

## Part 9

### Commercial, Mixed Use and Industrial Sign District

#### 9.1 Intent

Part 9 contains regulations that apply to the Commercial, Mixed Use and Industrial Sign District, which includes the City's commercial, mixed use and light and heavy industrial zoning districts, the areas shown on Schedules 9A, 9B and 9C, and all other areas listed under the Commercial, Mixed Use and Industrial Sign District in Part 7 of this by-law. The intent of the Commercial, Mixed Use and Industrial Sign District is to support and promote commercial and industrial activity through the appropriate use of business identification and wayfinding signs and to ensure that the location and operation of commercial signs respects residential uses in mixed-use areas.

#### 9.2 Permitted Signs

Signs that are listed in Part 6 or Part 9 of this by-law and that comply with this by-law are permitted in the Commercial, Mixed Use and Industrial Sign District.

#### 9.3 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.

#### 9.4 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.

## 9.5 Billboard Signs

A billboard sign is permitted, that:

- (a) is in a C-2, C-2B, C-3A, FC-1, DD, M-1, M-1A, M-1B, M-2, MC-1, MC-2, I-1, I-2, I-3, IC-1, IC-2 or IC-3 zoning district;
- (b) is not:
  - (i) within 50 m of the centre line of West Georgia Street from Beatty Street to Cardero Street,
  - (ii) within 50 m of the centre line of Burrard Street from Pacific Street to Burrard Inlet,
  - (iii) within 50 m of the centre line of Robson Street from Beatty Street to Jervis Street,
  - (iv) above the surface of the rails of a rapid transit guideway,
  - (v) within 5.0 m of a street, if the sign face is parallel to the street or forms an angle of less than 30 degrees with the street,
  - (vi) within 15 m of any sign containing third party advertising and located at a bus shelter,
  - (vii) within 60 m of the Residential Sign District,
  - (viii) within 50 m of any other billboard sign, except a billboard sign mounted parallel to it and on the opposite side of the same building,
  - (ix) within 60 m of the centre line of the rails of any rapid transit guideway or passenger railway,
  - (x) above a bridge deck,
  - (xi) within 50 m of an elevated bridge entrance or exit ramp, if the height of the billboard sign exceeds the height of the ramp,
  - (xii) within 50 m of the Trans-Canada Highway, or
  - (xiii) on the following CD-1 Sites:
    - CD-1 (195) - 1000-1010 Beach Avenue
    - CD-1 (251) - 888 Beach Avenue
    - CD-1 (252) - 901 Beach Avenue
    - CD-1 (265) - International Village
    - CD-1 (312) - 300 Cardero Street
    - CD-1 (321) - 1601-1799 West Georgia and 549 Cardero Streets
    - CD-1 (324) - 800-1100 Pacific Boulevard
    - CD-1 (363) - 201 Burrard Street
    - CD-1 (364) - 501 Bute Street
    - CD-1 (365) - 301 Jervis Street
    - CD-1 (366) - 500 Pacific Street
    - CD-1 (414) - 600 Granville Street/602 Dunsmuir Street (Sub-area B)
    - CD-1 (504) - 1618 Quebec Street
    - CD-1 (516) - 1650 Quebec Street
    - CD-1 (522) - 108 East 1st Avenue;
- (c) is limited to four signs on a site, not including the multiple faces on a single billboard sign resulting from indexing, except that two parallel copy areas mounted back to back on the same structural support are considered to be one billboard sign;
- (d) is enclosed to conceal all components of the back of the copy area, if consisting of a single face;
- (e) if mounted on a building, projects no more than 0.60 m, excluding externally mounted lighting;
- (f) is no more than:
  - (i) 6.25 m in height, if more than 3.7 m in width, and
  - (ii) 7.0 m in height, if 3.7 m or less in width;
- (g) has a sign area no greater than 21.5 m<sup>2</sup>;
- (h) does not encroach over a street;
- (i) if located within 20 m of the frontage of a building that contains a public entrance, is no closer to the street than:

- (i) the building face, or
- (ii) if there are two building faces fronting the street, any point along a straight line connecting the nearest points of the two building faces; and
- (j) must comply with all applicable provisions of sections 9.6, 9.7 and 9.8.

#### **9.6 Area Specific Billboard Signs in B.C. Place/Expo District**

A billboard sign is permitted, that:

- (a) is in the shaded areas shown on Schedule 9A;
- (b) complies with section 9.5 of this by-law;
- (c) has a sign permit limited in time and subject to the conditions set out in subsection (d); and
- (d) must be removed immediately on the earlier of 5 years from the date of permit issuance, or the commencement of redevelopment of any site within 30 m of the sign.

#### **9.7 Area Specific Billboard Signs in Downtown Area**

A billboard sign is permitted, that:

- (a) is in the shaded areas shown in Schedule 9D;
- (b) complies with section 9.5 of this by-law;
- (c) has a sign permit limited in time and subject to the conditions set out in subsections (d) and (e);
- (d) must not be located within 30 m of a site containing a building which has an occupancy permit authorizing occupancy of dwelling units; and
- (e) must be removed within one month of the issuance of an occupancy permit authorizing occupancy of a building containing dwelling units on a site within 30 m of the sign.

