

TO: CITY MANAGER 2004 October 28
FROM: DIRECTOR PLANNING AND BUILDING
SUBJECT: REZONING REFERENCE #04-46
Proposed HSBC Skysign

ADDRESS: Ptn. of 4538 Kingsway (see Sketches #1 and 2)

LEGAL: All that portion (Easement BN 75174) of the common property of LMS 3905 as shown on Explanatory Plan LMP 41555

FROM: CD Comprehensive Development District (based on RM3 Multiple Family Residential District, C3 General Commercial District, P2 Administration and Assembly District)

TO: Amended CD Comprehensive Development District (based on RM3 Multiple Family Residential District, C3 General Commercial District, P2 Administration and Assembly District and in accordance with the development plan entitled "HSBC Crystal - Roof Top Tender Package" prepared by HSBC Bank Canada)

APPLICANT: HSBC Bank Canada
300 - 888 Dunsmuir Street
Vancouver, B.C. V6C 3K4
(Attention: Wendy Watson)

PURPOSE: To seek Council authorization to forward the corrected bylaw for the HSBC Crystal skysign to a Public Hearing on 2004 November 23.

RECOMMENDATIONS:

1. **THAT** Rezoning Bylaw No. 11818 be amended to reflect the corrected legal description of the subject rezoning site, and that the amended bylaw be advanced to a Public Hearing on 2004 November 23 at 7:30 pm.
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's installation to a continued occupancy by the office user, HSBC, at the subject site.

R E P O R T

1.0 REZONING PURPOSE

The purpose of the proposed rezoning bylaw amendment is to permit the modification of an existing skysign

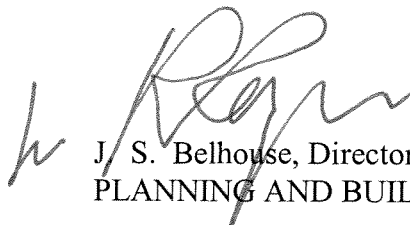
2.0 BACKGROUND INFORMATION

- 2.1 The subject site is a 18 m³ volumetric easement on The Crystal, a high-density, mixed-use development bounded by Kingsway, McKay Avenue, Kingsborough Street, and Willingdon Avenue (see Sketches #1 and 2). The subject site is on the sixth and seventh floor parapet of the office "turret" at the corner of Kingsway and Willingdon Avenue. The proposed skysign is located within this easement area and is an expansion of an existing logo sign. The easement is in favour of the tenant of Strata Lot 169, LMS 3863, which is currently HSBC Bank Canada.
- 2.2 Council received an initial report for the subject rezoning on 2004 September 21. A Rezoning Bylaw was prepared and advanced to First Reading on 2004 October 4 and to a Public Hearing on 2004 October 26 at 7:30 pm. Following the Public Hearing, it came to this Department's attention that the subject of the rezoning was inadvertently identified as the strata lot HSBC is currently leasing, rather than the easement area in which HSBC's proposed skysign is to be located. As a result of this error, the existing rezoning bylaw needs to be amended and forwarded to a new Public Hearing. This report contains the correct civic address, legal address, and description of the subject rezoning site.
- 2.3 The subject site lies within the Metrotown Plan Area Subarea #14. A Comprehensive Development Plan was adopted through Rezoning Reference #9/96 for The Crystal, a major mixed-use development including a full service hotel and conference facility, an apartment tower and a low-rise apartment component, offices, retail/market/restaurant/ church podium uses, and public open space.

4.0 SKYSIGN PROPOSAL

- 4.1 Policy guidelines for skysigns have been prepared. They were tabled by Council to allow Council members an opportunity for further review of the recommendations. These guidelines have been used in assisting the evaluation of skysigns approved to date, including skysigns in the area by Roger/Cantel AT&T and Telus. Metropolis at Metrotown also had signs at a high elevation encompassed by a special signage package as part of its approved Comprehensive Development Plan.

