



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** May 14, 2020
From: Cecilia Achiam **File:** 12-8350-03/2020-Vol 01
 General Manager, Community Safety
Re: **Agricultural Signage Review and Consultation**

Staff Recommendation

1. That the staff report titled "Agricultural Signage Review and Consultation" from the General Manager, Community Safety, dated May 14, 2020, be received for information;
2. That the Communication Plan described in the staff report titled "Agricultural Signage Review and Consultation" from the General Manager, Community Safety, dated May 14, 2020 be endorsed; and
3. That staff be directed to continue working with Richmond farmers to retain "legacy signs" that meet safety requirements to promote agricultural activities.

Cecilia Achiam
 General Manager, Community Safety
 (604-276-4122)

Att. 1

REPORT CONCURRENCE	
ROUTED TO:	CONCURRENCE
Economic Development	<input checked="" type="checkbox"/>
Customer Service	<input checked="" type="checkbox"/>
Policy Planning	<input checked="" type="checkbox"/>
Engineering	<input checked="" type="checkbox"/>
Transportation	<input checked="" type="checkbox"/>
SENIOR STAFF REPORT REVIEW	INITIALS:
APPROVED BY CAO 	

Staff Report

Origin

Richmond's current Sign Regulation Bylaw No. 9700 (Sign Bylaw) was adopted on July 10, 2017 to implement "de-cluttering" and modernize outdated regulations. Since that time, staff have worked with various business sectors to implement the new and updated provisions. Council, at its meeting held on June 10, 2019, provided the following direction to staff:

As a result of discussion on signage enforcement, staff were directed to consider agricultural signage requirements as part of the Agricultural Viability Strategy public consultation in relation to sign placement, size, duration, fees, when reporting back.

At the General Purposes Committee on June 17, 2019, Council clarified that staff are expected to consult with farmers and bring back options on agricultural signage prior to the consideration of the Agricultural Viability Strategy.

This report supports Council's Strategic Plan 2018-2022 Strategy #2 A Sustainable and Environmentally Conscious City:

2.3 Increase emphasis on local food systems, urban agriculture and organic farming.

This report supports Council's Strategic Plan 2018-2022 Strategy #7 A Supported Economic Sector:

Facilitate diversified economic growth through innovative and sustainable policies, practices and partnerships.

7.2 Encourage a strong, diversified economic base while preserving agricultural land and maximizing the use of industrial land.

7.4 Inspire the farming and fishing cultures of tomorrow.

Analysis

Enhancing Agricultural Viability Through use of Signage

Council indicated, in several discussions in Committee and Council in June 2019, a desire to enhance agricultural viability through the use of signage and other promotional initiatives. Having more visually prominent location for signs is one way to promote farm products/activities.

In 2019, there were 44 licensed farm stands in Richmond. Attachment 1 contains a map of farm stand locations including temporary/portable structures (Class A), seasonal permanent structures (Class B), year round permanent structures (Class C) and wineries.

Farm stands, or any agricultural property, are permitted to have a variety of sign types on site that can be used to advertise their products year-round and off site only for harvest season.

Below is a summary of the different types of signs permitted in agricultural zones, including a process to allow signs to be placed on City property.

The Sign Bylaw differentiates between signage that is temporary (providing way finding or promotion of a special event) and signage that is permanent. Permanent signs require a permit, can be freestanding or attached to buildings and can be much larger than temporary signs. There are several types of signs that are prohibited, including third-party advertising like billboards, which advertise goods or services not available on the same site as the sign.

Temporary signs include a wide range of signs including open house signs, construction signs and signs advertising community special events. The Sign Bylaw contains provisions for the City to approve some of these temporary sign types when placed on City property.

