



City of Richmond

Report to Committee




To: General Purposes Committee
From: Cecilia Achiam, MCIP, BCSLA
Director, Administration and Compliance
Date: October 13, 2016
File: 03-0900-01/2016-Vol
01
Re: Sign Bylaw Update and Public Consultation Process

Staff Recommendation

1. That the proposed changes to Sign Bylaw No. 5560 outlined in the staff report titled "Sign Bylaw Update and Public Consultation Process", dated October 13, 2016, from the Director, Administration and Compliance be received for information; and
2. That proposed public consultation process detailed in the staff report titled "Sign Bylaw Update and Public Consultation Process", dated October 13, 2016, from the Director, Administration and Compliance be endorsed.

Cecilia Achiam, MCIP, BCSLA
Director, Administration and Compliance
(604-276-4122)

Att. 3

| REPORT CONCURRENCE | |
|--|--|
| CONCURRENCE OF GENERAL MANAGER  | |
| REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE | INITIALS:  |
| APPROVED BY CAO (ACTING).  | |

Staff Report

Origin

At the Regular Council meeting held on May 25, 2015, Council adopted the following motion:

- (1) *That Option 2: "De-cluttering without a language provision" which entails the continuation of outreach effort and updating Sign Bylaw No. 5560 be approved. The Sign Bylaw update will include de-cluttering without a language provision and addressing non language related regulatory gaps; and*
- (2) *That staff be directed to review the Sign Permit Application fees and bring an update to the Consolidated Fees Bylaw No. 8636 for consideration by Council along with the new Sign Bylaw.*

This report provides an update on the proposed changes to the Sign Bylaw to address de-cluttering without a language provision and regulatory gaps in order to modernize and strengthen the bylaw requirements. It also outlines a public consultation plan for Council's consideration.

Analysis

A. Current State

The existing Richmond Sign Bylaw No. 5560 (Sign Bylaw) regulates the size, design and location of exterior signage. Regulated signage includes canopy, fascia and freestanding signs as well as signage promoting the sale or lease of real estate and directional signs on private properties. Some signs require a sign permit from the City (canopy and freestanding signs for example) prior to installation while other signs (directional signs and for sale or lease sign) do not require a permit. The Sign Bylaw does not:

- a) apply to interior signs;
- b) regulate promotional materials such as inserts in newspapers, posters in stores (even if visible externally); or
- c) advertisements in bus shelters.

B. Community Harmony Outreach:

At the Regular Council meeting on October 27, 2014, Council indicated that *"as a priority, staff consult with the sign owners to encourage more use of the English language on their signs."*

The outreach/education approach, based on Council's instruction, continues to yield positive outcomes. Since the outreach commenced in late 2014, all business premises that have applied and received permits for signs have included English in their business signage. This trend continues to date as all business premises that have applied for a sign permit have been cooperative when asked to include English on their business signs. Some businesses opted to have multiple signs for the same business resulting in some signs in English only and some in a foreign language only on the

same premise. The City's proactive approach continues to encourage inclusiveness and promote community harmony.

It was observed that during the initial community outreach that approximately 60% of the signs visually inspected did not have a sign permit. At that time the City received approximately 320 new sign applications annually. The number of sign applications has risen dramatically since the 2015 pilot outreach. Approximately 900 sign applications were received in 2015 and 314 have been received as of September 30, 2016.

