



Town of Watson Lake

Urban Visitor Sign Program Policy

#2024-02

1.0 PURPOSE

The Town of Watson Lake is committed to supporting local economic development and business and therefore will administer and maintain the Urban Visitor Sign (UVS) Program, under agreement with Yukon government, for the community of Watson Lake. This policy will set guidelines, roles and responsibilities, and a fee schedule for the Urban Visitor Sign Program.

2.0 DEFINITIONS

“Administrator” means the Chief Administrative Officer of the Town of Watson Lake or their designate;

“Business Licence” means the permit issued by the Town of Watson Lake to allow an individual or company to conduct business within the municipal boundaries;

“CAO means” means the Chief Administrative Officer for the Town of Watson Lake;

“Council” means the duly elected Council of the Town of Watson Lake;

“Sign” means an Urban Visitor Sign;

“Sign Owner” means the individual or company approved by the Town of Watson Lake to install an Urban Visitor Sign;

“Sign Structure” means the Yukon government designated structure on which an Urban Visitor Sign is installed;

“Town” means the Town of Watson Lake;

“Unlawful” means not conforming to, permitted by, or recognized by law or rules; and,

“UVS” means Urban Visitor Signs.

3.0 APPLICATION

This policy applies to signs attached to government owned sign structures along the Alaska Highway corridor, within municipal boundaries, and does not apply to signs located on Federal, First Nations, or privately held lands.

4.0 ROLES AND RESPONSABILITIES

4.01 Council shall:

- Determine policy, guidelines, and fees structure of the UVS Program.

4.02 Town Administrator shall:

- Receive, open and date stamp all applications to the UVS Program and review, approve, or deny applications and sign designs, in accordance with policy guidelines;

- Advise the responsible Town Department to remove, install or maintain a sign, as needed;
- Issue a notice to repair to any sign owner whose sign no longer meets guidelines;
- Prepare and send invoices on a scheduled basis;
- Handle complaints from the public and forward on to the CAO or other designate; and,
- Maintain filing for all applications, active and inactive files, correspondence, and complaints.

4.03 Town shall:

- Install approved signage onto the designated UVS sign structures;
- Removal of signs as directed by Administrator;
- Maintain installed signs, including minor repairs or alterations, as directed by Administrator;
- Report any damaged signs or signs that no longer meet the requirements of the UVS program guidelines to Administrator; and,
- Ensure safe practices and protective equipment are used while operating equipment to install or remove signs from the designated UVS sign structures.

4.03 Sign Owner Shall:

- Prepare the sign(s) strictly in accordance with the standards and specifications provided by the Town;
- Ensure their sign meets the guidelines of this policy;
- Ensure all information presented on the sign is accurate;
- Request the Town to inspect the sign(s) when they are ready for installation; and,
- Deliver the sign(s) to the location specified by the Town.

5.0 SIGN GUIDELINES

5.01 Urban Visitor Signs must be 244cms x 122cms (8ft x 4ft) and must be constructed of ¾ inch (18.5 mm) plywood.

5.02 The plywood edges must be sealed and both edges and back of the sign must be painted with two coats of exterior paint over compatible primer.

5.03 Sheeting material and paint must be applied so that it does not contain air pockets, holes, tears, or patches.

5.04 Signs must have minimum letter size of 6 inches (15 cm) and be clear and easy to read.

5.05 No UVS shall be installed that:

- Have a sign face of greater than 244 cm x 122 cm (8ft x 4ft);
- Use lettering of less than 6 inches in height;
- Have any words, logos or other information on any part of the sign other than the sign face (manufactures information acceptable);
- contains any reflective material other than retro-reflective material (3m Engineer Grade);
- Have any moving or rotating parts or display intermittent, flashing, or rotating lights;

- Is a banner, streamer, flag, or similar device; and,
- Is similar in appearance, colour or design to traffic control devices.

5.06 The sign design must be approved by the Town prior to installation.

6.0 GENERAL GUIDELINES

6.01 Applications can be obtained by the Town of Watson Lake by email at cdo@watsonlake.ca, in person at the Town Office located at 710 Adela Trail, Watson Lake, or on the Town website at www.watsonlake.ca.

6.02 Completed application forms are to be returned to the Town of Watson Lake in person, by email to cdo@watsonlake.ca or by regular mail.

6.03 An application for a UVS is considered complete when the following documents and requirements have been met:

- A completed and signed UVS application form;
- A copy of plans and specifications for the sign identifying dimensions, material, size, text, font, spacing color, content, logos and design.
- A copy of a valid business license or proof of registration under the Societies Act or other similar document for business;

6.05 An application may take up to 15 working days to be processed. Upon approval the applicant will be notified and forwarded a copy of the application and approval conditions.

6.06 Signs are to be delivered within a reasonable amount of time after approval. Contact the Town of Watson Lake at cdo@watsonlake.ca to confirm the sign drop off location.

6.07 The installation/removal period for all signs is between May 15 – September 15, weather permitting. Should an application be received that is outside of the installation period, the installation or removal of the sign will be scheduled for May 15 the following year.

