

ITEM	13
MANAGER'S REPORT NO.	62
COUNCIL MEETING	91/10/28

TO: MUNICIPAL MANAGER 1991 OCTOBER 24

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: REZONING REFERENCE #41/90
SKYSIGNS - ROGERS CANTEL TOWER
4710 AND 4720 KINGSWAY - EATON CENTRE METROTOWN

LEGAL: AIRSPACE PARCEL 1, D.L. 153, PLAN 79744; PARCEL 3 EXCEPT
AIRSPACE PARCEL 1, REFERENCE PLAN 79648, D.L. 153

FROM: CD COMPREHENSIVE DEVELOPMENT DISTRICT
(BASED ON C3 GENERAL COMMERCIAL DISTRICT,
RM5 MULTIPLE FAMILY RESIDENTIAL DISTRICT AND
P2 ADMINISTRATION AND ASSEMBLY DISTRICT GUIDELINES)

TO: "AMENDED" CD COMPREHENSIVE DEVELOPMENT DISTRICT
(BASED ON C3 GENERAL COMMERCIAL DISTRICT AND
P2 ADMINISTRATION AND ASSEMBLY DISTRICT GUIDELINES,
AND IN ACCORDANCE WITH THE DEVELOPMENT PLAN ENTITLED
"ROGERS CANTEL TOWER SKYSIGNS" PREPARED BY AITKEN
WREGLESWORTH ASSOCIATES)

(SEE ATTACHED SKETCHES)

PURPOSE: To seek Council authorization to forward this application to a
Public Hearing on 1991 November 26.

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RECOMMENDATIONS:

1. THAT a Rezoning Bylaw be prepared related to the Rogers Cantel Tower and advanced to First Reading on 1991 November 04 and to a Public Hearing on 1991 November 26 at 7:30 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 relating the skysign installation to continued occupancy of a minimum 25% and minimum 60,000 sq.ft. of the leaseable office floor area in the building by Rogers Cantel.

REPORT

1.0 REZONING PURPOSE

The purpose of the rezoning bylaw amendment is to permit large lettered skysigns attached to a shroud enclosure on top of the Rogers Cantel Tower at Eaton Centre Metrotown, and to permit a municipal antenna installation within the shroud enclosure.

2.0 BACKGROUND

At its meeting of 1990 July 23, Council received an initial report regarding a rezoning application (Rezoning Reference #41/90) to obtain approval for skysigns at the top of Metrotower I and Metrotower II office towers in Eaton Centre Metrotown. Rogers Cable TV Limited, the proponent for skysigns at the top of Metrotower I, renamed the Rogers Cantel Tower, also appeared as a delegation in support of skysigns at the 1990 July 23 Council meeting. Arising out of the Council discussions, it was apparent that Council had concerns and expressed caution regarding skysigns on office towers in Metrotown. The rezoning report was referred back to staff for a further report to address the concerns expressed by Council.

A further report was submitted to Council at its 1991 May 13 meeting. The report was tabled at that time in order to further respond to a request by Rogers Cable TV Limited for Council to view a temporary mock-up of the proposed Rogers Cantel skysigns to be placed at the top of the office tower between June 18 to 21. Two large lettered banners with eight feet (8') high letters were placed on the two adjacent sides of the mechanical penthouse facing Kingsway. The mock-up was substantially screened by the office tower parapet due to the fact that the higher planned shroud enclosure to which the permanent skysigns would be affixed has not yet been constructed.

At its meeting of 1991 June 24, Council considered the tabled report and adopted the following resolution in response thereto:

"**THAT** municipal staff work with Rogers Cantel on preparation of a sign based on the demonstrated size of signage produced on the tower over the past week, and further, that staff prepare a policy which represents a fair and equitable approach to applications for skysignage including an allocation of skysignage square footage based on the square footage of the development, but that consideration be given in individual rezonings to such issues as existing skysignage in the area, impact on other residential and commercial towers and that skysigns reflect the active head office in Burnaby of individual corporations including that skysignage should only occur where a percentage of the development is occupied by a head office."

