



General Purposes Committee

Date: Monday, March 18, 2013

Place: Anderson Room
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair
Councillor Chak Au
Councillor Derek Dang
Councillor Evelina Halsey-Brandt
Councillor Ken Johnston
Councillor Bill McNulty
Councillor Linda McPhail
Councillor Harold Steves

Absent: Councillor Linda Barnes

Call to Order: The Chair called the meeting to order at 4:00 p.m.

MINUTES

It was moved and seconded

That the minutes of the meeting of the General Purposes Committee held on Monday, March 4, 2013, be adopted as circulated.

CARRIED

DELEGATION

1. Kerry Starchuk and Ann Merdinyan shared their views about business signage in the City of Richmond and presented a slide show with various signs lacking English and French throughout the City of Richmond. Ms. Merdinyan noted that there has been an increase in the number of ethnic advertising being distributed on leaflets and displayed on buses, and at bus shelters. She also spoke about how people from all ethnic backgrounds that are unable to read Asian characters are experiencing exclusion. A copy of Ms. Merdinyan's presentation is attached as **Schedule 1** and forms part of these minutes.

1.

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Upon concluding the presentation, the delegation submitted a petition (on file, City Clerk's Office) consisting of 1000 signatures, of which 800 were acquired from Richmond residents and the remaining 200 belong to residents of other municipalities. Mayor Brodie read the petition aloud, and noted that the petition is to draw the attention of Mayor and Councillors to consider introducing a bylaw or policy that would make it necessary for commercial signs that are publicly displayed to include one of the official languages of Canada preceding the use of other world languages.

It was moved and seconded

That the presentation regarding signage in the City of Richmond and the related Resident's Petition be received for information.

The question on the motion was not called, as a discussion then ensued about the feasibility of referring the matter to staff for further investigation and consultation with various community groups including the delegation, local merchants, and the Chinese community. Discussion also took place about breaking the issue down further and reaching a consensus on how to deal with the various kinds of signage and promotional materials. As a result of the discussion, the following amendment motion was introduced:

It was moved and seconded

That the matter of signage in the City of Richmond be referred to staff for a consultation process with various community groups, with the focus being on the following three types of promotional material:

- (1) basic signage, which would include business name and building information;*
- (2) promotional material found in locations such as windows and bus stops; and*
- (3) inserts that are delivered to residences.*

The question on the **amendment** motion was not called, as further discussion ensued about how legislation of signage may be encroaching upon a business' right to attract the kind of customers it is seeking.

The question on the **amendment** motion was then called and it was **DEFEATED** with Mayor Brodie and Councillors Dang, Halsey-Brandt, Johnston, McNulty, McPhail, and Steves opposed.

The question on the main motion was then called, and it was **CARRIED** with Cllr. Au opposed.

COMMUNITY SERVICES DEPARTMENT

2. **VANCOUVER BIENNALE PROPOSAL FOR CHARLES JENCKS
LAND FORM PUBLIC ART PROJECT FOR ALEXANDRA
NEIGHBOURHOOD PARK**

(File Ref. No. 11-7000-09-20-139) (REDMS No. 3808265 v.2)

In response to a questions, Eric Fiss, Public Art Planner, advised that: (i) budget information for the proposal is anticipated to be available in three or four months time for Council's review; and (ii) that Vancouver Biennale has been requested to ensure that Canadian artists are involved in the process.

It was moved and seconded

That staff be authorized to investigate the participation of American architectural theorist, landscape architect and designer Charles Jencks in the design of a permanent land based public art project for the Alexandra Neighbourhood Park for the 2013-2015 Vancouver Biennale, including financial implications and terms of conditions and report back, as presented in the staff report from the Director, Arts, Culture & Heritage Services dated February 28, 2013.

CARRIED

FINANCE AND CORPORATE SERVICES DEPARTMENT

3. **UPDATE ON SIDEWALK VENDING SERVICES PILOT PROJECT
AND BUSINESS REGULATION BYLAW NO. 7538, AMENDMENT
BYLAW NO. 8800**

(File Ref. No. 10-6360-03-04) (REDMS No. 3794980 v.4)

Cecilia Achiam, Director, Administration and Compliance, and Aida Sayson, Manager, Corporate Compliance, were available to answer questions.

