



General Purposes Committee

Anderson Room, City Hall
6911 No. 3 Road

Monday, November 7, 2016

Immediately following the recessed Special Council meeting

Pg. # ITEM

MINUTES

- GP-4** *Motion to adopt the minutes of the meeting of the General Purposes Committee held on **October 17, 2016** and the minutes of the Special General Purposes Committee held on **October 24, 2016**.*



FINANCE AND CORPORATE SERVICES DIVISION

1. **MUNICIPAL AND REGIONAL DISTRICT TAX IMPOSITION BYLAW NO. 9631 AND METRO VANCOUVER LETTER OF SUPPORT**

(File Ref. No. 08-4150-03-01; 08-4150-03-01) (REDMS No. 5183432; 5154740; 5184827)

GP-11

See Page GP-11 for full report

Designated Speaker: Neonila Lilova

STAFF RECOMMENDATION

- (1) *That the Municipal and Regional District Tax (MRDT) Imposition Bylaw No. 9631 be introduced and given first, second and third readings; and*

- (2) *That staff be directed to seek the support of Metro Vancouver for the City's intention to renew the MRDT at the rate of 3% on the price of accommodation in Richmond, starting July 1, 2017 and effective for five years.*



2. **SIGN BYLAW UPDATE AND PUBLIC CONSULTATION PROCESS**

(File Ref. No. 03-0900-01) (REDMS No. 5165807 v. 2)

GP-21

See Page GP-21 for full report

Designated Speakers: Cecilia Achiam and Carli Edwards

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.*



3. **DISPOSITION OF A STATUTORY RIGHT OF WAY OVER 8080 ANDERSON ROAD/8111 GRANVILLE AVENUE FOR THE PURPOSE OF UTILITIES AND RELATED SERVICES**

(File Ref. No. 06-2285-30-198) (REDMS No. 5154403 v. 4)

GP-52

See Page GP-52 for full report

Designated Speaker: Kirk Taylor

STAFF RECOMMENDATION

- (1) *That a Statutory Right of Way (SRW) to Telus over 8080 Anderson Road/8111 Granville Avenue (Lot A Section 9 Block 4 North Range 6 West New Westminster District Plan EPP33799, PID 029-628-164) for a nominal fee of Ten Dollars (\$10.00), plus applicable GST, for the purpose of utilities and related services be granted;*
- (2) *That a SRW to Shaw over 8080 Anderson Road/8111 Granville Avenue for a nominal fee of Ten Dollars (\$10.00), plus applicable GST, for the purpose of utilities and related services be granted; and*

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ITEM

- (3) *That the Chief Administrative Officer and the General Manager, Finance and Corporate Services be authorized to negotiate and execute all documentation, including all contracts and Land Title Office documents, to effect the transaction detailed in the staff report titled “Disposition of a Statutory Right of Way over 8080 Anderson Road/8111 Granville Avenue for the Purpose of Utilities and Related Services” dated October 17, 2016 from the General Manager, Finance and Corporate Services.*

☐

ADJOURNMENT

☐



General Purposes Committee

Date: Monday, October 17, 2016

Place: Anderson Room
Richmond City Hall

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

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

MINUTES

It was moved and seconded

That the minutes of the meeting of the Special General Purposes Committee held on October 11, 2016, be adopted as circulated.

CARRIED

FINANCE AND CORPORATE SERVICES DIVISION

1. **APPLICATION FOR A NEW LIQUOR PRIMARY LIQUOR LICENCE – TOP CUP COFFEE LTD., 6031 BLUNDELL ROAD**
(File Ref. No. 12-8275-30-062) (REDMS No. 5173863)

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In response to questions from Committee, Carli Edwards, Manager, Customer Services and Licencing, stated that the Land Use Contract for the property limits occupancy to 70 patrons and rezoning would be required to change the occupancy limit and that complaints regarding neighbourhood pubs go through Community Bylaws and the RCMP who also notify Community Bylaws of any issues.

It was moved and seconded

- (1) That the application from Top Cup Coffee Ltd., doing business as, Top Cup, for a new Liquor Primary Licence to operate a Neighborhood Public House, be supported only for:*
 - (a) A Neighborhood Public House with an indoor & patio seating and standing capacity of 70 patrons;*
 - (b) Liquor service hours for Sunday to Thursday, from 9:00 a.m. to 12:00 a.m., and Friday and Saturday, From 9:00 a.m. to 1:00 a.m.; and*
 - (c) Family Foodservice to permit minors in all licensed areas until 10:00 p.m. when accompanied by a parent or guardian;*
- (2) That a letter be sent to the Liquor Control and Licensing Branch advising that:*
 - (a) Council supports the amended conditions as listed above, for a new Liquor Primary Liquor Licence as the issuance will not pose a significant impact on the community; and*
 - (b) Council's comments on the prescribed criteria (set out in Section 10.3 of the Liquor Control and Licensing Regulation) are as follows:*
 - (i) The potential for additional noise and traffic in the area was considered;*
 - (ii) The impact on the community was assessed through a community consultation process; and*
 - (iii) Given that this is a new business, there is no history of non-compliance with this operation;*
 - (c) As the operation of a licenced establishment may affect nearby residents the City gathered the view of the residents as follows:*
 - (i) Property owners and businesses within a 50 meter radius of the subject property were contacted by letter detailing the application, providing instructions on how community comments or concerns could be submitted; and*

