



Report Date: May 11, 2026
Contact: Jason Olinek
Contact No.: 604-871-6479
RTS No.: 18441
VanRIMS No.: 08-2000-25
Meeting Date: June 2, 2026
[Submit comments to Council](#)

TO: Vancouver City Council
FROM: General Manager of Planning, Urban Design and Sustainability
SUBJECT: Sign By-law Amendment – 677 Davie Street (The Dance Centre)

Recommendations

- A. THAT Council approve, in principle, the application to amend the Sign By-law, as generally outlined in Appendix “A” to authorize a proposed electronic static image sign by Pattison Outdoor Advertising on behalf of The Dance Centre the registered owner of the building having a civic address of 677 Davie Street.
- B. THAT Council instruct the applicant to work with staff at the time of sign permit application to provide design modifications to improve the fit in the Granville Street Entertainment District through the provision of the details which better reflect the District’s themed traditional historic neon signage.
- C. That Council instruct the Director of Legal Services to bring forward for enactment an amendment to the Sign By-law generally in accordance with Appendix “A”.

Purpose and Executive Summary

This report evaluates an application to amend the Sign By-law for 677 Davie Street to permit an Electronic Static Image Sign on the existing The Dance Centre building. The proposal requires Council approval as it involves a large format electronic static image sign with third-party advertising, and reduced separation from nearby residential units and traffic signals.

Since the enquiry for this electronic static image sign was first received, relevant policy direction has advanced through the Granville Street Plan (2025) and the Public Realm Advertising Framework (2025). This report evaluates the proposal according to these updated policies, including considerations of urban design integration, public realm impacts, and the ability to offset that impact with benefit.

Amendments to the Sign 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.
- *Granville Street Plan (2025)*
- *Sponsorship, Advertising, Naming-rights and Donations (SAND) (2024)*
- *Public Realm Advertising Framework (2025)*
- *Vancouver Sign Fee By-law No.1880 (2026)*

City Manager’s Comments

The City Manager concurs with staff’s recommendations in this report.

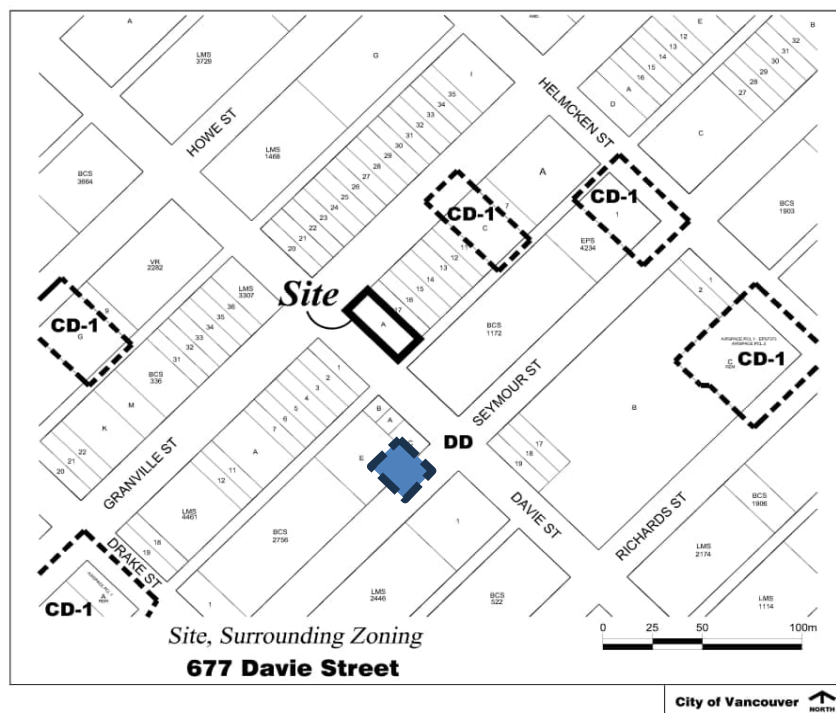
Context and Background

1. Site and Context

Pattison Outdoor Advertising submitted an application on February 27, 2026, to add a new electronic static image sign that will display third party advertising on the existing The Dance Centre building, located at 677 Davie Street.

The site is located at the corner of Granville and Davie Streets within the Granville Entertainment District. Immediately across from the subject site, at 1167 Granville Street, is a site subject to an approved rezoning application for a 33-storey hotel building. The site to the south, across Davie Street, is occupied by a three-storey mixed commercial/ residential building. The intersection of Granville and Davie Streets is traffic signal-controlled in all directions (see Figure 1).

