

ITEM	8
MANAGER'S REPORT NO.	20
COUNCIL MEETING	94/03/28

**TO:** CITY MANAGER 1994 MARCH 23

**FROM:** DIRECTOR PLANNING AND BUILDING

**SUBJECT:** REZONING REFERENCE #12/94  
(PREVIOUS REZONING REFERENCES #21/75 AND #64/93)

**PROPOSED SKYSIGN FOR ELECTRONIC ARTS (CANADA) LTD.**

**ADDRESS:** 4400 DOMINION STREET

**LEGAL:** LOT 42, D.L. 70, GROUP 1, N.W.D. PLAN 52864

**FROM:** CD COMPREHENSIVE DEVELOPMENT DISTRICT (BASED ON P2 ADMINISTRATION AND ASSEMBLY DISTRICT, C1 NEIGHBOURHOOD COMMERCIAL DISTRICT AND P6 REGIONAL INSTITUTIONAL DISTRICT (FOR COLLEGE USE) GUIDELINES)

**TO:** "AMENDED" CD COMPREHENSIVE DEVELOPMENT DISTRICT (BASED ON P2 ADMINISTRATION AND ASSEMBLY DISTRICT, C1 NEIGHBOURHOOD COMMERCIAL DISTRICT AND P6 REGIONAL INSTITUTIONAL DISTRICT (FOR COLLEGE USE) GUIDELINES AND IN ACCORDANCE WITH THE DEVELOPMENT PLAN ENTITLED "ELECTRONIC ARTS SKYSIGN" PREPARED BY NEON PRODUCTS)

**APPLICANT:** ELECTRONIC ARTS (CANADA) INC.  
400 - 4400 DOMINION STREET  
BURNABY, B.C. V5G 4G3  
**ATTENTION:** BONNY PETTIGREW

**PURPOSE:** To seek Council authorization to forward this application to a Public Hearing on 1994 April 19.

**RECOMMENDATIONS:**

1. THAT a Rezoning Bylaw be prepared and advanced to First Reading on 1994

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March 28, and to a Public Hearing on 1994 April 19 at 7:30 p.m., 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 commitment relating the skysign installation to a continued occupancy by the head office user, Electronic Arts, of a minimum 35,000 sq.ft. of leasable floor area in the building.
- c) The agreement of the building owner to remove any existing signs on the building located above the first floor.
- d) The approval of the Ministry of Transportation and Highways to the rezoning application.

## REPORT

### **1.0 REZONING PURPOSE:**

The purpose of the proposed rezoning bylaw amendment is to permit the installation of a skysign facing Dominion Street.

### **2.0 BACKGROUND:**

- 2.1 The subject site is occupied by a five-storey terraced office building which was developed in accordance with the Comprehensive Development zoning (Rezoning Reference #21/75) of the site (see attached Sketch #1). The current zoning provides for retail and also a college use component approved through an amendment rezoning (Rezoning Reference #64/93) on the ground floor in addition to office space. The Villa Hotel is located across Dominion Street to the north, while light industrial developments are located across Norfolk Street to the south. To the west is an office building and a vacant site, while the Willingdon Green office park area is located across Willingdon Avenue to the east.
- 2.2 In response to a 1991 June 24 Council resolution, policy guidelines for skysigns were prepared and tabled, most recently on 1992 February 24 to allow Council members an opportunity for further review of the recommendations. Although unadopted, these guidelines are used as a

comparative measure in assisting in evaluating the proposed skysign by Electronic Arts. These guidelines have been used in assisting in evaluating three skysigns approved to date including the B.C. Tel Mobility skysign across Willingdon Avenue to the east, the Villa Hotel skysigns across Dominion Street to the north and the Rogers Cantel skysign in Metrotown.