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- (ii) Signage was posted at the subject property and three public notices were published in a local newspaper. This signage and notice provided information on the application and instructions on how community comments or concerns could be submitted; and*
- (d) Council's comments and recommendations respecting the view of the residents are as follows:*
 - (i) That based on the number of letters sent and the few responses received from all public notifications, Council considers that the approval of this application is acceptable to the majority of the residents in the area and the community.*

CARRIED

ENGINEERING AND PUBLIC WORKS DIVISION

2. **HARVEST POWER AIR QUALITY PERMIT REVIEW**

(File Ref. No. 10-6175-02-01) (REDMS No. 5187262 v. 2)

In reply to queries from Committee, Peter Russell, Senior Manager, Sustainability and District Energy, advised that (i) Harvest Power is active with their own communication program with the intent to resolve odour issues (ii) Vancouver Coastal Health has not yet been formally approached regarding public health concerns over odour complaints (iii) Harvest Power has taken action on some areas where major odours are caused and appears committed to resolving further issues (iv) Metro Vancouver has been receptive to the City of Richmond's feedback and are engaging with the operator to find a solution and (v) Vancouver Coastal Health has been working with Metro Vancouver to establish odour standards.

Carli Edwards, Manager, Customer Services and Licencing, in response to a question from Committee, stated that Harvest Power has renewed their business licence for 2016 and that currently there are no apparent breaches of City bylaws or conditions of the licence that would warrant a suspension.

Discussion ensued with regard to alternative facilities available to accept organics in the Lower Mainland and communication with the public concerning the City's responses to odour complaints.

It was moved and seconded

- (1) That a letter be sent to the BC Minister of Environment and Harvest Power expressing the City's expectation that measures to eliminate odours in the community be prioritized and expedited;*

3.

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- (2) *That a letter be sent to Metro Vancouver expressing the City's expectations that:*
- (a) *Metro Vancouver appropriately resource its enforcement program to bring the facility into compliance with permit conditions;*
 - (b) *Metro Vancouver negotiate with Harvest Power new infrastructure and upgrades necessary to eliminate odours and present the financial implications and alternatives to the Metro Vancouver Board of Directors; and*
 - (c) *Metro Vancouver improve opportunities for the public to share concerns about odour and implement a transparent system that publicly reports the severity and frequency of odour complaints and the measures to be undertaken to address the public's concerns;*
- (3) *That a formal response from Vancouver Coastal Health be sought in response to public health concerns relative to odours.*

CARRIED

COMMUNITY SERVICES DIVISION

3. BRITANNIA SEINE NET LOFT WASHROOM FACILITIES

(File Ref. No. 06-2050-20-BSYD-SL) (REDMS No. 5178979 v. 7)

Discussion ensued with regard to (i) the installation and potential set up for future facilities and facility uses (ii) the configuration of the washroom facilities proposed and (iii) events and programming held at Britannia and the intended use of the loft space.

Staff were directed to provide information regarding events that have been programmed over the last few years at Britannia prior to the next Council meeting.

It was moved and seconded

- (1) *That the construction of washroom facilities as detailed in Option 1 of the staff report titled, "Britannia Seine Net Loft Washroom Facilities" dated September 27, 2016, from the Senior Manager, Parks, be approved; and*
- (2) *That the Britannia Seine Net Loft Capital Project in the amount of \$393,014 be included in the 2017 Capital Budget, as described in the staff report titled, "Britannia Seine Net Loft Washroom Facilities" dated September 27, 2016, from the Senior Manager, Parks.*

CARRIED

Opposed: Cllr. Steves

4.

General Purposes Committee
Monday, October 17, 2016

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (4:40 p.m.).

CARRIED

Certified a true and correct copy of the
Minutes of the meeting of the General
Purposes Committee of the Council of the
City of Richmond held on Monday,
October 17, 2016.

Mayor Malcolm D. Brodie
Chair

Amanda Welby
Acting Legislative Services Coordinator



Special General Purposes Committee

Date: Monday, October 24, 2016

Place: Anderson Room
Richmond City Hall

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

Call to Order: The Chair called the meeting to order at 4:02 p.m.

LAW AND COMMUNITY SAFETY DIVISION

1. **RESPONSE TO UBCM REQUEST FOR INPUT ON RCMP
AUXILIARY CONSTABLE PROGRAM**

(File Ref. No. 09-5350-00) (REDMS No. 5195372 v. 2)

Daniel McKenna, Acting Senior Manager, Community Safety, briefly restated the three options for the Auxiliary Constable Program as indicated in the staff report. In reply to questions, Mr. McKenna confirmed that (i) the City of Vancouver has an entirely different Constable Program, (ii) there is no current timeline on which the implementations would take place, (iii) the Richmond detachment has confirmed their preference as option 3, and (iv) morale has previously been impacted by changes to the program.

It was moved and seconded

- (1) *That Option 3 (Tiered Program), as described in the staff report titled, "Response to UBCM Request for Input on RCMP Auxiliary Constable Program", dated October 18, 2016, from the Acting General Manager of Law and Community Safety, be endorsed; and*

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- (2) *That a response indicating the preferred option along with a copy of this report be sent to the Union of BC Municipalities (UBCM).*

CARRIED

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (4:09 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the General Purposes Committee of the Council of the City of Richmond held on Monday, October 24, 2016.

