Revised 12.15.08

INFORMATION SHEET FOR

URBAN VISITOR SIGNS (UVS)

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 Form:

1. Applications can be picked up at the Whitehorse Chamber of Commerce, located at Suite 101, 302 Steele Street, Whitehorse, phone 667-7545 or online at http://www.whitehorsechamber.ca

2. Urban Visitor Sign (UVS) is a unique 244 cm x 122 cm (8ft x 4ft) sign created by individual businesses within Whitehorse city limits that will be attached to a government owned sign structure with three separate UVS's per structure.

3. UVS's will be grouped in five categories based on business type as defined below. Business must select from the five categories that best defines their business.

1) Gas – businesses with fuel pumps.
2) Food – businesses selling food, including restaurants.
3) Lodging–businesses offering accommodation, including campgrounds, hostels, hotels, motels, B&B's
4) Services – businesses providing car repair, shopping facilities, souvenir shops, boat tours, etc.
5) Attractions – recreation and culture facilities.

4. Complete the application, with all required information. Completed application forms are to be returned to the Whitehorse Chamber of Commerce located at Suite 101, 302 Steele Street, Whitehorse.

5. Read the attached Sign Standard Conditions and Guidelines *(as per the Visitor Information Sign Regulation)* that will apply if your UVS application is approved. If approved, a three (3) year contract (renewable every year) will be issued.

6. An application for a UVS 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;*
(d) and a non-refundable application fee of $25.00 – payable to the Whitehorse Chamber of Commerce

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

7. ***Please Note***: The application may take up to 10 working days to be processed. Upon approval the applicant will be notified and forwarded a copy of the application, and approval conditions.

8. Finished UVS's are to be delivered within a reasonable amount of time after approval. Contact the Whitehorse Chamber of Commerce at 667-7545 to confirm the sign drop off location.

9. All UVS's are to be installed on the UVS Structure by the Whitehorse Chamber of Commerce.

10. The applicant is responsible to comply with all the conditions of the approval.

11. A one time $25.00 non-refundable application fee must accompany the completed application.

12. There is an annual $400.00 <u>per sign</u> advertising and maintenance fee for all UVS's payable to the Whitehorse Chamber of Commerce. If an application is approved anytime during a calendar year, the fee will be pro-rated.

SIGN STANDARD CONDITIONS AND GUIDELINES FOR HIGHWAY SIGNS
As Per Visitor Information Sign Regulation

Key Points of the Sign Condition Guidelines

Signs must meet the following conditions:

- Constructed of (3/4") 18.5 mm plywood. The sign face surface must be flat, smooth, dense and free of knots and grain patterns.
- The plywood edges must be sealed and both the edges and back of the plywood sign painted white with two coats of exterior paint over a compatible primer.
- Sheeting material and paint must be applied so that it does not contain air pockets, holes, tears, scrapes, compressed cells or patches.
- Have minimum letter size of 15 cm (6").
- Clear and easy to read.

Conditions of Issuance:

1. Approvals shall be issued in the name of the business that is responsible for the UVS.
2. An approval is issued or renewed for a period of up to three (3) years.
3. A sign owner shall:
   (a) *ensure the sign tab is well maintained and meets with the Sign Condition Guidelines*
   (b) *provide the UVS within a reasonable time after the approval*; and
   (c) *ensure that the information presented on the UVS is accurate*.

Restrictions on Applying for an Urban Visitor Sign:

1. Where an approval is issued in the name of more than one business, each business shall be responsible and liable for the UVS.

2. UVS positioning on the UVS structures will be determined by the Whitehorse Chamber of Commerce for the purpose of grouping and controlling the installation, and including the following:

   (a) By group based on business type.
   (b) UVS locations are to be determined by the Whitehorse Chamber of Commerce
   (c) all UVS's must be installed and removed by the Whitehorse Chamber of Commerce..

Notice of Repairs:

1. Where a UVS requires painting, repair or maintenance, the Whitehorse Chamber of Commerce may, by notice in writing and through email if possible, order the sign owner to paint, repair, or maintain the UVS. The Whitehorse Chamber of Commerce will communicate with the UVS owner to arrange for the removal of the UVS for the required maintenance.

2. A sign owner receiving a notice shall comply with the terms of the notice to the satisfaction of the Whitehorse Chamber of Commerce within 14 days of receiving the notice or such period as is specified in the notice.

3. If a sign owner receiving a notice does not comply within the applicable time, the Whitehorse Chamber of Commerce will remove the UVS and store it for 30 days, after which it will be disposed.

4. 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.

5. Signs will be installed by the Whitehorse Chamber of Commerce and it's contracted agent. The Whitehorse Chamber of Commerce and its contracted agent are not responsible for any damage caused by the removal and storage of UVS's.

Unlawful Signs:

1. Where a sign is installed without an approval, in contravention of an approval or the Visitor Information Sign Regulation, the Whitehorse Chamber of Commerce may, by notice in writing and email if possible, to the approval holder or to the person believed to be the owner of the business, order the sign owner to to alter the sign to comply with an approval or this regulation. Failure to comply will result in the unlawful sign being removed by the Whitehorse Chamber of Commerce.

   If the sign is deemed to be a hazard by the Whitehorse Chamber of Commerce or the Yukon Territory Government, it may be removed immediately without prior notice.

URBAN VISITOR SIGN INSTALLATION STANDARDS
As Per Schedule B – Visitor Sign Information Regulation

1. ***No Urban Visitor Sign may be installed that:***

(a) have a sign face of greater than 244 cm x 122 cm (8' x 4');
(b) use lettering of less than 150mm (6") in height;
(c) have any words, logograms or other information on any part of the sign tab other than the sign face (manufacturers info on lower right, back of sign);
(d) have any words, logograms or other information or components extending beyond the sign face;
(e) have any moving or rotating parts or display intermittent, flashing or rotating lights;
(f) contain any reflective material other than retro-reflective material (3m Engineer Grade); and
(g) and be similar in appearance, colour or design to traffic control device.

SIGN APPLICATION ☐ **SIGN RENEWAL** ☐ **Approval No.**_____

Name of Business Responsible for the Sign: ***(Print Clearly)*** _____

_____

Location of Business: _____

Complete Mailing Address: _____

_____

Email Address: _____

Name of Person(s) Authorized to Act on Behalf of the Business: ***(Print Clearly)*** _____

Phone Number/ Fax Number: _____

_____

Please Check Urban Visitor Sign(s) Required:

Urban Visitor Sign(s): Westbound (North) Alaska Hwy ☐ Eastbound (South) Alaska Hwy ☐

$25.00 Application Fee ☐

Business Open: Year Round ☐ Seasonally ☐ From _____ to _____

Please indicate the type of services the business provides to visitors:

Please indicate by what grouping you would like your business identified
(all business will be grouped by 1) Gas, 2) Food, 3) Lodging, and 4) Services 5) Attractions.)
Check only one box that you feel best represents your business.

Gas ☐ Food ☐ Lodging ☐ Services ☐ Attractions ☐

Please include a sketch as close to scale as possible of the sign face of the UVS indicating dimensions, materials, layout, logos, text, spacing, size, colors, and other details.
Please make the sketch as representative of the actual Urban Visitor Sign as possible.

I understand that this is an application only and approval to permit Urban Visitor Signs has not been given at this time. Only the receipt of the signed approval from the Whitehorse Chamber of Commerce will constitute permission to obtain an Urban Visitor Sign, subject to the *"Visitor Information Sign Regulation"* under the Highways Act.

Whitehorse Chamber Signature: _____ **Date:**_____

Applicant's Signature:_____ **Date:**_____