



Report Date: May 5, 2026  
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Meeting Date: May 19, 2026  
[Submit comments to Council](#)

TO: Vancouver City Council  
FROM: General Manager of Planning, Urban Design and Sustainability  
SUBJECT: Sign By-law Amendment - PNE Exhibition Park (2901 East Hastings Street)

### **RECOMMENDATION**

- A. THAT Council approve, in principle, an application to amend the Sign By-law to authorize a new Sign District and permit the proposed three electronic static image signs by Pacific National Exhibition (PNE), on the property located at PNE Exhibition Park, civic address of 2901 East Hastings Street (PNE Exhibition Park), as generally set out in Appendix "A".
- B. THAT, subject to approval of recommendation A, Council approve, in principle, the consequential amendments to the Sign Fee By-law, generally as set out in Appendix "A1".
- C. THAT the Director of Legal Services be instructed to bring forward for enactment the proposed amendments to the Sign By-law and the Sign Fee By-law.

### **REPORT SUMMARY**

This report evaluates an application for amendments to the Sign By-law to add a new sign district that permits electronic static image signs with first party and third-party advertising for Pacific National Exhibition (PNE) located at 2901 East Hastings Street. The Sign By-law must be amended to create a new Sign District which will allow the proposed sign type (electronic static image sign), at specified locations including the addition of up to three new signs. The proposed amendments will renumber Parts of the Sign By-law, requiring minor amendments to both the Sign By-law and Sign Fee By-law to correct any cross references.

Staff have evaluated and support the proposed signs and the associated Sign By-law amendments outlined in this report. The General Manager of Planning, Urban Design and Sustainability recommends approval of the recommendations.

Amendments to the Sign By-law and Sign Fee By-law require approval of Council.

### **COUNCIL AUTHORITY/PREVIOUS DECISIONS**

- *Vancouver Charter – Section 571A*
- *Sign By-law No. 11879 (2017)* regulates the form, location, size and illumination of signs on private property.
- *CD-1 By-law(3B) (2005)*
- *Public Realm Advertising Framework (2025)*
- *Vancouver Sign Fee By-law No. 1880 (2026)*

### **REPORT**

#### **Background/Context**

##### **1. Site and Context**

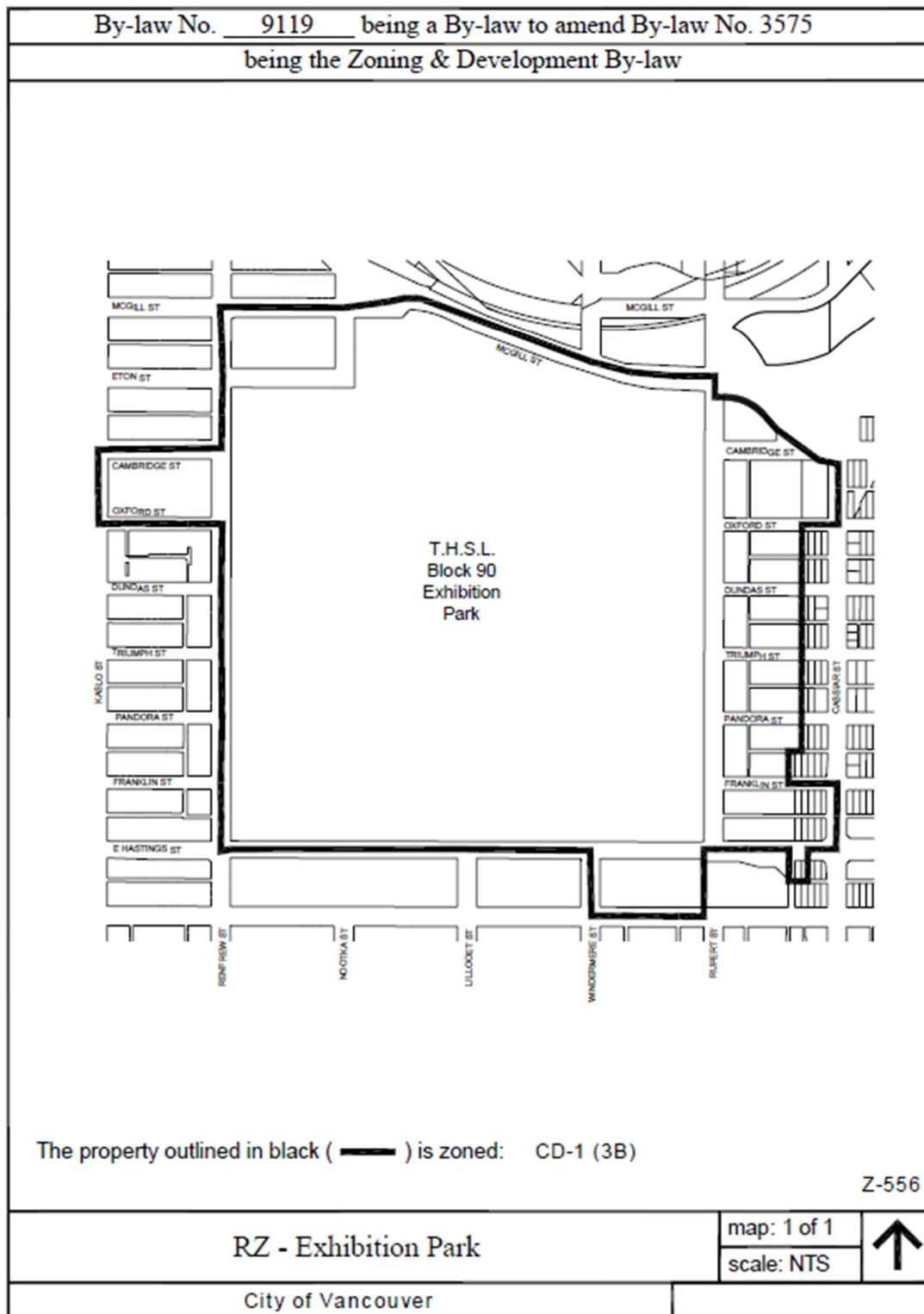
Pacific National Exhibition (PNE) submitted an application on January 28, 2026, to add a new Sign District that permits new electronic static image signs and the replacement of existing signage at PNE Exhibition Park, located at 2901 East Hastings Street. The Sign By-law amendments outlined in this report will enable the PNE's proposal for updated signage and were developed in alignment with the Public Realm Advertising Framework (2025). Further, if approved, the special Sign District will help reduce the administrative burden on the PNE, City staff and Council for multiple repetitive Sign By-law amendments and permits.

