

## CITY OF BURNABY

### PLANNING AND BUILDING REZONING REFERENCE #15-33 2015 SEPTEMBER 23

#### ITEM #04

##### 1.0 GENERAL INFORMATION

- 1.1 Applicant:** British Columbia Institute of Technology  
Building NE9, 3700 Willingdon Avenue  
Burnaby, BC V5G 3H2  
(Attention: Mike Newall)
- 1.2 Subject:** Application for the rezoning of:  
Parcel 1, DL 71 and 72, Group 1, NWD Plan BCP33657
- From:** CD Comprehensive Development District (based on P6 Regional Institutional District), P6 Regional Institutional District
- To:** Amended CD Comprehensive Development District (based on P6 Regional Institutional District), P6 Regional Institutional District
- 1.3 Address:** 3700 Willingdon Avenue
- 1.4 Location:** The subject site is located on the BCIT campus, east of Willingdon Avenue and south of Canada Way (Sketch #1 *attached*).
- 1.5 Size:** The site is approximately 52.9 ha (130.6 acres).
- 1.6 Services:** No servicing is applicable to this rezoning application.
- 1.7 Rezoning Purpose:** The purpose of the proposed rezoning bylaw amendment is to permit the establishment of a Comprehensive Sign Plan (CSP) in order to enable future signage opportunities for the BCIT main campus.

##### 2.0 NEIGHBOURHOOD CHARACTERISTICS

To the west of the BCIT campus, across Willingdon Avenue, is the Discovery Place Business Centre area, Moscrop Secondary School, and the former Burnaby Youth Custody Service facility. To the north of the BCIT campus, across Canada Way, is a gasoline service station and the Willingdon/Canada Way Business Centre. To the south, across Deer Lake Parkway, is Deer Lake Park, with an established R4 Residential District single- and two-family residential neighbourhood beyond. Immediately adjacent to the northeastern portion of the campus are industrial buildings zoned M1 Manufacturing District, while further south across Wayburne Drive to the east is the Greentree Village multiple-family residential neighbourhood (see *attached* Sketch #1).

### **3.0 BACKGROUND INFORMATION**

- 3.1 The BCIT Main Campus is comprised of two legal lots and is improved with multiple buildings on an approximate 52.9 ha (130.6 acres) site. The campus was originally developed in 1964 and has continued to be expanded upon since, with the most recent developments being restoration improvements to the existing NE1 Building fronting Willingdon Avenue and a new BC Hydro receiving station for the campus.
- 3.2 The existing signage program at the BCIT main campus includes numerous campus entrance signs, skysigns, wayfinding/directional signage, individual building signage, and parking lot signage of various forms and sizes. It is noted that a majority of the existing signage on the site is non-commercial in nature and is used for informational/wayfinding purposes.
- 3.3 Given the significance of the BCIT Main Campus in Burnaby, signage has been approved in the past on an individual basis to meet the needs of BCIT and its expansion. Signage has advanced over time without a comprehensive campus-wide approach and has generally not accounted for the relationship of each sign to one another. To accommodate improved campus identification, the CD rezoning and Preliminary Plan Approval processes have been used to achieve a better overall context and relationship both internal and external to the site. However, as its signage program has evolved over several decades, it has become difficult to achieve a cohesive and consistent approach, necessitating a comprehensive review with primary respect to the relationship between the campus' signage, architecture, and public realm. BCIT is now requesting rezoning to the CD Comprehensive Development District (utilizing the P6 Institutional District as a guideline) in order to establish a Comprehensive Sign Plan which will both accommodate the needed campus identification improvements and create clear guidelines for current and future signage opportunities in a cohesive manner.
- 3.4 BCIT is recognized as a regionally-significant post-secondary institution, with its main campus located on an approximate 53-hectare site in Burnaby. Given the size and major institutional context of the subject property, a Comprehensive Development (CD) approach to the application of the Burnaby Sign Bylaw has become necessary to provide for sufficient and appropriate identification and wayfinding signage to meet the needs of BCIT's main campus. Therefore, it is considered appropriate to support the development of a signage program for this important educational institution under a Comprehensive Sign Plan that is more related to the site's architecture and its relationship to it, thus becoming a zoning matter given the site's Comprehensive Development zoning.

