



# P1

## POLICY REPORT DEVELOPMENT AND BUILDING

Report Date: April 1, 2010  
Contact: Joanne Baxter  
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VanRIMS No.: 08-2000-20  
Meeting Date: April 20, 2010

TO: Vancouver City Council

FROM: Director of Planning in consultation with Acting Managing Director of Cultural Services and Director of Legal Services

SUBJECT: 1895 Venables Street - Vancouver East Cultural Centre - Sign By-law Amendment

### RECOMMENDATION

THAT the Director of Planning be instructed to make application to amend Schedule A of the Sign By-law to permit signage consisting of one, fascia sign containing third party advertising at 1895 Venables Street (Vancouver East Cultural Centre) and the application be referred to a Public Hearing together with:

- (i) draft Sign By-law provisions, generally as contained in Appendix A; and
- (ii) the recommendation of the Director of Planning to approve, subject to the conditions contained in Appendix B;

FURTHER THAT the Director of Legal Services be instructed to prepare the necessary by-law, generally in accordance with Appendix A, for consideration at the Public Hearing; and

FURTHER THAT no legal rights or obligations be created or arise unless and until the legal agreements have been executed and delivered by the Director of Legal Services.

### GENERAL MANAGER'S COMMENTS

The General Manager of Community Services recommends approval of the foregoing.

### CITY MANAGER'S COMMENTS

The City Manager recommends approval of the foregoing.

**COUNCIL POLICY**

The Sign By-law regulates the number, type, form, appearance and location of signs according to districts and uses. It applies to all signs other than those on streets, lanes or public parks.

The intent of the Sign By-law is to permit signage which provides information that identifies and locates rather than advertises.

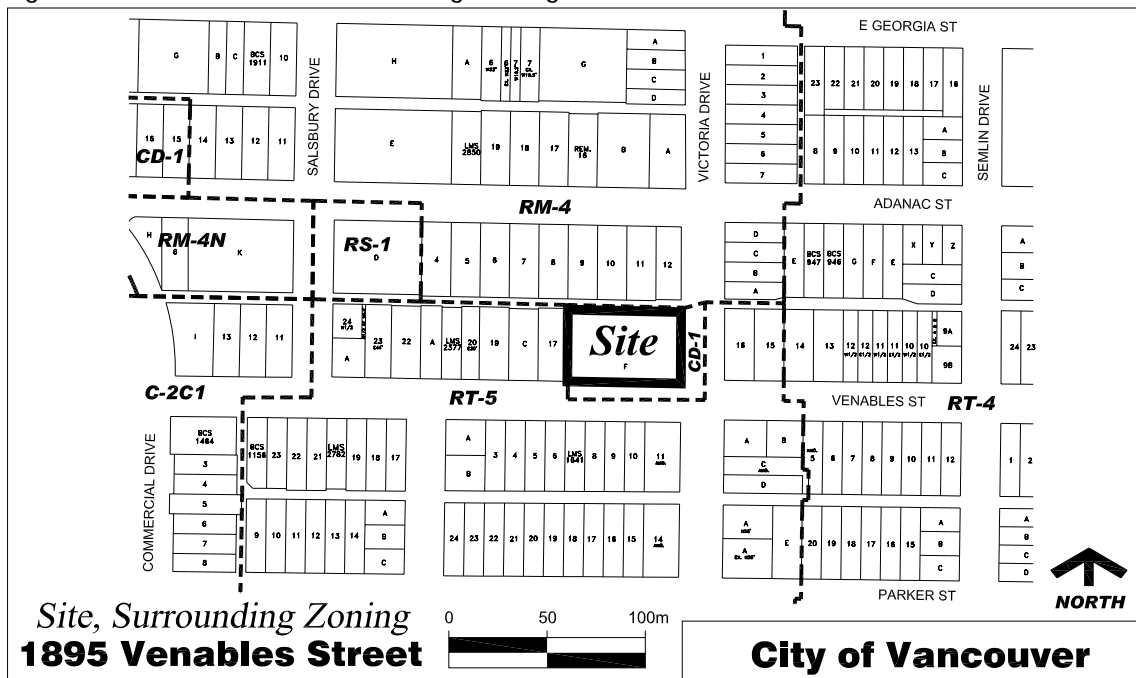
Third party advertising refers to sign content which directs attention to products or services provided which are not the principal products or services provided on the site at which the sign is located. Third party advertising can be displayed on facia signs, up to 30 percent of the total copy area, if the products or services advertised are sold or provided on the premises at which the sign is located.

