
TO: CITY MANAGER 2013 May 22

FROM: DIRECTOR PLANNING AND BUILDING

**SUBJECT: REZONING REFERENCE #13-10
Two Proposed Skysigns**

ADDRESS: 4519 Canada Way (see Sketch #1 *attached*)

LEGAL: Lot A Except: Part Road on Plan 86632, DL 70, Group 1, NWD Plan 83132

FROM: CD Comprehensive Development District (based on M5 Light Industrial District)

TO: Amended CD Comprehensive Development District (based on M5 Light Industrial District and in accordance with the development plan entitled "Telus Complex 4519 Canada Way, Burnaby, BC" prepared by Priority Permits)

APPLICANT: Priority Permits Ltd.
104 – 713 Columbia Street
New Westminster, BC V3M 1B2
(Attn: Jordan Desrochers)

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 2013 June 25.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 2013 June 10 and to a Public Hearing on 2013 June 25 at 7:00 p.m.
2. **THAT** the following be established as a prerequisite to the completion of the rezoning:
 - a) The submission of a suitable plan of development.
 - b) The approval of the Ministry of Transportation to the rezoning application.
 - c) A commitment relating the skysign's installation to continued occupancy by the head office user, Telus, at the subject site.

REPORT**1.0 REZONING PURPOSE**

The purpose of the proposed rezoning bylaw amendment is to permit the installation of two identical skysigns (one on each building) on an existing two-building office complex.

2.0 BACKGROUND

- 2.1 The subject property is located on the north side of Canada Way east of Willingdon Avenue, within the Willingdon Green Business Centre (see Sketch #1 *attached*). Office developments in line with the M5 Light Industrial District are located immediately to the east, and across Willingdon Green. Immediately to the west is a gasoline service station and Willingdon Avenue, while to the south across Canada Way is the BCIT campus. The Trans Canada Highway is located immediately north of the site. Access to the site is from Canada Way and Willingdon Green.
- 2.2 On 1990 February 26, Council granted Final Adoption for Rezoning Reference #88/89, which permitted the construction of two office buildings (one of four storeys and the other of three storeys) for Telus. On 1990 September 04, Council subsequently granted Final Adoption for Rezoning Reference #17/90, which permitted an increase to the height of the previously proposed three storey building to four-storeys, while leaving the remainder of the development proposal unchanged.
- 2.3 On 1992 October 05, Council granted Final Adoption for Rezoning Reference #31/92, which permitted the installation of the single skysign currently located on the Trans Canada Highway frontage of the northwest building on the subject site for Telus.
- 2.4 Skysigns are defined as signs that are located at the top of major commercial buildings (e.g. offices and hotels) at the third floor level or higher. Skysign guidelines have been developed and are used to assist in the evaluation of skysigns approved to date, including the existing skysign on the subject site, and skysigns in the vicinity approved for BCAA, Grand Villa Casino and BCIT.

3.0 SKYSIGN PROPOSAL

- 3.1 The applicant is proposing to install two new identical skysigns on the subject site for Telus. One skysign is proposed to replace the existing skysign on the Trans Canada Highway frontage of the northwest building, while a second new skysign is proposed on the Canada Way frontage of the southeast building. The proposed skysigns are intended to mark the office location of Telus.
- 3.2 Both of the proposed skysigns would be 17 m (56.17 ft.) above grade and 0.36 m (1.17 ft.) below the top of the main building faces. The proposed skysigns are comprised of a logo with illuminated individual channel letters reading "Telus" (see Sketches #2 and 3 *attached*). The logo is 2.1 m (6.8 ft.) high and the channel letters are 1.2 m (4 ft.) high, with white faces, and are internally illuminated. The total length of the sign is 11 m (36 ft.). The total area of the logo and letters based on a "string-line" perimeter measurement is 12.1 m² (130 sq. ft.).

The skysign guidelines generally recommend that skysigns on buildings of three to eight storeys be less than 9.3 m² (100 sq. ft.) in area with a maximum lettering height of 1.5 m² (5 ft.). Given the low general height of the proposed letters, that the skysign locations are on

To: City Manager
From: Director Planning and Building
Re: Rezoning Reference #13-10
2013 May 22..... Page 3

very large curved glass facades, that they relate to major roads, and that they would have little or no impact on residential neighbourhoods, this Department is supportive of the proposed skysigns.

