



General Purposes Committee

Anderson Room, City Hall
6911 No. 3 Road

Monday, June 5, 2017
4:00 p.m.

Pg. # ITEM

MINUTES

- GP-4** *Motion to adopt the **minutes** of the meeting of the General Purposes Committee held on May 15, 2017.*



COMMUNITY SERVICES DIVISION

1. **CANADA 150 PUBLIC ART MODULAR SEATING CONCEPT PROPOSAL**
(File Ref. No. 11-7000-09-20-234) (REDMS No. 5372654)

GP-10

See Page GP-10 for full report

Designated Speaker: Eric Fiss

STAFF RECOMMENDATION

That the concept proposal and fabrication for the Canada 150 Artist Designed Modular Seating public artwork by artists and designers Becki Chan and Milos Bergovic, as presented in the staff report titled "Canada 150 Public Art Modular Seating Concept Proposal," dated May 10, 2017, from the Director, Arts, Culture and Heritage Services, be endorsed.



COMMUNITY SAFETY DIVISION

2. **NEW SIGN REGULATION BYLAW**

(File Ref. No. 12-8060-20-009700/9719/9720/9721) (REDMS No. 5337264 v. 4)

GP-28

See Page GP-28 for full report

Designated Speaker: Carli Edwards

STAFF RECOMMENDATION

In respect to implementing de-cluttering, and modernizing the regulations in the existing Sign Bylaw No. 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.*



3. **BUSINESS LICENCE BYLAW NO. 7360, AMENDMENT BYLAW NO. 9722**

(File Ref. No. 12-8060-20-009722) (REDMS No. 5389421)

GP-169

See Page GP-169 for full report

Designated Speaker: Carli Edwards

STAFF RECOMMENDATION

That Business Licence Bylaw No. 7560, Amendment Bylaw No. 9722, which increases the maximum number of Class A Taxicabs to 124 and Class N Taxicabs to 48, be given first, second and third readings.



FINANCE AND CORPORATE SERVICES DIVISION

4. **ECONOMIC IMPACT ASSESSMENT OF RICHMOND OLYMPIC OVAL**

(File Ref. No. 08-4150-01) (REDMS No. 5394278)

GP-191

See Page GP-191 for full report

Designated Speaker: Neonila Lilova

STAFF RECOMMENDATION

- (1) *That the staff report titled “Economic Impact Assessment of Richmond Olympic Oval”, dated May 16, 2017 from the General Manager, Finance and Corporate Services, be received for information; and*
- (2) *That the proposed communications campaign in the above staff report, highlighting the economic impacts and benefits of the Richmond Olympic Oval to the community, be implemented.*

☐

ADJOURNMENT

☐



General Purposes Committee

Date: Monday, May 15, 2017

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.

AGENDA

It was moved and seconded

That Shaw Television Coverage be added to the agenda as Item No. 6.

CARRIED

MINUTES

It was moved and seconded

That the minutes of the meeting of the General Purposes Committee held on May 1, 2017, be adopted as circulated.

CARRIED

General Purposes Committee
Monday, May 15, 2017

COMMUNITY SERVICES DIVISION

1. CANADA 150 LEGACY PUBLIC ART CONCEPT PROPOSAL

(File Ref. No. 11-7000-09-20-232) (REDMS No. 5366639 v. 4)

In reply to a query from Committee, Eric Fiss, Public Art Planner, advised that there will be didactic signage adjacent to the artwork for informational purposes.

It was moved and seconded

That the concept proposal and installation for the Canada 150 Legacy public artwork by artists Henry Lau and David Geary, as presented in the report titled "Canada 150 Legacy Public Art Concept Proposal," dated April 12, 2017, from the Director, Arts, Culture and Heritage Services, be endorsed.

The question on the motion was not called as in reply to a further query from Committee, Mr. Fiss advised that a memorandum illustrating the final rendering of the artwork would be circulated to Council for information. Also, it was suggested that, should there be an unveiling ceremony of the artwork, Rick Hansen be invited.

The question on the motion was then called and it was **CARRIED**.

DEPUTY CHIEF ADMINISTRATOR'S OFFICE

2. SISTER CITY ADVISORY COMMITTEE 2016 YEAR IN REVIEW

(File Ref. No. 01-0100-30-SCIT1-01) (REDMS No. 5380164)

It was moved and seconded

That the staff report titled "Sister City Advisory Committee 2016 Year In Review" dated April 19, 2017, from the Director, Intergovernmental Relations and Protocol Unit, be received for information.

CARRIED

ENGINEERING AND PUBLIC WORKS DIVISION

3. SOLAR ENERGY SYSTEMS PROJECT FOR FIRE HALL NO.1

(File Ref. No. 10-6125-05-01) (REDMS No. 5325224 v. 25)

Discussion took place on the feasibility of utilizing the proposed solar photovoltaic system and concerns were expressed regarding its costs, its payback timeframe and the region's low annual levels of sunshine.

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John Irving, Director, Engineering, provided background information with regard to the City's extensive sustainability framework efforts, noting that solar photovoltaic systems have always been on the City's radar; however, due to its costs, its use has never been brought forward for Council consideration. Mr. Irving highlighted that the cost of solar photovoltaic systems has dropped significantly and staff believe that the proposed installation of solar photovoltaic energy generation and innovative storage technology at the new Fire Hall No.1 is a good value proposition.

In reply to queries from Committee, Levi Higgs, Corporate Energy Manager, advised that (i) energy systems develop and become more efficient in terms of their size and capacity, however the technology remains relatively the same, (ii) the technology is flexible in that it can be modified to benefit from new efficiencies like new batteries, (iii) the economic challenge with utilizing solar photovoltaic systems is due to the current cost of the infrastructure, the low Lower Mainland's electricity prices, the current electricity rate structure, and the comparably low annual levels of sunshine the Lower Mainland receives.

In response to a query from the Chair, Robert Gonzalez, General Manager, Engineering and Public Works, advised that the City is committed to corporate energy conservation, efficient resource use and GHG (greenhouse gas) emissions reductions, and Policy 2307 – Sustainable “High Performance” Building Policy – City Owned Facilities entails that City buildings meet specific energy criteria.

It was moved and seconded

- (1) *That the report titled “Solar Energy Systems Project for Fire Hall No. 1” dated April 9, 2017 from the Director, Engineering, be approved in the amount of \$450,000; and*
- (2) *That the 5 Year Financial Plan (2017-2021) be amended accordingly.*

CARRIED

FINANCE AND CORPORATE SERVICES DIVISION

4. APPLICATION FOR A NEW LIQUOR PRIMARY LIQUOR LICENCE - 1063035 BC LTD DOING BUSINESS AS: V + CLUB, 8171 ACKROYD RD UNIT 140

(File Ref. No. 12-8275-30-001) (REDMS No. 5378064 v. 4)

In reply to queries from Committee, Carli Edwards, Manager, Customer Services and Licencing, provided the following information:

- the applicant's proposed operating hours of liquor service are Monday to Sunday, 12:00 PM to 2:00 AM, which is consistent with Policy 9400 – Applications for Liquor Licences – New or Amended;

3.

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- staff liaise with the Richmond RCMP with regard to liquor licence applications as the RCMP conducts background and criminal record checks on the principals of the company;
- the proposed total capacity of the karaoke business is 100 persons with 17 rooms for karaoke singing;
- of the 1311 letters sent to businesses, residents and property owners within the 50 meter radius of the subject property, the City received ten responses, five of which were complaints not related to this business in particular; and
- the City has the ability to regulate business activity through the Business Regulation Bylaw No. 7538.

Discussion took place and Committee commented that it would be valuable to know the names of the principals of numbered companies when such applications come before Council.

It was moved and seconded

- (1) *That the application from 1063035 BC Ltd., doing business as, V + Club, for a new Liquor Primary Liquor Licence to operate a Karaoke Box Room, at premises located at 8171 Ackroyd Rd Unit 140, with liquor service, be supported for;*
 - (a) *A new Liquor Primary Liquor Licence with primary business focus of entertainment, specifically Karaoke Box Room with total person capacity of 100 persons;*
 - (b) *Family Food Service to permit minors in all licensed areas until 10:00 PM when accompanied by a parent or guardian;*
 - (c) *Liquor service hours for Monday to Sunday, from 12:00 PM to 2:00 AM;*
- (2) *That a letter be sent to Liquor Control and Licensing Branch advising that:*
 - (a) *Council supports the 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 71(9) of the Liquor Control and Licensing Regulations) 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*

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- (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 effect nearby residents the City gathered the views 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*
 - (ii) *Signage was posted at the subject property and three public notices were published in a local newspaper. The signage and the notice provided information on the application and instructions on how community comments and concerns could be submitted; and*
- (d) *Council's comments and recommendations respecting the views 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
Opposed: Cllr. Au

PLANNING AND DEVELOPMENT DIVISION

5. BUILDING PERMIT APPLICATION AT 7251 NO. 6 ROAD
(File Ref. No. 12-8360-20-01) (REDMS No. 5382274 v. 2)

It was moved and seconded

That Building Permit Application No. 17-770896 for a single family dwelling at 7251 No. 6 Road, with a total floor area (including garage) of 1,246.3 m² (13,414.9 ft²) be withheld for a period of 30 days beginning on the date of application (April 26, 2017) pursuant to Section 463(1) of the Local Government Act, as Council considers that the proposed house size, farm home plate and setbacks are in conflict with the proposed Zoning Bylaw amendments under preparation.

CARRIED
Opposed: Cllr. Loo

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6. **SHAW TELEVISION COVERAGE**

(File Ref. No.)

Ted Townsend, Director, Corporate Communications and Marketing, advised that Shaw Communications has announced the closure of its local television station in Vancouver, among other cities. Mr. Townsend remarked that staff are currently examining its effects and in particular the equipment utilized to record City Council meetings and the operation of said equipment.

As a result, the following **referral** was introduced:

It was moved and seconded

That staff examine the upcoming Shaw Television changes and report back.

CARRIED

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (4:42 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, May 15, 2017.

Mayor Malcolm D. Brodie
Chair

Hanieh Berg
Legislative Services Coordinator



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** May 10, 2017
From: Jane Fernyhough **File:** 11-7000-09-20-234/Vol
Director, Arts, Culture and Heritage Services 01
Re: Canada 150 Public Art Modular Seating Concept Proposal

Staff Recommendation

That the concept proposal and fabrication for the Canada 150 Artist Designed Modular Seating public artwork by artists and designers Becki Chan and Milos Bergovic, as presented in the report titled "Canada 150 Public Art Modular Seating Concept Proposal," dated May 10, 2017, from the Director, Arts, Culture and Heritage Services, be endorsed.

Jane Fernyhough
Director, Arts, Culture and Heritage Services
(604-276-4288)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department Major Events & Filming Parks Services Facility Services	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO (Active)

Staff Report

Origin

At the November 28, 2016 Council meeting, Council formally endorsed the *Canada 150 Celebrations Public Art Plan* as the guiding plan for public art opportunities in support of Canada 150 celebrations and major event programming in 2017.

This report presents the concept proposal for the Canada 150 Artist Designed Modular Seating commission, an innovative public art project to activate civic spaces and to support annual outdoor cultural events in Richmond.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.3. *Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

2.4. *Vibrant arts, culture and heritage opportunities.*

Analysis

Canada 150 Celebrations Public Art Plan

It is the intention of the *Canada 150 Celebrations Public Art Plan* to support the overall programming established by the Canada 150 Steering Committee. The *Public Art Plan* provides opportunities for permanent and temporary artworks to engage diverse and multi-generational audiences.

The public artwork opportunities strive to support exceptional, sustainable and accessible public spaces and the public artwork recommendations are guided by the following principles:

- contributing to a sense of place;
- creating artworks of the highest quality;
- reflecting the principles of sustainability; and
- achieving synergies between the community, the artists and City staff.

On November 28, 2016, Council endorsed three public art opportunities through the *Canada 150 Celebrations Public Art Plan*: legacy artwork at Richmond City Hall, Canada 150 commemorative painting and mural, and artist-designed benches.

The artist-designed benches were proposed in the *Plan* as a series of portable or permanently installed artist-designed benches in response to the identified themes for the Canada 150 Celebrations. Working across departments with Parks Services, Major Events and Facilities, the

Public Art Program concluded that a series of portable benches would be the most cost effective and create the greatest impact. Portable benches could be moved to be located at various civic plazas and civic events to activate spaces and support programming. The Canada 150 Steering Committee supported the recommendation for portable modular seating. An Artist Call was subsequently developed for the portable modular seating (Attachment 1).

Themes for Canada 150 Artist Designed Modular Seating Public Artwork

The three themes used to inform the design of artist designed modular seating for the Canada 150 Modular Seating Commission include:

- *History, Culture, Diversity:* Artwork to reflect Richmond's rich tapestry of cultures, recognizing the original First Nations residents, early European settlers and the immigrants from a multiplicity of cultures that have since made their homes here.
- *Fraser River, Working River:* Artwork to explore Richmond's vital relationship to the Fraser River and reflect on the development of Lulu Island with the key industries of fisheries, agriculture, shipping and other fields.
- *Agricultural Sustainability:* Artwork to celebrate Richmond's relationship to the land, from the first inhabitants, to farmers who recognized and nurtured the bounty of the region's rich delta soils, to recent food security initiatives and innovation in urban agriculture.

Canada 150 Artist Designed Modular Seating - Public Art Artist Selection Process

In March 2017, following the Public Art Program administrative procedures for selection of civic public art projects, an Artist Call Request for Qualifications was issued to artists, designers and craftspeople residing in British Columbia. Applicants were invited to submit qualifications and examples of past work for an opportunity to be shortlisted and develop a concept proposal for artist designed modular seating to commemorate Canada's 150th anniversary in 2017 (Attachment 1).

On March 27, 2017, the Selection Panel reviewed the artist qualifications and examples of past work submitted by 12 applicants who responded to the Artist Call Request for Qualifications and shortlisted five applicants to develop concept proposals.

Members of the Selection Panel included:

- Judson Beaumont, Furniture Designer and Artist
- Jenna Buchko, Landscape Architect
- Wendy Lau, Richmond Community Representative
- Donald Luxton, Cultural Heritage Resource Specialist
- Louise McConaghy, Richmond Community Representative

On April 25, 2017, staff presented the five shortlisted concept proposals to the Canada 150 Steering Committee for their feedback to inform the final deliberation by the Selection Panel in the artist selection process.

On April 27, 2017, following the presentations and interviews of the five shortlisted artists, the Public Art Selection Panel reached consensus and recommended the concept proposal by artists and designers Becki Chan and Milos Bergovic, for the Canada 150 Artist Designed Modular Seating public artwork.

Recommended Public Art Concept Proposal

The artist designed modular seating will be used to activate civic spaces in Richmond and provide temporary seating during the warmer months of the year. As required, the artist designed modular seating will be used by Major Events, Arts Services and other groups in support of annual Richmond festivals and events such as Richmond World Festival, Culture Days and Richmond Maritime Festival. The artists describe the concept for the modular seating as follows:

“The Fraser is the lifeblood and defining feature of Richmond. We were inspired by this essential relationship of the City to the river. Taking the winding paths of the Fraser Delta as the departure points for the design, we have derived a simple, but very flexible modular bench form. The design approach is minimalist - the shape and colour of the bench evoke the water, without necessarily making the design inspiration explicit.”

Attachment 2 provides further information about the proposed concept.

Staff have contracted an independent design consultant to review the feasibility of the proposed modular bench and they have no concerns with fabrication of the design. A manufacturer specializing in producing hard plastic furniture will be contracted by the City to fabricate the design. The completed modules will include the Richmond Canada 150 logo embossed into each seating unit.

A technical review and coordination phase with the City’s facility staff and the City contracted fabricator will be included with the implementation phase of the artwork. The artists and City staff will continue to meet to review fabrication coordination and implementation phases of the project. Management of the use, storage and maintenance of the artwork will be the responsibility of the Public Art Program.

The following feedback was provided by the Selection Panel in support of their recommendation:

- The concept has clarity in design and is immediately understandable in its response to the theme, “Fraser River, Working River”. Although the design is a multiple, it gives the illusion of each unit being unique in the way it is configured.
- The concept allows for multiple configurations for a diversity of civic spaces, functions and major event programming.
- The design allows for seating on both sides of the module, maximizing seating capacity for public spaces and major events.
- The nesting feature of the design allows for easy stacking of the seating units for storage and transportation to different locations, minimizing space requirements.

- The design requires rake-back seating rests and a review of the optimal seat and backrest heights and integration of hand-holds for easy lifting and moving of units by staff.
- Further design development is required for how the units will be connected together to ensure safety and prevent portability of units by the public.

On May 9, 2017, the Richmond Public Art Advisory Committee reviewed the concept proposal by Becki Chan and Milos Bergovic and supports the Selection Panel's artist recommendation.

Financial Impact

In the *Canada 150 Celebrations Public Art Plan*, the total budget for the Canada 150 Artist Designed Modular Seating public artwork was initially proposed at \$40,000. Based on the consultation with the design consultant and review of the proposed concept, staff have concluded that a larger budget will be required to produce a reasonable number of the modular elements. It is estimated that 20 units could be produced within a budget of \$100,000 (i.e., approximately \$5,000 per unit, which includes detailed design and costs for creating the mould to fabricate the units).

The implementation budget of \$100,000 will be funded from available existing funds in the approved 2016 Public Art Capital Project.

Costs associated with the moving of modular seating units for specific City events will be the responsibility of the requesting Department through their operating budgets.

Any repairs required to the artwork will be the responsibility of the Public Art Program. City funds for maintenance would be allocated out of the Public Art Program's annual operating budget.

Conclusion

The Canada 150 Celebrations in 2017 represent an opportunity to acknowledge Richmond's history, heritage and cultural diversity. This initiative also supports the Richmond Arts Strategy's 2012-2017 recommended action to broaden the diversity of arts experiences and opportunities and expand public awareness and understanding of the arts.

Staff recommends that Council endorse the proposed concept and implementation of the Canada 150 Artist Designed Modular Seating public artwork, by artists and designers Becki Chan and Milos Bergovic, as presented in this report.



Eric Fiss
Public Art Planner
(604-247-4612)

- Att. 1: Canada 150 Artist Designed Modular Seating Artist Call
2: Milbec Design Artist Concept Proposal

call to artists

PUBLIC ART
RICHMOND



Canada 150 Public Art

Request for Qualifications, (RFQ)

*Artist Designed
Modular Seating*
February 2017

OPPORTUNITY

The City of Richmond Public Art Program invites professional artists, designers and craft persons to submit qualifications for an opportunity to design a series of unique modular and portable seating elements to commemorate Canada's 150th anniversary.

These modular seating elements will be used to activate civic plazas and support special programming and major events in Richmond including, but not limited to Richmond World Festival, Maritime Festival and the Children's Art Festival.

Implementation costs including production and fabrication will be the responsibility of the City of Richmond. The selected artist/designer will be required to work with a third-party manufacturing company contracted by the City.

Artist Design Fee: \$10,000

Eligibility Requirements: Open to professional artists and designers residing in British Columbia.

Deadline for Submissions: Monday, March 20, 2017. 5:00pm

Completion: September 2017

call to artists

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THEMES

Applicants are invited to respond to one or a combination of the following three themes in a Letter of Interest:

- **History, Culture, Diversity**
To reflect Richmond's rich tapestry of cultures, recognizing the original First Nations residents, early European settlers and the immigrants from a multiplicity of cultures that have since made their homes in Richmond.
- **Fraser River, Working River**
To explore Richmond's vital relationship to the Fraser River and reflect on the development of Lulu Island, with the key industries of fisheries, agriculture, shipping and other fields.
- **Agricultural Sustainability**
To celebrate Richmond's relationship to the land, from the first inhabitants, to farmers who recognized and nurtured the bounty of the region's rich delta soils, to recent food security initiatives and innovation in urban agriculture.

BACKGROUND

Canada's 150 Celebrations in 2017 present an opportunity to mark the occasion with new and innovative public artworks in Richmond. Artist-designed portable seating will aim to activate civic spaces and support place making and public programming initiatives.

The project will strive to support exceptional, sustainable and accessible public spaces and be driven by the following guiding principles:

- contribute to a sense of place;
- create artworks of the highest quality; and
- reflect the principles of sustainability.

DESIGN PARAMETERS

A detailed design brief will be discussed in more detail at the shortlisted applicant orientation on **Thursday, March 30, 2017 at 5:00 p.m.** Applicants are to consider the following:

- Maximum dimensions of 180 cm x 90 cm deep x 90 cm for up to twenty (20) portable and modular seating elements to be designed as a multiple. Larger or smaller seating designs may be considered where a design rationale is provided.
- Seating must be designed to allow for intimate, casual and audience seating configurations.

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- Preferred manufacturing materials include "rodo-molded" plastic, hard coated EPS foam and Gelcoat fibreglass. The City may consider alternative materials subject to design rationale and costing.
- Seating elements must be structurally sound, durable, low maintenance, vandal resistant, comfortable, accessible for seniors and ergonomically correct.

LOCATION

The portable seating will be used to activate civic plazas and support special programming and events in Richmond including Richmond World Festival, Maritime Festival and the Children's Art Festival.

BUDGET

An artist/design fee of \$10,000 will be awarded to the successful applicant. The contracted artist/designer will be required to produce detailed design documents and 3D models working with a third party manufacturer. The manufacturer will be contracted separately by the City of Richmond to implement the prototype and fabrication phases of the project.

ARTIST ELIGIBILITY

Open to professional artists and designers residing in British Columbia. City of Richmond employees and Public Art Advisory Committee members may not apply.

SELECTION PROCESS

A selection panel comprised of artists, design professionals and community representatives will review all submissions through a two-stage open call process. The panel will select up to five shortlisted artists to develop their concept proposals.

For stage two, the shortlisted artists will be invited to attend an orientation session to discuss the second stage deliverables and review detailed design parameters with City staff. Artists will be asked to prepare a detailed concept design and attend a finalist presentation and interview. An honorarium of \$500 will be paid to each of the shortlisted applicants. At the end of the second stage selection process, the selection panel will recommend one design concept to City Council for endorsement.

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SELECTION CRITERIA

The following criteria will inform the artist selection process in Stage 1 and Stage 2.

Stage 1

- Demonstrated qualifications, skills and experience of past work.
- Proven experience with similar scopes of work as demonstrated through past commissioned projects.
- How you understand the identified themes and how it relates and/or informs your practice.
- Capacity to work with other design professionals and stakeholders.

Stage 2

- Response to any feedback and follow-up questions from Selection Panel.
- Artistic and design merit of statement of intent and concept in response to the design brief, themes and goals for the opportunity.
- 3D artist visualizations and/or models to communicate how the artwork will respond to the design parameters for functionality, maintenance and vandalism.
- Artwork sensitivity to environmental concerns with respect to artwork materials and method of fabrication and installation.
- *Appropriateness of the proposal to the Public Art Program goals:* www.richmond.ca/culture/publicart/plans/policy.
- Review of Reference checks

ORIENTATION FOR SHORTLISTED ARTISTS

Applicants for this RFQ are asked to reserve **Thursday, March 30, 2017 at 4:00 p.m.** in the event that they are shortlisted for the commission.

call to artists

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SUBMISSION REQUIREMENTS

E-mail all documentation as one (1) PDF document, not to exceed a file size of 5 MB to: publicart@richmond.ca

- INFORMATION FORM – Please complete the information form attached to this document and use as the first page of your application.
- LETTER OF INTEREST – 1 page maximum, including demonstrated past experience, skills, brief artist/designer bio, why you are interested in this opportunity and how you understand the identified themes and selection criteria
- CV – 1 page maximum. Teams should include one page for each member.
- WORK SAMPLES – Up to ten (10) examples of past work. One image per page. Please include artist/designer name(s), title, year, location and medium information on each image page.
- REFERENCES – Three (3) references who can speak to your abilities, skills and accomplishments. Please provide name, title and contact telephone number and/or email. Teams should include two references for each member.

PROJECT TIMELINE

*All dates subject to change. RFQ applicants are requested to save dates for Finalist Artist Orientation and Finalist Interviews.

