

CITY OF BURNABY

PLANNING AND BUILDING REZONING REFERENCE #21-20 2021 AUGUST 25

ITEM #01

1.0 GENERAL INFORMATION

- 1.1 Applicant:** Pacific Blue Cross Health Benefits Society
Attn: Leza Muir
4250 Canada Way,
Burnaby, BC V5G 4W6
- 1.2 Subject:** Application for the rezoning of:
Lot A District Lot 71 Group 1 New Westminster District Plan
LMP39921
- From:** Amended CD Comprehensive Development District (based on M8a
Advanced Technology Research District and Discovery Place
Community Plan)
- To:** Amended CD Comprehensive Development District (based on M8a
Advanced Technology Research District and Discovery Place
Community Plan)
- 1.3 Address:** 4250 Canada Way (see Sketches #1 and #2 *attached*).
- 1.4 Size:** The site is irregular in shape with a total area of 8,150 m² (2.0 acres).
- 1.5 Services:** The site was serviced under its previous rezoning application.
- 1.6 Rezoning Purpose:** The purpose of the proposed rezoning bylaw amendment is to permit the installation of an additional skysign on the north elevation of the existing six-storey office building.

2.0 CITY POLICIES

The rezoning proposal align with the following City policies: Corporate Strategic Plan (2017), Regional Context Statement (2013), Official Community Plan (1998), Economic Development Strategy (2007) and Discovery Place Community Plan Area (1988).

3.0 BACKGROUND AND NEIGHBOURHOOD CHARACTERISTICS

The subject property is located at the southeast corner of the Canada Way and Gilmore Way intersection, within the Discovery Place Community Plan area (see Sketches #1 and #2 *attached*). It is currently improved with the Pacific Blue Cross Health Benefits Society head office, a six-storey building with underground and surface parking.

On 1997 June 23, Council granted Final Adoption for Rezoning Reference #44/96, which rezoned the subject property from CD Comprehensive Development District (based on the Discovery Place Community Plan) to Amended CD Comprehensive Development District (based on M8a Advanced Technology Research District) to permit the development of a six storey office facility. The Pacific Blue Cross office was developed in 1998. On 1998 September 14, Council granted Final Adoption for Rezoning Reference #98-14, which permitted the installation of the Pacific Blue Cross Skysign on the rooftop mechanical area above the sixth floor of the building.

4.0 GENERAL INFORMATION

- 4.1 The purpose of this rezoning is to facilitate the installation of an additional skysign on the north elevation of the mechanical floor of the subject building.
- 4.2 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 skysigns, including approved skysigns in the vicinity for Capcom, Fortinet, Yellow Pages Group, Grand Villa Casino, and the BC Nurses' Union.
- 4.3 The proposed additional skysign will be placed immediately above the sixth floor on the north side of the building and will be visible from Canada Way. The proposed skysign will be immediately below the existing skysign. The location of the proposed sign is in keeping with the character of the area, and there is no perceived impact to residential neighbourhoods.
- 4.4 A commitment relating to the installation and use of the skysign subject to the continued occupancy by the Pacific Blue Cross at the subject site will be required, in accordance with adopted guidelines.
- 4.5 The proposed prerequisite conditions to the rezoning will be included in a future report.

