

162 West 1st Avenue Theatre Centre: Sign By-law Amendments and Naming Rights

Public Hearing
July 13, 2015

- New City-owned theatre centre at 162 West 1st Ave will be operated by Bard on the Beach Theatre Society and Arts Club of Vancouver Theatre Society (60 year lease)
- 48,000 sq.ft. centre includes a 250 seat theatre, costume production space, prop storage, rehearsal halls, office space
- Centre will be a collaborative “theatrical hub”:
 - shared services
 - vibrant community program
 - space available to the arts and cultural community

- Centre secured through an amenity contribution; shell space valued at \$7.6 million
- Tenants completing \$12.8 million in infrastructure improvements
- City committed \$7 million toward the improvements
- Bard and Arts Club responsible for the remaining \$5.8 million and have leveraged:
 - \$2.5 million from Dept. of Canadian Heritage
 - \$1 million from Province
- \$2.3 million remains to be raised by tenants

- BMO has offered a contribution of \$1.5 million in exchange for recognition in the naming of the new facility for 20 years
- Bard and Arts Club have applied to name the centre the ‘BMO Theatre Centre’, under the City’s Naming Rights Policy
 - A January 2014 city-wide survey found that 65% of residents support naming a civic facility to acknowledge a significant donor
- Signage must be approved prior to considering a naming rights proposal

Proposed Signs – Canopy Sign



Example Halo-Lit Illuminated Sign



Proposed Signs – Facia Signs



Neighbourhood Context – Looking West



Neighbourhood Context – Looking East



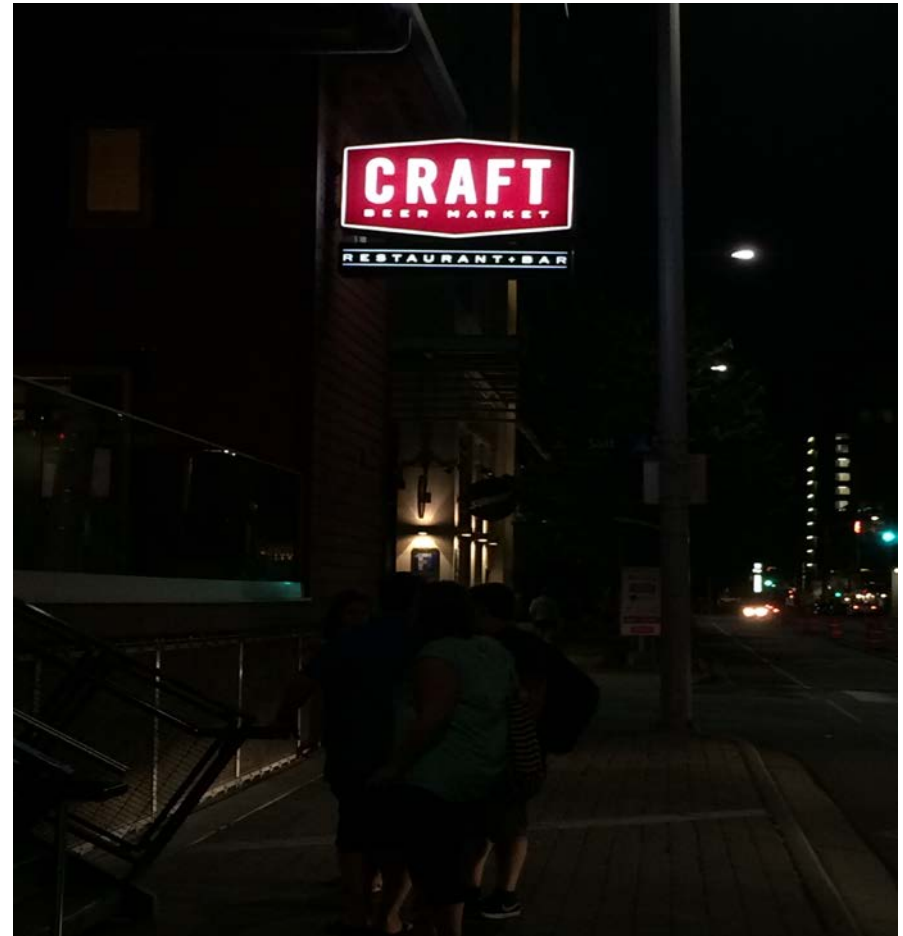
- Proposed amendments to allow an illuminated canopy sign (1.8 ft x 22.1 ft):
 - allow a sign on a canopy which projects less than 1 m (0.94 m)
 - allow the sign to be illuminated (across from a residential use)
 - allow third party advertising (to reference donor)
- Illumination to be turned off between 11 pm and 8 am

- Proposed amendments to allow two non-illuminated facia signs (each 0.5 ft x 6.8 ft):
 - allow facia signs in recessed entry
 - allow third party advertising (to reference donor)

Night Context – West 1st Avenue



Nearby Illuminated Signs – West 1st Avenue



Illuminated Signs in the Village



Questions?