

THE CORPORATION OF THE DISTRICT OF BURNABY

SIGN BY-LAW COMMITTEE

July 5, 1977

HIS WORSHIP, THE MAYOR
AND MEMBERS OF COUNCIL.

Madam/Gentlemen:

Report of the Burnaby Sign By-law Committee

I During 1976, the Burnaby Municipal Council received representations from members of the sign manufacturing industry commenting on certain provisions of the Burnaby Sign Bylaw. In order to examine the subject more carefully, the Council on September 13, 1976 established a Special Sign By-law Committee to meet with the parties involved, to review the existing by-laws, and to report back to the Council.

On December 9, 1976 the Committee held a meeting to hear representations from sign manufacturers licenced to operate in the Municipality. In its report to the Council at the December 20, 1976 meeting, the Committee summarized the concerns that were voiced, outlined its proposed course of action, and put forward proposed Terms of Reference for the review. These Terms of Reference, which were adopted by Council, are as follows:

"That the Sign By-law Committee meet with sign manufacturers licenced to operate in Burnaby, or other agencies who have expressed an interest in making representations to the Committee, to investigate complaints and consider recommending changes to the Burnaby Sign By-law as they relate to specific provisions and/or interpretation of the By-law. These changes are not to include rewriting of the By-law, or any other major changes in policy such as reintroducing bill-boards in the Municipality."

In the aforementioned report, this Committee advised that it had suggested to the sign manufacturers that they meet with Planning Department staff on their various complaints. The Director of Planning was asked to prepare a report containing the concerns of the sign manufacturers as well as the Director's comments and recommendations.

In order to facilitate contact by members of the industry, the Planning Department on March 2, 1977 wrote to a total of 50 companies operating in this field in the Greater Vancouver area, to acquaint them with the objectives of the Committee and to invite their input. As a result, the Planning Department met on March 22 with representatives of 5 firms and the Burnaby Chamber of Commerce and received additional submissions from 4 other firms, representing both the electric sign industry and commercial sign painters. The Planning Department analyzed the contents of those submissions, met a second time with the sign manufacturers on May 24, 1977, and submitted its report summarizing the concerns expressed and giving the Director's observations and recommendations on the various points to the Committee.

- AGENDA - (JULY 18)
- COPY - MANAGER

At its meeting on May 31, the Committee again met with representatives of various companies, a real estate representative, and a representative of the Chamber of Commerce to discuss the report of the Director of Planning and to receive any further comments from the industry. At that meeting, there was considerable dissatisfaction expressed by the representatives about the Planning Director's proposed amendments.

The Committee has subsequently held 2 working meetings to review all the submissions and material presented, and to prepare its recommendations for the consideration of the Council.

The purpose of this report is to present these proposals and to recommend their adoption in order to effect certain amendments to the Burnaby Sign By-law 1972 and to receive endorsement to certain administrative and procedural changes intended to streamline the Sign Permit handling process in response to the expressed concerns of the industry.

II The measures discussed by the Committee and being proposed by the Committee for adoption include:

- A. Amendments to certain sections of the Burnaby Sign By-law 1972 - these changes are being recommended in response to concerns expressed by members of the sign industry relating to apparent ambiguity, administrative delays and complicated procedures, and the needed adjustments to some of the sign schedules, all within the context of the Terms of Reference adopted by the Council on December 20, 1976.

Attached as Appendix 1 for the information of members of Council as support material only, is a copy of the Planning Director's report to the Committee dated May 24, 1977, containing a summary of the objections and comments of the industry and the Planning Director's recommendations.

- B. Proposed administrative, procedural changes to be implemented by the Director of Planning to streamline the process and to provide for faster, more convenient service in the application for and issuance of permits.

Attached as Appendix 2 is the Planning Director's report to the Committee dated June 7, 1977 containing his recommendations to the Committee on this subject.

Following is a summary of the By-law text amendments being proposed by the Committee, displayed adjacent to pertinent sections extracted from the present By-law text so that members of Council will be able to make a direct comparison between the existing text and the proposed changes. Marginal comments on the proposed changes are also provided where appropriate. Additionally, included as Part B is a discussion of the proposed administrative procedural changes as endorsed by the Special Sign By-law Committee.