- 3.3 Each of the proposed skysigns would be affixed to the building face and would appear to be architecturally integrated with the existing office building. Guidelines for the evaluation of skysigns for commercial buildings also include consideration of an active and major head office user, including occupation of 5,574 m² (60,000 sq. ft.) and 25% of gross leasable floor area. The applicant has confirmed that Telus is the only tenant at the subject site with a total gross leasable floor area of 16,736 m² (180,142 sq. ft.), and thus comprises 100% of the total office space in the two buildings, which is consistent with the established guidelines.
- 3.4 The skysign on the northwest building will be visible from the Trans Canada Highway and Willingdon Avenue, while the skysign on the southeast building will be visible from Canada Way and Willingdon Avenue. Their location within the Willingdon Avenue/Canada Way Business Centre area and proximity to Discovery Place is in keeping with the character of the area.
- 3.5 Submission of a Comprehensive Sign Plan is required.

4.0 CONCLUSION

Given that the two proposed skysigns generally meet the guidelines that have been developed and used to evaluate skysigns approved to date, this Department is supportive of the subject rezoning application. It is therefore recommended that Council advance the subject application to a Public Hearing.

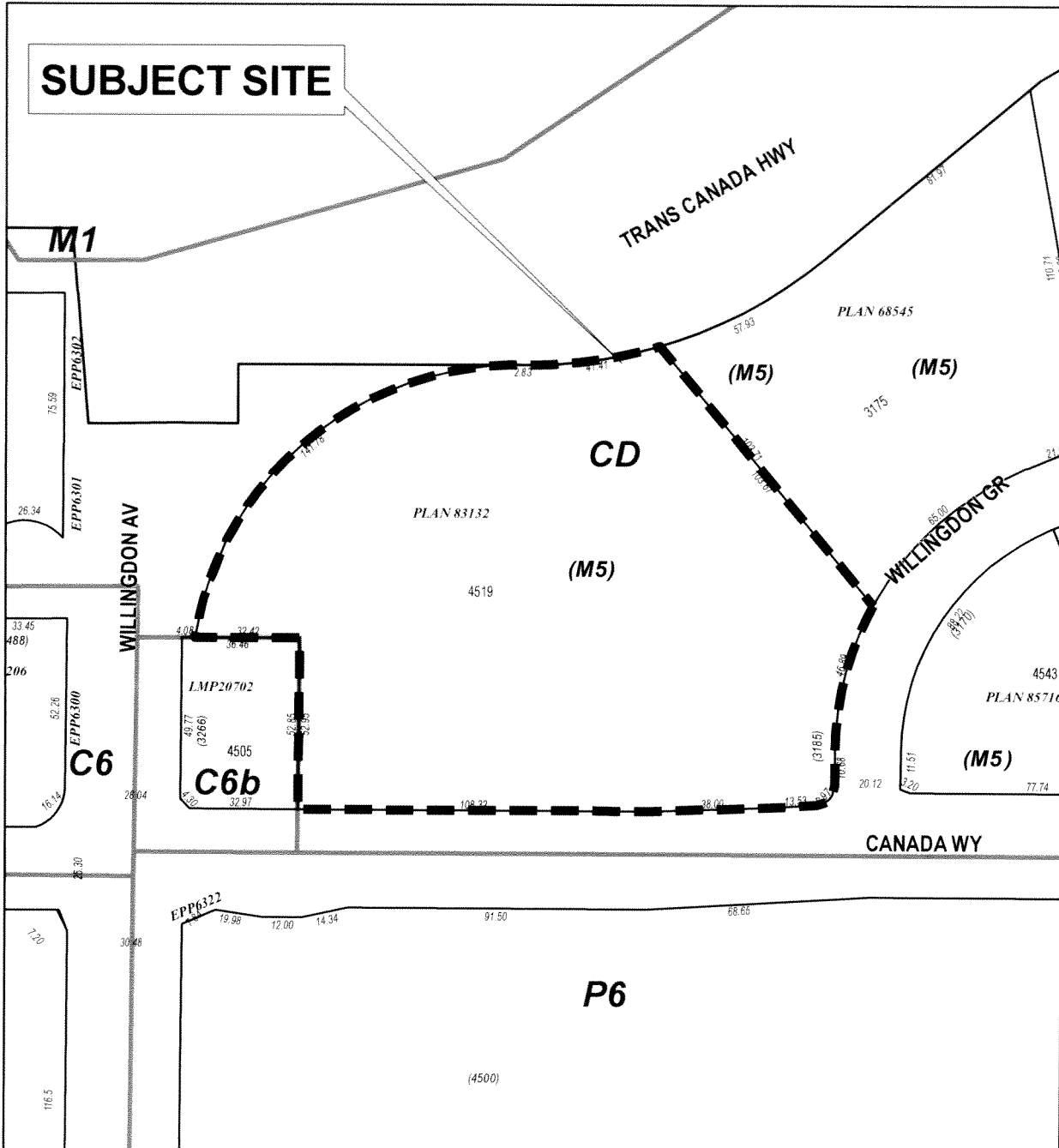


Lou Pelletier, Director
PLANNING AND BUILDING

SMN:tn
Attachments

cc: Acting Director Engineering
Chief Licence Inspector
City Solicitor
Acting City Clerk

SUBJECT SITE



PLANNING & BUILDING DEPARTMENT




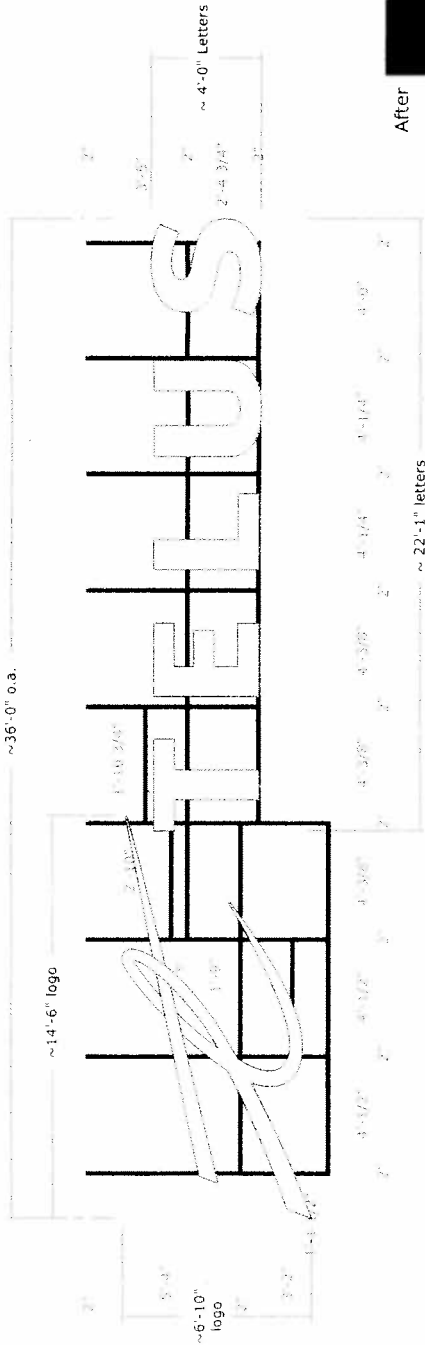
DATE:
MAY 13 2013

SCALE:
1:2,000

DRAWN BY:
AY

REZONING REFERENCE #13-10
4519 CANADA WAY

 Subject Site



NOTE: EXISTING SUPPORT STRUCTURE SUBJECT TO ENGINEERING

Manufacture and Install... Exterior

New Illuminated Channels Letters & Logo

Installed: On existing support structure - North building, North Elevation
 Overall Size: 6'-10" x 36'-0"

Construction: Channel Letters

- Power: Existing
- Method of attachment: TBD by PSG tech.
- Substrate: White Plex faces
- Trim Cap: 1" ... White
- Returns: 5" ... White
- Illumination: LED

Graphics:

- "TELU\$": White
- Logo: White

Color Data:

- White: White translucent substrate / White Semi-gloss paint.

Existing sign location



Before



After

PLEASE NOTE: Size of signage in relation to the building is approximate. This photo overlay is intended for location purposes only and may not accurately represent the scale of the proposed sign to the building. A site survey is required to determine and confirm the exact proportions of proposed signage to building.



