



TO: CITY MANAGER 2018 April 18

FROM: DIRECTOR PLANNING AND BUILDING

**SUBJECT: REZONING REFERENCE #17-10013
Amended Comprehensive Sign Plan
Station Square**

ADDRESS: 4630 and 4650 Kingsway, 4760 Assembly Way, 6080 and 6200 McKay Avenue
(see *attached* Sketches #1 and #2)

LEGAL: See *attached* Schedule A

FROM: CD Comprehensive Development District (based on RM5s Multiple Family Residential District, C3 Community Commercial District and Metrotown Development Plan guidelines)

TO: Amended CD Comprehensive Development District (based on RM5s Multiple Family Residential District, C3 Community Commercial District and Metrotown Downtown Plan guidelines and in accordance with the development plan entitled "Station Square Comprehensive Sign Plan" prepared by the Cygnus Design Group Inc.)

APPLICANT: AB Metro Properties Ltd.
#300-550 Burrard Street
Vancouver, BC V6C 2B5
Attention: Melissa Howey

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 2018 May 29.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 2018 May 07, and to a Public Hearing on 2018 May 29 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.

REPORT

1.0 REZONING PURPOSE

The purpose of the proposed rezoning bylaw amendment is to permit an amendment to the Comprehensive Sign Plan (CSP) for Station Square approved under Rezoning Reference #04-09.

2.0 BACKGROUND INFORMATION

2.1 The Station Square site is comprised of five lots, 4630, 4650 Kingsway, 4670 Assembly Way, 6080 and 6200 McKay Avenue. A separate sixth lot at 4611 Kingsborough Street comprises a portion of Kingsborough Street, which is to be dedicated to the City at a future date, at such time that the western portion of the Metropolis at Metrotown site redevelops. The Station Square site measures approximately 4.15 hectares (10.25 acres) in area.

2.2 Station Square is within the Metro Downtown neighbourhood of the Metrotown Downtown Plan. The adopted plan identifies the Metro Downtown neighbourhood as high density mixed-use neighbourhood, with highly animated street frontages, characterized by active shops, restaurants and cafes, supported by high-density office and residential uses. The Station Square site epitomizes the active street oriented commercial environment sought within Metrotown's downtown core.

To the north, across Kingsway, are older commercial developments identified for future high-density high-rise mixed-use development. To the east is the Metropolis at Metrotown shopping centre with the Sears Metrotown redevelopment site beyond (Rezoning Reference #13-07). To the south, across Central Boulevard, is the Metrotown SkyTrain Station and Expo Line SkyTrain guideway, with high-rise mixed-use development along Beresford Street beyond. Directly to the east is the Grand Corniche development constructed in 1990, with the Crystal Mall and Metrotown Civic Square and Bob Prittie Metrotown Library across McKay Avenue.

2.3 The Station Square site underwent a Master Plan rezoning and a detailed first phase of development (Rezoning Reference #04-09), which achieved Final Adoption on 2012 July 30. The first phase of development consisted of a renovated commercial retail component at 6200 McKay Avenue, and a mixed-use high-rise residential and commercial building at 4650 Kingsway. As part of the Master Plan, a Comprehensive Sign Plan (CSP) was adopted, which provided for signage opportunities as an architectural feature, beyond what was permitted in the Burnaby Sign Bylaw.

2.4 Subsequent to the adoption of Rezoning Reference #04-09, two other phases of development were approved under Rezoning Reference #12-42 and #12-43 for four additional high-rise mixed-use buildings in accordance with the adopted Master Plan.

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These subsequent phases proposed high-quality individually designed buildings, that were unique in their architecture and varied from the common commercial standard identified in the Master Plan concept. The CSP adhered to this common commercial standard and as such, many of the sign types and locations no longer appropriately applied to the new architecture for the individual sites. While the commercial sign components of these phases have generally adhered to the sizes and types prescribed within the CSP, the incongruence between the CSP and the final architecture limits the ability to fully express signage as an architectural feature as intended in the Master Plan.

