



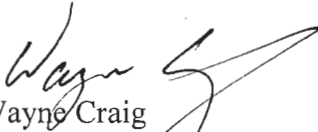
To: Planning Committee
From: Wayne Craig
Director, Development

Date: April 10, 2019
File: 08-4100-01/2019-Vol 01

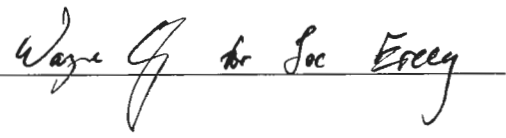


Re: Signage Improvements for Rezoning and Development Projects

Staff Recommendation

1. That Richmond Zoning Bylaw 8500, Amendment Bylaw 10004, respecting changes to rezoning signs, be introduced and given First Reading; and
2. That Development Permit, Development Variance Permit and Temporary Commercial and Industrial Use Permit Procedure Bylaw No. 7273, Amendment Bylaw 10005, respecting changes to Development Permit and Development Variance Permit signs and to add Temporary Use Permit signs, be introduced and given First Reading.


Wayne Craig
Director, Development
(604-247-4625)

WC:ss
Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
City Clerk	<input checked="" type="checkbox"/>	
Customer Service	<input checked="" type="checkbox"/>	
Law	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

At the April 17, 2018 Planning Committee meeting, the following referral motion was passed:

That staff look at improving signs for rezoning and development projects that will communicate the projects better, hopefully increase neighbourhood engagement and enhance upon the ways the City connects with citizens.

This report responds to the referral by providing information on the current signage requirements in the City of Richmond and other municipalities in the Metro Vancouver region and recommending a number of changes to existing standards. These changes are anticipated to improve communication on development projects and better engage local residents. A related report on development application notification requirements is being brought forward by the City Clerk's Office.

Findings of Fact

In accordance with provisions in the *Local Government Act*, the City of Richmond has established signage requirements for different development application types through the adoption of measures in the Zoning Bylaw 8500, and the Development Permit, Development Variance Permit and Temporary Commercial and Industrial Use Permit Procedure Bylaw No. 7273.

While there are currently no formal bylaw-based signage requirements for Official Community Plan (OCP) Amendment and Temporary Use Permit (TUP) applications, a consistent process is employed for these types of applications. Historically, signs have been required for Official Community Plan Amendment applications and signs for Temporary Use Permit applications have been considered on a case by case basis. This report includes recommendations to update this process with the introduction of bylaw requirements for signage across these categories. Heritage Alteration Permit (HAP) sign requirements will be addressed in a future staff report in conjunction with other amendments to the Heritage Procedures Bylaw.

It should be noted that the proposed changes to signage requirements outlined in this report are in addition to the statutorily prescribed notice requirements that the City would continue to satisfy as outlined in the *Local Government Act*.

Current Procedures for Signage

The current process for rezoning (including text amendments) and development applications begins with receipt of the application followed by an acknowledgement letter from City staff. The letter contains the required wording for the signage to be posted on the property. If a development site has multiple street frontages, signs will be posted on each road frontage. The applicant is required to install the sign or signs on the development site and maintain the signage throughout the application review process. Applicants are required to provide staff with verification that the signage has been installed.

The main purpose of the application sign is to inform members of the public that an application has been made. Contact information is included on the sign so that any interested party can access additional information and provide input into the process. Staff document any correspondence received (emails, letters) in reports to Council for the Planning Committee and the Development Permit Panel, respectively. The public also has the ability to delegate at Planning Committee, Council and the Public Hearing for rezoning, OCP Amendment and Temporary Use Permit applications or at the Development Permit Panel Meeting for Development Permits and Development Variance Permits.

Analysis

Current Signage Requirements

The current signage requirements for Rezoning (including Text Amendments), Development Permit, and Development Variance Permit applications require the following: the City's project file number, the project address, the present zone, the proposed new zone, a general description of the proposed development project, the applicant's name, the appropriate phone number of a City contact for further information, and a location map. The applicant is responsible for the cost and installation of the sign or signs on the site.

With these requirements, the signs provide basic information about the application. Due to the consistent use of background colors of red and blue, the signs are easily recognizable by the public as being associated with a development project. Including the City's contact information also allows people to provide input and ask questions about proposed developments.

Signage Requirement Research

In considering improvements to the development application signage, staff conducted an environmental scan of signage requirements in other municipalities in Metro Vancouver and compared them with the City's signage requirements and processes (Attachment 1). The results of the scan determined that:

- Most municipalities require applicants to produce the signs.
- A limited number of signs in Metro Vancouver municipalities include a Public Hearing date.
- Most signs include both the municipality and the applicant's contact information.
- Most signs are 4 ft. x 8 ft. in size.
- Some municipalities require a rendering of the proposed development, and all require a location map.
- All municipalities require a sign on each road frontage.
- The timeframe within which a sign has to be posted varies across the municipalities, but is typically at least 14 days prior to a Public Hearing or Council date.

Recommendations

Based on the review of signage procedures and requirements and internal discussion of the pros and cons of different approaches, staff have identified a few specific changes to improve the quality of development application signs in the City which would lead to better communication and engagement with citizens.

