



798 Granville St Electronic Video Sign

Sign Bylaw Amendment Application



Site Location in Granville Street Entertainment District

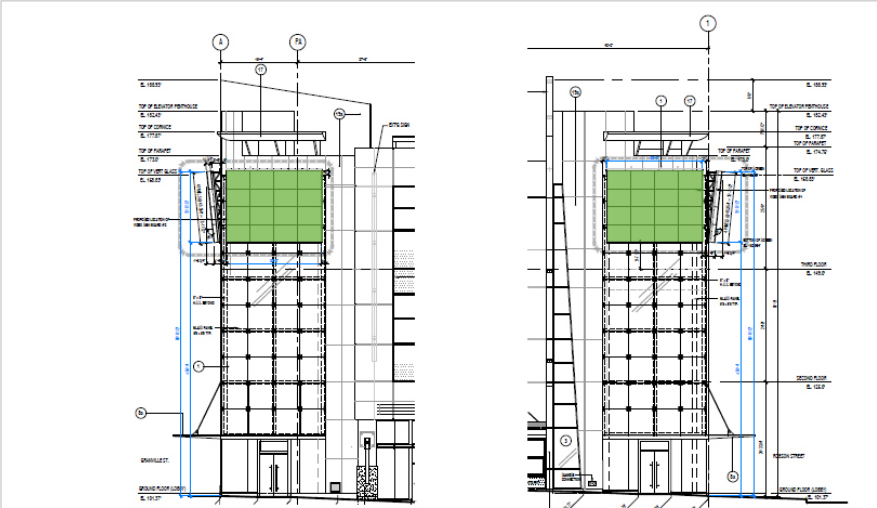




- Existing 10 year contract is expired
- Short term extension was initiated to consider a Sign Bylaw Amendment Application
- Applicant wishes to install updated technology and add to the vibrancy of Granville Street

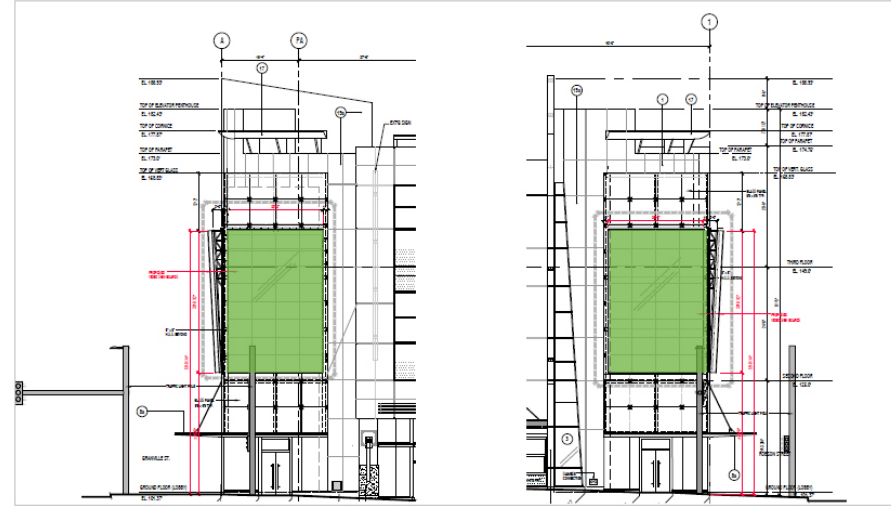
Existing Electronic Signs

Proposed Electronic Signs



Current Video Screen Elevation
Robson Side

Current Video Screen Elevation
Granville Side



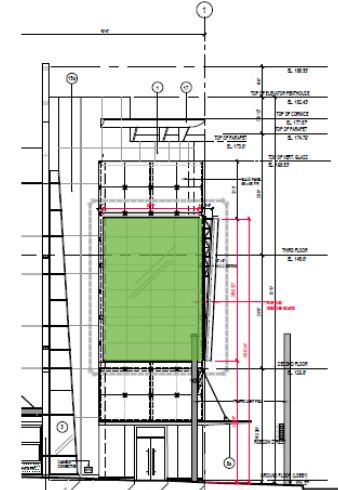
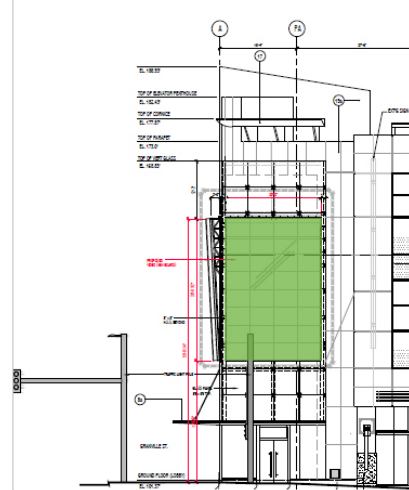
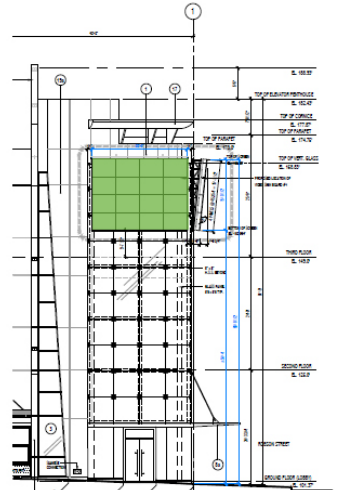
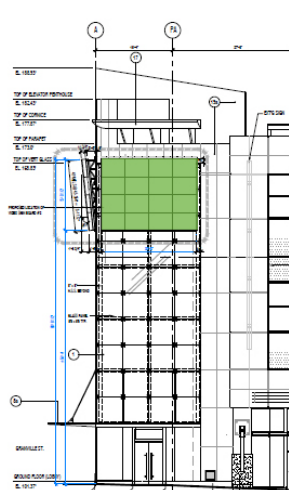
Proposed Video Screen Elevation
Robson Side

Proposed Video Screen Elevation
Granville Side



Existing Signs

Proposed Signs



Current Video Screen Elevation
Robson Side

Current Video Screen Elevation
Granville Side

Proposed Video Screen Elevation
Robson Side

Proposed Video Screen Elevation
Granville Side

Maximum Size: 28m²

Maximum size: 56m²

Signs are located on 3rd storey

Signs are located on 2nd and 3rd storey

Consultation Approach

- Notifications, Community Open House in February 2017
- 24 written / digital comments received
- Notification of public hearing

Feedback

- Concerns: brightness, size, distractive effects, impacts to nearby residents and evening workforce
- Support: for increasing community programming, and angling signs towards the street

Analysis and Response

- Signs must meet new Sign Bylaw brightness maximums and have automatic ambient light sensors
- Lowering the signs on the building and angling sign faces toward the street are anticipated to reduce impacts on neighbouring properties
- Driver distraction concerns are not expected due to unique area circumstances

City Administered Airtime

- Non-profit cultural announcements: 10% of daily regular time
- Video art time available: 5 minutes daily **(New)**
- Concert time available: 2.5 hours monthly
- Emergency announcements: as needed

Financial Contribution to the City

- \$120,000 annually over the 10 year term **(Increased)**
- In kind technical assistance **(Increased)**

LED Sign Technology

- Updated technology and light sensors that are more responsive to ambient light variations
- Aligns with Granville Street Sign District character