



SIGN BY-LAW REVIEW PHASE 2: CONSULTATION SUMMARY

WINTER 2020





BACKGROUND

The City of Vancouver's Sign By-law regulates signs that businesses use to identify themselves on private property and provides specifications for the size, shape and height of signs. In 2016, the City began a Sign By-law Review to update and modernize its regulations. Phase 1 of the Review resulted in updates to regulations on private property and business identification signage.

PHASE 2

In 2019, members of the public were invited to share their thoughts on billboards, third party advertising and electronic signage. Phase 2 is focused on how sign regulations should reflect changing technologies and broader opportunities for community benefits.

On November 23 and 27, 2019, the City hosted two open houses to launch Phase 2 of the Sign By-law Review. The City also released a Talk Vancouver Survey from November 22, 2019 to January 22, 2020, which resulted in 2022 responses. The following document summarizes the responses from the survey.

Interpreting and Viewing the Results

Some totals in the report may not add to 100%. Some summary statistics may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Consultation Overview



2022

survey responses were received online through Talk Vancouver and in person at our events



A presentation was given to the Vancouver Business Improvement Association (BIA) Partnership Meeting

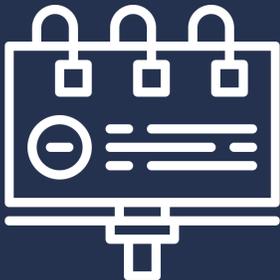


54

people attended 2 Open Houses held at CityLab on November 23 & 27, 2019



The survey and Open Houses were promoted at local libraries, community centres, and at the City of Vancouver's Development and Building Services Centre



302

postcard notifications were sent to local billboard owners



Emails were sent to key stakeholders, including:

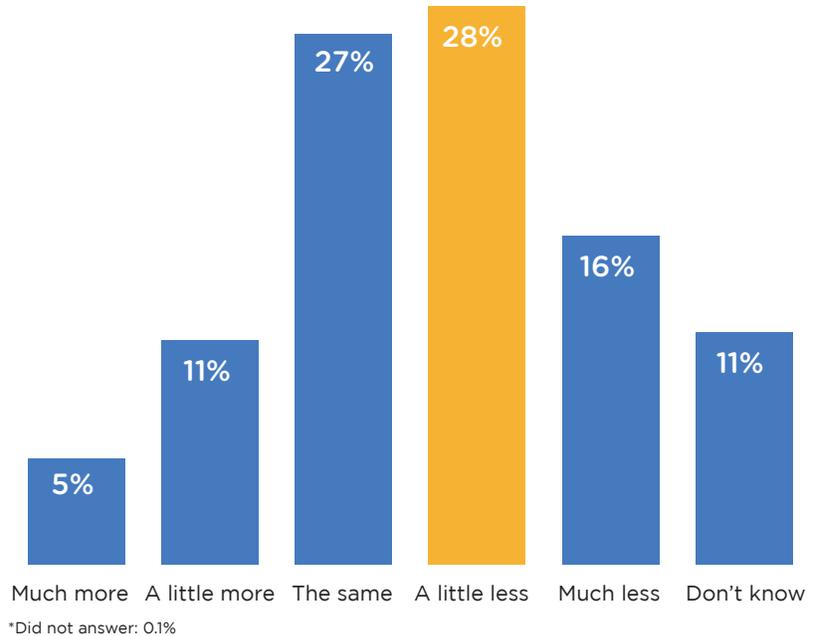
- Sign Association of Canada
- Local BIA members
- Outdoor advertising companies
- Vancouver Public Space Network
- Students at SFU, UBC & Langara



The survey and Open Houses were promoted through social media, City websites, and newspaper advertisements

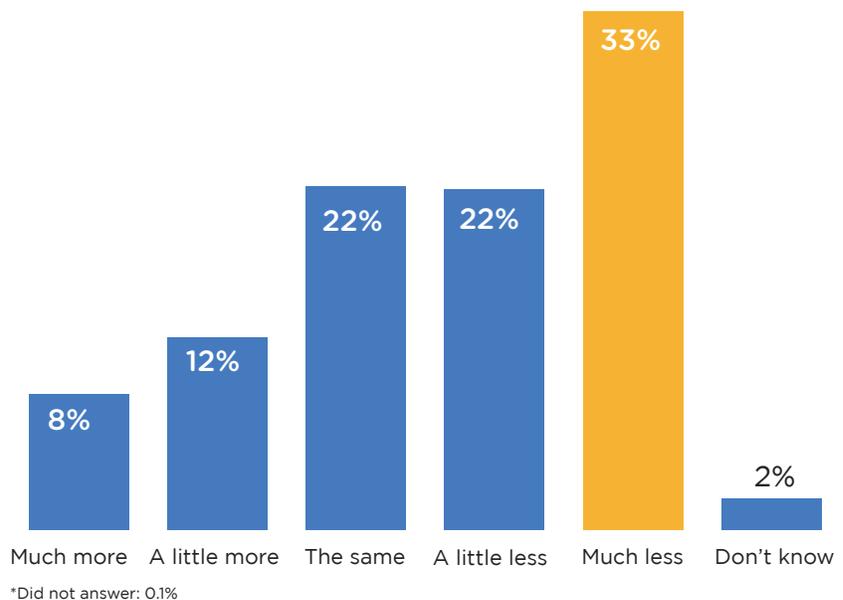
Compared to other cities, in terms of the amount of signs and advertising you see on buildings and city streets, Vancouver has...

