
TO: CITY MANAGER **DATE:** 2019 May 22

FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 49500 20
Reference: Rez# 18-52

**SUBJECT: REZONING REFERENCE #18-52
SKYSIGN ON EXISTING BUILDING
RESPONSE TO PUBLIC HEARING ISSUES**

PURPOSE: To respond to issues raised at the Public Hearing for Rezoning Reference #18-52.

RECOMMENDATION:

1. **THAT** a copy of this report be sent to the applicant and those who spoke at, or submitted correspondence to, the Public Hearing for Rezoning Reference #18-52.

REPORT

1.0 BACKGROUND

On 2019 March 26, a Public Hearing was held for Rezoning Reference #18-52. The subject rezoning application proposes two skysigns, one fronting Beresford Street (North) and one fronting Willingdon Avenue (west), within the CUPE owned office component of the Modello residential/commercial mixed-use building at 6222 Willingdon Avenue in the Metrotown Downtown Plan area (see *attached* Sketches #1 and #2).

At the Public Hearing, 17 written and 2 oral submissions were received in opposition from area residents, primarily residing within the residential component of the subject building, concerning: consistency with the guidelines for skysigns, a perceived misrepresentation of the residential building's name and affiliation with CUPE, and potential visual impacts to adjacent residents. At the Public Hearing, Council requested that a staff report be submitted to provide further information on the issues raised. The following report addresses Council's request.

2.0 ISSUES RAISED

Issue #1 – Guidelines for Skysigns

Questions were raised regarding proposal not meeting the established guidelines for skysigns.

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Response:

The guidelines for skysigns were established to provide a set of criteria for Council's consideration of signs proposed atop commercial buildings. These guidelines are not a part of the Council adopted Sign Bylaw (1972), and have been varied from time to time based on a proposed sign's location, size and user criteria. Notwithstanding, the condition that any sign located above the second storey (skysigns), requires a separate rezoning to obtain further public input, has remained consistently applied. It is noted, that if the proposed sign were to be located below the third storey, a rezoning would not be required, and a sign permit would be issued as part of standard administrative procedure.

In the report dated 2019 February 20, it was noted that the criteria for the evaluation of skysigns for commercial buildings include the consideration of an active and major user, where the user should occupy a minimum of 25% and a minimum of 60,000 sq.ft. of the gross leasable floor area. It was further noted that 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.

As the total commercial floor area of the building measures only 5,442.72 m² (58,585 sq. ft.) it is impossible to meet the proposed floor area guideline for the existing commercial component of the building. This is a component of the guidelines that has been varied from time to time on other skysign locations. However, the percentage of commercial floor area at 57% well exceeds the 25% minimum outlined in the guidelines. The guidelines for skysigns also establishes a maximum size of 100 sq.ft. for lettered skysigns on buildings between three (3) and eight (8) storeys, whereas the proposed lettered skysigns are considerably smaller than the maximum area, measuring only 30 sq.ft. The offices 6222 Willingdon Avenue are the head offices of CUPE BC, and thus meet the criteria of a major user. Finally, the guidelines establish that the proposed sign is to be for an active user. As such, it was noted in the report that a letter of commitment is required, which is to acknowledge that if CUPE BC no longer occupies the building, or if occupancy levels fall below 25% then the skysign must be removed.

For the reasons noted above, the proposed skysign application is considered supportable as it substantially meets the criteria, and fully meets the intent, established in the guidelines for skysigns.

Issue #2 – Misrepresentation of the Residential Development

Concerns were raised regarding the proposed CUPE skysign's misrepresentation of the established residential building name "Modello", and the perceived relationship of the residential building with CUPE.

Response:

The residential development's name is "Modello", and this would not change as a result of the proposed skysign. This is evident by the entry sign located at the residential lobby off Beresford

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Street. Currently located at the office lobby off Willingdon Avenue, is an existing CUPE sign to inform visitors of the commercial entry. The commercial and residential portions of the building are legally separated into two lots, with the office uses contained within a separate airspace parcel. As such, each component of the building has a separate name, which is common for mixed office and residential developments. Given the significant architectural character differences between the residential and commercial components of the building, it is considered unlikely that residential visitors would mistake the proposed CUPE skysign to represent the existing residential component of the building.

