

TO: MAYOR & COUNCIL
FROM: GENERAL MANAGER PLANNING AND DEVELOPMENT
SUBJECT: **REZ #21-45 - BCIT MASTER SIGN PLAN**
PURPOSE: To seek Council authorization to forward the Rezoning (REZ) 21-45 application to a Public Hearing

REFERENCES

Addresses: 3700 Willingdon Avenue
4355 Mathissi Place

Legal: Lot 1, District Lots 71 and 72, Group 1, NWDP EPP112033
Lot A, District Lot 72, Group 1, NWDP BCP19025

Applicant: British Columbia Institute of Technology (c/o Chris Forrest)
3700 Willingdon Avenue, Burnaby, BC V5G 3H2

Current Zoning: 3700 Willingdon Avenue: P6 BCIT Zoning District, CD Comprehensive Development District (based on P6 Regional Institutional District as a guideline), P6 Regional Institutional District
4355 Mathissi Place: CD Comprehensive Development District (based on M5 Light Industrial District, M8 Advanced Technology Research District, P2 Administration and Assembly District, P6 Regional Institution, and Discovery Place Community Plan Guidelines)

Proposed Zoning: 3700 Willingdon Avenue: Amended CD Comprehensive Development District (based on P6 Regional Institutional District as a guideline), P6 Regional Institutional, and P6 BCIT Zoning Districts, and in accordance with the development plan entitled "BCIT Campus Signage – Burnaby Campus – Master Sign Plan" prepared by Public Communication
4355 Mathissi Place: Amended CD Comprehensive Development District (based on M5 Light Industrial District, M8 Advanced Technology Research District, P2 Administration and Assembly District, P6 Regional Institution, and Discovery Place Community Plan Guidelines) and in accordance with the development plan entitled "BCIT Campus Signage – Burnaby Campus – Master Sign Plan" prepared by Public Communication

RECOMMENDATION

THAT a Rezoning Bylaw be prepared and advanced to First Reading and to a Public Hearing at a future date; and

THAT the following be established as prerequisites to the completion of the rezoning:

- a) The submission of a suitable plan of development.
- b) A Section 219 Covenant ensuring that no third-party advertising components will be permitted as part of the MSP.
- c) The approval of the Ministry of Transportation to the rezoning application.

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS

I concur with the recommendation of the General Manager Planning and Development.

1.0 EXECUTIVE SUMMARY

The amendment to the Master Sign Plan (MSP) for the BCIT Burnaby Campus will continue to provide a comprehensive and cohesive signage program for existing and future signs, as the sites continue to develop in accordance with the BCIT Campus Plan. No specific development is being sought in connection to this rezoning application. Subsequent approval through the Preliminary Plan Approval process for specific sign proposals in line with the Master Sign Plan will be required.

2.0 POLICY SECTION

The proposed rezoning application aligns with the following City policies:

- Corporate Strategic Plan (2022), Regional Context Statement (2013);
- Official Community Plan (1998);
- Economic Development Strategy (2007);
- Social Sustainability Strategy (2011);
- Environmental Sustainability Strategy (2016);
- Climate Action Framework (2022); and,
- Transportation Plan (2021).

3.0 BACKGROUND

The BCIT Burnaby Campus is comprised of two sites - a large, main campus site and a smaller site to the west of Willingdon Avenue, the Centre for Applied Research and Innovation (CARI) (subject sites). The main campus site is improved with approximately 50 buildings and measures approximately 52.9 hectares in area, while the smaller site is improved with a single building and measures approximately 3.5 hectares. The campus was originally developed in 1964 and has expanded numerous times since.

To the west of the BCIT campus, across Willingdon Avenue, is the Discovery Place Business Centre area, Moscrop Secondary School, and a proposed mixed-use residential site currently at second reading (REZ 22-29). To the north of the BCIT campus, across Canada Way, is a gasoline service station and the Willingdon/Canada Way Business Centre. To the south, across Deer Lake Parkway, is Deer Lake Park, with an established R4 Residential District single- and two-family residential neighbourhood beyond. Immediately adjacent to the northeastern portion of the campus are industrial buildings zoned M1 Manufacturing District, while further south across Wayburne Drive to the east is the Greentree Village multiple-family residential neighbourhood.

The BCIT main campus site underwent two rezonings (References #11-11 and #14-16) to permit the installation of three sky signs. Rez #11-11 permitted the installation of one skysign for the BCIT administrative office building near the Willingdon Avenue/Goard Way entrance to the campus. Rezoning Reference #14-16 permitted the installation of two skysigns on the west and east façade of the building located at the north side of the campus along Canada Way.