Mayor Malcolm D. Brodie
Chair

Shaun Divecha
Legislative Services Coordinator



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** October 11, 2016

From: Andrew Nazareth
General Manager, Finance and Corporate Services **File:** 08-4150-03-01/2016-Vol 01




Re: **Municipal and Regional District Tax Imposition Bylaw No. 9631 and Metro Vancouver Letter of Support**

Staff Recommendation

- 1) That the Municipal and Regional District Tax (MRDT) Imposition Bylaw No. 9631 be introduced and given first, second and third readings; and
- 2) That staff be directed to seek the support of Metro Vancouver for the City's intention to renew the MRDT at the rate of 3% on the price of accommodation in Richmond, starting July 1, 2017 and effective for five years.

Andrew Nazareth
General Manager, Finance and Corporate Services
(604-276-4095)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Arts, Culture & Heritage Law	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO (ACTING) 

Staff Report

Origin

The City of Richmond is the recipient of a 2% Municipal and Regional District Tax (MRDT), formerly known as the Additional Hotel Room Tax (AHRT) for the period July 1, 2012 to June 30, 2017. The AHRT was mandated under the Province's *Additional Hotel Room Tax Act* which allowed for the imposition of a tax of up to two percent on the purchase price of accommodation in a designated area to be imposed. In 2015, the *Additional Hotel Room Tax Act* was repealed and a new provision was introduced under Section 123 of the *Provincial Sales Tax Act* whereby up to 3% MRDT can be applied to the purchase price of accommodation in a designated area.

As the expiry date of June 30, 2017 of the existing MRDT is approaching, a new application to the Province is required for the MRDT to continue to be utilized in Richmond for the period of July 1, 2017 to June 30, 2022.

This report supports Council's 2014-2018 Term Goals #5 Partnerships and Collaboration and #8 Supportive Economic Development Environment as follows:

- 5.2 *Strengthened strategic partnerships that help advance City priorities, and*
- 8.0 *Review, develop and implement plans, policies, programs and practices to increase business and visitor appeal and promote local economic growth and resiliency.*

Analysis

According to research conducted by the Richmond Tourism Association (Tourism Richmond), the travel economy in Richmond generates \$1.2 billion in economic impact and 7.9 million visitors per year. The City's Resilient Economy Strategy indicates that tourism is and will continue to be one of Richmond's key sectors, due to an advanced tourism service infrastructure (e.g. hotels and other retail establishments), proximity to the Vancouver Airport (YVR) and destination growth potential from investment in tourism product development and marketing.

Richmond has been the recipient of a hotel room tax at a rate of 2% since 1998, with funding allocated to Tourism Richmond to carry out destination marketing and funding allocated to a number of destination enhancement initiatives implemented by the City and its partners (DEI). Inclusive of the current hotel tax cycle, DEI funding has been provided from the former Trade and Exhibition Fund. This fund was established for the construction of a trade and exhibition centre in Richmond, and repurposed in 2009 to DEI after the trade and exhibition project was abandoned due to lack of feasibility. Since 2009, \$8 million of accumulated hotel room tax funds has been allocated towards major tourism DEI, including the Richmond O-Zone, the Richmond Sport Hosting Program and the Richmond Olympic Experience. This source of DEI funding is now depleted and an increase in the MRDT to the maximum allowed 3% on the price of accommodation will be required for the City to continue investing in the development of tourism products and attractions, while maintaining destination marketing at its current levels.

For an MRDT level of 3% on the price of accommodation to be implemented in Richmond for the next five-year cycle of the MRDT, the Province requires that the application include the following core components:

- 1) A City bylaw that requests the Province to levy the MRDT on the municipality's behalf, including:
 - a) The rate of tax to be imposed,
 - b) Description of the geographic area in which the tax is to be imposed,
 - c) Purpose for the funds, and
 - d) Desired effective date of the tax.
- 2) Support from at least 51% of accommodation providers representing at least 51% of the accommodation units in Richmond.

To date, 70% of accommodation providers (17 of 24 hotels), representing 83% percent of the accommodation units (3,939 of 4,769 hotel rooms) in Richmond have approved a 3% MRDT rate for the period July 1, 2017 to June 30, 2022, with initiatives to be supported including:

- 1) Destination marketing, programs and projects,
- 2) Sport hosting marketing, programs and projects, and
- 3) Destination enhancement initiatives, including capital and non-capital investments in and operation of tourism attractions (including construction or renovation of infrastructure); major events; tourism product development; and direct sales.

Based on the need for continued investment in both DEI and destination marketing to support the tourism sector in Richmond and on the overwhelming support from the Richmond hotel community, it is recommended that the City adopt a bylaw stipulating that:

- 1) The Province levy a 3% MRDT on behalf of the City for tourism development.
- 2) The geographic area in which the MRDT will be imposed is defined as the municipal boundary of the City of Richmond.
- 3) The MRDT be utilized for:
 - a) Destination marketing, programs and projects,
 - b) Sport hosting marketing, programs and projects, and
 - c) Destination enhancement initiatives, including capital and non-capital investments in and operation of tourism attractions (including construction or renovation of infrastructure); major events; tourism product development; and direct sales.
- 4) The effective date of the bylaw be set as July 1, 2017

A copy of the proposed bylaw is included in Attachment 1.

Additional components for the City's application to the Province include:

- A five-year MRDT strategy – key elements of the strategy have been developed in collaboration with key tourism stakeholders, including Tourism Richmond and the Richmond Hotel Association, and are enclosed in Attachment 2. These key elements of the five-year strategy will be included in the submission to the Province.
- Letter of support from Metro Vancouver.
- Other ancillary components currently being compiled.