Submission Deadline:	March 20, 2017. 5:00 p.m.
Finalist Notification:	March 28, 2017
Finalist Artist Orientation:	March 30, 2017. 4:00-5:00 p.m.*
Finalist Interviews:	April 27, 2017*
Completion:	September 2017

SOURCES FOR ADDITIONAL INFORMATION

[Canada 150 Celebration Program](#)
[City of Richmond](#)
[City of Richmond Archives](#)
[Richmond Public Art Program Policy](#)

call to artists

PUBLIC ART
RICHMOND

SUBMISSION GUIDELINES

1. All supporting documents must be complete and strictly adhere to these guidelines and submission requirements (above) or risk not being considered.
2. All submissions must be formatted to 8.5 x 11 inch pages. Portfolio images and concept sketches would be best formatted to landscape format.
3. Submission files must be 5 MB or smaller.
4. If submitting as a team, the team should designate one representative to complete the entry form. Each team member must submit a individual resume/curriculum vitae. (See Submission Requirements)

ADDITIONAL INFORMATION

1. The selected artist may be required to show proof of WCB coverage and \$2,000,000 general liability insurance.
2. Please be advised that the City and the selection panel are not obliged to accept any of the submissions and may reject all submissions. The City reserves the right to reissue the Artist Call as required.
3. All submissions to this Artist Call become the property of the City. All information provided under the submission is subject to the Freedom of Information and Protection of Privacy Act (BC) and shall only be withheld from release if an exemption from release is permitted by the Act. The artist shall retain copyright in the concept proposal. While every precaution will be taken to prevent the loss or damage of submissions, the City and its agents shall not be liable for any loss or damage, however caused.
4. Submissions received after the deadline and those that are found to be incomplete will not be reviewed.

QUESTIONS?

Please contact the Richmond Public Art Program:

Elisa Yon, Public Art Projects Coordinator

Tel: 604-204-8671

E-mail: publicart@richmond.ca

call to artists

PUBLIC ART
RICHMOND

MODULAR AND FLEXIBLE SEATING EXAMPLES



Figure 1. MuseumQuartier's courtyard furniture by architects PPAG, Anna Popelka and George Poduschka. Vienna, Austria. Photography by Hertha Hurnaus.



Figure 2. Nidus Bench by Phillip Farevaag Smalberg and 3DS/Three-Dimensional Services. Vancouver, BC.

MILBEC DESIGN
Vancouver, BC
Beckie Cahn and Milos Begovic

Artist Concept Proposal

ABOUT THE ARTISTS

Becki Chan is an artist and designer focussed on creating public installations. Milos Begovic is an architect with a professional focus on public educational projects and a broad interest in urban public spaces.

Our works often attempt to synthesize two disparate but complementary interests: cultural, historical and architectural research of the site context, and a fascination with the repetitive use of simple elements and minimalist composition. They typically also explore the relationships between the installed elements and the viewers, adopting a playful and engaging character.

FRASER RIVER

The Fraser is the lifeblood and defining feature of Richmond. We were inspired by this essential relationship of the city to the river. Taking both the winding paths of the Fraser Delta and a typical dispersion graph of water waves as the departure points for design, we have derived a simple, but very flexible modular bench form.

The design approach is minimalist - the shape and colour of the bench merely evoke the water, without necessarily making the design inspiration explicit.

MODULAR SEATING DESIGN

Much like the nooks and crannies of a river can foster a variety of human occupation, the forms generated by the repetition of the bench module allow a variety of potential programming.

The wavy form of the bench back can act as both a back and an arm rest, providing a comfortable and accessible seat in an integrated and aesthetically pleasing manner.

STORAGE

All of the proposed benches are identical for ease of fabrication, and are easily stackable for compact storage.

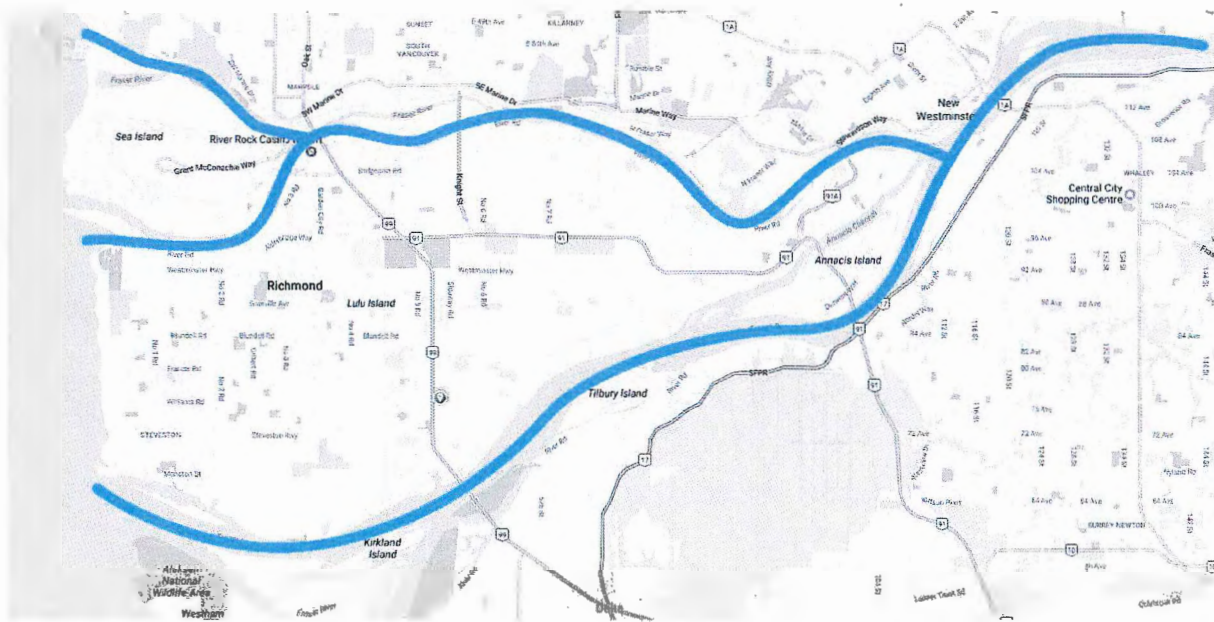


Figure 1 – Map of Richmond showing the winding arms of the Fraser River.

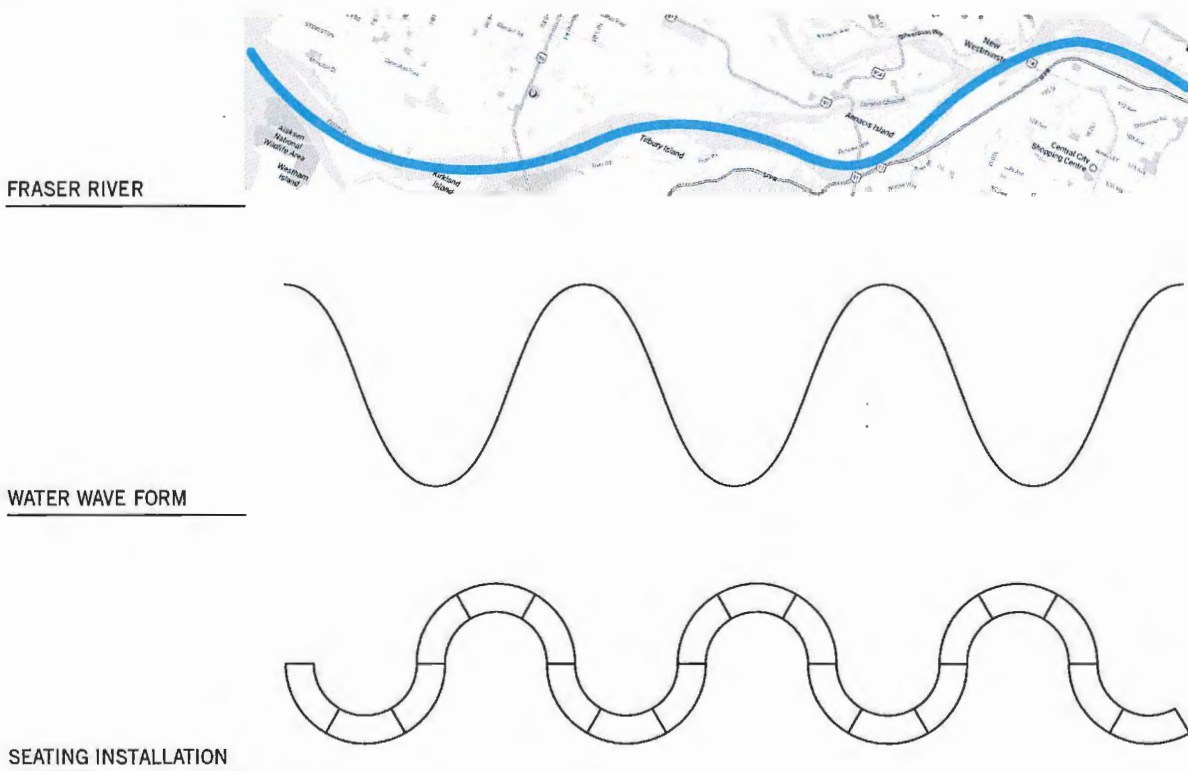


Figure 2 – Development of the seating form installation design.

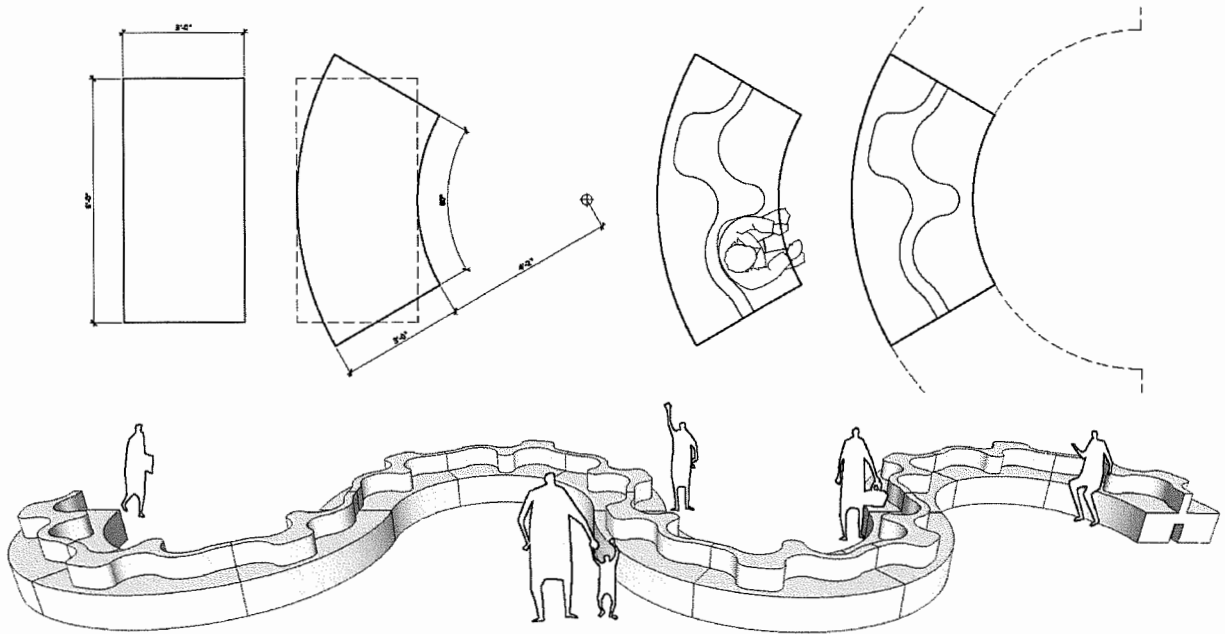


Figure 3 – Overall artist concept and dimensions of module.

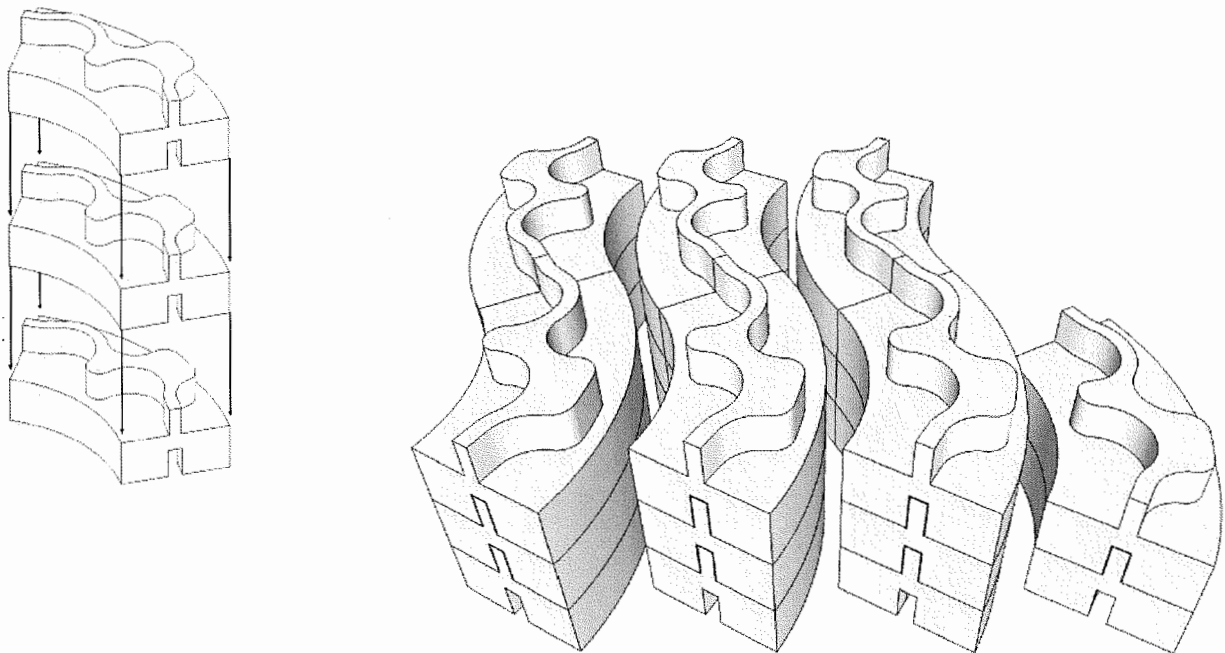
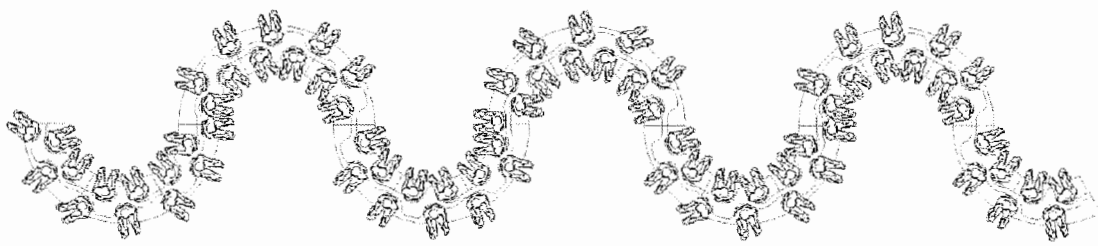
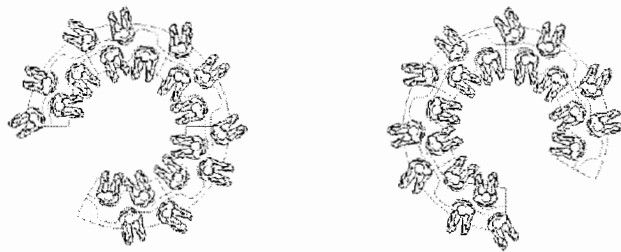
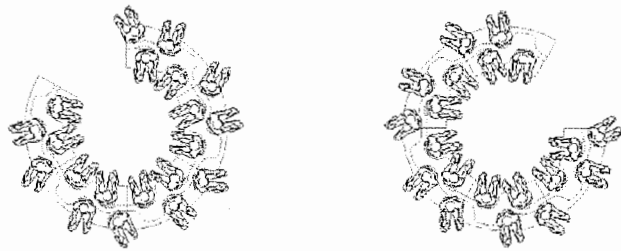


Figure 4 - All of the proposed benches are identical for ease of fabrication, and are easily stackable for compact storage.

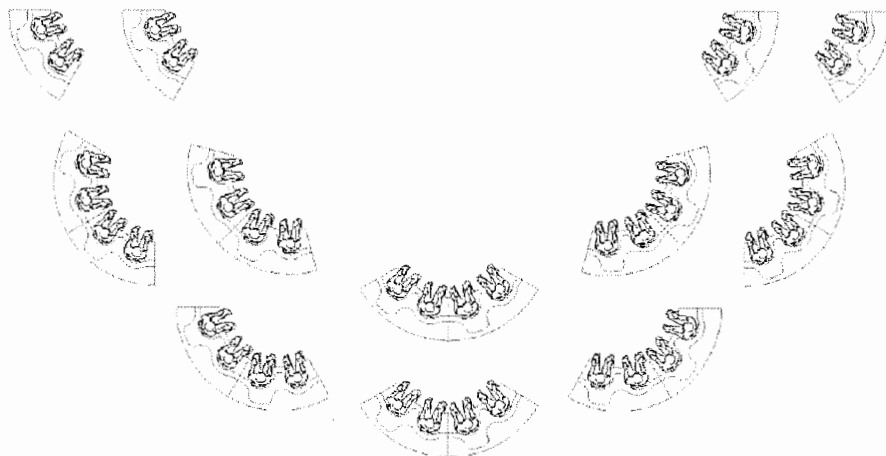


Linear Configuration



Gathering Configuration

Stage



Performance Configuration

Figure 5 – Potential Configurations

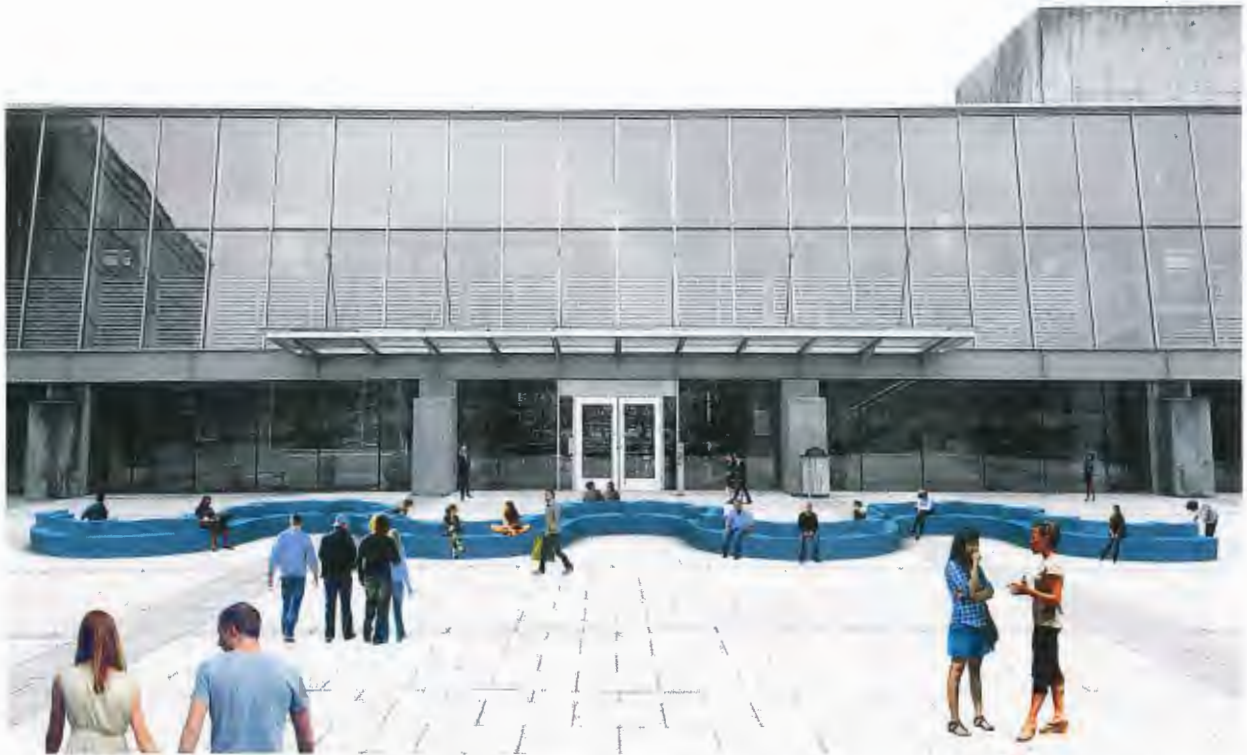


Figure 6 – Artist concept sketch showing linear configuration of seating in Richmond City Hall Plaza.



Figure 7 – Artist concept sketch showing gathering configuration of seating at the Cultural Centre Plaza.



Figure 8 – Artist concept sketch showing audience seating configuration at City Hall Plaza.



City of Richmond

Report to Committee

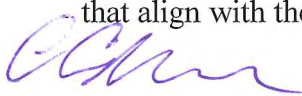
To: General Purposes Committee
From: Carli Edwards, P.Eng.
Chief Licence Inspector
Re: New Sign Regulation Bylaw

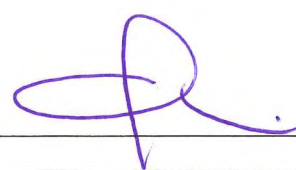


Date: May 31, 2017
File: 03-0900-01/2017-Vol
01

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 
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO (ACTING) 

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 fascia, 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 Director, Administration and Compliance	File:	03-0900-01/2016-Vol 01
Re:	Sign Bylaw Update and Public Consultation Process		

Staff Recommendation

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

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

Att. 3

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: DW
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.

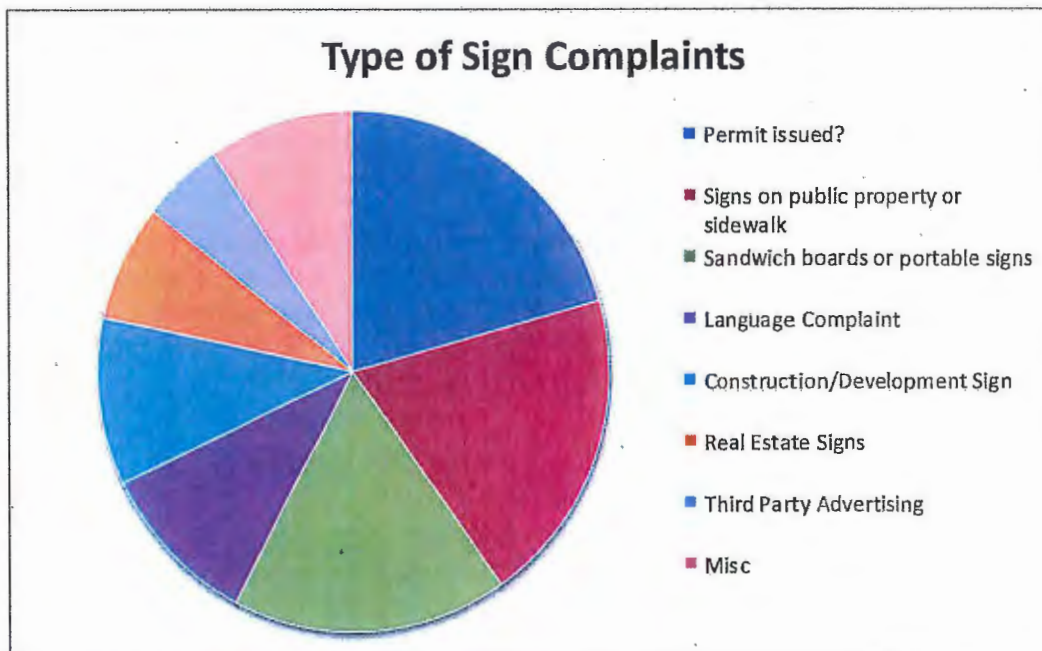
Having a dedicated resource in the form of a temporary Sign/Business Licence Inspector (approved for 1 year by Council) has been indispensable with respect to customer service. Response time has been reduced and having real time translation capability removes communication barriers during outreach and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

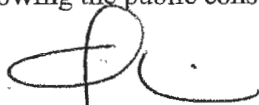
Staff will incorporate feedback from the community consultation into the proposed Sign Bylaw and report back to Council in spring 2017.