The site is located within the CD-1 By-law No. 3 (District 3B) Exhibition Park area (see Figure 1). Under the Sign By-law, the site is currently subject to the Part 9 Commercial, Mixed-Use and Industrial Sign District. The proposal will establish a new Sign District to accommodate the PNE's requested signage strategy.

A new Sign District is appropriate for PNE Exhibition Park due to its large, campus-style site and concentration of entertainment, recreational, and cultural uses that differ from typical commercial areas. Rather than relying on incremental Sign By-law amendments, a new Sign District will provide a long-term signage framework that supports site identity and wayfinding as the PNE evolves.

The proposed Sign District will only apply to the PNE property and does not include city street right of ways managed by the City of Vancouver.

Figure 1: Area of new Sign District amendment



## **2. Policy Context**

### ***Vancouver Charter – Section 571A***

Section 571A of the Vancouver Charter authorizes Council to regulate signs and advertising and to enact and amend by-laws respecting the form, placement, size, and use of signs.

Amendments to the Sign By-law, including permissions for site-specific electronic signage, require Council approval.

### ***Sign By-law 11879 (2017)***

Section 15 of the Sign By-law allows for relaxations by the Director of Planning under specific circumstances. However, the Sign By-law does not authorize the Director of Planning to relax the type of sign allowed. If Council intends to approve the proposed type of sign at the PNE, Council must amend the Sign By-law.

### ***CD-1 By-law (3B) (2005)***

The subject site is located within the CD-1 By-law No. 3 (District 3B) Exhibition Park area, which was established to recognize and support the Pacific National Exhibition (PNE) as a city-wide destination for exhibitions, entertainment, cultural, recreational, and related activities. The CD-1 zoning provides a tailored regulatory framework that reflects the unique scale, function, and operational requirements of the Exhibition Park, which differ from surrounding residential and commercial areas.

### ***Public Realm Advertising Framework (2025)***

In September 2025, Council approved the Public Realm Advertising Framework to guide decision-making related to third-party advertising visible in the public realm, including digital signage on private property.

The Framework recognizes that public realm advertising impacts the experience of streets and other public spaces and establishes that such impacts should be balanced with appropriate public benefit, generally in the form of financial contributions to the City. It also affirms that Council determines the appropriate balance between impact and benefit and that local impacts should be minimized and carefully managed.

Refer to Report to Council dated September 4, 2025 – RTS 17997 for a more detailed [summary](#).

### ***Vancouver Sign Fee By-law***

The Sign Fee By-law establishes the application fees that are due at the time a sign application is submitted and includes references to specific sections of the Sign By-law.

## **Strategic Analysis**

### **1. Proposal**

A maximum of three new sign locations are proposed within the PNE property, each oriented toward arterial streets at Hastings Street and McGill Street. The proposed signs consist of single- or double-sided, freestanding electronic static image signs in the form of rectangular LED screens, with a sign area of 33 m<sup>2</sup> (350 sq. ft.) on each side of the sign. The screens would display static first party and/or third-party advertising and would be owned and maintained by the Pacific National Exhibition (PNE) (see Figure 2). Final locations of the signs will be subject to City review and approval through a sign permit application process, should Council approve the proposed Sign District. Road safety will also be considered as part of the review to mitigate driver distraction and not diminish visibility of traffic control devices.

The purpose of the proposed signs is in part to diversify the PNE's revenue streams to support improving its amenities and to better showcase events on the site. A more detailed description from the applicant's letters is provided in Appendix B.

**Figure 2: Proposed Sign at Corner of East Hastings and Renfrew Street**



### **2. Sign By-law Analysis**

The proposed new Sign District is based on the provisions of Part 9 (Commercial, Mixed-Use and Industrial Sign District) with additional provisions specific to the PNE district. These proposed changes are intended to accommodate the unique scale, function, and operational requirements of the PNE Exhibition Park and are summarized below:

Regulation	Sign By-law Part 9 (Commercial, Mixed-Use and Industrial Sign District)	Proposed Sign District
<b>Permitted Sign Type</b>	A range of signage is permitted including awning signs and freestanding signs.  Electronic static image or video signs: <b>not permitted</b> .	A range of signage remains permitted including awning signs and freestanding signs.  Freestanding electronic static image signs in the form of rectangular LED screens: <b>permitted</b> .
<b>Copy/Advertising Type</b>	Electronic static image or video advertising is not currently permitted on the PNE site. Third party signage: generally, <b>not permitted</b> .	Electronic static image signs displaying static first party and third party advertising (no video image) are <b>permitted</b> .
<b>Maximum Sign Area</b>	The max. sign area permitted in Part 9 is <b>14m<sup>2</sup></b> (150 sq.ft.) however freestanding electronic signs are not permissible.	Up to <b>33 m<sup>2</sup></b> (350 sq.ft.) per sign may be permitted for freestanding electronic signs.
<b>Sign Height</b>	Maximum sign height is limited and varies by sign type and sign district.	Maximum sign height of up to <b>8 m</b> (26.3 ft.) can be permitted.
<b>Number of Signs</b>	Freestanding electronic static image signs: <b>not permitted</b>	Three electronic static image signs that will include both first- and third-party advertising across the Exhibition Park: <b>permitted</b> .

The proposed Sign District will allow freestanding electronic static image signage with third party advertising at the PNE Exhibition Park. While the proposed signs exceed typical Part 9 regulations in terms of sign area, number, and the use of electronic display technology, the proposed amendments are recommended and considered appropriate given the unique scale, function, and consequential amendments to the Sign Fee By-law are proposed to align with the Sign By-law changes.

The PNE Exhibition Park functions as a city-wide destination for exhibitions, entertainment, recreational, and cultural events, generating high volumes of visitors and requiring clear identification, wayfinding, and event-related communication. The proposed signage is limited to three locations oriented toward arterial streets, which minimizes impacts on adjacent residential areas while ensuring visibility along major transportation corridors. Existing general regulations that control electronic sign brightness, distance from dwelling units, and traffic signals would continue to apply.

Staff recommend approval of the proposed Sign District as it balances the operational needs of a major public venue with appropriate controls on sign type, content, location, and management, and is not anticipated to result in significant adverse impacts on the surrounding neighbours.

