

October 26, 2021

**Re: Sign Bylaw 558, 1987 and Sandwich Board Signage**

Dear Valued Business Owner,

In 2018, the Resort Municipality of Whistler (RMOW) began a pilot program to permit food and beverage service establishments to use sandwich boards while considering an amendment of the [Sign Bylaw 558, 1987](#). The intent of the program was to give food and beverage businesses an additional tool to promote daily specials and enhance customer service. During this time, the Bylaw Department limited its enforcement of sandwich board signs, including the use of these signs by non-food and beverage businesses.

During this time, we have received significant feedback on the success and the drawbacks of this program from both residents and guests of the resort. We have also seen the use of sandwich board signs beyond the intended parameters of the original pilot program including:

- Businesses utilizing more than one sandwich board sign;
- Sandwich boards positioned outside of their pre-designated areas;
- Signs that are not meeting the intent of the pilot to provide a positive guest experience and enhance the food and beverage experience of the stroll

With the pilot program in place for over three years, the Planning Department has an understanding of the impact of sandwich boards for Whistler food and beverage establishments, and the impact on the authentic, pedestrian-friendly experience of the Village Stroll.

In spring of 2022, planning staff will provide an update to Council to consider an amendment to Sign Bylaw 558, 1987 in an effort to provide clear and consistent regulations on the use of this type of signage. Until the adoption of the proposed bylaw, we will be reducing the scale of the pilot to reflect the original intent **and will begin enforcement on December 1, 2021.**

The following guidelines will inform enforcement until the update of the sign bylaw:

- **Only food and beverage establishments will now be permitted to utilize sandwich boards** and only one sandwich board per establishment will be permitted
- Sandwich boards will be required to be of a high quality and reflect the original intent of handwritten signs, artistic flair and encouraged to highlight daily specials
- Position and size parameters:
  - Sign placement will ensure an unobstructed pedestrian walkway including all stairs and ramps
  - Signs will be situated in pre-designated location directly in front of the business frontage, and tight to planter wall/patio edge
  - Maximum size of the sign no more than 0.6m<sup>2</sup> including all supporting structure and surrounding framework
  - Sign may not exceed 1.5m in height

If you feel that your sandwich board may not meet one of the following criteria we recommend you contact the Planning Department at [planning@whistler.ca](mailto:planning@whistler.ca) during the month of November to ensure compliance.



We recognize that this is a shift for some of Whistler's businesses. Therefore, between December 1 and December 15, 2021, the Bylaw Department will be issuing warnings in an effort to provide sufficient time to come into compliance before December 15, when the Bylaw Department will begin to enforce through ticketing.

We hope that these changes will improve safety and enhance the community and guest experience that Whistler is renowned for.

Regards,

Jessie Gresley-Jones  
General Manager of Resort Experience