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



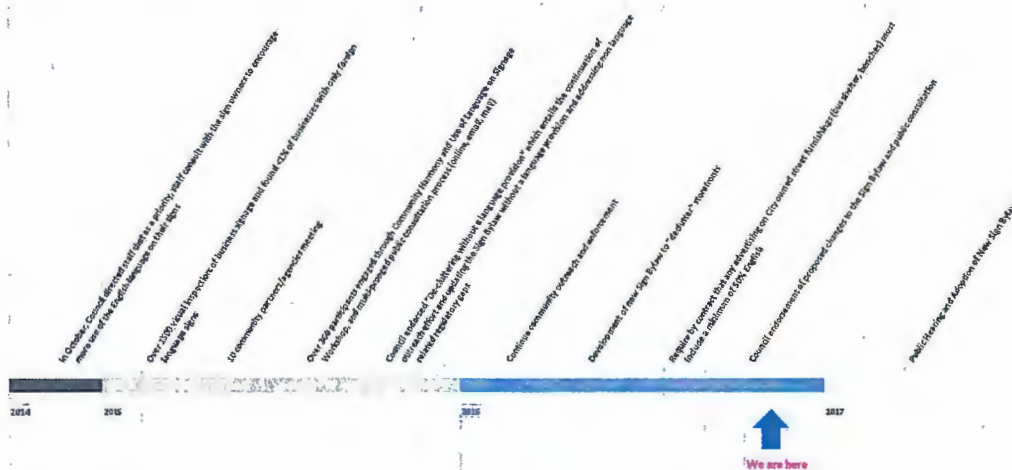
Sign Bylaw Update— Our Objectives and Timelines

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

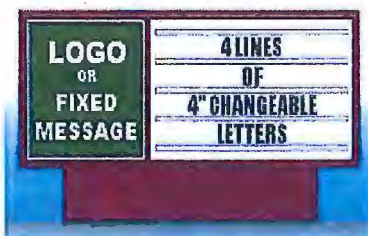
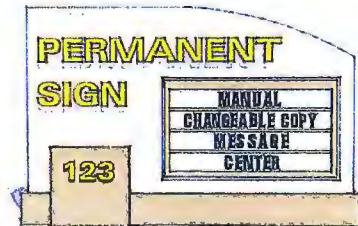


To Max 50% Coverage

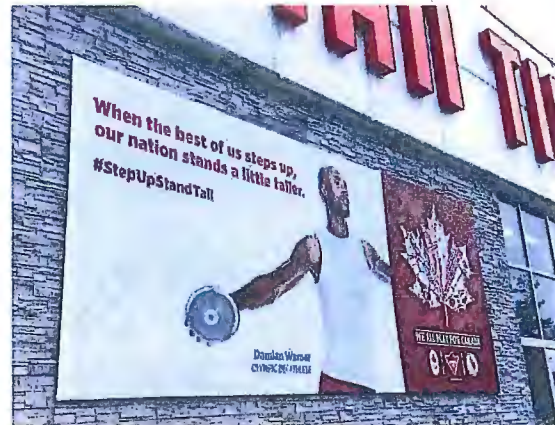


Sign Type — New Sign Types in the Bylaw — Permit Required

Electronic/Changeable Message Sign



Banners



Sign Type—Construction Signs

New Rules Proposed

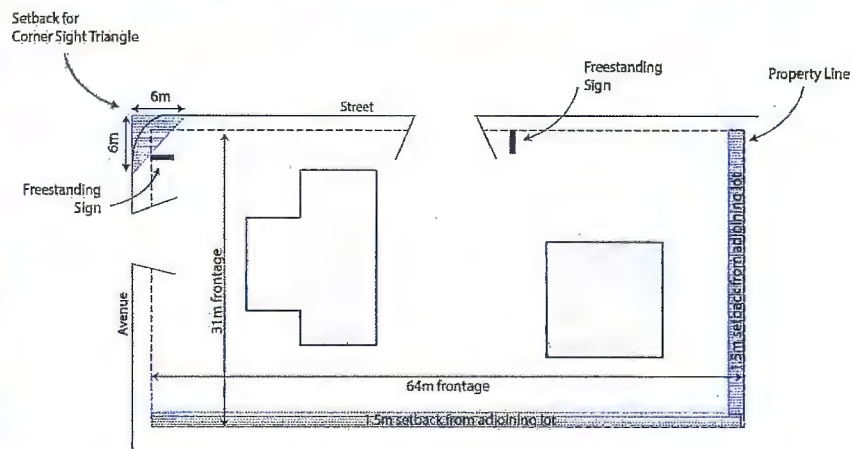
Images on fencing can contain up to 33% of copy/advertising



Freestanding sign will require a permit



Sign Type—Freestanding Signs— Permit Required



Sign Type—Business Frontage Signs

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

Awning sign



Fascia and Projecting Sign



Fascia Sign



Sign Type—Business Frontage Signs

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

Marquee Sign



Projecting, Canopy and Under Canopy Signs



Under Canopy Signs



Sign Bylaw Update—General Q & A's

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

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

How does the City enforce the Sign Bylaw?

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

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

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

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

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

DRAFT

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

November 29 and November 30, 2016

Instructions:

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

To provide your feedback while at the Open House:

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

Comment:

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

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

Questions?

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

Thank you for your input.

Proposed Changes to Sign Bylaw

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

Proposed Changes to Sign Bylaw

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

Proposed Changes to Sign Bylaw

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



City of
Richmond

DRAFT

Attachment 3

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**:

CNCL - 122
GP - 62

Proposed Updates to Sign Bylaw No. 5560

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

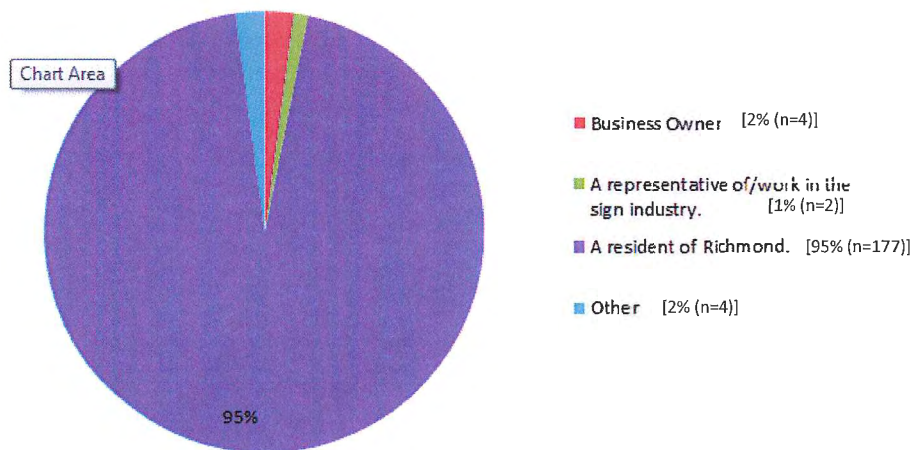


TABLE1

- 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.

	<p>45) Sandwich boards should be allowed in areas where tourists congregate i.e. Steveston. 30 day limit is silly rule.</p> <p>46) sandwich signs for special areas e.g. Steveston should be permitted. Agree with the other restrictions.</p> <p>47) Signs with clutter should be included in this list - with overbearing amount of foreign characters</p> <p>48) small businesses should be allowed sandwich boards that do not impeded foot traffic</p> <p>49) So, certain signs are not permitted due to: its distractibility factor, corporate relations, red tape regulations etc.?</p> <p>50) The bylaw is good but I would not allow sandwich boards.</p> <p>51) The proposed bylaw still has ambiguity. For exceptions at what time frame is a business not considered new?</p> <p>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.</p> <p>53) the signs are much too big and garish, not suitable at all for anywhere in Richmond</p> <p>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</p> <p>55) There should be absolutely no signage of daycare in residential area. This distracts from the neighbourhood</p> <p>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."</p> <p>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.</p> <p>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.</p> <p>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</p>
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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.

	<p>106) I agree with the proposed bylaw.</p> <p>107) I agree with the Bylaw changes.</p> <p>108) I agree with the Signs Not permitted.</p> <p>109) I agree with these restrictions.</p> <p>110) I agree. Such signs can be very distracting.</p> <p>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.</p> <p>112) I have no problem with the proposed bylaw changing regulation of portable signs.</p> <p>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.</p> <p>114) I like the changes. The smaller the amount of signage the better.</p> <p>115) I support the proposed bylaw change on portable signage.</p> <p>116) Makes sense. The signs are very distracting and clutter the area causing a potential hazard.</p> <p>117) No objections.</p> <p>118) Ok.</p> <p>119) Proposal – good.</p> <p>120) Seems reasonable.</p> <p>121) This is definitely a positive improvement and should, if enforced, reduce the unsightly visual clutter of much of Richmond.</p> <p>122) This seems fine.</p> <p>123) These are all ok.</p> <p>124) Use proposed bylaw.</p> <p>125) Yes this is fine.</p> <p>126) Change in these areas is not needed. Quit skipping the issue – non-English signs is the issue.</p> <p>127) All signs must have English on them.</p> <p>128) All signs in Richmond need to be in English.</p> <p>129) All signs must be 80% English.</p> <p>130) All signs should be in English first, and then a second language.</p> <p>131) Any that are allowed should be in English first.</p> <p>132) As per City of Richmond, "City's social vision is for shaping an inclusive,</p>
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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>
Community Partners and Organizations	<p>1)</p>
<p>Comments regarding Signs Allowed WITHOUT a Permit (Warning/Instructional Signs, Drive-through Signs, Sandwich Board, Home Based Business Signs)</p>	
Public Feedback	<p>1) Need dimension restrictions on drive thru signage that are reasonable.</p> <p>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).</p> <p>3) Signs without a permit- What about signs during elections?</p> <p>4) Sandwich boards should be kept off sidewalks and driveway/roadway sight lines.</p> <p>5) Again, if it is not a safety hazard or blocking walkway/parking and it is cleaned up after signs should be allowed.</p> <p>6) Community special event signs: does it include Garage Sales sign?</p> <p>7) Where do political campaign-related signs fit into all this?</p> <p>8) Warning sign should be more flexible based on things like lot size. Sandwich boards should be allowed without any restrictions.</p> <p>9) Sandwich Board should be allowed for longer than 30 days. As stated previously, several businesses in Steveston use this method.</p> <p>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.</p> <p>11) concern with limit of four signs for hazards, what happens when property has more than four hazards requiring signs</p>

- 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>
Community Partners and Organizations	
Comments regarding Real Estate Signs	
Public Feedback	<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??

	<p>Strongly support sign to be removed within 14 days after deal has closed on properties. Some signs are left for weeks, which are unsightly.</p> <p>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.</p> <p>9) They should not obstruct view of oncoming vehicles for people coming out driveway of a townhouse/condominium complex.</p> <p>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.</p> <p>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</p> <p>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.</p> <p>13) Open House Signs - - must be at least one block away from each other - does not make sense to me.</p> <p>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!</p> <p>15) Open house signs should not be placed on PRIVATE property without permission. This happens all the time and it is not right.</p> <p>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.</p> <p>17) I feel that 14 days is to long 7 is more than enough</p> <p>18) Open house sign 13sqft - too big - Otherwise agree</p> <p>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.</p> <p>20) also, open house signs should not be placed on a neighbour's property, which is unrelated to the house for sale</p> <p>21) The real estate signs have significantly cluttered public property. I am</p>
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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 reality 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 are 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>
Community Partners and Organizations	

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

	<p>added it should be significantly smaller than English/French.</p> <p>103) I agree. The cluttered window on the left looks tacky and messy. Not attractive.</p> <p>104) The signs can have an ethnic language on it, but must include English or French.</p> <p>105) Ok</p> <p>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.</p> <p>107) Agree</p> <p>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.</p> <p>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.</p> <p>110) Full window coverage may be used for security reasons. They will require a permit.</p> <p>111) Positive change. Should be at least 50% visible thru windows.</p> <p>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.</p> <p>113) Please include official Canadian languages.</p> <p>114) Sounds good!</p> <p>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.</p> <p>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.</p>
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- 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.

	<p>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.</p> <p>135) This seems good.</p> <p>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.</p> <p>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.</p> <p>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</p> <p>139) No more than 25% of complete store frontage windows coverage. Should be of tasteful and respectful nature and include English</p> <p>140) Agree with proposal</p> <p>141) English and/or French must be included.</p> <p>142) English or French only</p> <p>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.</p> <p>144) Proposed bylaw sounds good.</p> <p>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.</p> <p>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.</p> <p>147) I think it is particularly important to not have store front windows covered with signage, as that may be a safety concern</p>
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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>
Community Partners and Organizations	
Comments regarding New Sign Types – Permit Required for the Bylaw	
Public Feedback	<p>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.</p> <p>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?</p> <p>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.</p> <p>4) If illuminated, burned out lights are not allowed.</p> <p>5) Changeable copy sign SHOULD permit animation but exclude flashing.</p> <p>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</p>

	<p>neighbouring property nor block views for safety purposes.</p> <p>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.</p> <p>8) Again I concur. Assume there is no minimum time frame for each sign/message.</p> <p>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.</p> <p>10) Electronic changeable signs are a good idea. I do not like huge banners attached to walls of buildings</p> <p>11) also faded, torn, broken signs must be removed</p> <p>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.</p> <p>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.</p> <p>14) 90 day display time is too long!</p> <p>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.</p> <p>16) Why no flashing or animation?</p> <p>17) What about Church signs. Are they in any way exempt from 90 day period? Again, signage must be mostly in English!</p> <p>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.</p> <p>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.</p> <p>20) Is there a maximum brightness for any electronic changeable sign?</p> <p>21) No flashing is imperative - too distracting for drivers. And can length of message be limited.... try to read a lengthy sign while driving...</p> <p>22) It's best not to combine different requirements in one sentence. For</p>
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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

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

	<p>how some previous signage is proposed.</p> <p>21) "...a maximum of 33% (on-third) of..." Do you mean "ONE THIRD?" Yes but all signs MUST contain all information in ENGLISH.</p> <p>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.</p> <p>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</p> <p>24) Guideline and fine for violation can be provided, no permit to be required.</p> <p>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.</p> <p>26) I don't think construction companies should be allowed such big advertising signs for their companies.</p> <p>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.</p> <p>28) We support the proposed bylaw with the additional comment that no signs shall block visibility (vehicles or people) or accessibility.</p> <p>29) Oppose to the proposed change that "all signs require permit".</p> <p>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.</p> <p>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.</p> <p>32) Unless safety is a concern, why is it even an issue that businesses want to advertise and put signs up?</p> <p>33) I believe routine inspection to check compliance is most important.</p> <p>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</p>
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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

	<p>86) Agree</p> <p>87) Fine</p> <p>88) Makes sense.</p> <p>89) I agree with proposed bylaw. All signs should be approved.</p> <p>90) Agree with proposal.</p> <p>91) Agree</p> <p>92) I support new changes.</p> <p>93) Agree.</p> <p>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.</p> <p>95) Where is the English prominent note?</p> <p>96) Must be in English</p> <p>97) Must be in English</p> <p>98) Signs must be in English</p> <p>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)</p> <p>100) Enforce one of the two official languages of Canada</p> <p>101) Must be in English</p> <p>102) Ok, and ENGLISH must be included in the message.</p> <p>103) English primary language – at least 50%</p> <p>104) The signage must be in English first.</p> <p>105) They don't need so much advertising most of it is always in Asian making seem its only for them.</p> <p>106) All signs in Richmond need to be in English</p> <p>107) English only</p> <p>108) Must have English on all signs so all residents of Richmond know what is being promoted.</p> <p>109) English</p> <p>110) All good...again only in the 2 official languages of Canada</p>
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	<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>
Community Partners and Organizations	

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 many shop names on a huge sign 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, ENGLISH 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>
Community Partners and Organizations	
Comments regarding Business Frontage Signs	
Public Feedback	<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>
Community Partners and Organizations	
Other comments regarding proposed amendments to Sign Bylaw No.5560	
Public Feedback	<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

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

	<p>component of community inclusiveness and cohesiveness.</p> <p>195)</p>
<p>Community Partners and Organizations</p>	

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 –

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.

APPROVED for legality by Solicitor




**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

MAYOR

CORPORATE OFFICER

CITY OF RICHMOND
APPROVED for content by originating Division 
APPROVED for legality by Solicitor 

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

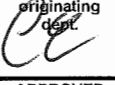
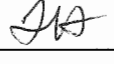
SECOND READING

THIRD READING

ADOPTED

MAYOR

CORPORATE OFFICER

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



**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

MAYOR

CORPORATE OFFICER

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

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 fascia 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

MAYOR_____
CORPORATE OFFICER

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



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** May 29, 2017
From: Carli Edwards, P.Eng.
Manager, Customer Services and Licencing **File:** 12-8275-02/2017-Vol
01
Re: **Business Licence Bylaw No 7360, Amendment Bylaw 9722**

Staff Recommendation

That Business Licence Bylaw No. 7360, Amendment Bylaw 9722, which increases the maximum number of Class A Taxicabs to 124 and Class N Taxicabs to 48, be given first, second and third readings.

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

Att. 2

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

Staff Report

Origin

Business Licence Bylaw No. 7360 establishes the maximum number of taxicabs permitted to be operated and licenced by Richmond based companies within the jurisdiction of the City, excluding the Vancouver International Airport (YVR). Further regulations dealing with taxicabs in Richmond are covered under Vehicle for Hire Regulation Bylaw No. 6900.

This report deals with an application submitted to the Passenger Transportation Board (PTB) by Richmond Cabs Ltd., (RCL) to add 14 new additional vehicles to their fleet. On April 13, 2017 the PTB made the following decision on the application:

14 additional vehicles (10 conventional taxis and 4 accessible taxis) are approved"

In light of the decision made by the PTB and at the request of RCL, staff propose Amendment Bylaw 9722, to increase the number of taxicabs permitted under Business Licence Bylaw No. 7360. This will allow the additional vehicles that were approved by the PTB to be licenced by the City of Richmond.

The Community Charter and Council Policy 9311, requires that the public are provided an opportunity to provide written or oral submissions by those persons who consider themselves effected by the proposed bylaw. Notification requirements are reasonably satisfied if the adoption of the proposed bylaw is advertised once each week for two consecutive weeks in a newspaper that is distributed in Richmond. A time period of at least two weeks is provided from the date of the second required advertising for persons to make submissions before the bylaw may be adopted. This policy will be followed before the final adoption of this bylaw.

Analysis

Taxicabs are also licenced by the PTB and provincially regulated under the Passenger Transportation Act. The City looks to the review and diligence carried out by the PTB in the determination of the demand for additional PTB taxicab licences.

On January 18, 2017, PTB published in the Weekly Bulletin an application was received by RCL for an additional 14 taxicab vehicles - 10 conventional taxis and 4 wheelchair accessible taxis. In their review of the application the PTB takes into consideration, among other criteria, that:

- a) *There is a public need for the service the applicant proposed to provide under any special authorization;*
- b) *The applicant is fit and proper to provide the service and is able to provide the service;*
and
- c) *The application, if granted would promote sound economic conditions in the passenger transportation business in British Columbia.*

The PTB also reviewed 2 submissions on the application from the following individual/organizations:

- Shashikant Engineer
- Garden City Cabs of Richmond Ltd (GCCRL)

RCL rationale in support of their application was that they are the largest taxi provider in the City of Richmond, which has seen an increase in population growth. RCL current fleet is inadequate to maintain their business model to pick up customers within 10 minutes, 90% of the time. RCL indicate the additional 14 taxis will complement their fleet to restore their business model to intended levels and provide a platform to serve new customers. RCL observes a potential risk of deregulation of the taxi industry. The potential arrival of ridesharing services like UBER and car sharing services like, Car2go, and Evo, RCL maintains that the taxi industry must remain competitive and provide viable taxi service.

The PTB also reviewed information that reflected:

- RCL data shows year over year trip volume increased by 10% for sedan taxis and 25% for accessible taxis;
- Generally RCL maintains 99% total sedan fleet and 95% accessible fleet on shift at all times;
- Vancouver Airport Authority (VAA) has issued 74 licences to RCL which require a monthly commitment to complete 45 trips, representing approximately 11% of RCL service, and YVR to surpass 22 million passengers by end of 2016;
- Between 2006 and 2011 census period population growth in Richmond was 9.2%;
- Increase demand for taxi service at the new McCarthurGlen Outlet Mall;
- Exclusive contract to service the Sheraton, Marriott and Hilton hotels;
- RCL has 900 corporate clients and participates in the taxi saver program through Translink.

On April 13, 2017, the PTB determined that RCL had provided sufficient information and evidence to demonstrate a need for the additional 14 vehicles (10 Class A conventional taxicabs and 4 Class N Accessible Taxicab).

As the City is generally supportive of increasing the number of taxicabs to meet growing demand of the community and noting no recent public complaints were received by the City regarding the services of RCL, staff have no objection to granting the approved additional licenses.

If approved by Council, RCL would be licensed to operate 97 Class A conventional taxicabs and 15 Class N accessible taxicabs. The addition of four new Class N taxicabs should enhance service to passengers with disabilities while the 10 additional Class A taxicabs should free up taxicabs for all passengers.

In their decision, the PTB notes the increase “would promote sound economic conditions in the passenger transportation business in British Columbia.” The full decision is attached to this report (Attachment 2).

May 10, 2017

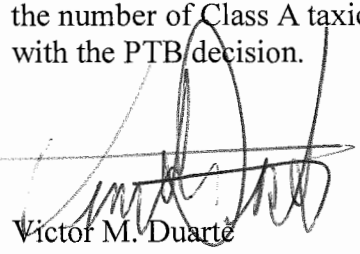
- 4 -

Financial Impact

The Business Licence Fee for RCL will be reassessed to accommodate the additional 14 Vehicles for Hire. The Class A conventional taxicab fee is already at the maximum fee of \$3,839.00 and no additional fee will apply. The Class N accessible taxicabs will result in an increase of revenue of \$504.00.

Conclusion

The PTB decision speaks to the increasing population of Richmond and an increase in taxi demand. Staff is recommending an amendment to Business Licence Bylaw No. 7360 to increase the number of Class A taxicabs by 10 vehicles and Class N taxicabs by 4 vehicles, consistent with the PTB decision.



Victor M. Duarte
Supervisor Business Licence
(604-276-4389)

VMD:vmd

- Att. 1: Applicants email requesting bylaw amendment
- 2: PTB Licence Application Decision

Attachment 1

Duarte,Victor

From: gm@richmondtaxi.ca
Sent: May 9, 2017 14:15
To: Duarte,Victor
Subject: PTB approval for new 14 taxis
Attachments: Richmond Cabs-New cab approval-May 9 2017.pdf

Hello Victor Duarte

Here I attach PTB approval for our new 14 cabs. We already submitted same paper in the City of Richmond too.

Thank you and looking forward to meet you soon.

Kind Regards

Mohammed Anwar Ullah

Sent from Mail for Windows 10

Licence Application Decision

MAY 09 2017

Taxi – Additional Vehicles

RECEIVED

Application #	AV438-16	Applicant	Richmond Cabs Ltd.
Trade Name (s)	Richmond Taxi		
Principals	AYUB, Muhammad MANGAT, Manjinder S. SADHRA, Paramjeet, Singh TAKHAR, Amarjit Singh BAINS, Kirandeep Singh MANN, Charanjit Singh SANDHU, Yadwinder Singh		
Address	2440 Shell Road, Richmond, BC V6X 2E3		
Applicant's Representative	McLachlan Brown Anderson William A. McLachlan, Barrister & Solicitor		
Current Licence	Special Authorization for passenger directed vehicles. PT Licence #70391		
Application Summary	Additional Vehicles – Taxi Add 14 vehicles (10 conventional and 4 accessible). This will increase the maximum fleet size to 112 vehicles (97 conventional and 15 accessible).		
Date Published in Weekly Bulletin	January 18, 2017		
Submitters (and representatives)	<ul style="list-style-type: none"> • Shashikant Engineer • Garden City Cabs of Richmond Ltd. 		
Board Decision	14 additional vehicles (10 conventional taxis and 4 accessible taxis) are approved.		
Decision Date	April 13, 2017		
Panel Chair	William Bell		

I. Introduction

This is an application from Richmond Cabs Ltd. (RCL) dba Richmond Taxi. The applicant is applying for 14 additional vehicles, 10 conventional taxis and 4 wheelchair accessible taxis

(WATs). RCL currently holds a passenger transportation licence, #70391, with a Special Authorization: Passenger Directed Vehicles. In 2015, RCL corporately amalgamated with Coral Cabs Ltd. which operated a fleet of 19 conventional taxis. RCL currently operates a fleet of 98 taxis (87 conventional and 11 WATs). The additional licences, if approved, would increase the maximum fleet size of RCL to 112 vehicles, comprised of 97 conventional and 15 accessible taxis.

