



Item
Meeting 2020 September 28

COUNCIL REPORT

TO: CITY MANAGER 2020 September 23

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: **REZONING REFERENCE #20-07**
Skysign on Existing Building
Myrtle Street Mixed-Use Community Plan Area

ADDRESS: 4060 Regent Street (see *attached* Sketches #1 and #2)

LEGAL: Lot A, DL 69, Plan EPP26461, Land District 1, Land District 36

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

TO: Amended CD Comprehensive Development District (based on M5 Light Industrial District and Myrtle Street Mixed-Use Community Plan guidelines, and in accordance with the development plan entitled “Exterior Sky Sign Proposal – 4060 Regent St, Burnaby BC” prepared by Galaxie Signs Ltd.)

APPLICANT: Galaxie Signs (on behalf of BC Nurses’ Union)
5085 Regent Street
Burnaby, BC V5C 4H4
Attn: Kirby Burnett

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 2020 October 27 at 5:00 pm.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 2020 October 05 and to a Public Hearing on 2020 October 27 at 5:00 pm.
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) A commitment that the skysign installation be related to the continued occupancy by the BC Nurses’ Union at the subject site.

REPORT

1.0 REZONING PURPOSE

The purpose of the proposed rezoning bylaw amendment is to permit the installation of a skysign on the southern face of an existing five-storey office building.

2.0 POLICY FRAMEWORK

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

A Connected Community

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

A Healthy Community

- Community involvement: Encourage residents and businesses to give back to and invest in the community

A Dynamic Community

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

3.0 BACKGROUND INFORMATION

- 3.1 The subject property is located at the southwest corner of the Regent Street and Gilmore Avenue intersection, within the Myrtle Street Community Plan Area (see Sketches #1 and #2 *attached*). It is currently improved with the BC Nurses' Union (BCNU) head office, a five-storey building with underground and surface parking. Office and industrial developments in line with the M2 General Industrial District and M5 Light Industrial District are located immediately to the east and west. The Grandview and Trans Canada Highways are located immediately to the south of the property.
- 3.2 On 1990 September 24, Council granted Final Adoption for Rezoning Reference #44/82, which rezoned the subject property from R5 Residential District to M5 Light Industrial District to permit office development. The BC Nurses' Union office was developed in 1997. On 2013 May 27, Council granted Final Adoption for Rezoning Reference #10-11, which permitted the expansion of the BCNU office, by way of a five-storey office wing and two levels of underground parking.
- 3.3 As outlined in the guidelines for skysigns established with Council, skysigns are defined as signs that are located on major commercial buildings (e.g. offices and hotels) above

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the second level. These guidelines have been developed to assist in the evaluation of proposed skysigns.

4.0 SKYSIGN PROPOSAL

- 4.1 The applicant is proposing to install a skysign on the south elevation of the fourth floor of the subject property with the intent of branding and advertising the BC Nurses' Union's presence in Burnaby.
- 4.2 The proposed skysign will be visible from Grandview Highway and the Trans-Canada Highway. The location of the proposed sign within the Myrtle Street Mixed-Use Community Plan Area is in keeping with the character of the area, and there is no perceived impact to residential neighbourhoods.
- 4.3 The proposed skysign will be affixed to the building face, and is considered to be architecturally integrated with the existing office building. The skysign will consist of internally illuminated channel letters containing the text "BC Nurses' Union" and will be located within 6.1 m (20 ft.) of the top of the main face of the building. The skysign has a height of 0.74 m (2.42 ft.), width of 11.78 m (38.66 ft.) and a circular logo with a diameter of 1.44 m (4.71 ft.) resulting in a total area of 8.97 m² (96 sq. ft.), which falls within the maximum permitted area of 9.3 m² (100 sq. ft.) recommended in the guidelines for skysigns.
- 4.4 Criteria for the evaluation of skysigns for buildings also include consideration of an active and major user, where the user should occupy a minimum 25% of gross leasable floor area and a minimum of 5,574.18 m² (60,000 sq. ft.). The BC Nurses' Union occupies the entirety of the 5 storey, 6,316.58 m² (67,991 sq. ft.) office building; therefore, the criteria is met, and will be maintained by a commitment to keep the sign in relation to the occupancy of the BC Nurses' Union on the subject site. Should the BC Nurses' Union no longer occupy the space, or meet the minimum 25% gross leasable floor area criteria, the skysign would be required to be removed.
- 4.5 Approval of the Ministry of Transportation will be required for this rezoning as the subject site is within 800 m (2,624 ft.) of the Trans-Canada Highway.
- 4.6 A commitment is needed to ensure that light mitigation measures are installed at the discretion of the Environmental Services Division, if the light (brightness) from the Skysign disturbs the enjoyment, comfort or convenience of the neighborhood in the vicinity.
- 4.7 Overall, the subject proposal meets the intent and purpose of the adopted guidelines for skysigns, and as such, the proposal is considered to be supportable.

