

STAFF REPORT

TO: Electoral Area Services Committee MEETING: October 10, 2017

FROM: Greg Keller **FILE:** 6630-01

Senior Planner

SUBJECT: Rural Area Signage Project Results and Recommendations

RECOMMENDATIONS

1. That the Board receive the results of the open houses included as Attachment 1 and questionnaire results included as Attachment 2.

- 2. That the Board direct staff to prepare a report on potential amendments to "Regional District of Nanaimo Electoral Area 'F' Zoning and Subdivision Bylaw No. 1285, 2002", "Regional District of Nanaimo Land Use and Subdivision Bylaw No. 500, 1987", and, "Regional District of Nanaimo Sign Bylaw No. 993, 1995" to enhance the ability to construct community kiosks, and community identification and wayfinding signage.
- 3. That the Ministry of Transportation and Infrastructure be requested to consider implementing the specific signage improvements identified through the rural area signage project community engagement process as presented in Attachment 3.
- 4. That the Board direct staff to prepare an informational webpage advising members of the public and community groups how to request signage improvements and how to obtain approval to install signage.
- 5. That the Board recognize the communities as listed in Attachment 4 for the purpose of making application to the Ministry of Transportation and Infrastructure to install signage in the road rights-of-way under the Ministry's Policy Manual for Supplemental Signs.
- 6. That the Ministry of Transportation and Infrastructure be requested to include the communities identified in Attachment 4 in its Guide Sign and Service and Attraction signage programs.

SUMMARY

The purpose of this report is to present the findings of the Rural Area Signage Project community engagement process and to present recommendations for addressing community concerns, comments and ideas related to improving the effectiveness of signage in rural areas.

BACKGROUND

Effective and informative signage is important to the local economy, is a public safety factor and can strengthen community identity and pride. Despite the importance of effective signage, there continue to be challenges to effective signage in rural areas. The rural area sign project is intended to identify and

respond to these challenges and community concerns. The Board approved community consultation program has been completed and recommended actions to support effective signage in rural areas have been prepared for the Board's consideration.

Public Consultation Implications

The comprehensive community outreach process included open houses held April 24th at the Royal Canadian Legion in Bowser, May 1st at the Cranberry Community Hall in South Wellington, and May 4th at the Parksville Community and Conference Centre. The community engagement process also included an online questionnaire which was available from April 2017 through the summer months. A referral was also sent to stakeholder groups and organizations and a project website was established. In addition to formal Regional District of Nanaimo (RDN) sponsored events, staff also met with representatives from the Ministry of Transportation and Infrastructure (MOTI) and individual community members upon request.

While the public response was lower than anticipated, the engagement process was a success given the quality of feedback and meaningful input that was provided. The following is a summary of the community input.

Open House Summary

Approximately 30 people in total attended the three open houses. The majority of comments and concerns raised by open house participants related to signage in road rights-of-way and specifically lack of directional signage and driver safety and informational signage. See Attachment 1 for the results of the open houses.

Questionnaire Summary

A total of 85 respondents participated in the questionnaire. As none of the questions were mandatory, respondents had discretion to complete as many or as few questions as they chose.

The following is a summary of the questionnaire results (see Attachment 2 for the results of the questionnaire):

- a. More than half of respondents indicated that there is no community identification signage in their community.
- b. Participants identified a number of locations for additional community and wayfinding signage to be installed throughout the region. A common theme is that more directional and community identification signage is desired on Highway 19 and Highway 19A directing traffic towards the village centres and established communities.
- c. Participants indicate that there are not enough signs providing directions to public facilities, local attractions and services including public beach access points, parks, community halls, boat launches, and trails.
- d. When asked how signage for businesses, services, and accommodations and tourist attractions can be improved, the top three response categories were signs should have improved aesthetics and character, signs should be more visible, and signs should be larger.

- e. The top three sign categories that respondents indicated were most in need of improvement included community identification, wayfinding, and information signage.
- f. Online searches, online maps and word of mouth were identified as being more important than signage in locating businesses, services, accommodations, and tourist attractions.
- g. Thirty-eight percent of respondents indicated that they were from Electoral Area 'H'. Electoral Area 'E' had the second highest percentage of respondents at 14%.
- h. A few respondents indicated that there should be fewer signs in the rural areas and that signs should be reduced in size and minimally illuminated.
- i. Although only 15% of respondents indicated that there are barriers to identification signage in their community, 48% of survey participants did not respond to the question.

Summary of Community Input

There is support for improved community identification, wayfinding and directional signage throughout the region. Many of the ideas and concerns were in relation to signage that can already be accommodated for in existing MOTI sign policy. In addition, a number of electoral area specific signage improvements were identified by the community through the public consultation process (see Attachment 3 for a list of location specific signage improvements).

Issues and Recommended Actions

Despite not having a role in the regulation of signs located in road rights-of-way, the RDN can assist in improving the effectiveness of signage in rural areas within road rights-of-way by advocating for signage improvements, making application to MOTI for signage on behalf of community groups, and by assisting with information. The RDN can also provide financial assistance to community groups proposing to install signage through such funding sources as community works funds and Northern Community Economic Development Funds. As a result of the importance that MOTI plays in the regulation of signs in rural areas, further discussion on MOTI's role is provided in the intergovernmental implications section of this report.

Based on community input, the following four key issues have been identified and the following associated actions are recommended to assist in making signage in rural areas more effective.

- **Issue 1** There is not enough community identification signage and signage on community facilities such as community halls, recreation facilities, and fire departments.
 - a. Recommended Action Amend RDN zoning bylaws and sign regulations to enhance the ability to construct community kiosks and community identification and wayfinding signage.
 - b. Recommended Action Consider including community signage goals, objectives, and policies in all OCP reviews.
 - c. Recommended Action Continue to consider providing financial support for the installation of community signage such as was provided for the Nanoose Bay signs, Lighthouse Country Business Association signs, and signage at Nanoose Place.

- d. Recommended Action Continue to advocate for the provision of effective signage in rural areas.
- **Issue 2** Many of the specific sign requests and suggestions were for signs within road rights-of-way for sign types that could be accommodated under existing MOTI policy. This may suggest that information related to obtaining MOTI approval for signage in road rights-of-way is not easy to find or readily available.
 - a. Recommended Action Develop and promote a webpage to advise members of the public and community groups how to request signage improvements and how to obtain approval to install signage.
- **Issue 3** A number of requests for specific signage improvements were identified through community input.
 - a. Recommended Action Request MOTI to consider implementing the specific signage improvements within road rights-of-way identified by the community (see Attachment 3 Electoral Area Specific Sign Improvement Requests).
- **Issue 4** Community identification and wayfinding signage is lacking in most Electoral Areas and village centres in the RDN and may not currently be eligible for MOTI Guide and Service and Attraction Signage (such as identifying the distance to rural communities).
 - a. Recommended Action Recognize all of the Rural Village Centres designated by the Regional Growth Strategy named in Attachment 4 as distinct communities for the purpose of making application to MOTI to install community identification, entrance, and wayfinding signage within road rights-of-way.
 - b. Recommended Action Request MOTI to include all of the Rural Village Centres designated by the Regional Growth Strategy named in Attachment 4 in its Guide Sign and Service and Attraction signage programs.

Intergovernmental Implications

Ministry of Transportation and Infrastructure regulates signs within road rights-of-way and plays a critical role in signage in rural areas. MOTI utilizes three documents for regulating signs within road rights-of-way including the Manual of Standard Traffic Signs and Pavement Markings, the Policy Manual for Supplemental Signs, and the Service and Attraction Sign Manual. All signs must be consistent with these documents.