### **3. Public Realm Advertising Framework Analysis**

Staff consider the proposal to align with the Public Realm Advertising Framework, which requires that the impacts of third-party advertising on the public realm be offset by commensurate public benefit. While detailed commercial terms are not disclosed, staff are satisfied that the overall structure and anticipated value of the proposal provide sufficient public benefit to meet this requirement. Financial returns to the Pacific National Exhibition (PNE) are expected to deliver meaningful benefit to Vancouver residents.

#### **Public and Stakeholder Input**

##### ***Sign By-law Amendment Application***

**Public Notification** – Public notification and online engagement for the proposal were conducted through the Shape Your City ([add hyperlink](#)) platform. Application information, including a project description was available online, and feedback was collected through an online comment form.

The project page was made available to the public on April 22, 2026. No on-site signage or postcard notification was undertaken as part of this engagement process.

**Question and Answer Period** – A question and answer period was held from April 22 to May 6, 2026. Questions were submitted by the public and posted with a response over a two-week period.

**Public Response and Comments** – Public input is collected via online questions, comment forms, through email. A total of 0 questions and 3 comments were received. Refer to Appendix C for additional public consultation details.

#### **Public Benefits**

The proposed Sign District will generate a direct and ongoing financial benefit to the Pacific National Exhibition (PNE) through third-party advertising revenue. The PNE reinvests its revenues into the operation, maintenance, and enhancement of Exhibition Park, including cultural programming, events, and public amenities. Securing market-based advertising revenue through the proposed signage framework therefore represents an appropriate and sufficient public benefit in the context of the Public Realm Advertising Framework.

#### **Financial Implications**

There are no significant financial implications for the City associated with the proposed Sign By-law amendments. Application and permit fees will be collected in accordance with the Sign Fee By-law, as amended, to reflect the new Sign District and electronic static image sign type. If recommendations A and B are approved by Council, the enabled signage will support diversifying PNE's revenue streams as managed and administered by the PNE Board.

### **Legal Implications**

If Council approves the Recommendation in this report, Council will amend the Sign By-law to create a new Sign District that authorizes new signage at the PNE. Council is authorized to regulate signs under the Vancouver Charter. Council is not obligated to amend the Sign By-law or Sign Fee By-law. Council can approve the proposed amendment with or without further conditions if it considers that to be appropriate.

### **Conclusion**

In summary, the report recommends that Council approve the proposed new Sign District for the PNE Exhibition Park. The proposed Sign District provides a comprehensive, site-specific framework to regulate electronic static image signage in a manner that reflects the unique scale, function, and city-wide role of the PNE, while maintaining appropriate controls on sign type, location, content, and management. The proposal is consistent with the intent of the CD-1 zoning and the Sign By-law and is not anticipated to result in significant adverse impacts on the surrounding area.

\* \* \* \* \*

**APPENDIX A**

**DRAFT SIGN BY-LAW AMENDMENT PROVISIONS**

**Note:** A By-law will be prepared generally in accordance with the provisions listed below.

**BY-LAW NO.** \_\_\_\_\_

**A By-law to amend Sign By-law to create a new Sign District and allow electronic static image signs at 2901 East Hastings Street (Exhibition Park)**

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.
2. In Part 3, Council amends section 3.5 by striking “Part 15” and substituting “Part 21”.
3. In Part 6, Council amends section 6.3(b) by striking “Part 16” and substituting “Part 22”.
4. In Part 7, Council adds the following row to the end of “Table 1 Sign Districts”:

“

PNE Sign District (Part 15)	The area shown in Schedule 15A, which includes CD-1(3B) listed in Schedule 15B.
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”

5. Council strikes Parts 15, 16, and 17 in their entirety and Council enacts the new Parts 15, 16, 17, 18, 19, 20, 21, 22 and 23 as follows:

**“Part 15  
Exhibition Park Sign District**

**15.1 Intent**

Part 15 contains regulations that apply to the Exhibition Park Lands, the areas shown on Schedule 15A. The intent of the Exhibition Park Sign District is to support and promote vibrant entertainment, cultural, and recreation uses and commercial activities through the use of business identification, wayfinding signs, and advertising, while respecting neighbouring residential uses.

**15.2 Permitted Signs**

Signs that are listed in Part 6 or Part 15 of this by-law and that comply with this by-law are permitted in the Exhibition Park Sign District.

### 15.3 Awning Signs

An awning sign is permitted, that:

- (a) is on the exterior front or side face of an awning, and projects no more than 5.0 mm from the face of the awning;
- (b) is no more than 6.0 m in height;
- (c) extends no more than 0.50 m above the roof line of a one-storey building;
- (d) does not extend above the window or any opening directly above the awning on a building with a second storey;
- (e) has a copy area on the front awning face no greater than 40% of the area of the front awning face;
- (f) has a copy area on each side of the awning no greater than 80% of the area of the sides of the awning;
- (g) if located on an awning that projects over a common entrance and is supported by posts at the end farthest from the building:
  - (i) has a copy area on the front awning face no greater than 80% of the area of the front awning face, and
  - (ii) has a copy area on each side of the awning no greater than 40% of the area of the sides of the awning;
- (h) in the case of premises with a frontage less than 30 m, is not on the same frontage of the premises as a first storey fascia sign; and
- (i) may not be illuminated.

### 15.4 Under-Awning Signs

An under-awning sign is permitted, that:

- (a) is on premises with an entrance under the awning;
- (b) is limited to one sign on each frontage of premises;
- (c) does not project beyond the front edge of the awning; and
- (d) has a vertical dimension no greater than 0.30 m and is no more than 1.5 m wide.

### 15.5 Canopy Signs

A canopy sign is permitted, that:

- (a) is on the front or side of the canopy;
- (b) projects no more than 0.60 m horizontally beyond the front or side of the canopy;
- (c) if located on the roof of the canopy, is within 0.45 m of the front or side edge of the canopy;
- (d) is limited to one sign on the frontage of premises with a separate entrance;
- (e) may be at the common entrance of a building and identifies the principal occupant or building name only;
- (f) contains copy in the form of individual letters, numbers, symbols and logos only;
- (g) has a copy area no greater than 0.60 m<sup>2</sup> for each metre of length of the frontage of the premises;
- (h) has a vertical dimension no greater than 1.0 m, except that the vertical dimension may be increased to 2.0 m for letters or logos if:

- (i) the portion of the sign that exceeds 1.0 m in vertical dimension is no greater than 20% of the length of the canopy on the frontage of the premises, and
- (ii) the sign projects no more than 1.2 m above the canopy face;
- (i) in the case of premises with a frontage longer than 30 m, has a vertical dimension no greater than 1.5 m, except that the vertical dimension may be increased to 3.0 m for letters or logos if:
  - (i) the portion of the sign that exceeds 1.5 m in vertical dimension is no greater than 20% of the length of the canopy on the frontage of the premises, and
  - (ii) the sign projects no more than 2.0 m above the canopy face; and
- (j) in the case of premises with a frontage less than 30 m, is not on the same frontage of the premises as a first storey fascia sign.