- 2.3 At its meeting of 1994 March 21, Council considered an initial report for the proposed skysign and heard from the rezoning applicant appearing as a delegation. At that time, Council defeated the report recommendation not to give favourable consideration to the rezoning request. Arising from the discussion, Council passed a motion giving the rezoning favourable consideration and requested staff to pursue a further report leading to submission of the subject rezoning to a Public Hearing.

A plan of development has been determined suitable for presentation to a Public Hearing.

### **3.0 SKYSIGN PROPOSAL:**

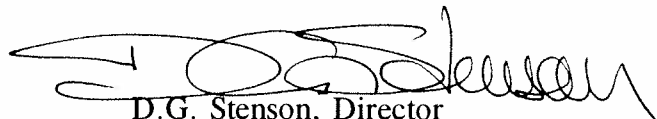
- 3.1 The proposed sign (see attached Sketches #2 and #3) has a logo and 14 letters spelling "Electronic Arts", the name of the lead tenant in this building occupying 37,121 sq.ft. and over 38% of the leasable space. The letters and logo are 2'-6" high, channel cut-out shapes, illuminated by blue neon with a total length of 36 feet and an area of 90 sq.ft. Such large lettered signs are classed as atypical skysigns under the guidelines. The skysign is proposed to be located just below the roof parapet (fifth floor fascia) at the eastern end of the north side facing Dominion Street and across the Villa Hotel parking lot towards the Trans-Canada Highway. A coloured sketch of the proposed skysign will be available for view at the Public Hearing.
- 3.2 The subject skysign is intended to replace a previous logo sign. A "temporary" leasing illuminated sign box has also been located for a considerable period of time at the third floor fascia. The applicant has indicated that this existing sign box will be removed prior to installation of the skysign.

Also, in order to assure that another tenant does not request further inappropriate signs on the building, it is proposed that as a condition for approving this skysign proposal, no other signs be permitted on the subject office building above the first floor. Some architecturally integrated signage is permitted at the first floor.