With respect to the specific signage improvement requests (Issue 3 above), many of the requests are for signs that would be located within road rights-of-way and would be under MOTI jurisdiction. The RDN can advocate for these improvements by requesting MOTI to consider implementing the specific signage improvements identified through the rural area signage project community engagement process as presented in Attachment 3

With respect to the lack of community identification and wayfinding signage (Issue 4 above), the MOTI Policy Manual for Supplemental Signs and the Service and Attraction Sign Manual provide guidance for a number of different types of signs within road rights-of-way. Supplemental Signs are regulated by the MOTI and are considered for approval through the MOTI permitting process. The "Nanoose Bay —

Nurtured By Nature" signs were approved by the MOTI under its supplemental sign policy. These types of signs can be used to provide additional community identification and wayfinding information.

The MOTI Manual of Standard Traffic Signs and Pavement Markings include strict province-wide standards for eight functional sign groups located within the road right-of-way including Guide Signs (green and white distance markers found within the road rights-of-way). As signage addressed by this manual is standardized across the province, MOTI staff have indicated, that the Ministry is not likely to favourably consider requests that are inconsistent with this manual.

Ministry of Transportation and Infrastructure policy requires a host regional district to recognize a community as a distinct community, approve the name of the community, or pass a motion supporting an application to the MOTI for the sign installation depending on the type of sign being requested. In order to satisfy MOTI requirements, a community must have clear geographic boundaries. It is recommended that designated Rural Village Centres be recognized as distinct communities as they are geographically defined and reflective of unincorporated communities in the RDN (see Attachment 4 – Recognized Distinct Communities). Please note other communities can be identified as distinct communities through requesting a Board resolution at a later date on a case by case basis.

Signage for RDN Parks, Trails, and Public Facilities

Community input suggests that there may not be enough signs providing direction to public facilities including public beach access points, parks, trails, and boat launches. When considering wayfinding signage for regional parks and trails, staff work with MOTI to have signs permitted through the Ministry's sign policies. In addition, a Parks and Trails Master Planning Process is scheduled to begin next year and it is expected that directional signage related to parks and trails will be considered through that process.

In addition to providing wayfinding signage the RDN facilities can also be found using both printed and online tools. The RDN has prepared a Regional Parks and Trails Guide that provides directions and maps to all of the Regional Parks and Trails. The RDN also offers an interactive parks and trails finder as well as georeferenced PDF maps. With respect to recreational facilities, the location of Oceanside Place Arena and Ravensong Aquatic have been provided to both Garmin and Tom Tom and can be found on Google Maps. These online resources are easily accessed using smart phone technology and the georeferenced pdf maps can be used with some smart phones using onboard GPS technology even without an internet connection.

ALTERNATIVES

- 1. That the Board approve the staff recommendations included in this report.
- 2. That Board not approve the staff recommendations included in this report and provide further direction.

FINANCIAL IMPLICATIONS

The cost of the recommended bylaw amendments and the proposed webpage design are estimated at \$8,000. Should the Board approve this work as recommended, it will be included for consideration by the Board in the 2018 Community Planning budget.

The Board may choose to financially support community identification signage similar to the Nanoose Bay signs and Nanoose Place sign, in which case funding could be provided through Community Works funds for individual projects. The Board may also choose to financially support individual signage projects that qualify for other RDN funding programs, such as Northern Community Economic Development funds, as was the case with the Lighthouse Community Business Association sign. These projects would be considered on a case-by-case basis and as funding sources allow, as such there is no impact to the 2017-2021 Financial Plan.

STRATEGIC PLAN IMPLICATIONS

Taking actions in support of effective signage in rural areas is consistent with the Board's 2016-2020 Strategic Plan priority to facilitate/advocate for issues outside of the RDN's jurisdiction and would help foster economic development and tourism in the region.

Greg Keller gkeller@rdn.bc.ca September 25, 2017

Reviewed by:

- J. Holm, Manager, Current Planning
- G. Garbutt, General Manager, Strategic and Community Development
- P. Carlyle, Chief Administrative Officer

Attachments

- 1. Summary of Open Houses
- 2. Questionnaire Results
- 3. Location Specific Signage Improvements
- 4. Recognized Distinct Communities

Attachment 1 Summary of Open Houses

The following is a summary of the comments received at the open houses held on April 24th at the Royal Canadian Legion in Bowser, May 1st at the Cranberry Community Hall in South Wellington, and May 4th at the Parksville Community and Conference Centre.

Ideas

- 1. There should be a directional signage installed near Laburnum Road indicating the distance to Deep Bay and Bowser.
- 2. There should be a three-way stop sign near Horne Lake Road and Kenmuir Road.
- 3. Support for directional signage on Nanaimo River Road, White Rapids Road, and Godfrey Road towards Extension Park.
- 4. A sign in Extension Village to indicate the coal mining history.
- 5. Signage to indicate creeks, rivers, and lakes.
- 6. Signage to indicate that there are children walking to school in areas that have no shoulder or very narrow roadside shoulders.
- 7. Support for signage in high accident areas.
- 8. Wayfinding signage to indicate the distance from Extension Road/White Rapids Road intersection and Nanaimo River Road/White Rapids Road intersection. Concerns over traffic volume and speed.
- 9. Support for signage in high traffic areas such as along Jingle Pot Road to indicate children walking to school. Specifically Mountain View School.
- 10. Require address numbers to be more visible from the street.
- 11. Support for signage indicating farm implements on the road in rural areas. Share the road signs were suggested as well.
- 12. Support for a playground sign near Extension Hall and to reduce the speed limit to 30 km per hour.
- 13. Allow farm gate and farmers market signs.
- 14. Construct a welcome sign at each end of Cedar.
- 15. Want limits on size and number of signs.

- 16. Install a fish protection sign at Scannel Creek.
- 17. Less signage is more.
- 18. More safety signs for Farm equipment, animals, and wildlife on rural roads. Establish a committee with representatives from community groups, local government, and MOTI to increase roadside safety signs for farm equipment, farm animals, and wildlife on roads to develop a comprehensive approach that goes beyond one sign at a time.
- 19. Require removal of temporary signs and monitor removal date.

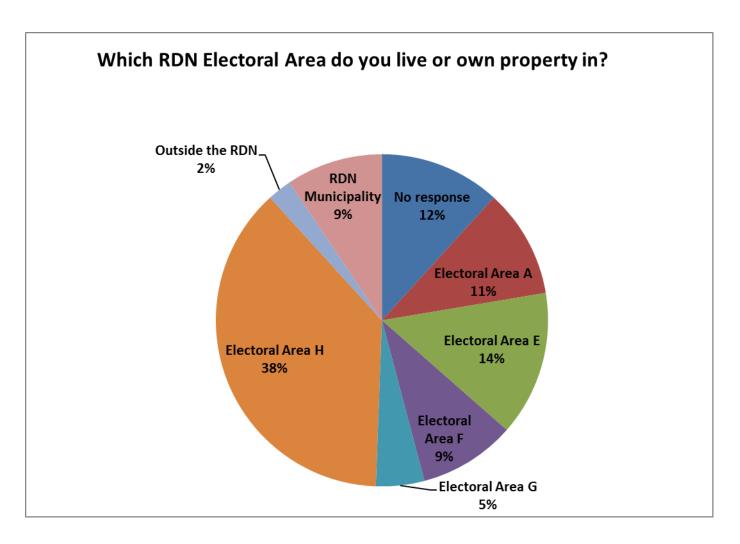
Concerns

- 1. MOTI has not fulfilled its commitment to install a services and attractions sign near Horne Lake Road.
- 2. Fire Truck access on Benson View Road.
- 3. Benson View Road is too narrow and there are concerns with children walking and cycling.
- 4. No more ditching if not necessary as it takes away the only roadside walking paths that are available in the rural areas.
- 5. There should be a weight limit enforced on White Rapids Road as there are large volumes of heavy truck traffic using the road. Also the passing lane on White Rapids Road was not painted.
- 6. Signage should be limited to two signs or less per parcel.
- 7. Signs that are not maintained and are not well designed.
- 8. Over illumination of signs that cause light pollution.
- 9. Street signs that are lacking and are difficult to read due to small font size.
- 10. Need for more parking signs for Ammonite Falls parking areas near Creekside Place.
- 11. Overnight parking next to the French Creek Pollution Control Centre. There should be a no parking or no overnight parking sign installed.
- 12. Traffic speed in rural areas.