Community Special Event Signs are a permitted sign type in Richmond, that are temporary and do not require permits. These signs are intended to advertise community, charity or civic events and can include the seasonal sale of local produce. These signs can be displayed on the same property as the event and on other properties, with the owner's permission. In addition, the City has a process to allow these signs on City property, with the City's permission. Anyone who would like to place a temporary sign on City property must submit an application that lists the location and size of the sign(s) and sign a waiver to indemnify the City. There is no cost for this application and all locations are reviewed by staff to ensure that the placement of the sign does not interfere with infrastructure or intersection sight lines. Up until now, this type of signs have not been widely use to promote harvest seasons in agricultural zones.

Building Signs – a large range of business related signs are allowed on the farm property and on their buildings, including awnings, banners, canopies, fascia and projecting signs. These signs are similar to the signs typically seen in commercial areas. These signs require a sign permit and can be in a variety of sizes depending on the sign type and the size of the building.

Freestanding signs – large freestanding signs, up to 9m² in area and up to 4m high, are permitted in agricultural zones on the farm property as long as a permit is obtained and the sign does not contain third party advertising.

Review of Sign Bylaws in Other Cities

As part of Council's direction to consider options to use signage to support agricultural businesses, staff undertook an industry scan of the regulatory regime in other jurisdictions. The results of this scan indicated that the provisions of the Sign Bylaw pertaining to agricultural zones are generally consistent with other local jurisdictions in the Lower Mainland and are amongst the most up to date and comprehensive in the region. The British Columbia communities that were part of this review include:

- Burnaby;
- Surrey;
- Chilliwack;
- Delta;
- Kelowna;

- Langley Township;
- Maple Ridge;
- Pitt Meadow;
- Regional District of North Okanagan;
 - (Armstrong, Coldstream, Enderby, Lumby, Spallumcheen and Vernon)
- Regional District of South Okanagan; and
 - (The area from Peachland to Osoyoos)
- Saanich District.

Of the BC jurisdictions reviewed, only the City of Delta and the Regional District of North Okanagan have established agricultural signage programs. Delta stood out as having established a Crop Identification Sign Program in 2007 to promote agricultural awareness. Based on the data available, approximately 28 signs were installed under the program (as of 2015). This program allows crop signs to be posted in the spring on farmer's fields to identify the crop they are cultivating. Delta has indicated that it is looking to replace these signs with a "buy local" program to be more inclusive and a review is underway.

Looking outside of BC, staff also reviewed the City of Ottawa's Directional Farm Sign Program¹. One of the stated purposes of the program is to reduce illegal sign proliferation along rural roads. The City of Ottawa permits two types of agricultural signage:

“Temporary signs in the right of way:

Farm accessory signs (typically A-frame signs) may be placed temporarily in the right-of-way directing the public to farm-based businesses. A-frame signs may be located with 500 meters of the farm produce outlet entrance, and be placed 0.5 meters from the road, along the roadside. Additional farm accessory signs can be placed close to the two nearest approaching intersections. A-frames must have a base not exceeding 60 cm in width or 75 cm in length and a height of not greater than 1 m.

Permanent signs on private property:

Farm-based businesses are allowed to install permanent signage on private property, both on their own property and off-site directional signs, with no fee or permit required provided that the sign is less than 4m² in size and subject to certain set back provisions. Off-site directional signs must be located within a 12 km radius from the registered farm to which the sign applies.”

Ministry of Transportation and Infrastructure Highway Signs

Based on a preliminary review of the distribution of the licenced farm stands and other agro-business, visibility from a provincial highway may deem to be beneficial for drawing in customers.

¹ See: <https://ottawa.ca/en/living-ottawa/rural-residents/signage-programs#directional-farm-signage-program>

As a courtesy, Transportation staff have reached out to the Ministry of Transportation and Infrastructure Highway (MOTI) who have the responsibility of regulating Service and Attraction signs along provincial highways to gauge support. According to the MOTI website²:

“Service and Attraction signs are erected by the Ministry of Transportation along provincial highways as a relatively uniform method of pointing out conveniences to the traveling public. They are not intended to promote any one service, attraction or facility over another. Common services and attractions are: gas stations, restaurants, motels, campgrounds, airport, tourist attractions and artisans.”