Once all necessary documents are compiled, staff will submit the MRDT application to the Province, prior to year-end. It is anticipated that the Provincial review will take 6 months, with the expectation that MRDT legislation for Richmond for the next 5-year cycle will be enacted prior to June 30, 2017.

Financial Impact

It is estimated that, at current hotel occupancy and revenue levels, the 3% MRDT will result in approximately \$4.5 million per year for a total of \$22.5 million over the 2017-2022 MRDT period for tourism development in Richmond.

Conclusion

Tourism is a priority sector for Richmond and presents potential for economic growth over the next five years. Richmond has established a partnership model, investing in both destination marketing and destination enhancement initiatives to grow the sector. The 3% MRDT presents an opportunity to continue and advance this tourism delivery model. A majority support from accommodation providers has been secured for Richmond's tourism destination marketing, sport hosting and destination enhancement initiatives. A City bylaw requesting the Province to levy the 3% MRDT in Richmond for the period July 1, 2017 to June 30, 2022 is another Provincial requirement (among other ancillary requirements currently being compiled) to submit an application to the Province. Pending Council's adoption of the proposed bylaw, staff will engage Metro Vancouver to seek their support for Richmond's MRDT application to the Province.



Neonila Lilova
Manager, Economic Development
(604-247-4934)

Att. 1: Municipal and Regional District Tax (MRDT) Imposition Bylaw 9631

Att. 2: Five-Year MRDT Strategy – Key Elements



City of Richmond

Bylaw 9631

Municipal and Regional District Tax Imposition Bylaw No. 9631

The Council of the City of Richmond enacts as follows:

- 1) The Lieutenant Governor in Council is hereby requested to issue a regulation under Section 123(1) of the *Provincial Sales Tax Act* in respect to imposing a tax on accommodation purchased within the whole of the City of Richmond from and including July 1, 2017 to and including June 30, 2022.
- 2) The tax to be imposed under the provisions of the regulation referred to in section 1 of this Bylaw is requested to be three percent of the purchase price of the accommodation.
- 3) The purposes for which the amount paid to the City of Richmond out of the revenue collected from the tax to be imposed under the provisions of the regulation referred to in section 1 of this Bylaw may be expended are:
 - a) tourism marketing, programs and projects;
 - b) sport hosting marketing, programs and projects; and
 - c) destination enhancement initiatives, including capital and non-capital investments in and operation of tourism attractions (including construction or renovation of infrastructure); major events; tourism product development; and direct sales.
- 4) This Bylaw is cited as "**Municipal And Regional District Tax Imposition Bylaw No. 9631**" and is effective July 1, 2017.

FIRST READING

SECOND READING

THIRD READING

ADOPTED

MAYOR

CORPORATE OFFICER

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

Municipal and Regional District Tax (MRDT) Five-Year Strategy – Key Elements

Key elements of the 2017-2022 MRDT strategy for tourism sector development in Richmond are outlined below. The below will form part of the submission to the Province requesting imposition of a 3% MRDT for the period July 1, 2017 to June 30, 2022.

A. Vision

The leading West Coast destination for diverse and authentic experiences in Canada.

B. Mission

Long-term tourism growth through a partnership model incorporating destination marketing and destination enhancement initiatives as the foundation for destination development in Richmond.

C. Strategic Context (Situational Analysis)

Tourism is a sector of strategic priority for economic development in Richmond. Along with other sectors reliant on the presence and growth prospects of YVR, tourism in Richmond presents potential for future growth. Employment in the Richmond tourism sector represents 10% of the regional tourism sector employment. Major assets of Richmond's tourism sector that provide the basis for its future growth are:

- YVR and its goal of serving 25 million passengers by 2020
- 24 hotel properties with 4700 rooms representing the second highest concentration of hotel rooms in the region after Downtown Vancouver and 20% of regional hotel room inventory
- The Richmond Olympic Oval and its continued transformation into a center of excellence and a major tourism attraction
- The historic village of Steveston – one of Richmond's main tourist attractions and home to two major historic sites and visitor draws – the Britannia Shipyards National Historic Site and the Gulf of Georgia Cannery National Historic Site
- Richmond's diversity and Asian connection, as manifested in the hundreds of Asian restaurants in "The Golden Village" area, the 20 houses of worship representing different cultural and religious groups along "The Highway to Heaven", and the 2 night markets that draw nearly half a million visitors from the region and beyond each summer
- A partnership model for tourism development with key tourism stakeholder groups, including the local destination marketing association (Tourism Richmond), accommodation sector (Richmond Hotel Association) and local government (the City of Richmond through its Economic Development function)

Over the last decade, there has been significant tourism growth in Richmond. According to CBRE Hotels TRENDS reports, Richmond has led hotel occupancy in Canada for three years in a row (at 78.2% in July 2016), with summer months close to full or sold out. Annual MRDT

revenues have grown at an average annual rate of 6% since 2007 and 7% since 2009, the year Richmond began realizing benefits from being a Venue City for the 2010 Olympic and Paralympic Winter Games – both figures surpassing Richmond’s goal of 5% annual MRDT growth from the preceding MRDT cycles. This growth has been accomplished in part by ongoing investments in destination marketing at \$30 million of MRDT revenue and destination enhancement initiatives (the Richmond O-Zone, Richmond Sport Hosting Program and Richmond Olympic Experience) at \$8 million of MRDT revenue invested to date since 2009.

