

SUMMARY AND RECOMMENDATION

8. SIGN BY-LAW AMENDMENT: 520 West Georgia Street (TELUS Garden)

Summary: To amend the Sign By-law to allow a 7.5 m x 11 m retractable screen with electronic copy, in the form of projected video images, on the west façade of TELUS Garden, between the 16th and 18th floors of the 22-storey building. The proposed screen will feature video art and community programming, as well as limited tenant recognition for TELUS Garden tenants who sponsor video programming. There will be no advertising for products or services. The screen will animate the building and precinct, which is in close proximity to the Granville Street entertainment district and to the existing and anticipated future location of the Vancouver Art Gallery.

Applicant: Henriquez Partners Architects

Referral: This item was referred to Public Hearing at the Regular Council Meeting of May 26, 2015.

Recommended Approval: By the General Manager of Planning and Development Services:

- A. THAT the application by Henriquez Partners Architects, on behalf of 500 Georgia Property Inc. (a partnership between TELUS Communications and Westbank Properties), the registered owners of a commercial building known as TELUS Garden having a civic address of 520 West Georgia Street [*PID: 028-779-576; Lot A, Block 54, District Lot 541, Group 1, New Westminster District Plan BCP50274*], to amend the Sign By-law to allow a sign on a retractable screen with electronic copy in the form of projected video images to be installed and operated on the west façade of TELUS Garden, generally as presented in Appendix A of the Policy Report dated May 15, 2015, entitled "Sign By-law Amendment: 520 West Georgia Street (TELUS Garden)", be approved.
- B. THAT, prior to enactment of the by-law to amend the Sign By-law, the Director of Legal Services be authorized to enter into an agreement to set out the terms and conditions of the use and operation of the Screen (the "Agreement") with the Owner on the terms and conditions set out in Appendix B and Appendix C and on such other terms and conditions as are acceptable to the Director of Legal Services and the General Manager of Planning and Development Services;
- C. THAT Recommendations A and B be adopted on the following conditions:
 - (i) THAT the passage of the above resolutions creates no legal rights for the applicant or any other person, or obligation on the part of the City; any expenditure of funds or incurring of costs is at the risk of the person making the expenditure or incurring the cost; and
 - (ii) THAT any approval that may be granted following the Public Hearing shall not obligate the City to enact a by-law amending the Sign By-law and any costs

incurred in fulfilling requirements imposed as a condition of amending the Sign By-law are at the risk of the property owner.

[SIGN BY-LAW AMENDMENT - 520 West Georgia Street (TELUS Garden)]