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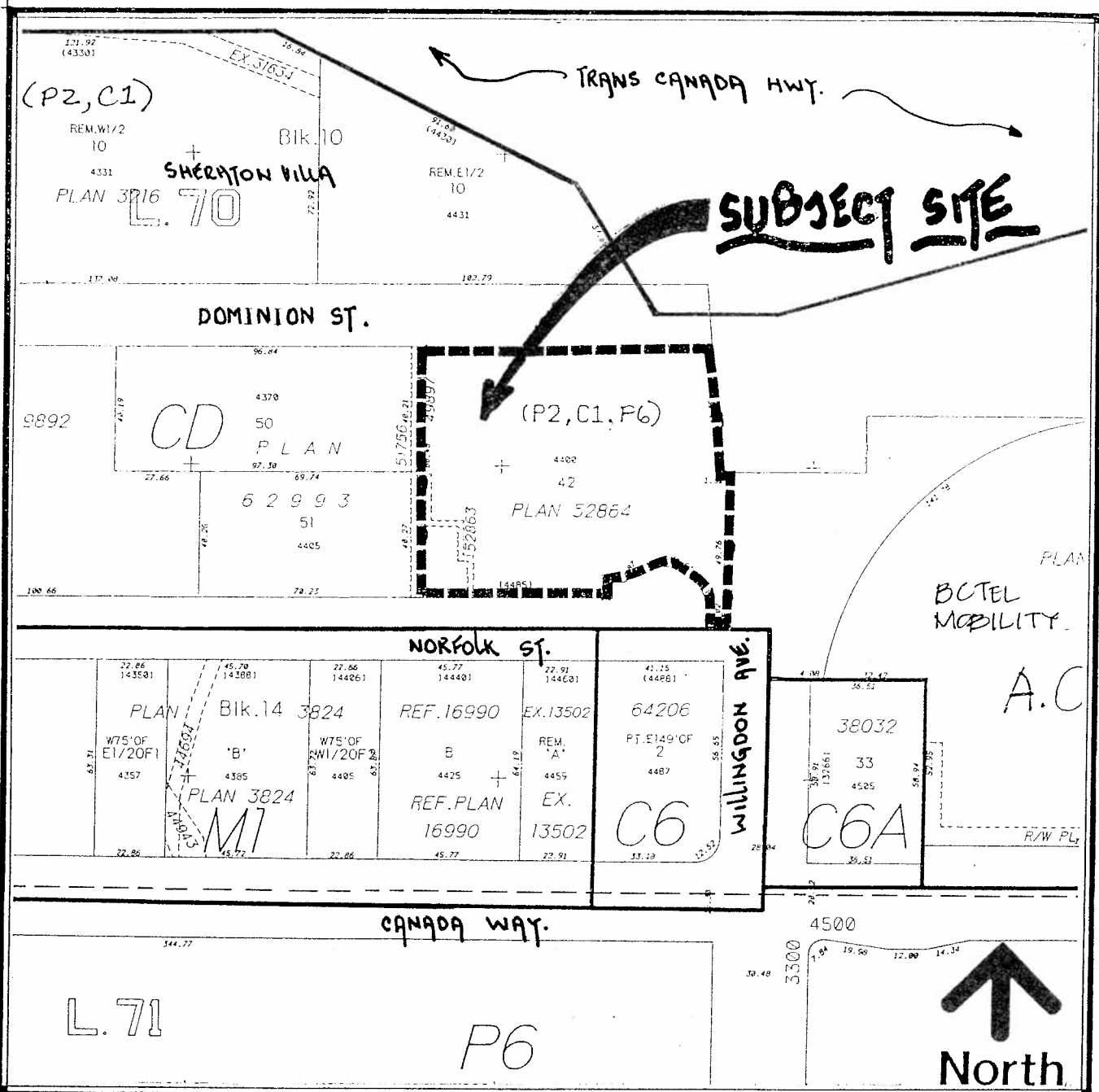
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3.3 The skysign guidelines relate skysign installations to continued occupancy by a head office user of a minimum 25% and 60,000 sq.ft. of the total leasable floor area in the building. Electronic Arts is considered a head office user and occupies over 38% of the leasable floor area of the building, but occupies 37,121 sq.ft. rather than the guideline 60,000 sq.ft. Therefore in this case, it is proposed that a commitment be obtained from the applicant relating the skysign installation to the continued occupancy by Electronic Arts to a minimum 35,000 sq.ft. of the total leasable floor area in the building.

  
D.G. Stenson, Director  
Planning and Building

KI:yg  
Attach.


cc: City Clerk



Date:  
**MARCH 1994**

Scale:  
**1:2000**

Drawn By:  
**J.P.C.**


**City of Burnaby**  
 Planning & Building Dept.

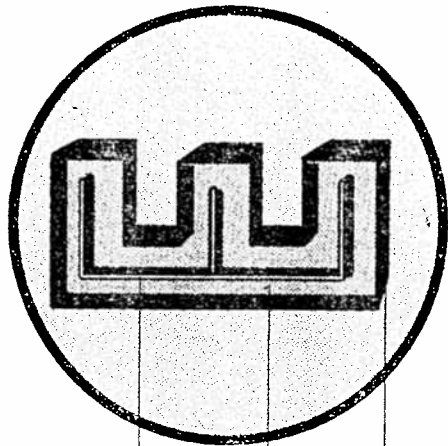
ZONING REFERENCE # 12/94

SKETCH # 1

**NEW ILLUMINATED NEON DISPLAY**

- TO BE INSTALLED ON UPPER BULKHEAD ( NORTH - EAST CORNER )
- S-T. NEON SHAPES - 2'-6" H. (BIKINI BLUE ZEON) - BLUE VINYL FACE # 167 BRIGHT BLUE, WITH WHITE GRAPHICS STRIPES. (CLIENT TO SUPPLY CAMERA READY ART FOR SHAPES)
- ELECTRONIC ARTS - 2'-6" INDIVIDUAL OPEN CHANNEL LETTERS ON RACEWAY, SINGLE TUBE BIKINI BLUE ZEON LETTERS.
- INTERIOR CHANNEL - PTD. LT BLUE 1 SHT. 152. ( P3015 ). RETURNS - 1 SHT. 158 DK BLUE (P282).

