



ADMINISTRATIVE REPORT

Report Date: April 10, 2018
Contact: Kristen Elkow
Contact No.: 604.873.7684
RTS No.: 12500
VanRIMS No.: 08-2000-20
Meeting Date: April 24, 2018

TO: Vancouver City Council
FROM: General Manager of Planning, Urban Design and Sustainability
SUBJECT: Applicant Request for Council Reconsideration of Refused Sign Permit SI-2018-00022, 701 West Georgia Street

RECOMMENDATION

THAT Council uphold the decision by the Director of Planning to refuse to issue Sign Permit SI-2018-00022 because the proposed sign does not comply with the Sign By-law or the requirements for a relaxation for unnecessary hardship.

REPORT SUMMARY

This report recommends that Council uphold the Director of Planning's refusal to issue Sign Permit SI-2018-00022 for a sign to be located at 701 W Georgia Street because the proposed projecting sign does not comply with the Sign By-law or the requirements for a relaxation for unnecessary hardship.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

The Vancouver Charter:

- Section 571A and 571AA authorizes Council to make by-laws to regulate signs, and to relax Sign By-law regulations in circumstances of unnecessary hardship.
- Section 571AA entitles a person whose request for a relaxation is considered by an official to have the decision reconsidered by Council.

The Sign By-law No. 11879:

- Enacted on July 25, 2017.

- Section 12.14 allows a projecting sign to extend above the roofline when it is illuminated by neon lighting and when the name of the business is in exposed neon tubing.
- Part 15 includes regulations for the Director of Planning to consider relaxation requests based on unnecessary hardship, and the process for reconsideration of that decision by Council.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

The General Manager of Planning, Urban Design and Sustainability recommends approval of the foregoing recommendation to uphold the decision by the Director of Planning to refuse to issue Sign Permit SI-2018-00022.

REPORT

Background/Context

Pacific Centre is located in a building at 701 West Georgia Street. The public entrance to Pacific Centre near the proposed sign faces Granville Street, between West Georgia and Dunsmuir Avenue. There are direct entrances from the sidewalk to the retail stores H&M and Aritzia beside the proposed sign, both of which are tenants of Pacific Centre (Figure 1). One canopy sign and one projecting sign demarcate the entry to Pacific Centre (Figure 2).



Figure 1: View of premises entrance and neighbouring tenant entrances



Figure 2: View of existing signs at Pacific Centre entry

The Sign By-law allows projecting signs that display the business name in neon tubing along a portion of Granville Street to extend above the roofline. The structural supports of these signs must not exceed 0.3 meters above the roofline.

The applicant shared pre-application documents with staff in August 2017, with a proposal to relocate a legal non-conforming projecting sign closer to the entrance to Pacific Centre. Subsequently, staff advised that it would not support a variance for this application.

Then, in December 2017, Imperial Sign Corporation applied for a sign permit and relaxation to relocate the legal non-conforming projecting sign on behalf of Pacific Centre (Figure 3). This projecting sign has since been removed from the building.