RCL also seeks flip seat authorization for the 4 WATs requested in this application. This is consistent with their current WATs.

II. Background

A brief summary of RCL applications and Board decisions over the past years follows:

- AV271-12, addition of 10 taxis, refused, published December 14, 2012.
- 322-14 (UPN) add Canada Post contract clause, approved in whole, published December 3, 2014.
- AV 260-14, addition of 15 taxis (10 conventional and 5 accessible) approved in whole, published January 21, 2015.

In support of this application, Richmond Cabs Ltd. provided the following documents.

PDV vehicle proposal	Financial information
Public Explanation	Public need indicators
Disclosure of Unlawful Activity and Bankruptcy	Municipal notice
Declaration	Accessible service plan
Business plan	Taxi Data/USB

During the review of this application, the applicant was asked in a letter dated February 22, 2017 to provide further data and information and clarification of some matters. The information requested was provided in a manner acceptable to the Board on March 7, 2017.

III. Relevant Legislation

Division 3 of the *Passenger Transportation Act* (the "Act") applies to this application. The Act requires the Registrar of Passenger Transportation to forward applications for Special Authorization licences to the Passenger Transportation Board (Board). Section 28(1) of the Act says that the Board may approve the application, if the Board considers that:

- (a) there is a public need for the service the applicant proposed to provide under any special authorization.
- (b) the applicant is a fit and proper person to provide that service and is capable of providing that service, and
- (c) the application, if granted, would promote sound economic conditions in the passenger transportation business in British Columbia.

I will consider each of these points in making my decision.

IV. Rationale and Submissions

(a) Applicant's Rationale

RCL is the largest taxi provider in the City of Richmond, which has seen an increase in population growth. The current RCL fleet is inadequate for maintaining the intended business model of serving their customers target, which is to pick up a customer within 10 minutes 90% of the time from when a customer calls dispatch. This target is not being met. RCL's analysis of dispatch records suggests 14 additional taxis will restore the intended business model. The additional taxis will not take business away from the other taxi providers in Richmond and will provide the platform for providing an appropriate level of service to existing customers and allow it to serve new customers.

(b) Submissions & Applicant's Response

Two submissions were received from:

- Garden City Cabs of Richmond Ltd. (GCCRL)
- Shashikant Engineer

GCCRL made the following submissions:

- RCL's business model has traditionally focused on deriving its revenue stream from YVR. RCL dedicates 73 out of 98 licensed taxis to YVR. Based on its YVR trip volumes, RCL could reduce YVR service and still meet YVR contract terms to address a service problem in the City of Richmond.
- RCL drivers reject trips to the City of Richmond when dispatched from YVR. This adds an additional response time of 1 minute on the dispatch times.

The applicant responded to the submission from GCCRL as follows:

- RCL does not dedicate any taxis exclusively at YVR despite having 74 taxis licensed by the Vancouver Airport Authority (VAA) to queue at YVR. The 74 taxis are part of 525 taxis, from 16 companies, that the VAA has licenced. RCL holds 14% of the licences issued by the VAA; however RCL is only doing 11% of YVR business.
- On average, 66% of RCL's business is from dispatched trips within the City of Richmond. Approximately 23% of the overall business is flag trips at RCL taxi stands and at the South Terminal of YVR. YVR trips in 2015 and 2016 represent approximately 11% of overall trip volumes by RCL for its conventional taxi fleet.

The submission from Shashikant Engineer argued the following:

- There is no public need or demand for additional vehicles by RCL.
- Fleet utilization involves a minimum of 18-20 parked RCL cabs during shift changes. Between 25%-42% of trips are rejected during shift changes, which create waits and delays in service. Using its dispatch data the company can direct fleet cabs to certain areas or zones that get busy.
- Illegal flagging by RCL cabs occurs in downtown Vancouver on Wednesday, Thursday, Friday and Saturday nights until early morning and RCL drivers are not disciplined by the company.
- Two spreadsheets of RCL data for sedan and WAT vehicles for the period February 2013-July 2014, which were attached, included side bar notes that monthly trip

volumes for sedan (conventional) and WAT includes flags in Downtown Vancouver of 12-18% and 8-12% respectively.

- The DDS Pathfinder System is manipulated “to create shortages or demand or needs.”
- There is no care and control by RCL over its drivers. Almost 65-80% of RCL drivers are unsafe. RCL averages 5 accidents every week and there are 7-10 calls daily regarding dangerous driving.

The applicant responded to the submission as follows:

- Shashikant Engineer is the past General Manager of RCL who held the position from August 8, 2008 to September 6, 2016.
- Past and current data reports were completed by a technical consultant who has an excellent reputation in the taxi industry regarding data extraction and analysis.
- Shift changes take place on the road when drivers agree to meet at a particular location or at the RCL yard. These generally take place over several hours. Management permits shift changes to be delayed until drivers conclude their last trip. Taxi drivers move from zone to zone to address areas that are busy. Moving to a busy zone that is producing trips rather than waiting for a trip in a zone has nothing to do with the requirement of more taxis and a service model not being met.
- RCL drivers do not avoid short trips as it has a policy that after completing short trips, taxis are returned to the first position in a zone, which is a preferred trip.
- RCL denies any suggestion that a significant degree of flagging other than some exceptions by RCL, occurs in downtown Vancouver. Drivers are clearly instructed on the condition of licences and permitted areas of operation and, when breached, are disciplined accordingly. However, flagging can be problematic at times in the Downtown Vancouver Entertainment District (DVED) when suburban taxis drop passengers off as other passengers or groups jump into the taxi and drivers are verbally abused or their taxis damaged when they attempt to explain they are not licensed for pickups. At times, police have directed people to suburban taxis.

-
- There is no foundation to the claim that 65%-80% of all RCL drivers are unsafe. No safety concerns are pending against RCL and its NSC rating is satisfactory.

The Board gives more weight to submissions that back up claims with facts or details. I have considered the submissions and the applicant's responses in my review of this application.

V. Reasons

- (a) *Is there a public need for the service that the applicant proposes to provide under special authorization?*

Taxi companies who want more vehicles are expected to show that there is a public need for more taxis. Companies are expected to show why their current fleet is not large enough to handle more trips and why they need a specific number and type of vehicles for which they have applied. The Board wants to be satisfied that there is a reasonable connection between the number and type of vehicles requested and public need. Applicants should explain why other taxis in the area are not meeting the public need.

RCL submits that additional conventional and WATs are required to reduce wait times for individual and corporate customers. The additional vehicles will also reduce the number of cancelled calls. It will use the added capacity to service the City of Richmond.

The applicant provided the following evidence and material to demonstrate a public need for the additional vehicles requested:

- (a) *Operational Data*

Data was included for a 23 month period (April 2015 to February 2017). An archiving system was not set up prior to April 2015 for retaining operational data.

(i) Trip Volume

According to the spreadsheets submitted by the applicant, overall trip volume based on a weighted yearly average increased 10% for sedan taxis and 23% for WATs. The 11-month year over year analysis shows a 11% increase for sedan taxis and 25% for WATs.

(ii) Vehicles on Shift

Generally, 99% of the total sedan fleet and 95 % of the WAT fleet is on shift at all times.

(iii) Response time

RCL clarified that its performance standard is to service passengers within 10 minutes 90% of the time. Cancelled trips over the 23-month period shows an increase of 29 % for sedan taxis and for WATs an increase of 4%.

As wait time can vary throughout the day, the amount of time dispatched trips have waited are grouped into 3 categories, peak, medium, and low. For both sedan and WATs the 90th percentile of 10 minutes or less is not being met.

The sedan fleet has a 23-month percentile average of 12.3 minutes while the WAT fleet is even higher at 14.7 minutes. Response time for less than 10 minutes is being met only 80% of the time for sedans and 72% for WAT's

(iv) YVR

- The VAA has issued licences to 74 of RCL's fleet. All taxis have a monthly commitment to complete 45 trips per month. These can be completed during any time period.

RCL must maintain a minimum of 4 taxis from 7:00- 19:00 at the South Terminal and a minimum of 2 taxis from 19:00 to 22:00. The 74 taxis complete 99% of all the originating trips from both the Main and South terminals at YVR.

- The VAA does not record trips by type of vehicles requested. Further, all trips at the Main terminal are "flag" trips and those at the South terminal are predominately flags as well. Trip volumes for the former are provided by the VAA while the latter are taken from RCL's dispatch system.

The YVR licenced vehicles derive most of their daily trips from the City of Richmond. The 23 month data indicates that when comparing the average trips per day of the sedan vehicles from the City of Richmond with that at the YVR main terminal the former indicates volumes that are approximately more than 6 times greater. The YVR average trips per month from the 23 month data also reflect that YVR service represents only approximately 11% of total trips.

(b) Market Analysis

RCL's market is the City of Richmond, including YVR. It is a growing area with population increases and development. Between the 2006 and 2011 census period population growth in Richmond was 9.2 %.¹

Richmond is home to several large taxi fare generators, including hotels that serve YVR, Richmond General Hospital, the Workers Compensation Board Rehabilitation Centre, numerous senior homes, modern shopping centres and casinos.

Since it opened in 2015, RCL has been receiving an increasing demand for taxi services at the new McArthurGlen Designer Outlet shopping centre. Further, the Central at Garden City shopping complex opened for business in October, 2016 and RCL is receiving an increasing number of dispatch calls from there. RCL has rented a 2 car exclusive stand at the mall. The Sheraton Hotel's 18,000 square foot Richmond Convention Centre has been renovated. RCL now has an exclusive contract with Sheraton as well as the Marriott and Hilton hotels.

A new Pacific Autism Family Network that will support approximately 60,000 people will increase the demand for both conventional and accessible taxis in Richmond. Because of RCL's close proximity to the facility, it expects to be a leading taxi service provider.

Building permits have more than doubled from 2014 to 2015 and the 2016 numbers are expected to be consistent. Construction of a new integrated, multi-purpose complex, the Minoru Civic Precinct, will promote further population growth, but also increase visitors and international tourism.

Room revenues at hotels have grown 13% between 2014 and 2015 and have continued into 2016. Local movie theatres, sports bars, cocktail bars and hipster-approved lounges as outlined by Tourism Richmond are enjoying the increase in late night business.

RCL has 13 exclusive stands around Richmond and 15 dedicated direct telephone lines at various locations and is the largest taxi service provider in the City of Richmond.

(c) YVR Growth and Taxi Shortages

YVR has seen strong passenger and airline growth in 2016. The airport recorded about 20 million passengers in 2015 and expects to surpass 22 million by the end of 2016. The

¹ The 2016 Census, unavailable at the time the application was submitted, indicates that Richmond's population increased by about 4% between 2011 and 2016.

expanded demand at YVR includes the increased traffic at the South Terminal as well. RCL reports that its exclusive stands at Harbour Air have also experienced increased volumes in taxi service. Because of these increases, RCL has struggled to maintain quality service in Richmond and at YVR Main and South Terminals. In May 1, 2016 the VAA implemented escalating steps to address taxi shortage periods of greater than 2 hours.

(d) Accounts

RCL provided a list of 900 corporate clients. RCL has 4 main contracts with businesses and agencies. The taxi saver program through Translink is a major account that generates significant revenues.

Spreadsheet data regarding trip volumes for all the accounts of RCL shows an increase of 10.5% when making a year over year same month comparison (April 2015 to February 2017).

With regard to HandyDART, RCL reports it is experiencing some issues and delays providing service to Richmond residents and the additional vehicles will improve services by reducing wait times.

RCL also noted some changes in its accounts. HandyDART transportation responsibility, through an agreement with MVT Canadian Bus Inc. (MVT), is now shared concurrently with Garden City Cabs As of January 9, 2015 billing to Canada Post under a specific contract terminated as it acquired its own service vehicle.

(e) Financial Information

RCL has experienced growth in corporate accounts and credit card receipts. The dollar value of these increased by approximately 11.6% from 2015 to 2016. Consolidated Statements of Income (October 31, 2015 and 2016) included in the application indicate an approximate 5.6% in increased revenues from 2015 to 2016.

(f) Support Letters

User support statements were received from 24 respondents. The majority (18) came from a variety of businesses, including 7 hotels that are frequent users of RCL services. Most of the letters noted lengthy wait times, sometimes as high as 30-45 minutes, but generally well in excess of 10 minutes. Many note that this presents serious issues regarding travel to business meetings, flight departures at YVR, etc. Additional taxis will help accommodate an

increased demand for taxis during the morning rush hour and evening peak times. Several of the businesses represented senior residences. Many guests who no longer drive use taxis. Most seniors in the residences find the use of public transit difficult and service is intermittent.

Several letters came from the Richmond Centre for Disability and report that wait times for WATs have steadily increased over the past few years. One letter from a long standing client suggests a window of 10-15 minutes to wait for a taxi would be reasonable.

(g) Wheelchair Accessible Taxis (WATs)

RCL indicates that it participates in the HandyDART Taxisaver program which is a significant contributor to its revenue base. It has signed an agreement to provide taxi services as part of Translink's handyDart program. RCL notes that it has an increasing number of program customers are taking advantage of these supplemental services via taxicabs. This, with a growing population, has put additional stress on demand for taxi services.

(h) Smartphone Applications

Trips reserved using several smartphone applications has increased ridership. Data provided indicates trips reserved using the smartphone applications increased from November 2015 to November 2016 by 150%.

Board Analysis and Findings

I find overall the support information and material and, in particular the operational data, provides some meaningful evidence of business growth over the past few years. I assigned considerable weight to the data. The increases in trip volumes, trip cancellations and the failure to meet its response time target on a consistent basis for both sedan and WAT vehicles demonstrate RCL has issues with its service levels. I note, in particular, the support from organizations and/or users concerning service issues associated with WATs and the need for additional capacity to provide timely on-demand services for customers with mobility or other challenges.

The market analysis describing economic development, population growth and new medical services also suggests the service area is growing and will need expanded taxi services. Other information that supports a public need is the increase in account activity;

YVR growth and the support letters which corroborate additional taxi capacity. The trip volume data also demonstrates that RCL predominately serves the City of Richmond.

I find the applicant has provided sufficient information and evidence to demonstrate a public need for vehicles 14 vehicles: 10 conventional taxis and 4 WATs, with flip seats.

(b) Is the applicant a fit and proper person to provide that service and is the applicant capable of providing that service?

The Board looks at fitness in two parts:

- (i) is the applicant a “fit and proper person” to provide the proposed service; and
- (ii) is the applicant capable of providing that service?

The disclosure forms of Unlawful Activity and Bankruptcy were completed by the 7 Directors with no discrepancies.

On the record there were 7 complaints concerning customer service and driver behavior issues during 2016. Also, during 2016 one administrative penalty was imposed for a trip refusal. All the complaints were resolved to the satisfaction of the Passenger Transportation Branch. Legal counsel for RCL addressed the concerns as raised by Shashikant Engineer in his submission to my satisfaction.

I note that the applicant’s NSC Safety Rating and Profile was rated as “Conditional-Unaudited” at the time of the application. More recently RCL received an administrative penalty for operating out of their service area. Both of these matters concerned me and I sought more information from the applicant.

Legal counsel responded to both issues. With regard to the NSC rating counsel reports there was an “hours of service” issue that was primarily the fault of a programming error in RCL’s dispatch computer that occurred after a software update. RCL is taking a number of steps to remedy this situation.

With respect to the more recent administrative penalty for “Operating Out of Service Area”, counsel reports that this too was the result of a technical error, which RCL has rectified.

I find RCL has fully disclosed and acknowledged their responsibility concerning the above matters and is taking the appropriate steps to fix and improve their operations.

The applicant has provided taxi services in the City of Richmond and at the Vancouver International Airport for an extended period of time and has a well established infrastructure and management oversight that should help resolve these matters. Many of the letters of support attest to the professionalism of the company as a supplier of reliable taxi services.

At this time, I find that the applicant to be a fit and proper operator to provide the service sought and is capable of providing the service.

(c) *Would the application, if granted, promote sound economic conditions in the passenger transportation business in British Columbia?*

The Board looks at the “sound economic conditions” issue from a wide-ranging view. The economic conditions of the “transportation business in British Columbia” are considered ahead of the economic and financial interests of an individual applicant or operator. The Board supports healthy competition. The Board discourages competition that could unduly harm existing service providers.

I assigned little weight to the submissions as they provided weak or dated evidence to corroborate their claims.

RCL observes its greatest risk is the potential deregulation of the taxi industry. With the potential arrival of ridesharing services such as UBER and car sharing services such as Car2Go and Evo, the taxi industry must remain competitive and responsive and the current unreasonable wait times are seen as a detriment to continuing a viable taxi service business. If RCL does not keep up with public expectations then the public will find or demand other options.

The applicant has demonstrated a need for additional taxis, which I am persuaded the expanding marketplace can absorb. The taxis will be used solely to service the City of Richmond.

As a result, I find that granting this application will promote sound economic conditions in the BC Taxi industry.

VI. Conclusion

For the reasons above, this application is approved in whole.

I establish the activation requirements and the terms and conditions of licence that are attached to this decision as Appendix I. These form an integral part of the decision.

<p>Approval of application may expire</p>	<ol style="list-style-type: none"> 1. The licensee must activate the additional vehicles approved in this decision within 6 months of the date of this decision. 2. Any additional vehicles that have not been activated within 6 months of the date of this decision are no longer approved and the maximum fleet size of the licensee is reduced accordingly. 3. The Passenger Transportation Board may vary the requirements set out in 1 above, if circumstances warrant it. 4. If an applicant needs more time to activate its vehicles, then the applicant must make a request to the Board <u>before</u> the end of the 6 month activation period. <p>(Note: "activate" means that the applicant has submitted the documents required to obtain a Special Authorization Vehicle Identifier to the Registrar of Passenger Transportation.)</p>
<p>Notice to Registrar</p>	<p>The Registrar must not, without direction from the Board, issue the applicant any additional special authorization vehicle identifiers if the applicant has not activated the vehicles within 6 months of the date of this decision.</p> <p>(Note: activated means that the applicant has submitted to the Registrar of Passenger Transportation the documents required to obtain a Special Authorization Vehicle Identifier.)</p>

Special Authorization: Passenger Directed Vehicle (PDV)	
<i>Terms & Conditions:</i>	
<p>Maximum Fleet Size:</p>	<p>At any time - a fleet size of 110 vehicles may be operated; of which 95 may be conventional vehicles.</p> <p>YVR Contract - The licensee may operate an additional 2 conventional taxis if the Vancouver International Airport Authority (VIAA) has approved airport licenses for 71 or more vehicles in fleet of the licensee.</p> <ol style="list-style-type: none"> a. When making application for renewal of its licence, Richmond Cabs Ltd. must submit a letter to the Registrar of Passenger Transportation from Ground Transportation, Vancouver International Airport Authority, stating that its contract with Richmond Cabs Ltd. remains in good standing. b. The letter referred to in (a) must confirm the number of airport licenses approved for Richmond Cabs Ltd. c. If the number of airport licenses is 71 or less, the licensee must return 2 identifiers for conventional taxis to the Registrar.

Service Priority Requirement:	Persons with mobility aids who require an accessible taxi for transportation purposes are priority clients for the dispatch of accessible taxis. The licensee must at all times use a dispatch and reservation system that dispatches accessible taxis on a priority basis to clients who have a need for accessible vehicles.
Flip Seat Authorization:	Passengers may be seated in moveable "flip seats" or "let down seats" that are installed behind the driver in accordance with Division 10.07(5) of the Motor Vehicle Act Regulations.
Minimum Operating Requirement:	Licensees must ensure that accessible taxi service is available to passengers throughout a 24 hour day in a reasonable manner and that accessible taxi availability is, at a minimum, proportionate to conventional taxi availability.
Specialty Vehicles:	The accessible taxis must be operated in accordance with the <i>Motor Vehicle Act Regulations</i> including Division 10 (<i>motor carriers</i>) and Division 44 (<i>mobility aid accessible taxi standards</i>), as amended from time to time, and in accordance with any other applicable equipment regulations and standards.
Vehicle Capacity:	Vehicles can accommodate a driver and not less than 2 and not more than 7 passengers.
Service 1:	<i>The following terms and conditions apply to Service 1:</i>
Originating Area:	Transportation of passengers may only originate from any point in the City of Richmond, including the Vancouver International Airport.
Destination Area:	Transportation of passengers may terminate at any point in British Columbia.
Return Trips:	The same passengers may only be returned from where their trip terminates in the <i>destination area</i> to the City of Richmond, excluding the Vancouver International Airport, if the return trip is arranged by the time the originating trip terminates.
Reverse Trips:	Transportation of passengers may only originate in the <i>destination area</i> if the transportation terminates in the City of Richmond, excluding the Vancouver International Airport, and the cost of the trip is billed to an active account held by the licence holder that was established before the trip was arranged.
Service Limitation:	A minimum of 2 accessible taxis must be operated and available for hire 24 hours each day every day of the week.
Service 2:	<i>The following terms and conditions apply to Service 2:</i>
Originating Area:	Transportation of passengers may only originate from any point in the City of Richmond including the Vancouver International Airport.
Destination Area:	Transportation of passengers may terminate at any point beyond the British Columbia/United States border when engaged in an extra-provincial undertaking.
The following apply to all vehicles in the fleet	

Taxi Cameras:	Taxi camera equipment may only be installed and operated in vehicles when the licensee is in compliance with applicable taxi camera rules, standards and orders of the Passenger Transportation Board.
Taxi Bill of Rights:	<p>a) A Taxi Bill of Rights issued by the Ministry of Transportation ("Taxi Bill of Rights") must be affixed to an interior rear-seat, side window of each taxicab operated under the licence.</p> <p>b) The Taxi Bill of Rights must at all times be displayed in an upright position with the complete text intact and visible to passengers.</p> <p>c) Licensees may only display a current Taxi Bill of Rights.</p>
Eco-friendly taxis:	Any additional non-accessible vehicles approved for this licence on or after June 11, 2007 and for which a passenger transportation identifier is issued, must be operated as 'eco-friendly taxis' as defined by Board Policy Guidelines in effect at the time the vehicle is issued a passenger transportation identifier.
Express Authorizations:	<p>(i) Vehicles must be equipped with a meter that calculates fares on a time and distance basis.</p> <p>(ii) Vehicles may be equipped with a top light.</p> <p>(iii) The operator of the vehicle may, from within the originating areas only, pick up passengers who hail or flag the motor vehicle from the street.</p>
Taxi Identification Code:	Each vehicle operated by the licensee must have a unique taxi identification code (TIC) affixed to the inside and outside of the vehicles in a manner that complies with applicable rules, specifications and orders of the Passenger Transportation Board.
Transfer of a licence:	This special authorization may not be assigned or transferred except with the approval of the Board pursuant to section 30 of the Passenger Transportation Act.



Business Licence Bylaw No. 7360, Amendment Bylaw No. 9722

The Council of the City of Richmond enacts as follows:

1. Business Licence Bylaw No. 7360, as amended, is further amended by deleting subsection 2.1.27.3 (a) and substituting the following;
 - (a) for use as Class A taxicabs is 124; and
 - (b) for use as Class N taxicabs is 48.
2. This Bylaw is cited as **"Business Licence Bylaw No. 7360, Amendment Bylaw No. 9722"**.

