



City of Richmond

Report to Committee

To: General Purposes Committee

Date: May 31, 2017

From: Carli Edwards, P.Eng.
Chief Licence Inspector

File: 03-0900-01/2017-Vol
01

Re: **New Sign Regulation Bylaw**

Staff Recommendation

In respect to implementing de-cluttering, and modernizing the regulations in the existing Sign Bylaw 5560 that:

1. Each of the following Bylaws be introduced and given first, second and third readings:
 - a) Sign Regulation Bylaw 9700;
 - b) Notice of Bylaw Violation Dispute Adjudication Bylaw 8122, Amendment Bylaw 9719;
 - c) Municipal Ticket Information Bylaw 7321, Amendment Bylaw 9720; and
 - d) Consolidated Fees Bylaw 8636, Amendment Bylaw 9721;
2. A Full Time Sign Inspector position and the associated costs, to provide outreach and enforcement of the Sign Regulations, be considered during the 2018 budget process; and
3. Richmond Zoning Bylaw, Amendment Bylaw 9723 to make housekeeping adjustments that align with the new Sign Regulation Bylaw be introduced and given first reading.

Carli Edwards, P.Eng.
Chief Licence Inspector
(604-276-4136)

REPORT CONCURRENCE		
ROUTED TO: Engineering Community Bylaws Law Building Approvals Development Applications Policy Planning Transportation Finance	CONCURRENCE <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER <hr/>
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: CJ	APPROVED BY CAO (ACTING) <hr/>

CNCL - 691

Staff Report

Origin

At the Council meeting on November 14, 2016, Council adopted the following resolution:

- (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.*

And 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 a summary of the public consultation results and introduces the New Sign Bylaw and amends the Notice of Bylaw Violation Dispute Adjudication Bylaw, the Municipal Ticket Information Bylaw, Consolidated Fees Bylaws and Richmond Zoning Bylaw as directed by Council to address de-cluttering without a language provision and regulatory gaps in order to modernize and strengthen the bylaw requirements.

Analysis

A. Consultation

The City undertook targeted outreach and broad based community consultation to seek feedback on the proposed Sign Bylaw based on the plan described in the staff report titled "Sign Bylaw Update and Public Consultation Process", dated October 13, 2016, endorsed by Council on November 14, 2016 (Attachment 1).

Attachment 2 collates all the written responses received during the public consultation process. In total approximately 190 written feedback submissions were received from Richmond residents, stakeholders and industry associations. In addition, stakeholder organizations such as the Richmond Intercultural Advisory Committee, Richmond Chamber of Commerce, Urban Development Institute and small builders were consulted separately using the same consultation material and feedback form.

Key highlights:

- 95% of the respondents identified themselves as Richmond residents. Only 2% of the responses identified as business owners/operators and 1% from the sign industry.
- The use of language to promote community harmony remains of concern to some of the respondents. The public comments vary from 9% (on signs allowed without a permit (e.g. community event)) to 51% (specifically regarding window signs) regarding the use of language depending on the type of signage under discussion.
- Lots of specific comments/scenarios were raised by the respondents to provide context for their comments. These were very useful to staff in refining some of the proposed changes.
- The development industry and business organizations did not express any significant concerns and have provided input to improve the proposed sign bylaw regulations to reflect the needs of their members.
- The Richmond Intercultural Advisory Committee was generally supportive of the proposed bylaw changes and the “de-cluttering” approach in particular.

B. Proposed Changes

On May, 25, 2015, Council selected the option “De-cluttering without a language provision” and instructed staff to update the Sign Bylaw to address de-cluttering and other non-language related regulatory gaps.

The new Sign Bylaw further takes into consideration input from businesses and the sign industry and responds to the inquiries/complaints received by the City over the last 2 years. In general, businesses are looking for minimum “red tape” and flexibility to address their business needs. The sign industry is looking for a streamlined application processes and clearly defined regulations that accommodate new technologies and demands from their clients-e.g. special consideration for temporary signs advertising new businesses and flexibility to display information (e.g. electronic changeable signs to display weekly specials, etc.)

The proposed changes captured in the new Sign Bylaw, taking into consideration community and stakeholders’ input received, are summarized below.

Highlights:

I. De-cluttering with flexibility:

- Limiting the percentage of storefront windows that can be covered. The proposed bylaw provides an incentive to voluntarily minimize clutter by allowing businesses to cover up to 25% of the storefront window without a sign permit. Permits will still be required for other signs on the premises such as facia, awning or projecting signs. Any window coverage beyond 25% will require a permit, up to a maximum of 50%.

- Allowing electronic signs with changeable copy to allow more information to be displayed within a much smaller footprint.
- II. Provide Certainty:
- Modernize language and provide clarity about what is and what is not allowed.
 - Clarify rules for temporary signs, such as signs for new businesses (e.g. sandwich board signs can be displayed for up to one month from opening of new business at a location), signs for community events or signs on construction sites.
 - Specify the number, location and duration of display of each types of sign permitted (e.g. open house signs)
- III. Modernize Sign Bylaw:
- Update the existing Sign Bylaw from 1990 to meet the current business needs, technology advancements and trends.
 - Provide specific regulations for signs on construction sites
 - Enhance regulations for real estate and open house signs
 - Provide more clarity for community event signs
- IV. Amend existing bylaws to align with new Sign Bylaw:
- Replace references that exist in other bylaws with references to the new Sign Regulation Bylaw.
 - Bring forward housekeeping changes to the Zoning Bylaw that replace references to the old sign bylaw and ensure that references in site specific and general zones are consistent with the new Sign Regulation Bylaw.

A summary of the comments received for sign types regulated in the Bylaw is provided in a table as Attachment 3. In addition to a summary of complaints, the table also specifies the action taken in response to each of the concerns. In some cases, the staff proposal was amended based on public feedback, in other cases language was strengthened or additional clarity was provided.

C. Community Harmony Outreach Result

Council further directed staff in May, 2015 to take an educational, rather than regulatory approach to address the use of language on signage. As part of that direction, Council approved a pilot outreach project to deploy temporary staff to conduct site visits to talk to businesses about signage and to promote community harmony. Staff visited businesses in the City Centre and parts of Bridgeport Road and River Road to encourage the inclusion of English on signage and advertising, and to remind businesses about sign permit requirements. Community Bylaw Officers also conducted visual inspections in commercial centres in the Steveston and Hamilton areas.

As a result of the pilot project, staff in the Permit Centre have continued to encourage the inclusion of a minimum 50% of English content on all business signage. In order to continue this outreach to existing business, Council also approved a Temporary Full-Time (TFT) Sign Bylaw Inspector position for one year. Fluency in English, Cantonese and Mandarin was a requirement for this position. The results of the outreach efforts include:

1. 468 sign applications were submitted in 2016 and 117 in Q1-2017. This is an increase from historical levels where 300 applications were received annually.
2. All businesses with approved sign permits have agreed to include English in their signage.
3. Staff continue to receive good cooperation from business operators when inspections staff pursue and resolve inquiries/complaints related to signage in the community.

While the City continues to receive inquiries and complaints from time to time, the types of inquiries are changing from predominately language related to “nuisance” related. The City received:

- 110 sign complaints in 2015;
- 178 sign complaints in 2016; and
- 150 sign complaints in the first quarter of 2017.

The largest increase in complaints have been related to real estate signs (72 complaints in 2016 but 81 in the first Quarter of 2017) and signs on City property (31 complaints in 2016 but already at 11 in the first quarter of 2017). In most cases, the approach to these complaints is to first request voluntary compliance and then to issue MTI tickets for non-compliance with the bylaw. This approach has proven very effective in getting signs removed in a timely manner.

D. Sustaining the Outreach and Enforcement

1. **Continue Outreach:** The TFT Sign Inspector, with fluency in English and Chinese, was critical to the success of the outreach efforts to educate businesses about sign regulation and encourage community harmony. It will be important to continue educating new business operators through the permitting process as well as provide enhanced communication and translation to ensure that all businesses comply with the new Sign Bylaw.
2. **Increase Application Fees:** Permit fees for signs have not been updated in several years and, as a result, are not enough to sustain the permitting process and have lagged behind neighbouring municipalities. Attachment 4 provides a summary of the existing fees, proposed fees, as well as a comparison to fees in Surrey (who have a modern Sign Bylaw). Of particular note are new fees for signs on construction/development sites as well as a different fee schedule for freestanding signs. Recent years have seen a marked increase in signs on construction sites, along with a corresponding increase in complaints. Separated permit fees for freestanding signs from other sign types is proposed in order to better reflect the substantial engineering and transportation review required for this sign type.
3. **Increase Penalties:** Along with amendments to the fees, it is also proposed to amend the bylaws related to fines for non-compliance. Both Notice of Bylaw Violation Dispute Adjudication Bylaw 8122 and Municipal Ticket Information Authorization Bylaw 7321 are proposed to be amended to compliment the new sign bylaw. Notice of Bylaw Violation Dispute Adjudication Bylaw provides inspectors the authority to issue administrative penalties of up to \$500, while providing an adjudication process to settle disputes. Municipal Ticket Information Authorization Bylaw 7321 provides the authority

to issue higher fines up to \$1000. These \$1000 fines are forwarded to Provincial court should disputes arise. The new fines will make it easier for bylaw officers to use enforcement measures as an option, although the department will continue to rely on education and voluntary compliance as a first step.

4. **Permanent Sign Bylaw Inspector:** Staff recommend that the Sign Bylaw Inspector position, with the job requirement to be fluent in English, Mandarin and Cantonese be made permanent. The annual cost (salary, inspection vehicle and equipment) is anticipated to be approximately \$85,000/year.
5. **Consistent Application:** the new bylaw refers decisions on permits, inspections and enforcement to the “Director of Permits and Licences”. This is a generic term that is used in other bylaws where the authority is related to land use matters. In practice, the Sign Regulation Bylaw will be administered by the Manager of Customer Service and Business Licences. Currently, staff in Customer Service process and issue sign permit applications whereas the new Sign Inspector position (for field inspections and enforcement) will be included with the Business Licencing team.

Financial Impact

There will be additional costs incurred in order to provide the increase in service level by converting the TFT Sign Bylaw Inspector into a permanent position. Approximately \$60,000 will be recovered from Sign Permit fees, therefore \$25,000 will be required in order to fund the full time position. Staff recommend that this additional level request be considered as part of the 2018 budget process.

Conclusion

The City has carried out a thorough public consultation process. The adoption of proposed Richmond Sign Bylaw 9700 and associated changes to the Notice of Bylaw Violation Dispute Adjudication Bylaw 8122, Municipal Ticket Information Authorization Bylaw 7321, Consolidated Fees Bylaw 8636 and Richmond Zoning Bylaw 8500 in conjunction with a dedicated full-time Sign Bylaw Inspector, would provide the resources necessary to regulate business signage and promote community harmony.



Carli Edwards, P.Eng.
Chief Licence Inspector
(604-276-4136)

- Att. 1: Staff report titled “Sign Bylaw Update and Public Consultation Process”
- 2: Summary of responses received during the public consultation process
 - 3: Comments and Actions Resulting from Sign Bylaw Change Consultation
 - 4: Existing and Proposed Sign Permit Fees



**City of
Richmond**

Report to Committee

To: General Purposes Committee **Date:** October 13, 2016
From: Cecilia Achiam, MCIP, BCSLA **File:** 03-0900-01/2016-Vol
 Director, Administration and Compliance 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.

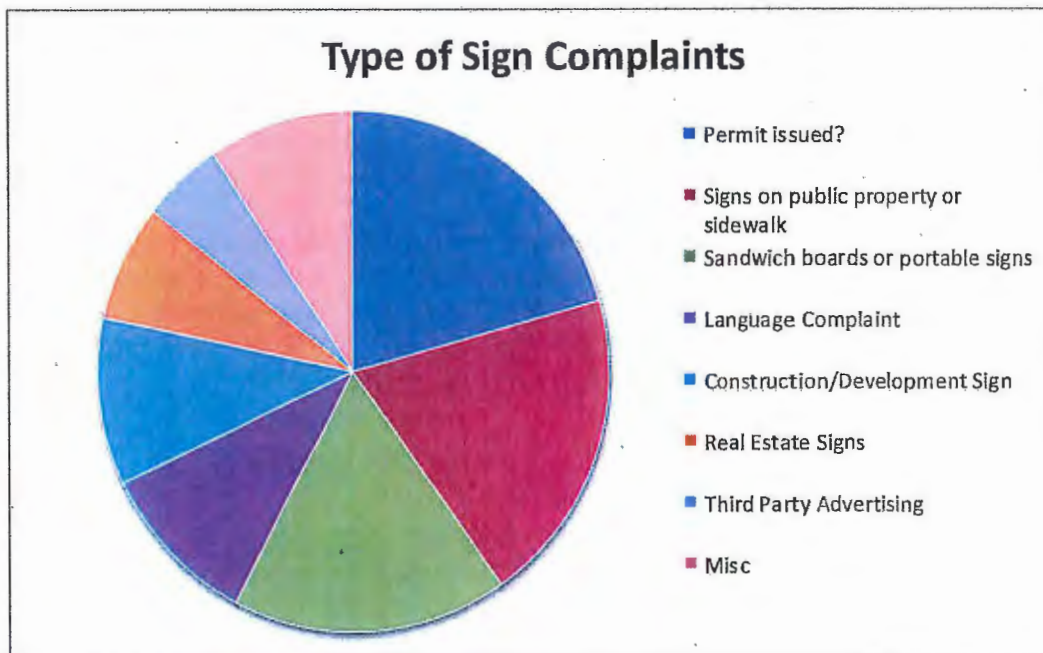
Having a dedicated resource in the form of a temporary Sign/Business Licence Inspector (approved for 1 year by Council) has been indispensable with respect to customer service. Response time has been reduced and having real time translation capability removes communication barriers during outreach and 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:		
<ul style="list-style-type: none"> • 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:		
<ul style="list-style-type: none"> 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

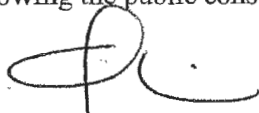
Staff will incorporate feedback from the community consultation into the proposed Sign Bylaw and report back to Council in spring 2017.

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.



Cecilia Achiam, MCIP, BCSLA
 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



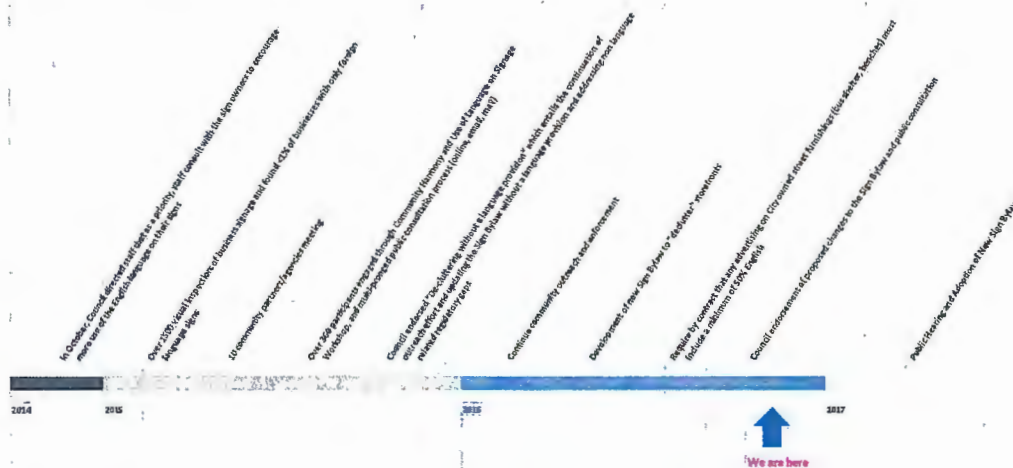
Sign Bylaw Update— Our Objectives and Timelines

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—Construction Signs

New Rules Proposed

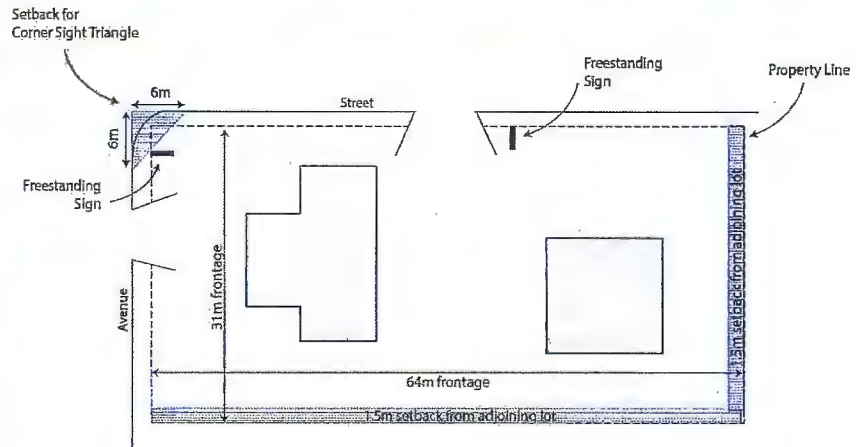
Images on fencing can contain up to 33% of copy/advertising



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.
- A business owner in Richmond.
- A representative of/work in the sign industry.
- Other (please specify) _____

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: _____ |
-

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

SUMMARY OF FEEDBACK RECEIVED THROUGH PUBLIC CONSULTATION ON PROPOSED UPDATES TO SIGN BYLAW NO. 5560

- Feedback was sought between November 29 and December 11, 2016
- 187 respondents provided comments
- 2 responses were received from the following community partners/organizations: Chamber of Commerce, Small Builders Association & Urban Development Institute

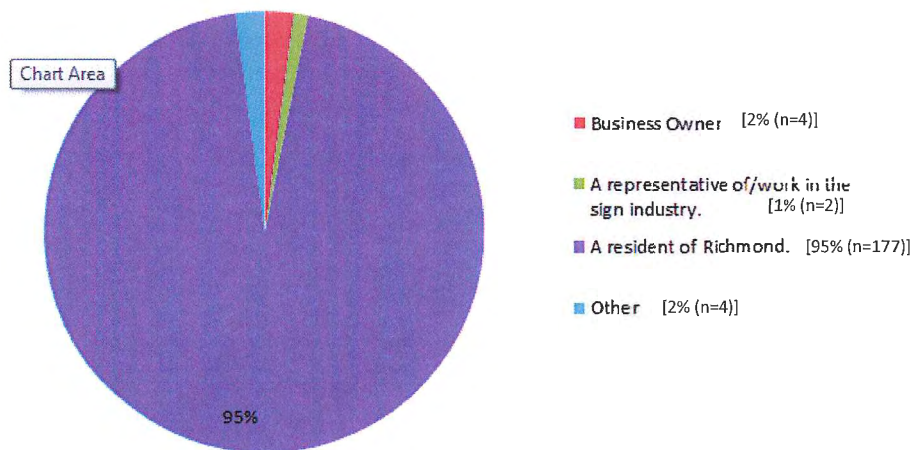


TABLE1

- The following table provides the anecdotal comments received to the proposed updates to Sign Bylaw No 5560.
*The comments noted below are verbatim based on what was received from respondents.

TABLE 1	
Comments regarding Signs Not Permitted	
Public Feedback	<p>1) All signs should require a permit for special events and new business. They should have to come to city hall to obtain a permit so the city would have better control of the signs. It is very obvious the honor system is not working in Richmond. How come there are so many sandwich boards out throughout Richmond? Because the city only operates on complaints. How about being pro-active? Take the signs away and leave a note at the business on why the sign was removed and write to them the next time there is will a fine for not obeying the bylaw. The city has not addressed language so it's not addressing the issue. The vision statement for the City is to be the most appealing, liveable and well managed city in Canada. For whom if you can't read the signs....</p> <p>2) "Sandwich board for new businesses" - begs the question: when does a business cease to be considered "new"? Could be years.</p>

- 3) Agree with signs on vehicles. Not sure what the issue is with billboards, they seem pretty normal and should be allowed
- 4) "Billboards are too invasive in the streetscape. Some of the ones downtown (VCR) have been huge. Portable signs should be controlled by permits. Election signs should be allowed. Inflatable signs are hokey and will fall out of fashion anyway. Yes to banning parked vehicle signs like the ones shown."
- 5) Billboards should be allowed because it is completely on private property. And I would argue so are any signs as long as they're on private property.
- 6) Blade signs are relatively compact and clean but have given me difficulty while driving in traffic in the past. So many blades, each representing a shop in the mall, requires you to slow down to read if it's the right mall to pull into, causing traffic chaos. Scoping out the place on Google maps before heading out helps nowadays though.
- 7) Can blade signs do not pose a problem for me.
- 8) "Clarification for how long a ""new"" business can use a sandwich board might be helpful. I don't have a problem with sandwich boards for a long period of time, but specifying the maximum size of the sandwich board might be good.
- 9) Actually, specifying maximum size for all portable signs might be helpful and avoid confusion in the future."
- 10) Clarification for portable signs language as otherwise it can cause confusion
- 11) Disagree, need to remove "not permitted" and permit signage to increase commercial activities under certain restrictions.
- 12) "Do not permit sandwich boards for any businesses, old or new. They are hazardous to pedestrian traffic. What constitutes a new business and for how long is it 'new'."
- 13) Except for sign supported by vehicles, I see no reason to ban the other types other than to limit size (especially inflatables).
- 14) For those exceptions, size of the sign and placement are concerns for me
- 15) Honestly portable signs are not that big of an issue in Richmond. I have not encountered a situation where portable signs were overwhelming a neighbourhood. The only aspect to consider is the accessibility of pathways for pedestrians with mobility challenges (and in the photo examples, there are no problems).
- 16) I agree strongly that billboards should not be permitted in Richmond. As for portable signs, I also agree that they should be prohibited, if only because they distract drivers and often block views for both cars and bicycles when approaching corners.

- 17) "I agree that only approved ""open house, new business, and community events"" signs should be allowed. They should meet size and location restrictions."
- 18) I agree that unauthorized advertising should not be allowed on the street but if its business signs, it should be alright on private property. Portable signs are debatable & difficult to manage, should have more detailed bylaws to control; also steeper fine for deterrence.
- 19) The placement of ""garage sale"" signs should be allowed on approved signage only with definite removal of said signs immediately after the event!
- 20) I believe inflatable signs should be allowed if they are placed on a temporary basis. Many of them are fun.
- 21) I do not agree with the proposed changes regarding portable signs, particularly flag/blade signs, signs on vehicles.
- 22) I do not understand why the portable signs are not permitted.
- 23) I don't have a problem with portable signs, they bring a human-aspect to our city.
- 24) I don't mind the inflatable or flag signs for special sales or occasions. They can be helpful to bring your attention to a good deal or fun event.
- 25) I don't really mind the inflatable signs, I actually kind of enjoy them. However, I do agree with all the other changes.
- 26) "I don't think sandwich boards on sideways should be allowed.
- 27) The flappy flag like banners are very distracting while driving. "
- 28) I have no objection to flag/blade signs
- 29) I have no problem with signs on portable stands. There are many businesses in Steveston that use this type of sign to direct people off of main drags to their location. I think you would be hampering their business.
- 30) I hope there will be a clear time limit given for how long a portable sign is allowed. Some might want to "stretch" the opening of their "new" business.
- 31) I know there are some churches use portable signs for letting people know they are there. I think exceptions should be granted based on religious rights.
- 32) "I like flag/blade signs.
- 33) I think that's a great proposition. De-cluttering will help keep Richmond as a true community. I like the idea of community special event signage still being permitted for this reason. I am unclear though: would the small signs that go in the grass or on boulevards for kids sports (i.e. Richmond Minor Hockey, Softball, etc.) be permitted? As far as I'm

concerned, though are community-based and should still be permitted. I think as long as it's not-for-profit, it should be permitted (within reason in terms of sign size).

- 34) I would allow portable signs as above on private business property. I don't see any safety issue or problem, not sure why this is restricted.
- 35) "If a billboard is not flashing to disturb your driving etc. then I am in favor of billboards. I do not like inflatable signs or blade signs. Open house signs are okay but Garage sale signs should be taken down after the sale and if not a fine attached to the property tax is not paid."
- 36) if you mean billboards on a building advertising other than the owner are not permitted, I think that's a bit strict. Inflatable and flag blade signs don't really bother me if they are in commercial areas and back from the easement. Parked vehicle signs such as illustrated are a bit much. This portable trailer sign might be OK if location is restricted again to commercial and back from the road easement/sidewalk.
- 37) More signs should be permitted. I believe in more freedom & commerce.
- 38) "More specific definition as to what constitutes "" new businesses. Limit on how many "" open house "" signs can be set up per showing. Ban all political support signs."
- 39) Only permit on their own property - not on boulevards or public spaces. should not infringe on public spaces eg. parking spots, curbs....
- 40) Open house signs should be permitted on an Annual Basis. Each realtor/real estate company must take on an annual permit fee of say \$10,000.00 for open house signs otherwise a fine of \$1000/per violation can be levied. Sandwich board signs are clutter and should be permitted for 10 days only and have a \$1,000 permit fee.
- 41) "Open house signs should ONLY be displayed during the open. I may have missed it but developers' huge fence signs are not addressed in the above."
- 42) Sandwich boards for new businesses should not be permitted. This opens up the question is: How long could the business continue to display sandwich board signs? i.e. one month, one year, ten years, or forever?
- 43) Sandwich boards are standard fare in Steveston, and I don't see them detracting at all as the sidewalk corners are large and can accommodate signs and pedestrians easily. This would hurt businesses on side streets with less regular foot traffic. Also, how does the portable sign bylaw affect election signage? Lawn signs are pretty typical during elections, and one is coming up.
- 44) Sandwich boards for new signs should be only be permitted for a limited period - i.e. 90 days from opening date of business.

- 45) Sandwich boards should be allowed in areas where tourists congregate i.e. Steveston. 30 day limit is silly rule.
- 46) sandwich signs for special areas e.g. Steveston should be permitted. Agree with the other restrictions.
- 47) Signs with clutter should be included in this list - with overbearing amount of foreign characters
- 48) small businesses should be allowed sandwich boards that do not impeded foot traffic
- 49) So, certain signs are not permitted due to: its distractibility factor, corporate relations, red tape regulations etc.?
- 50) The bylaw is good but I would not allow sandwich boards.
- 51) The proposed bylaw still has ambiguity. For exceptions at what time frame is a business not considered new?
- 52) The regarded changes around clarity for portable signs sounds good. What needs to be addressed is the language the signs are in. It should be required that signage have at least English or French accompanying them.
- 53) the signs are much too big and garish, not suitable at all for anywhere in Richmond
- 54) There could be some flexibility about portable signs regulated by time limit to remove. There should be a maximum size for allowable electronic signs and proximity to residential areas esp in the dense city centre. Huge electronic / digital signs such as the one at BC Place entrance must not be allowed
- 55) There should be absolutely no signage of daycare in residential area. This distracts from the neighbourhood
- 56) "These restrictions seem reasonable. You may want some clarity on the flag sign descriptors because a client could reasonably place colored flags along the roadway without any copy and this would not be in contravention of your proposed bylaw as it would have no copy, and hence, not be a sign."
- 57) Unless the sign is a safety hazard or blocking walkway and parking, business should be free to put out signs to advertise and attract customers.
- 58) We support the proposed bylaw with one addition: sandwich boards should not be allowed to block sidewalks such that they become a barrier to accessibility.
- 59) "What I find most annoying is the neon signs that are so bright it is a distraction and hard to focus on the roads. At night when it is raining, trying to drive along Bridgeport can be very challenging (CAPit is very bright!). I have no problem with the flag signs as long as they are not

numerous in numbers. I'm not sure why the city is trying to make the others illegal other than they are unsightly? "

- 60) What is the condition of being a special event? Are vehicles also including human powered vehicles? What about a standing person holding a portable sign?
- 61) What's wrong with flag/blade signs? I think they should be allowed.
- 62) Would it be possible to limit the number of portable signs each business could put up to 1. I see businesses cluttering the streets, lawns and sidewalks with more than 1 sign.
- 63) Must ensure safety (in case of heavy wind, rain, snow) and not too distractive to any user of the road.
- 64) I don't have a problem having those signs in Richmond.
- 65) I don't see a problem with those types of signs around Richmond
- 66) I don't see the problem with these signs except maybe for the one on the vehicle.
- 67) I'm surprised that none of these are permitted, but now that I look at the list I realize the pleasant lack of billboards in Richmond.
- 68) Not concerned about any aspect of any of this!
- 69) Out of billboards, I really don't care about the other signs, it is ok having them. Politicians' signs are worse than that on election season.
- 70) Thank you. These signs are distracting and often block the view from driveways to roadways.
- 71) The posted signs are ugly and distracting to drivers. I would love to see the city regulate this mess.
- 72) This type of sign lowers the tone of our city and should remain not permitted.
- 73) Totally agree, these signs are a visual mess.
How if this is no change to the bylaw did I see them at the car wash 4 & Steveston hwy. (Nov. not the other day Dec. 9, have been on vacation.)
- 74) What a red tape bureaucratic sign bylaw! That's too much regulation.
Let people have any sign they want and need as long as their neighbor don't complain about it.
- 75) you say these types of signs are not permitted. Yet I can think of many locations where they are being used and not enforcement. For example at the corner of #3 and Francis there are flag signs for the clinic/drug store
- 76) Agree
- 77) Agree

- 78) Agree
- 79) Agree
- 80) Agree
- 81) Agree
- 82) Agree
- 83) Agree to proposed bylaw.
- 84) Agree with proposed bylaw change.
- 85) Agree with proposed bylaw.
- 86) Agree, these signs are very unsightly and distracting. They serve for personal profit not public interest and information.
- 87) Agreed. Keeps City looking professional and uncluttered. Billboards and banners can become over-powering. Vehicles on streets create traffic flow issues. I support no changes, and for languages to be clear.
- 88) Changes recommended are okay.
- 89) Current bylaws are okay.
- 90) Fine with signs not permitted.
- 91) Fully agree, there's not need for portable signs.
- 92) Good plan – flag signs are especially distracting.
- 93) Good
- 94) I agree
- 95) I agree
- 96) I agree fully with Proposed Bylaw.
- 97) I agree that removing them would improve look of Richmond.
- 98) I agree that the bylaw needs to be clear and easy to understand & Implement.
- 99) I agree that the Signs Not Permitted regulations above should be clarified. None the signs above should be allowed in Richmond.
- 100) I agree with above.
- 101) I agree with all.
- 102) I agree with proposed bylaw.
- 103) I agree with the changes, as the clarification will allow enforcement action against those that violate this by-law.
- 104) I agree with changes.
- 105) I agree with new proposal.

- 106) I agree with the proposed bylaw.
- 107) I agree with the Bylaw changes.
- 108) I agree with the Signs Not permitted.
- 109) I agree with these restrictions.
- 110) I agree. Such signs can be very distracting.
- 111) I didn't realize that the reason Richmond doesn't have so many annoying signs is that it is specified in a Bylaw. I agree with these proposed amendments.
- 112) I have no problem with the proposed bylaw changing regulation of portable signs.
- 113) I like it. I hope the sandwich boards are really "new" business" only and for short period. I am tired of having to dodge sandwich boards that always seem to be placed in prime walking areas.
- 114) I like the changes. The smaller the amount of signage the better.
- 115) I support the proposed bylaw change on portable signage.
- 116) Makes sense. The signs are very distracting and clutter the area causing a potential hazard.
- 117) No objections.
- 118) Ok.
- 119) Proposal – good.
- 120) Seems reasonable.
- 121) This is definitely a positive improvement and should, if enforced, reduce the unsightly visual clutter of much of Richmond.
- 122) This seems fine.
- 123) These are all ok.
- 124) Use proposed bylaw.
- 125) Yes this is fine.
- 126) Change in these areas is not needed. Quit skipping the issue – non-English signs is the issue.
- 127) All signs must have English on them.
- 128) All signs in Richmond need to be in English.
- 129) All signs must be 80% English.
- 130) All signs should be in English first, and then a second language.
- 131) Any that are allowed should be in English first.
- 132) As per City of Richmond, "City's social vision is for shaping an inclusive,

engaged, and caring community to support community harmony. "

English is the first language of Canada and should be the main and most dominant portion of the sign. English MUST be on all signs with an option of another language. Any other language, should be the secondary portion of the signage, in smaller print. No sign should be permitted to skip the English requirement.

133) As per my (unsuccessful) candidacy at the 2014 Municipal Elections I clearly stated that one the official languages of Canada, English, be used in all public communications to promote unity, inclusion and to discourage a sense of exclusion many of us non Chinese speakers feel. At the risk of being repetitious I firmly maintain my position for I am convinced only this way will the City be successful avoiding a Trump like outburst we witnessed in the recent U.S. Elections.

134) Believe ALL signs should be in English first and a second language of choice if the owner requests.

135) Signs must respect the existing "local people". So English must be part of the sign.

136) Canada has 2 languages. English & French.

137) I agree that to keep the city beautiful, signs must be kept to a minimum. And should be required to be at least 50% English or French.

138) I believe the wording "all signs should be in English" be included.

139) I don't see a problem with the signs themselves. I do have a problem with language. I believe that everyone should be able to read signs. All signs should be English first and other languages second. Especially hand written signs in stores and store windows.

140) I see nothing wrong with these because they are in ENGLISH.

141) I think all signs there should be a requirement on ALL SIGNS that at least 50% should be in English/French our national language!!!

142) I'm ok with any new by-law that requires majority of info. In English (& size) I support all of the above. All this extra signage only clutters up the scenery.

143) Signs must include at least one official Canadian language.

144) Signs must respect the existing "local people". So English must be part of the sign.

145) Signs should be in English.

146) Signs should primarily be in English or French otherwise they should not be permitted.

147) The portable signage should include English as one of the main

	<p>languages on the signs as this one of our national languages.</p> <p>148) This in no way addressed the concerns that both Chinese & Anglo ethnicities have about Chinese-only language – this is the language issue that needs to be updated in the sign bylaws.</p> <p>149) When is Chinese the second language of Canada what happens to French.</p>
<p>Community Partners and Organizations</p>	<p>1)</p>
<p>Comments regarding Signs Allowed WITHOUT a Permit (Warning/Instructional Signs, Drive-through Signs, Sandwich Board, Home Based Business Signs)</p>	
<p>Public Feedback</p>	<ol style="list-style-type: none"> 1) Need dimension restrictions on drive thru signage that are reasonable. 2) Warning/Instructional Signs must be limited to two signs at the entrance of 4 sq. ft. (2ft x 2ft) and 2 signs of the same size inside the fence area of the site. No permit. Drive-through signs must be limited to two signs of 4 sq. ft. (2ft x 2ft) and require a permit. Community Special Event signs must be limited in size to 3.5ft x 3.5ft, require a permit, and not be allowed more than 10 signs in total (based on 1 sign per private property). Warning Signs must not exceed 2ft x 2ft (no permit). Sandwich Board signs must be on private property, require a permit, and not exceed 2ft x 2ft. Home based business signs must not exceed 2ft x 2ft (no permit). 3) Signs without a permit- What about signs during elections? 4) Sandwich boards should be kept off sidewalks and driveway/roadway sight lines. 5) Again, if it is not a safety hazard or blocking walkway/parking and it is cleaned up after signs should be allowed. 6) Community special event signs: does it include Garage Sales sign? 7) Where do political campaign-related signs fit into all this? 8) Warning sign should be more flexible based on things like lot size. Sandwich boards should be allowed without any restrictions. 9) Sandwich Board should be allowed for longer than 30 days. As stated previously, several businesses in Steveston use this method. 10) This type should also be regulated because we are seeing signs glued to traffic light pole and in medians. It is not clean and elegant. 11) concern with limit of four signs for hazards, what happens when property has more than four hazards requiring signs

- 12) I think sandwich boards should be allowed longer than just the first 30 days of business. I also think that community special event signs should be allowed on some public property; I'm not understanding why they wouldn't be as long as the whole community (i.e. the public) is invited.
- 13) Proposed amendments are specific. This can only assist persons to abide by by-laws.
- 14) Not sure how community special event signs can achieve their publicity purpose if they are only permitted on private property i.e. Steveston Farmers Market
- 15) A community special event sign on private property of 6.5ft tall and 32 sq. ft. seems incredibly large. Are there examples of this usage in the city?
- 16) Need to stricter with Sandwich boards. They are everywhere and most a really ugly.
- 17) Warning / Instructional signs should require a permit. Anybody could put one up and it could convey false information.
- 18) I don't believe sandwich board signs should be allowed for 30 days. A business should be able to get permanent signage in 2 wks.
- 19) The home based business signs are far too big. Sandwich board signs are ugly wherever they are placed.
- 20) home based business signs need some form of permitting/policing to ensure they do not exceed the size requirement
- 21) I believe that a community special event sign should be allowed on public property, given that it is given a maximum time allotment and a limit of number of signs per event.
- 22) I feel community signs should be allowed on public property.
- 23) Except for home based business signs the other signs should be permitted
- 24) There are a lot of sandwich boards in Steveston which accumulate on the street corners. They are dangerous as they get blown over in the wind or blown on to the traffic lanes. I think it's a good idea to restrict them.
- 25) Seems kind of strange that drive thru menu signs don't need a permit but billboards do?
- 26) OK all but "Warning signs (including a hazard) are permitted. OK current bylaw but too wordy & confusing in proposed bylaw!
- 27) If it's a Richmond City Public event, can signs be put on public land? Not sure why 4 warning signs on one property; otherwise, changes seem fine.
- 28) I agree with the proposed Bylaw with the suggestion that signs regarding

a "Hazard"

be regulated to be in a universal, specific colour and size, so that everyone, whether drivers or those on foot, can immediately recognize the that the area in question is dangerous. Additionally, the public should be educated to recognize this sign ~ by written notification in our local newspaper, or as a notice included in say, the city utilities billing, or tax notice.

Seems reasonable. What about Garage Sale signs? People are great at putting these up, and then forget they exist. They are literally littering our city with their advertising and should be held accountable in some way. The address is clearly stated on their sign and would be easy to deliver back to the owner and fine them. I find this most annoying!

- 29)** Not entirely sure why there need to be restrictions on drive-through boards, but this is more of me not fully understanding the issue vs. having a strong opinion.
- 30)** nothing said about language - English and/orsize should be limited as you have done....sandwich boards should not impede pedestrian traffic or be on sidewalks
- 31)** Signage should be away from pedestrian walkways for safety reasons.
- 32)** Bottom right box. Needs re-drafting to clarify the meaning: Revision: Signs may be attached to fascias or may be freestanding. Premises may have no more than 4 signs. The sign itself shall not exceed 0.5 sq. m. (5 ft.) in size. Premises means a building and its associated land, Why say "pertaining to (NOT for) the premises"? That implies that premises could have signs pertaining to other premises or to marketing particular products or to whatever. So you could have far more than 4 signs erected on the premises. Also, how big will the signposts be? Someone could presumably put up a 10 ft. x 10ft. structure to display a 5 ft. sign.
- 33)** Seems pretty nitpicky, but I suppose mostly reasonable. I disagree about community special event signs not being allowed on medians. That seems like a reasonable place to put them.
- 34)** I agree with all the proposed changes, but I do believe that the two signs for a drive thru are not enough. Speaking from experience, I used to work at McDonald's and there truly isn't enough space for all menu items (especially for dual lane drive thrus) to have enough space for only two signs.
- 35)** I don't agree with the community special event signs. They should be allowed on public property.
- 36)** the 3rd item regarding Community special event signs seems wrong to me. In the first place, perhaps you need a definition of "Community". In my thinking, a Community event is something done for the community, by the community and together with (or in consultation with) the City. If

so, we should allow signage on public property. If an event is done for a specific group as a private function, then yes, signage should only be on private property.

- 37)** Home based business signs could become a problem because of too many on a street.
- 38)** Community special event signs should be allowed on public property.
- 39)** Use proposed changes except Community special events sign should still be allowed
- 40)** The proposed allowance of unlimited number of signs within site: I would prefer a limit to the number, since it is very difficult to drive within sites looking for a particular store, when the signs are not in English.
- 41)** I'm in agreement with all of these regulations but would like a bit more clarity as to what is meant by 'community specialty event' signs. I would also like to see some time limit for removal of special event signs after the event is over.
- 42)** There are no commercial taxes being spent so therefore home based business sign should not be permitted for home based business signs. The city again is not addressing foreign language and therefore all the action will not address the real issue.
- 43)** Community special event signs are sometimes needed - for example, if you are trying to find your way to a volunteer fun run, often run organizers use temporary signage so participants can find the locations. If this wasn't allowed, it would hinder these special events
- 44)** I have a problem with the Home Based Business Signs, as we already have illegal home based businesses in the neighborhood. The Bylaw officers seem reluctant to enforce the bylaws. The common excuse is that the person having the home based business may have a lot of friends who are using their business. Having signs would encourage others to work from home and make the neighborhoods very busy with traffic and lack of parking.
- 45)** I don't think the community special events signs should be so limited.
- 46)** If signs are not permitted on public property, will the City enforce these rules for the several signs of "open house" "garage sales", etc. etc.? I have seen at least 7 open house signs all placed within a few inches of each other.
- 47)** Signs should be required to be a minimum distance from the street curb (2 Meters). some of these signs interfere with ability to have good sight lines when driving. Worse on corners also interrupt ability to see pedestrian and bicycle traffic.
- 48)** Re: community event signs such as notices of children's sports sign-up: non-profit signs should be allowed on medians, for example, near

schools and travel routes. This is a traditional way to advertise to prospective families. They serve a community-good purpose and are temporary. I agree that other signs such as private schools advertising in front of a public school should be forbidden.

- 49)** Signs should be set back from corners, so as not to obstruct vision of oncoming cars for motorists, & BE IN ENGLISH
- 50)** There need to be enough hazard signs to cover the area of the hazard from every direction.
- 51)** I am often involved with community events such as Terry Fox where temporary signs are put up. I agree that they should not be placed where they hinder or distract from city signs. I don't see a problem with them on medians as long as they are taken down right after the event. Also, if the sign has been justifiably confiscated by a city worker, it should be taken to the Works Yard where it can be retrieved by the organization. It is difficult to instruct all volunteers to place signs in appropriate places, so it is good to be able to retrieve them.
- 52)** Permitted signs allowed on city property should be permitted as long as the don't block pedestrian of other traffic
- 53)** Need to have clear, detailed & stringent guidelines to guide this type of signs, with special focus on public safety, accessibility of public space, path finding of persons with low vision or vision loss, uncluttered & pleasant arrangement & layout, rueful facts & illegitimate content.
- 54)** Sandwich boards must be in such a way as it does not fall easily by strong wind or minor touching.
- 55)** re special event signs: Consider a time-line for erection pre-event and take down post event?
- 56)** sandwich boards should be allowed as long as taken inside each night and not stopping pedestrians.
- 57)** Ok. It seems a bit weird that community event signs cannot be placed on public property.
- 58)** Signs help form the identity of businesses, so I guess this would make reasonable sense. Keep in mind that there are also signs displayed in lcd format.
- 59)** I agree with proposed bylaw.
I would add that under no circumstances should any sign of a video moving nature be used where it can be seen from the road.
- 60)** No signage in residential area
- 61)** OK but must not block legitimate signage, obstruct views, destroy foliage or obstruct people with vision or mobility issues. Must be taken in when event finished.
- 62)** "Public property" needs to be more detailed; e.g. not on boulevards or

sidewalks, lane way access etc.