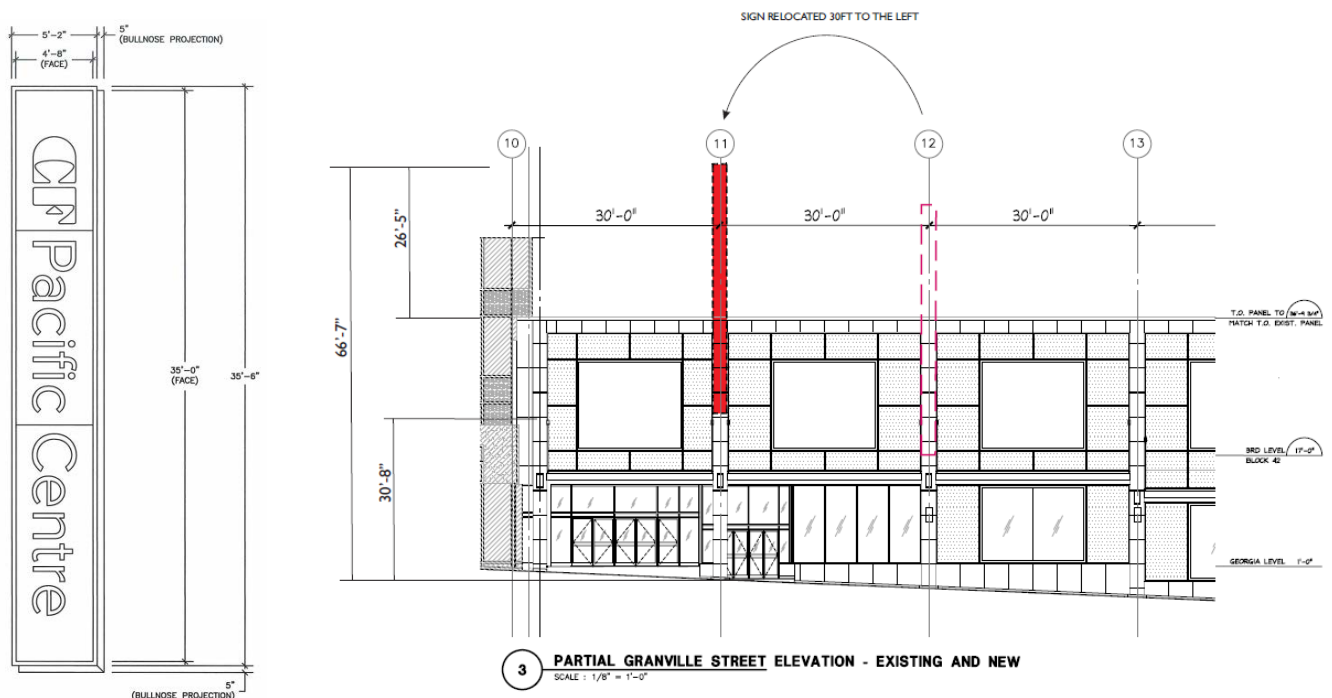


Figure 3: Sign permit application drawings for proposed projecting sign face, and proposed sign location shown in red.

The new Sign By-law includes a new process for addressing relaxations for unnecessary hardship. This includes:

- A new process and criteria for the Director of Planning to consider relaxations for unnecessary hardship;
- A new process for reconsideration of a Director of Planning decision about a relaxation by Council in which Council may uphold, overturn or vary a decision; and
- A new definition of "Unnecessary hardship":

- “Unnecessary Hardship means hardship that results from unique physical circumstances that are peculiar to the site and does not include mere inconvenience, preference for a more lenient standard or a more profitable use, or self-induced hardship resulting from the actions of the owner or applicant.”

The applicant requested a relaxation and the Director of Planning refused the relaxation request on January 18, 2018 (Appendix C). On January 31, 2018, the applicant requested that Council reconsider the Director of Planning’s decision (see Appendix D). A detailed file history is attached in Appendix A.

Strategic Analysis

As described on Appendix C, the Director of Planning refused the permit and the request for relaxation on January 18, 2018 for the following reasons:

- The proposed projecting sign extends more than 40% of the building height, and exceeds the maximum support structure extension above the roofline.
- Signs in this area that contain the name of the business in exposed neon tubing may exceed sign height restrictions. In this case, the sign contains a decorative neon element, but the name of the business is not illuminated with neon lighting.
- The submitted rationale indicates that “the owners would like to relocate this sign to the South as H&M will be renovating their storefront and the sign in its current location would compromise their new storefront design”. This does not amount to unnecessary hardship as there are other sign options available that comply with the Sign By-law.
- As there is no unnecessary hardship, the application is not eligible for a relaxation as set out in Section 15 of the Sign By-law.

Pursuant to Sign By-law section 15.11, the applicant requested through the City Clerk that Council reconsider the Director of Planning’s decision to refuse the relaxation. Council may consider whether the applicant suffers “unnecessary hardship” and determine what to do with the Director of Planning’s decision, by upholding, overturning or varying the decision.

IMPLICATIONS/RELATED ISSUES/RISK

Financial

There are no financial implications.