The preliminary feedback from MOTI staff indicated that the permitted Service and Attraction signs are generally not intended to promote any one service, attraction or facility, as determined by MOTI. Nonetheless, an individual operator can submit an application and if approved, the MOTI will install the sign to ensure consistency and uniformity along the provincial highways.

Additionally, MOTI noted that it has concerns regarding attraction signs in the Lower Mainland being distracting to drivers. MOTI staff further expressed safety concerns for any signs installed on MOTI Right-of-Ways. This advice does not preclude individuals from submitting applications for consideration by the MOTI.

Promotional Opportunities for Agricultural Businesses

Another means to promote Richmond’s agricultural sector is through working partnerships with the Richmond Food Security Society and Tourism Richmond. Leveraging these partnerships and using promotional tools available to these partners (e.g. traditional and digital media, travel trade) may be a more strategic and cost effective way to achieve the common goal of promoting Richmond’s wide range of agricultural activities and agri-businesses including vineyards, berry farms, pumpkin patches and plant nurseries.

- 1) **Richmond Food Security Society (RFSS)** has produced the *Richmond Eats: The Local Eating Guide*³, which is a map to showcase local foods in Richmond. Included are some, but not all, of the known locations with farm stand licenses.
- 2) **Tourism Richmond**, is exploring ways to better promote food tourism in Richmond. Local food has been identified as a key pillar of Tourism Richmond’s marketing and development strategy. This includes unique dining experiences, as well as agriculture and fishing. The recently developed Food Tourism Plan has the mission to “develop and present a curated set of immersive and authentic food and beverage opportunities that connect visitors to the deep and unique combination of Asian dining, farm, fishery and heritage experiences that are a part of the many flavours of Richmond.”

² <https://www.th.gov.bc.ca/permits/Signs.asp>

³ www.richmondfoodsecurity.org/wp-content/uploads/2012/08/Richmond-Eats-Local-Eating-Guide-2017-lower.pdf.

Current efforts to promote agri-tourism include raising awareness with tour operators while providing website listings and digital marketing exposure. Some potential future opportunities include:

- **Richmond Berry Trail** – Tourism Richmond will explore the feasibility of developing and promoting experiences that feature Richmond’s berry assets including cranberries, blueberries and strawberries.
- **Food and Drink Guide** – Tourism Richmond is working on the concept for a new food and drink guide, which may include u-picks and farm stands.
- **Other Farm Experiences** – Depending on interest and engagement from operators, there may be an opportunity to develop more robust and year-round experiences related to farming, agriculture and local food.

Bringing Legacy Signs Into Compliance

When the Sign Bylaw was adopted in 2017, Council also approved the addition of a bylaw enforcement officer dedicated to the enforcement of signs (the “Sign Officer”). The Sign Officer has since identified signs throughout the City that have been in place for a number of years without any permits or City approval. In some cases, the owner of the sign has since obtained a permit to keep the sign and in other cases the sign has been removed or altered to comply with the Sign Bylaw. A large part of the Sign Officer’s role is to provide education so that applicants understand the options available to them to advertise their business within the provisions of all City bylaws.

While the concept of “grandfathering” pre-existing signs is not available within the authority of the Sign Bylaw, the City can address each sign individually and develop compliance plans as needed (as long as safety requirements are met and proper indemnities are addressed where required). These “legacy signs” are older signs that are long standing or have historical conditions and have been in place for many years.

The process of developing a compliance plan is common practice in bylaw enforcement when addressing issues of non-compliance with long-standing conditions. The most important consideration is any risk to health and life safety. Staff intend to use this approach with farmers with legacy signs on a case by case basis, to give them time to consider the options available to them to promote their business.

W&A Farms

In June 2019, an issue arose with respect to a local farmer (W&A Farms) erecting a large portable sign on City property, without permission. The sign advertised agricultural product available on a site some distance away (Attachment 2). Similar signs for W&A Farms have been erected in the vicinity, over the years, during harvest season and staff have taken action only if there is a complaint received, given the temporary nature of the sign.