Attachment 2 Questionnaire Results

Question 1: Which RDN Electoral Area do you live or own property in?

Answer Options	Response Count	Percent of Responses
Electoral Area A	9	11
Electoral Area E	12	14
Electoral Area F	8	9
Electoral Area G	4	5
Electoral Area H	32	38
Outside the RDN	2	2
RDN Municipality (Nanaimo Parksville Qualicum Beach Lantzville)	8	9
No response	10	12
Total number of responses		85

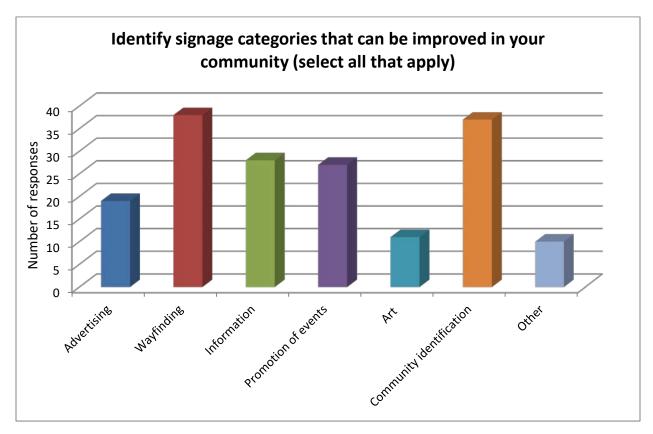


Question 2: Which community or neighbourhood do you live in or identify most with?

	Comments received on Question 2
	(Which community or neighbourhood do you live in or identify most with?)
1	Bowser
2	Errington Village Area
3	Parksville
4	Burnaby
5	Qualicum Bay
6	Errington
7	Horne Lake
8	Fairwinds
9	Dashwood
10	Fairwinds, Nanoose Bay
11	French Creek
12	Bow Horne Bay
13	Meadowood Village Centre
14	Cedar
15	South Wellington
16	Parksville
17	Bowser
18	Nanoose Bay
19	Beachcomber
20	Nanoose Bay
21	Dorcas Point Estates
22	North Cedar
23	Bowser
24	Qualicum Bay
25	Better late than never. We should have had signs allocated to Bowser before the new highway
	was in. Leaving Qualicum Beach on 19A says next stop 62 km to Courtenay, same goes coming out of Courtenay. The M.O.T hand book prescribes what is needed in a Community to allocate signage. We have more requirements then Qualicum Beach, and certainly more than "Goats of a Roof" Coombs. Yet it seems every year Coombs gets bigger and better signage, along with
	Spider and Horne Lake, which are not Communities by the standards set out in the handbook. We have a University, Gasoline, liquor Store, Grocery Store, Accommodations, restaurants, a marina and various other shops. The First Nations Hatchery is a Valuable Tourist destination. Directional signage is required on BOTH 19A and 19. Maybe we can finally get on a map, other than to have people lost in order to find us
26	Deep Bay. As we are on Deep Bay water I think it appropriate that there is signage at Jamieson Rd Identifying us as Deep Bay.
27	Nanoose Bay
28	Lighthouse Country
29	Bowser
30	Cedar Yellow Point
31	Deep Bay

	Comments received on Question 2
	(Which community or neighbourhood do you live in or identify most with?)
32	Dashwood
33	Spider Lake
34	Parksville
35	Bowser
36	Bowser, BC
37	Bowser
38	Bowser/Deep Bay
39	Dunsmuir
40	Bowser & Qualicum Beach
41	Fairwinds, Nanoose Bay
42	Nanoose Bay
43	Fairwinds
44	Qualicum Bay Horne Lake area
45	I work with the rural and farming community in the Nanaimo Regional District. Primarily this
	would be Cedar, Coombs-Errington and Oceanside.
46	Parksville
47	Errington
48	Bowser
49	Spider Lake
50	Parksville
51	Nanaimo
52	Н
53	Cedar, Area A of Nanaimo physically although I do most shopping in Ladysmith or Duncan as
	easier and faster to get to and stores are more centralized than driving all over Nanaimo.
54	Bowser
55	Bowser
56	Bowser
57	North Cedar
58	Bowser and Deep Bay
59	South Wellington
60	Dunsmuir
61	Does not matter I am a Nanoose Resident I do not want any more signs telling me anything!
62	Nanoose
63	Qualicum Bay
64	Newcomers to Whiskey Creek although postal address is Qualicum Beach
65	Yellow Point
66	Cedar / South Wellington
67	Nanoose Bay
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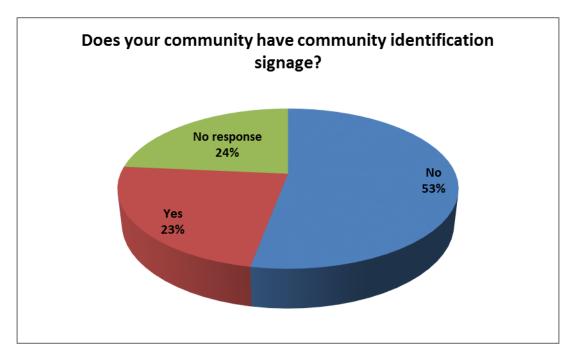
Question 3: Identify signage categories that can be improved in your community (select all that apply)



A total of 85 responses to Question 3 were received.

	Comments received on Question 3
	(Identify signage categories that can be improved in your community – Other)
1	Pedestrian/Cycling Signage/Markings
2	Signage into Dashwood, much like into Lighthouse Country, Coombs/Errington, Nanoose.
	Dashwood does not have any signage like the other areas do.
3	Where our Fire Dept sign is at the bottom of NWBAY Rd
4	Farm tractors and implements sharing the road
5	Destination, directional
6	Speed limits
7	Larger school zone signs on Northwest Bay Rd for Nanoose Elementary. Very few people
	slow down at the appropriate place, they hit their brakes at the school
8	Farm Implements on Road
9	Private residences posting their business for advertising
10	Speed limit signage

Question 4: Does your community have community identification signage? If so, where is it?



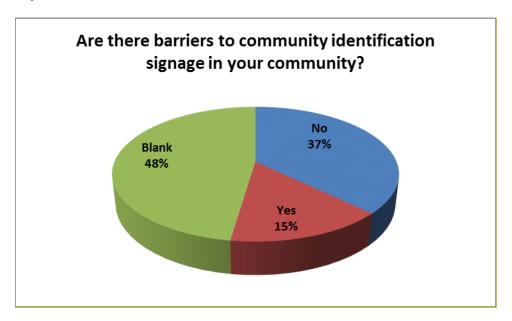
A total of 65 responses to question 4 were received.