CONCLUSION

The proposed projecting sign does not comply with the Sign By-law or the requirements for a relaxation for unnecessary hardship. As there are compliant signage opportunities that can be explored, it is recommended that Council uphold the Director of Planning's refusal to issue sign permit SI-2018-00022 located at 701 West Georgia Street.

* * * * *

APPENDIX A Application Process Timeline for SI-2018-00022

Previous Sign Approval SI408537

September 1, 2010 - Appeal No. Z33459 was heard by the Board of Variance on September 1, 2010 and was allowed; permit SI408537 was issued for a new illuminated projecting sign on Granville Street.

Pre-application

- July 26, 2017 - A pre-application meeting with applicant and staff was held.
- August 3, 2017 - Applicant sent concept drawings to staff.
- August 11, 2017 - Staff advised the applicant that a relaxation would not be supported.
- November 3, 2017 - Staff advised the applicant that the relaxation request would not be supported. The applicant advised they would apply for a relaxation.

Application

- December 14, 2017 - The applicant submitted a sign permit application to re-locate the sign face of the projecting sign approved under SI408537.
- December 15, 2017 - Applicant advised that a relaxation for the relocation of this existing projecting sign would not be supported.

Reconsideration

- January 18, 2018 - The Director of Planning refused the permit and relaxation (Appendix C).
- January 31, 2018 - Applicant requested Council reconsider of the Director of Planning's decision (Appendix D).
- February 14, 2018 - City Clerk advised the applicant that Council would reconsider the decision on April 24, 2018 (Appendix E).
- February 28, 2018 - Letter of Request for Submission of Supplementary Reasons was sent to the applicant (Appendix F).

APPENDIX B Applicant Relaxation Request



IMPERIAL SIGN

November 29, 2017

Director of Planning
c/o Mary Tuiza
Permits & Licensing Department
City of Vancouver

**Re: Pacific Centre
609 Granville Street**

Please find enclosed our application for relocation of the existing double faced projecting sign mounted on Granville Street elevation at the entrance to Pacific Centre.

This sign was installed in October of 2010 under Permit No. SI408537 and Board of Variance Appeal No. Z33489.

The appeal was granted with the support of the Planning Department with the provision that the sign incorporated an exposed neon element, which is in keeping with the Granville Street sign district intent. This intent will continue to be satisfied as no alternations to the design of the existing sign are proposed.

The owners would like to relocate this sign to the South, as H&M will be renovating their storefront and the sign in its current location will compromise their new storefront design.

Once it is relocated, there is an existing canopy on the neighbouring tower that is part of the Pacific Centre complex in front of Aritzia that would block the visibility of the lower half of the Pacific Centre projecting sign. As a result Cadillac Fairview would like to increase the height above the roofline by 1/3. It currently sits 17' above the roof line and they would like to increase it to 27' above the roof line.

We request consideration of this application under the provisions of part 15 of the Sign Bylaw, unnecessary hardship and present the following list of hardships:

1. Given the recent challenges in the Canadian retail landscape with several international retainers choosing to exit the Canadian market, if not filing for bankruptcy, as well as the growth of online-shopping has all hindered traditional brick and mortar shopping. It's imperative we aim to keep shopping centres such as CF Pacific Centre top of mind for Vancouverites and tourists alike. This is achieved through strong street presence and entrances that are clearly identified from the other mixed uses on Granville Street.
2. There is no other location on Pacific Centres Granville Street frontage that would allow the sign to be relocated to; - other than mounting on one of the towers, which obviously have negative aesthetic implications.

