

BY-LAW NO.

**A By-law to amend Sign By-law No.11879
Regarding site specific regulations and housekeeping**

THE COUNCIL OF THE CITY OF VANCOUVER, in public meeting, enacts as follows:

1. This by-law amends the indicated provisions of Sign By-law No. 11879.
2. Council strikes Section 9.25 and substitutes:

“9.25 Site Specific Regulations

Despite anything to the contrary in this by-law, the following site specific signs are permitted in the Commercial, Mixed Use and Industrial Sign District:

- (a) 1181 Seymour Street (Vancity Theatre)

A projecting sign that may include third party advertising;

- (b) 700 Hamilton Street (CBC Building)

In the block bounded by Cambie, Georgia, Hamilton and Robson Streets:

- (i) one free-standing sign adjacent to the corner of Robson Street and Hamilton Street that:
 - A. has a copy area with a vertical dimension no greater than 0.31 m,
 - B. is no more than 3.7 m in height,
 - C. has a logo no more than 0.135 m² in sign area,
 - D. may be within 25 m of a residential use, and
 - E. may be on the same frontage of the site as a projecting sign that identifies the same occupant;
- (ii) one electronic message sign that is a fascia sign, at the level of the first storey and facing Cambie Street, that:
 - A. may have a copy area that is 100% of the sign area, and
 - B. may operate 24 hours a day;
- (iii) one electronic message sign that is a fascia sign facing Georgia Street that may have a copy area that is 100% of the sign area;
- (iv) one double sided electronic message sign that:
 - A. is a free-standing sign,
 - B. is on the Hamilton Street frontage,
 - C. has a copy area no greater than 2.9 m² on each side of the sign,
 - D. may be within 45 m of another free-standing sign, measured along the frontage of the site,

- E. may operate 24 hours a day, and
- F. may be on the same frontage of the site as a projecting sign that identifies the same occupant; and

- (v) one electronic video sign, that:
 - A. is a projecting sign,
 - B. is on the second storey,
 - C. has a sign area no greater than 15 m²,
 - D. may include third party advertising,
 - E. may be perpendicular to the building face,
 - F. may project more than 3.0 m from the building face,
 - G. may have a copy area that is 100% of the sign area,
 - H. may be on the same frontage of the site as a free-standing sign that identifies the same occupant, and
 - I. may operate 24 hours a day;

(c) 639 Commercial Drive (CD-1(514)) (York Theatre)

On the site zoned (CD-1 (514)):

- (i) two electronic message signs, that:
 - A. are canopy signs,
 - B. are above the main entrance on Commercial Drive,
 - C. are within 30 m of a dwelling unit,
 - D. have a copy area with a vertical dimension no greater than 0.686 m,
 - E. have a copy area no greater than 2.4 m²,
 - F. are no more than 3.81 m in height,
 - G. may include the name of a corporate sponsor if the name does not exceed 50% of the copy area,
 - H. must have the illumination of the electronic copy reduced by 25% at dusk, and
 - I. must be turned off between 11 p.m. and 8 a.m.;
- (ii) one fascia sign, that:
 - A. is at the level of the parapet facing Commercial Drive,
 - B. has a vertical dimension no greater than 1.4 m,
 - C. has a sign area no greater than 7.8 m²,
 - D. does not extend beyond the top of the parapet,
 - E. may include the name of a corporate sponsor if the name does not exceed 20% of the copy area,
 - F. is illuminated only between dusk and 11 p.m., and
 - G. is not backlit;

(d) 162 West 1 Avenue (CD-1 (462)) (BMO Theatre Centre)

On the site zoned (CD-1 (462)) one canopy sign, that:

- (i) is within 30 m of a dwelling unit,
- (ii) projects less than 1.0 m from the building face, and
- (iii) may be illuminated, except between 11 p.m. and 8 a.m.;

(e) 520 West Georgia Street (CD-1 (525)) (Telus Garden)

On the site zoned (CD-1 (525)) one electronic video sign that:

- (i) is a retractable screen sign,
- (ii) is on the west face of the building,
- (iii) has a vertical dimension no greater than 7.5 m,
- (iv) is no more than 11 m wide,
- (v) is no more than 67.7 m in height,
- (vi) may include a logo or slogan containing first party advertising with a copy area no greater than 8.25 m²,
- (vii) has a luminance no greater than 330 nits,
- (viii) is not in use between 11 p.m. and 7 a.m.,
- (ix) is retracted when not in use, and
- (x) may contain sign copy that advertises, promotes or directs attention to businesses, goods or services, matters or activities pertaining to a civic, artistic or cultural institution, society, event or purpose not located on the site.

9.26 Site Specific Regulations for Higher Buildings Policy Sites

Despite anything to the contrary in this by-law, the following site specific signs for Higher Buildings Policy sites are permitted in the Commercial, Mixed Use and Industrial Sign District:

- (a) 1001 Hornby Street (CD-1 (386)) (Sheraton Vancouver Wall Centre)
A fascia sign on the site zoned CD-1 (386) that is no more than 107 m in height;
- (b) 1128 West Hastings Street (CD-1 (409)) (Marriott Pinnacle Hotel)
A fascia sign on the site zoned CD-1 (409) that is no more than 107 m in height;
- (c) 801 West Georgia Street (CD-1 (413)) (Rosewood Hotel Georgia)
A fascia sign on the site zone CD-1 (413) that is no more than 137 m in height;
- (d) 1120 West Georgia Street (CD-1 (426)) (Shangri-la Hotel)
A fascia sign on the site zoned CD-1 (426) that is no more than 137 m in height;
- (e) 1133 West Georgia Street (CD-1 (446)) (Trump Tower)
A fascia sign on the site zoned CD-1 (446) that is no more than 137 m in height;
- (f) 1412-1480 Howe Street, 1429 Granville Street, and 710 Pacific Street (CD-1 (580)) (Vancouver House)
A fascia sign on the site zoned CD-1 (580) that is no more than 68.6 m in height;
- (g) 1229-1281 Hornby Street (CD-1 (588)) (Burrard Gateway)
A fascia sign on the site zoned CD-1 (588) that is no more than 91.4 m in height;
- (h) 1133-1155 Melville Street (CD-1 (722))
A fascia sign on the site zoned CD-1 (722) that is no more than 137 m in height.”.

