

CITY OF BURNABY

PLANNING AND BUILDING REZONING REFERENCE #19-39 2019 OCTOBER 23

ITEM #05

1.0 GENERAL INFORMATION

- 1.1 Applicant:** Gulf and Fraser Fishermen's Credit Union
7375 Kingsway
Burnaby, BC V3N 3B5
Attn: Kelly Nakatsuru
- 1.2 Subject:** Application for the rezoning of:
Lot A, DLs 30 And 95, Group 1, NWD Plan EPP41731 Except: Air
Space Plan EPP85984
- From:** CD Comprehensive Development District (based on RM5s Multiple
Family Residential District, C3 General Commercial District, P6
Regional Institutional District)
- To:** Amended CD Comprehensive Development District (based on RM5s
Multiple Family Residential District, C3 General Commercial
District, P6 Regional Institutional District)
- 1.3 Address:** 7300 Edmonds Street (office building portion of 7364 Edmonds
Street)
- 1.4 Location:** The subject site is located on the northeast corner of Kingsway and
Edmonds Street (see Sketches #1 and #2 *attached*).
- 1.5 Size:** The site is an office building on an irregularly shaped lot which has a
total area of approximately 1.27 ha (3.14 acres)
- 1.6 Services:** The Director Engineering will be requested to provide all relevant
servicing information.
- 1.7 Rezoning Purpose:** The purpose of the proposed rezoning bylaw amendment is to permit
the installation of skysigns on the northwest (Edmonds Street) and
south (Kingsway) elevations of an office building.

2.0 POLICY FRAMEWORK

The proposed development aligns with the following goals and sub-goals of the Corporate Strategic Plan:

A Connected Community

- Partnership - Work collaboratively with businesses, educational institutions, associations, other communities, and governments.

An Inclusive Community

- Create a sense of community - Provide opportunities that encourage and welcome all community members and create a sense of belonging.

A Dynamic Community

- Economic opportunity - Foster an environment that attracts new and supports existing jobs, businesses and industries.

3.0 NEIGHBOURHOOD CHARACTERISTICS

The subject property is located on the northeast corner of Kingsway and Edmonds Street in the Edmonds Town Centre (see Sketches #1 and #2 *attached*). To the northwest across Edmonds Street are high-rise mixed-use developments and single storey commercial buildings. To the northeast along Edmonds Street and to the south across Kingsway are single- and two-storey commercial developments. Flanking the development to the east is an older low-rise apartment building.

4.0 BACKGROUND INFORMATION

- 4.1 On 2015 December 14, Council adopted Rezoning Reference #12-26 to permit the development of Kings Crossing, a comprehensive mixed-use development on the northeast corner of Kingsway and Edmonds Street. The development is comprised of three high-rise apartment towers, a six storey office building on a two storey commercial podium, and six levels of underground parking, with access off Edmonds Street and from internal driveways flanking the north and east property lines.
- 4.2 On 2016 November 21, Council adopted Rezoning Reference #16-12 to permit minor façade, commercial use, residential, and parking adjustments to the approved comprehensive development zoning for Kings Crossing. Appropriate signage for the building, including skysigns on the office building's northwest and south elevations, was established through a Comprehensive Sign Plan (CSP). The CSP noted that the two skysigns would require a separate rezoning approval.
- 4.3 Skysigns are defined as signs that are located at the top of major commercial buildings (e.g. offices and hotels) at the third floor level or higher. Skysign Guidelines have been developed and are used to assist in the evaluation of proposed skysigns through rezoning. The Skysign Guidelines include that skysigns: be located within 6.1 m (20 ft.) of the top of the main face of the building; for a building up to eight storeys in height, have a

maximum area of 9.29 m² (100 sq. ft.) and a maximum letter height of 1.52 m (5 ft.); and be for a major corporate head office building or hotel which occupies a minimum of 25% and 5,574.18 m² (60,000 sq. ft.) of gross leasable floor area.