- 63) Warning signs should be expected to well visible and preferably the letters are also visible at night
- 64) Community special event signs should still be permitted
- 65) Community Special Event signs sound huge. 32 sq. feet...Would these be for stadiums? Churches? Businesses? Art Gallery? And how long would they be up? and for how many events?
- 66) We support the proposed bylaw with the additional comment that no signs shall block visibility (vehicles or people) or accessibility.
- 67) Community special event signs shall be allowed on public property, as long as the event is an approved event.
- 68) Agree
- 69) Amendments seem reasonable.
- 70) Looks good to me!
- 71) The bylaws sound fine for these signs
- 72) Seems reasonable
- 73) Agree with proposed bylaws.
- 74) I agree with the proposed wording.
- 75) I am in agreement with the proposed Bylaw changes for signs allowed without a permit.
- 76) This seems reasonable.
- 77) Ok
- 78) Agreed.
- 79) Proposal – good.
- 80) Okay with that.
- 81) I agree with the changes.
- 82) Okay.
- 83) Agree with proposed bylaw.
- 84) Again don't mind.
- 85) These seem good.
- 86) I don't have a problem with them.
- 87) Makes sense. All these items are valid to provide opportunities for the business to operate, inform or warn.
- 88) I agree with the proposed bylaw changes.
- 89) I support the proposed amendments, for signs and without a permit.

- 90) No problem.
- 91) I agree with the proposed changes to the bylaw.
- 92) No objections.
- 93) I agree with the proposed changes.
- 94) Agree
- 95) I agree with the proposed bylaw changes.
- 96) No problem
- 97) Okay
- 98) Ok
- 99) Again seems reasonable.
- 100) I trust the City's judgement.
- 101) I agree with the proposed new wording.
- 102) I agree fully the proposed bylaw.
- 103) Agree
- 104) Check!
- 105) Change in these areas is not needed. Quit skipping the issue – non-English signs is the issue.
- 106) Must be English.
- 107) Signs should be in English.
- 108) Must be English.
- 109) Bylaw should specify no coarse or offensive language.
- 110) All signs in Richmond need to be English.
- 111) I think that there should be a requirement on ALL SIGNS that at least 50% should be in English/French our national language!!!
- 112) English or French needs to be a requirement. Sandwich boards are unsightly.
- 113) Bylaw needs to mandate the inclusion of English on signage.
- 114) Signs should be in English and French.
- 115) As long as there are limits to number signs and they include English.
- 116) All should be in English first
- 117) All signs must have English language on them.
- 118) Ok as long as they are in English.

	<p>119)They are fine, as long as they consist in one Canada’s official languages.</p> <p>120)Again, signs must include an official Canadian language.</p> <p>121)Seems alright with me.....English must be included for French.</p>
<p>Community Partners and Organizations</p>	
<p>Comments regarding Real Estate Signs</p>	
<p>Public Feedback</p>	<ol style="list-style-type: none"> 1) Your example of the commercial real estate sign would not be compliant as the total height exceeds 6.5 ft. Total height should be specified as 8ft to be usable and allow for easy visibility and make it harder for someone to hide behind it. The last is a standard safety concern. 2) Real Estate Signs: <ul style="list-style-type: none"> ○ 1. All signs must not exceed 2ft x 2ft in size and be post mounted like the left sign (Wong). The must apply to all real estate signs. The larger signs attract graffiti, and are subject to being blown over or knocked over. All signs are to be permitted with an annual fee. ○ 2. Open house signs must be permitted. Two signs will be permitted on public property and one on private property. The signs must not exceed 2ft x 2ft in size. 3) My concern relates to the placement of the signs. They should not block visibility for cars and cyclists. Nor should they impede pedestrians. 4) The proposed bylaw changes for Open House signs does not specifically mention easement area in front of private property. Does this come under 'public property'? 5) OK. Some places like Citation Dr. at Garden City sometimes look cluttered because everyone within the area off GC wants their signs seen outside... Can there be one sign per complex/building there, pointing in to go and see the real signs? 6) I know many realtors will need more than three signs as they use them on corners for directions. I agree that they must be taken down an hour after it is finished 7) One issue of concern--with the rule of one For Sale sign per lot--have known of cases where a divorce situation has seen listing given to two separate agents. What would this by-law affect in these unique situations??

Strongly support sign to be removed within 14 days after deal has closed on properties. Some signs are left for weeks, which are unsightly.

- 8) Real estate open house signs should also be allowed to be placed kitty corner from each other so that vehicle traffic from each direction can see them.
- 9) They should not obstruct view of oncoming vehicles for people coming out driveway of a townhouse/condominium complex.
- 10) I really don't care about the open house signs - as long as there aren't multiple signs for the same listing on a corner, I don't really see that there is a problem.
- 11) Standard sized real estate signs for single family houses have been consistent over the years but recently we are seeing multiple signs on one lot by the same Realtor. The emerging trend is to put a sign for each agent from the company who can be contacted for information on the listing. It used to be if there were two agents then both their names went on one sign. It is my view that by putting up a sign for each agent then the company gains more exposure and unfortunately the Asian agents have figured this out. I'm getting tired of see these duplicate signs all over the city. It's not necessary, its intrusive and adding to the signage clutter along our arterial roads
- 12) In our neighborhood we see 4 or 5 signs together for the same listing. It's like pollution. If people are looking for an open house one sign should be enough.
- 13) Open House Signs - - must be at least one block away from each other - does not make sense to me.
- 14) Re: Open House: I think 60 minutes is too limiting - barely enough time for realtor to set everything up. I think 120 minutes before & after is more reasonable. Again, signs should be mostly in English!
- 15) Open house signs should not be placed on PRIVATE property without permission. This happens all the time and it is not right.
- 16) The only problem I see with realtor signs is when they blanket areas with Open House signs on the weekends. One or two is sufficient.
- 17) I feel that 14 days is to long 7 is more than enough
- 18) Open house sign 13sqft - too big - Otherwise agree
- 19) There should be more than 3 signs allowed for "For Sale" and "Open House" signs, but should be limited ONLY 1 sign per listing. New Coast has been putting on 2 or more "For Sale" signs for the same listing and it takes up too much space.
- 20) also, open house signs should not be placed on a neighbour's property, which is unrelated to the house for sale
- 21) The real estate signs have significantly cluttered public property. I am

not clear about signs for the same open house across from each other on the same street or kitty corner from each other. I look out at a neighbourhood intersection and all four corners have signs on them. That is too much. I would be great if this could be clarified as well.

- 22) They should be permitted but not several in one place, with the same information.
- 23) Open house signs, 3 is not enough, one block is too far so delete about one block. Limit should be increased to 8 as some times tucked in a place out of the way. 2 for sale signs should be allowed as sometimes 2 companies have the listing and home is on a corner. 14 days after sale of a property is too short, should be at least one month.
- 24) Instead of 14 days, consider just 10 days within sale of property.
- 25) It should be amended according to the type of roadway and the kinds of incoming street traffic normally expected in the area. Intersections within certain blocks are more loaded in traffic than in others. I don't think these regulations really do much to add or subtract from the curb appeal of neighbourhoods.
- 26) As long as they are approved and positioned as to not interfere with right of way
- 27) Proposed bylaw for real estate signs: I think 1.2m² and 5 feet tall is too big. With so many houses and apartments up for sale, the streets will look like a used car lot. For other than 2 family, a 32 sq. ft. sign with a height up to 6.5 feet is just too big. Open house signs are ok.
- 28) 1 open house per listing. Three is excessive and realtors saturate localities with more than three.
- 29) Three open house signs seem excessive, especially if they are concentrated for a listing on/near an arterial rd. Should limit to 1 or 2, or restrict to max 3 on separate roads/intersections. People use online resources for open houses, so we should restrict extra advert.
- 30) It would be nice if you actually enforced the sign laws. Go down 4 Road, multiple agent on have a sign on each listing
- 31) agree with all of the above, the removal after the open house or sale needs to be strongly enforced
- 32) I support more freedom, less restriction.
- 33) Who is going enforce the signs on the weekend? Who? Who? Who? Who is going to obey the rules when they know there is no enforcement? The signs should not be on public property or on the medians. Why are you allowing real estate agents? Is the public allowed to advertise with 3 signs on the streets? Who's going to see if the signs have only been up for 60 minutes before and after? Again language is not addressed.

- 34)** We are seeing realtors displaying multiple numbers of for sale signs on residential properties - this should not be allowed....for example two realtors selling the same house - now you routinely see two huge signs on the lawn
- 35)** They are okay as long as the open house signs are removed after the open house is finished. Large wooden signs often become twisted and damaged in the wind etc. and they should be repaired immediately
- 36)** Why does the realty industry get to have special treatment for portable sign? Again, what a red tape bureaucratic sign bylaw! That's too much regulation. Let people have any sign they want and need as long as their neighbor don't complain about it.
- 37)** I have no problem as these signs are removed after the sale of home
- 38)** Ok as they serve a purpose if they obey the rules, and are taken down within a reasonable time after the house has sold. But again not obstructing anything or destroying anything.
- We support the proposed bylaw with the additional comment that no signs shall block visibility (vehicles or people) or accessibility.
- 39)** Real estate signs – okay with changes.
- 40)** Agree
- 41)** Amendments are reasonable.
- 42)** Great, answered some of my previous questions.
- 43)** I like the idea of a sign area.
- 44)** No comment, stay as –is.
- 45)** Agree with proposed bylaws.
- 46)** I agree with the proposal.
- 47)** Agree
- 48)** Reasonable.
- 49)** Agree with the proposed bylaw.
- 50)** Proposed bylaw well thought out. Supportive o the changes.
- 51)** Agree with 3 sign maximum. Have seen a lot more than that in the Maple Lane area.
- 52)** Ok
- 53)** Sounds good.
- 54)** All these signs seem OK.
- 55)** Proposal – good.

- 56) Ok with that, too.
- 57) Reasonable.
- 58) I agree with the proposals.
- 59) I have no problem with the proposed new bylaws.
- 60) I like the new restrictions on these signs.
- 61) Agreed
- 62) No issues
- 63) No problem I feel that are necessary.
- 64) I agree.
- 65) Excellent changes to open house signs. Nothing but abuse in Richmond for these signs. Signs everywhere for the same listing and left up overnight.
- 66) I agree with the proposed Bylaw.
- 67) Seems reasonable.
- 68) I definitely agree, For Sale signs need to be removed promptly. I have seen some up for over a year with a sold sign.
- 69) I support the proposed amendments for Real Estate signs.
- 70) I agree with the proposed bylaw.
- 71) Looks good.
- 72) Seems pretty reasonable.
- 73) I agree with all the changes.
- 74) I agree with the proposed changes to the bylaw.
- 75) No objections.
- 76) I agree with the proposed changes.
- 77) Okay
- 78) See no problem.
- 79) Ok
- 80) I like the proposed changes.
- 81) Agree
- 82) Agreed.
- 83) Seems fine.
- 84) I am OK with this.
- 85) Ok

- 86) Once more reasonable.
- 87) Sounds okay.
- 88) I believe this By-Law is fair.
- 89) I have no problem with real estate signs.
- 90) I agree with the new wording proposed.
- 91) Reasonable & adequate rules.
- 92) Agree
- 93) This seems fair.
- 94) I agree with the proposed bylaw.
- 95) Agree with proposal.
- 96) Good proposed bylaw, very specific so expectations are clear.
- 97) Change in these areas is not needed. Quit skipping the issue – on-English signs is the issue.
- 98) Agree, if at least 50% in English.
- 99) Proposed bylaw makes sense, but it should also have some requirement for language. I've seen real estate signs with minimal English on them before, which makes me feel like I would not be welcome to purchase that home. Real estate should be very Canadian.
- 100) Must have English
- 101) Language should be put into the new changes.
- 102) The signs must be English only.
- 103) Must be English.
- 104) English as primary language – at least 50%
- 105) Less real estate signs and less subtitled in Chinese English only.
- 106) All signs in Richmond need to be in English.
- 107) Must be all in English only.
- 108) In the 2 official languages.
- 109) Bylaw needs to mandate the inclusion of English on signage.
- 110) What about zoning applications by developers?
- 111) All signs should be in English.
- 112) Real estate signs should be in English.

	<p>113) English please. If a realtor can't be bothered to learn our official language, it becomes a problem. Every sign in every community should be in English. First, and other languages permitted at half font size of English, and not more other language information than what is put forward in English.</p> <p>114) That these signs be in English or French.</p> <p>115) I agree with current policy – as long as they display English on both sides. I've seen more than one sign on same lots on Sidaway Road one side English, one Chinese so they need at least two signs for each direction. Very cluttered.</p> <p>116) English should be compulsory.</p> <p>117) All must have English First.</p> <p>118) The language requirement changes isn't listed here. I'm against it. Realtors should have the right to target their linguistic market.</p> <p>119) All signs must have ENGLISH language clearly translated on them.</p> <p>120) Ridiculous that it could be in an unofficial language.</p> <p>121) The size and quantity area not the issue MAKE THEM BE IN ENGLISH SO WE KNOW WHAT'S GOING ON.</p> <p>122) The signs can have an ethnic language on it, but must include English or French.</p> <p>123) Official Canadian languages please.</p> <p>124) Signs should have information in ENGLISH.</p> <p>125) No comment.</p> <p>126) "Must be in English" and not blocking motorist vision.</p> <p>127) Signs should be in one of Canada's official languages and not in a language that caters to one specific ethnic group.</p> <p>128) Disagree, should not be allowed on public property and English/French must be the largest font.</p> <p>129) English/French must be included.</p> <p>130) English language words should occupy a minimum of 50% of the total displayed area with words.</p>
<p>Community Partners and Organizations</p>	

Comments regarding Window Signs

Public Feedback

- 1) Note: Your restriction on images would be restrictive to companies like liquor stores and cigar stores that may be required to cover their product and would require some exemption. Is a window covering window tint? Frosted vinyl? Gradient images?
Are signs mounted 3' inside the store non-compliant and would require removal? The restriction begs the question: Is a window display considered signage? What is the difference between a well done window display and a well done product image print?
Content can be easily regulated based on text copy area but can be defeated in court if just artwork, imagery or color.
- 2) Window Signs. The bottom 25% of the window area may be covered by signs without a permit. The bottom 25% - 50% of the window area may be covered by signs with a permit For windows greater than 50% coverage, a permit would not be required if the premise was used for educational/training purposes.
- 3) The business should provide a case for covering the window in excess of 50% in order for the permit to be approved (i.e. not covering the windows would have a significant negative economic impact on the business.)
- 4) Should be some inside clutter restrictions.
- 5) Need to clarify covering vs. Shading. Some coverings can be shaded (translucent) and those should be permitted.
- 6) All signage visible from exterior sounds too much. It sounds like the new changes are being proposed so signs on windows do not restrict the ability to view inside the building/room. If this is the intent, I feel the changed proposes do not reflect that. Also % of English/French language used versus non-English/French used.
- 7) I wish we can unify the style of the window signs creating harmony with the city's landscape. Some signage colors stand out of their surroundings (which the store owner wants).
- 8) Aesthetic is subjective. Doesn't prevent 25% ugly but does prevent 75% gorgeous, so good luck with that.
- 9) Area is one thing but a sense of clutter also arises from the number of signs on some windows. Can this be limited as far as facing outside is concerned?
- 10) I agree with the proposed bylaw. 25-50% of window coverage, though to require a permit, should be selectively approved.
- 11) How will you differentiate windows that have decals and "blackout" from those with signs?
- 12) So plain background of window vinyl doesn't count? (Long & McQuade,

Your Shop pics) That should be specifically spelled out, whether the background of the sign counts as total sign coverage. Some businesses will want their windows blacked out/covered over to provide privacy, sun protection, security, etc.

- 13) I would prefer window signs be no more than 25% coverage
- 14) Image definition to include background colouring. Your 25% window coverage example is actually 100% coverage with the background colour included.
- 15) New bylaw is ok. I only think 25% is too restrictive.
- 16) Not in agreement that permits are required for the 25% - 50% window coverage.
Why does a business need a permit for that? They already have a business license and permits
- 17) Do not think we need a permitting process. Just have a limitation of 50%
- 18) This is a particularly important change as the signage clutter particularly in small business has increased exponentially in Richmond. I'd also like to see a restriction on LED light used to grab your attention. It seems every little store has an illuminate open sign in its window, which is totally unnecessary. Strobe light s and running lights are also clutter.
- 19) I think 50% is a lot. This makes business look unprofessional and that they have something to hide. I don't think it should be more than 25%.
- 20) Seems difficult to determine 25%, 50%, but seems reasonable
- 21) Have no issue with windows being totally covered. The multiple small signs are not good - too cluttered, people don't stop and read as too many. And if they do it's congestion on sidewalk..... and if you look at 'clutter' picture, it's not just the window signs that are the problem, but the signs attached to the building
- 22) Maximum coverage is up to 50% of the window area. It should not be required to apply for permit if more than 25%. It will create more work and expense for the store owner.
- 23) I disagree with this amendment, but understand the intent to de-clutter busier windows. It's possible to do tasteful window art that covers more than 50% of the area. Sometimes it can really improve the look of a building or business. The difference to me is the amount of words used on the window. In the Paramount example there is a clear focal point, so it doesn't look busy.
- 24) I agree with the proposed changes to the bylaw except for the point of max coverage at 50%. 100% seems fine so long as they hold a permit to have signage.
- 25) I think 50% is too much for any kind of images.

- 26)** De-cluttering is essential allow for up to 25% signs whether they are installed inside or outside the glass., anything over 25% must have a permit.
- 27)** If owners want to cover their windows, they should be allowed as long as everything is clean and relevant to their business. It's their store. I don't know why this is even an issue.
- 28)** The City of Richmond does not need to have a role in regulating how private businesses organize their window display. If businesses wish to cover their entire window in signs/posters, then that should be their prerogative. It is ridiculous that the City should establish a certain percentage of window space that is allowed to have signage, as it has little to no impact on mobility or safety. In addition, this is going to be very difficult, time-consuming, and expensive to regulate.
- 29)** This is not necessary. Let the shop owner put whatever sign coverage they need on their own windows. I don't see any issue and why we wouldn't make this completely flexible and down to the owner
- 30)** Why regulate what one does with his/her own business? So long as signage is non-discriminatory, I'm okay with 100% coverage, from a legal standpoint, but if that results in people not trusting a business they can't see into, that's all on the owner.
- 31)** This seems like an unnecessary bylaw. How businesses choose to decorate their own property should be up to them.
- 32)** No restriction should apply as long as it's within their property.
- 33)** I support more freedom, less restriction.
- 34)** Agree
- 35)** This is an EXCELLENT proposal . The cluttered windows of many shops is visually distracting and at times it is difficult to draw conclusions about product or types of products available.
- 36)** I agree with proposed bylaws to declutter.
- 37)** I agree with de-cluttering storefront windows.
- 38)** I agree with the proposed change.
- 39)** I am in agreement with the proposed Bylaw changes for these signs.
- 40)** Reasonable.
- 41)** Agree with the de-cluttering
- 42)** I agree
- 43)** Agree
- 44)** Support.
- 45)** Agree with proposal.

- 46) I like the idea!
- 47) Yes
- 48) I support the proposed bylaw changes.
- 49) I agree with the proposed bylaws.
- 50) I agree wholly with this change.
- 51) Agree with proposed bylaw.
- 52) Ok
- 53) Support all this. Good!
- 54) Agree with proposed bylaw changes.
- 55) Abuse of window system now.
- 56) Agree
- 57) I support the proposed amendments for de-cluttering.
- 58) I agree
- 59) No objections
- 60) I agree with the proposed changes
- 61) Agree
- 62) I like the proposed bylaw.
- 63) Pleased to see the improvement potential
- 64) Change in the areas is needed – agreed. But quit skipping the issue – non-English signs is the issue.
- 65) Where is the bylaw about English language being prominent? Do not be Politically correct here.
- 66) Should be kept clean and 50% English.
- 67) Yes! Strongly agree with this proposed amendment. Should include language requirement as well though.
- 68) Must have English.
- 69) Signs should be predominantly in English.
- 70) No mention of language or letters, will count in total of images or signs.
- 71) Non-English language text should not exceed 50% of its English translation and should not exceed in size in compare with English text.
- 72) Ensure that the language is in of the two official languages of

Canada.

- 73)** Must be English.
- 74)** English as primary language – at least 50%.
- 75)** Proposal – good.
- 76)** Primary language should be English.
- 77)** All signs in Richmond need to be in English first.
- 78)** The idea is good start but again language is an issue.
- 79)** All signs in Richmond need to be in English.
- 80)** Again English only or French.
- 81)** These need to be in English.
- 82)** Only a problem if they are not in English.
- 83)** Only in Canada 2 official languages.
- 84)** I don't care how many signs a business has, as long as I can read them (English or French).
- 85)** I agree with the proposed Bylaw, but I am of the opinion that the proposal does not go far enough. It should cover the problem of language, or size of the advertising within the parameters. For example, regarding language: the primary language displayed on all signage MUST include either of our country's official languages. Languages of ethnic origin MUST be secondary.....THIS IS CANADA FIRST LAND AND ALWAYS! As we are providing new immigrants with all the benefits of our country, we should expect from them the courtesy of learning one of our official languages. Speaking "Canadian" is an acceptable way of inclusion within our society. Primary signage that is not in English or French is extremely divisive and foments ill feelings amongst those of us whose ancestors came from away, but learned our languages in gratitude of all that Canada offered them. Regarding size of signage, there should be restrictions on the number of size of advertising within the allowable percentage of window coverage. For example: the number of advertisements within the percentage should be included in the proposal. For example: How many 12" x 12" advertisements can there be within a coverage of 25%? The more small advertisements, the messier the window! Or descriptions.
- 86)** I totally agree with the changes to window signs. Some stores are completely covered and one has to wonder why they are covering them up? What are they covering up from the public?

- 87)** Bylaw needs to mandate the inclusion of English on signage.
- 88)** All should be in English and a second language.
- 89)** Windows should be in English.
- 90)** Some English should be required on signs on windows as well as the other language. This make the stores seem more inviting to all Richmond residents.
- 91)** Agree, too much signage on windows, creates visual pollution. Again, English as priority.
- 92)** The proposals sound good with the addition of mandatory English.
- 93)** I agree with this proposed change. Again, I request all signs be in English or French.
- 94)** Again, messy hand written signs not written in English are a major eyesore and not very Canadian. It seriously excludes anyone not able to read said language. And French English in the universal language in Canada, it should be the main language on signs so that everyone can take part.
- 95)** English should be compulsory on signs. How are our police or any or official, let alone ordinary citizens to know what type of business is being conducted in particular premises if there is no English on any sign? English (or French – one of our official languages) should occupy at least as much space as Chinese or any other foreign language displayed on a commercial sign.
- 96)** We live in Canada all signs must have English language first.
- 97)** I agree - 50% English preferred
- 98)** All of these signs must have the English language on them.
- 99)** Full agreement – English or French must be main language and be the largest print.
- 100)** Try explaining this in Chinese. But if you speak English, no one in the stores will be glad to tell you what the Chinese-only signs mean.
- 101)** In future, it is my sincere hope that I no longer need to convince my relatives visiting from overseas that Richmond, despite outward appearances to the contrary is part of Canada. Your bylaws need to ensure this.
- 102)** These are good proposed changes. In general I would like to see language addressed here as well and all signage should be in one of Canada's official languages, if a second language is to be

added it should be significantly smaller than English/French.

- 103)** I agree. The cluttered window on the left looks tacky and messy. Not attractive.
- 104)** The signs can have an ethnic language on it, but must include English or French.
- 105)** Ok
- 106)** Great proposals, it will make the search for a particular store easier and as a result quicker. It will also help businesses look neater and less run down.
- 107)** Agree
- 108)** This is stupid. You haven't even been able to see if this new decluttering bylaw can apply to old business. You write in your amendment with a 25/50 quota but don't want to measure signs to make sure English is on this signs. I couldnot care less what is on the window as long as I can read the advertisements.
- 109)** Agree, too many windows looking like brick walls. Massage parlor and xxx windows tend to have this look and make our City very seedy. If clients want this service they know how to look this up on the intranet, it is very difficult to explain what these businesses are to my children. They do not appear legit and fit with the community.
- 110)** Full window coverage may be used for security reasons. They will require a permit.
- 111)** Positive change. Should be at least 50% visible thru windows.
- 112)** For signs and images covering more than 50% of the window, the permit would be temporary for a limited amount of time. i.e. 14 days.
- 113)** Please include official Canadian languages.
- 114)** Sounds good!
- 115)** I have noticed the clutter on small storefront windows and I do not like it I have noticed that various types of films are available if the store owner want so utilize that space that is glass...Some films are similar to sand blasted glass and are quite simple. Do not allow the clutter of any percentage.
- 116)** The window signs should permit photos and if writings is included, must be in the English language. Size of the signs as indicated make sense.

- 117)** There is a mess, clutter, visual attack, be more restrictive in this area.
- 118)** Ok
- 119)** In the examples shown (Musical Instruments and Paramount), there is no difference in the amount of window that is covered. The green blank space is still part of the sign. The comparison there is between an attractive, professional photographic sign and one that is not attractive. Both of these signs should require the same permits. With regard to the clutter examples, many probably come about because proprietors take ready-made flyers and tape them up. These people might benefit from assistance from business associations/workshops that help them to identify the main focus of their business and then to choose signs. Perhaps someone could create bilingual signage generic enough for small businesses to afford (eg advertising snacks/drinks/phone cards/lottery tickets – which seem to be the most common commodities.
- 120)** Must be in English.
- 121)** Yes, I like this. Some windows I have seen are completely covered!
- 122)** That is fairly loose. Why does even 50% allowed to be covered that's even too much clutter for a front window!
- 123)** I believe the By-Law change is fair.
- 124)** No opinion
- 125)** The language on the signs should be predominantly English or French.
- 126)** I agree with the proposed bylaw. A window cluttered with multiple taped up signs is a mess.
- 127)** Must contain English as prominent language with other languages in smaller print.
- 128)** I agree with the new wording proposed.
- 129)** Agreed with current rules
- 130)** Consider a bit of freedom with nice artistic work.
- 131)** Agreed
- 132)** Agree
- 133)** Like the less cluttered area.

- 134)** Why are you restricting what a business can do with their property! It should not be the business of the city to regulate this.
- 135)** This seems good.
- 136)** I fully approve of the Proposed Bylaw. This will highly improve visibility on all storefronts and give a much more professional appearance, particularly in the small malls. Currently some business's are vey messy looking.
- 137)** What a red tape bureaucratic sign bylaw! That's to much regulation. Let people have any sign they want and need as long as their neighbour don't complain about it.
- 138)** These precautionary instructions make sense and it's great to see the city helping to regulate visibility and safety of buildings both from the perspective of customers and business owners. I guess this is why businesses should hire professionals to art direct and design their storefront
- 139)** No more than 25% of complete store frontage windows coverage. Should be of tasteful and respectful nature and include English
- 140)** Agree with proposal
- 141)** English and/or French must be included.
- 142)** English or French only
- 143)** Yes. This is actually a safety issue, especially at convenience stores, as robberies can happen without anyone being able to see in. Good changes.
- 144)** Proposed bylaw sounds good.
- 145)** I totally support decluttering of windows! Just visual pollution. It also makes it dangerous that no one in the store can be seen from the outside, increasing the odds of being robbed.
- 146)** Too much signage is mostly ignored as people don't have time to stop and read it. Too much window coverage also blocks outside light creating dark dingy interiors which make it difficult to see merchandise. Additional interior lighting increases electrical usage and operating costs. While I understand that some full window signage creates more privacy, it also aids possible criminal activity be blocking the interior view from outside.
- 147)** I think it is particularly important to not have store front windows covered with signage, as that may be a safety concern

when people cannot be viewed inside and those inside cannot look out.

148) We support the proposed bylaw with the additional comment that no signs shall block visibility in or out of facility as this may be a public safety issue. Also, as you have probably determined, excessive coverage of window (and coloured or shade glass) presents very uninviting face to the public realm and diminishes the development of an open and engaging sense of community.

149) None

150) Oppose the proposed changes. City shall not regulate anything attached to the inside of windows. Does the City also plan to regulate the pattern of curtains?

151) The "Max 50% phot example appears to show 100% coverage. Should restrict both opaque and semi-transparent signs to 50% max coverage.

152) No comments.

153) No thoughts

154) If owner want to cover their windows, they should be allowed as along as everything is clean and relevant to their business. It's their store. I don't know why this is an issue.

155) Good de-clutter

156) Here's hoping this will result in a huge improvement.

157) This is really important. Excessive window signage is without a doubt the ugliest form of signage in Richmond today. Travel Agencies are especially bad for this with their windows completely covered with dozens of small signs.

158) The City of Richmond does not need to have a role in regulating how private businesses organize their window display. If businesses wish to cover their entire window in signs/posters, then that should be their prerogative. It is ridiculous that the City should establish a certain percentage of window space that is allowed to have signage, as it has little to no impact on mobility or safety. In addition, this is going to be very difficult, time-consuming, and expensive to regulate.

159) Yes, decrease the awful clutter

160) this is not necessary. Let the shop owner put whatever sign coverage they need on their own windows. I don't see any issue and why we wouldn't make this completely flexible and down to

	<p>the owner</p> <p>161) agree with proposed changes. Can't stand the clutter of too many signs and they're eligible; from a marketing point of view, it's better to have it cleaner and more 'white space'.</p> <p>162) Why regulate what one does with his/her own business? So long as signage is non-discriminatory, I'm okay with 100% coverage, from a legal standpoint, but if that results in people not trusting a business they can't see into, that's all on the owner.</p> <p>163) This seems like an unnecessary bylaw. How businesses choose to decorate their own property should be up to them.</p> <p>164) No restriction should apply as long as it's within their property.</p> <p>165) I support more freedom, less restriction.</p>
<p>Community Partners and Organizations</p>	
<p>Comments regarding New Sign Types – Permit Required for the Bylaw</p>	
<p>Public Feedback</p>	<ol style="list-style-type: none"> 1) No flashing or animation proposal: if that includes displaying the time or temperature that is unreasonable. But quit skipping the issue - non-English signs is the issue. 2) The changeable copy sign seems to contradict with the billboard part of the bylaw, marginally. The billboard clarification needs to be specifically regarding third party advertising. Enforcement of banner signs is something that you are now obligating yourself to do. What is your penalty? How will you enforce this? How will you keep track of this? 3) These signs should be restricted in use preferably banned. The messages can be conveyed by the other sign types. These signs are too large, distracting to drivers, and do not add anything to our community. I.e. MacDonald's only need the golden arch symbol for its advertising. 4) If illuminated, burned out lights are not allowed. 5) Changeable copy sign SHOULD permit animation but exclude flashing. 6) Should there not be a limit on the number and size of these signs per lot? Also, the location of the signs should not be invasive to

neighbouring property nor block views for safety purposes.

- 7) Does the ubiquitous run-on LED lettering count as animation? Lots of it around. Big changing LCD picture signs are kind of dangerously distraction for driving too. Agreed no flashing. Looks cheesy.
- 8) Again I concur. Assume there is no minimum time frame for each sign/message.
- 9) Does each banner sign get to be up for 90 days? Or does a business get to display a banner sign for up to 90 days in total per year? Seems like a possible loophole where a business could have a banner sign all year long, as long as it was changed every 90 days.
- 10) Electronic changeable signs are a good idea. I do not like huge banners attached to walls of buildings
- 11) also faded, torn, broken signs must be removed
- 12) I don't understand why banner signs would be limited to 90 days. It is unclear whether you mean that each individual banner can be displayed for 90 days or that if a business displayed different banners during the year that they would be limited to a total of 90 days for ALL banners.
- 13) I don't think 90 days per calendar year is reasonable for some businesses. I think there should be no restrictions of days. All signage must be in English first.
- 14) 90 day display time is too long!
- 15) Banner sign - agree with the dimensional regs, but seems unnecessary to stipulate a 90 days clock - why? if its 180 days what's the problem or longer - seems like a rule for the sake of a rule.
- 16) Why no flashing or animation?
- 17) What about Church signs. Are they in any way exempt from 90 day period? Again, signage must be mostly in English!
- 18) Limit a banner sign to 30 days. 90 days is far to long for what is supposed to be notification of a special event or as an interim sign pending erection of a permanent one.
- 19) As mentioned before, I totally agree with the changes regarding the Changeable Copy Signs. Flashing and/or animation on neon signs is a hazard while driving. Very distracting and dangerous to those driving on the streets. CAPit? is terrible for this. It is way too bright. It would be nice to see the brightness limited also.
- 20) Is there a maximum brightness for any electronic changeable sign?
- 21) No flashing is imperative - too distracting for drivers. And can length of message be limited.... try to read a lengthy sign while driving...
- 22) It's best not to combine different requirements in one sentence. For

example: Signs must display a permit. (WHERE?) The maximum display time is 90 days for a calendar year. After 90 days can they put up a new sign? That then runs for 90 days? And on and on?

- 23)** I disagree with the proposed regulations regarding banner signs. Like the "new business" sandwich boards, I believe they should only be allowed for the first 30 days of a business. They are the commercial equivalent of a poster on a teenager's wall.
- 24)** Why do you ban animation? If not on a road where it could distract from safe driving, I'm all for it. . .
- 25)** A permit for sure, but the location of these signs is more important and perhaps they would not be appropriate at all.
- 26)** The Banner signs maximum display time should be reduced to 14 days. The Changeable Copy signs should be required to have a permit but not be allowed to display misleading information, such as "Going Out of Business Sale", which displays for years.
- 27)** See my comments on the first question. Large electronic billboards will attract complaints of light pollution and worse
- 28)** Must be securely mounted, sign owners need to have additional insurance to cover any damage caused by the falling of these signs, & make it an offence with stiff fine if no insurance to cover damage. I've seen such case one time where a car's front windshield was damaged by a falling object from a sign, the car owner was told to claim ICBC; this is totally absurd.
- 29)** I agree with most of the proposed bylaw, but am not sure on Banner signs requiring a permit? Some may warrant a permit, but others (such as fundraising events) should not.
- 30)** As long as it's secure and safe, there should be no by law of any kind, especially for retail and industrial area. Again, that's too much regulation. Let people have any sign they want and need as long as it does not endanger anyone or interfere the view or use of others.
- 31)** Must have permit, must not flash or have unusually bright lights, Must be secure and away from right of passage, must respect neighbors, may have to be turned off after certain hour of day
- 32)** Maximum display time shall be shorter: one to two months would be enough
- 33)** 90 days for a banner is too generous. I support changeable signs not having flashing or animation. I find the fire hall sign at 2 and Steveston distracting when it flashes.
- 34)** As long as there is only one changeable sign allowed per business and it's not on public property. That means no boulevards and right of ways, road allowances etc. As for banner signs; does this mean 1 sign for 90 days or 15 signs for various lengths of time as long as they don't exceed

90 days?

- 35)** Banner signs should have an upper size limit beyond which proper engineering design and anchorage should be required to prevent potential liability to third party.
- 36)** We support the proposed bylaw with the additional comment that quality and intensity illumination must conform to general recognized guidelines regarding light pollution in urban areas and not cause distress to neighbouring residences.
- 37)** I am excited to see Richmond open to allowing electronic changeable copy signs. Daktronics is a manufacturer of these signs and we have helped draft bylaws for many communities across the US and Canada. For starters, I recommend the city adopt a standard to regulate brightness with ambient light. The industry standard is signs shall not exceed 0.3 foot candles (3.23 lux) above ambient light when measured at the appropriate distance. I would be happy to review the proposed language the city is considering for electronic changeable copy signs.
- 38)** Why banner signs must be attached to a wall? I oppose this change.
- 39)** Hmm, it seems that all the community centres will have trouble complying with proposal. I know that Thomson and West Richmond both have flashing & animation on their digital signs.
- 40)** As long as signs are safely secured. I don't care how long they are up for...they are the ones paying rent.
- 41)** Makes sense to me. Banners allow businesses to showcase something special. Interchangeable or electronic digital signs allow business to be flexible with their signage.
- 42)** Agree
- 43)** Proposed changes sound fine
- 44)** I agree with this
- 45)** I agree
- 46)** I agree with these proposed changes.
- 47)** Reasonable.
- 48)** Agreed
- 49)** No issues.
- 50)** Agree with proposed bylaw.
- 51)** Ok
- 52)** Looks good
- 53)** I support the proposed changes
- 54)** Proposal – good

- 55) This is fine.
- 56) I agree with the proposed bylaws.
- 57) Agree
- 58) I agree with this change.
- 59) Agree with proposed bylaw.
- 60) Not a problem
- 61) No problem with this bylaw
- 62) I agree with the proposed Bylaw with the proviso regarding size and language that I have noted in number 4.
- 63) I support the amendments for new sign types permit required.
- 64) I agree with the proposed bylaw
- 65) Agree
- 66) Agree with proposed changes
- 67) OK
- 68) I agree with the proposed changes to the bylaw.
- 69) No objections
- 70) I agree with the proposed changes.
- 71) Good
- 72) Agree
- 73) Agree
- 74) Good supposed changes
- 75) Ok
- 76) Agree
- 77) Agreed
- 78) Agree
- 79) Sounds good.
- 80) Okay
- 81) Ok
- 82) Seems fair
- 83) Sounds okay.
- 84) I believe the By-Law proposed is fair.
- 85) Agree with proposed bylaws
- 86) I agree

- 87) New proposed words I agree with
- 88) Good
- 89) Agreed
- 90) Agree
- 91) Ok
- 92) Agree with proposal
- 93) Fine by me.
- 94) Where is the English prominent note?
- 95) Must have English
- 96) Should only be in English or minimum of 50% in English including a description of what is being said/sold in English so that is clear
- 97) Must be in English
- 98) English as primary language – at least 50%
- 99) One language only English for everyone
- 100) All signs in Richmond need to be in English
- 101) English only
- 102) Great that you are showing signs with one of our National Languages....But this is not what we see in Richmond?
- 103) I think that there should be a requirement on ALL SIGNS that at least 50% should be in English/French our national language!!!
- 104) Bylaw needs to mandate the inclusion of English and French.
- 105) The banner signs should contain English if another language is being used on sign.
- 106) English, please
- 107) Interesting. So far, you have only shown English signage. The problems you are describing do not seem to be the English signs but the Asian ones. And I have absolutely no idea what those signs are saying.
- 108) Again this is Canada all signs must have English first
- 109) All these signs must have the English language on them.
- 110) I would like the English language on all signs and to be the first and in larger print so that we can all read them. What will happen if everyone only put there language on the sign in front of their store.
- 111) This is fine, as long as the signs display one of Canada's official

	<p>languages</p> <p>112) All looks good but the signs are in English. The problem is the signs that are not in Canada's official languages.</p> <p>113) And of course official Canadian language.</p> <p>114) English on all signs.</p> <p>115) ENGLISH</p> <p>116) The bylaw is fine again English and/or French must be included.</p>
<p>Community Partners and Organizations</p>	
<p>Comments regarding Construction Signs</p>	
<p>Public Feedback</p>	<ol style="list-style-type: none"> 1) Development/Construction Signs must be subject to permit fees. The sign of any sign must be restricted to 2ft x 2ft. No additional trade advertising signage should be permitted on the site or public property. Advertising on Fencing or Screening will be subject to a permit fee of say \$3000/month. 2) Disagree with fencing sign restriction. Should stay without restrictions. 3) Should include that construction sites must post what times and days they are allowed to operate during. Informing the public about this can reduce the amount of complaints to both owners of the construction site, complaints to the city, and complaints to the police. 4) You are missing a word after 28. Is it days, months, years? Also, the fence signs should probably require a permit just as the banner signs do; otherwise regular businesses can affix a banner to a fence as a loophole. 5) Do they really need to be that tall? I think 8 ft. would be plenty. The big ones just block too much. 6) I do not have a problem with fencing completely covered in advertising. 7) signs proposed are too large 8) Need to add "days" after 28 in by-law above. Support for this by-law change. 9) Advertising by contractors on the fences have a tendency to come off, and end up in someone's garden or on the street. Especially in the case of houses that take years to build. If they are allowed, should be no more than 25% in one location only, as opposed to all over the fencing.

- 10)** Proposed Bylaw should read '33% (ONE-third) of the total fence area.'
- 11)** proposed bylaw for signs on fencing seems again like bureaucracy overkill
- 12)** Signs are not permitted to be installed prior to the start of construction and must be removed no later than 28 WHAT after construction is completed.
- 13)** Current bylaw is sufficient regarding the number of signs. Signs should be limited on site fences and structures. This could quickly lead to clutter and development sites already take over the look and feels of neighborhoods. Fences and development sites are already messy as it is. I would like to see all fences cleared of signs. Except for warning signs or information signs about site contact...etc...
- 14)** While I agree with the proposed changes, I think that "set-back" of such signage should be addressed as well. Signage protruding or impeding public accesses, whether they be closeness to street corners or walkways should be considered.
- 15)** I would increase the 33% coverage of fence. Keep the construction site behind the fence- don't need so much visible. It is actually neater having the fence covered than open. At No. 4 and Westminster there are several banners on the fence -Benefit developers...and nothing has been happening at that site for a loooooooong time.
- 16)** Not sure why 28 days - when building is complete- sign should be removed within 7 days
- 17)** Note: Corrections are needed. Verbs and articles should not be omitted. I suggest you re-write as follows: All development/construction sites are allowed one sign per frontage. (How is frontage defined?) All signs require permits. THE size of freestanding signs is based on lot type: * A single or two-family lot is permitted one sign no larger than 3 sq. m (32 sq. ft.) in size and no more than 2 m (6 ft) tall. Signs must not be installed before the start of construction. They must be removed no later than 28 DAYS after construction is completed.
-
- Advertising and logos affixed to, or incorporated in, site fencing or screening must not exceed 33% (one-third) of the total fence area.
- 18)** These signs must be temporary and must be in English.
- 19)** The freestanding signs are too large for single family subdivisions. On my street, we could potentially have large signs on all lots except mine. And some buildings have taken close to a full 12 months to build. That is a long time for a large sign.
- 20)** I would like to see less red tape (and fees) for single or two family homes. Perhaps no permit if they meet certain requirements similar to

how some previous signage is proposed.

- 21)** "...a maximum of 33% (on-third) of..." Do you mean "ONE THIRD?" Yes but all signs MUST contain all information in ENGLISH.
- 22)** Change "signs are not permitted to be installed prior to the start of construction and must be removed no later than 28 days after construction is completed.
There should be no advertising and logos affixed to....the total fence area.
- 23)** Is this the same as an organization covering the entire fence with their logo? I remember the Olympics had very attractive signage covering the entire fence. I don't see a problem with companies doing the same
- 24)** Guideline and fine for violation can be provided, no permit to be required.
- 25)** I agree in general with the proposed bylaw, but not sure re restricting advertising on site-fencing or screening to a max of 33%. I feel some sites have full, closed-in fencing, to detract passers-by, possibly youth, who may see everything in the site and choose to go in! Rather, if they have logos, or similar, over the 33%, they must be approved by the City and obtain a permit.
- 26)** I don't think construction companies should be allowed such big advertising signs for their companies.
- 27)** All construction site signs should be accompanied by engineering design to prevent 3rd party liability. Irrespective of size of development, signs in site fencing should be installed at start of construction and removed no later than 28 days after construction is completed.
- 28)** We support the proposed bylaw with the additional comment that no signs shall block visibility (vehicles or people) or accessibility.
- 29)** Oppose to the proposed change that "all signs require permit".
- 30)** The current standard is appalling for re: fencing we should consider the visual impact these massive fences make. Why not restrict to two panels of 8 ft. fence per rd. and require all further fencing to be a standard foliage design. This is like the foliage prints placed on electrical boxes.
- 31)** Look up mesh hoarding in this case. It is a vast improvement on what you are looking at. www.google.ca search for printed+mesh+hoarding. If you allow random signs, you invite clutter.
- 32)** Unless safety is a concern, why is it even an issue that businesses want to advertise and put signs up?
- 33)** I believe routine inspection to check compliance is most important.
- 34)** I was more concerned with contractors/etc. placing ads on private property without permission from nor recompense? for the property owner. Personally, I'd want to get paid for such advertising on my

property, but that's not a matter for byelaws, so long as I have free choice in the matter.