It was moved and seconded

That:

- (1) *Business Regulation Bylaw No. 7538, Amendment Bylaw No. 8800, be introduced and given first, second, and third readings;*

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- (2) *a pilot project to allow sidewalk vending services at the intersection of No. 3 Road and Westminster Highway be endorsed; and*
- (3) *a report be brought back to Council following a one year review of the sidewalk vending services pilot project.*

The question on the motion was not called as a brief discussion ensued about: (i) how vendor truck size requirements would determine the appropriate vendor locations; and (ii) various ways for the City to monitor vendor activities to ensure compliance with business license regulations.

The question on the motion was then called, and it was **CARRIED**.

LAW & COMMUNITY SAFETY DEPARTMENT

- 4. **SISTER CITY ADVISORY COMMITTEE 2012 YEAR IN REVIEW**
(File Ref. No. 01-0100-20-SCIT1) (REDMS No. 3808514)

Amarjeet Rattan, Director, Intergovernmental Relations & Protocol Unit was available to answer questions.

It was moved and seconded

That the Sister City Advisory Committee 2012 Year in Review, attached to the staff report dated March 5, 2013, from the Director, Intergovernmental Relations and Protocol Unit, be received for information.

CARRIED

- 5. **NON-FARM USE FILL APPLICATION BY SUNSHINE CRANBERRY FARM LTD NO. BC735293 FOR PROPERTY LOCATED AT 12871 STEVESTON HIGHWAY**
(File Ref. No.12-8080-12-01) (REDMS No. 3802363 v.5)

Terry Crowe, Manager, Policy Planning, and Magda Laljee, Supervisor, Community Bylaws, were available to answer questions.

It was moved and seconded

That the non-farm use application submitted by Sunshine Cranberry Farm Ltd to fill the property located at 12871 Steveston Highway to an agricultural standard suitable for the purposes of blueberry farming be referred back to the Agricultural Advisory Committee to review.

The question on the motion was not called, as a discussion ensued about requesting the Agricultural Advisory Committee (AAC) to further review the application, in particular the issues related to the drainage and irrigation on the site, and to provide information regarding the type of fill required for blueberry farming, and whether the land will then be limited to blueberry farming only.

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The question on the motion was then called, and it was **CARRIED**.

ADJOURNMENT

It was moved and seconded
That the meeting adjourn (4:55 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the General Purposes Committee of the Council of the City of Richmond held on Monday, March 18, 2013.

Mayor Malcolm D. Brodie
Chair

Shanan Sarbjit Dhaliwal
Executive Assistant
City Clerk's Office

Presentation to Richmond City Mayor and Council March 18th, 2013
by Kerry Starchuk and Ann Merdinyan

Good afternoon, Your Worship, Mayor Brodie, Councillors:- Thank you for giving us this opportunity to submit this petition and make our presentation.

Our objective is to address the undercurrent of concerns circling our community with reference to the abundance of commercial signs, publicly displayed, throughout Richmond that are lacking English or French. Lately there has been a noticeable increase of ethnic advertising on leaflets, on buses and bus shelters, in real estate pamphlets etc. We, the new 'visible minorities' are experiencing exclusion, an exclusion that is relevant to ALL ethnic backgrounds unable to read Asian characters.

For the past two years we have spent our precious time endeavouring to contribute to what MUST be an inclusive society for Richmond to be "the most appealing, livable and well-managed community in Canada".

This five minute presentation is not directed at newcomers to Canada or the multitude of immigrants who have discovered the secret of adjusting to a new and different life whilst maintaining their culture and heritage language and who contribute to Canada in every way.

Canada has one of the largest intakes of immigrants in the world, and so far, has had a manageable system of assisted integration in the form of multiculturalism. There has never been such an immense influx of one culture concentrated in a single area. Percentage-wise Richmond has the highest per capita immigrant intake of any city in Canada. Richmond is the only city in Canada to turn 'visible minority' on it's head.