44% of respondents believe that Vancouver has less signage than other cities.



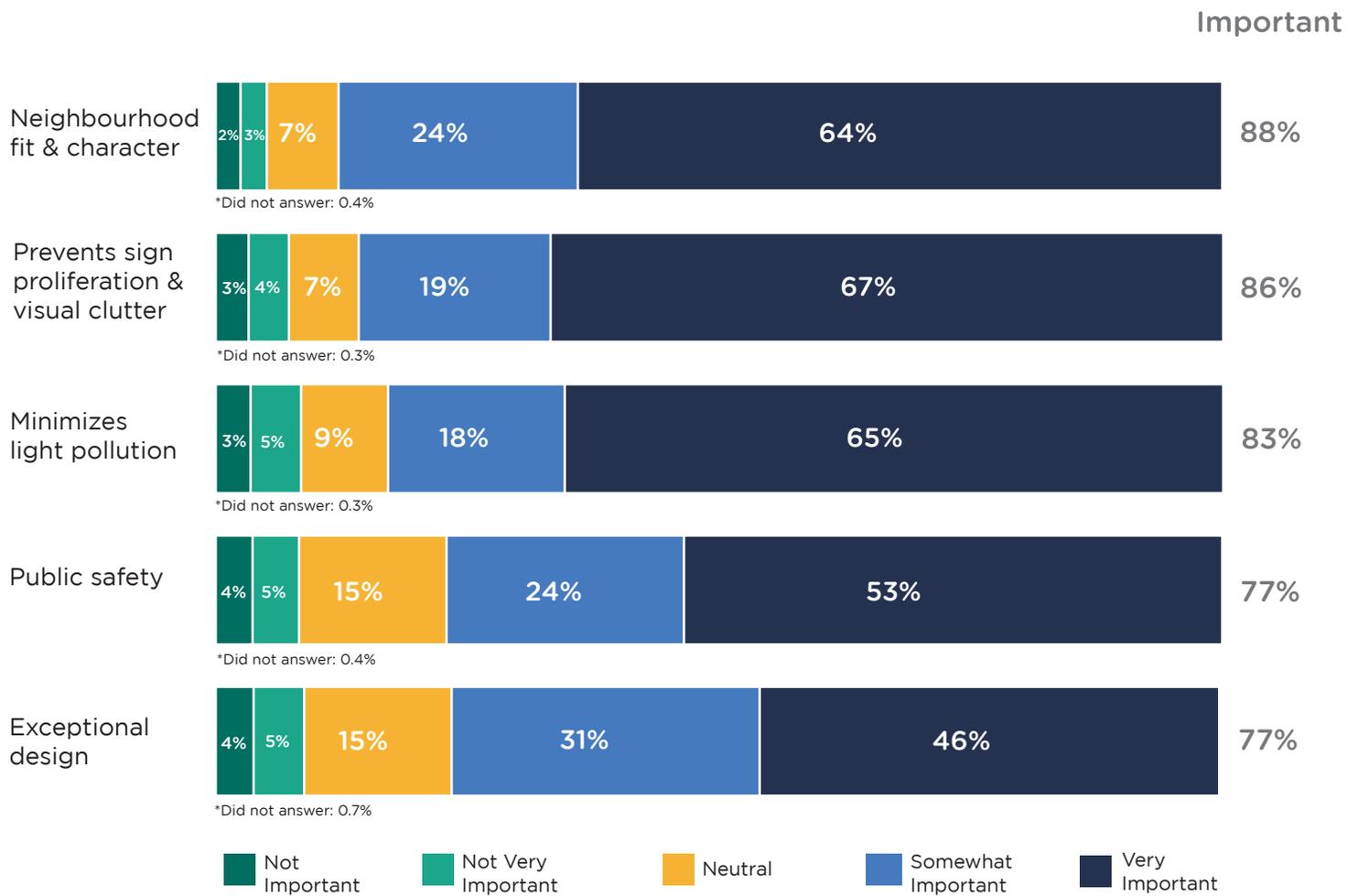
Would you like to see more, less or the same amount of electronic signs and advertising in Vancouver?

77% of respondents want the level of signs and advertising to remain the same or decrease.



How important are these principles for third party advertising, billboards and electronic signage?

All of the proposed principles were seen as important for respondents. Relatively higher importance was placed on signs fitting in with neighbourhood character (88%), along with minimizing visual clutter (86%) and light pollution (83%). Slightly less importance was placed on ensuring public safety (77%) and exceptional design (77%).



Do you think any principles are missing?