Director of Planning
c/o Mary Tuiza
Permits & Licensing Department

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3. The Aritzia canopy blocks the sign if kept at the same height.
4. The sign has existed under a legal permit since 2010 and does not detract from the streetscape and is similar to many other vertical projecting displays along Granville Street. It is a hardship not to allow to have a minor relocation along the same frontage serving the same entrance. Naturally we require the sign to live above our Granville Street entrance, by moving it elsewhere on the facade it is actually confusing to customers and tourist visitors trying to enter to the centre.
5. The design of the H&M storefront is complimentary to the complex design, but does not make sense to have the Pacific Centre identity in the middle of a tenant storefront. H&M's investment into their façade only elevates the image of Granville Street (similar to what Holts did on 500 block of Howe) creating a more desirable streetscape. H&M requires this sign relocated in order to make the necessary improvements to their storefront.
6. A conforming display would be disproportionate to the size of the complex, and the numerous other large projecting signs on Granville. The current sign is 165 square feet. A conforming sign would be 21.53 sq. ft., roughly the size of 2 of the letters in Pacific Centre sign that currently exists. This may work well for a single tenant use, but is totally disproportionate to a complex the size of Pacific Centre.
7. There are signs for Nordstrom that are similar in size to the existing Pacific Centre sign. Nordstrom occupies 230,000 sq. ft. and has two projecting signs, where Pacific Centre occupies 1.2 mill sq. ft. of gross leasable area if including Four Seasons Hotel, 2.1 mill square feet of both retail and office GLA including 7 office towers (the COMPLEX). Shrinking the size of the display to bring into conformity would pronounce the disparity in size and render the display mostly redundant.
8. Not allowing this sign in a new location diminishes the consistent image as presented by the other projecting sign Pacific Centre has on Howe Street.

City of Vancouver Sign By-law - Part 15 Relaxations

15.2 Considerations regarding Unnecessary Hardship

- (a) **the size and location of the site or premises;**
 - *If it was acceptable in 2010, why not now?*
- (c) **the context of the neighbourhood or sign district;**
 - *Relocation does not impact this*

Director of Planning
c/o Mary Tuiza
Permits & Licensing Department

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- (d) potential impacts on existing adjacent land uses;
➤ *Adjacent land uses remain under the same use and ownership*

15.9 Conditions on Relaxation

- (f) safety and construction matters.
➤ *This application specifically relates to the renovation of H&M.*

15.10 Refusal of Relaxation

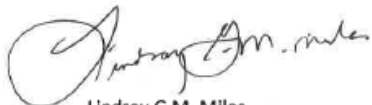
- (a) a relaxation of the regulations would alter the essential character of the neighbourhood or sign district;
➤ *How can the character be fundamentally changed by relocating a display that currently exists 30' away?*

This application includes the request to increase the height above the roofline. If the city position will only support this application, provided we did not increase the height above the roofline (although it would diminish the impact and readability from certain angles) Cadillac Fairview would accept this condition.

We trust the above information will be helpful to gain your favourable support for our application. Should you wish to meet to discuss further we would be pleased to oblige.

Yours truly,

IMPERIAL SIGN CORPORATION



Lindsay G.M. Miles,
Vice-President, Marketing

LGM/kf



IMPERIAL SIGN

December 13, 2017

Mary Tuiza
City Vancouver

Re: Pacific Centre Projecting Sign

Further to our application submitted to relocate the Pacific Centre Granville Street projecting sign, we provide an additional hardship based on the attached published article.

Hardship

The city has approved an increase in size for an electronic sign for Bonnis Properties. This recently approved sign is 193% larger than the existing sign for a complex that has a fraction of the tenants and will also provide third party advertising.

How can it be acceptable to increase the size of a sign in the immediate area, which allows third party advertising and not permit Pacific Centre to relocate a conforming sign?

Yours truly,

IMPERIAL SIGN CORPORATION

Lindsay G.M. Miles,
Vice-President, Marketing

LGM/kf

APPENDIX C
Permit and Relaxation Refusal



January 18, 2018

Imperial Sign Corporation
2821 Huntington Place
Port Coquitlam, BC V3C 4T3

Dear Imperial Sign Corporation:

RE: 701 W GEORGIA STREET, Vancouver, BC V7Y 1K8
SI-2018-00022

The Director of Planning has received your sign permit application for a non-illuminated billboard sign and accompanying relaxation request, including the attached rationale dated December 14, 2017.