The subject report outlines a specific skysign proposal and a small Municipal antenna installation at the top of the Rogers Cantel Tower at Eaton Centre Metrotown (see Sketch #1) which is suitable for submission to a Public Hearing. On the same agenda is a report recommending the establishment of policy guidelines for the approval of skysigns at the top of commercial towers.

3.0 GENERAL COMMENTS

3.1 The original proposal of Rogers Cantel outlined in the initial rezoning report to Council outlined skysigns, each measuring seven feet (7') by thirty feet (30') or 210 sq.ft. on top of the 26-storey office tower. It is noted that such large signs exceed the 200 sq.ft. size of signs which correspond to billboards in the Municipality's Sign Bylaw.

The final skysigns desired by Rogers Cantel are larger than previously noted, and are described in Section 4.1. The two proposed skysigns have a face area of 276 sq.ft. and 352 sq.ft.

In the most recent discussions, Rogers Cantel representatives had been asked whether the company was sure of the size of desired skysigns and whether skysigns of lower height than the 8 ft. high letters, say 7 or 6 ft. high, would be equally legible and effective in this prominent location at the top of the tower. The response of Rogers Cantel has been to reaffirm its desire for 8 ft. high red-illuminated letters and to indicate that this size was needed to allow the skysigns to be legible in a wide arc generally along Kingsway from Boundary Road to Royal Oak Avenue.

3.2 At the direction of Council, policy guidelines have been prepared to assist in reviewing atypical skysign proposals of the size, dimensions, and location proposed by Rogers Cantel. These guidelines are outlined in a report on this same agenda.

While a number of reservations to the proposed skysigns in line with these policy guidelines had been outlined in previous reports to Council, the 1991 June 24 resolution of Council directed staff to pursue preparation with the rezoning applicant of skysigns with the demonstrated size displayed on the mock-up installation. This report is in line with this Council direction.

3.3 This rezoning application would apply only to the specifically presented atypical skysigns for the Rogers Cantel Tower. Metrotowers II and III - skysigns will need separate rezoning application(s) when a specific head office tenant is identified and a specific skysign design can be presented in line with the outlined policy guidelines.

3.4 In the Council discussion, there was a desire on the part of Council to link any considered skysigns to a head office user utilizing a substantial proportion of an office tower. This head office user issue is discussed in greater detail in the policy report. The recommended policy guidelines stipulate that the company (head office) for whom the skysign is installed must occupy a minimum 25% and a minimum 60,000 sq.ft. of the leaseable office floor area in the building.

3.5 With respect to the longstanding matter of unsightly transmission dishes on top of the Rogers Cantel Tower installed without permits, Council had been advised in a previous report that the developer would commence on-site construction of the necessary shroud enclosure on the Rogers Cantel Tower in 1991 June. This screening work has been further delayed due to redesign of the shroud enclosure. A Preliminary Plan Application has been submitted for the redesigned shroud and the proposal has been approved. It is expected that construction of the shroud will commence shortly.

3.6 The Municipal Engineering Department has also been pursuing an arrangement to place a small wand-type communication antenna on one of the existing antennae support structures on the Rogers Cantel building as well as some associated equipment within the existing elevator machine room. Permission has been obtained to install this antennae and equipment. As this antenna is a third-party installation, it needs to be encompassed within a rezoning application and is incorporated as an accessory aspect of the subject rezoning application.

4.0 DEVELOPMENT PROPOSAL

4.1 SKYSIGNS FOR THE ROGERS CANTEL TOWER

The signs are to be placed on two adjacent faces of penthouse shroud enclosure facing Kingsway (see attached Sketch #2).

North-east face:	word "ROGERS"	- 8' X 44.0'
		- 352 sq. ft.
North-west face:	word "CANTEL"	- 8' X 34.5'
		- 276 sq. ft.

