



Karin S. Eaton
Director of Government Relations
Sign Association of Canada

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July 18, 2017

Vancouver City Clerk's Office
3rd Floor, City Hall
453 W 12th Ave
Vancouver, BC V5Y 1V4

Dear Councillors:

I am writing to you on behalf of the BC Sign Association, a chapter of the Sign Association of Canada (SAC), regarding the proposed draft sign bylaw presented by the General Manger of Planning, Urban Design and Sustainability to the Standing Committee on Policy and Strategic Priorities.

Sign Association of Canada is a national organization with representation in seven regions: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec and the Atlantic Provinces. Sign Association of Canada's membership is comprised of professional sign companies, including producers (imagemakers, installers and manufacturers), industry suppliers, distributors and manufacturers of products or services used by the sign producers and end users of all finished commercial images and installation.

The SAC Government Relations committee has reviewed the proposed bylaw and generally we are pleased with the changes and additions made to it. We feel the new bylaw reflects information and suggestions we have shared during numerous meetings and workshops with the City's planning team.

There have been numerous improvements made in the user-friendliness of the sign bylaw. The simplified regulations reflect best practices from across Canada and, hopefully, should reduce the need for relaxation. Further, we welcome that the proposed sign bylaw reflects changes in the new sign making technologies by incorporating several new sign types – including window and electronic signs.



We would welcome the City to consider widening the electronic sign districts. Electronic signage is growing in prominence as it permits business owners to advertise their products and services more efficiently, focusing on the anticipated traffic and change the message on as-needed basis. Studies show that electronic message centers and variable message displays increase memory of a business. People are curious to see what the sign will say each time they pass it, so they keep looking at it. When a sign is a source of information people want, it takes on more significance in their memory, which in turn leads to new and repeat customers for businesses. Simply put, well-designed, properly positioned and lit signs support business development which in turn leads to more vibrant communities.

From a regulatory perspective, the number one issue with electronic signs is brightness and we see that the proposed bylaw contains the necessary requirements in that regard. It is our association's position that when it comes to electronic signage - auto-dimming is a must. We believe that all electronic signage shall be equipped with technology that automatically dims the electronic message center according to ambient light conditions. Furthermore, as per the proposed sign bylaw, to ensure that electronic signs are sufficiently visible but not overly bright, it is recommended that electronic signs not exceed 0.3 foot candles over ambient lighting conditions when measured at the recommended distance, based on the electronic sign's size. When the brightness is set up properly, an electronic sign is no brighter than an electric non-electronic sign.

The Sign Association of Canada supports proper and consistent enforcement of sign codes, which includes but is not limited to issuing warnings and fines. As long as the enforcement is not consistent, there will be parties who do not adhere to the regulations properly, which in turn promotes a domino effect of non-compliance.

Should you have any questions, please do not hesitate to reach out to us.

Kind regards,

Karin S. Eaton

Ludwig, Nicole

From: Cy Atkinson - Five Star Permits s.22(1) Personal and Confidential
Sent: Tuesday, July 18, 2017 3:05 PM
To: Public Hearing
Subject: Sign By-law Update

To the City of Vancouver, City Clerk's Office

First of all, I'd like to say thank you to Heather Burpee, senior planner, for keeping us updated on the sign by-law changes.

Just to provide some background, Five Star Permits is a sign permit expediting service, with clients across Canada and the U.S. We've made more than 300 sign permit applications in Vancouver.

We've attended the industry meetings and reviewed the draft bylaw. We are very pleased to see so many positive changes and feel that our comments have largely been addressed. Specifically, this document is easier to navigate and comprehend than the existing bylaw. It also resolves some of the most problematic issues that have been repeatedly referred to the Board of Variance.

We're looking forward to seeing the new bylaw in place.

Sincerely,

Cy Atkinson

FIVE ★ STAR

Co-Founder/Permit Specialist

Five Star Permits

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