

York Theatre

Sign Bylaw Amendments and Survey Results

Public Hearing
January 21, 2014

Background

- The York Theatre at 639 Commercial Drive was recently renovated for use as a performing arts facility
- The facility is owned by City, leased and operated by Vancouver East Cultural Centre (VECC)
- Amendments to the Sign Bylaw are required to allow proposed signs:
 - a sign attached to the front façade of the building (facia sign), at roof level
 - two canopy signs, over the main entry, with automatic changeable copy to provide programming information for the theatre

Signage Related to Sponsorship

- VECC applied to name the York Theatre stage, the “West Coast Reduction Stage”, under the City of Vancouver’s Naming Rights Policy
- VECC Requested approval to reference stage sponsor on exterior signs of the building in recognition of sponsor’s \$2 million contribution

Proposed Signs on York Theatre



Proposed Amendments for Facia Sign

- The following amendments to the Sign Bylaw are required to allow the proposed facia sign (4.5 ft x 18.5 ft):
 - Allow above 1st storey
 - Increase permitted height of sign by 2 ft
 - Allow the sign to be illuminated (across from a residential area)
 - Allow 3rd party advertising (as defined in the Sign Bylaw) to reference the corporate sponsor in the naming of the stage

Proposed Amendments for Canopy Signs

- The following amendments to the Sign Bylaw are required to allow two canopy signs (each 2.25 ft x 11.17 ft):
 - Allow more than 1 canopy sign on site
 - Allow automatic changeable copy on both canopy signs
 - Allow third party advertising to reference corporate sponsor in programming information



Mitigation Measures

- To mitigate impacts on nearby residents:
 - Dim automatic changeable copy on canopy signs at dusk and turn off between 11 pm and 8 am
 - No scrolling or flashing text
 - Facia sign to be illuminated between dusk and 11 pm only



January 2014

York Theatre Corporate Sponsor Naming Research



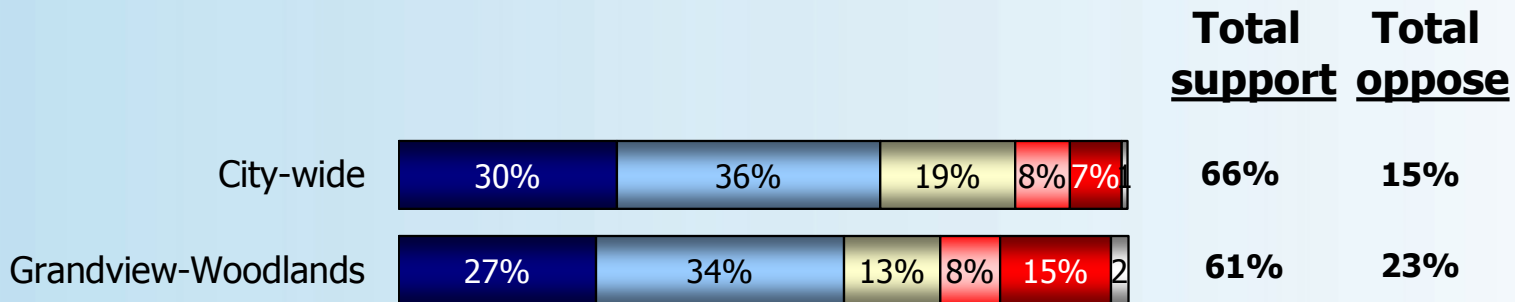
MUSTEL GROUP
MARKET RESEARCH

Methodology

- Random telephone survey
 - Included landline and cell phone numbers
 - 524 City-wide residents
 - 319 Grandview-Woodlands residents
 - In total, 27 conducted in Mandarin and Cantonese
- Respondents: Residents aged 18 and over
- Field dates: January 9 to 15, 2013
- Weighted to match Census on age within gender and area
- Margin of error at 95% confidence level:
 - n=524 +/- 4.3 percentage points
 - n=319 +/- 5.5 percentage points

Support/Oppose Including Sponsor Name on York Theatre Exterior Signs in Exchange for \$2 Million Contribution

Q.1) To what extent do you support or oppose including the name "West Coast Reduction Stage" on the exterior signs of the theatre in return for a 2 million dollar contribution?