A 2015/2016 DestinationNEXT framework survey conducted by Tourism Richmond of tourism stakeholders, identified Richmond as a Destination Trailblazer – a destination that has realized the benefits of its tourism vision and will work to keep the community and marketplace engagement fresh and relevant. As a result of the survey, specific opportunities for improvement were identified to maintain long-term destination strength including:

1. Large, famous attractions
2. Arts and cultural attractions
3. Unique and vibrant neighbourhoods
4. Quality roads to handle congestion
5. Headquarter hotels
6. Not known for having things to do
7. Lack of public Wi-Fi
8. Meeting facilities

Some of these opportunities, such as 4 and 7 above, relate to aspects of community development beyond tourism. Others, such as 5 and 8, relate more closely to private investment rather than community investment. Overall, the rest of the items above set clear opportunities for improvement that MRDT investments in Richmond will focus on over the 2017 to 2022 planning period to achieve its goals for visitor growth.

D. Goals

1. Maintain or grow Richmond’s 30% regional share of annual overnight visitors to Metro Vancouver (based on regional visitor growth and Richmond attractions coming online and/or being integrated in the regional tourism product mix)
2. Grow MRDT revenue by an annual average of at least 5% (based on proximity of Richmond to YVR and their 5% annual passenger growth target to 2020)
3. Maintain or grow current levels of non-accommodation related visitor spend

E. Strategies – Key Actions

Richmond will be deploying three key strategies, under a community tourism partnership model, to accomplish the above goals. The strategies and associated key actions over the 5-year period are listed below:

1. Destination Marketing – 2/3 of MRDT revenues designated for destination marketing, programs and projects. Key destination marketing actions include:
 - a) Aggressive Sales and Marketing
 - Refresh the brand strategy
 - Develop a digital strategy
 - Develop a meetings and conference plan
 - Refresh the earned media strategy
 - b) Destination Development
 - Develop and implement a destination development plan
 - Influence the connect-ability of visitors to the destination
 - Participate as a stakeholder in the development and funding of infrastructure based on needs
 - c) Community and Partner Engagement
 - Increase public awareness and community support for the value of tourism and the DMO
 - Develop and implement a local Asian engagement strategy
 - Pursue potential options to the membership model
 - Pursue a network model
 - Work with YVR to partner on air service development
 - d) Organizational Sustainability
 - Maintain a comprehensive key performance indicators management program
 - Explore revenue diversification opportunities
 - Develop a Human Resources strategy
2. Richmond Sport Hosting Program – \$400,000 per year for 5 years designated to the Richmond Sport Hosting Program to utilize Richmond’s sport and recreation infrastructure to attract sport events and grow sport tourism visits. Key sport hosting actions include:
 - a) Maximize Tourism and Sport Relationships to Increase Hosting Opportunities
 - b) Ensure Organizational Efficiency and Reach through <http://richmondsporthosting.ca/> and Social Media
 - c) Operate as a “One-Stop” Shop for Sport Event Organizers
 - d) Market Richmond’s Logistical Benefits

- e) Provide Financial Support through the Richmond Sport Hosting Incentive Grant Program
 - f) Collaborate with Tourism Richmond to “Build and Experience” for Sport Visitors
3. Destination Enhancement Initiatives – 1/3 of MRDT, less Provincial Tourism Events Program and Richmond Sport Hosting Program contributions, designated for destination enhancement initiatives, including capital and non-capital investments in and operation of tourism attractions (including construction or renovation of infrastructure); major events; tourism product development; and direct sales.
- a) Improve the Visitor Appeal to Iconic Richmond Attractions
 - Richmond Olympic Experience – Phase II Design
 - Britannia Shipyards National Historic Site Completion – Visitor Programming Development and Extended Operations
 - b) Partner on In-Market Sales and Attract Events Maximizing Use of the Richmond Tourism Service Infrastructure

F. Brand Positioning

Richmond provides visitors with a combination of the most affordable, accessible and Asian experience than any other Canadian tourism destination. Richmond’s price competitive accommodation within Metro Vancouver, proximity to YVR, downtown Vancouver and the US border, global profile and unique sport and heritage attractions represent its destination strengths and competitive edge.

G. Target Markets

- 1. Primary Markets:
 - a) Canada – Leisure (BC and Victoria, Alberta and Calgary, Ontario in support of Convention Sales), Convention Sales (Association, Corporate, SMERF), Travel Trade
 - b) USA – Leisure (Washington State and Seattle, Northern California), Convention Sales (Association, Corporate, SMERF), Travel Trade
 - c) China – Leisure/Travel Trade (Beijing, Shanghai, Xiamen), Convention Sales (MICE)
- 2. Growth Markets
 - a) United Kingdom – Travel Trade, Convention Sales
 - b) Germany – Travel Trade, Convention Sales
 - c) Day Visitors

H. Management, Governance & Administration

The MRDT in Richmond is implemented through the following partnership model:

- a) MRDT Funds Governance – City of Richmond and Richmond Hotel Association (through a 5-year legal agreement coinciding with the MRDT term)
- b) MRDT Funds Administration – City of Richmond
- c) MRDT Funds Management – Tourism Richmond (Destination Marketing portion through a 5-year service agreement coinciding with the MRDT term), City of Richmond (Sport Hosting Program portion), City of Richmond and Richmond Hotel Association (Destination Enhancement Initiatives portion under the 5-year agreement in a) above)

I. Sources of Funding

Additional sources of funding for Richmond's tourism initiatives include:

- 1) Private Sources – memberships, advertising and other sources for Tourism Richmond operations; partner contributions and private sponsorship for the Richmond Olympic Experience; substantial capital investments from the City in the Britannia Shipyards National Historic Site Completion (ongoing) and the Richmond Olympic Experience; substantial investment by the Oval Corporation in the Richmond Olympic Experience
- 2) Other Public Sources – tourism grants



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.

