



Sign By-law Sign Fee By-law PHASE I

Sign By-law Review – Phase I



- Introduces new Sign By-law and Sign Fee By-law for Council consideration and adoption
- Marks completion of the end of Phase I of the Sign By-law review focusing on business identification signs on private property
- Requests Council to
 1. Ask the Province to expand Charter authority to relax the by-law to allow for creative and unique signs
 2. Direct staff to undertake an education and enforcement campaign
 3. Endorse Phase II of the Sign By-law review dealing with billboards, sponsorship and third party advertising in coordination with other City initiatives

Scope of Work - Phase I

New Sign By-law, Sign Fee By-law represent first comprehensive update to the City's Sign regulations in almost 30 years

Scope of Work:

- Modernize, simplify and update by-law to reflect best practices
- Clarify regulations, improve user-friendliness, reduce appeals to increase compliance

New By-law

- Introduces variety of new sign types, including window and electronic signs
- Provides regulations for electronic and illuminated signs
- Exempts more signs from permit



PHASE I –

focuses on the Sign By-law and business identification signs on private property



New Guiding Principles



1. Support local commercial activity through business identification and wayfinding
2. Encourage contextual signage that respects the design of buildings, character of neighbourhoods
3. Preserve signs with heritage, historic value
4. Encourage innovative signs that incorporate exceptional design, enhance the public realm
5. Encourage signs that incorporate high quality materials, minimize light pollution
6. Prevent sign proliferation and visual clutter
7. Ensure public safety

New Sign Types and Regulations

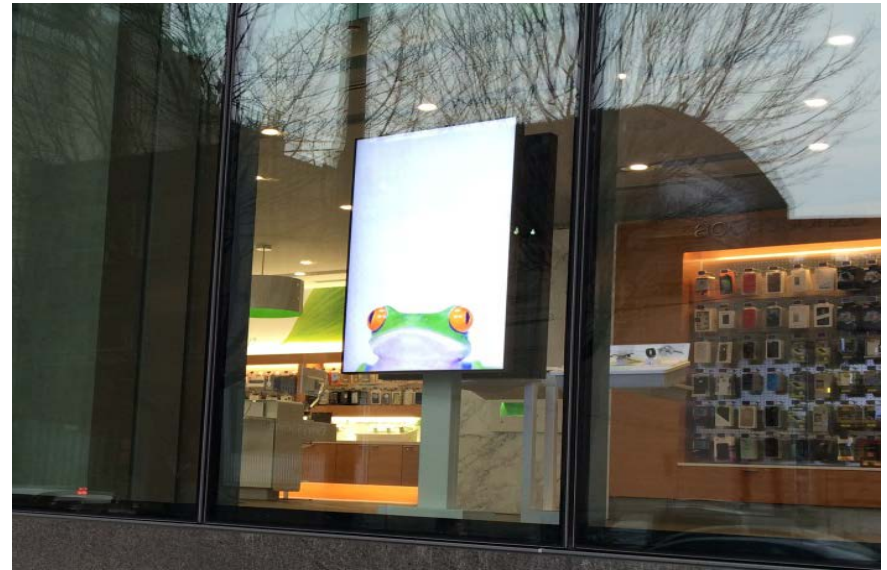
By-law includes over 80 new and revised definitions, several new sign types to reflect current practices including:

- Window signs
- Temporary signs
- Projected image signs
- Large Hoarding signs
- Limited electronic signage