While the Sign Bylaw contains provisions to allow the placement of temporary signs with the City’s permission, there is no provision to allow a sign of this size. Further, the sign was attached to a trailer parked in the median which is prohibited by Traffic Control and Regulation Bylaw No. 5870 for safety reasons and non-compliance is subject to fines.

For 2020, the City has approved two community special event signs (Attachment 3) for W&A Farms to be installed for the month of June during the berry season. One sign will be visible south bound on Knight Street and the second sign will be located eastbound on Westminster Highway. The signs are placed on City land and will not require provincial approval.

These proposed signs are in full compliance with the provisions of community event signs permitted in the Sign Bylaw. As noted earlier, community event signs do not require a permit fee, are permitted on City property for a temporary period and can be renewed.

Consultation

Stage 1: Consultation with the Food Security and Agricultural Advisory Committee (FSAAC)

Staff presented the options described in this report for signage and other promotional activities to the Food Security and Agricultural Advisory Committee (FSAAC) in January 2020 (See Attachment 4 for an excerpt of the minutes). In their feedback, FSAAC acknowledged that many farmers are likely unaware of the different options available to them in the Sign Bylaw. While it would be helpful to educate the farmers about signage options, there was a strong recommendation from FSAAC to allow pre-existing “legacy” signs to remain, regardless of bylaw provisions. Subsequently, on May 12, 2020, members the Committee submitted a letter to the City recommending that “Legacy Signs be allowed to be posted in their traditional form and location” (Attachment 5).

Stage 2: Community Consultation

The pre-COVID-19 Consultation Plan involved both a public information session including invitation sent to all licensed farm stands operators. Unfortunately, due to the limitations on gatherings, as a result of the COVID-19 pandemic, the City will be unable to host an information session some time into the future. Staff are proposing to proceed from consultation to communication as outlined in the section below.

Communication Plan

As an alternative, to address the need for this year’s harvest season for various agricultural products, staff have mailed information on promotional opportunities and signage opportunities, including how to apply for community special event signs on City property, to all 44 existing licensed farm stand operators. A copy of what was mailed out is provided in Attachment 6. Included in this information is a brochure titled “Promoting Agricultural Activities with Signage”. This brochure will be made available on the City’s website and in hard copy once City Hall and City facilities are open to the public. Staff will also work with Corporate Communications to promote agricultural activities and signage options using social media.

Staff recommend that the consultation and communication plan outlined in this section be endorsed.

Financial Impact

None.