Respondents identified a variety of other principles that should be considered for third party advertising, billboards and electronic signage. The top responses were:

Sign Content

Discouraging signs that promote harmful (e.g. smoking or vaping), offensive or suggestive content

11%

Traffic Safety

Mitigating distracted driving and other road safety risks caused by electronic video signs

10%

Sustainability

Ensuring the energy requirements of electronic signs are low and reducing waste caused by unrecycled paper billboards

8%

Language

Ensuring that English and/or French appears on signs

6%

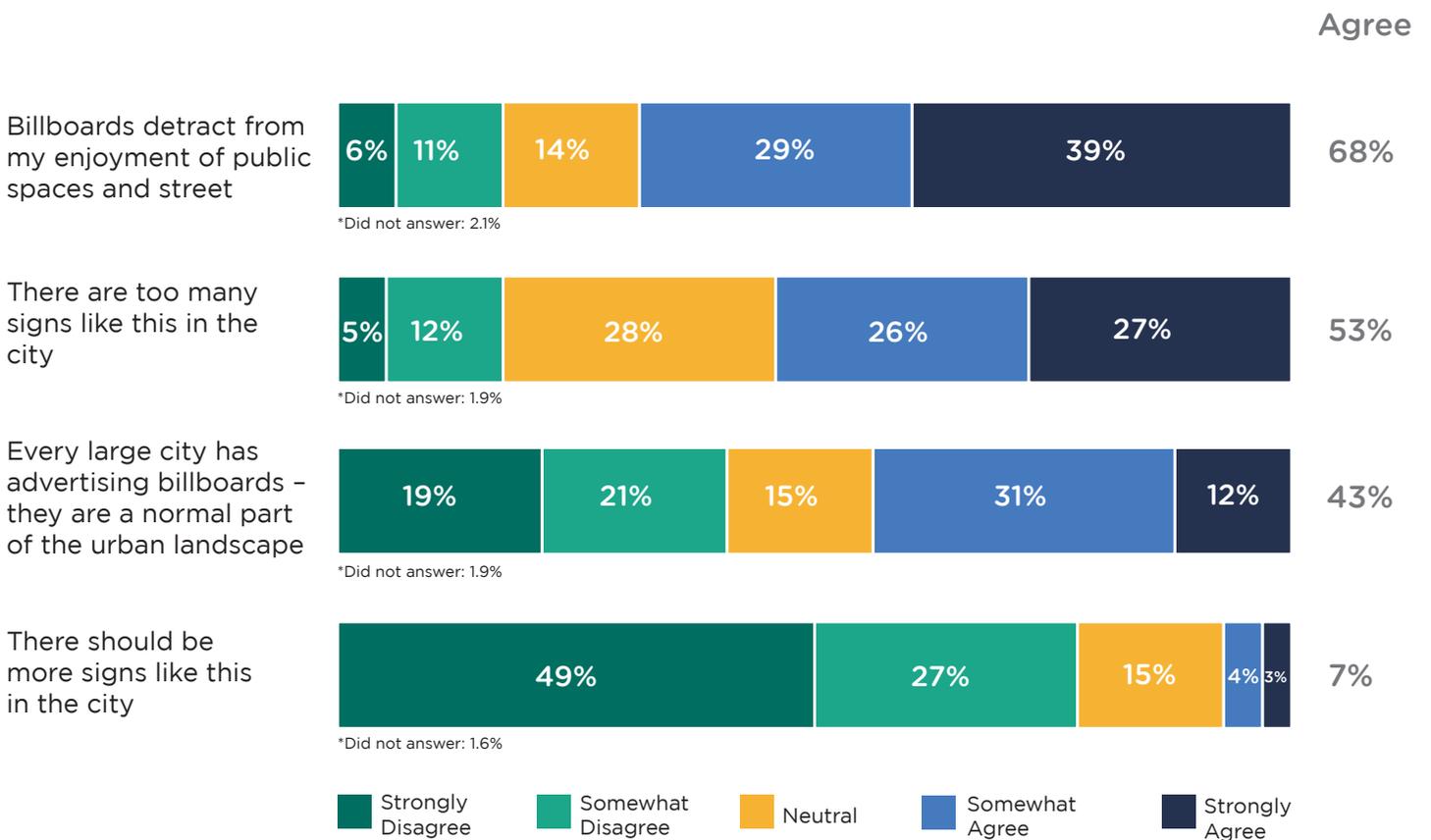
Community Benefits

Ensuring that signs, especially electronic or digital, include public benefits, such as wayfinding information, emergency alerts, public art programming, etc.

4%

Do you agree or disagree with the following statements about paper billboards?

Many respondents expressed distaste towards paper billboards. 68% felt that paper billboards detract from their enjoyment of public spaces and just over half (53%) believe that there are too many in Vancouver. 49% strongly disagreed with the idea of having more paper billboards in the city.



Do you agree or disagree with electronic advertising signs in Vancouver?

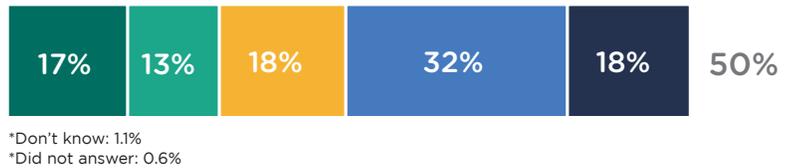
Overall, respondents indicated a preference for smaller-scale, pedestrian oriented permanent electronic signage, especially electronic static image signs (50%) and electronic video signs (42%). Vancouverites were less interested in larger-scale electronic signs, such as video (34%) and static (26%) electronic billboards.

