

TO: CITY MANAGER 2014 March 18

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: REZONING REFERENCE #14-05
Skysign on Existing Building
Metrotown Development Plan

ADDRESS: 4501 Kingsway (see *attached* Sketches #1 and #2)

LEGAL: Lot 1, D.L. 153, Group 1, NWD Plan BCP47481

FROM: CD Comprehensive Development District (based on C3 General Commercial District and RM5 Multiple Family Residential District)

TO: Amended CD Comprehensive Development District (based on C3 General Commercial District, RM5 Multiple Family Residential District and Metrotown Development Plan as guidelines, and in accordance with the development plan entitled “4501 Kingsway Sovereign Element Hotel Exterior Sky Sign” prepared by Bosa Properties Inc.)

APPLICANT: EDG Experience Design Group
#200 – 1788 West 5th Avenue
Vancouver, BC V6J 1P2
(*Attention: Barry J. Marshall*)

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 2014 April 29.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 2014 April 07, and to a Public Hearing on 2014 April 29 at 7:00 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 that the skysign installation be related to continued occupancy by the hotel at the subject site.

REPORT

1.0 REZONING PURPOSE

The purpose of this rezoning is to permit the installation of a skysign on the Willingdon Avenue (west) frontage of a residential/commercial mixed-use building (under construction) on the subject site.

2.0 BACKGROUND INFORMATION

- 2.1 The subject property is located on the northeast corner of Kingsway and Willingdon Avenue, within the Council adopted Metrotown Development Plan area. To the north is a 21-storey multiple-family residential high-rise building; to the west across Willingdon Avenue is the Old Orchard shopping centre; to the east is a 22-storey office building with a 2-storey commercial podium; to the south across Kingsway is the Crystal Mall shopping complex and Hilton Hotel. It is noted that the Hilton Hotel has one skysign located at the top of the building's north face, which was approved under Rezoning Reference #99-24.
- 2.2 Rezoning Reference #05-48, which received Final Adoption on 2011 February 14, permitted the subject site to be developed with a 45 storey mixed use hotel and residential tower atop a three storey commercial podium. The development, which is under construction, includes 26 storeys of residential (202 units), 13 storeys of hotel (169 rooms) and a commercial/retail podium along Kingsway and Willingdon Avenue, which includes a City-owned 6,106 sq. ft. non-profit office space, commercial fitness facility, restaurant and retail uses as well as a residential/hotel amenity space on the third floor/podium deck. Appropriate signage for the building, including a skysign on the building's west face, was established through a Comprehensive Sign Plan (CSP). At the time of rezoning, it was noted that the specific details of the skysign would require rezoning approval by Council.
- 2.3 Rezoning Reference #11-15, which received Final Adoption on 2011 July 25, permitted a minor expansion to the commercial floor area on the third floor and relocation of the proposed swimming pool and City non-profit office facility to the fourth floor of the podium.
- 2.4 Skysigns are defined as signs that are located at the top of major commercial buildings (offices and hotels) at/or above the third floor level (ie. above the second storey). Policy guidelines for skysigns have been prepared and are used to assist in the evaluation of skysigns approved through rezoning. The Skysign Guidelines establish that skysigns on higher buildings, generally above ten (10) storeys in height, have a sign area of up to 7.4

m² (80 sq. ft.) and a sign height and width of no more than 3.0 m (10 ft.). The Skysign Guidelines also permit two skysigns located on opposing faces of a building.

- 2.5 The applicant has submitted a plan of development suitable for presentation to a Public Hearing.