NOTE : RACEWAY TO MATCH BUILDING.



S.T. NEON LETTERS

INT. CHANNEL  
LT BLUE 1 SHT 152

RETURNS  
PTD. 1 SHT. 158  
DK BLUE (P282)

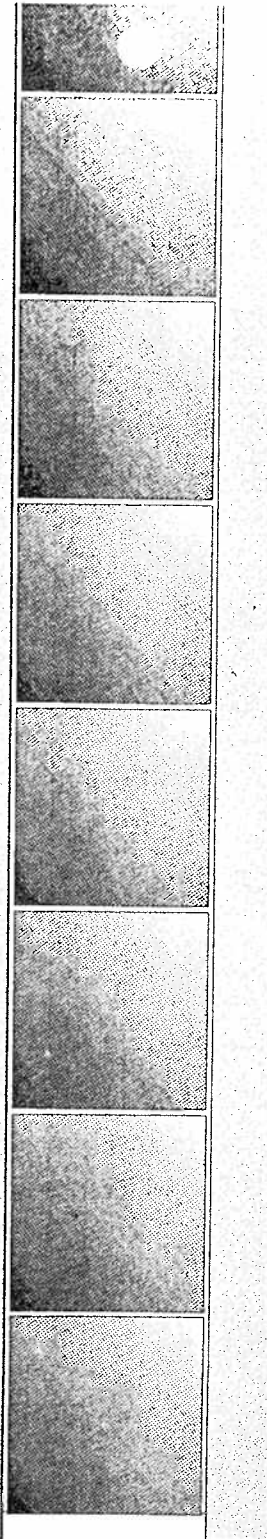
3'-0"

CHANNEL LETTERS & LOGO

2'-6"

BUILDING

**ELECTRONIC ARTS**



<p>APPROVED BY ADVERTISER _____</p> <p>DATE _____</p>		<p>SALES REP : R. CLARKE</p> <p>DESIGNER : RM/DC/PW/SM/ED</p> <p>DESIGN NO : 94 A 0131 R - 94 A 0302</p> <p>DATE : FEB 8 / 94 - MAR 10, 94</p>	
<p>APPROVED BY LANDLORD _____</p> <p>DATE _____</p>		<p>SCALE : 1/4"</p> <p>SF/DF : SINGLE FACE</p> <p>BKGD MAT : PLEX</p>	
<p>ITEM 8</p> <p>MANAGER'S REPORT NO. 20</p> <p>COUNCIL MEETING 06/03/28</p>		<p><b>ELECTRONIC ARTS</b> 4400 DOMINION BURNABY</p>	
<p>THE DESIGN DESCRIBED HEREIN IS THE SOLE PROPERTY OF NEON PRODUCTS LTD. AND MAY NOT BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM. ACTUAL COLORS MAY VARY SLIGHTLY DUE TO TRANSLUCENCY OF ACRYLIC PLASTICS AND PAINTS</p>		<p><b>NEON PRODUCTS</b> A Division of Jim Pattison Industries Ltd</p>	

