

ITEM  
MANAGER'S REPORT NO. 18  
COUNCIL MEETING 43  
91/07/08

TO: MUNICIPAL MANAGER 1991 July 04

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: REPORT ON SKY-SIGNS - ROGERS CANTEL TOWER  
EATON CENTRE METROTOWN  
R.Z. #41/90

PURPOSE: To provide Council with information which was not received  
by Council prior to its meeting of 1991 June 24.

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RECOMMENDATION:

1. THAT this report be received for information purposes.

R E P O R T

A report dated 1991 June 20 (attached), (Item (Supplementary) 19, Manager's Report No. 41, Council Meeting 91/06/24) pertaining to a proposal for sky-signs on the Rogers Cantel Tower at Eaton Centre Metrotown (RZ 41/90) was processed and included in a Supplementary Agenda for the 1991 June 24 meeting of Council. As Council is aware, the agenda was not received by Council members prior to the 1991 June 24 meeting.

Council, at its meeting of 1991 June 24, passed a motion related to sky-signs without the benefit of this information. Unless otherwise directed, staff will continue to proceed in accordance with the motion passed by Council on 1991 June 24.

This is for the information of Council.



A. L. Parr  
Director Planning &  
Building Inspection

KI:lf

Attachment

ITEM 18  
MANAGER'S REPORT NO. 43  
COUNCIL MEETING 91/07/08

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TO: MUNICIPAL MANAGER 1991 JUNE 20

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: PROPOSAL FOR SKY-SIGNS - ROGERS CANTEL TOWER  
EATON CENTRE METROTOWN - R.Z. 41/90

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RECOMMENDATION:

1. THAT this report be received for information purposes.

R E P O R T

Council at its meeting of 1991 May 13 received a report responding to concerns expressed by Council regarding a rezoning application for sky-signs for Metrotowers 1 and 2 at Eaton Centre Metrotown. This report also was related to a delegation and specific sign proposal promoted by Rogers Cable TV Limited for the Rogers Cantel Tower (Metrotower 1). The report was tabled 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 sky-signs to be placed at the top of the office tower between June 18 to June 21.

Two (2) banners with 8 ft. tall by over 30 ft. long lettering have been placed on the two adjacent sides of the mechanical penthouse facing Kingsway - one banner with the word "Rogers" and the other with the word "Cantel". The letters are red on a dark background, and are not illuminated.

As noted by the applicant, the banners in their final location would be placed higher on a screening structure enclosing the existing transmission dishes on top of the tower, and the entire sign faces would be clearly visible from near and far views along Kingsway and beyond. The mock-up is substantially screened by the office tower's surrounding parapet even from high level views and is not representative of its final appearance from that viewpoint. It should also be realized that the final signs would be internally illuminated with consequent much greater attention-grabbing effect.

With respect to the longstanding matter of unsightly transmission dishes on the top of the Rogers Cantel Tower installed without permits, staff indicated in a previous report of being advised that the on-site construction of the necessary screening on the Rogers Cantel Tower would be commenced in June of this year. There appears to be a further delay in this provision. Staff consider that the screening of unsightly transmission dishes should be rectified in its own right and not related to the merits of any skysign proposal. In fact, it may be appropriate for the Municipality to consider possible approval of any sky-signs on the Rogers Cantel Tower only after the desired screening has been implemented.

In examining the temporary mock-up sky-signs with the 8 ft. high red words "Rogers" and "Cantel", it is concluded that such sky-signs will detract from the quality of Metrotown in general and negatively affect views from surrounding existing and future residential and office towers. Photographs of the mock-up sky-signs will be available at the Council meeting for view. This conclusion is evident even though the mock-up sky-signs are in their temporary lower position substantially screened by the office tower parapets. The mock-up signs also indicate that:

- a) They are oversized and are substantially larger than signs defined as billboards (area exceeding 200 sq.ft.) in the Municipality's Sign Bylaw. It is noted that billboards are being phased out and are not permitted under the Sign Bylaw. The proposed sky-signs will essentially function as billboards whether seen from grade or from nearby towers.
- b) The dominance of such sky-signs would be emphasized further when illuminated.
- c) The sky-signs will be obtrusive from proximate apartment towers such as the existing high-rise apartments along Grange Street.
- d) The sky-signs will be reflected in the adjacent glass-clad Metrotower II causing further repetition of the skysign image and would be obtrusive to employees on the top floors of Metrotower II. The adjacent position of the sky-signs which allow both signs to be seen at once from some viewpoints has the effect of creating a large sign band around the two northern faces of the tower.

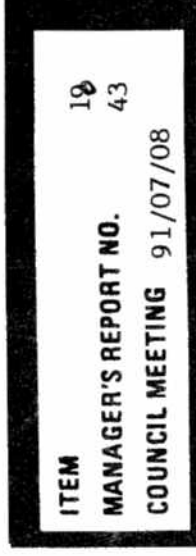
With respect to the adopted Burnaby Sign Bylaw, the proposed Rogers Cantel sky-signs represent a reversion to previous times and are considered contrary to the original intent of the adopted Sign Bylaw to permit signs for the purpose of identifying businesses and to keep signs to a modest size. The Rogers Cantel sky-signs are not considered business signs but large scale, billboard-like, advertising signs meant to be seen over a distance. As a precedent, it would be expected that others including companies that have to-date complied with the Sign Bylaw will wish similar large sky-signs. It is noted that, already, B.C. Hydro with its headquarters office towers within the Edmonds apartment context desires larger sky-signs.

However, notwithstanding the negative impact of such sky-signs, if Council concludes that it wishes to change long-standing policy and permit sky-signs other than logos, it is recommended that such compromise sky-signs with letters, not exceed an area of 100 sq.ft. while allowing variation in its shape; such as, for example, 5 ft. by 20 ft. or 6 ft. by 16.6 ft.

The recommendations outlined in the previous report tabled by Council at its meeting of 1991 May 13 continue to be considered appropriate. These tabled recommendations read as follows:

- "1. THAT Council advise the owner/developer of the Rogers Cantel Tower that their skysign proposal is not acceptable.

Municipal Manager  
Rogers Cantel Tower - Sky-Signs  
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2. THAT Council establish as policy that:

- a) No signs be approved more than 65 feet above grade; but that in exceptional circumstances, application may be made to permit an office or hotel towers discreet logo sky-signs not to exceed the guidelines outlined in Section 4.2 of this report, within the context of a Comprehensive Development Plan, and subject to justification on an individual case basis.
- b) In the case of an office or hotel building face 30 to 65 ft. above grade, discreet logo signs not to exceed the guidelines outlined in Section 4.2 of this report and within the context of a Comprehensive Development Plan be permitted."

This is for the information of Council.



A. L. Parr  
Director Planning &  
Building Inspection

KI:lf