3.0 SKYSIGN PROPOSAL

- 3.1 The applicant is proposing to install a skysign for the Element by Westin hotel on the Willingdon Avenue (west) frontage of the mixed-use residential/commercial building (under construction) on the subject site. The proposed skysign is intended to identify the “Element by Westin” hotel and provide exposure to the hotel for vehicles as they enter the Metrotown area from the west.
- 3.2 The proposed fascia skysign is comprised of an internally illuminated, LED circular “e” logo with no lettering for the Element by Westin hotel (see Attachment #1 *attached*). The logo is 3.7 m (12 ft.) high, 3.7 m (12 ft.) wide, with a total area based on a “string-line” perimeter measurement of 10.5 m² (113 sq. ft.). The sign will be mounted 143.9 m (472 ft.) above grade and 4.0 m (13 ft.) from the top of the building’s mechanical penthouse (see Attachment #2 *attached*). It is noted that the applicant is proposing only one skysign with a height, width and area that is less than the combined total dimensions of two skysigns that are permissible under the guidelines.
- 3.3 Criteria for the evaluation of skysigns for commercial buildings also include consideration of an active and major user, where the user should occupy a minimum 25% and a minimum 60,000 sq. ft. of gross leaseable floor area. The hotel portion occupies 127,644 sq. ft. of the 45-storey, 38,226.9 m² (411,484 sq. ft.) residential / commercial mixed-use building, which represents 30% of the building’s overall gross leaseable floor area and 57% of the building’s commercial components. This criteria is met, and will be maintained by a commitment to keep the sign in relation to the occupancy of the Hotel on the subject site.
- 3.4 The skysign will be affixed to the building with no visible mounting brackets or electrical components and is considered to be architecturally integrated with the existing residential/commercial mixed-use building.
- 3.5 The site is being developed and serviced under the previous rezoning (Rezoning Reference #05-48) and subdivision (Subdivision Reference #06-01). As such, no further servicing, rights of way or cost charges are required in connection with the subject rezoning.

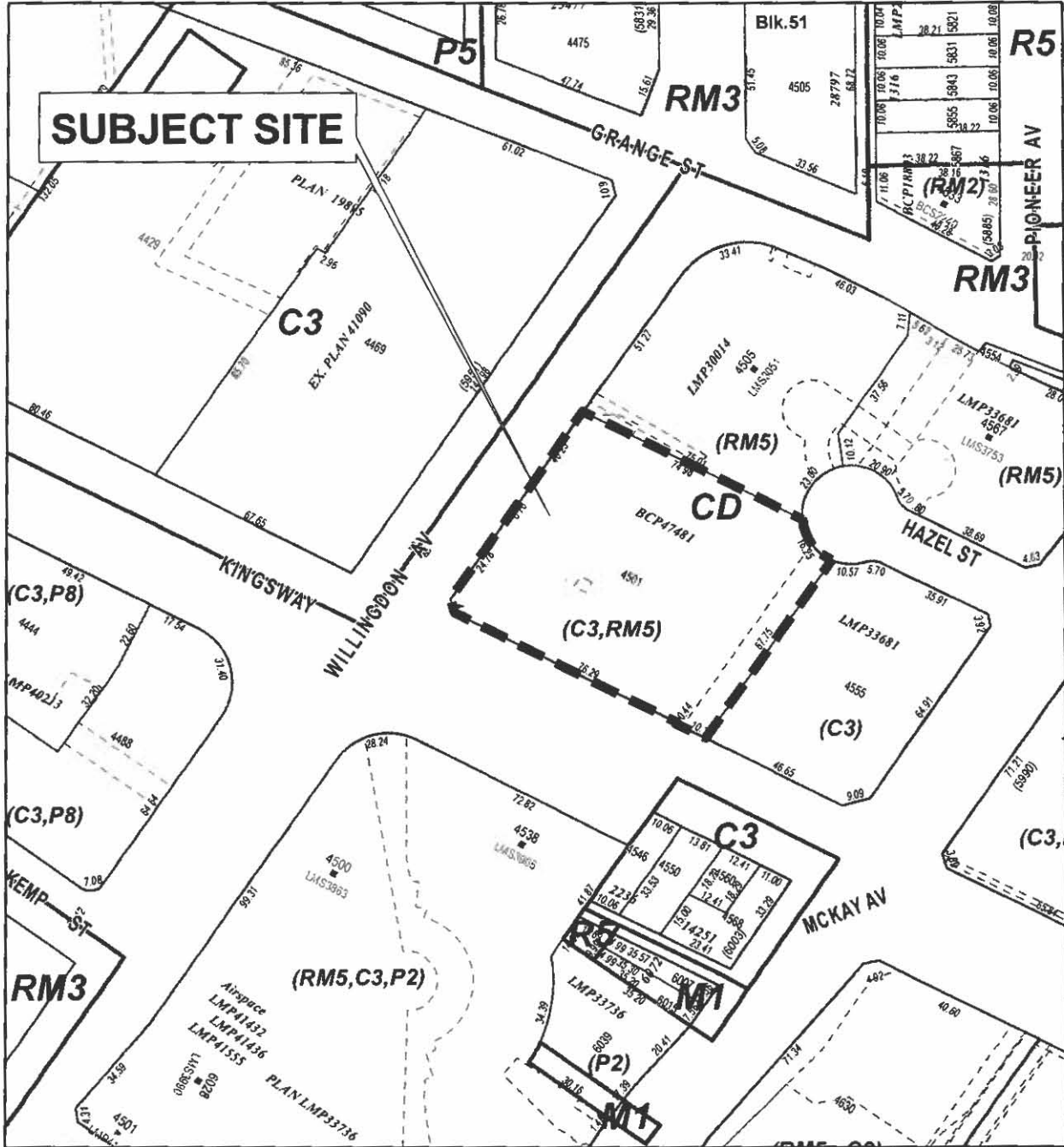
To: City Manager
From: Director Planning and Building
Re: Rezoning Reference #14-05
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3.6 Overall, the subject proposal meets the intent and purpose of the adopted guidelines for skysigns, and is consistent with the approved CSP for the property. As such, the proposal is considered to be supportable.


