

SUMMARY AND RECOMMENDATION

3 SIGN BY-LAW AMENDMENT: 639 Commercial Drive - York Theatre

Summary: To amend the Sign By-law for 639 Commercial Drive (York Theatre) to permit one fascia sign containing reference to their corporate sponsor, and two canopy signs over the main entrance containing automatic changeable copy and reference to their corporate sponsor. The operator of this City-owned facility, Vancouver East Cultural Centre, has requested amendments to the Sign By-law to address aspects of the signage which the by-law would otherwise not permit, e.g. third party advertising (reference to corporate sponsor), sign location and size, and use of changeable copy.

Applicant: General Manager of Planning and Development Services

Referral: This item was referred to Public Hearing at the Regular Council Meeting of December 17, 2013.

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

- A. THAT the application to amend the Sign Bylaw to allow signage consisting of one fascia sign containing third party advertising, and two canopy signs containing automatic changeable copy and third party advertising at 639 Commercial Drive (York Theatre), generally as presented in Appendix A of the Policy Report dated December 9, 2013, entitled "639 Commercial Drive - York Theatre - Sign Bylaw Amendment", be approved subject to the following conditions:

CONDITIONS OF BY-LAW ENACTMENT

- (a) That, prior to consideration of enactment of the Sign By-law:
- (i) the Vancouver East Cultural Centre and the West Coast Reduction Ltd. shall enter into an agreement, in a form and substance satisfactory to 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 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.

(SIGN BY-LAW AMENDMENT - 639 Commercial Drive - York Theatre)