

Gunter Marx and Janet Marx
503-4350 Beresford Street
Burnaby, BC V5H 4K9

Page 1 of 7

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March 26, 2019

To the City of Burnaby Mayor and Councillors:

- * Mayor Mike Hurley,
- * Councillor Pietro Calendino,
- * Councillor Sav Dhaliwal,
- * Councillor Dan Johnston,
- * Councillor Colleen Jordan,
- * Councillor Joe Keithley,
- * Councillor Paul McDonell,
- * Councillor Nick Volkow,
- * Councillor James Wang

c/o Burnaby City Hall
4949 Canada Way,
Burnaby, BC V5G 1M2

Dear Mayor Hurley and City of Burnaby Councillors:

Re: REZONING REFERENCE #18-52
Skysign on Existing Building (at 6222 Willingdon Avenue, Burnaby, BC)
Metrotown Downtown Plan

Applicant: Mike Wierzbicki, Manager
Scott Paragon Signs Ltd.
414-5940 No. 6 Road
Richmond, BC V6V 1Z1

Occasion: "Public Hearing" at Burnaby City Hall, 4949 Canada Way, Burnaby, BC V5G 1M2
On Tuesday, March 26, 2019
At 6:00pm

Our names are Gunter Marx and Janet Marx, and we live in a condo building called Carlton on the Park, at 4350 Beresford Street in Burnaby. Our building is located on the southwest corner of Beresford Street and Willingdon Avenue, directly to the west across Willingdon Avenue from the CUPE offices at 6222 Willingdon Avenue in Burnaby.

Our Suite 503, on the fifth floor of our building, looks directly east across Willingdon Avenue to approx. the upper third floor and lower fourth floor of the CUPE offices at 6222 Willingdon Avenue.

Rez Ref # 18-52
Bylaw # 13995

1/15

We are “original” Owners at Carlton on the Park – we moved into our Suite 503 over 30 years ago, in 1988, before the building was completed.

We have a few questions and comments that we would like to address, regarding the proposal by “Scott Paragon Signs Ltd.” to install two CUPE skysigns on the top of the fourth floor CUPE office podium on Willingdon Avenue and on Beresford Street.

May we provide Mayor Hurley and the Councillors with copies of our notes and photos?

We will be referencing the “City of Burnaby Council Report,” dated February 20, 2019, which is addressed to the City Manager from Lou Pelletier, Director Planning and Building, a copy of which we received by e-mail from the City of Burnaby Planning Department on March 21, 2019.

Re: “BACKGROUND INFORMATION, Point #2.1”

“The subject property is located on the northeast corner of Beresford Street and Willingdon Avenue, within the Council adopted Metrotown Downtown Plan area. To the north across Beresford Street is the BC Parkway and Expo SkyTrain guideway, with the Metrotown Bob Prittie Library and Civic Square further to the north across Central Boulevard. To the west across the lane is the 'Gold House' development (Rezoning Reference #13-23), which is currently under construction. To the south are older low rise apartment buildings. To the west across Willingdon Avenue are high-rise apartment buildings developed in the 1980s, as well as Kinnee Park.”

2.1a Will the Council be voting on the proposal to install the two CUPE skysigns, based on the exact wording of the “Background Information,” as noted in Point #2.1?

We note that there is incorrect locational information about the “subject property” in “Sentence 2:” technically, the “Gold House” development is located to the EAST across Cassie Avenue, with the address of 6377 McKay Avenue, instead of “to the west across the lane.”

Re: “BACKGROUND INFORMATION, Point #2.2”

“The subject site was redeveloped under Rezoning Reference #12-24, which received Final Adoption on 2013 October 21...” and “Appropriate signage was established for the building through a Comprehensive Sign Plan (CSP), including the opportunity for a future Skysign on the fourth floor fronting Willingdon Avenue...”

2.2a We note that there is reference to ONE future skysign only, not TWO future skysigns.

Re: "BACKGROUND INFORMATION, Point #2.4"

"The proposed CUPE Skysign is aligned with the City's Corporate Strategic Plan by supporting the following goals and sub-goals of the Plan:

- *A Connected Community*
 - o *Partnership: Work collaboratively with businesses, educational institutions, associations, other communities and governments.*
- *A Healthy Community*
 - o *Community involvement: Encourage residents and businesses to give back to and invest in the community*
- *A Dynamic Community*
 - o *Economic opportunity: Foster an environment that attracts new and supports existing jobs, businesses and industries."*

2.4a Again, we note that there is reference to ONE proposed CUPE skysign only, not two proposed CUPE skysigns.

2.4b How does the proposed skysign support the goals and sub-goals of the City's Corporate Strategic Plan, regarding a "Connected Community," a "Healthy Community," and a "Dynamic Community?"

Please explain.

Re: "SKYSIGN PROPOSAL, Point #3.1"

"The applicant is proposing to install two skysigns for the CUPE BC on the Beresford Street (north) frontage and on Willingdon Avenue (west) frontage of the mixed-use residential/commercial building. The proposed skysigns are intended to identify the "CUPE" logo, and provide exposure to the offices for vehicles along Willingdon Avenue."
(The "underline" and "bold" are our emphasis.)

3.1a The Council Report written by Lou Pelletier, Director, City of Burnaby Planning Department, dated February 20, 2019, states that "the applicant is proposing to install **TWO** skysigns for the CUPE BC...", and yet, in his "Rezoning Letter of Intent" to Lou Pelletier, dated December 18, 2018, Mike Wierzbicki, on behalf of Scott Paragon Signs Ltd., submitted his application to rezone 6222 Willingdon Avenue "for the purpose of a skysign for the CUPE head office" - in other words, **ONE** skysign only.

Please explain the discrepancy between the proposals for **ONE** skysign and **TWO** skysigns.

- 3.1b When was the last time anyone did a study of the visibility of the proposed CUPE skysigns to the "vehicles along Willingdon Avenue?" Who did the review?

Please refer to our enclosed Photos #03.19-1 to #03.19-8 of the CUPE offices at 6222 Willingdon Avenue in Burnaby. All of the photos were taken while we were walking North and South on Willingdon Avenue, between Kingsway and Mayberry Street. We also drove North and South on Willingdon Avenue, between Kingsway and Mayberry Street, but for legal and safety reasons, we didn't take any pictures while driving.

3.1b Photos #03.19-1 to #03.19-3

We are standing on Willingdon Avenue, looking North towards the CUPE building on the right side of the road. (See the red arrows for the location of the top of the fourth floor CUPE office podium.)

It appears to us that vehicles driving North on Willingdon Avenue will **NOT** be able to see the proposed CUPE skysign at the top of the fourth floor CUPE office podium on Willingdon Avenue, because of the tree that stands a few feet south of the CUPE offices and blocks the top of the office podium, even with bare branches.