The proposed changes to development application signs include:

- 1) ***Signs to include project milestones.*** The sign template has been modified to include a section highlighting key project milestones for the application.
 - All development application sign types to include the date the application was received.
 - Rezoning (including Text Amendments), OCP Amendment and Development Permit application signs to include the ability to add details regarding a Public Information Meeting where applicable. This meeting type is employed for early input on large, complex and/or controversial projects.
 - Rezoning (including Text Amendments) and OCP amendment application signs to include the date of the Public Hearing once assigned.
 - Temporary Use Permit application signs to include the date of the Public Hearing.
 - Development Permit and Development Variance Permit application signs to include the Development Permit Panel meeting date.
- 2) ***Signs to include public input opportunities.*** The proposed new template includes wording regarding opportunities for public input throughout the process as well as meetings that are open to public input:
 - Information to residents about opportunities to provide input and when decisions will be made.
 - Note: each sign will need to be updated by the applicant with the date, time and location of any upcoming meetings a minimum of 14 days prior to the meeting. Provision for this change is included in the new template. Staff have been in contact with a number of sign companies in Richmond to confirm that this process is achievable. This approach has been used elsewhere in the region. The applicant is to provide staff with verification of the updated sign once completed.
- 3) ***Signs to include renderings, where appropriate.*** Renderings are proposed to be required and included on Development Permit application signs as they address the form and character of planned developments. Renderings are coloured, perspective drawings of the proposed development in context. Staff will advise the applicant which rendering to include on the sign.

- Renderings add a visual element that may encourage people to read the signs and see what the proposed development may look like.

4) *Signs to include applicant contact information.*

- In addition to having a staff contact on the sign, the public would also have direct contact with the applicant for any questions regarding the development.

The City process for ensuring development application signage on sites will remain largely the same as the current process with the exception of confirming the update of pertinent meeting information on the signs. The information posted on signs will continue to be reviewed and approved by staff prior to being posted on-site. The proposed changes will result in both reinforcing the existing signage process and better highlighting the opportunities for public input on development applications.

The updated signage templates incorporating the above noted enhancements for Rezoning, Development Permit, and Development Variance Permit applications and formalized sign specifications for Temporary Use Permit and Official Community Plan (OCP) Amendment applications are included in Attachment 2.

It is worthwhile to note the proposed new signage will continue to feature a solid red (Rezoning, OCP amendment, Temporary Use Permit) or blue (Development Permit, Development Variance Permit) background as the current signs do which will ensure they are easily recognizable to community members.

Next Steps

In order to implement the above revisions, amendments to Richmond Zoning Bylaw 8500 and Development Permit, Development Variance Permit and Temporary Commercial and Industrial Use Permit Procedure Bylaw No. 7273 are required.

Staff propose concurrent adoption of the two amendment bylaws. Amendments to the Zoning Bylaw 8500 require a Public Hearing. Amendments to the Development Variance Permit and Temporary Commercial and Industrial Use Permit Procedure Bylaw No. 7273 do not. Staff propose holding final adoption of the Procedure Bylaw so both bylaws could be considered for adoption at the first Council Meeting following the Public Hearing.

It is worthwhile to note that the new signage templates will only apply to new applications following the adoption of the amending bylaws. Existing signage installed on development application sites prior to bylaw changes will be maintained.

Financial Impact

None.

Conclusion

This report responds to a Council referral to review development application signage to better communicate projects and increase citizen engagement. Staff recommend implementing the proposed signage changes to both formalize the existing process and make those improvements. It is recommended that Richmond Zoning Bylaw 8500, Amendment Bylaw 10004 and Development Permit, Development Variance Permit and Temporary Commercial and Industrial Use Permit Procedure Bylaw No. 7273, Amendment Bylaw 10005 both be introduced and given First Reading.



Suzanne Smith
Program Coordinator, Development
(604-276-4138)