120-7895 North Fraser Way
 Burnaby, BC, Canada V5J 5M7
 Tel (604) 215-5526
 Fax (604) 215-0956
 www.pattisonsg.com

DATE: April 10, 2013
 SHEET: V11-645 A R5
 SALES: Garry Sogoun
 ARTIST: D.F.
 SCALE: 3/16" = 1'-0"
 1/8" INCH = 120 V at site
 PAGE: 1 of 2

Landlord Approval

The design depicted herein is the sole property of Pattison Sign Group and may not be reproduced in whole or in part without prior written consent from the company. Actual colours, letter sizes and graphic layout may vary slightly due to the properties of materials.



Fluorescent, Neon and LED lamps require Mercury Disposal of these lamps according to local, Provincial, State or Federal Laws.

REVISION HISTORY (PRIOR TO MASTER PRINT)

- R2: Audited this option. R3: Painted returns white. R4: added existing support structure
- based on survey. R5: Corrected support structure to match tech. Added 2nd sign.
-

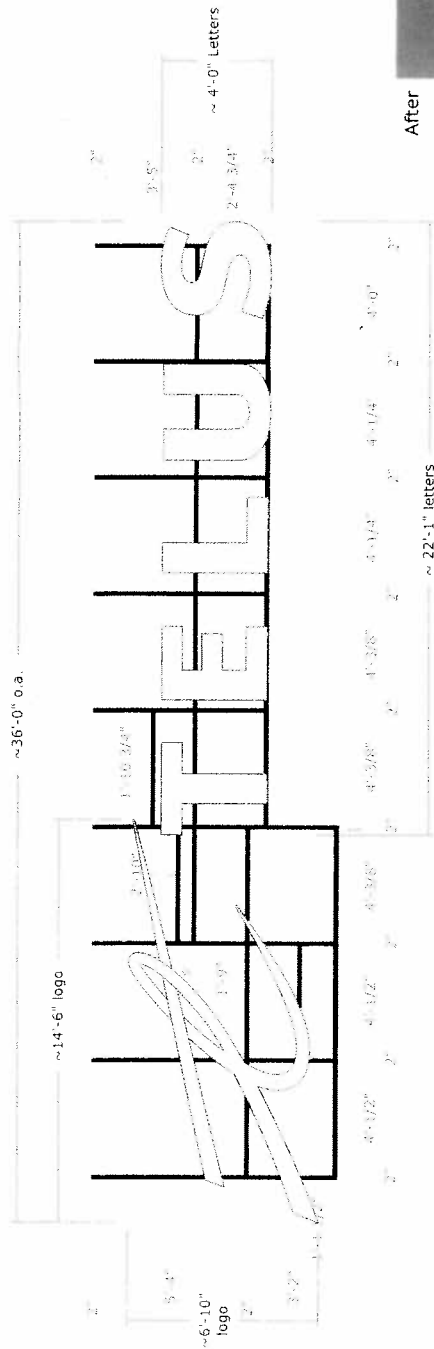


DIE

Telus

4519 Canada Way
 Burnaby, BC

IF YOU CAN READ THIS YOUR PDF PRINTOUT IS NOT TO SCALE. CHANGE "PAGE SCALING" TO "NONE".



Before



After



New sign location

Manufacture and Install... Exterior

New Illuminated Channels Letters & Logo

Installed: On new support structure - South building, South Elevation
Overall Size: 6'-10" x 36'-0"

Construction: Channel Letters

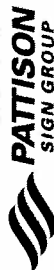
- Power: Thru Wall/Remote power tbd by survey
- Method of attachment: TBD by PSG tech.
- Substrate: White Plex faces
- Trim Cap: 1" ... White
- Returns: 5" ... white
- Illumination: LED

Graphics:

- "TELUS": White
- Logo: White

Color Data:

- White: White translucent substrate / White Semi-gloss paint.



120-7885 North Fraser Way
Burnaby, BC, Canada V5J 5M7
Tel (604) 215-5526
Fax (604) 215-0696
www.pattisonsign.com

DATE: April 10, 2013
SPEC: V11-645 B R5
SALES: Garry Sogoun
ARTIST: D.F.
SCALE: 3/16" = 1'-0"
VOL: 120 V at site
PAGE: 2 of 2

Customer Approval

Landlord Approval

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Fluorescent, Neon and HID lamps contain Mercury. Dispose of these lamps according to Local, Provincial, State or Federal Laws.

REVISION HISTORY (PRIOR TO MASTER PRINT)

1. RS: Added this sketch...
- 2
- 3

Telus

4519 Canada Way
Burnaby, BC

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