

TELUS Garden Media Sign Proposal

Welcome

The purpose of this open house is to provide information and receive comments about a proposed media sign (a sign with projected video images) at TELUS Garden.

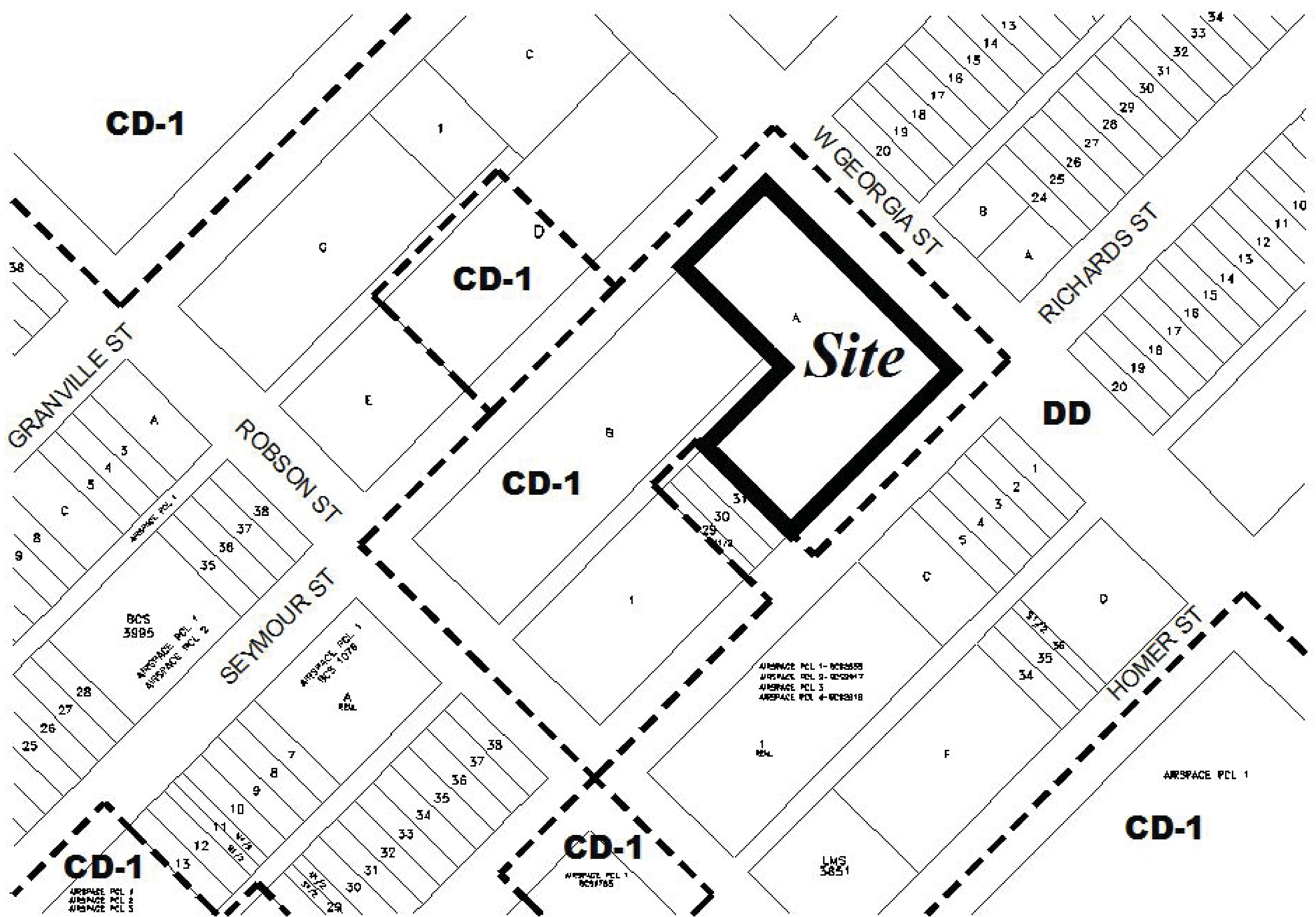
Henriquez Partners Architects, on behalf of TELUS and Westbank Projects, has applied to amend the Sign By-law to permit a media sign on a retractable screen. The proposed sign is to be located on the west facade of the building at 520 West Georgia Street, between the 16th and 18th floors. It will feature video art and community programming, as well as limited recognition for tenants of TELUS Garden. The sign will not include any advertising for services or products.