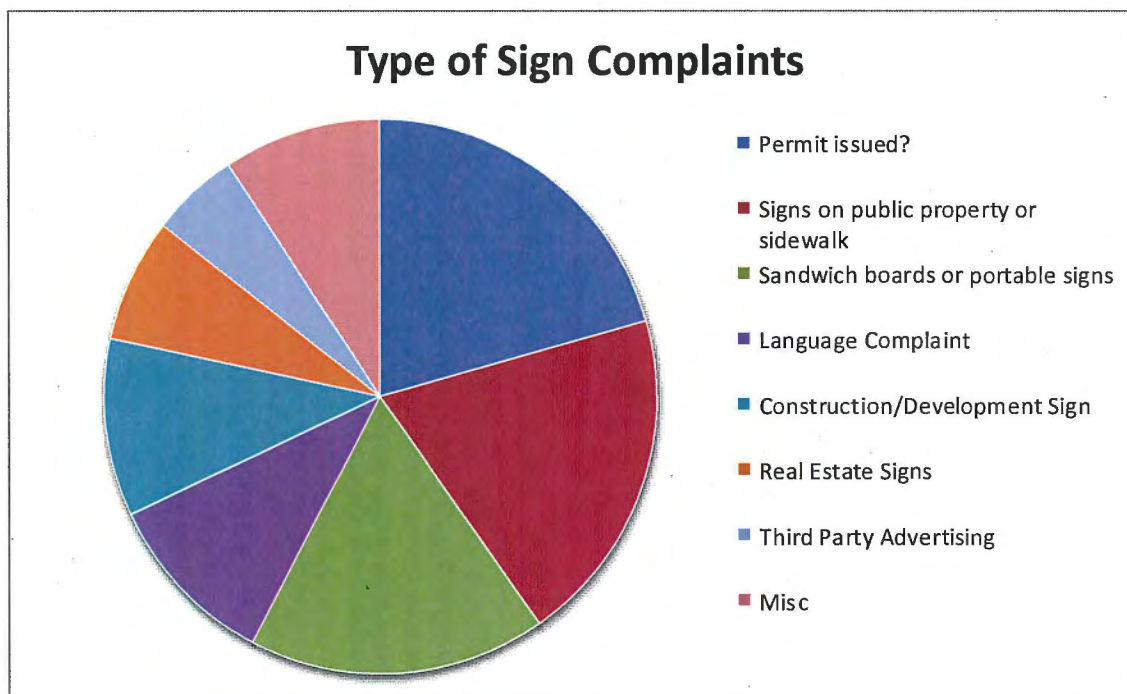
Having a dedicated resource in the form of a temporary Sign/Business Licence Inspector (approved for 1 year by Council) has been indispensable with respect to customer service. Response time has been reduced and having real time translation capability removes communication barriers during outreach and facilitates compliance. This connection has also given the City the opportunity to reach out to all new businesses when they apply for a licence and prompt them to apply for sign permits at the same time. The Sign/Business Licence Inspector also connects with existing businesses as part of their annual licence renewal.

Staff will bring forward a recommendation on the outreach pilot program with the new Sign Bylaw in spring 2017 after collecting another full year (2016) of data on the results.

C. Overview of Sign Inquiries /Complaints:

The City receives inquiries/complaints regarding signage and advertisement from time to time. Staff systematically investigate each complaint and respond as appropriate. For example, 110 complaints were received in 2015 whereas approximately 140 complaints have been received year to date in 2016. A breakdown between the types of complaints received since the start of the pilot is shown below (Figure 1).

Figure 1: 2016 Sign Complaints Analysis



Real Estate: The most frequent complaints regarding signage related to real estate are:

- the use of foreign language other than English;
- the size and location of the real estate sign, and
- the number of open house signs on public right-of-ways.

Staff have had great success in convincing the sign owners to incorporate English into the real estate signs to address community harmony through direct contact. The existing Sign Bylaw did not specifically address the issues regarding size, location and number of real estate and open house signs other than those located in public right-of-ways. The proposed changes to the Sign Bylaw (detailed in Attachment 1 and 2) have included provisions to address these concerns. The regulations around real estate signs have been strengthened and made explicit in the proposed new bylaw. In addition, the number, size and display duration of open house signs will be specified.

Advertisements: For complaints regarding the use of language in advertisement, the City's ability to respond varies. For advertisement at locations owned by the City (e.g. bus shelters and benches in public right-of-ways), a commitment that "any advertising with a foreign language must include a minimum of 50% English in terms of overall space, font size, content, and level of detail" has been built into the contract.

For advertisement at other locations, the City's ability to respond is limited¹. Staff continue to pass on comments received and work with the appropriate organization/agency to encourage the inclusion of English to support community harmony.

D. Proposed Changes to the Sign Bylaw:

In accordance to direction from Council, no language requirement provisions will be included in the proposed changes to the Sign Bylaw. Instead, it will implement "de-cluttering" of storefront signage to limit visual clutter and to address non-language related regulatory gaps.

Best practice research, plus input from business operators and the sign industry suggests that it is important to balance the need for regulations that enhance the aesthetics of business signage and provide flexibility to meet the operational needs of businesses. Signs can provide an important way finding tool and are often a significant investment for businesses.

Attachments 1 to 3 of this report form the public consultation package. Attachment 1 describes the key proposed changes in a graphic manner and represents the draft presentation material for the proposed consultation process detailed in this report. Attachment 2 summarizes all the proposed changes in a table format as a compendium to the Open House Boards. Attachment 3 is the comment forms organized around the presentation material for public input.