Lou Pelletier, Director
PLANNING AND BUILDING

GT:sla/l
Attachments

cc: Director Engineering
City Solicitor
Deputy City Clerk



PLANNING & BUILDING DEPARTMENT



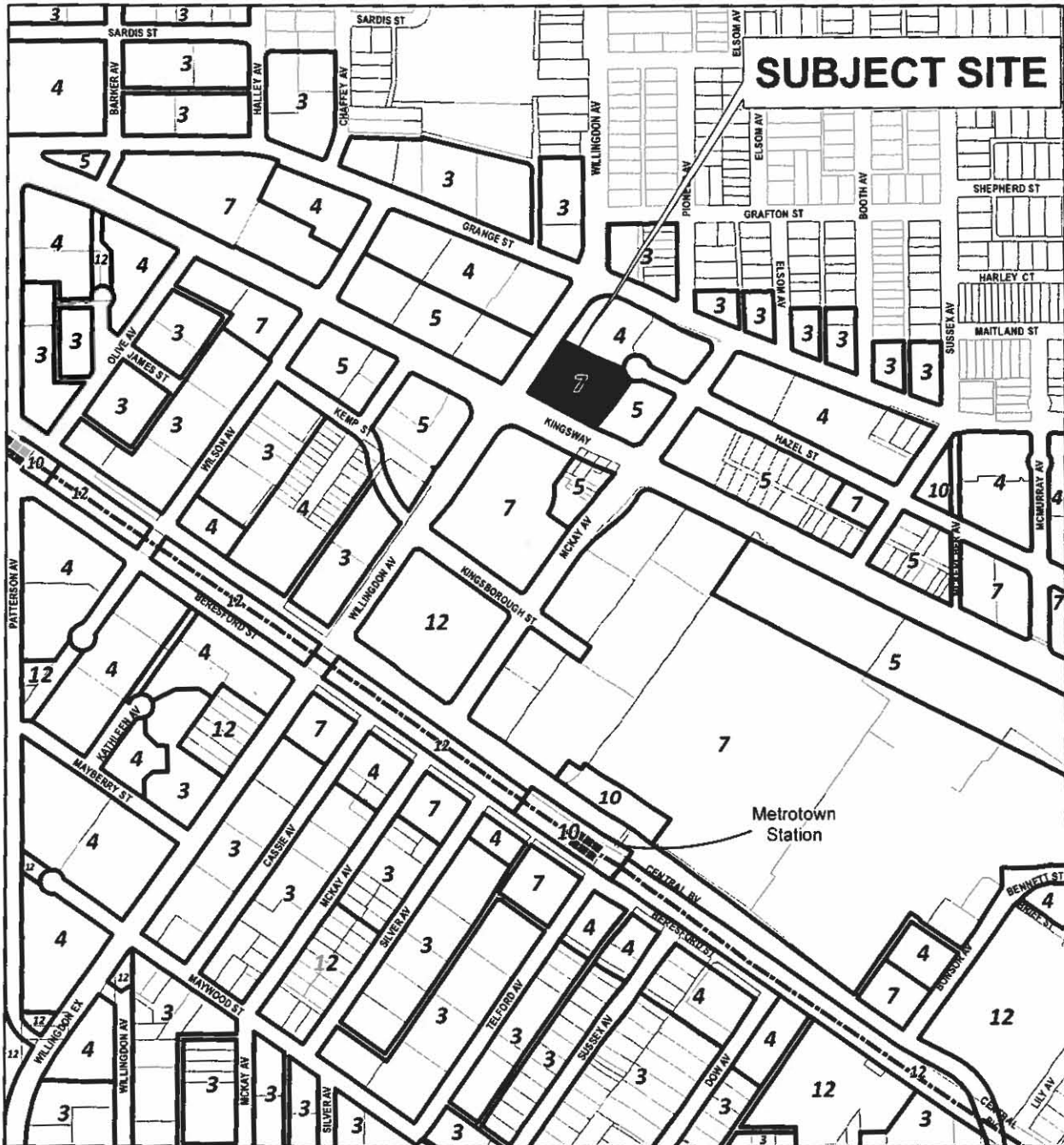
DATE: MAR 06 2014

SCALE: 1:2,000

DRAWN BY: AY

REZONING REFERENCE #14 -- 05
4501 KINGSWAY (SKY SIGN)

Subject Site



- | | |
|--|--------------------------------------|
| 2 Low Density Multiple Family Residential | 7 High Density Mixed Use |
| 3 Medium Density Multiple Family Residential | 10 Institutional |
| 4 High Density Multiple Family Residential | 12 Park and Public Use/Public School |
| 5 Commercial | |
| 6 Medium Density Mixed Use | |



Planning and Building Dept

Metrotown Plan



February 13, 2014

Lou Pelletier, Director
City of Burnaby Planning Department
4949 Canada Way
Burnaby, BC V5G 1M2

Dear Mr Pelletier;

**Re: Rezoning Letter of Intent
4501 Kingsway
Metrotown Development Plan**

I, Barry Marshall, on behalf of our client Bosa Properties, have submitted this application to rezone 4501 Kingsway from the current CD Comprehensive Development District (utilizing the C3 General Commercial District and RM5 Residential Multiple Family District as guidelines) to the Amended CD Comprehensive Development District (utilizing the C3 General Commercial District RM5 Multiple Family District and Metrotown Town Centre Development Plan as guidelines).

