

SUMMARY AND RECOMMENDATION

2. BY-LAW REVIEW: New Sign By-law and Sign Fee By-law

Summary: To adopt a new Sign By-law and associated Sign Fee By-law focused on business identification signage to simplify and clarify the sign regulations to reflect best practices, to reduce appeals for hardship and to be reformatted to be more efficient and user friendly; and to direct staff to develop and undertake an education and enforcement campaign with the implementation of the new by-law.

Applicant: General Manager of Planning, Urban Design and Sustainability

Referral: This item was referred to Public Hearing at the Standing Committee on Policy and Strategic Priorities Meeting of June 28, 2017.

Recommended Approval: By the General Manager of Planning, Urban Design and Sustainability, subject to the following conditions as proposed for adoption by resolution of Council:

- A. THAT the application by the General Manager of Planning, Urban Design and Sustainability for:
 - (i) a new Sign By-law; and
 - (ii) a new Sign Fee By-law;generally as presented in Appendix A of the Administrative Report dated June 15, 2017 entitled "Sign By-law Review: New Sign By-law and Sign Fee By-law", be approved.
- B. THAT, subject to enactment of the new Sign By-law and Sign Fee By-law, Sign By-law No. 6510 be repealed.
- C. THAT Council instruct the Director of Legal Services to request that the Province expand Council's authority to relax the Sign By-law regulations under Section 571AA of the Vancouver Charter to allow for flexibility for staff to consider creative and unique signs.
- D. THAT, subject to enactment of the new Sign By-law and Sign Fee By-law in January 2018, Council direct staff to undertake an education and enforcement campaign as proposed in this report.
- E. THAT Council endorse proceeding with Phase II of the Sign By-law review to address billboards, third party advertising and corporate sponsorship on private property, in coordination with other City and Park Board initiatives for advertising and sponsorship in the public realm, including on city streets and within city parks.

[New Sign By-law and Sign Fee By-law]