Concerns were also raised regarding the perceived misrepresentation of Modello, being affiliated with CUPE, which is a public employee union. It was noted in the correspondence submitted to the Public Hearing that CUPE does not align with the identity marketed as part of the Modello development. It is noted that the City of Burnaby does not discriminate based on users proposing a skysign. Staff do not provide comment on the textual content of a sign application, insofar that a proposed sign meets established advertising standards and represents the name of the business. In this regard, a sign by CUPE, or any other organization or business, would not be reviewed in the context of the perceived status of a development.

Issue #3 – Impact of the proposed sign on adjacent residents.

Concerns have been raised regarding the potential visual impacts of the proposed skysign on nearby residents.

As noted in the report dated 2019 February 20, the proposed skysigns are to be internally illuminated with LED bulbs. LED lighting does not typically emit the same level of lumens, or brightness, as a traditional incandescent, neon or fluorescent light. Furthermore, LED lighting fixtures are more easily able to be programmed to a specific light colour and level of brightness. As such, LED lighting tends not to be as disturbing as a more traditional light source.

Furthermore, the nearest residential buildings across Willingdon Avenue are approximately 50 m (164 ft.), which is a considerable distance in relation to the size of the proposed sign, which measures 0.81m (32 inches) by 3.07m (121 inches). Notwithstanding, it is acknowledged that the proposed skysign could represent an additional light source that could potentially disturb area residents.

As a result, staff will work with the applicant toward specific mitigation measures to reduce or eliminate potential light pollution that may affect nearby residents. Such mitigation measures may include dimming, or switching off the lights, at a specific time after sunset. Such mitigation measures will be outlined in the required letter of commitment required to be executed by the commercial owner. As such, with potential mitigation measures in place, it is felt that the proposed skysign would not have significant impacts to area residents.


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3.0 CONCLUSION

The proposal for the subject rezoning application (Rezoning Reference #18-52) is for the installation of two skysigns for CUPE BC, located on the fourth floor facing Willingdon Avenue and Beresford Street. Each proposed sign measures approximately 0.81 m (32 inches) high, 3.07 m (121 inches) wide, a depth of 0.13 m (5 inches) with a total area of approximately of 2.5 m² (30 sq. ft.). The proposal is considered supportable given its that it meets the intent of the guidelines for skysigns.




This report provides information responding to questions raised at the Public Hearing, including those related to consistency with the guidelines for skysigns, a perceived misrepresentation of the residential building's name and affiliation with CUPE, and potential visual impacts to adjacent residents. As a condition of Final Adoption of the rezoning, the owner will be required to submit a letter of commitment that the proposed signs would be removed if CUPE BC no longer occupies the building, or if the total floor area occupied by CUPE BC falls below 25%. As noted in this report, staff will work with CUPE BC to establish mitigation measures to reduce potential light pollution impacts to nearby residents, which will also be noted in the required letter of commitment. In view of the above, the skysign proposal is considered to be supportable.

