

SUMMARY AND RECOMMENDATION

2. SIGN BY-LAW TEXT AMENDMENT: 1895 Venables Street (Vancouver East Cultural Centre)

Summary: To amend the Sign By-law to permit a facia sign with third-party advertising which says "Vancity Culture Lab" to be installed on the easterly exterior wall of the newly constructed rehearsal studio for the Vancouver East Cultural Centre.

Applicant: Director of Planning.

Recommended Approval: By the Director of Planning in consultation with Acting Managing Director of Cultural Services and Director of Legal Services, subject to the following conditions as proposed for adoption by resolution of Council:

THAT the application to amend Schedule A of the Sign By-law to permit signage consisting of one, facia sign containing third party advertising at 1895 Venables Street (Vancouver East Cultural Centre), generally in accordance to Appendix A, to the Policy Report, "*1895 Venables Street - Vancouver East Cultural Centre - Sign By-law Amendment*", dated April 1, 2010, be approved subject to the following conditions:

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.

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.

[RZ. 726/2010 - 1895 Venables Street (Vancouver East Cultural Centre)]