

TO: CITY MANAGER 2007 March 27

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: REZONING REFERENCE #06-56
Comprehensive Signage Plan for
Mixed-Use Residential/Commercial/Parkade Development
UniverCity at SFU

PURPOSE: To advise Council of a proposed Comprehensive Signage Plan, and to recommend an additional rezoning prerequisite as part of Rezoning Reference #06-56.

RECOMMENDATION:

1. **THAT** the following be established as an additional prerequisite to the completion of Rezoning Reference #06-56:
 - n. The inclusion of a Comprehensive Signage Plan as outlined in this report as part of the suitable plan of development.

R E P O R T

1.0 INTRODUCTION

On 2007 March 26 Council adopted a recommendation to forward the subject rezoning application to a Public Hearing on 2007 April 24. The purpose of the proposed rezoning bylaw is to provide for a mixed-use building (similar to the adjacent existing Cornerstone building), including 146 residential units, retail commercial space, and parking for SFU.

The applicant has now advised staff that he would like to include a special comprehensive sign plan as part of the plan of development for the site. The intent of this sign plan is to accommodate more signage variety than usual for a single building in order to further the SFU Community Trust's goal (which is supported by City staff), of creating a village style High Street with a variety of neighbourhood shops, each with a unique character and its own individualized storefront with varying colours, materials and design. The number and variety of desired signs is not permitted by the Burnaby Sign Bylaw but can be permitted through a site specific Comprehensive Sign Plan adopted through an amendment rezoning process. This approach, as well as the proposed signage, is similar to that which has already been successfully implemented for the adjacent Cornerstone building.

The applicant has submitted a Comprehensive Sign Plan which is suitable for presentation to the Public Hearing on 2007 April 24, as part of the suitable plan of development.

2.0 **PROPOSED COMPREHENSIVE SIGNAGE PLAN**

The proposed building has a retail frontage of 103 m (338 ft.) on University High Street. In order to promote fine-grained design variety and expression of individual character along this long facade, a total of six sign types are proposed:

1. Facia signs (including internal window signs)
2. Canopy signs
3. Awning signs
4. Column signs
5. Hanging signs perpendicular to building face
6. Blade signs perpendicular to building face.

Each individual business will, however, be restricted to a maximum of three sign types based on dimensional criteria defined on the Comprehensive Sign Plan. The SFU Community Trust will formally approve all signs through an internal design process involving their co-ordinating architect or a design review panel, before applications are submitted to the City.

City staff support the applicant's proposal as an appropriate way to promote commercial vitality with a high design standard in this unique commercial area between the SFU campus and the UniverCity residential neighbourhood.

It is recommended that Council add a prerequisite requiring the Comprehensive Sign Plan to form an integral part of the Comprehensive Development Plan to be adopted for the site. As necessary, the Sign Plan will also be presented at the Public Hearing scheduled for the subject rezoning.



B. Luksun
Director Planning and Building

RR:gk

cc: City Clerk
Director Engineering
City Solicitor
Chief Building Inspector