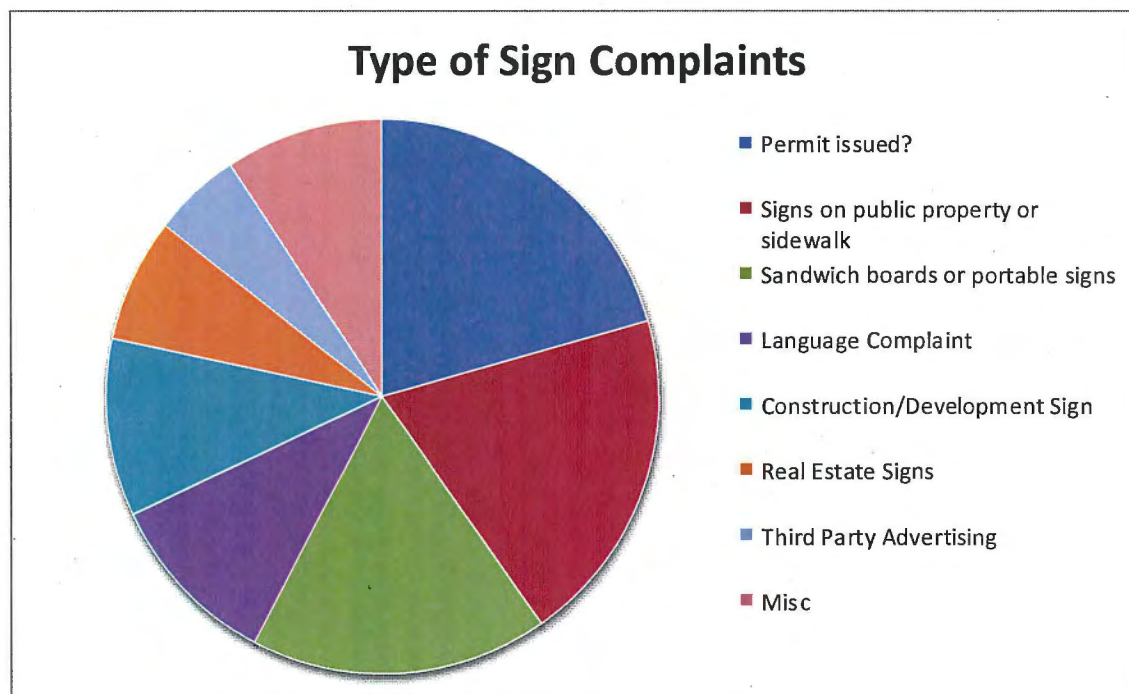
Having a dedicated resource in the form of a temporary Sign/Business Licence Inspector (approved for 1 year by Council) has been indispensable with respect to customer service. Response time has been reduced and having real time translation capability removes communication barriers during outreach and 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:

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

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

Broad Consultation:

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

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

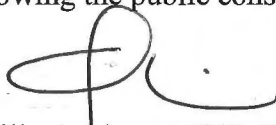
Staff will incorporate feedback from the community consultation into the proposed Sign Bylaw and report back to Council in spring 2017.

Financial Impact

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

Conclusion

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



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



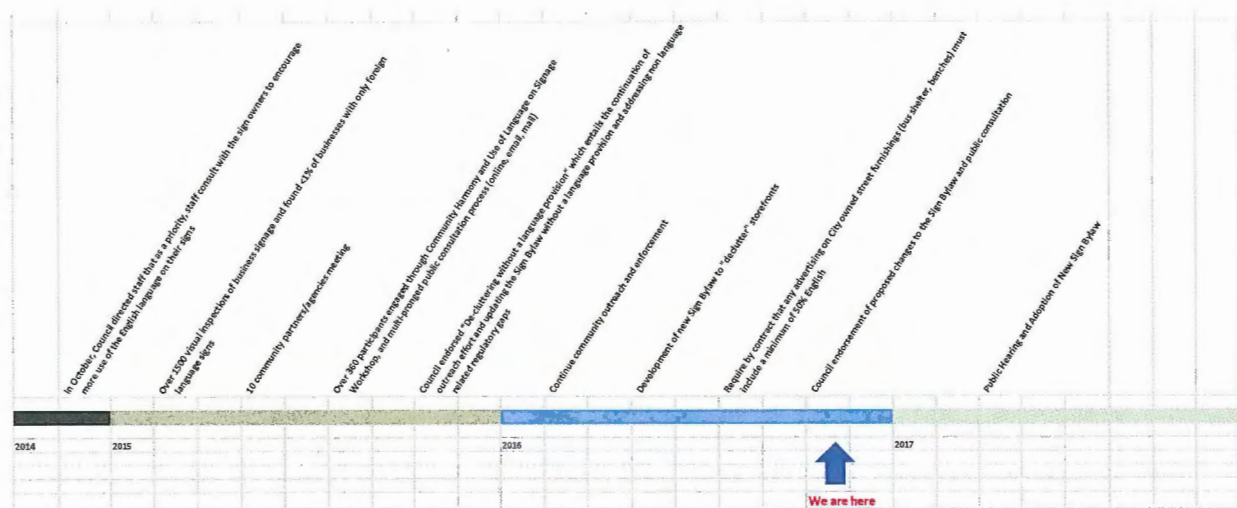
Sign Bylaw Update— Our Objectives and Timelines