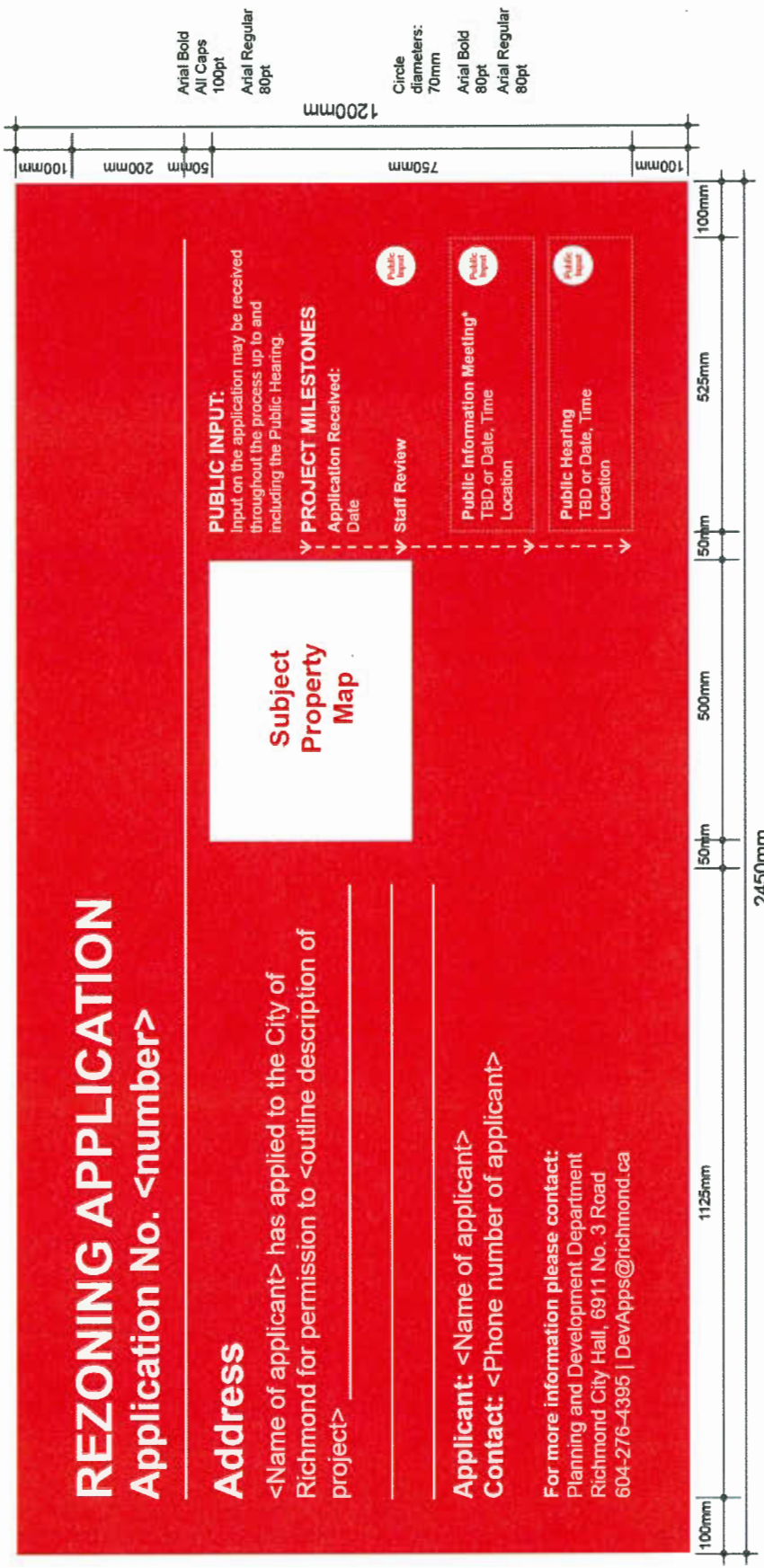
SS/NC:blg/rg

Attachments:

- Attachment 1: Summary Table of Signage Requirements in Other Municipalities
- Attachment 2: Updated Sign Specifications.

Jurisdiction	Type of Application*	Produced by City or Applicant		Public Hearing Date is Included	Contact Information Listed on Sign			Signage Size	Development Rendering is Included	One Sign is Posted on Each Frontage	Location Map is Included	When Sign is Posted
		City	Applicant		City	Applicant	Both					
Richmond (current)	DP, DVP, RZ		•		•			•	•	•	Within 3 weeks of receiving acknowledgement letter	
Richmond (proposed)	DP, DVP, HAP, OCP amendment, RZ, TUP		•	•		•		•	•	•	Within 3 weeks of receiving acknowledgement letter. It is updated with Public Hearing date a minimum of 14 days before Public Hearing	
Burnaby	RZ		•	•		•		•	•	•	10 days before Public Hearing	
Coquitlam	LUC discharge, OCP amendment, RZ		•			•		•	•	•	No later than 2 weeks before scheduled Council Date.	
Delta	DP, DVP, HAP, LUC and OCP amendments, RZ, SD, TUP		•					4x6 ft		•	Not more than 10 days after submitting an application	
City of Langley	RZ	•	Approx. \$600	•				•		•	Prior to Public Hearing. After 2 nd reading of zoning amendment	
Township of Langley	LUC discharge or amendment of HRA that includes land use change, RZ		•					•		•	At least 14 days prior to proceeding to a Public Hearing	
New Westminster	RZ		•			•		•		•	At least 14 days prior to Advisory Planning Commission meeting date	
North Vancouver	DP, LUC amendment and discharge, RZ, SD, TUP		•					•		•	Maximum of 20 days following submission of application	
Surrey	DP, LUC amendment and discharge, NCP amendment, OCP amendment of RZ, SD, TUP		•					•		•	At least 2 weeks prior to application being forwarded to Council	
Vancouver	DP, RZ		•	•				•		•	No later than 14 days prior to a City-hosted rezoning open house for the project	

*Acronyms of Application Types
 DP: Development Permit
 NCP: Neighbourhood Concept Plan
 DVP: Development Variance Permit
 OCP: Official Community Plan
 HAP: Heritage Alteration Permit
 RZ: Rezoning
 HRA: Heritage Revitalization Agreements
 SD: Subdivision
 LUC: Land Use Contract
 TUP: Temporary Use Permit



*Public Information Meeting details to be included only as applicable.

SPECIFICATION

4. Red background (Warm Red) with white Helvetica Medium lettering.
5. Site map will have white background with red lines.
6. The map will show the project location, adjoining roads and properties, address and north arrow.

Arial Bold
All Caps
250pt
Arial Bold
200pt
10pt rule
Arial Bold
200pt
Arial Regular
130pt

Arial Bold
130pt
Arial Bold
100pt
Arial Regular
100pt

Arial Bold All Caps 250pt
 Arial Bold 200pt
 10pt rule
 Arial Bold 200pt
 Arial Regular 130pt

CNCL - 483

Arial Bold 130pt
 Arial Bold 100pt
 Arial Regular 100pt

OFFICIAL COMMUNITY PLAN AMENDMENT
Application No. <number>

Address
 <Name of applicant> has applied to the City of Richmond for permission to <outline description of project>

Applicant: <Name of applicant>
Contact: <Phone number of applicant>

For more information please contact:
 Planning and Development Department
 Richmond City Hall, 6911 No. 3 Road
 604-276-4395 | DevApps@richmond.ca

PUBLIC INPUT:
 Input on the application may be received throughout the process up to and including the Public Hearing.