#### **9.8 Area Specific Billboard Signs in Burrard and Granville Slopes**

A billboard sign is permitted, that:

- (a) is in the shaded area shown in Schedule 9E;
- (b) complies with section 9.5 of this by-law;
- (c) has a sign permit limited in time and subject to the conditions set out in subsections (d) and (e);
- (d) must not be located within 30 m of a site containing a building which has an occupancy permit authorizing occupancy of dwelling units; and
- (e) must be removed within one month of the issuance of an occupancy permit authorizing occupancy of a building containing dwelling units on a site within 30 m of the sign.

#### **9.9 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 a theatre or 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.

### 9.10 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.

### 9.11 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) on a live-work unit, has a sign area no greater than 0.20 m<sup>2</sup> and is not externally illuminated;
- (i) 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;
- (j) 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;

- (k) 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;
- (l) in an FM-1 zoning district, has a copy area no greater than 1.0 m<sup>2</sup> and is not externally illuminated;
- (m) may contain electronic copy in accordance with section 9.22 of this by-law;
- (n) 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;
- (o) 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
- (p) 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.

### 9.12 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) on a live-work unit, has a sign area no greater than 0.20 m<sup>2</sup> and is not externally illuminated;
- (f) includes copy in the form of individual letters, numbers, symbols and logos only;
- (g) has a copy area no greater than 0.40 m<sup>2</sup> for each metre of length of the frontage of the premises;
- (h) in an FM-1 zoning district, has a copy area no greater than 1.0 m<sup>2</sup> and is not externally illuminated;
- (i) has a vertical dimension no greater than 1.0 m;
- (j) in the case of premises occupying both the first and second storey, is limited to one sign on either the first or second storey.

### 9.13 Upper Level Fascia Signs Above the Second Storey

A fascia sign is permitted, that:

- (a) is not in a C-5, C-6 or C-7 zoning district;
- (b) is between the floor of the uppermost storey and the roof line;
- (c) is limited to one sign on a building face to a maximum of two signs on a building;
- (d) is positioned so that two signs on adjoining building faces are not within 2.0 m of a common corner;
- (e) identifies the principal occupant or building name only;
- (f) 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
- (g) 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>.

**9.14 Painted Fascia Signs on Buildings Up to Three Storeys**

A fascia sign is permitted, that:

- (a) is painted on the wall of a building;
- (b) is no higher than the third storey of the building;
- (c) is limited to one sign on a building;
- (d) identifies the principal occupant or building name only;
- (e) is in an I-1, I-2, I-3, I-4, M-1 or M-2 zoning district; and
- (f) may have a copy area no greater than 20% of the building face, except that if the building is more than three storeys, the building face must be measured to the top of the third storey only.

**9.15 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 set out in Table 9.1 below, 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 maximum sign area for the applicable zoning district as set out in Table 9.1:

**Table 9.1**  
**Free-Standing Sign - Maximum Sign Area**

Zoning District	Maximum Permitted Sign Area
C-1, C-5, C-5A, C-6, C-7 or FM-1 zoning district and FCCDD	3.0 m <sup>2</sup>
C-2, C-2B, C-2C, C-2C1, C-3A, C-8, CWD, DD, FC-1, HA-3, I-1A, I-1B, I-1C, IC-1, IC-2, IC-3, MC-1, MC-2, RR-3A or RR-3B zoning district, BCPED and DEOD	9.0 m <sup>2</sup>
I-1, I-2, I-3, I-4, M-1, M1-A, M1-B, MC-2, RR-3A or RR-3B zoning district	14 m <sup>2</sup>

- (e) has a copy area no greater than 40% of the sign area;
- (f) may have a copy area that is greater than 40% of the sign area if the sign contains a logo only;
- (g) may contain electronic copy in accordance with section 9.22;
- (h) is not within 1.5 m of a property line or 1.0 m of a building;
- (i) is not within 45 m of another free-standing sign on the site, measured along the frontages of the site;
- (j) is not on the same frontage of a site as a projecting sign that identifies the same occupant;
- (k) 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;
- (l) if encroaching over a street:
  - (i) is not in the FM-1 zoning district,

- (ii) has a sign area no greater than the maximum sign area permitted in the applicable zoning district, as set out in Table 9.2 below,
- (iii) is perpendicular to the property line abutting the street, and
- (iv) 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.

**Table 9.2**  
**Encroaching Free-Standing Sign - Maximum Sign Area**

Zoning District	Maximum Permitted Sign Area
C-1, C-5, C-5A, C-6 or C-7 zoning district and FCCDD	the lesser of 2.25 m <sup>2</sup> , or 0.075 m <sup>2</sup> for each metre of length of the frontage of the premises
C-2, C-2B, C-2C, C-2C1, C-3A, C-8, CWD, FC-1, I-1, I-1A, I-1B, I-1C, I-2, I-3, IC-1, IC-2, IC-3 or M-1, M-1A, M-1B, M-2, MC-1, MC-2, RR-3A or RR-3B zoning district, BCPED and DEOD	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
DD or HA-3 zoning district	the lesser of 9.0 m <sup>2</sup> , or 0.30 m <sup>2</sup> for each metre of length of the frontage of the premises

#### 9.16 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.

#### 9.17 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.

#### 9.18 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.

### 9.19 Moving Signs

A moving sign is permitted, that:

- (a) is a free-standing sign; and
- (b) is in the C-2 District on Kingsway between Victoria Drive and East 12th Avenue.

