



Item
Meeting 2021 October 25

COUNCIL REPORT

TO: CHIEF ADMINISTRATIVE OFFICER 2021 October 20

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: REZONING REFERENCE #21-20
Skysign on Existing Building
Discovery Place Community Plan

ADDRESS: 4250 Canada Way (see Sketches #1 and #2 *attached*).

LEGAL: 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 guidelines and in accordance with the development plan entitled “Skysign Rezoning – REZ 21-20, 4250 Canada Way, Burnaby” prepared by Signarama Burnaby)

APPLICANT: Pacific Blue Cross Health Benefits Society
4250 Canada Way
Burnaby, BC V5C 4W6
Attn: Leza Muir

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 2021 November 23 at 5:00 pm.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 2021 October 25 and to a Public Hearing on 2021 November 23 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 Pacific Blue Cross Health Benefits Society at the subject site.
 - d) The granting of any necessary statutory rights-of-way, easements and/or covenants.

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REPORT

1.0 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 POLICY FRAMEWORK

The rezoning proposal aligns 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 INFORMATION

- 3.1 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. To the north, across Canada Way, and immediately south of the subject property are office and industrial developments in line with the M5 Light Industrial District and M8 Advanced Technology Research District. To the west, across Gilmore Way, is a five-storey office building in line with the M8 Advanced Technology Research District. To the immediate east of the subject property is the Willingdon Lands property, which is a 40 acre site that is currently subject to a master planning process, and is currently occupied by vacant and institutional buildings. To the northwest of the subject property, across the intersection is a six-storey senior's development.
- 3.2 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 their evaluation through rezoning.
- 3.3 The applicant has now submitted a plan of development suitable for presentation to a Public Hearing.

4.0 SKYSIGN PROPOSAL

- 4.1 The applicant is proposing to install a skysign on the north elevation above the sixth floor of the subject property with the intent of branding and advertising the legal name of the organization Pacific Blue Cross / Blue Shield. The proposed skysign consists of two logos of the organization that would be installed below the organization's name on the existing rooftop structure.
- 4.2 The proposed skysign will be visible from Grandview Highway and the Trans-Canada Highway. The location of the proposed sign within the Discovery Place Community Plan Area is in keeping with its character, and there is no anticipated impact to residential neighbourhoods.

