



Item.....
Meeting..... 2021 April 26

COUNCIL REPORT

TO: ACTING CITY MANAGER 2021 April 21

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: **REZONING REFERENCE #19-39**
Skysigns on Existing Building
Edmonds Town Centre

ADDRESS: 7300 Edmonds Street (office building portion of 7364 Edmonds Street; see *attached* Sketches #1 and #2)

LEGAL: 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 and Edmonds Town Centre guidelines, and in accordance with the development plan entitled "Exterior Sky Sign Proposal" prepared by Galaxie Signs Ltd.)

APPLICANT: Gulf and Fraser Fishermen's Credit Union
#401 - 7300 Edmonds Street
Burnaby, BC V3N 0G8
Attn: Kelly Nakatsuru

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 2021 May 18.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 2021 April 26 and to a Public Hearing on 2021 May 18 at 5:00 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.
 - b) A commitment that the skysign installation be related to continued occupancy by G&F Financial Group, at the subject site.

R E P O R T

1.0 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 skysigns align with the following City policies: Corporate Strategic Plan (2017), Official Community Plan (1998), and Economic Development Strategy (2007).

3.0 BACKGROUND

- 3.1 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.
- 3.2 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.
- 3.3 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.
- 3.4 Skysigns are defined as signs that are located on 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.
- 3.5 On 2019 October 28, Council received the report of the Planning and Building Department concerning the subject rezoning and authorized the Department to continue to work with the applicant with the understanding that a further and more detailed report would be submitted at a later date. The applicant has now submitted a plan of development suitable for presentation at a Public Hearing.

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4.0 SKYSIGN PROPOSAL

- 4.1 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 company's new head office location within the subject eight-storey building.
- 4.2 The proposed skysigns will be visible from Kingsway and from Edmonds Street. The proposed skysigns are in keeping with the character of the Town Centre neighbourhood and, as indicated previously, was anticipated in the approved CSP for Rezoning Reference #16-12.
- 4.3 The proposed skysigns will be affixed to the building face, above the top floor on the existing parapet, and are considered to be architecturally integrated with the office building. Each skysign will consist of a face-lit channel logo and face-lit channel letters, and will be located within 6.1 m (20 ft.) of the top of the main face of the building. The measurements of the proposed skysigns are compared to the City's skysign guidelines for lower buildings, generally between three and eight storeys in height, in Table 1 below:

Table 1: Evaluation with Skysign Guidelines:

	Skysign Guidelines for Lower Buildings	Skysign Guidelines for Higher Buildings	Proposed Skysigns
Logo Height	2.44 m (8 ft.)	3.05 m (10 ft.)	2.52 m (8.25 ft.)
Logo Width	2.44 m (8 ft.)	3.05 m (10 ft.)	2.68 m (8.8 ft.)
Logo Area	4.65 m ² (50 ft.)	7.43 m (80 ft.)	6.75 m ² (72.6 ft.)
Letter Height	1.52 m (5 ft.)	2.13 m (7 ft.)	1.67 m (5.47 ft.)
Total Sign Area	9.29 m ² (100 sq. ft.)	18.58 m (200 sq. ft.)	13.7 m ² (147.5 sq. ft.)

As seen above, the skysigns' logo height, logo width, and letter height only slightly exceed the recommended measurements in the skysign guidelines for lower buildings, generally between three and eight storeys in height. While the logo area and total sign area more significantly exceed the skysign guidelines for lower buildings, those measurements are below the guidelines for buildings that are higher, generally above ten storeys in height. The variances with the guidelines for lower buildings are considered supportable given that: the signs are located above the eighth storey of the building; the signs' size are more proportionately suited to the size of the building (i.e. a smaller sign would not be legible); the signs are architecturally integrated with the existing office building; the signs are internally illuminated with LED lighting; and the signs are not expected to have a significant impact on adjacent uses in this prominent Town Centre location.

- 4.4 Criteria for the evaluation of skysigns for buildings also include consideration of an active and major user, where the use should occupy a minimum 25% of gross leasable floor area and a minimum of 5,574.18 m² (60,000 sq. ft.). G&F Financial Group occupies 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

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sq. ft.) floor area. Although the minimum 5,574.18 m² (60,000 sq. ft.) area is not met under the guidelines, the proposed skysigns support a head office user that meets the minimum 25% criteria under the guidelines. This criteria will be maintained by a commitment to keep the sign in relation to the occupancy of G&F Financial Group on the subject site. Should G&F Financial Group no longer occupy the space indicated, the skysigns would be required to be removed.