¹ A legal opinion was provided by Sandra Carter of Valkyrie Law Group LLP, related to the Charter of Rights and Freedoms, previously provided to Council as part of the staff report titled "Signage on Private Property" dated October 27, 2014, (http://www.richmond.ca/agendafiles/Open_Council_10-27-2014.pdf) from the Director, Administration and Compliance.

The proposed Sign Bylaw strikes this balance by categorizing signage into those that are permitted with and without a sign permit. It also expands the proposed bylaw to accommodate current and emerging signage technologies and clarify the types, location and duration of temporary signs such as open house and other construction or real estate sales signs.

De-cluttering of storefronts:

Several innovations of the proposed Sign Bylaw specifically address de-cluttering:

- i. All signs/posters visible from the exterior of the storefront will now be regulated as signage.
- ii. Reward businesses that voluntarily limit cluttering of their storefronts by allowing up to 25% of the window area of a storefront to be covered without requiring a sign permit.

(Note: The visual impact of covering up to 25% of the window area of a storefront (Figure 2) is deemed to be generally aesthetically acceptable through consultation with sign industry experts and visual mock-up exercises.)

- iii. A sign permit is required should the business operator wish to exceed the 25% coverage. The proposed maximum coverage of storefront windows is 50% (Figure 2). The sign application process would enable staff to review the visual impact and remind the applicant with respect to the City's inclusiveness and community harmony preference:

Figure 2: Mock-up of 25% and 50% coverage on store front



- iv. Prohibiting specific sign types that are visually unappealing, potentially hazardous or distracting to motorists is another way to minimize visual clutter of storefronts. Signs that are prohibited include abandoned signs, billboard signs (third party advertisement), container signs, flag/blade signs, flashing signs, inflatables, portable signs, searchlights, roof signs that project beyond the roof line and parked vehicle signs. (See Attachment 1 for photos and description of these signs).
- v. Allowing changeable copy on specific signs that provide flexibility to businesses to display activities and or products that are available on the premise to avoid the need to cover window areas excessively.

Modernizing the Sign Bylaw:

- i. New sign types have been included in the proposed bylaw to take into consideration new technologies and business needs. Examples of new sign types include banners, and projected-image signs (Attachment 1 and 2).
- ii. New approaches to lessening red tape for specific types/sizes of signs by allowing them to be erected without a sign permit. Examples include community event signs that are temporary in nature or to facilitate way finding (e.g. address and directional sign)

E. Proposed Consultation Process:

The objective of the consultation is to seek feedback on the new Sign Bylaw. The proposed process includes targeted outreach, such as presentation to the Richmond Intercultural Advisory Committee and broad based consultation of the community (e.g. Open house, "Let's Talk Richmond"). Feedback forms outlining each key topic of discussion will be made available on all platforms used during the consultation process.

Key Stakeholders Consultation:

- Staff will meet with these key community/industry stakeholders to seek feedback on the proposed Sign Bylaw

| Activity | Approximate Timeframe | Comment |
|--|------------------------|---|
| Richmond Intercultural Advisory Committee (RIAC) | November-December 2016 | Staff to attend RIAC meeting to seek input |
| Richmond Chamber of Commerce RCOC | November-December 2016 | Staff to consult with the executive of RCOC for input |
| BC Sign Association | November-December 2016 | Staff to contact the BC Sign Association for input |

Broad Consultation:

- All open house material including feedback forms made available online for the duration that Let's Talk Richmond is activated

| Activity | Approximate Timeframe | Comment |
|--|------------------------|---|
| Public Open House at City Hall <ul style="list-style-type: none"> • display and comment forms available in the Meeting House for 1 week • 2 staffed sessions (one afternoon and one evening) | November/December 2016 | <ul style="list-style-type: none"> • Notify all the business organizations and community partners that we reached out to in 2014 by email/letter (e.g. S.U.C.C.E.S.S. various real estate and property management companies, email contact from the last workshop, etc.) |
| Reactivate dedicated email Signsconsult@richmond.ca on City website to receive comments | November/December 2016 | Online for 2 weeks commencing the same time as the Open House display |
| Let's Talk Richmond | November/December 2016 | Online for 2 weeks commencing the same time as the Open House display |

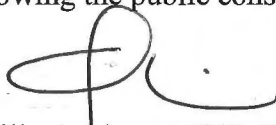
Staff will incorporate feedback from the community consultation into the proposed Sign Bylaw and report back to Council in spring 2017.

Financial Impact

The cost of the consultation process is approximately \$40,000 and will be funded from general contingency.

Conclusion

The pilot outreach program continues to improve compliance and provides better customer service. It is anticipated that the proposed Richmond Sign Bylaw and associated changes to the Consolidated Fees Bylaw No. 8636 will be presented to Council for consideration in spring 2017 following the public consultation process.