### **15.6 Under-Canopy Signs**

An under-canopy sign is permitted, that:

- (a) is limited to one sign for premises with a separate entrance and a frontage less than 15 m long;
- (b) is limited to two signs for premises with a separate entrance and a frontage 15 m or longer;
- (c) in a building that only has a common entrance, is limited to one sign for each ground floor premises adjacent to and visible from the street, to a maximum of one sign for every 15 m of length of frontage of the building;
- (d) does not project beyond the front edge of the canopy; and
- (e) has a vertical dimension no greater than 0.45 m and is no more than 1.5 m wide.

### **15.7 First Storey Fascia Signs**

A fascia sign is permitted, that:

- (a) is on the first storey of a building;
- (b) does not extend above the roof line;
- (c) is on the frontage or any recessed entrance area of premises;
- (d) is on a wall facing a vacant area or a parking area on the premises or on the site, if the sign is at least 7.5 m from the nearest property line;
- (e) if above a common entrance, identifies the principal occupant or building name only;
- (f) in the case of premises occupying a second storey with a separate entrance at the first storey, may be above the separate entrance;
- (g) is above the lintel or window head of the first storey and below the window sill of the second storey, or, in the absence of a lintel, window head or sill, is no more than 0.75 m above the floor of the second storey, except that the sign must not cover a second storey window;
- (h) has a copy area no greater than 40% of the sign area if the sign has a border, frame or background, except that:
  - (i) a sign containing a logo only may have a copy area that is greater than 40% of the sign area, and
  - (ii) if the sign has a border, frame or background with a horizontal dimension no greater than 40% of the length of the frontage of the premises, it may have a copy area no greater than 60% of the sign area;

- (i) has a copy area no greater than 0.60 m<sup>2</sup> for each metre of length of the frontage of premises if the sign does not have a frame, border or background;
- (j) has a combined copy area for all fascia signs that does not exceed 0.60 m<sup>2</sup> for each metre of length of the frontage of premises, regardless of whether the signs have a frame, border or background;
- (k) may contain electronic copy in accordance with section 15.17 of this by-law;
- (l) despite the provisions of this by-law, may be below the window head or lintel of the first storey, if it:
  - (i) has a sign area no greater than 0.30 m<sup>2</sup> for each metre of length of continuous building face with no door or window opening, to a maximum of 3.0 m<sup>2</sup>, except that, if painted on a wall, it may have a sign area no greater than 4.0 m<sup>2</sup>, and
  - (ii) does not encroach over a street more than 0.10 m;
- (m) may face a lane if it:
  - (i) contains copy that identifies the principal occupant or building name only, and
  - (ii) has a vertical dimension no greater than 0.60 m and is no more than 2.5 m wide; and
- (n) in the case of premises with a frontage less than 30 m, is not on the same frontage of the premises as an awning sign or canopy sign.

### **15.8 Second Storey Fascia Signs**

A fascia sign is permitted, that:

- (a) is on the second storey of a building;
- (b) does not extend above the roof line;
- (c) is on the frontage of the premises;
- (d) on a building that has more than two storeys, is above the lintel or window head of the second storey and below the window sill of the third storey, or in the absence of a lintel, window head or sill, is no more than 0.75 m above the floor of the third storey, except that a sign must not cover a third storey window;
- (e) includes copy in the form of individual letters, numbers, symbols and logos only;
- (f) has a copy area no greater than 0.40 m<sup>2</sup> for each metre of length of the frontage of the premises;
- (g) has a vertical dimension no greater than 1.0 m; and
- (h) in the case of premises occupying both the first and second storey, is limited to one sign on either the first or second storey.

### **15.9 Upper Level Fascia Signs Above the Second Storey**

A fascia sign is permitted, that:

- (a) is between the floor of the uppermost storey and the roof line;
- (b) is limited to one sign on a building face to a maximum of two signs on a building;
- (c) is positioned so that two signs on adjoining building faces are not within 2.0 m of a common corner;
- (d) identifies the principal occupant or building name only;
- (e) contains copy in the form of individual letters, numbers, symbols or logos only, except that a sign more than 55 m in height must contain copy consisting of a logo only; and

- (f) has a copy area no greater than 1/40th of the length of the distance measured from grade to the bottom of the sign and multiplied by the width of the building face at the bottom of the sign, to a maximum of 47 m<sup>2</sup>.

### 15.10 Free-Standing Signs

A free-standing sign is permitted, that:

- (a) is limited to two signs on each frontage of a site, to a maximum of six signs on a site;
- (b) is no more than 8.0 m in height;
- (c) has a sign area no greater than 0.30 m<sup>2</sup> for each metre of length of frontage of the site, to the maximum sign area of 9.0 m<sup>2</sup>, excluding:
  - (i) the lower 2.75 m of the sign if the sign area is at least 2.75 m above grade, and
  - (ii) any sign area comprised of embellishments, to a maximum of 20% of the sign area excluding that area comprised of embellishments only;
- (d) has a copy area no greater than 40% of the sign area;
- (e) may have a copy area that is greater than 40% of the sign area if the sign contains a logo only;
- (f) may contain electronic copy in accordance with section 15.17;
- (g) is not within 1.5 m of a property line or 1.0 m of a building;
- (h) is not within 45 m of another free-standing sign on the site, measured along the frontages of the site;
- (i) is not on the same frontage of a site as a projecting sign that identifies the same occupant;
- (j) if illuminated or containing electronic copy and within 30 m of a dwelling unit in the Residential Sign District, the copy area must not face the dwelling unit;
- (k) if encroaching over a street:
  - (i) has a sign area no the lesser of 7.0 m<sup>2</sup>, or 0.23 m<sup>2</sup> for each metre of length of the frontage of the premises,
  - (ii) is perpendicular to the property line abutting the street, and
  - (iii) encroaches no more than 25% of the distance between the sign and the nearest intersecting property line, to a maximum encroachment of 3.0 m.