Also, it appears to us that when vehicles are driving North on Willingdon Avenue and are just passing the CUPE offices, they will legally and physically **NOT** be able to see the proposed CUPE skysign at the top of the fourth floor CUPE office podium on Willingdon Avenue, without taking their eyes off the road to look up.

However, they will be able to see the already-existing, "lit-up 24/7," CUPE sign that is installed at Ground Level beside the entrance to the CUPE building on Willingdon Avenue.
See Photos #03.19-4 and #03.19-5.

Also, it appears to us that vehicles driving North on Willingdon Avenue will **NOT** be able to see the proposed CUPE skysign at the top of the fourth floor, on the North side of the CUPE office podium on Beresford Street.

3.1c Photos #03.19-6 to #03.19-7

We are standing on Willingdon Avenue, looking South towards the CUPE building on the left side of the road. (See the red arrows for the location of the top of the fourth floor CUPE office podium.)

It appears to us that vehicles driving South on Willingdon Avenue will **NOT** be able to see or identify the proposed CUPE skysigns at the top of the fourth floor CUPE office podium on Willingdon Avenue and on Beresford Street, because the views of the top of the fourth floor podium are basically blocked by the Bob Prittie Library that is on the North-East corner of

Willingdon Avenue and Central Boulevard (on the left side of the road in the Photo #03.19-6), the trees (even with bare branches) that are along Willingdon Avenue, Central Boulevard, and Beresford Street, and the Expo-Line Skytrain track that runs above Willingdon Avenue.

To the south of the overhead Skytrain track on Willingdon Avenue, where the CUPE office building is visible, the intersection at Willingdon Avenue and Beresford Street is dangerous, traffic-wise (there have been numerous accidents at this intersection over the years) – we believe that vehicle drivers should be focused on the road traffic conditions and on the stop signs at both sides of Beresford Street, and NOT on skysigns that are installed at the TOP of the fourth floor CUPE office podium on Willingdon Avenue and on Beresford Street, where drivers would have to take their eyes off the road to look up.

Again, “the proposed skysigns [to be installed at the top of the fourth floor CUPE podium] are intended to... provide exposure to the offices for vehicles along Willingdon Avenue.”

Based on our enclosed photos, it appears to us that the proposed CUPE skysigns will **NOT** provide exposure to the CUPE offices for vehicles along Willingdon Avenue, as noted and intended in the “SKYTRAIN PROPOSAL, Point #3.1.”

Re: “SKYSIGN PROPOSAL, Point #3.3”

“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% and a minimum 60,000 sq. ft. of gross leaseable floor area. The CUPE office occupies 3,106 m² (33,436 sq. ft.) of the total 5,442.72 m² (58,585 sq. ft.) of commercial floor area within the building, which represents 57% of the building's commercial floor area. Although the minimum area is not met under the guidelines, the CUPE BC office is considered a head office location, and meets the percentage criteria under the guidelines.” As such, the proposed skysign on the fourth floor is considered appropriate subject to a commitment to keep the sign in relation to the occupancy of the CUPE office on the subject site.”

- 3.3a How is “the proposed skysign on the fourth floor considered appropriate,” given that the “criteria for the evaluation of skysigns for commercial buildings” are that “the user **SHOULD** occupy a minimum 25% **AND** a minimum 60,000 sq. ft. of gross leaseable floor area?”

The CUPE office meets only **ONE** of the required criteria, **NOT** both required criteria – in other words, it's not an “either / or” issue.

Please explain.

- 3.3b By the way, since there is only ONE "proposed skysign on the fourth floor" mentioned in the last sentence of Point #3.3 above, which skysign is it that is "considered appropriate?"

Please explain.

Re: "SKYSIGN PROPOSAL, Point #3.5"

"The developed was serviced [sic] under the previous rezoning (Rezoning Reference #12-24) and subdivision (Subdivision Reference #13-07). As such, no further servicing, rights of way or cost charges are required in connection with the subject rezoning."

- 3.5a Would someone please explain what "The developed was serviced..." is supposed to mean?

- 3.5b Whatever "The developed" is supposed to be, it "was serviced under the previous rezoning..." and "As such, no further servicing, rights of way or cost charges are required in connection with the subject rezoning."

It appears to us that, although "Rezoning" approval on October 21, 2013 included the opportunity to install only ONE future skysign (please refer to "Background Information, Point #2.2"), the servicing for a second skysign was actually done at the same time, in anticipation of installing a second skysign.

Is this correct?

We have included Photo #03.19-8 that shows what we believe to be an electrical connection for a future skysign at the top of the fourth floor CUPE office podium on Willingdon Avenue.

Additional Questions:

4. Who owns the CUPE building?
5. What colour is the lighting of the proposed skysigns?

6. How bright will the skysign lighting be?
7. What consideration has been given to the residential neighbours directly to the west across Willingdon Avenue from the CUPE offices at 6222 Willingdon Avenue in Burnaby, to determine what effects CUPE's brightly-lit skysigns might have on the neighbours?

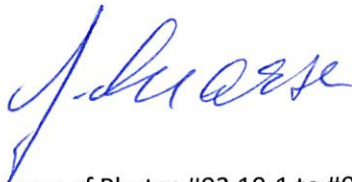
In closing, based on our enclosed photos, we believe that the installation of two CUPE skysigns at the top of the fourth floor CUPE office podium on Willingdon Avenue and on Beresford Street, will **NOT** provide exposure to the CUPE offices for vehicles along Willingdon Avenue, as noted and intended in the "SKYTRAIN PROPOSAL, Point #3.1."

Also, according to the Burnaby City's "Corporate Strategic Plan" that supports "community involvement," by encouraging businesses to "give back to and invest in the community" (please refer to "Background Information, Point #2.4"), we believe that CUPE could get more "bang for their buck," if they gave back to and invested in the community by some other means, instead of by installing two skysigns that most vehicles will not even see.

That concludes our questions and comments.

