

**NOTICE OF MEETING
GASTOWN HISTORIC AREA PLANNING COMMITTEE
A G E N D A**

DATE: Wednesday, April 17, 2013
TIME: 4 p.m.
PLACE: Water Street Café, 300 Water Street, Vancouver

Please call 604-873-7141 if you are unable to attend this meeting

- 1) Adoption of Minutes 4.00PM - 4.05PM

The Minutes of the regular meeting of March 20, 2013 to be adopted.

- 2) City of Vancouver Sign By-law Review - Stakeholder Invitation Text and Project Overview 4.05 PM - 5.30PM

Stakeholder Invitation Text

The City of Vancouver is planning to develop a new, comprehensive Sign By-law that will incorporate other City of Vancouver sign policies and regulations, streamline the application and approvals process, and address items not currently addressed, such as current and emerging technologies. The project will be undertaken between January 2013 and January 2014.

IBI Group has been hired by the City to manage this process, and in the first phase we are gathering information on the current state of signage in Vancouver, including issues identified by internal and external stakeholders. Following that, a best practices review will be conducted considering the local context and a Sign By-law will be developed.

Project Overview

The existing Sign By-law has been in place since 1974, and has not undergone substantive updates since that time. The impetus for updating the Sign By-law derives from the need for an all-encompassing strategy that streamlines the approvals process and provides mechanisms for current or emerging digital or technological practices.

The City of Vancouver currently regulates signs through the implementation of the current sign bylaw via Development Services, specifically Permits and Licensing, as well as the Department of Engineering (temporary, movable signs in the right of way), Parks Board (parks signage), and Vancouver Public Library (library signage). Consequently, the application of sign design standards across the departments and agencies is segmented, producing an inconsistent application of signage across the City.

The current signage approvals process is fraught with challenges as the Sign By-law does not adequately address the current state of signage. As a result, approximately 100 sign applications are referred to the Board of Variance for their approval, complexifying the application process and timeline for applicants, and intensively using staff time.

Since the adoption of the Sign By-law there have been significant technological advances in signage, most notably the digitization of signage. Digital signs, typically billboards of fascia, can be monochromatic or high definition digital (HDD). The existing Sign By-law does not have regulations that govern the use of HDD signs. The nature of these signs (illuminated, animated/moving, and multiple sources of advertising content e.g. third party advertising) require regulatory consideration that does not currently exist in the Sign By-law.

Outputs from the Sign By-Law review project will also be provided that relate to the City's current corporate naming and revenue generation policies.

The consultant and staff would appreciate Gastown Historic Area Planning Committee's insights into the issues, concerns and ideas about signage in Vancouver, especially in the historic area of Gastown. This information will be used to inform the development of policies to regulate signage.

Presenter: IBI/HB Architects
Staff: Zlatan Jankovic, Heritage Planner
Attachments: none

Next meeting:

DATE: May 15, 2013
TIME: 4.00 p.m.
PLACE: Water Street Café, 300 Water Street, Vancouver, BC