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4.8 The applicant has now submitted a plan of development suitable for presentation to a Public Hearing on 2020 October 27 at 5:00 pm.

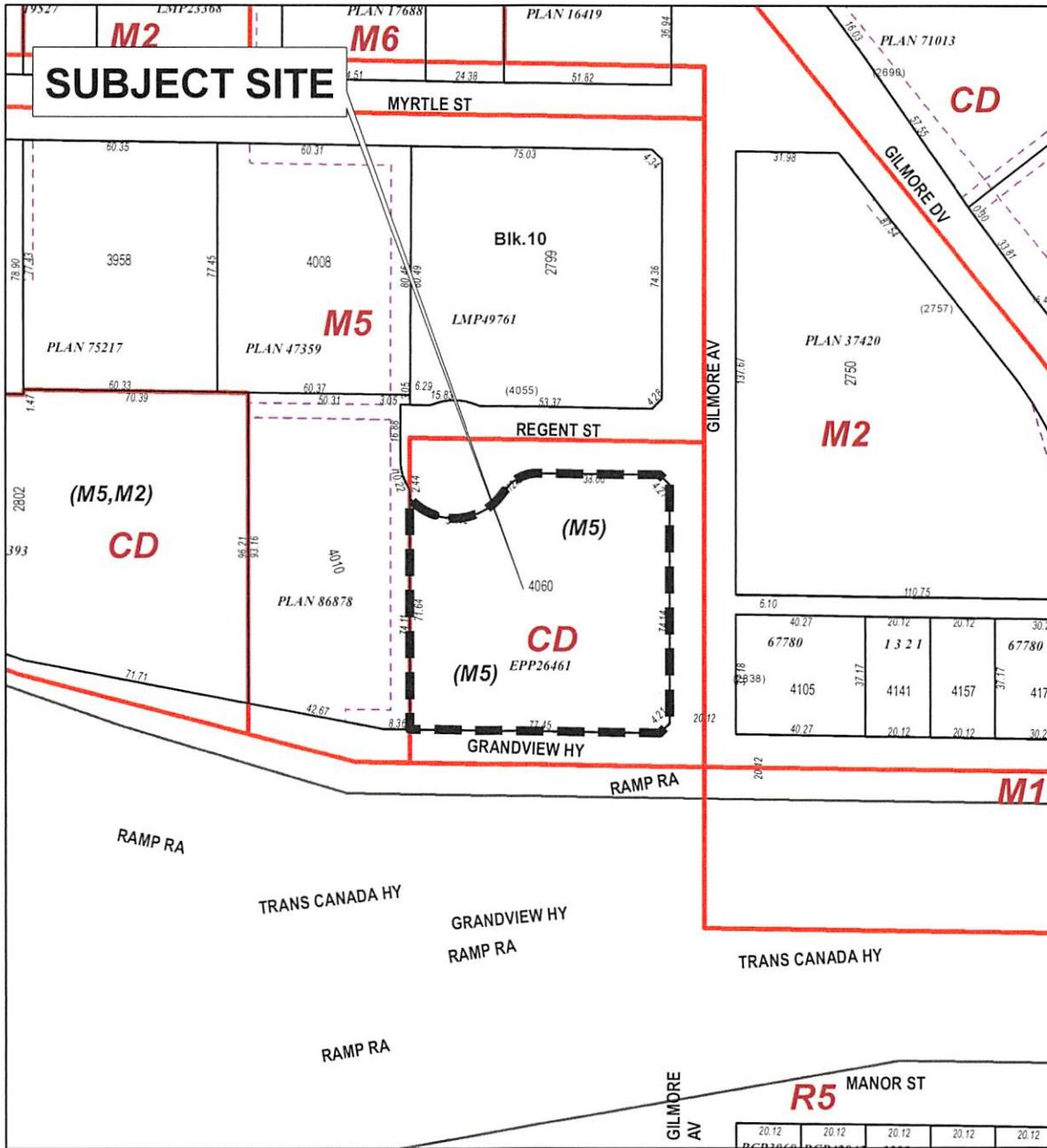


E.W. Kozak, Director
PLANNING AND BUILDING

JT:tn

Attachments

cc: City Solicitor
City Clerk