FIRST READING

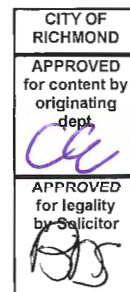
SECOND READING

THIRD READING

ADOPTED

MAYOR

CORPORATE OFFICER





City of Richmond

Report to Committee

To: General Purposes Committee **Date:** May 16, 2017
From: Andrew Nazareth **File:** 08-4150-01/2017-Vol
General Manager, Finance and Corporate Services 01
Re: **Economic Impact Assessment of Richmond Olympic Oval**

Staff Recommendation

1. That the staff report titled "Economic Impact Assessment of Richmond Olympic Oval", dated May 16, 2017, from the General Manager, Finance and Corporate Services, be received for information; and
2. That the proposed communications campaign in the above staff report, highlighting the economic impacts and benefits of the Richmond Olympic Oval to the community, be implemented.

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

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

Staff Report

Origin

At the meeting held on October 24, 2016, Council made the following referral to staff:

That staff conduct an economic impact study in relation to the Oval.

Previous assessments of economic impacts associated with the Oval have either been too broad in scope¹ or too limited in methodology² to represent the actual economic impacts of the Oval on the community. Undertaking an Economic Impact Assessment ("EIA") is timely, as by the end of 2016, the Oval not only had welcomed the world as a world-class venue for the 2010 Olympic and Paralympic Games but also had undergone a major transformation and had operated as a premier, multi-use, legacy facility for over five years.

In response to the referral, the City retained KPMG's advisory practice expertise to apply best practices and the most current methodology to conduct the study. The purpose of this report is to summarize the approach, methodology and results of the EIA and seek Council's endorsement of the proposed communications strategy for disseminating the results to key stakeholders and the public.

Analysis

Oval Economic Impact Highlights



* Impacts on taxes from ongoing annual operations are senior government-related taxes only, as the Oval is exempt from property taxes.

¹ PriceWaterhouseCoopers, "The Games Effect" (2010)

² City of Richmond, "Olympics spurred \$2 billion-plus investment in Richmond" (New Release, February 4, 2011)

Scope of Study

The analysis of economic impacts spanned the complete life-cycle of the Oval, as the impacts from its construction and operation have not been measured during its various operational periods to date. Periods studied include:

- 1) Pre-Games Design and Construction – the period from Oval ground breaking in September 2005 to conversion for the 2010 Games in December 2009,
- 2) Games-Time Operations – the 12 days in February 2010 through which the Oval hosted speed skating events as a venue for the 2010 Olympic Games, and
- 3) Legacy Operations – the period from the Oval fully re-opening to the public in September 2010 to date.

Study Methodology

Economic impacts of the Oval on the provincial and local economies were measured through three streams of analysis, with each stream deploying best practices and standard industry tools to assess impacts:

- 1) Impacts of Oval construction and operations – Oval capital and operating costs were fed into the BC Input-Output Model (“BCIOM”), which is administered by BC Stats and uses industry multipliers, to assess the impacts from Oval activities during the Pre-Games Design and Construction and Legacy Operations phases. The economic impacts as a result of capital investments in Oval construction, conversion and ongoing enhancements were calculated as they were incurred. The economic impacts as a result of Oval operations were estimated for 2015, which was used as a benchmark year for assessing the ongoing annual impacts from the Oval’s Legacy Operations phase.
- 2) Impacts of tourism activities associated with the Oval – tourism and visitor expenditures were fed into the Sport Tourism Economic Assessment Model (“STEAM”), which is administered by the Canadian Sport Tourism Alliance and uses industry multipliers, to assess the impacts from sport events held at the Oval during the Games-Time Operations and Legacy Operations phases. The economic impacts as a result of visitor spending during the 2010 Games were calculated for the 12 days in February the Oval held events and hosted visitors. The economic impacts as a result of Sport Hosting events held at the Oval were estimated for 2016, which was used as a benchmark year for assessing the ongoing annual impacts from Sport Hosting events held at the Oval during its Legacy Operations phase.

Important Note: The study underestimates the tourism benefits to Richmond as a result of the Oval, as two types of economic impacts associated with tourism were not included in the study scope:

- Tourism benefits for Richmond as a result of the O Zone and other 2010 Games initiatives (such as Richmond Revealed) – arguably, had it not been for the Oval, the O Zone would have not existed and, therefore, tourism benefits to Richmond from

visitors to the O Zone could be included in assessing the economic impact of the Oval. However, economic impact assessments are conducted for discreet projects and the discreet project at hand was defined as the Oval, rather than the 2010 Olympic Games (or other specific projects under its umbrella, such as the O Zone). Thus, to maintain integrity of the analysis, additional impacts from hosting the 2010 Olympic Games were excluded from the scope of analysis.

- Tourism benefits for Richmond as a result of other events besides Sport Hosting events held at the Oval – there are a number of other events and corporate hosting activities that take place at the Oval on an ongoing basis that attract visitors and participants from outside of Richmond and generate incremental economic benefits to the community. Whereas the Oval maintains records on attendance at such events, there is no industry tool similar to STEAM that can evaluate the impact of such events and evaluation of each event using the complex BCIOM tool is not practical. Therefore, additional impacts from hosting events at the Oval other than Sport Hosting events were excluded from the scope of analysis.
- 3) Impacts on economic development in Richmond – changes in property assessment values and associated property taxes generated as a result of re-development of the Oval Area under the City Centre Area Plan were calculated to illustrate the scope of broader economic development impacts of the Oval on Richmond. Lift in property values is a measure often used to assess the feasibility and economic impacts of large facilities, such as sports stadiums and arenas, on a local area or a community.

Breakdown of Study Results

The EIA analysis produced the following detailed economic benefits and impacts as a result of construction and operation of the Oval since its inception:

1) One-Time (Aggregate) Economic Impacts and Benefits

Aggregate Impacts to Date	GDP (\$ Millions)	Employment (FTE)	Wages (\$ Millions)	Taxes (\$ Millions)
Pre-Games construction	145	1609	109	34
2010 Games	66	1184	44	32
Ongoing capital investment to date	23	283	19	5
Total Aggregate Impacts to Date	234	3076	172	71

2) Ongoing Annual Impacts and Benefits

Ongoing Annual Impacts	GDP (\$ Millions)	Employment (FTE)	Wages (\$ Millions)	Taxes (\$ Millions)
Oval Operations	13	311	11	2
Sport Hosting events	6	89	4	3
Total Ongoing Annual Impacts	19	400	15	5

3) Economic Development Impacts and Benefits to Richmond

Oval Area	2006	2016	% Change*
Property values	\$ 772,942,600	\$ 4,541,800,006	488%
Property taxes	\$ 7,795,997	\$ 19,380,743	149%

Rest of Richmond	2006	2016	% Change*
Property values	\$ 26,586,582,900	\$ 62,208,441,564	134%
Property taxes	\$ 115,533,003	\$ 178,619,257	55%

* **Methodology Note:** Percentage change in property taxes factors in growth, tax increases and associated compounding effect over the 10-year period.

Proposed Communications Campaign

The following communications campaign is proposed to highlight the economic impacts and benefits of the Oval to the community:

- Issue a press release highlighting the Oval economic impacts on the community
- Develop visual collateral of the results (e.g. infographics, banners) to utilize in communication and promotional efforts
- Develop and disseminate a 1-pager of the Oval economic impacts for key stakeholders in tourism, sport and broader community life
- Integrate top-level Oval economic impacts in relevant Oval and City collateral, including the Oval and the City websites and relevant hard-copy publications and brochures
- Promote the Oval economic benefits on social media

Financial Impact

None.

Conclusion

Approaching near a decade of operation, the Oval has generated \$243 million in net economic benefit to the community and 3076 jobs in one-time impacts. It is an iconic sport and wellness facility and a tourism attraction that offers world-class programs, services and events and continues to generate benefits to the community, in the form of \$19 million in net economic benefit and 400 jobs annually. It is an anchor facility for Richmond that has transformed its immediate neighbourhood from an industrial brownfield area to a bustling residential and commercial neighbourhood that has grown from 200 to over 2000 residences and continues to grow.

The results from the economic impact study of the Oval demonstrate substantial economic benefits generated and continuing to accrue to the community as a result of the construction and operation of

May 16, 2017

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the facility. It is therefore recommended that a communications campaign be implemented to share these results with key stakeholders and the broader Richmond community.



Neonila Lilova
Manager, Economic Development
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Att. 1: KPMG – Economic Impact Assessment of Richmond Olympic Oval Report (Final)



Economic Impact Assessment

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FINAL

—

May 2017



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Glossary

BC	British Columbia
BCIOM	BC Input-Output Model
The City	City of Richmond
FTE	Full-time Equivalent Jobs
Games, 2010 Winter Games	2010 Olympic and Paralympic Winter Games
GDP	Gross Domestic Product
The Oval	Richmond Olympic Oval
Sport Hosting	Richmond Sport Hosting
STEAM	Sport Tourism Economic Assessment Model



Executive Summary



Executive Summary

This report is an assessment of the economic impacts associated with the construction and operation of the Richmond Olympic Oval. The objective is to assess the economic impacts as a result of:

1. Pre-Games construction activities (2004-2009);
2. Tourism visitors during the 2010 Olympic and Paralympic Winter Games (2010);
3. Ongoing capital investments (2008-2016);
4. Annual Operations (benchmarked for 2015);
5. Annual Sport Hosting events at the Oval (benchmarked for 2016); and
6. Changes in property values and taxes related to the re-development of the Oval Area (2006 and 2016).

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The following results are for total impacts (direct, indirect, and induced) on the British Columbia economy.

Executive Summary

Pre-Games construction costs

Local economic activities from the construction of the Oval generated \$145 million in total GDP, over 1,600 FTEs, and \$34 million in taxes.

Tourism visitors during the 2010 Olympic and Paralympic Winter Games

Economic activities resulting from tourism generated from hosting the 2010 Olympic and Paralympic Winter Games at the Oval generated \$66 million in total GDP, over 1,100 FTEs, and \$32 million in taxes.

Ongoing capital investments

Economic activities as a result of ongoing capital investments at the Oval generated \$23 million in total GDP, over 280 FTEs, and \$5 million in taxes over the period 2008 to 2016.

Activity	GDP	Jobs	Taxes
Pre-Games (2004-2009)	\$145 M	Employment 1,609 FTE Wages \$109 M	\$34 M
2010 Winter Games (2010)	\$66 M	Employment 1,184 FTE Wages \$44 M	\$32 M
Ongoing Capital Investments (2008-2016)	\$23 M	Employment 283 FTE Wages \$19 M	\$5 M

Executive Summary

Illustrative Annual Operations

Economic activities as a result of annual operations at the Oval generate an estimated annual impact of \$13 million in total GDP, over 310 FTEs, and \$2 million in taxes based on 2015.

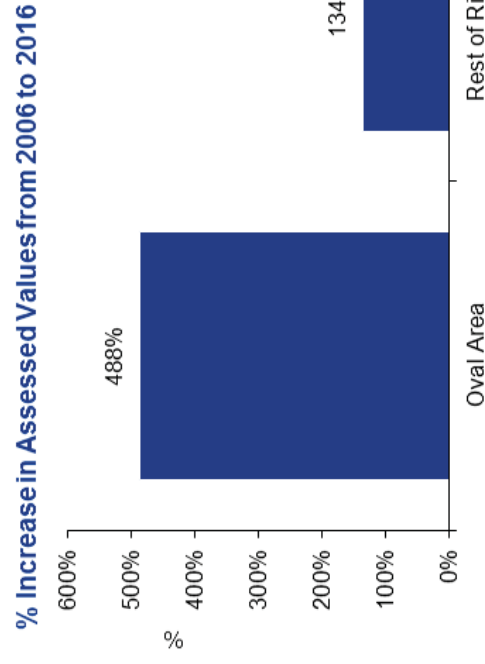
Illustrative Annual Sport Hosting events

Activities from annual Sport Hosting events held at the Oval generate an estimated annual impact of \$6 million in total GDP, close to 89 FTEs, and \$3 million in taxes based on 2016.

Activity	GDP	Jobs	Taxes
Operations (2015)	\$13 M	Employment 311 FTE Wages \$11 M	\$2 M
Sport Hosting Events (2016)	\$6 M	Employment 89 FTE Wages \$4 M	\$3 M

Change in property values and taxes related to re-development of the Oval Area

Assessed values in the Oval Area have increased significantly (488%) more than the rest of Richmond (134%). As a result, property taxes collected from the Oval Area also grew significantly more compared to the rest of Richmond.



Background

About the Richmond Olympic Oval

“The Richmond Oval was a world-class Olympic venue that is now a cutting-edge, multi-use facility for sports and recreation. The iconic venue made a great impression on all those who visited it and the millions more watching the Vancouver 2010 Olympic Winter Games around the world. Built with legacy in mind, the Richmond Oval has been greatly received by the local community and we have no doubt it will continue to spread the Olympic spirit for many years to come.”

Gilbert Felli
IOC Executive Director for the Olympic Games

Built for the Games. Designed for Legacy.

The Richmond Olympic Oval (the “Oval”) opened its doors to the public on December 12, 2008, offering fitness facilities on the mezzanine, 4 hardwood courts and the 400m oval ice. The Oval was then closed from December 1, 2009 to April 1, 2010 to host the long-track speed skating competitions for the 2010 Olympic and Paralympic Winter Games (the “Games” or “2010 Winter Games”), during which the Oval welcomed over 100,000 guests. Since the Games, the Oval has undergone its Legacy transformation, adding two hardwood courts, two ice rinks, two yoga studios, a track and field zone, climbing wall, café, high performance training room, athlete testing lab, sport medical facilities, pharmacy, and a doctor’s office. Today, the Oval is also home to the Richmond Olympic Experience – Canada’s only Olympic museum – and welcomes approximately 1 million visitors per year.

Since the completion of the 2010 Winter Games, the Oval has evolved into one of the most heavily used Olympic Legacy facilities in the world generating ongoing annual economic impacts through supporting:

- a) High performance programs – providing ongoing support for Canadian sport teams’ success in excelling from local to international arenas;
- b) National teams – directly supporting high-performance and high-profile athletes of four sports – Volleyball, Hockey, Speed Skating, and Table Tennis;
- c) Special events and tournaments;
- d) Community recreational and fitness use; and
- e) Tourism in Richmond as a special attraction.

About this Study

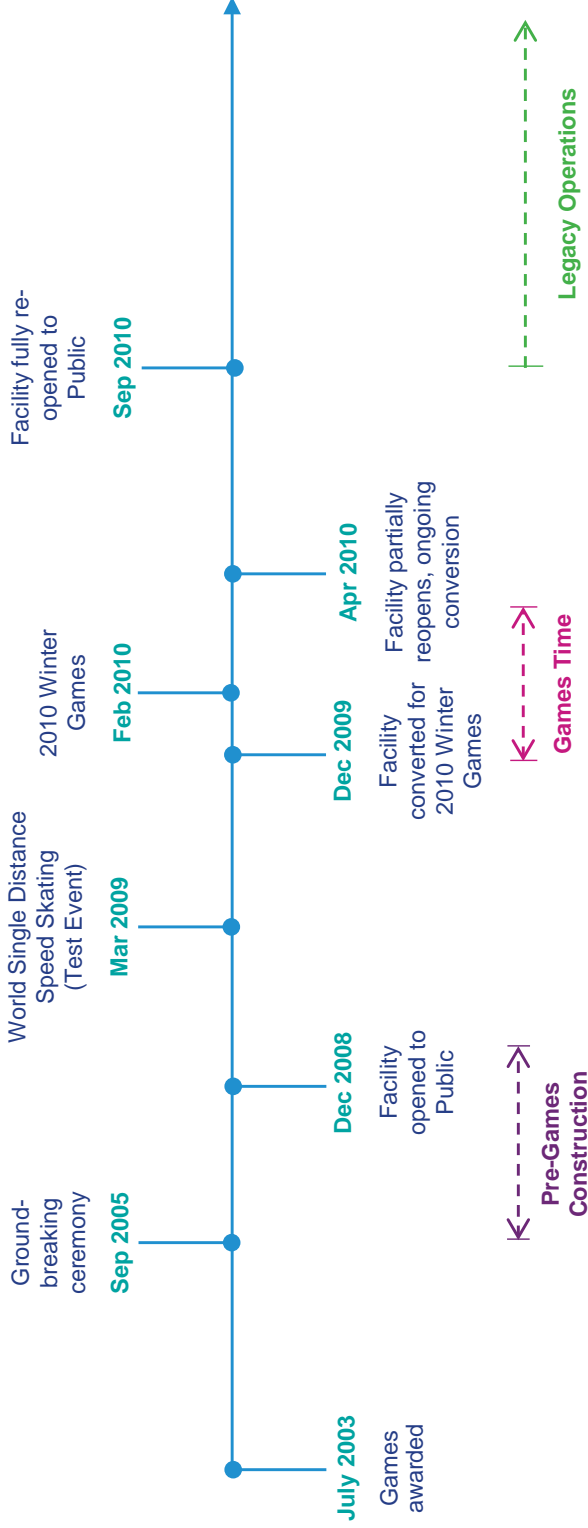
The City of Richmond (the “City”) commissioned this Study to understand the Oval’s benefits and accrued to British Columbia (“BC”) and the local region over three general time periods:

1. **Design and construction of the Oval** - In July 2003, the 2010 Olympic and Paralympic Winter Games bid was awarded to Vancouver, BC. The Vancouver Olympic Committee (“VANOC”) was established to manage planning and operations of the Games. In total, seven venues were constructed in anticipation of the Games, of which the City of Richmond was selected to host long track speed skating competitions at the Oval.
2. **Games-time operations** - As an official Venue City for the Games, the City of Richmond hosted the Games through 12 speed skating medal events at the Richmond Olympic Oval.
3. **Legacy operations** – Following the conclusion of the Games and conversion of the Oval to its current operating form, The Richmond Olympic Oval has continued to contribute economic impacts and benefits from four aspects:
 - Ongoing capital investments;
 - Annual operating expenditures;
 - Annual Sport Hosting events; and
 - Changes in assessment values and property taxes in the Oval’s surrounding area.

These activities, and their resulting economic impacts and benefits, are detailed in the balance of this report.

About this Study

The timeline below provides an overview of major milestones related to the construction, conversion, and operations of the Oval.



The economic impacts are assessed as the:

- Direct, indirect, and induced impacts on output, gross domestic product (“GDP”), employment wages, and full-time equivalent jobs (“FTEs”) and taxes across the province and the local region.
- Community economic benefits through property value appreciation and increase in taxes.

Methodology

Methodology

Measurement of the economic impacts of the Oval on the provincial and local economies involved the use of three streams of analysis:

- **Impacts of Oval construction and operations** – The BC Input-Output Model (“BCIOM”), administered by BC Stats, was used to assess the economic impacts of the construction and operations of the Oval. The BCIOM uses Input-Output multipliers to assess the incremental effects of activities (and associated costs) at the Oval on the economy in BC and Greater Vancouver. These multipliers reflect average interdependencies between industries and the Province’s economy, based on the type of activity under analysis;
- **Impacts of tourism activity associated with the Oval** – The Sport Tourism Economic Assessment Model (“STEAM”), maintained by the Canadian Sport Tourism Alliance, was used to assess the economic impacts associated with sport events hosted at the Oval (during the 2010 Winter Games and legacy operations of the Oval). STEAM assesses the incremental effects of visitors and tourism to the province and Greater Vancouver as a result of sport events held at the Oval. The assumptions of visitor origins and expenditure profiles of visitors are key inputs to the model and are based on information provided by Tourism Richmond and other sources.
- **Impacts on economic development in Richmond** – Property assessment values and municipal taxes generated from the portion of the city of Richmond defined as the Oval Area were used to illustrate the scope of broader economic development impacts associated with the Oval. As a result of the development, property assessment values have changed and municipal taxes collected have changed accordingly. The change in assessment values and taxes generated between 2006 and 2016 are used to illustrate the broader economic development impacts associated with the Oval.

Key assumptions in the analyses described above are contained in Appendix A of this document. The economic impacts are assessed at the province-wide level and where indicated, either at the Greater Vancouver or Richmond level.

Results of Input-Output Models

IO models measure economic impacts in terms of:

- Output
- GDP
- Employment Income
- Employment
- Tax Revenues

While economic output is included, it overstates true economic impact and is usually not used in presenting the results of an economic impact assessment.

Both BCIOM and STEAM are input-output models, which examine the effects of a business operation or project on the economy. They include assessment of the direct, indirect and induced impacts in terms of changes to economic output, gross domestic product, employment income, employment, and tax revenues.

Direct Economic Impact	Indirect Economic Impact	Induced Economic Impact
<p>Output – a measure of the total value of expenditure on goods and services</p> <p>GDP – a measure of the value added to the provincial economy from the construction and operation of the Oval and is the most commonly used measure of economic impact</p> <p>Employment Income - a measure of the wages, salaries, benefits and other income earned by workers at the Oval</p> <p>Employment – a measure of the number of employees and/or full-time equivalent employees employed by the Oval</p> <p>Tax Revenues – a measure of the taxes paid to federal, provincial and municipal governments from the construction and operation of the Oval</p>	<ul style="list-style-type: none"> Impacts to output, GDP, employment income, employment and tax revenues Associated with the suppliers to Oval purchasing goods and services, employing workers and paying taxes that would not occur but for the operation of the Oval 	<ul style="list-style-type: none"> Impacts to output, GDP, employment income, employment and tax revenues Associated with expenditures by employees of the Oval and suppliers purchasing goods and services at a household level

Note: Based on the data, econometric tools used and level of detail available for this Study, a minor overlap is understood to exist among the impacts calculated.

Pre-Games Impacts

Pre-Games Construction Impacts

512,000 sf
Facility Size

LEED Silver
Certification

6.5 acres
Size of roof made of
salvaged pine-beetle
damaged BC wood

This analysis covers the design and construction of the Oval during the pre-Games period from 2005 to 2009. Construction of the Oval created economic activity, jobs, and tax revenues as a result of the \$178 million initial capital expenditure, including the \$118 million contribution from the City. The specific economic impacts from this expenditure were assessed using the BCIOM model.

The economic impacts are illustrated below, presented in 2015 dollars:

	GDP	Jobs	Taxes
British Columbia	\$145 M	Employment 1,609 FTE Wages \$109 M	\$34 M
Greater Vancouver	\$117 M	Employment 1,307 FTE Wages \$89 M	N/A

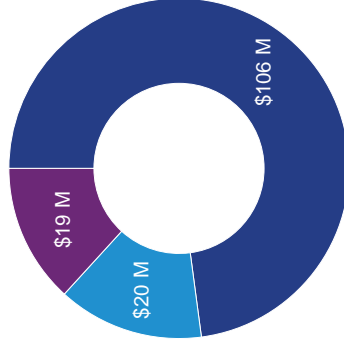
Further details of the specific economic impacts can be found in Appendix B of this Report.

\$ 145 million

Total GDP impact from construction

Total GDP Impact

■ Direct ■ Indirect ■ Induced



1,609 FTEs

Employment generated

\$ 34 million

Total tax revenues



Games Time Impacts

GP



Impacts of Sport Tourism - Games Time

In February 2010:

87.5%

Hotel Occupancy

95,000+

**Total Richmond Hotel
Room Nights**

120,000+

Total Hotel Guests

6.45 nights

**Average Length of
Stay**

Over 100,000 people visited the Oval during the Games. This generated additional economic activity, jobs, and tax revenues. The incremental impact of tourism expenditures over the 12 event days that spectators visited the Oval was estimated using the STEAM model.

	GDP	Jobs	Taxes
British Columbia	\$66 M	Employment 1,184 FTE Wages \$44 M	\$32 M
Richmond	\$41 M	Employment 976 FTE Wages \$31 M	\$24 M

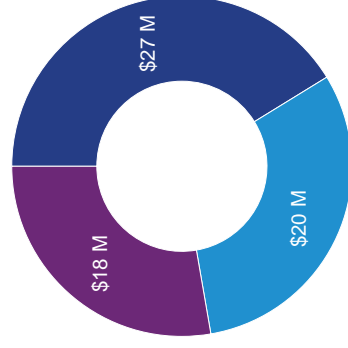
Additional economic impacts were generated in Richmond as a result of the O Zone, an official celebration site for the Games, and the 500,000+ visitors that it attracted. While the O Zone would not have existed without the Oval and the Games, these economic impacts are not included in this analysis as they are not directly attributed to the Oval and beyond the scope of this Study.