Permanent Signs

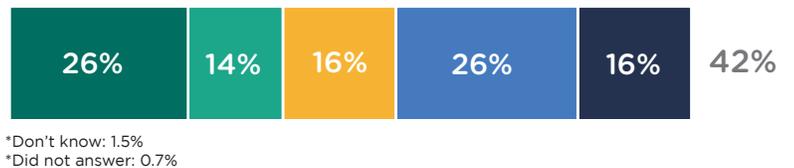
Agree



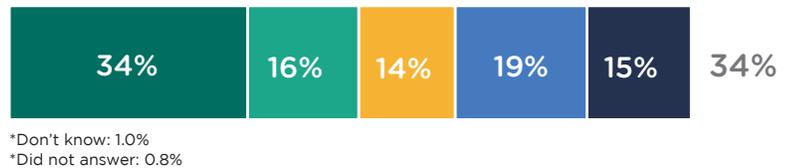
Electronic static image signs: signs that include images and text and remain static on the screen for a certain period of time (e.g. for a minimum of 10 seconds). They are smaller in size than an electronic billboard (e.g. similar in scale to a bus shelter ad panel).



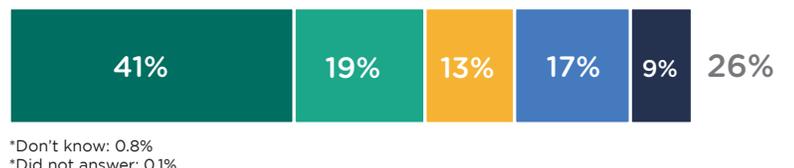
Electronic video signs: signs that display video or moving electronic text or images. They are smaller in size than an electronic video billboard (e.g. similar in scale to a bus shelter ad panel).



Electronic video billboards: larger-scale signs that display video or moving electronic text or images – for example, like the two video screens at the corner of Granville and Robson streets.



Electronic static billboards: larger-scale signs that include images and text and remain static on the screen for a certain period of time (e.g. for a minimum of 10 seconds).



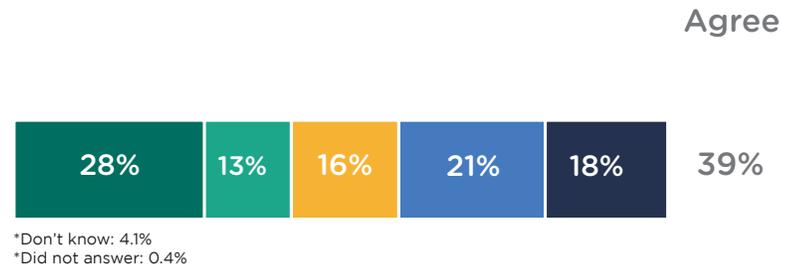
Do you agree or disagree with electronic advertising signs in Vancouver?

In terms of temporary electronic advertising signs, respondents conveyed a preference (39%) for projected image signs. 28% of respondents agreed with the idea of projected video signs.

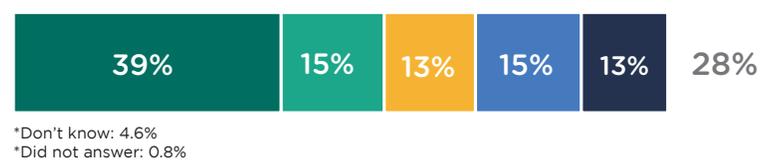
Temporary Signs



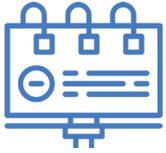
Projected image signs: signs that project static images onto a building or surface from an external light source, and are visible from the street or from another site



Projected video signs: signs that project moving video onto a building or surface from an external light source, and are visible from the street or from another site.



