it is attached.
5. Signage is prohibited from being attached to any other fixtures or structures within the facility and associated infrastructure including: building, boundary fencing, gates, trees, retaining walls, and seating structures.
6. Freestanding signs which have the ability to house multiple banner signs are permitted provided they do not exceed a total sign size of 2.97m² (32 square feet). A sign permit application in accordance with the District's Sign Bylaw is required for all freestanding signs.
7. It is the sports or community organization's responsibility and at its cost to install and maintain signs, which includes ensuring signs are in an acceptable and safe condition including immediate removal of graffiti, damaged and or broken signs, and removal of all signs at the end of the sponsorship agreement.
8. If signage is required to be removed at the end of the sport organization's playing season, or due to maintenance of infrastructure, signs must be stored off site. The District reserves the right to remove any poorly maintained or dangerous signage.
9. Sponsorship signage will not be placed in such a way as to impede or prevent District maintenance of the park or facility.
10. Sponsorship agreements between organizations and advertising partners may not exceed one-year, but may be renewed annually as required. A copy of the sponsorship agreement must be submitted to the District with the request for sponsorship signage.

AUTHORIZED BY: COUNCIL
EFFECTIVE DATE: 2020
LAST AMENDED: ----

11. All joints associated with signage must be neat, snug fitting, and finished to a high standard of workmanship.
12. All structures shall be installed plumb and true. All construction work shall be left free of protrusions. Nuts and bolt ends, spikes, screws and other fixing devices shall not protrude.
13. Sponsorship signs which are placed in municipal parks and facilities without District approval and/or which contravene this policy will be removed at the expense of the sports organization.

Other Signage:

When there is a need to support various major events of tournaments and additional sponsorship signage is required, host organizations may submit a request to have on a temporary basis additional sponsorship signage in locations that are not identified in this policy.

The Director of Infrastructure Services will review and had authority as it relates to size and location of the signs and may approve the placement of temporary signs for specified short term events, tournaments and other functions being held within park or facility and may have signs removed a the expense of the sports organization if it is deemed the signs do not meet criteria.

AUTHORIZED BY: COUNCIL
EFFECTIVE DATE: 2020
LAST AMENDED: ----



Proposal for Sponsor Program

To whom it may concern,

The Friends of North Saanich Mountain Bike Society work with the District of North Saanich to run and maintain the North Saanich Freeride Park at 10180 Littlewood Rd.

Our work at the North Saanich Freeride Park costs the Friends of North Saanich Mountain Bike Society approximately \$7500 per year including:

- \$4,000 in excavator and tool rentals for our annual spring refresh of the jumps to get them ready for the season
- \$2,000 in labour and consultant fees for jump construction and maintenance
- \$500 for tools and hoses
- \$100 to pay for medical support and toilets for our 2019 dirt jump competition

Raising our operating budget each year involves a significant amount of work for our team. We raise funds from a combination of local corporate sponsors and donations from park users. In a typical year approximately $\frac{1}{3}$ of our budget comes from park users and $\frac{2}{3}$ comes from corporate sponsors.

We would like to be able to create a more sustainable fundraising model for the park by borrowing an idea from baseball/softball fields, swimming and hockey. There are numerous fields throughout the CRD which raise their annual budget by soliciting donations from corporate sponsors in exchange for recognition at the park through signage.

Having the ability to solicit annual sponsorships with recognition of donors at the park would provide us with a repeatable way to fund the park on an ongoing basis and provide the best park we can to local youth and families.

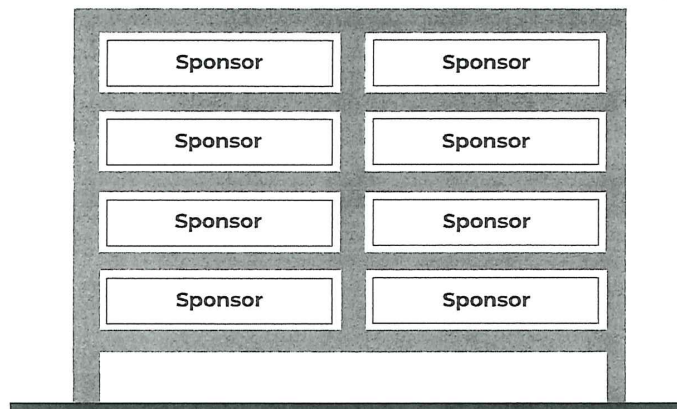
Some local sports organizations that are using this model include:

- Rotary Park / Field of Dreams (Peninsula Baseball and Softball Association)
- Panorama Rec Centre (Sidney Piranhas Swim Club)
- Centennial Park (Central Saanich Little League)
- Rom Knott Park (Central Saanich Extreme Fastball)

Sponsor signs would be on display while the park is open for the season and removed for the winter park closure.