The Committee wishes to acknowledge the assistance and the comments of members of the sign industry who have taken the time to put forward their views in this matter. Committee members have given a good deal of time and thoughtful consideration to the comments and suggestions that were advanced, and we believe the conclusions set out in this report consider the major concerns that were expressed, where they were within the context of the established terms of reference, and not in conflict with the basic purpose and intent of the Sign By-law.

RECOMMENDATIONS:

After meeting with members of the sign industry and with the Chief Building Inspector and Planning Department staff, and in response to the expressed concerns within the framework of the adopted Terms of Reference, it is the recommendation of your Committee THAT:

- a. the amendments to the Burnaby Sign By-law 1972 contained in the following summary be prepared in By-law form, advanced for the necessary Readings, and Finally Adopted by the Council,
- b. the Council express its concurrence in the administrative and procedural changes outlined in the summary as endorsed by the Committee,
- c. following adoption of the proposed Sign By-law changes, the Planning Department arrange one or more seminars as required for the purpose of briefing interested members of the sign industry or other businesses with respect to the Sign By-law, its application and the processes involved, and to answer any questions that might arise, for clarification purposes, and
- d. copies of this Committee report be furnished to those companies and organizations that have made representations to the Sign By-law Committee.

Respectfully submitted,

Alderman Doreen Lawson,
Chairman.

Alderman Doug Drummond

Alderman Rod Stewart

Attach.

PART A

PROPOSED SIGN BYLAW TEXT AMENDMENTS

COLUMN 1

EXISTING TEXT
(BURNABY SIGN BYLAW, 1972)

(SECTION)

Section 2 - Definitions (page 1)

"SIGN, FACIA" means a flat sign which does not project more than one foot from the face or wall of the building upon which it is affixed, painted or attached, running parallel for its whole length to the face or wall of the building, and which does not extend beyond the horizontal width of such building.

Section 5.1(3): (page 5)

Every sign shall have its weight and the maker's name permanently attached to or painted on the exterior of the sign.

Section 5.1(7): (page 6)

No sign, nor any guy, stay, or attachment thereto shall be erected, placed or maintained by any person on rocks, fences or trees, nor in such a manner as to interfere with any electric light, power, telephone or telegraph wires, or the supports thereof.

COLUMN 2

PROPOSED AMENDMENTS

(SECTION)

"SIGN, FACIA" means a flat sign, including a permanent window sign, which does not project more than one foot from the face or wall of the building upon which it is affixed, painted or attached, running parallel for its whole length to the face or wall of the building, and which does not extend beyond the horizontal width of such building.

Every sign shall have its weight and the maker's name permanently attached to or painted on the exterior of the sign, except in the case of special purpose and temporary signs permitted under Schedule No. I of this Bylaw, and signs painted directly on the face of a building.

No sign, nor any guy, stay, or attachment thereto shall be erected, placed or maintained by any person on rocks, fences or trees, except in the case of temporary signs complying with the requirements of Schedule No. I and decorative logo designs painted upon or affixed to a temporary construction fence or hoarding erected on a construction site only, for a time period not exceeding the period of construction. No sign, guy, stay, or attachment thereto shall interfere with any electric light, power, telephone or telegraph wires, or the supports thereof.

COLUMN 3

NOTES

For clarification.

Weight and maker's name not considered essential in such cases.

Considered acceptable for limited time period on construction site fences or hoarding, subject to normal requirements of Schedule No. I.

REPORT
Regular Council Meeting
July 18, 1977

COLUMN 1
EXISTING TEXT
(BURNABY SIGN BYLAW, 1972)

COLUMN 2
PROPOSED AMENDMENTS

COLUMN 3
NOTES

(SECTION)

(SECTION)

Section 5.1(9): (page 6)

No temporary sign shall be illuminated nor animated.

Temporary signs may be illuminated provided they are served by underground electrical service and do not involve any overhead wiring or service poles.

No objection to illumination so long as no additional overhead wiring clutter is produced as a result.

Section 5.2 - Site Maintenance Standards: (page 6)

Every sign and the immediate surrounding premises shall be maintained by the owner or person in charge thereof in a clean, sanitary and inoffensive condition and free and clear of all obnoxious substances, rubbish and weeds.