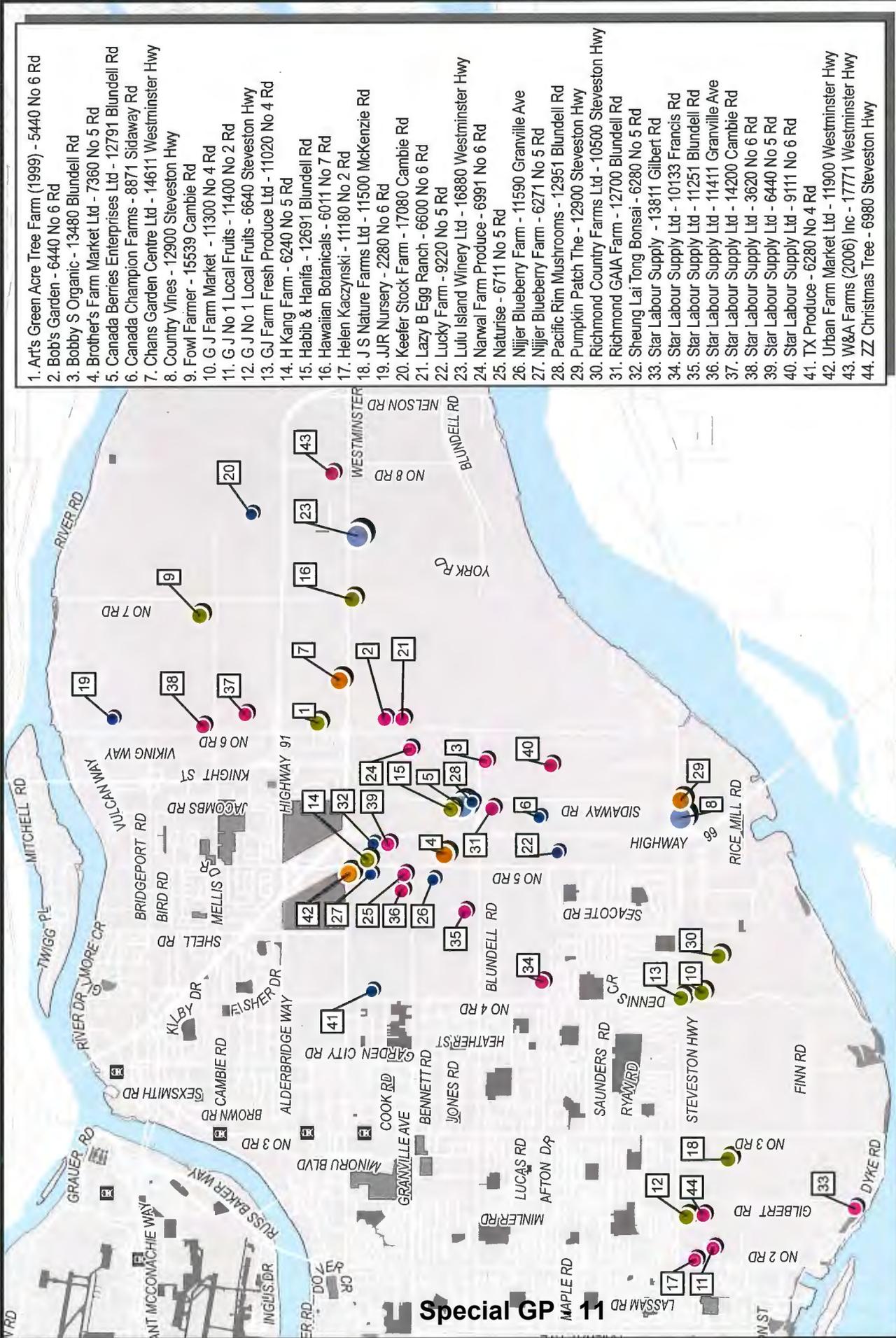
Conclusion

Staff have reviewed the current Sign Bylaw and determined that it contains adequate provisions to accommodate the needs of all businesses including seasonal agricultural activities with options for signage both on private and on City property. There are also additional viable options available to promote agricultural activities in Richmond at no cost to the farmers such as the Local Eating Guide and Tourism Richmond initiatives that would enhance agricultural viability and promote tourism recovery. Staff have provided information to all licenced farm stands and will work with farmers individually to address legacy signage so that harvest activities are promoted and that all signs come into compliance with the Sign Bylaw and safety requirements.



Carli Williams, P.Eng.
Manager, Business Licences and Bylaws
(604-276-4136)

- Att. 1: Map of licenced farm stands
- 2: Photo of the W&A Farm Sign from 2019
- 3: Approved W&A Farm Sign and Locations for 2020
- 4: January 2020 FSAAC Minutes
- 5: May 12, 2020 letter from members of FSAAC Committee
- 6: Information and brochure mailed to farm stands operators



Licensed Farm Stands
 July 22 2019
 Source: Roadside Stand.xls provided by M. Corrado

- Class A Roadside Stand (18)
- Class B Roadside Stand (10)
- Class C Roadside Stand (4)
- Farm Based Winery (3)
- Farm stand type not indicated (9)