Initially we questioned 'Is there a sign by-law regarding language on commercial signs, publicly displayed?' In our research we found that for the past 17 years this complex challenge of language has gone unresolved.

We approach you asking you to pass a by-law requiring English or French on commercial signs, publicly displayed, along with the heritage language. We request a policy that is similar to the one utilized by the Aberdeen Centre. A policy that all may follow, that is consistent, fair and workable. New businesses would adopt it right away, established businesses would be given time to conform, say three years.

The vision of the Richmond Intercultural Advisory Committee for the past 10 years has been "for the city to be the most welcoming, inclusive and harmonious community in Canada. Wonderful words, the most beautiful sentiments.

Harmony is built on understanding - communication is the key.

For the sake of our grandchildren and those who are waiting in the wings to come to Richmond - we MUST become a community inclusive of all peoples, a legacy to be proud of.

A 3 minute Power Point Presentation will follow.

The Signage Issue

1997-2013

A PRESENTATION WITHOUT
PREJUDICE

ALL THESE PHOTOS HAVE
BEEN TAKEN IN RICHMOND,
B.C.,
CANADA.

ENGLISH AND FRENCH
ARE OUR OFFICIAL
LANGUAGES?

"Why Is There No
English In This Sign?"



Outside the Great
Canadian Super Store

SHOULD A FOREIGN
LANGUAGE TRUMP
OUR OFFICIAL
LANGUAGES
AND
FRENCH?



Signs on private Properties

W H Y ?

YUAN LUMBERING & HEATING
聘 建
水喉·隔牆·煤氣工程
新屋·商業·住宅
古聘 778-231-8188

ACROSS FROM COOK
SCHOOL

6560 COLTSFOOT RD

高 潘 庭 筑
778 881 9778
GRANVILLE AVENUE

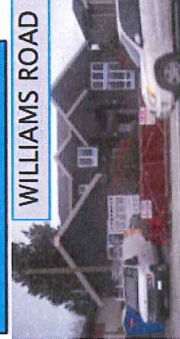
3771 VINMORE

THESE SIGNS
ARE
THROUGHOUT
RICHMOND



NO. 4 ROAD

SEAFAIR



WILLIAMS ROAD

Construction or Destruction

力帮建筑
LI BAN LTD
精修别墅
省錢、建豪宅

有丰富的
从中国进口装修材料经验
專業督工 10-15万
電話 604-218-7668
高層樓 604-340-2130

LANCING ROAD
7291 Lindsay Road

UBC 建築學院
建築師公會
LDBC 建築學院
建築師公會
LDBC 建築學院
建築師公會

Mailbox Solicitation

McKay School Area
Dixon School Area

Blundell Rd Across from Blundell School

RIVERDALE DRIVE

Redevelopment Billboards

10年經驗、專業隊伍
設計 審批 開工 2.5-10年轉售

龍豐百年經典·傳承千載美名
龍豐文通工程
莊建
9189 Woodland Rd
7291 Lindsay Rd
特建
3500 Harmond Ave
7400 Lindsay Rd

604-218-7668 李先生

On billboards in Our Subdivisions

Preserving Single Family Neighbourhoods?

FOR RICHMOND'S NEW VERSION OF SINGLE FAMILY HOUSING

WESTMINSTER & NO. 2 RD

万德建筑
免費估價 建築程序及費用
承建新屋 拥有专业团队
王先生 604-618-0098

Why the inconsistency?

JUST LISTED in your area

- 6900 Twinree Place \$998,000
- 6010 Twinree Place \$969,000

近兩成功售出樓盤

新樓盤出售

5000 Valley Road \$142,000

近兩成功售出樓盤

Chinese Version

English Version

What is being built at Brighthouse Estates?

PHY 精品別墅建設
PHY CONSTRUCTION LTD.