In November 2006, Council approved the Naming Rights Policy for Civic Community Facilities which includes guidelines and a decision-making framework to consider naming requests for City owned buildings and facilities. The policy includes a provision requiring each naming proposal to apply for a Sign By-law amendment to be considered at Public Hearing.

**SUMMARY AND PURPOSE**

This report seeks Council approval to refer a Sign By-law amendment to a Public Hearing. The proposed amendment would, if approved, permit a facia sign with third party advertising to be erected on the easterly exterior wall of the newly constructed rehearsal studio for the Vancouver East Cultural Centre (VECC) at 1895 Venables Street (see Figure 1).

Figure 1. Site and Surrounding Zoning



VECC has made an application to the City pursuant to the Naming Rights Policy. Staff has reviewed the application and found it to be consistent with the policy. A Sign By-law amendment is now required to allow recognition of the corporate donor (Vancity) which would otherwise be considered third party advertising and therefore not permitted by the Sign By-law. The Director of Planning recommends that the proposed Sign By-law amendment be referred to Public Hearing and be approved, subject to the conditions in Appendix B.

## **BACKGROUND**

The VECC is a diverse and innovative arts and cultural institution. Originally built as a church in 1909, it is now municipally owned and a designated heritage building. The VECC has been a cultural centre since 1973 and is an important presenter, producer and catalyst for artistic development in the city.

In November 2004, Council approved a Heritage Alteration Permit to enable the restoration and expansion of the VECC site including:

- rehabilitation and restoration of the main historic theatre;
- construction of a new addition (3 storeys + basement) which includes a new rehearsal studio theatre;
- provision of public amenities for patrons; and
- new office space.

The rehearsal studio is a fully equipped theatre referred to as the 'culture lab' and the restoration of the main historic theatre and construction of the new rehearsal studio theatre are now completed.

## **DISCUSSION**

### **1. Naming Rights Policy**

The Naming Rights Policy enables the City to grant the right to name a piece of property or portions of a property usually in exchange for financial consideration. The policy is intended to balance public and private interests by encouraging philanthropic giving while acknowledging public investment in, and ownership of civic community facilities as well as the public realm.

The VECC leases the building from the City and Vancity is a sponsor of the VECC. In May 2009, the VECC made application to the City to name the new interior rehearsal studio after Vancity, in recognition of the \$1 million Vancity award bestowed to the VECC in 2002. Staff has reviewed the Naming Rights Policy application and staff supports the naming of the new rehearsal studio of the VECC as the "Vancity Culture Lab".

Council policy requires that the respective parties (i.e., the City, Vancity and the non-profit tenant) execute a Naming Rights Agreement and an Approval Agreement, each of which sets out the terms and conditions of approval in granting Naming Rights. Proposed conditions of approval to address this concern are outlined in Appendix B.

### **2. Proposed Sign By-law Amendment**

Pursuant to the Naming Rights Policy, VECC is seeking to install one additional exterior sign to identify the newly constructed rehearsal studio building addition. The sign is to be located on

the east elevation of the new building addition and oriented towards Victoria Drive. The sign is to read "Vancity Culture Lab."

The proposed signage (Vancity Culture Lab) provides third party advertising (Vancity is the third party advertiser in this case) on the newly constructed building addition. Approval of third party advertising on the fascia sign to be located on the new building addition requires a Sign By-law amendment.

The sign (illustrated in Appendix C) would:

- be attached to the new building addition;
- measure approximately 4.9 m (16 ft.) by 6.7 m (22 ft.) and 32.7 m<sup>2</sup> (352 sq. ft.) in area; and
- be a single face LED illuminated display visible from Victoria Drive only (east side of the building).