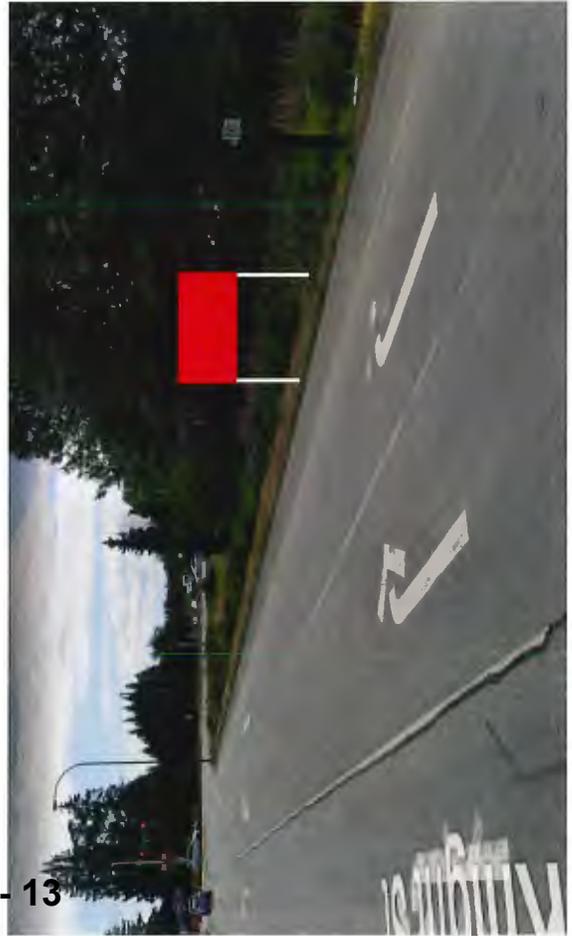
Note:
 The information shown is compiled from various sources. Not warranted for accuracy or completeness. Intended for reference use only.
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 Not to be reproduced or distributed without permission. Scale approximate. Not for construction, navigation, downstream application & printing or approval.
 By: D. McGee, GIS Analyst, CS Division







Westminster Hwy - eastbound ●



Knight St @ - southbound ●



Proposed signs for W&A Farms for 2020 Berry Season



**Excerpt from the Meeting Minutes of the
Food Security and Agricultural Advisory Committee (FSAAC)**

**Thursday, January 23, 2020 – 7:00 p.m.
Rm. M.2.002
Richmond City Hall**

Sign Bylaw/Agri-Tourism

Carli Williams, Manager of Business Licence and Bylaws, introduced Richmond's current Sign Regulation Bylaw No. 9700 (Sign Bylaw) and provided the following comments:

- Farm stands or any agricultural property are permitted to have a variety of agricultural signs, including special event signs, building signs and freestanding signs;
- The City has developed a process to allow smaller temporary signs on City property, with the City's permission; and
- Staff are seeking feedback on the existing regulations and suggestions on how to engage with the farming community to educate and understand other opportunities to advertise farm products, whether it be through signage or other means.

Katie Ferland, Acting Manager of Economic Development, described opportunities for promoting Richmond's agricultural sector, including the following:

- Richmond Eats: The Local Eating Guide by the Richmond Food Security Society;
- Tourism Richmond in partnership with the City's Economic Development Office is exploring opportunities to promote food tourism in Richmond (i.e. Food Tourism Plan); and
- Pursuing and developing agri-tourism initiatives will depend on the level of interest and engagement from local farmers, the first step is to sign up for free as a stakeholder through the Tourism Richmond website (www.visitrichmondbc.com).

Discussion ensued regarding the grandfathering of existing agricultural signage, public safety in regards to signage, trespassing issues, and the level of interest for agri-tourism opportunities from different types of local farmers.

As a result of the discussion, the Committee provided the following comments:

- Review how other municipalities regulate agricultural signage with a goal to simplify the process;
- Provide a reduced fee for agricultural signage; and
- Contact Growers' Associations for feedback on the agri-tourism initiatives.

