

**DOWNTOWN VANCOUVER  
BUSINESS IMPROVEMENT ASSOCIATION**  
Suite 1380 -1100 Melville St  
Vancouver, BC V6E 4A6  
info@dtvan.ca



March 12, 2024

Dear Mayor and Council,

**Re: Downtown Van support for Motion 4. Permanent Outdoor Location for an Iconic Vancouver Sign**

I am writing on behalf of the Downtown Vancouver Business Improvement Association (Downtown Van) to express our support for a permanent outdoor location for an iconic "Vancouver" sign, as outlined in the agenda and supporting materials of the public hearing dated March 13<sup>th</sup>, 2024, and as recommended by city staff.

The Downtown Van district stands as a vibrant epicentre, representing 8,000 businesses, approximately 130,000 workers, and the approximate 8 million tourists visiting Vancouver each year. With 329 cruise ship visits scheduled for Vancouver between now and October 29<sup>th</sup>, 2024, alongside an estimated 1.27 million passengers travelling through Canada Place, the significance of downtown Vancouver as a tourist hub cannot be overstated. According to the City of Vancouver, around 90% of all hotels are based in the downtown core, and Vancouver Airport Authority reports that YVR passenger recovery is nearing 2019 levels, a record-breaking year for visitor traffic.

As evident, downtown Vancouver serves as a pivotal destination for tourists. With the seamless connectivity linking YVR and Waterfront Station, the placement of an iconic Vancouver sign near or in proximity to Canada Place emerges as a compelling option. A permanent Vancouver sign would serve as a prominent symbol of the city, representing Vancouver's culture and identity. Strategically placing it downtown would make it visible to both residents and visitors, reinforcing its significance. Not only would a Vancouver sign contribute to the city's iconic skyline, but it would also serve as a gathering place, encouraging community engagement and interaction and fostering a sense of unity and pride in the city.

The momentum behind the proposal for a Vancouver sign has been fuelled by unwavering support from the community, resonating strongly across social media platforms and beyond. From impassioned posts on X and Facebook to heartfelt testimonials shared in local forums, residents and visitors alike have rallied behind the idea. This groundswell of enthusiasm underscores the collective desire to establish a quintessential landmark that captures the essence of Vancouver's vibrancy and identity. It's a testament to the city's unity and spirit, showcasing the power of community-driven initiatives in shaping the urban landscape.

Overall, downtown Vancouver offers a combination of accessibility, visibility, and cultural significance. Just as cities like Ottawa and Toronto boast their own iconic signs, it's high time that Vancouver joined this league with a signature symbol of its own. Thank you for your time and consideration, I look forward to a favourable outcome.

Sincerely,

A handwritten signature in cursive script that reads "Jane Talbot".

Jane Talbot  
President & CEO  
Downtown Van