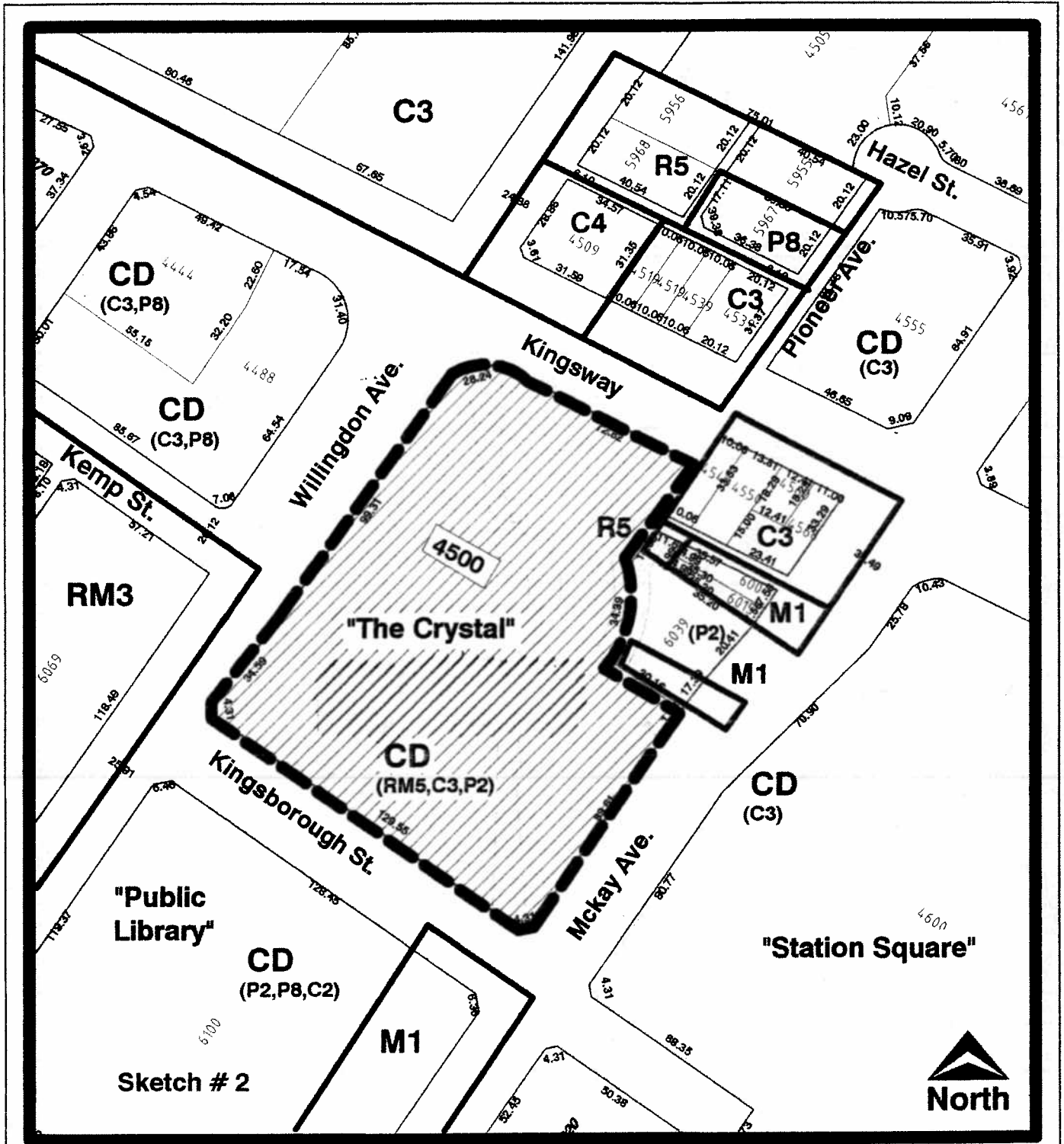
- 4.2 The current rezoning application proposes to modify an existing skysign for HSBC Bank Canada, a principal tenant of the office component of The Crystal occupying 11,644 sq.ft. of a total 67,908 sq.ft. (17%) of leasable office (retail) area. The current skysign consists of a 4 ft. high red and white HSBC logo mounted on rods and hung in front of glass at a height of 92.5 ft. (sixth floor parapet) above grade and roughly 7.5 ft. down from the parapet top. It is centred on the northwest corner of the curved tower. The applicant is proposing one set of 4 ft. high black HSBC individual channel letters also mounted on rods and hung in front of glass to match the height of the existing logo. The existing logo will be shifted towards the right so that the overall display will be centred on the tower (see *attached* Sketch #3). The proposed display measures 4 ft. in height by 24 ft. in width with a total area of 96 sq.ft. The applicant is proposing to modify the existing skysign to conform to its registered trademark, which contains the letters "HSBC" together with the HSBC logo
- 4.3 Signage Easement BN75174 is registered with the Land Title Office over a portion of the common property of LMS 3905 and grants Strata Lot 169, LMS 3863, which is occupied by HSBC, the right to construct and replace signs without the need to seek approval from the Strata Corporation.
- 4.4 The proposed skysign is architecturally integrated into the existing building. It falls within the General Skysign Guidelines, which recommends that skysigns be less than 100 sq.ft. in area and located within 20 ft. of the top of the main face of the building. Criteria for the evaluation of skysigns for commercial towers also include consideration of an active and major head office user. While HSBC is not a major head office user of the scope directly related to the skysign guidelines, it is an active and significant tenant at The Crystal. Allowing major commercial tenants some leeway on the Metrotown Kingsway frontage is considered appropriate.
- 4.5 The proposed skysign is to be located on the northwest elevation of The Crystal's sixth floor office turret parapet located on the corner of Kingsway and Willingdon. The skysign would be visible from the apartment towers northwest of the subject site and, to a limited extent, by southbound traffic along Willingdon and by traffic along Kingsway.
- 4.6 In consideration of the skysign being appropriately integrated into the building on a primary commercial Kingsway frontage, this Department is in support of the proposed skysign.