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Director, Administration and Compliance
(604-276-4122)



Carli Edwards, P.Eng.
Manager, Customer Services and Licencing
(604-276-4136)

- Att. 1: Draft Sign Bylaw Changes Presentation Material
 2: Draft Summary of Proposed Amendments to Sign Bylaw 5560
 2: Draft feedback form

Richmond Sign Bylaw No. 5560 Consultation

DRAFT

Welcome

Richmond Sign Bylaw Consultation

November 29 and 30, 2016

Richmond Sign Bylaw No. 5560 Consultation

Welcome to the Open House

Richmond Sign Bylaw Update

Thank you for coming to the Sign Bylaw Open House. Your feedback will be used to refine the draft regulations proposed for the updated Sign Bylaw.

At the Open House you will find the following information presented on a series of boards:

- Background information on the Sign Bylaw update
- Overview of the process and engagement efforts
- Proposed amendments to the types of signs addressed in the bylaw
- Information on general Questions and Answers that may be of interest related to the bylaw

Please share your comments to the proposed bylaw amendments on the Comment Form provided. You will find the Comment Forms and a drop box for completed forms on the Welcome Table. Alternatively (instead) you may complete the Comment Form online before Sunday, _____ at LetsTalkRichmond.ca/signs.

Questions?

City staff are present at the Open House and available to answer questions you may have.

Sign Bylaw Update— Background Information

Improved Compliance— Results of Outreach/Education To-date:

At the October 27, 2014 regular Council meeting, Council adopted the following resolution, **“as a priority, staff consult with sign owners to encourage more use of the English language on their signs”**.

The outreach/education approach, based on Council’s instruction, continues to yield positive outcomes. More businesses are taking out sign permits and all businesses with business signs that have received a sign permit have voluntarily included English in their signage.

Improved Compliance Results Observed

| Year | Sign Permit Issued | Inclusive Signage (% of Businesses with only foreign language business signs) |
|---------------|--------------------|--|
| 2012 | 278 | 1.4% |
| 2013 | 321 | 4.4% |
| 2014 | 331 | 0% |
| 2015 | 900 | 0% |
| 2016 (to Oct) | 314 | 0% |

Community Harmony— Approach and Engagement To-date:

Council approved an update to Sign Bylaw No. 5560, which will include a de-cluttering regulation without a language provision on May 25, 2015. More specifically, this entails:

- continuation of outreach effort to support community harmony by encouraging inclusive use of language on business signage
- modernization of Sign Bylaw No. 5560 to address non language related regulatory gaps and
- improvement to compliance with the Sign Bylaw through education and enforcement

Engagement To-date

| Engagement Opportunity Since Council Referral | Participation |
|--|--|
| Signsconsult@richmond.ca | 24 emails received |
| Let’s Talk Richmond | 260 responses |
| Sign Workshop on March 12, 2015 | 100 participants |
| Sign Companies | 79 contacted in writing |
| Community Consultation | Over 1000 face to face meetings 10 community partners/agencies meetings |



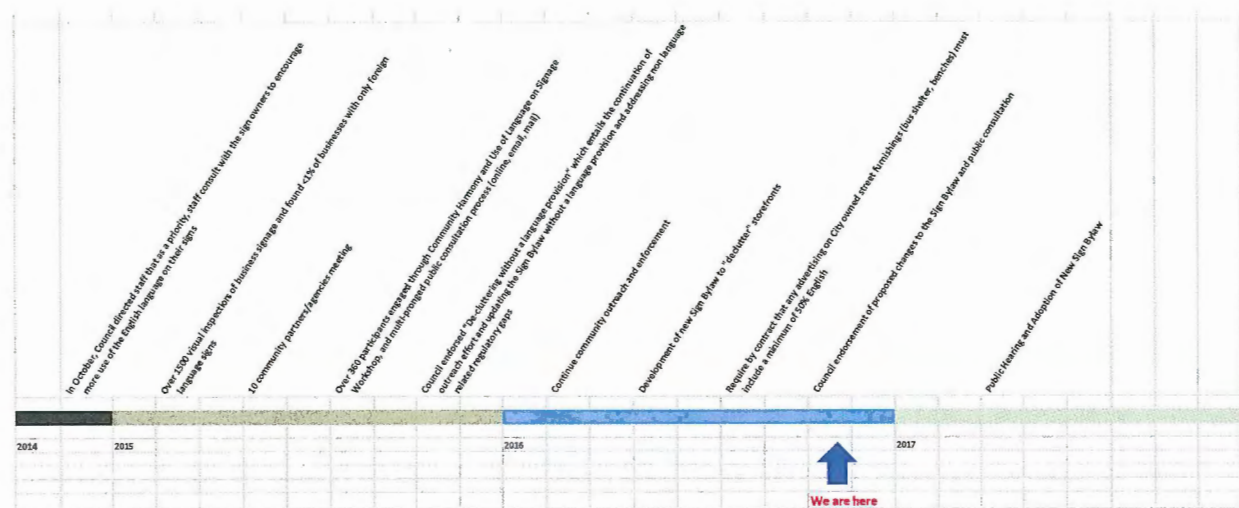
Sign Bylaw Update— Our Objectives and Timelines