We have 3 proposed options for displaying the signage:

- 1) A wood-framed sign structure near the start of the jump lines or beside the viewing structure/tool shed. Built of 4x4 or similar with the ability to string sponsor banners up as sponsors are acquired. The structure could be extended sideways if the number of sponsors grew:



- 2) Along the front fence line facing the parking area
- 3) Along the Northern fence line facing into the park (although these would be more obscured)

We are very open to other suggestions for locating the signage. Our goal would be to recognize the sponsors while keeping the display of banners clean and aesthetically pleasing so as to not impose on the park and neighbourhood.

Similar examples in the region

Rotary Park / Field of Dreams

Victoria Airport

Company name and logo displayed on a 1'x5', 2'x5', 2'x5' or 3'x5' banner displayed along the fence line of the field and parking lot.



Sidney Piranhas Swim Club

Panorama Rec Centre

Company name and logo displayed on a 24"x48" sign on the west wall inside the pool area of the Panorama Recreation Centre.

Central Saanich Little League

Centennial Park, Saanichton

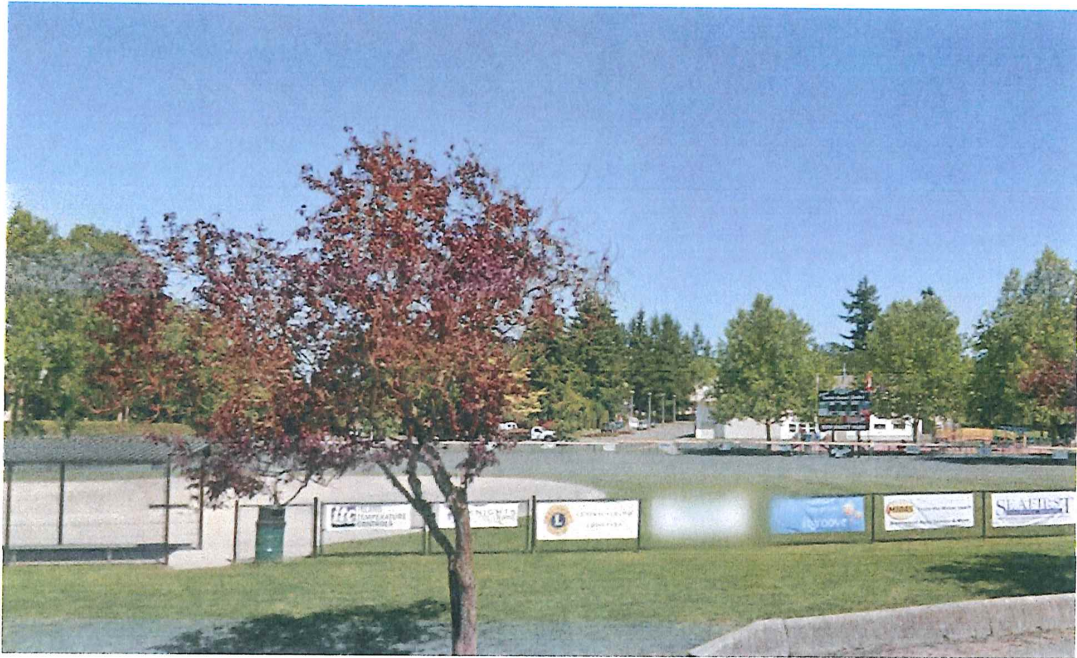
Company name and logo displayed on a 4'-0" x 1'-10", 6'-0" x 1'-10 or 8'-0" x 2'-10" sign along the Wallace Rd fence facing the road.



Central Saanich Extreme Fastball

Rom Knott Park Brentwood Bay

Company name and logo displayed on the fence facing Wallace Drive at the Rom Knott Park ball diamonds throughout the ball season.



We really appreciate your consideration of this proposal. Securing a sustainable source of donations would provide the Friends of North Saanich Freeride Park to with funding to continue improving the park for the local youth, families and community.

We look forward to discussing this with your further.

Stephen
President
Friends of North Saanich Mountain Bike Society

NorthSaanichFreeride.com