投資別墅地產 新屋設計建造 豪華大宅裝修 高級快建施工

Http://www.phyhomes.ca
Tel: 604-716-1528

Junk mail in the mailbox

Joy Cheng 鄭嘉琳 604-771-2889
 "Your Real Estate Connection" 專業地產服務 萬分有信心 萬分有保障
 RAMAN KOONER 604-727-5166

<p>1800 Christie Road, STE 1000 4220 JONES AVENUE, VANCOUVER 100'x150' LOT, 2200 SQ. FT. OF BUSINESS SPACE 100'x150' LOT, 2200 SQ. FT. OF BUSINESS SPACE</p>	<p>1811 Oakridge Blvd, STE 100 4220 JONES AVENUE, VANCOUVER 100'x150' LOT, 2200 SQ. FT. OF BUSINESS SPACE 100'x150' LOT, 2200 SQ. FT. OF BUSINESS SPACE</p>	<p>1811 Oakridge Blvd, STE 100 4220 JONES AVENUE, VANCOUVER 100'x150' LOT, 2200 SQ. FT. OF BUSINESS SPACE 100'x150' LOT, 2200 SQ. FT. OF BUSINESS SPACE</p>	<p>1811 Oakridge Blvd, STE 100 4220 JONES AVENUE, VANCOUVER 100'x150' LOT, 2200 SQ. FT. OF BUSINESS SPACE 100'x150' LOT, 2200 SQ. FT. OF BUSINESS SPACE</p>
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Targeting the real estate market

The Registered (Oncall) REALTOR®
 Dear Sir/Madam,
 We have many professional buyers who are interested in your property. Please call us at 778 888 7777 for more information.
 Please call us at 778 888 7777 for more information.
 Please call us at 778 888 7777 for more information.

RE/MAX
 778 888 7777
 REALTOR®
 778 888 7777
 REALTOR®

房產周刊 REAL ESTATE WEEKLY
 專業地產服務 萬分有信心 萬分有保障

Response from Real Estate Weekly:

Our goal at Real Estate Weekly is to provide real estate information to all Canadians who are looking to purchase their next home. We publish 12 English editions that we distribute throughout the Lower Mainland, including a Richmond version, and we're pleased now be able to provide a special Chinese edition that reaches out to new Chinese speaking Canadians and help them with their home purchases choices. Your neighbourhood shows a high percentage of Chinese speaking households and was therefore selected to receive this special edition. We regret that you feel this is discriminatory against Canadians, while this publication is targeted towards Canadians who also happen to speak Chinese.

Sincerely, Jani York
 Publisher
 Real Estate Weekly

Headlined in the newspaper. Sign Silliness 2004

日粉 帶國年
 7月28日(周六) 中午 12:30
 這係黑岩 商舖 上村酒
 精彩娛樂表演
 烈治文城路
 14540 帝國中心美食廣場

Lansdowne Shopping Centre



LET'S TALK ABOUT THE VISION FOR FUTURE GENERATIONS

Everywhere you look....



Up at
Richmond
Centre

SHOPPING AT T&T

What
am I
buying?
I can't read the
instructions



FOOD FOR THOUGHT
Looks good but what is it?



ST. ALBAN'S AND GRANVILLE ROAD
PLAZA

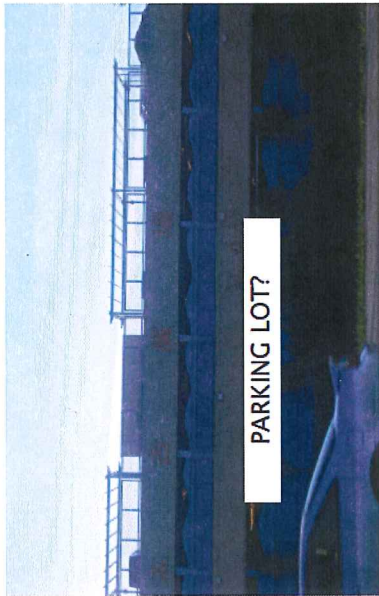
EVERYBODY IS
WELCOME?

RICHMOND RESTAURANTS
WHAT AM I EATING FOR \$6.95?