Yours truly,

Gunter Marx

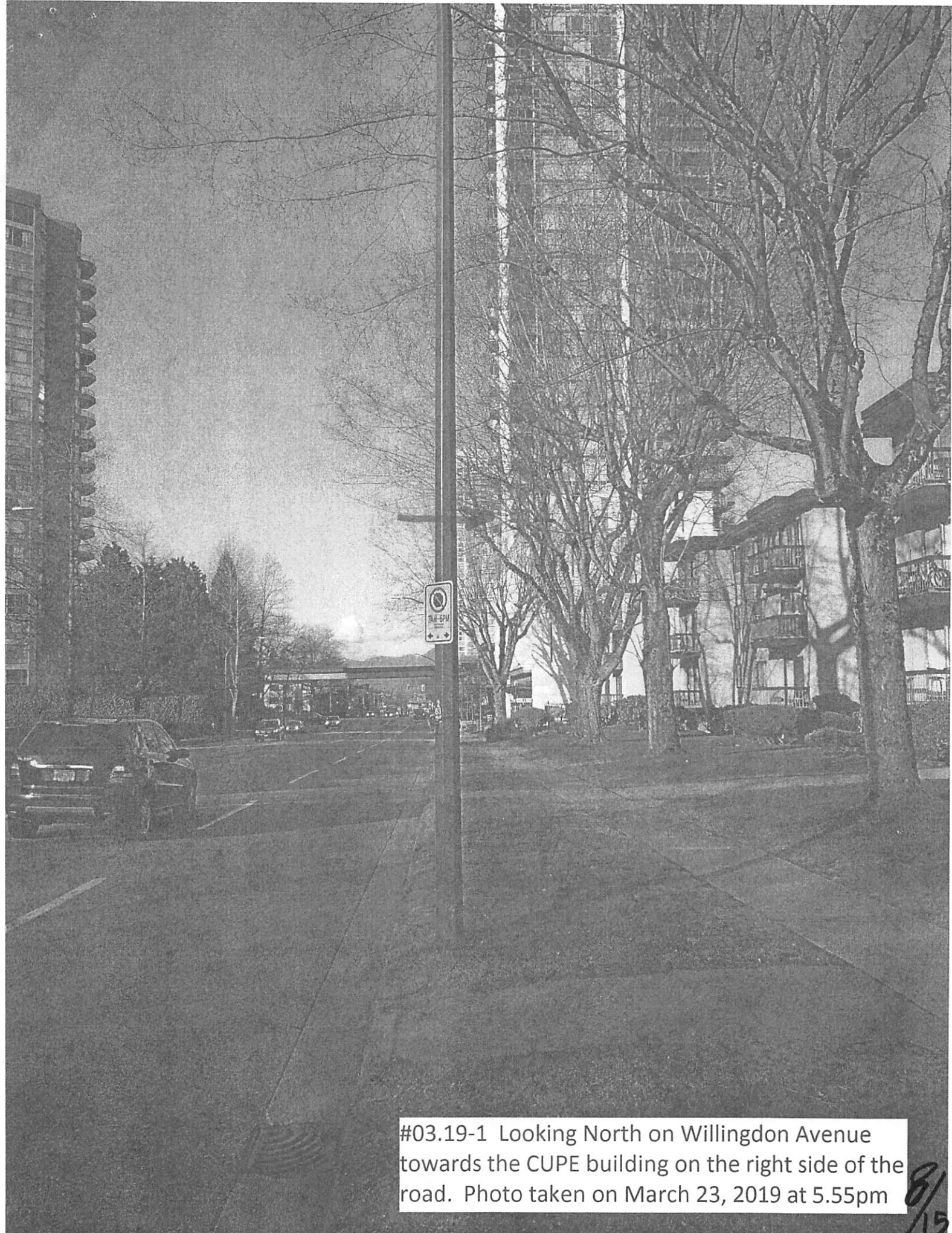


Janet Marx



Enclosed: 8 pages of Photos #03.19-1 to #03.19-8.

7/15



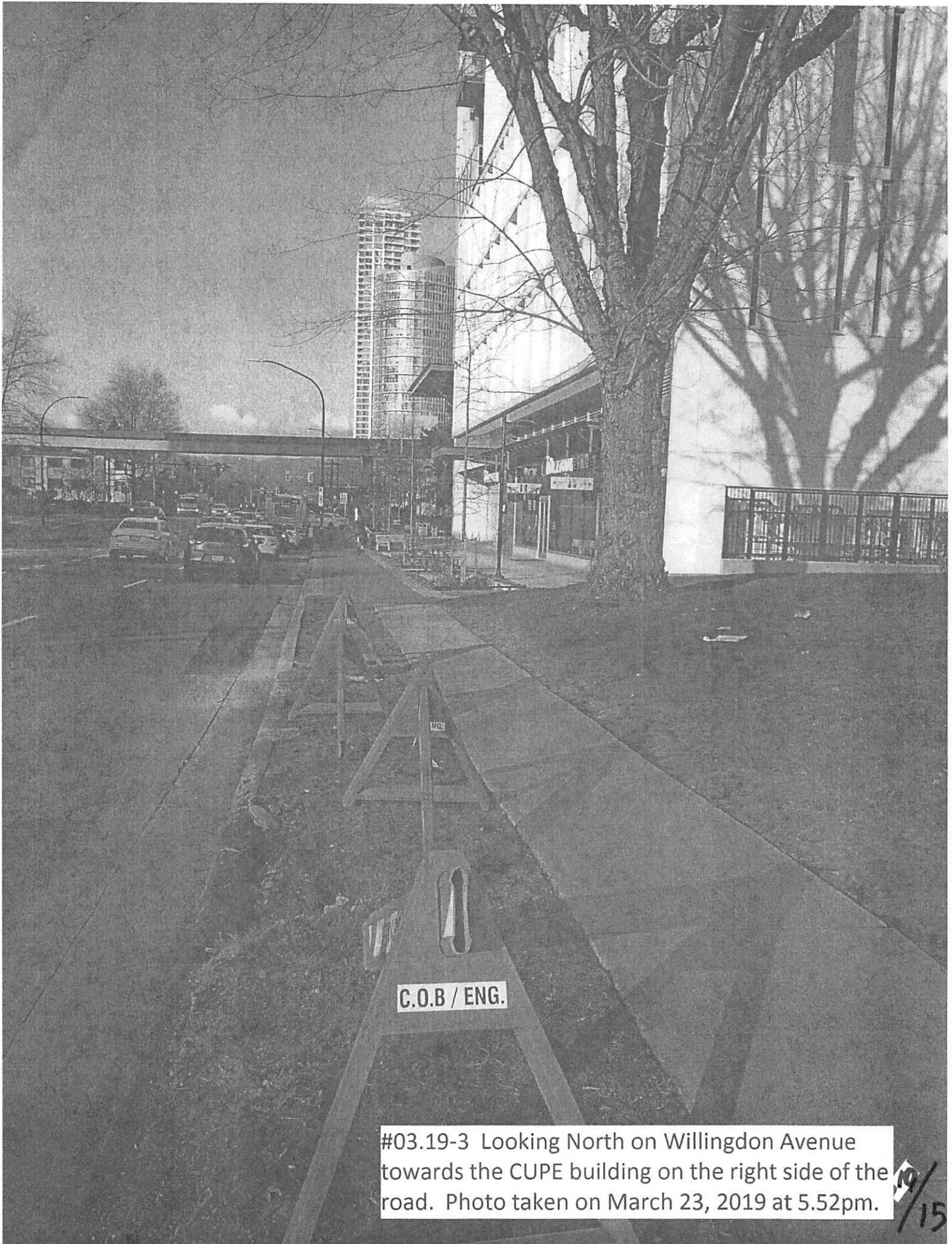
#03.19-1 Looking North on Willingdon Avenue towards the CUPE building on the right side of the road. Photo taken on March 23, 2019 at 5.55pm

8/15



#03.19-2 Looking North on Willingdon Avenue towards the CUPE building on the right side of the road. Photo taken on March 23, 2019 at 5.50pm.

