



## SPECIAL COUNCIL MEETING MINUTES

### SIGN BY-LAW APPEAL HEARING

APRIL 24, 2018

A Special Meeting of the Council of the City of Vancouver was held on Tuesday, April 24, 2018, at 3:03 pm, in the Council Chamber, Third Floor, City Hall, for the purpose of considering an applicant request for reconsideration of the decision of the Director of Planning in refusing to issue a Sign Permit.

<b>PRESENT:</b>	Deputy Mayor Tim Stevenson Councillor George Affleck Councillor Hector Bremner Councillor Adriane Carr Councillor Melissa De Genova Councillor Heather Deal Councillor Kerry Jang
<b>ABSENT:</b>	Mayor Gregor Robertson (Leave of Absence – Civic Business) Councillor Elizabeth Ball (Medical Leave) Councillor Raymond Louie Councillor Andrea Reimer (Leave of Absence)
<b>CITY MANAGER’S OFFICE:</b>	Sadhu Johnston, City Manager
<b>CITY CLERK’S OFFICE:</b>	Bonnie Kennett, Meeting Coordinator

### WELCOME

The Deputy Mayor acknowledged we are on the unceded homelands of the Musqueam, Squamish, and Tsleil-Waututh Nations and we give thanks for their generosity and hospitality on these lands.

Grant Murray, Legal Services, provided an overview of the process whereby Council was to consider an application for reconsideration of a sign permit related decision made by the Director of Planning. Mr. Murray reviewed the sections of the *Vancouver Charter* and *Sign By-law* which govern Council’s new role in this regard. He noted that Council may decide to either uphold, overturn or vary the decision of the Director of Planning, and that it should provide the reasons for its decision. Mr. Murray also responded to questions from Council.

#### 1. **Applicant Request for Council Reconsideration of Refused Sign Permit SI-2018-00022, 701 West Georgia Street**

#### **Applicant Comments**

Lindsay Miles, Vice President, Imperial Sign Corporation, stated several reasons the relocation of the existing illuminated projecting sign on the 700 block of Granville Street is appropriate as it identifies a primary entrance to Pacific Centre as a wayfinding display and is not out of context for Granville Street considering the number of single use tenants with similar styles of displays.

Tom Knoepfel, Senior Vice President, Cadillac Fairview, provided an overview of the sign application requesting the relocation of the existing illuminated projecting sign on the 700 block of Granville Street. Mr. Knoepfel indicated the sign needs to be relocated to accommodate the renovation at the H&M storefront on Granville Street. The application requests to move an existing sign 30 feet to the south and would be placed more directly over the Granville Street entrance to Pacific Centre. Mr. Knoepfel noted the majority of the 100 plus stores at Pacific Centre are subterranean and less than 10 per cent of the stores have an exterior street entrance. The sign has existed in its current location for seven years and is consistent with signs along this downtown stretch of Granville Street. There are no other locations on this building along Granville Street to accommodate this sign. It was Mr. Knoepfel's opinion that these unique physical circumstances constitute unnecessary hardship and requested approval of the sign relocation.

### **Staff Comments**

Kristen Elkow, Planner (Sign By-Law), Planning, Urban Design and Sustainability, provided an overview of the Policy Report dated April 10, 2018, entitled "Applicant Request for Council Reconsideration of Refused Sign Permit SI-2018-00022, 701 West Georgia Street". Ms. Elkow reviewed the process and considerations for unnecessary hardship for this application and the rationale for the refusal of the sign permit which led to the request for reconsideration before Council.

### **Speakers**

Council heard from one speaker, Charles Gauthier, Downtown Vancouver Business Improvement Association who spoke in favour of relocation of the sign.

### **Council Questions**

Mr. Miles, Mr. Knoepfel, Mr. Murray, Ms. Elkow, Sonia Erichsen, Manager, Services Centre, Development, Buildings and Licensing and Michelle McGuire, Senior Planner, Planning, Urban Design and Sustainability, all responded to questions regarding the relocation of the sign and clarification and definition of unnecessary hardship as defined in the Sign By-law.

### **Council Decision**

MOVED by Councillor De Genova  
SECONDED by Councillor Bremner

THAT Council overturn the decision by the Director of Planning to refuse to issue Sign Permit SI-2018-00022 due to unnecessary hardship created by the unique physical circumstances of the site where street access to the subterranean mall with over 100 stores is limited to a small entrance requiring a larger sign.

FURTHER THAT the permit be issued in a timely manner.

CARRIED UNANIMOUSLY (Vote No. 02782)

### **ADJOURNMENT**

MOVED by Councillor Deal  
SECONDED by Councillor De Genova

THAT the meeting be adjourned.

CARRIED UNANIMOUSLY

The Special Council adjourned at 4:02 pm.

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