

## SUMMARY AND RECOMMENDATION

**2. SIGN BY-LAW AMENDMENT: 700 Hamilton Street (CBC)**

**Summary:** To amend the Sign By-law provisions to permit four automatic changeable copy signs, including one video sign on the site of the Canadian Broadcasting Corporation (CBC) Vancouver Broadcasting Centre that will include third-party advertising, and to permit a stand-alone way-finding sign adjacent to the corner of Robson and Hamilton Streets.

**Applicant:** Kent Allen Design Group, on behalf of the CBC

**Recommended Approval:** By the Director of Planning, subject to the following conditions as proposed for adoption by resolution of Council:

THAT the application by the Kent Allen Design Group, on behalf of the Canadian Broadcasting Corporation, to amend the Sign By-law provisions applying to 700 Hamilton Street to permit four automatic changeable copy signs, including one video sign on the site of Vancouver Broadcasting Centre that will include third-party advertising, and further that the Sign By-law amendments include provisions to permit a stand-alone way-finding sign adjacent to the corner of Robson and Hamilton Streets, generally as contained in Appendix A to policy report "700 Hamilton Street (CBC/Radio Canada Broadcasting Centre) - Sign By-law Text Amendments - Automatic Changeable Copy Signs (including a Video Sign)" dated September 5, 2008, be approved subject to the following conditions:

**PROPOSED CONDITIONS OF APPROVAL**

**Provision of "air time" on the video sign:** Prior to enactment of the text amendment to the Sign By-law, the registered owner of 700 Hamilton Street shall make arrangements, to the satisfaction of the Managing Director of Cultural Services and the Director of Legal Services for the execution of a legal agreement by the owner and the City, setting out:

- 1) the terms and conditions of the use and operation of the video signs by the owner; and
- 2) securing, without limitation, the amount and timing of City of Vancouver "air time" on the video signs by the owner on an annual basis to cover the City's cost of managing the City's "air time".

The legal agreement shall be drawn, not only as a personal covenant of the owner, but also as a covenant pursuant to Section 219 of the Land Title Act and shall be registered against title to the lands, to the satisfaction of the Director of Legal Services.

**(RZ. 691/2008 - 700 Hamilton Street)**