Answer	Number of Responses	Percentage of Responses
Yes	45	23
No	20	53
No response	20	24

	Comments received on Question 4
	(Does your community have community identification signage? If so, where is it?)
1	At a pull out just below the Horne Lake interchange to 19A
2	Entrance sign on highway
3	Entrance to Nanoose & Fairwinds
4	Entrance to Parksville
5	Everywhere
6	Highway
7	Highway 19 and Northwest Bay Road
8	Hwy 19A
9	It is a wood carving done by a local artisan and is located at Qualicum Bay. It is well done
	but does not stand out as well as the roadside signage at Nanoose Bay.
10	Nanoose Bay
11	North and south entrances to community
12	On 19A
13	On boundaries
14	On highway and on NW Bay Road

	Comments received on Question 4
	(Does your community have community identification signage? If so, where is it?)
15	On highway right of way
16	On the highway
17	On the side of the road
18	Powder Point Road / Fairwinds Drive
19	Two on the highway and one on Northwest Bay Road by Craig Bay
20	You know where because I said I live in Nanoose

Question 5: Are there barriers to community identification signage in your community? If so, what are they?



A total of 45 responses to question 5 were received.

Answer	Number of Responses	Percentage of Responses
Yes	13	15
No	32	37
Blank	41	48

	Comments received on Question 5
	(Are there barriers to community identification signage in your community? If so,
	what are they?)
1	There are none
2	Area G covers a large area, therefore is not appropriate
3	Bureaucratic inertia
4	Bylaws, MOTI regulations
5	community service sign
6	Lighthouse Country ispretty vague and there are otherlighthouse country areas
7	None exist
8	Not sure how to answer this question as I don't know what the barriers would be.
9	Ours is a small community - but it could incorporate Bowser/Deep Bay together
10	Poor city council
11	3rd party signage, MoTI rules, signage size
12	There is none
13	Visibility and choice of location for signs

Question 6: Do you think there should be community identification signage installed to better identify your community or is existing community identification signage adequate to identify your community?

	Comments received on Question 6
	(Do you think there should be community identification signage installed to better
	identify your community or is existing community identification signage adequate to
	identify your community?)
1	No
2	Yes! There is a lack of community signage in my area.
3	We do have some nice signage but it would be lovely to see something come up like the
3	beautiful one that Nanoose has created. We have a simple sign on the North coming from
	Courtenay and the info signage on the reserve land pull out. It is a pretty busy signage and
	travelers that do not stop at it really have no other full on info you made it to Qualicum Bay or
	Bowser
4	Current signage identifies Coombs but not Errington
5	Adequate
6	Yes
7	There should be signage into the Dashwood/Meadowood areas.
8	No. It is adequate as is.
9	Could use some simple signs like Welcome to or Now entering Then 'Thanks
	for Visiting' when leaving the area. Install only on major roads entering or leaving an RDN area.
10	Qualicum Bay, Bowser and Deep Bay
11	No allowance whatsoever for signage along our only access route and its connection to Highway
	19 (coastal)
12	We don't have any signage identifying Cedar.
13	More signage creates a sense of community pride and beautifies our communities
14	Adequate
15	Great new signs
16	Yes, there is no community identifying signage at this time.
17	Yes!
18	We've had to do everything for ourselves here. Welcome aboard. Forever hopeful.
19	It's fine
20	Absolutely I think we should have Deep Bay signage at Jamieson Rd to Identify the area. We are
	on Deep Bay water therefore should be identified as Deep Bay.
21	I would like to see Highway 19 "distance to signage" for Qualicum Bay, Bowser and Deep Bay in
	the same manner as Cumberland, Courtenay and Comox at points north of Nanaimo and
	Parksville. Also similar signage on the outskirts of Qualicum Beach.
22	Yes
23	Yes we need to identify Bowser at the highway and the Spider Lake Horne Lake region at the
	highway too
24	No
25	YES.
26	Yes we need more community identification signage.
27	Better signage is required for Qualicum Bay. Nobody even knows it exists.

	Comments received on Question 6
	(Do you think there should be community identification signage installed to better
	identify your community or is existing community identification signage adequate to
	identify your community?)
28	There could be a bit more signage along the inland Hwy 19 to indicate services offered as well as
	direction
29	It's adequate now with the new Welcome to Nanoose Bay signs.
30	New signage should be installed
31	n/a
32	No
33	On the old highway there is a pull in for Lighthouse country information, however not sure if
	many people stop here to read it.
34	adequate
35	Locals know suburb or development names but visitors do not.
36	Adequate
37	Yes
38	Definitely
39	No
40	While we have signage on Hwy #19A there needs to be additional signage on Junction off Hwy
	#19 at Horne Lake and Cooks Creek for support of small business and artisans
41	No, not needed
42	No more signs
43	Yes
44	I think there is adequate signage.
45	The new signs are excellent and sufficient for Nanoose Bay.

Question 7: If you support the installation of additional community identification signage in your community, please tell us where you think it should be located.

	Comments received on Question 7
	(If you support the installation of additional community identification signage in your
	community, please tell us where you think it should be located.)
1	Errington village area (Grafton Ave @ Errington Rd) has no publicly funded identification
	signage. As a small, sprawling community, a well-designed village sign near or at this central
	location would be incredibly beneficial in fostering a more collective atmosphere.
2	I think something a little more prominent on the North end coming into deep bay bowser are from Courtenay
3	On Dolphin Drive off Stewart, i.e. coming from Northwest Bay Road/Stewart onto Dolphin.
4	On the boarder of each area
5	Should be located at the QB/Dashwood boarder, and south at Shaw's Hill.
6	No. Additional signs are not required.
7	On major roads crossing into other jurisdictions. Make the message simple and easy to read - no
	gimmicky comments that are not borne out by reality.
8	Yes. On the four lanes north of Qualicum Beach (Baylis Rd). Along the route up to the village
	centre. In the Little Qualicum River Park (inside the provincial park for trails accessing our area).
9	Probably near the bridge on Cedar Road in the north and west, near the junction of Yellow Point
	Road and Cedar Road in the south.
10	Close to the centre of town, possibly at the Chevron corner light or at Craig Street and Island
	Hwy? Possibly at the top/centre of the sledding hill across from the Dairy Queen?
11	Cedar road, at the Nanaimo River Bridge for North Cedar. Cedar Road at the boundary of the
	RDN and the Cowichan Valley Regional District for South Cedar
12	Intersection of 19a and Kenmuir Qualicum Bay business area
13	Where the Tourists can see them!!!
14	The present highway sign for Deep Bay should be moved down to Jamieson and there needs to
	be an attractive sign at the entrance of Jamieson and Hwy 19A as well.
15	I am more concerned with signage drawing attention to travelers on Hwy 19 than with signs
	once they have found the Horne Lake Road exit.
16	Inland highway (19Hwy). There is no signage for Deep Bay or Bowser on the highway.
17	Prior to exit 75 Horne lake Rd intersection for North and South Bound traffic
18	At the beginning and end of the village core (Crosley in the North and Georgia Park in the
	South).
19	On Highway 19A and Highway 19
20	On the #19 highway
21	Hwy 19 before exits from south & north
22	Exit at Horne Lake and Hwy 19 pullout to read services and a map
23	n/a
24	No, only specific attraction signage.
25	A sign similar to Nanoose Bay would be nice on the Inland Highway so people could come off at
	Horne Lake Road and head down to Qualicum Bay, Bowser & Deep Bay
26	Start of each neighbourhood.
27	Yes

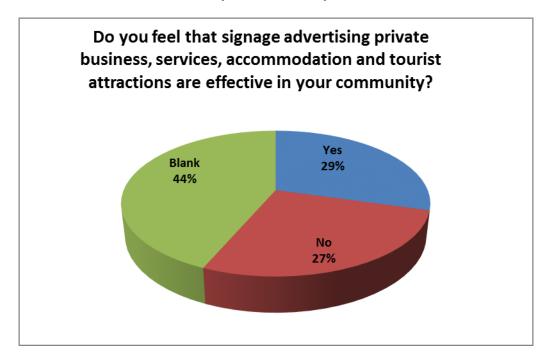
	Comments received on Question 7 (If you support the installation of additional community identification signage in your community, please tell us where you think it should be located.)
28	On the Old Island Highway AND 19
29	At the Hwy #19 Junctions at Horne Lake and Cook Creek. Along Hwy #19A as the junction with
	service road to the attraction, business or artisan location.
30	No more signs anywhere
31	Going towards WC from Coombs/Qualicum signage around entrance of Britain Rd or Poplar
	Way. When you are new to the community it is easy to miss the turn off since there is no
	indication that the residential area is on your left side.

