

Sandwich Boards on City Property

The Vancouver Street & Traffic By-Law 2849 Sec. 83(2) regulates the placement of advertising devices on Vancouver city streets. Generally, it is prohibited to place advertising signage on City Property. The City of Vancouver however, does recognise that sandwich boards are helpful to street level merchants and their businesses if they follow a few simple guidelines.

GUIDELINES

One of the key principles of the 2040 Transportation Plan approved by Council is pedestrian safety. There are numerous amenities already occupying sidewalks, from bus shelters, parking meters, garbage receptacles, lamp and sign posts, benches, bike racks, news boxes to trees, all of which are at a pre-established location. To ensure safety and adequate pedestrian clearance and to prevent unnecessary congestion on sidewalks the following guidelines have been established:

- Only one (1) advertising sandwich board permitted per street level storefront.
- Suggested size of the sandwich board limited to 90cm x 60cm.
- A sandwich board is to be directly located against the building. If the property is recessed from the sidewalk and you have space you are asked to refrain from placing your sandwich board sign on the sidewalk.
- No signs are to be placed on boulevards, the middle of sidewalk, or at the curb of a street.
- Signage must display only information on products and services available from the business.
- All advertising must meet the requirements noted on the Advertising Standards Canada at <http://www.adstandards.com/en/>. See section 14 of the Advertising Standards in regards to unacceptable depictions and portrayals.

IMPORTANT NOTICE

Failure to abide to the guidelines above may cause your sign to be confiscated. After a warning has been given, if a sign is observed in violation again it will be removed by City staff and the business will be billed for an impoundment charge (minimum \$100 each sign). Any unclaimed sign will be recycled after 30 days. Enforcement is carried out 7 days a week.

If you have any questions regarding this information, please contact 311 or 604.873.7000.