The current sign bylaw has not in all cases kept pace with current signage situations facing the City and has become outdated. This update provides an opportunity to address signs in a manner consistent with the City's social vision for shaping an inclusive, engaged, and caring community to support community harmony. In addition, the update helps to realize the City to be the most appealing, livable and well-managed community in Canada.

Sign Bylaw Update—Objectives:

- To fully update the Sign Bylaw to a modern standard and ensure that it reflects the current and anticipated needs of the City, can effectively regulate the type of signs being experienced, considers legislative authority and legal requirements.
- To improve the content, structure, language, and format of the Sign Bylaw to increase its effectiveness, user friendliness, clarity, and ease of interpretation by the public, developers and City staff.
- Efforts to de-clutter will be strengthened and embedded in the Bylaw.
- Address deficiencies in the definition section; accommodate trends in sign technology and respond to business needs (e.g. electronic signs, multi-faceted free standing signs, etc.); additional types of signs to be regulated; correct errors and omissions.

Below is a summary of steps the City has taken to update sign regulations and a project timeline:



Sign Bylaw Update— We Want to Hear From You

The series of boards you see at the Open House along with the Sign Bylaw Update Handouts, which can be found next to each board, illustrate and summarize the amendments being proposed to the Sign Bylaw.

To provide your feedback while at the Open House:

1. Review each board which contains information on the "Sign Types" in the bylaw along with the associated information on the "Sign Types" in the handout.
2. If you have any comments, note them on the Comment Form in the box for the "Sign Type" your comment is related to.
3. Place your completed Comment Form in the drop box located on the Welcome Table.

When reviewing the information please keep in mind the following points on what the new Sign Bylaw does and does not do:

What **does** the new Sign Bylaw do?

- ✓ Regulates the size, design and location of exterior business signage
- ✓ Minimize impact on traffic and sight lines for public safety
- ✓ Protect the public from the dangers of signs of inferior construction, and from nuisances or hazards arising out of improperly sited business signs
- ✓ Require sign permits for specific types of business signs
- ✓ Modernize regulations to accommodate business needs and emerging signage technologies
- ✓ De-clutter storefront and enhance the look and feel of City streets

What **doesn't** the new Sign Bylaw do?

- ✗ Regulate use of language
- ✗ Regulate advertisement or promotional material
- ✗ Signage inside malls

Other Ways to Provide Comment:

In addition to this Open House, other ways to provide comments from November 28- December 9, 2016 include:

1. Visit www.LetsTalkRichmond.ca/signs to view the proposed changes and provide comments via an online survey.
2. View the proposed changes on the City's website at www.richmond.ca/signage and complete the fillable PDF version of the comment form and submit your completed comment form via:
 - email to signsconsult@richmond.ca, or
 - mail/drop off in person at City Hall, 6911 No. 3 Road, Richmond, BC, V6Y 2C1
 - fax: 604-276-4132

Questions?

Staff are in attendance at the Open House and happy to address any questions you may have.

Sign Type—Signs NOT Permitted

Portable signs



Inflatable signs



Vehicles parked to display Signs



Billboards



Flag/blade signs



Sign Type—Signs allowed WITHOUT a Permit

Special Rules Apply

Warning/Instructional sign

Up to 4 allowed per premise



Drive-through Sign

2 allowed per aisle



Home Based Business

Max sign area 0.2 m² (2 ft²)