PROJECT MILESTONES
 Application Received: Date
 Staff Review
 Public Information Meeting* TBD or Date, Time Location
 Public Hearing TBD or Date, Time Location

100mm | 1125mm | 50mm | 500mm | 50mm | 525mm | 100mm
 2450mm

*Public Information Meeting details to be included only as applicable.

SPECIFICATION

7. Red background (Warm Red) with white Helvetica Medium lettering.
8. Site map will have white background with red lines.
9. The map will show the project location, adjoining roads and properties, address and north arrow.

Arial Bold
All Caps
250pt

Arial Bold
200pt

10pt rule

Arial Bold
200pt

Arial Regular
130pt

CNCL - 484

Arial Bold
130pt

Arial Bold
100pt
Arial Regular
100pt

TEMPORARY USE PERMIT APPLICATION
Application No. <number>

Address
<Name of applicant> has applied to the City of Richmond for permission to <outline description of project>

Applicant: <Name of applicant>
Contact: <Phone number of applicant>

For more information please contact:
Planning and Development Department
Richmond City Hall, 6911 No. 3 Road
604-276-4395 | DevApps@richmond.ca

Subject Property Map

PUBLIC INPUT:
Input on the application may be received throughout the process up to and including the Public Hearing.

PROJECT MILESTONES
Application Received:
Date
Staff Review

Public Hearing
TBD or Date, Time
Location

Circle diameters:
70mm
Arial Bold 80pt
Arial Regular 80pt

Dimensions: 1200mm (width), 2450mm (height), 100mm (top margin), 100mm (bottom margin), 1125mm (left margin), 50mm (right margin), 500mm (map width), 525mm (map height), 50mm (map margin).

SPECIFICATION

1. Red background (Warm Red) with white Helvetica Medium lettering.
2. Site map will have white background with red lines.
3. The map will show the project location, adjoining roads and properties, address and north arrow.

Arial Bold
All Caps
250pt

Arial Bold
200pt

10pt rule

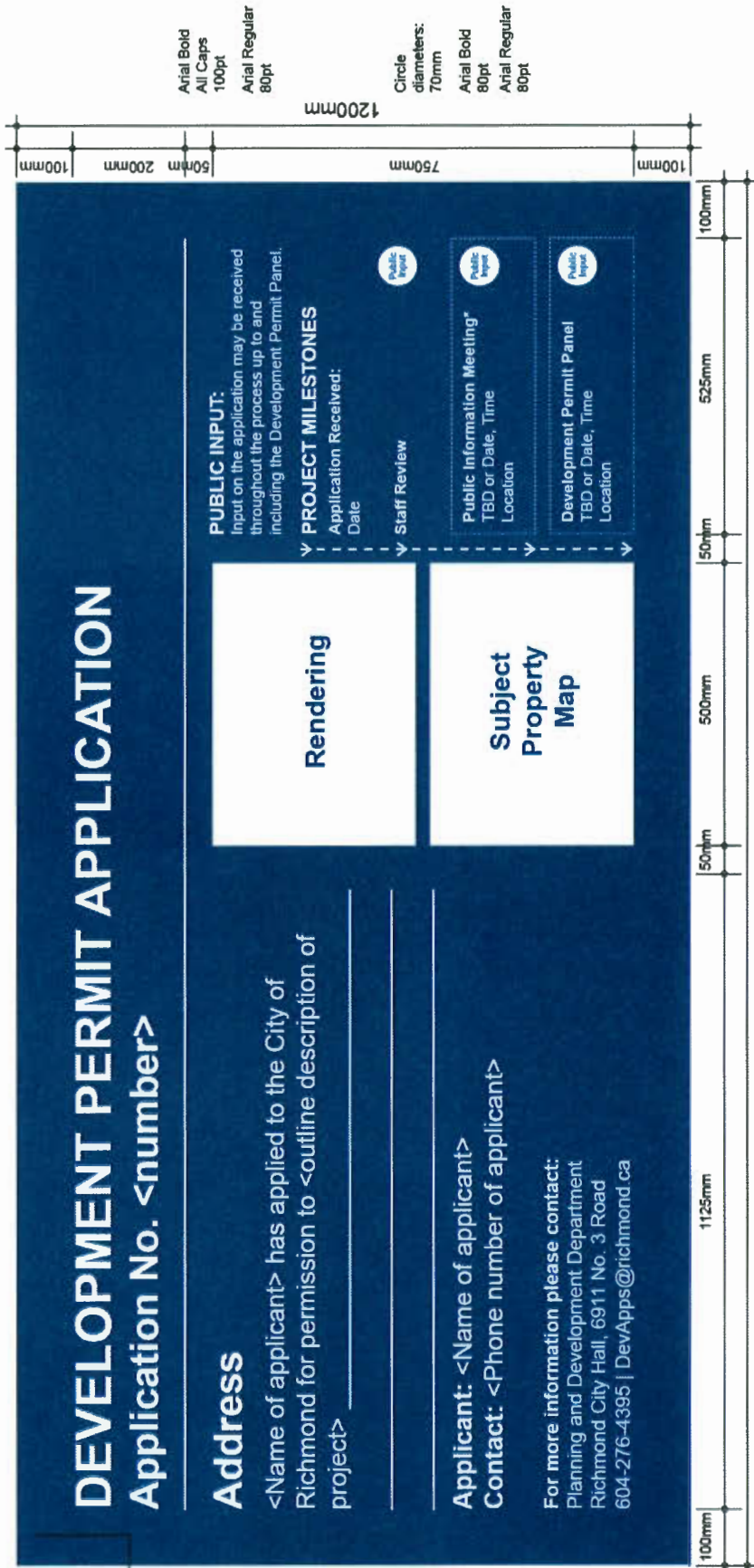
Arial Bold
200pt

Arial Regular
130pt

Arial Bold
130pt

Arial Bold
100pt
Arial Regular
100pt

CNCL - 485



*Public Information Meeting details to be included only as applicable.