Figure 1: Area map



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, location, size, and use of signs. Amendments to the Sign By-law, including permissions for site-specific electronic signage, require approval by Council under this authority.

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 give the Director of Planning authority to consider signage as proposed in this report including electronic, static image, third-party advertising on billboards. Therefore, A Council decision is required to amend the Sign By-law.

Granville Street Plan (2025)

In June 2025, Council approved the Granville Street Plan, including the Granville Street Sign District, to expand the animated neon signage area from Nelson Street to Davie Street. The goal is to use the district's historic neon signage as a theme for placemaking in focused areas and to maximize pedestrian activity and visual interest.

According to the Granville Street Plan, sign applications in this District should demonstrate high-quality design, integration with the building façade and architectural features, and alignment with Granville's historic neon sign tradition.

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. The Framework is intended to ensure that impacts associated with advertising in the public realm are offset through appropriate public benefits, while also maintaining safety and protecting the quality of the public realm.

Electronic signs are third-party advertising signs that display an electronic static image where the image remains static on the screen for a stipulated period of time, and the transition between images occurs within a stipulated period of time (that is, digital, but with no video streaming). This type of sign offers the highest revenue potential and falls within the scope of the Public Realm Advertising Framework.

Refer to Report to Council dated September 4, 2025 – RTS 17997 for a more detailed summary.

Vancouver Sign Fee By-law No.1880 (2026)

The Sign Fee By-law (2026) lists the application fees that are due at the time a sign application is filed and includes some references to specific sections of the Sign By-law.

Strategic Analysis

1. Proposal

The physical attribute of the proposed sign is a flat rectangular LED screen on Granville Street façade with a small portion folding onto the Davie Street façade, measuring 5.1 m (16.8 ft.) tall by 15.06 m (49.2 ft.) wide on Granville façade and 5.1 m (16.8 ft.) by 2.9 m (9.5 ft.) wide on Davie Street façade with a total sign area of 91.5 m² (985 sq. ft.) located 10.3 m (33.7 ft) above the ground, on top of an existing two storey heritage façade. The screen will display static third-party advertisements (see Figure 2). Detail is provided in Appendix D – Application Drawings.

Figure 2: Proposed Sign View from Granville Street



2. Sign By-law Analysis

The proposed new sign includes variances from the provisions of the Sign By-law. The table below summarized by-law non-compliance as considered previously by Council.

Subject	Sign By-law Requirement	Proposed Sign and Impact
Illumination: Impacts on nearby residential units	Electronic sign must be at least 30 m from a dwelling unit facing the sign (<i>Section 5.13(e)</i>).	Electronic sign is within approximately 20 m of the residential building on Davie and it is just a small portion on the corner.
Copy/Advertising Type (Third party advertising)	Third party advertising in this configuration, size, and location is not permitted by <i>Section 5.17</i> .	Amended to permit generally as proposed.

Safety: Location near traffic signals	Must be at least 15 m from a traffic control signal (<i>Section 5.13 (f)</i>).	5 m from a traffic control signal.
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To address these concerns, the applicant proposes to address the impact of the electronic static image sign on residential units and traffic, including turning off the sign between 11 pm and 7 am and compliance with other regulations including brightness levels, image change frequency, and ambient light sensor requirements for illuminated signs in the Sign By-law.

3. Public Realm Advertising Framework Analysis

This proposed Electronic Sign, like other electronic signs visible in the public realm, would have an impact on the public realm, particularly given its scale and prominent location. In considering the proposal, staff assessed the anticipated impacts alongside the proposed public benefits associated with the sign as required under the Public Realm Advertising Framework.

Under the proposed model, if approved, the beneficiary of the Electronic Sign would be The Dance Centre. Staff understand that revenues generated through the proposal would support the Dance Centre's ongoing operations and financial sustainability as a major non-profit arts organization serving artists, audiences, and community members that provides public benefits to the City.

The Dance Centre will receive a Guaranteed Annual Minimum (GAM) from Pattison Outdoor Advertising at a level consistent with the Vancouver market. A revenue share mechanism is also included, ensuring the Dance Centre benefits from upside in the event of strong market performance.

The City currently provides a \$90,000 annual operating grant, and has contributed \$1.5 million in funding towards the purchase of the site. The advertising revenue will provide an ongoing source of revenue to the Dance Centre which will amplify this current City support, and reduce future reliance on City funding, although Council may choose to provide additional grants or other forms of support to the Centre.