35) I support more freedom, less restriction.

36) So are you going to go out to the site and check that the signs have been removed? I DO NOT want any signs on the construction sites with Canex, plumbing, toilet bin. These are in our neighbourhoods and are totally UN necessary. All it is free advertising for the companies take plunk their signs on the wire fences making us look at all the unnecessary clutter. What happened to business cards?

No business signs in the neighbourhoods only the good neighbourhood notice is necessary. That is all the neighbours need. We don't want any other languages on the signs either.

37) Should be even tighter. These signs are particularly unattractive.

38) Signs on temporary fencing are okay as it is informative regarding the development site and construction company and should include the real estate agent also. I do like the information signs on new sites that notify the public about trade laws and how late they can work and on what days

39) Temporary constructions signs should not be an issue. Time period makes sense.

40) That's too much regulation. Let people have any sign they want and need as long as their neighbor don't complain about it.

41) Do by-law officer patrol on Sundays to see when people are working under these signs.

42) Agree

43) Agree

44) Reasonable

45) Great

46) I agree with the proposed change

47) Agree

48) I am in agreement with the proposed bylaw changes re: construction signs.

49) Reasonable restrictions.

50) I agree. No further comments.

51) No issue with this.

52) Sounds good

53) Proposal – good

54) This is fine

- 55) I agree with the proposals
- 56) I agree with the proposed bylaw
- 57) I agree, some of these sites get ridiculous with their signage and it takes away from the safety required signs due to clutter.
- 58) Agree
- 59) Agree with the proposed bylaw.
- 60) Support all.
- 61) Agree with the proposed bylaw.
- 62) I support the amendments for construction signs.
- 63) I appreciate that you are trying to declutter the signs on property. Yes, I agree with this.
- 64) I agree with the proposed bylaw
- 65) Agree
- 66) Agree
- 67) Yup. Totally onboard with this.
- 68) I agree with the proposed changes to the bylaw.
- 69) No objections.
- 70) I agree with the proposed changes.
- 71) Okay
- 72) I like the proposed bylaw.
- 73) Agree
- 74) Use proposed changes
- 75) Agreed with the proposed changes
- 76) Ok
- 77) Agreed
- 78) I am OK with the proposed amendments.
- 79) Ok
- 80) Okay with me.
- 81) Once again I agree.
- 82) I believe the proposed By-Law is fair.
- 83) Agree with the proposed bylaw
- 84) Agree with new proposals
- 85) Agreed

- 86) Agree
- 87) Fine
- 88) Makes sense.
- 89) I agree with proposed bylaw. All signs should be approved.
- 90) Agree with proposal.
- 91) Agree
- 92) I support new changes.
- 93) Agree.
- 94) Change "signs are not permitted to be installed prior to the start of construction and must be removed no later than 28 days after construction is completed.
There should be no advertising and logos affixed to....the total fence area.
- 95) Where is the English prominent note?
- 96) Must be in English
- 97) Must be in English
- 98) Signs must be in English
- 99) Construction signs should be in English or minimum of 50% in English, including that the intent of the sign should be made clear to English speakers (not just names and phone numbers in English as what is currently happening)
- 100) Enforce one of the two official languages of Canada
- 101) Must be in English
- 102) Ok, and ENGLISH must be included in the message.
- 103) English primary language – at least 50%
- 104) The signage must be in English first.
- 105) They don't need so much advertising most of it is always in Asian making seem its only for them.
- 106) All signs in Richmond need to be in English
- 107) English only
- 108) Must have English on all signs so all residents of Richmond know what is being promoted.
- 109) English
- 110) All good...again only in the 2 official languages of Canada

	<p>111) ENGLISH OR FRENCH NEEDS TO BE A REQUIREMENT</p> <p>112) What about it being mandatory for ENGLISH to be on the sign. Many new developments are targeting a certain culture and eliminating English speaking residents from understanding what is going on with it. This should NOT be allowed.</p> <p>113) Bylaw needs to mandate the inclusion of English on signage</p> <p>114) All advertising should be in English first, then a second language</p> <p>115) All construction signs should be in English and French.</p> <p>116) English should be included on these signs</p> <p>117) Agreeable, as long as predominately English</p> <p>118) I think that signs in Richmond have to have English on them. When there are signs in a complete different language it creates a lot of resentment from English speaking residents who dont read or understand another language. I think they should have at least 50% English on every sign. When signs are in one of the official languages it creates barriers in the community, which leads to resentment and racism.</p> <p>119) All signs in Canada must have English first</p> <p>120) Ok – in English please at least 50%</p> <p>121) All these signs MUST clearly have the English language on them.</p> <p>122) But Chinese-only is perfectly OK? This misses the important points.</p> <p>123) This is fine as long as the signs have one of Canada’s official languages on it.</p> <p>124) Official Canadian languages must be applied too.</p> <p>125) ENGLISH</p> <p>126) Again, must have English and then any other choice of languages.</p> <p>127) Must be written in one official language and the official language font must be larger than any other language, written</p> <p>128) Yes. Clean up what is viewed as people drive by. Again English and/or French must be included.</p>
<p>Community Partners and Organizations</p>	

Comments regarding Free Standing Signs

Public Feedback

- 1) Free standing signs. Restrict to one sign per lot. Maximum height of 10 ft. Max sign of 3ft wide and 4 ft. high. Colours are to be black and white only to avoid distraction while driving. The signs are to be set back at least 10 ft. from the road and 2 ft. from the property line. Gas stations are permitted a sign area of 25 sq. ft. with a maximum mounting height of 30 ft. Commercial, marina, and institutional zones are permitted a sign area of 25 sq. ft. with a maximum mounting height of 10 ft. setback 10 ft. from the road and 2 ft. from the property line.
- 2) There should be a ratio of signs to lot size. Larger properties should be granted more than 3 signs - i.e. large shopping centres or business parks.
- 3) Agree with 30m frontage per sign. Disagree with 3 sign per lot limit. City should allow more signage for large commercial facilities such as malls, offices & big businesses. More signage sign area should be allowed for multi-tenant residential/agricultural & golf courses.
- 4) Because the multi-tenant signs risk being ugly and vary in quality, I would suggest that there be a consistent city-wide frame required for all multi-tenant signs. Consistent looking frames are used in some areas of California. All the main frames are the same for all shopping and industrial complexes and the individual stores slide their personal signs in. It looks classier.
- 5) I realize everyone wants their logo etc. on their sign but some of those signs are just too much of jumble for sore eyes, as the ones at the extreme ends above. They can put their logos signs on their building but maybe the joint one could be more uniform as the one at lower left.
- 6) Gas stations, commercial and industrial zones sign sizes should be reduced. No. 3 road and Bridgeport road are good examples of clutter and so many signs that each one loses its purpose.
- 7) I agree with the proposed changes to the current Bylaw, but again, I think that the number of business listed on each sign should be addressed. A free standing sign with too many businesses listed, and how they are listed are an impediment to the public.
For example: if there are many business, particularly if they are haphazardly listed, traffic flow can become a problem as drivers or those on foot cannot readily see what they are looking for in a quick glance.
- 8) Should not impede vision if driving into a site or exiting.
- 9) A bylaw ensuring that lights are checked regularly and serviced to prevent "ugly" dim and hard to read signs
- 10) Ah. Finally an equal problem sign picture. I suspect the signs in the proposed amendment are still rather large. I would prefer smaller ones.

11) The first sentence is ambiguous. Does it mean "Freestanding signs ARE allowed in most zones?" What is the significance of the rest of the sentence--"with fewer categories of sign sizes"? This is an example of a dangling modifier. The whole sentence needs to be clarified. I think you mean:

"Free-standing signs are allowed in most zones, subject to the restrictions on the number of signs and the sizes specified below:

- One freestanding sign is allowed per 30 m of frontage, to a maximum of three signs per lot.
- Multi-tenant residential ...ARE permitted a maximum sign area of ...
- Gas stations, commercial zones... (etc.) ARE permitted ...

12) "Freestanding signs in most zones" is ambiguous; which zones? What signs?

13) No need to restrict 3 signs per lot.

14) we need a lot less of those free standing signs, they are a real eyesore

15) too big

16) Glad there is a permit needed. I hope the signage will include English language in large letters than another language, so I can read it when I drive by

17) I'm not sure about impact of the regulations on the types of commercial signs pictured. They can be eye-sores but are also helpful, e.g., identifying stores in a centre without having to drive into the parking area and hunt.

18) Permanent free standing signs should not be allowed in single home residential zoned areas.

19) Another visual harassment. Maintain distance from street curb and maintain a minimum height to the bottom of the sign for clear sight lines. Perhaps more stringent on corners.

20) Too many companies advertising on one huge board is not effective and looks ugly. It is difficult to see the company you are looking for through all the small signs.

21) I am not sure that the proposed change to the bylaw addresses an issue I see with some of these signs: The examples at the top right and left are too busy to read quickly. As they are often aimed at the motoring public (especially the top left), the motorist's attention is distracted for too long.

22) How are the signs regulated so that they do not restrict vehicle driver's line of view?

- 23)** On this one, I can only say I wish there was a better, neater way of advertising than what is shown above in the first and fourth photo. Perhaps limit the colours used, or be more 'professional' as these look very wordy and messy. There is too much wording, particularly on the photo at top right. Perhaps just the name of the company and if needed, the actual address, something similar to the photo at lower left. Unfortunately having signs in two languages doubles the exposure but makes them very difficult for English-only people to find the company they are looking for.
- 24)** Just too much regulations!
- 25)** That's plenty of room for free/paid advertising.
- 26)** Must have permit, must conform. Font used should be tasteful and uncluttered.
Should be easy to read and only tell you that this is the place you are looking for, not out compete for business.
- 27)** I suggest not such a large sign. People are in flying over the area and do not require such large obtrusive signage. This is not Las Vegas. Drive around West Vancouver.
Shrink the allowable visual footprint.....too large. English and/or French must be included.
- 28)** Language on such signs should be 50% minimum in English. Due to their size on a generally large lot, consideration should be given to incorporate the street number at a standard designated location and format on the sign. This is to save the driving public the difficulty in locate a premise without driving in, parking the car and asking.
- 29)** We support the proposed bylaw with the additional comment that no signs shall block visibility (vehicles or people) or accessibility.
- 30)** Please allow flexibility in how large an electronic changeable copy sign can be. Sizing requirements for an effective changeable copy sign vary based on speed limit, how far the sign is setback, etc.
- 31)** No comments. But all existing signs that do not meet the restrictions shall be grandfathered.
- 32)** This is nicely done and simple.
- 33)** Agree
- 34)** Reasonable
- 35)** Proposed changes sound fine.
- 36)** Agree
- 37)** I agree with the proposed changes.
- 38)** I'm glad permits will be required.

- 39) No issues
- 40) Sounds good
- 41) These freestanding signs are easy to read from a distance and proposed sizes are acceptable.
- 42) Yes, makes sense
- 43) Proposal – good
- 44) This is fine.
- 45) I agree with proposals
- 46) I agree with the proposed bylaw
- 47) Agree
- 48) Agree with the proposed bylaw.
- 49) No issue – standardization on commercial signing seems to make sense
- 50) OK
- 51) OK
- 52) I support the amendments for free standing signs
- 53) I agree with the proposed bylaw
- 54) I agree with the proposed changes to the bylaw
- 55) No objections
- 56) I agree with the proposed changes
- 57) Okay
- 58) Seems reasonable
- 59) I like the proposed bylaw
- 60) Use proposed changes
- 61) Agreed
- 62) Ok
- 63) Sounds good
- 64) Ok
- 65) I agree with the changes
- 66) Sounds okay
- 67) I believe the proposed By-Law is fair

- 68)** I agree
- 69)** Agreed
- 70)** Good
- 71)** Agree with proposal
- 72)** I support new changes. Too m any shop names on a huge sing is too much. Too distracting and visual pollution.
- 73)** Change in these areas is not needed. Quit shipping the issue – non English signs is the issue.
- 74)** Where is the English prominent note
- 75)** Minimum of 50% English
- 76)** Only opinion on this is regarding language in that it should include predominantly English.
- 77)** Must be in English
- 78)** Must be in English
- 79)** Free standing signs should be required to have at least one of the national language, ENGLISHI OR FRENCH
- 80)** Free standing signs should be English or at least 50% in English, including the intent should be made clear to English speakers (i.e. not just the name and phone number in English so that English speakers don't actually understand what the sign is for)
- 81)** Free standing signs with multiple businesses and 2 languages is too busy and cluttered, makes giving the impression of a cheap strip mall
- 82)** Must be in English
- 83)** English as primary language – at least 50%
- 84)** All signage must be in English first and English must be the same size or larger than any other language.
- 85)** In English specify what type of business ie restaurant
- 86)** The first and 4th picture are horrible and unable to read properly while driving dangerous looking for English writing in all that
- 87)** All signs in Richmond need to be in English
- 88)** English only
- 89)** Must have English on all signs as the prominent language
- 90)** ENGLISH

	<p>91) I think there should be a requirement on ALL SIGNS that a least 50% should be in English/French our national language!!!</p> <p>92) Okay if in English</p> <p>93) Only in French and English</p> <p>94) Any signs displaying a business MUST have the English equivalent on it so that people can read what it is for. Any descriptions must be in English also. I have no problem with other languages but when it does NOT have English they are discriminating against those in the country that speak the official language and that is wrong.</p> <p>95) Bylaw needs to mandate the inclusion of English on signage</p> <p>96) All should be in English first, then a second language</p> <p>97) All free standing signs should be in English and French</p> <p>98) English, so I know where I am going, and what to expect</p> <p>99) Again, I feel signs should have to have English on them</p> <p>100) Language is my main issue, and safety. If both are met I see no reason to interfere.</p> <p>101) English first on signs</p> <p>102) OK – minimum 50% English</p> <p>103) All these signs must have the English language clearly translated on them.</p> <p>104) Don't get what this is all about. Do care when signs have messages in only one language which is other than Canada's official languages.</p> <p>105) These signs are not an issue as long as they are in English.</p> <p>106) The signs can display an ethnic language on it, but also must include one of Canada's official languages.</p> <p>107) All looks good as long as there is English on the signs.</p> <p>108) All looks good as long as there is English on the signs.</p> <p>109) All of these signs should also be in English. I have no idea what these Asian signs say. Super frustrating.</p> <p>110) Include official Canadian languages.</p> <p>111) ENGLISH</p> <p>112) Equally important to proposed bylaws of structure and size requirements, I feel, is the ability for the population to be able to</p>
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	<p>recognize the establishment with the English alphabet.</p> <p>113) Must have English</p> <p>114) English/French must be the largest font</p> <p>115) No problem English or French only</p> <p>116) Should also contain English as not all population speaks Chinese</p>
<p>Community Partners and Organizations</p>	
<p>Comments regarding Business Frontage Signs</p>	
<p>Public Feedback</p>	<ol style="list-style-type: none"> 1) Only a single sign must be permitted for each business. The sign must not exceed 1.5 ft. in height x 10 ft. in length. The sign must contain the unit/address number. 2) There should not be a restriction on this as it is impossible to police and is an unnecessary red tape. Restriction should be made such that a signage like this should be permitted as long as it is compliant with the fire code and building structural safety. 3) It is desirable to have rain awnings the length of the building. Does this allow signage size (printing) to be restricted to only part of the total awning size? 4) A maximum of one projecting sign / under canopy sign per business frontage. 5) I think these signs add to our community character, and I think they should include some sort of lighting. 6) I agree with the proposed Bylaw. Please note that in a prior question, I stated my 7) reservations towards placement of "sandwich or folding signs" and public access. The example shown under "Projecting, Canopy and Under Canopy Signs", you will 8) note that the allowable "walking area" in front of this business and the fold-out sign 9) is barely 50% ~ is this safe amount for those in wheelchairs, or mothers with strollers, or to those needing support from a companion? I think not! 10) I like canopy style especially if it's raining... 11) Notice BCAA has a sandwich board in walking area. Forgot to say they

	<p>should not be in pedestrian areas or sidewalks.</p> <p>12) I prefer the fascia and or with the projecting signs.</p> <p>13) Don't leave out the article and the verb! THE total area of all signs IS permitted to be...</p> <p>14) What about the height of the signs? Again, why no language provision?</p> <p>15) I agree with the proposed changes to the bylaw. However, exceptions would be nice for cinemas with a marquee in the hopes that one day Richmond may have some classic styled single stage/cinema theatre.</p> <p>16) Examples look reasonable. BUT 10 sq. ft. per 3 ft. of building frontage equates to a 3 ft. high continuous sign. I think ½ meter per 1 meter of frontage is cleaner. Signage must include ENGLISH!</p> <p>17) English, sandwich signs should not block side walks</p> <p>18) You're kidding, right? Why is there a limit? Is City of Richmond trying to use by law to make more money from by law fines? This is ridiculous.</p> <p>19) Must have permit, must include English, must not be hard to understand description. Should be as low profile as possible.</p> <p>20) Again too large. Most people are not blind. English and/or French must be included.</p> <p>21) I think this is fine. I notice the sandwich board...these are big and difficult for people in wheelchairs, or people with shopping carts or baby carriages. Try to keep signs off the front walkways; hanging fabric signs might be better.</p> <p>22) Street number in a standard format and location should be incorporated if not already done through a free standing sign as commented in #7.</p> <p>23) This type of sign is not the City's business. City shall not intervene.</p>
<p>Community Partners and Organizations</p>	
<p>Other comments regarding proposed amendments to Sign Bylaw No.5560</p>	
<p>Public Feedback</p>	<p>1) I am very happy to see that the city is choosing to address this problem. Shop windows cluttered with signage is negatively impacting the Richmond community. While I do think that signage in general should be reduced, it's also about type of signage. For instance, signage with a couple bigger images is far preferable to signage with a lot of little pictures and a lot of text/characters (which makes it look much more cluttered). I look forward to seeing this change in Richmond. Final point: there should be some sort of language requirements as well. Signs should have to be predominantly in English (both in terms of quantity</p>

and text/character size). Yes, still put other languages on the signs if need be, but the official languages of Canada must be adequately respected (and I do not feel they currently are).

- 2) My main concerns are that signs not limit visibility for drivers and cyclists and that they not impede pedestrians. I am also concerned about signage, particularly in a foreign language that gives no indication as to the business being advertised.
- 3) This is adding more unnecessary restrictions on an otherwise restrictive signage bylaw. Things need to be simplified and easy to enforce. Otherwise everyone will infract it and it will become a media firestorm.
- 4) There should be a concerted effort to limit the amount of clutter on a sign so that its intent is clear in as few words as possible. Clutter makes the road and surrounding area look junky/cheap.
- 5) I would like an allowance on commercial building signs for a clearly marked address with a minimum size and high contrast (i.e. black and white). On newer commercial buildings in particular, addresses are hard to find.
- 6) What about signs that are posted on light posts and telephone posts. The corner of Moncton and No 2 rd becomes really cluttered. A farmers market installed a blackboard sign on the telephone post to advertise their market days, it's this kind of clutter that becomes a distraction at a busy intersection and I'd like to see it removed.
I would also like to see restrictions on Restaurant signage in windows. It's not necessary to post a picture of every menu item in the front window.
- 7) Long overdue for changes. We need smaller signs rather than larger ones. Everyone who travels is impressed by cities that have small and carefully placed signs.
- 8) I appreciate the lack of billboards and advertising! I found some of the proposed bylaws a little strict and nitpicky though.
- 9) Continue to send out bylaw officers the educate businesses that do not use English on their signs and the explain the benefits to them
- 10) Will the bylaws be strictly enforced and will the penalties be severe enough so the rules are enforceable?
- 11) Too much regulation for signs!
- 12) Election signs need special regulation and attention:
 1. Not be erected on public property, or private property without prior consent.
 2. Size limit
 3. Spacing and number limit per 10 meter
 4. Removal within 2 days after election over.

- 13)** It's about time. Who will regulate this and what is the contact number?
- 14)** Signs are to be seen, content should be understandable, true & not misleading. English is the prominent language used with 80% coverage in size. There should be checking of signs with or without permits on a regular basis, or provide a platform for citizens to report any inappropriate signs. Public safety is of utmost priority, any damage caused by unsafe signs should have bigger consequences for owners.
- 15)** Artistic and creative right of the design should be respected. Permit not to be demand as much as possible. Guideline or suggestions and examples can be provided.
- 16)** An important issue that currently often detracts from the aesthetic beauty the City strives to achieve. The proposed changes appear to provide the opportunity to advertise/inform without being too restrictive. Hopefully a reasonable balance.
- 17)** What are the costs anticipated in monitoring the new bylaw? Will more staff be needed?
- 18)** Are there any changes proposed to assist with visibility of addresses? This could help emergency workers to respond quicker to harder to find addresses.
- 19)** What is involved in the permitting process? Is there a cost to it? Will the city limit how many permits are given out? If not, why have a permitting process, why not just specify limits of sign size, location etc.
- 20)** I support the changes to beautify Richmond. The signs have gotten out of hand. I worry about people with mobility and visual issues. I hope that the new changes pass and that they are upheld. Fines should be issued to those that don't comply. The fines should be enough that business owners don't just think of them as a cost of doing business.
- 21)** Overall, I think the City is intervening too much.
- 22)** This works in most communities we've worked in
- 23)** Agree
- 24)** Seems fine
- 25)** Agree
- 26)** I am in agreement with the proposed changes
- 27)** Ok
- 28)** Ok
- 29)** They all seem to be acceptable
- 30)** Agree with these examples
- 31)** I support the proposed changes

- 32) Proposal – good
- 33) This is fine
- 34) I agree with the proposed bylaw
- 35) Agree
- 36) Agree
- 37) Agree with the proposed bylaw
- 38) OK
- 39) Ok
- 40) Okay if in English
- 41) I support the proposed Business frontage signs
- 42) I agree with the proposed bylaw
- 43) I agree with the proposed changes
- 44) Okay
- 45) I like the proposed bylaw
- 46) Use proposed bylaw
- 47) Agreed with proposal
- 48) Ok
- 49) Agreed
- 50) I am ok with this proposal
- 51) Yep
- 52) Ok
- 53) Okay
- 54) Sounds great.
- 55) Ok
- 56) These are the signs that are necessary for any business. The examples are all excellent.
- 57) I agree
- 58) Sounds okay
- 59) I agree with the proposal
- 60) I agree
- 61) Agreed

- 62) Good**
- 63) Agree**
- 64) I agree with the proposal. There are many building styles, thus many ways signage can be applied. I don't see a problem with any of the samples above.**
- 65) Cool. Pretty straightforward.**
- 66) Agree with proposal**
- 67) I support new changes.**
- 68) We support the proposed bylaw.**
- 69) Change in these areas is not needed. Quit skipping the issue – non-English signs is the issue.**
- 70) Where is the English prominent role?**
- 71) Minimum 50% English**
- 72) Must have English**
- 73) The use of sign language should be included to reflect that English or French should be one of the languages displayed.**
- 74) Must be in English**
- 75) Signs must in English – and avoid the clutter of foreign characters**
- 76) Good restrictions. But what about requiring at least 50% of the text of the sign must be in the Roman alphabet? English and French are the official languages of Canada.**
- 77) Business Frontage signs should be English or at least 50% in English, including the intent should be made clear to English speakers (i.e. not just the name and phone number in English so that English speakers don't actually understand what the sign is for)**
- 78) Non-English language text should not exceed 50% of its English translation and should not exceed in size in compare with the English text.**
- 79) No issue. Support of more specific language to describe by-law.**
- 80) Must be 80% English**
- 81) English as primary language – at least 50%**
- 82) English should be the primary language in all business signage**
- 83) No problem as long as English is first and the same size or larger**

than any other language.

- 84)** Largest in English specify what the business is ie Restaurant
- 85)** The size isn't the issue it's the jamming of two languages when only should be there
- 86)** All signs in Richmond need to be in English
- 87)** English
- 88)** Only in English and French
- 89)** Bylaw needs to mandate the inclusion of English on signage
- 90)** All Business Frontage signs should be in English and French
- 91)** Language should be based on 50% English
- 92)** Signs should include English as one of the languages on the sign
- 93)** English
- 94)** English needs to be first on signs this is Canada
- 95)** Ok – minimum 50% English
- 96)** All these signs must have the English language clearly translated on the
- 97)** But if not legible to citizens not educated in Chinese they are perfectly fine? Seems size is a much lesser issue compared to that
- 98)** These signs are not issue as long as they are in English
- 99)** The signs can display an ethnic language, but must also include one of Canada's official languages
- 100)** All is good as long as English is on the signage
- 101)** Must have English
- 102)** No problem English or French only
- 103)** I'm very glad this is happening, as it seems overdue. I hope it will be enforced; if it is, it should make a substantial positive difference.
- 104)** Thank you for the sign clean up initiative.
- 105)** All look reasonable.
- 106)** It seems futile at this point and the reason I don't even attend council open houses is because they have shown without a doubt that they have no political will to address these problems and have caused division for years. KNOWINGLY. Attending open houses is all too frustrating the administration is clearly

disengaged.

- 107)** This seems fair and reasonable.
- 108)** You have done a very good job on the proposals. I hope they will all be passed.
- 109)** Thanks for keeping our city from turning into a commercial sign wasteland.
- 110)** Thank you for creating an easy way to provide feedback on the sign bylaw amendments.
- 111)** All signs much contain English and, if necessary, any other language.
- 112)** Why do our ELECTED officials keep ignoring the non-English sign issue? As a native-born Canadian, and a long term resident of Richmond, I feel like a stranger in my own land in many areas of Richmond. Many of our friends have moved out of Richmond due to feeling the same way, and I too am leaning that way.
- 113)** If no bylaw about English language being prominent- Then this sign bylaw is gutless and will serve no purpose.
The issue here is that the absence of ENGLISH- prominent in many signs in Richmond has caused much social friction. The newcomers feel emboldened to do this in Richmond as council are politically unable to confront this issue. In Vancouver you do not have this issue as there seems to be more of a check and balance in that city about being more inclusive.
- 114)** Prime language on signs should be in English or French.
- 115)** Disappointed that there is no consideration of language on signs.
- 116)** Didn't see any g about language.
- 117)** Signs must include English, right?
- 118)** There should be an English requirement!
- 119)** At least 50% of the text of any sign must be in English and/or French. They are, after all, the official languages of Canada.
- 120)** PLEASE, all signs should have enough English on them so you know what the business is or what the sign is about. This is Canada and we have 2 official languages - English and French. If we don't promote those, we'll forever be in the dark about too many local businesses whose owners don't have to acculturate to our nation.
- 121)** As a long term resident of Richmond, I implore you to include some language around the English language in the proposed by-

laws. This can be that at a minimum 50% of the sign should be in English INCLUDING the intent of the sign. If the sign is 50% in Chinese but the English portion conveys no actual meaning to non-Chinese speakers, than the intent of the sign is lost, as is community spirit.

122) English must be on all signs.

123) Although not addressed in Sign Bylaw No.5560, Richmond needs to address or propose a clear policy/bylaw on how we deal with non-English languages on signs. I have no issue if there are non-English language signs but English should be prominent. We should be able to feel comfortable in our own community.

124) Signage should contain either English or French, the two official languages of this country.

125) Bylaw should dictate that the largest print and the majority of the sign is in English. Other language is secondary.

126) Enforce that every sign must have 1 of the two official languages displayed. In several instances, I don't know what is being advertised as I can't read it

127) Disappointed that there is no English language requirement. The current policy or policies have failed and you just don't know it.

128) This survey has totally ignored the "language issue" as pointed out in some detail a few years ago by Starchuck & Merdianian (sp?). While perhaps not quite so flagrant now, it is still blatantly obvious in many West Richmond neighbourhoods.

129) All signs must have English translation.

130) Multi- lingual business signs need to include English as a primary language. To ensure fair consumer practices - all customers should receive the same information.

131) This sign consultation would have had better use and a more effective impact if it directly addressed the core issue - which is the racism/xenophobia in our community that leads certain groups to feel offended by the presence of Chinese signs. The topic of signs has become a platform for verbal attacks against the Chinese community in Richmond who are blamed for "not integrating" based on white nationalist standards. These proposed sign bylaw changes seem obscure and don't get at the root problems that initiated the consultation.

132) I think that all signs should have a minimum of 50% English in the

sign.

133) First and foremost, ALL signage must be in English and the English must be the same size or larger than any other language used. I am Canadian and I am tired of seeing foreign signs I cannot read.

134) Where is the language requirement aspect of the sign bylaw? I think it should be absolutely mandatory to have English as the prominent language on ALL signs. We should look at Quebec for their standard of the French language being prominent. We lose our identity when we let the language requirement disappear; that is why the Quebec government requires it. How can someone call 911 for help when they can't read the sign due to it being in a FOREIGN language, never mind being in an official language of Canada. If I can't read the language on the sign due to it being a non official Canadian language then I am being culturally omitted; it's paramount to "if you are not Chinese you are not welcome here".

135) Please English only be fair to everyone.

136) All signs in Richmond need to be in English.

137) English or French only.

138) Did I miss the question about English signage?

I think in Richmond we should know what the signs say. In English or French

139) I feel that ALL signs in Canada should have English and or French as the main language on them.

140) English needs to be a requirement on all signage and it should be the prominent language on all signage. Please note that I am a resident of Richmond and I own a business in Richmond too.

141) All signs should be in ENGLISH

142) I sincerely wish that Richmond City would enact bylaws requiring all signs be mostly in English. If that's already the case, why is this not enforced?

143) I cannot believe that the topic of language has not been brought up with respect to signs. This is a MAJOR issue in Richmond. I grew up here and now feel as though I am not welcome into the majority of the stores because I cannot even read what the stores are supposed to be. I take this as a clear indication that "I am not welcome". This is completely unfair. There SHOULD be a rule that at least 50% of the sign be in English.

- 144)** I would like signs to have English on them.
- 145)** Don't want to see any other languages displayed then English or French.
- 146)** I hope I made it clear that the major concern on signs in Richmond is language. Everything else is a distraction. If you really want to know what residents think, address language. Also, this wasn't advertised very well. I suggest turnout would be much higher if language was being addressed.
- 147)** Please take to heart what English speakers are saying about signage in Richmond. There needs to be a bylaw as just 'being aware' of issues is not enough theses days. In some areas of Richmond, I do not feel welcome as I cannot read or understand the signs. That is a scary thought for many residents and one the City should take seriously.
Safety should be first and foremost when it comes to many signs.
- 148)** Bylaw needs to mandate the inclusion of English on signage.
- 149)** All signs should be in English first, then a second or third language
- 150)** I believe signs that are already displayed with total Chinese language City Hall should make all business owners to amend into English first.
- 151)** Please ensure that while we live in a country of mixed cultural backgrounds that equality of languages are used –
- 152)** Overall, I think having English (one of our national languages) should be required on all signage. Having the main sign in another language is fine, but at least have some English on the sign so it's more inclusive and inviting to all Richmond Residents or other visitors.
- 153)** I strongly feel that EVERY sign needs to have English on it.
- 154)** I think that signs in Richmond have to have English on them. When there are signs in a complete different language it creates a lot of resentment from English speaking residents who dont read or understand another language. I think they should have at least 50% English on every sign. When signs are in one of the official languages it creates barriers in the community, which leads to resentment and racism.
- 155)** Please, I kindly request you to consider where signs are placed in accordance to pedestrians, and to review the language on the signs. My personal preference is English, with French and in small letters any asian language desired. I perceive that immigrants

come to our wonderful country to enjoy our rights, freedoms, culture and that includes language. It's insulting to them to pander that they are unable to learn or become one of our great multi-cultural country. At least, that's how I perceive it.

156) They must contain at least 50% English language in identical translation.

157) It seems a lot of money went into this website, in order to make more bureaucracy, when the real issue with signs in Richmond is....Language! Please deal with that!

People who don't speak Chinese are being discriminated against on a daily basis, and this city doesn't care.

I love Chinese culture and I just want to be apart of my city and this rich culture. I don't want to be a stranger in the city i have been living in for the past 35 years.

158) I think council should take action and ensure English is on all signs. It is not racist, but adds the opportunity for residents to learn English which in turn, creates more sense of community. It's been dragged out far too long.

The less clutter, the better!

159) I hope you provide a glossary of definitions somewhere in these bylaws.

You must be aware that community tension is increasing in Richmond, despite some efforts by individual citizens and groups to reach out. Reducing the clutter of signs will be an aesthetic improvement only. City Council must grasp the fact that signs with no English on them, or just the very small lettering of an English word or two, are a daily, highly visible signal that English is not valued. Other municipalities have had the courage to address this problem. It's well past time that Richmond did so too.

160) My problem is with no English on signs.

161) Language needs to be addressed, as in requiring 40% (# of letters, & area of sign text) to be in English.

162) I have just one 'major' objection to the new by-law; that is the exclusion of 'language content' appearing on any sign. I believe this one element is a major driver of why the concern over signage was raised to council in the first place. Canada and by default BC and Richmond has two "official" languages: English and French. I completely understand the wish of certain businesses etc. to include an additional language on a sign. However; the inclusion of

any language other than English or French must be completely subservient to our official languages. This opinion is in no way meant to be racist or bigoted it is merely an enforcement of the law of the land and a consideration of the importance and position of the two official languages of Canada. By excluding the use of language in the new by-law council has by default skirted the edges of the envelope to engage a by-law that can be considered racist or bigoted against the use of English or French and those who have always communicated in either or both of the official languages of Canada. Accommodation of all cultures is a Canadian tradition and welcomed by all. However, the use of our official languages has always and must be paramount to the general use of any other/s.

163) All signage must include the translation in English language on them. No signs should be permitted that cannot be read by the general public. Its a safety issue and as well, it shows inclusiveness into posting signs in one of the two official Canadian languages. If had my way, all signs would have ENGLISH and FRENCH on them.

164) I expected to see bylaw changes requiring signs to include one of the official Canadian languages.

165) Languages should have been included – ENGLISH language (and French if required) must be on sign at minimum

166) Feel strongly language needs to be regulated that English and/or French needs to be the primary language in the largest print

167) Like many detailed things that change bylaws I am surprised you did not bury these changes. Why did you consult us about such technicalities? What we should really be consulted about is exclusionary language in the public space in Richmond. Where is common sense?

168) I believe al signs should have English language on them for it to be larger and first.

169) De-clutter the signs and make them legible and in English.

170) I am disappointed to see there was not one single question related to language on the signs. I would like to see at the minimum at least English and or French, in addition to another language other than English or French if the that language is posted. In fact, as i write this, I am shocked that you did not address this issue. I find it disturbing and insulting that I feel like a foreigner in a city that my family help build and make it what it is or should say was. Please address the sign. Hiding your head in the sand is only

making people angrier and frustrated, thus you find extremists starting to get into the act. Wake up....

- 171)** language should be part of this and all signs should feature Canada's official languages, If another language needs to be added it should be added in a significantly smaller size.
- 172)** It should be noted that all signs should have English on them. Bilingual signs are ok, but foreign language only signs are very irritating. It separates us from our neighbours.
- 173)** I have no issue with signs in a ethnic language, but must also include English.
- 174)** Please be aware of the need for predominately English language on the signs or symbols that are multicultural.
- 175)** I would like to see some English on all signs. I am adventurous and would like to visit a shops catering to different cultures but need a clue as to what they are promoting.
- 176)** The city of richmond has done a very poor job addressing the signage issue. The city cannot address Translink, some of the bus shelters and benches, mail, pamphlets, newspapers, vehicles, Skytrain, menu's, inside of businesses. Very disappointed. The city should be going to the Provincial Government and asking for a language law. I am sending a more detailed letter.
- 177)** Where are the issues about the language used? I was expecting an opportunity to review changes regarding this matter. This is Canada - our official language must be represented on all signage. This is one of the issues that is contributing to the destruction of our community and the City needs to take a firm position. Remember, this is Canada and our official language is English, not Chinese. Please stand up for those few of us who are in Richmond and are not Chinese - we matter too.
- 178)** I am concerned with the lack of English on some of the signs. I think this is a potential hazard as in an Emergency, everyone needs to be able to describe their location based on easily recognizable signage.
- 179)** Get the official Canadian languages right on all signage.
- 180)** Signs must be in English or contain English / French
- 181)** English
- 182)** Nothing has been mentioned about the languages on these signs. They should be predominantly English!!!

- 183)** I believe this is a positive step forward by Staff to standardize signage but most importantly is ensuring the signs are in English first.
- 184)** Signs should be in one of Canada's official languages and not catering to one specific ethnic group. Not all ethnic groups are given the same leeway which discriminates against immigrant who are not part of a large ethnic group. Requiring all signs be in one of our official language levels the playing field.
- 185)** I have no objection to Asian signs. They are advertising to a specific clientele and obviously an English-only person does not need to read it.
- 186)** I think that if we want integration not segregation, we must have English, the language of our country on all signs, (this does not prohibit any other language added below.)
- 187)** Those signs written without English or French must be fined and removed.
- 188)** We didn't see any mention of language requirements for signs?
- 189)** All signs must be in ENGLISH first and if need to also in different language
- 190)** I am very discouraged by the lack of English on many signs. This is a huge failing by council and by the city. It needs to be corrected. Do what must be done. The lack of English is not inclusive and paints a very unattractive picture of Richmond to many residents and visitors.
- 191)** All signage to be in English first, other languages as space permits
- 192)** You have not covered the issue related to language on signage within this survey. As with product labelling in Canada, which requires the two official languages, the sign bylaw should stipulate the use of at least one official language along with the vender's preferred language (eg. german/english, french/english, Thai/english, punjabi/english, cantonese/english, mandarin/english, tagalog/english...etc.
- 193)** The real problem is not addressing language. French or English - anything else says caucasians not wanted.
- 194)** I am disappointed that language is not being addressed in this bylaw. Foreign languages are dividing the community and hurting people. This will continue until we address language. This is a core

	component of community inclusiveness and cohesiveness. 195)
Community Partners and Organizations	

Comments and Actions Resulting from Sign Bylaw Change Consultation

	Topic	Public Comment	Recommended Action
SIGNS NOT ALLOWED			
1	Sandwich boards	<ul style="list-style-type: none"> • Very little community support in general • Concern regarding accessibility for wheelchairs and strollers • Some suggestion for “special zones” 	<ul style="list-style-type: none"> • Do not allow on City property. • Restrict display to the first 30 days that a business is open (aligns with current requirements).
2	Community Event Signs	Strong support for these but need clarification on size, placement and what types are allowed.	Will allow these on City property, with City approval. This will allow for signs in parks during and before an event.
3	Blade & Inflatable	<ul style="list-style-type: none"> • Mixed comments • Some support for these “fun signs” • If there is no copy area on the flag sign, is it still a sign and therefore not permitted? 	<ul style="list-style-type: none"> • Maintain ban of blades and inflatable signs due to safety. • Allow some provision for temporary signs as part of city approved public events.
SIGNS ALLOWED WITHOUT A PERMIT			
4	Drive-through	Size should be further restricted to be “reasonable”	Evaluate size requirements, allow signs without permit.
5	Community Special Event Signs	Should have more flexibility to be permitted on city property	Refer to 2 above
6	Home-based business	Some comments do not seem to support signage for these in residential zones.	Signage is important for wayfinding, introduce permit required for this type.
7	Open House Signs	<ul style="list-style-type: none"> • Strong desire to regulate and mixed comments for more or less restriction. • One constant response is the perceived lack of enforcement particularly on weekends when open houses occur. • Should require permission by property owner 	<ul style="list-style-type: none"> • Add time restrictions. • Provide clear language in bylaw on sign placement. • Provide proactive enforcement and increased fines. • Develop educational brochure for real estate agents to explain rules & consequences.

SIGNS ALLOWED WITHOUT A PERMIT			
10	Real Estate Sign	<ul style="list-style-type: none"> • Conflicting comments on the appropriate length of time to permit them after the completion of sale • Max. 32 sq. ft. may be too big 	<ul style="list-style-type: none"> • Provide different size regulations for one/two family vs multi-family or commercial listings. • Provide proactive enforcement • Develop educational brochure for real estate agents to explain rules.
NEW SIGN TYPES			
11	Window Signs	<ul style="list-style-type: none"> • Be more specific: plain translucent/opaque vinyl over the entire window should be explicitly permitted. • Up to 25% copy area (image + text) – no permit • Anything above – permit required • The use of language other than English/French is of most concern with window signs based on the response pie chart 	<ul style="list-style-type: none"> • Provide clear language in the new bylaw describing window signs. • Require permits for coverage greater than 25% so that content can be discussed. • Require Development Variance Permits for coverage above 50%.
12	Changeable Copy Signs	<ul style="list-style-type: none"> • Flashing signs not supported • Brightness of any lit signs are of concern • Run-on LED lettering permitted? This is as distracting as flashing/video • Max 1 per business 	<ul style="list-style-type: none"> • Include requirements that electronic signs have light sensors (to dim brightness at night). • Prohibit all types of flashing signs.
14	Banner Sign	<ul style="list-style-type: none"> • Mixed response regarding size and length of time. • Must be securely fastened 	<ul style="list-style-type: none"> • Allow banners for up to 90 days. • Introduce requirements on placement and size of banners.
	Construction Fence Signs	<ul style="list-style-type: none"> • Concerns regarding size and height. • Permits should be required. • Mixed response on amount of commercial content to be allowed. 	<ul style="list-style-type: none"> • Advertising allowed on fences without a permit but fence height is restricted.

NEW SIGN TYPES			
	Freestanding Construction Signs	<ul style="list-style-type: none"> • Signs should be removed when construction is over. • Mixed responses to size permitted. • Signs on larger sites should be allowed to be larger. 	<ul style="list-style-type: none"> • Permit required for all freestanding signs, including on construction sites in order to ensure structural safety. • Introduce provision for max height to be determined by site frontage.
SIGNS REQUIRING PERMITS			
12	Freestanding Signs	<ul style="list-style-type: none"> • Restrict number of signs allowed per lot. • Ensure adequate setback and visibility around sign. • Some signs are too big. 	<ul style="list-style-type: none"> • Include provisions in bylaw for setbacks and vertical clearance • Include requirements for smaller signs in residential and AG zones • Maintain max heights at current levels
12	Business Frontage Signs	<ul style="list-style-type: none"> • Preference for canopy signs to incorporate weather protection • Prefer projecting signs over sandwich boards. • Too many signs allowed. 	<ul style="list-style-type: none"> • Limit total number of business frontage signs but allow businesses to decide on sign type • As with other sign types, requiring a permit allows staff to educate business on provisions to provide community harmony.