- Stongly support
- Somewhat support
- Neither support nor opposed
- Somewhat opposed
- Strongly opposed
- No opinion

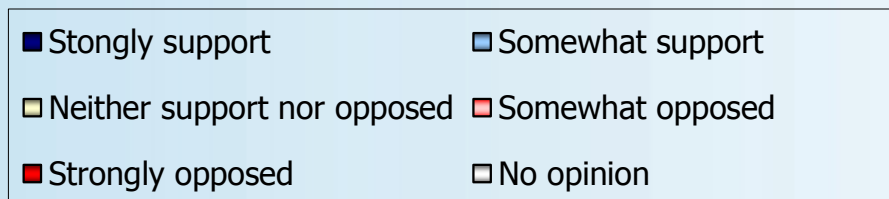
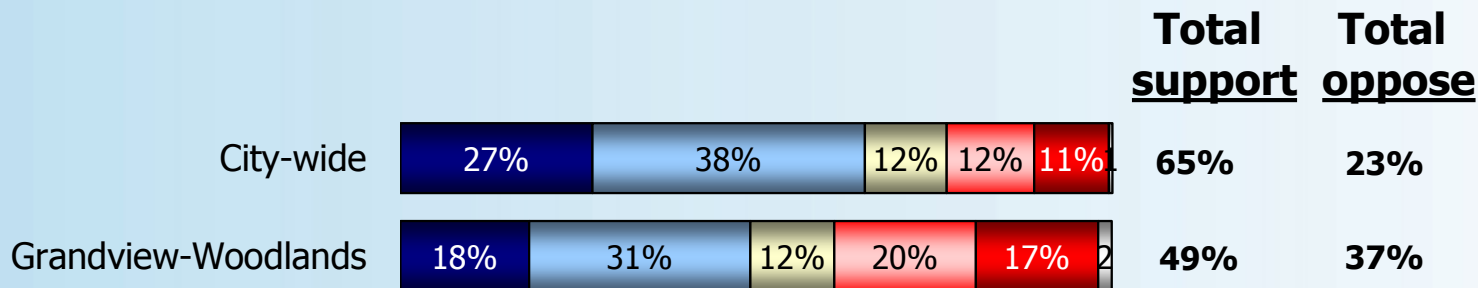
Base: City-wide (n=524)

Grandview-Woodlands (n=319)



Support/Oppose City-Owned Facilities' Exterior Signage Displaying Corporate Sponsorship

Q.3) In general, do you support or oppose city-owned facilities, such as libraries, community centres and cultural facilities, displaying the name of a corporate sponsor on their exterior signs in exchange for a financial contribution?

