

From: [Levitt, Karen](#)
To: [Direct to Mayor and Council - DL](#)
Cc: [City Manager's Correspondence Group - DL](#); [Smith, Doug](#); [Law, Andrea](#)
Subject: Update on Modernizing Mural and Signage By-laws to Support - RTS #15898
Date: Tuesday, March 19, 2024 12:01:24 PM
Attachments: [Memo to Mayor & Council - Council Memo - Update on Modernizing Mural and Signage By-laws to Support Local Businesses and a Vibrant City.pdf](#)

Dear Mayor and Council,

Please see the attached memo from Doug Smith and Andrea Law. The memo is summarized below:

- The City has a variety of signage forms, including business identification signage and signs on private property which are regulated by the Sign By-law. The City also offers a Mural Support Program.
- The Sign By-law does allow artistic expression associated with a sign and staff have confirmed that Storm Brewing's meets the Sign By-law requirements for signs in industrial areas and can remain with no further action needed by Storm Brewing.

If you have any questions, please feel free to contact Doug Smith (604.829.4308 or doug.smith@vancouver.ca) and Andrea Law (604.873.7160 or andrea.law@vancouver.ca).

Thanks,

Karen

Karen Levitt, Deputy City Manager (she/her)
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm/Musqueam, Skwxwú7mesh/Squamish and səliłwətał/Tsleil-Waututh nations

MEMORANDUM

March 19, 2024

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Sandra Singh, Deputy City Manager
Katrina Leckovic, City Clerk
Maria Pontikis, Chief Communications Officer, CEC
Teresa Jong, Administration Services Manager, City Manager's Office
Mellisa Morphy, Director of Policy, Mayor's Office
Trevor Ford, Interim Chief of Staff, Mayor's Office
Francie Connell, Director of Legal Services and City Solicitor, Legal Department
Branislav Henselmann, Deputy General Manager, Arts, Culture & Community Services
Lon LaClaire, General Manager, Engineering Services

FROM: Andrea Law, General Manager, Development, Buildings & Licensing
Doug Smith, Acting General Manager, Planning, Urban Design & Sustainability

SUBJECT: Council Memo – Update on Modernizing Mural and Signage By-laws to Support Local Businesses and a Vibrant City

RTS #: 15898

This memo provides an update on the work underway to address the July 25, 2023 Council motion "Modernizing Mural and Signage By-laws to Support Local Businesses and a Vibrant City".

In July 2023, Council passed a [motion](#) directing staff to report back in early 2024 with recommendations to modernize by-laws to allow for commercial elements with a component of artistic expression located on businesses' own premises, and for the Storm Brewing painted wall to be allowed to stay in place.

Murals are seen throughout Vancouver; they enhance the public realm and offer opportunities for artistic and cultural expression. Murals are a graphic or art that is typically painted or affixed

to a building wall, but does not include business identification signage, and are therefore not considered a sign or regulated by the Sign By-law. The City offers a Mural Support Program that helps applicants with permits, and offers in-kind support such as free paint and supplies. City support for murals and street art as two-dimensional forms of artistic, cultural, community and commercial expression in the public realm will be further explored as staff make updates to the Mural Support Program. Additionally, Council will receive a related update with findings and associated commissioning approaches as part of the upcoming public art on construction hoarding motion memo.

Signs on private property are regulated under the Sign By-law, and generally include a visual medium that promotes a product, business, activity, service, or idea, and may include pictures, graphics, logos or emblems. Signage forms an integral part of the overall appearance of businesses within Vancouver neighbourhoods, assists customers in reaching their destination, and reinforces business identities.

Staff have reviewed the Sign By-law in context of the motion and have concluded that it does allow artistic expression associated with a sign. Staff also confirmed that a painted wall and business identification signage like Storm Brewing's meets the Sign By-law requirements for signs in industrial areas and therefore can remain. No further action is needed by Storm Brewing to allow the sign to stay permanently.

At this time, no further changes to the Sign By-law are proposed. Staff will monitor business identification signage and report back to Council with updates as needed.

If you have any questions please feel free to contact us directly.



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