May 12, 2020

To: Mr. Barry Konkin

Mr. Steven De Sousa

CC: Mayor and Councillors

Re: Seasonal Agricultural Signs 2020

Dear Barry and Steven,

Members of the Richmond Food Security and Agricultural Advisory Committee have been contacted by local Richmond farmers who are unsure about what to do for the upcoming harvest season with respect to the usage of **Legacy Signs** that they have historically relied on to promote their farm gate sales stands.

At a number of meetings this winter, our Committee was informed that the City Bylaw Staff would be contacting farmers, reaching out to discuss their needs, and that there would be a solution and a bylaw in place by early spring. Our committee specifically raised concerns about allowances being made for Legacy Signs, especially in the case of highly perishable and short growing season agricultural products, namely; strawberries, blueberries and raspberries.

Accordingly, the committee passed a **unanimous motion recommending that Legacy Signs be allowed to be posted in their traditional form and location.**

We have been informed that Bill Zylman has not yet been contacted by the city to discuss signage and options. As it is now the middle of May and strawberry season is less than two weeks away, Mr. Zylman and other farmers need an immediate solution or they run the risk of serious financial harm. As we know, last summer, "Uncle Jack" who has been farming and selling blueberries since the early 70's was told to take down his legacy sign (located at his farm gate stand on Westminster Hwy) because it was slightly too large. He estimates he lost approximately \$35,000.00 in sales because of it.

As there have not been any alternative solutions yet provided by the City, we request that any **Legacy Farm Signs** traditionally used by farmers be authorized by the City for posting in their usual locations for the upcoming season. We also request that a prompt decision be made and communicated accordingly.

Respectfully yours,

Stephen Easterbrook and Laura Gillanders

On behalf of,

The Richmond Food Security and Agricultural Committee

Information for Agricultural Businesses on Signs and Promotional Opportunities

You are receiving this letter because you have/had a licence for a roadside produce stand and the City of Richmond would like you to be aware of the opportunities and regulations related to signage and advertising the location of your business.

Signage options for agricultural activities

There are generally three types of signs that can be used to promote farm stands or agricultural products year-round or for harvest season only:

- Community special event signs
- Freestanding signs
- Building signs

Please refer to the attached brochure for more information including how to apply for temporary signage on City property adjacent to roadways.

Other promotional opportunities for agricultural businesses

Another means to promote Richmond's agricultural sector is through working partnerships with the Richmond Food Security Society and Tourism Richmond. Leveraging these partnerships and using promotional tools available to these partners (e.g. traditional and digital media, travel trade) may be a more strategic and cost effective way to achieve the common goal of promoting Richmond's wide range of agricultural activities and agri-businesses including vineyards, berry farms, pumpkin patches and plant nurseries occurring within the Agricultural Land Reserve.

- 1) **Richmond Food Security Society (RFSS)** has produced the *Richmond Eats: The Local Eating Guide*, which is a map to showcase local foods in Richmond. Included are some, but not all, of the known locations with farm stand licences:
www.richmondfoodsecurity.org/wp-content/uploads/2012/08/Richmond-Eats-Local-Eating-Guide-2017-low-res.pdf.
- 2) **Tourism Richmond**, in partnership with the City's Economic Development Office, is exploring ways to better promote food tourism in Richmond. Local food has been identified as a key pillar of Tourism Richmond's marketing and development strategy. This includes unique dining experiences, as well as agriculture and fishing. The recently developed Food Tourism Plan has the mission to "develop and present a curated set of immersive and authentic food and beverage opportunities that connect travellers to the deep and unique combination of Asian dining, farm, fishery and heritage experiences that are a part of the many flavours of Richmond."

Current efforts to promote agri-tourism include raising awareness with tour operators, providing website listings and digital marketing exposure. Some potential future opportunities include:

- Richmond berry trail – Tourism Richmond will explore the feasibility of developing and promoting experiences that feature Richmond’s berry assets including cranberries, blueberries and strawberries.
- Food and drink guide – Tourism Richmond is working on the concept for a new food and drink guide, which may include u-picks and farm stands.
- Other farm experiences – Depending on interest and engagement from operators, there may be an opportunity to develop more robust and year-round experiences related to farming, agriculture and local food.