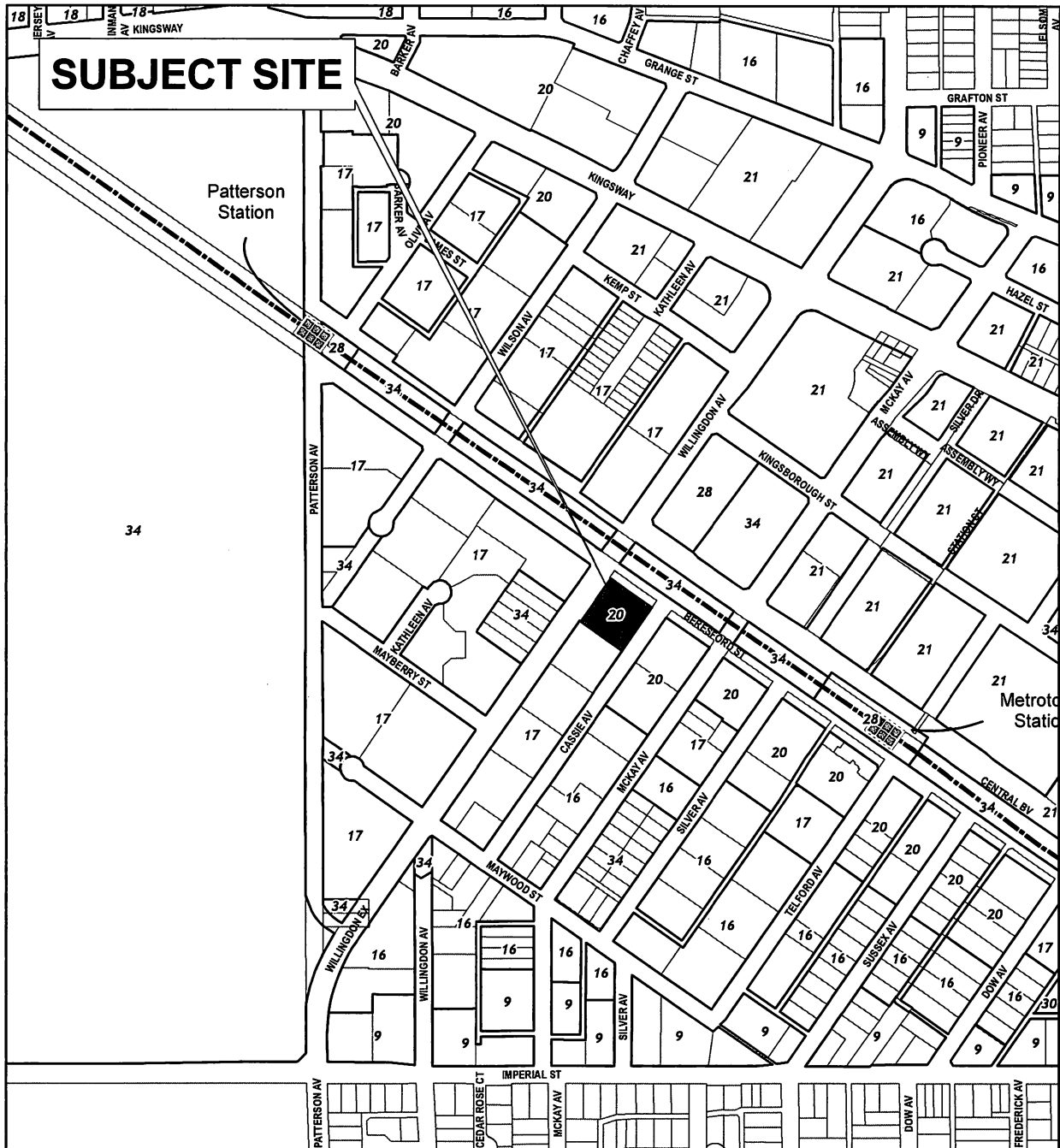
It is recommended that a copy of this report be sent to the applicant and those who spoke at, or submitted correspondence to the Public Hearing for Rezoning Reference #18-52.


E.W. Kozak, Director
PLANNING AND BUILDING

JBS:rh/tn
Attachments

cc: Chief Building Inspector
City Clerk

 City of Burnaby		PLANNING & BUILDING DEPARTMENT	
DATE: JAN 03 2019	REZONING REFERENCE #18-52 6222 WILLINGDON AVENUE  Subject Site		
SCALE: 1:1,836			
DRAWN BY: AY			



- 9** Medium Density Residential (RM3s)
- 15** High Density Residential (RM5)
- 16** High Density Residential (RM4s)
- 17** High Density Residential (RM5s)
- 18** High Density Mixed Use (RM4s/C2)
- 19** High Density Mixed Use (RM4s/C3)

- 20** High Density Mixed Use (RM5s/C2)
- 21** High Density Mixed Use (RM5s/C3)
- 28** Institutional
- 30** Public School (P3)
- 34** Park and Public Use (P3)



Planning and Building Dept

Metrotown Plan

