

897 Granville Street

SIGN BY-LAW AMENDMENT

Sept 16, 2025



SITE AND VICINITY



1. 800-876 Granville –
(Active RZ app.)



2. 716 Smith –
(Existing SRO)



SITE: 897 Granville

BACKGROUND (MOTION)

This by-law amendment was considered by Council on October 3rd, 2023 and was referred back to staff to work with the applicant per the following motion:

THAT Council refer back to staff the application to amend the Sign By-law as generally set out in Appendix A of the Report dated September 22, 2023, entitled “897 Granville Street – Sign By-law Amendment”, to authorize a proposed electronic video billboard sign by Outfront Media on behalf of Granville Smithe Holdings Ltd., the registered owner of a building having a civic address of 897 Granville Street;

FURTHER THAT Council direct staff to explore with the applicant an increase to the proposed allocated screen time for the City of Vancouver, from 10% up to as much as 25%, as a condition of the application approval and bring the application back to Council by the end of January 2024 for further consideration.

The delay in this process is due to the subsequent sale of OutFront Media to Astral Out-of-Home Bell Media (“Astral”) as well as for the work plans for Granville Street and Sponsorship, Advertising, Naming-rights and Donations (SAND).

BENEFIT ANALYSIS

In response to Council's motion, Astral proposes to allocate up to twenty percent (20%) of "Airtime" for use by the City for the display of non-profit arts advertising and/or city artwork. Astral also proposes to pay to the City \$80,000 per year under a video sign covenant or agreement and the property owner has agreed to revenue share equal to half of 30% of net revenues.

COUNCIL DECISION

Council is authorized to regulate signs under the Vancouver Charter. Council is not obligated to amend the Sign By-law. Council can approve the proposed amendment with or without further conditions.

- If Council approves Considerations A and B, Council will approve the proposed Sign By-Law amendment with a condition for context specific design improvements.
- If Council approves Alternate Consideration C in this report, Council will refuse the proposed Sign By-law amendment.

PROPOSAL

Proposal:

The physical attributes of the proposed sign have not changed from 2023. To summarize:

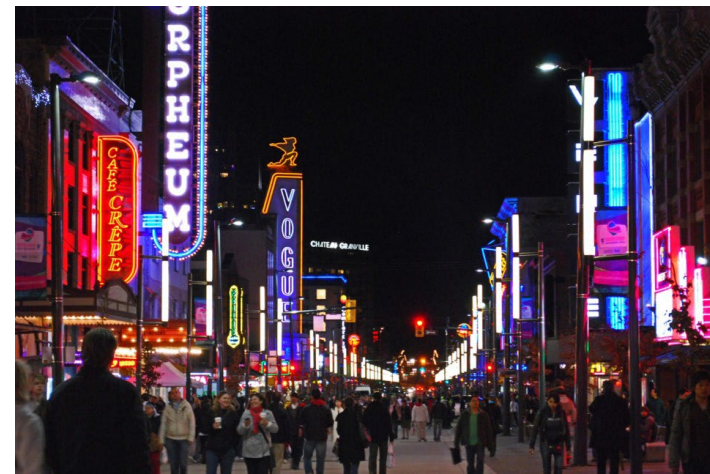
- a modern rectangular LED screen;
- displaying static third-party advertisements;
- mounted in front of a curved, lighted structural feature;
- the screen measures 2.44m tall X 8.84m wide and 48m² in area; and
- extends 4.11m above the roof.



REGULATORY and POLICY SUMMARY

Granville St. Entertainment District (June 2025)

Expectations of the Plan for signage in this District include demonstrating high-quality design, integration with the building façade and architectural features, and reflecting Granville's historic neon sign tradition.



Sign By-law Analysis Summary (from Oct. 2023)

Non-Compliance:	By-law Requirement:	Impact:
Illumination	Electronic sign must be at least 30 m from a dwelling unit	Electronic sign is within approximately 21 m of 716 Smithe Street.
Sign Location	Roof signs are not permitted. Vancouver's prohibition on roof top signs extends back to the 1970s and is consistent with other Canadian Municipalities	Sign extends 4.11m (13.5 ft) above the roof.
Copy Type	<i>Section 5.17</i> does not permit billboards as proposed.	Billboards and third-party advertising are not permitted in this configuration and location.
Safety	Must be at least 15 m from a traffic control signal (<i>Section 5.13 (f)</i>)	5 m from a traffic control signal

CONCLUSION

- Council is authorized to regulate signs under the Vancouver Charter but is not obligated to amend the Sign By-law. Council may also impose additional conditions of approval.
- The design and physical properties of the sign remain unchanged from October 2023.
- Notable regulatory, policy, legal and/or safety considerations include:
 - Proximity to dwelling uses,
 - Proximity to traffic signals,
 - Vancouver's prohibition and legal precedence regarding root top signage, and
 - Incompatibility with Granville Entertainment District's historic neon sign tradition.
- Revenue and benefits proposed include:
 - 80K per year with 3% escalating scale,
 - Revenue share paid to the City equal to half the net revenue (30%), and
 - 20% airtime for use by the City at no additional charge.
- If Council approves Considerations A and B, Council will approve the proposed Sign By-Law amendment with a consideration condition for context specific design improvements.
- If Council approves Alternate Consideration C in this report, Council will refuse the proposed Sign By-law amendment.

THANK YOU