

Refers to Item #2
Public Hearing of July 18, 2017

MEMORANDUM

July 18, 2017

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Janice MacKenzie, City Clerk
Lynda Graves, Manager, Administration Services, City Manager's Office
Rena Kendall-Craden, Director, Communications
Kevin Quinlan, Chief of Staff, Mayor's Office
Katie Robb, Director, Communications, Mayor's Office
Naveen Girn, Director of Community Relations, Mayor's Office
Gil Kelley, General Manager, Planning, Urban Design & Sustainability
Kaye Krishna, General Manager, Development, Buildings & Licensing

FROM: Chris Robertson, Assistant Director of Planning, City- Wide and Regional Planning

SUBJECT: RTS 11607 - New Sign By-law: Revised Effective Date and Amendment to General Regulations for Illuminated and Electronic Signs

This memorandum recommends the following amendments to RTS 11607:

- A. amend Recommendation D and the draft Sign By-law to advance the date the by-law comes into force and takes effect to the date of enactment; and
- B. amend the general regulations for illumination and electronic signs to include residential units in community care facilities, group residences or seniors supportive or assisted housing.

A. Effective Date

With the introduction of the new Sign By-law, the Board of Variance has just indicated that it will no longer hear appeals concerning the Sign By-law, effective immediately. As a result, staff recommend the effective date of the new Sign By-law be brought forward from January 1, 2018 to the date of enactment of the bylaw. If Council approves the by-law following the

public hearing, it is anticipated that the by-law will be brought forward for enactment on July 25, 2017. The effective date for the new Sign Fee By-law will remain January 1, 2018.

B. General Regulations for Illumination and Electronic Signs:

The new Sign By-law includes general regulations to minimize light overspill from illuminated and electronic signs into nearby dwelling units. The proposed amendment extends the regulations to include residential units in a community care facility, group residence or seniors' supportive or assisted housing.

It is recommended that:

1. Recommendation D. in the summary and recommendation, be replaced with the following:

"D. THAT subject to enactment of the new Sign By-law Council direct staff to undertake an education and enforcement campaign as proposed in this report".
2. Recommendation 3 on the first page of the draft Sign By-law, posted July 7, 2017, is replaced as follows:

"3. This by-law is to come into force and take effect on the date of enactment."
3. To Sections 5.11 and 5.13 of the draft Sign By-law, add the following:

"for the purposes of this section, dwelling unit includes a residential unit in a community care facility, group residence or seniors supportive or assisted housing."



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