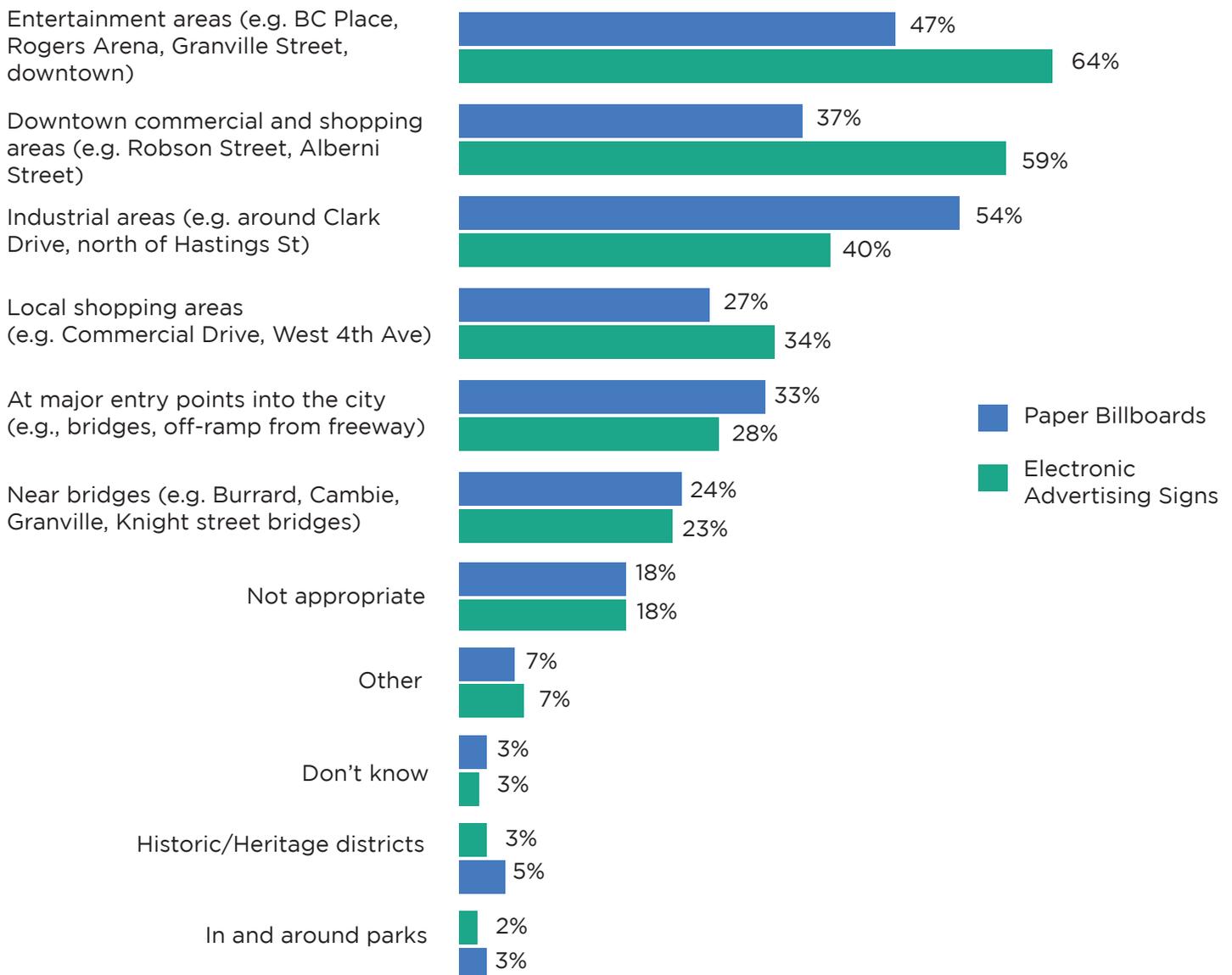
Where should signs be located?



Paper billboards were seen as most appropriate in industrial areas (54%), entertainment areas (47%), and downtown commercial and shopping areas (37%). 18% felt that paper billboards are not appropriate in any location in Vancouver.



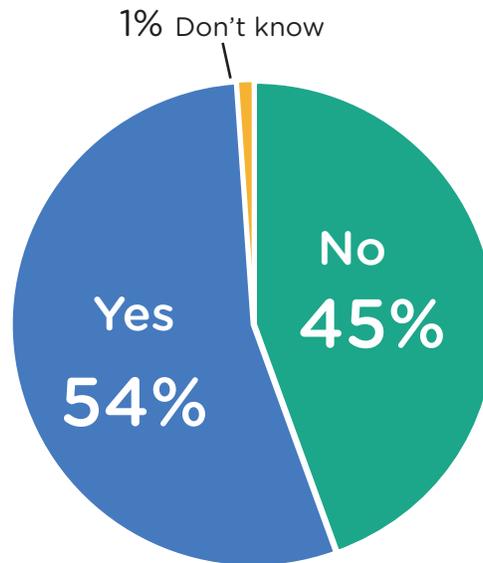
Electronic advertising signs were seen as most appropriate in entertainment areas (64%), downtown and commercial shopping areas (59%), and industrial areas (40%). 18% felt that electronic advertising signs are not appropriate for anywhere in the city.



