



URBAN VISITOR SIGNAGE (UVS) PROGRAM APPLICATION FORM

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New Sign Application

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Sign Renewal/Change Request

Company Name _____

Company Address _____

Company Contact Name/Title _____

Office Phone _____ Cell Phone _____

Email Address _____

Please check Urban Visitor Sign(s) Required:

UVS Location:

Westbound Alaska Hwy _____

Eastbound Alaska Hwy _____

Business Categories:

Gas _____ Lodging _____

Food _____ Services _____

Attractions _____

Please include your sign design(s) or a sketch as close to scale as possible and include sign dimensions, materials, layout, logos, text, spacing, size, colours, and other details.

I understand that this is an application only and approvals to permit Urban Visitor Signage have not been given at this time.

Applicant Signature

Date



Town of Watson Lake Urban Visitor Sign (UVS) Program Guidelines and Application Form

This regulation does not apply to signs located on Federal, First Nations, and privately held lands. Please read the following instructions and description of the process before completing the application form.

Please note: These are general guidelines about the UVS Program. Full details about the administration of this program can be found in the Urban Visitor Sign Program Policy #2024-02, which can be obtained at the Town Office located at 710 Adela Trail, Watson Lake or on our website at www.watsonlake.ca.

INSTRUCTIONS

1. Urban Visitor Sign (UVS) is a unique 244cm x 122cm (8ft x 4ft) sign created by individual businesses within Watson Lake town limits that will be attached to a government-owned sign structure.
2. The Town of Watson Lake will attempt to group UVS signs in categories based on business type as defined below. Businesses must select from the following categories that best defines their business:
 - a) Gas – businesses with fuel pumps
 - b) Food – businesses selling food, including restaurants
 - c) Lodging – businesses offering accommodation, including campgrounds, hostels, hotels, motels, B&B's
 - d) Services – businesses providing car repair, shopping facilities, souvenir shops, boat tours, etc.
 - e) Attractions – recreation and culture facilities
3. Completed application forms are to be submitted by email to Tiffany Lund at cdo@watsonlake.ca or in person to the Town Office at 710 Adela Trail, Watson Lake.
4. An application for the UVS Program is considered complete when the following documents and requirements have been met:
 - a) A completed and signed UVS application form;
 - b) A copy of plans and specifications for the sign identifying dimensions, material, size, text, font, spacing, color, content, logos and design;
 - c) A copy of a valid business license or proof of registration under the Societies Act, the proof of right to use logos, or other similar document for business.

All the above items are mandatory, and the application process will not start without them.

Please note: Applications may take up to 15 business days to be processed. Upon approval the applicant will be notified of the application decision by way of email.

5. Once an application and sign design are approved, the applicant shall contact the Town of Watson Lake at cdo@watsonlake.ca to confirm the sign drop-off location.
6. All signs are to be installed by the Town of Watson Lake or contracted agent.

Please note: The installation/removal period for all signs is between **May 15 – September 15, weather permitting.** Please allow for extra time when producing your signs as the turnaround time varies per printing company. Should an application be received that is outside of the installation period, the installation or removal will be scheduled for the following year.

7. The applicant is responsible for complying with the Town of Watson Lake Urban Visitor Sign Program Policy 2024-02. Failure to do so may result in the termination of service.

PRICING

8. There is a one-time installation fee of \$200.00 per sign, billed upon approvals of an application and sign design.
9. An annual advertisement and maintenance fee of \$100.00 per sign, will be billed to the business upon approval of an application and sign design, and billed annually by March 31st of each calendar year.
10. Receipt and acceptance of annual payment from the sign owner shall be considered an effective renewal of their agreement. An application for renewal made prior to the expiration of the term preserves the sign owner's priority over other applicants.

Please note: Applications can be approved anytime during a calendar year, and the fee will be pro-rated accordingly.

GUIDELINES

11. Signs must meet the following conditions:
 - a) Signs must be 244cms x 122cms (8ft x 4ft) and must be constructed of (3/4") 18.5 mm plywood. The sign face surface must be flat, smooth, and dense.
 - b) Sign sheeting material and paint must be applied so that it does not contain air pockets, holes, tears, or patches.
 - c) The plywood edges must be sealed and both the edges and back of the plywood sign painted with two coats of exterior paint over a compatible primer.
 - d) Have minimum letter size of 15cms (6") and must be clear and easy to read.

12. NO UVS shall be installed that:
 - a) Has a sign face greater than 244cms x 122cms (8ft x 4ft).
 - b) Use lettering of less than 6 inches in height.
 - c) Have words, logos, or other information on any part of the sign other than the sign's face (manufacturer information is acceptable).
 - d) Contains reflective materials other than retro-reflective material (3m Engineer Grade).
 - e) Has any moving or rotating parts or display intermittent flashing, or rotating lights.
 - f) Is a banner, streamer, flag, or similar device.
 - g) Is similar in appearance, colour, or design to traffic control devices.

CONDITIONS OF ISSUANCE

13. Application approvals shall be issued in the name of the business that is responsible for the UVS.
14. Where an approval is issued in the name of more than one business, each business shall be responsible and liable for the UVS.
15. A sign owner shall ensure the sign meets all guidelines as set out in the Urban Visitor Sign Program Policy 2024-02.
16. A sign owner shall ensure that the UVS is delivered within a reasonable time after the application approval.
17. A sign owner shall ensure that the information presented on the USV is accurate.
18. UVS location and positioning will be determined by the Town of Watson Lake.

NOTICE OF REPAIRS

19. Where a UVS requires painting, repair or maintenance, the Town of Watson Lake may, by notice in writing and through email, if possible, order the Owner to paint, repair, or maintain the UVS. The Town of Watson Lake will communicate with the UVS owner to arrange for the removal of the UVS for the required maintenance.
20. A sign owner receiving a notice shall comply with the terms of the notice to the satisfaction of the Town of Watson Lake within 30 days of receiving the notice or such period as is specified in the notice.
21. If a sign owner receiving a notice does not comply within the applicable time, the Town of Watson Lake will remove the UVS and store it for 60 days, after which it will be disposed.

22. If after 60 days after the notice, the UVS owner does not comply with the terms of the notice, the UVS location on the sign structure will be made available to other applicants.
23. The Town of Watson Lake and its contracted agent are not responsible for any damage caused by the removal and storage of UVS's.

UNLAWFUL SIGNS

24. The Town reserves the right not to install any sign that contravenes applicable legislation, that does not receive required approvals, or that the Town considers to be:
 - a) In violation of the Canadian Code of Advertising Standards, or to be offensive to the moral standard of the community; or,
 - b) Negatively reflected on the character, integrity or standing of any organization or individual.
25. Where a sign is installed without an approval, the Town of Watson Lake may, by notice in writing and email, if possible, remove the sign and bill the owner or company for expenses incurred.