2.5 As all the individual phase rezonings are now complete, and the final architecture for the site is established, the applicant wishes to pursue an amendment to the CSP to establish greater consistency, and to assist in the approvability of signage at Station Square as tenants occupy and reoccupy commercial spaces on site.

2.6 The applicant has submitted a plan of development suitable for presentation to a Public Hearing.

3.0 GENERAL COMMENTS

3.1 The applicant is proposing to establish an amended Comprehensive Sign Plan (CSP) for the Station Square site to establish clear guidelines for current and future signage opportunities. The desire to complete the amendment at this time is a result of Phase II (Site 2 and 3) along Silver Drive, north of Kingsborough Street, nearing final occupancy.

The proposed rezoning bylaw amendment is related to signage that is outward facing, along the dedicated public roads and statutory rights-of-way of Central Boulevard, McKay Avenue, Kingsway, Kingsborough Street, Silver Drive, Assembly Way and Station Street. The amended signage is generally in keeping with the sizes, locations and types of signs approved under the Master Plan Rezoning and original CSP. However, the proposed amendment provides greater flexibility of sign types within the same locations, variations in mounting options, and enhanced creativity in signage shape and orientation. The proposed amendment to the CSP will bring the Station Square signage program into conformance with other more recently reviewed Master Plan rezonings, including the Brentwood Mall redevelopment, Loughheed Mall redevelopment, Gilmore Place redevelopment and Sears Metrotown redevelopment. There is no additional development being sought in connection to this rezoning application.

3.2 The proposed amended CSP will supersede the original CSP established through Rezoning Reference #04-09.

3.3 All future development and its signage that is identified in the site's CSP will require separate Preliminary Plan Approval applications.

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- 3.4 Any future proposed skysigns for the site will continue to require specific amendment rezoning applications.
- 3.5 All permitted sign types, sizes, locations and mounting details are identified within amended Station Square Comprehensive Sign Plan, which will form part of the Amended Comprehensive Development Rezoning Bylaw for the subject rezoning application.

4.0 CONCLUSION

An amended Comprehensive Sign Plan (CSP) for the Station Square development site will provide for flexibility of a signage program for existing and future signs fronting bounding public streets and rights-of-way as the mixed-use development continues to evolve over time. As noted, no specific development is provided for approval by the subject rezoning application. Subsequent approval through the Preliminary Plan Approval process for specific sign proposals in line with the Comprehensive Sign Plan will be required.