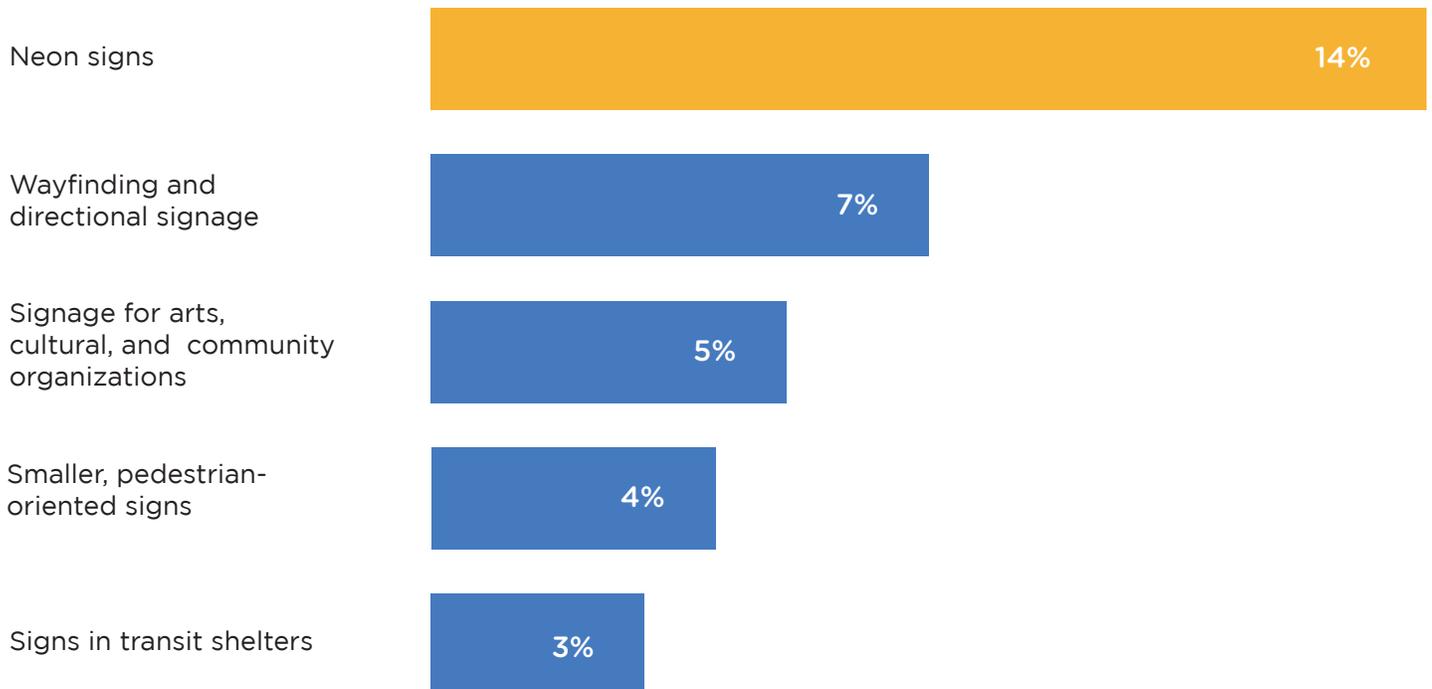
*Did not answer: .03%

Are there other types of advertising signs that you'd like to see in Vancouver's urban, walkable context?

Responses were somewhat mixed towards the idea of other types of advertising signage being integrated in Vancouver's walkable, urban landscape. Just over half (54%) said yes to other types of advertising signs, while 45% said no.



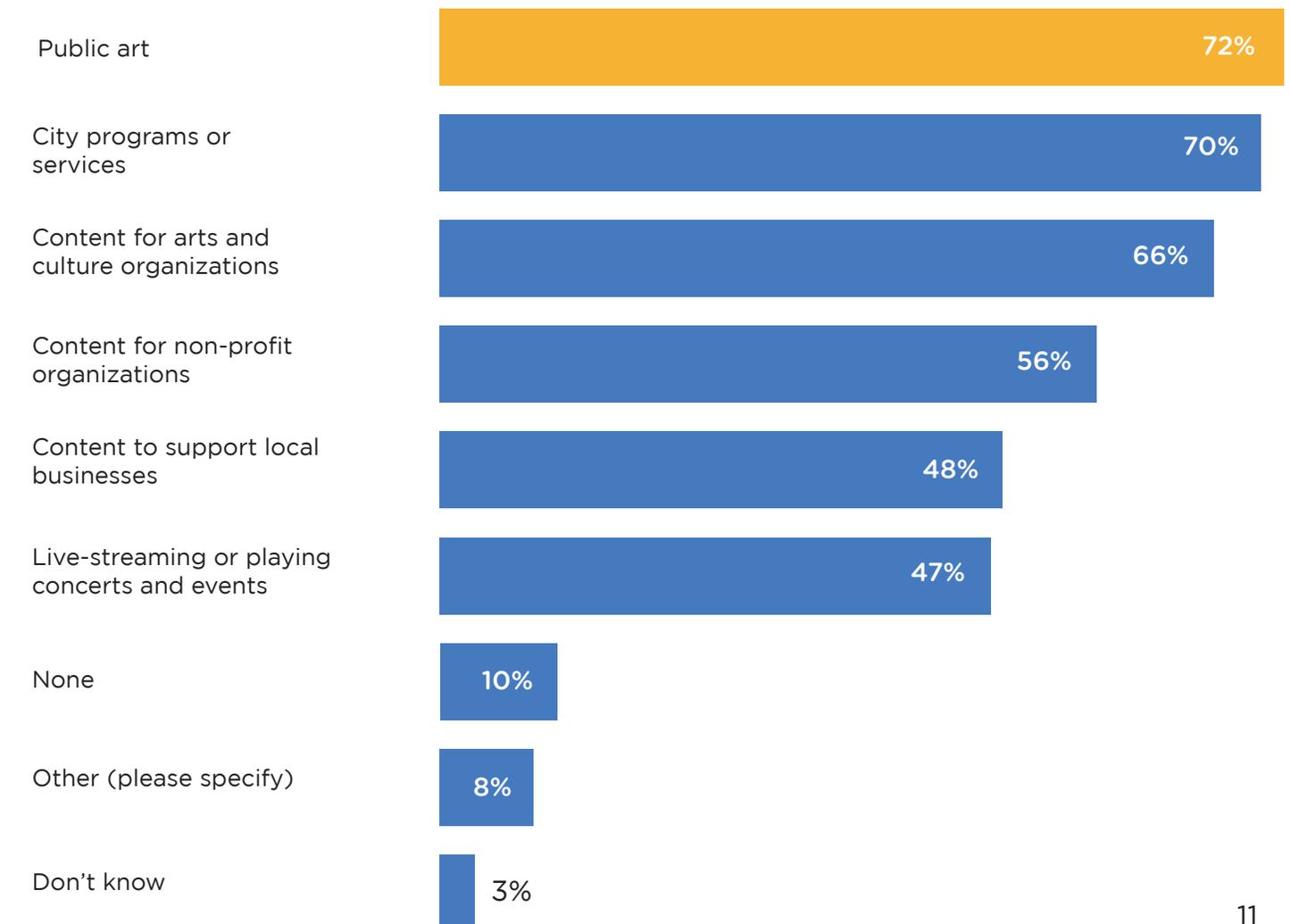
Respondents mentioned a variety of other types of advertising signage that should be considered in Vancouver. The top responses include:



If new electronic advertising signs were introduced in Vancouver, which types of content would you support on these signs, if any?