9/15

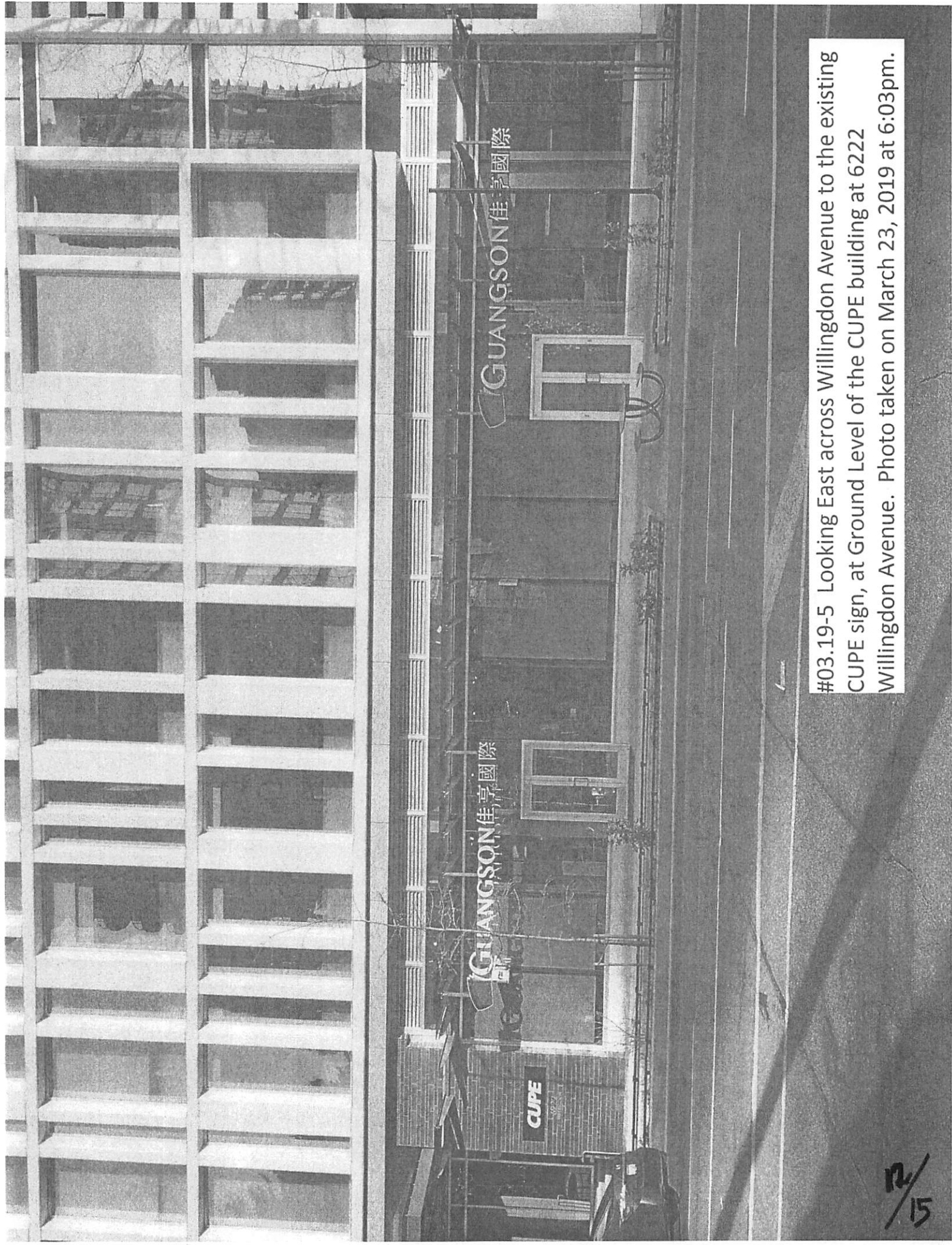


#03.19-3 Looking North on Willingdon Avenue towards the CUPE building on the right side of the road. Photo taken on March 23, 2019 at 5.52pm.