Question 8: Do you have any general concerns related to community identification signage in your community?

	Comments received on Question 8	
	(Do you have any general concerns related to community identification signage in	
	your community?)	
1	If people can't spot the signage while they are driving through they are driving too fast and are	
	willfully blind to existing signage.	
2	I would hope that beyond just identifying the community, signage would promote active,	
	environmental transportation options.	
3	No	
4	No	
5	Dashwood seems to be the last area that does not have signage, so it's needed, if it's being	
	done in other RD areas, we need it too.	
6	Excessive signage would be a distraction and eye sore.	
7	To my knowledge Area G and French Creek don't have any identification. At one time Service	
	Cubs would build signs that identified the community and all the active clubs.	
8	We have 1000's of residents living around a planned village centre with no appreciable signage	
	for way finding or to identify services such as the Meadowood Store. Current signs are limited to	
	private property only.	
9	No	
10	Street signs are difficult to read. Need higher contrast and larger lettering	
11	No	
12	Yathere are no signs	
13	In my community, not so much.	
14	Yesno one knows where Bowser or Deep Bay is!!! Unless you travel on 19A	
15	Concern is for small business there is nothing to draw people in to let them know we are here	
16	No	
17	There is no signage except on Highway 19 at Cook Creek.	
18	No	
19	I just don't want too many signs	
20	Bigger letters for night visibility.	
21	No	
22	N/A	
23	None	
24	No	
25	Must be simple, no complex graphics	
26	We are a community that is full of artists and artisans and yet not one municipal sign for any of	
	us. I have a highway sign thru the government, but nothing special	
27	Road safety	
28	We have should have more signage for notification of where ambulance and fire halls are	
	located (e.g. Deep Bay is obscure being on Gainsburg Road). There are also no signs pointing out	
20	the boundaries of Improvement Districts.	
29	It's a residential area, but dump trucks, logging trucks, and cement trucks use South Wellington	
	Rd like a major highway to and from Hub City Paving. Road is deteriorating road, not wide	

	Comments received on Question 8 (Do you have any general concerns related to community identification signage in your community?)	
	enough to walk on, speed also is a huge factor for large vehicles and cars. Ruckledge store sells liquor and in summer road is full of drunk drivers speeding to river and back. Also have a crack shack that is over 25 years old and no authority (RDN, police, fire department) will address.	
30	Community too spread out for signage	
31	Yes I cannot stand signs	
32	Something as elegant and low-key would perhaps benefit the Yellow Point area in identification, but could it also have the double-edged effect of increasing the population and the resulting stresses on the ecology of the area.	
33	No concerns.	

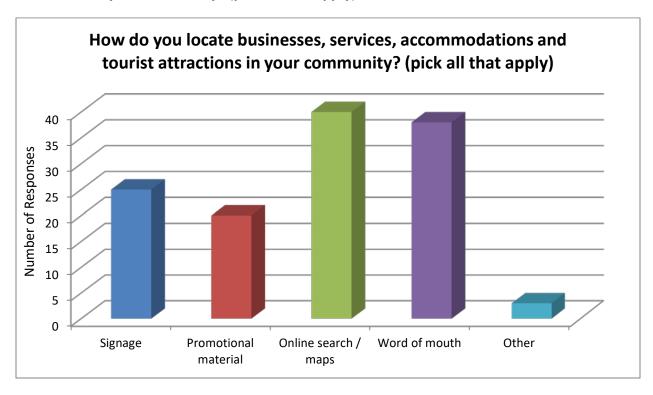
Question 9: Do you feel that signage advertising private business, services, accommodation and tourist attractions are effective in your community?



A total of 48 responses to question 9 were received.

Answer	Number of Responses	Percentage of Responses
Yes	25	29
No	23	27
Blank	37	37

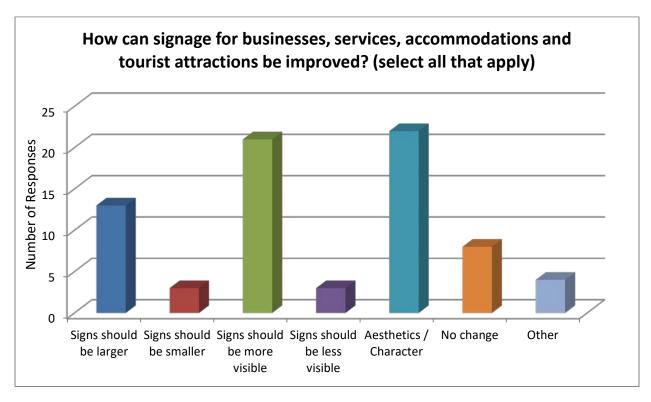
Question 10: How do you locate businesses, services, accommodations and tourist attractions in your community? (pick all that apply)



A total of 84 responses to question 10 were received.

	Comments received on Question 10 (How do you locate businesses, services, accommodations and tourist attractions in your community?)	
1	Community Business Directory that comes out biweekly.	
2	Let businesses find their own ways of advertising - don't clutter up our streets with more commercial signs than already exist. Teepee or sandwich boards are scourge.	
3	Google, newspaper	

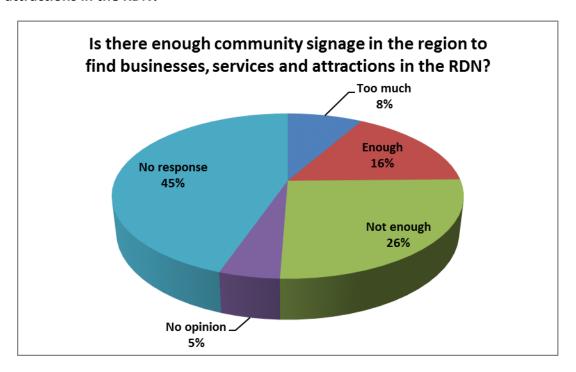
Question 11: How can signage for businesses, services, accommodations and tourist attractions be improved? (select all that apply)



A total of 84 responses to question 11 were received.

	Comments received on Question 11 (How can signage for businesses, services, accommodations and tourist attractions be improved?)	
1	Signs should be limited in height. Animation should be prohibited as a dangerous distraction for drivers. Follow signage rules for places like Banff and Carmel, Ca.	
2	Just Bring Us Signs	
3	Too many signs now	
4	Should not be allowed	

Question 12: Is there enough community signage in the region to find businesses, services and attractions in the RDN?



A total of 47 responses to question 12 were received.

Answer	Number of Responses	Percentage of Responses
Too much	7	8
Enough	14	16
Not enough	22	26
No opinion	4	5
No response	38	45

Question 13: What are the desirable characteristics of signage in rural areas?