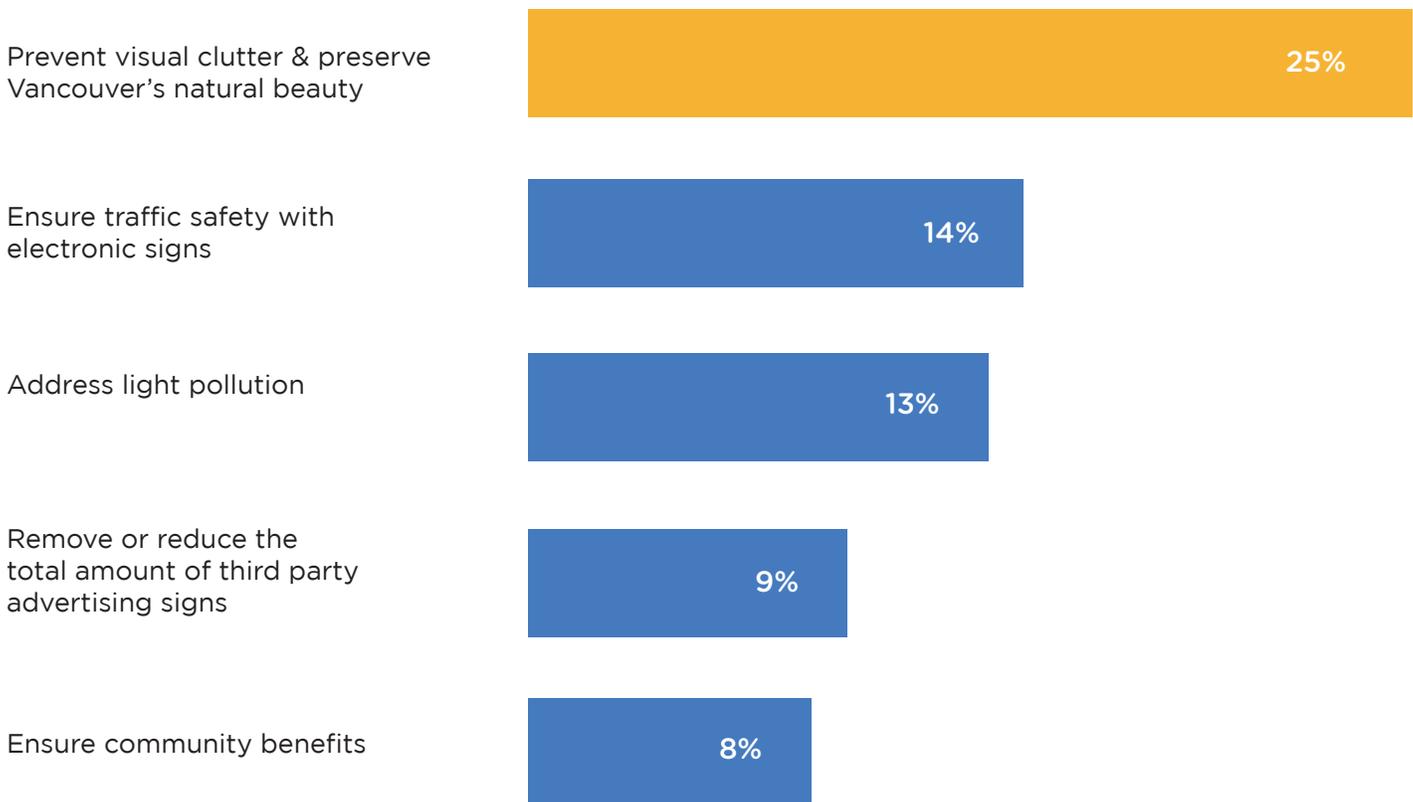
Electronic advertising signs in Vancouver and other cities have provided community benefits as part of their advertising content. When asked if they would like to see community programming displayed on electronic advertising signs, respondents conveyed a preference for public art (72%), city programs or services (70%), and content for arts and culture organizations (66%). 10% felt that they should not promote any community benefits.

For the 8% who selected “Other,” respondents felt that emergency announcements, time, date, weather, traffic updates, and transit disruptions could also be displayed on electronic advertising signs.