19/15

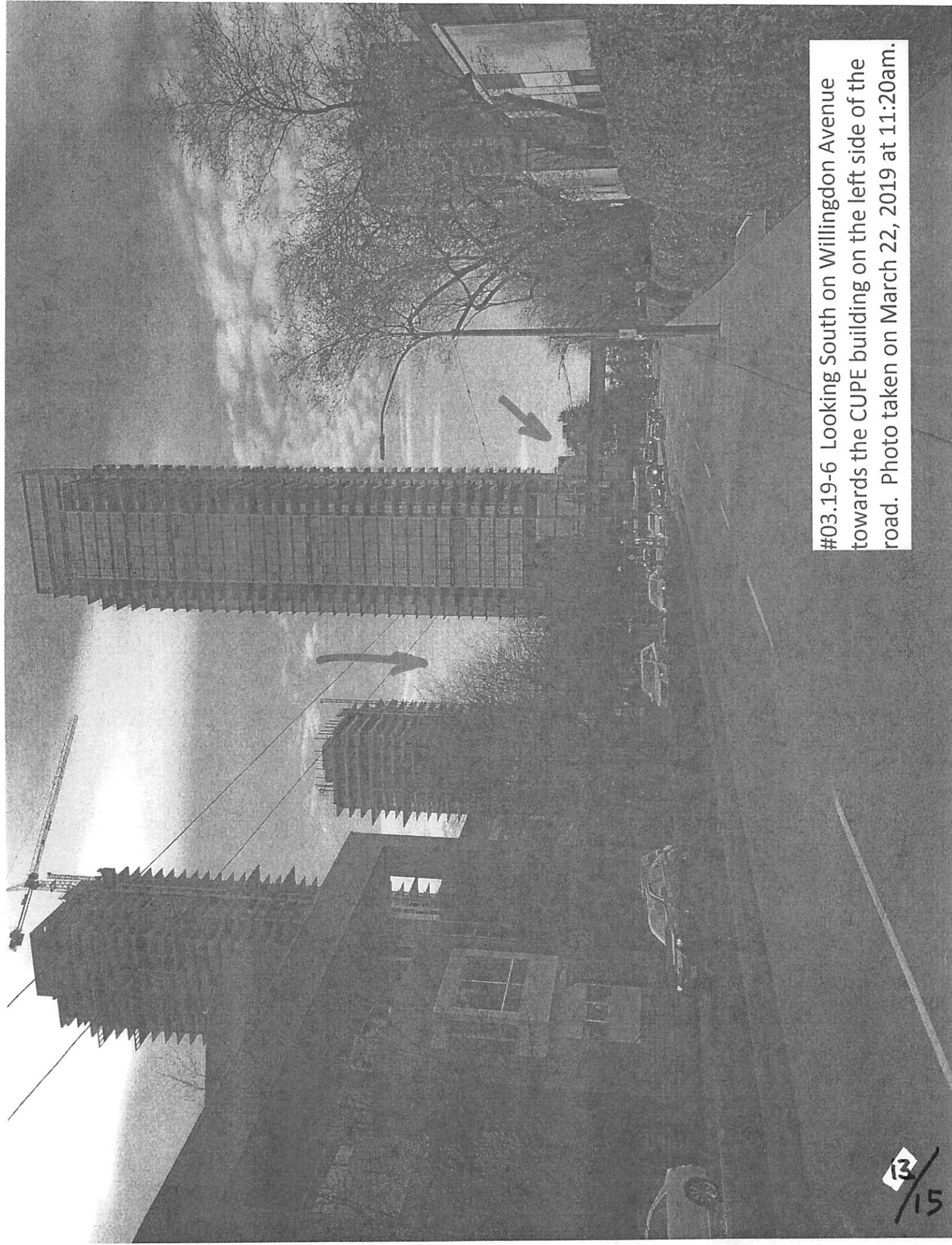


#03.19-4 Looking East across Willingdon Avenue to the existing CUPE sign, at Ground Level of the CUPE building at 6222 Willingdon Avenue. Photo taken on March 23, 2019 at 6:02pm.

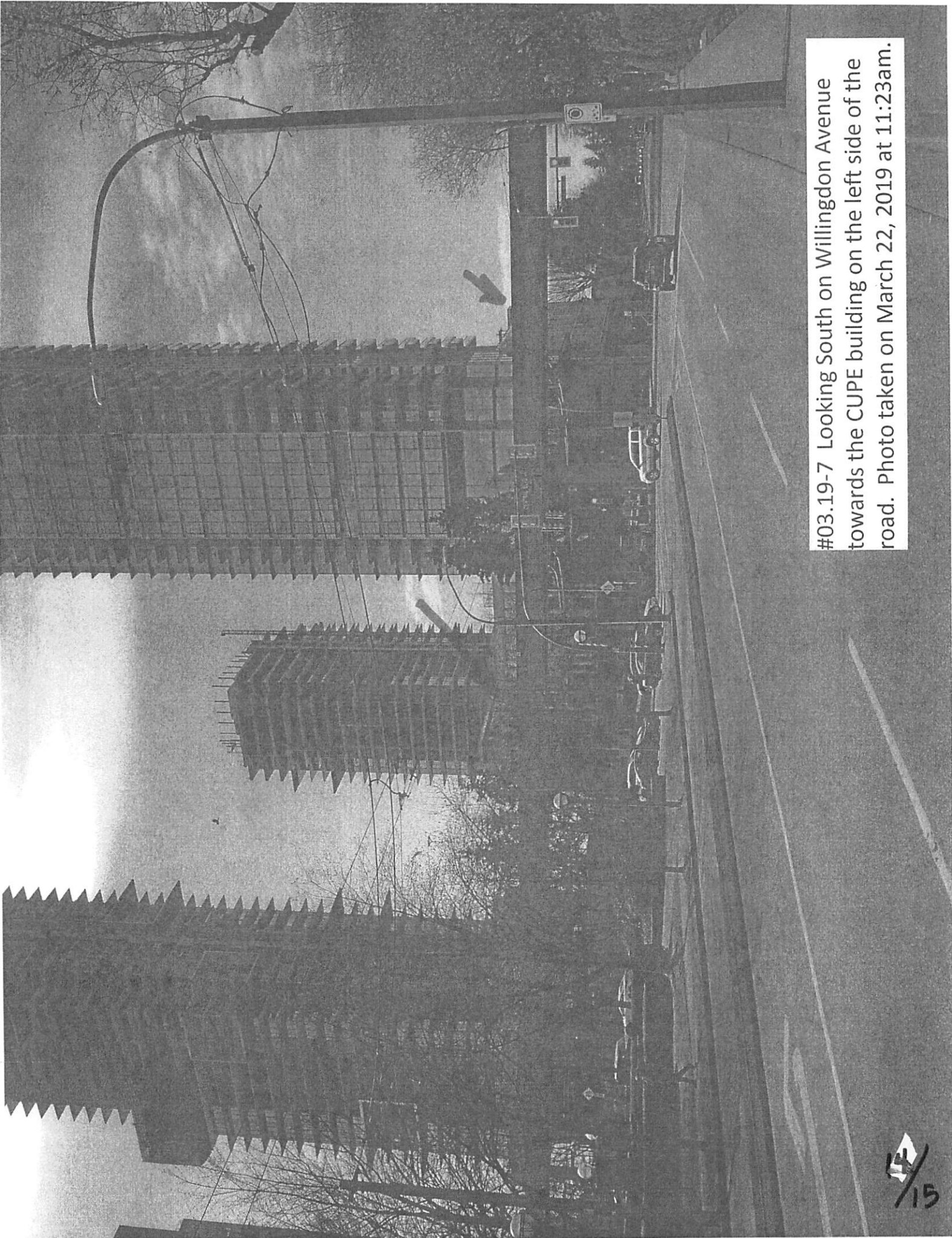


#03.19-5 Looking East across Willingdon Avenue to the existing CUPE sign, at Ground Level of the CUPE building at 6222 Willingdon Avenue. Photo taken on March 23, 2019 at 6:03pm.

12/15



#03.19-6 Looking South on Willingdon Avenue towards the CUPE building on the left side of the road. Photo taken on March 22, 2019 at 11:20am.



#03.19-7 Looking South on Willingdon Avenue towards the CUPE building on the left side of the road. Photo taken on March 22, 2019 at 11:23am.

#03.19-8 Looking at an electrical connection(?) for a future
skysign at the top of the fourth floor CUPE office podium on
Willingdon Avenue. Photo taken on March 23, 2019 at 6:01pm.



15/
15

Arriola, Ginger

From: Edward t
Sent: March 26, 2019 2:53 PM
To: Clerks; Edward t
Subject: Rezoning Application #18 - 52

Categories: Yellow Category

My name is Edward Seto I live in 705-4360 Beresford Street Burnaby BC in the Modello building in which there is a public hearing for the rezoning application #18-52.

I am against the signage that CUPE wants to place on 2 sides of our Modello building.

This is a residential apartment building in which CUPE only occupies 3 floors I feel that the 2 large signs will take away from look of the building and also the image and perceived value as this is a high end residential building and CUPE already has 2 signs and now they want to add new signage that will be even more larger and make our building look less inviting.

I do not want people that visit or walk by to mistakenly view our building as a business granted CUPE does occupy 3 floors but that is only a fraction of the floors in the building.

CUPE also did not consult the residences of Modello which we are the majority owners of the building

Sincerely,

Edward Seto

Arriola, Ginger

From: Florence Liu
Sent: March 26, 2019 12:56 PM
To: Clerks
Subject: Oppose Rezoning 6222 Willingdon Avenue

Rez Ref # 18-52
Bylaw # 13995

To Whom It May Concern:

I own and live in an apartment suite at this building and oppose the rezoning application.

