



## Design Guidelines for Signs

*This information is for general guidance only. Applicants should consult the Local Government Act, the Land Title Act, the District of Central Saanich OCP Bylaw, the Land Use Bylaw and other municipal bylaws for specific details.*

### **Brentwood Village and Moodyville**

#### **Encourage excellence in the design and construction of signs**

*In a busy commercial centre, signs can be one of the most dominant visual features. The effectiveness of this form of advertising is linked to size and visibility. National restaurant and retail chains often have standards for size, colour and placement that do not recognize the local context. The proliferation of these standard signs is a major cause of generic strip character across North America. As well, small businesses may have limited options and budget for their necessary signage and application of the highest standards may be difficult.*

- Creatively designed, constructed and lit signs can make a positive contribution to local character.
- Sign height should be in scale with neighbouring buildings.
- Free-standing pylon signs are discouraged. Signs should be located on the building façade.
- Large areas of back-lit plastic signs or fabric canopy signs are discouraged.
- Front-lit signs and neon signs are encouraged.
- Signs should relate closely to village centre architecture through the use of complimentary materials and details.
- Suggested sign types included letters, hanging signs perpendicular to the building façade or other creative solutions.

### **Keating Business Park**

#### **Maintain Keating Cross Road as a visually attractive major road corridor**

*Plans submitted to the municipality for all buildings and structures shall indicate the size and massing of buildings and exterior treatment, including signs and landscaping. Design of buildings and landscaping should complement and enhance the visual character of the community. Obtrusive signs and storage areas will not be permitted.*

- All site signage shall conform to a comprehensive sign plan approved for the site.
- All signage should be unobtrusive and should not detract from the form and character of the site or of adjacent properties.

### **Saanichton and Keating Ridge**

#### **Maintain a compatible form of development with sensitivity to the “Pioneer” design theme**

- Signs should be limited to fascia signs, window signs or marquee signs.
- Signs should be scaled to the building design and lettered in antique style with colours compatible with building exteriors.
- Neon signs are not encouraged.
- Every effort should be made to incorporate canopies and awnings designed to protect pedestrians in inclement weather.