Eight foot (8') high channel letters located approximately 4' down from the top of the 30' high shroud enclosure; plexiglass face; neon illuminated; colours are light grey for the sign channel with red for the sign face. Background shroud enclosure a grey-blue colour.

Shroud enclosure description:

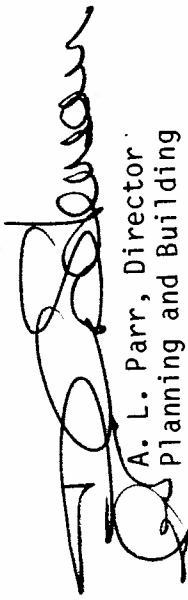
- to screen microwave transmission antennae and dishes
- measurements - 78'6" long x 48'6" wide x 30'0" high
- fibreglass panel construction painted grey-blue colour

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4.2 MUNICIPAL ANTENNA INSTALLATION

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Arrangements have been made to attach a small antenna (wand-type) for municipal uses on one of the existing vertical antennae supports and to install related communication equipment within the existing elevator machine room.

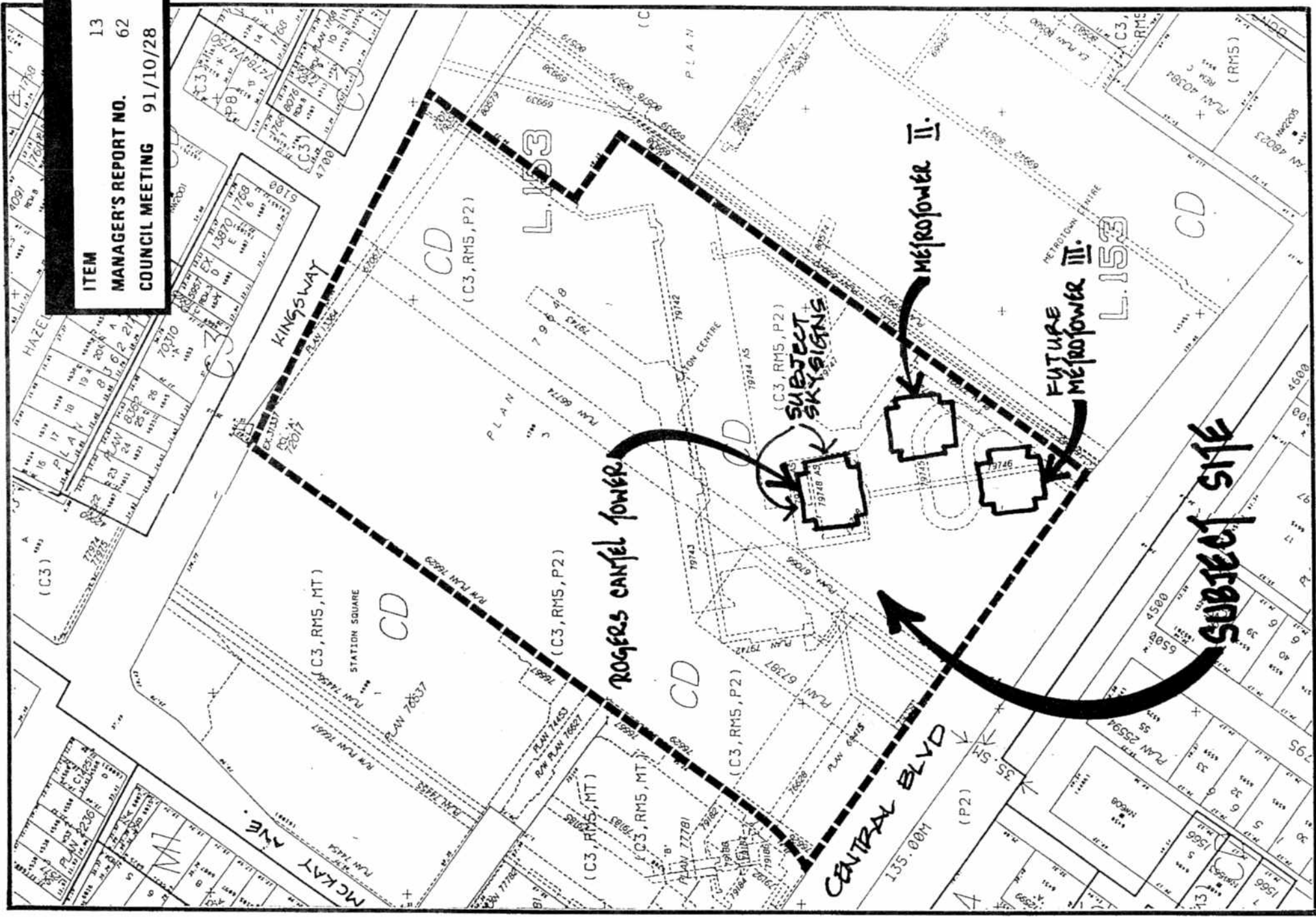


A. L. Parr, Director
Planning and Building

AP
KI:1f

Attachments: Elevation Sketch
Location Sketch

cc: Municipal Clerk
Municipal Engineer



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Date: **JULY 1990**
 Scale: **N.F.S.**
 Drawn By: **J.P.C.**

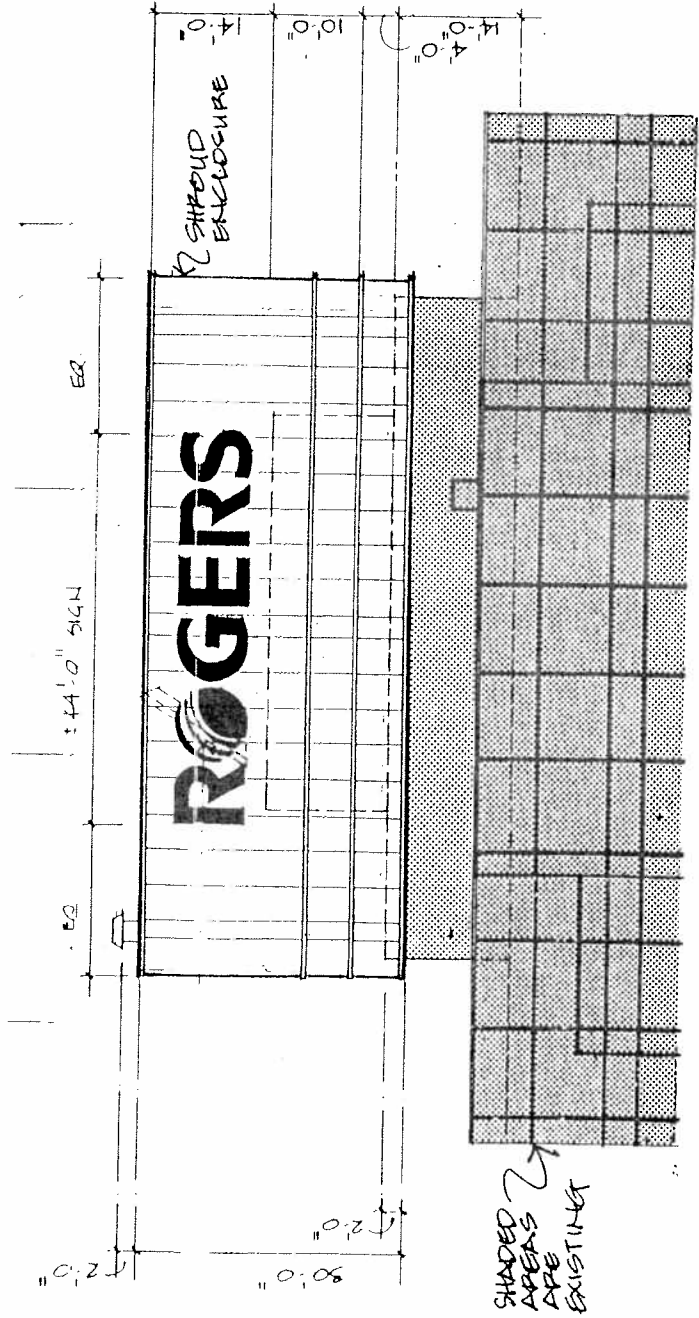
BURNABY
 Planning &
 Building Inspection
 Department