Florence Liu
1701-4360 Beresford St., Burnaby BC V5H 0G2

1. The installation of skysigns is not needed. People from the public who want to go to the CUPE office can get there using its address. The location is easy to find. The skysigns do not add any information value.
2. Skysigns for companies/organizations are more appropriate in large commercial/business centres e.g. downtown Vancouver. They are not appropriate in residential areas like our Beresford neighbourhood.
3. The Beresford neighbourhood will be developed into a cultural and artistic centre for leisure and cultural enjoyment, which will enhance the quality of living for the local communities here. The skysigns do not fit into this cultural and artistic theme.

In summary, the skysigns do not add any value to the public or the local communities or our Beresford neighbourhood.

Please kindly consider the above and reject the rezoning application.

Regards,
Florence Liu

Ms Vera Giovannitti
Mr. Robert Craig
Strata Lot 143
4360 Beresford
Burnaby, BC
V5H 0G2

26 March 2019

Office of the City Clerk
4949 Canada Way
Burnaby, BC
V5G 1M2

Dear Sir/Madam,

**Subject: Burnaby Zoning Bylaw 1965, Amendment Bylaw No. 8, 2019 –
Bylaw No. 13995 at 6222 Willingdon Avenue**

I am writing to object to the proposed rezoning to allow for the installation of two SkySigns for CUPE, or any other businesses, at our Modello Residential Building.

It is already difficult to establish the name of our residential building amongst the signage at street level for the commercial tenants, that I find additional signage – illuminated (day and night) – will be offensive not only to our building, but to the neighbourhood as a residential area. Sadly, we were not informed at any time before possession that CUPE was going to be our neighbours.

When we purchased at Modello, it was being advertised as:

“The Art of Elegant Living”

Boffo Developments proudly presents Modello, a rare and elegant residence just steps away from Central Park. Striking architecture, innovative landscaping and public art inspiration create the cultural centrepiece and gateway to the new Beresford Art Walk.

Furthermore, I believe this was a vision for the City of Burnaby as well, as I found an article in Burnaby Now (September 15, 2015) that a Mr. Ramsey described the vision as such at a council meeting:

“As you know, we have a number of significant developments coming through the rezoning process in the town centres, and that provided an excellent testing ground by bringing forward these ideas, having them reviewed by the development committee, by the public, by this council,” Ramsey said of the new

design elements. "And what we are doing is bringing in ideas from around the globe." The new elements include building setback zones, with seating and public art at commercial buildings, and landscaping and **beautification for residential buildings**, he explained.

"These light fixtures illustrate we're not just lighting the street, we're also lighting the pedestrian area, and we're doing it in a way that is **attractive and interesting**," he explained.

"We're working on creating better streets in support of better neighbourhoods," he said.

An article from BC Business entitled: **"The City of Burnaby: Living Done Right** says of Burnaby's first artwalk: "The much-anticipated art-focused streetscapes will demonstrate the city's emphasis on creating pedestrian- and transit-friendly spaces.

In order to keep with the vision of Boffo and also the City of Burnaby to have **Beresford be a cultural centrepiece and gateway for Art Walk**, this proposal should be rejected.

How is any LED lit SkySign going to be an improvement to this vision? In other lovely neighbourhoods in various cities, there are bylaws to protect the neighbourhoods from invasive and unsightly signage by limiting the size and even illumination to none (in some places). Even establishments like McDonald's are not permitted to have lighting in some communities in Arizona.

I believe that the commercial businesses have ample signage for their businesses, that there is no need for Skysigns for any reason in this primarily residential neighbourhood with the vision to be attractive and elegant. This type of signage is not tactful nor respectful to a residential neighbourhood.

Furthermore, while CUPE is an organization, it is not, in my opinion, a business that requires signage to draw more attention to their offices. We will already be affected by the possibility of having conflict directly in and around our building and homes, by the nature of CUPE's business, and we risk the potential for unwanted public attention as a result of occasional picketing, we should not have to endure glaring LED, unsightly, attention-drawing signs.

Sincerely,

Vera Giovannitti
Robert Craig
Strata Lot 143
Modello

2/2

Arriola, Ginger

From: Alice Law
Sent: March 25, 2019 10:21 PM
To: Clerks
Subject: Rezoning #18-52, Burnaby Zoning Bylaw 1965, Amendment Bylaw No. 8, 2019-Bylaw No. 13995

Hi,

My name is Po Chun Law, owner of 705-4360 Beresford St., Burnaby, BC V5H 0G2.

I fully opposed to the installation of two skysigns, one on the Beresford St. (North) frontage and the other on Willingdon Avenue (West) frontage of the office component of a residential/commercial mixed-use building on the subject site.

Thank you for your attention.

Sincerely,
Po Chun Law

Grace and Andrew Smith
3301-4360 Beresford St
Burnaby, BC V5H 0G2

Office of the City Clerk
4949 Canada Way
Burnaby, BC V5G 1M2

March 25, 2019

RE: Scott Paragon Signs Ltd i.e. CUPE UNION Proposal for Lit Sky-signs

Dear Burnaby City Council,

As owners of a condo within the building at 4360 Beresford St also known as "Modello" we are opposed to the proposal by CUPE to place 2 lighted Sky-signs at a height of 60 feet on our building on both sides of Beresford St and Willingdon Ave.


The reasons we feel this proposal is an overreach by amendment to Bylaw No. 13995 is that CUPE already has two lighted signs on the building on both their Willingdon Ave entrance as well as on the building at the Cassie Ave entrance. The membership of CUPE would easily find the location of their National BC Regional Office or HQ on any search engine and on their website. The building "Modello" has a modest 2 lighted signs on a walkway on Beresford St and 1 within the waterfall entering into the roundabout off Cassie Ave. We feel the current CUPE signs are adequate and no further changes should be made.

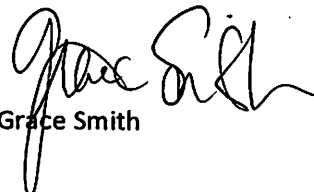
The Modello building is also the start of the Beresford St. Art Walk. The lighted Sky-signs advertising CUPE would not be in keeping with the aesthetic of which I feel those in the neighbourhood would want for the street and Community walking Art trail. This proposal will create a precedent to others on Beresford and detract from the feel of this Art Walk.

Lastly, we are concerned regarding our property value and resale potential if this Sky-sign proposal passes and CUPE get this building named after them by way of the Sky-signs. Potential buyers will not want to purchase into a building owned by a Union. This will be the perception, although not in fact true, but we feel if this proposal passes this will be the case. The size and height placement on the building of these signs would affirm to passersby and potential buyers that the building is named "CUPE" not "Modello".