\$ 66 million

Total GDP impact from incremental tourism

Total GDP Impact

■ Direct ■ Indirect ■ Induced



1,184 FTEs

Employment generated

\$ 32 million

Total tax revenues

The background of the entire page is a photograph of a swimmer in a pool. The swimmer is a woman with blonde hair, wearing a blue and white swimsuit, and is captured in a dynamic pose as if she has just finished a stroke. She is surrounded by several other swimmers, though they are out of focus. The pool has a tiled edge and a blue wall in the background. The overall lighting is bright and natural.

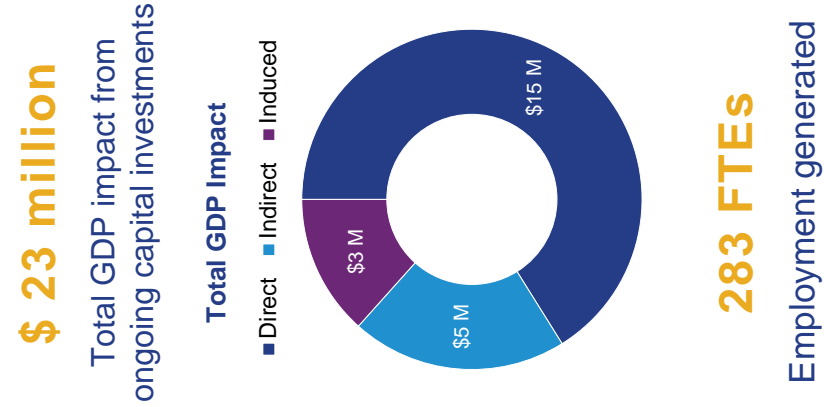
Legacy Operations Impacts

Impacts from Ongoing Capital Investments

The Oval has grown significantly since the 2010 Winter Games. Capital investments made since have brought online:

- Richmond Olympic Experience
- ROX Shop Retail Store
- Richmond Sports Wall of Fame
- O Café
- YYoga Studios
- Climbing Wall
- Beach Volleyball Courts

<p>At the outset of constructing the Oval, plans were in place to ensure the facility would be converted to its legacy configuration after the Games. The City and the Oval have invested in capital expansion and additions to the facility (starting in 2008) in order to accommodate post-Games conversion and community use, and new lines of business and attractions.</p> <p>The economic impacts from ongoing capital expenditures (\$37 million, 2008 - 2016) were assessed using the BCIOM model.</p> <p>The economic impacts are illustrated below, presented in 2015 dollars:</p>			
	GDP	Jobs	Taxes
British Columbia	\$23 M	Employment 283 FTE Wages \$19 M	\$5 M
Greater Vancouver	\$19 M	Employment 230 FTE Wages \$16 M	N/A



\$ 5 million

Total tax revenues

Impacts from Annual Operations

140+
Sport Activities
Offered to the Public

1,000,000
Approximate Annual
Visits

5,000
Long Term Members,
78% from Richmond

66
Oval Athletes Competed
in Olympic Games

50+
Major Sport, Cultural,
and Entertainment
Events per year

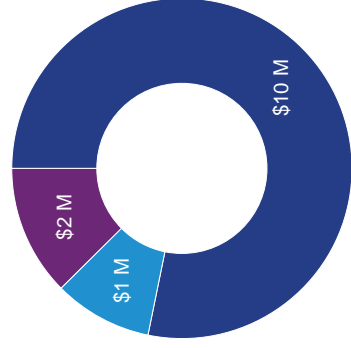
<p>2015 has been used as the benchmark year to assess the ongoing annual operation impacts of the Oval. Generating a province-wide impact of approximately \$13 million, including the costs associated with salaries, maintenance, purchased services and goods, utilities, and other expenditures. The economic impacts from these expenditures were assessed using the BCIOM model and are summarized for one fiscal year (2015):</p>			
	GDP	Jobs	Taxes
British Columbia	\$13 M	Employment 311 FTE Wages \$11 M	\$2 M
Greater Vancouver	\$11 M	Employment 294 FTE Wages \$10 M	\$1 M
<p>These impacts are representative of the legacy benefits that accrue from Oval operations on an annual basis.</p>			

\$ 13 million

Total GDP impact from 2015 operations

Total GDP Impact

■ Direct ■ Indirect ■ Induced



311 FTEs

Employment generated

\$ 2 million

Total tax revenues

Impacts from Annual Sport Hosting Events

In 2016, the Oval hosted:

32

Sport Hosting Events

19,000+

Spectators and Participants

The economic impacts are generated by participants, spectators and officials that come from outside the region and contribute to the local economy through expenditures on accommodation, meals, transportation, entertainment and shopping.

2016 has been used as the benchmark year to assess the ongoing annual impacts as a result of Sport Hosting events held at the Oval. The economic impact of tourism expenditures as a result of the 32 sport events held in 2016 were estimated using the STEAM model.

The economic impacts for Sport Hosting events over one fiscal year (2016) are summarized below:

	GDP	Jobs	Taxes
British Columbia	\$6 M	Employment 89 FTE Wages \$4 M	\$3 M
Richmond	\$4 M	Employment 73 FTE Wages \$3 M	\$2 M

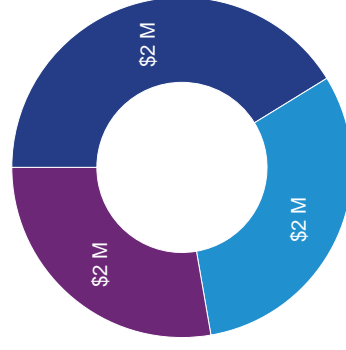
These impacts are representative of the legacy benefits that accrue on an annual basis from Sport Hosting events held at the Oval.

\$ 6 million

Total GDP impact from incremental tourism in 2016

Total GDP Impact

■ Direct ■ Indirect ■ Induced



89 FTEs

Employment generated

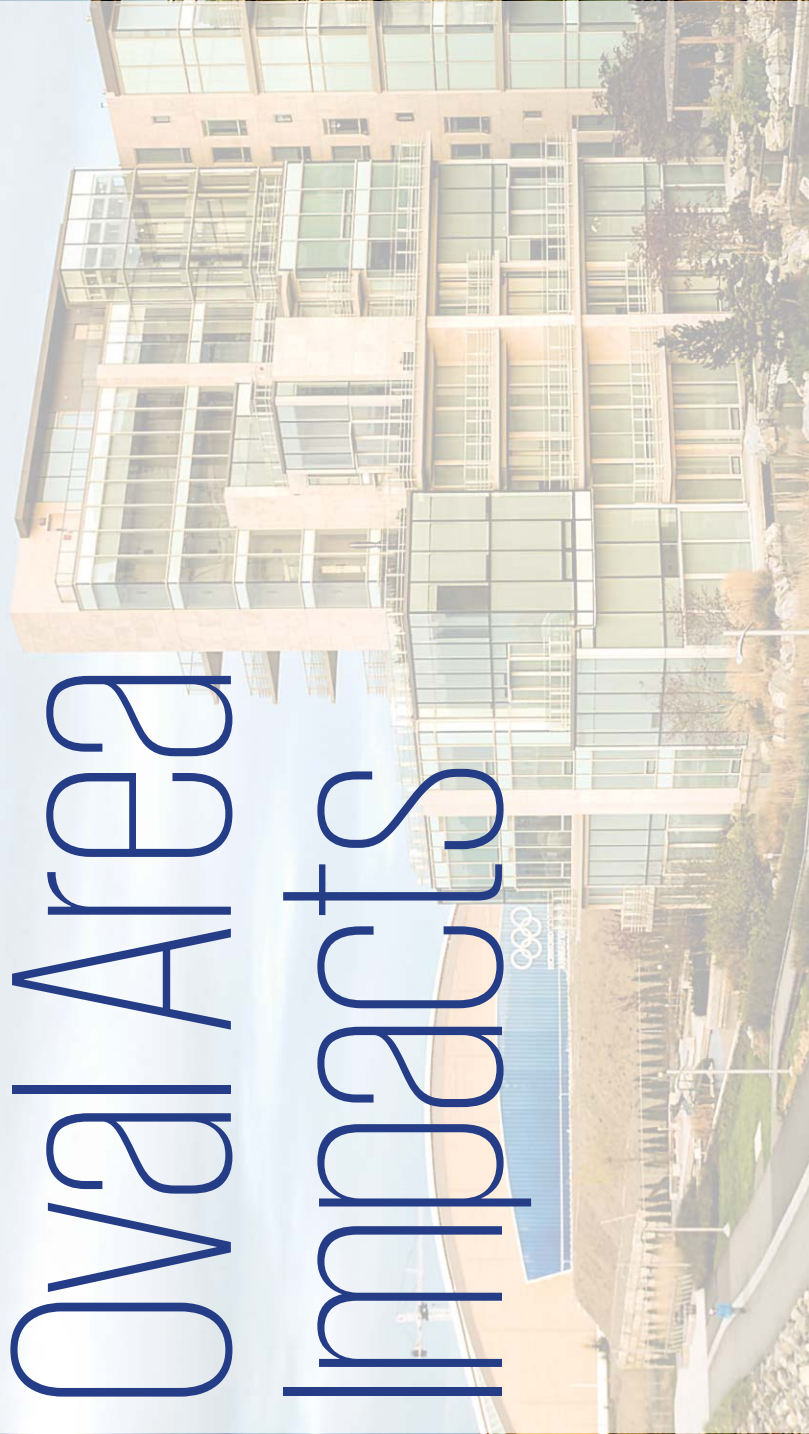
\$ 3 million

Total tax revenues



Oval Area Impacts

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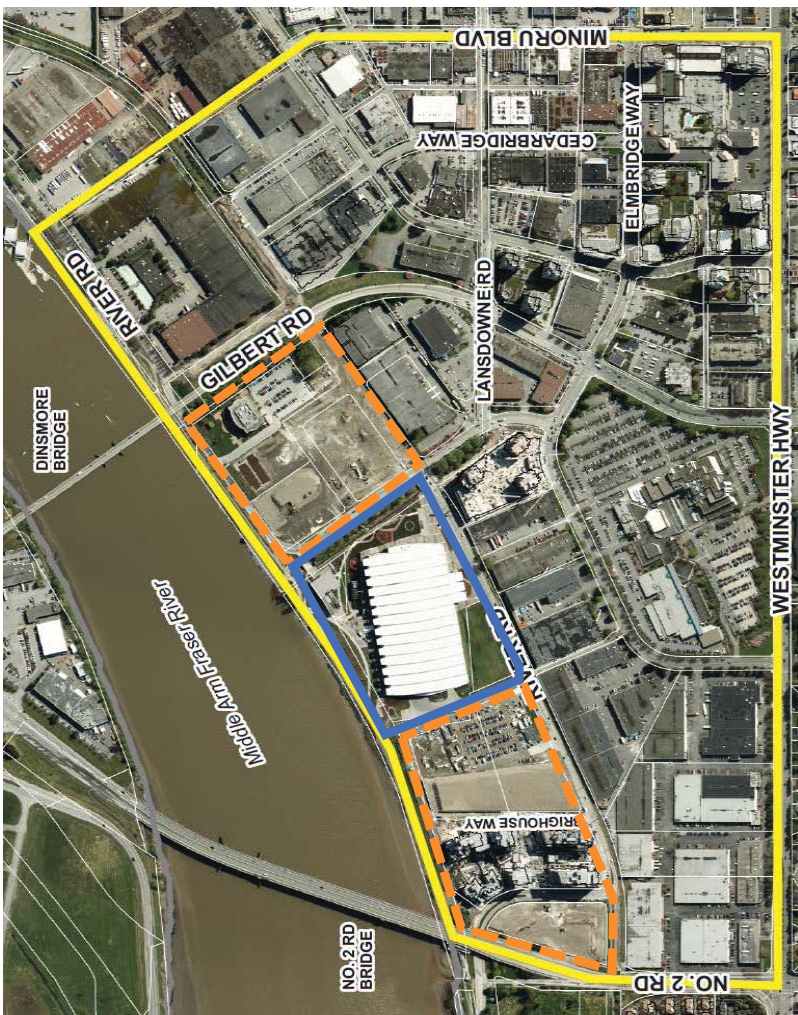
Oval Area

The Oval Area, as shown within the yellow boundary on the adjacent map, has seen significant changes since the start of the Oval's construction in 2005. Additional economic activities and substantial benefits have accrued to Richmond from the significant development in this area as a result of the Oval and the adoption and implementation of the City Centre Area Plan.

The Oval was secured through a land sale agreement with a private developer to develop the 18.6 acres adjacent to it (orange boundary on the map). Proceeds from the land sale resulted in contributions of approximately \$40 million towards Oval construction costs, and \$100 million towards the creation of a community endowment fund.

Since, mixed-use development in the area has flourished to include the multi-phase River Green Development, and a number of projects in the area further to the South and East of the Oval. This has resulted in the creation of a complete waterfront community on the banks of the Fraser River, as envisioned by the City Centre Area Plan

This Study compares the economic impacts of Oval Area development (yellow boundary on the map) to the economic impacts of Richmond-wide developments, as measured by changes in property assessments and taxes collected, across all property tax classes.



Definition of areas for this Study:

- Oval Area
- Oval
- - - River Green Development

Source: City of Richmond

Oval Area Impacts

488%

**Increase in Assessed
Values in Oval Area**

\$ 4.5+ Billion

**Assessed Value of
Properties in Oval Area
in 2016**

149%

**Increase in Property Tax
Revenues since 2006 in
the Oval Area**

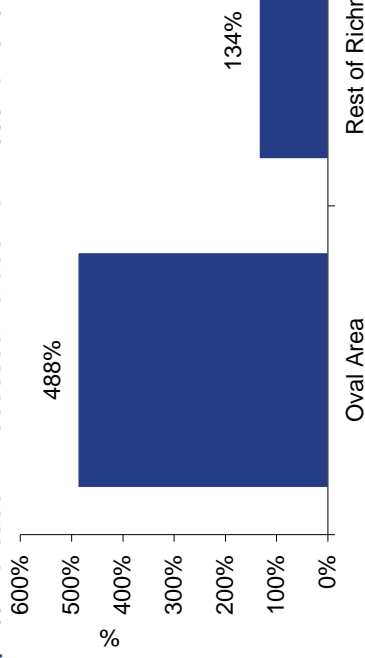
**\$ 19.3+ Million
Property Tax
Revenues for 2016**

Assessed property values and tax revenues across all property tax classes collected from the Oval Area were examined for 2006 and 2016 to determine relative changes compared to the city of Richmond as a whole.

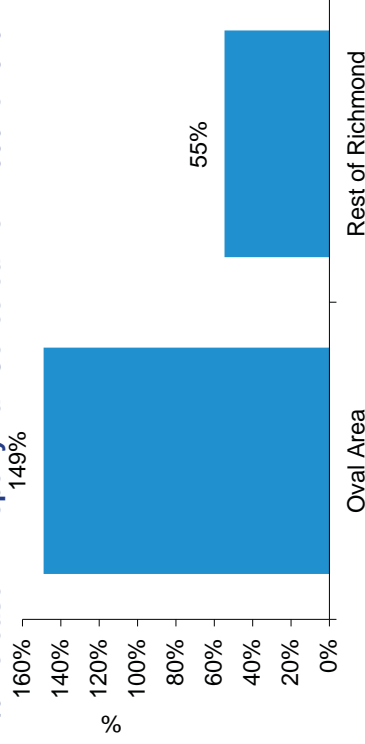
The assessed values in the Oval Area, as defined earlier, have increased significantly more than the rest of Richmond over that time period.

As a result of the increase in assessed values, property taxes collected from the Oval Area also grew significantly compared to the rest of Richmond.

% Increase in Assessed Values from 2006 to 2016



% Increase in Property Tax Collected from 2006 to 2016*



*Property taxes collected include portions from municipal and external agencies (school district, transportation systems, and others). Municipal rates have increased at an annual rate of growth plus CPI, while external agencies have increased at higher rates over the same period.

Appendix A



Detailed Methodology and Sources of Data

Assessment	Tools	Key Sources of Data
Pre-Games Construction Impacts	BC Input-Output Model	<ul style="list-style-type: none"> Capital costs from City of Richmond
Tourism visitors during the 2010 Olympic and Paralympic Winter Games	Sport Tourism Economic Assessment Model	<ul style="list-style-type: none"> Information from Richmond Oval Communications and publicly available information; Richmond Commercial Accommodation Survey by Tourism Richmond
Ongoing Capital Investment	BC Input-Output Model	<ul style="list-style-type: none"> Capital investment and its breakdown from City of Richmond Finance and Richmond Oval Finance
Operations-related Impact	BC Input-Output Model	<ul style="list-style-type: none"> Most recent audited Income Statement from 2015 Annual Report
Sport Hosting Impact	Sport Tourism Economic Assessment Model	<ul style="list-style-type: none"> Information from Richmond Sport Hosting and data from a sample of host organizations
Change in assessed value and property taxes between 2006 and 2016	N/A	<ul style="list-style-type: none"> City of Richmond

KPMG has accepted the information as provided and has not audited or otherwise reviewed the quality or accuracy of the data. KPMG takes no responsibility for the quality or accuracy of this data.

KPMG has prepared this report based on information provided by the various sources as indicated. As such, KPMG's analyses are caveated on the quality and accuracy of such inputs and results should only be interpreted within the context of this Study.

Detailed Methodology

In developing this Study, two primary econometric tools, developed by two sources, are used:

- **Province of British Columbia** – BC Input-Output Model (“BCIOM”) selects Input-Output multipliers to assess the incremental effects of activities at the Oval, on the economy in British Columbia and Greater Vancouver. These multipliers reflect an average interdependence between industry and the Province’s economy, based on the type of activity under analysis;
- **Sport Alliance Canada** – Sport Tourism Economic Assessment Model (“STEAM”) calculates the incremental effects of visitors and tourism to British Columbia and Richmond, as a result of Sport Hosting events held at the Oval. The assumptions of visitor demographics are confirmed with the Oval, and expenditure profiles of such visitors are generated by the STEAM model.

The impacts measured by BCIOM and STEAM are defined as below:

- The **direct impact** measures the impact on BC industries supplying goods and services directly used by the project. Direct impacts for a typical construction project would include impacts in industries supplying goods and services such as cement, lumber, or engineering. Direct impacts from tourism visitors would include impacts on businesses that initially receive the operating revenue or tourist expenditures during the event, this includes hotels, restaurants, retail stores, transportation carriers, and attraction facilities.
- The **indirect (supplier industry) impact** measures the impact on BC industries that are further back in the supply chain. The indirect impact is cumulative, and includes transactions going all the way back to the beginning of the supply chain. Indirect impacts for a typical construction project would include impacts in industries supplying a wide range of goods and services, such as janitorial services, accounting, transportation, logging and mining. Indirect impacts from tourism visitors would include impacts from all immediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase. For example, the supply and production of bed sheets to a hotel.
- The **induced impact** measures the effect that spending by workers (those employed by the project, or by direct and indirect supplier industries) has on the economy. Induced impacts for a typical construction project would include impacts in industries that sell goods and services to consumers (e.g., retailers, food services, accommodation and so on). Induced impacts from tourism visitors would include impacts from directly or indirectly from the initial expenditure. For example, impacts generated by hotel employees on typical consumer items.

Key Assumptions

Key assumptions were developed in order to generate impact results through each econometrics tool:

1. BC Input-Output Model:
 - a) When assessing pre-Games construction impacts, assumptions were developed on the split on hard costs and soft costs identified from the capital cost breakdown provided by the City.
 - b) When assessing ongoing capital investment, construction cost expenditures were assumed as repair construction, to reflect the fact that modifications to an existing structure involve different activities than completely new construction.
 - c) When assessing operations-related impacts, assumptions were derived from line items of Oval financial statements in the 2015 annual report.
2. The Sport Tourism Economic Assessment Model calculates approximate value of economic impact from sport events on the basis of number of out of town, overnight participants and spectators, origin, and average length of overnight stays:
 - a) When assessing tourism impacts from the 2010 Winter Games, tourism impacts from spectators were generated using publicly available information and information provided by the Oval. It was also assumed that the origin of spectators and average length of overnight stays are identical to those provided by the Richmond Commercial Accommodation Survey for February 2010, collected by Tourism Richmond.
 - b) When assessing impacts from Sport Hosting events, visitor profile assumptions were developed based on a sample of event data collected from the respective host organizations. Events held at the Oval attracted various levels of attendance due to the diverse nature of the events. Estimates of expenditures of sport event visitors were based on Tourism Richmond data on typical daily expenditures.

The breakdown of the visitor profiles are presented on the following pages.

Key Assumptions - 2010 Winter Games

Spectators	Assumption
Number of unique out-of-town spectators	73,440
% of overnight spectators from Canada	53.30%
% of Canadian spectators travelling from out of town up to 320km, regardless of province of origin	7.13%
% of Canadian spectators travelling from more than 320km and the same province as the event	7.13%
% of Canadian spectators travelling from more than 320km and a different province as the event	85.74%
% of overnight spectators from U.S.	24.20%
% of overnight spectators from Overseas	22.50%
Average overnight length of stay	6.45

**Based on Richmond Commercial Accommodation Survey for February 2010 provided by Tourism Richmond.*

Key Assumptions - 2016 Sport Events - Participants

Participants	Regional Event	Provincial Event	National Event	International Event
Number of unique out-of-town participants	300	1,479	3,401	1,639
% of overnight participants from Canada	100%	98%	90%	6%
% of Canadian participants travelling from out of town up to 320km, regardless of province of origin	100%	50%	5%	0%
% of Canadian participants travelling from more than 320km and the same province as the event	0%	50%	15%	15%
% of Canadian participants travelling from more than 320km and a different province as the event	0%	0%	80%	85%
% of overnight participants from U.S.	0%	2%	10%	5%
% of overnight participants from Overseas	0%	0%	0%	89%
Average overnight length of stay	1.3	2.1	3.6	2.4

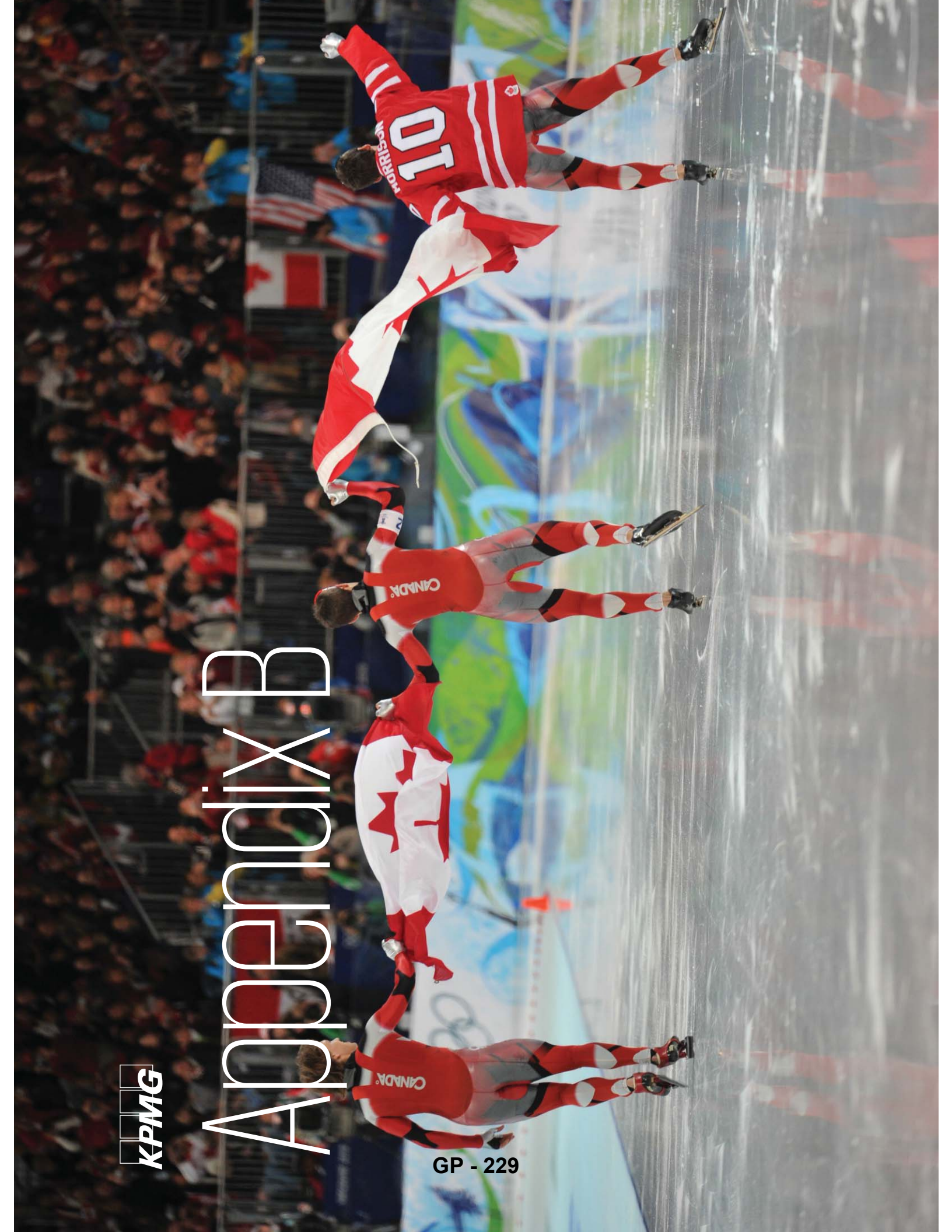
**Based on Sport Hosting events and sample event data provided by respective host organizations.*

Key Assumptions - 2016 Sport Events - Spectators

Spectators	Regional Event	Provincial Event	National Event	International Event
Number of unique out-of-town spectators	0	1,109	4,065	1,188
% of overnight spectators from Canada	100%	98%	90%	6%
% of Canadian spectators travelling from out of town up to 320km, regardless of province of origin	100%	50%	5%	0%
% of Canadian spectators travelling from more than 320km and the same province as the event	0%	50%	15%	15%
% of Canadian spectators travelling from more than 320km and a different province as the event	0%	0%	80%	85%
% of overnight spectators from U.S.	0%	2%	10%	5%
% of overnight spectators from Overseas	0%	0%	0%	89%
Average overnight length of stay	1.1	1.4	2.6	1.5

**Based on Sport Hosting events and sample event data provided by respective host organizations.*

Appendix B



BC Input-Output Model Report

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BC Input-Output Model Report: Economic Impact of Richmond Oval Construction, Conversions and Operating Costs

PREPARED FOR KPMG CONSULTING
BY BC STATS – APRIL 2017



BC STATS  GP-231

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April 7, 2017

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Background

This report summarizes the results of an input-output analysis of the economic impact of the construction, operation and recent capital improvements at the Richmond Oval.