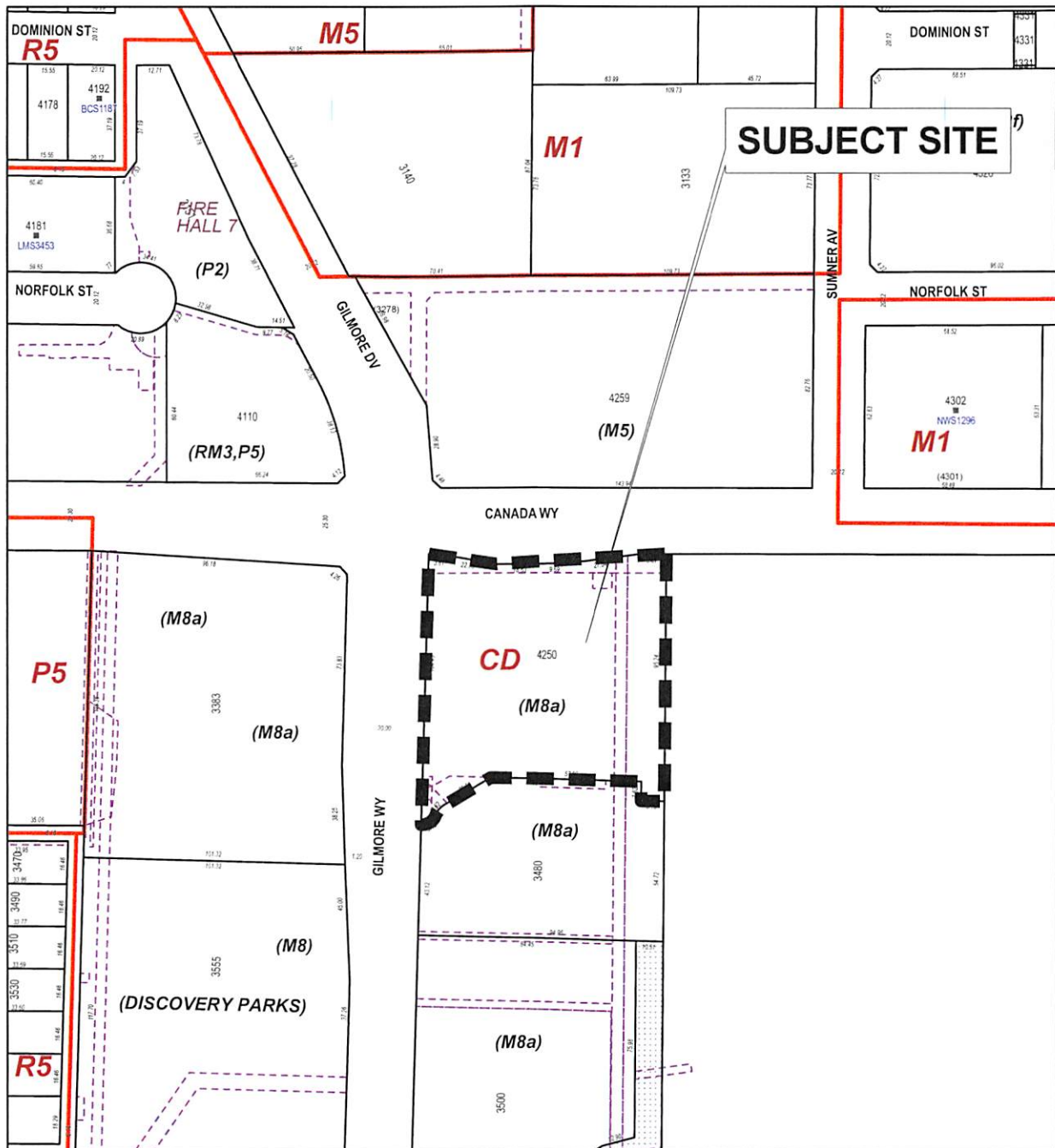
5.0 RECOMMENDATION

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.



