

## SUMMARY AND RECOMMENDATION

**1. TEXT AMENDMENT: 162 West 1st Avenue (Theatre Centre)**

**Summary:** To amend the Sign By-law to allow signage consisting of one canopy sign containing third party advertising and two facia signs containing third party advertising at 162 West 1st Avenue, and to approve the Naming Rights Proposal for the theatre centre.

**Applicant:** General Manager of Planning and Development Services

**Referral:** This item was referred to Public Hearing at the Regular Council Meeting of June 23, 2015.

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

- A. THAT the application to amend the Sign By-law to allow signage consisting of one canopy sign containing third party advertising and two facia signs containing third party advertising at 162 West 1st Avenue, generally as set out in Appendix A of the Policy Report dated June 10, 2015, entitled "162 West 1st Avenue - Theatre Centre - Sign By-law Amendment and Naming Rights", be approved.
- B. THAT, subject to enactment of the amendments to the Sign By-law and satisfaction of the conditions, generally as set out in Appendix B of the Policy Report dated June 10, 2015, entitled "162 West 1st Avenue - Theatre Centre - Sign By-law Amendment and Naming Rights", the Naming Rights Proposal for the theatre centre be approved.
- C. THAT, subject to approval of Recommendations A and B and prior to enactment of the amendments to the Sign By-law, the Director of Legal Services be authorized to execute on behalf of the City an approval agreement as required in Appendix B of the Policy Report dated June 10, 2015, entitled "162 West 1st Avenue - Theatre Centre - Sign By-law Amendment and Naming Rights".

[TA.819/2015 - 162 West 1st Avenue (Theatre Centre)]