The intent of this rezoning application is to permit the installation of a sky sign atop the Sovereign high-rise hotel and residential tower. This sky sign was indicated as a future requirement on the Comprehensive Sign Plan that was prepared by ourselves in close collaboration with the Planning Department and ratified by Council in 2012.

Thank you for your consideration of this rezoning request. We look forward to working with the City towards the approval of this rezoning application.

Yours sincerely,



Barry Marshall, Mdes ID
Creative Director
EDG Experience Design Group Inc.
mobile: 604.209.9307
studio: 604.688.9656

GENERAL SPECIFICATIONS

Materials:

- Illuminated individual Sign (Refer to detail drawings.)
- 1/2" Thick Steel plate cut to shape of sign front and back; mounter with corner support section.
- Aluminum weather constructed sign support material (Green RMS 7490C with perforated aluminum face with internally illuminated with warm white LED modules (30000K recommended) (TBC)
- 1/5" Thick perforated metal face painted white (acrylic back paint may be required)

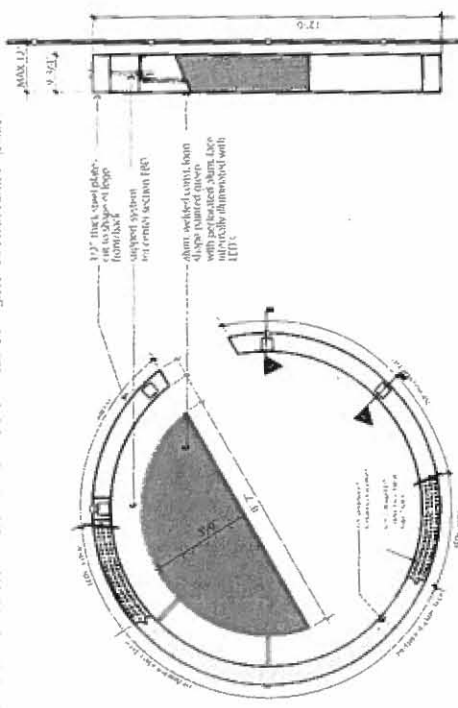
Installation:

- New channel letters/graphics to be mounted securely to building fascia
- Signage to be mounted centered within fascia panel (See Drawing 2/03)
- All electrical to be concealed and waterproof within building fascia as per base building sign contractor to provide power safely for LED & connection to base building power

Notes:

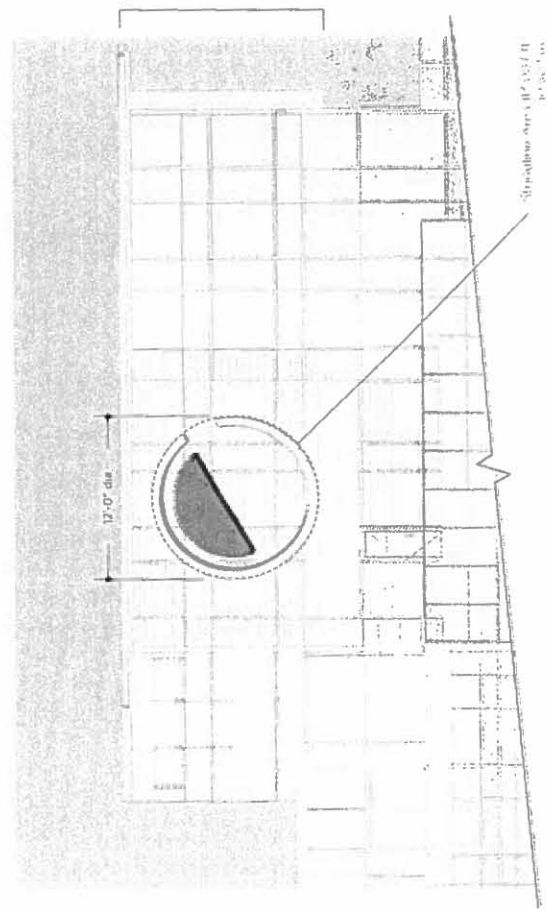
- Subject to Engineering Consultant and Structural Engineer's Review
- Site survey and coordination with project architect and construction manager required to confirm final dimensions, construction, and installation details.
- Shop drawings and illuminating samples to be provided for Starwood Hotels-16 review and approval before proceeding to manufacture and install
- Separate sign permit required from City of Burnaby

NOTE: Fabrication and mounting details as per Starwood Hotels and Resorts Exterior Signage Standards 415 2011
 Detail drawings reference boxes 12-14 of standards.
 All installation details & attachments to be reviewed by registered structural engineer

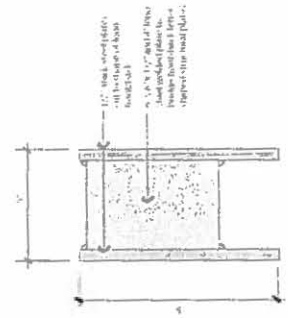


2 LOGO ID FASCIA SIGN FRONT SECTION/ELEVATION
 5.0 SCALE 1/4" = 1'-0"

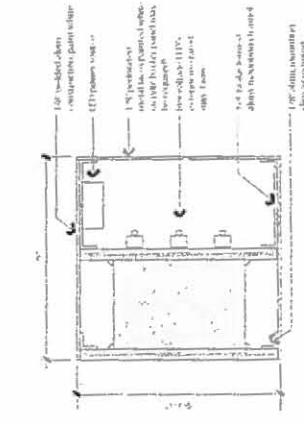
3 LOGO ID FASCIA SIGN SECTION
 5.0 SCALE 1/4" = 1'-0"