5.0 GENERAL INFORMATION

- 5.1 The applicant is proposing to install two skysigns for G&F Financial Group, a Burnaby-based credit union with branches throughout the Lower Mainland. The proposed skysigns are intended to identify the head office location of G&F Financial Group. It is noted that G&F Financial Group's head office is currently located directly across the street from Kings Crossing, at 7375 Kingsway.
- 5.2 The proposed skysigns would be located on both the northwest and south elevations along the top of the Kings Crossing office building, which is located at the northeast corner of Edmonds Street and Kingsway. Skysigns on the subject site are in keeping with the Town Centre character of the neighbourhood and, as indicated previously, were anticipated in the approved CSP for Rezoning Reference #16-12.
- 5.3 A suitable plan of development has not been submitted for this Department's review, however, the applicant has provided preliminary drawings indicating that the proposed skysigns will consist of four internally illuminated channel shapes comprising the G&F logo and channel letters containing the text "G&F Financial Group." G&F Financial Group is proposing to occupy the main floor and mezzanine, as well as the entire third and fourth floors of the office building, for a total of approximately 2,879.44 m² (30,994 sq. ft.), or 37% of the building's total 7,770.88 m² (83,645 sq. ft.) floor area. Although the minimum 5,574.18 m² (60,000 sq. ft.) area is not met under the guidelines, G&F Financial Group is considered a head office location and meets the minimum 25% criteria under the guidelines.
- 5.4 The submission of a suitable plan of development will be required.
- 5.5 An amended CSP will be required to record the slightly revised location of the proposed skysigns.
- 5.6 A commitment relating to the installation of the skysigns to continued occupancy by G&F Financial Group at the subject site will be required.
- 5.7 The proposed prerequisite conditions to the rezoning will be included in a future report.

6.0 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

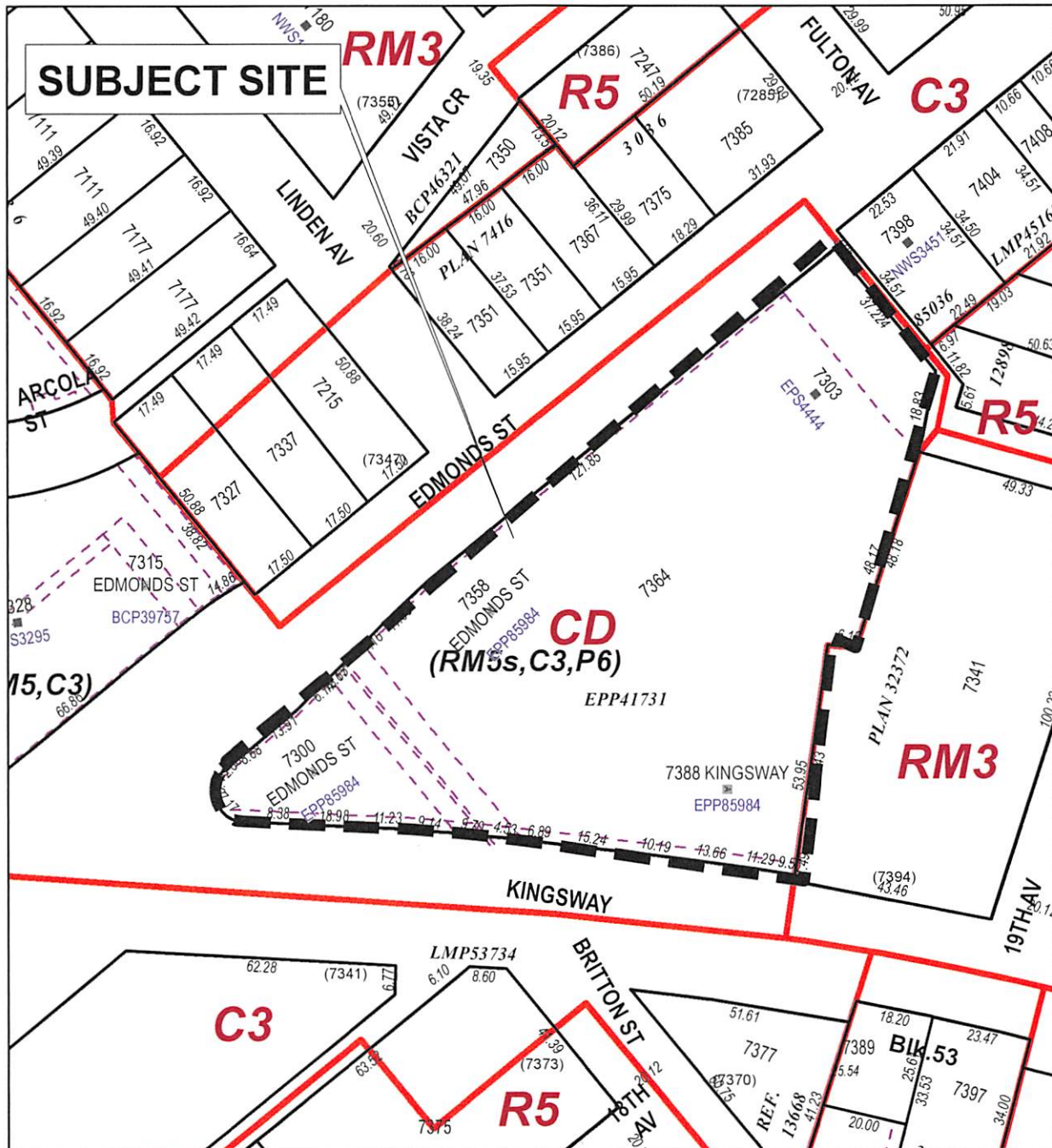
Public Hearing on the understanding that a more detailed report will be submitted at a later date.

