

Sandwich Board Regulation in Whistler

How are Sandwich Board Signs Regulated in Whistler?

Sandwich board signs are regulated by the RMOW's Sign Bylaw No. 558, 1987. Sandwich boards are defined as 'a sign consisting of two flat surfaces joined at the upper end and resting on the ground.' They are classified as temporary freestanding signs and are prohibited under Section 3.2(i) of the Sign Bylaw. Sign permits cannot be issued for any temporary freestanding signs, including sandwich boards.

Sandwich Board Pilot Project

The RMOW is considering amending the Sign Bylaw to permit food service establishments to have a freestanding daily specials sign in an effort to promote daily specials and enhance customer service. As part of this Bylaw review, the RMOW has taken a position of limited bylaw enforcement of freestanding signs set out by restaurants and cafes.

Should restaurants and cafés make use of free standing signs, the following guidelines should be considered:

- One free standing sign per business establishment, located directly in front of the business frontage.
- Signs should be professionally designed and constructed, and contribute to a high quality streetscape.
- Handwritten signs are acceptable, artistic flair, daily specials and graphics strongly encouraged.
- Maximum area of 0.6 m² including all supporting structure and surrounding framework.
- Sign placement should ensure that an unobstructed pedestrian walkway of at least 1.5 m is provided, and that all stairs and ramps are unobstructed.

Bylaw enforcement (and sign removal) will take place in the following circumstances:

- more than one freestanding sign per business,
- freestanding signs on municipal property,
- freestanding signs not located directly in front of the related business,
- freestanding signs taller than 1.5 m (5 feet) in height including all supporting structure and surrounding framework,
- freestanding signs that obstruct stairs and ramps or limit a pedestrian access route to less than 1.5 m in width.

Future Direction

The Sandwich Board Pilot Project will be used to inform future amendments to the Sign Bylaw. Public feedback on design, location, size, and content of free standing signs will be considered. Should

sandwich boards be permitted in the updated Sign Bylaw, they will likely require a permit and be required to adhere to regulations on design, location, size, and content.

Comments or Questions?

Please direct your comments and questions regarding the Sandwich Board Pilot Project or Sign Bylaw amendment to the RMOW Planning Department:

Email: planning@whistler.ca

Phone: 604-935-8170, or toll free 1-866-932-5535

Mail: Planning Department c/o RMOW, 4325 Blackcomb Way, Whistler, B.C. V0N 1B4

In Person: 4325 Blackcomb Way, Whistler, B.C.

Additional Information

Sign Bylaw:

<https://www.whistler.ca/municipal-gov/bylaws-and-regulations/bylaw>

Sign Permit Application:

<https://www.whistler.ca/business/land-use-and-development/planning/application-types-and-forms/planning-application-forms>