

TO: CITY MANAGER 2017 January 18

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: REZONING REFERENCE #16-16
Skysign on Existing Building
Willingdon Business Park

ADDRESS: 4350 Still Creek Drive (see *attached* Sketch #1)

LEGAL: Lot 2 (BP247323), DL 70, Group 1, NWD Plan 71013

FROM: CD Comprehensive Development District (based on M5, M5r Light Industrial Districts)

TO: Amended CD Comprehensive Development District (based on M5, M5r Light Industrial Districts and Willingdon Business Park guidelines, and in accordance with the development plan entitled "Skysign Proposal for HUB International Insurance Brokers" prepared by Galaxie Signs Ltd.)

APPLICANT: Hub International
400 – 4350 Still Creek Drive
Burnaby, BC V5C 0G5
(*Attention: Monica Jang*)

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 2017 February 28.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 2017 February 06, and to a Public Hearing on 2017 February 28 at 7:00 p.m.
2. **THAT** the following be established as prerequisites to the completion of the rezoning:
 - a) The submission of a suitable plan of development.
 - b) The approval of the Ministry of Transportation to the rezoning application.
 - c) The provision of a statutory right-of-way on the site's existing pedestrian walkway connecting Grandview Highway to Still Creek Drive.

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- d) A commitment that the skysign installation be related to continued occupancy by the head office user, HUB International, at the subject site.

R E P O R T

1.0 REZONING PURPOSE

The purpose of this rezoning is to permit the installation of a skysign on the Grandview Highway (south) frontage of the existing office building at 4350 Still Creek Drive.

2.0 BACKGROUND INFORMATION

- 2.1 The subject property is located on the south side of Still Creek Drive between Gilmore Avenue and Still Creek Avenue, within the Willingdon Business Park (see *attached* Sketch #1). Office developments in line with the M5 Light Industrial District are located to the west and north across Still Creek Drive, while immediately to the east is the Still Creek riparian corridor. The Grandview and Trans Canada Highways are located immediately to the south of the subject property.
- 2.2 On 2008 March 17, Council granted Final Adoption for Rezoning Reference #99-53, which permitted the construction of two four-storey office buildings, measuring 8,640 m² (93,005 sq. ft.) in area on the subject site. The provision for signage for the buildings was established through an approved Comprehensive Sign Plan, which indicates the potential for two skysigns, subject to a future amendment rezoning application.
- 2.3 On 2014 January 23, Council granted Final Adoption for Rezoning Reference #11-35, which permitted the installation of one of the skysigns approved in accordance with the Comprehensive Sign Plan under Rezoning Reference #99-53. The approved skysign, for FortisBC, is located on the south elevation of the east building, in the top left corner of the building face.
- 2.4 Skysigns are defined as signs that are located at the top of major commercial buildings (offices and hotels) at/or above the third floor level (ie. above the second storey). Skysign Guidelines have been developed and are used to assist in the evaluation of skysigns approved to date, including approved skysigns in the vicinity for Ericsson, Capcom, Fortinet, and Yellow Pages Group. The Skysign Guidelines establish that lettered skysigns (including in combination with a logo) on lower buildings, generally three (3) to eight (8) storeys in height, could have a sign area of up to 9.3 m² (100 sq. ft.) and a sign height of no more than 1.52 m (5 ft.).
- 2.5 Given that the proposed skysign is the second of two skysigns identified by the approved Comprehensive Sign Plan for the site, and the proposal generally meets guidelines that have been developed and used to evaluate skysign approvals to date, this Department is


supportive of the subject rezoning application. The applicant has submitted a plan of development suitable for presentation to a Public Hearing.