New Electronic Signage

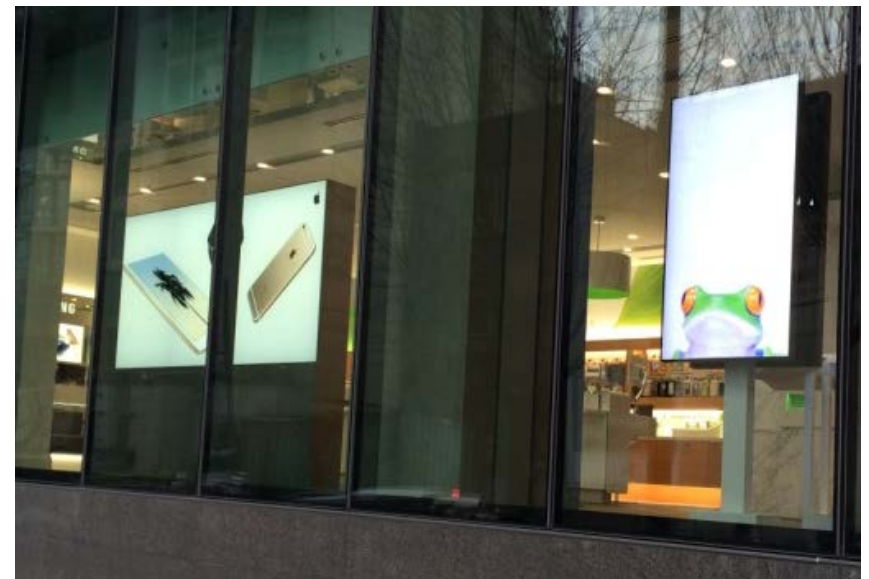
- Electronic Static Image signs - display electronic copy that remains static for a stipulated period of time
- Electronic Video signs - display electronic copy consisting of video
 - Limited to 1st storey commercial windows in parts of downtown and Granville Street Sign District
 - No greater than 30% of a window area
 - Limited to one per frontage



Electronic Regulations

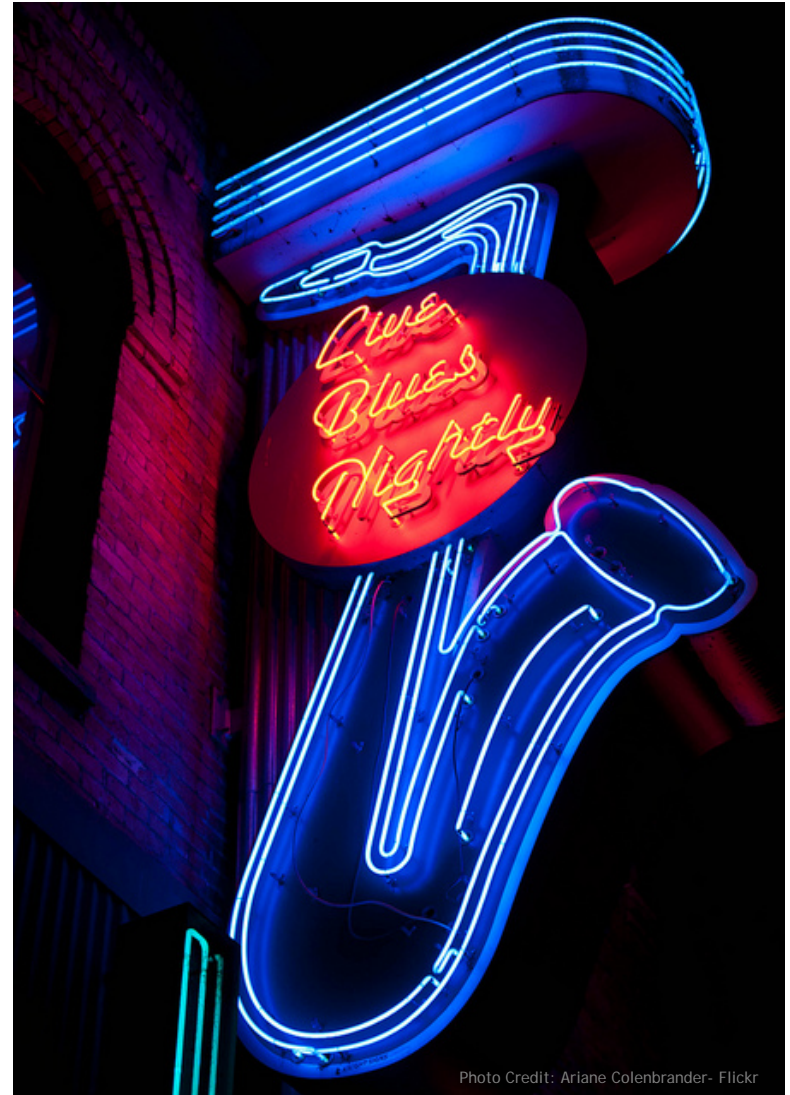
Electronic signs (electronic message, static image and video signs):

- cannot increase the level of ambient light by more than 3.0 lux
- must be equipped with sensors to automatically adjust for brightness
- must default to black screen in case of malfunction
- subject to separation/distance from residential units, hours of operation



Illumination Regulations (non-electronic signs)