### 15.11 Free-Standing Wayfinding Signs

A free-standing wayfinding sign is permitted, that:

- (a) is limited to one sign for each frontage of a site to a maximum of four signs on a site;
- (b) is on a site 25,000 m<sup>2</sup> or larger;
- (c) is no more than 4.0 m in height;
- (d) has a sign area no greater than 3.0 m<sup>2</sup>;
- (e) has a copy area no greater than 40% of the sign area;
- (f) is not within 1.5 m of a property line or 1.0 m of a building; and
- (g) is not within 45 m of another free-standing wayfinding sign on the site, measured along the frontages of the site.

### 15.12 Large Hoarding Signs

A hoarding sign is permitted, that:

- (a) has a copy area:
  - (i) no greater than 1.0 m<sup>2</sup> for each metre of length of the frontage of the premises,
  - (ii) with a vertical dimension no greater than 3.7 m, and
  - (iii) no higher than 7.3 m above grade; and
- (b) is displayed only during construction.

### 15.13 Mansard Roof Signs

A mansard roof sign is permitted, that:

- (a) is on the frontage of premises;
- (b) is on a building facing a vacant area or a parking area on the premises or on the site, if the sign is at least 7.5 m from the nearest property line;
- (c) is limited to one sign on premises;
- (d) is no less than 0.30 m below the roof line;
- (e) is no more than 8.0 m in height;
- (f) projects no more than 0.25 m from the roof at the base of the sign;
- (g) has a sign area no greater than 0.60 m<sup>2</sup> for each metre of length of the applicable building face;
- (h) has a copy area no greater than 40% of the sign area; and
- (i) has a vertical dimension no greater than 1.0 m.

### 15.14 Projecting Signs

A projecting sign is permitted, that:

- (a) is perpendicular to the building face, except that on a corner site it may be on an angle at the corner of the building;
- (b) has a space no greater than 0.30 m between the sign and the building face, excluding architectural features;
- (c) is limited to:
  - (i) one sign at the first storey on each frontage of the premises, and
  - (ii) for a multi-storey building with a frontage less than 100 m, one sign, which may include either the names of occupants or the building name, or
  - (iii) for a multi-storey building with a frontage 100 m or longer, two signs, which may include either the names of occupants or the building name;
- (d) on a one-storey building, is the lower of 6.0 m in height or 1.8 m above the roof line;
- (e) on a multi-storey building, is the lower of 21 m in height or the roof line, except that:
  - (i) if the second storey is set back 4.5 m or less from the front face of the first storey at the sign location, the sign must not extend above the roof line of the first storey, and
  - (ii) if the second storey is set back more than 4.5 m from the front face of the first storey at the sign location, the sign is the lower of 6.0 m in height or 1.8 m above the roof line of the first storey;
- (f) has a support structure extending no more than 0.30 m above the roof line;

- (g) projects no more than 4.5 m from the building face;
- (h) has a sign area which may be at least 0.75 m<sup>2</sup> and must be no greater than the lesser of 7.0 m<sup>2</sup>, or 0.23 m<sup>2</sup> for each metre of length of the frontage of the premises excluding any sign area comprised of embellishments, to a maximum of 20% of the sign area excluding that area comprised of embellishments only;
- (i) has a copy area no greater than 40% of the sign area;
- (j) may have a copy area that is greater than 40% of the sign area if the sign contains a logo only;
- (k) may contain electronic copy in accordance with section 15.17 of this by-law;
- (l) is not on the same frontage of a site as a free-standing sign that identifies the same occupant; and
- (m) may encroach over a street at least 0.60 m, except that:
  - (i) it must not encroach more than 25% of the distance between the sign and the nearest property line of an adjacent site or the point where the frontages of adjacent premises meet, to a maximum of 3.0 m, and
  - (ii) if serving two or more adjacent or shared premises, the calculation of the permitted encroachment must be based on the combined frontages of those premises; and
- (n) for the purpose of calculating the frontage of premises located at a corner, frontage means the average length of the two frontages of the premises.

#### **15.15 Sign in Conjunction with a Mural**

A sign in conjunction with a mural is permitted, that:

- (a) may include the date of installation of the mural and:
  - (i) the name of the building, or
  - (ii) the name of the principal occupant, or
  - (iii) the corporate logo of the principal occupant;
- (b) is installed at the same time, using the same method of installation and type and quality of materials as the mural;
- (c) has a copy area no greater than 10% of the mural area;
- (d) has a copy area no higher than 20 m above grade; and
- (e) is removed when the mural is removed.

#### **15.16 Electronic Message Signs**

An electronic message sign is permitted, that:

- (a) is a fascia sign, free-standing sign or projecting sign;
- (b) is limited to one fascia sign, free-standing sign or projecting sign on each frontage of premises;
- (c) if a fascia or projecting sign, is located at the first storey;
- (d) if a free-standing sign with a copy area greater than 5.0 m<sup>2</sup>, is at least 20 m from a street; and
- (e) has a copy area no greater than 80% of the sign area to a maximum of:
  - (i) 4.0 m<sup>2</sup> on a site smaller than 0.40 ha, or
  - (ii) 8.0 m<sup>2</sup> on a site 0.40 ha or larger.