ENGLISH FIRST THEN THE LANGUAGE OF CHOICE?





PARKING LOT?

THE ONLY
CLUE
IS THE PHONE
NUMBER.
RICHMOND'S
AREA CODE.
THE REST?



Ethnic Marketing



-No. 3 Rd & Williams
-Steveston Highway

AN EMAIL WAS SENT
TO GLYSOMED.
THE MARKETING
DIRECTOR REPLIED
"THAT THEY WERE
REACHING OUT TO
THE CHINESE
COMMUNITY".



2013

"HARMONY"

ADVERTISED AT MANY
BUS STOPS
IN RICHMOND



Inclusive?

ETHNIC FUNDRAISING

2008 Anniversary Gala Dinner, 2008, 11/14

能夠付出就是福氣

2008 Anniversary Gala Dinner, 2008, 11/14

CALLING ALL RESIDENTS IN RICHMOND.....

優惠在望
 The Great TV Offer
 not passed you

The best entertainment with the most value!
 Buy the Great TV and receive a 3 year TV offer

The best entertainment with the most value!
 Buy the Great TV and receive a 3 year TV offer

The best entertainment with the most value!
 Buy the Great TV and receive a 3 year TV offer

The best entertainment with the most value!
 Buy the Great TV and receive a 3 year TV offer

Did every resident get one of these?

TELUS
 BEST DEAL

The best entertainment with the most value!
 Buy the Great TV and receive a 3 year TV offer

The best entertainment with the most value!
 Buy the Great TV and receive a 3 year TV offer

The best entertainment with the most value!
 Buy the Great TV and receive a 3 year TV offer

The best entertainment with the most value!
 Buy the Great TV and receive a 3 year TV offer

News, News read all about it! What does it say?

成功理財新忠告

成功理財新忠告

成功理財新忠告

成功理財新忠告

成功理財新忠告

At our banks

FOLLOW THE MONEY.....

What is playing at the movies?

Sandwich Boards



Best Home 家居百事通
地產經紀當值
行情諮詢 免費估價
樓盤買賣 選擇廣泛
房屋租賃 旅遊短租
維修改建 室內設計



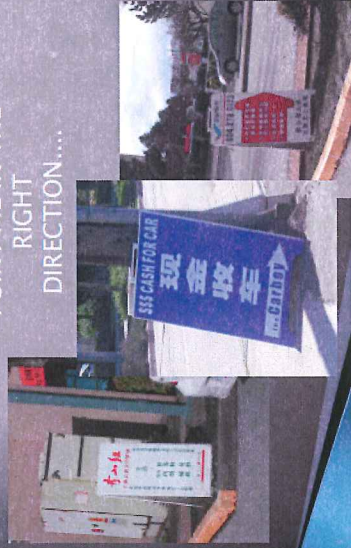
NOT IN THE "GOLDEN VILLAGE"



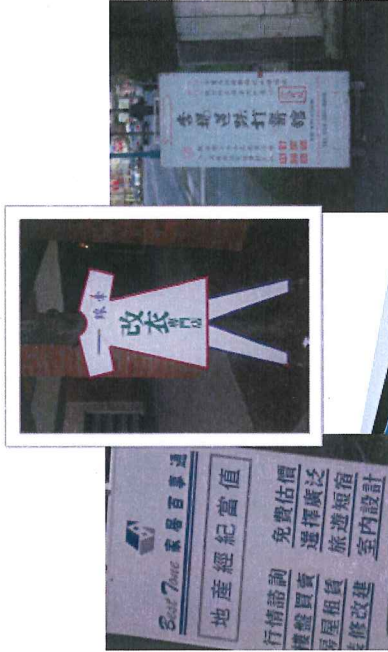
BROADMOOR SHOPPING CENTRE

More Sandwich Boards

POINT ME IN THE RIGHT DIRECTION.....



