

**NOTICE OF MEETING  
CHINATOWN HISTORIC AREA PLANNING COMMITTEE  
A G E N D A**

DATE: Tuesday, April 09, 2013  
TIME: 5:30 pm  
PLACE: Chinese Cultural Centre  
50 East Pender Street

*Please call 604-873-7141 if you are unable to attend this meeting*

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**Adoption of Minutes** **5.30PM - 5.35PM**

Minutes of December 11, 2012 and January 08, 2013 to be adopted.

**1) 188 Keefer St. (611 Main St.) - DE416573** **5.35PM - 6.45PM**

The rezoning application to develop a 17 storey mix-use commercial and residential building on this site in HA-1A area of Chinatown was initially reviewed by CHAPC on November 08, 2012 and then on July 10, 2012. The committee generally supported the proposal but requested further design improvements and that application is brought back to CHAPC at the development permit stage:

"That the Chinatown Historic Area Planning Committee supports the rezoning application for 611 Main Street - LAN#2011030, acknowledge its improvements since its first presentation, and ask that it be brought back at the development permit stage for CHAPC's review to ensure that the further design development reflects the Chinatown character."

The development permit application has now been received. The applicant and staff will present the application and explain how it responded to committee's earlier inputs and requests. More information on associated community amenity contributions will be provided as well.

Issues:

- Compatibility of the proposed with the Chinatown historic character
- Community amenity contributions

Applicant: W.T Leung Architects Inc.

Westbank, Ian Duke, owner

Staff: Paul Cheng, Development Planner

Tanis Knowles, DTES Planner

Zlatan Jankovic, Heritage Planner

Attachments: set of reduced drawings

**2) City of Vancouver Sign By-law Review** **6.45 PM - 7.30PM**  
**Stakeholder Invitation Text and Project Overview**

**Stakeholder Invitation Text**

The City of Vancouver is planning to develop a new, comprehensive Sign By-law that will incorporate other City of Vancouver sign policies and regulations, streamline the application and approvals process, and address items not currently addressed, such as current and emerging technologies. The project will be undertaken between January 2013 and January 2014.

IBI Group has been hired by the City to manage this process, and in the first phase we are gathering information on the current state of signage in Vancouver, including issues identified by internal and external stakeholders. Following that, a best practices review will be conducted considering the local context and a Sign By-law will be developed.

## Project Overview

The existing Sign By-law has been in place since 1974, and has not undergone substantive updates since that time. The impetus for updating the Sign By-law derives from the need for an all-encompassing strategy that streamlines the approvals process and provides mechanisms for current or emerging digital or technological practices.

The City of Vancouver currently regulates signs through the implementation of the current sign bylaw via Development Services, specifically Permits and Licensing, as well as the Department of Engineering (temporary, movable signs in the right of way), Parks Board (parks signage), and Vancouver Public Library (library signage). Consequently, the application of sign design standards across the departments and agencies is segmented, producing an inconsistent application of signage across the City.

The current signage approvals process is fraught with challenges as the Sign By-law does not adequately address the current state of signage. As a result, approximately 100 sign applications are referred to the Board of Variance for their approval, complexifying the application process and timeline for applicants, and intensively using staff time.

Since the adoption of the Sign By-law there have been significant technological advances in signage, most notably the digitization of signage. Digital signs, typically billboards of fascia, can be monochromatic or high definition digital (HDD). The existing Sign By-law does not have regulations that govern the use of HDD signs. The nature of these signs (illuminated, animated/moving, and multiple sources of advertising content e.g. third party advertising) require regulatory consideration that does not currently exist in the Sign By-law.

Outputs from the Sign By-Law review project will also be provided that relate to the City's current corporate naming and revenue generation policies.

The consultant and staff would appreciate Chinatown Historic Area Planning Committee's insights into the issues, concerns and ideas about signage in Vancouver, especially in the historic area of Chinatown. This information will be used to inform the development of policies to regulate signage.

Presenter: IBI/HB Architects, Holly Foxcroft, MCIP  
Staff: Zlatan Jankovic, Heritage Planner  
Attachments: none

## Next meeting:

DATE: May 14, 2013  
TIME: 5:30 pm  
PLACE: Chinese Cultural Centre Boardroom, 50 East Pender Street