1 LOGO ID FASCIA SIGN FRONT ELEVATION - WILLINGDON AVE
 5.0 SCALE 1/4" = 1'-0"



4 MOUNTING PLATE - SECTION DETAIL
 5.0 SCALE 1/4" = 1'-0"

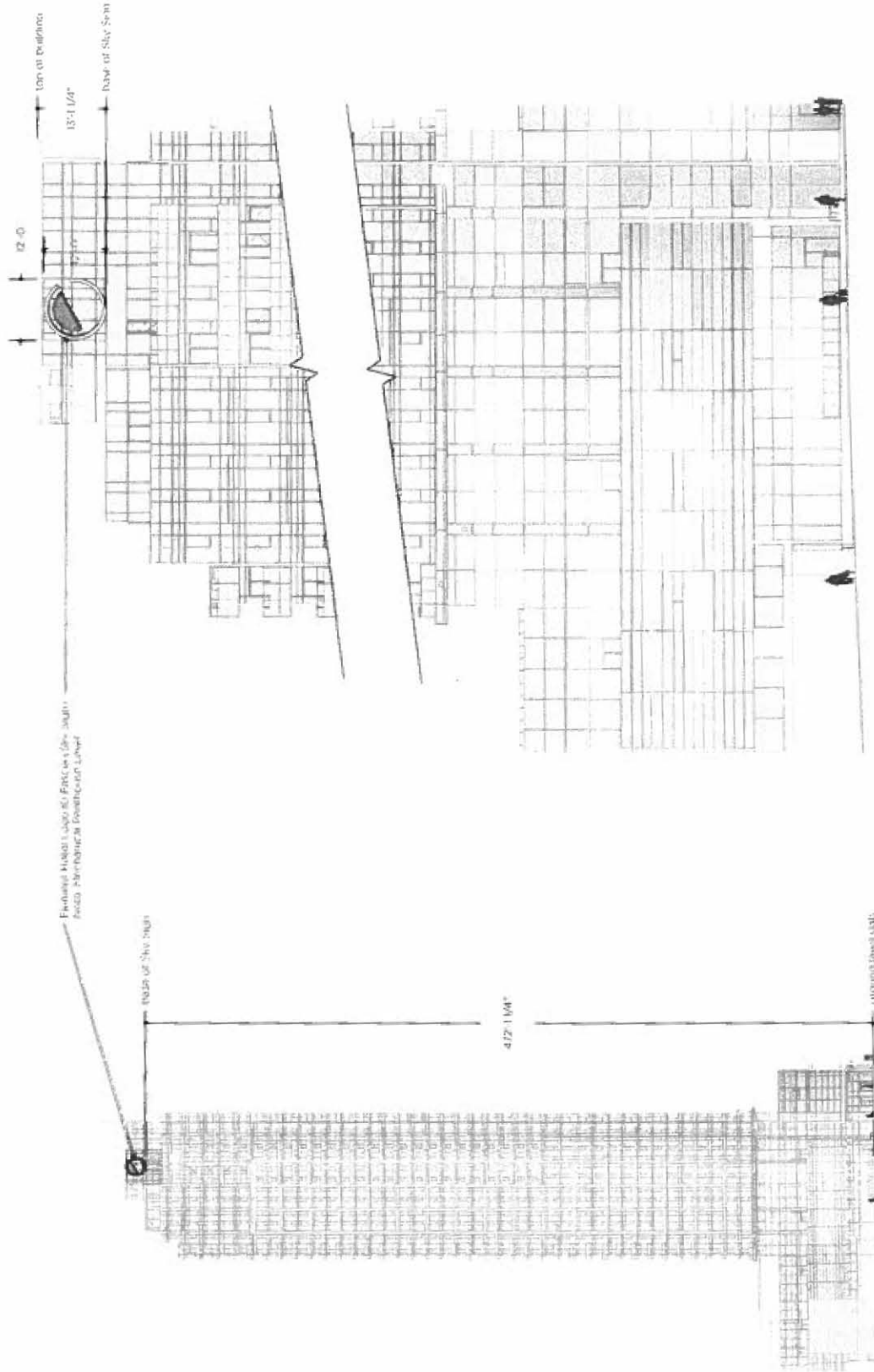


5 STRUCTURAL LETTERS WITH LED SYSTEM - SECTION DETAIL
 5.0 SCALE 1/4" = 1'-0"

Design Properties Inc., Starwood Hotel
 1450 West Broadway to City of Burnaby

DATE: 07/11/11
 PROJECT: 1111

ISSUED BY: [Signature]
 REVISED BY: [Signature]



2 WEST ELEVATION DETAIL - WILLINGDON AVENUE
SCALE 1/2" = 1'-0"

1 WEST ELEVATION - WILLINGDON AVENUE
SCALE 1/8" = 1'-0"

PROJECT NO. 10-10-10-10
DATE: 10/10/10
DRAWN BY: J. J. J.

11801 W. 118th St., Suite 100
Edmonton, Alberta T6E 4E4

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Urban Design Inc., Inc. - Architectural Firm
City of Edmonton - City of Edmonton