SPECIFICATION

1. Blue background (Reflex Blue) with white Helvetica Medium lettering.
2. Site map will have white background with blue lines.
3. The map will show the project location, adjoining roads and properties, address and north arrow.

Arial Bold
All Caps
250pt

Arial Bold
200pt

10pt rule

Arial Bold
200pt

Arial Regular
130pt

CNCL - 486

Arial Bold
100pt

Arial Regular
100pt

DEVELOPMENT VARIANCE PERMIT APPLICATION
Application No. <number>

Address
<Name of applicant> has applied to the City of Richmond for permission to <outline description of project>

Applicant: <Name of applicant>
Contact: <Phone number of applicant>

For more information please contact:
Planning and Development Department
Richmond City Hall, 6911 No. 3 Road
604-276-4395 | DevApps@richmond.ca

PROJECT MILESTONES
Application Received: _____
Staff Review _____
Development Permit Panel
TBD or Date, Time _____
Location _____

PUBLIC INPUT:
Input on the application may be received throughout the process up to and including the Public Hearing.

Subject Property Map

Circle diameters: 70mm

Public Input

Public Input

Dimensions: 1200mm (width), 100mm (top margin), 200mm (left margin), 50mm (right margin), 750mm (main content width), 100mm (bottom margin), 1125mm (left margin), 50mm (right margin), 500mm (width), 525mm (width), 2450mm (total width).

SPECIFICATION

1. Blue background (Reflex Blue) with white Helvetica Medium lettering.
2. Site map will have white background with blue lines.
3. The map will show the project location, adjoining roads and properties, address and north arrow.

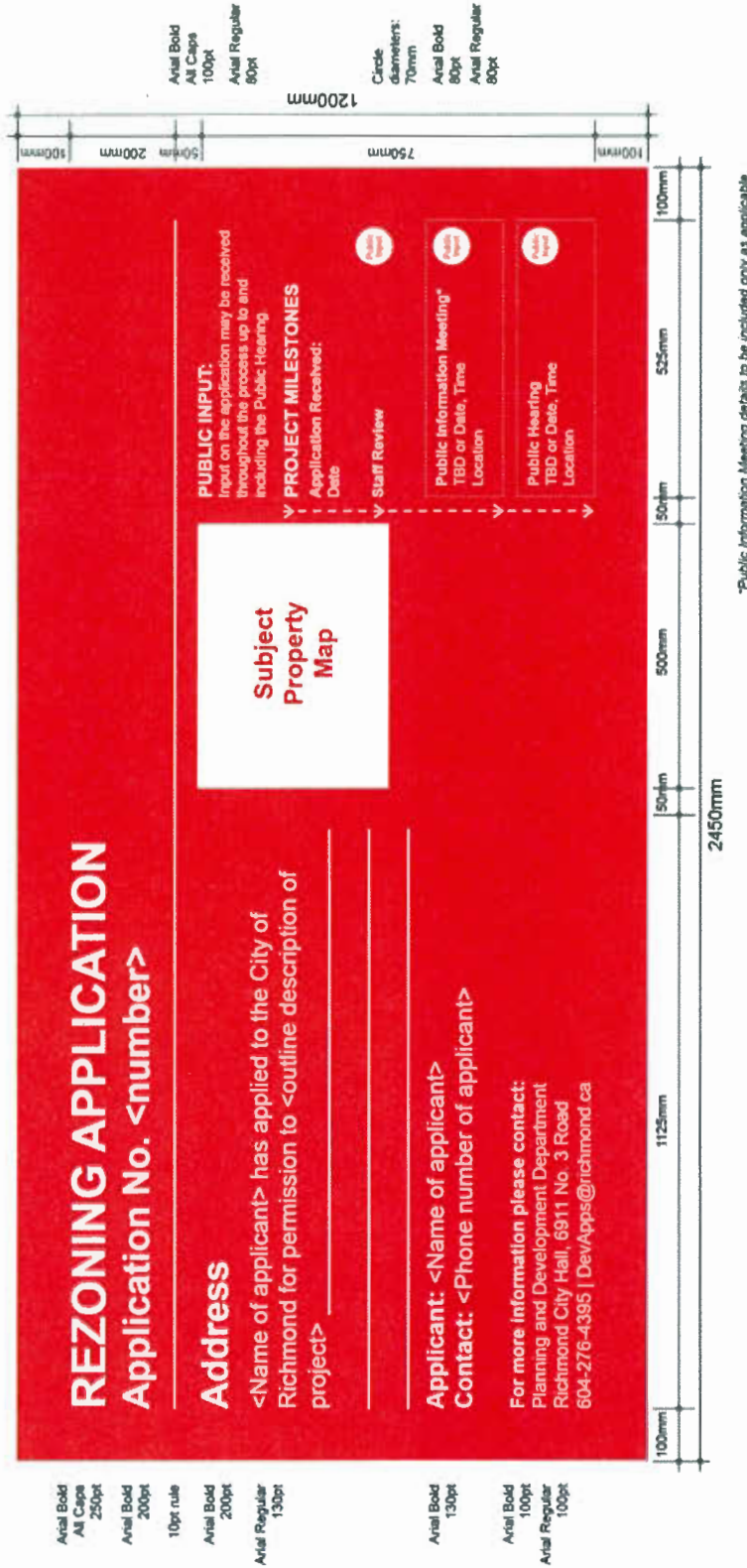


**Richmond Zoning Bylaw 8500
Amendment Bylaw 10004 (Signage Improvements)**

The Council of the City of Richmond, in open meeting assembled, enacts as follows:

1. Richmond Zoning Bylaw 8500, as amended, is further amended by deleting Section 2.4 [Notification Signs] in its entirety and replacing it with the following, in numerical order:
 - 2.4.1 The applicant for rezoning or Official Community Plan amendment shall post a notification sign(s) on the **site** which must be maintained and continue to be erected a minimum of 14 days prior to and up to the date of the Public Hearing on the application.
 - 2.4.2 All required notification signs for rezoning applications must comply with the specifications shown in Section 2.4.8, and for Official Community Plan amendment applications with the specifications shown in Section 2.4.9.
 - 2.4.3 The sign must indicate the present **zone**, the proposed **zone**, a general description of the **uses** which could be developed under the proposed **zone**, the **City's** project file number, and the appropriate phone number for the applicant and a **City** contact for further information.
 - 2.4.4 When the **City** advises the applicant that the sign required is deficient, all corrections and modifications to such signage must be completed as soon as possible and approved by the Director of Development not less than 14 days prior to the Public Hearing.
 - 2.4.5 In every case, a sign shall be located on the **site** near the **front lot line**. A sign must be placed so as to be clearly visible from the fronting **road** but must not be located so as to interfere with pedestrian or vehicular traffic or obstruct visibility from **roads, lanes** or driveways.
 - 2.4.6 Where the **site** also **abuts** a separate unconnected improved public **road**, a second sign shall be located **adjacent** to the second **road** as determined by the Director of Development or the Director's designate.
 - 2.4.7 A notification sign must be capable of withstanding weather, and be installed and maintained in a sound professional manner. A notification sign shall remain in place until **Council's** final decision or the rezoning is abandoned. All signs shall be removed within 21 days of the completion of **Council's** final decision or if the rezoning or Official Community Plan amendment application is abandoned.