Having considered both the anticipated impacts of the sign on the public realm and the proposed public benefits associated with the application, staff are of the view that the overall level of public benefit is sufficient to offset the impacts of the sign.

4. 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](#) 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 23, 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 24 to May 8, 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, and by phone. A total of 0 questions and 3 comments were received. Refer to Appendix C for additional public consultation details.

Financial Implications

Should Council approve the proposed Sign By-law amendments, Pattison Outdoor Advertising will provide annual payments to The Dance Centre through a Guaranteed Annual Minimum arrangement with additional revenue-sharing provisions. Staff consider the proposed financial arrangement to provide sufficient public benefit to offset the impacts of the Electronic Sign on the public realm.

Legal Implications

If Council approves the Recommendation in this report, Council will amend the proposed Sign By-law amendment. 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

Staff recommend approval of the proposed amendments to the Sign By-law to enable an Electronic Sign at The Dance Centre at 677 Davie Street. It is staff's view that the proposed agreement between The Dance Centre and Pattison Outdoor Advertising provides sufficient public benefit to offset the impacts of the sign on the public realm. Staff consider the proposal generally consistent with the objectives of the Granville Street Plan and appropriate for consideration given the site's location within the Granville Entertainment District. If approved by Council, staff will continue to work with the applicant through the sign permit process to refine the sign design and improve its integration with the character and signage objectives of the Granville Street Entertainment District.

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APPENDIX A

DRAFT SIGN BY-LAW AMENDMENT PROVISIONS

BY-LAW NO. _____

**A By-law to amend Sign By-law No. 11879
regarding an electronic static image sign at
677 Davie Street**

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

- 1. This By-law amends the indicated provisions of the Sign By-law.
- 2. In Section 12.20, Council adds a new section after 12.20(b) as follows:

“(c) 677 Davie Street

On the site zoned DD, one electronic static image sign on Granville Street and portion of Davie Street façades, that:

- (i) is located on the west elevation facing Granville Street, with a portion of the sign extending around the corner onto the south elevation facing Davie Street,
- (ii) is located between the third-floor level and fourth floor,
- (iii) has a sign area no greater than 91.5 m² and a copy area of 22 m² ,
- (iv) has a vertical dimension of the sign is no greater than 5.1 m,
- (v) may be within 30 m of a dwelling unit and 5 m of a traffic control signal,
- (vi) be turned off between the hours of 11 p.m. and 7 a.m., and
- (vii) may display third-party advertising.”.

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

ENACTED by Council this day of , 2026

Mayor

City Clerk

APPENDIX B**APPLICATION LETTER**

June 29, 2023

Board of Directors
Scotiabank Dance Foundation
677 Davie Street, Vancouver BC

Dear Board of Directors,

Re: Large format digital display at 677 Davie Street, Vancouver

I am Paul Lee, Director of Operations and Leasing for Pattison Outdoor Advertising and I have been working with a few of your directors since beginning of 2018--I was encouraged to hear of positive progress made within City of Vancouver.

Pattison Outdoor would like the opportunity to continue its partnership relationship with Scotiabank Dance Foundation and I am pleased to propose a large format digital signage at 677 Davie Street, Vancouver. Please find attached the art rendering and the financials for your review. Once the process is confirmed with the City of Vancouver, Pattison Outdoor can assist you in a multitude of ways from the consultation and permitting processes, to the installation and maintenance of the digital signage. We will make it a worry-free scenario for Scotiabank Dance Foundation throughout the agreed term.

I look forward to discussing this opportunity with you further and should you have any questions, please feel free to reach out for assistance.

Yours truly,

A handwritten signature in blue ink, appearing to read "Paul Lee", with a long horizontal flourish extending to the right.

Paul Lee

Director of Leasing and Operations, Pacific Region

PATTISON OUTDOOR ADVERTISING

200, 4180 Lougheed Highway, Burnaby, BC V5C 6A7

Telephone : 604 – 235-2700 Fax : 604 – 235-2737

**DOWNTOWN VANCOUVER
BUSINESS IMPROVEMENT ASSOCIATION**
Suite 1380 -1100 Melville St
Vancouver, BC V6E 4A6
info@dtvan.ca



May 1, 2025

Dear Mayor, Council, and City Staff,

On behalf of the Down Vancouver Business Improvement Association (Downtown Van), I am writing to express our conditional support for the Scotia Bank Dance Centre’s proposal to install an LED billboard on the exterior of their building at 677 Davie Street.

