



## NOTICE OF MEETING

### VANCOUVER HERITAGE COMMISSION

#### AGENDA

DATE: Monday, September 30, 2013  
TIME: 11 am  
PLACE: Town Hall Meeting Room  
Main Floor, Vancouver City Hall

*PLEASE NOTE:*

- If you are unable to attend this meeting, please advise Tina Hildebrandt at 604.873.7268 or e.mail [tina.hildebrandt@vancouver.ca](mailto:tina.hildebrandt@vancouver.ca).
  - Agendas and Minutes are available on the City of Vancouver civic agencies' web site at: <http://vancouver.ca/your-government/advisory-boards-and-committees.aspx>.
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Roll Call 11:00 - 11:05 am

Leave of Absence Requests

Approval of Minutes

Minutes of the meeting held September 9, 2013.

1. Business Arising from the Minutes 11:05 - 11:10 am
2. Conservation Review 11:10 - 11:40 am
  - (a) York Theatre - 639 Commercial Drive - Naming Rights and Signage  
VHR C (M) (H)

Renovations are nearing completion at the York Theatre at 639 Commercial Drive. The theatre was built in a residential area of Grandview-Woodland in 1913 and was in operation until 2000. In 2011 the site was rezoned to CD-1 to allow rehabilitation of the theatre and included the heritage designation of the site and a Heritage Revitalization Agreement (HRA). Once renovations are complete, ownership will be transferred to the City which will enter into a 60-year lease with the Vancouver East Cultural Centre (VECC) who will operate the theatre.

The VECC has applied under the City of Vancouver Naming Rights Policy to name the theatre's auditorium the "York Theatre West Coast Reduction Stage" in honour of the corporate sponsor. The stage name will be displayed on the proposed fascia and canopy signs on the front façade of the building. The Naming Rights Policy directs staff to seek the advice of the Heritage Commission for a naming request associated with a heritage building.

The proposed signage includes:

- One fascia sign on the parapet identifying the theatre and the corporate sponsor (note: this part of the building is newly constructed);
- Two canopy signs over the main entrance, with digital text providing information about upcoming performances as well as the name of the corporate sponsor; and
- A vertical projecting sign identifying the theatre (no reference to corporate sponsor), which is part of the Art Deco entrance façade dating from 1939 that has been replicated as part of the building rehabilitation.

Before a sign permit can be issued, amendments to the Sign By-law will be required to allow:

- The signage to include the name of the corporate sponsor (no corporate logos will be permitted);
- The height and size of the fascia sign;
- More than one canopy sign on the frontage; and
- The use of automatic changeable copy on the canopy signs.

Staff will report to Council with recommended Sign By-law amendments.

Measures are proposed to reduce impacts on nearby residents, including restricting the hours of illumination of the signage (the fascia and canopy signs must be turned off at 11 pm) and reducing the brightness of the LED text on the canopy signs at dusk. No flashing images/text will be permitted on the canopy signs.

Applicant: Heather Redfern, Vancouver East Cultural Centre

Attachments: Illustrations of proposed signs

Staff: Marco D'Agostini, Heritage Group  
Heather Burpee, Regulation Policy Group  
Marg Specht, Cultural Services

**3. West End and Marpole Community Plan Update 11:40 - 12:40 pm**

Planning and Heritage staff will present a short update on the Community Plans for the West End and Marpole, including the draft heritage chapter in the report and plan documents.

**4. Sub-Committee Reports 12:40 - 1:00 pm**

Report from SoS/VHR Sub-Committee.

**5. New Business**

**Next Meeting:**

DATE: October 21, 2013  
TIME: 11 am  
PLACE: **Town Hall Meeting Room**  
Main Floor, Vancouver City Hall

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