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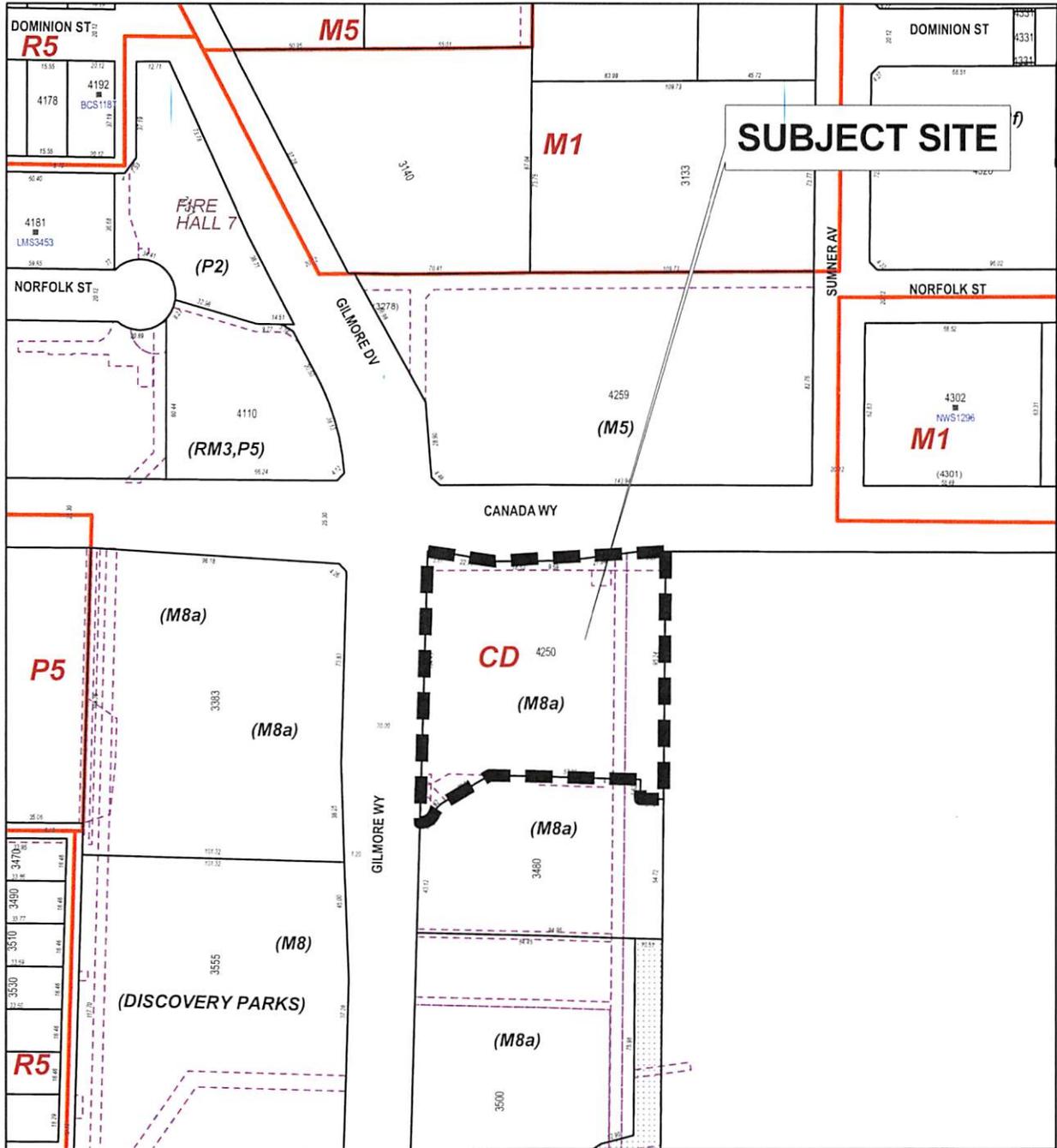
- 4.3 The proposed skysign will be affixed to the building face, and is considered to be architecturally integrated with the existing office building. The skysign will consist of two internally illuminated logos that will be located within 6.1 m (20 ft.) of the top of the main face of the building. The skysign has a height of 1.27 m (4.16 ft.), width of 3.22 m (10.56 ft.) resulting in a total area of 4.08 m² (43.91 sq. ft.). In combination with the existing skysign, the total skysign area will exceed the recommended maximum skysign area guidelines for skysigns on lower buildings (generally three to eight storeys in height) of 4.64 m² (50 sq. ft.) by approximately 10.96 m² (118 sq. ft.). This exceedance is considered supportable given that: the sign is located on the existing rooftop structure; 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 building; the signs are internally illuminated with LED lighting; and the signs are not expected to have a significant impact on adjacent uses.
- 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.). Pacific Blue Cross Health Benefits Society occupies the entirety of the six storey, 11,705.78 m² (126,000 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 Pacific Blue Cross Health Benefits Society on the subject site. Should Pacific Blue Cross Health Benefits Society no longer occupy the space, or meet the 80% of gross leasable floor area, the skysign would be required to be removed.
- 4.5 Overall, due to the size, the subject proposal exceeds the intent and purpose of the adopted guidelines for skysigns. However, given that the sign's sizes are proportionate to the size of the building; that they would have minimal, if any, neighbourhood impact; and, that the Pacific Blue Cross Health Benefits Society occupies a vast majority of the building's gross floor area, staff support the proposal.
- 4.6 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.
- 4.7 A commitment is needed to ensure that light mitigation measures are installed, if the light (brightness) from the skysign disturbs the enjoyment, comfort or convenience of the neighbourhood in the vicinity.