As a vital cultural institution and longstanding member of our community, the Scotia Bank Dance Centre has contributed enormously to the vibrancy and identity of Granville Street and our downtown core. However, in recent years, Granville Street—and the surrounding area—has faced immense social and economic pressures. It has become increasingly difficult for businesses and cultural organizations to maintain operations in the face of safety concerns, declining foot traffic, and the slow pace of reinvestment.

The Dance Centre has remained, doing everything in its power to stay open and serve the artists, audiences, and community groups who depend on its space. It is precisely this kind of cultural anchor we need to support if we hope to preserve and rebuild a more vibrant Granville.

Until the revitalization efforts envisioned through the Granville Plan begin to take hold, Downtown Van believes we must provide targeted, pragmatic support to those who are committed to staying and contributing to the district's recovery. While we have previously deferred to the City on decisions regarding LED signage—pending greater policy clarity—we recognize this case as fundamentally different. The proposed signage is not just a communications tool, but a critical revenue generator that could help sustain the Centre’s operations. The revenue-sharing model benefits the Dance Centre, the City, and the cultural community, while incorporating design elements that mitigate light pollution and prioritize still-image content only.

If the City of Vancouver determines that this proposal is consistent with its signage guidelines, Downtown Van would be pleased to lend its full support. We view this initiative as a timely and meaningful step to stabilize an essential part of our arts infrastructure and maintain momentum toward a revitalized Granville Street.

Thank you for your consideration.

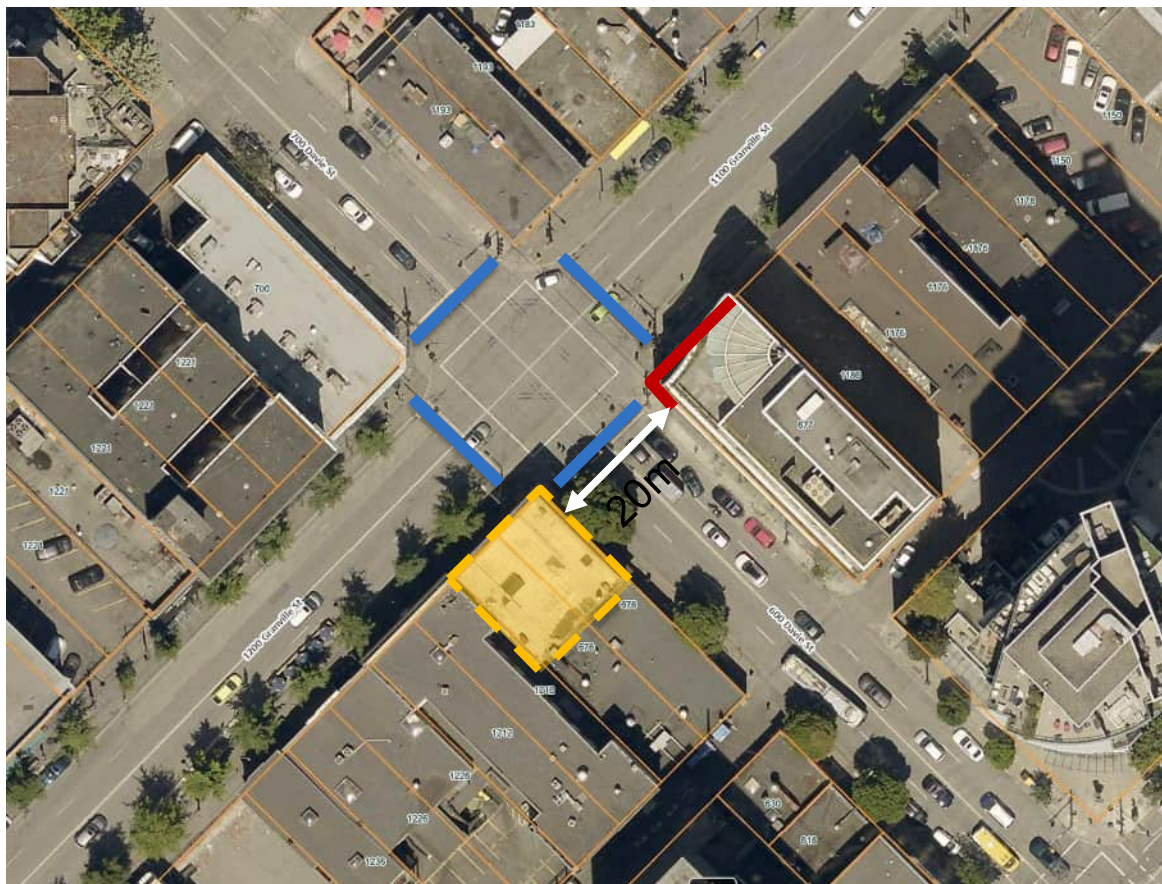
Sincerely,




A handwritten signature in cursive script that reads "Jane Talbot".