Every sign and the immediate surrounding premises shall be maintained by the owner or person in charge thereof in a clean, sanitary and inoffensive condition and free and clear of all obnoxious substances, rubbish and weeds, except in the case of temporary signs under the provisions of Schedule No. 1 (11A).

Section 5.3 - General Siting and Locational Standards (page 6)

(1) No business sign, non-accessory sign or identification sign shall be placed on, within or above public property, except as otherwise provided for in this By-law.

No business sign, non-accessory sign, special purpose sign, or identification sign shall be placed on, within or above public property, except in the following cases:

Clarification of existing Bylaw provisions.

- (a) facia signs provided that they shall project not more than one foot over public property,
- (b) special purpose signs under the provisions of Schedule No. 1, Sections (1), (2), (3), (8), and (9).

EXISTING TEXT
(BURNABY SIGN BYLAW, 1972)

PROPOSED AMENDMENTS

NOTES

(SECTION)

Section 5.4(3): (page 7)

Projecting Signs

- (a) The minimum height of a projecting sign shall be 9 feet.
(b) The maximum area of a projecting sign shall be 70 square feet.

Section 6.2(1) - Permits and Approvals: (page 8)

Every person shall, before erecting, placing, rebuilding, reconstructing, altering or moving any sign, obtain all necessary permits and approvals as required by the Burnaby Building By-Law and Burnaby Zoning By-law.

(SECTION)

Projecting Signs

- (a) The minimum height of a projecting sign shall be 9 feet.
(b) The maximum area of a projecting sign shall be 80 square feet.

Every person shall, before erecting, placing, rebuilding, reconstructing, altering or moving any sign, make application for and obtain all necessary permits and approvals as required by Section 5(1) of Bylaw No. 6333, being the "Burnaby Building Bylaw, 1973" and by Section 7.3 of Bylaw No. 4742, being the "Burnaby Zoning By-law, 1965", - except in the following cases:

- (i) Signs permitted under Schedule No. 1, Sections (1), (2), (3), (6), (7), (9), and (10).
(ii) Temporary signs permitted under Schedule No. 1, Section (11A) (b) only in the case of a single property in a Residential (R) zoning district.
(iii) Temporary signs advertising residential, commercial, or industrial properties for rent, to a maximum area of four square feet.

Adaptation to relate to stock, material, size.

- Desirability of tying in to approval process under the Building and Zoning Bylaws.
- Delineation of those classes of temporary and special purpose signs which are not felt to require permit issuance.
- In essence, this means that every sign erected, placed, rebuilt, reconstructed, altered, or moved within the Municipality requires a permit, with the exception of the stated special purpose and temporary signs listed; these latter exceptions consist of:
 - traffic control signs
 - signs required by law
 - memorial plaques and the like
 - private property and no trespassing signs
 - temporary window signs
 - certain types of temporary campaign or events signs
 - certain types of flags or emblems
 - modest temporary signs relating to sale, rental, etc. of single properties in Residential (R) districts
 - temporary "For Rent" signs up to 4 square feet in area on residential, commercial or industrial properties.

COLUMN 1
EXISTING TEXT
(BURNABY SIGN BYLAW, 1972)

(SECTION)

Section 6.2(2): (page 8)

Every application shall be accompanied by:

- (a) Plan or plans drawn to scale.
- (b) The dimensions, maker's name and weight of the sign and, where applicable, the dimensions of the wall surface of the building to which it is to be attached.
- (c) The dimensions and weight of the sign's supporting members.
- (d) The maximum and minimum height of the sign.
- (e) The proposed location of the sign in relation to the face of the building, in front of which or above which it is to be erected.
- (f) The proposed location of the sign in relation to the boundaries of the lot upon which it is situated.
- (g) If the sign is to be illuminated or animated, the colors to be used and the technical means by which this is to be accomplished.
- (h) Where the sign is to be attached to an existing building, a current photograph of the face of the building to which the sign is to be attached.