Other than the third party content, the proposed sign complies with the Sign By-law provisions. Staff supports the proposed amendment on the basis that it is also consistent with the Naming Rights Policy for City-owned buildings.

#### **FINANCIAL IMPLICATIONS**

There are no financial implications with respect to the city's operating expenditures, fees or staffing.

#### **PUBLIC INPUT**

Property owners and residents within two blocks of the proposed fascia sign to be located at 1895 Venables Street will be notified of the Public Hearing. These comments will be presented at the Public Hearing.

#### **CONCLUSION**

A proposal by the VECC to install a fascia sign with third party advertising at 1895 Venables Street is consistent with the City's Naming Rights Policy and generally meets the provisions of the Sign By-law. This report recommends that the Sign By-law amendment described in Appendix A be referred to Public Hearing and approved subject to meeting the conditions in Appendix B.

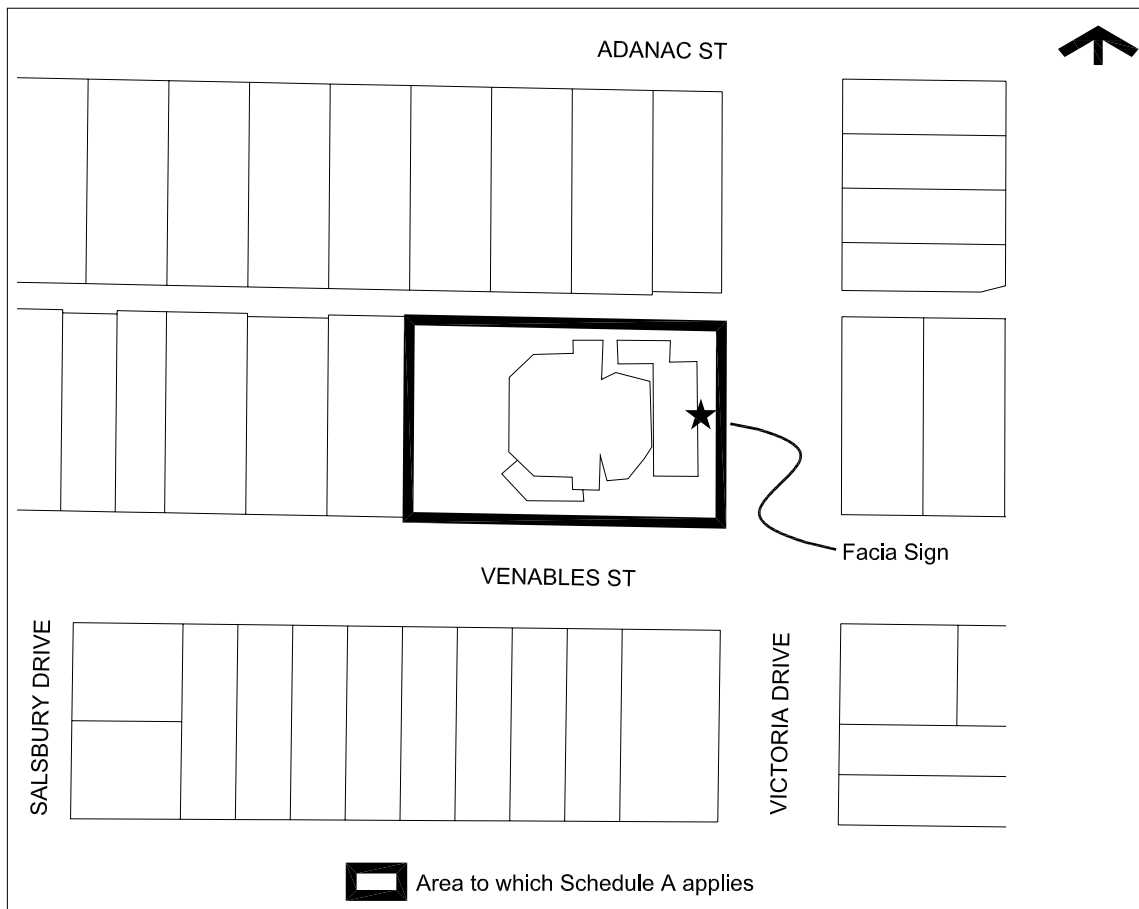
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DRAFT SIGN BY-LAW AMENDMENT

**Note:** A by-law will be prepared generally in accordance with the provisions listed below, subject to change and refinement prior to posting.

