



Item
Meeting 2016 April 25

COUNCIL REPORT

TO: CITY MANAGER 2016 April 20

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: REZONING REFERENCE #15-33
Comprehensive Sign Plan
British Columbia Institute of Technology

ADDRESS: 3700 Willingdon Avenue (see *attached* Sketch #1)

LEGAL: Parcel 1, DL 71 and 72, Group 1, NWD Plan BCP33657

FROM: CD Comprehensive Development District (based on P6 Regional Institutional District) and P6 Regional Institutional District

TO: Amended CD Comprehensive Development District (based on P6 Regional Institutional District and in accordance with the development plan entitled "British Columbia Institute of Technology Burnaby Campus Exterior Sign Plan & Sign Program, Comprehensive Sign Plan (CSP)" prepared by EDG Experience Design Group Inc.), P6 Regional Institutional District

APPLICANT: British Columbia Institute of Technology
Building NE9, 3700 Willingdon Avenue
Burnaby, BC V5G 3H2
(Attention: Mike Newall)

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 2016 May 31.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 2016 May 09, and to a Public Hearing on 2016 May 31 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) An agreement that no third-party advertising components will be permitted as part of the CSP.

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- c) The approval of the Ministry of Transportation to the rezoning application.

REPORT

1.0 REZONING PURPOSE

The purpose of the proposed rezoning bylaw amendment is to permit the establishment of a Comprehensive Sign Plan (CSP) in order to enable future signage opportunities for the BCIT main campus.

2.0 BACKGROUND INFORMATION

- 2.1 The BCIT Main Campus is comprised of two legal lots and is improved with approximately 50 buildings on an approximate 52.9 ha (130.6 acres) site. The campus was originally developed in 1964 and has expanded numerous times since, with the most recent developments being restoration improvements to the existing NE1 Building fronting Willingdon Avenue and a new BC Hydro station for the campus.
- 2.2 To the west of the BCIT campus, across Willingdon Avenue, is the Discovery Place Business Centre area, Moscrop Secondary School, and the former Burnaby Youth Custody Service facility. To the north of the BCIT campus, across Canada Way, is a gasoline service station and the Willingdon/Canada Way Business Centre. To the south, across Deer Lake Parkway, is Deer Lake Park, with an established R4 Residential District single- and two-family residential neighbourhood beyond. Immediately adjacent to the northeastern portion of the campus are industrial buildings zoned M1 Manufacturing District, while further south across Wayburne Drive to the east is the Greentree Village multiple-family residential neighbourhood (see *attached* Sketch #1).
- 2.3 Two locations within the BCIT Campus site were zoned to the CD (P6) District, under Rezoning References #11-11 and #14-16. Rezoning Reference #11-11 permitted the installation of one skysign for the BCIT administrative office building (SW1) near the Willingdon Avenue/Goard Way entrance to the campus. Rezoning Reference #14-16 permitted the installation of two skysigns on the west and east façade of the NE1 Building, located at the north side of the campus along Canada Way.
- 2.4 The existing signage program at the BCIT main campus includes numerous campus entrance signs, three skysigns, wayfinding/directional signage, individual building signage, and parking lot signage of various forms and sizes. It is noted that a majority of the existing signage on the site is non-commercial in nature and is used for informational/wayfinding purposes.

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- 2.5 As the BCIT campus evolved over time, signage has been approved in the past on an individual basis to meet the needs of BCIT and its numerous expansions. As such, signage has advanced over time without a comprehensive campus-wide approach and has generally not accounted for the relationship of each sign to another. To accommodate improved campus identification, the CD rezoning and Preliminary Plan Approval processes have been used to achieve a better overall context and relationship, both internal and external to the site. However, as its signage program has evolved over several decades, it has become difficult to achieve a cohesive and consistent approach, necessitating a comprehensive review with primary respect to the relationship between the campus' signage, architecture, and public realm. BCIT is now requesting rezoning to the CD Comprehensive Development District (utilizing the P6 Regional Institutional District as a guideline) in order to establish a Comprehensive Sign Plan which will both accommodate the needed campus identification improvements and create clear guidelines for current and future signage opportunities in a cohesive manner.
- 2.6 BCIT is recognized as a regionally-significant post-secondary institution, with its main campus located on an approximate 53-hectare site in Burnaby. Given the size and major institutional context of the subject property, a Comprehensive Development (CD) approach to the application of the Burnaby Sign Bylaw has become necessary to provide for sufficient and appropriate identification and wayfinding signage to meet the needs of BCIT's main campus. Therefore, it is considered appropriate to support the development of a signage program for this important educational institution under a Comprehensive Sign Plan rezoning.
- 2.7 The applicant has submitted a plan of development suitable for presentation to a Public Hearing.

3.0 GENERAL COMMENTS

- 3.1 The applicant is proposing to establish a Comprehensive Sign Plan (CSP) for the BCIT main campus to establish clear guidelines for current and future signage opportunities as the campus continues to expand. The rezoning request is associated with BCIT's continued building renovations, site enhancement projects, and overall rebranding of the institution in relation to its 50th year anniversary.

The proposed rezoning bylaw amendment is only related to signage that forms part of the CSP for the site (to which the CD Comprehensive Development District applies). The remaining uses on the site will remain zoned P6 Regional Institutional District. There is no development being sought in connection to this rezoning application.