Sandwich Board

Permitted for first 30 days of business



Sign Type—Signs allowed WITHOUT a Permit

Real Estate Signs—Special Rules Apply

Single or Two Family



Open House Signs

Three per listing



Commercial or Multi-family



Sign Type—Window Signs

No more than 50% of all windows permitted to be covered

Less than 25% of window covered by sign, NO permit required



More than 25% of window covered by sign, permit required



Resulting in De-cluttering of Storefront Windows

From Clutter

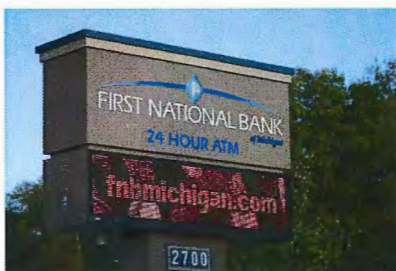
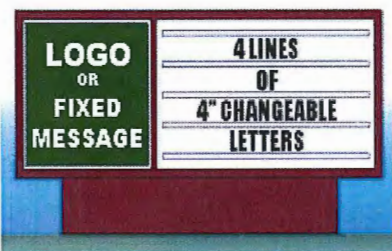
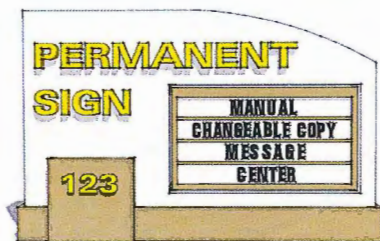


To Max 50% Coverage



Sign Type—New Sign Types in the Bylaw— Permit Required

Electronic/Changeable Message Sign



Banners



Sign Type—Construction Signs

New Rules Proposed

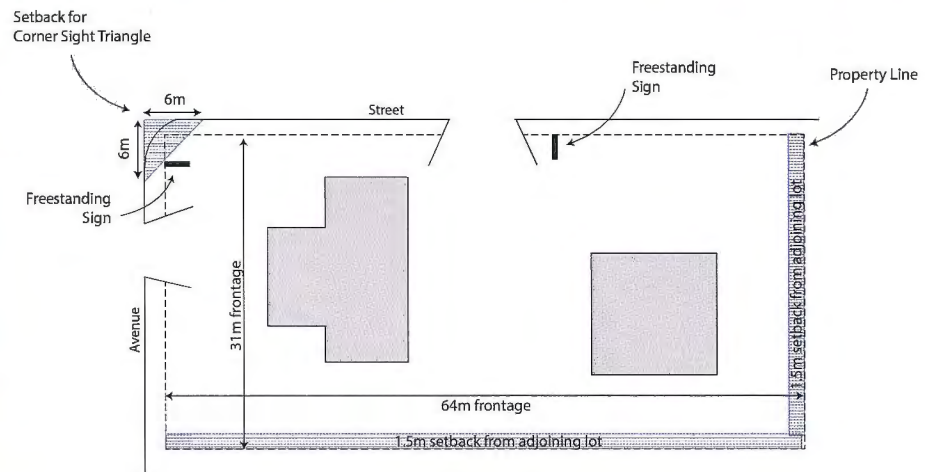
Images on fencing can contain up to 33% of copy/advertising



Freestanding sign will require a permit



Sign Type—Freestanding Signs— Permit Required



Sign Type—Business Frontage Signs

Total area of all signs permitted to be 1m² (10 ft²) per lineal meter of building frontage.

Awning sign



Fascia and Projecting Sign



Fascia Sign



Sign Type—Business Frontage Signs

Total area of all signs permitted to be 1m² (10 ft²) per lineal meter of building frontage.

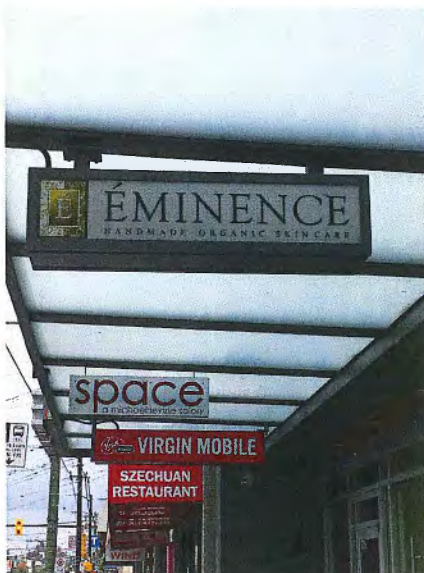
Marquee Sign



Projecting, Canopy and Under Canopy Signs



Under Canopy Signs



Sign Bylaw Update—General Q & A's

What if someone wants to put up a sign that does not comply with the Sign Bylaw regulations?

- Apply for a Development Variance Permit to vary the Zoning Bylaw requirements or an amendment to the Zoning Bylaw if the variance is significant
- These variance processes required endorsement from the Development Permit Panel and approval from City Council

How does the City enforce the Sign Bylaw?