Existing and Proposed Sign Permit Fees

Permit Fee Type	Current Fee	Proposed Fee	Surrey
Base processing fee (creditable to application fee)	\$52.50	\$80.00	\$73
Fee based on sign area (awning, banner, canopy, changeable copy, fascia, mansard roof, marquee, projected-image, projecting, under awning/canopy, window signs (>25%)	\$52.5 (up to 5m ²) \$69.25 (5-15m ²) \$104 (5-25m ²) \$140 (25-45m ²) \$186 (45-65m ²) \$232 (>65.01m ²)	\$100 (up to 15 m ²) \$200 (15-45m ²) \$350 >45m ²	\$160.00 (up to 3m ²) \$237.00 (3m ² -6m ²) \$315 (>6m ² -10m ²) \$396.00 (>10m ² -15m ²) \$474.00 (>15m ² -18m ²) \$632.00 (> 18.6m ²)
Fee for new freestanding signs: <ul style="list-style-type: none"> • Up to 1.2m² • Up to 3.0m² • Up to 9.0m² • Up to 15.0m² 	\$52.5 (up to 5m ²) \$69.25 (5-15m ²) \$104 (5-25m ²)	\$200 (up to 3m ²) \$400 (3-9m ²) \$600 (9-15m ²)	
Fee for temporary construction freestanding signs: <ul style="list-style-type: none"> • First year • Each additional 6 month period 		one/two family: \$100, \$50.00 for each additional 6 months. 3+ family construction: \$200, \$100 for each additional 6 months	First year: \$215.00 Each additional 6 month period: \$108.00 Removal bond: \$500
Fee for home-based sign	\$52.50	\$80.00	
Permit processing fee for a sign without a permit		2x actual permit fee	



CITY OF RICHMOND

SIGN REGULATION

BYLAW NO. 9700

EFFECTIVE DATE –

CNCL - 801

CITY OF RICHMOND

SIGN REGULATION
BYLAW NO. 9700

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SIGN REGULATION BYLAW NO. 9700

The **Council** of the **City** of Richmond enacts as follows:

PART 1 - GENERAL PROVISIONS

- 1.1 No person shall **erect** a **sign** in the **City** of Richmond except as permitted by and in accordance with this Bylaw.
- 1.2 This Bylaw does not permit a **sign** unless it expressly permits a **sign** of the relevant type in the zone in which the **sign** is proposed to be located.
- 1.3 The **Director** or a person authorized by the **Director**, may immediately and without notice, remove any **sign** located on **City** property in contravention of this Bylaw.
- 1.4 No person shall, having been ordered by the **Director** to remove a **sign** that does not comply with this Bylaw or to alter a **sign** so as to comply with this Bylaw, fail to do so within the time specified in the order.
- 1.5 No person shall, having been ordered by the **Director** to stop work on the **erection** of a **sign**, continue such work except to the extent necessary to mitigate any safety hazard that would result from the cessation of work.
- 1.6 No person shall obstruct or interfere with the entry of the **Director** on land or **premises** that is authorized by Section 1.7 of this Bylaw.
- 1.7 The **Director** may enter on any land or **premises** to inspect and determine whether the regulations, prohibitions and requirements of this Bylaw are being met.
- 1.8 Any person who contravenes this Bylaw commits an offence and is liable:
 - 1.8.1 on conviction under the *Offence Act*, to a fine not exceeding \$10,000;
 - 1.8.2 to such fines as may be prescribed in Notice of Bylaw Violation Dispute Adjudication Bylaw 8122;
 - 1.8.3 to such fines as may be prescribed in Municipal Ticket Information Authorization Bylaw No. 7321; and
 - 1.8.4 to such penalties as may be imposed under the *Local Government Bylaw Notice Enforcement Act*.

- 1.9 The **Director** is authorized to issue permits required by Part Three of this Bylaw, and is authorized to prescribe, for that purpose, the form of permit application and permit.
- 1.10 The **Director** may, in writing,
- 1.10.1 order the removal or alteration of any **sign** that does not comply with this Bylaw, including any structure that supports the **sign**; and
 - 1.10.2 issue and post on the site of a **sign**, in a form that the **Director** may prescribe for that purpose, an order to stop work on the **erection** of the **sign** if the work contravenes this Bylaw.
- In the case of an order directed to an occupier of land who is not the owner, a copy of the order shall be provided to the owner.
- 1.11 In the case of a **sign** that poses an immediate hazard to persons or traffic, the notice given to the owner or occupier under Section 1.10.1 may be verbal but in such cases the **Director** shall confirm the notice in writing.
- 1.12 A person who applies for a permit required by Part Three this Bylaw shall provide all of the information required by the prescribed application form and pay the application processing fee specified in the Consolidated Fees Bylaw No. 8636. The application processing fee is not refundable and shall be credited to the permit fee if the permit is issued.
- 1.13 An application for a permit that is made by an occupier of land who is not the owner shall be authorized in writing by the owner, in the manner indicated on the prescribed application form. In the case of an application for a **projected-image sign**, the application shall also be authorized by the owner of any separate **premises** from which the image is proposed to be projected.
- 1.14 A person who obtains a permit required by this Bylaw shall pay the permit fee specified in the Consolidated Fees Bylaw No. 8636.
- 1.15 The issuance of a permit pursuant to this Bylaw does not relieve any person from any requirement to obtain a building permit, electrical permit, development permit or other permit required by any bylaw of the **City** in respect of the **sign**, or to obtain the **City's** permission to place a **sign** on public property unless this Bylaw expressly indicates that such permission is not required.
- 1.16 Every **sign** that is within the scope of this Bylaw shall be maintained in serviceable condition, including such repainting and replacement of **copy area** as may be required to present a legible message.
- 1.17 This Bylaw does not apply to:
- 1.17.1 **signs** regulated by Election and Political Signs Bylaw No. 8713;
 - 1.17.2 **signs** posted in accordance with Development Permit, Development Variance Permit and Temporary Commercial and

Industrial Use Permit Procedure Bylaw 7273, Noise Regulation Bylaw 8856, Richmond Zoning Bylaw 8500 and other **City** bylaws enacted from time to time;

1.17.3 **signs erected** or placed by the **City** for municipal purposes; or

1.17.4 **signs** on the backrest of benches placed on public property with the written approval of the **City**.

PART 2 - SIGNS PERMITTED WITHOUT PERMITS

2.1 The following types of **signs** are permitted without permits in the zones indicated by the symbol √, provided that the **sign** complies with the standards, limitations and requirements specified in this Part in respect of that type of **sign**:

Sign Type	Agriculture and Golf Zones	Residential Zones	Other Zones
Address signs	√	√	√
Community special event signs	√	√	√
Construction fence signs	√	√	√
Directional signs	√	√	√
Drive-through signs			√
Fascia signs			√
Flags	√	√	√
Instructional signs	√	√	√
Plaques	√	√	√
Open house signs	√	√	√
Real Estate signs	√	√	√
Sandwich board signs			√
Small window signs	√		√

- 2.2 Address signs** must comply with Fire Protection and Life Safety Bylaw No. 8306.
- 2.3 Community special event signs** must:
- 2.3.1 not exceed a **height** of 2.0 m or a **sign area** of 3.0 m²;
 - 2.3.2 not be displayed for more than 30 days preceding the event nor more than 7 days following the event;
 - 2.3.3 not be placed on **City** property without the written approval of the **City**; and
 - 2.3.4 not exceed one **sign** per lot **frontage**.
- 2.4 Construction fence signs** must:
- 2.4.1 have a **copy area** not exceeding 33% of area of the fence to which the **sign** is attached or forms a part of, on any lot **frontage**;
 - 2.4.2 not exceed a **height** of 2.0 m in the case of a **sign** associated with the construction of a one-family or two-family residential **premises**, or 3.0 m in the case of any other **construction fence sign**;
 - 2.4.3 not be displayed prior to the commencement of construction, or more than 28 days following completion of construction;
 - 2.4.4 not be illuminated; and
 - 2.4.5 not exceed one per lot **frontage**.
- 2.5 Directional signs:**
- 2.5.1 must not exceed a **height** of 1.5 m or a **sign area** of 1.2 m²; and
 - 2.5.2 are limited to two **signs** per entrance to or exit from the **premises** on which they are located and are unlimited in number elsewhere on the **premises**.
- 2.6 Drive-through signs:**
- 2.6.1 must be located at the vehicular entrance to the **premises** to which they pertain or adjacent to a drive-through aisle; and
 - 2.6.2 are limited to two per drive-through aisle.
- 2.7 Fascia signs** are limited to one per **premises**, each with a maximum **sign area** of 0.2 m², and otherwise must comply with the requirements for **fascia signs** in Part Three other than the requirement for a permit.
- 2.8** Flagpoles displaying flags must not exceed 6.0 m in **height** and must be so located that every part of the flag attached to the flagpole remains within the perimeter of the lot on which the pole is located, in all wind conditions.

2.9 Instructional signs:

- 2.9.1 may be **fascia** or **freestanding signs**;
- 2.9.2 must not exceed a **sign area** of 0.5 m²;
- 2.9.3 must not be illuminated; and
- 2.9.4 are limited to four per building, **premises** or lot to which the **signs** pertain.

2.10 Open house signs:

- 2.10.1 must not exceed a **height** of 1.0 m or a **sign area** of 0.6 m²;
- 2.10.2 must not be illuminated;
- 2.10.3 must not be placed more than 60 minutes prior to the commencement of the sales event and must be removed within 60 minutes of the termination of the sales event;
- 2.10.4 must not be displayed for more than 5 hours in a day;
- 2.10.5 must be spaced at least one city block apart if the **signs** pertain to the same real estate listing;
- 2.10.6 may be placed on a boulevard located between a sidewalk and private property or, if no sidewalk exists, between a road and private property, but must not be placed on any other boulevard or median, and must not obstruct pedestrian or vehicular traffic, or sight lines at intersections; and
- 2.10.7 are limited to four per real estate listing.

2.11 Real estate signs:

- 2.11.1 may be **fascia**, **freestanding** or **window signs**;
- 2.11.2 pertaining to single-family or two-family residential **premises** must not exceed a **sign area** of 1.2 m² or a **height** of 1.5 m in the case of a **freestanding sign**;
- 2.11.3 pertaining to other types of **premises** must not exceed a **sign area** of 3.0 m² or a **height** of 2.0 m in the case of a **freestanding sign**;
- 2.11.4 must not be illuminated;
- 2.11.5 are limited to one per **frontage** of the **premises** to which they pertain; and

2.11.6 must be removed within 14 days following the sale, rental or lease of the **premises** to which they pertain.

2.12 Sandwich board signs:

2.12.1 must not exceed a **height** of 1.5 m or a total **sign area** of 1.0 m² on each **sign** face;

2.12.2 may not be placed on any sidewalk, boulevard or other **City** property;

2.12.3 must not be illuminated; and

2.12.4 may be placed only during the hours of operation of the business to which they pertain.

2.12.5 may only be displayed during the first 30 days after the business to which the **sign** pertains commences operation.

2.13 Small window signs:

2.13.1 are permitted only on the first and second storeys of any building;

2.13.2 if illuminated, are limited to two per **premises**; and

2.13.3 are permitted together with a **sign** on the glass portion of a door giving access to the same **premises**, if the **sign** on the door has an area not exceeding 0.3 m².

PART 3 - SIGNS REQUIRING PERMITS

3.1 The following types of **signs** are permitted in the zones indicated by the symbol √, provided that the **sign** complies with the standards, limitations and requirements specified in this Part in respect of that type of **sign** and the **sign** is authorized by a permit issued pursuant to this Bylaw:

Sign Type	Agriculture and Golf Zones	Residential Zones	Other Zones
Awning signs	√		√
Banner signs	√		√
Canopy signs	√		√
Changeable copy signs	√		√

Construction signs (except construction fence signs)	√	√	√
Fascia signs	√		√
Freestanding signs	√		√
Home based business signs		√	√
Large window signs			√
Mansard roof signs	√		√
Marquee signs	√		√
Multi-tenant residential complex signs		√	√
Projected-image signs			√
Projecting signs			√
Under-canopy signs	√		√

3.2 For certainty, this Bylaw requires a permit for the **erection** of any **sign** of a type listed in Section 3.1 as well as for any alteration of such a **sign** other than a change in the **sign** copy.

3.3 Awning signs:

3.3.1 are limited, together with any **canopy**, **fascia**, **mansard roof** or **marquee sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**, and for this purpose the **sign area** of the **awning sign** is the **copy area** of the **sign**;

3.3.2 may be located only on awnings having a vertical clearance of at least 2.5 m measured to the lowest portion of the awning structure, a maximum horizontal projection of not more than 1.8 m, and a horizontal clearance of at least 0.6 m from the curb line of the abutting street.

3.4 Banner signs:

3.4.1 are limited to one **sign** per **premises** and a **sign area** of 1.0 m² per metre of **premises frontage**;

3.4.2 may be displayed for up to 90 days in any calendar year;

3.4.3 must be securely attached against the exterior wall of the **premises** to which the **sign** pertains so as not to project from the wall; and

3.4.4 must have a vertical clearance of at least 2.5 m.

3.5 Canopy signs:

3.5.1 are limited, together with any **awning, fascia, mansard roof or marquee sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**, and for this purpose the **sign area** of the **canopy sign** is the **copy area** of the **sign**;

3.5.2 are limited to a **sign height** of 1.5 m;

3.5.3 may be located only on canopies having a vertical clearance of at least 2.5 m measured to the lowest portion of the canopy structure and a horizontal clearance of at least 0.6 m from the curb line of the abutting street; and

3.5.4 must not exceed, in any dimension, the corresponding dimension of the canopy on which the **sign** is located.

3.6 Changeable copy signs:

3.6.1 may be **canopy, fascia, freestanding, marquee, projecting, under-canopy, under-awning or window signs**;

3.6.2 are limited to one per premises frontage;

3.6.3 must be operated so as to transition between messages instantaneously rather than gradually or incrementally;

3.6.4 may not use any form of animation or video effects; and

3.6.5 in the case of electronic message displays, must use an ambient light sensor to modulate the brightness of the display and must not increase the light levels adjacent to the sign by more than 3.0 LUX above the ambient light level.

3.7 Fascia signs:

3.7.1 are limited, together with any **awning, canopy, mansard roof or marquee sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**;

3.7.2 must not project beyond any exterior wall of a building or above the roof line;

3.7.3 must have vertical clearance of at least 2.5 m for any part of the **sign** that projects more than 5 cm from the wall;

- 3.7.4 must have a depth of not more than 0.3 m measured perpendicularly to the supporting wall;
 - 3.7.5 may be located only on the first or second storey or the top storey or mechanical penthouse of a building, and are limited to one **sign** per building **frontage** if located above the second storey;
 - 3.7.6 must project vertically no higher than the level of the lowest window sill of the storey above the storey to which it is affixed, or in the absence of windows, 75 cm above the floor level of the storey above; and
 - 3.7.7 must, in the case of multiple **signs** located above the second storey of a building, pertain to a single business enterprise and utilize a common material composition, design, style, font and size.
- 3.8 Freestanding signs** in Agriculture, Golf, and Mixed Use zones are limited to a **sign area** of 9.0 m² and a **height** of 4.0 m.
- 3.9 Freestanding signs** in zones other than Agriculture, Golf, and Mixed Use zones:
- 3.9.1 are limited to a **sign area** of 15.0 m²; and
 - 3.9.2 are limited to a **height** of 9.0 m on lots with up to 60 m of **frontage** and 12.0 m otherwise, and in the case of a lot with more than one **frontage** the permitted **sign height** shall be based on the shortest lot **frontage**.
- 3.10 Freestanding signs** in all zones:
- 3.10.1 must be sited such that every part of the **sign** structure and **sign** is at least 1.5 m from any building or structure and no part of the **sign** structure or **sign** encroaches on any other lot;
 - 3.10.2 must in the case of a **sign** with vertical clearance of less than 2.5 m be placed in a landscaped area or otherwise protected from human access by climbing;
 - 3.10.3 must be spaced at least 30 m from any other **freestanding sign** on the same lot; and
 - 3.10.4 are limited to three per lot and one per 30 m of lot **frontage**.
- 3.11 Home-based business signs:**
- 3.11.1 are permitted only in respect of a home-based business, home business, Bed and Breakfast or live/work dwelling as permitted by the Zoning Bylaw;
 - 3.11.2 must not exceed a **sign area** of 0.2 m²;

3.11.3 may be illuminated only by an external source of light that cannot be seen directly from any adjacent land; and

3.11.4 are limited to one per business.

3.12 Large window signs:

3.12.1 are permitted only on the first and second storeys of any building;

3.12.2 if illuminated, are limited to two per **premises**; and

3.12.3 may not occupy more than 50% of the window area of the business **premises** to which the **sign** or **signs** pertain, and for this purpose a window area includes mullions separating individual panes of glass within the same window sash or frame.

3.13 Mansard roof signs:

3.13.1 are limited, together with any **awning, canopy, fascia** or **marquee sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**;

3.13.2 are limited to one **sign** per **premises frontage**;

3.13.3 may not project below the lower or upper edge of the roof; and

3.13.4 are limited to a vertical dimension of 1.5 m.

3.14 Marquee signs:

3.14.1 are limited, together with any **awning, canopy, fascia** or **mansard roof sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**;

3.14.2 are limited to one **sign** per marquee face;

3.14.3 may be mounted only on marquees having a vertical clearance of at least 2.5 m measured to the lowest portion of the marquee structure and a horizontal clearance of at least 0.6 m from the curb line of the abutting street;

3.14.4 may not extend beyond the face of the marquee on which the **sign** is mounted or project more than 13 cm from the face of the marquee; and

3.14.5 may not be mounted on the top of the marquee.

3.15 Multi-tenant residential complex signs:

3.15.1 may be an **awning, canopy, fascia** or **freestanding sign**;

- 3.15.2 are limited to three per **premises**, one per **premises frontage** and a **sign area** of 9.0 m²;
- 3.15.3 in the case of a **freestanding sign** are limited to a **height** of 4.0 m;
- 3.15.4 must in the case of a **sign** with vertical clearance of less than 2.5 m be placed in a landscaped area or otherwise protected from human access by climbing; and
- 3.15.5 may be illuminated only by an external source of light that cannot be seen directly from any adjacent land.

3.16 Projected image signs:

- 3.16.1 are limited to a **sign area** of 10 m² and one **sign** per **premises frontage**;
- 3.16.2 must be operated so as to transition between messages instantaneously rather than gradually or incrementally, with a minimum message display time of six seconds;
- 3.16.3 may not use any form of animation or video effects;
- 3.16.4 may be projected only onto a wall of the **premises** to which the **sign** pertains or the sidewalk immediately adjacent to the **premises**;
- 3.16.5 may be projected only from the **premises** to which the **sign** pertains or other private **premises** whose owner has authorized the application for the permit authorizing the **sign**;
- 3.16.6 must not project on to residential use as permitted by Richmond Zoning Bylaw 8500.
- 3.16.7 in the case of a projected image on to any portion of a sidewalk, must be approved by the **Director**.

3.17 Projecting signs:

- 3.17.1 are limited to a **sign area** of 2.0 m² and one **sign** per **premises frontage**;
- 3.17.2 may project over a sidewalk or other **City** property by not more than 1.5 m, and any such projection must be authorized by an encroachment agreement with the **City**;
- 3.17.3 must have a vertical clearance of at least 2.5 m measured to the lowest portion of the **sign** and a horizontal clearance of at least 0.6 m from the curb line of the abutting street; and
- 3.17.4 must not extend above the level of the wall to which the **sign** is attached.

3.18 Under-canopy signs:

- 3.18.1 must have a vertical clearance of at least 2.5 m measured to the lowest portion of the **sign**;
- 3.18.2 must be oriented perpendicularly to the wall to which the canopy or awning is attached and have no horizontal dimension that is greater than the depth of the canopy or awning;
- 3.18.3 are not permitted above the first storey of a building regardless of whether a canopy or awning is located above the first storey; and
- 3.18.4 are limited to one **sign** per **premises** entrance, and must be located at or within 3.0 m of an entrance.

3.19 Construction Signs

- 3.19.1 must not exceed a **height** of 2.0 m or a **sign area** of 3.0 m² in the case of a **freestanding sign** for a one-family or two-family residential **premises**;
- 3.19.2 must not exceed a **height** of 6.0 m in the case of a **freestanding sign** for other than a one-family or two-family residential **premises**;
- 3.19.3 must not exceed a **sign area** of 1.0 m² per 10 m of lot frontage, or 9m², whichever is less, in the case of a **freestanding sign** for other than a one-family or two-family residential **premises**;
- 3.19.4 must not be displayed prior to the commencement of construction nor more than 28 days following completion of construction;
- 3.19.5 must not be illuminated; and
- 3.19.6 must not exceed one per lot **frontage**.

PART 4 - PROHIBITED SIGNS**4.1 Signs** of the following types are prohibited throughout the **City**:

- 4.1.1 **abandoned signs**, being **signs** which no longer correctly identify, advertise or provide direction to a property, business, product, service or activity on the **premises** on which the **sign** is located, and **signs** that due to lack of maintenance no longer display a legible message;
- 4.1.2 **container signs**, being **signs** of any type displayed on a shipping container that is placed primarily for the purpose of displaying the **sign**;

- 4.1.3 **flashing signs**, being **signs**, other than **changeable copy signs**, that incorporate an intermittent or flashing light source or effect whether actual or simulated;
 - 4.1.4 **inflatable signs**, being gas-supported three-dimensional devices anchored or attached to land or a building, that display a **sign** or attract attention to the **premises**;
 - 4.1.5 **portable signs**, being self-supporting **signs** other than **sandwich board signs**, **open house signs** or special event **signs**, that are not permanently attached to land or a building and are easily moved from place to place;
 - 4.1.6 **roof signs**, being **signs erected** on the parapet or roof of a building, or attached to the wall of a building and extending above the roof line;
 - 4.1.7 **third party signs**, being any **sign** including a billboard that directs attention to products sold or services provided on **premises** other than the **premises** on which the **sign** is located; and
 - 4.1.8 **vehicle signs**, being **signs** of any type displayed on a vehicle, including any truck trailer, that is parked or stored primarily for the purpose of displaying the **sign**.
- 4.2 The owner of **premises** on which an abandoned **sign** is located must remove the **sign**, including any supporting structure, within 30 days of the **sign** becoming an abandoned **sign**.
- 4.3 No **sign** may be placed on or attached:
- 4.3.1 to any balcony or tree;
 - 4.3.2 except for **construction fence signs**, **community special event signs** and **home-based business signs**, to any fence; or
 - 4.3.3 except for **open house signs**, to any **City** property without the written permission of the **City**.

PART 5 - INTERPRETATION

- 5.1 In this Bylaw, a reference to a zone is a reference to a zone established in Richmond Zoning Bylaw No. 8500.
- 5.2 In this Bylaw, a reference to another bylaw of the **City** is a reference to that bylaw as amended or replaced.
- 5.3 If a **sign** is within the scope of more than one **sign** type regulated by this Bylaw, the **sign** must comply with all of the regulations applicable to each type.

5.4 The **Director** may issue a permit for a type of **sign** that does not come within the scope of Part Three of this Bylaw, provided that:

5.3.1 the **sign** is not prohibited by Part Four;

5.3.2 the **sign** is sufficiently similar to a type of **sign** that is permitted by Part Three at the proposed location of the **sign**, that the standards, limitations and requirements for that type of **sign** can reasonably be applied to the **sign** for which the permit application has been made; and

5.3.3 the **sign** complies with those standards, limitations and requirements.

5.5 In this Bylaw, the following terms shall have the meanings prescribed:

5.4.1 **address sign** means a sign displaying the civic address of the property at which the sign is located.

5.4.2 **awning sign** means a **sign** positioned on and within the outer dimensions of an awning, being a self-supporting structure attached to and projecting from the exterior wall of a building and covered with fabric or similar non-rigid material to provide weather protection over the adjacent sidewalk.

5.4.3 **banner sign** means fabric or other lightweight material other than a flag, temporarily secured to any structure to display a message, logo or other advertising.

5.4.4 **canopy sign** means a **sign** positioned on a canopy, being a rigid structure attached to and projecting from a building and providing weather protection over the adjacent sidewalk.

5.4.5 **changeable copy sign** means a **sign** whose copy can be changed electronically or manually without removing the **sign** from its **premises**.

5.4.6 **City** means the City of Richmond.

5.4.7 **construction sign** means a temporary **sign** other than one required by the City, displaying the name, nature and particulars of a development project on the land on which the **sign** is placed or **erected**, which may include the names and commercial symbols or logos of developers, designers, contractors, subcontractors, financiers and prospective occupiers of the project.

5.4.8 **construction fence sign** means a **construction sign** attached or forming part of a fence that surrounds an active construction site.

5.4.9 **community special event sign** means a temporary sign erected or placed to give notice of or publicize a community, charitable, civic,

patriotic, sport or religious event occurring in Richmond on a date or dates specified on the **sign**.

- 5.4.10 **copy area** means the area of the smallest rectangle, square or circle enclosing the portion of a **sign** that displays or conveys information whether in the form of letters, words, logos, symbols or other graphic images.
- 5.4.11 **directional sign** means a **sign** in private property providing travel directions to **premises**, a parking area, or an event.
- 5.4.12 **Director** means the **Director** of Permits and Licences and any person authorized by the **Director** to administer or enforce this Bylaw.
- 5.4.13 **erect** in relation to a **sign** includes construct, place, project, paint on or attach to a building wall or other surface, and alter other than by changing the **sign** copy;
- 5.4.14 **fascia sign** means a **sign** painted or otherwise displayed on the exterior wall of a building or affixed to the wall so as to project only minimally and display a message in approximately the same plane as the wall.
- 5.4.15 **freestanding sign** means a **sign** that is permanently attached to the ground and supported independently of any building or structure.
- 5.4.16 **frontage** means that dimension of a lot or **premises** that abuts a street;
- 5.4.17 **height** in relation to a **sign** means the vertical distance between the highest portion of a **sign** and the lowest ground level beneath any portion of the **sign**.
- 5.4.18 **home-based business sign** means a **sign** that provides the name and occupation of an occupant who carries on a business on the **premises**.
- 5.4.19 **instructional sign** means a **sign** that provides a warning of a hazard or danger to persons or property or that indicates that trespass is prohibited.
- 5.4.20 **large window sign** means a **window sign**, or combination of **window signs**, that cover more than 25% of the window area of the **premises** where the **sign** is located, and for this purpose a window area includes mullions separating individual panes of glass within the same window sash or frame.
- 5.4.21 **mansard roof sign** means a **sign** mounted on a roof that has a pitch of 30 degrees or less from the vertical plane.

- 5.4.22 **marquee sign** means a **sign** mounted on a marquee, being a canopy-like structure **erected** over the entry to a theatre, cinema or other building primarily for the purpose of displaying a **sign** or providing weather protection.
- 5.4.23 **multi-tenant residential complex sign** means a **sign** placed or **erected** on the **premises** of four or more dwelling units, identifying the **premises** by name and address including any associated identification symbol or logo.
- 5.4.24 **open house sign** means a temporary **sign** that indicates that **premises** subject to a real estate listing are open for viewing, and that displays, in addition to the words "Open House", only the individual or corporate name of the real estate agent who has the listing, or both.
- 5.4.25 **plaque** means a permanent **sign** that conveys information about historical event, site or building or other object of interest.
- 5.4.26 **premises** means the lot, building, or portion of a lot or building on which a use or occupancy to which a **sign** pertains is located.
- 5.4.27 **projected-image sign** means a temporary **sign** produced by the use of lasers or similar technology to project a graphic image of any kind onto any surface.
- 5.4.28 **projecting sign** means a **sign** that is affixed to and projects perpendicularly from a wall or other building face by more than 0.3 m.
- 5.4.29 **real estate sign** means a temporary **sign** that indicates that **premises** on which the **sign** is located are for sale, rent or lease.
- 5.4.30 **residential zone** includes any site-specific residential zone.
- 5.4.31 **sandwich board sign** means a temporary **sign** consisting of two **sign areas** hinged at the top, placed to direct attention to **business premises** or services immediately adjacent to the location of the **sign**.
- 5.4.32 **sign** includes any device that is visible from a public place including the airspace above the **sign**, or from land other than the land on which the device is located, used or capable of being used to display information or direct or attract attention for the purpose of advertisement, promotion of a business, product, activity, service, or idea, or of providing direction, identification, or other information.
- 5.4.33 **sign area** means that portion of a **sign** on which copy could be placed, and in the case of a multi-faced **sign** the allowable area may be doubled.
- 5.4.34 **small window sign** means a **window sign** , or combination of **window signs**, that covers 25% or less of the window area of the **premises** where the **sign** is located, and for this purpose a window

area includes mullions separating individual panes of glass within the same window sash or frame.

5.4.35 **under-canopy sign** means a **sign** suspended from a canopy or awning, oriented perpendicularly to the length of the canopy or awning.

5.4.36 **window sign** means any **sign**, text, images, graphics or other symbols that are attached to or forming part of a window, including a **sign** that is transparent.

PART 6 - SEVERABILITY AND CITATION

6.1 If any part, section, sub-section, clause, or sub-clause of this Bylaw is, for any reason, held to be invalid by the decision of a court of competent jurisdiction, such decision does not affect the validity of the remaining portions of this Bylaw.

6.2 Sign Bylaw No. 5560 is repealed.

6.3 A permit may be issued for a **sign** that does not comply with this Bylaw if the **sign** complies with Sign Bylaw No. 5560, a complete application for the permit was made prior to adoption of this **Bylaw** and the permit application fee was paid.

6.4 This Bylaw is cited as "Sign Regulation Bylaw No. 9700".

FIRST READING

SECOND READING

THIRD READING

ADOPTED

MAYOR

CORPORATE OFFICER

CITY OF RICHMOND
APPROVED for content by originating dept.
<i>CE</i>
APPROVED for legality by Solicitor
<i>JH</i>



Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, Amendment Bylaw No. 9719

The Council of the City of Richmond enacts as follows:

- 1. Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, as amended, is further amended at Part One – Application by adding the following after section 1.1(p):
“(q) Sign Regulation Bylaw No. 9700;”
2. Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, as amended, is further amended by adding to the end of the table in Schedule A of Bylaw No. 8122 the content of the table in Schedule A attached to and forming part of this bylaw.
3. This Bylaw is cited as “Notice of Bylaw Violation Dispute Adjudication Bylaw No. 8122, Amendment Bylaw No. 9719”.

FIRST READING

SECOND READING

THIRD READING

ADOPTED

Four horizontal lines for signatures corresponding to the reading stages.

Vertical box containing: CITY OF RICHMOND, APPROVED for content by originating Division (with signature), APPROVED for legality by Solicitor (with signature).

MAYOR

CORPORATE OFFICER

SCHEDULE A to BYLAW NO. 9719

SCHEDULE A to BYLAW NO. 8122

Designated Bylaw Contraventions and Corresponding Penalties

A1 Bylaw	A2 Description of Contravention	A3 Section	A4 Compliance Agreement Available	A5 Penalty	A6 Early Payment Option	A7 Late Payment Amount	A8 Compliance Agreement Discount
	Period of Time from Receipt (inclusive)		n/a	29 to 60 days	1 to 28 days	61 days or more	n/a
Sign Regulation Bylaw No. 9700	Erect or allow to be erected a sign other than permitted in the bylaw	1.1	No	\$ 450.00	\$ 400.00	\$ 500.00	n/a
	Obstructing or interfering with entry on to land	1.6	No	\$ 450.00	\$ 400.00	\$ 500.00	n/a
	Obstructing or interfering with entry into premises	1.6	No	\$ 450.00	\$ 400.00	\$ 500.00	n/a
	Signs not maintained in a serviceable condition, including not repainting or replacement of copy area to present a legible message	1.16	No	\$ 450.00	\$ 400.00	\$ 500.00	n/a
	Installing a sign, regulated by Part Two, but not complying with the standards, limitation and requirements specified	2.1	No	\$ 450.00	\$ 400.00	\$ 500.00	n/a
	Installing a sign without a permit	3.1	No	\$ 450.00	\$ 400.00	\$ 500.00	n/a
	Allowing or placing signs prohibited by the bylaw	4.1	No	\$ 450.00	\$ 400.00	\$ 500.00	n/a



**Municipal Ticket Information Authorization Bylaw No. 7321,
Amendment Bylaw No. 9720**

The Council of the City of Richmond enacts as follows:

1. **Municipal Ticket Information Authorization Bylaw No. 7321**, as amended, is further amended at Schedule A Section 11 by deleting “Sign Bylaw No. 5560” and replacing it with “Sign Regulation Bylaw No. 9700”.
2. **Municipal Ticket Information Authorization Bylaw No. 7321**, as amended, is further amended at Schedule B 11, by deleting Schedule B 11 and replacing it with the following:

SCHEDULE B 11

SIGN REGULATION BYLAW NO. 9700

Column 1	Column 2	Column 3
Offence	Section	Fine
Erect a sign other than permitted in the bylaw	1.1	\$1000
Obstructing or interfering with entry on to land	1.6	\$1000
Obstructing or interfering with entry into premises	1.6	\$1000
Signs not maintained in a serviceable condition, including repainting and replacement of copy area to present a legible message	1.16	\$1000
Installing a sign, regulated by Part Two, but not complying with the standards, limitation and requirements specified	2.1	\$1000
Installing a sign without a permit	3.1	\$1000
Allowing or placing signs prohibited by the bylaw	4.1	\$1000

- 3. This Bylaw is cited as **“Municipal Ticket Information Authorization Bylaw No. 7321, Amendment Bylaw No. 9720”**.

FIRST READING

SECOND READING

THIRD READING

ADOPTED

CITY OF RICHMOND
APPROVED for content by originating dept. <i>CE</i>
APPROVED for legality by Solicitor <i>JA</i>

MAYOR

CORPORATE OFFICER



CONSOLIDATED FEES BYLAW NO. 8636, AMENDMENT BYLAW NO. 9721

The Council of the City of Richmond enacts as follows:

- 1. The Consolidated Fees Bylaw No. 8636, as amended, is further amended by deleting SCHEDULE – SIGN REGULATION to Consolidated Fees Bylaw No. 8636 and replacing it with Schedule A attached to and forming part of this bylaw.
2. This Bylaw is cited as “Consolidated Fees Bylaw No. 8636, Amendment Bylaw No. 9721”.

FIRST READING

SECOND READING

THIRD READING

ADOPTED

CITY OF RICHMOND
APPROVED for content by originating dept. [Signature]
APPROVED for legality by Solicitor [Signature]

MAYOR

CORPORATE OFFICER

SCHEDULE – Sign Regulation**Sign Regulation Bylaw No. 9700**

Section 4.1

Description	Fee
Base application fee (non-refundable, non-creditable)	\$80.00 (creditable towards appropriate permit fee)
Fee for home-based sign	\$80.00
Fee based on sign area (awning, banner, canopy, changeable copy, fascia, mansard roof, marquee, projected-image, projecting, under awning/canopy, window signs >25%)	<15.0m ² : \$100 15.01-45.0m ² : \$200 >45.01m ² : \$350
Fee for new freestanding signs	< 3.0m ² : \$200 3.01-9.0m ² : \$400 9.01-15.0m ² : \$600
Fee for temporary construction freestanding/fencing signs	Single/two family: \$100 \$50.00 for each additional 6 months. 3+ family construction: \$200 \$100.00 for each additional 6 months
Freestanding sign relocation fee (on same site)	\$200 (same as base f/s fee)
Permit processing fee for a sign without a permit	2x actual permit fee



**Richmond Zoning Bylaw 8500 Amendment Bylaw 9723
(Alignment with Sign Bylaw 9700)**

The Council of the City of Richmond enacts as follows:

1. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 5.5.8 [Bed and Breakfast] by deleting it in its entirety and renumbering the remaining section accordingly.
2. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 9.4.11.4 [Residential/Limited Commercial (RCL1, RCL2, RCL3, RCL4, RCL5)] by deleting it in its entirety and renumbering the remaining section accordingly.
3. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 10.8.11 [Roadside Stand (CR)] by inserting a new section 10.8.11.3 as follows, and renumbering the remaining section accordingly:

“10.8.11.3 Signage shall be in accordance with the “Agriculture and Golf Zones” in Richmond *Sign Bylaw No. 9700*, as may be amended or replaced.”
4. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 18.17.11.1 [Low Rise Apartment (ZLR17) – Brighthouse Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
5. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 18.19.11.1 [Low Rise Apartment (ZLR19) – Brighthouse Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
6. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 18.20.11.1 [Low Rise Apartment (ZLR20) – Alexandra Neighbourhood (West Cambie)] by deleting it in its entirety and renumbering the remaining section accordingly.
7. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 18.21.11.1 [Low Rise Apartment (ZLR21) – Brighthouse Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.

8. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 18.22.11.3 [Low Rise Apartment (ZLR22) – Alexandra Neighbourhood (West Cambie)] by deleting it in its entirety and replacing it with the following:

“18.22.11.3 Signage for permitted residential uses shall be in accordance with the “Residential Zones” in Richmond *Sign Bylaw No. 9700*, as may be amended or replaced, and signage for permitted non-residential uses shall be in accordance with the “Other Zones” in Richmond *Sign Bylaw No. 9700*, as may be amended or replaced.
9. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 18.23.11.1 [Low Rise Apartment (ZLR23) – Brighthouse Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
10. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 18.24.11.1 [Low Rise Apartment (ZLR23) – Alexandra Neighbourhood (West Cambie)] by deleting it in its entirety and renumbering the remaining section accordingly.
11. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 19.5.11.1 [High Rise Apartment (ZHR5) – Brighthouse Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
12. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 19.6.11.1 [High Rise Apartment (ZHR6) – Brighthouse Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
13. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 19.7.11.1 [High Rise Apartment (ZHR7) – Lansdowne Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
14. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 19.8.11.2 [High Rise Apartment (ZHR8) – Brighthouse Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
15. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.7.11.3 [Downtown Commercial (ZMU7) – Brighthouse Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
16. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.8.11.6 [Commercial/Mixed Use (ZMU8) – London Landing (Steveston)] by deleting it in its entirety and renumbering the remaining section accordingly.
17. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.14.11.4 [Commercial Mixed Use (ZMU14) – London Landing (Steveston)] by deleting it in its entirety and renumbering the remaining section accordingly.

18. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.15.11.2 [Downtown Commercial and Community Centre/University (ZMU15) – Lansdowne Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
19. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.17.11.1 [Residential Mixed Use Commercial (ZMU17) – River Drive/No. 4 Road (Bridgeport)] by deleting it in its entirety and renumbering the remaining sections accordingly.
20. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.18.11.1 [Commercial Mixed Use (ZMU18) – The Gardens (Shellmont)] by deleting it in its entirety and replacing it with the following:
 - “20.18.11.1 Signage shall be in accordance with Richmond *Sign Bylaw No. 9700*, as may be amended or replaced, except that:
 - a) For projecting signs and canopy signs, maximum **height** shall not exceed the first habitable **storey** of the **building**;
 - b) For facia signs situated above the first habitable **storey** of the **building**, the maximum total combined sign face area on a **building** shall be 20.0 m²;
 - c) For freestanding signs in the area bounded by Highway 99, Steveston Highway, No. 5 Road, and the **Agricultural Land Reserve**, regardless of **subdivision**, the following provisions shall apply:
 - i) Maximum number of signs: 2;
 - ii) Maximum total combined area of the signs, including all sides **used** for signs: 50.0 m²;
 - iii) Maximum **height**, measured to the **finished site grade** of the **lot** upon which the sign is situated: 9.0 m;
 - iv) Maximum width, measured horizontally to the outer limits of the sign, including any associated structure, at its widest point: 3.0 m; and
 - v) Maximum public **road setback** from Steveston Highway: 70.0 m.”

21. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.19.11.1 [Commercial Mixed Use (ZMU19) – Broadmoor] by deleting it in its entirety and replacing it with the following:
- “20.19.11.1 Signage shall be in accordance with Richmond *Sign Bylaw No. 9700*, as may be amended or replaced, except that:
- a) for projecting signs and canopy signs the maximum **height** shall not exceed the first habitable **storey** of the **building**;
 - b) no freestanding **commercial** signs are permitted within 7.5 m of Dunoon Drive; and
 - c) no **building-mounted commercial** signs are permitted on a **building** face visible from Dunoon Drive.”
22. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.20.11.4 [Commercial Mixed Use (ZMU20) – London Landing (Steveston)] by deleting it in its entirety and renumbering the remaining section accordingly.
23. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.21.11.1 [Commercial Mixed Use (ZMU21) – Terra Nova] by deleting it in its entirety and replacing it with the following:
- “20.21.11.1 “Signage shall be in accordance with Richmond *Sign Bylaw No. 9700*, as may be amended or replaced, except that:
- a) for projecting signs, canopy signs and building-mounted signs, the maximum **height** shall not exceed the first habitable **storey** of the **building**;
 - b) **building-mounted commercial** signs are only permitted on a **building** face fronting onto a **public road**; and
 - c) freestanding **commercial** signs are not permitted.”
24. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.22.11.4 [Commercial Mixed Use (ZMU22) – Steveston Commercial] by deleting it in its entirety.
25. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.24.11.4 [Commercial Mixed Use (ZMU24) – London Landing (Steveston)] by deleting it in its entirety and renumbering the remaining section accordingly.

26. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.25.11.2 [Residential/Limited Commercial and Artist Residential Tenancy Studio Units (ZMU25) – Capstan Village (City Centre)] by deleting it in its entirety and renumbering the remaining sections accordingly.
27. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 20.26.11.3 [Commercial Mixed Use (ZMU26) – Steveston Village] by deleting it in its entirety and renumbering the remaining section accordingly.
28. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 21.6.11.1 [Congregate Housing (ZR6) – ANAF Legion (Steveston)] by deleting it in its entirety, replacing it with the following:
 - “21.6.11.1 Signage shall be in accordance with the “Other Zones” in Richmond *Sign Bylaw No. 9700*, as may be amended or replaced.”
29. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 21.7.11.1 [Water Oriented Mixed Use (ZR7) – Dyke Road (Hamilton Area)] by deleting it in its entirety and replacing it with the following:
 - “21.7.11.1 For the area identified as “A” in Diagram 1, Section 21.7.2, signage must be in accordance with the “Residential Zones” in Richmond’s *Sign Bylaw No. 9700*, as may be amended or replaced.”
30. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 21.7.11.2 [Water Oriented Mixed Use (ZR7) – Dyke Road (Hamilton Area)] by deleting it in its entirety and replacing it with the following:
 - “21.7.11.2 For the area identified as “B” in Diagram 1, Section 21.7.2, signage must be in accordance with the “Other Zones” in Richmond *Sign Bylaw No. 9700*, as may be amended or replaced.”
31. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 22.10.11.1 [Auto- Oriented Commercial (ZC10) – Airport and Aberdeen Village] by deleting it in its entirety and renumbering the remaining section accordingly.
32. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 22.27.11.1 [High Rise Office Commercial (ZC27) –Aberdeen Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
33. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 22.28.11.1 [Vehicle Sales Commercial (ZC28) –Ironwood Area] by deleting it in its entirety and renumbering the remaining section accordingly.

- 34. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 22.33.10.1 [High Rise Office Commercial (ZC33) – City Centre] by deleting it in its entirety and renumbering the remaining sections accordingly.
- 35. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 23.2.11.1 [Industrial Limited Retail (ZI2) – Aberdeen Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
- 36. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 23.4.11.1 [Industrial Limited Retail (ZI4) – Aberdeen Village (City Centre)] by deleting it in its entirety and replacing it with the following:

“23.4.11.1 Signage shall be in accordance with Richmond *Sign Bylaw No. 9700*, as may be amended or replaced, except that no freestanding signs shall be permitted.”

- 37. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 23.5.11.1 [Industrial Business Park and Religious Assembly (ZI5) – Aberdeen Village (City Centre)] by deleting it in its entirety and replacing it with the following:

“23.5.11.1 Signage shall be in accordance with Richmond *Sign Bylaw No. 9700*, as may be amended or replaced, except that no freestanding signs shall be permitted.”

- 38. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 23.7.11.7 [Industrial Business Park Limited Retail (ZI7) – Aberdeen Village (City Centre)] by deleting it in its entirety and renumbering the remaining section accordingly.
- 39. Richmond Zoning Bylaw 8500, as amended, is further amended at Section 24.6.11.3 [Education (ZIS6) – BCIT at Airport] by deleting it in its entirety and renumbering the remaining section accordingly.
- 40. This Bylaw is cited as “**Richmond Zoning Bylaw 8500, Amendment Bylaw 9723**”.