6.08 The Town shall have full and exclusive authority to approve the installation and removal of any and all signs, including determining the location of the structure on which the sign(s) will be installed. The Sign Owner will not maintain, repair, remove or otherwise alter or interfere with any sign while it is installed on a structure.

6.09 The Town shall have full and exclusive authority over the maintenance or minor repair or alteration of an installed sign without removing it and may bill the Sign Owner for the costs.

The Town may, without a request from the Sign Owner, perform routine maintenance on signs. The Town may, with prior notice, invoice Sign Owners for their proportionate share of the cost.

6.10 Where the Town determines that a sign should be removed for maintenance, repair or replacement, it shall advise the Sign Owner before or within 30 days after the sign is removed. If the Sign Owner does not respond within 30 days of sending the notice, the Town is entitled to presume that the Sign Owner has abandoned the sign, and the Town may arrange for its removal. The Town may then approve the installation of a sign for another Sign Owner in that location. In the event of any disputes under this section, the

Sign Owner agrees to accept a pro-rata refund of the annual service charge for the remainder of the calendar year as full compensation for the removal of the sign.

- 6.11 The applicant is responsible to comply with all the conditions of the approval.
- 6.12 Approvals shall be issued in the name of the business that is responsible for the UVS.
- 6.13 A failure to install the sign or keep the sign installed or in good condition (including destruction of or damage to a sign) which is caused, directly or indirectly, by fire, flood, theft, vandalism, strike, lock-out, or any other cause beyond the control of the Town (as long as the failure, destruction or damage was in no way caused by the negligence of the Town) shall not constitute a breach of this Agreement. The Town's sole responsibility shall be to rebate or credit a pro-rata portion of the annual service charge paid by the Owner for the whole or any part of the Agreement. A refund of a proportionate part of the service charge will be paid if the sign is removed for highway construction or other reasons beyond the control of the Town. No refund of the annual service charge is payable for any period of time a sign is removed for maintenance or repair of the sign itself or of the structure on which it is installed.
- 6.14 Upon termination of the Government Agreement, all of Town rights described in this Agreement shall be considered to have been assigned to the Yukon Government in accordance with the Government Agreement.
- 6.15 This agreement is subject to the applicable legislation and to the agreement between the Town of Watson Lake and the Yukon Government (the "Government Agreement") for the installation of signs on the government's structures.

7.0 FEES

- 7.01 There shall be a one time installation fee of \$200.00 per sign, billed upon approval of an application and sign design.
- 7.02 There shall be an annual advertising and maintenance fee of \$100.00 per sign, billed upon approval of an application and sign design, and billed annually by March 31st of each calendar year.

8.0 NOTICE OF REPAIRS

- 8.01 Where a UVS requires painting, repair or maintenance, the Town of Watson Lake may, by notice in writing and through email, if possible, order the Owner to paint, repair, or maintain the UVS. The Town of Watson Lake will communicate with the UVS owner to arrange for the removal of the UVS for the required maintenance.
- 8.02 A sign owner receiving a notice shall comply with the terms of the notice to the satisfaction of the Town of Watson Lake within 30 days of receiving the notice or such period as is specified in the notice.
- 8.03 If a sign owner receiving a notice does not comply within the applicable time, the Town of Watson Lake will remove the UVS and store it for 60 days, after which it will be disposed.

8.04 If after 60 days after the notice, the UVS owner does not comply with the terms of the notice, the UVS location on the sign structure will be made available to other application.

8.05 Signs will be installed by the Town of Watson Lake or its contracted agent. The Town of Watson Lake and its contracted agent are not responsible for any damage caused by the removal and storage of UVS's.

9.0 TERM OF AGREEMENT

9.01 The term of this agreement is from the date of Agreement acceptance until March 31st of each calendar year.

9.02 This agreement shall be renewed on an annual basis, on or before March 31 of each calendar year. Receipt and acceptance by the Town of payment from the Sign Owner of the annual service charge for each shall be considered as effective renewal of this Agreement. An application for renewal made prior to the expiration of this Agreement preserves the sign owner's priority over other applicants to continue to have its sign(s) installed in the existing location(s).

10.0 UNLAWFUL SIGNS

10.01 The Town reserves the right not to install any sign that contravenes applicable legislation, that does not receive required approvals, or that the Town considers to be:

- a. In violation of the Canadian Code of Advertising Standards, or to be offensive to the moral standard of the community; or,
- b. Negatively reflected on the character, integrity or standing of any organization or individual.

10.02 Where a sign is installed without an approval, the Town of Watson Lake may, by notice in writing and email if possible, remove the sign and bill the owner or company for expenses incurred.

POLICY TITLE: Urban Visitor Sign Program Policy

POLICY #: 2024-02

EFFECTIVE DATE: 2024/03/20

ADOPTED BY COUNCIL ON: 2024/03/19

RESOLUTION #: 024-06-057

Christopher Irvin – Mayor

Tiffany Lund – Municipal Clerk