

## Section 8

### Sign By-law No. 6510

#### 8.1 Designation

Council designates the 2010 Winter Games as a special event.

#### 8.2 Authorization

Subject to the conditions set out in this Section 8, Council authorizes the Chief License Inspector to relax the Sign By-law for any sign in relation to the 2010 Winter Games, and to impose time limits and conditions on such relaxations.

#### 8.3 Restriction on relaxation

The Chief License Inspector may relax the Sign By-law only for a sign at a venue or city site or at Robson Square, a celebratory sign, or a wayfinding sign.

#### 8.4 Compliance with Sign By-law

Except only to the extent this By-law allows or to the extent the Chief License Inspector authorizes a relaxation, a person who constructs, installs, places, erects, displays, projects, paints, alters, repairs, or relocates a sign must comply with the Sign By-law.

#### 8.5 Electrical and construction requirements

This By-law does not apply to, nor allow any relaxation of, Section 14 of the Sign By-law which sets out electrical requirements for signs, or Section 15 which sets out construction requirements for signs.

#### 8.6 Time limits for signs at venues or city sites

The relaxations the Chief License Inspector may authorize for a sign at a venue or city site or at Robson Square are to commence on a date authorized by the Chief License Inspector, and end on the earlier of a date required by the Chief License Inspector and December 31, 2010.

#### 8.7 Time limits for celebratory signs

The relaxations the Chief License Inspector may authorize for a celebratory sign are to:

- (a) begin on a date authorized by the Chief License Inspector, except for a sign that covers more than 10% of a building face which is not to begin until October 1, 2009; and
- (b) end on the earlier of:
  - (i) a date required by the Chief License Inspector,
  - (ii) December 31, 2010, and
  - (iii) despite clause (ii), March 31, 2010 for a sign that covers more than 10% of the building face on which it is situated.

#### 8.8 Time limits for wayfinding signs

The relaxations the Chief License Inspector may authorize for a wayfinding sign are to:

- (a) begin on a date authorized by the Chief License Inspector; and
- (b) end on March 31, 2010.

**8.9 Sign removal**

Each of:

- (a) VANOC, in the case of a sign at a venue;
- (b) the city, in the case of a sign at a city site;
- (c) any person who has an obligation to VANOC or the city to remove a sign from a venue or city site;
- (d) the permit holder of a celebratory sign or wayfinding sign; and
- (e) the owner of real property on which a celebratory sign or wayfinding sign is situated;

must remove each sign that does not comply with the Sign By-law, or cause the sign to comply with the Sign By-law, to the satisfaction of the Chief License Inspector, within 24 hours after expiry of the applicable time limit referred to or set out in section 8.6, 8.7, or 8.8 or, if removal of the sign within 24 hours is not practical, within such further period as the Chief License Inspector may allow.

**8.10 Conditions for signs at venues or city sites or at Robson Square**

Before the Chief License Inspector authorizes a relaxation for a sign at a venue or city site, the General Manager of Olympic and Paralympic Operations for the city, in consultation with the Chief License Inspector, must approve an overall plan for signage at the venue or city site or at Robson Square.

**8.11 Permit not required**

A sign:

- (a) at a venue or city site or at Robson Square to which a relaxation applies; or
- (b) that the Managing Director of Cultural Services determines to be a projection public art sign consisting of visual images, with or without sound accompaniment, projected onto a building or site or into the sky, and whose sole purpose is to provide an experience of art that has no commercial content and no intent to draw attention to or create an association with a particular business, product, or service;

does not require a permit under the Sign By-law.

**8.12 Conditions for celebratory signs**

A celebratory sign:

- (a) requires a permit under the Sign By-law unless it is at a venue or city site or at Robson Square;
- (b) must include information that celebrates the 2010 Winter Games, or creates or enhances a festive environment and atmosphere for the 2010 Winter Games;
- (c) subject to compliance with the Olympic and Paralympic Marks Act (Canada), may include one or more marks set out from time to time in Schedule 1 or Schedule 2 to that Act;
- (d) subject to compliance with applicable laws, including trade-mark laws, may include trade-marks, brand names, symbols, logos, and other like corporate identifiers used by a corporation, that is an official Olympic sponsor authorized as such by VANOC, solely to promote its own goods, services, or corporate identity, except that the area which contains such corporate identifiers must not exceed the lesser of 10% of the copy area of the celebratory sign and 20 m<sup>2</sup> of such copy area;
- (e) subject to subsections (b), (c), and (d), must not include anything, including any third party advertising, that does not comply with the requirements of the Sign By-law; and
- (f) except for the celebratory copy area, must not include any copy area larger than the lesser of 10% of the copy area of the celebratory sign and 20 m<sup>2</sup> of such copy area.

**8.13 Conditions for wayfinding signs**

A wayfinding sign must:

- (a) meet the conditions set out in section 8.12 for celebratory signs; and
- (b) include directions to a venue or city site or to Robson Square.

**8.14 Removal of signs**

The city may exercise the powers set out in sections 31 and 32 of the Municipalities Enabling and Validating Act (No. 3) (British Columbia) despite anything to the contrary in the Sign By-law.