E.W. Koza, Director
PLANNING AND BUILDING

JT:spf
Attachments

cc: City Solicitor
City Clerk



PLANNING & BUILDING DEPARTMENT



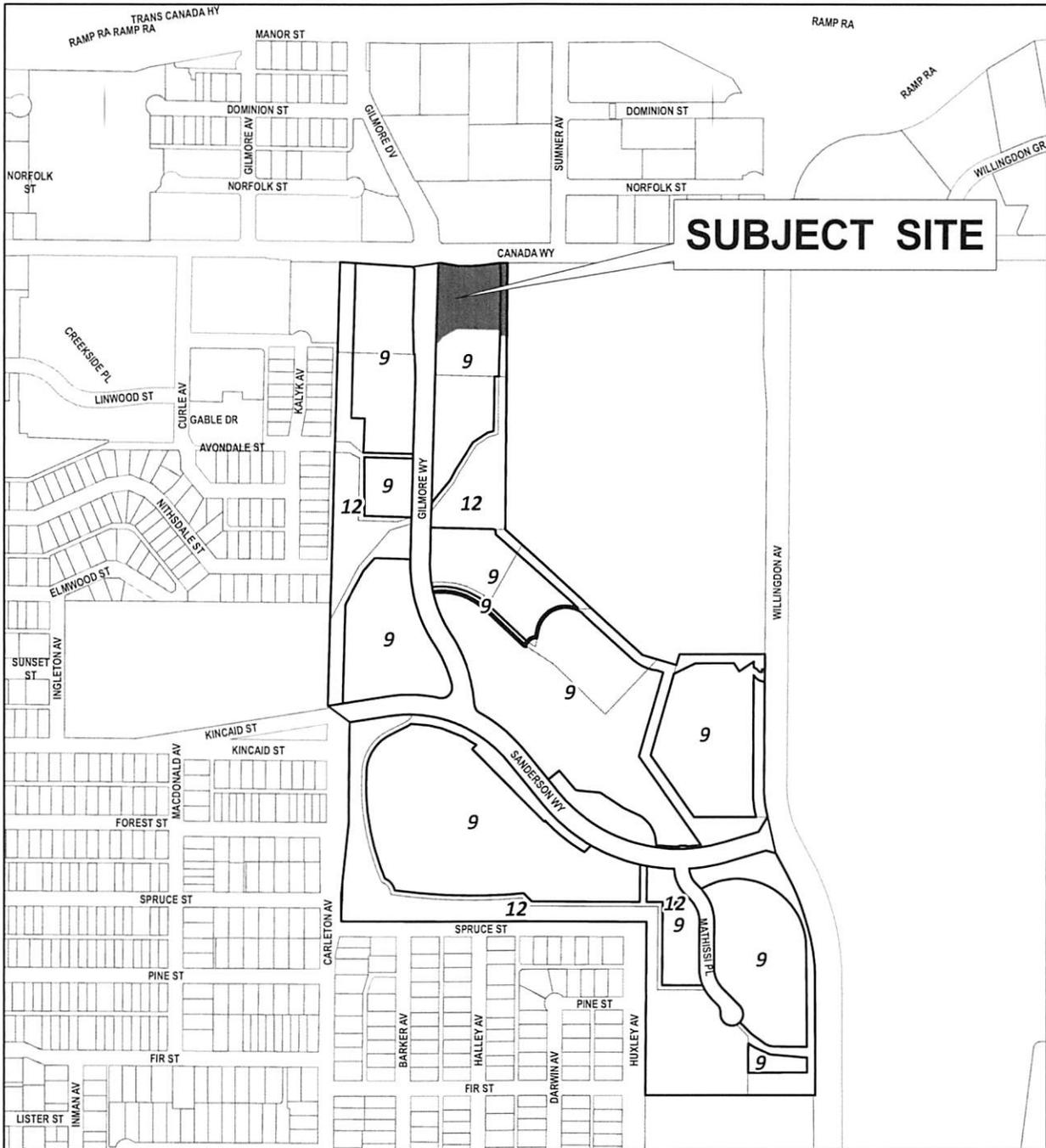
Date: JUL 6 2021

scale: 1:2,500

Drawn By: RW

REZONING REFERENCE #21-20
4250 CANADA WAY

 Subject Site



- 9 Industrial
- 12 Park and Public Open Space



Planning and Building Dept

Discovery Place Community Plan