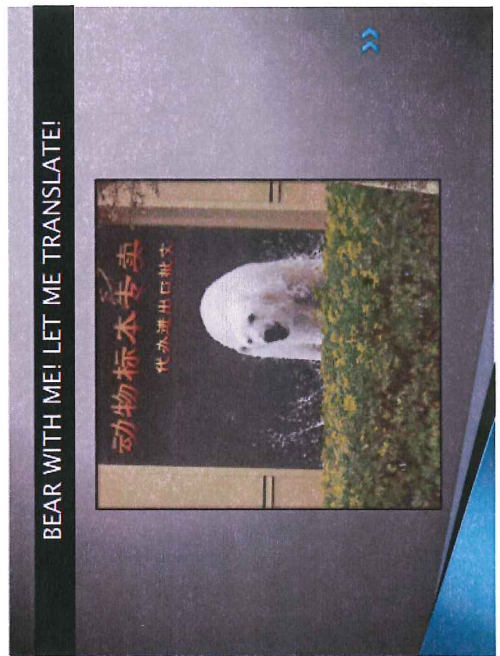
What is being communicated?



What is being communicated?



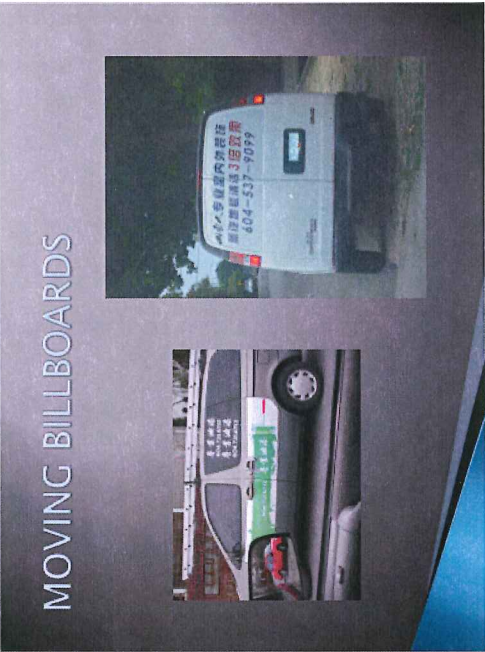
Is this INCLUSIVE TO ALL?



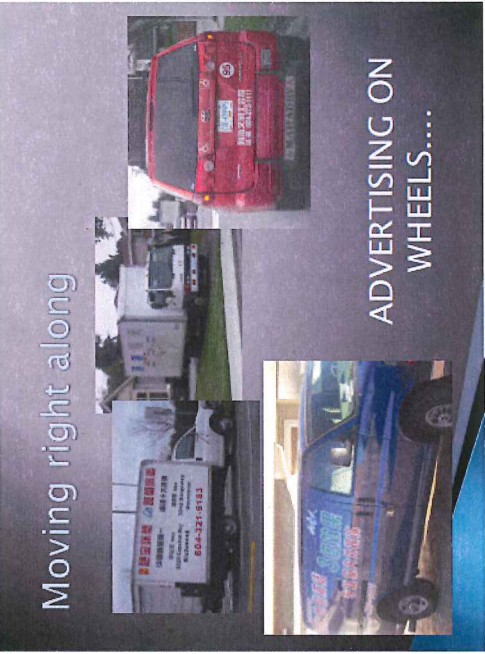
BEAR WITH ME! LET ME TRANSLATE!



There are more than 12
only Chinese signs in
the City of Richmond.