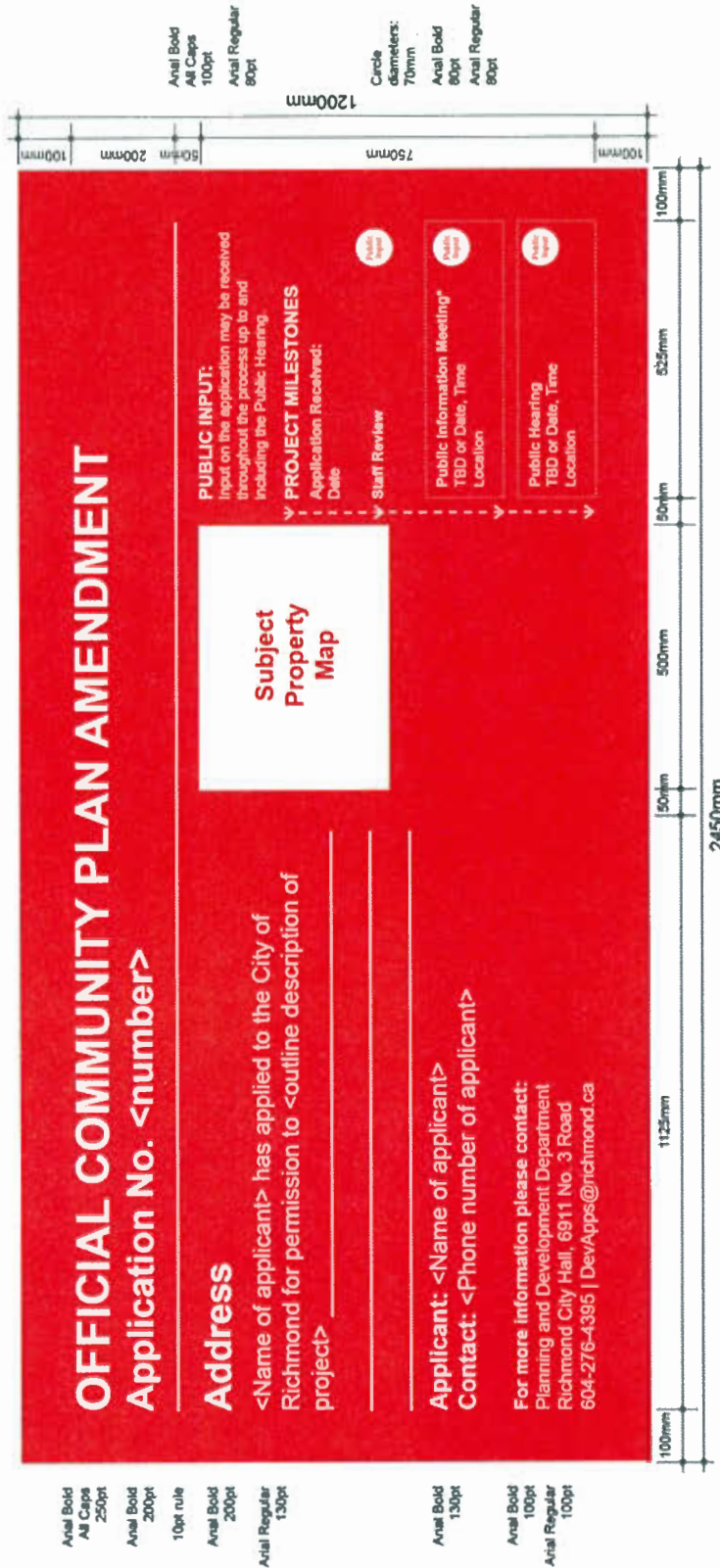
2.4.8 Rezoning Sign



SPECIFICATION

4. Red background (Warm Red) with white Helvetica Medium lettering.
5. Site map will have white background with red lines.
6. The map will show the project location, adjoining roads and properties, address and north arrow.

2.4.9 Official Community Plan Amendment Sign



*Public Information Meeting details to be included only as applicable.

SPECIFICATION

7. Red background (Warm Red) with white Helvetica Medium lettering.
8. Site map will have white background with red lines.
9. The map will show the project location, adjoining roads and properties, address and north arrow.

2.4.10 Notwithstanding Section 2.4.1, a notification sign is not required for City-initiated rezoning or text amendments.

- 2. This Bylaw may be cited as **“Richmond Zoning Bylaw 8500, Amendment Bylaw 10004”**.

FIRST READING

PUBLIC HEARING

SECOND READING

THIRD READING

ADOPTED



MAYOR

CORPORATE OFFICER



**Development Permit, Development Variance Permit and Temporary Commercial and Industrial Use Permit Procedure Bylaw No. 7273
Amendment Bylaw 10005 (Signage Improvements)**

The Council of the City of Richmond, in open meeting assembled, enacts as follows:

1. Development Permit, Development Variance Permit and Temporary Commercial and Industrial Use Permit Procedure Bylaw No. 7273, as amended, is further amended by deleting Section 1.2 [Sign Posting Requirements – Development Permits and Development Variance Permits] in its entirety and replacing it with the following, in numerical order:

1.2 Sign Posting Requirements – Development Permits, Development Variance Permits, and Temporary Use Permits

- 1.2.1 After having complied with the requirements of the applicable provisions of section 1.1, an **applicant** for a **Development Permit**, a **Development Variance Permit**, or a **Temporary Use Permit** must:
 - (a) post a clearly visible sign on the subject site indicating the intent of the **Development Permit, Development Variance Permit, or Temporary Use Permit**, whichever is applicable, within three weeks of being notified of the sign requirements by the **Manager of Development Applications**;
 - (b) send a digital copy of the sign to the **Manager of Development Applications** for review and approval prior to posting on site;
 - (c) inform the **Manager of Development Applications** when such sign has been posted, before the **Development Permit** application, **Development Variance Permit** application, or **Temporary Use Permit** application, whichever is applicable, will be presented to the Development Permit Panel; and
 - (d) update the sign when informed of the meeting dates that involve public input as soon as possible, and notify the **Manager of Development Applications** for approval when such updates have been made prior to the Development Permit Panel.

- 1.2.2 The sign required under the provisions of clauses (a) and (b) of subsection 1.2.1:
 - (a) must comply with the specifications shown on Schedule A, Schedule B, or Schedule C, whichever is applicable, all of which are attached and form a part of this bylaw; and
 - (b) does not apply to **Development Permit** applications for a **granny flat** or a **coach house**.
2. Development Permit, Development Variance Permit and Temporary Commercial and Industrial Use Permit Procedure Bylaw No. 7273, as amended, is further amended by deleting Schedule A and Schedule B in their entirety and replacing it with the following, in alphabetical order:

SCHEDULE A to BYLAW NO. 7273

Arial Bold All Caps 250pt
 Arial Bold 200pt
 10pt rule
 Arial Bold 200pt
 Arial Regular 130pt

Arial Bold 100pt
 Arial Regular 100pt

Arial Bold 130pt
 Arial Bold 100pt
 Arial Regular 100pt

Circle diameter: 70mm
 Arial Bold 80pt
 Arial Regular 80pt

100mm
 100mm
 50mm
 200mm
 75mm
 120mm

DEVELOPMENT PERMIT APPLICATION
 Application No. <number>

Address
 <Name of applicant> has applied to the City of Richmond for permission to <outline description of project>

Applicant: <Name of applicant>
Contact: <Phone number of applicant>

For more information please contact:
 Planning and Development Department
 Richmond City Hall, 6911 No. 3 Road
 604-276-4395 | DevApps@richmond.ca

Rendering

Subject Property Map

PUBLIC INPUT:
 Input on this application may be received throughout the process up to and including the Development Permit Panel.

PROJECT MILESTONES

Application Received:
 Date

Staff Review

Public Information Meeting*
 TBD or Date, Time
 Location

Development Permit Panel
 TBD or Date, Time
 Location

100mm
 50mm
 500mm
 525mm
 100mm
 2450mm
 1125mm
 50mm

*Public Information Meeting details to be included only as applicable

SPECIFICATION

1. Blue background (Reflex Blue) with white Helvetica Medium lettering.
2. Site map will have white background with blue lines.
3. The map will show the project location, adjoining roads and properties, address and north arrow.