The sign permit application and relaxation request has been refused by the Director of Planning for the following reasons:

- The proposed projecting sign extends more than 40% of the building height.
- The support structure of the proposed projecting sign extends more than 0.30 m above the roof line.
- The reasons for the request to relocate the existing projecting sign on this building do not amount to unnecessary hardship.
- As there is no unnecessary hardship, the application is not eligible for a relaxation as set out in section 15 of the Sign By-law.

Pursuant to section 15.1 of the Sign By-law, you may ask Council to reconsider this decision:

"15.11 Reconsideration by Council

An owner may request that Council reconsider a decision of the Director of Planning under this Part, by delivering a request in writing to the City Clerk within 14 days of the decision, setting out the reasons for the request."

Sincerely,

A handwritten signature in black ink, appearing to read "m tuiza".

Mary Tuiza
Project Coordinator I
Development, Buildings and Licensing

APPENDIX D Applicant Reconsideration Request

-----Original Message-----

From: Lindsay Miles [<mailto:lmiles@imperialsign.com>]
Sent: Wednesday, January 31, 2018 2:22 PM
To: Correspondence Group, City Clerk's Office
Subject: Re:Pacific Centre Granville Street Projecting Display
Importance: High

Please see attached submission as requested. Please proceed to schedule a date for the appeal.

Thank you.

Lindsay G.M. Miles, Vice-President Marketing IMPERIAL SIGN CORPORATION
2821 Huntington Place, Port Coquitlam BC V3C 4T3
Ph: 604-464-1211 / Cell: 604-290-7062 / Fx: 604-941-8496 / Em:
lmiles@imperialsign.com



IMPERIAL SIGN

January 30, 2018

Attention City Council
City of Vancouver

Re: SI2018-00022

We respectfully request relaxation of the Sign Bylaw to allow relocation of an existing display for Pacific Centre.

Please find attached correspondence from The Cadillac Fairview Corporation, a support letter from the Downtown Vancouver Business Association as well as our original submission for your consideration and review.

Sincerely

IMPERIAL SIGN CORPORATION

Lindsay G.M. Miles,
Vice-President, Marketing

LGM/kf

Encl.



CF
Pacific Centre

January 30, 2018

VIA COURIER

Vancouver City Hall
3rd Floor, City Hall
453 West 12th Ave
Vancouver, BC V5Y 1V4

Attention: City Councillors

Re: Request to relocate illuminated projecting sign on 700 blk of Granville Street.

In October 2010, the Board of Variance granted a relaxation of the Signage Bylaw to permit the installation of an illuminated projecting sign along Granville St. This sign is in harmony with the Granville streetscape and complements the historic Granville Street signage district with its customized neon elements.

With the recent expansion plans of H&M we are requesting this sign to be relocated a minor 25 ft. south on the same façade. Investment of this degree is another example of Cadillac Fairview's continuous commitment to the transformation and beautification of Downtown Vancouver and Granville St.

- In 2006, we opened a flagship Holt Renfrew on the 500 block of Granville which cultivated the retail presence we see on Granville St. today.
- In 2009, Cadillac Fairview invested in the corner of W Georgia on Granville St with the relocation and redevelopment of the 701 W Georgia office lobby welcoming strong covenant brands such as Arizta & Michael Kors to the neighborhood and adding to the street appeal.
- Most recently the ICSC award-winning redevelopment of the Sears building and the opening of a flagship Nordstrom and three marquee office tenants transformed a full city block altering the retail landscape and increasing the overall visitation to the once undesirable street.

As part of this 725 Granville redevelopment, Nordstrom (230,000 sf.) was granted three projecting displays: Granville St., Howe St and Robson. Pacific Centre Complex consists of 710,000 sf and another 1.9 million sf of office GLA and is a major destination for both local residents and international tourists. Also worth noting is over half of the shopping centre sits below grade with no street exposure. A sign similar in scale and visibility as Nordstrom's signs is fundamental to the success of our 100+ businesses, the Four Seasons Hotel and our 170+ businesses that operate in our seven connecting office towers. We ask that Cadillac Fairview be granted similar identification opportunities as one of our major tenants.