As BCIT's signage program evolved over several decades, it became difficult to achieve a cohesive and consistent approach with respect to the relationship between the campus' signage, architecture, and public realm. As a result, a Comprehensive Sign Plan (CSP) was established as part of Rezoning Reference #15-33, which set out clear guidelines for signage opportunities as the campus continued to expand. The CSP included signage guidelines for the main campus, however, excluded the smaller site.

On June 28, 2021, Council adopted a bylaw amending the *Burnaby Zoning Bylaw, 1965* to establish the new P6 BCIT Regional Institutional District and a bylaw to rezone the BCIT Campus from the P6 Regional Institutional District to the P6 BCIT District (Rezoning Reference #21-10). The intent of the bylaw amendments were to support the implementation of the BCIT Campus Plan which was approved in principle by the BCIT's Board of Governors in May 2018. The purpose of the BCIT Campus Plan is to guide development of the Burnaby Campus over the next 50 years, and to establish BCIT as a premier post-secondary polytechnic education institution in the province.

Comprehensive Sign Plans (CSPs) are required as part of major commercial, industrial and mixed-use development applications, allowing for additional signage consideration and unique siting opportunities compared to that strictly described in the *Burnaby Sign Bylaw 1972*. The CSP documents and drawings set the location, quantity, size and parameters of signs on the site using the Burnaby Sign Bylaw as a guideline. A CSP may vary the location of the signs on the site, but is still subject to the sign area and density requirements of the Sign Bylaw.

Multi-phased Master Plans are eligible for a Master Sign Plan (MSP) at the time of rezoning. Master Sign Plans (MSPs) form part of the architectural character of the site, and thus are permitted under an amendment bylaw to the Burnaby Zoning Bylaw to permit

such signage. A Master Sign Plan (MSP) can vary the sign area and density along with other aspects of the sign bylaw.

With the adoption of the bylaw amendments to support the BCIT Campus Plan and the desire to include 4355 Mathissi Place, the signage needs have evolved beyond the current programming of the existing CSP. The applicant has worked with staff to develop a Master Sign Plan suitable for Public Hearing.

4.0 GENERAL INFORMATION

The applicant is proposing to establish a Master Sign Plan (MSP) for the BCIT Burnaby campus, which includes the main campus site and the smaller CARI campus site, to establish clear guidelines for current and future signage opportunities as the campus continues to develop. It is noted that the initial report to Council included only the main campus site, however, it would be beneficial to include both the main and adjacent CARI campus in the MSP application. The proposed MSP would replace the previously established CSP, which BCIT has determined can no longer accommodate the campus' signage needs.

The proposed rezoning bylaw amendment is for signage that forms part of the MSP for the subject sites. No development is being sought in connection to this rezoning application.

All future development signage identified in the site's MSP will require site-specific Preliminary Plan Approval based upon the MSP. Future proposed skysigns for the sites will continue to require site-specific rezoning applications.

All permitted sign types, sizes, locations and mounting details are identified within the BCIT Burnaby Campus Master Sign Plan, which will form part of the amended Comprehensive Development Rezoning Bylaw for the subject sites.

4.1 Master Sign Plan (MSP) Proposal

The BCIT Burnaby Campus Master Sign Plan (MSP) contains a set of signage parameters that are unique to BCIT's Burnaby campus. It is a high-level document that outlines potential signage locations, arrangements, frequencies, types, scale, and concept designs to be implemented on campus. It also sets out sighting principles for anticipated future signs that may be required for future campus developments. The MSP supports the implementation of a Campus Plan and the pedestrianization of the campus over time.

The MSP contemplates a variety of identity signage with BCIT branding, wayfinding, and building identification signage. It is noted that a majority of the existing signage on the subject sites are non-commercial in nature and are used for informational/wayfinding purposes.