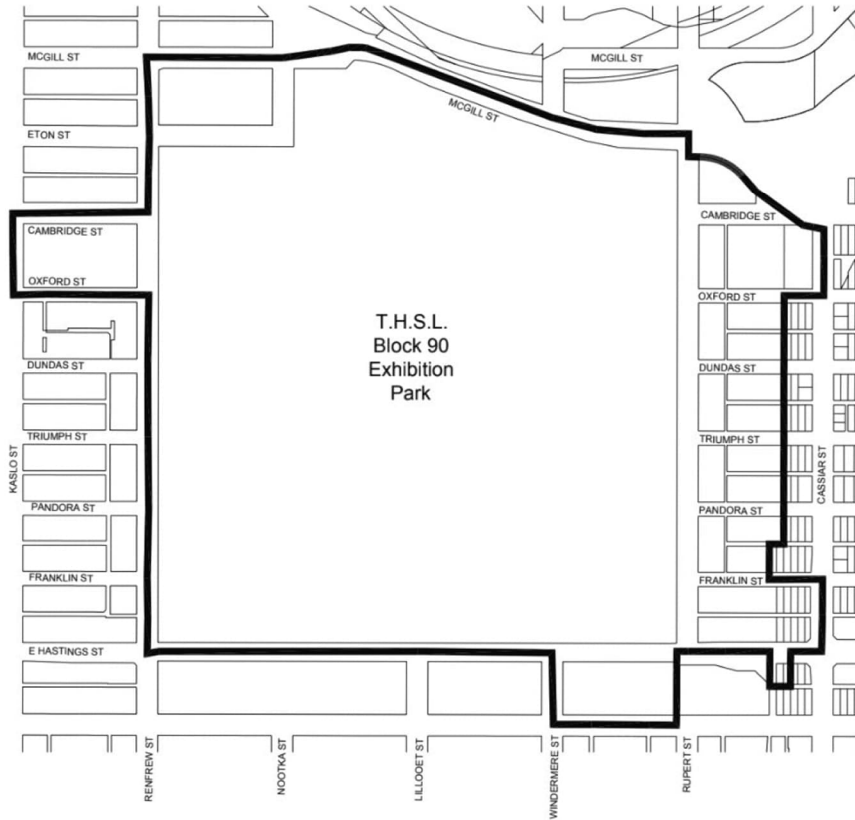
### **15.17 Electronic Static Image Signs**

A double sided electronic static image sign is permitted, that:

- (a) is a free-standing sign;
- (b) is limited to:
  - (i) two signs on Hastings Street frontage in Area A of Schedule 15B;
  - (ii) one sign on McGill Street frontage in Area B of Schedule 15B;
- (c) has a sign area of 33 m<sup>2</sup> on each side of the sign;
- (d) may have a copy area that is 100% of the sign area;
- (e) may include first party or third party advertising up to a maximum of 100% of the copy area;
- (f) may include a logo;
- (g) is no more than 8.0 m in height;
- (h) may be within 45 m of another free-standing sign on the site.

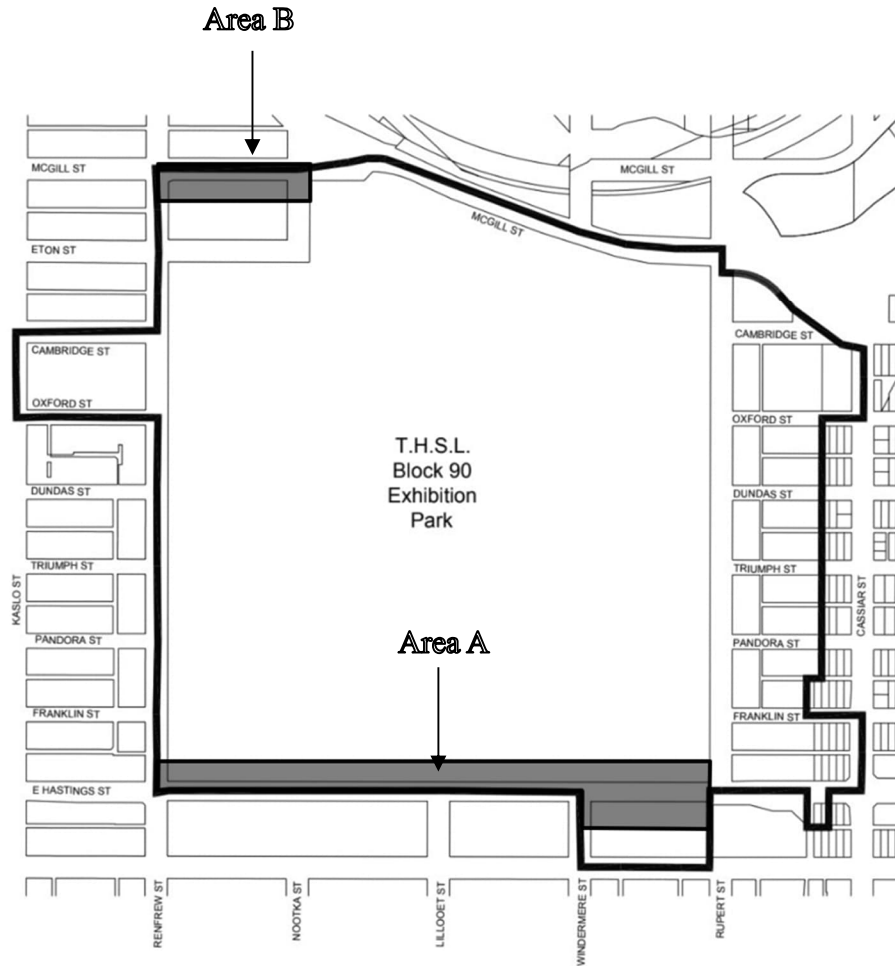
### Schedule 15A

### Exhibition Park Sign District Area Map



**Schedule 15B**

**Exhibition Park Sign District Electronic Static Image Sign Area Map**



**Parts 16 – 20 are deliberately left blank for future Sign Districts.**

## Part 21 Relaxations

### 21.1 Relaxation for Unnecessary Hardship

Subject to the provisions of section 21.2 of this by-law, if, in the opinion of the Director of Planning, enforcement of this by-law would result in unnecessary hardship, the Director of Planning may relax:

- (a) the permitted height, sign area, copy area, vertical dimension or width of a sign; and
- (b) the permitted location or number of signs on a site.

### 21.2 Considerations regarding Unnecessary Hardship

In determining whether or not there is unnecessary hardship sufficient to justify a relaxation under section 21.1 of this by-law, the Director of Planning may consider:

- (a) the size and location of the site or premises;
- (b) the design or construction of a building or a sign;
- (c) the context of the neighbourhood or sign district;
- (d) potential impacts on existing adjacent land uses;
- (e) the heritage value of a sign or building;
- (f) the topography or configuration of the site;
- (g) the submission of any advisory group, property owner or tenant; and
- (h) all applicable Council policies and guidelines.

### 21.3 Relaxation for Heritage Property and Historic Areas

Subject to the provisions of section 21.4 of this by-law, if a proposed sign is located on heritage property or property in an area identified as a historic area in an official development plan or a zoning by-law, the Director of Planning may relax:

- (a) the permitted height, sign area, copy area, vertical dimension or width of a sign; and
- (b) the permitted location or number of signs on a site.

