

# COMMODORE

B A L L R O O M

November 25, 2017  
Vancouver City Council  
453 West 12th Ave  
Vancouver, BC  
V5Y 1V4

Dear City of Vancouver,

**RE: 798 Granville Street – Electronic Video Sign – Sign By-law Amendment**

The Commodore Ballroom supports proposed amendments to the Sign By-law to allow two 9.2 m x 6.1 m (56 m<sup>2</sup>) electronic video signs located at 798 Granville Street. The signs will contribute the bright and cosmopolitan style of the neighborhood, in addition to providing space for advertising, community announcements, and public art.

Having the opportunity to showcase our events at street level on a state of art video display has a major impact on our business. It not only increases our profile as a venue in the entertainment district for our events and programming but also lends to the ambience and perception of a world class City by tourists and visitors alike when they are directly exposed to some of the fantastic events our city has to offer. This is truly a unique media form.

Sincerely,

*[Handwritten Signature]*  
s.22(1) Personal and Confidential

Gord Knights  
General Manager  
Commodore Ballroom

s.22(1) Personal and Confidential

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**Live Nation Canada, Inc.**  
56 East Second Avenue  
Vancouver, BC  
V5T 1B1

**Date:** Dec 06, 2017

Vancouver City Council  
453 West 12th Ave  
Vancouver, BC  
V5Y 1V4

**RE: 798 Granville Street – Electronic Video Sign – Sign By-law Amendment**

Live Nation Canada, Inc supports proposed amendments to the Sign By-law to allow two 9.2 m x 6.1 m (56 m<sup>2</sup>) electronic video signs located at 798 Granville Street.

There is a shortage of appropriate arts and entertainment signage in key locations in our City and this amendment will allow these two signs to provide the opportunity to feature events and programming that might be traditionally lost in other forms of regular media. In particular, tourists and other visitors to our City have direct exposure to some of the fantastic events that our City offers simply by waking through our entertainment and retail district.

The signs will contribute to the bright and cosmopolitan style of the intersection, in addition to providing space for advertising, community announcements, and public art. The video signs will be angled toward pedestrians at the street level and will not exceed brightness standards and will adjust to evening hours.

Sincerely,

s.22(1) Personal and Confidential

Gord Knights

Director,

On-Site Revenue Canada

s.22(1) Personal and Confidential