- 3.2 The intent of the CSP is to develop a holistic, campus-wide signage program that identifies all signage that is visible from the bounding public streets, establishes categories of signage types for the use and needs of the campus, and establishes

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guidelines and standards for future signage opportunities under a singular and consolidated approach. The objective of establishing this CSP is to provide all users of the campus with the information necessary to arrive at the correct location and navigate through the campus to their destination in an efficient manner.

- 3.3 The proposed CSP for this large site is intended to provide signage that will serve as a visual anchor for two of Burnaby's main arterial roads (Willingdon Avenue and Canada Way), and which will heavily relate and respond to the site's architecture, its organization, and its public realm. It is noted that no third-party advertising components will be permitted as part of the CSP in order for signage to remain non-commercial in nature.
- 3.4 All future development and its signage that is identified in the site's CSP will require separate Preliminary Plan Approval applications.
- 3.5 Any future proposed skysigns for the site will continue to require specific amendment rezoning applications.
- 3.6 Ministry of Transportation approval will be required for this rezoning application.

4.0 COMPREHENSIVE SIGN PLAN (CSP) PROPOSAL

4.1 Signage Types Proposed Under the CSP

The proposed signage that forms the Comprehensive Sign Plan (CSP) for the BCIT Burnaby Campus only includes signage that is visible from the site's bounding streets and located on campus buildings that abut bounding street. All other signage, located internally to the site and not visible from the public realm, is not included in the CSP. The signage categories and specific sign types are as follows:

A. Site Entrance Signage

The purpose of this signage category is to provide campus identification at major intersections, and both a "sense of arrival" and directional information at important vehicular and pedestrian entrance locations of the campus. The Site Entrance Signage program includes the following sign types:

- 3 m x 6.6 m (9.7 ft. x 21.5 ft.) Main Gateway Monument sign
- 4.9 m x 1.8 m (16 ft. x 6 ft.) Main Site Entrance Pylon signs
- 4.9 m x 1.8 m (16 ft. x 6 ft.) Main Site Entrance Pylon signs for Parking Areas
- 4.9 m x 1.8 m (16 ft. x 6 ft.) Main Site Entrance Pylon signs for display/campus information messages
- 3.7 m x 1.2 m (12 ft. x 4 ft.) Secondary Site Entrance Pylon signs

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B. Directional, Information and Parking Signage

The purpose of this signage category is to provide directional information to specific landmarks, areas, buildings or nodes on the campus, for use by both vehicular and pedestrian traffic. The Directional, Information and Parking Signage program includes the following sign types:

- 3.7 m x 1.2 m (12 ft. x 4 ft.) Main Directional signs
- 2.4 m x 0.9m (8 ft. x 3 ft.) Secondary Directional signs
- 2.4 m x 2.4 m (8 ft. x 8 ft.) Map Kiosk
- 0.5 m (1.5 ft.) tall Parking Area Entrance signs

C. Building Entrance and Identification Signage

The purpose of this signage category is to provide the identification of specific buildings on the campus and adjacent parking areas that are associated with these buildings. The proposed signage will be mounted onto the buildings or located on free-standing signs adjacent to the building. The Building Entrance and Identification Signage program includes the following sign types:

- 0.6 m (2 ft.) tall Fascia Identification sign
- 0.3 m (1 ft.) tall Canopy Identification sign
- 0.9 m x 0.9 m (3 ft. x 3 ft.) Building Entrance sign
- 4.9 m x 1.8 m (16 ft. x 4 ft.) Main Building Identification Pylon sign
- 3.7 m x 1.2 m (12 ft. x 4 ft.) Secondary Identification Pylon sign

D. Sky Signs

As noted, there are two existing sky signs that are included in the CSP, previously approved under Rezoning References #11-11 and #14-16. The skysigns are located on the BCIT administrative office building (SW1) near the Willingdon Avenue/Goard Way entrance to the campus, and on the NE1 Building at the north side of the campus along Canada Way. It is noted that any future skysign proposals will require separate Comprehensive Development rezoning applications.

E. Beautification Signage

The purpose of this signage category is to provide a sense of prominence and decoration at prominent or important locations, such as major intersections and main entrance areas of the campus. These sign types will only include BCIT, registered British Columbia non-profit organization, and/or civic flag content. Third-party advertisement content will not be permitted on the signs in this category. The Beautification Signage program includes the following sign types:

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- 3.7 m x 0.8 m (12 ft. x 2.5 ft.) Banners
- Flags

5.0 CONCLUSION

The establishment of a Comprehensive Sign Plan (CSP) for BCIT's Burnaby Campus will develop a cohesive signage program for all signs on the campus that are visible from bounding public streets. The CSP establishes clear and cohesive guidelines and standards for the refurbishment works to existing signage and future signage opportunities as the institutional facility continues to expand. As the subject rezoning amendment bylaw and its associated CSP is proposing only development guidelines and sign size standards, no specific development is provided for approval by the subject rezoning application. Subsequent approval through the Preliminary Plan Approval process for specific sign proposals in line with the Comprehensive Sign Plan will be required.


 Lou Pelletier, Director
 PLANNING AND BUILDING

GT:spf
Attachments

cc: Director Engineering
 City Solicitor
 City Clerk

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