### 21.4 Considerations regarding Heritage Property and Historic Areas

In determining whether or not to relax the provisions of this by-law in accordance with section 21.3 of this by-law, the Director of Planning may consider:

- (a) the heritage value of a sign or building;
- (b) the design and construction of a building;
- (c) the context of the neighbourhood or sign district;
- (d) potential impacts on adjacent land uses;
- (e) the topography or configuration of the site;
- (f) the submission of any advisory group, property owner or tenant; and
- (g) all applicable Council policies and guidelines.

## Part 22 Sign Construction

### 22.1 General Construction

All signs must:

- (a) be designed and constructed to resist wind, seismic, and dead loads;
- (b) have bracing systems designed and constructed to transfer lateral forces to the foundations;
- (c) be constructed so that loads of signs on buildings are transmitted through the structural frame of the building to the ground without overstressing the elements of the structural frame; and
- (d) comply with all applicable provisions of this by-law and the Building By-law.

### 22.2 Drawings and Specifications

In addition to the requirements in section 3.3 of this by-law, the City Building Inspector or the Director of Planning may require further technical information related to a sign permit application, to the satisfaction of the City Building Inspector, including but not limited to:

- (a) complete drawings and specifications related to construction of the sign;
- (b) documentation confirming that the building on which the sign is to be erected is capable of supporting the additional structural loads and stresses imposed by the erection of the sign;
- (c) reports, opinions, designs, sealed drawings and letters of assurance related to the proposed sign and prepared by a Registered Professional Engineer or another registered professional;
- (d) technical data from the manufacturer of a combustible plastic material or from an acceptable testing agency; and
- (e) results of fire tests of combustible plastic material from an approved testing agency.

### 22.3 Combustible Plastic Materials

Rigid or pliable combustible plastic components of a sign must:

- (a) be approved combustible plastic or other material acceptable to the City Building Inspector;
- (b) be of sufficient strength and durability to withstand design loads prescribed in the Building By-law; and
- (c) allow for expansion and contraction of plastic material and any other material with which it is employed.

### 22.4 Approved Pliable Combustible Plastic Materials

Approved pliable combustible plastic material on the face of a sign must:

- (a) comply with the provisions of section 22.3 of this by-law; and
- (b) if back lit, have:
  - (i) waterproof seams and joints,
  - (ii) tension-adjusting sign-face connections,

- (iii) tear-resisting reinforcement with a tensile strength of 22.5 kg per 25 mm of width capable of withstanding puncture from the impact of a 0.45 kg 25 mm steel ball, dropped from a height of 3.0 m or equivalent,
- (iv) proof of conformance with ULC-S109-2003, “Standard for Flame Test of Flame-Resistant Fabrics and Films”,
- (v) a minimum clearance of 3.0 m from a building with combustible framing or cladding, and
- (vi) a minimum clearance of 3.0 m horizontally or 10 m below any unprotected opening in an exterior wall of a building.

## **22.5 Other Combustible Materials**

Wood, leather and similar combustible materials, other than plastics, may be used in a sign, that:

- (a) is a projecting sign;
- (b) has a sign area no greater than 0.75 m<sup>2</sup>; and
- (c) has a metal frame to which the combustible material is attached.

## **22.6 Supports and Anchorage**

Sign supports and anchorage must comply with the following requirements:

- (a) signs must be attached to masonry, concrete or steel by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to support the loads applied;
- (b) signs must not be fastened by nails, staples or screws to wooden blocks, plugs or nailing strips built into masonry or concrete;
- (c) bolts or lag screws must not be fastened to window frames or sills;
- (d) lag bolts in solid woodworks must be no less than 12.7 mm in diameter and must penetrate the woodwork a minimum of 76 mm;
- (e) cables 12.7 mm in diameter or larger must be provided with suitable sleeves, and two cable clips must be clamped to the sleeves for each cable;
- (f) turnbuckles must:
  - (i) be provided for all supporting cables, and
  - (ii) have a breaking strength equivalent to that of the cable to which they are attached;
- (g) side-guys may have a turnbuckle for one side of any sign;
- (h) a sign support or anchor must not be connected to or supported by an unbraced parapet wall, unless a registered professional structural engineer has confirmed that the parapet wall is capable of supporting the sign, to the satisfaction of the City Building Inspector; and
- (i) power actuated fasteners and drop-in anchors must not be used for tension loads.

## **22.7 Corrosion Protection**

Cables, turnbuckles, links, bolts and screws, and all other devices which are part of or used to support or anchor a sign must be corrosion resistant, galvanized or otherwise protected from corrosion, to the satisfaction of the City Building Inspector.

## **22.8 Awning Sign Construction**

An awning sign must be:

- (a) constructed of canvas, fabric or textile materials that are acceptable to the City Building Inspector and comply with CAN/ULC-S109;

- (b) directly affixed to the awning surface; and
- (c) securely fastened to the awning surface by adhesives, rivets, stitching or other means that, in the opinion of the City Building Inspector, are acceptable to resist applied wind, seismic, uplift and dead loads.

## **22.9 Canopy Sign Construction**

A canopy sign must be constructed of non-combustible material or approved combustible material, to the satisfaction of the City Building Inspector.

## **22.10 Under-Awning and Under-Canopy Sign Construction**

An under-awning or under-canopy sign must be:

- (a) constructed of non-combustible material or approved combustible material, to the satisfaction of the City Building Inspector; and
- (b) securely fastened to the awning or canopy structure by metal anchors, bolts or approved expansion screws of sufficient strength and anchorage to support the loads applied.

## **22.11 Fascia Sign Construction**

A fascia sign:

- (a) must be constructed of non-combustible material or approved combustible plastic; and
- (b) may be constructed of wood if:
  - (i) the sign area is no greater than 9.29 m<sup>2</sup>, and
  - (ii) those portions of the sign constructed of plywood are no less than 19 mm thick, and
  - (iii) those portions of the sign constructed of wood have a nominal thickness no less than 30 mm.

## **22.12 Free-Standing Sign Construction**

A free-standing sign must:

- (a) be constructed of a non-combustible material, except that the face of the sign, including the backing, may be constructed of approved combustible plastic, if:
  - (i) the sign is no more than 4.9 m in height, and
  - (ii) does not encroach over a street;
- (b) have a foundation constructed of concrete, except that:
  - (i) the foundation may be constructed using material other than concrete if designed by a Registered Professional Engineer,
  - (ii) if the sign is more than 7.5 m in height, the foundation must be designed by a Registered Professional Engineer, regardless of the material used, and
  - (iii) the design of the foundation must be to the satisfaction of the City Building Inspector.