FIRST READING

PUBLIC HEARING

SECOND READING

THIRD READING

ADOPTED

JUN 12 2017

MAYOR

CORPORATE OFFICER

CITY OF RICHMOND
APPROVED for content by originating dept.
<i>[Signature]</i>
APPROVED for legality by Solicitor
<i>[Signature]</i>



City of Richmond

Memorandum Community Safety Division

To: Mayor and Councillors
From: Cecilia Achiam, MCIP, BCSLA
General Manager, Community Safety
Date: June 7, 2017
File: 09-5000-01/2017-Vol 01
Re: External Legal Opinion regarding Language Requirements for Signs

Attached is a legal opinion from Valkyrie Law Group LLP (Sandra Carter) as requested by General Purposes Committee on June 2, 2017. The purpose of the legal opinion is to provide an update on any changes to the opinion previously provided by Sandra Carte regarding the Charter of Rights and Freedoms in the staff report titled "Signage on Private Property", dated October 17, 2014 from the Director, Administration and Compliance.

Cecilia Achiam, MCIP, BCSLA
General Manager, Community Safety

Att: 1





**1495 Keith Road West
North Vancouver, B.C. V7P 1Y9**

Lawyer: Sandra Carter
Contact: 604.988.7552
E-mail: scarter@valkyrielaw.com
Date: June 7, 2017

Privileged and Confidential

City of Richmond
6911 No. 3 Road
Richmond, B.C. V6Y 2C1

Attention: Barb Sage
Acting City Solicitor

Dear Sirs/Mesdames:

Re: Language Requirements for Signs

In 2014, you asked us to consider whether the City of Richmond could legally implement a requirement that the content of some or all signs for which a sign permit is required pursuant to City bylaws be expressed in the English language in addition to any other language of the permit applicant's choice. The City is not suggesting that languages on signs other than English be in any way restricted or prohibited. We have reviewed our opinion of 2014, reviewed any recent law which may be applicable, and confirm our advice set out below remains unchanged.

Summary

In our opinion, a bylaw which imposed an English language content requirement, whether or not in addition to another language, would violate section 2(b) of the *Charter of Rights and Freedoms* ("Charter") by infringing on the right to freedom of expression. It is not certain whether that infringement would be justifiable under section 1 of the Charter as being a reasonable limit on the right to freedom of expression. In order to be justifiable, the City would need to establish there is a compelling or sufficiently important issue to be remediated, that the City has the necessary legal authority to impose a restriction or condition on the content of signs, and that the proposed restriction or condition is both proportional to the issue to be remediated and only minimally impairs freedom of expression. Courts will be more likely to support the validity of a restriction on freedom of expression if the regulator has undertaken both relevant studies of the issue and engaged in broad public consultation.

Charter of Rights and Freedoms

Section 2(b) of the Charter protects the right of freedom of expression, which has been held by the courts to include the freedom to express oneself in the language of one's choice. While commercial freedom of expression has been held to be of lesser value than political, social or cultural expression, it remains a protected form of expression. The Charter applies to limit the ability of government, including municipal governments, from infringing on protected rights except where, pursuant to section 1 of the Charter, the infringement is justifiable in a free and democratic society.

The scope of freedom of expression was expressed by the Supreme Court of Canada in *Devine v. Quebec (A.G.)* [1988] 2 S.C.R. 790 as follows:

[T]he freedom of expression guaranteed by s. 2(b) includes the freedom to express oneself in the language of one's choice... That freedom is infringed not only by a prohibition of the use of one's language of choice but also by a legal requirement compelling one to use a particular language. As was said by Dickson J. (as he then was) in *R. v. Big M Drug Mart Ltd.* [1985] 1 S.C.R. 295, at p. 336, freedom of expression consists in an absence of compulsion as well as an absence of restraint (emphasis added).

An outright prohibition on the use of any particular language on signs would obviously violate section 2(b). A regulation requiring the use of a particular language would also violate freedom of expression as it would be a compulsion which affects that freedom.

Where a governmental action or regulation infringes a Charter freedom, it may nevertheless be legitimate if the proportionality test in section 1 of the Charter is met. The test has been articulated by the Supreme Court of Canada in *R. v. Oakes* [1986] 1 S.C.R. 103 and *Dagenais v. Canadian Broadcasting Corp.* 3 S.C.R. 835, through the court in *Galganov v. Russell (Township)* (2010) 325 D.L.R. (4th) 136 as follows:

- (a) The objective to be served by the measures limiting a *Charter* right must be sufficiently important to warrant overriding a constitutionally protected right or freedom.
- (b) The party invoking section 1 of the *Charter* must show the means to be reasonable and demonstrably justified. This involves the proportionality test:
 - (i) The measures must be fair and not arbitrary, carefully designed to achieve the objective in question and rationally connected to that objective;
 - (ii) In addition, the means should impair the right in question as little as possible;
 - (iii) Lastly, there must be proportionality between the deleterious effects of the by-law and the objective, and there must be a proportionality between the deleterious and salutary effects of the measures.

Assuming that the City could establish a sufficiently important objective to require that English be included on any or all signs, the regulation would need to impose a minimal impairment on freedom of expression and be proportional to the objective in terms of its positive and negative effects. To be justifiable as a limit on a Charter freedom, the City would need to establish that compelling health,

safety, economic or social welfare objectives are at stake. A strong factual basis would need to be established that requiring English on signs would correct or achieve a significant and important problem or purpose which is not being met in the absence of that regulation.

Regulatory Authority

Section 8(4) and 65 of the *Community Charter* provide specific authority for municipal regulation of signs:

- 8(4) A council may, by bylaw, regulate and impose requirements in relation to matters referred to in section 65.

- 65 The authority of a council under section 8(4) may be exercised in relation to the erection, placing, alteration, maintenance, demolition and removal of signs, sign boards, advertisements, advertising devices and structures.

It is important to note that these sections authorize the City to regulate the location, size, and specific physical features of signs, but do not directly provide authority for the regulation of the content of the signs. The imposition of a mandatory English component to the text of signs would likely be considered a content component.

In *Galganov v. Russell (Township)* 2012 ONCA 409 the issue of a bylaw which imposed both an English and French content requirement for signs was considered. The court concluded that authority for the bylaw was found in the general municipal power of the Township council to pass bylaws for matters respecting the economic, social and environmental well-being of the municipality. The *Community Charter* contains similar language in section 7(d) by including, within the purposes of a municipality, “fostering the economic, social and environmental well-being of its community”. However, more analysis would be required to determine whether a British Columbia court would reach the same conclusion that the specific sign regulatory power did not preclude a valid regulation of signs based on a broad, general power.

In *Galganov* (above) the Ontario Court of Appeal found that the imposition of a requirement that signs contain both English and French text infringed section 2(b) of the Charter, but that it was a justifiable and proportional restriction on freedom of expression given the objective of preserving the Town of Russell’s bilingual status. The Town did not restrict the inclusion of other languages in signs, and the argument presented by the appellant Galganov that the additional cost would be unreasonable was dismissed in the face of little or no evidence.

If the City, after completing any necessary studies, together with public consultation, was able to establish compelling reasons for a regulation requiring that English be included on signs, such a regulation might be legally supportable if it could meet both the section 1 Charter test for proportionality and minimal impairment, and the regulatory authority analysis under the *Community Charter*.

Implications for Existing Signs

If the City was to adopt a regulation imposing an English language requirement to signs, existing signs would likely remain unaffected. The B.C. Supreme Court decision in *Village of Cache Creek v. Hellner*

(2000) BCSC 1540 determined that the property owner would enjoy the non-conforming use protections of section 911 of the *Local Government Act* in the event that new bylaw provisions rendered the sign otherwise non-compliant. The court took the perspective that a sign constitutes a use of land. In addition, local governments in British Columbia do not have the authority to adopt bylaws with retroactive effect. There would likely be a strong argument that any new bylaw requirements would only apply to new signs and would have no effect on existing signs which were compliant, at the time of permit application, with the previously applicable bylaw provisions.

We hope the foregoing is helpful.

Yours truly,



Sandra Carter
Valkyrie Law Group LLP



To: Mayor and Councillors
From: Carli Edwards, P.Eng.
Chief Licence Inspector
Date: June 8, 2017
File: 12-8060-02-63/Vol 01
Re: **Further Information for Adding a Language Requirement to the Sign Bylaw**

At a meeting of the General Purposes Committee on June 5th, a motion was passed related to the proposed Sign Regulation Bylaw “that the Bylaws be revised to include provisions that all future signage require a minimum of 50% of one of Canada’s official languages”. Staff were further directed to bring forward a memorandum that includes legal opinions previously received regarding the language matter as well as any reports that relate to the issue.

Attached to this memo is:

1. Report to General Purposes Committee dated October 17, 2014, titled, “Signage on Private Property” which includes a legal opinion received from Sandra Carter of the Valkyrie Law Group;
2. Minutes from a Council meeting on October 27, 2014 where staff were directed to engage in a broad public consultation related to language on signs;
3. Letter from the British Columbia Civil Liberties Association summarizing their position on “Chinese language advertisements and signage”;
4. Report to General purposes Committee dated May 14, 2015, titled “Update on Signage on Private Properties” which includes results of public consultation on the issue of language on signs; and
5. Minutes from a Council meeting on May 25, 2015 where staff were directed to bring forward a new sign bylaw that addresses “de-cluttering without a language provision”.

In May, 2015, Council gave specific direction to staff to pursue “de-cluttering without a language provision”. As a result, the proposed new Sign Regulation Bylaw was prepared without consideration to the issue of language on signs. Furthermore, the Law Department has reviewed the legal opinion provided by external counsel and there is no change to the advice previously provided to Council. Adding a language provision to a sign bylaw is unlikely to withstand a challenge under the Charter of Rights and Freedoms. Should Council wish to add this concept into sign regulation, staff will require a referral back and direction on specific elements related to regulation and enforcement of signs prior to bringing forward a new proposed bylaw. The following is a list of the issues to be considered by Council in order to refer the bylaw back to staff for revisions.

1. All Signs or Only Applied to Signs Requiring a Permit?

In order to add a language provision to the new Sign Bylaw, staff require direction as to whether a language provision should apply to all signs, or just those that require a permit.

The Sign Bylaw generally applies to all types of signs in the City of Richmond with exceptions only for regulatory and election signs. Within the bylaw, it further regulates those signs that require a permit, separately from those that are regulated but do not require a permit. Table 1 give examples of signs proposed to require a permit in comparison to those that do not.

Table 1: Comparison of signs that do or do not require permits

Signs that Require a Permit	Signs that do NOT Require a Permit
Freestanding Signs	Community Special event signs
Fascia signs	Warning or directional signs
Window signs that cover more than 25%	Window signs that cover less than 25%
Changeable Copy signs	Fencing on construction sites
Projecting signs	Drive-through signs
Banner signs	Real estate signs
Canopy signs	Sandwich board signs

Staff note that visual inspection of over 1550 business premises, between December 17, 2014 and May 1, 2015, revealed 13 businesses with business signs that are solely in a language other than English. This represented less than 1 % of the businesses. Since the implementation of the outreach and education program, endorsed by Council in 2015, over 900 sign permits have been issued. Staff note that 100 % of the businesses that have business signage approved under the sign bylaw have included some English on their signs.

Consideration 1

- A. *That the proposed new Sign Regulation Bylaw be prepared to include a provision that all regulated signs require a minimum of 50% of one of Canada's official languages; or*
- B. *That the proposed new Sign Regulation Bylaw be prepared to include a provision that all regulated signs that require a permit be required to include a minimum of 50% of one of Canada's official languages.*

2. Enforcement Tools

Should a language provision be added to the proposed Sign Bylaw, staff will require direction on whether provisions should also be added to the enforcement bylaws so that staff can write tickets for anyone displaying a sign that does not include 50 % of one of Canada's official languages.

In order to enforce the proposed new Sign Bylaw, staff have included amendments to the Notice of Bylaw Violation Dispute Adjudication Bylaw and the Municipal Ticket Information Bylaw (the "enforcement bylaws"). In the absence of ticketing provisions, staff would pursue long form prosecution, which is a more lengthy process that involves the provincial court.

Consideration 2

- A. *That ticketing provisions be added to the Bylaw Violation Dispute Adjudication Bylaw and the Municipal Ticket Information Bylaw that relate to signs not displaying 50% of one of Canada's official languages; or*
- B. *That ticketing provisions NOT be added to the Bylaw Violation Dispute Adjudication Bylaw and the Municipal Ticket Information Bylaw.*

3. Public Consultation and Communication

Should Council proceed with adding a language provision to the bylaws and referring this issue back to staff, Council may also want to consider further public consultation.

In order to implement the proposed Sign Regulation Bylaw, the recommendations to Council also include amendments to the Notice of Bylaw Violation Dispute Adjudication Bylaw, Municipal Ticket Information Bylaw, Consolidated Fees Bylaws and Richmond Zoning Bylaw. Of these bylaws, only the amendments to the Richmond Zoning Bylaw require a public hearing. The other bylaws, including the proposed new Sign Regulation Bylaw, require public notification along with a prescribed amount of time where written comments can be submitted for Council's consideration. However, bylaws sent forth in a package such as this are often debated at public hearing and then adopted at a later date, after the public hearing and after the public notification period.

Since Council's direction in 2015, staff have not contemplated a language provision and have not included this information in any communication materials about the proposed new bylaw. Council may wish to direct staff to consult with the public on the bylaw requirements, permitting and other impacts if a language provision is added to the new bylaws.

Consideration 3

- A. *That staff be directed to proceed with public hearing and public notification only, as it relates to the new bylaws; or*
- B. *That staff be report back to Council with a more fulsome public consultation, outreach and communication plan, including costs, to seek public input on the provisions to add a language requirement to the new Sign Regulation bylaw.*

Note: Consultation may lead to other options for consideration that have not already been contemplated.

4. Resourcing, Financial Implications and Other Matters

In addition to the matters summarized above where staff require further direction, there are other issues that will need to be addressed should the proposed sign bylaw be referred back to staff to include a language provision. A language requirement for signage may result in a legal challenge related to the *Charter of Rights and Freedoms*. A conservative estimate for fees for external legal counsel to represent the City in such a Charter challenge would be approximately \$50,000, not including any costs awards, or appeals. In addition to legal costs, it is recommended that staffing resources be increased in order to provide adequate outreach, education and enforcement, specifically related to the language provision.

When considering the requirement that signs include a minimum of 50% of one of Canada's official languages, staff must also determine whether this will refer to the size of the text, the content of the message or some other measure. There will also have to be consideration given to signs that do not contain any text (i.e. recognizable logos for brands such as Apple Computers, Lululemon or Nike) or contain words that are neither English nor French but are used often in slang or are written phonetically. All of these issues will need to be considered and then incorporated into the language of a new proposed bylaw.

In order for staff to prepare new bylaws such "that the Bylaws be revised to include provisions that all future signage require a minimum of 50% of one of Canada's official languages", staff requires a referral back and direction from Council on items 1-3, as listed above. Following Council's direction, staff will then report back with a new bylaw, including considerations to resourcing, financial implications and other matters.

Any questions on this matter should be directed to the writer below.



Carli Edwards, P.Eng.
Chief Licence Inspector

- Att. 1: Report to General Purposes Committee dated October 17, 2014, titled, "Signage on Private Property"
- 2: Minutes from a Council meeting on October 27, 2014
- 3: Letter from the British Columbia Civil Liberties Association
- 4: Report to General purposes Committee dated May 14, 2015, titled "Update on Signage on Private Properties"
- 5: Minutes from a Council meeting on May 25, 2015

pc: SMT
Barbara Sage, City Solicitor



City of
Richmond

Report to Committee

To: General Purposes Committee
From: Cecilia Achiam
Director, Administration and Compliance
Doug Long
City Solicitor
Re: Signage on Private Property

Date: October 17, 2014
File: 03-0900-01/2014-Vol
01

Staff Recommendation

That the staff report titled Signage on Private Property, dated October 17, 2014, from the Director, Administration and Compliance and City Solicitor, be received for information.

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

Doug Long
City Solicitor
(604-276-4339)

REPORT CONCURRENCE
CONCURRENCE OF GENERAL MANAGER
APPROVED BY CAO

Staff Report

Origin

This report is in response to a Council referral from October 14, 2014:

1. That staff be directed to bring forward a report to the General Purposes Committee on whether or not the City of Richmond has the ability to regulate signage on private property; and
2. Whether or not that ability extends to mandating a percentage of English on signage on private property.

Background

Some signs in the City are in a language other than English. The combination of this fact and the circulation of promotional materials that are not in English have led to some public concerns about the need to regulate signs so they must include English.

Finding of Facts

This report provides an overview of the current Richmond bylaws dealing with signage, the permit process and general statistics of language on signs in the City for 2012-2014. In addition, attached is a legal opinion from Valkyrie Law Group LLP (Sandra Carter) (**Attachment 1**).

Existing City Sign Regulation

The City currently regulates exterior signs on public and private lands *via* the following:

1. **Richmond Sign Bylaw (No. 5560)** 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.

A diagram (**Attachment 2**) is included to illustrate typical current application of the Richmond Sign Bylaw (Bylaw No. 8713).

2. **Election and Political Signs (Bylaw No. 8713)** regulates the temporary signage erected during elections. This report does not address signs regulated under this bylaw.
3. **Rezoning and Development Permit Signs** describing the location and proposed development are required as part of the rezoning and development permit. All of these signs are in English. This report does not address signs required under these processes.

Sign Permit Overview and Application Process

Table 1 below summarizes the sign permit data since 2012. Over this period the City issued 874 sign permits with 705 (80.7%) in English only, 138 (15.8%) in mixed languages (English and another language) and 31 (3.5%) in Chinese only.

Year	English	Mixed languages	Chinese only	Total signs processed
2012	243	31	4	278
2013	236	71	14	321
September 2014	226	36	13	275
Totals	705 (80.7%)	138 (15.8%)	31 (3.5%)	874 (100%)

Table 1: Summary of Sign Permits (2012–October 2014)

The City recently conducted a visual inspection of approximately 1200 business signs located along the No 3 Rd. corridor between City Hall and Cambie Road. A significant number of these signs would appear not to have a valid sign permit and therefore would not be within the statistics above. Of the signs observed, approximately less than 1% were in Chinese only.

The Sign Bylaw application process requires that business operators apply to the City for a permit. The permit application has, since Spring, 2013, included the following:

“On each sign, please include the business name in English as a public courtesy”.

Further, on September 9, 2013, Council adopted the Richmond Social Development Strategy, which encourages that wording on business signage and/or City documentation prominently include the English. The implementation of this strategy is on-going.

Legal Analysis

Addressing referral #1, the City has the authority to regulate signage on private property.

The legal opinion of Sandra Carter of Valkyrie Law Group LLP is attached (**Attachment 1**) to this report. The following two excerpts, (the first being the opinion’s summary) address referral #2:

“In our opinion, a bylaw which imposed an English language content requirement, whether or not in addition to another language, would violate section 2(b) of the *Charter of Rights and Freedoms* (“Charter”) by infringing on the right to freedom of expression. It is not certain whether that infringement would be justifiable under section 1 of the Charter as being a reasonable limit on the right to freedom of expression. In order to be justifiable, the City would need to establish there is a compelling or sufficiently important issue to be remediated, that the City has the necessary legal authority to impose a restriction or condition on the content of signs, and that the proposed restriction or condition is both proportional to the issue to be remediated and only minimally impairs freedom of expression. Courts will be more likely to support the validity of a restriction

on freedom of expression if the regulator has undertaken both relevant studies of the issue and engaged in broad public consultation.”

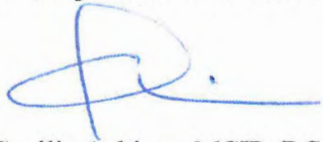
“...To be justifiable as a limit on a Charter freedom, the City would need to establish that compelling health, safety, economic or social welfare objectives are at stake. A strong factual basis would need to be established that requiring English on signs would correct or achieve a significant and important problem or purpose which is not being met in the absence of that regulation.”

Financial Impact

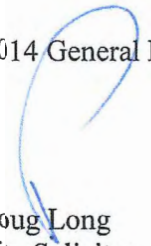
None.

Conclusion

This report addresses the two referrals from the October 14, 2014 General Purposes meeting.



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



Doug Long
City Solicitor
(604-276-4339)

- Att. 1: Legal opinion from Valkyrie Law Group LLP.
- Att. 2: Illustration of typical signs



1495 Keith Road West
North Vancouver, B.C. V7P 1Y9

Lawyer: Sandra Carter
Contact: 604.988.7552
E-mail: scarter@valkyrielaw.com
Date: October 17, 2014

Privileged and Confidential

City of Richmond
6911 No. 3 Road
Richmond, B.C. V6Y 2C1

Attention: Doug Long
City Solicitor

Dear Sirs/Mesdames:

Re: Language Requirements for Signs

You have asked us to consider whether the City of Richmond could legally implement a requirement that the content of some or all signs for which a sign permit is required pursuant to City bylaws be expressed in the English language in addition to any other language of the permit applicant's choice. The City is not suggesting that languages on signs other than English be in any way restricted or prohibited.

Summary

In our opinion, a bylaw which imposed an English language content requirement, whether or not in addition to another language, would violate section 2(b) of the *Charter of Rights and Freedoms* ("Charter") by infringing on the right to freedom of expression. It is not certain whether that infringement would be justifiable under section 1 of the Charter as being a reasonable limit on the right to freedom of expression. In order to be justifiable, the City would need to establish there is a compelling or sufficiently important issue to be remediated, that the City has the necessary legal authority to impose a restriction or condition on the content of signs, and that the proposed restriction or condition is both proportional to the issue to be remediated and only minimally impairs freedom of expression. Courts will be more likely to support the validity of a restriction on freedom of expression if the regulator has undertaken both relevant studies of the issue and engaged in broad public consultation.

Charter of Rights and Freedoms

Section 2(b) of the Charter protects the right of freedom of expression, which has been held by the courts to include the freedom to express oneself in the language of one's choice. While commercial freedom of expression has been held to be of lesser value than political, social or cultural expression, it remains a protected form of expression. The Charter applies to limit the ability of government, including municipal governments, from infringing on protected rights except where, pursuant to section 1 of the Charter, the infringement is justifiable in a free and democratic society.

The scope of freedom of expression was expressed by the Supreme Court of Canada in *Devine v. Quebec (A.G.)* [1988] 2 S.C.R. 790 as follows:

[T]he freedom of expression guaranteed by s. 2(b) includes the freedom to express oneself in the language of one's choice... That freedom is infringed not only by a prohibition of the use of one's language of choice but also by a legal requirement compelling one to use a particular language. As was said by Dickson J. (as he then was) in *R. v. Big M Drug Mart Ltd.* [1985] 1 S.C.R. 295, at p. 336, freedom of expression consists in an absence of compulsion as well as an absence of restraint (emphasis added).

An outright prohibition on the use of any particular language on signs would obviously violate section 2(b). A regulation requiring the use of a particular language would also violate freedom of expression as it would be a compulsion which affects that freedom.

Where a governmental action or regulation infringes a Charter freedom, it may nevertheless be legitimate if the proportionality test in section 1 of the Charter is met. The test has been articulated by the Supreme Court of Canada in *R. v. Oakes* [1986] 1 S.C.R. 103 and *Dagenais v. Canadian Broadcasting Corp.* 3 S.C.R. 835, through the court in *Galganov v. Russell (Township)* (2010) 325 D.L.R. (4th) 136 as follows:

- (a) The objective to be served by the measures limiting a *Charter* right must be sufficiently important to warrant overriding a constitutionally protected right or freedom.
- (b) The party invoking section 1 of the *Charter* must show the means to be reasonable and demonstrably justified. This involves the proportionality test:
 - (i) The measures must be fair and not arbitrary, carefully designed to achieve the objective in question and rationally connected to that objective;
 - (ii) In addition, the means should impair the right in question as little as possible;
 - (iii) Lastly, there must be proportionality between the deleterious effects of the by-law and the objective, and there must be a proportionality between the deleterious and salutary effects of the measures.

Assuming that the City could establish a sufficiently important objective to require that English be included on any or all signs, the regulation would need to impose a minimal impairment on freedom of expression and be proportional to the objective in terms of its positive and negative effects. To be justifiable as a limit on a Charter freedom, the City would need to establish that compelling health,

safety, economic or social welfare objectives are at stake. A strong factual basis would need to be established that requiring English on signs would correct or achieve a significant and important problem or purpose which is not being met in the absence of that regulation.

Regulatory Authority

Section 8(4) and 65 of the *Community Charter* provide specific authority for municipal regulation of signs:

- 8(4) A council may, by bylaw, regulate and impose requirements in relation to matters referred to in section 65.

- 65 The authority of a council under section 8(4) may be exercised in relation to the erection, placing, alteration, maintenance, demolition and removal of signs, sign boards, advertisements, advertising devices and structures.

It is important to note that these sections authorize the City to regulate the location, size, and specific physical features of signs, but do not directly provide authority for the regulation of the content of the signs. The imposition of a mandatory English component to the text of signs would likely be considered a content component.

In *Galganov v. Russell (Township)* 2012 ONCA 409 the issue of a bylaw which imposed both an English and French content requirement for signs was considered. The court concluded that authority for the bylaw was found in the general municipal power of the Township council to pass bylaws for matters respecting the economic, social and environmental well-being of the municipality. The *Community Charter* contains similar language in section 7(d) by including, within the purposes of a municipality, “fostering the economic, social and environmental well-being of its community”. However, more analysis would be required to determine whether a British Columbia court would reach the same conclusion that the specific sign regulatory power did not preclude a valid regulation of signs based on a broad, general power.

In *Galganov* (above) the Ontario Court of Appeal found that the imposition of a requirement that signs contain both English and French text infringed section 2(b) of the Charter, but that it was a justifiable and proportional restriction on freedom of expression given the objective of preserving the Town of Russell’s bilingual status. The Town did not restrict the inclusion of other languages in signs, and the argument presented by the appellant Galganov that the additional cost would be unreasonable was dismissed in the face of little or no evidence.

If the City, after completing any necessary studies, together with public consultation, was able to establish compelling reasons for a regulation requiring that English be included on signs, such a regulation might be legally supportable if it could meet both the section 1 Charter test for proportionality and minimal impairment, and the regulatory authority analysis under the *Community Charter*.

Implications for Existing Signs

If the City was to adopt a regulation imposing an English language requirement to signs, existing signs would likely remain unaffected. The B.C. Supreme Court decision in *Village of Cache Creek v. Hellner*

(2000) BCSC 1540 determined that the property owner would enjoy the non-conforming use protections of section 911 of the *Local Government Act* in the event that new bylaw provisions rendered the sign otherwise non-compliant. The court took the perspective that a sign constitutes a use of land. In addition, local governments in British Columbia do not have the authority to adopt bylaws with retroactive effect. There would likely be a strong argument that any new bylaw requirements would only apply to new signs and would have no effect on existing signs which were compliant, at the time of permit application, with the previously applicable bylaw provisions.

We hope the foregoing is helpful.

Yours truly,



Sandra Carter
Valkyrie Law Group LLP



Only signs on the exterior of the building are regulated by the Richmond Sign Bylaw (No. 5560). Advertisement and promotional material are not regulated under the Sign Bylaw



Regular Council

Monday, October 27, 2014

Place: Council Chambers
Richmond City Hall

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

Corporate Officer – David Weber

Call to Order: Mayor Brodie called the meeting to order at 7:00 p.m.

RES NO. . ITEM

MINUTES

- R14/17-1 1. It was moved and seconded
That:
- (1) *the minutes of the Regular Council meeting held on Tuesday, October 14, 2014, be adopted as circulated;*
 - (2) *the minutes of the Regular Council meeting for Public Hearings held on Monday, October 20, 2014, be adopted as circulated; and*
 - (3) *the Metro Vancouver 'Board in Brief' dated Friday, October 10, 2014, be received for information.*

CARRIED



**Regular Council
Monday, October 27, 2014**

PRESENTATIONS

- (1) Joanna Sofield, General Manager of Power Smart, BC Hydro, to present the BC Hydro Power Smart Leadership Excellence Award.

Joanna Sofield, General Manager of Power Smart, BC Hydro, spoke of the importance of energy conservation, noting that, over the past 25 years, BC Hydro's Power Smart initiative has conserved 6,800 gigawatt hours of energy per year – the equivalent of powering 650,000 homes annually.

Ms. Sofield acknowledged the City's efforts in energy conservation, particularly its plans to construct corporate buildings with net zero energy and carbon neutral emissions, and updating its high performance building policy for new civic facilities with a LEED Gold sustainable construction target. Also, she highlighted that the City has been the only recipient of the BC Hydro Power Smart Leadership Excellence Award, and has successfully maintained this prestigious standing since 2003.

Ms. Sofield then presented Mayor Brodie with the 2014 BC Hydro Power Smart Leadership Excellence Award

- (2) Adrian Bell, Manager, Customer Programs and Implementation, TransLink, to present on the City of Richmond–TransLink TravelSmart Partnership.

With the aid of a PowerPoint presentation (copy on file, City Clerk's Office), Adrian Bell, Manager, Customer Programs and Implementation, TransLink, presented on TravelSmart and in particular, its partnership with the City, and the following was noted:

- TravelSmart aims to help people make better travel choices across Metro Vancouver through Transportation Demand Management (TDM);
- TDM is the application of strategies and program to manage travel demand, and aims to change travel behaviour;
- TransLink hosts the TravelSmart initiative and offers (i) central information, resources and marketing, (ii) travel plan services to schools and businesses, and (iii) events and incentives to participants;



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- the City has long supported TravelSmart, hosting one of the initial pilot projects in 2006; and
- TravelSmart has held workshops at several Richmond schools, and has offered Richmond businesses travel plan advice.

COMMITTEE OF THE WHOLE

- R14/17-2 2. It was moved and seconded
That Council resolve into Committee of the Whole to hear delegations on agenda items (7:13 p.m.).

CARRIED

3. Delegations from the floor on Agenda items.

Item No. 17 – Minoru Complex Floor Plan and Preliminary Form/Character

Ian MacLeod, Chair of the Richmond Aquatic Services Board, spoke in favour of the proposed Minoru Complex floor plan. He cited concern with regard to discussion on the potential to reconfigure the building to accommodate a 50-metre pool, stating that such a pool would not serve the needs of the 1,250 daily users of the Minoru Aquatic Centre. Mr. MacLeod stated that a competition pool is available at the Watermania Aquatic Centre (WAC), thus was of the opinion that one is not needed in the city centre. Also, he spoke of logistics of a 50-metre pool, noting that it is not preferred due to the use of bulkheads to divide the pool space and the temperature of the pool is not suitable for children and seniors.

Mr. MacLeod then requested that Council approve the proposed Minoru Complex Floor Plan and Preliminary Form/Character so that the project can proceed without further delay.

Item No. 17 – Minoru Complex Floor Plan and Preliminary Form/Character

Rosemary Nickerson, Vice-Chair of the Richmond Aquatic Services Board, stated that the proposed aquatic facility is to replace the existing MAC, which has long served the community for recreational purposes. She stated that the WAC meets the community's need for a competitive pool, and was of the opinion that if the City wishes to pursue a 50-metre pool, it would be in addition to the proposed replacement of the MAC.



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- R14/17-3 4. It was moved and seconded
That Committee rise and report (7:19 p.m.).

CARRIED

CONSENT AGENDA

- R14/17-4 5. It was moved and seconded
That Items 6 through 19 be adopted by general consent.

CARRIED

6. **COMMITTEE MINUTES**

That the minutes of:

- (1) the Community Safety Committee meeting held on Wednesday, October 15, 2014;*
- (2) the General Purposes Committee meeting held on Monday, October 20, 2014;*
- (3) the Planning Committee meeting held on Tuesday, October 21, 2014;*
- (4) the Public Works & Transportation Committee meeting held on Wednesday, October 22, 2014;*
- (5) the Council/School Board Liaison Committee meeting held on Wednesday, October 15, 2014;*

be received for information.

ADOPTED ON CONSENT



**Regular Council
Monday, October 27, 2014**

**7. UPDATE ON THE TRANSPORTATION OF DANGEROUS GOODS
BY RAILWAYS**

(File Ref. No. 09-5125-05-03) (REDMS No. 4341175)

That the proposed Council Resolution titled Reporting on the Transportation of Dangerous Goods by Railway be submitted to the Federation of Canadian Municipalities requesting that the Federal government issue an amendment to Protective Direction 32 requiring rail companies to provide to municipalities the nature, exact volume and frequency of dangerous goods being transported.

ADOPTED ON CONSENT

8. POLICE PRESENCE IN THE DOWNTOWN CORE

(File Ref. No. 09-5355-20-COMP2) (REDMS No. 4280550 v. 14, 4321948)

That the City Centre Community Police Station located at 5671 No. 3 Road, be approved as the temporary location in the downtown core until another location is determined during the redevelopment of the downtown core.

ADOPTED ON CONSENT

9. SIGNAGE ON PRIVATE PROPERTY

(File Ref. No. 12-8000-03) (REDMS No. 4384413 v. 7)

That:

- (1) as a priority, staff consult with the sign owners to encourage more use of the English language on their signs;*
- (2) staff engage in a broad public consultation on the language on signs issue;*
- (3) the language on signs issue be referred to the Intercultural Advisory Committee, the Richmond Chamber of Commerce, the Richmond Chinese Community Society, and other appropriate business associations for comment;*
- (4) staff compile relevant information on the effect of the sign issue on community harmony that would be necessary to support adoption of a bylaw regulating language on signs should that option be considered in the future; and*



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Monday, October 27, 2014**

- (5) *staff report back to Council within 6 months on the effectiveness of the measures identified in recommendations 1, 2, and 3 for Council to determine if a bylaw needs to be considered.*

ADOPTED ON CONSENT

10. 2015 UTILITY BUDGETS AND RATES

(File Ref. No. 03-0970-01) (REDMS No. 4340811)

That the 2015 Utility Budgets, as outlined under Option 1 for Water and Sewer, Option 3 for Drainage and Diking, and Option 1 for Solid Waste and Recycling, as contained in the staff report dated October 7, 2014 from the General Manager of Finance & Corporate Services and General Manager of Engineering & Public Works, be approved as the basis for establishing the 2015 Utility Rates and preparing the 5 Year Financial Plan (2015-2019) Bylaw.

ADOPTED ON CONSENT

2015 UTILITY RATE AMENDMENT BYLAWS

(File Ref. No. 03-0970-01; 12-8060-20-009188/009192/9193) (REDMS No. 4386094, 4388978, 4386313, 4386332)

That each of the following bylaws be introduced and given first, second, and third readings:

- (1) *Solid Waste and Recycling Regulation Bylaw No. 6803, Amendment Bylaw No. 9188;*
- (2) *Waterworks and Water Rates Bylaw No. 5637, Amendment Bylaw No. 9192; and*
- (3) *Drainage, Dyke and Sanitary Sewer System Bylaw No. 7551, Amendment Bylaw No. 9193.*

ADOPTED ON CONSENT



**Regular Council
Monday, October 27, 2014**

11. APPLICATION BY 0868256 BC LTD. FOR REZONING AT 10211 NO. 5 ROAD FROM SINGLE DETACHED (RS1/E) TO COMPACT SINGLE DETACHED (RC2)

(File Ref. No. 12-8060-20-009178; RZ 14-658540) (REDMS No. 4377554, 2013902, 4377986)

That Richmond Zoning Bylaw 8500, Amendment Bylaw 9178, for the rezoning of 10211 No. 5 Road from "Single Detached (RS1/E)" to "Compact Single Detached (RC2)", be introduced and given first reading.

ADOPTED ON CONSENT

12. PROPOSED CITY OF RICHMOND-TRANSLINK TRAVELSMART PARTNERSHIP

(File Ref. No. 01-0154-04) (REDMS No. 4307325 v.2)

- (1) That the City's proposed partnership with TravelSmart to support and promote the City's goals to increase sustainable transportation choices for the community be endorsed;*
- (2) That the Chief Administrative Officer and the General Manager, Planning and Development, be authorized to negotiate and execute a Memorandum of Understanding based on the attached draft (Attachment 1 to the staff report titled Proposed City of Richmond-TransLink TravelSmart Partnership dated September 23, 2014) on behalf of the City with TransLink regarding the TravelSmart partnership; and*
- (3) That a copy of the above staff report be forwarded to the Richmond Council-School Board Liaison Committee for information.*

ADOPTED ON CONSENT

13. TRANSLINK 2015 CAPITAL PROGRAM COST-SHARING SUBMISSIONS

(File Ref. No. 01-0154-04) (REDMS No. 4289061)

- (1) That the submission of:
 - (a) road and bicycle improvement projects for cost-sharing as part of the TransLink 2015 Major Road Network & Bike (MRNB) Upgrade Program; and**



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Monday, October 27, 2014**

(b) transit facility improvements for cost-sharing as part of the TransLink 2015 Transit-Related Road Infrastructure Program;

as described in the staff report titled TransLink 2015 Capital Program Cost-Sharing Submissions dated September 23, 2014 from the Director, Transportation, be endorsed; and

- (2) That, should the above submissions be successful and the projects receive Council approval via the annual capital budget process, the Chief Administrative Officer and General Manager, Planning and Development be authorized to execute the funding agreements and the 2015 Capital Plan and the 5-Year Financial Plan (2015-2019) be updated accordingly dependant on the timing of the budget process.*

ADOPTED ON CONSENT

14. 2014 ENHANCED PESTICIDE MANAGEMENT PROGRAM

(File Ref. No. 10-6125-04-01) (REDMS No. 4366543 v. 5, 4368768, 4668840)

(1) That the City's Enhanced Pesticide Management Program, including the Temporary Full-Time Environmental Coordinator, be continued on a temporary basis until December 31, 2015; and

(2) That staff report back with any proposed changes or updates to the Provincial Integrated Pest Management Act.

ADOPTED ON CONSENT

15. MUNICIPAL ACCESS AGREEMENT WITH JET ENGINEERED TELECOMMUNICATION TECHNOLOGIES CORP. (CARRYING ON BUSINESS AS "JETT NETWORKS")

(File Ref. No. 03-1000-21-013) (REDMS No. 4366553)

That the Chief Administrative Officer and the General Manager, Engineering & Public Works be authorized to execute, on behalf of the City, a Municipal Access Agreement between the City and JET Engineered Telecommunication Technologies Corp containing the material terms and conditions set out in the staff report titled Municipal Access Agreement with JET Engineered Telecommunication Technologies Corp. (Carrying on Business as "JETT Networks"), dated October 6, 2014, from the Director, Engineering.

ADOPTED ON CONSENT



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Monday, October 27, 2014

16. CITY CENTRE NORTH DISTRICT ENERGY – REQUEST FOR EXPRESSION OF INTEREST

(File Ref. No. 10-6600-10-04) (REDMS No. 4364030 v. 6, 4372131)

That the issuance of a Request for Expressions of Interest by Lulu Island Energy Company for a utility partner to design, build, finance and operate a District Energy Utility (DEU) in the City Centre North area on the basis of the following guiding principles be endorsed:

- (1) *the DEU will provide end users with energy costs that are competitive with conventional energy costs based on the same level of service; and*
- (2) *Council will retain the authority of setting customer rates, fees and charges for DEU Services.*

ADOPTED ON CONSENT

17. MINORU COMPLEX FLOOR PLAN AND PRELIMINARY FORM/CHARACTER

(File Ref. No. 06-2052-55-01) (REDMS No. 4362822 v. 6)

That the Minoru Complex floor plan and preliminary form/character design as outlined in the staff report Minoru Complex Floor Plan and Preliminary Form/Character, dated October 10, 2014 from the Senior Manager, Project Development and Senior Manager, Recreation and Sports Services, be endorsed.

ADOPTED ON CONSENT

18. BRIGHOUSE FIRE HALL NO. 1 – FLOOR PLAN AND PRELIMINARY FORM/CHARACTER

(File Ref. No. 06-2052-25-FHG11) (REDMS No. 4371528 v. 5)

That the Brighthouse Fire Hall No. 1 floor plan and preliminary form/character as outlined in the staff report titled Brighthouse Fire Hall No. 1 Floor Plan and Preliminary Form/Character, dated October 3, 2014 from the Director, Engineering and Fire Chief, Richmond Fire-Rescue, be endorsed.

ADOPTED ON CONSENT



**Regular Council
Monday, October 27, 2014**

19. CAMBIE FIRE HALL NO. 3 - FLOOR PLAN AND PRELIMINARY FORM/CHARACTER

(File Ref. No. 06-2052-55-01) (REDMS No. 4367223 v. 6)

That the Cambie Fire Hall No. 3 floor plan and preliminary form/character design as outlined in the staff report titled Cambie Fire Hall No. 3 Floor Plan and Preliminary Form/Character, dated October 6, 2014 from the Director, Engineering and Fire Chief, Richmond Fire-Rescue, be endorsed.

ADOPTED ON CONSENT

PUBLIC ANNOUNCEMENTS

Mayor Brodie announced that Councillor Harold Steves has been appointed as a Director on the Steveston Harbour Authority Board, with Councillor Linda Barnes appointed as an alternate, for a term to expire at the Board's next Annual General Meeting in 2015.

Also, Mayor Brodie advised that the name "Hazelbridge Way" has been selected for the extension of the north-south road that will connect Hazelbridge Way to Sexsmith Road, and that the name "Ketcheson Road" has been selected for the new road connecting Patterson Road to Capstan Way.

In addition, Mayor Brodie stated that the name "May Drive" has been selected for the extension of the north-south road between Alexandra Road and Alderbridge Way, and that the name "McClelland Road" has been selected for the new north-south road connecting Alexandra Road to Alderbridge Way.

Mayor Brodie then announced that Diane Cousar and Susan Koch have been re-appointed to the Richmond Public Library Board for a two-year term to expire on December 31, 2016, and that Traci Corr has been appointed to the Richmond Public Library Board for a two-year term to expire on December 31, 2016.

BYLAWS FOR ADOPTION

R14/17-5

It was moved and seconded

That the following bylaws be adopted:

Permissive Exemption (2015) Bylaw No. 9158



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Business Regulation Bylaw No. 7538, Amendment Bylaw No. 9171

*Richmond Zoning Bylaw No. 8500, Amendment Bylaw No. 8850
(10380 Williams Road, RZ 11-591646)*

*Richmond Zoning Bylaw No. 8500, Amendment Bylaw No. 8906
(9000 General Currie Road, RZ 11-588104)*

*Richmond Zoning Bylaw No. 8500, Amendment Bylaw No. 9005
(7175 and 7191 Moffatt Road, RZ 11-586988)*

*Richmond Zoning Bylaw No. 8500, Amendment Bylaw No. 9088
(8951 Heather Street, RZ 13-645746)*

*Richmond Zoning Bylaw No. 8500, Amendment Bylaw No. 9096
(5771/5791 Langtree Avenue, RZ 13-647241)*

*Richmond Zoning Bylaw No. 8500, Amendment Bylaw No. 9098
(5111 Williams Road, RZ 13-647357)*

CARRIED

DEVELOPMENT PERMIT PANEL

- R14/17-6 20. It was moved and seconded
- (1) *That the minutes of the Development Permit Panel meeting held on Wednesday, October 15, 2014, and the Chair's report for the Development Permit Panel meeting held on February 12, 2014, be received for information; and*
 - (2) *That the recommendation of the Panel to authorize the issuance of a Development Permit (DP 13-636863) for the property at 7199 Moffatt Road (formerly 7175 and 7191 Moffatt Road) be endorsed, and the Permit so issued.*

CARRIED

ADJOURNMENT

- R14/17-7 It was moved and seconded
That the meeting adjourn (8:48 p.m.).