MOVING BILLBOARDS

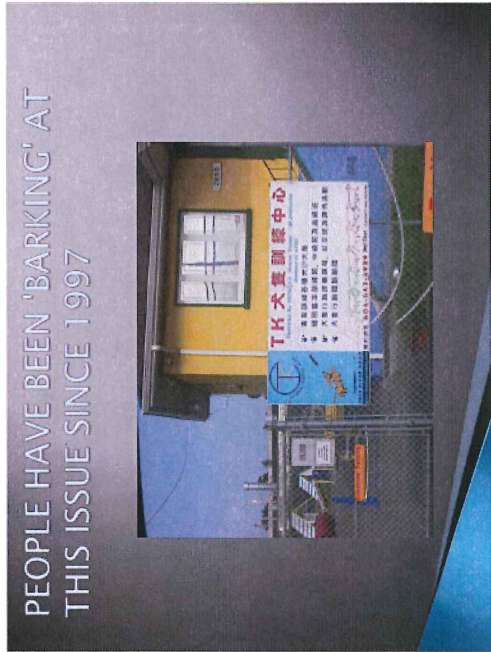


Moving right along

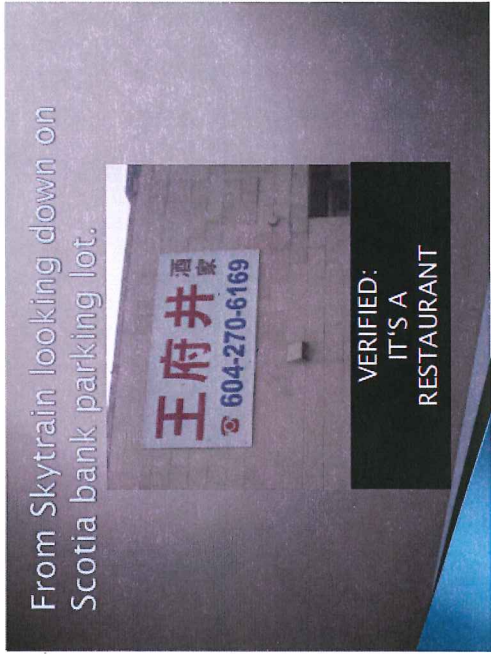
ADVERTISING ON
WHEELS....



WHY?



PEOPLE HAVE BEEN 'BARKING' AT
THIS ISSUE SINCE 1997

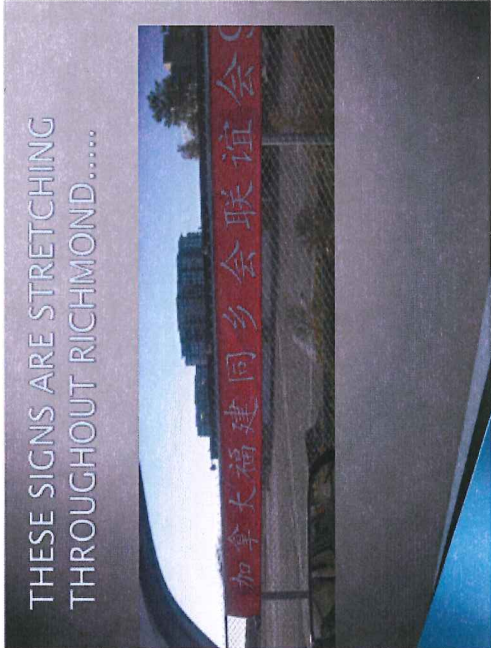


From Skytrain looking down on
Scotia bank parking lot.

VERIFIED:
IT'S A
RESTAURANT



BRIDGEPORT AREA



THESE SIGNS ARE STRETCHING THROUGHOUT RICHMOND.....

ABERDEEN CENTRE POLICY

ESTABLISHED IN 2002

OUR TENANT'S SIGNAGE DESIGN CRITERIA SAYS:

"ALL SIGNAGE SHALL BE IN ENGLISH (AT LEAST TWO-THIRD); other languages and characters shall not exceed one-third of each sign."



INTEGRATION versus ISOLATION



IT HAS THE ADDRESS IN ENGLISH BUT WHAT DOES IT SAY?

WHAT'S CANADA'S OFFICIAL LANGUAGE AGAIN?