PLANNING & BUILDING DEPARTMENT



Date:
JUN 11 2020

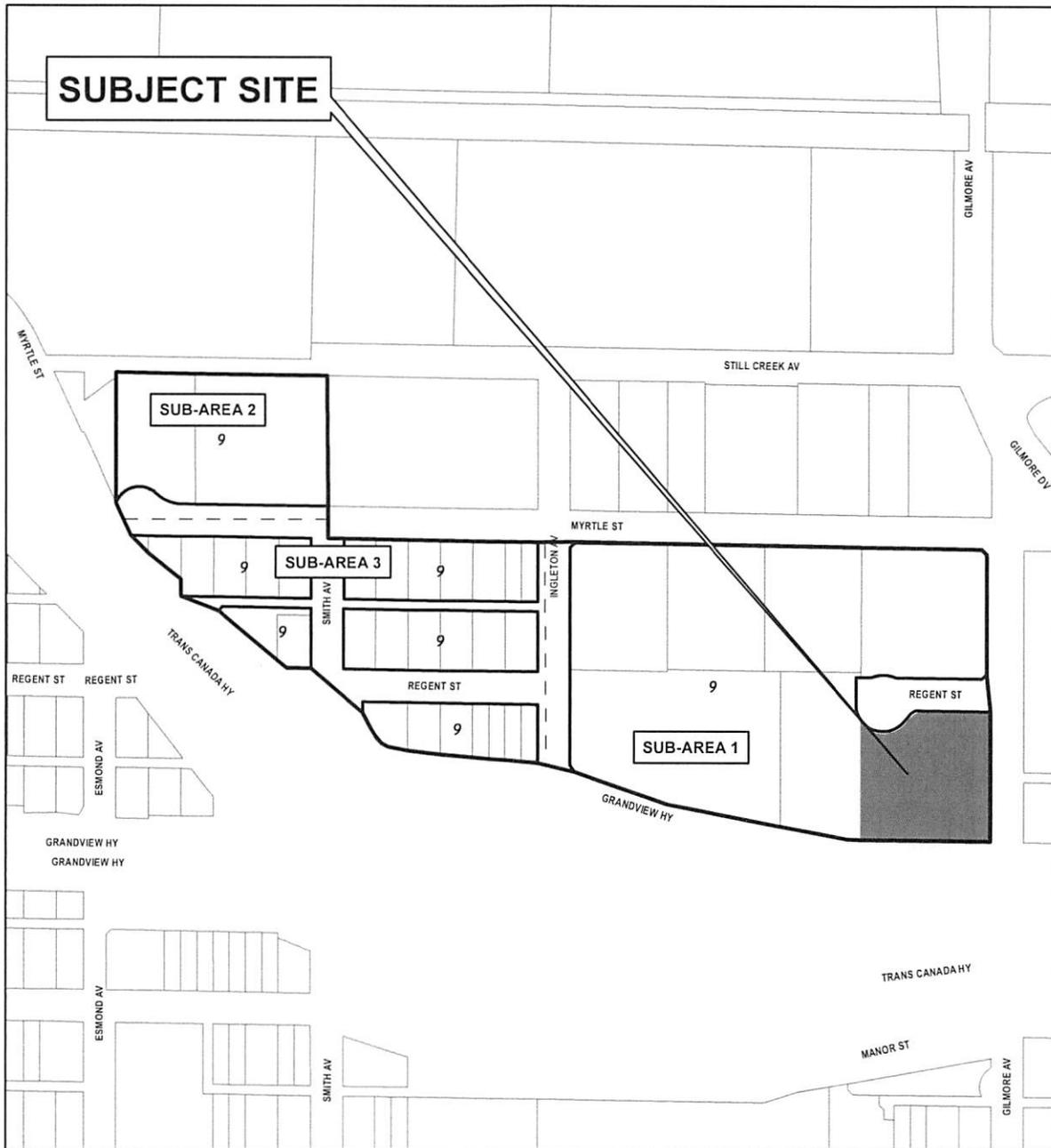
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JS

REZONING REFERENCE #20-07
4060 REGENT STREET

 Subject Site

Sketch #1



Myrtle Street



PLANNING & BUILDING DEPARTMENT

General land Use Designation key

9 Industrial