Pursuing and developing any agri-tourism initiative would depend on the level of interest and engagement from local farmers and agricultural stakeholders. The first step to register your interest and become involved is to become a Tourism Richmond stakeholder. Sign up for free at www.visitrichmondbc.com/Signup.

The City is always looking for suggestions on to how to:

- engage with you and the farming community to provide education about the options available.
- understand what requests you may have for additional opportunities to advertise your harvests, whether it be through signage or other means.

If you have any questions or comments, please email signs@richmond.ca or call 604-276-4016.

Sincerely,

Carli Williams
Manager, Business Licence and Bylaws

Sign Bylaw No. 9700

An external review indicated that the regulations in the City's Sign Bylaw pertaining to agricultural zones are generally consistent with other local jurisdictions in Metro Vancouver and is one of the most up-to-date and comprehensive sign bylaws in the region.

Richmond's current Sign Regulation Bylaw No. 9700 (Sign Bylaw) was adopted on July 10, 2017 to:

- modernize outdated sign regulations.
- implement measures to help visually declutter outdoor spaces throughout the city.

Sign Bylaw Enforcement

Despite the regulations in place, signs are occasionally installed that do not conform to the requirements of the Sign Bylaw. In most cases, bylaw enforcement staff will first request that any non-conforming sign be removed prior to issuing tickets. However, there are cases when tickets will be issued immediately, especially when signs are placed on City property without permission or when the sign owner has had previous warnings.



For More Information

The City is always looking for suggestions on how to:

- engage with the farming community to provide education about the farm sign options that are acceptable.
- understand what requests you may have for additional opportunities to advertise your harvests, whether it be through signage or other means.

If you'd like more information or have comments or questions, please email signs@richmond.ca or call 604-276-4016. You can also visit www.richmond.ca/busdev/signs/signage.



Promoting Agricultural Activities with Signage



City of Richmond

6911 No. 3 Road, Richmond, BC V6Y 2C1
www.richmond.ca
May 15, 2020

Community Bylaws
www.richmond.ca

Agriculture is an important part of Richmond's past and present. It forms an important part of the local and regional economy and is a major land use in Richmond.

The City recognizes the importance of advertising and promoting your products. This brochure is meant to be an easy reference guide to help you in this endeavour.

Signage Types

There are generally three types of signs that can be used to promote agricultural products year-round or for harvest season only.

1. Community Special Event Signs



These are temporary signs that advertise a community event, such as a time limited sale of local, seasonal produce.

Community Special Event Signs:

- can be displayed for up to 30 days at a time.
- can be up to 2 m (6.5 ft) high and up to 3 m² (32 ft²) in area.
- do not require a permit.

- can be displayed on your property or on property owned by others, as long as you have their permission (see *Signs on City Property* section).
- cannot exceed one sign per lot frontage.

Posted signs must be:

- installed to be capable of withstanding wind and weather.
- posted and maintained by the applicant.
- supported only by posts or poles.

2. Freestanding Signs



These are permanent signs that:

- can be up to 4 m (13 ft) high and up to 9 m² (96 ft²) in area in agricultural zones.
- must have a permit.
- must be on private property.
- do not contain third party advertising (i.e. advertising services or products not available on-site).

3. Building Signs



These are permanent signs that:

- can be attached to sections of buildings, including awnings, banners, canopies, fascia and projecting signs.
- must have a permit.
- differ in size depending on a number of criteria, including size of the building.

Signs on City Property

The City allows small Community Special Event signs on City property, with the City's permission. There is no cost for this but applicants must come to City Hall to submit an application, which must provide:

- information on the size and location of each sign proposed to be placed on City property.
- a release and indemnity in favour of the City, in a form and on terms acceptable to the City's Risk Manager.