## **22.13 Projecting Sign Construction**

A projecting sign must be constructed of non-combustible material, approved combustible plastic or other combustible materials in accordance with section 16.5 of this by-law.

## 22.14 Signs with Electrical Components

A sign that requires an electrical connection or is powered by a renewable energy source must:

- (a) be approved, constructed and installed in accordance with the Electrical By-law;
- (b) be labelled with:
  - (i) the name of the manufacturer,
  - (ii) the date of manufacture,
  - (iii) a certification mark or a special inspection label of a certification agency accredited by the Standards Council of Canada or an approved label issued by the BC Safety Authority,
  - (iv) the gross weight of the sign, other than a free-standing sign, and
  - (v) the rated operating amperage and voltage;
- (c) have a label in accordance with section (b), that:
  - (i) has letters not less than 10 mm high,
  - (ii) is attached to the exterior of the sign, and
  - (iii) is readable from ground level, or accessible without the use of a ladder or other device; and
- (d) have weatherproof light fixtures, switches and wiring, unless enclosed in a permanent rigid sealed structure which ensures the electrical installation remains dry.

**Part 23**  
**Offences and Penalties**

**23.1 Offences**

Every person who:

- (a) violates any provision of this by-law;
- (b) suffers, permits or allows any act to be done in contravention of this by-law;
- (c) neglects to do anything required to be done by this by-law; or
- (d) fails to comply with an order or notice given under this by-law;

is guilty of an offence and liable to the penalties listed herein.

**23.2 Fines and Penalties**

Every person who commits an offence against this by-law is liable to a fine of no less than \$250 and no more than \$10,000 for each offence.

**23.3 Continuing Offence**

Every person who commits an offence of a continuing nature against this by-law is liable to a fine of no less than \$250 and no more than \$10,000 for each day such offences is continued.

**23.4 Failure to Comply with an Order**

Despite the minimum fines referred to in this Part, every person who fails to comply with an order issued pursuant to this by-law is liable to a fine of no less than \$500 and no more than \$10,000 for each offence.

**23.5 Display of Sign without Permit**

Despite the minimum fines referred to in this Part, every person who displays, or permits suffers or allows the display of a sign without a valid sign permit, is liable to a fine of no less than \$500 and no more than \$10,000 for each offence.”.





## APPENDIX B

### APPLICATION LETTER



February 17, 2026

Mayor and Members of Vancouver City Council / City of Vancouver Planning  
City of Vancouver  
453 West 12th Avenue  
Vancouver, BC V5Y 1V4

Dear Mayor and Members of Council,

This letter is to formally request the establishment of a Unique Signage District for the Pacific National Exhibition (PNE) / Hastings Park lands. This request is intended to support the PNE's evolving role as an important and vibrant cultural, recreational, and economic destination within the City of Vancouver.

Since 1910, the PNE has been a cultural anchor and icon in the lower mainland, welcoming over three million guests annually. Operating from a 114-acre site at Hastings Park, the PNE's year-round programming includes the iconic 15-day summer PNE Fair, Playland Amusement Park, Fright Nights, and festivals. Additionally, in 2026, the Freedom Mobile Arch Amphitheatre, a 10,000-capacity outdoor venue, will open as Vancouver's premier purpose-built space for music and festivals.

The PNE cultivates social good by reinvesting 100% of its surplus back into the park and community. The PNE is accountable for the stewardship, management, and redevelopment of Hastings Park, while preserving cultural gardens, the Sanctuary, and open green spaces as public gathering places.

As the PNE continues to evolve, it is seeking to expand and diversify its revenue streams while enhancing the ability to effectively advertise and promote events and attractions.

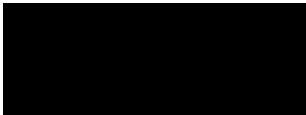
A designated signage district would allow for the appropriate framework to support the PNE's long-term financial sustainability while delivering clear public benefits. In particular, the introduction of exterior signage would create an important additional revenue stream for the PNE that would help to offset day-to-day operational costs, as well as support essential infrastructure upgrades, including improvements to public amenities, accessibility, safety, and overall site functionality, directly benefiting visitors and the broader community. Equally important, a diversified revenue stream provides a source of revenue in the event of unforeseen circumstances that may disrupt regular event programming.

All signage would comply with applicable building, electrical, and safety requirements, as well as ongoing maintenance obligations, and Canadian Advertising Standards.



We respectfully request Council's consideration of this proposal and welcome the opportunity to collaborate with City staff on the development of appropriate signage guidelines for the Pacific National Exhibition. We believe this initiative aligns with Vancouver's commitment to sustainable public assets, economic viability, and thoughtful urban design.

Thank you for your consideration.



Mike Klassen  
PNE Board Chair

## APPENDIX C

### PUBLIC NOTIFICATION SUMMARY

Event	Date(s)	Details
<b>Webpage published</b>	April 22, 2026	<a href="#">PNE Exhibition Park (2901 East Hastings Street) Sign By-law Amendment   Shape Your City Vancouver</a>
<b>Online comment form</b>	April 2026 to May 2026	3 submissions <ul style="list-style-type: none"> <li>• 1 response support</li> <li>• 2 responses opposed</li> </ul> 0 responses mixed
<b>Question and Answer (Q&amp;A) period (2 weeks)</b>	April 22, 2026, to May 6, 2026	0 submission
<b>Other input (phone calls, direct emails, etc.)</b>	April 2026 to May 2026	0 submissions
<b>Total webpage views</b>	April 22, 2026, to May 6, 2026	91 page views
<b>Total Submissions</b> (Comments submitted + questions asked + other input methods)		3 submissions

Note: All reported numbers above are approximate.

\* The Shape Your City platform allows staff to capture more nuanced levels of engagement associated with the rezoning application, categorized as:

- **Aware:** Number of unique visitors to the application webpage that viewed only the main page.
- **Informed:** Visitors who viewed documents or the video/photo gallery associated with the application; informed participants are a subset of aware participants.
- **Engaged:** Visitors that submitted a comment form or asked a question; engaged participants are a subset of informed and aware participants

A summary of public input is provided below, organized by topic.

Areas of support:

- Respondents supported the proposal; however, its application should be limited exclusively to promoting upcoming events and performances at the PNE, in a manner consistent with the digital signage utilized at the Civic Theatres.

Areas of concern:

- Respondents expressed concern that this feature may serve as a distraction to drivers in an area that already presents safety risks for cyclists and pedestrian.