COLUMN 2
PROPOSED AMENDMENTS

(SECTION)

Section 6.2(2) (A):

Except in the case of temporary signs permitted under Schedule No. 1, Section (11A) and Section (13), every application shall be accompanied by:

- (a) Plan or plans drawn to scale.
- (b) The dimensions, maker's name and weight of the sign and, where applicable, the dimensions of the wall surface of the building to which it is to be attached.
- (c) The dimensions and weight of the sign's supporting members.
- (d) The maximum and minimum height of the sign.
- (e) The proposed location of the sign in relation to the face of the building, in front of which or above which it is to be erected.
- (f) The proposed location of the sign in relation to the boundaries of the lot upon which it is situated.
- (g) If the sign is to be illuminated or animated the colors to be used and the technical means by which this is to be accomplished.
- (h) Where the sign is to be attached to an existing building, a current photograph of the face of the building to which the sign is to be attached.

Section 6.2(2) (B):

In the case of temporary signs permitted under Schedule No. 1, Section (11A) and Section (13), except as provided in Section 6.2(1), every application shall be accompanied by:

- (a) Name and address of applicant.
- (b) Name and address of property owner.
- (c) Legal description and address of the lot on which the signs are to be located.
- (d) Net area of the lot on which the signs are to be located.

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- Simplification and streamlining of the permit application process for certain classes of temporary signs which require permits but which do not require such detailed information or documentation as permanent signs.

- Pads of appropriate forms related to each type of permit application will be prepared and made available at cost to interested firms in order that they may complete the information forms at their own offices and submit either in person or by mail.

EXISTING TEXT
(JURNABY SIGN BYLAW, 1972)

(SECTION)

Schedule No. 1, Section (2): (page 12)

Signs required to be maintained or posted by law or governmental order, rule or regulation.

Schedule No. 1, Section (4): (page 12)

On-site directional signs, not exceeding 2 square feet in area, intended to facilitate the movement of pedestrians and vehicles within the site upon which such signs are located.

Schedule No. 1, Section (5): (page 12)

Directional signs not more than two in number identifying the location and nature of a building structure or use which is not readily visible from the street, serving such building, structure or use, on lands forming part of the site of such building structure or uses, provided that each such sign is not more than 10 square feet in area.

PROPOSED AMENDMENTS

(SECTION)

- (e) An indication of the Section of this Bylaw under which approval is being sought.
- (f) A written indication of the number, size, type, and face area of signs related to each of the streets abutting the lot on which the signs are to be located.
- (g) Submission of a suitable letter of credit or certified cheque in the amount as set out in Schedule 1, Section (11A) (a) (iv), in conjunction with sign approval applications under Section (11A) (a).
- (h) The date upon which the signs are proposed to be installed.

Signs required to be maintained or posted by law or governmental order, rule or regulation, and signs required to be posted on the premises describing hours of operation, prohibiting smoking on the premises, or for similar public notification purposes.

On-site directional signs, not exceeding 2 square feet in area, intended to facilitate the movement of pedestrians and vehicles within the site upon which such signs are located, and regulatory signing, not exceeding four square feet in area, intended to control or prohibit parking within the site upon which such signs are located.

Informational signs not more than two in number identifying the access location and nature of a building, structure or use which is not readily visible from the street, serving such building, structure or use, on lands forming part of the site of such building structure or uses, provided that each such sign is not more than 10 square feet in area.

NOTES

Clarification

Clarification

Clarification

COLUMN 1
EXISTING TEXT
(BURNABY SIGN BYLAW, 1972)

COLUMN 2
PROPOSED AMENDMENTS

COLUMN 3
NOTES

(SECTION)

(SECTION)

Schedule No. 1, Section (7): (page 12)

Window signs which do not exceed 20 percent of the window area.

(7) Temporary window signs.

- Permanent window signs are defined to be fascia signs.
- Committee feels it is not practicable to limit area of temporary window signs.

Schedule No. 1, Section (11) and (12): (page 12)

(11) Temporary on-site signs advertising the sale, lease or rental of the lot or premises upon which such signs are situated, provided that the combined area of such signs fronting upon each street which bounds such lot or premises shall not exceed a ratio of one square foot of sign area for each 1,000 square feet of lot area, but need not be less than 6 square feet. In no case shall the combined area of such signs fronting upon each street exceed 35 square feet.

(12) One on-site temporary sign advertising a group of lots for sale within a subdivision or a group of houses for sale within a housing project along each street frontage which bounds such subdivision or project, provided that the total area of such sign shall not exceed 60 square feet with no single dimension in excess of 12 feet. The display of such sign shall be limited to a 6 month period. At the expiration of such period, the applicant may request a further extension of time, otherwise the sign shall be removed.