SKETCH # 2

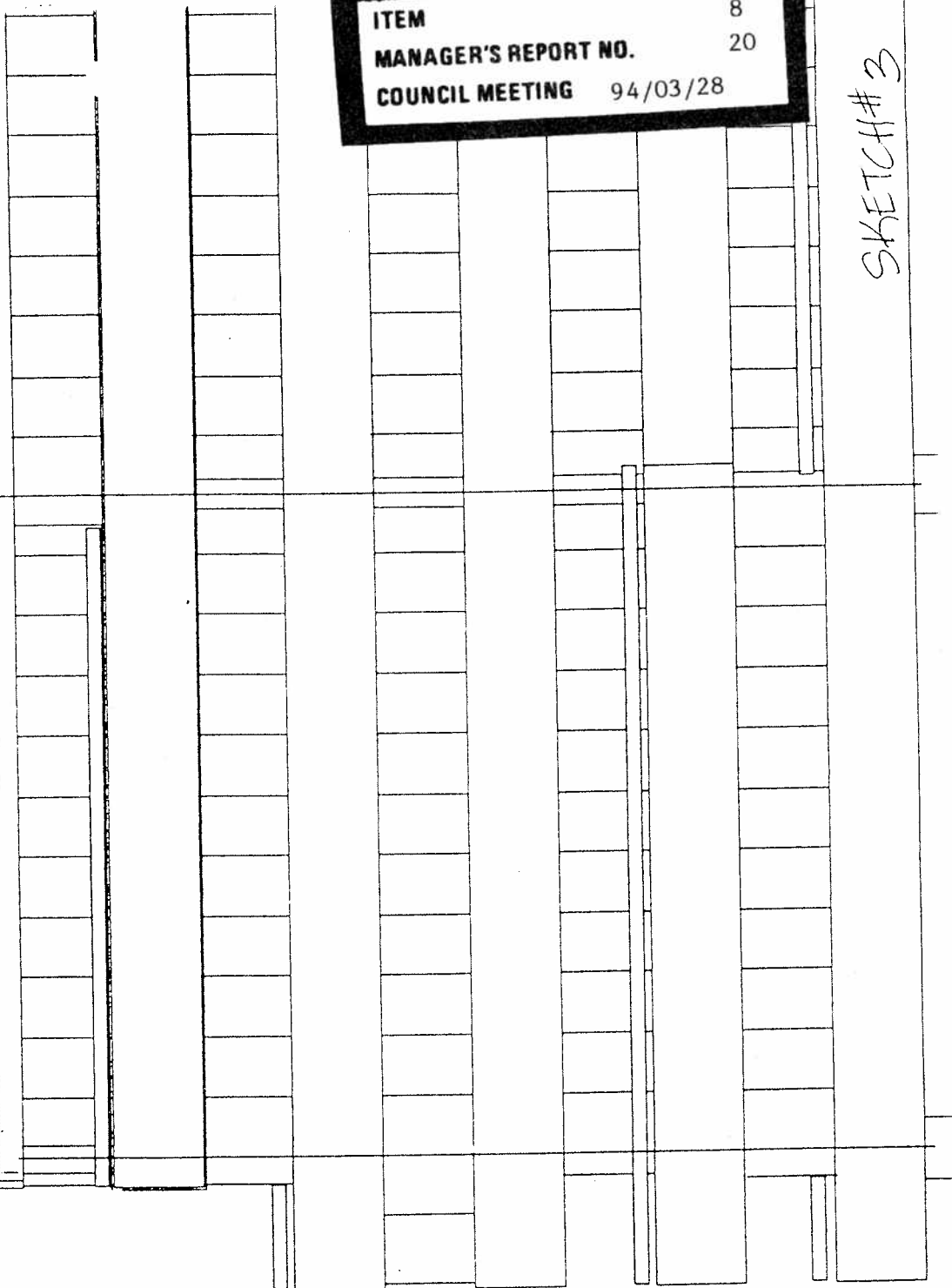
ELECTRONIC ARTS (CANADA), INC.

4400 Dominion Street  
Burnaby, B.C.

North View of Building from Dominion Street

*Note: No other signs  
permitted above  
first floor*

**ELECTRONIC ARTS**



5th Flr. Level

4th Flr. Level

3rd Flr. Level

2nd Flr. Level

Main Flr. Level

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SKETCH# 3