The British Columbia Input-Output Model (BCIOM) was used to generate the estimates. The following section provides an overview of input-output analysis and explains some of the key concepts used in the BCIOM. A more detailed explanation of input-output modelling in general and the BCIOM in particular, including the assumptions underlying input-output analysis, is included in the Appendix.

About the BCIOM

The BCIOM can be used to determine the extent to which expenditures made by industries, consumers, or businesses (i.e., project-specific expenditures) affect overall economic activity in the province. This is done by tracing through the steps involved in producing goods and services that are purchased in the province. Data on the production, consumption and origin of goods and services comes from input-output (also called supply-use) tables for British Columbia which have been compiled by Statistics Canada.

Whether the input data represents consumer or producer spending, the results are reported in terms of the impact on British Columbia industries.

Three Types of Impacts

Three different types of impacts are calculated in an input-output analysis:

- The **direct impact** measures the impact on B.C. industries supplying goods and services directly used by the project. For example, direct impacts for a typical construction project would include impacts in industries supplying goods and services such as cement, lumber, or engineering.
- The **indirect (supplier industry) impact** measures the impact on B.C. industries that are further back in the supply chain. The indirect impact is cumulative, and includes transactions going all the way back to the beginning of the supply chain. Indirect impacts for a typical construction project would include impacts in industries supplying a wide range of goods and services, such as janitorial services, accounting, transportation, logging and mining.
- The **induced impact** measures the effect that spending by workers (those employed by the project, or by direct and indirect supplier industries) has on the economy. Induced impacts for a typical construction project would include impacts in industries

that sell goods and services to consumers (e.g., retailers, food services, accommodation and so on).

Key Measures of Economic Impacts

Output, gross domestic product, household income, employment and tax revenues are the key measures used to assess the economic impacts associated with a project. In order to properly interpret the results of a BCIOM analysis, some background information about what these measures represent and how they are calculated may be helpful. A brief explanation of terms and concepts follows.

Output

Output measures the total value of industry production in British Columbia that is associated with a project.

In an ***industry-based analysis***, output is equal to the value of goods and services produced by the B.C. industry or industries that are affected by a specific project.

In an ***expenditure-based analysis***, output is equal to total spending on goods and services produced in British Columbia.

Gross Domestic Product (GDP)

GDP is a measure of the value added (the unduplicated total value of goods and services) to the British Columbia economy by current productive activities attributable to the project. It includes household income (wages, salaries and benefits, as well as income earned by proprietors of unincorporated businesses) as well as profits and other income earned by corporations. Only activities that occur within the province are included in GDP.

Output or GDP: which measure should be used to evaluate economic impacts associated with a project?

Output and GDP are both valid economic measures. However, there are some important differences between them that should be kept in mind when analyzing or reporting on the results of an input-output analysis.

If one is only looking at direct effects, output is a meaningful measure since it shows the total dollar value of production associated with a particular project or industry. However, output data should not normally be used to describe the total impact of a project, since the value of goods or services used in production is counted each time a product changes hands.

For example, the selling price of newly-constructed housing includes the following imbedded costs:

- the cost of the land on which it is built;
- the cost of inputs (lumber, shingles, cement, carpets, paint, hardware, plumbing fixtures, architectural services and so on) purchased and used by the builder; and
- the value of the work done by the construction company that built the house.

The direct output of the construction industry would be the value of the finished house (the cost of the inputs used to build the house, plus the value of the work done by the construction company).

The indirect output impact would include:

- the value of the architectural services as an indirect impact on the engineering and architectural services industry;
- the value of the lumber as an indirect output impact on the wood industry;
- the value of the logs used by the sawmill as an indirect output impact on the logging industry; and
- similar impacts associated with other materials and services used in constructed

In this example, the value of the logs used to produce the building materials is counted at least three times: once in the direct output impact and twice in the indirect output impacts on the sawmill and logging industries. The value of goods or services used in production is counted in indirect output impacts every time a product changes hands.

GDP is calculated by subtracting the cost of purchased goods, services and energy from the total value of an industry's output. As a result, the value of the work done by a producing industry is only counted once.

In the construction example:

- the direct GDP impact would only include the value of the work done by the construction firm;
- the indirect GDP impact on the sawmill industry would only include the value of the work done to transform the logs into lumber; and
- the indirect GDP impact on the logging industry would be a measure of the value of the work done by the loggers.

Output measures correspond to total spending or production, but may overstate the economic impact of a project because the value of a good or service used in production is counted each time a product changes hands.

Relationship between GDP and Output

The relationship between GDP and output is a useful analytical measure since it shows the extent to which industries rely on labour and capital as opposed to material and service inputs in production. The analysis of economic impacts relies on this relationship, since output is more easily and directly measured than GDP. In fact, the starting point for most input-output analyses is a measure of the direct output associated with a project. From this, known relationships between output and other indicators such as GDP and employment can be used to estimate the economic impact associated with a specific project.

Household income

Household income includes wages, salaries and benefits (e.g., employer contributions to Employment Insurance (EI) and Canada Pension Plan (CPP)), as well as an estimate of mixed income received by self-employed workers or unincorporated businesses.

Employment

Two different employment estimates are presented in the report tables: employment (jobs) and full-time equivalent (FTE) measures.

The **employment** estimates reflect the wages paid and annual hours spent on the job by a typical worker in each industry. In an industry where most employees work full time, the numbers will be very similar to FTE counts. In an industry where part-time work is more common, the job counts will be quite different from FTEs.

The **full-time equivalent estimates** are calculated based on the assumption that a full-time employee works 35 hours a week, for 50 weeks of the year (a total of 1,750 hours a year). This assumption can be modified when the model is run. In an industry where workers typically spend more than 1,750 hours on the job annually, the FTE estimate will exceed the employment estimate. In an industry where workers typically spend less than 1,750 hours on the job, the FTE estimate will be less than the employment estimate.

Tax revenues

Government tax revenue estimates generated by the model include federal, provincial and local income and commodity taxes. The revenue estimates are calculated based on tax rates in effect in 2015.

In other words, there is no double counting in GDP measures. Indirect output impacts provide useful information about the total amount of money that has changed hands as goods and services are transformed into final products.

However, GDP is a better measure of the total economic impact since the value of the work done by each industry is attributed only to the producing industry, and is counted only once.

Provincial and federal tax revenues include federal and provincial personal and corporation income taxes. Also included are PST, GST and other **commodity** taxes. These include taxes on products (e.g., gas taxes, environmental taxes, liquor and lottery taxes and profits, air transportation taxes, duties and excise taxes) and taxes on factors of production (e.g., licences, permits, fees and property taxes).

Municipal tax revenues include taxes on products (primarily accommodation taxes) and taxes on production (business taxes, developer's fees, licences, permits, fees and property taxes).

Regional Impacts

The BCIOM is a provincial model, based on the structure of the British Columbia economy in 2011. Impact estimates are calculated at the provincial level.

Regional impact estimates reported in the model outputs are derived from the provincial impacts using information about the regional composition of the province's labour force in each industry. This information comes from two sources: the National Household Survey (NHS) and the Labour Force Survey (LFS). The NHS data are available for detailed geographies (development region, regional district, census subdivision, etc.) and industries. They show the composition and industrial structure of the province's work force in 2010. Information from the LFS is not as detailed (at either the industry or geography level), but is more timely than the NHS information (the current version of the model uses LFS data for 2014).

When calculating regional impacts, the NHS data for the selected region is extrapolated based on trends in the LFS data for the more aggregated region or industry. NHS-based estimates are then used to calculate the share of total British Columbia employment, by detailed industry, in the selected region. These shares are then applied to the detailed industry impacts generated by the model to estimate the percentage of total activity in each affected industry that could potentially be allocated to the study region. The regional shares are applied to the detailed industry impact estimates.

Information on the regional labour force and employment is used to determine whether the local area could potentially supply the number of workers needed by each industry affected by the project. For some industries (e.g., resource industries, construction, accommodation and food services), it is assumed that the pool of potentially available workers is not restricted to those who were previously employed in these industries. For other industries, the region's share of total employment is based on the existing pool of workers in the affected industry.

It is assumed that for each industry, the ratio of output to employment is consistent across regions. This assumption would not be reasonable if the ratios were applied to aggregate industries (e.g., manufacturing) because the output to employment ratio varies considerably within manufacturing industries. However, the regional ratios are calculated at the most detailed level possible (e.g., sawmills and wood preservation) for each industry, so inter-regional differences due to economic structure are less likely to be an issue.

Input Data

The results presented in this report are derived from information provided to BC Stats by KPMG Consulting. The data inputs used included details of the costs incurred when the facility was originally constructed prior to the 2010 Olympics, as well as information on subsequent capital improvements (conversion costs) to the facility, and data on annual operating expenditures.

The original construction of the facility, and subsequent conversion costs occurred over a number of years. In order to ensure that the results would be comparable, and consistent, the construction and conversion costs provided by the client were restated in 2015 dollars. This was done using implicit price indices (IPIs) for non-residential building construction and machinery and equipment, taken from System of National Accounts data for British Columbia. Each broad expenditure category was identified as either spending on non-residential building construction, or spending on machinery and equipment, and the appropriate IPI for each year (rebased to 2015) was used to convert the expenditures to 2015 dollars. Because the numbers are restated in 2015 dollars, the expenditure amounts used to shock the model are higher than the dollar amounts spent at the time the construction occurred. They are estimates of what it would have cost to build, or make improvements to, the facility using the same inputs in 2015.

The data provided by the client included detailed budget information for each of the main components of the construction project. This information was used to code the expenditures to the categories used in the BCIOM. Construction costing is usually categorized based on the various stages of the project (e.g., site preparation, excavation, underground services, structural and mechanical components, and so on). Each cost component includes labour, materials and purchased services. These are treated as separate costs in the BCIOM. Information from the BCIOM, together with the details included in the budget materials provided to BC Stats, was used to allocate the expenditures to the BCIOM categories used to shock the model. This involved estimating the labour, operating surplus, materials and service components included in each phase of the project using model information.

The results of this analysis are summarized in the following sections.

Summary of Results, Richmond Oval Construction

Project Expenditures (Restated in 2015 dollars)

The cost of constructing the Richmond Oval, restated in 2015 dollars, was \$197.1 million. The model analysis summarized below describes the economic impact that would be generated if these expenditures had been made in 2015. The model is based on the existing tax regime, so income tax and other revenues calculated by the model reflect current tax rates.

Of the \$197.1 million used to purchase goods and services for the project, it is estimated that \$23.7 million was spent on goods or services imported from other countries while \$18.0 million was used to purchase goods or services imported from the rest of Canada. The value of goods withdrawn from inventories held by producers is estimated at \$2.5 million.

TABLE 1: ALLOCATION OF PROJECT EXPENDITURES

Allocation of Project Expenditures Construction				
Total construction expenditures (\$M)	197.1			
<i>minus leakages:</i>				
<i>imports from other countries</i>	23.7			
<i>imports from other provinces</i>	18.0			
<i>other leakages (e.g. withdrawals from inventory)</i>	2.5			
<i>Equals:</i>				
Purchases of goods & services (including labour and profits) produced in BC (\$M)	152.8			
<i>Of which:</i>				
<i>Wages, benefits, mixed income and operating surplus (\$M)</i>	59.6			
<i>Taxes on products net of subsidies (\$M)</i>	5.2			
<i>Taxes on factors of production net of subsidies (\$M)</i>	1.8			
Direct BC supply (\$M)	86.3			
<i>(the change in BC supplier industry output associated with construction)</i>				
Project employment, construction (#)	653			
Household income, construction (\$M)	49.1			
Tax revenue derived from direct project expenditures Construction				
	Federal	Provincial	Local	Total
Total, all sources	7.8	8.8	1.1	17.7
Taxes on products (\$M)*	0.0	5.2	0.0	5.2
Taxes on factors of production (\$M)	0.0	0.7	1.1	1.8
Personal income taxes (\$M)	7.0	2.5		9.5
Corporate income taxes (\$M)	0.8	0.4		1.2
<i>(income taxes paid on worker's wages and returns to capital reported in project expenditure)</i>				

*Small differences between this figure and the value for taxes on products net of subsidies reported in the allocation of project expenditure are due to rounding and/or the inclusion of net taxes paid on some goods purchased by subcontractors which are not reflected in the indirect & induced impacts given below.

Purchases of goods and services produced in British Columbia (including profits and wages paid to workers) are estimated at \$152.8 million. This amount includes \$59.6 million in wages, benefits, and operating surplus and an estimated \$7.0 million in taxes net of subsidies on products and factors of production. Personal income tax revenues associated with direct expenditures are estimated at \$9.5 million.

The direct BC supply (the change in BC industry output associated with construction of the Richmond Oval is estimated at \$86.3 million. This is the amount that was used to shock the model.

Summary of Results

For an \$86.3 million change in B.C. industry output (primarily manufacturing and professional, scientific and technical services used by the construction project), it is estimated that another \$46.8 million of output would be generated in industries further back in the supply chain, with an additional \$30.8 million of output associated with spending by workers.

In addition to the project's direct GDP of \$61.3 million¹, another \$44.5 million in GDP is attributable to the activities of direct suppliers, with \$20.2 million coming from industries further back in the supply chain. The GDP impact associated with spending by workers is estimated at \$19.2 million.

The \$197.1 million of construction expenditures would provide 653 jobs for people working directly on the project, with another 484 jobs in supplier industries such as manufacturing and engineering services. The activities of industries further back in the supply chain would support an additional 213 jobs, with 189 jobs associated with spending by workers.

Tax revenue impacts are estimated at \$34.5 million. This amount includes \$17.7 million directly generated by the construction activities, with another \$13.4 million associated with supplier industries and \$3.4 million resulting from spending by workers. It should be noted that the allocation of tax revenue estimates by level of government is based on provincial averages for the model year.

Table 2 summarizes the results of the BCIOM analysis.

¹ Note that this amount includes \$1.8 million in taxes net of subsidies on factors of production.

TABLE 2: SUMMARY OF RESULTS

Richmond Oval Construction Costs (Restated in 2015 dollars)
Construction

Total impact, including Construction, supplier industry & induced effects					
	Direct	Other suppliers	Total Indirect*	Induced**	Total impact
Total project expenditures, Construction (\$M)	197.1				
Supplier industry & induced impacts (\$M)	86.3	46.8	133.1	30.8	163.9
GDP at basic prices (\$M)					145.2
Construction***	61.3				61.3
Supplier industry & induced impacts	44.5	20.2	64.7	19.2	83.9
Employment (#)****					1,538
Construction (Model estimate)	653				653
Supplier industry & induced impacts	483	213	697	189	885
Employment (FTES)					1,609
Construction (Model estimate)	728				728
Supplier industry & induced impacts	494	214	707	173	881
Household income (\$M)					108.8
Construction	49.1				49.1
Supplier industry & induced impacts	33.1	12.8	45.9	13.9	59.7
Average annual household income (\$ per employee)					
Construction	75,233				
Supplier industry & induced impacts *****	68,405	59,980	65,830	46,617	67,450
Tax revenue (\$M)					34.5
Construction	17.7				17.7
Supplier industry & induced impacts	8.9	4.4	13.4	3.4	16.8

* The total indirect impact is the sum of the effect on direct suppliers and other supplier industries

** Assumes a social safety net is in place. Includes effects generated by project spending and activities of supplier industries

*** Project expenditure data provided by clients may not include all components of GDP (e.g., operating surplus)

**** Employment estimates are based on average annual wages in 2013. Includes total employment over the life of the project

***** Average household income (induced impact) is based on income excluding imputed rent estimate

Table 3 shows, in more detail, the indirect and induced impacts associated with the direct BC supply.

TABLE 3: INDIRECT AND INDUCED IMPACTS

Indirect & Induced Impacts resulting from Construction expenditures					
	Direct suppliers	Other suppliers	Total indirect impact (all suppliers)	Induced Impact**	Total indirect & induced impacts
Output (\$M)	86	47	133	31	164
GDP at basic prices* (\$M)	45	20	65	19	84
Employment (#)*	483	213	697	189	885
FTEs (#)	494	214	707	173	881
Household income (\$M)	33	13	46	14	60
Total tax revenue (\$M)	8.9	4.4	13.4	3.4	16.8
Federal (\$M)	5.5	2.4	7.8	1.6	9.5
<i>Personal income tax</i>	4.6	1.8	6.4	1.3	7.7
<i>Corporation income tax</i>	0.7	0.5	1.2	0.3	1.5
<i>Net taxes on products</i>	0.1	0.1	0.2	0.1	0.2
Provincial (\$M)	3.0	1.7	4.8	1.1	5.9
<i>Personal income tax</i>	1.7	0.6	2.3	0.5	2.8
<i>Corporation income tax</i>	0.4	0.3	0.7	0.2	0.9
<i>Net taxes on products</i>	1.0	0.8	1.8	0.5	2.3
Local (\$M)	0.4	0.4	0.8	0.7	1.4

* Includes wages, benefits, mixed income, operating surplus and net taxes on factors of production

** Assumes a social safety net is in place. Includes effects generated by project spending and activities of supplier industries

Regional Impacts

The regional impacts associated with the construction project are most significant in the Greater Vancouver area. In addition to those directly employed on the construction site, it is estimated that 345 of the direct supplier industry jobs, and 124 of the jobs in industries further back in the supply chain, would be in the local area, for a total supplier industry employment impact of 469. Another 228 jobs (138 in direct suppliers and 89 in indirect supplier industries) would be supported in other parts of the province.

It should be noted that the regional impact estimates are calculated based on the assumption that local suppliers will provide at least 40% of the goods and services that could potentially be purchased in the local area, provided that these suppliers have the capacity to do so.

TABLE 4: REGIONAL IMPACTS

**Regional Impact Estimates based on Supplier Industry Output,
Census Employment Data, and Labour Force Statistics
(experimental data)**

Estimated Impact, Supplier Industries in Greater Vancouver					
	Direct suppliers	Other suppliers	Total indirect impact (all suppliers)	Induced	Total indirect & induced
Total output (\$M)	65.4	25.1	90.5	18.2	108.7
Total GDP (\$M)	33.6	11.0	44.5	11.4	55.9
Total household income (\$M)	24.2	7.3	31.4	8.2	39.6
Total employment	345	124	469	110	579

Estimated Impact in Rest of BC					
	Direct suppliers	Other suppliers	Total indirect impact (all suppliers)	Induced	Total indirect & induced
Total output (\$M)	20.9	21.7	42.6	12.6	55.2
Total GDP (\$M)	11.0	9.2	20.2	7.8	28.0
Total household income (\$M)	8.9	5.5	14.4	5.7	20.1
Total employment	138	89	228	79	307

Summary of Results, Richmond Oval Conversion Costs

In contrast to the analysis of the Richmond Oval construction project (where construction costs were itemized and treated as direct project expenditures) for the conversion projects it was assumed that all of the construction activity would be subcontracted. The construction cost expenditures were treated as repair construction, to reflect the fact that modifications to an existing structure involve different activities than completely new construction. For example, modifications normally do not involve activities such as excavation. They tend to be somewhat more labour intensive than new building construction.

Project Expenditures (Restated in 2015 dollars)

TABLE 5: ALLOCATION OF PROJECT EXPENDITURES

Allocation of Project Expenditures	
Conversion Costs	
Total conversion costs expenditures (\$M)	40.0
minus leakages:	
imports from other countries	11.1
imports from other provinces	1.1
other leakages (e.g. withdrawals from inventory)	0.2
Equals:	
Purchases of goods & services (including labour and profits) produced in BC (\$M)	27.7
Of which:	
Wages, benefits, mixed income and operating surplus (\$M)	0.0
Taxes on products net of subsidies (\$M)	0.1
Taxes on factors of production net of subsidies (\$M)	0.0
Direct BC supply (\$M)	27.5
(the change in BC supplier industry output associated with conversion costs)	
Project employment, conversion costs (#)	0
Household income, conversion costs (\$M)	0.0
Tax revenue derived from direct project expenditures	
Conversion Costs	
	Federal Provincial Local Total
Total, all sources	0.0 0.1 0.0 0.1
Taxes on products (\$M)*	0.0 0.1 0.0 0.1
Taxes on factors of production (\$M)	0.0 0.0 0.0 0.0
Personal income taxes (\$M)	0.0 0.0 0.0
Corporate income taxes (\$M)	0.0 0.0 0.0
(income taxes paid on worker's wages and returns to capital reported in project expenditure)	

*Small differences between this figure and the value for taxes on products net of subsidies reported in the allocation of project expenditure are due to rounding and/or the inclusion of net taxes paid on some goods purchased by subcontractors which are not reflected in the indirect & induced impacts given below.

The cost of the Richmond Oval Conversion Costs, restated in 2015 dollars, was \$40.0 million. The model analysis summarized in this section describes the economic impact that would be generated if these expenditures had been made in 2015. The model is based on the existing tax regime, so income tax and other revenues calculated by the model reflect current tax rates.

Of the \$40.0 million used to purchase goods and services for the project, it is estimated that \$11.1 million was spent on goods or services imported from other countries while \$1.1 million was used to purchase goods or services imported from the rest of Canada. The value of goods withdrawn from inventories held by producers is estimated at \$0.2 million.

Purchases of goods and services produced in British Columbia are estimated at \$27.7 million. This amount includes \$0.1 million in taxes net of subsidies on products and factors of production and \$27.5 million spent on repair construction contracts and other purchases of goods and services produced by British Columbia industries. This is the amount that was used to shock the model.