A. Identity Signs

Identity Signs are used to mark campus gateway locations and define the campus boundary. Identity Signs are outward facing and support the BCIT brand. The identity signage program includes the following sign types:

- Campus ID Sky Sign SW01
The sign is located on a high storey of the Gateway Building, near the Goard Way and Willingdon Avenue intersection and measures 3.6 metres (11.7 feet) in height. This sign has been approved through a CD rezoning process and has been included in this MSP for reference only.
- Campus ID Sky Sign NE01
These signs are painted aluminum signs along the north side of campus, visible from Canada Way. These signs have been approved through a CD rezoning process and have been included in this MSP for reference only.
- Sky Sign
Potential locations include the NE, NW, and SW development corners of the campus. Sky Signs require separate site-specific rezoning approval, PPA, and individual sign permit; therefore, size and location will be determined as part of those processes.
- Community Message Sky Sign
The Community Message Sky Sign would provide large scale messaging without advertisement. Community Message Sky Signs require separate site-specific rezoning approval, PPA, and individual sign permit; therefore, size and location would be determined as part of those processes. The sign area should not exceed 20% of the wall area to which it is affixed.
- BCIT Gateway Sign
Maximum 5.5 m x 2.7 m (18.0 ft x 8.8 ft)
- Landmark Sign
Maximum 4.6 m x 1.2 m (15.0 ft x 4.0 ft)
- Internal Campus Banners
Maximum 0.9 m x 1.8 m (3.0 ft x 6.0 ft)
- Flags
Maximum 3.0 m x 1.8 m (10.0 ft x 6.0 ft)
Maximum height of flag pole 12.2 m (40.0 ft)

B. Wayfinding Signs

The role of Wayfinding Signs is to provide directions and arrival affirmation to major destinations on the campus. These signs are generally inward facing and provide visual cues and links in the public realm. The wayfinding signage program includes the following sign types:

- Main Entrance Pylon
Maximum 1.8 m x 4.9 m (6.0 ft x 16.0 ft)
- Parking ID Pylon
Maximum 1.2 m x 3.7 m (4.0 ft x 12.0 ft)
- Pedestrian Wayfinding Pylon

- Maximum 0.6 m x 2.7 m (1.9 ft x 8.9 ft)
- Wayfinding Finger Post
Maximum 0.8 m x 0.15 m (2.7 ft x 0.5 ft)
Maximum height of pole 2.73m (9.0 ft)

C. Building Signage

The role of Building Signs is to promote and identify the building and/or tenant space. These signs relate directly to the building, are generally inward facing, and provide visual cues and links to the building's architecture. The building signage program includes the following sign types:

- Building ID Pylon
Maximum 0.8 m x 1.4 m (2.5 ft x 4.7 ft)
- Building ID Sign
Maximum 0.8 m x 0.8 m (2.5 ft x 2.5 ft)
- Building Name – Primary
Maximum letter height of 0.3 m (1.0 ft) and overall height of sign should not exceed 0.6 m (2.0 ft).
- Building Name – Secondary
If mounted directly on glazing, maximum height of 0.15 m (0.5 ft). Text size of vinyl lettering on glass will determined on a case-by-case basis depending on glazing available.
- Addressable Sign
Maximum lettering size of 0.15 m (0.5 ft)
- Commercial Tenant Sign – Primary
Should not exceed a ratio of two square feet for each lineal foot of street frontage of the building to which the sign is attached. Maximum letter height of 0.3 m (1.0 ft).
- Commercial Tenant Sign – Secondary
Maximum 1.2 m x 0.6 m (4.0 ft x 2.0 ft). Bottom of the sign must maintain a minimum of 9.0 ft clearance to grade.
- Commercial Tenant Sign – Glazing
Window graphics are not to exceed 10% coverage of any individual window/door panel. Up to 25% per window panel may be considered for compelling graphics.
- Parking ID Sign
Maximum 0.9 m x 0.6 m (3.0 ft x 2.0 ft)

The above noted sign types and maximum sizes are considered suitable and appropriate for a regional institutional use such as BCIT, and are supported by the City as a variance to the Burnaby Sign Bylaw.

5.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

A Public Hearing will be held at a future date. The City will send a notice, at least 10 days in advance of a Public Hearing, to those properties that are within a 30 m (100 ft.) radius of the subject properties. A notice will also be published in two consecutive

issues of the local newspaper, and a sign regarding the proposal will be posted on the sites.

6.0 FINANCIAL CONSIDERATIONS

There are no financial considerations related to this application.

Respectfully submitted,

E.W. Kozak, General Manager Planning and Development

ATTACHMENTS

Attachment 1 – Sketch #1

Attachment 2 – Sketch #2

REPORT CONTRIBUTORS

This report was prepared by Cody Bator, Planner, and reviewed by Ian Wasson, Senior Development and Urban Design Planner, and Johannes Schumann, Director Development and Urban Design, and Lee-Ann Garnett, Deputy General Manager Planning and Development.