DP/JT:spf
Attachments

cc: City Solicitor
City Clerk



PLANNING & BUILDING DEPARTMENT



Date:
JUL 6 2021

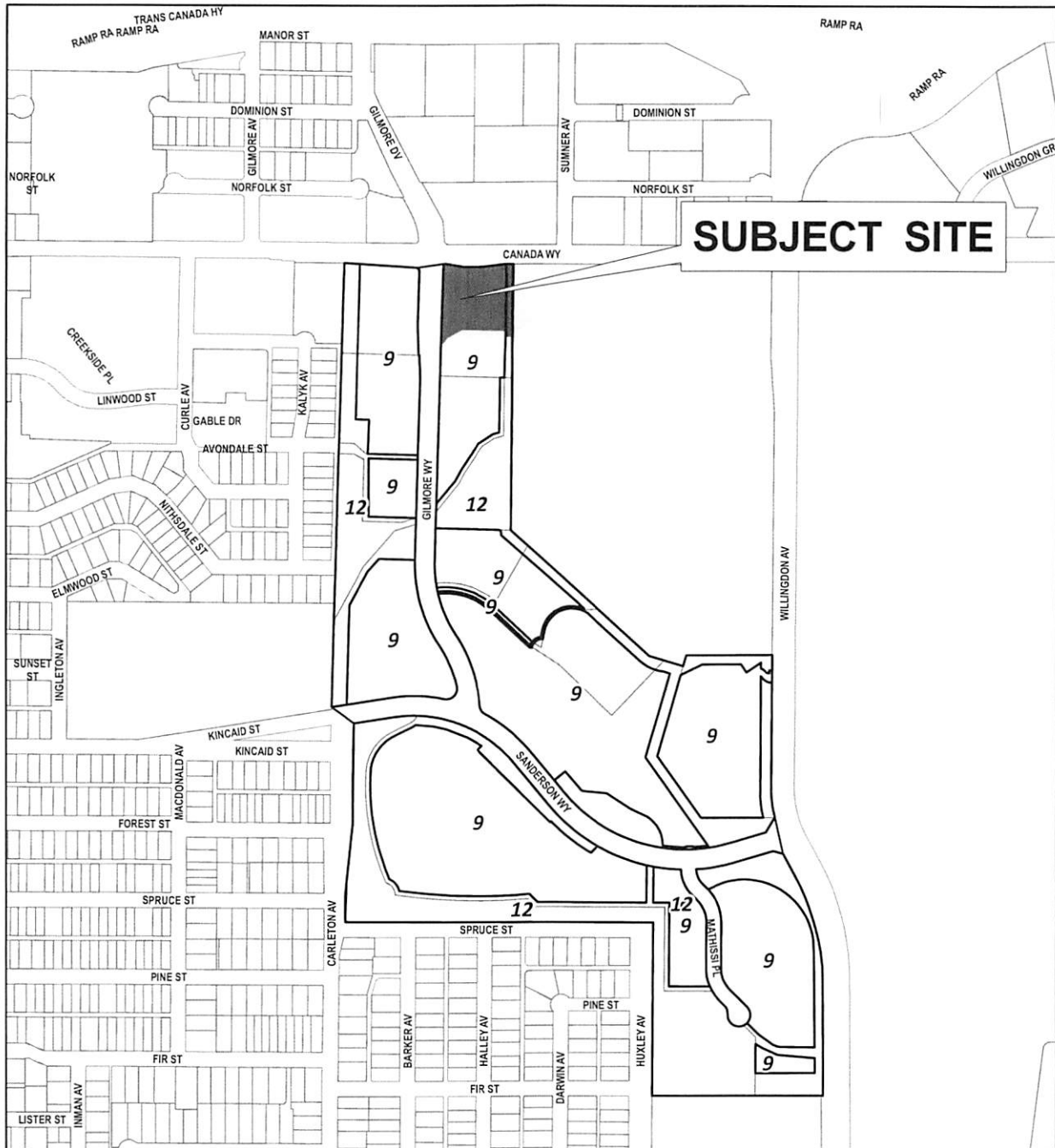
scale:
1:2,500

Drawn By:
RW

REZONING REFERENCE #21-20
4250 CANADA WAY

 Subject Site

Sketch #1



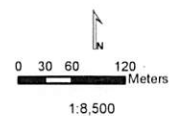
- 9 Industrial
- 12 Park and Public Open Space



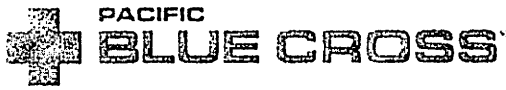
Planning and Building Dept

Discovery Place Community Plan

Printed on July 6, 2021



Sketch #2



Leza Muir, Senior Vice President and Chief Operating Officer
PBC Health Benefits Society
4250 Canada Way
Burnaby, BC, V5G 4W6
leza.muir@pac.bluecross.ca

August 13th, 2021

Edward W. Kozak, Director
City of Burnaby Planning Department
4949 Canada Way
Burnaby, BC V5G 1M2

Re: Rezoning Letter of Intent
4250 Canada Way
Discovery Place Community Plan

I Leza Muir, on behalf of Pacific Blue Cross Health Benefits Society, have submitted this application to rezone 4250 Canada Way from the current Comprehensive Development District utilizing the M8a Advanced Technology Research District to the A.CD Amended Comprehensive Development District utilizing the M8a Advanced Technology Research District and Discovery Place Community Plan as guidelines. The intent of this rezoning application is to propose amendments to the existing sky sign to permit both the Blue Cross logo and Blue Shield logo on the building to be in compliance with registered BC Blue Cross and Blue Shield trademark regulations. The proposed Blue Cross | Blue Shield logo is proposed to be installed below the existing sky sign and will increase the sky sign area by approximately 37.5 ft².

Thank you for your consideration of this rezoning request, we look forward to working with the City towards the approval of this rezoning application.

Sincerely

A handwritten signature in black ink, appearing to read "Leza Muir", written over a horizontal line.

Leza Muir

Senior Vice President and Chief Operating Officer
PBC Health Benefits Society

