

From: **"Mochrie, Paul"**
To: **"Direct to Mayor and Council - DL"**
Date: 3/8/2024 7:51:11 AM
Subject: Update: Granville Street Sign Application

Mayor and Council,

I am writing to share an update from the Planning team on the above-referenced matter.

As you will recall, on Oct. 3, 2023, Council heard an application to amend the Sign By-Law to allow a rooftop digital sign located at 837 Granville in advance of the Granville Street Refresh project, which will include a special sign district for the street. The applicant is OutFront Media, represented by Steve Wolowich. At the meeting Council passed a motion directing staff to explore, with the applicant, an increase to the proposed allocated screen time for the City of Vancouver, from 10% up to as much as 25%, and bring the application back to Council by the end of January 2024 for further consideration.

Immediately following the meeting staff reached out to the applicant seeking their feedback on the motion. Staff were advised by the applicant that they were busy and unable to respond at that time. Staff have followed up regularly and on February 7th staff were informed OutFront Media was in the process of being acquired by another company and they thanked us for our patience waiting for their response. The applicant's response to Council's direction will be provided when available; in the meantime the application remains on hold.

On a related note, staff will be bringing an update on the Granville Street Refresh to Council this summer.

Please forward any questions to Doug.Smith@vancouver.ca.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x^wməθk^wəyəm (Musqueam), Sḵwəxwú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) Nations.