CARRIED



City of
Richmond

Minutes

Regular Council
Monday, October 27, 2014

Certified a true and correct copy of the Minutes of the Regular meeting of the Council of the City of Richmond held on Monday, October 27, 2014.

Mayor (Malcolm D. Brodie)

Corporate Officer (David Weber)

TO: MAYOR & EACH COUNCILLOR
FROM: CITY CLERK'S OFFICE

re Ted Townsend

Mayor and Councillors

From: Josh Paterson [josh@bccla.org]
Sent: Monday, 20 October 2014 14:25
To: Mayor and Councillors
Subject: Letter from BC Civil Liberties on Chinese-only signage
Attachments: image001.gif; ATT00001.htm; image002.gif; ATT00002.htm; ATT00003.htm; BCCLA Chinese signs letter Richmond.pdf; ATT00004.htm

Categories: 12-8000-03 - Language and Signage Issues

Dear Mayor and Councillors,

Please find attached a letter in relation to the Chinese-only signage issue being considered by council.

Josh Paterson

Executive Director | Lawyer

BC Civil Liberties Association

josh@bccla.org | T: 604.630.9752 | Twitter: @joshvanbc | Toll free: 1.866.731.7507 | F: 604.687.3045

www.bccla.org | Twitter: @bccla | 900 Helmcken Street, 2nd Floor, Vancouver, BC, Canada V6Z 1B3 | Coast Salish Territory

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OCT 20 2014

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& DISTRIBUTED





Josh Paterson
Direct Line: 604-630-9752
Email: josh@bccla.org

VIA EMAIL: mayorandcouncillors@richmond.ca

October 20, 2014

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City of Richmond
Mayor's Office
6911 No. 3 Road
Richmond, BC V6Y 2C1

Dear Mayor and Council,

Re: Chinese language advertisements and signage

We write to you today to express our concern over the recent controversy involving Chinese-language-only advertisements and signage in the city. We applaud your Council's efforts over the past year to defend your residents' rights to express themselves in the language of their choice. We expect the City to maintain that position in the current debate.

The guarantee of freedom of expression under the Canadian Charter of Rights and Freedoms gives everyone the right to participate in social dialogue and speak about matters that are important to them, in the language of their choice. The Charter also protects commercial expression (*Ford v Quebec (Attorney General)*, [1988] 2 SCR 712, *Irwin Toy Ltd. v. Quebec (Attorney General)*, [1989] 1 S.C.R. 927).

The Supreme Court of Canada, in the *Ford v Quebec decision*, made the following critical point:

Freedom of expression includes the freedom to express oneself in the language of one's choice... Language is so intimately related to the form and content of expression that there cannot be true freedom of expression by means of language if one is prohibited from using the

British Columbia Civil Liberties Association
900 Helmcken Street, 2nd floor
Vancouver, BC, Canada V6Z 1B3

T 604.687.2919
F 604.687.3045

info@bccla.org
www.bccla.org

CNCL - 863

language of one's choice. Language is not merely a means or medium of expression; it colours the content and meaning of expression (paras 39-40).

The City's regulation of outdoor signage and advertisements must be done in accordance with the Charter.

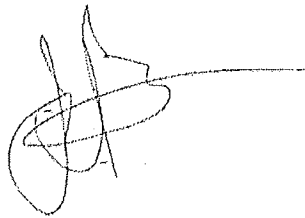
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The BCCLA takes the position that to regulate advertisements or signage on the basis of language, or to force the use of the English language on such signage, would constitute an unwarranted and unjustified encroachment upon the freedom of expression of Richmond residents and people doing business in the city, and would be unconstitutional. This would also apply to City-owned advertising space.

Individuals, businesses and private organizations have a Charter-protected right to express themselves in the language of their choice. The City of Richmond, and all governments, have a duty to protect this right.

We will monitor this debate as it progresses.

Sincerely,

A handwritten signature in black ink, appearing to be 'Josh Paterson', with a long horizontal line extending to the right.

Josh Paterson
Executive Director



**City of
Richmond**

Report to Committee

To: General Purposes Committee **Date:** May 14, 2015
From: Cecilia Achiam **File:** 03-0900-01/2014-Vol
 Director, Administration and Compliance 01
Re: Update on Signage on Private Properties

Staff Recommendations:

That:

1. 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. 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.

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

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Community Social Development	<input checked="" type="checkbox"/>	
Community Bylaws	<input checked="" type="checkbox"/>	
Law	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:	APPROVED BY CAO

Staff Report

Origin

This report is in response to the Council resolution of October 27, 2014, as follows:

That:

- 1) as a priority, staff consult with the sign owners to encourage more use of the English language on their signs;*
- 2) staff engage in a broad public consultation on the language on signs issue;*
- 3) the language on signs issue be referred to the Intercultural Advisory Committee, the Richmond Chamber of Commerce, the Richmond Chinese Community Society, and other appropriate business associations for comment;*
- 4) staff compile relevant information on the effect of the sign issue on community harmony that would be necessary to support adoption of a bylaw regulating language on signs should that option be considered in the future; and*
- 5) staff report back to Council within 6 months on the effectiveness of the measures identified in recommendations 1, 2, and 3 for Council to determine if a bylaw needs to be considered.*

At the October 27, 2014 meeting, City Council had indicated that the priority approach to the language on sign issue during the six months outreach initiative would be to promote community harmony through inclusion and open communication vs. an enforcement based approach. In addition to following Council direction throughout the public engagement process, the City engaged external expertise to fully address Council's referral. The Simon Fraser University - Wosk Centre for Dialogue was engaged to plan, implement and moderate the public workshop to address item 2 of the referral, and the University of British Columbia (UBC) was contracted to conduct research on community harmony/social cohesion and linguistic landscape in diverse communities to address item 4 of the referral.

Analysis

1. Consultation With Sign Owners

A pilot outreach initiative was undertaken. This involved deployment of temporary staff, fluent in Mandarin, Cantonese and English, who conducted site visits to businesses in the City Centre area (Sea Island Way to the north, Garden City Road to the east, Granville Avenue to the south, and Minoru Boulevard to the west), and parts of Bridgeport Road and River Road, to promote community harmony by encouraging the inclusion of English on signage and advertisement, and to remind businesses about sign permit requirements under the current Sign Bylaw.

Additional visual inspection was completed by Bylaw Officers in commercial centres in the Steveston and Hamilton areas. No business signage solely in another language other than English was found in these areas (Figure 1).

Sign inspections commenced on December 17, 2014 and are still ongoing. For the purposes of this report, the data hereunder reflects inspections conducted up to May 1, 2015, totalling 73 inspection days. Staff completed over 1,500 visual inspections of business signage and conducted over 850 door to door visits with business operators who did not have valid sign permits for their business signs. There were only 13 business signs at these premises that are solely in a language other than English (Figure 2).

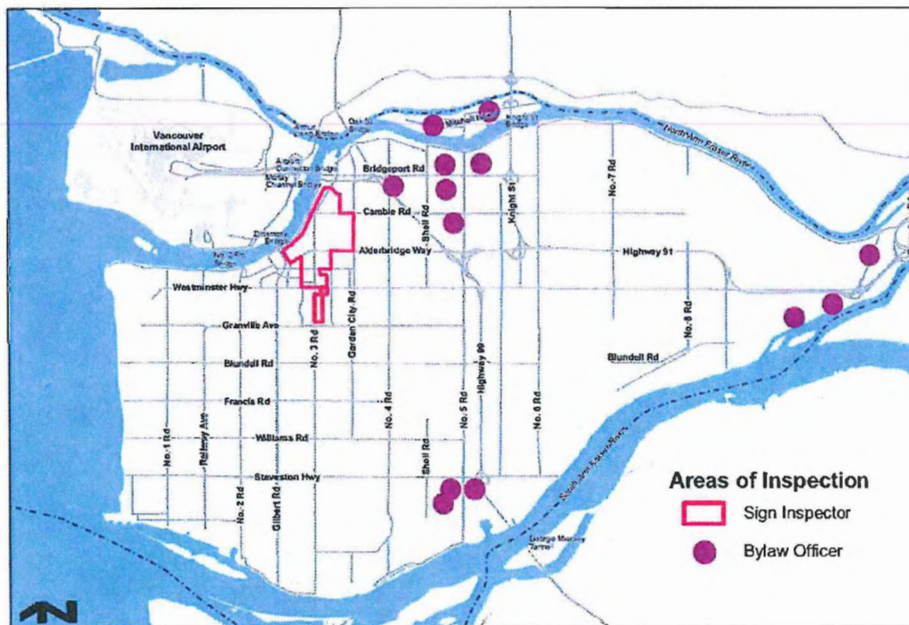


Figure 1: Areas of Inspection Map

Area	Estimated No. of Businesses Requiring Inspections ¹	Businesses that had Signs Visually Inspected	Businesses without Sign Permits ²	Door to Door Meetings with Business Operator ³	Sign Permit Applications Received ⁴	Businesses with Language Issue Based on Current Sign Bylaw
City Centre ⁵	2,000	1,394	868	784	504	13
Outside City Centre ⁶ (beginning March 20, 2015 only)	855	156	103	93	93	0
Total	2,855	1,550	971	877	597	13

Figure 2: Inspection Summary from December 17, 2014 to May 1, 2015

¹ Source: Business Licence data excluding those for home occupations, and businesses that do not require sign permits because they are located in the interior of a structure (e.g. stores inside a shopping mall).

² Approximately 60% of signs visually inspected do not have a sign permit.

³ Door to Door Meeting with Business Operator means that the sign inspector, after having conducted a visual inspection of a sign, met with the business owner/manager/employee in person to discuss the City's sign permit requirement and/or to request that their sign be modified to include or incorporate more English wording.

⁴ Businesses may have submitted more than one sign permit application. The increase in the number of applications received is not attributable alone to outreach efforts.

⁵ Sea Island Way to the north, Garden City Road to the east, Granville Avenue to the south, and Minoru Blvd. to the west.

⁶ Primarily Bridgeport Road and River Road.

Since winter 2014, staff began notifying all Richmond “commercial businesses” (excluding home business and home-based businesses which are exempted from the Sign Bylaw), through the year round Business License renewal process, regarding the sign permit requirement and encouraging them to include at least 50% English content on signs. Of the over 10,000 commercial business license holders with storefront premises, over 50% have received the notification to date. By December 2015, all commercial business license holders will have been notified. A special insert in both English and Chinese with City contact information has been produced for this purpose to ensure that language is not a barrier to communication with commercial businesses.

As a result of these combined efforts, a total of 597 new sign applications have been received as of May 1, 2015. More sign permit applications are anticipated to be submitted. The majority of these new applications rectify the current situation whereby existing signs have been installed without a sign permit.

One finding from the pilot outreach initiative is that posters and other advertisement material are not regulated under the current Sign Bylaw. In addition, signs on construction sites advertising the development or construction services, for sale, and for lease signs erected in some residential areas also do not require a sign permit. Some of these materials are in a language other than English. An abundance of these signs that are either clearly noticeable on storefront windows or visible in some residential neighbourhoods in the City are significant contributors to “visual clutter” and contribute to the perception of a proliferation of non-English “signage”. As an example, the City of Surrey incorporated “de-cluttering” provisions into the Surrey Sign By-Law No. 13656 in July 2013 to address some similar concerns from its community.

2. Broad Public Consultation

All of the material related to the language on sign issue including the staff report to Council, the consultant reports from UBC and SFU, as well as videos, will be made available on the City’s website at <http://www.richmond.ca/busdev/signs/community.htm> after the presentation to Council.

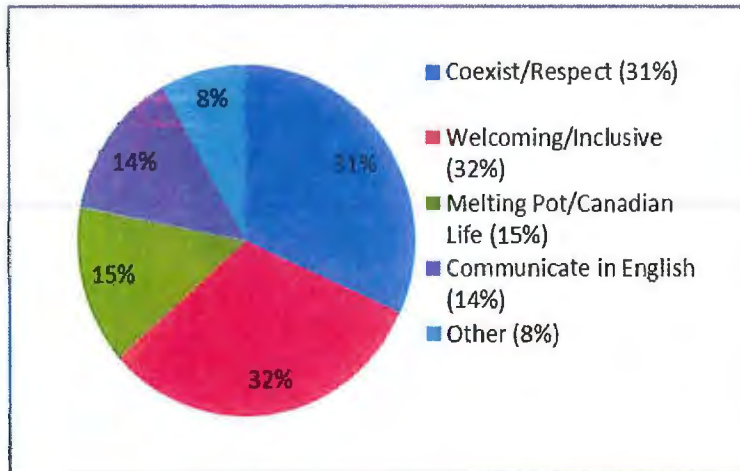
The City’s outreach and engagement efforts included the following:

- Approximately 100 people attended a community workshop, moderated by the SFU Centre for Dialogue, which was held on Thursday, March 12 from 6:30- 8:30 p.m. at the John M.S. Lecky UBC Boathouse, 7277 River Road. Workshop participants heard about Richmond’s efforts to promote and strengthen community harmony, explore the topics of language on signs and community harmony and share their own perspectives on the topic. *Attachment 1* provides a summary of the workshop. The SFU Centre for Dialogue also produced a short video from exit interviews of the attendees at the workshop.
- In addition to the community workshop, community members and groups were able to obtain more information on the program and respond to an online survey via the City’s online discussion platform at LetsTalkRichmond.ca from March 6-

Outreach Numbers:	
Input Opportunity Since Council Referral	Response
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

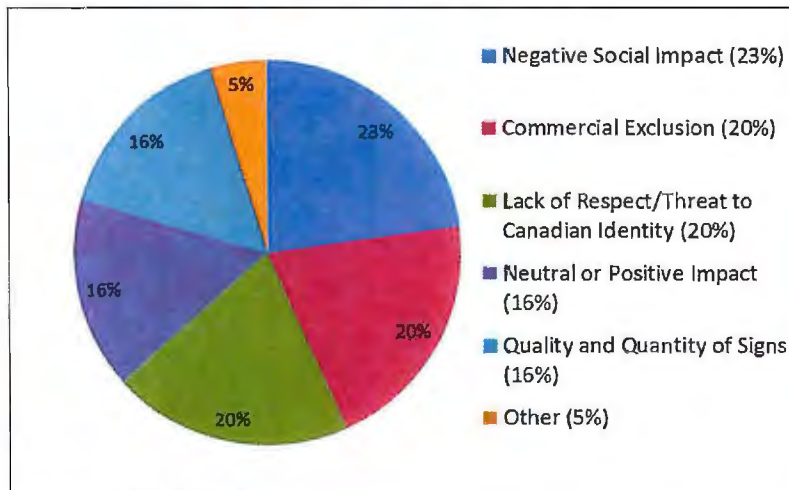
20. A total of 260 responses were received to the online survey. A Summary is provided in *Attachment 2*.

The three questions posted on the LetsTalkRichmond discussion platform were:



1) *What does community harmony in Richmond mean to you?*

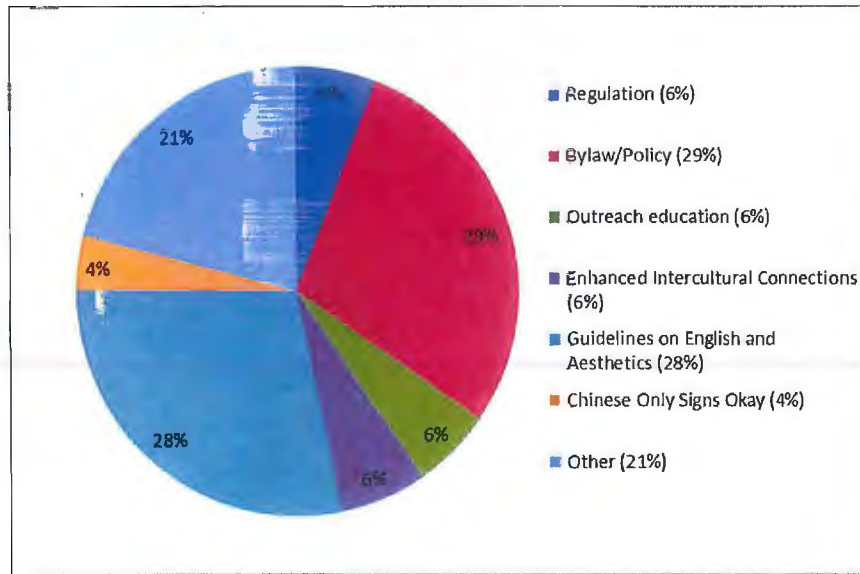
The survey verified the complexity of defining community harmony. Key themes identified included: coexistence, working towards common goals, understanding differences, embracing different cultures, contributing to a welcoming and inclusive environment, reciprocal obligation of host community to welcome newcomers and for newcomers to integrate and assimilate, and ongoing communication. In many of the responses, there was an element of unease that the once European majority was becoming a minority and invisible. The feeling of uneasiness manifested in part by the presence of foreign languages on signs and the perception that foreign languages are taking over the urban landscape.



2) *How do you feel about the signage in the community? Does it affect your quality of life?*

Some respondents referenced the negative impact experienced through the perception of foreign language on signs as these signs elicited feelings of exclusion, and disconnect from the surroundings. Some respondents felt that non English signage displayed a lack of respect for Canada and the Canadian identity.

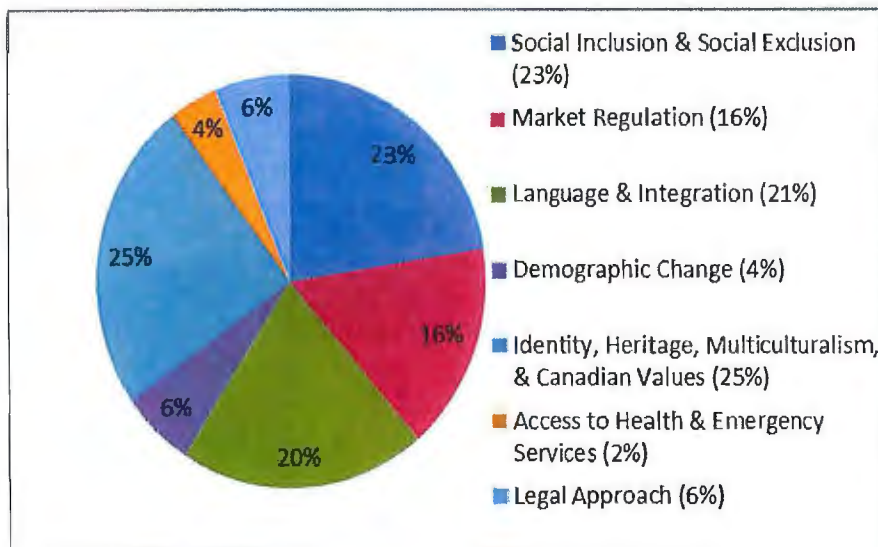
No responses were received indicating that having English on signage would have a negative impact.



3) Please share any additional comments that can assist the City of Richmond in developing future recommendations and measures related to language on signage.

Nearly 60% of the respondents favoured some form of guidelines/bylaw/policy to provide clear expectations for business owners to follow in terms of the use of language and aesthetics of signage. Many suggested that the official languages (i.e. English) should be visually prevalent, however, need not be the sole language on signage.

- Comments were also received via email to signsconsult@richmond.ca or by mail or hand to Richmond City Hall. These comments are summarized in *Attachment 3*. A total of 24 emails were received. The scope of the responses in the email submissions was wide-ranging as they were not limited to the questions posted in Let’s Talk Richmond. The chart below illustrates the emerging themes from the emails



- 79 sign companies were contacted in writing throughout the region as well as their provincial and national organizations to inform them of Council's direction to encourage the inclusion of 50% English content in future sign applications.

This initiative resulted in active interest by the Canadian Sign Association and specifically the Association's BC Chapter. An Association representative attended the public workshop and provided valuable comment from the industry's perspective. Staff will continue to consult with the Association on any future signage related initiatives.

- Meetings were held and correspondence sent to some local property management companies to explain the purpose of the outreach program and to provide information/support to assist in their communication with the business operators.

These meetings were triggered by feedback from some business owners/operators at strip malls who indicated that they were not aware that a separate sign permit would be required. They were under the impression that their monthly management fees included all necessary permits.

- Extensive media coverage on television, radio, print and digital kept the interest on this issue active throughout the consultation period.

3. Referral to Advisory Committee and Community Partners

- As directed by Council, staff consulted with the Richmond Intercultural Advisory Committee, Richmond Chamber of Commerce and the Richmond Chinese Community Society.

On February 23, 2015, Council approved the 2012-2015 Richmond Intercultural Strategic Plan and Work Program (RISPWP) prepared by the Richmond Intercultural Advisory Committee (RIAC). Support for the City initiative regarding language on signage was one of the actions cited in the work program which contributes to the RIAC mandate:

"To enhance intercultural harmony and strengthen intercultural co-operation in Richmond."

The RIAC Chair participated in the community workshop as a member of the panel. Other RIAC members also attended the workshop.

- Staff also met with or consulted by mail or email with other community/business partners such as the Chinese Federation of Commerce of Canada, Chinese Real Estate Professionals Association of BC, the Canadian Sign Association, S.U.C.C.E.S.S., local builders, sign companies and property management firms to promote community harmony by including 50% English in any signage.
- Other national organizations such as the Canadian Race Relations Foundation, the Laurier Institution and the Civic Education Society reached out to the City as a result of their mandate/programs. The general feedback from these organizations include:
 1. The issue on language on signage is the "tip of the iceberg" on community harmony/cohesion.

2. Encourage a common language (English) in signage, in addition to any language, to be inclusive and to promote community harmony.
3. The use of outreach to disseminate information and dialogue to promote intercultural understanding is preferable to enforcement alone.
4. Relevant information on the effect of the sign issue on community harmony

The City engaged Elanna Nolan (PhD student) and Dr. Daniel Hiebert from UBC with speciality in community harmony/social cohesion to perform academic research to address Council's referral to "compile relevant information on the effect of sign issue on community harmony that would be necessary to support adoption of any bylaw regulating language on signs should that option be considered in the future".

The executive summary of the report "Social Cohesion and Visual Landscapes in Richmond" by Elanna Nolan and Daniel Hiebert is provided in *Attachment 4*.

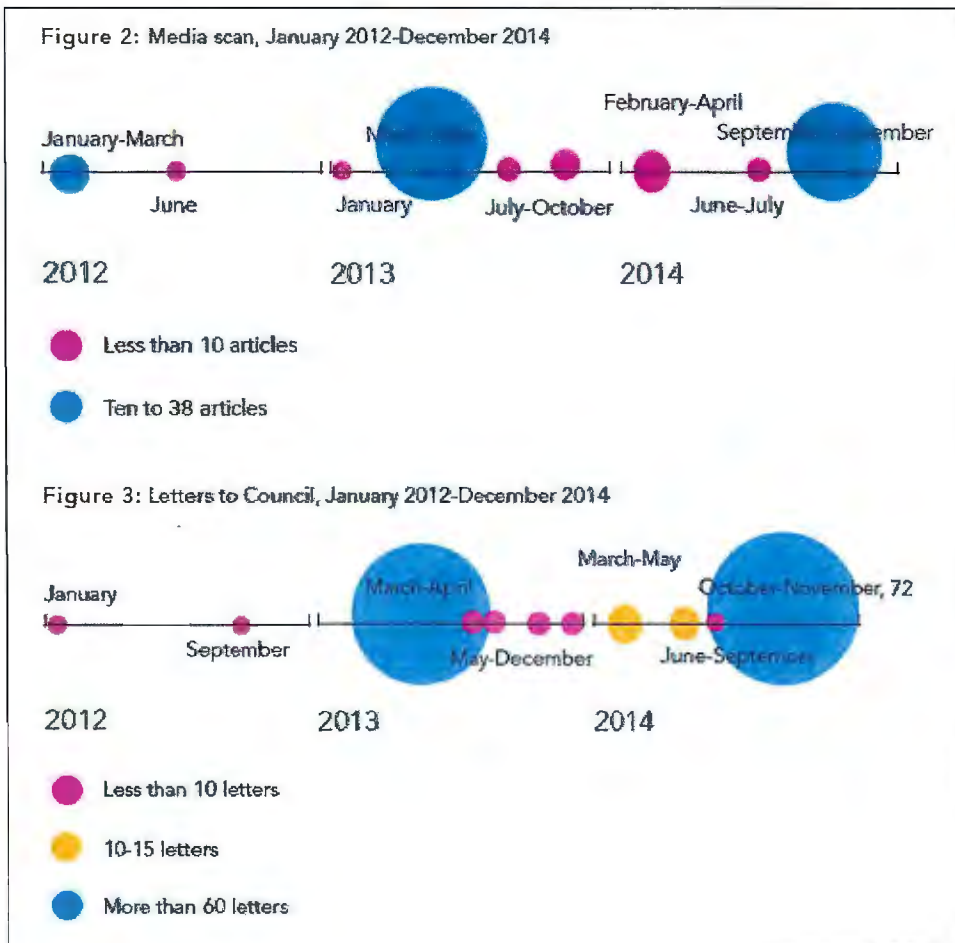
The UBC Study (Study) examined the ethnicity/country of origin of Richmond over time. This review also included an analysis of media and written submissions to the City. Some of the key observations regarding the inter-relationship between super-diversity and social cohesion include:

- *"There is often a tendency to see diversity in terms of ethnicity or country-of origin, however, in so doing it can be easy to miss details that shape the contours and textures of every day experiences. The concept of super-diversity helps us see the various population details, such as language, religion, age, immigration stream, that are often overlooked when we talk about diversity based on country-of-origin or ancestry. Recognizing super-diversity in Richmond reveals the multiple groups, communities, and cultures that make it a unique and vibrant city."*
- In the Canadian context, social cohesion has been distinguished from multiculturalism. Seen as complementary to multiculturalism, social cohesion can be interpreted as providing a vision of what social relations under multiculturalism might look like, but ultimately it does not tell the full story of the successes and failures of a super-diverse society.
- Research around signage in public spaces (i.e. linguistic landscapes) revealed that *"illegibility, or an inability to read all that is written in the linguistic landscape, can produce feelings of anxiety and alienation. This experience goes both ways – for official and non-official languages."* Most believe that social inclusion and a sense of belonging are prerequisites for immigrant integration. However, some scholars believe that inclusion is not exclusively the result of official-language proficiency.
- Much of the research around signage in public space (i.e. linguistic landscapes) focuses on super-diverse cities where citizens speak multiple languages. The Study noted that today:
 - 70% of Richmond's population identifies as being "visible minority".
 - There are 161 ethnicities represented in Richmond.
 - Over 60% of Richmond's population are immigrants to Canada.
 - About 90% of the population can speak English.

- The analysis of the media and written submissions to Council from January 2012 to December 2014 indicated that the media has reported the signage issues in a fairly balanced way overall. Public opinion, on the other hand, can sometimes be emotionally charged and “expressed with a tone that is more emotive and sometimes antagonistic.” The issue often engages questions of home, belonging and recognition.

Emergent themes across the 98 media reports and 166 written submissions to Council between January 2012 to November 2014 are consistent and include:

- Social inclusion and exclusion
- Regulation of language on signage
- Demographic change
- Identity politics, heritage, multiculturalism, and Canadian values
- Health and safety concerns
- Legalistic approach to a by-law
- Federal immigration policy
- Immigrant integration and language



There are a couple of important things to note in summarising the 166 submissions received over a three-year period. First, they do not represent 166 concerned citizens, necessarily:

- Of the 166 objections to foreign language on signs, 19 per cent (31) were sent by a single individual.
- More than half (91) of the submissions came from individuals who had previously objected (i.e. sent more than one objection).
- In seven per cent of the submissions (11), the text was repeated exactly.

These points serve to highlight both that objections to the foreign language on signage is not necessarily as widespread as it might first appear, but also, that for some citizens this issue is very important to them, to which their commitment to continued or coordinated campaigning is testament.

Following Dr. Hiebert's methodology, staff continued to analyse the written submissions (284 from Let's Talk Richmond and emails from signconsults@richmond.ca) and media coverage (over 30 spots on television, radio and newspapers) from December 2014-March 2015. The major themes (noted on page 7 of this report) remain unchanged.

Summary of Key Findings

1. Legal Analysis

The following two excerpts are from a legal opinion obtained from Sandra Carter of Valkyrie Law Group LLP previously in response to a Council referral from October 14, 2014 regarding the City's ability to regulate signage and mandate a percentage of English on signage on private property are included for completeness of information:

"In our opinion, a bylaw which imposed an English language content requirement, whether or not in addition to another language, would violate section 2(b) of the *Charter of Rights and Freedoms* ("Charter") by infringing on the right to freedom of expression. It is not certain whether that infringement would be justifiable under section 1 of the Charter as being a reasonable limit on the right to freedom of expression. In order to be justifiable, the City would need to establish there is a compelling or sufficiently important issue to be remediated, that the City has the necessary legal authority to impose a restriction or condition on the content of signs, and that the proposed restriction or condition is both proportional to the issue to be remediated and only minimally impairs freedom of expression. Courts will be more likely to support the validity of a restriction on freedom of expression if the regulator has undertaken both relevant studies of the issue and engaged in broad public consultation."

"...To be justifiable as a limit on a Charter freedom, the City would need to establish that compelling health, safety, economic or social welfare objectives are at stake. A strong factual basis would need to be established that requiring English on signs would correct or achieve a significant and important problem or purpose which is not being met in the absence of that regulation."

2. Outreach

- The pilot outreach efforts yielded result with respect to compliance amongst business operators to obtain sign permits. Before the outreach initiative, the City received 250-300 applications annually on average. The City has received 597 new applications for sign permits as of May 1, 2015 since the outreach initiatives began in December, 2014. All sign permit submissions to date include English wording on their signs.
- For signage/posters that do not currently require a Sign Permit, the outreach process achieved only moderate success in encouraging the inclusion of English on business signage. The cost and/or inconvenience for replacing signs/posters were the most commonly cited reasons for maintaining status quo.
- In response to feedback from some of the business operators visited and input from the Richmond Chamber of Commerce, the City prepared new multilingual information packages on starting a small business in Richmond, in consultation with the Richmond Chamber of Commerce, to help ensure businesses are aware of regulatory requirements including the need for sign permits. The Chamber is using this as a resource for their members and hard copies have been handed out to business operators during sign inspections. This brochure is also available on line at <http://www.richmond.ca/busdev/econdev/access.htm>.
- There is potential to collaborate with national agencies, such as the Canadian Race Relations Foundation (CRRF) to strengthen community harmony through their “Our Canada 2015-2017” initiatives to celebrate Canada’s 150 years as a nation “by building awareness and understanding of Canadian values, promoting good citizenship, and deepening a sense of belonging for all Canadians.” Administration & Compliance Department staff and Community Services Division staff will collaborate to follow up on community harmony/cohesion initiatives arising from the language on signage initiatives that support the City’s Social Development Strategy and/or the Richmond Intercultural Advisory Committee Work Plan.

3. Outdated Sign Bylaw

- Staff received general feedback from businesses and the sign industry that the City’s Sign Bylaw is outdated. While changes to the Sign Bylaw will not include any language provisions, efforts to de-clutter will be strengthened and embedded in the Bylaw. The update to the Bylaw will 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 and clarify inspection responsibilities.
- The City’s sign permit fees are relatively low when compared to neighbouring Metro Vancouver municipalities. Fees for some types of signs are less than 50% of the fees charged by Burnaby, Surrey and Vancouver, for example. An increase in permit fees will help with cost recovery of any enhanced sign outreach initiative/application processes provided that the City continues to streamline application process to ensure reasonable processing time. The BC Sign Association has cited that it is desirable for sign permit processes to be both simple and clear.

4. Signage and Community Harmony

The reports from the community workshop and UBC, and feedback from Richmond citizens, confirm the complexity of the link between public signage and community harmony.

The UBC report concluded that:

“As measures of social cohesion cannot tell the full story, neither can linguistic landscapes be used to correlate degrees of integration of immigrant publics, or be seen as indicative of exclusive and anti-social intentions. As such, linguistic landscapes cannot accurately be used as a platform for measuring degrees of social harmony.”

Based on findings from academic research, requiring English on signage does not appear to be an effective means to achieve community harmony.

5. Enforcement Gaps

- Currently there are not any staff resources specifically dedicated to inspect business signs after installation to verify that the signs are in compliance with permits issued. This was previously handled through building inspections and is currently managed on a compliant basis. The updated Sign Bylaw will have to consider the issue of enforcement as this enforcement gap was well known in the sign industry and could have been a contributing factor to the proliferation of illegal signs.
- Dedicated resources in the City are needed to continue the outreach effort. In addition to fluency in English, the ability of City staff to read Chinese and speak Mandarin and Cantonese are critical in breaking down the language barrier during site visits.
- Current practice is to rely solely on professional letters of assurance to ensure structural integrity, proper installation and safety of signs rather than via site inspections by Building Inspectors as per Sign Bylaw. The necessary permits or assurances are not always obtained.

6. Visual Clutter

Based on inspection in the City Centre and other business areas, very few regulated business signs are in a language that is solely non-English (13 signs or <1%). Nonetheless, the perception of a growing presence of foreign language in the “visual landscape” is real as some of the posters and decals adhered to the storefront windows or sandwich boards (not permitted) contain languages other than English.

Including a “de-cluttering” provision in the Sign Bylaw will go a long way to minimize visual clutter in storefront windows in the future.

7. Use of Language

The UBC Study noted that Richmond has 161 ethnicities and associated languages and dialects. The majority of Richmond residents can speak English and use English as a working language.

Options for Council Consideration

Based on the key findings and staff analysis, the three options to address the language on signs issue and compliance with the Sign Bylaw are as follows:

	Option 1 (status quo) <i>(Not Recommended)</i>	Option 2 (De-cluttering) <i>(Recommended)</i>	Option 3 (Minimum English Requirement) <i>(Not Recommended)</i>
Service Delivery	Discontinue outreach and return to the practice of inspections and enforcement conducted on a complaints basis.	Continue with outreach efforts to improve compliance with Sign Bylaw to promote community harmony.	Continue with outreach efforts to promote community harmony and use enforcement to improve compliance with the Sign Bylaw. Use regulation to require the use of English as a common language on business signage.
Sign Bylaw	No change to existing Sign Bylaw.	Repeal of the existing Sign Regulation - Bylaw 5560 (1990) and creation of a new Sign Bylaw to address regulatory gaps and emerging signage technologies/needs and to include a “de-cluttering” provision to control visual clutter. The new bylaw will be accompanied by the development and production of new communication tools (e.g. brochures, video on line) to educate on the benefits of “de-cluttering” storefront windows, and the benefits to community harmony by including English as a common language for communication.	In addition to the changes from the “de-cluttering” option, include a requirement of a minimum of 50% of the copy area on business signs to be in English.
Staffing	No additional staff resources required.	Continuation of the outreach initiative for one year with one Temporary Full Time (TFT) Sign/Business License Inspector position to encourage the inclusion of English on business signs and to improve compliance with Sign and Business License Bylaws. Staff will report back after one year (Summer 2016) of implementation of the community outreach on results and cost effectiveness of the program for Council consideration on whether to further extend the outreach	Creation of one Regular Full Time (RFT) Sign/Business License Inspector position to continue outreach efforts and enforcement to promote compliance with the Sign and Business License Bylaws.

	Option 1 (status quo) <i>(Not Recommended)</i>	Option 2 (De-cluttering) <i>(Recommended)</i>	Option 3 (Minimum English Requirement) <i>(Not Recommended)</i>
		program.	
Timeline	N/A	One year	Continuing
Sign Fees	No change to fees structure.	Fees structure will be reviewed and modified accordingly.	Fees structure will be reviewed and modified accordingly.
Pros/Cons	<p>Pros: No additional resource requirement and no change to the Bylaw or application, inspection and enforcement processes.</p> <p>Cons: This approach does not address the functional issues related to the outdated Sign Bylaw. Examples include the lack of ability to address the posters that is causing “visual clutter”; deficiencies in the Definition section (e.g. interior vs. exterior signs) and difficulty to enforce.</p> <p>Cons: This approach does not build on the momentum achieved during the outreach project nor does it respond to the ideas collected from the public consultation. The City will continue to inspect business signs/signage issues based only on complaints.</p> <p>Cons: This approach will likely lead to lost revenues from sign permit fees due to non-compliance.</p>	<p>Pros: This approach addresses the visual clutter caused by posters and other promotional material that are not currently regulated under the Sign Bylaw. It extends the pilot project having Sign Inspectors fluent in Mandarin, Cantonese and English to continue to ensure that signs are installed based on approved permits and to continue proactive outreach.</p> <p>Pros: The outreach along with improved regulations provides clarity while maintaining a “user friendly” interface to encourage cultural harmony.</p> <p>Cons: This does not address the expressed desire by some community members to require the inclusion of English on signs.</p> <p>Cons: Additional resources will be required and there is no guarantee that all businesses will voluntarily include English on signage.</p>	<p>Pros: The approach addresses the visual clutter caused by posters and other promotional material, and the erection of non-English signs language which are currently not regulated under the Sign Bylaw. This approach will provide clarity of the City’s intent to enforce the inclusion of English on all business signs on a going forward basis and eliminate reliance on voluntary compliance to modifying unilingual signs.</p> <p>Cons: This approach is highly regulatory and the business community may not receive this alternative as positively as other proposed options.</p> <p>Cons: Potential legal challenge related to the Charter of Rights and Freedom.</p> <p>See Legal Analysis above. It is anticipated that fees for external counsel related to a legal challenge will be in the range of \$40,000-\$50,000 not including any appeals.</p>
Financial Impact	There will be no financial impact.	It is anticipated that redrafting of the Sign Bylaw including the use of external expertise (policy and legal), public consultation, communication and accompanying collateral material will result in a one-time cost of \$120,000 which can be funded through general contingency. The Temporary Full-Time Business Licenses/Sign Inspector	The cost for redrafting the Sign Bylaw will be similar to Option 2 resulting in a one-time cost of \$120,000 which can be funded through general contingency. The funding of the Regular Full-Time Business Licenses/Sign Inspector position would be submitted for consideration in the 2016 Budget. Similar to option 2, the Business Licenses/Sign Inspector

	<p>Option 1 (status quo) (<i>Not Recommended</i>)</p>	<p>Option 2 (De-cluttering) (<i>Recommended</i>)</p>	<p>Option 3 (Minimum English Requirement) (<i>Not Recommended</i>)</p>
		<p>position can be absorbed by the Divisional budget through gap funding for existing vacancies.</p> <p>The Business Licenses/Sign Inspector proposed may be partially recovered from increased revenues from sign application fees and fines and improved collection of Business License fees.</p>	<p>proposed may be partially recovered from increased revenues from sign application fees and fines and improved collection of Business License fees.</p> <p>In addition to the cost estimate noted above, if a legal challenge ensues, then it is anticipated that fees for external counsel will be in the range of \$40,000-\$50,000 excluding any appeals.</p>

Financial Impact

The financial impact of Option 2 is estimated to be \$120,000 which can be funded through general contingency. This one-time expenditure will support the use of external expertise (policy and legal) for the drafting of the Bylaw, public consultation, communication and accompanying collateral material to improve the Sign Bylaw and promote community harmony. (See table above for details). Any unspent funds will be returned to the general revenues.

Staff will report back after one year (Summer 2016) of implementation of the community outreach on results and cost effectiveness of the program for Council consideration on whether to further extend the outreach program.

If the updating of the Consolidated Fees Bylaw No. 8636 to bring sign application fees and fines up to par with other jurisdictions is endorsed, the City will be able to bring in additional revenue to offset any additional cost to implement the options.

Conclusion

Option 2 represents a balanced approach without infringing the Charter of Rights and Freedom. The continuing outreach initiative will reinforce efforts to promote the use of English as the “working language” in Richmond to support community harmony, and the creation of a new Sign Bylaw with a “de-cluttering” provision will help address issues associated with visual clutter on storefronts.

May 14, 2015

- 16 -

The City's pilot project indicates that public outreach and regular enforcement increases compliance with the Sign Bylaw. Public consultation and research undertaken illustrate that the issue of use of language on signage is indicative of a much deeper concern in the community around community harmony, social cohesion and Canadian values. To address these complex community issues, an approach that focuses purely on enforcement should be considered a last resort. The City already has many strategies/initiatives to promote community harmony (e.g. Richmond's Social Development Strategy, the Richmond Intercultural Advisory Committee, grants to community agencies, support of faith and inter-faith organizations etc.). Cooperation/collaboration with the multitude of government agencies and community partners working on inter-cultural issues is already a priority of the City and should be continued.



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

- Att. 1: Summary of March 12, 2015 Workshop prepared by Dr. Joanna Ashworth, The Simon Fraser University
- 2: Summary of survey response from www.LetsTalkRichmond.ca
- 3: Summary of email received from signsconsult@richmond.ca or by mail or hand to Richmond City Hall
- 4: Executive summary of the University of British Columbia report titled "Social Cohesion and Visual Landscapes in Richmond" by Elanna Nolan and Dr. Daniel Hiebert

City of Richmond Community Workshop // March 12, 2015

PUBLIC SIGNAGE and COMMUNITY HARMONY in RICHMOND

REPORT

Submitted to City of Richmond
By Dr. Joanna Ashworth and Associates
Senior Dialogue Associate, Wosk Centre for Dialogue
Simon Fraser University

April 17, 2015



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INTRODUCTION

"Today We Are On A Path For A Better Quality Of Life In Richmond"

On the evening of March 12, 2015, over 100 citizens gathered at the John M.S. Lecky UBC Boathouse to listen, learn and offer their ideas about how to address Richmond's public signage in a way that contributes to community harmony.

City staff opened up the gathering by noting the broad cross-section of people present, including City Council representatives, Mayor Malcolm Brodie and Councillors Chak Au, Bill McNulty and Carol Day; members of the Richmond Intercultural Advisory Committee; The Laurier Institute; the Canadian Race Relations Council; representatives from the business and non-profit sectors; and other concerned citizens of Richmond.

Using the metaphor of a scale, City staff emphasized that, in creating cultural harmony in its approach to business signage, the City of Richmond is attempting to balance two domains. The first is plans and policies, which would include the Richmond Social Development Strategy and Official Community Plan, and the second is regulations and other measures such as the sign by-law, education, and outreach.

City staff then highlighted the evening's four broad objectives:

- To increase opportunities for understanding and relationship among cultural groups.
- To welcome a respectful exchange of diverse viewpoints from members of the community on the public signage issue.
- To learn from best practices in other jurisdictions.
- To seek recommendations for action from the community for Richmond City Council's consideration.



"We're Here To Create Something New"



Senior Dialogue Associate at the Work Centre for Dialogue at Simon Fraser University, **Dr. Joanna Ashworth**, the moderator of the workshop, acknowledged that "This is a difficult conversation" with a lot of emotion surrounding it.

To foster a fresh flow of ideas and to spark new conversations, she suggested that people make an extra effort to step beyond the typical polemic that can dominate public meetings, and to suspend their pre-judgments, let go of certainty, and temporarily relax their viewpoints.

Joanna advocated respectful listening, but admitted that, "Respectful listening is extremely hard work because it requires that you put the speaker in the foreground and your desire to express your ideas in the background."

While encouraging people to share their views, she asked them to also be mindful while doing so: "When you speak, be aware of the potential impact of your words on others."

To set a collegial tone and building on the principles of intercultural connections, she invited participants to share stories of how they welcome one another - to their homes, their community and or their workplaces. In small groups, people spoke of simple kindnesses like saying hello and making eye contact, offering a cup of tea or a beer, bringing muffins to someone new in the neighbourhood, inviting neighbours to a barbecue, and walking each others' kids to school.