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

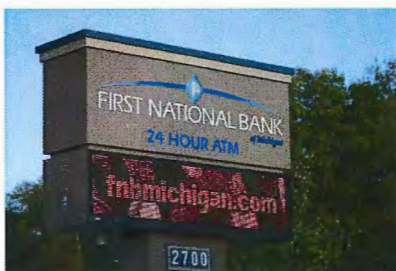
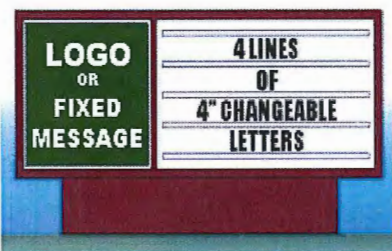
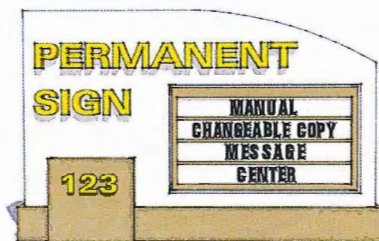


To Max 50% Coverage



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

Electronic/Changeable Message Sign



Banners



Sign Type—Construction Signs

New Rules Proposed

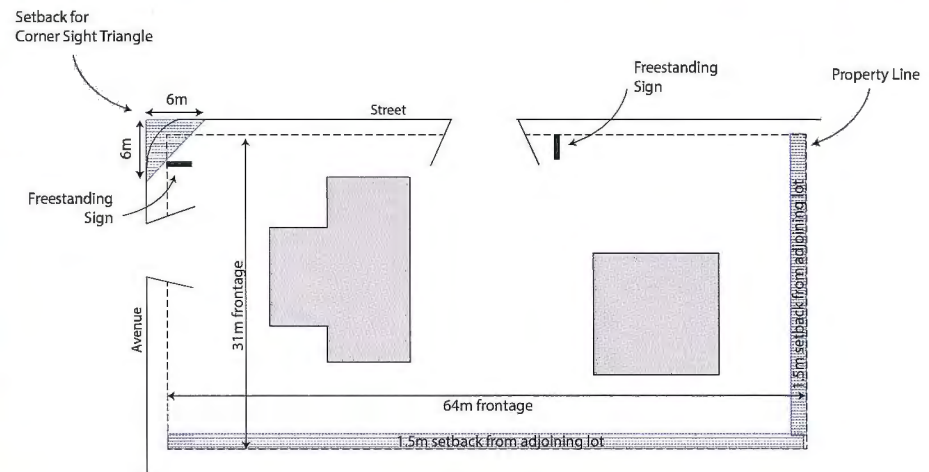
Images on fencing can contain up to 33% of copy/advertising



Freestanding sign will require a permit



Sign Type—Freestanding Signs— Permit Required



Sign Type—Business Frontage Signs

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

Awning sign



Fascia and Projecting Sign



Fascia Sign



Sign Type—Business Frontage Signs

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

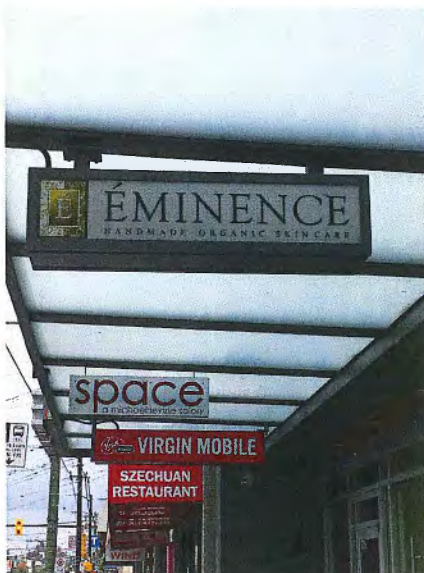
Marquee Sign



Projecting, Canopy and Under Canopy Signs



Under Canopy Signs



Sign Bylaw Update—General Q & A's

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

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

How does the City enforce the Sign Bylaw?

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

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

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

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

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

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

November 29 and November 30, 2016

Instructions:

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

To provide your feedback while at the Open House:

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

Comment:

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

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

Questions?

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

Thank you for your input.

Proposed Changes to Sign Bylaw

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

Proposed Changes to Sign Bylaw

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

Proposed Changes to Sign Bylaw

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



City of
Richmond

DRAFT

Comment Form
Proposed Updates to Sign Bylaw No. 5560

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

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

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

Thank you for your input.

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

--

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

--

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

--

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

--

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

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

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

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

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

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

☐ A resident of Richmond.

☐ Other (please specify) _____

☐ A business owner in Richmond.

☐ A representative of/work in the sign industry.