The Cadillac Fairview
Corporation Limited
CF Pacific Centre
Suite 910
609 Granville Street
Vancouver, BC V7Y 1G5
T: 604 688 7236
F: 604 688 0394
cfpacificcentre.com

CF
Pacific Centre

Thank you in advance for your time and reconsideration of this minor signage relocation. We look forward to the 2018 completion of H&M expansion and façade renovation. A project of this scale will only add further vibrancy and animation to the street putting Granville St on the map for future retailing.

Yours truly,

THE CADILLAC FAIRVIEW CORPORATION LIMITED



Lillian Tummonds
General Manager
Pacific Centre Complex & HSBC Building

cc: Tom Knoepfel, Senior VP, Western Canada



January 26, 2018

Vancouver City Council
3rd Floor, City Hall
453 West 12th Ave
Vancouver, BC V5Y 1V4

Support for Pacific Centre Projecting Sign Relocation

The Downtown Business Improvement Association (DVBIA) supports the relocation of the Pacific Centre sign at 609 Granville Street.

We urge Council to allow the sign to be relocated for the following reasons:

- The size of the sign received Board of Variance approval in October of 2010 (Permit No. S1408537). The sign is already a part of the streetscape and its relocation on the same frontage block will be a minimal change.
- The Pacific Centre sign represents the 100+ shops in the mall and should stand out among the other signs on Granville Street.
- The mall is a major destination and meeting place downtown. The 2017 Downtown Public Survey respondents identified Pacific Centre is the second most visited downtown shopping destination. Therefore, the mall's signage needs to be easily visible to the public from various vantage points.
- Exposed neon elements of the sign are in keeping with the intent of the Granville Street sign district and add to the character of the neighbourhood.

We hope you will approve this minor relocation.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Gauthier".

Charles Gauthier, MCP
President and CEO
Downtown Vancouver Business Improvement Association

CHAIR:

Dani Pretto
Vanterre Projects Corp

VICE CHAIR:

Gary Pooni
Brook Pooni Associates

SECRETARY-TREASURER:

Lorenzo Pederzani
HollisWealth Insurance Agency

IMMEDIATE PAST CHAIR:

Peter Raptis
The Refinery / SIP Resto-Lounge

DIRECTORS:

Luca Citton
Boughton Law Corporation

Kim Ficocelli
Cadillac Fairview

Gwen Hardy
Elettra Communications

Damon Holowchak
Donnelly Group

Anna Lilly
Fleishman-Hillard

Richard Lui
Polaris Realty

Christopher Lythgo
Business Development Bank of
Canada

Rose Ma
Block 81 Holdings Ltd

Brad Simmons
Rosewood Hotel Georgia

Chris Stokes
QuadReal Property Group

Caroline Tornes
Starbucks Coffee Company

Jon Wellman
Bentall Kennedy

PRESIDENT AND CEO:

Charles Gauthier
Downtown Vancouver BIA



IMPERIAL SIGN

Lindsay Miles

From: Lindsay Miles <lmiles@imperialsign.com>
Sent: Thursday, August 03, 2017 3:20 PM
To: 'Tuiza, Mary'
Subject: Pacific Centre (Projecting Sign on Granville)
Attachments: 20170803151910.pdf

Mary Tuiza
City of Vancouver

Further to our discussion on July 26, please find attached concept drawings for relocation of the Pacific Centre vertical projecting sign on Granville Street. This sign was approved with a variance in 2011 and Pacific Centre is now looking to relocate it.

A further consideration is whether Pacific Centre can increase the height above the roofline for better visibility. The purpose is to accommodate a new storefront for H&M expansion in 2018.

Please advise the cities position prior to a meeting that Pacific Centre has set for 1:00pm on August 9th.

Thank you,
Lindsay Miles, Vice-President Marketing
IMPERIAL SIGN CORPORATION / 2821 Huntington Place, Port Coquitlam BC V3C 4T3
Office: 604-464-1211 / **Cell:** 604-290-7062 / **Fax:** 604-941-8496 / **Em:** lmiles@imperialsign.com



IMPERIAL SIGN

August 16, 2017

Mary Tuiza
City of Vancouver

**Re: Pacific Centre
609 Granville Street
Double Sided Projecting Display - Granville Street**

Further to our discussion pertaining to the above captioned project we provide the following for your review, comment and approval.