- Request to comply via site visit
- Issue warning in writing
- Issue fines

What does the City do with signs that are illegally place?

- Request to comply via site visit
- Remove non-complying signs on public property

*Thank you for
attending the
Sign Bylaw
Open House.*

Please remember to place your
completed Comment Form in the
drop box on the Welcome Table.

DRAFT

City of Richmond
**Summary of Proposed
Amendments to Sign Bylaw 5660
Open House**

November 29 and November 30, 2016

Instructions:

This handout provides additional information to the content on the Boards displayed at the Open House. Review the information on the Boards together with the information in this handout.

To provide your feedback while at the Open House:

1. Review each board which contains information on the "Sign Types" in the bylaw along with the associated information on the "Sign Types" in the handout.
2. If you have any comments, note them on the Comment Form in the box for the "Sign Type" your comment is related to.
3. Place your completed Comment Form in the drop box located on the Welcome Table.

Comment:

In addition to this Open House, other ways to provide comments from November 28- December 9, 2016 include:

1. Visit LetsTalkRichmond.ca/signs to view the proposed changes and provide comments via an online survey.
2. View the proposed changes on the City's website at www.richmond.ca/signage and complete the fillable PDF version of the comment form and submit your completed comment form via:
 - email to signsconsult@richmond.ca, or
 - mail/drop off in person at City Hall, 6911 No. 3 Road, Richmond, BC, V6Y 2C1
 - fax: 604-276-4132

Questions?

Staff are in attendance at the Open House and happy to address any questions you may have.

Thank you for your input.

Proposed Changes to Sign Bylaw

| Current Bylaw | Proposed Bylaw |
|--|---|
| Signs Not Permitted | |
| Billboards, or any third party advertising are not permitted. | No change. |
| Language is vague about regulation of portable signs. | Clarity that portable signs such as inflatable signs, flag/blade signs, signs on portable stands, signs supported by vehicles are not permitted. Only exceptions are open house signs, community special event signs and sandwich boards for new businesses. |
| Signs Allowed Without a Permit | |
| Directional signs allowed only on certain types of lots. | Directional signs allowed on all lots, maximum of two at each entrance with unlimited signs allowed inside the site. Size limited to a maximum area of 1.2 m ² (13 ft ²) and maximum height of 1.5 m (5 ft). |
| Drive-through menu boards, allowed to be facing parking area. | Maximum of two drive-through signs permitted and must be located at entrance or along the path of a driveway. |
| Community special event signs | Signs are not permitted on public property, including roads and medians. Community Special Event Signs must be on private property and may have a maximum area of 3 m ² (32 ft ²) and maximum height of 2 m (6.5 ft.). |
| Warning signs (indicating a hazard) are permitted in current bylaw with no conditions or regulations on their use. | Signs may be fascia or freestanding sign but no more than 4 signs are permitted for each premises for which the signs pertain and the sign area of each sign shall not exceed 0.5 m ² (5 ft). |
| Real Estate Signs | |
| For sale (or lease) signs: One allowed per lot with size of sign dependant on lot size. | One sign allowed per lot frontage with size based on type of lot, sign to be removed within 14 days of the sale or lease of the property. <ul style="list-style-type: none"> • Single or two family permitted a maximum sign area of 1.2 m² (13 ft²) and maximum height of 1.5 m (5 ft.). • Other than single or two-family maximum area of 3 m² (32 ft²) and maximum height of 2 m (6.5 ft.). |

Proposed Changes to Sign Bylaw

| Current Bylaw | Proposed Bylaw |
|--|--|
| Real Estate Signs – con't | |
| Open house signs | <p>Regulations clarified in bylaw:</p> <ul style="list-style-type: none"> • Maximum of three signs allowed per listing; • May be placed on public property; • Must be at least one block away from each other; • Allowed a maximum sign area of 1.2 m² (13 ft²) and maximum height of 1 m (3 ft.); • May be placed up to 60 minutes before open house; and • Must be removed no later than 60 minutes after open house. |
| Window signs (De-cluttering) | |
| No restriction on signs or images attached to the inside of windows. | <p>All signs/images visible from the exterior of store front windows are to be considered signage with the following restrictions:</p> <ul style="list-style-type: none"> • Windows are not permitted to have more than 50% of their total area covered by signs or images. • Up to 25% of the total window area may be covered with signs or images without requiring a permit. • Windows covered 25%-50% with signs or images will require a permit. |
| Development/Construction Signs | |
| Some development sites are allowed one sign only. | <p>All development/construction sites are allowed one sign per frontage and all signs require permits. Size of freestanding signs is based on lot type:</p> <ul style="list-style-type: none"> • Single or two family permitted a maximum sign area of 3 m² (32 ft²) and maximum height of 2 m (6 ft.). • Other than single or two-family maximum area of 9 m² (97 ft²) and maximum height of 4 m (13 ft.). <p>Signs are not permitted to be installed prior to the start of construction and must be removed no later than 28 after construction is completed.</p> |