Lou Pelletier, Director
PLANNING AND BUILDING

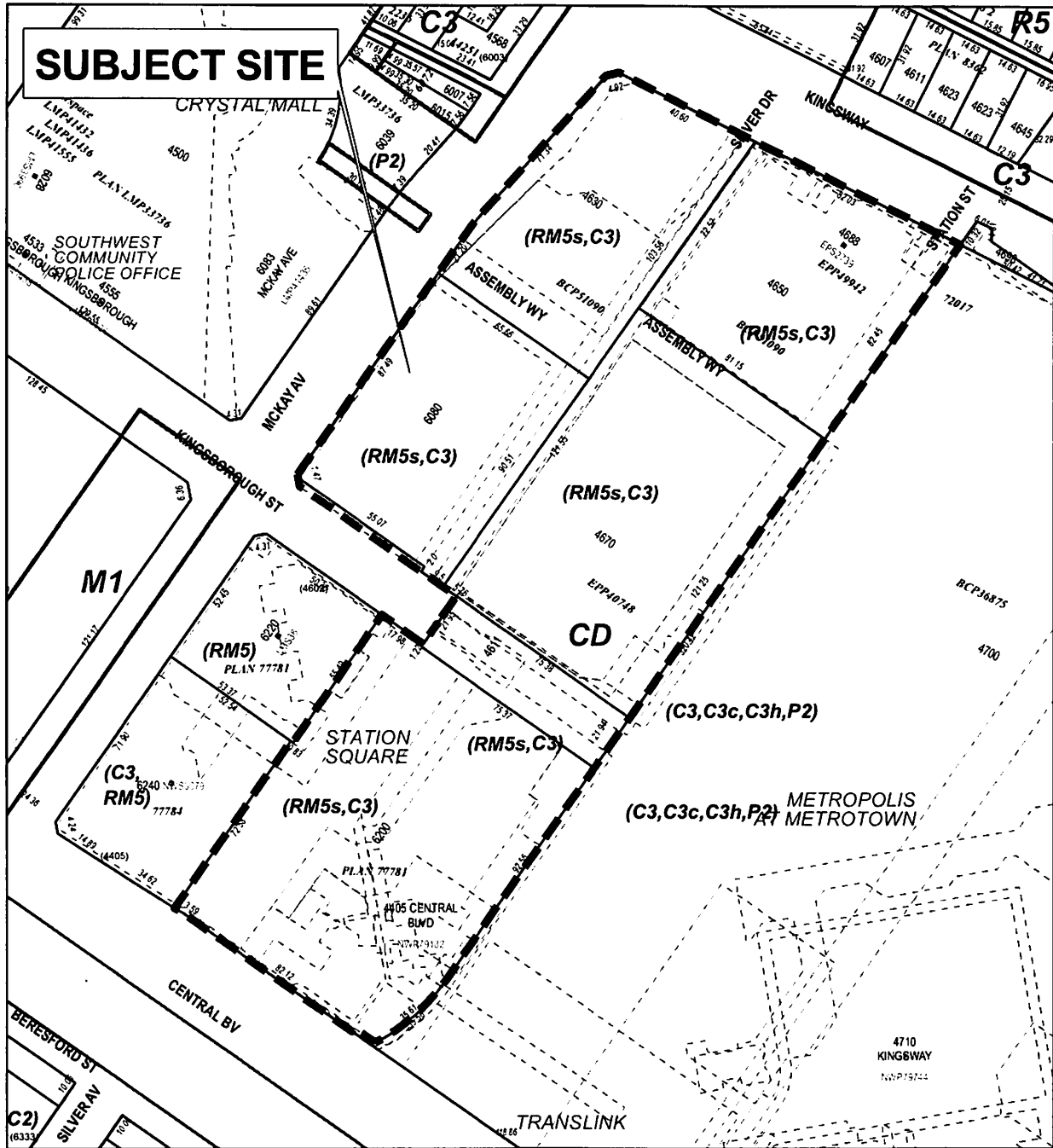
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Attachments

cc: City Solicitor
City Clerk

SCHEDULE A
REZONING 17-10013

ADDRESS	LEGAL DESCRIPTION	PID
4630 Kingsway	Lot 4 District Lot 153 Group 1 New Westminster District Plan Bcp 51090	028-888-057
4650 Kingsway	Lot 1 District Lot 153 Group 1 New Westminster District Plan Bcp 51090	028-888-049
4670 Assembly Way	Lot B District Lot 153 Group 1 New Westminster District Plan Epp40748	029-308-593
6080 McKay Avenue	Lot 3 District Lot 153 Group 1 New Westminster District Plan Bcp51090	028-888-073
6200 McKay Avenue	Lot B District Lot 153 Group 1 New Westminster District Plan Nwp77781	011-088-664



