

EXPLANATION

**A By-law to amend the Sign By-law
Re: 639 Commercial Drive (York Theatre)**

After the public hearing on January 21, 2014, Council resolved to amend the Sign By-law to add this site to Schedule B. The Director of Planning has advised that all prior-to conditions have been satisfied, and enactment of the attached By-law will implement Council's resolution.

Director of Legal Services
January 22, 2014

639 Commercial Drive
(York Theatre)



BY-LAW NO. _____

A By-law to amend Sign By-law No. 6510

THE COUNCIL OF THE CITY OF VANCOUVER, in public meeting, enacts as follows:

1. To Schedule B of the Sign By-law, at the end, Council adds:

“(o) despite anything to the contrary in this By-law, but only on the site regulated by CD-1 By-law No. 10344 and described as CD-1(514) (639 Commercial Drive):

(i) two automatic changeable copy canopy signs located above the main entrance adjacent to the Commercial Drive frontage in respect of which:

- (A) the height of the signs must not exceed 3.81 m above grade;
- (B) the height of the copy area must not exceed 686 mm;
- (C) the copy area of each sign must not exceed 2.4 m²;
- (D) the area of third party advertising must not exceed 50% of the copy area;
- (E) the automatic changeable copy must be turned off between the hours of 11 pm and 8 am;
- (F) the illumination of the automatic changeable copy must be reduced by 25 percent at dusk; and
- (G) sections 10.4.1, 11.1.4., 11.8.2, 11.8.3, 11.8.4, 11.8.5, 11.8.9 do not apply; and

(ii) one facia sign at the level of the parapet adjacent to the Commercial Drive frontage in respect of which:

- (A) the size of the sign must not exceed 7.8 m²;
- (B) the vertical dimension of the sign must not exceed 1.4 m;
- (C) the height of the sign must not exceed the top of the parapet;
- (D) the area of third party advertising must not exceed 20% of the total copy area;
- (E) the sign may only be illuminated between dusk and 11 p.m. and must not be backlit; and
- (F) sections 10.6.2(b)(iii), 10.6.4(b), 11.1.4 and 11.6.2(d) do not apply.”