LS:tn

Attachments

cc: City Solicitor
City Clerk

P:\49500 Rezoning\20 Applications\2019\19-39 7300 Edmonds Street\Council Reports\Initial Report\Rezoning Reference 19-39 Initial Report 2019.10.28.doc



PLANNING & BUILDING DEPARTMENT



Date:
Oct 22 2019

scale:
1:1,500

Drawn By:
PL

REZONING REFERENCE #19-39
7300 EDMONDS STREET

(office building portion of 7364 Edmonds)



Subject Site

Sketch #1



- 1 Single and Two Family Residential
- 3 Medium Density Multiple Family Residential
- 4 High Density Multiple Family Residential
- 5 Commercial
- 6 Medium Density Mixed Use
- 7 High Density Mixed Use

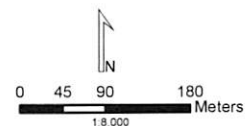
- 9 Industrial
- 10 Institutional
- 12 Park and Public Use/Public School
- 17 Low or Medium Density Multiple Family Residential (Ground Oriented)
- 22 Low/Medium Density Mixed Use

Edmonds Town Centre Plan Development Guidelines



PLANNING & BUILDING DEPARTMENT

Note: Composite Sketch Subject to Change





August 14, 2019

City of Burnaby
Planning and Building Department
4949 Canada Way
Burnaby, BC
V5G 1M2

Letter of Intent

RE: Rezoning for Sky Signage at the Kings Crossing Office Tower Development (7300 Edmonds St., Burnaby, BC)

G&F Financial Group's history extends back to one of the first credit unions in BC—Common Good Co-Operative Association located in South Burnaby in 1936. Our head office is currently located in the Edmonds Town Centre area (7375 Kingsway) and due to our long close relationship and history with the City of Burnaby we have decided to relocate our head office across the street to the new Kings Crossing Office Tower at 7300 Edmonds Street.

G&F Financial Group (G&F) is the ninth largest credit union in BC. With over 31,000 members, 16 branches across the Lower Mainland and over \$2.3 billion in assets under administration. G&F Branches span the communities of Vancouver, Richmond, Burnaby, New Westminster, Port Coquitlam, Surrey and Langley. As a community-based and member-owned credit union, G&F is committed to contributing to the social, economic and environmental fabric and well-being of the communities we serve, especially Burnaby and look forward to maintaining our new head office in the Edmonds community.