### **4.0 GENERAL INFORMATION**

- 4.1 The applicant is proposing to establish a Comprehensive Sign Plan (CSP) for the BCIT main campus to establish clear guidelines for current and future signage opportunities as the campus continues to expand. The rezoning request is associated with BCIT's continued building renovations, site enhancement projects, and overall rebranding of the

institution. There is no development being sought in connection to this rezoning application.

- 4.2 The intent of the CSP is to develop a holistic, campus-wide signage program that identifies all signage that is visible from the bounding public streets, establishes categories of signage types for the use and needs of the campus, and establishes guidelines and standards for future signage opportunities under a singular and consolidated approach. The objective of establishing this CSP is to provide all users of the campus with the information necessary to arrive at the correct location and navigate through the campus to their destination in an efficient manner.
- 4.3 The proposed CSP for this large site is intended to provide signage that will serve as a visual anchor for two of Burnaby's main arterial roads (Willingdon Avenue and Canada Way), and which will heavily relate and respond to the site's architecture, its organization, and its public realm. It is noted that no third-party advertising components will be permitted as part of the CSP in order for signage to remain non-commercial in nature.
- 4.4 All future development and its signage that is identified in the site's CSP will require separate Preliminary Plan Approval applications.
- 4.5 Any future proposed skysigns for the site will continue to require an amendment rezoning application.
- 4.6 The submission of a suitable plan of development will be required.
- 4.7 This rezoning application will require the approval of the Ministry of Transportation.
- 4.8 The proposed prerequisite conditions to the rezoning will be included in a future report.