	Comments received on Question 13	
	(What are the desirable characteristics of signage in rural areas?)	
1	Accurate/adjustable information areas on signage to accommodate seasonal schedules,	
-	creative, art inspired designs, and promotion of healthy transportation options through signage	
	such as bike route signs.	
2	I think a general 'you have entered the area of' type signage. Like neighborhoods do in	
_	QualicumThe Woods Chartwell, Eaglecrest. I love Parksville branded signage and the new	
	signs for Nanoose.	
3	My main concern is the proliferation of new high intensity illuminated signs advertising	
	businesses along the highways. These are not only ugly, but also potentially dangerous in that	
	they are distracting to drivers. They are usually in addition to already existing signage for the	
	particular business. Some businesses may even have 2 of these large flashing signs on the same	
	property. The result is basically a MESS of signage that has no aesthetic appeal and having more	
	and more signs may actually make it harder to read any of them.	
4	Informative rather than splashy advertising	
5	Visible and easy to read.	
6	Low profile signage, yet visible.	
7	Less signage in the rural environment is better. That is one of the reasons why we like the rural	
,	area, is because we "want to get away from the urban environment". With increasing use and	
	adoption of GPS systems signage is less and less important. Possibly have stronger regulations	
	about the size and nature of address lettering - and maintenance.	
8	Visible but not cluttered	
9	Not intrusive, not lit and not too large.	
10		
10	Visible, high contrast, and consistent design that reflects attributes of our community (seaside, community connectedness, and inclusive)	
11	To support rural businesses - farm stores, artists' studios, etc.	
12	Durable, and fit with the surroundings.	
13	Some sort of branding for each community. Historic points of interest. More local farm signs.	
14	Visible and continual	
15	We could use signage for more of the accommodations in the Deep Bay area that are not visible	
13	from the highway.	
16	Tasteful, with a clear indication of the business's function.	
17	To actually HAVE signage	
18	To keep with the common theme as you travel up island and other community signs of the	
10	cedar west coast style consist with the Nanoose sign indicated as an example on previous pages	
19	here Consistent in style, sympathetic in language and style to local sulture and interests (i.e., arts	
19	Consistent in style, sympathetic in language and style to local culture and interests (i.e., arts, First Nations), reminiscent and celebrating of the local history in the area (historical Bowser,	
20	Mike the dog, other characters) That they be attractive visible, but not everywhelming.	
20	That they be attractive, visible, but not overwhelming. They show you how far it is to your destination. Point out items of interest such as artisans and	
21	They show you how far it is to your destination. Point out items of interest such as artisans and accommodation.	
22		
22	Originality That signs of continue a formations a formation on the side of a bracket down to all on the side.	
23	That signs advertising a furniture store hanging on the side of a broken down truck on the side	

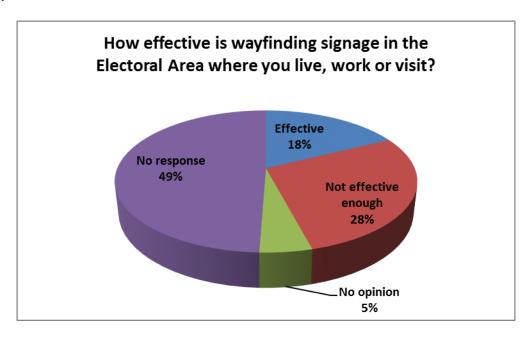
	Comments received on Question 13		
	(What are the desirable characteristics of signage in rural areas?)		
	of a highway not be allowed. There should be a minimum standard and a maximum size to the		
24	signs.		
24	Unique signs that reflect the area.		
25	Small community, diverse signage. I don't pay much attention because I know the area and where business are located		
26	As many farms are located in isolated areas it is important to have a number of options.		
20	Driveway signage that is visible and large enough to attract attention but in keeping with the		
	rural area. Directional signage for hard to find locations is also important for businesses.		
27	To blend in with the natural environment in a pleasing way. To be professionally done		
28	Not be built		
29	Visible, direct to local business		
30	Classy - no big billboards, something not too commercial looking		
31	We need signs to be larger print size and located along both Hwy 19 and 19A to help direct		
31	tourists and other traffic to local attractions, communities, services and artisans.		
32	Obey local bylaws.		
33	There are no desirable characteristics in rural signs. Keep them out		
34	To be visible and suit the environment, visually pleasing.		
35	A very tightly controlled set of characteristics that effectively mute the visual effect on the		
	roadways of the area. Businesses often post many of their business signs on hydro poles, road		
	intersections, etc. For example, a water hauling firm based in Yellow Point posted dozens of		
	their signs of hydro poles, trees on private property throughout the RDN. Without effective		
	regulation/enforcement, we will face the prospect of signs of all sizes littering our roadsides. If a		
	business located in this rural area wishes to establish a larger advertising footprint, road signage		
	must be tightly controlled. A neighbourhood located off Yellow Point Road might well have		
	numerous businesses located along their feeder road. Those living along that feeder route now		
	face the prospect of each of those businesses advertising with signage. Signs would be located		
	up and down Yellow Point Road for up to a kilometer.		
36	Signs should be large with highly visible print. I believe the only regulations should be that the		
	sign does not interfere with traffic visibility and not those horribly bright LED signs that disrupt		
	the entire area.		
37	RDN should give priority to signage for public buildings, parks, etc. We are less concerned about		
	directional signage for every artisan, tourist attraction, farm or business in the area. It should be		
	up to the individual business to promote their own operations. It's fine for them to put signage		
	to identify their place of business, but we should not be cluttering up our public roadways with		
	wayfinding signage to private businesses.		

Question 14: Are there barriers to effective economic development and tourism signage in your community?

	Comments received on Question 14		
	(Are there barriers to effective economic development and tourism signage in your		
	community?)		
1	It would be helpful that any further economic development not be same crap that already		
	exists.		
2	Lack of Bylaw 1073 (Unsightly Premises Bylaw) in Area F severely deters economic development		
	specifically in the Errington village area. The tourism appeal would be greatly increased if the		
	appearance of residential properties was improved/enforced.		
3	There seems to be adequate for our businesses		
4	?		
5	None.		
6	Probably just the cost of creating, fabricating and installing good quality signage. Should we be		
	encouraging businesses into the rural environment that need a lot of signs?		
7	Yes. As the only community store we are unable to access the highway signage program due to		
	distance and rely on private property for our signage. No allowance for a sing on the turnoff		
	from the highway.		
8	Don't know.		
9	Yes. There is a lack of informative signage such as informational maps etc. Parksville is a		
	walkable community yet no directional information exists outside of the city. Would be nice to		
	have a few signs that provide historical fact or info about where to find services.		
10	I don't think so		
11	No, we have lots of space for signage.		
12	Not sure		
13	Yawe have no signs!!!		
14	Not that I am aware of.		
15	I am not sure. I don't want to see a barrage of billboards but I'd like tasteful, well maintained		
	signs indicating to travelers, tourists and potential new residents that Lighthouse Country has		
	most essential shopping and services for a comfortable place to reside.		
16	Yes		
17	Yes		
18	The speed limits on the highway through Bowser would seem to contradict the "rural village"		
	feel. Cars and trucks come through too fast to be able to read any signs.		
19	Yes, there is not enough signage.		
20	None that I know of.		
21	Do not know the logistics		
22	Naysayers.		
23	No		
24	Rural business could benefit from professional signage. Develop opportunities for neighbouring		
	farms to share directional signs, cluster development. Upkeep of signs plus removal of signs		
	when businesses are no longer functional can be issues in the farming community.		
25	Poor city council		
26	Yes, not enough legal opportunity to place signs		

	Comments received on Question 14 (Are there barriers to effective economic development and tourism signage in your community?)	
27	Yes	
28	Yes, since Hwy 19 was constructed much of the tourist traffic levels speed past our communities.	
29	No, with only cottage businesses allowed, any change will only cause visual pollution.	
30	No. There are too many people here now.	
31	Not quite enough	

Question 15: How effective is wayfinding signage in the Electoral Area where you live, work or visit?



A total of 43 responses to question 15 were received.