A HEALTHY COMMUNITY

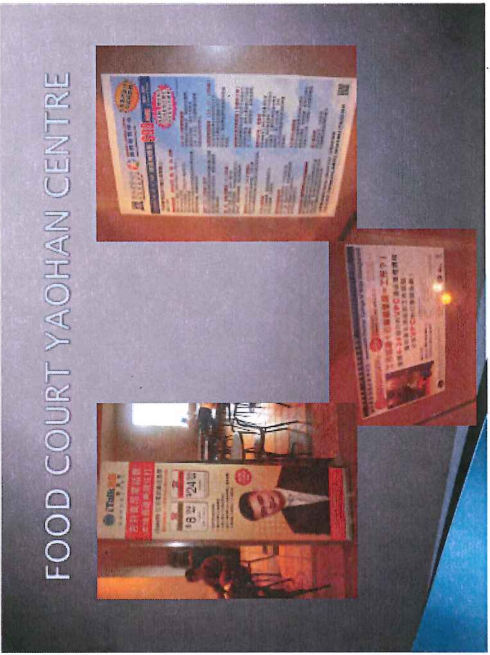
OSTEOFIT
for better bones in Cantonese
粵語教授骨質健康課程

課程內容包括：骨質健康與骨質流失的關連、骨質健康的飲食、骨質健康的運動、骨質健康的家居安全、骨質健康的藥物、骨質健康的醫療服務、骨質健康的社區資源。

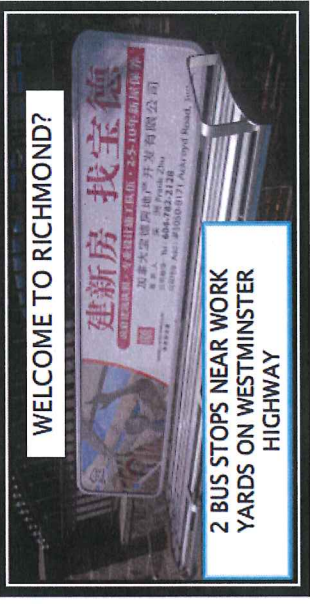
免費課程將於 2017 年 11 月 11 日 (星期六) 下午 2 時至 4 時，在 Richmond 的 Pacific Mall 舉行。歡迎有興趣人士參加。

查詢詳情，請電：(604) 273-1111 或 (604) 273-1112

FIT FOR ALL....



FOOD COURT YAOHAN CENTRE



WELCOME TO RICHMOND?

2 BUS STOPS NEAR WORK YARDS ON WESTMINSTER HIGHWAY

RICHMOND INTERCULTURAL ADVISORY COMMITTEE

VISION STATEMENT
To become the most welcoming, inclusive and harmonious community in Canada

RESPONSE TO PETITION / REPONSE A LA PETITION
RICHMOND, BC
JUN 8 8 10 AM '17

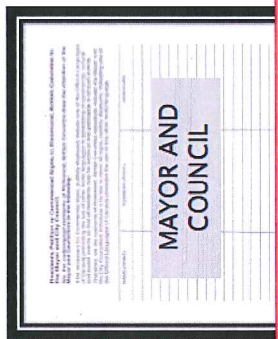
Received by the Honourable MP Kerry Lynn Findlay on 06/08/2017 at 11:00 AM. The Petitioner (Name - Encircled Last) is: [Signature]

Official Languages of Canada

The Government would like to thank the petitioners for expressing their views regarding the use of official languages in the Province of British Columbia. The Government will take their views into account in its legislative process. The Government will continue to work with the petitioners to ensure that their views are reflected in the Government's legislative process. The Government will continue to work with the petitioners to ensure that their views are reflected in the Government's legislative process.

THANK YOU
MP KERRY LYNN FINDLAY FOR
SUBMITTING THE PETITION ON BEHALF
OF THE PEOPLE!

We, the undersigned residents of BC, draw the attention of the Mayor and Councillors to the following....



Richmond's Vision: For the City of Richmond to be the most appealing, livable, and well-managed community in Canada



WE VALUE MULTICULTURALISM BUT IS IT WORKING

WHAT'S IT GOING TO TAKE? ANOTHER 17 YEARS?

All these signs are cause for action

THIS PETITION IS BEING PRESENTED AND SIGNED BY THE PEOPLE THAT HAVE A CONNECTION TO RICHMOND, BC.

CANADA

We request that a bylaw be passed with rules and regulations.

"INCLUSIVENESS"

"RESPECT"

CANADA'S OFFICIAL LANGUAGES
ENGLISH AND FRENCH