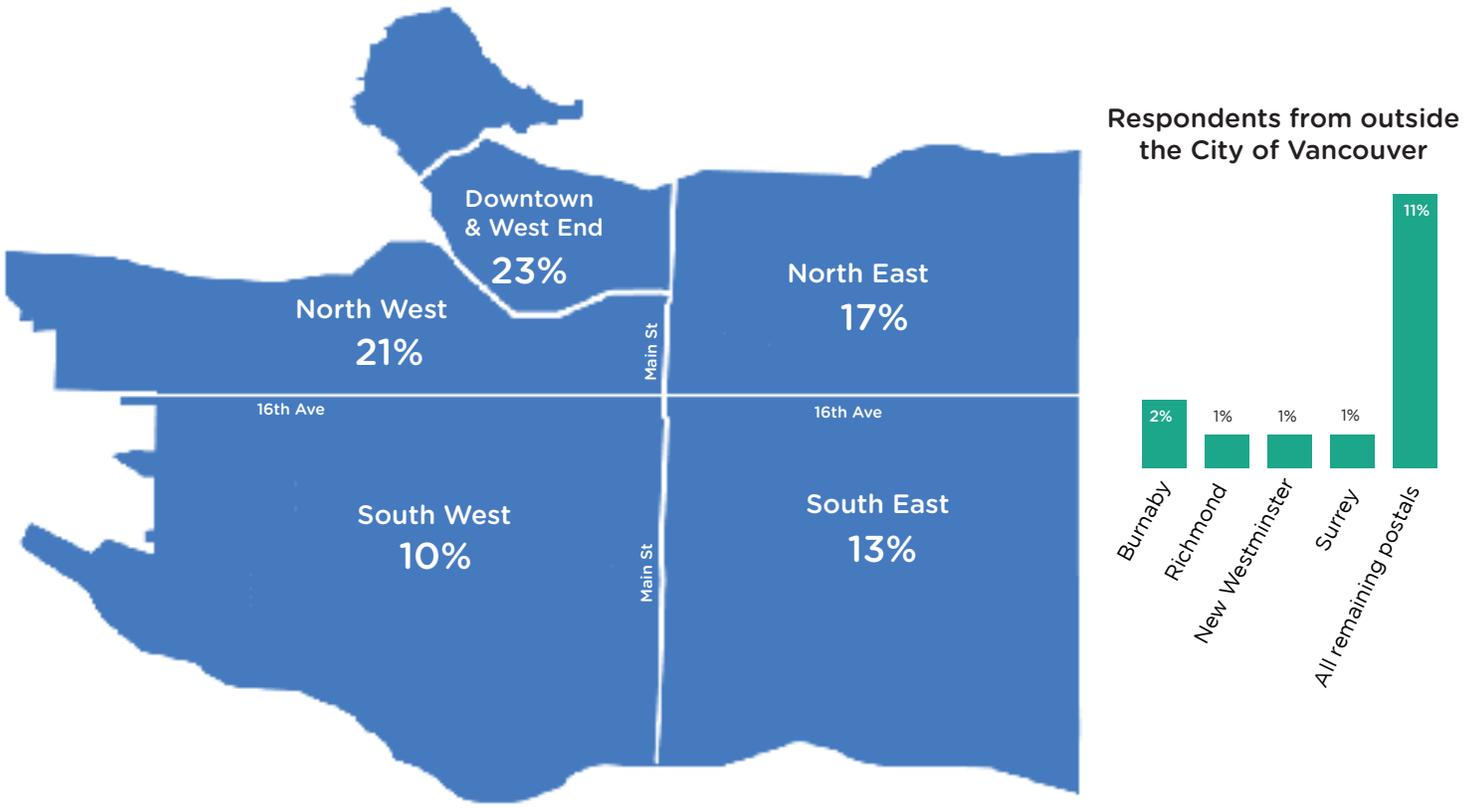
Is there anything else you'd like to tell us about third party advertising, billboards, and electronic signs in Vancouver?

Respondents offered some final comments on third party advertising, billboards and electronic signs at the end of the survey. The top responses include:

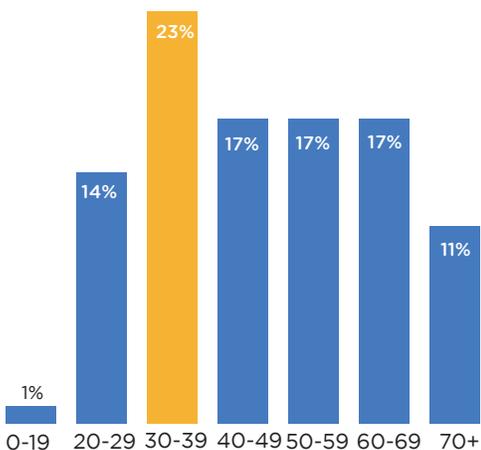


The majority of respondents live in Vancouver's Downtown and West End neighbourhoods (23%). They also were mostly male (51%), between the ages of 30-39 (23%), and home owners (55%).

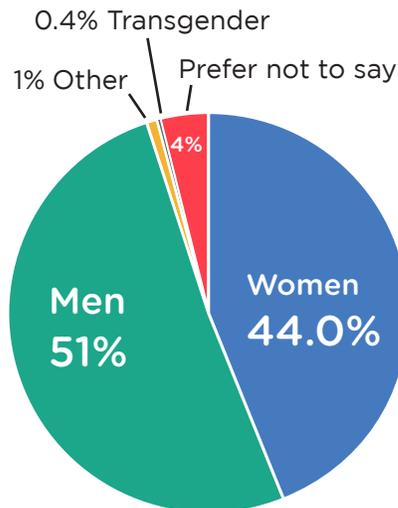
Where Respondents Live



Age



Gender



Owners vs. Renters