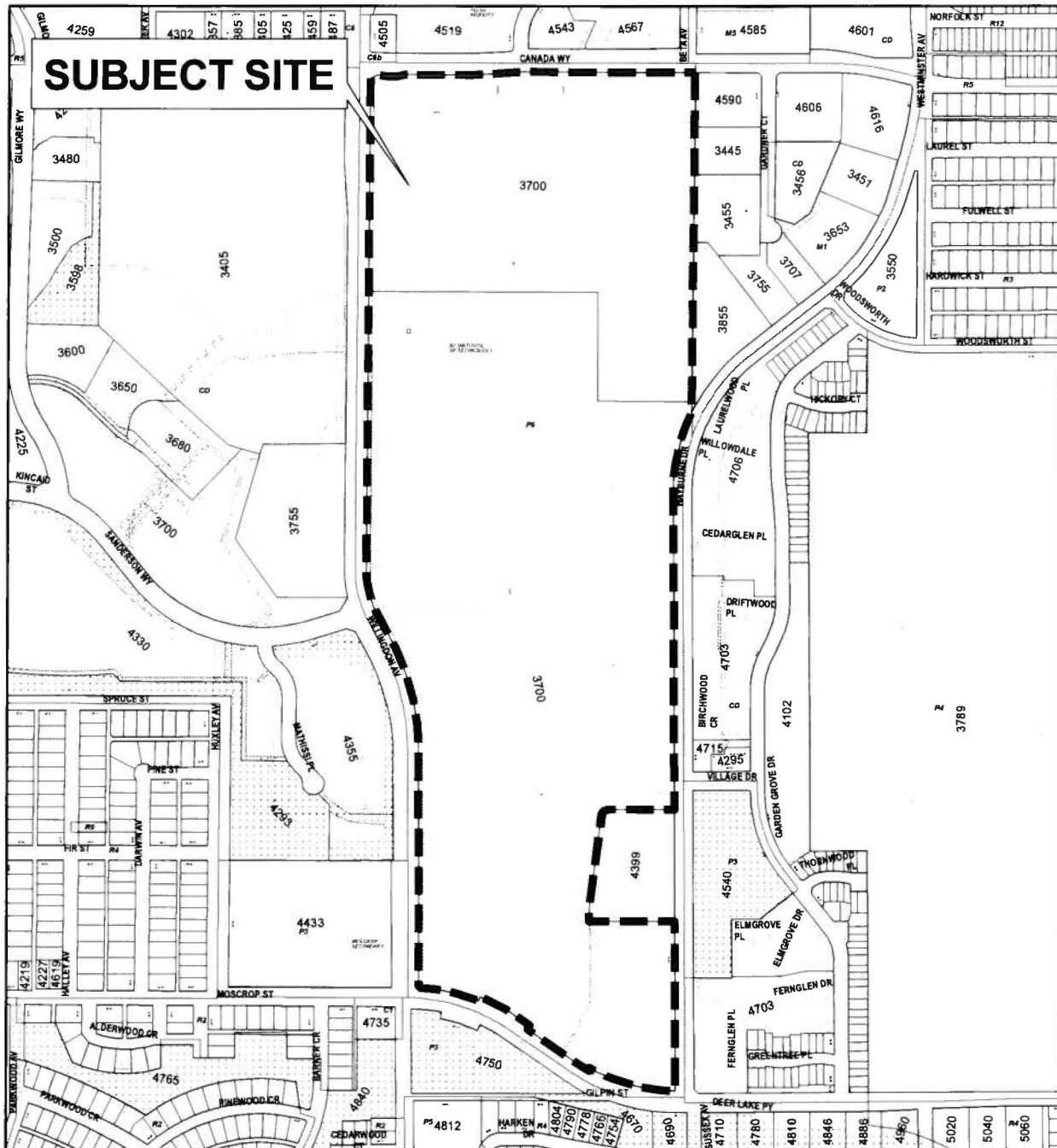
## 5.0 RECOMMENDATION

**THAT** the Planning and Building Department be authorized to continue to work with the applicant towards the preparation of a suitable plan of development for presentation to a Public Hearing on the understanding that a more detailed report will be submitted at a later date.

GT:spf

*Attachment*

cc: Director Engineering  
City Solicitor  
City Clerk



PLANNING & BUILDING DEPARTMENT



DATE:

AUG 31 2015

SCALE:

1:9,000

DRAWN BY:

AY

**REZONING REFERENCE #15-33**

**3700 WILLINGDON AVENUE**



Subject Site

**Sketch #1**



Mike Newall, Senior Development Planner – Campus Development

British Columbia Institute of Technology

Building NE9, 3700 Willingdon Avenue

Burnaby, BC, V5G 3H2

Phone: 604-456-1050

Email: Mike\_Newall@bcit.ca

**August 28, 2015**

Attention:

Lou Pelletier, Director

City of Burnaby Planning Department

4949 Canada Way

Burnaby, BC V5G 1M2

**Re: Rezoning Letter of Intent**

3700 Willingdon Avenue

British Columbia Institute of Technology

I, Mike Newall, Senior Development Planner – Campus Development, on behalf of the British Columbia Institute of Technology, have submitted this application to rezone 3700 Willingdon Avenue from the current P6 Regional Institutional District to the P6 Regional Institutional District and CD Comprehensive Development District (based on the P6 Regional Institutional District) for the purpose of establishing a Comprehensive Sign Plan (CSP) for the site in order to bring existing and future signage at BCIT into conformance with the institutional uses and needs of the site. The purpose of the proposed rezoning is to enable this regionally significant post-secondary educational institution to pursue a suitable signage program beyond the limitations of the Burnaby Sign Bylaw, which permits only two signs per bounding street for this 130-acre campus.

Thank you for your consideration of this rezoning request. We look forward to working with the City towards the approval of this application. If you have any further questions regarding this rezoning application, please feel free to contact me.

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Mike Newall, Senior Development Planner – Campus Development  
Facilities and Campus Development, British Columbia Institute of Technology