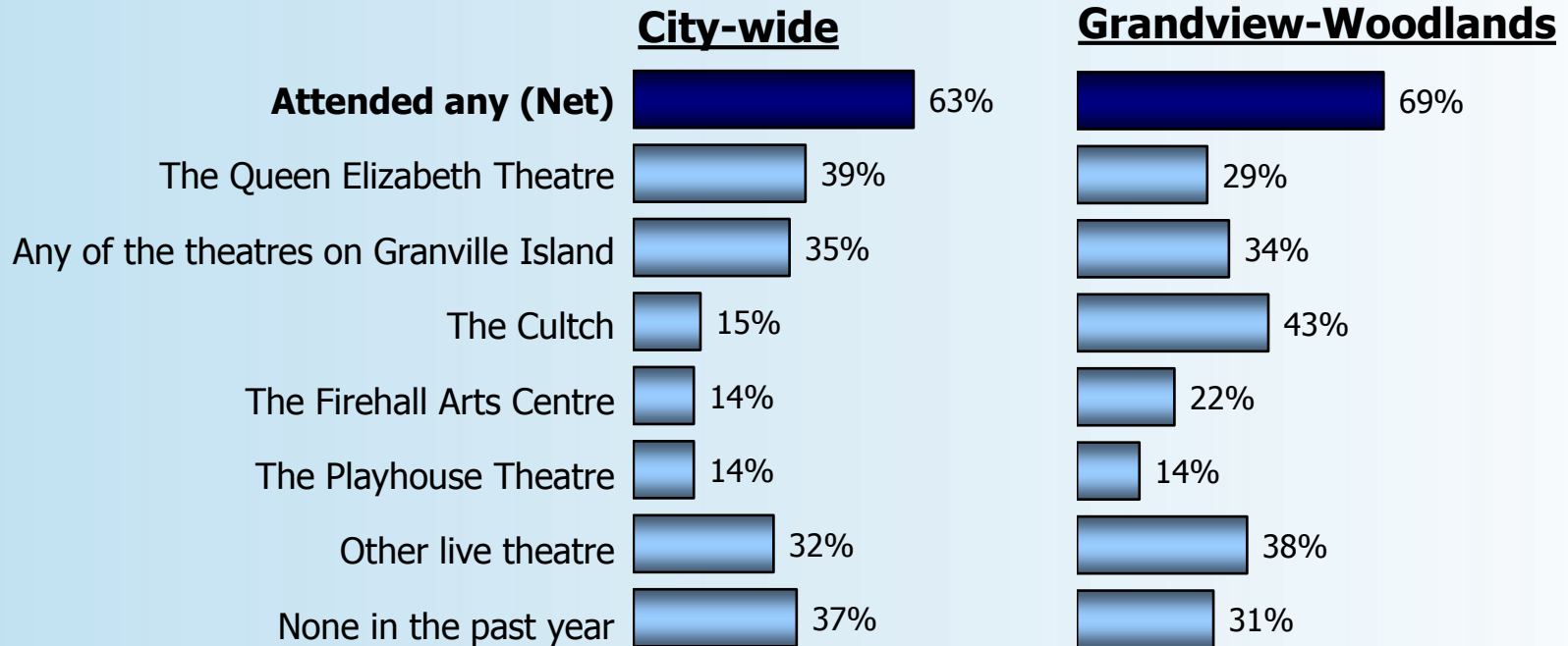


Base: City-wide (n=524)

Grandview-Woodlands (n=319)

➤ Attended Live Theatre in Last Year

Q.5) In the past year have you attended live theatre at any of the following venues in Vancouver:



Base: City-wide (n=524)

Grandview-Woodlands (n=319)