J. S. Belhouse, Director
PLANNING AND BUILDING

KH:tn

Attachments

cc: City Clerk
City Solicitor



Planning and Building Department

Scale: 1 = 2000

Drawn By: J.P.C.

Date: September 2004

REZONING REFERENCE 04 -- 46

2829-4500 Kingsway (Crystal)
 (Proposed HSBC Sky Sign)

Sketch # 1

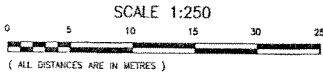
EXPLANATORY PLAN OF VOLUMETRIC EASEMENT OF
PART OF AIRSPACE PARCEL 2,
DISTRICT LOT 153, GROUP 1,
NEW WESTMINSTER DISTRICT,
AIRSPACE PLAN LMP 41433

PLAN LMP41555

Ref. No. BNT5173
DEPOSITED IN THE LAND TITLE OFFICE AT
NEW WESTMINSTER, B.C.
THIS 26 DAY OF March, 1999.

W.J. Small *per se*
Deputy Registrar

PURSUANT TO SEC. 99 (1) (e) LAND TITLE ACT.
B.C.G.S. 92G.026



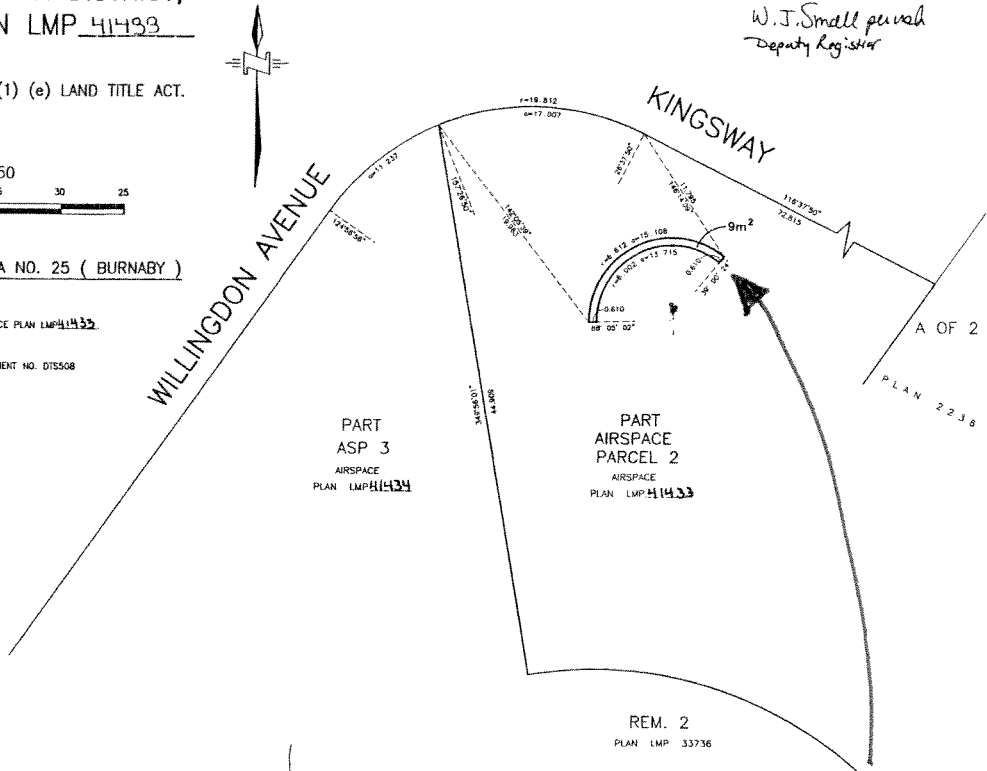
INTEGRATED SURVEY AREA NO. 25 (BURNABY)

LEGEND

GRID BEARINGS ARE DERIVED FROM AIRSPACE PLAN LMP41433.

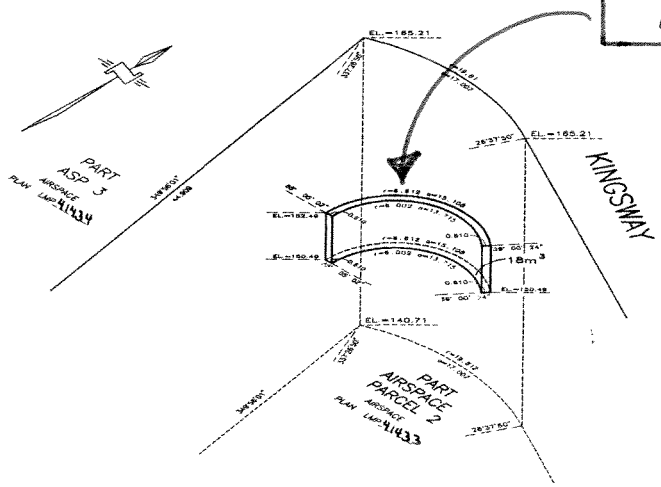
ELEVATIONS ARE GEODETIC, IN METRES
REFERRED TO BURNABY INTEGRATED MONUMENT NO. DTS508
ELEVATION = 125.562 METRES

ASP DENOTES AIRSPACE PARCEL



LEVEL 150.49 TO 152.49

SUBJECT AREA



ISOMETRIC VIEW

NOT TO SCALE

CERTIFIED CORRECT ACCORDING TO
LAND TITLE OFFICE RECORDS
THIS 10th DAY OF MARCH, 1999.