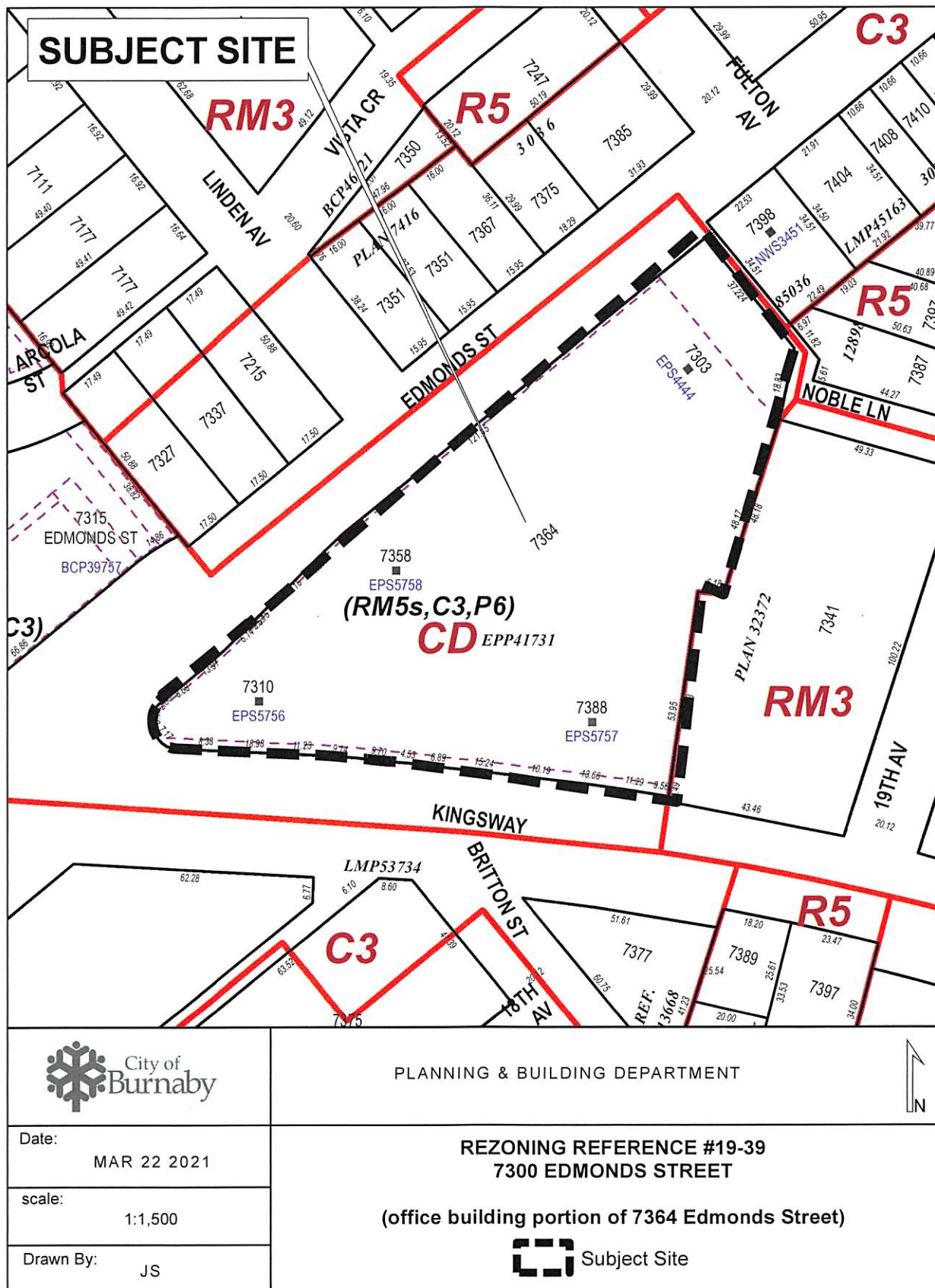


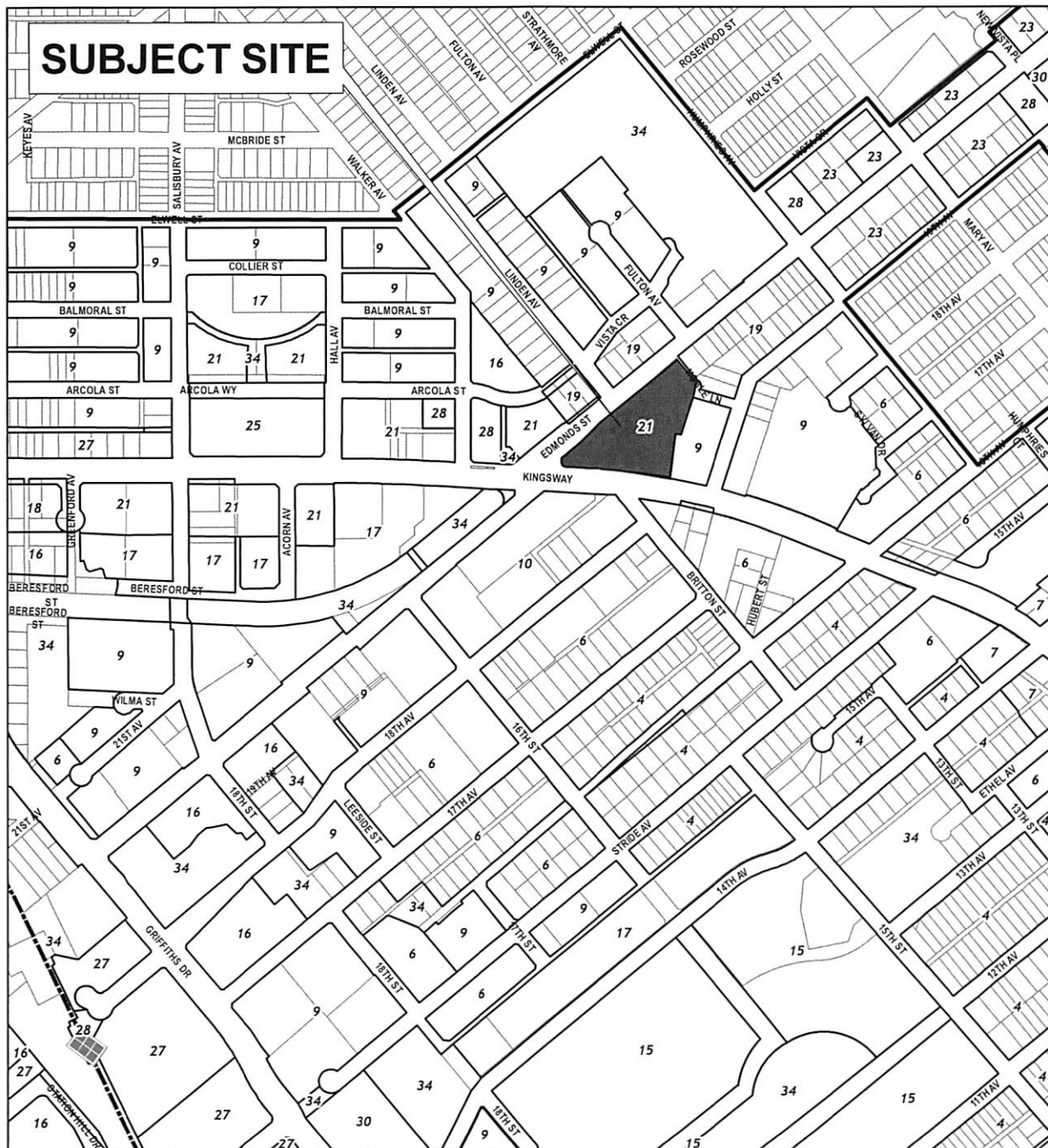
E. W. Kozak, Director
PLANNING AND BUILDING

LS:jz
Attachments

cc: City Solicitor
City Clerk

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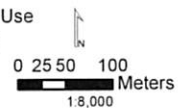


4 Single and Two Family Residential	16 High Density Residential (RM4s)	27 Commercial
6 Ground Oriented Residential (RM2)	17 High Density Residential (RM5s)	28 Institutional
7 Ground Oriented Mixed Use (RM2/C1)	18 High Density Mixed Use (RM4s/C2)	30 Public School (P3)
9 Medium Density Residential (RM3s)	19 High Density Mixed Use (RM4s/C3)	31 Industrial
10 Medium Density Mixed Use (RM3s/Commercial)	21 High Density Mixed Use (RM5s/C3)	34 Park and Public Use
11 Medium Density Mixed Use (RM3s/P5)	23 Urban Village Commercial	37 Study Area
15 High Density Residential (RM5)	25 General Commercial (C3)	41 Medium Density Mixed Use (RM3s/Commercial/P1)



Planning and Building Dept

Edmonds Town Centre Plan



Printed on March 22, 2021

Sketch #2