3.0 SKYSIGN PROPOSAL

- 3.1 The applicant is proposing to install a skysign for Hub International, an insurance brokerage firm that provides services across North America. The skysign is proposed to be located on the existing west building of the property's two-building office complex, in the top corner of the building face, corresponding to the existing skysign on the east building. The proposed skysign is intended to identify the head office location of Hub International for vehicles using Highway #1 and Willingdon Avenue from the south.
- 3.2 The proposed sign will be located on the building's south elevation and will be viewed from vantage points on Grandview Highway, the Trans-Canada Highway, Willingdon Avenue, and locations from the south. The location of the proposed sign within the Willingdon Business Park is in keeping with the character of the area, and there is no perceived impact to residential neighbourhoods.
- 3.3 The proposed fascia skysign is comprised of an internally illuminated, LED circular "O" logo with "HUB" lettering for the HUB International head office. The logo is 1.52 m (5.0 ft.) high, 4.9 m (16.1 ft.) wide, with a total area based on a "string-line" perimeter measurement of 5.1 m² (55 sq. ft.). The sign will be mounted 16.5 m (54 ft.) above grade and 1.0 m (3.75 ft.) from the top of the parapet of the building (see Attachment #1 *attached*).
- 3.4 Criteria for the evaluation of skysigns for commercial buildings also include consideration of an active and major user, where the user should occupy a minimum 25% of gross leasable floor area. HUB International occupies 2, 930.2 m² (31,540 sq. ft.) of the 4-storey, 8,506.8 m² (91,566 sq. ft.) office building, which represents 34% of the building's overall gross leasable floor area. This criteria is met, and will be maintained by a commitment to keep the sign in relation to the occupancy of the head office user on the subject site. Should HUB International no longer occupy the space, or meet the minimum 25% gross leasable floor area criteria, the skysign would be required to be removed.
- 3.5 The skysign will be affixed to the building with no visible electrical components and is considered to be architecturally integrated with the existing office building.
- 3.6 As part of Rezoning Reference #99-53 for the construction of the existing office building on the site, a pedestrian pathway connection was provided on the south and east side of the site between Grandview Highway and Still Creek Drive. As part of the subject rezoning application, a statutory right-of-way, in favour of the City, will need to be provided on the existing pedestrian walkway connection, in order to protect the pedestrian connection for public access purposes.

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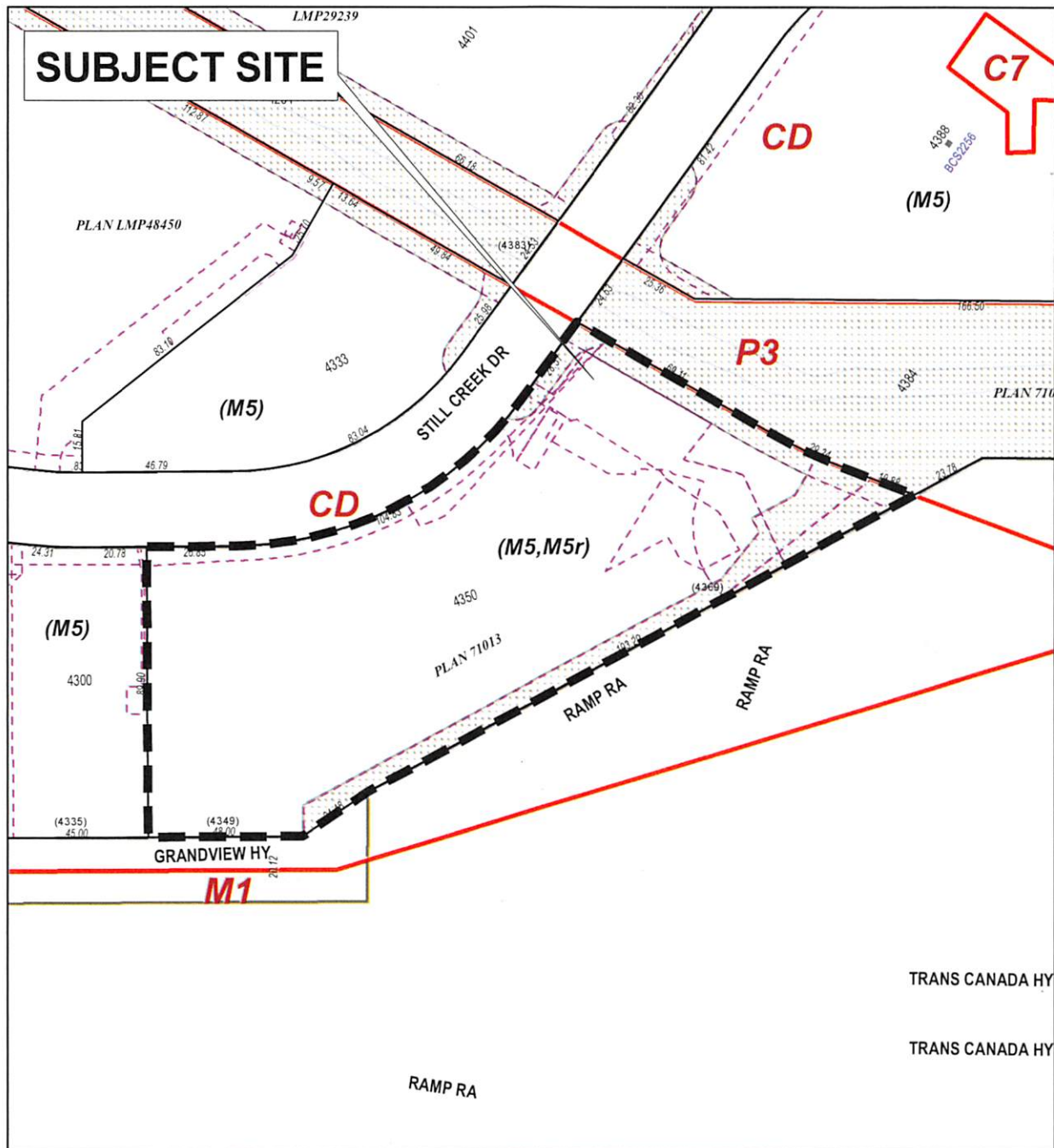
- 3.7 Overall, the subject proposal meets the intent and purpose of the adopted guidelines for skysigns, and is consistent with the approved CSP for the property. As such, the proposal is considered to be supportable.