- Designed to minimize light on nearby residential units/streets.
 - Signs subject to brightness, separation and distance criteria, hours of operation e.g.,
 - signs within 30 m of a dwelling unit in a residential area facing copy area of a sign
 - 2nd floor signage within 30 m of a dwelling unit facing copy area of a sign
- to be turned off between 11 pm and 7 am or when business is not in operation (exceptions apply Downtown, Granville)
- Will apply to new signs except those on sites outside City jurisdiction (e.g., federal lands)
 - Used as a guide to inform illuminated public art and signage on public property





- Aligns with 2006 Naming Rights Policy to enable non-profit organizations leasing and operating civic community facilities to recognize a corporate sponsor
- Four facilities to date (e.g., BMO Theatre Centre, York Theatre, the Clutch, Vancouver International Film Centre)
- New definitions clearly distinguish between City approved public art and signage
- By-law excludes public art and acknowledgements approved through development permits or City public art programs

Relaxations to the By-law



- Incorporates 2006 Charter provisions to provide Director of Planning (DoP) with authority to relax for hardship, heritage, special events and new technology
- Sign By-law appeals of DoP decisions are to Council
- Consideration of appeals will be informed by precise definitions and criteria that provide clear guidance as to when a relaxation can be considered
- For example, unnecessary hardship related to site specific constraints

Sign Fee By-law



- Sign Fee By-law includes revised sign permit and by-law amendment fees
- Two application streams: simple and complex, increased permit fees based on full cost recovery
- New amendment tiers and fees
- By-law prescriptive - new 'interim' minor by-law amendment process to enable creative and innovative signs
- Request to Province to amend the Charter to expand the staff's authority to relax the by-law for these signs

Sign Permit Application Fees



2017 Fee Cost Comparison for fascia signs

	Fascia Sign 5 m ² (54 ft ²) Non-illuminated	Fascia Sign 5 m ² (54 ft ²) Illuminated	Fascia Sign 10 m ² (108 ft ²) Non-illuminated	Fascia Sign 10 m ² (108 ft ²) Illuminated
Vancouver (Current)	\$189.80	\$284.70	\$189.80	\$284.70
Vancouver (Fee Recovery)	\$294.00	\$443.00	\$294.00	\$443.00
Surrey	\$237.00	\$357.00	\$315.00	\$435.00
Edmonton	\$252.72	\$399.36	\$252.72	\$399.36
Toronto	\$302.94	\$381.94	\$405.50	\$484.50
Ottawa	\$367.00	\$446.00	\$367.00	\$446.00

In Surrey and Toronto sign permit fees based on sign size (sliding scale).

In Ontario, electrical inspection is conducted by Electrical Safety Authority (ESA)

Program Launch



CITY OF VANCOUVER

SIGN BY-LAW GUIDE

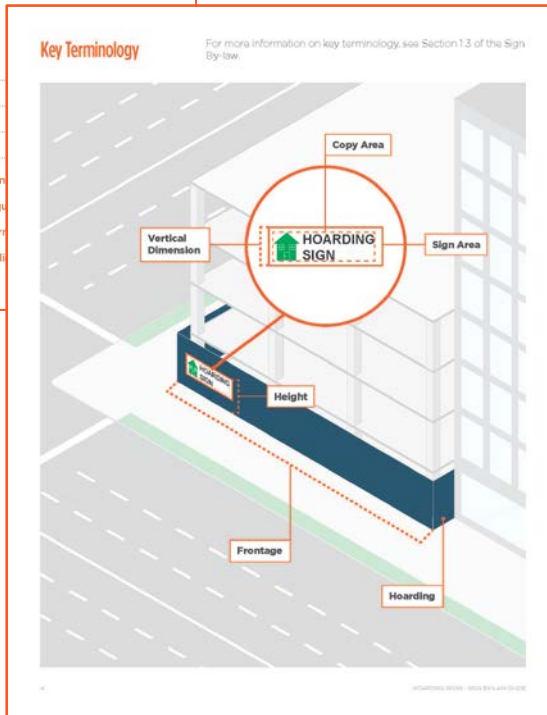
Hoarding Signs

Signs attached to temporary construction fences and walkways



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- Sign By-law effective date brought forward to date of enactment
- Sign Fee By-law will come into effect January 1, 2018 to accommodate POSSE update
- Phased Roll out of education and enforcement campaign
- Producing illustrated user guide to assist applicants interpreting regulations, provide examples of best practices
- Updated application intake, staff training, enforcement
- Board of Variance appellants to be prioritized