Proposed Changes to Sign Bylaw

| Current Bylaw | Proposed Bylaw |
|--|--|
| No regulations for signs as part of site fencing. | Advertising and logos affixed to, or incorporated in, site fencing or screening is restricted to contain a maximum of 33% (on-third) of the total fence area. |
| Freestanding Signs | |
| Size, location and number of signs varies based on Zoning and specific land use. | <p>Freestanding signs allowed in most zones with fewer categories of sign sizes. One freestanding sign is allowed per 30 m of frontage, to a maximum of three signs per lot. Size restrictions are as follows:</p> <ul style="list-style-type: none"> • Multi-tenant residential and agriculture and golf zones permitted a maximum sign area of 9 m² (97 ft²) and maximum height of 4 m (13 ft.). • Gas stations, commercial zones, marina zones, industrial zones and institutional zones permitted a maximum sign area of 15 m² (160 ft²) and maximum height of 9-12 m (30-40 ft.). |
| Changes to Other Signs Requiring Permits (De-cluttering) | |
| Banner signs | Banner signs must be securely attached and mounted flush to a wall. Signs must have a permit and maximum display time is 90 days per calendar year. |
| Changeable Copy signs | All signs may contain changeable copy, provided no flashing or animation. |
| Changes to How Signs are Measured | |
| Current bylaw varies depending on sign type and purpose | Proposed bylaw clarifies that "Copy Area" means the areas within a circle, square or rectangle or a combination of these features, which encloses the advertising message or announcement. |



City of
Richmond

DRAFT

Comment Form
Proposed Updates to Sign Bylaw No. 5560

6911 No. 3 Road, Richmond, BC V6Y 2C1

The City of Richmond is updating its Sign Bylaw No. 5560. We invite you to take part in reviewing and providing comment on the proposed updates to the Sign Bylaw. Your feedback will be used to refine the proposed draft regulations proposed for the updated Sign Bylaw.

Instead of this printed copy, you may complete the Comment Form online at LetsTalkRichmond.ca by Friday, December 9, 2016.

Thank you for your input.

1. I have the following comments regarding the proposed amendments to the Bylaw for **Signs Not Permitted**:

2. I have the following comments regarding the proposed amendments to the Bylaw for **Signs Allowed WITHOUT a Permit (Warning/Instructional Signs, Drive-through Signs, Sandwich Board, Home Based Business Signs)**:

3. I have the following comments regarding the proposed amendments to the Bylaw for **Real Estate Signs**:

4. I have the following comments regarding proposed amendments to the Bylaw for **Window Signs**:

5. I have the following comments regarding the proposed **New Sign Types – Permit Required for the Bylaw:**

6. I have the following comments regarding proposed amendments in the Bylaw for **Construction Signs:**

7. I have the following comments regarding proposed amendments in the Bylaw for **Free Standing Signs:**

8. I have the following comments regarding proposed amendments in the Bylaw for **Business Frontage Signs:**

9. **Other comments I have regarding proposed amendments to Sign Bylaw No.5560 are:**

10. **I am:** (please select one category)

☐ A resident of Richmond.

☐ Other (please specify) _____

☐ A business owner in Richmond.

☐ A representative of/work in the sign industry.

11. I heard about this survey/public feedback opportunity via: (Choose all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Newspaper ad | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> News story written by a reporter in a local news paper | <input type="checkbox"/> A poster in a City facility |
| <input type="checkbox"/> LetsTalkRichmond.ca email sent to me | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Other: _____ |
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Please return your completed Comment Sheet to Signs Bylaw Update, City of Richmond by Friday, December 9, 2016 via:

- the Comment Box at the Open House
- Mail or drop-off in person to:
Attention: Signs Bylaw Update
City of Richmond
6911 No 3 Road
Richmond, BC V6Y 2C1
- Fax: 604-276-4132
- Email: signsconsult@richmond.ca

Alternatively you may also comment by completing the online survey available at letstalkrichmond.ca/signs.

Thank you for sharing your thoughts on the proposed changes to Richmond's Sign Bylaw No. 5560. Should you have any questions please contact: signsconsult@richmond.ca