Lou Pelletier, Director
PLANNING AND BUILDING

GT:tn
Attachments

cc: Director Engineering
City Solicitor
City Clerk

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PLANNING & BUILDING DEPARTMENT



DATE:
DEC 13 2016

SCALE:
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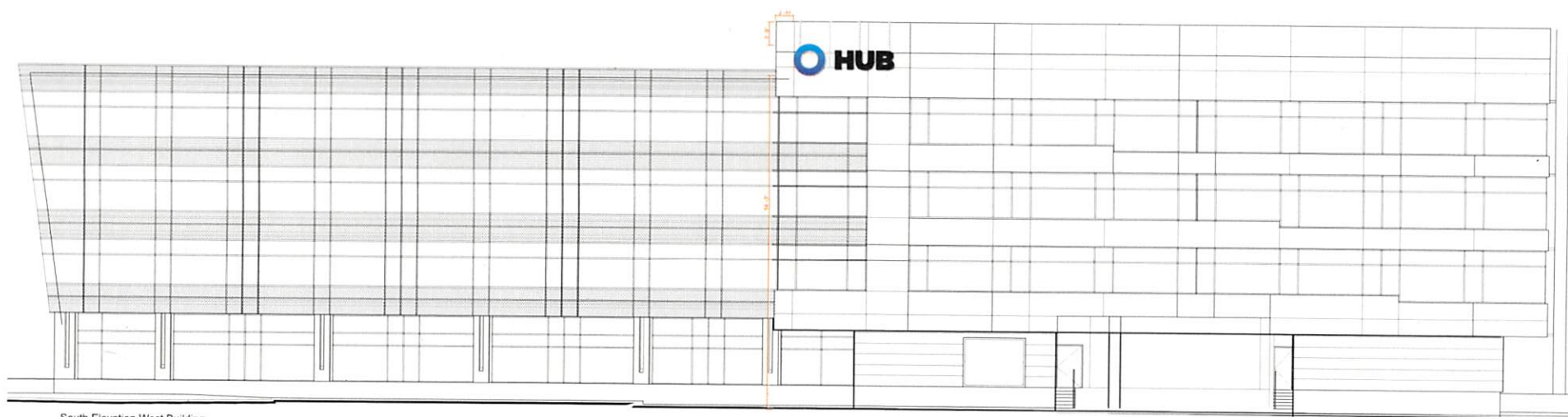
DRAWN BY:
AY

REZONING REFERENCE #16-16
4350 STILL CREEK DRIVE

 Subject Site

Sketch #1

Attachment #1



South Elevation West Building

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