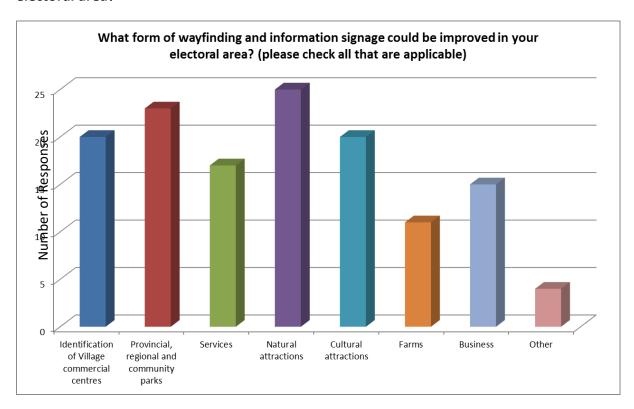
Answer	Number of Responses	Percentage of Responses
Effective	15	18
Not effective enough	24	28
No opinion	4	5
No response	42	49

Question 16: How can wayfinding signage be improved?

2 3	Not required Way finding signage along Errington Rd. could be improved. A pull out area with multiple signs and a map, similar to the one in Area H, would be fantastic. I think this is in a short window of opportunity for the traveler to spot and have time to pull off. It is at the bottom of a short hill after an s turn and really not enough obvious turn around area to come back. We travel with our RV or just road trips. I know that throughout the states or Canada the info signs are marked with 'info ahead' signs or 'rest area' signs. I think ours though	
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	Canada the info signs are marked with 'info ahead' signs or 'rest area' signs. I think ours though	
	han attal to a decorate at a the succession to a set on the	
4	beautiful just doesn't give the traveler time to notice it! The Stewart Road/Dolphin Roads could use more signage for 'Fairwinds', Schooner Cove and the	
4	golf course	
5	We don't have any in Dashwood/Meadowood so anything would be an improvement.	
6	Better signs for community and regional parks.	
7	I personally find highly detailed wayfinding signage to be almost useless. I have probably stopped to read only one in my lifetime. Individual site-specific signs can be useful if they are not cluttered and easy to read at let's say 60 KPH. Signs with a lot of information must have large parking areas and must not pose potential traffic movement hazards.	
8	Installation at appropriate locations	
9	More of it.	
10	Include more informational signage that would encourage walkability for residents and tourists	
11	Signs indicating distance	
12	By adding signage	
13	More attractive signage	
14	By having directional signs stating distance to the Destination, from Both Qualicum Beach and Courtenay on Both Highways	
15	I feel that the sign we have for this area is beautiful but too small and most people will not pull off of the highway to read it.	
16	To HAVE wayfinding signage	
17	Can be located within the village centre.	
18	The one above is very attractive in giving an overview of the area, but individual and specific signage is needed.	
19	Identify the turnoff to Bowser and Qualicum Bay and Deep Bay on the #19 and say how far each one is.	
20	Placed in strategic locations	
21	There should be one or two signs installed similar to Lighthouse Country (as shown)	
22	More signage is needed to denote were the Village, School, Hiking trails and especially Beach accesses are	
23	Need a no exit sign at start of Shayla road. Better signage for when fires can be lit.	
24	Get rid of it	
25	More of it, support from MoTI	
26	There should be signage on Hwy #19 identifying the location and distance to smaller communities. Nowhere on Hwy #19 are there any signs indicating mileage or the upcoming community centres of Bowser or deep Bay	

	Comments received on Question 16 (How can wayfinding signage be improved?)
27	It cannot be. I don't want more signs.
28	Sign at entrances to community required.

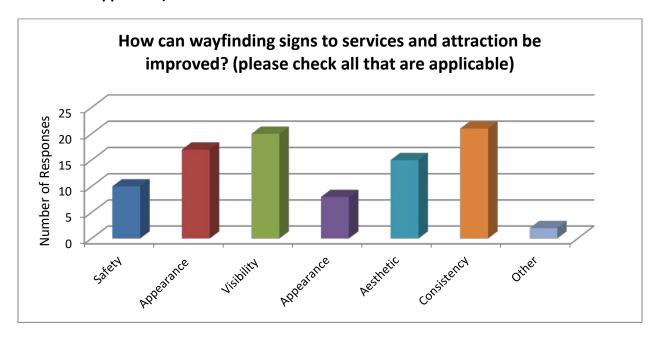
Question 17: What form of wayfinding and information signage could be improved in your electoral area?



A total of 84 responses to question 17 were received.

	Comments received on Question 17 (What form of wayfinding and information signage could be improved in your electoral area?)
1	All
2	Would be better to spend the time and energy to get points of interest entered into Google and other mapping tools.
3	Artisan studios
4	Residential in Whiskey Creek

Question 18: How can wayfinding signs to services and attraction be improved? (please check all that are applicable)



A total of 84 responses to question 18 were received.

	Comments received on Question 18 (How can wayfinding signs to services and attraction be improved?)	
1	Aim for easy to read at 60 km/h. Strong contrasting colours. Standardization for attraction,	
	eateries, accommodation, services, etc.	
2	More needed	

Question 19: Are there specific improvements to wayfinding signage you would like to see in your community? Please explain.

	Comments received on Question 19 (Are there specific improvements to wayfinding signage you would like to see in your		
	community?)		
1	I would love to see community specific signage design and art on signs.		
2	Additional signs never too many		
3	Start the process to have this.		
4	None.		
5	The goal should be to reduce the number of signs. There is already too much for a visitor to take in with respect to safety signs without overloading with "nice to have" information signs. Signage could be a waste of money in a world in which "every new car" will come is built-in GPS.		
6	No way finding signage exists other than for Artists.		
7	Consistent application of the rules by the Ministry of Transportation		
8	Signage that is consistent and reflects the image of our community. More signage is needed to encourage walkability and provide information about the community that could be accessed after hours (especially in the summer when tourism visitation is high and more people walk through the community in the evenings)		
9	Visible and consistent signs installed.		
10	Just get the signs		
11	To have more		
12	No private business advertising		
13	More signage needed referring to specific places.		
14	For farms using one directional sign for multiple farms would be an improvement.		
15	There are too many signs on Highway 4 from Parksville west, and that makes them less effective.		
16	When I go for a walk in my community a lot of the time I don't know where the beach accesses are, except for the obvious ones and also people are walking on private property not knowing that it is not a public trail, right of way, beach access etc. I think a lot of beach accesses are hidden from view by homeowners, so would like some kind of map as to where they are.		
17	By each tourist info centre		
18	A sign promoting artists' studios in the area - the names and website ALL on one sign. AND individual signs along the road that would lead you to them. Every year there are at least 2 studio tours here that bring much needed cash and recognition to our area. Why are we not being supported?		
19	While Hwy #19A has enough speed signage, many heavily used side roads have little or no speed limit signs. During "rush" hour traffic goes any darn speed they like and pedestrians and bikes have to be very careful as there are limited or no road shoulders to rise upon.		
20	Yes stop wasting my money on stupid signs		
21	Use the brand for the new Nanoose Bay sign as a consistent brand for other signage in the area.		

Question 20: Do you have any general comments or concerns regarding signage in your community?