PLANNING & BUILDING DEPARTMENT




DATE:
JAN 22 2018

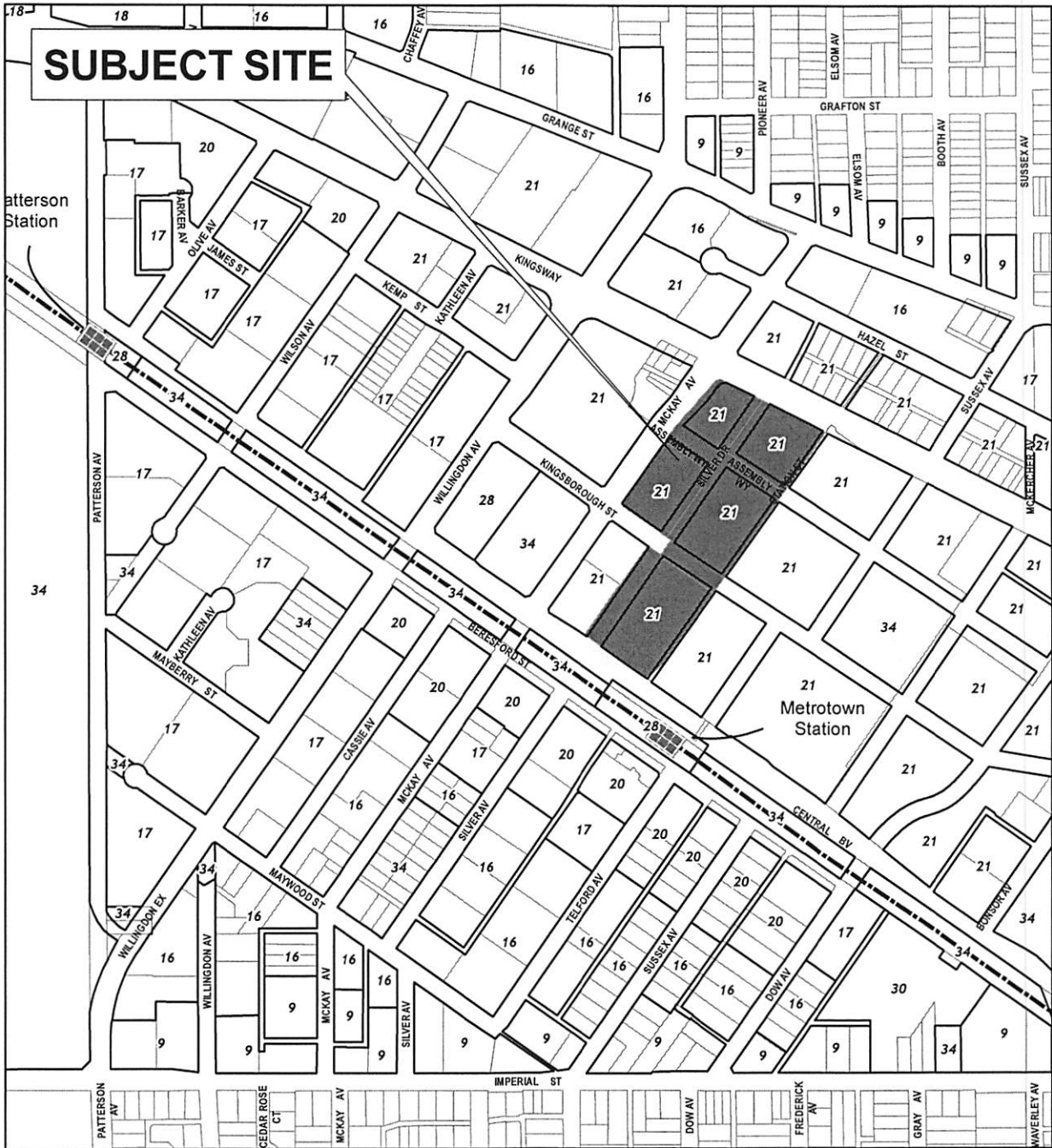
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REZONING REFERENCE #17-10013
4630 AND 4650 KINGSWAY
6000, 6080 AND 6200 MCKAY AVENUE
6098 STATION STREET, 4670 ASSEMBLY WAY
4611 KINGSBOROUGH STREET

 Subject Site

Sketch #1



SUBJECT SITE

Patterson Station

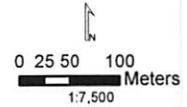
Metrotown Station

- | | |
|-------------------------------------|-------------------------------------|
| 9 Medium Density Residential (RM3s) | 20 High Density Mixed Use (RM5s/C2) |
| 15 High Density Residential (RM5) | 21 High Density Mixed Use (RM5s/C3) |
| 16 High Density Residential (RM4s) | 28 Institutional |
| 17 High Density Residential (RM5s) | 30 Public School (P3) |
| 18 High Density Mixed Use (RM4s/C2) | 34 Park and Public Use (P3) |
| 19 High Density Mixed Use (RM4s/C3) | |



Planning and Building Dept

Metrotown Plan



Printed on January 22, 2018

Sketch #2