### 9.20 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 not in a FM-1 zoning district;
- (d) 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;
- (e) on a one-storey building, is the lower of 6.0 m in height or 1.8 m above the roof line;
- (f) 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;
- (g) has a support structure extending no more than 0.30 m above the roof line;
- (h) projects no more than 4.5 m from the building face;
- (i) has a sign area which may be at least 0.75 m<sup>2</sup> and must be no greater than the maximum set out in Table 9.3 below, excluding any sign area comprised of embellishments, to a maximum of 20% of the sign area excluding that area comprised of embellishments only;
- (j) has a maximum sign area for the applicable zoning district as set out in Table 9.3:

**Table 9.3**  
**Projecting Sign – Maximum Sign Area**

Zoning District	Maximum Permitted Sign Area
C-1, C-5, C-5A, C-6 or C-7 zoning district and FCCDD	the lesser of 2.25 m <sup>2</sup> , or 0.075 m <sup>2</sup> for each metre of length of the frontage of the premises
C-2, C-2B, C-2C, C-2C1, C-3A, C-8, CWD, FC-1, I-1, I-1A, I-1B, I-1C, I-2, I-3, I-4, IC-1, IC-2, IC-3, M-1, M-1A, M-1B, M-2, MC-1,	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

MC-2, RR-3A or RR-3B zoning district and BCPED and DEOD	
DD or HA-3 zoning district	the lesser of 9.0 m <sup>2</sup> , or 0.30 m <sup>2</sup> for each metre of length of the frontage of the premises

- (k) has a copy area no greater than 40% of the sign area;
- (l) may have a copy area that is greater than 40% of the sign area if the sign contains a logo only;
- (m) may contain electronic copy in accordance with section 9.22 of this by-law;
- (n) is not on the same frontage of a site as a free-standing sign that identifies the same occupant; and
- (o) 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
- (p) 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.

**9.21 Sign in Conjunction with a Mural**

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

- (a) is in the C-2, C-3A, C-5, C-6, DD or HA-3 zoning district;
- (b) 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;
- (c) is installed at the same time, using the same method of installation and type and quality of materials as the mural;
- (d) has a copy area no greater than 10% of the mural area;
- (e) has a copy area no higher than 20 m above grade; and
- (f) is removed when the mural is removed.

**9.22 Electronic Message Signs**

An electronic message sign is permitted, that:

- (a) is in the C-2, C2-B, C-2C, C-3A, IC-2, MC-2 or DD zoning district;
- (b) is a fascia sign, free-standing sign or projecting sign;
- (c) is limited to one fascia sign, free-standing sign or projecting sign on each frontage of premises;
- (d) if a fascia or projecting sign, is located at the first storey;
- (e) 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
- (f) 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.

**9.23 Electronic Static Image Signs**

An electronic static image sign is permitted, that:

- (a) is in the shaded areas shown on Schedule 9F to this by-law;

- (b) is in a window on the first storey of a building;
- (c) is limited to one sign on each frontage of premises;
- (d) is not on the same premises as an electronic video sign;
- (e) has a sign area no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a window frame, to a maximum of 2.5 m<sup>2</sup>;
- (f) if on the same frontage of the premises as a window sign, the combined sign area of all window signs and an electronic static image sign, is no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a window frame; and
- (g) may include first party advertising up to a maximum of 100% of the copy area.

#### 9.24 Electronic Video Signs

An electronic video sign is permitted, that:

- (a) is in the shaded areas shown on Schedule 9F to this by-law;
- (b) is in a window on the first storey of a building;
- (c) is limited to one sign on each frontage of premises;
- (d) is not on the same premises as an electronic static image sign;
- (e) has a sign area no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a window frame, to a maximum of 2.5 m<sup>2</sup>;
- (f) if on the same frontage of the premises as a window sign, the combined sign area of all window signs and an electronic video sign, is no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a window frame; and
- (g) may include first party advertising to a maximum of 100% of the copy area.

#### 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 m<sup>2</sup> 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 m<sup>2</sup> 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 m<sup>2</sup>,
  - 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 m<sup>2</sup>,
  - 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 m<sup>2</sup>,
  - 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 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.;
- (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 m<sup>2</sup>,
- (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.

(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 m<sup>2</sup>,
  - 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 m<sup>2</sup>,
  - 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 m<sup>2</sup>,
  - 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 m<sup>2</sup>,
  - 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 m<sup>2</sup>,
  - 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 m<sup>2</sup>,
  - 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 m<sup>2</sup>,
  - 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 m<sup>2</sup>,
  - 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.

#### 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.