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

- | | |
|--|--|
| <input type="checkbox"/> Newspaper ad | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> News story written by a reporter in a local news paper | <input type="checkbox"/> A poster in a City facility |
| <input type="checkbox"/> LetsTalkRichmond.ca email sent to me | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Other: _____ |
-

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



City of Richmond

Report to Committee

To: General Purposes Committee

Date: October 17, 2016

From: Andrew Nazareth
General Manager, Finance and Corporate Services

File: 06-2285-30-198/Vol 01

Re: Disposition of a Statutory Right of Way over 8080 Anderson Road/8111 Granville Avenue for the Purpose of Utilities and Related Services

Staff Recommendation

- (1) That a Statutory Right of Way (SRW) to Telus over 8080 Anderson Road/8111 Granville Avenue (Lot A Section 9 Block 4 North Range 6 West New Westminster District Plan EPP33799, PID 029-628-164) for a nominal fee of Ten Dollars (\$10.00), plus applicable GST, for the purpose of utilities and related services be granted;
- (2) That a SRW to Shaw over 8080 Anderson Road/8111 Granville Avenue for a nominal fee of Ten Dollars (\$10.00), plus applicable GST, for the purpose of utilities and related services be granted; and
- (3) That the Chief Administrative Officer and the General Manager, Finance and Corporate Services be authorized to negotiate and execute all documentation, including all contracts and Land Title Office documents, to effect the transaction detailed in the staff report titled "Disposition of a Statutory Right of Way over 8080 Anderson Road/8111 Granville Avenue for the Purpose of Utilities and Related Services" dated October 17, 2016 from the General Manager, Finance and Corporate Services.

Andrew Nazareth
General Manager, Finance and Corporate Services
(604-276-4095)

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

Staff Report

Origin

On November 24, 2014 Council approved the Storeys project, a 60 year ground lease on City-owned land at 8080 Anderson Avenue/8111 Granville Avenue (Storeys) comprising mainly of subsidized rental housing.

Storeys is scheduled to open in spring 2017, and will provide 129 units of affordable rental housing for vulnerable individuals, including persons who are experiencing homelessness or who are at-risk of homelessness. Utility services will be required for these future tenants therefore it is the Statutory Right of Ways (SRWs) for these utility services that is the subject of this report.

Analysis

The property, 8080 Anderson Road/8111 Granville Avenue (Attachment 1), is owned by the City of Richmond. The legal description for 8080 Anderson Road/8111 Granville Avenue is Lot A Section 9 Block 4 North Range 6 West New Westminster District Plan EPP33799, PID 029-628-164.

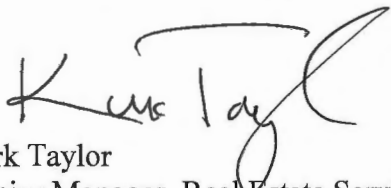
Utility and related services to Storeys include, but are not limited to, telephone, internet and cable from Telus and Shaw, or their subsidiary companies. As such, a SRW for utilities and related services over 8080 Anderson Road/8111 Granville Avenue is necessary.

Financial Impact

The SRW disposition fee is a nominal amount of Ten Dollars (\$10.00) per utility company. In addition to the cost of the SRW disposition, Four Hundred Dollars (\$400.00), plus GST, to advertise the SRW disposition in accordance with the *Community Charter*, plus miscellaneous fees relating to this transaction.

Conclusion

Based on the need to provide these services to the future residents of Storeys, staff recommend the disposition of the SRWs over 8080 Anderson Road/8111 Granville Avenue.

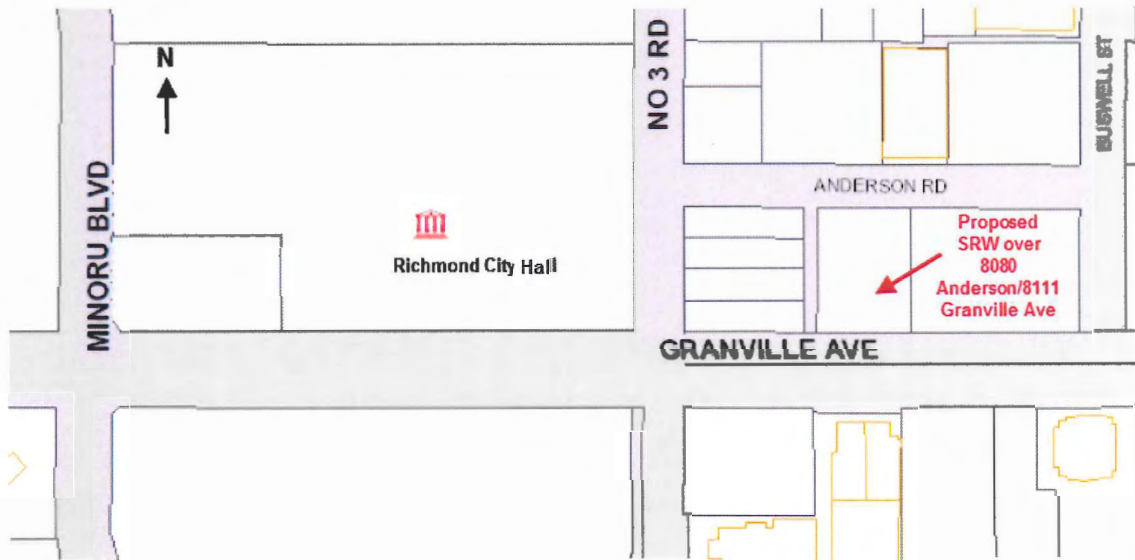


Kirk Taylor
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Att. 1. Map identifying the location of the proposed SRW

ATTACHMENT 1

LOCATION OF PROPOSED Statutory Right of Way (SRW) 8111 Granville Avenue/8080 Anderson Road



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GP 12-902094