Some spoke of misunderstandings such as not removing footwear in a "no shoes" home or confusing guests accustomed with more formality with the message, "Make yourself at home." Others shared their discomfort at not feeling welcome by newcomers to Richmond and no longer feeling at home in their community.

In hearing some of these stories, Joanna observed that, "It seems that there's a real desire to welcome others, although sometimes we don't feel welcome and other times our efforts to welcome aren't understood."

3

VIDEO

"If We Bring People Together They Will Flourish"

Simon Fraser University Creative Media Services presented a short video featuring a series of "streeter" interviews of Richmond residents who described Richmond as "peaceful," "friendly," and "convenient." One interviewee said, "I love the diversity of it... All different kinds of cultures. I like the Nature, there's a lot of green space. There's really a lot of things to like about Richmond."

When asked about their views on Chinese signage in Richmond, a range of views were expressed. One young newcomer was "overwhelmed by Chinese signage at first," but then said "Chinese is the dominant culture here, so it kind of makes sense." Another young woman thought that there should be other languages on the signs to encourage non-Chinese-speaking people to come to the city. In interviewing Chinese-speaking residents, one said, "Some Chinese, some English, that's better" and another said he preferred signs in both languages, "so people know what the business is about." A resident who'd lived in Richmond since the 1980s said, "I think everyone should just get along. I don't think [signage] makes that big of a difference."

Those interviewed felt that creating community harmony required bringing people together in various ways – community outreach programs, informal chats at Tim Horton's, and festivals "that can draw everybody together (so we can) get to know each other and understand each other."



WHAT WE KNOW ABOUT CREATING COMMUNITY HARMONY

4

“We Want Richmond To Be The Most Welcoming, Inclusive And Harmonious Community In Canada”

Chair of the Richmond Intercultural Advisory Committee (RIAC), **Diane Tijman**, informed the gathering of RIAC’s work in creating harmonious community in the city. As a proud citizen of Richmond, and District Curriculum Coordinator of English Language Learning & Multiculturalism, at the Richmond School Board (RSB), Diane shared her delight in regularly receiving new families from all over the world. “It’s a joyful job.”

She also spoke of RIAC’s broad Council-appointed representation that embraces community services, education, seniors, youth, the disabled community, law enforcement, health services, the BC Ministry of Children and Family Development, as well as six members from the general public.

She went on to describe how this diverse group of 18 citizens addresses issues referred to it by City Council and provides information and recommendations to Council and community stakeholders regarding intercultural issues and opportunities. Their mandate is to “enhance intercultural harmony and strengthen intercultural cooperation in Richmond” and to promote pride in and acceptance of Canadian values and laws, respect for diverse heritages and traditions, and participation in community life.

Diane mentioned many recent RIAC projects, including the January 2015 **City of Richmond Diversity Symposium**, which brought together community leaders and staff to share information on community building; a **National Aboriginal Day celebration** in City Hall in 2014; and the May 2013 **Richmond Civic Engagement Forum**, which brought together diverse sectors to focus on community cohesion. She also drew attention to the *City of Richmond Newcomers’ Guide*, which is available in English, Chinese, Russian, Punjabi, and Tagalog, and provides up-to-date information about the city, its government and the services provided by different civic and community organizations.

Diane emphasized that creating community harmony is a many-faceted undertaking that requires facilitating partnership among Richmond’s many community stakeholders, educating themselves and others on the meaning of culture and diversity, extending information and welcome to newcomers, and providing opportunities for the city’s many cultures to learn and celebrate together.



5

SEEKING A SHARED VISION ON COMMUNITY HARMONY

"A Good Community May Have Conflicts. Acknowledging These Conflicts Can Lead To Harmony."



To engage the participants in reflecting on what they had heard in the video and the presentation on the work of Richmond Intercultural Advisory Committee Joanna then posed the following question to the group: **"What does community harmony mean to you?"**

The resulting response was dynamic with many people putting forth their views. Some spoke about what it meant to them personally, with sentiments like "feeling welcome," "feeling at home," and "a feeling of belonging." Others took a more abstract view with words like "empathy," "inclusive of everyone," "respectful of every culture and individual," and "shared experiences."

Still others moved into the governance sphere and emphasized "Consistency. Council needs to apply bylaws equally and consistently." Related to that was the view, "We all live in the same box. Respect the rules. Live in harmony."

A resident of Chinese origin pointed out that, "In Chinese culture, 'harmony' needs many sounds. This creates resonance." Supporting that perspective, another said, "Harmony implies differences; it's about acknowledging and respecting differences." A third participant added, "A good community may have conflicts. Acknowledging these conflicts can lead to harmony." A fourth participant offered a related view, "not unity by conformity, unity in diversity."

A longstanding resident emphasized "the ability to communicate," pointed out that "'communal' comes from the same root as 'communicate,'" and concluded that "a shared language is fundamental to creating community." In a similar vein, a participant said, "It's important to understand that English and French are Canada's official languages." Another said, "Multiculturalism is entrenched in Canadian constitution but that doesn't mean that anything and everything goes."

This discussion suggested a need to find a meeting ground between residents who welcome diversity and those who seek greater uniformity. As one participant put it, "We need to develop our capacity to manage conflict and differences."

THE CITY OF RICHMOND'S ROLE IN ADDRESSING THE SIGNAGE ISSUE

6

*"City Council Has Consulted Broadly
With The Community"*

City staff provided an overview of citizens' concerns about signage and the City's efforts to address them.

Noting some residents' discomfort with the number of signs that are in languages other than English, and with the non-English ads, flyers and promotional materials in the mailboxes, staff explained that the City has no jurisdiction over material that comes in the mail and that the bylaw limits the types of signs that it can regulate.

City staff informed the group that Richmond's Sign Bylaw #5560 applies to exterior signage and rezoning/development signs but not to those on the inside of windows of places of businesses, in the interior of shopping centres or in bus shelters. It also does not apply to directional, "For Sale", "For Lease", and related types of signs. Any amendment to the bylaw applies on a "going forward" basis only and existing signage will not be required to comply.

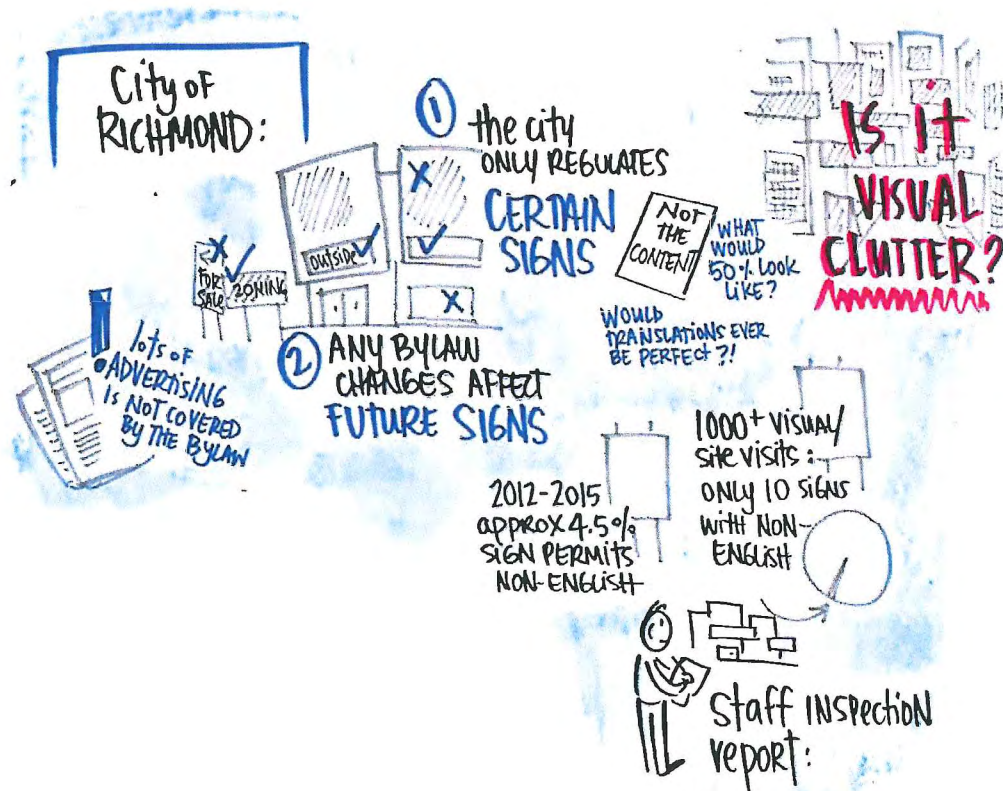
Staff said that there are penalties for not meeting bylaw requirements, but that the City has preferred to employ an educational outreach method to a punitive approach. Asking people to include English in their signage at the sign permit stage has been more effective in encouraging the inclusion of English on signage, as has intervening when new business license applicants require a sign permit and when they are renewing their business licenses.

Staff said that City Inspectors' door-to-door campaign to educate businesses on the importance of having signs that all citizens can understand and on the City's sign permit requirement has also been successful in generating sign permit applications. Non-English-speaking business people have been informed of City Council's message that not including English on their signs can lead to losing 50% of their potential customers, and most of these business people have indicated that they will include or provide additional English in future signage. Of the City's inspection visits to over 1000 places of businesses, only 10 signs had no English on them at all. The rest were in both English and Chinese with some size variance.

Staff also pointed out that the City has established www.richmond.ca/signage, a webpage which provides research and background information on the signage issue and ongoing efforts to address it. It has also created an on-line, three-question signage and community harmony survey to which all residents can respond. They can also email their responses to signsconsult@richmond.ca or they can post them on Letstalkrichmond.ca.

City staff said that overall, the majority of people consulted wanted some English language requirement in business signage. Staff also drew the group's attention to some related signage concerns, notably poor translation and visual clutter. Concerning the latter, staff mentioned the City of Surrey's de-cluttering campaign and recently updated bylaw, which limits all signs to 25 per cent of a business' storefront windows.

The group was informed that staff will be presenting a report on the signage issue to City Council this Spring.



LEARNING FROM OTHER CITIES THAT HAVE FACED CONFLICTS OVER SIGNAGE

7

*“All Found Ways To Turn Challenges
Into Opportunities”*

The next presenter, Dr. Dan Hiebert, Professor of Geography at UBC, has studied the signage issue extensively and, with PhD student, Elanna Nolan, has prepared a study, “Social Cohesion, Diversity and Lessons Learned From Other Jurisdictions.” He affirmed his and his co-author’s neutrality on the issue, saying that neither lives in Richmond and neither is about to suggest what Richmond should or shouldn’t do.

Dan began by debunking “The Big Myth,” which is that Richmond is divided into two cultural/language groups – Chinese and British. In reality, there are 165 different ethnic groups in Richmond and 77 different languages. **To flesh out the picture, he offered the following facts:**

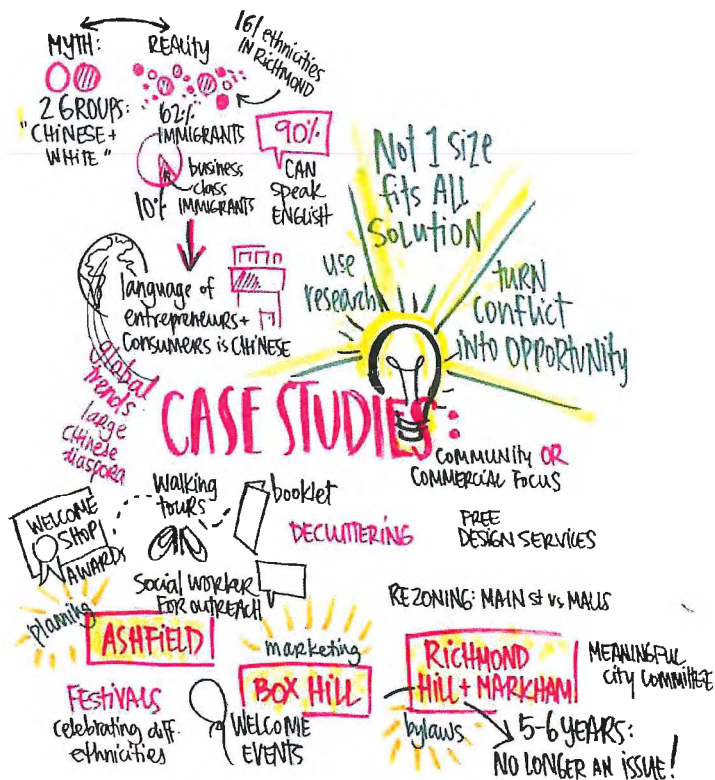
- 62% of Richmond’s 190,000 residents are immigrants
- Since 1980, 94,000 immigrants, approximately 50% of which are ethnic Chinese, have come to Richmond
- Approximately 90% of the population can speak English; 10% cannot
- 12,000 people living in Richmond, most of whom are Chinese, work in a language other than English
- 108,000 people speak English in the home; 82,000 do not

Dan informed the group that from 1980-2011, 21,000 immigrants came to Richmond through the Business Class category. Immigrants entering Canada through this category are required to start a business as a condition of entry. He explained that it is likely due to this immigration stream, and a concentration of Economic immigrants in Richmond, that we see a proliferation of businesses operated by merchants for whom English is an additional language. He went on to explain that a commercial district with Chinese-dominated signage is common worldwide and is symptomatic of a global Chinese diaspora of 40 to 50 million people. He then described three multi-ethnic communities, similar in character to Richmond, who have successfully addressed similar challenges.

Professor Dan Hiebert:



RICHMOND:



Fifty percent of the population of **Ashfield**, near Sydney, Australia, is foreign-born and its “Anglo-Celt” community, many of whom are elderly, complained that Ashfield no longer felt like home. City council took a social planning approach and hired a social worker of Chinese origin to mediate concerns and to encourage Chinese merchants to be more welcoming and inclusive to residents.

Other initiatives included free translation services; a “Welcome Shop Day” to introduce the public to Chinese commercial areas; walking tours with visits to restaurants, herbalists, etc.; and “Welcome Shop Awards” for aesthetically pleasing signage. Council also produced a booklet in both Chinese and English that explained Ashfield’s socio-cultural policies and strategic plans.

The City Council of **Box Hill**, a high-density suburb of Melbourne, had been receiving complaints about the “changing character” of the population and the plethora of Chinese signs. Council took a commercial approach to resolving the issue and funded “Annual Harmony Day” to showcase Box Hill’s ethnic diversity, and funded separate festivals for its larger cultural groups.

In addition, they hired a multilingual consultant and initiated a “Shopfront Improvement Program” with a focus on decluttering. The program included discounted translation services and free graphic design to assist merchants in creating more attractive signs.

Comparable in population to Richmond, **Richmond Hill and Markham**, Ontario, have a diverse population, 55% of which are immigrants and nearly half of which are Chinese. Sixty-five percent of Richmond Hill’s citizens speak a non-official language in their home.

Responding to complaints from long-term residents about Asian-themed malls and visual clutter, Richmond Hill used its municipal powers and enacted a sign bylaw that required 50% of the text on all commercial signs to be in English or French. They also rezoned areas near residential communities as “not for mall building” and encouraged more “Main Street” commerce (as opposed to malls.).

In addition, they established a Race Relations Committee to listen to people’s complaints. Because it included three Council members along with other community representatives, the committee had the political clout to act on the recommendations arising from their Diversity Action Plan.

As a result, Richmond Hill and Markham were able to manage what had been a pressing issue in the 1990s such that it became a non-issue within five to six years. Today, Richmond Hill and Markham enjoy considerable condo and commercial development with a mix of both Asian and North American-style malls, including the largest Asian-Western-style mall in North America.

Dan identified a number of key lessons from this survey of the three communities:

1. Different communities require different solutions. Ashfield’s solution was oriented toward social planning, Box Hill favoured marketing and economic planning, and Richmond Hill and Markham chose a blend of legislation, zoning, and race relations.
2. All solutions required a serious investment of time, energy and money on the part of the municipality.
3. A combination of top-down and bottom-up initiatives proved effective.
4. All three communities established structures to encourage dialogue.
5. All three communities commissioned research to understand issues and to help design solutions.
6. All three communities found ways to turn their challenges into opportunities to improve residents’ quality of life and to promote understanding among cultures.

IDEAS FOR ACTION

"Despite Disparate Views And Interests At Our Table, There Was A Shared Genuine Interest In Finding Solutions."

Inviting the group to share their views on the ideas offered by Dan and other presenters and fellow participants, Joanna kicked off a plenary discussion with this question: **"From what you have heard tonight, what ideas inspire you and how might they contribute to intercultural harmony?"**

The table responses, an informal show of hands and the posted notices indicated strong support for more robust bylaw regulation of signage, although other than calls for "more teeth" and "consistency" on the part of some participants, few were explicit about what the amendments would consist of.

Some felt that more data was required to ensure that bylaw amendments would reflect the realities of the community. Another urged that the City work with the business community to arrive at a workable bylaw: "The [Chinese business community] want to be part of the solution, not part of the problem."

There was also a call for leadership on the part of City Council, "Council needs to set a vision and lead us toward it, as opposed to trying to please everyone." Long-term residents were clear: "We need signage legislation to show that the City is invested in this issue and is prepared to protect English as the hegemonic language."

Those who were specific about bylaw regulation tended to favour the Richmond Hill and Markham solution – i.e., requiring 50% of the text on commercial signage to be in English or French.

A large number of people favoured a decluttering initiative. Box Hill's Shopfront Decluttering Program with its discounted translation services and free graphic design appealed to many. One individual suggested having a contest of best business signs. "Richmond citizens can vote on the best signs."

Few participants considered bylaw regulation to be sufficient to address the issues. As one participant said, "The law is a blunt instrument. Analysis is required. Voluntary compliance is preferred."

One viewpoint that surfaced frequently was the idea that signage is symptomatic of a deeper division in the community. As one participant expressed it, "Signage is the tip of the iceberg and can be resolved through good governance. We need social cohesion and respect." Another put it more bluntly, "We live in a community in which white people and ethnic Chinese people discriminate against one another. They should get it together. There should be more love."

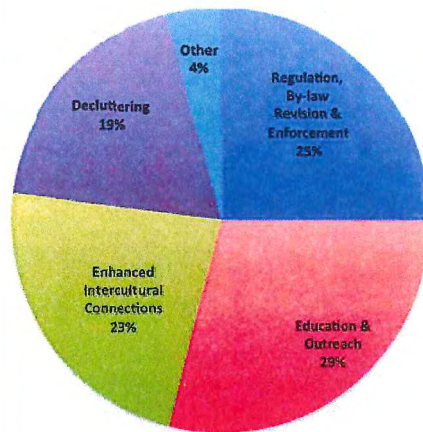
Most attendees recognized the multidimensionality of the problem and supported more education, outreach and intercultural enhancement. According to one attendee, "The bylaw discussion is a red herring. Ideas of intercultural events and resources for immigrants solve the core problem."

Apart from Box Hill's effective approach to decluttering, a number of people also appreciated its cultural outreach initiatives – i.e., hiring a multilingual consultant and funding festivals involving a number of ethnicities.

Initiatives like open house shopping days were also favoured. Support was expressed for the Ashfield model with an emphasis on more social-cultural initiatives such as a Chinese social worker, walking tours, and welcoming events.

FIGURE 1

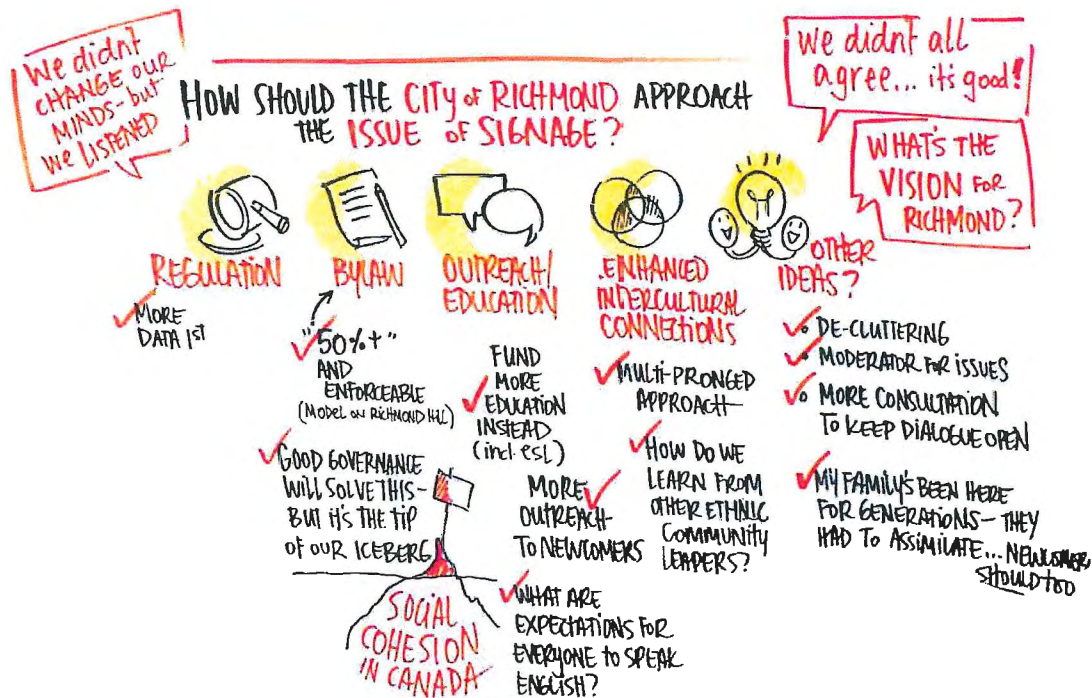
75 responses were collected from participant post-it notes. These have been categorized according to their support for different solutions.



As a way of strengthening intercultural relations, one person suggested funding summer students to create plasticized “cheat sheets” of common English consumer-oriented phrases to assist non-English-speaking business owners in communicating with English-speaking customers.

There was a persistent call among some participants for respecting the existing culture (“Newcomers need to respect those who built the community.”) and for making learning English mandatory among younger newcomers, although not among the elderly.

While there was support for funding more ESL and citizenship programs, one spokesperson said, “It’s not just about ESL. It’s about outreach, breaking down the silos of communities, bringing people into the community.”



NEXT STEPS

9

"There's A Lot Of Potential For Really Interesting Change In Richmond."

Despite the divisions evident in the comments, by meeting's end, there was a prevailing sense of optimism about the possibilities for resolution. As one spokesperson admitted, "We haven't changed our minds but we have begun to understand one another in new ways." One person was surprised that the signage issues "was not as difficult to discuss as I thought it would be." Another was gratified to discover "that it is possible to have a reasonable discussion and to really 'hear' all parties." A third person said something similar: "I learned that a reasonable response can be had among a diverse group of people over a contentious issue."

According to people's comments on the feedback forms, they also gained a greater understanding of what signs can and cannot be regulated, of the diverse nature of Richmond's population, of the city's current efforts to improve community harmony, of how other cities have successfully addressed a similar problem. They also learned that the actual percentage of signs with no English on them is not as high as they had originally thought.



An important new understanding shared by one participant had to do with "the feelings of being excluded on the part of long-term residents."

In concluding remarks, City staff expressed how impressive participants' enthusiasm and energy had been and how evident the shared desire was among those present to bring signage and cultural harmony together.

The overarching message from the meeting was that more discussion is needed, that a creative, multidimensional approach is essential, and that devising as many formal and informal ways as possible to bring disparate groups together is necessary.

I Agenda



Community Workshop Agenda
6911 No. 3 Road, Richmond, BC V6Y 2C1

Signage and Community Harmony in Richmond

Thursday March 12, 2015
6:30-8:30 p.m.

1. **Welcome, Goals of the Workshop and Setting the Context**
John Foster, Manager, Community Social Development, City of Richmond
2. **Guidelines and Overview of the Workshop**
Dr. Joanna Ashworth, Senior Dialogue Associate, Wask Centre for Dialogue, Simon Fraser University, Workshop Moderator
3. **Video: Living in Richmond, Non-English Signs & Creating Community Harmony**
• Produced by Simon Fraser University Creative Media Services
4. **Presentation: The Work of the Richmond Intercultural Advisory Committee**
• What do we know about creating harmonious community? *Diane Tijman, Chair Richmond Intercultural Advisory Committee*
5. **Moderated Plenary: Seeking a Shared Vision on Community Harmony**
• What does community harmony mean to you? What ideas inspire you? *Dr. Joanna Ashworth, Facilitator*
6. **Presentation: The Role of the City in Addressing the Signage Issue**
Cecilia Achiam, Director, Administration & Compliance, City of Richmond
7. **Presentation: Living well with diversity: Learning from other cities that have faced conflicts over signage**
Dr. Dan Hiebert, Professor of Geography, University of British Columbia
8. **Small Group Discussion & Report Out: Ideas for Action**
• From what you've heard so far this evening, how do you think the City of Richmond should approach the issue of signage?
• How might these approaches contribute to intercultural harmony?
9. **Closing Remarks**
John Foster, Manager, Community Social Development, City of Richmond
10. **Next Steps: Feedback Forms & Report**
Dr. Joanna Ashworth, Moderator


II Map of Workshop Questions

WHAT DOES
**COMMUNITY
HARMONY**
MEAN to you?

WHAT
IDEAS
INSPIRE you?

FROM WHAT YOU'VE HEARD,
HOW DO YOU THINK THE CITY OF
RICHMOND SHOULD APPROACH THE
ISSUE OF **SIGNAGE?**


**REGULATION/
ENFORCEMENT**


**REVISION
of BYLAW**


**EDUCATION AND
OUTREACH
TO NEW AND EXISTING
BUSINESSES**


**ENHANCED
INTERCULTURAL
CONNECTIONS**


**OTHER
IDEAS**

City of Richmond presents a
Community workshop
— MARCH 12, 2015 —


HOW MIGHT THESE
APPROACHES CONTRIBUTE TO
**INTERCULTURAL
HARMONY?**

III Post-Its Responses To Workshop Questions

What does community harmony mean to you?

- "compassion respectfully helpfully"
- "being respectful of each other irrespective of culture, language, religion"
- "intercultural harmony is a two-way street"
- "understanding which values are cultural"
- "respect for self, others, other values"
- "understanding what fixed and what are cultural values"
- "conflict resolution, not peace at any cost"
- "separate the sign issue from racism"

General Comments

- "Bylaws aren't the only way. It's better to explore other options. UBC research was very helpful"
- "Being inclusive is positive for the bottom line"
- "After 40 years, we don't feel welcome or included any longer here."
- "After (addressing) signs, where else will it go? There is still racism."
- "Consider safety in emergency situations where communication is a problem."
- "Countering public apathy (on so many topics)"
- "I want to feel welcome at all businesses."
- "Can't get into the real estate market. Lost sense of community."
- "problem is immigrants settle in major areas and spread out."

- "Root is unnecessarily high immigration policy."
- "[need] greater analysis of issue."
- "Signage is the tip of a big iceberg in Richmond. This is about waves of immigrants NOT WANTING to integrate into Canadian society in general and Richmond community specifically."

- “As an English speaker, what about my Charter of Rights?”
- “Create a desire to include non Chinese speakers in all aspects of community. Common language.”
- “I don’t understand why people come to our country and don’t respect English.”
- “Identify and establish what are our ‘Canadian values’”
- “50% of business lost if signs strictly one language.”
- “When no English [speakers] feel excluded.”
- “Include everything in business and speak to size.” (?)
- “Sign regulation won’t work.”
- “signage by-laws are weak to nonexistent in this municipality”
- “how do we educate people who speak limited English to understand our way of living and culture”
- “The main problem is communication through language. One language for everybody.”
- “to promote intercultural harmony, we need to have Chinese business community reach out to Canadian-born residents.”
- “Language issue makes it difficult and makes it hard to be inclusive”
- “Copy Richmond Hill and Markham. That’s what we need.”
- “None of the examples (of successful approaches) presented relied solely on a by-law.”

Support for regulation/enforcement

- “size of signs; French and English; regulation at all levels of government – municipal, provincial and federal”
- “rezoning of residential and commercial areas. More main street.”
- “regulate interior and exterior signs”
- “regulate a wider category of signs (e.g., in front of single houses), which are often Chinese only”
- “We need signage legislation to show that the City is invested in this issue and is prepared to protect English as hegemonic language”
- “if there’s a penalty, then enforce it. Otherwise it’s useless.”

Support for revision of by-law

- “renew the by-laws and give them teeth. This will result in harmony.”
- “enact a by-law in both English and French and apply it consistently.”
- “Bylaws contribute to cultural harmony by being applied consistently.”
- “signs need to be 50% English/French or other language”
- “create a by-law”
- “Have a decluttering by-law” (counted under “by-law” not “decluttering”)
- “Bylaws 50% English. Regulate more signs than done now.”
- “Sign bylaw 80% minimum English/French
- “Start with some basic rules around signs with 50% + English as a basis”
- “comprehensive sign by-law”
- “create by-law”

Support for Education and Outreach

- “education”
- The law is a blunt instrument. Analysis is required. Voluntary compliance is preferred.”
- “Richmond should stay the course of using persuasion to influence more English signage.”
- “More English learning services for immigrants”
- “More citizenship classes/services for new immigrants”
- “education at licensing level”
- “talk to business owners about respect for all”
- “encourage businesses with programs and encourage them to understand how they make the community feel”
- “public education”
- “education, consultation, encouragement”
- “Education. Outreach.”
- “Merchant education”
- “outreach help. Encourage English usage.”
- “Reaching out to business.”

- “Education is key.”
- “Education and outreach”
- “A regulatory regime is dictatorial and costly and would only affect approximately 4.5% of existing signs (and zero new signs are non-English only). Outreach and education are key and more effective.”

Support for Enhanced Intercultural Connections

- “Fund summer students to do plasticized cheat sheets (translating) English (consumer-oriented) phrases (e.g., “How much is that?”) into other languages.” (Intercultural)
- “The bylaw discussion is a red herring. Ideas of intercultural events and resources for immigrants solve the core problem.”
- “willingness to change. Empathy, dialogue, openness.” (Intercultural)
- “Participation in community events (e.g., open doors)”
- “Increase interaction/contact amongst different cultures.”
- “Cultural share. Food fair.”
- “Universal welcome sign in business windows.”
- “Bring people together.”
- “Cultural ambassador/social worker to work with businesses.”
- “Reframe thinking and approach. Instead of advising businesses of their potential loss of business, emphasize the importance of letting people feel included. Welcome ALL PEOPLE. Do not exclude non-Chinese speakers.
- “free translation of signs, menus, etc. would be a great start. Or at least discounted translation” (intercultural)
- Support for “Other” (including combined approaches)
- “Create City Immigrant Affairs office.” [other]
- “Make learning English mandatory.” [other]
- “Ashfield model. Social worker welcoming shop owners; walking tours; booklet; welcoming events; decluttering. (Intercultural + decluttering)
- “Change must be dialogical. A sign bylaw unilaterally imposes a dominant culture on a group. Festivals, education, welcoming tours and outreach build the capacity of the entire community to appreciate other cultures.” (Intercultural + Education & Outreach)
- “Immigrants are generally aware that English is important in Richmond and want to connect with the community. Services like accessible ESL classes, translation services,

tips on marketing, cards with common English translation will be most effective.”
(Outreach/Education + intercultural)

- “Try the approaches of other cities with similar populations – free translation services, education and outreach is a very good approach because most Chinese/other immigrants can’t learn English.” (education/outreach + intercultural)
- “Box Hill – commercial focus; decluttering; multilingual consultant; festivals involving a number of ethnicities; free graphic design” (decluttering + outreach)
- “Use Richmond Hill as an example. Establish by-law + race relations committee.” (bylaw + intercultural)
- “bylaw is not the most effective solution. Education, persuasion is. An open house shopping day is a fabulous idea.” (education + intercultural)
- Reaching out to business and encouraging English signs along with Chinese if wanted. Double-sided bilingual signs should also be enforced. Force will never create harmony (no bylaw). Intercultural committee = expensive.” (enforcement + outreach)
- “Address clutter”
- “clutter limitation is worth investigating.”
- “decluttering will help immensely”
- “have a contest of best business signs. Richmond citizens can vote on the best signs”
- “declutter to decrease the perceived volume of single language signage”
- “declutter: window signs/ vinyl...Limit the text to a specific amount – i.e., 25%
- “declutter!”
- “decluttering has some merit”
- “encourage decluttering”
- “shop front improvement program”
- “Appearance.”
- “active integration (long term approach) of immigrants into Canadian society” (other)

IV Graphic Illustration of Community Workshop Ideas



CNCL - 906

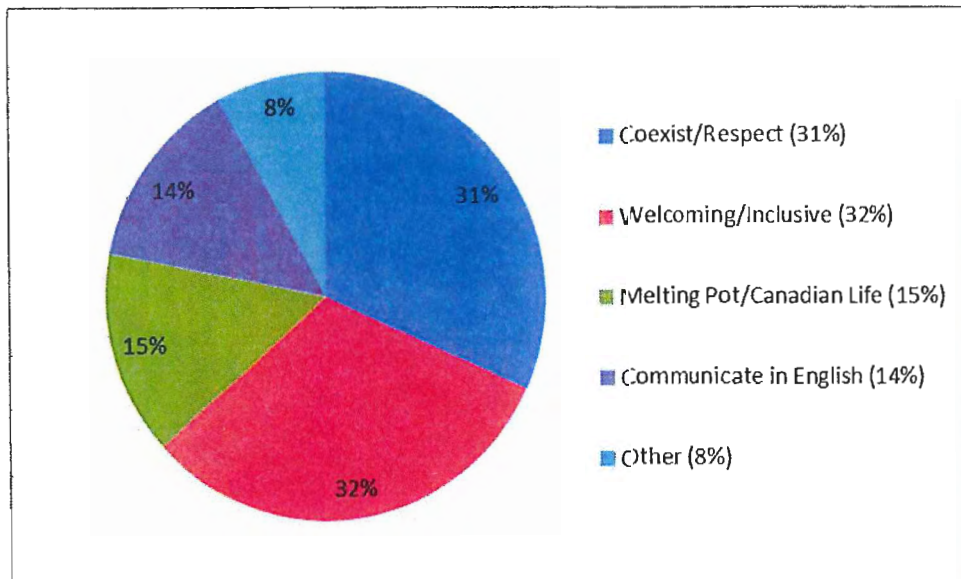
Data Summary: Language on Signs *Let's Talk Richmond Survey*

The City implemented a multi-pronged public consultation process between January 30 and March 20, 2015 to gauge community perceptions on the language on signs in Richmond. The community was invited to have their say and provide their thoughts on the language on signs issue through mail, email, an online survey hosted at Let's Talk Richmond, or by attending a community workshop hosted by the City.

This document provides a brief overview of the observations from the responses received through the online survey. The survey was offered in English and Chinese, however all responses received were in English.

A total of 260¹ responses were received to the online survey. The summary below includes paraphrased findings to provide a flavor of the diversity and spectrum of responses and is not intended to present verbatim feedback received.

1) What does community harmony in Richmond mean to you?



31% of the responses were related to community harmony being about the coexistence of people from different cultures in a community. Descriptions included a community where everyone works towards achieving the same goals, respecting one another, and conflict is avoided.

¹ The survey had 3 open ended questions, not all respondents responded to each question. 260 is the number of responses received to the questions with the most responses.

Almost as many responses were received (32%) where community harmony was described as a process where community members make a conscious effort to understand one another and each other's differences, embrace each other's cultures and contribute to a welcoming and inclusive environment. Many expressed the opinion that welcoming was not a one way street where host community residents were required to extend a welcome to newcomers/immigrants. They indicated that there was an obligation on the part of newcomers to welcome and integrate with the host community members as well.

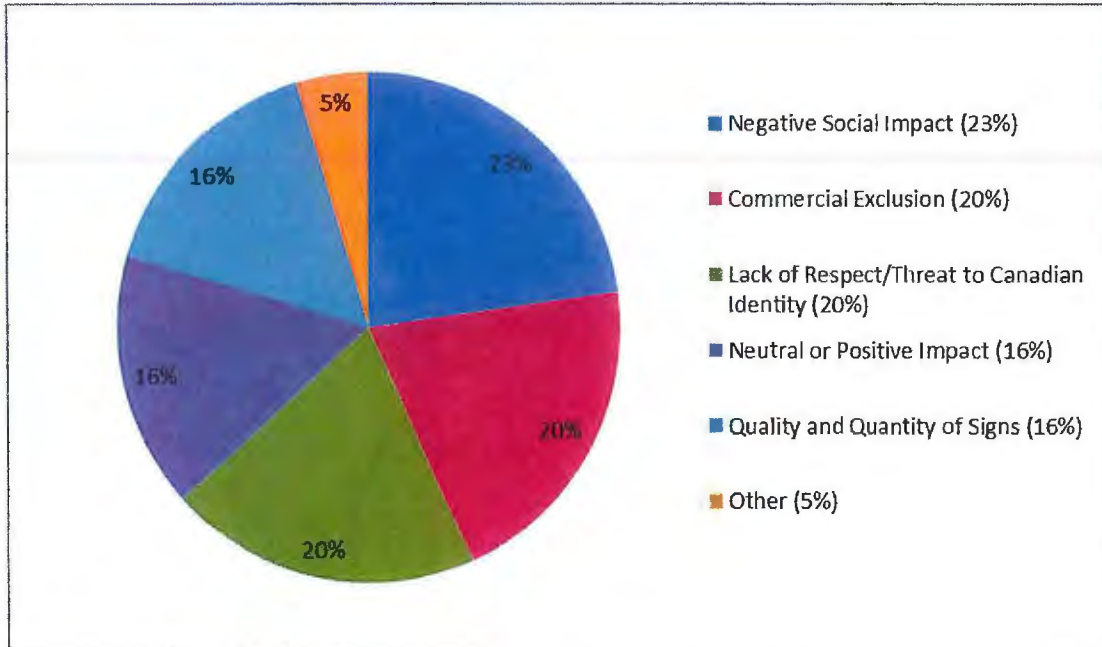
Another 15% of the responses envisioned community harmony to be achieved only if immigrants and newcomers assumed and assimilated to Canadian values and ways of life. That is learning and speaking English, and putting their cultural practices and mother tongue aside to replace with that of Canada's - in essence equating community harmony to an environment of a "melting pot".

Close behind at 14%, indicated community harmony was about communication, more specifically, about the ability of community members to be able to communicate with one another in English. Those with this perspective believe that without communication, and without being to understand one another, that community harmony is not possible as not being able to communicate in English creates silos and mini "Asian communities".

Concepts of respect, lack of conflict, welcoming and inclusiveness were the dominant opinions received in the responses. A strong notion within the responses was that coming to Canada was a choice on the part of immigrants; therefore they should assimilate and adapt to the Canadian way of life, and assume a Canadian identity.

There was an element of fear in many of the responses that immigrants were taking over Richmond and the once European majority that founded this Country was becoming a minority and invisible in the very Country they created. As a consequence, non-official languages are beginning to take over the landscape that should belong to the official languages of Canada.

2) How do you feel about the signage in the community? Does it affect your quality of life?

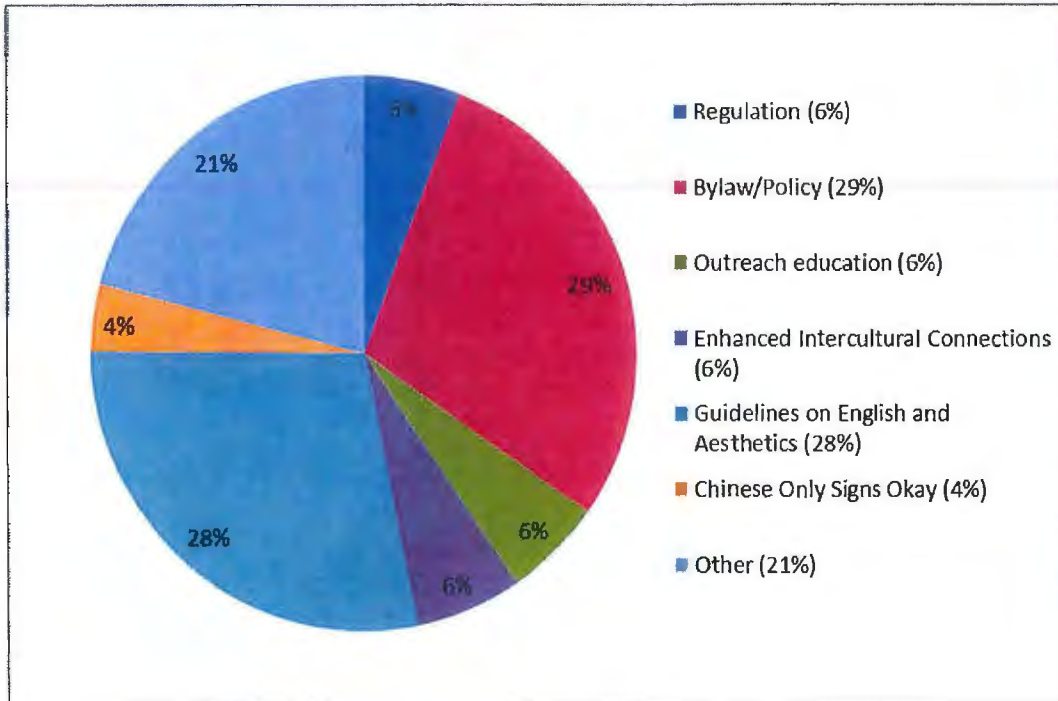


23% of responses referenced the negative impact of language on signs to the quality of life of a community, a few spoke of personal experiences resulting in negative emotional consequences for them. Personal feelings of social exclusion from the community, and feelings of not being welcome in specific areas of the community were prevalent among those noting a negative impact of language on signs. A few responses noted a disconnect from surroundings that is experienced when an individual is not able to read the signs around them.

20% of the responses noted that language on signs led to commercial exclusion or a feeling that they were not wanted or welcome as consumers in a particular store. Not being able to read the business sign also created a lack of understanding of what services a store was offering.

Another 20% of responses were of the opinion that signage that was not in English displays a lack of respect for Canada and Canada's way of life, and a threat/negative consequence to Canadian identity. A message that resonated among many of the responses was that seeing signs in a language other than English made community members feel like they were no longer in Canada, and that Richmond is being transformed into having an Asian feel rather than a Canadian feel.

3) Please share any additional comments that can assist the City of Richmond in developing future recommendations and measures related to language on signage.



The top 2 categories of recommendations (29% and 28% respectively) were Bylaw/Policy and Guidelines on English Aesthetics.

Responses noting the need for some form of guidelines were suggesting that the City take some form of action that would provide clear expectations for business owners to follow in terms of signage. Although the majority specifically noted the need for guidelines on the use of one of the official languages (English and/or French), some also referenced the need for guidelines around visual elements and aesthetics of signs. There was a sense that signs were not visually appealing, and too large. In some cases, it was noted that signs presented a visual clutter to the community and guidelines needs to be implemented to eliminate this clutter.

Bylaw/Policy responses were related to those specifically noted that a Bylaw or formal policy dictating the requirement and mandatory use of English on signs be implemented by the City. Many suggested that English (or any one of the official languages) need not be the sole language, and that another language could be included on a sign, but in much smaller font.

The themes of Outreach and Education, and Enhanced Intercultural Connections were each noted in 6% of the responses. Several responses noted that education on community harmony and the Canadian way of life was essential to include as part of the solution.

