

BY-LAW NO. _____

**A By-law to amend Sign By-law No.11879
regarding four electronic static image signs
at 688 Hamilton Street**

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

1. This By-law amends or adds to the indicated provisions of Sign By-law No. 11879.
2. In Section 9.25, Council adds a new section after 9.25 (e) as follows:

“(f) 688 Hamilton Street (Queen Elizabeth Theatre)

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

- (i) one free-standing electronic static image sign facing Georgia Street, that:
 - A. is located on the Georgia Street frontage,
 - B. has a sign area no greater than 24.40 m²,
 - C. have a copy area that is 100% of the sign area, except that the area of electronic copy must be no greater than 10.15 m²,
 - D. may be within 0 m of a property line,
 - E. may be illuminated,
 - F. be equipped with software that automatically adjusts the luminance of the sign, and
 - G. may include a logo or sign copy containing first party advertising;
- (ii) one free-standing electronic static image sign adjacent to the corner of Dunsmuir Street and Hamilton Street, that:
 - A. is located on the Hamilton Street frontage,
 - B. has a sign area no greater than 18.80 m²,
 - C. have a copy area that is 100% of the sign area, except that the area of electronic copy must be no greater than 4.48 m²,
 - D. may be within 0.2 m of a property line,
 - E. may be within 6 m of a traffic control signal,
 - F. may be within 26.8 m on the same frontage of another electronic static image sign that identifies the same occupant,
 - G. may be illuminated,
 - H. be equipped with software that automatically adjusts the luminance of the sign, and
 - I. may include a logo or sign copy containing first party advertising.

- (iii) one free-standing electronic static image sign facing Hamilton Street, that:
 - A. is located on the Hamilton Street frontage,
 - B. has a sign area no greater than 10.60 m²,
 - C. have a copy area that is 100% of the sign area, except that the area of electronic copy must be no greater than 3.50 m²,
 - D. may be within 0 m of a property line,
 - E. may be within 26.8 m on the same frontage of another electronic static image sign that identifies the same occupant,
 - F. may be illuminated,
 - G. be equipped with software that automatically adjusts the luminance of the sign, and
 - H. may include a logo or sign copy containing first party advertising; and

- (iv) one free-standing electronic static image sign, that:
 - A. is located on the Cambie Street frontage,
 - B. has a sign area no greater than 9.40 m²,
 - C. have a copy area that is 100% of the sign area, except that the area of electronic copy must be no greater than 3.58 m²,
 - D. may be within 0.91 m of a property line,
 - E. may be illuminated,
 - F. be equipped with software that automatically adjusts the luminance of the sign, and
 - G. may include a logo or sign copy containing first party advertising.”.

3. A decision by a court that any part of this By-law is illegal, void, or unenforceable severs that part from this By-law, and is not to affect the balance of this By-law.

4. This By-law is to come into force and take effect on the date of its enactment.

ENACTED by Council this _____ day of _____, 2021

Mayor

Acting City Clerk