Summary of Results

Table 6 summarizes the results of the BCIOM analysis.

TABLE 6: SUMMARY OF RESULTS

Richmond Oval Conversion Cost (Restated in 2015 dollars)
Conversion Costs

Total impact, including Conversion Costs, supplier industry & induced effects					
	Direct	Other suppliers	Total Indirect*	Induced**	Total impact
Total project expenditures, Conversion Costs (\$M)	40.0				
Supplier industry & induced impacts (\$M)	27.5	10.0	37.5	4.9	42.4
GDP at basic prices (\$M)					22.8
Supplier industry & induced impacts	15.1	4.7	19.7	3.0	22.8
Employment (#)***					272
Supplier industry & induced impacts	179	62	242	30	272
Employment (FTES)					283
Supplier industry & induced impacts	195	60	255	28	283
Household income (\$M)					19
Supplier industry & induced impacts	13	3	17	2	19
Average annual household income (\$ per employee)					
Supplier industry & induced impacts ****	74,315	52,195	68,610	46,617	69,140
Tax revenue (\$M)					5.3
Supplier industry & induced impacts	3.6	1.0	4.6	0.5	5.2

* The total indirect impact is the sum of the effect on direct suppliers and other supplier industries

** Assumes a social safety net is in place. Includes effects generated by project spending and activities of supplier industries

*** Project expenditure data provided by clients may not include all components of GDP (e.g., operating surplus)

**** Employment estimates are based on average annual wages in 2013. Includes total employment over the life of the project

***** Average household income (induced impact) is based on income excluding imputed rent estimate

For a \$27.5 million change in B.C. industry output (primarily construction services), it is estimated that another \$10.0 million of output would be generated in industries supplying goods and services used by the construction project, with an additional \$4.9 million of output associated with spending by workers.

The direct GDP in supplier industries (primarily construction) is estimated at \$15.1 million, with another \$4.7 million in GDP attributable to industries further back in the supply chain.. The GDP impact associated with spending by workers is estimated at \$3.0 million.

The estimated conversion expenditures would support 179 jobs, most (168) of which would be in construction activities. Another 62 jobs would be supported in industries further back in the supply chain, while 30 jobs would be supported in industries benefitting from spending by workers.

The tax revenue impacts are estimated at \$5.3 million, including \$3.6 million directly associated with conversion expenditures, and \$1.0 million associated with activities in industries further back in the supply chain. The induced impact, generated by worker spending, is estimated at \$0.5 million. It should be noted that the allocation of tax revenue estimates by level of government is based on provincial averages for the model year.

Table 7 shows, in more detail, the indirect and induced impacts associated with the direct BC supply.

TABLE 7: INDIRECT AND INDUCED IMPACTS

Indirect & Induced Impacts resulting from Conversion Cost expenditures					
	Direct suppliers	Other suppliers	Total indirect impact (all suppliers)	Induced Impact**	Total indirect & induced impacts
Output (\$M)	28	10	38	5	42
GDP at basic prices* (\$M)	15	5	20	3	23
Employment (#)*	179	62	242	30	272
FTEs (#)	195	60	255	28	283
Household income (\$M)	13	3	17	2	19
Total tax revenue (\$M)	3.6	1.0	4.6	0.5	5.2
Federal (\$M)	2.2	0.6	2.7	0.3	3.0
<i>Personal income tax</i>	2.0	0.4	2.5	0.2	2.7
<i>Corporation income tax</i>	0.1	0.1	0.2	0.0	0.3
<i>Net taxes on products</i>	0.0	0.0	0.0	0.0	0.0
Provincial (\$M)	1.4	0.4	1.8	0.2	1.9
<i>Personal income tax</i>	0.7	0.2	0.9	0.1	1.0
<i>Corporation income tax</i>	0.1	0.1	0.1	0.0	0.1
<i>Net taxes on products</i>	0.6	0.1	0.8	0.1	0.8
Local (\$M)	0.1	0.1	0.2	0.1	0.3

* Includes wages, benefits, mixed income, operating surplus and net taxes on factors of production

** Assumes a social safety net is in place. Includes effects generated by project spending and activities of supplier industries

Regional Impacts

The regional impacts associated with the conversion projects are most significant in the Greater Vancouver area. It is estimated that 176 of the direct supplier industry jobs, and 36 of the jobs in industries further back in the supply chain, would be in the local area, for a total supplier industry employment impact of 213. Another 29 jobs (3 in direct suppliers and 26 in indirect supplier industries) would be supported in other parts of the province.

It should be noted that the regional impact estimates are calculated based on the assumption that local suppliers will provide at least 40% of the goods and services that could potentially be purchased in the local area, provided that these suppliers have the capacity to do so.

TABLE 8: REGIONAL IMPACTS

**Regional Impact Estimates based on Supplier Industry Output,
Census Employment Data, and Labour Force Statistics
(experimental data)**

Estimated Impact, Supplier Industries in Greater Vancouver					
	Direct suppliers	Other suppliers	Total indirect impact (all suppliers)	Induced	Total indirect & induced
Total output (\$M)	27.1	5.6	32.8	2.9	35.6
Total GDP (\$M)	14.9	2.7	17.6	1.8	19.4
Total household income (\$M)	13.2	1.9	15.1	1.3	16.4
Total employment	176	36	213	17	230

Estimated Impact in Rest of BC					
	Direct suppliers	Other suppliers	Total indirect impact (all suppliers)	Induced	Total indirect & induced
Total output (\$M)	0.4	4.4	4.8	2.0	6.8
Total GDP (\$M)	0.2	2.0	2.2	1.2	3.4
Total household income (\$M)	0.2	1.4	1.5	0.9	2.4
Total employment	3	26	29	13	41

Summary of Results, Richmond Oval Operating Costs

Operating Costs in 2015

Annual operating expenditures for the Richmond Oval are estimated at \$13.2 million in 2015. Of this total, it is estimated that \$0.3 million was spent on goods or services imported from other countries while \$0.6 million was used to purchase goods or services imported from the rest of Canada.

TABLE 9: ALLOCATION OF PROJECT EXPENDITURES

Allocation of Project Expenditures Operating expenditures (2015)				
Total opex expenditures (\$M)	13.2			
<i>minus leakages:</i>				
<i>imports from other countries</i>	0.3			
<i>imports from other provinces</i>	0.6			
<i>other leakages (e.g. withdrawals from inventory)</i>	0.0			
<i>Equals:</i>				
Purchases of goods & services (including labour and profits) produced in BC (\$M)	12.3			
<i>Of which:</i>				
<i>Wages, benefits, mixed income and operating surplus (\$M)</i>	7.9			
<i>Taxes on products net of subsidies (\$M)</i>	0.1			
<i>Taxes on factors of production net of subsidies (\$M)</i>	0.0			
Direct BC supply (\$M)	4.4			
<i>(the change in BC supplier industry output associated with opex)</i>				
Project employment, operating expenditures (2015) (#)	300			
Household income, operating expenditures (2015) (\$M)	7.9			
Tax revenue derived from direct project expenditures Operating expenditures (2015)				
	Federal	Provincial	Local	Total
Total, all sources	1.1	0.4	0.0	1.5
Taxes on products (\$M)*	0.0	0.1	0.0	0.1
Taxes on factors of production (\$M)	0.0	0.0	0.0	0.0
Personal income taxes (\$M)	1.1	0.4		1.4
Corporate income taxes (\$M)	0.0	0.0		0.0
<i>(income taxes paid on worker's wages and returns to capital reported in project expenditure)</i>				

*Small differences between this figure and the value for taxes on products net of subsidies reported in the allocation of project expenditure are due to rounding and/or the inclusion of net taxes paid on some goods purchased by subcontractors which are not reflected in the indirect & induced impacts given below.

Purchases of goods and services produced in British Columbia are estimated at \$12.3 million. This amount includes \$0.1 million in taxes net of subsidies on products and factors of production and \$7.9 million in wages and benefits paid to workers. Federal, provincial and local government revenues associated with the operating costs are estimated at \$1.5 million,

most (\$1.4 million) of which is an estimate of income taxes paid by workers. Purchases of goods and services produced by B.C. industries are estimated at \$4.4 million. This is the amount that was used to shock the model to determine the overall impact of operating costs on the provincial economy.

Summary of Results

Table 10 summarizes the results of the BCIOM analysis.

TABLE 10: SUMMARY OF RESULTS

Richmond Oval Operating expenditures (2015)

Total impact, including Opex, supplier industry & induced effects					
	Direct	Other suppliers	Total Indirect*	Induced**	Total impact
Total project expenditures, Opex (\$M)	13.2				
Supplier industry & induced impacts (\$M)	4.4	2.5	6.9	2.5	9.4
GDP at basic prices (\$M)					12.5
Opex***	7.9				7.9
Supplier industry & induced impacts	1.9	1.2	3.1	1.6	4.7
Employment (#)****					358
Opex (Model estimate)	300				300
Supplier industry & induced impacts	25	17	43	15	58
Employment (FTES)					311
Opex (Model estimate)	256				256
Supplier industry & induced impacts	24	16	40	14	54
Household income (\$M)					11.2
Opex	7.9				7.9
Supplier industry & induced impacts	1.3	0.8	2.2	1.1	3.3
Average annual household income (\$ per employee)					
Opex	26,213				
Supplier industry & induced impacts *****	53,395	47,805	51,105	46,617	57,010
Tax revenue (\$M)					2.4
Opex	1.5				1.5
Supplier industry & induced impacts	0.4	0.3	0.7	0.3	0.9

* The total indirect impact is the sum of the effect on direct suppliers and other supplier industries

** Assumes a social safety net is in place. Includes effects generated by project spending and activities of supplier industries

*** Project expenditure data provided by clients may not include all components of GDP (e.g., operating surplus)

**** Employment estimates are based on average annual wages in 2013. Includes total employment over the life of the project

***** Average household income (induced impact) is based on income excluding imputed rent estimate

The direct GDP associated with the operation of the Richmond Oval is estimated at \$7.9 million, which is equal to the wage bill in this case.

Another \$1.9 million in GDP is associated with the activities of supplier industries that provide goods and services used by the Richmond Oval, with another \$1.2 million of GDP

attributable to activities in industries further back in the supply chain. An additional \$1.6 million of GDP is associated with activities in industries benefitting from spending by workers.

The number of jobs associated with a wage bill of \$7.9 million in the amusement and recreation industry is estimated at 300. It should be noted that this figure was derived based on average annual wages in the industry, which are relatively low (\$26,213). Annual wages reflect both average hourly remuneration, and average number of hours spent on the job in each industry. If wages at the Richmond Oval are higher than this, the employment numbers may be overstated.

In addition to the direct employment at the Richmond Oval, another 25 jobs are supported in industries supplying goods and services used by the Richmond Oval, while 17 jobs are supported in industries further back in the supply chain. The induced employment impact is estimated at 15.

Tax revenue impacts are estimated at \$2.4 million, including \$1.5 million directly associated with operating costs, and \$0.7 million associated with activities in industries further back in the supply chain. The induced impact, generated by worker spending, is estimated at \$0.3 million. It should be noted that the allocation of tax revenue estimates by level of government is based on provincial averages for the model year.

Table 11 shows, in more detail, the indirect and induced impacts associated with the direct BC supply.

TABLE 11: INDIRECT AND INDUCED IMPACTS

Indirect & Induced Impacts Resulting from Operating Expenditures					
	Direct suppliers	Other suppliers	Total indirect impact (all suppliers)	Induced Impact**	Total indirect & induced impacts
Output (\$M)	4.4	2.5	6.9	2.5	9.4
GDP at basic prices* (\$M)	1.9	1.2	3.1	1.6	4.7
Employment (#)*	25.1	17.4	42.6	15.3	57.9
FTEs (#)	24	16	40	14	54
Household income (\$M)	1.3	0.8	2.2	1.1	3.3
Total tax revenue (\$M)	0.4	0.3	0.7	0.3	0.9
Federal (\$M)	0.2	0.1	0.4	0.1	0.5
<i>Personal income tax</i>	<i>0.2</i>	<i>0.1</i>	<i>0.3</i>	<i>0.1</i>	<i>0.4</i>
<i>Corporation income tax</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>	<i>0.1</i>
<i>Net taxes on products</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>
Provincial (\$M)	0.2	0.1	0.3	0.1	0.3
<i>Personal income tax</i>	<i>0.1</i>	<i>0.0</i>	<i>0.1</i>	<i>0.0</i>	<i>0.1</i>
<i>Corporation income tax</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>
<i>Net taxes on products</i>	<i>0.1</i>	<i>0.0</i>	<i>0.1</i>	<i>0.0</i>	<i>0.2</i>
Local (\$M)	0.0	0.0	0.1	0.1	0.1

* Includes wages, benefits, mixed income, operating surplus and net taxes on factors of production

** Assumes a social safety net is in place. Includes effects generated by project spending and activities of supplier industries

Regional Impacts

The regional impacts associated with operating costs are most significant in the Greater Vancouver area. In addition to the estimated 300 jobs at the Richmond Oval, 18 of the direct supplier industry jobs, and 10 of the jobs in industries further back in the supply chain would be in the local area, for a total supplier industry employment impact of 28. Another 14 jobs (7 in direct and 7 in indirect supplier industries) would be supported in other parts of the province.

It should be noted that the regional impact estimates are calculated based on the assumption that local suppliers will provide at least 40% of the goods and services that could potentially be purchased in the local area, provided that these suppliers have the capacity to do so.

TABLE 12: REGIONAL IMPACTS

**Regional Impact Estimates based on Supplier Industry Output,
Census Employment Data, and Labour Force Statistics
(experimental data)**

Estimated Impact, Supplier Industries in Greater Vancouver					
	Direct suppliers	Other suppliers	Total indirect impact (all suppliers)	Induced	Total indirect & induced
Total output (\$M)	3.2	1.5	4.7	1.5	6.2
Total GDP (\$M)	1.4	0.7	2.1	0.9	3.0
Total household income (\$M)	1.0	0.5	1.5	0.7	2.1
Total employment	18	10	28	9	37

Estimated Impact in Rest of BC					
	Direct suppliers	Other suppliers	Total indirect impact (all suppliers)	Induced	Total indirect & induced
Total output (\$M)	1.1	1.0	2.2	1.0	3.2
Total GDP (\$M)	0.6	0.5	1.1	0.6	1.7
Total household income (\$M)	0.4	0.3	0.7	0.5	1.2
Total employment	7	7	14	6	21

Interpreting the BCIOM Results

BCIOM model results are summarized in the tables included in this report. This section explains how some of the variables are calculated.

Variables that are derived from information supplied by clients

Allocation of Project Expenditures

The information summarized in Table 1 (allocation of expenditures) is calculated directly from data supplied by the client. Total project expenditure is usually provided by the client, and includes all direct expenditures associated with the project. The expenditure data are first coded to BCIOM commodities (goods and services). Model information is then used to break down the expenditures (by commodity) into the following categories:

- Leakages: purchases of goods and services that have been imported into British Columbia from other provinces or countries (import leakages) or withdrawn from inventories held by businesses (inventory leakages);
- Taxes net of subsidies on products and factors of production (included in the purchase price of goods and services used by the project);
- Wages paid to workers directly hired by the project;
- Purchases of goods and services made in British Columbia (the direct B.C. supply); and
- Purchases of existing assets.

Leakages

Some types of expenditures do not generate any economic impacts in the province. For example, the jobs, GDP and tax revenues associated with the production of goods and services that have been imported into British Columbia are attributable to the province or country where those goods or services are produced. In the case of goods withdrawn from inventories held by businesses, the jobs, GDP and tax revenues associated with their production would have been generated in the period in which those goods were produced. Estimated leakages (imports and inventory withdrawals) are generated from model information about BC production of each commodity, and the value of imports of each commodity, in the model year. These leakages are deducted from project expenditure data when determining the direct B.C. supply.

Taxes net of subsidies on products and factors of production

Taxes on products are a transfer from consumers (or businesses) to government, but there is no direct economic activity generated by these taxes. Similarly, subsidies represent a

transfer from government to business, and do not directly generate economic impacts. Taxes and subsidies on products and factors of production directly associated with project expenditures were calculated using effective tax rates for each good or service used by the project. This amount is included in the net tax revenue directly generated by the project.

All of the tax revenue impacts have been calculated based on the current tax structure, which assumes a PST of 7% is applied to items subject to the tax.

Wages paid to workers directly hired by the project

Labour costs for the project are assumed to include pre-tax wages, salaries and benefits (e.g., the employer's share of contributions to EI or CPP). Wages do not include embedded costs such as transportation or accommodation costs for workers at remote job sites.

Wages paid to workers directly hired by the project are used to estimate project direct employment, federal and provincial income tax revenues, and induced expenditures directly generated by the project. However, they are not part of the Direct B.C. Supply, a measure which only includes industry output (wages are not produced by industries, they are paid to individuals).

Income tax revenues are calculated by estimating income taxes associated with a given wage.

Similarly, if the input data supplied by the client includes an estimate of operating surplus, this amount is used to estimate federal and provincial corporate income tax revenues. However, it is not part of the Direct B.C. Supply since profits, like wages, are not produced by a particular industry. Instead, they are a payment for the use of capital in production.

Direct B.C. Supply

The direct B.C. supply is the change in output in all British Columbia industries directly supplying goods and services used by the project. This value is calculated by deducting leakages, taxes and wages paid to workers directly hired by the project from the expenditure data. It is used to shock the model in order to determine supplier industry and induced impacts.

Purchases of existing assets

The purchase cost of land, existing buildings, infrastructure or transfers of other assets (such as financial assets) represents a transfer of ownership from one agent to another. There are no current jobs or GDP associated with the value of these transactions. The only current economic activity associated with the transfer relates to the value of the work done by real estate agents, lawyers, or others involved in expediting or recording the transfer that has occurred.

If they are included in the input data, expenditures related to purchases of existing assets are deducted from the input data before any of the coding is done.

Retail, wholesale and transportation margins

Costs embedded in the final selling price of each commodity (e.g., transportation, wholesaling and retailing services) are identified, and allocated to the appropriate industry using information in the model.

Project Direct GDP Estimates

Project direct GDP figures are derived from information provided by clients. These figures are usually project-specific, but they are not always based on complete information. For example, it is often possible to get good data on wages and salaries associated with a project or activity. Labour costs are the largest component of GDP, but other variables which ought to be included in the estimate (such as operating surplus) are not always known. When the GDP figures generated by the BCIOM are based on partial information, they may understate the project's direct contribution to GDP.

The reported project direct GDP is based on input data provided by clients. Corporation profits (normally included in GDP) and associated corporate income tax revenues are only included in the reported direct expenditures if this information has been supplied by clients, or if the input data used was based on model averages.

Project Direct Employment and Household Income

Project direct employment is derived based on the project's wage bill and estimates of average annual wages in the affected industry. In some cases, the reported project direct employment estimates have been supplied by clients.

Employment estimates generated by the model are derived from estimated wage costs using data on average annual wages and hours worked in each industry in 2013 (the latest year for which this information was available when the model was last updated). In some industries, most workers are employed full time, but in others (e.g., accommodation and food services) the typical work week is usually shorter.

The model output also includes full-time equivalent (FTE) estimates, calculated using the assumption that a full-time employee would work 1,750 hours per year (50 weeks, at 35 hours per week).

Household income is calculated based on project direct wages, benefits and mixed income.

BCIOM impact estimates

The model is shocked using the direct BC supply calculated from the information provided by the client. The total economic impact of the project on the BC economy is reported in terms of direct, indirect and induced impacts. The results of the model shock are summarized in Tables 2 and 3.

Direct supplier industry impacts

The direct supplier industry impact measures the change in economic activity in British Columbia industries that is required to satisfy the initial change in demand.

The direct output impact is equal to the direct BC supply-the change in the economic activity of the industries producing the goods and services purchased by the project.

The direct GDP impact is the GDP generated as a result of the activities of the industries that produce the goods and services directly used by the project.

The direct employment impact shows total employment in these industries, and the direct household income impact is a measure of the wages, salaries, benefits and other income earned by these workers.

The direct tax revenue impact includes personal, corporation, sales and other taxes generated as a result of the activities of the industries that supply the goods and services used by the project.

The allocation of tax revenues to federal, provincial and local governments is based on model information.

Other supplier industry impacts

Other supplier industry impacts measure the cumulative impact on B.C. industries that are further back in the supply chain. This includes industries producing goods and services used by direct suppliers.

Induced Impacts

The induced effect, which measures the impact associated with expenditures by workers (those directly employed by the project as well as workers in supplier industries), includes purchases of a variety of goods and services, including housing.

For the calculation of induced impacts, it is assumed that 80% of workers' earnings will be used to purchase goods and services in the province (the remaining 20% goes to taxes, payroll deductions, and savings).

It is assumed that a social safety net is in place, and that workers who are newly hired as a result of the project previously had some income from EI or other safety net programs.

Appendix

Some Background on Input-Output Models and Analysis

Input-output analysis is based on statistical information about the flow of goods and services among various sectors of the economy. This information, presented in the form of tables, provides a comprehensive and detailed representation of the economy for a given year. An input-output model is essentially a database showing the relationship between commodity usage and industry output. It consists of three components:

- a table showing which commodities-both goods and services-are consumed by each industry in the process of production (the input matrix)
- a table showing which commodities are produced by each industry (the output matrix)
- a table showing which commodities are available for consumption by final users (the final demand matrix).

These data are combined into a single model of the economy that can be solved to determine how much additional production is generated by a change in the demand for one or more commodities or by a change in the output of an industry. Changing the usage or production of a commodity or group of commodities is often referred to as shocking the model. The known relationship between goods and services in the economy is used to generate an estimate of the economic impact of such a change.

If a change in demand is met by increasing or decreasing imports from other jurisdictions, there is no net effect on domestic production. All of the benefits or costs associated with employment generation or loss, and other economic effects, will occur outside the region. Therefore, it is important to identify whether or not a change in the demand for a good or service is met inside or outside a region.

Assumptions and Caveats

Commodities made in BC have a much bigger impact than those imported into the province. The analysis presented here is based on using default import ratios for most commodities: i.e., assuming they are purchased locally, but allowing for the fact that they may have been manufactured elsewhere.

All tax data were generated using the model structure, and are based on averages for an industry or commodity.

Economic modelling is an imprecise science, and the precision of the figures in the tables should not be taken as an indication of their accuracy.

The British Columbia Input-Output Model

The BCIOM is based on 2011 data. It is derived from inter-provincial input-output tables developed by Statistics Canada and includes details on 481 commodities, 235 industries, 280 "final demand" categories, and a set of computer algorithms to do the calculations required for the solution of the model. It can be used to predict how an increase or a decrease in demand for the products of one industry will have an impact on other industries and therefore on the entire economy.

Limitations and Caveats Associated with Input-Output Analysis

Input-output analysis is based on various assumptions about the economy and the inter-relationships between industries. These assumptions are listed below:

Input-output models are linear. They assume that a given change in the demand for a commodity or for the outputs of a given industry will translate into a proportional change in production.

Input-output models do not take into account the amount of time required for changes to happen. Economic adjustments resulting from a change in demand are assumed to happen immediately.

It is assumed that there are no capacity constraints and that an increase in the demand for labour will result in an increase in employment (rather than simply re-deploying workers).

It is assumed that consumers spend an average of 80% of their personal income on goods and services. The remaining 20% of personal income is consumed by taxes, or goes into savings.

The BCIOM is based on a "snapshot" of the BC economy in 2011. It is assumed that relationships between industries are relatively stable over time, so that the 2011 structure of the economy continues to be applicable today. However, it should be noted that employment estimates have been adjusted to reflect wage levels for the year of the expenditures in each case.

BC STATS

BC Stats is the provincial government's leader in statistical and economic research, information and analysis essential for evidence-based decision-making. BC Stats, the central statistics agency of government, is excited to be taking a lead role in the strategic understanding of data sources and analysis across government. The goal is to increase overall business intelligence—information decision makers can use. As part of this goal, BC Stats is also developing an organizational performance measurement program. For more information, please contact Elizabeth Vickery.



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