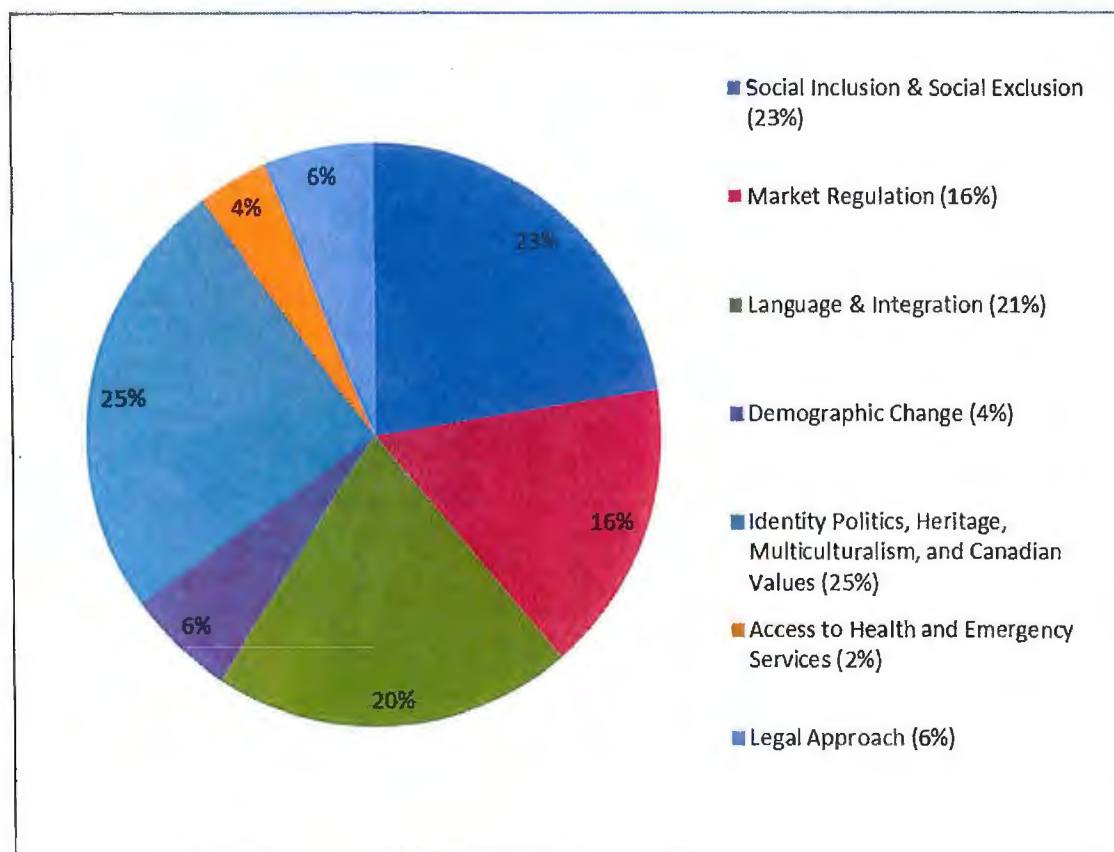
A small minority (4%) felt that Chinese only signs are okay. That is a business owners prerogative to promote to their target market as they wish. As well, some felt that language specific signs were a sign of the multiculturalism in our community, and therefore should not be seen as an issue but rather embraced.

Data Summary: Language on Signs

Emails received through signs consult email address

The City implemented a multi-pronged public consultation process between January 30 and March 20, 2015 to gauge community perceptions on the language on signs in Richmond. The community was invited to have their say and provide their thoughts on the language on signs issue through mail, email, an online survey hosted at Let's Talk Richmond, or by attending a community workshop hosted by the City.

This document summarizes the submissions received through the email address (signsconsult@richmond.ca) created for this engagement process. A total of 24 emails were received¹. The figure below illustrates the emerging themes from the emails. To provide context to these themes, included below are verbatim examples of responses received. No names have been included to the examples to protect confidentiality.



¹ This does not include the propaganda that forwarded to the City through this email. These items were not seen as a community member providing their thoughts on the issue of language on signs, and therefore not included in this summary.

1) Social inclusion and social exclusion are expressed in two ways – non- English signage excludes “host society” (belonging, recognition and heritage, market participation) versus non-English signage prevents populations from participating as they choose in the market and in everyday life. The argument of multiculturalism and the Canadian welcoming of newcomers are expressed in many instances with the analogy of a “two-way-street”, and applied to both sides of the “for” and “against” City regulation of signage.

“As Canada has only two official languages, signage should be in both English and French. If a company wants to add another language - so be it, however English or French should be the dominant language.

I was born and raised in Vancouver, spent a lot of time in Richmond and moved to Richmond in 1990. I refuse to patronize shops where Chinese is the dominant language on signage as I have found that I am ignored or treated very shabbily. This is Canada, not Hong Kong or China. There are a great many people who do not speak either Chinese dialect who are being excluded by this immigrant class. This is reverse discrimination. Would we be allowed to act as they do if we moved to their "home" country - I think not.

I was in Superstore the other day and a young cashier of Asian descent was serving the customer in front of me. The Asian customer began speaking to the young lady in one of the Chinese dialects and when the young lady advised that she did not speak that Asian language, the customer was very rude. Where does this woman think she lives.....China?

While this is supposed to be an open and free society specific immigrants are trying to make it a closed one solely for their benefit, not for the benefit of all Canadians.”

2) Market-regulation is another theme that is employed to make a case that markets will self-regulate and in time English language will increasingly be used in signage in order to access a broader market share.

“Here is an example: there is a business that sells chicken feet, coagulated pig blood, cow stomach, duck tongues, and duck necks, etc. Those foods are popular in Chinese speaking community. Will English speaking local residents ever think about purchase foods? Very likely, no. In this case, since the majority, if not all of its customers are Chinese, it is very natural for the business owner to make Chinese more prominent in their business signs because he or she wants to get as many customers as possible. Assuming all of a sudden, Chinese speaking customers change their appetites and do not eat those foods anymore and on the other hand, English speaking customers start to love those foods and buy them like crazy, what will the business owner do? Any rational business owner will change their former Chinese prominent signs to English prominent or English only signs. That is the power of market.”

3) Language & integration are raised as a key issue for consideration of an amended signage bylaw. Language is interpreted as a marker of integration, and therefore non-English signage is seen to be a sign of failure to integrate. An argument is also presented in this way for a “tough-love” approach, in which English language is enforced in order to assert the primacy and common language of English (and French) in Richmond, and Canada.

“I personally think that English should be on every sign, public or private. Not having English on signage, menus and the like is divisive, especially now that native english speakers are in the minority of Richmond's population. I wouldn't have a problem with another language alongside english, either larger

or smaller depending on their preferences. These immigrants are not being encouraged to integrated into our community if they can live their entire lives here without speaking a word of English. We should encourage them to integrate, and this would be a good first step. Having both languages—English and Chinese—on signage would encourage inclusion in businesses primarily serving Chinese.”

4) Demographic change is cited by many, and is framed by some with a narrative of “Asian Invasion,” of loss of what was seen to be a British heritage, and the perceived development of enclaves and ghettos.

“As a Canadian born citizen I embrace our diverse culture. I feel it makes us richer human beings by understanding our differences. However, myself and many Canadian born citizens I know (regardless of our family backgrounds) feel that there is a disrespect of the Canadian culture and our strong identity when you see an overwhelming amount of influence of other countries growing here and no recognition of the official Canadian languages.”

5) Identity politics, heritage, multiculturalism, and Canadian values are raised both to defend freedom of expression through a lens of multiculturalism in a position against regulation; and in the affirmative by depicting the undoing of Canadian identity and values that is, in some cases, understood as the foundation of the signage issue.

“It is incomprehensible that English speaking Canadians in Richmond have to fight to keep the official language of the country on signage. Canada is a land of immigrants - we have integrated into our communities joined by a common thread, the English language. Canadians also pride themselves on being an inclusive society, welcoming newcomers. Now it appears that some newcomers don't have enough respect for the rest of us to include the common language of Canada (as well as the international language of commerce) on their signs. This is very disturbing. More disturbing is that to date this issue has been of little importance to our public officials.

For those non Chinese speakers who still choose to live in Richmond, this issue must be resolved. All signs posted in public places should be readable by all residents in the community by equally including one of the official languages of Canada.”

6) Provision and access to and by health and emergency services are used to present a case for English as primary, and signage regulation by the City.

“No one seems to have mentioned that English on signage allows emergency services to find businesses faster when they are responding to calls for service when time is of the essence.

It is incredibly hard to find a business by name on a street or in a strip mall when one cannot read the signage and can only go by tiny street number lettering on the corners of buildings or on inconsistent places near the units in question. All emergency services have English language in common.

In an emergency, every second counts so clear signage with at least the business name displayed prominently in English is essential. No one really cares what language today's lunch special is displayed in.”

7) Taking a legal approach, some cite the Charter of Rights & Freedoms and in so doing, make an affirmative case for the right to enforce official language, and an opposing case is made with the logic of freedom of expression, in whatever language one chooses.

*"I feel the regulation of signage does relate to the Charter of Rights portion that states, **The City would need to establish that compelling health, safety, economic or social welfare objectives are at stake to justify a limit on the Charter freedom**", in that the social welfare of all our citizens doesn't benefit all if you see the dividing line that has been created by signage in areas that don't "feel" welcoming to all citizens. This has already created rifts with residence and many have left the city because of the frustration they feel and being "over run" with other countries values. (yes, economics has played a factor, and a higher population of Asian immigrants, but my children and some of their friends (heritage being very diverse) feel that in order for them to have opportunities for their future they have to leave because many of the jobs they see advertised say that "speaking Chinese is an asset" so they know that the opportunities here are fewer and fewer."*

Executive summary.

Social Cohesion and visual landscapes in Richmond

Research prepared for the City of Richmond

Elanna Nolan & Daniel Hiebert

April 2015

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Introduction

Following a referral from City Council in October 2014, City staff have been directed to undertake a comprehensive study and consultation regarding what has come to be known as the Richmond “signage issue.” Coinciding with the lead up to the November 2014 City election, Council’s directive follows a period of public interest and demand that the City take greater action to regulate signage language. In October 2014, the City received sixty-one letters and emails from the public requesting that the City take action and enforce English as the priority language on all signage (and in many cases advertisements). While regulation of advertising is beyond the City’s jurisdiction, exterior commercial signage does require submission of an application for permit.

At present the Sign Bylaw (No. 5560) regulates the size, design and location of exterior signage. A permit is required prior to installation (Figure 1). Signage not covered in the Sign Bylaw includes interior signage (i.e. posters placed on the inside of a window, menus, mall signage, etc.), directional signs, property lease and sale signs, along with some others. Council have directed City staff to study the issue of language on signs, undertake public and stakeholder consultation and to compile critical and relevant information on the effect of signage issues locally and afar, to assist Council in determining if a bylaw or some other strategy would be most appropriate.



Figure 1. Only signs on the exterior of the building are regulated by the Richmond Sign Bylaw (No. 5560). Advertising and promotional material are not regulated under the Sign Bylaw.

Background for this report

Concern over the language used in commercial signage is by no means a new issue. However, it has gained particular momentum on two occasions over the past three years: in March 2013 with the submission of a 1,000 signature petition requesting that Council introduce a Sign Bylaw condition of two-thirds of text in English language on all signage; and in October 2014 in the lead-up to the most recent City election. Between the letters and the news coverage, a common narrative has emerged connecting “rapidly” changing demographics and the ethnic make up of the City of Richmond with concern over a lack of immigrant integration.

A survey of news media and letters to Council reveal a gap between perceptions of demographic change and the demographic reality of the City of Richmond. In the report, we present data that shows this discontinuity, and busts some of the “myths” that have become the basis of many expressions of concern. However, we also acknowledge that this “myth” is still meaningful. It provides insight into the ways in which some citizens of Richmond are experiencing feelings of social exclusion, isolation and a lack of recognition.

We see the signage issue as involving two sets of concerns. In the foreground are issues related to the symbolic nature of visuals in the urban landscape of Richmond, specifically focused on the regulation of text in public and commercial spaces. In the background, we identify issues that frame this particular concern; these include questions over how visual landscapes represent people, history and culture in Richmond, as well as raising questions over the nature of intercultural engagement and social cohesion in Richmond.

It is important that we make clear, that while we seek to address the above listed issues, we are not legal scholars. As such we can only recognize the legal backdrop of the signage issue as they relate to the protection of freedom of expression as outlined in the *Charter of Rights and Freedoms*. With this legal backdrop in place, we have investigated the signage issue in relation to a mandate and commitment by the City of Richmond to enhance intercultural harmony and strengthen intercultural cooperation in Richmond (RIAC 2011). It being beyond our capacity to advise, we limit our contribution in this way. Put simply, we do not seek to offer “solutions” or specific regulatory recommendations, rather to provide resources to support thinking through the signage issue.

Project structure & methodology

The research questions that guided this research study included:

1. What is the nature of the relationship between visual and linguistic landscapes with multiculturalism, social cohesion, and community harmony?
2. How can we think about the role of local government, in terms of these relationships in a super-diverse city?
3. Are there examples of urban governance and regulation/non-regulation of visual/linguistic landscapes that could cast light on the challenges faced by the City of Richmond?

The research was carried out in three parts:

- Part One* Mapping super-diversity in Richmond and seeing the signage issue: Demographic context and discourse analysis, including review of news media and letters to Council
- Part Two* Literature review: Multiculturalism, social cohesion, and community harmony in the linguistic landscape
- Learning from cities afar: An international jurisdictional scan
- Part Three* Bringing it all together: Synthesising research, lessons, and reflections

Super-diverse Richmond

There is often a tendency to see diversity in terms of ethnicity or country-of-origin, however, in so doing it can be easy to miss details that shape the contours and textures of every day experiences. The concept of super-diversity helps us see the various population details, such as language, religion, age, immigration stream, that are often overlooked when we talk about diversity based on country-of-origin or ancestry. Recognizing super-diversity in Richmond reveals the multiple groups, communities, and cultures that make it a unique and vibrant city.

Longstanding diversity in Richmond: 1981-1996 to today

- In 1981 there were just over 96,000 people living in Richmond. Roughly ten per cent of the population were born in an Asian country.
- By 1996 the population of Richmond had grown to 148,000 people. Just under half of the population self-identified as a visible minority, and a third of the total population as Chinese-Canadian.
- 1981-1996 was a period of profound demographic change in Richmond. The proportion of almost 90 per cent “white” Canadians became a ratio of roughly 50 per cent, to a respective 50 per cent visible minority population.

Over the past twenty years, demographic change has been more incremental, leading to what is now a ratio of 70 percent visible minority. In terms of the pace of demographic change, the past twenty years has been far less profound than what happened between 1981-1996.

- Today in Richmond, 70 per cent of the population identifies as being “visible minority” and over 60 per cent of the population are immigrants to Canada.
- There are 161 ethnicities represented in Richmond.
- These figures represent a history of immigration to Canada and settlement in the City of Richmond, a testament to national immigration policies, along with a policy of multiculturalism since 1971.
- Since 1980, the largest number of immigrants has arrived through the Economic class, as skilled workers and business class applicants and family members (requiring them to start a business).

The majority of Richmond residents can speak English and use English as a working language.

- About 90 percent of the population can speak English (19,800 cannot).
- 57 per cent of residents speak English ‘most often’ at home.
- 43 per cent of residents speak a different language most of the time.
- Richmond residents are able to speak 77 non-official languages in total.
- 11 per cent of residents work in places where a non-unofficial language is used most of the time.

Media scan and letters to Council

Media reports on the signage issue have been concentrated in three key moments (Figure 2): January-March 2012, March-May 2013 (coinciding with a Petition to Council for Bylaw), and September-November 2014 (coinciding with

the 2014 City Election). These key moments are repeated in the survey of letters to Council (Figure 3).

Overall the signage issue has been reported in a fairly balanced way. Pro-regulation articles (particularly letters to the editor and editorials) are generally expressed with a tone that is more emotive and sometimes antagonistic, compared to other reports. This highlights the emotional nature of the issue – an issue that engages questions of home, belonging, and recognition.

Figure 2: Media scan, January 2012-December 2014

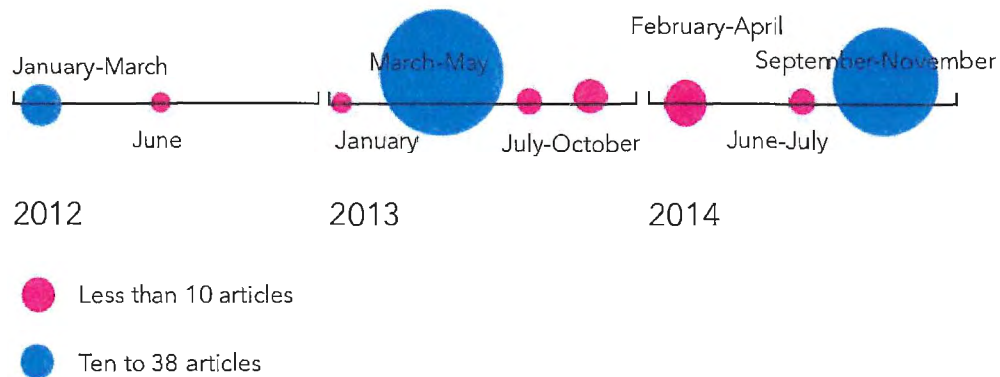
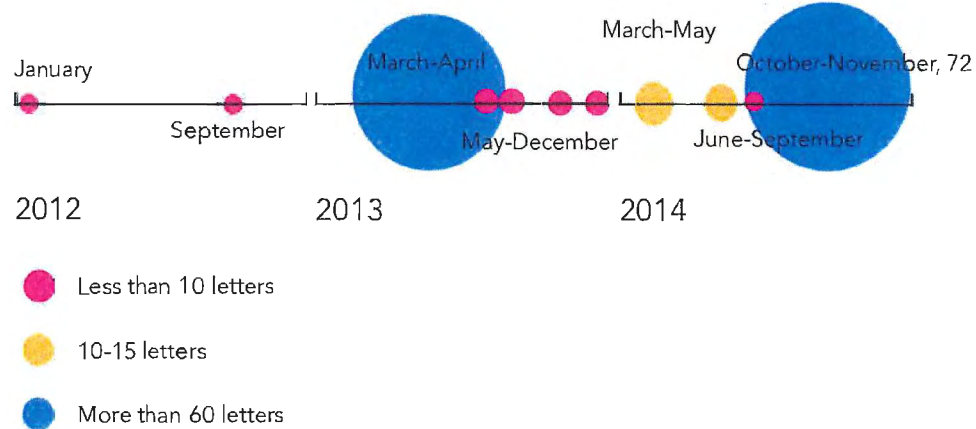


Figure 3: Letters to Council, January 2012-January 2015



The emergent themes across the media reports and letters to Council include:

- Concerns over social inclusion and exclusion
- Market self-regulation of language on signage (i.e. in order to attract a larger market share, merchants will advertise in official language/s)

- Concern over demographic change
- Identity politics, heritage, multiculturalism, and Canadian values
- Health and safety concerns
- Legalistic approach to a by-law
- Federal immigration policy
- Immigrant integration and language

Learning from the research

The concepts of intercultural harmony and social cohesion have not been defined in ways that are universally accepted. We therefore begin by sketching out the origins of these concepts, in light of Canada's policy of multiculturalism, some of the debates over the efficacy of multiculturalism, and a turn toward language such as social cohesion and community harmony.

- Pioneered in Canada in the 1970s, multiculturalism recognizes the great ethnic, cultural, and religious diversity as a defining national characteristic. It outlined, invested in, and regulated diversity through social services, language training, resourcing, and legal infrastructure focused on countering discrimination and through practices supporting the recognition and celebration of difference.
- During the 1990-2000s there has been vigorous debate in Canada and elsewhere over the efficacy of multiculturalism as a policy and as a concept.
- Arguments circulate in academic research and policy discussions over the question of whether multiculturalism has led to polarized societies and citizens living "parallel lives" – communities divided with little contact between ethno-cultural groups.
- This allegation has not 'migrated' to Canada, and multiculturalism continues as an important part of Canadian social policy and national character.
- Social cohesion has been distinguished from multiculturalism largely in the way it focuses on membership to a national community, for instance, membership to a Canadian community of citizens, rather than focusing on difference. Over the past twenty years there have been ongoing debates in the literature over the definition of social cohesion and the best ways to measure it.
- In a super-diverse society, evaluating social cohesion does not always account for the different experiences between immigrant and native-born Canadians, challenges faced in immigrant settlement, and the barriers faced by newcomers to social, political, and civic participation.

- Seen as complimentary to multiculturalism, social cohesion can be interpreted as providing a vision of what social relations under multiculturalism might look like, but ultimately it does not tell the full story of the successes and failures of a super-diverse society.

Much of the research around signage in public space (a.k.a. linguistic landscapes) focuses on super-diverse cities where citizens speak multiple languages.

- Most of the research is on the problem of *under-representation* of immigrant groups and their languages on signage, and the domination of official languages.
- Increasing prevalence of English language has led to the linguistic dominance, worldwide, of English language on signage. In many countries English language is seen as a symbol of modernity, progress and “international panache”.
- Language is encountered in a myriad of ways in the visual landscapes of our everyday lives. Of the various ways (i.e. graffiti, marketplace, consumer goods, street signs, etc.), most are outside the jurisdiction of most City administrations.
- Linguistic landscapes are rarely static; they shift and change over time with flows of migration and other processes of change. What we see today will inevitably be different to what we saw fifty years ago, and what we will see fifty years from now.
- Illegibility, or an inability to read all that is written in the linguistic landscape, can produce feelings of anxiety and alienation. This experience goes both ways – for official and non-official languages.
- Some scholars argue that social inclusion and a sense of belonging, connectedness, and acceptance, are prerequisites for immigrant integration, including official-language proficiency (i.e. inclusion is not exclusively the result of language proficiency). For immigrants in the process of learning official languages, seeing familiar (mother-tongue) language in the linguistic landscape contributes to a sense of recognition, welcome and belonging, which can support integration into the host society.

Learning from cities afar

Each of the cities presented in the report are unique, with specific geographies, social issues, economic contexts, immigration regimes, and more. These case studies do not so much present strategies that can be picked up and dropped into the Richmond context. Rather, they reveal some ways cities around the world are seeing similar challenges of planning for and managing diversity.

#1 *Ashfield, NSW, Australia*

Ashfield had become known as an ethnically “Chinese” city/area. Elderly Anglo-Celtic Australian residents complained to Council that they felt displaced and that there is a lack of inclusion and belonging in the Ashfield landscape. Council’s response was comprehensive, beginning with a research partnership with a local University, and was followed by a series of socially oriented interventions. The issue was effectively resolved in just one year. Interventions included:

- Appointing a Chinese-origin social worker to mediate concerns and encourage merchants to be more ‘welcoming’, ‘inclusive’
- Free translation services for merchants
- Instituting a ‘Welcome Shop Day’ to introduce general public into ‘Chinese’ commercial areas
- Walking tours with visits to restaurants, herbalists, etc.
- Welcome Shop Awards (for ‘de-cluttering’ and signage), with clear suggestions on aesthetics
- Booklet (in Chinese and English) explaining socio-cultural policies/strategic plans of the City

#2 *Box Hill, VIC, Australia*

Box Hill is an Activity Centre in Greater Melbourne, Australia, with a so-called distinctive “Asian character.” It is a site of significant growth, and higher density residential and commercial development. While some complaints have been received by Council that echo those in Richmond BC, they have been successful at developing an approach that has been celebrated as inclusive. This strategy was developed and informed by research commissioned by the City, which drew on examples of “best practice” from the City of Richmond, BC. Interventions have been economically and market-focused, and include:

- Community events to showcase diversity in the area (i.e., acknowledge many groups)
 - Annual 'Harmony Day' with performances, foods, music, etc.
 - Festivals for several of the larger groups
- Shopfront Improvement Program
 - Encouraging de-cluttering of shop-fronts
 - Multi-lingual consultant hired
 - Free consultation offered to merchants on graphic design, and discounted translation services

#3 *Richmond Hill & Markham, ON*

A signage bylaw has regulated language on signs in Richmond Hill since November 1990 (50:50 official:non-official language). However, in the mid-1990s controversy began to develop in Richmond Hill and neighbouring Markham, relating to the rise of so-called "Asian themed malls." Strategies employed by City staff in Richmond Hill and Markham during this time involved a combination approach that included:

- Using municipal powers to diffuse immediate tensions
 - Sign bylaw, 1990 (50%+ English/French required)
 - Encouraged more 'Main Street' commerce
 - Re-zoning land near residential areas from commercial to residential use
 - Pushing malls away from residential areas
- Race Relations Committee established, supported by a *Diversity Action Plan*
 - Includes 3 Council Members
 - Developed procedures to consider complaints
 - Has power to make 'actionable' recommendations

It took 5-6 years de-escalate, and today, the controversial sites have been developed with residential condominiums, which have dissipated tension. Markham is also home to the largest Asian mall in North America, and is slated for further development in coming years, with the addition of the Remington Centre, more North American in style.

Conclusions

As measures of social cohesion cannot tell the full story, neither can linguistic landscapes be used to correlate degrees of integration of immigrant publics, or be seen as indicative of exclusive and anti-social intentions. As such, linguistic landscapes cannot accurately be used as a platform for measuring degrees of community harmony.

In one of the letters to Council, an individual suggested that the proliferation of Chinese language on signage in Richmond was a sign of things to come calling it the proverbial “canary in the coal mine.” The author goes on calling for Richmond to take action and set an example for the rest of Canada.

The author of this complaint presents the canary in the coal mine with an ominous tone. However, we see the signage issue as an opportunity for Richmond. It is an opportunity for the City to demonstrate leadership, to recognize Richmond as a super-diverse city, committed to a vision of multiculturalism and community harmony, with a basis in open dialogue. As the public workshop demonstrated, there is community will to engage in difficult conversations, and with appropriate guidance the City and its citizenry can continue to address more of the important “background issues” that have given rise to calls for a new signage by-law.

We might ask to what degree should the City administration play a proactive role in framing and outlining what it might mean to live in Richmond? How can a shared vision be crafted in collaboration with Richmond’s citizenry? We hope that by providing some context and research on the relationship between signage and the social life of super-diverse cities, the City and its residents will have some new tools and frames of reference to undertake these conversations as they come to choose a best course of action, moving forward.



Regular Council

Monday, May 25, 2015

Place: Council Chambers
Richmond City Hall

Present: Mayor Malcolm D. Brodie
Councillor Chak Au
Councillor Derek Dang
Councillor Carol Day
Councillor Ken Johnston
Councillor Alexa Loo
Councillor Bill McNulty
Councillor Harold Steves

Corporate Officer – David Weber

Absent: Councillor Linda McPhail

Call to Order: Mayor Brodie called the meeting to order at 7:00 p.m.

RES NO. ITEM

MINUTES

R15/10-1 1. It was moved and seconded

That:

- (1) *the minutes of the Regular Council meeting held on Monday, May 11, 2015, be adopted as circulated; and*
- (2) *the minutes of the Regular Council meeting for Public Hearings held on Tuesday, May 19, 2015, be adopted as circulated.*

CARRIED



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AGENDA ADDITION

- R15/10-2 It was moved and seconded
That "Road Closure and Removal of Road Dedication Bylaw 9169 (Road Adjacent to 13760 Steveston Highway) and Disposition of the Closed Road Area and Portion of 13760 Steveston Highway to Ledcor Properties Inc. in relation to RZ 13-630280" be added to the Consent Agenda as Item No. 13A.

CARRIED

COMMITTEE OF THE WHOLE

- R15/10-3 2. It was moved and seconded
That Council resolve into Committee of the Whole to hear delegations on agenda items (7: 02 p.m.).

CARRIED

3. Delegations from the floor on Agenda items – None.

- R15/10-4 4. It was moved and seconded
That Committee rise and report (7:03 p.m.).

CARRIED

CONSENT AGENDA

- R15/10-5 5. It was moved and seconded
That Items No. 6 through No. 20 be adopted by general consent.

CARRIED



**Regular Council
Monday, May 25, 2015**

6. COMMITTEE MINUTES

That the minutes of:

- (1) *the Community Safety Committee meeting held on Tuesday, May 12, 2015;*
- (2) *the Special General Purposes Committee meeting held on Monday, May 11, 2015 and the General Purposes Committee meeting held on Tuesday, May 19, 2015 ;*
- (3) *the Planning Committee meeting held on Wednesday, May 20, 2015;*
- (4) *the Public Works and Transportation Committee meeting held on Thursday, May 21, 2015;*

be received for information.

ADOPTED ON CONSENT

**7. BRITISH COLUMBIA EARTHQUAKE PREPAREDNESS
CONSULTATION REPORT**

(File Ref. No. 09-5125-06-01) (REDMS No. 4559378 v. 3)

That a letter be sent to the Members of Parliament and Members of the Legislative Assembly for the City of Richmond, requesting that the recommendations and key actions contained in the British Columbia Earthquake Preparedness Consultation Report, dated December 2014, be acted upon.

ADOPTED ON CONSENT

**8. EMERGENCY COMMUNICATIONS SERVICE DELIVERY IN
BRITISH COLUMBIA - STRATEGIC VISION AND DISCUSSION
PAPER FROM THE MINISTRY OF JUSTICE**

(File Ref. No. 09-5130-01) (REDMS No. 4570329 v. 2)

- (1) *That the staff report titled Emergency Communications Service Delivery in British Columbia – Strategic Vision and Discussion Paper from the Ministry of Justice be forwarded to the Ministry of Justice, in response to their request for written feedback by May 15, 2015 and Metro Vancouver and UBCM for information; and*



Regular Council
Monday, May 25, 2015

- (2) *That the Ministry of Justice be advised that the City of Richmond would be pleased to participate in further consultation and stakeholder meetings.*

ADOPTED ON CONSENT

9. **AMENDMENTS TO WATER USE RESTRICTION BYLAW AND CONSOLIDATED FEES BYLAW TO SUPPORT CHAFER BEETLE BIOCONTROL**

(File Ref. No. 12-8060-20-009247/9248, XR: 10-6125-04-01) (REDMS No. 4561394 v. 3, 4564531, 4568271)

- (1) *That Water Use Restriction Bylaw No. 7784, Amendment Bylaw No. 9247 be introduced and given first, second and third readings; and*
- (2) *That Consolidated Fees Bylaw No. 8636, Amendment Bylaw No. 9248 be introduced and given first, second and third readings.*

ADOPTED ON CONSENT

10. **LONDON/STEVESTON PARK CONCEPT PLAN**

(File Ref. No. 06-2345-20-LSTE1) (REDMS No. 4540721 v. 8)

That the London/Steveston Park Concept Plan, as outlined in the staff report titled "London/Steveston Park Concept Plan," dated May 1, 2015, from the Senior Manager, Parks, be approved.

ADOPTED ON CONSENT

11. **UPDATE ON SIGNAGE ON PRIVATE PROPERTIES**

(File Ref. No. 12-8000-03, 12-8060-20-00560/008636) (REDMS No. 4403117 v. 12)

- (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.*

ADOPTED ON CONSENT



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12. **COUNCIL TERM GOALS 2014-2018**
(File Ref. No. 01-0105-07-01) (REDMS No. 4537297 v. 12)

That the Council Term Goals for the 2014-2018 term of office, as contained in the report from the Corporate Programs Consultant, dated May 5, 2015, be adopted.

ADOPTED ON CONSENT

13. **APPLICATION BY STEVESTON NO. 6 LP FOR REZONING AT 13751 AND 13851 STEVESTON HIGHWAY, 10651 NO. 6 ROAD, A PORTION OF 13760 STEVESTON HIGHWAY AND A PORTION OF THE ROAD ALLOWANCE ADJACENT TO AND NORTH OF 13760 STEVESTON HIGHWAY FROM ENTERTAINMENT AND ATHLETICS (CEA), LIGHT INDUSTRIAL (IL) AND AGRICULTURE (AG1) ZONING TO LIGHT INDUSTRIAL AND LIMITED ACCESSORY RETAIL – RIVERPORT (ZI12)**
(File Ref. No. 12-8060-20-009210/9211; RZ 13-630280) (REDMS No. 4575191, 4490338, 4497260, 4497231)

- (1) *That Official Community Plan Amendment Bylaw 9210, to redesignate 13751 and 13851 Steveston Highway, 10651 No. 6 Road, a Portion of 13760 Steveston Highway and a Portion of the Road Allowance Adjacent to and north of 13760 Steveston Highway from "Commercial" and "Industrial" to "Mixed Employment" in Attachment 1 to Schedule 1 of Official Community Plan Bylaw 9000, be introduced and given first reading;*
- (2) *That Bylaw 9210, having been considered in conjunction with:*
- (a) *the City's Financial Plan and Capital Program; and*
 - (b) *the Greater Vancouver Regional District Solid Waste and Liquid Waste Management Plans;*
- is hereby found to be consistent with said program and plans, in accordance with Section 882(3)(a) of the Local Government Act;*
- (3) *That Bylaw 9210, having been considered in accordance with Official Community Plan Bylaw Preparation Consultation Policy 5043, is hereby found not to require further consultation;*



**Regular Council
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- (4) *That Richmond Zoning Bylaw 8500, Amendment Bylaw 9211 to create the “Light Industrial and Limited Accessory Retail – Riverport (ZI12)” zone, and to rezone 13751 and 13851 Steveston Highway, 10651 No. 6 Road, a Portion of 13760 Steveston Highway and a Portion of the Road Allowance Adjacent to and north of 13760 Steveston Highway from “Entertainment & Athletics (CEA)”, “Light Industrial (IL)” and “Agriculture (AGI)” to “Light Industrial and Limited Accessory Retail – Riverport (ZI12)”, be introduced and given first reading; and*
- (5) *That the public hearing notification be expanded to include all properties in the area shown on the map contained in Attachment J to the staff report dated May 11, 2015 from the Director of Development.*

ADOPTED ON CONSENT

13A. ROAD CLOSURE AND REMOVAL OF ROAD DEDICATION BYLAW 9169 (ROAD ADJACENT TO 13760 STEVESTON HIGHWAY) AND DISPOSITION OF THE CLOSED ROAD AREA AND PORTION OF 13760 STEVESTON HIGHWAY TO LEDCOR PROPERTIES INC. IN RELATION TO RZ 13-630280
(File Ref. No. 12-8060-20-009169; 06-2290-20-147; 06-2290 -148)

- (1) *That Road Closure and Removal of Road Dedication Bylaw 9169 (Road Adjacent to 13760 Steveston Highway) be introduced and given first, second and third readings;*
- (2) *That the required notice of road closure and disposition of the closed road be advertised prior to final adoption;*
- (3) *That staff be authorized to file a certifying statement executed by the Corporate Officer at Land Title Office cancelling the right of resumption in the closed road pursuant to the Resumption of Highways Regulation;*
- (4) *That staff be authorized to take all necessary steps to raise title to the road closure area of $\pm 2,081.1$ square metres ($\pm 22,401$ sq. ft.) and transfer it to Ledcor Properties Inc. or its designate for \$756,034 plus applicable taxes;*



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- (5) *That the sale of a portion of 13760 Steveston Highway totalling $\pm 1,318.7$ square metres ($\pm 14,194$ sq. ft.) to Ledcor Properties Inc. or its designate for \$479,048 plus applicable taxes be approved;*
- (6) *That staff be authorized to take all necessary steps to complete all matters as contained in the report dated May 4, 2015 including authorizing the Chief Administrative Officer and the General Manager, Finance and Corporate Services to negotiate and execute all documentation required to effect the transaction, including executing all required Land Title Office documentation; and*
- (7) *That Road Closure and Removal of Road Dedication Bylaw 9169 (Road Adjacent to 13760 Steveston Highway) be contingent on third readings of Official Community Plan Bylaw 9000, Amendment Bylaw 9210 and Richmond Zoning Bylaw 8500, Amendment Bylaw 9211 (RZ 13-630280).*

ADOPTED ON CONSENT

14. APPLICATION BY PARC RIVIERA PROJECT INC. FOR A ZONING TEXT AMENDMENT TO THE "RESIDENTIAL MIXED USE COMMERCIAL (ZMU17) - RIVER DRIVE/NO. 4 ROAD (BRIDGEPORT)" ZONE FOR THE PROPERTY AT 10311 RIVER DRIVE

(File Ref. No. 12-8060-20-009237; ZT 15-691748) (REDMS No. 4539005 v. 3, 4576577, 4539571)

That Richmond Zoning Bylaw 8500, Amendment Bylaw 9237, for a Zoning Text Amendment to the "Residential Mixed Use Commercial (ZMU17) – River Drive/No. 4 Road (Bridgeport)" zone to amend the maximum permitted density on the property at 10311 River Drive, be introduced and given first reading.

ADOPTED ON CONSENT



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15. **APPLICATION BY RYAN COWELL ON BEHALF OF 0737974 B.C. LTD. FOR A ZONING TEXT AMENDMENT TO INCREASE THE PERMITTED FLOOR AREA RATIO TO 0.78 FOR THE PROPERTY LOCATED AT 5600 PARKWOOD CRESCENT**
(File Ref. No. 12-8060-20-009245; ZT 15-694669) (REDMS No. 4557676 v. 2, 4560422)

That Richmond Zoning Bylaw 8500, Amendment Bylaw 9245, for a Zoning Text Amendment to the "Vehicle Sales (CV)" zone, to increase the overall allowable Floor Area Ratio (FAR) to a maximum of 0.78 for the property, be introduced and given first reading.

ADOPTED ON CONSENT

16. **REFERRAL: WEST CAMBIE ALEXANDRA NEIGHBOURHOOD BUSINESS OFFICE AREA REVIEW**
(File Ref. No. 12-8060-20-009121; 08-4375-01, Xr. 08-4045-20-11) (REDMS No. 4565876 v. 11, 4252323, 4210602, 3186793, 4168202, 4168137, 4168181; 4574997, 4571080)

- (1) *That Official Community Plan Bylaw 7100 and 9000, Amendment Bylaw 9121 to amend Schedule 2.11A in the 2041 Official Community Plan Bylaw 7100, to change the existing Business Office designation to Mixed Use Employment-Residential designation, be introduced and given first reading;*
- (2) *That Official Community Plan Bylaw 7100 and 9000, Amendment Bylaw 9121, having been considered in conjunction with:*
- (a) *the City's Financial Plan and Capital Program; and*
 - (b) *the Greater Vancouver Regional District Solid Waste and Liquid Waste Management Plans;*
- is hereby found to be consistent with said program and plans, in accordance with Section 882(3)(a) of the Local Government Act;*
- (3) *That, in accordance with section 879 (2)(b) of the Local Government Act and OCP Bylaw Preparation Consultation Policy 5043, Official Community Plan Bylaw 7100 and 9000, Amendment Bylaw 9121, be referred to the following bodies for comment for the Public Hearing:*
- (a) *Vancouver International Airport Authority (VIAA) (Federal Government Agency); and*
 - (b) *The Board of Education of School District No. 38 (Richmond);*



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- (4) *That City staff be directed to consult with VIAA staff regarding the proposed recommendation, prior to the Public Hearing;*
- (5) *That upon adoption of the above bylaws the West Cambie Alexandra Neighbourhood Mixed Use Employment – Residential Use Density Bonus, Community Amenity Contribution, Modest Rental Housing Rates Policy be approved;*
- (6) *That staff not proceed with the implementation of an interim sidewalk/walkway along Odlin Road and Alexandra Road, as a sidewalk/walkway already exists (south side of Odlin Road) or will be provided on at least one side of Alexandra Road within the next 2-3 years;*
- (7) *That staff consider the inclusion of interim sidewalk/walkway along Garden City Road as part of the City's 2016 capital program, if there are no immediate/imminent development applications for these fronting properties in the foreseeable future; and*
- (8) *That lands along No. 3 Road not be redesignated from residential use to employment use.*

ADOPTED ON CONSENT

17. STREET FURNITURE PROGRAM

(File Ref. No. 10-6360-03-03) (REDMS No. 4491651 v. 4)

- (1) *That staff be directed to issue a Request for Proposals for the supply, installation and maintenance of a city-wide street furniture program that includes advertising, as described in the staff report dated May 4, 2015, from the Director, Transportation; and*
- (2) *That staff report back on the responses to the above Request for Proposals with a recommendation prior to December 1, 2015.*

ADOPTED ON CONSENT



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18. **ALEXANDRA DISTRICT ENERGY UTILITY EXPANSION PHASE 4**
(File Ref. No. 10-6600-10-02) (REDMS No. 4557795 v. 5)

That funding of up to \$7.6 million through borrowing from the Utility General Surplus be approved for capital expenditure for design, construction and commissioning of the Phase 4 expansion of the Alexandra District Energy Utility and that the Five Year Financial Plan (2015-2019) be amended accordingly.

ADOPTED ON CONSENT

19. **SMART THERMOSTATS PILOT PROGRAM**
(File Ref. No. 10-6125-07-02) (REDMS No. 4565860)

That the development and implementation of a "Smart Thermostats Pilot Program" for homes be endorsed.

ADOPTED ON CONSENT

20. **2014 ANNUAL WATER QUALITY REPORT**
(File Ref. No. 10-6375-01) (REDMS No. 4550012)

That the staff report titled "2014 Annual Water Quality Report," dated April 28, 2015, from the Director, Public Works be received for information.

ADOPTED ON CONSENT

NON-CONSENT AGENDA ITEMS

PUBLIC WORKS AND TRANSPORTATION COMMITTEE
Councillor Chak Au, Chair

21. **BI-WEEKLY GARBAGE COLLECTION**
(File Ref. No. 10-6405-03-01) (REDMS No. 4567623)

R15/10-6

It was moved and seconded

(1) That City garbage collection service for single-family dwellings be changed from weekly to every other week (bi-weekly) commencing the first quarter of 2016, with recycling services (i.e. Blue Box and Green Cart) continuing to be provided on a weekly basis;



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- (2) *That, as part of implementation of bi-weekly collection service, the City provide one garbage cart per household to residents in single-family dwellings, where residents have the opportunity to select the cart size of their choice;*
- (3) *That the Chief Administrative Officer and General Manager, Engineering and Public Works be authorized to negotiate and execute an amendment to Contract T.2988, Residential Solid Waste & Recycling Collection Services, to service, acquire, store, assemble, label, deliver, replace and undertake related tasks for the garbage carts, and related operational service changes associated with this program;*
- (4) *That an amendment to the City's Five Year Financial Plan (2015 – 2019) to include capital costs of \$2.6 million with \$2.3 million funding from the City's General Solid Waste and Recycling Provision and \$300,000 from the City's General Utility Surplus, be approved; and*
- (5) *That appropriate bylaw amendments be brought forward as part of the 2016 solid waste and recycling utility budget process and amending rates, to enact this service.*

CARRIED

Opposed: Cllrs. Loo
McNulty

PUBLIC ANNOUNCEMENT

Stephen Easterbrook has been appointed to the Metro Vancouver Agricultural Advisory Committee for a term to end in December 2018.

BYLAWS FOR ADOPTION

R15/10-7

It was moved and seconded
That the following bylaws be adopted:

Housing Agreement (10440 and 10460 No. 2 Road) Bylaw No. 9246



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*Richmond Zoning Bylaw No. 8500, Amendment Bylaw No. 9097
(11900/11902 Kingfisher Drive, RZ 13-647579)*

CARRIED

ADJOURNMENT

R15/10-8

It was moved and seconded
That the meeting adjourn (8:20 p.m.).

CARRIED

Certified a true and correct copy of the
Minutes of the Regular meeting of the
Council of the City of Richmond held on
Monday, May 25, 2015.

Mayor (Malcolm D. Brodie)

Corporate Officer (David Weber)