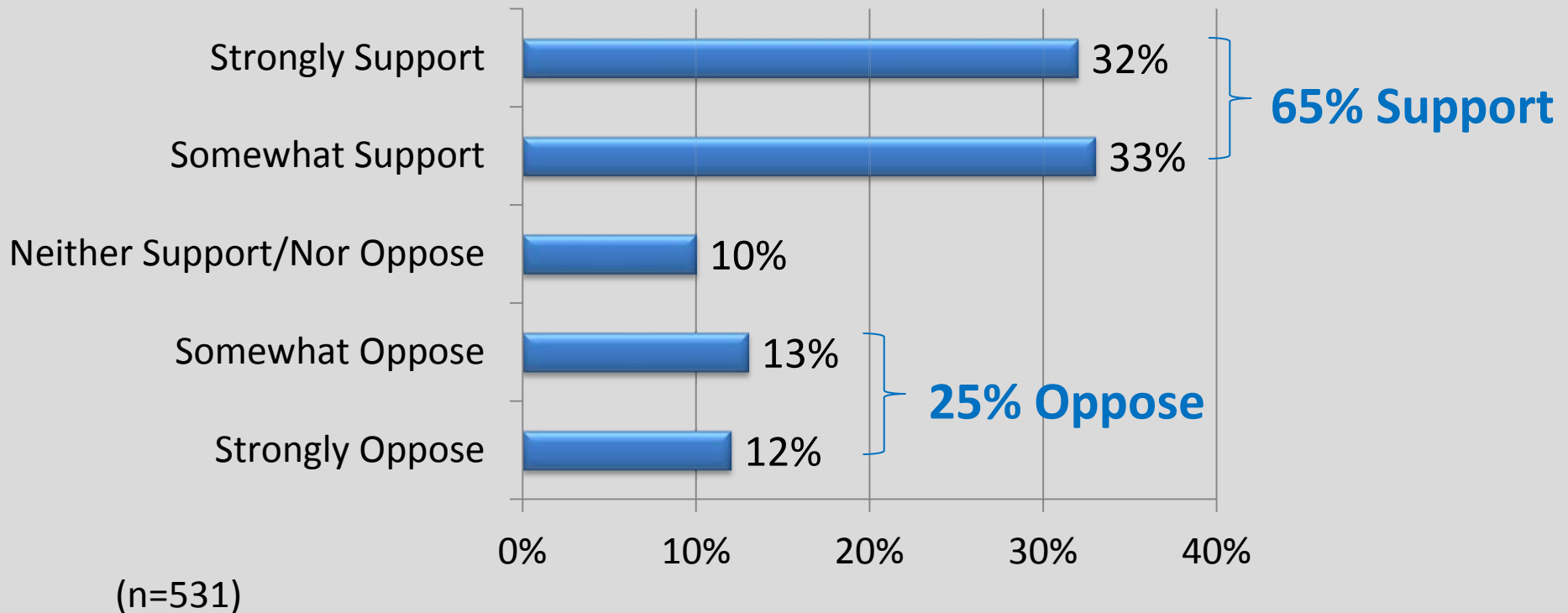
YORK THEATRE CORPORATE NAMING RESEARCH

SUPPLEMENTAL TALK VANCOUVER REPORT



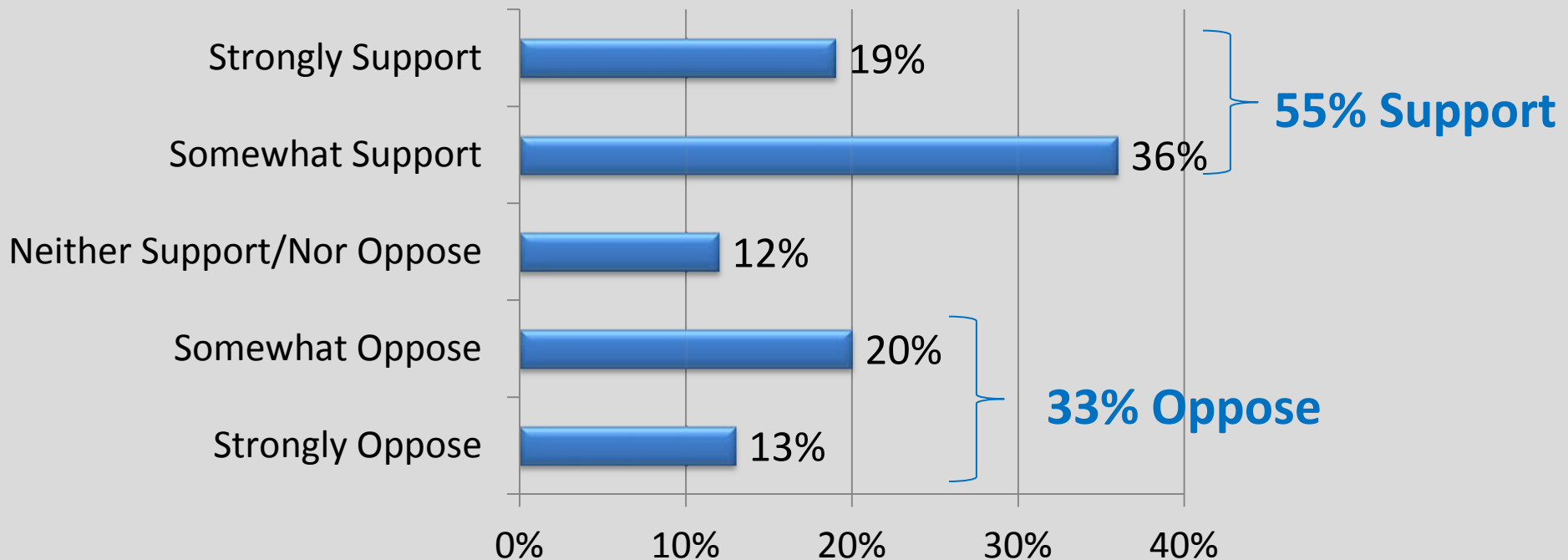
Level of Support for “West Coast Reduction Stage” Naming

Q1. To what extent do you support or oppose including the name ‘West Coast Reduction Stage’ on the exterior signs of the theatre in return for a 2 million dollar contribution?



Level of Support for Displaying Names of Corporate Sponsors on Exterior Signs

Q3. In general, do you support or oppose city owned facilities, such as libraries, community centres and cultural facilities, displaying the name of a corporate sponsor on their exterior signs in exchange for a financial contribution?



(n=531)



Questions?