Our intent is to seek the approval from the City of Burnaby for the rezoning of the Kings Crossing Office development which would allow for our sky signage as indicated in the attached.

Please do not hesitate to contact me should you have any questions and/or require further information.

Thank you for your kind support and consideration.

Best regards

Mr. Kelly Nakatsuru
Manager, Property and Premises
Corporate - G&F Financial Group

enclosures



CORPORATE
7375 Kingsway
Burnaby BC V5N 4B5
604.433.8888

Rezoning for Sky Signage at Kings Crossing (7300 Edmonds St.)

Executive Summary

Rezoning Approval for Sky Signage on the Kings Crossing Office Tower (7300 Edmonds St.)

G&F Financial Group is relocating our Head Office to the Kings Crossing development on the corner of Kingsway and Edmonds in the heart of the rapidly growing and flourishing Edmonds Town Centre community in South Burnaby.

Having purchased the majority of the strata space in the office building we seek the City of Burnaby, Planning Department's approval for rezoning to allow for sky signage on the building as presented.

About G&F Financial Group

G&F Financial Group (G&F) is the ninth largest credit union in BC. With over 31,000 members, 16 branches across the Lower Mainland and over \$2.3 billion in assets under administration, G&F is proud to offer a full range of personal and business financial solutions to members. Driven to empower people to reach their financial goals, G&F has been proud to support members and local communities since 1940.

With a passion for giving members the tools they need for financial education, G&F has developed a suite of Smart Money™ tools, from podcasts to interactive calculators, all designed to help members empower themselves to learn more about their financial situations and achieve their life beyond banking™.

As a community-based and member-owned credit union, G&F is committed to contributing to the social, economic and environmental fabric and well-being of the communities we serve. G&F Branches span the communities of Vancouver, Richmond, Burnaby, New Westminster, Port Coquitlam, Surrey and Langley.

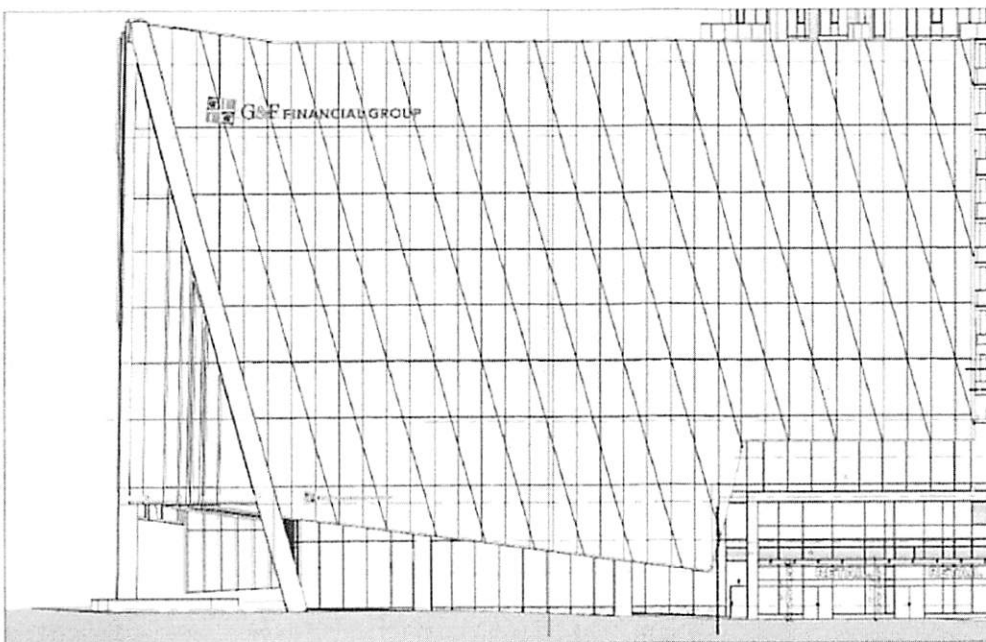
Sky Signage

Sky Signage Locations

Following are the proposed locations of the sky signs at the top of the office tower.