	Comments received on Question 20 (Do you have any general comments or concerns regarding signage in your	
	community?)	
1	My community needs signage to promote healthy and environmental modes of transportation. I also recommend that white road marking lines be re-instituted along the Errington Rd. and Grafton Ave corridors. Pedestrian/Cyclist/Powerchair safety in this area is at an all-time low. Ideally, Errington Road's paved shoulders should be widened and marked as such. This is a dangerous route and I would hope the RDN could lobby some improvements from the province or from other sources of funding.	
2	Please note previous comment about large, high intensity flashing illuminated signs.	
3	More signage is required	
4	Consistent address signage that is reflective, easy to see, and have bi-laws to ensure that every resident has them. Then have the enforcement by RDN staff to ensure that people follow through with the proper address signs. It's one thing to have the Bylaw, it's another to enforce it. Much like the new developments and having to have a visible/reflective/lit up address sign, no one enforces this bi-law, and should be part of the building inspection sign off on new homes.	
5	The large bill boards along Highway 19 near Lantzville are an eye sore and need to be minimized.	
6	I hope this isn't an effort to further move commercial business further into the country at the expense of trying to build "critical business and service mass" in our urban centres. Qualicum Beach is already a poor excuse for a business centre because it has huge gaps in the types of businesses that can be accessed in a centre supposedly capable of serving 12,000 people. I hope this isn't an exercise created by those of us in rural areas to try and get more business from people who live in urban communities. Not everyone who lives in a rural setting wants it to evolve into an urban community. If you want the business volumes that can be achieved in an urban setting, then move to or locate your business in a town or city. Don't force me to drive "all over God's creation" looking for you - and expect someone else to pay for wayfinding signs to help find you.	
7	Grateful to see this being examined. We need to be able to have signage on the highway and for our village centre. Provincial program is out of date and access to our village centre which is very close to a major campground should also be considers for hikers, bikers etc.	
8	None.	
9	I would love the opportunity to contribute to this initiative if possible. It is a needed improvement throughout the RDN and I would be excited to contribute to the outcome if at all possible.	
10	Our fire danger rating and FD sign is non-existent. A nice sign such as Lantzville.	
11	I would like to see signage for farm tractors/implements sharing the roads within the farming districts of area A.	
12	I have been trying to get signs for over 20 years. I have had to go it alone, as we are not as important as Goats on a friggin' Roof. Tired of the B.C. Just get the signs	
13	Please don't make our community look like the horribly ugly stretch of highway on Hwy 19 in Nanoose	

	Comments received on Question 20	
	(Do you have any general comments or concerns regarding signage in your	
	community?)	
14	Signage in general IS non-existent.	
15	We have a small thriving community that is beautiful as is and which may not be enhanced with more signs that pollute our natural environment. Nobody has ever claimed to be lost here.	
16	Bowser and Deep Bay are not identified by any specific signage except for those advertising businesses in the area.	
17	Night time visibility.	
18	Signage in the farming community is very important to successful marketing of farm products and services. Also identifying farmers markets and farm markets in rural communities. I would look at areas that have had signage initiatives that have involved the farming community as examples of success.	
19	Less signs and a few more effective ones.	
20	No	
21	Road safety signage needed recognizing farming equipment is present on roads and respect for such equipment.	
22	Back roads throughout the Regional District are often subject to illegal dumping of garbage, yard waste and house hold crap. Follow the example of Major Forest Companies in South Island stating Illegal Dumping is Subject to Prosecution and place MANY more signs up. It is very effective when signs state "smile you are being viewed by video surveillance" even if no video equipment is used been there done that for major forest industry. Within Deep Bay there is very limited parking in the marina for trucks and boat trailers. We urgently need signs to state trucks and trainers blocking residential home access are subject to towing or fines. Or better yet BUILD marina parking for this marina location.	
23	No more signs for business signs to keep large commercial vehicles off south Wellington Road period use highway and clover leaf to Nanaimo river road put a barrier up at end of south Wellington Rd at Nanaimo River Road.	
24	Keep signage on private property or signage will become like on Indian reserves.	
25	You may have noticed I do not want any more money wasted on signs of any kind!!!!!	
26	No high intensity (super bright) streaming marquee signage permitted at all.	
27	I have concerns about the new LED business signs along the old Alberni Hwy in Errington. Mainly the one at the new mini storage. It is far brighter than others along that route and is very hard on the eyes as one drives past there at night. Also the light pollution off that one sign may be a bit of a concern as it changes the night skyline for a good distance. Is there a way of limiting the brightness or size to have less effect on the rural areas nearby?	
28	Signage is sufficient for now.	
29	We think there is sufficient signage in our community and do not see a compelling need to add more signage. The RDN should focus primarily on signage to promote public spaces like parks and public buildings. Individual businesses, services, artisan and farms should focus on signage to clearly identify their place of business, but we do not need to clutter up our public roadways with wayfinding signage to individual businesses.	

Attachment 3
Location Specific Signage Improvements – Identified through community consultation process

Electoral Area	Improvements
Α	 A community identification sign on Cedar Road at the Nanaimo River Bridge and at the boundary of the CVRD.
C	 Directional signage on Nanaimo River Road, White Rapids Road, and Godfrey Road towards Extension Park. A sign in Extension Village to indicate the coal mining history. There should be signage in high accident areas (Jingle Pot Road). Wayfinding signage to indicate the distance from Extension Road/White Rapids Road intersection and Nanaimo River Road/White Rapids Road intersection. Concerns over traffic volume and speed. Support for signage in high traffic areas such as along Jingle Pot Road to indicate children walking to school. Specifically Mountain View School. Support for a playground sign near Extension Hall and to reduce the speed limit to 30km per hour. Fire Truck access on Benson View Road. Benson View Road is too narrow and there are concerns with children walking and cycling. Need for more parking signs for Ammonite Falls parking areas near Creekside Place.
E	 Larger school zone signs on Northwest Bay Road for Nanoose Elementary. Stewart Road/Dolphin Road could use more signage for Fairwinds, Schooner Cove, and the golf course.
F	 Community identification sign for Errington, Meadowood A business area sign for Errington similar to the Lighthouse business association sign.
G	 Community identification signage for Dashwood and French Creek. Overnight parking next to the French Creek Pollution Control Centre. There should be a no parking or no overnight parking sign installed.
Н	 Wayfinding sign for Bowser on Highway 19A leaving Qualicum Beach. The existing sign says 62 Km to Courtenay. Directional signage to the Qualicum Fish Hatchery from Highway 19A and 19. Directional signage to Bowser on Highway 19 providing directions and indicating available services. Directional signage on Highway 19 at Horne Lake Road and Cook Creek Road. Community Identification sign for Deep Bay at Jamieson Road. Community identification signage for Qualicum Bay. Install distance sign to Qualicum Bay, Bowser, and Deep Bay. Business area signage for Qualicum Bay at the intersection of Highway 19A and Kenmuir Road. No exit sign at the start of Shayla Road. No marina parking signs and enforcement in the residential area near Deep Bay Harbour.

Electoral Area	Improvements
	 There should be a directional signage installed near Laburnum Road indicating the distance to Deep Bay and Bowser. There should be a three-way stop sign near Horne Lake Road and Kenmuir Road.
General	Install more farm implements on the road signs in rural areas
Requests	More speed limit signage
	Street signs are difficult to read
	No billboards or LED signs should be allowed.
	More signage relating to natural attractions.
	 More exit signs off of Highway 19 identifying unincorporated communities and the services provided.
	Signs for fire danger rating.
	Allow community specific signage design and art on signs.
	Signs for public beach access points.
	 Signage for farms, farmers markets, and artisans.
	 More signage in school zones and on school routes.
	 Signs identifying lakes, rivers, and streams (both identification and fish protection).
	Remove temporary signs.

Attachment 4 List of Recognized Distinct Communities

Electoral Area	Community Name (Village Centre/Neighbourhood)
Electoral Area A	
Electoral Area A	Cassidy
	Cedar
Electoral Area C	Extension
Electoral Area E	Fairwinds
	Red Gap
	Schooner Cove
Electoral Area F	Coombs
	Errington
	Hilliers
	Qualicum River Estates
Electoral Area G	French Creek
Electoral Area H	Bowser
	Qualicum Bay
	Dunsmuir

^{*}Please note the communities listed above are geographically defined by Rural Village Centre boundaries.