**Schedule A**

- amend Schedule A to insert the following:
  - on the site regulated by CD-1 By-law described as CD-1 (433) (1885-1895 Venables Street) a fascia sign, in respect of which:
    - Map 1 shows the general location of such sign;
    - the sign area must not exceed 34 m<sup>2</sup>;
    - the copy area must not exceed 40 percent of the sign area;
    - Section 11.6 does not apply.
- insert Map 1 below.



## PROPOSED CONDITIONS OF APPROVAL

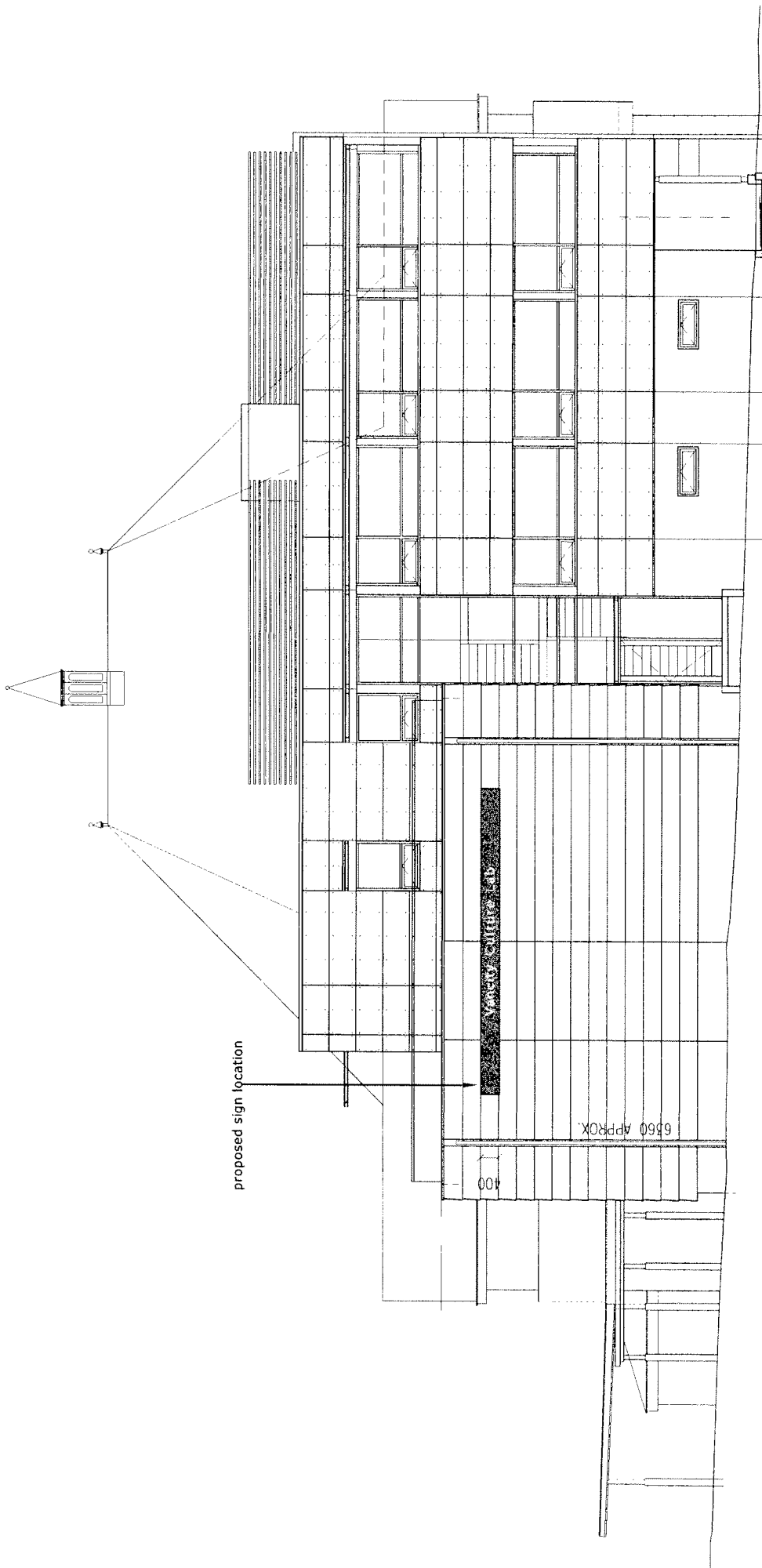
**Note:** Recommended approval conditions will be prepared generally in accordance with the draft conditions listed below, subject to change and refinement prior to finalization of the agenda for the Public Hearing.