J.J. Ward B.C.L.S.

THIS PLAN LIES WITHIN THE GREATER VANCOUVER REGIONAL DISTRICT

McELHANEY ASSOCIATES
PROFESSIONAL LAND SURVEYORS
13150-BURN AVENUE
SURREY, B.C. V3W 3K3
PHONE: (604) 596-0361
FILE: 2112 06089-68

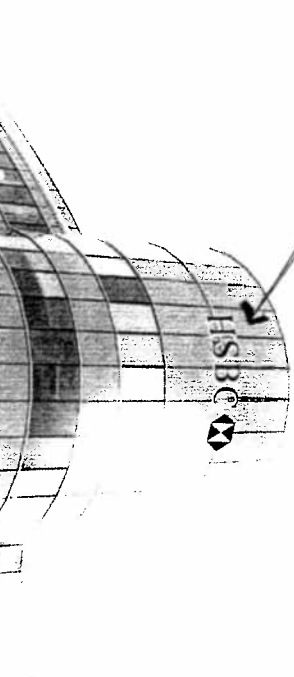
REZONING REFERENCE 04 -- 46
2829-4500 Kingsway (Crystal)
(Proposed HSBC Sky Sign)

Sketch # 2

14'-6"
4"
HSBC



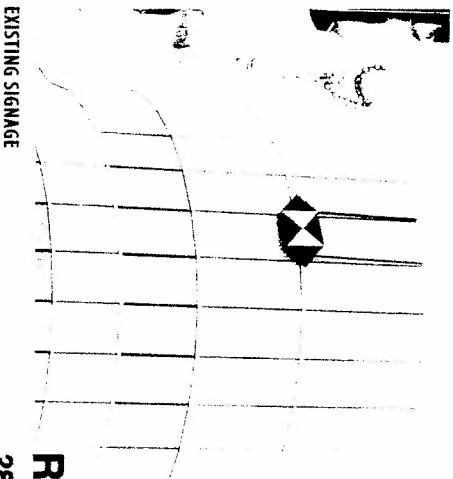
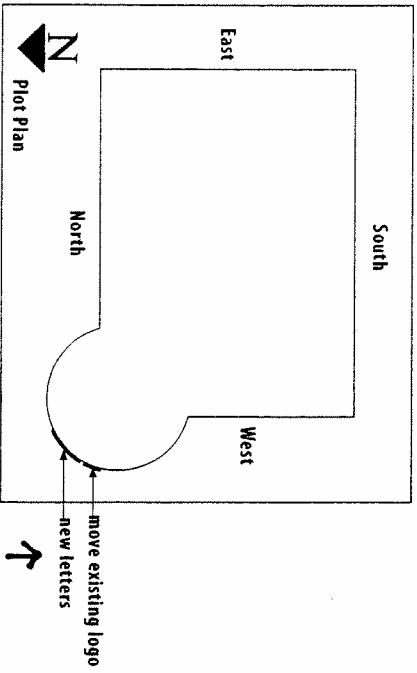
PROPOSED SIGNAGE



•SCALE: 1/4"=1'-0"
•DETAILS: Sign A.
-One set of 4" individual channel letters mounted onto rods and hung in front of glass to match height of existing hexagon.
hexagon to move right to allow logo to be centred

SIGNAGE SPECIFICATIONS 2004
Not to be changed or substituted without expressed permission of HSBC Canada

Vinyl colours are all 3m product
HSBC RED- 3M VT-2573
HSBC BLACK 3M 3630-022 (MATTE)
WHITE PLEXI



EXISTING SIGNAGE

REZONING REFERENCE 04 -- 46
2829-4500 Kingsway (Crystal)
(Proposed HSBC Sky Sign)



Project: Roof Top Tender Package

Transit number 10730

Location 3366 Kingsway (Crystal) Burnaby, British Columbia

Date: May 13, 2004

Drawing Number: HSBC-10730

Sketch # 3