The owners, Cadillac Fairview Corporation, had this Pacific Centre display installed in October 2010 under Permit No. S1408537 and Board of Variance Appeal No. Z33489.

The owners would like to relocate this display to the South, as H&M will be renovating their storefront and the current location is in the way of their new storefront.

Once it is relocated, there is an existing canopy on the neighbouring tower that is part of the Pacific Centre complex in front of Aritzia that would block the visibility of the lower half of the Pacific Centre projecting display. As a result Cadillac Fairview would like to increase the height above the roofline by 1/3. It currently sits 17' above the roof line and they would like to increase it to 27' above the roof line. The display is currently 35' in height overall.

This display identifies the entire Pacific Centre Complex and visibility and readability is very important. It is Cadillac Fairview's intent to complete this work in January to facilitate the H&M renovations. We would need to have their engineer design a new structure to accommodate and fabricate as required. The Pacific Centre display would be removed to our shop for structural modifications and reinstalled onto the new structure. There is some significant time required to complete in this timetable, so your rapid response to this request would be greatly appreciated.

Please advise further requirements to complete this application.

Yours truly,

IMPERIAL SIGN CORPORATION

Lindsay G.M. Miles,
Vice-President, Marketing

LGM/kf

APPENDIX E
Council Meeting Notice



CITY CLERK'S DEPARTMENT
Office of the City Clerk

February 13, 2018

Lindsay G.M. Miles
Vice-President Marketing
Imperial Sign Corporation
2821 Huntington Place
Port Coquitlam, BC V3C 4T3

Dear Lindsay G.M. Miles:

RE: Imperial Sign Corporation - 701 W Georgia Street - Sign Permit Application and Relaxation Request (SI-2018-00022) - Request for Reconsideration of Refusal

Thank you for your email dated January 31, 2018, in which you request that Council reconsider the decision of the Director of Planning in refusing the sign permit application and relaxation request SI-2018-00022 in relation to Imperial Sign Corporation - 701 W Georgia Street.

A hearing has been scheduled as follows:

DATE:	Tuesday, April 24, 2018
TIME:	3:00 pm
PLACE:	Council Chamber Third Floor, City Hall

If you require an interpreter, you must submit a request to the City Clerk for an interpreter to attend the hearing at least 7 days before the date of the hearing.

Yours sincerely,

Janice MacKenzie
City Clerk

cc: Gil Kelly, GM Planning and Development
John Greer, Assistant Director, Development Services

APPENDIX F
Request for Submission of Supplementary Reasons



DEVELOPMENT SERVICES

February 28, 2018

Lindsay G.M. Miles
Vice-President Marketing
Imperial Sign Corporation
2821 Huntington Place
Port Coquitlam, BC V3C 4T3

Dear Lindsay G.M. Miles,

**RE: Imperial Sign Corporation - 701 Georgia Street
Sign Permit Application and Relaxation SI-2018-00022
Request for Submission of Supplementary Reasons**

Staff reviewed your request for Council reconsideration of the Director of Planning decision to refuse Sign Permit (SI-2018-00022). As noted in the letter from the City Clerk, Council will reconsider the decision on April 24, 2018.

While oral representations will be permitted at the Council reconsideration, the written reasons you have provided requesting Council reconsideration will form an integral part of the basis of Council's reconsideration, and will be appended to the Council report related to the reconsideration. A copy of the report will be made available prior to the Council reconsideration. Based on this, if you would like to submit additional or supplementary written rationale, please submit them to the City Clerk by email to speaker.request@vancouver.ca by March 6, 2018 (end of business day). If supplementary reasons are not received by this date, the City will proceed with developing the Council report based on what has already been submitted.

Sincerely,

A handwritten signature in black ink, appearing to read "John Greer".

on Behalf of.

John Greer, Assistant Director - Development Review Branch

Cc: Janice MacKenzie, City Clerk
Anita Molaro, Assistant Director of Planning - Urban Design