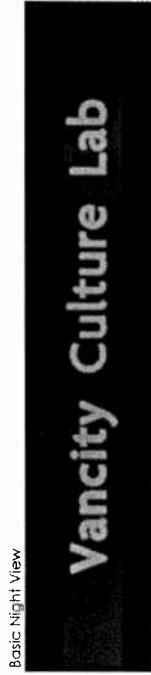
### 1. PROPOSED PRIOR-TO CONDITIONS TO CONSIDER PRIOR TO BY-LAW ENACTMENT

(a) That, prior to consideration of enactment of the Sign By-law:

- (i) the Vancouver East Cultural Centre and the Vancity Savings and Credit Union shall enter into an agreement, in a form and substance satisfactory to the Managing Director of Cultural Services and the Director of Legal Services, by which the Naming Rights to be exercised pursuant to the proposed amendment to the Sign By-law will be established; and
- (ii) the City and the Vancouver East Cultural Centre shall enter into an agreement, to the satisfaction of the Managing Director of Cultural Services and the Director of Legal Services by which the signage to be permitted under the amendment to the Sign By-law will be established.

These agreements, and any related agreements shall provide security to the City including, without limitation, indemnities, warranties, equitable charges, and letters of credit and withholding of permits, as deemed necessary and in a form satisfactory to the Director of Legal Services and shall, if required by the Director of Legal Services, be registered on title to the lands.





Basic Night View

1 Scale 1/2" = 1'-0"


Item 1- SIGN SPECIFICATIONS

- ITEM A. One 15.75" x 22.3" single face illuminated display
- Aluminum face over frame
  - Routed out push thru clear acrylic with applied white vinyl
  - LED illumination
  - Face & frame painted Satin Silver to match clear anodized

Survey required for size and mounting method

Item 1 COLOUR SPECIFICATIONS

- Satin Silver to match clear anodized
- White

 <p><b>KNIGHT SIGNS</b> COMMERCIAL SIGNAGE 204 W. 45th St. Vancouver, BC V6P 1C1 Tel: 604-271-7777</p> <p><small>© 2010 Knight Signs Inc. All rights reserved. This document is the property of Knight Signs Inc. and is not to be reproduced without written permission.</small></p>	<p><b>Project name</b> East Van Cultural Centre - 1895 Venables, Vancouver, BC</p>	<p><b>Revisions FOR CITY</b></p>	<p><b>Electrical Requirements</b> - N/A</p>	<p><b>Notes</b></p>
	<p><b>Description</b> Sign 1. aluminum fascia w/ push thru copy</p>	<p><b>Account Manager Person's Name</b></p>	<p><b>Estimated Weight of Sign</b> - N/A</p>	<p><b>DWG - 1</b></p>
<p><b>Project number</b> 5965-03-09-EVVCDSGREV6</p>	<p><b>Scale</b> 1.25"=1'-0"</p>	<p><b>Date</b> FEB. 10, 2010</p>		
<p><b>Client's Approval</b></p>	<p><b>Date</b></p>	<p><b>Account Manager Approval</b></p>	<p><b>Date</b></p>	