We reject this proposal and strongly urge that as council you reject this request and the precedent this will create for council with future development on Beresford St.

Sincerely,


Andrew Smith


Grace Smith

Arriola, Ginger

From: Romy Lam
Sent: March 25, 2019 12:22 PM
To: Clerks; Romy Lam
Subject: By Law#13995 rezoning #18-52

Categories: Green Category

To whom it may concern

My name is Herbert hang Chuen Lam I live in #805-4360 Beresford St Burnaby V5H0G2 I'm against the installation of the sky signs at this location The answer is NO please Best regards Hang Chuen Herbert Lam

Sent from my iPad

Arriola, Ginger

From: Romy Lam
Sent: March 25, 2019 12:16 PM
To: Clerks
Subject: By law number 13995 rezoning#18-52
Attachments: mime-attachment; ATT00001.htm; mime-attachment; ATT00002.htm

To whom it may concern

My name is So chun Romy Lam I live in #805-4360 Beresford St Burnaby V5H0G2

I'm against the proposal for the installation of the sky signs in the location

The answer is NO

Best regards

So chun Romy lam

Sent from my iPad

Begin forwarded message:

From: <postmaster@city.burnaby.bc.ca.proxy>
Date: March 25, 2019 at 12:00:52 PM PDT
To:
Subject: Undeliverable: rezoning#18-52

Delivery has failed to these recipients or groups:

www.clerks@burnaby.ca

The email address you entered couldn't be found. Please check the recipient's email address and try to resend the message. If the problem continues, please contact your helpdesk.

Diagnostic information for administrators:

Generating server: exchprod2.city.burnaby.bc.ca.proxy

www.clerks@burnaby.ca

Remote Server returned '550 5.1.1 RESOLVER.ADR.RecipNotFound; not found'

Original message headers:

Received: from EXCHPROD2.city.burnaby.bc.ca.proxy (10.1.9.236) by
exchprod2.city.burnaby.bc.ca.proxy (10.1.9.236) with Microsoft SMTP
Server

(TLS) id 15.0.1395.4; Mon, 25 Mar 2019 12:00:51 -0700

Received: from fireeyeexp01.city.burnaby.bc.ca.proxy (10.32.17.25) by

Arriola, Ginger

From: Joanne and Albert
Sent: March 22, 2019 6:28 PM
To: Clerks
Subject: Rezoning #18-52, Bylaw #13995

As a homeowner at Modello, 4360 Beresford Street, Burnaby, BC, V5H0G2, we oppose the installation of the two signs as we believe it is too big and will be too bright. It will make our building look like an office tower (which it is not; it is a Residential building).

Also, we do not believe that we should be a big advertisement for a major union which makes people think that we are a part of that union. Our building should not be made to be or should have to be shown as having anything to do with being associated with anything political, especially being pro-NDP or any other party for that matter.

We think the signage that they have is adequate and there is no need for additional signage.

Our building is named the MODELLO not CUPE.

Thank you for taking the time to read this email.

Sincerely,

Albert and Joanne Tom
#1601 - 4360 Beresford St.
Burnaby, BC.

Arriola, Ginger

From: NIRMAL WALIA
Sent: March 22, 2019 1:20 PM
To: Clerks
Subject: Rezoning #18-52 NOTICE OF OBJECTION

TO NOTICE OF PUBLIC HEARING
being held on March 26 at 6pm

AGAINST CUPE SIGN on our side of the building

Subject -Burnaby Zoning Bylaw 1965
Amendment Bylaw no 8,2019 bylaw no 13995

please be advised we are opposed to the CUPE sign on the Beresford street side of the building

Cupe offices are not on this side, there address is on the Willingdon side.

Our address is 4360 Beresford Street PH 1

Nirmal and Darshan Walia
6042096353

PLEASE be advised - CUPE member are also smoking in the parking lot
right next to the driveway parking exit (their Docking area)

this needs to stop as we can smell the smoke when exiting the parking.
With the warm wheather around the corner , car windows open this will be a health risk.
Cupe as been previously advised of the problem and their members are still smoking.
Against the bylaws and rules

thank you for your attention to this matter

Arriola, Ginger

From: eleanor maryniuk
Sent: March 21, 2019 3:48 PM
To: Clerks
Cc: ELEANOR MARYNUIK
Subject: Burnaby Zoning Bylaw 1965, Amendment Bylaw No. 8, 2019 Bylaw No. 13995

To Whom It May Concern

Subject: Burnaby Zoning Bylaw 1965
Amendment Bylaw No 8, 2019 - Bylaw No. 13995

I, Eleanor Maryniuk, a resident of the Modello, #901 4360 Beresford Street, Burnaby is opposed to the above noted proposed rezoning application for the following reasons.

- the overall footprint of the CUPE offices in the Modello Building is approximately 10% of the entire building site and does not warrant larger signage than the Modello owners signage
- the proposed backlit signage size of 10'2" x 2'10" is larger than the current "Modello" signs (6' x 18") which would lead the public to view this as a CUPE building and not as a community of Modello owners
- the proposed rezoning does nothing to benefit the community of owners who live in this building 24/7, 365 days who have to look at the signage on a daily basis and only benefits CUPE and the employees who work 9-5 Monday to Friday
- Aesthetically the large lit signage would have a negative impact on the community of owners by potentially devaluing the property

Notwithstanding, CUPE currently have the same size and number of signs (2) as the Modello which has served the residents well. If CUPE feel the current signage is inadequate in advertising their location they should find alternatives to educating their members as opposed to erecting large advertising signs which impact all who reside in the Modello.

Based on the aforementioned, I do not see a compelling reason for the proposed rezoning application to be approved.

Respectfully Submitted,
Eleanor Maryniuk

Arriola, Ginger

From:
Sent: March 21, 2019 11:30 AM
To: Clerks
Subject: Rezoning Application 18-52 Sky Sign 6222 Willingdon Ave.

From the Metrotown "Downtown" Community plan recently released by the Planning Department, it was my understanding that the area of Metrotown north of Central Blvd would be the commercial component of "Downtown" Burnaby, with the area south of Central Blvd. being mostly residential with a limited commercial component.

The subject property is within this residential area south of Central Blvd. We don't need or want commercial "Sky Signs" cluttering up and commercializing our residential neighbourhood south of Central Blvd.

Thanks for supporting the livability of our residential community.

Ken Pett
402 6152 Kathleen Ave.,
Burnaby

Arriola, Ginger

From: Su Lee
Sent: March 20, 2019 3:50 PM
To: Clerks
Subject: Rezoning Application #18-52
Importance: High

Chin Lee
2702-4360 Beresford St.
Burnaby, BC V5H 0G2
March 20, 2019

By Email: Clerks@Burnaby.ca
To: Office of the City Clerk, City of Burnaby
Re: Rezoning Application #18-52

TO WHOM IT MAY CONCERN

I am a co-owner at the Modello Building at 4360 Beresford St., living in Apartment 2702. I am writing in the hopes that you would kindly consider my views submitted below regarding rezoning application #18-52 affecting this building as, unfortunately, I will not be able to attend the public hearing on March 26.