SCHEDULE B to BYLAW NO. 7273

DEVELOPMENT VARIANCE PERMIT APPLICATION
Application No. <number>

Address
<Name of applicant> has applied to the City of Richmond for permission to <outline description of project>

Applicant: <Name of applicant>
Contact: <Phone number of applicant>

For more information please contact:
Planning and Development Department
Richmond City Hall, 6911 No. 3 Road
604-276-4395 | DevApps@richmond.ca

Subject Property Map

PUBLIC INPUT:
Input on the application may be received throughout the process up to and including the Public Hearing

PROJECT MILESTONES

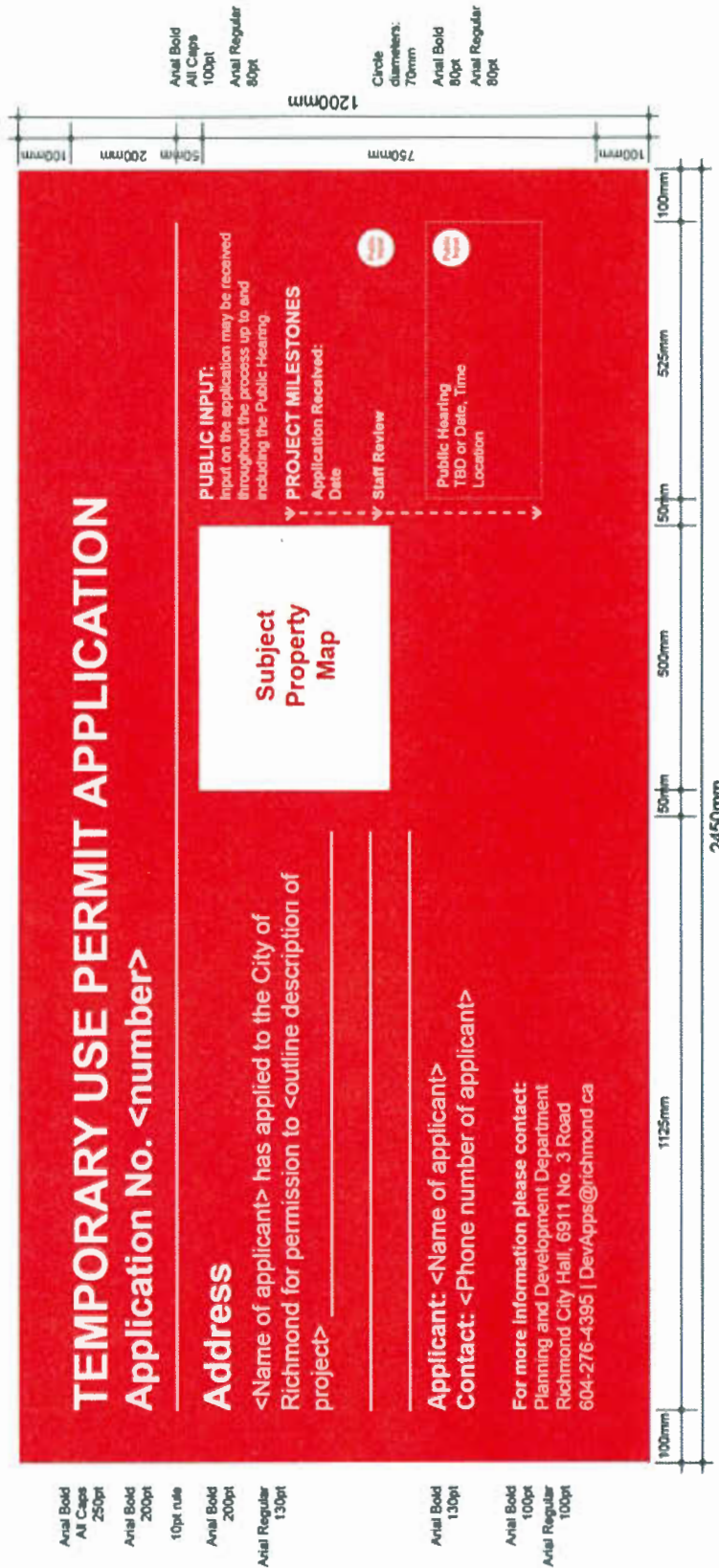
- Application Received: _____
- Date: _____
- Staff Review: _____
- Development Permit Panel: _____
- TBD or Date, Time: _____
- Location: _____

The diagram shows a vertical rectangular form with a blue background and white text. The form is divided into several sections: a header section with the title and application number, an address section, an applicant/contact section, a subject property map section, and a public input/milestones section. Dimensions are provided for various parts of the form, such as the header (100mm, 1200mm), the address section (1125mm), the applicant section (100mm), the map section (500mm), and the milestones section (525mm). Font specifications are listed for different parts of the form, including Arial Bold and Regular in various sizes and weights.

SPECIFICATION

1. Blue background (Reflex Blue) with white Helvetica Medium lettering.
2. Site map will have white background with blue lines.
3. The map will show the project location, adjoining roads and properties, address and north arrow.

SCHEDULE C to BYLAW NO. 7273



- SPECIFICATION**
1. Red background (Warm Red) with white Helvetica Medium lettering.
 2. Site map will have white background with red lines.
 3. The map will show the project location, adjoining roads and properties, address and north arrow.

- 5. This Bylaw may be cited as **“Development Permit, Development Variance Permit and Temporary Commercial and Industrial Use Permit Procedure Bylaw No. 7273, Amendment Bylaw 10005”**.

FIRST READING

PUBLIC HEARING

SECOND READING

THIRD READING

ADOPTED



MAYOR

CORPORATE OFFICER