

Subject: RE: Adoption of Sign Bylaw

Date: Sun, 25 Sep 2005 23:35:58 -0700

From: "Ernie Crist" <ernie_crist@dnv.org>

To: "Cathy Adams" <cathyadams@canada.com>

CC: "Mayor and Council - DNV" <Council@dnv.org>, <fonvca@fonvca.org>, "Senior Management Committee" <managecomm@dnv.org>, "James Ridge" <James_Ridge@dnv.org>

Dear Mrs. Adams

I will not support this Bylaw since it turns a blind eye more or less to road signs which to put it mildly is unbecoming of a community which SHOULD TAKE pride in its appearance. I fully appreciate that the real estate interests are in FAVOUR of this Bylaw since it enables the industry to turn the District into a FREE FOR ALL advertising zoo. You will not see such signs in communities putting their best FOOT forward. INDEED TO ALLOW SUCH SIGNS IS TANTAMOUNT OF PRESENTING A DIRTY MENU IN A RESTAURANT. No civilised person would go back to such a place.

Yours truly,

Ernie Crist

From: Cathy Adams [<mailto:cathyadams@canada.com>]

Sent: Sunday, September 25, 2005 11:12 PM

To: DNVCouncil

Cc: Barry Potvin; Brian Platts; Christine.byrom@alderwoods.com;

hughmurray@shaw.ca; John Miller; millenia@shaw.ca;

pairfofknees@telus.net; petubb@shaw.ca; Val Moller; Ross Taylor; Doug

Allan; Irwin Torry; Margaret Eckenfelder; James Ridge

Subject: Adoption of Sign Bylaw

Dear Mayor Harris and Council

As you are aware, the new sign bylaw is up for adoption on Monday night's agenda.

You are also aware that the Marine Drive Improvement Committee is anxious to have sign bylaws in place that will assist in the positive redevelopment of the area. Two years ago we spent a great deal of time looking at the draft sign bylaw, met with staff and gave extensive input on it.

At this point, the existing sign design guidelines for Marine Drive and the other sign character areas have been incorporated into the new bylaw basically in their current form, as a schedule attached to the new bylaw. District staff have said that the different sign character areas will be looked at, and the new bylaw amended later in the case of any changes that are found to be desirable for a particular area.

I have spoken with Doug Allan. He and I are in agreement that there will in all likelihood be amendments necessary for the Marine Drive guidelines, as has been previously discussed with the committee. I expressed to Doug the Marine Drive Committee's desire that the work we have done on new signage regulations for our area not be lost, and not be unduly delayed. We do not feel it would be appropriate to have the Marine Drive's amendments wait until the other areas are also ready to be dealt with, for instance. Doug Allan has agreed with this and assured me he is ready and willing to work with the Marine Drive Committee on amendments for the area, and bring them to council for incorporation into the bylaw. As I said, this work is mostly complete.


On the basis on this commitment from District staff, I support adoption

of the new bylaw at this time. The Marine Drive Committee looks forward to working with staff to bring new regulations before council in the near future for incorporation into the bylaw.

I trust this plan of action also meets with your approval.

Sincerely,

Cathy Adams, Chair
Marine Drive Improvement Committee

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