I understand that the application was made so as to enable the installation of two sky signs for CUPE, who occupy 3 of the 37 floors of this building.

At the time of our purchase, the developer, Boffo, indicated that the office space on floors 2-4 were to be leased, and that there was also retail space on the ground floor. At no time were prospective purchasers and purchasers informed that Boffo had sold this space to CUPE and that signage would be installed by CUPE.

If purchasers, including myself, had been informed of this, we might not have purchased in the Modello building. Boffo had marketed Modello as a luxury, high-end building with top-quality finishes and appliances. The idea of luxury is not associated with unions.

I have nothing against unions. I am simply very concerned that if this building were branded the CUPE building, there might be perception that residents at the Modello are associated with CUPE, supporting its mandate, ideals and political affiliations. CUPE already has two prominent signs on the building whereas Modello has one. They do not require additional signage as the nature of their business does not require members of the public to be attracted to their offices. I am opposed to the idea of this building being branded the CUPE building, and to the foreseeable loss of cachet and reduction in resale value of apartments at Modello.

Moreover, this rezoning application has come as a complete surprise to the residents at Modello. We were never informed by Boffo or by CUPE that a rezoning application was in process. I cannot comprehend why the City of Burnaby is considering approval of this application without the consent of the majority stakeholders in the building.

Additionally, as I see it, the installation of these two sky signs would be contrary to the City's own vision for the Beresford Art Walk, if it were to permit the gateway to its Art Walk, featuring the Old Column unveiled by the previous Mayor in June 2017, to be branded by CUPE.

Yours sincerely,

Chin Lee

Arriola, Ginger

From: judy parker
Sent: March 20, 2019 6:54 AM
To: Clerks
Subject: Re: Rezoning #18-52

My apologies, I forgot to include my name with my previous email.

My name is Judith (Judy) Parker and I am an owner of unit 706 at 4360 Beresford Street.

Thanks,
Judy

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From: judy parker
Sent: Tuesday, March 19, 2019 11:18:10 PM
To: clerks@burnaby.ca
Cc: judy parker
Subject: Rezoning #18-52

To Whom It May Concern,

I live at 706-4360 Beresford Street, Burnaby, BC, V5H 0G2. We live in the Modello building that is currently the subject of rezoning application #18-52.

As I will not be available on the date of the public hearing regarding this, I wanted to ensure that my voices is heard.

I am very much are against the signage as I understand that these two signs would be for CUPE.

The building is called Modello. CUPE only occupies floors 2, 3 and 4. When we purchased our home, we were advised that Boffo would be renting out the office space. There was never any indication that it would be sold and that additional signage would come with that.

Already when I give directions to delivery drivers, friends and others, I say on the corner of Willingdon and Beresford and then add in "if you see the CUPE sign, you are at the right building."

Everyone can already see the signs, we do not need more signage for them.

There are various reasons why I do not support this application:

- This building is primarily a residential building, in a residential neighbourhood. It is not a CUPE building. With additional signage, it will always been known as CUPE and not Modello.
- We do not want the building to have the image of CUPE and to be perceived as supporting this business.

1/2

- The building was built to be a high-end, five-star accommodation. By having additional CUPE signage, this tarnishes the image that the developer and owners envisioned for the building.
- The CUPE image can negatively impact the resale value of the residential units, since buyers will perceive that it's a unionized building (i.e. supporting the union CUPE).
- There are already two extremely visible signs, whereas Modello only has one.

While I don't have anything against CUPE as a business, I am strongly opposed to allowing additional signage advertising their business.

I am a homeowner who would like to keep our luxurious building looking high-end. I feel that advertising CUPE more than it already is cheapens the look of this elegant piece of architecture.

Thank you,
Judy

Arriola, Ginger

From: Dominique Parker
Sent: March 19, 2019 10:45 PM
To: Clerks
Subject: Rezoning #18-52

As the owner of unit 706 in Modello, located at 4360 Beresford Street in Burnaby and the subject of rezoning application #18-52 to put up skysigns advertising CUPE, I am writing to voice my concern over said application.

What comes to mind first is why should a company that occupies three floors of a 37 storey building be allowed to brand the building without consent from the majority stakeholders in the building?

Then I wonder why the City of Burnaby is even considering approving this application when it goes against the city's own vision for the Beresford Art Walk? Does the city really want the gateway to its Art Walk along with the Old Column unveiled by Mayor Corrigan on June 28th 2017 to be branded by CUPE? Yes, the Old Column would be right in between both signs. What contributions have CUPE made to the Art Walk?

But mostly I'm just concerned about the signage tarnishing the image of a high-end residential building and impacting its resale value.

Considering that CUPE's business model does not depend on catching the attention of passers-by, the whole initiative just does not seem to be justified.

Unfortunately, I have a prior engagement and will not be able to attend the public hearing, but I do pray that my voice will be heard.

Thank you for taking the time to read this.

Sincerely,

Dominique Parker

Arriola, Ginger

From: Val Taggart
Sent: March 19, 2019 9:16 PM
To: Clerks
Subject: Rezoning #18-52

RE Burnaby Zoning Bylaw 1965, Amendment Bylaw No. 8, 2019 – Bylaw No. 13995

Office of the City Clerk:

I would like to submit my opposition to this rezoning.

I live on the 19th floor of 4350 Beresford St and my bedrooms and living room face North East. I believe I would be adversely affected by having two sky signs shining into my home. I think it would be very annoying, unhealthy and impede my right to the enjoyment of my home.

Please do NOT pass this amendment.

Thank you,

Valerie Taggart
#1904 4350 Beresford St
Burnaby

Arriola, Ginger

From: Ivanp
Sent: March 19, 2019 12:08 PM
To: Clerks
Subject: REZONING #18-52 (CUPE Signs)

Rez Ref # 18-52
Bylaw # 13995

To whom it may concern,

We would like to register our opposition to the above rezoning. It's completely out of character with our current serene residential area. We are not against any union organization but, after all, CUPE is a private union organization and any advertising will be meaningless .

Your attention would be appreciated.

Sincerely,

Ivan and Harriet Kan

1205 - 4360 Beresford Street, Burnaby, B.C. V5H0G2

Sent from my iPad

Arriola, Ginger

From: Jenny
Sent: March 18, 2019 4:09 PM
To: Clerks
Subject: Regarding Rezoning #18-52

Follow Up Flag: Follow up
Flag Status: Flagged

Rez Ref # 18-52
Bylaw # 13995

My name is Hui Fen Tseng, a resident of Modello building @
#1501 - 4360 Beresford Street, Burnaby
V5H 0G2

I Don't want the skysigns to be installed on my building !

Best regards
Jenny
March 18, 2019