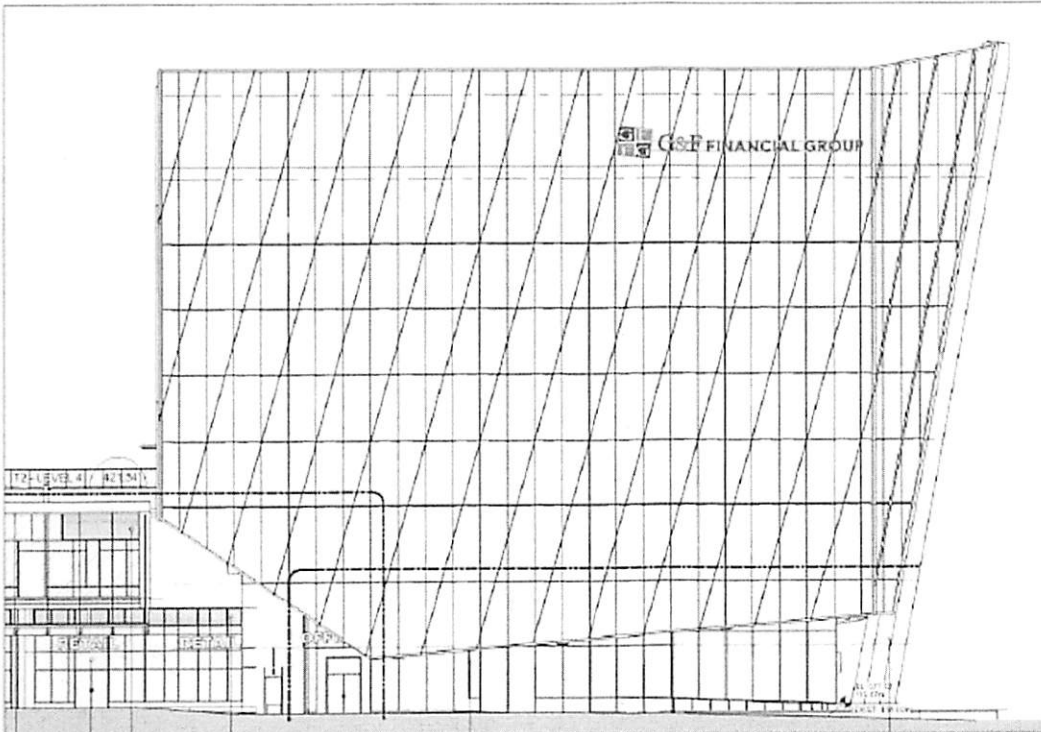
South Elevation - 1



South Elevation - 1



North Elevation - 1



North Elevation - 1

Sky Signage Construction Details

Following are the details of the sky sign construction to be located at the top of the office tower.



• 2(x) Sets of s/f Face Lit Channel Letters / Shapes

- A** Face Lit Channel Letters
 - 3/16" White Acrylic Faces with Vinyl Applied to the Surface
 - White Keycap
 - White LED Backlighting
 - Face Color as per Schedule
 - Backs: 1/2" White PVC Extruded
- B** Individual Face Lit Channel Shapes for Mounting on the Face of Backer
 - 3/16" White Acrylic Faces with Vinyl Applied to the Surface
 - White LED Backlighting
 - Face Color as per Schedule
 - Backs: 1/2" White PVC Extruded
- C** Mounting Railways and Supports Permitted to Match Window Mullions

• Color Schedule

- 3M Orange 3600-44
- Blue 3M 667 Y 0 R65 (Two Layers)
- 100 Satin Silver
- Let Red 26
- White
- Painted to Match Mullions

• LED Illuminated Channel Letter Cross Section - Raceway Mounted to Knifeplates