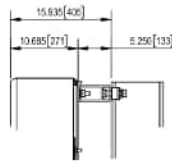
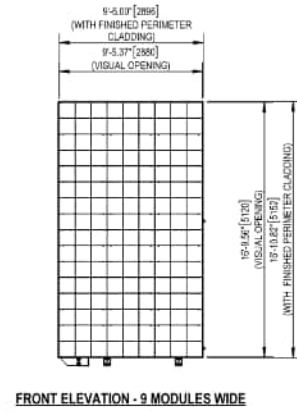
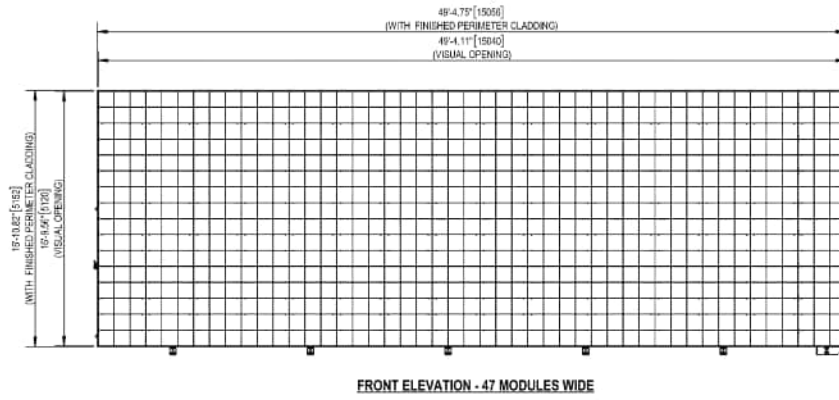
Jane Talbot
President & CEO, Downtown Vancouver Business Improvement Association
jane@dtvan.ca

APPENDIX C

APPLICATION DRAWINGS



-  Proposed electronic static image sign
-  Traffic signals
-  Residential building



THIS DRAWING, AND THE INFORMATION CONTAINED THEREIN, IS THE CONFIDENTIAL, PROPRIETARY INFORMATION OF MEDIA RESOURCES INTERNATIONAL AND MAY NOT BE REPRODUCED OR REPRODUCED WITHOUT APPROVAL OF MEDIA RESOURCES INTERNATIONAL. ALL RIGHTS RESERVED.

UNLESS OTHERWISE SPECIFIED DO NOT SCALE DRAWING INTERNET: WWW.MEDIARESOURCES.COM 1680 HWY 101 W MISSISSAUGA, ON L4X 1L7 TEL: 905-276-8888 FAX: 905-276-8889 MEDIA RESOURCES INC.		MEDIA RESOURCES INC. 1387 CORNWALL ROAD, OAKVILLE, ONTARIO TEL: 1-800-867-8584 FAX: 1-800-337-8581
		16'-9" x 58'-9" CUSTOM BILLBOARD 16H x 56W MODULES, 480H x 1680W PIXELS 10.67mm SMD
NOTES: 1. COATING:	MEDIA RESOURCES INTERNATIONAL 1680 HWY 101 W MISSISSAUGA, ONTARIO TEL: 905-276-8888 FAX: 905-276-8889 WWW.MEDIARESOURCES.COM	PROJECT: PAT_MIT_16x56_General Arrangement DATE: 2016-12-16 DRAWN BY: ALEXANDER CHECKED BY: ALEXANDER PROJECT NO: 1605-12-16

APPENDIX D**PUBLIC NOTIFICATION SUMMARY**

Event	Date(s)	Details
Webpage published	April 24, 2026	677 Davie Street (The Dance Centre) Sign By-law Amendment Shape Your City Vancouver
Online comment form	April 2026 to May 2026	3 submissions <ul style="list-style-type: none"> • 1 response support • 2 responses opposed 0 responses mixed
Question and Answer (Q&A) period (2 weeks)	April 24, 2026, to May 8, 2026	0 submission
Other input (phone calls, direct emails, etc.)	April 2026 to May 2026	0 submissions
Total webpage views	April 22, 2026, to May 6, 2026	116 page views
Total Submissions (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, it is appropriate for the Granville Entertainment District and would help support the Dance Centre as a nonprofit venue.

Areas of concern:

- Respondents expressed concern that this feature may contribute to visual pollution.
- The proposal represents a significant reduction in architectural quality and visual character within the public realm.