We would like to hear your comments about the proposed amendments.

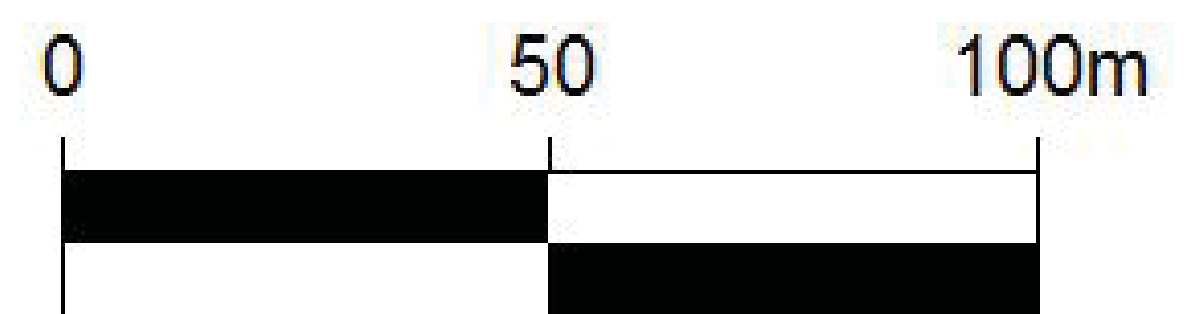
Please review the display boards provided by the applicants, which provide detailed information about the proposed sign. City staff are available to answer questions, as are representatives from Henriquez Partners Architects, TELUS and Westbank Projects.

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Where is TELUS Garden?



Site, Surrounding Zoning
520 W Georgia St



TELUS Garden is located on the block between Robson, West Georgia, Seymour and Richards Streets. The media sign is to be located on the west wall of the building at the corner of Richards Street and West Georgia Street and will face Seymour Street .

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What are the proposed amendments to the Sign By-law?

Amendments to the Sign By-law are required to allow the proposed sign. They include:

- new definitions to define the sign type and copy type; and
- regulations for size, height, maximum brightness, and hours of use.

A legal agreement will include requirements for sign content and programming, requiring:

- 90% of the content to be for cultural programming; and
- 10% of the content to be for City sponsored public service announcements and arts and cultural promotion.

Up to 25% of the cultural content may include the logo or slogan of a tenant at TELUS Garden, in association with cultural programming that has been sponsored by the tenant. The maximum size of the logo or slogan will be regulated.

What is the intended timing of the proposed Sign By-law amendments?

- City staff will prepare a report to Council, which will include comments received at this open house, for early spring.
- A Public Hearing (a public meeting at which Council receives community feedback) and Council decision will follow mid-spring.

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Please fill out a comment form and let us know what you think about the proposal.

After reviewing the display boards, please fill out a comment form. This information will be shared with City Council in a report.

If you would like to be kept updated on related Council meetings, please leave your contact information on the sign-in sheet.

THANK YOU

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Sign By-law Review

A review of the City's Sign By-law is underway to update the by-law and to consider approaches to addressing new sign technology, such as media screens.

The Sign By-law currently does not have regulations for signs with digital technology.

The review includes a study of best practices for digital signage, which will inform new regulations including appropriate locations for digital signs, size, brightness, and hours of operation.

Before a new Sign By-law is considered by Council, there will be an opportunity to provide comments and suggestions. More information will be provided about timing and opportunities for input later this year.