RZ # 41/90
 4710 + 4720 KINGSWAY

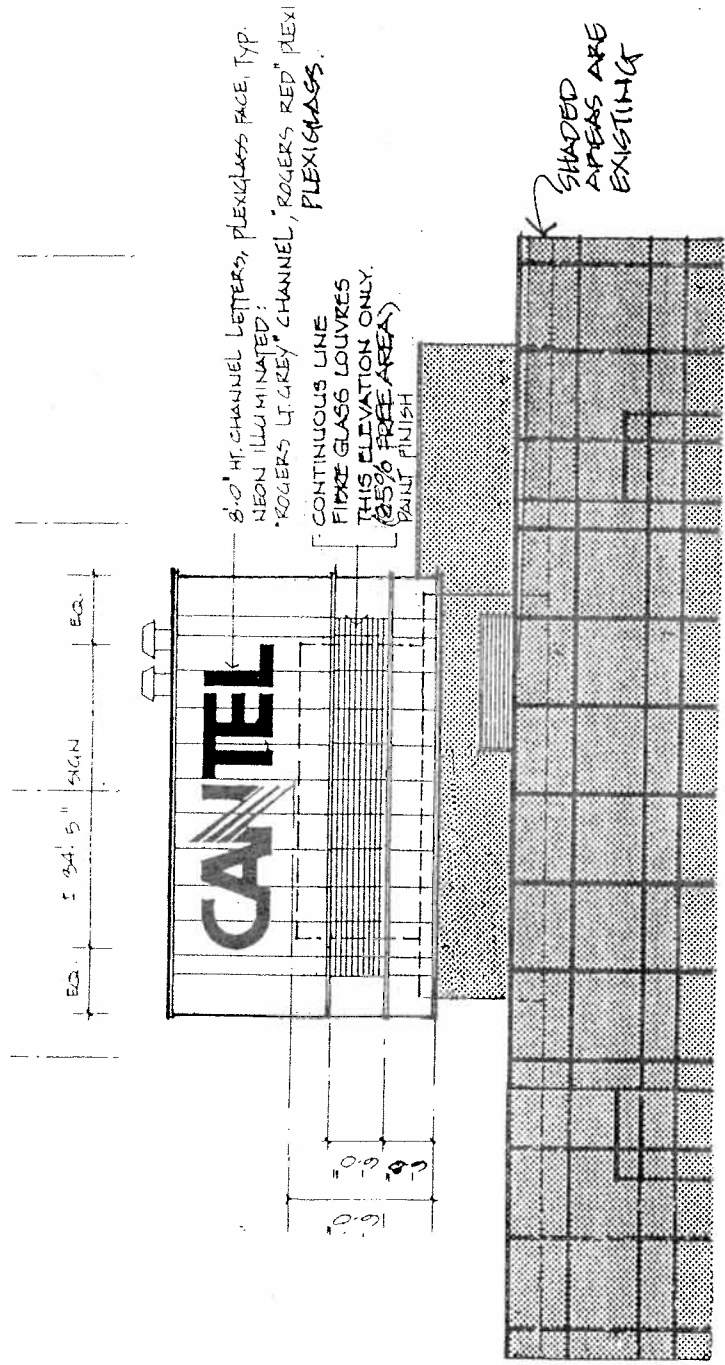


SKETCH # 1

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NORTH-EAST ELEVATION.



NORTH-WEST ELEVATION.

PROPOSED
 SKY-SIGNS.
 ROGERS CANTEL TOWER.
 RZ# 41/90

SKETCH # 2