Schedule No. 1, Section 11(A)
(replaces Sections (11) and (12))

Temporary on-site signs advertising the sale, lease, or rental of a building, portion of a building, lot, group of lots within a subdivision, or group of houses within a housing project upon which such signs are situated, subject to the provisions of either a) or b) hereinafter set out in this Section:

a) during an initial period of six months from the date of issuance of sign permit approval, any number of signs fronting each street abutting the site, provided that:

- i) the combined area of such signs on the site shall not exceed a ratio of one square foot of sign area for each 100 square feet of lot area, or 1000 square feet total sign area, whichever is the lesser;
- ii) no freestanding sign shall have any face dimension in excess of sixteen feet, nor a face area greater than sixty-four square feet;
- iii) No fascia or roof sign shall have a ver-

- It is proposed to allow a significant increase in the amount of temporary signage for this class of sign for a limited time period, with provision for a deposit to ensure removal of the extra signage upon expiry of that time period.
- Prior to expiry of this provision, signage is to be reduced to the ratio presently permitted, whereupon deposit would be refunded.
- maximum signage to be related to site area.
- Owner has option - may elect to use (b) only,

COLUMN 1
EXISTING TEXT
(BURNABY SIGN BYLAW, 1972)

(SECTION)

COLUMN 2
PROPOSED AMENDMENTS

(SECTION)

- tical face dimension greater than four feet;
- iv) except in the case of signs under this section which are exempted from permit requirements under Section 5.2(1)(iii), a letter of credit or certified cheque in the amount of \$2.00 per square foot of total sign area is deposited with the Corporation to ensure the removal of such signs prior to the expiration of the six-month period following permit approval.

- b) During any period when a permit issued under a) above is not current and in effect, or, upon expiry of the six-month period described for a permit issued under a) above, a maximum of one on-site temporary sign along each street frontage which bounds the site, provided that:

- 1) the combined area of such signs on the site shall not exceed a ratio of one square foot per 1000 square feet of lot area, but need not be less than 6 square feet,

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keep signage modest, and avoid the deposit or "bonding" requirement.

COLUMN 1
EXISTING TEXT
(BURNABY SIGN BYLAW, 1972)

(SECTION)

Schedule No. IV (page 14)

C2, C5, C6, M1, M2, M3, M5 and M6 Districts

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PROPOSED AMENDMENTS

(SECTION)

- ii) no individual sign shall have any face dimension in excess of 16 feet nor a face area greater than 64 square feet,
- iii) no fascia or roof sign shall have a vertical face dimension greater than four feet.

C2, C5, C6, M1, M2, M3, M5, M6 and M7 Districts.

COLUMN 3

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Addition of M7 District category in Zoning By-law needs to be recognized in the appropriate Schedule.

PART BPROPOSED ADMINISTRATIVE AND PROCEDURAL MEASURES

In order to simplify the process of application for sign approval for those classes of signs which require a permit, and to reduce the processing time, it is proposed that the Director of Planning implement the following changes in receipt and handling of applications:

1. Application format: As provided for in the proposed amendments to Section 6.2 (2) noted above, it is proposed that a distinction be made in the application requirements for permanent signs (including Special Purpose permanent signs listed under Sections 4, 5, 8, and 14 of Schedule No. 1) and those for temporary signs which require a permit (Sections 11 (A) and 13 of Schedule No.1).

It is proposed that the existing requirements will continue to apply for the former category of sign permit (as set out in the existing Bylaw text). However, a new application form will be prepared and pads of the new forms will be provided at cost to those companies which are interested in filling out their own applications, to facilitate submission through the mails or in person, as they wish.

For the latter category (Sections 11(A) and 13 of Schedule No. 1), it is being proposed that the requirements be reduced to eliminate the need for site plans, scale detailed drawings, and the like, and that the information required for control purposes be obtained in written form only. A special application form will be prepared for this purpose, such that the necessary information may be entered by filling in the blanks, checking the appropriate boxes, and by similar written means. Provision would be made for a deposit, if required, under proposed Section 11A(a).

Once again, pads of these forms would be made available to those companies wishing to fill out their own applications, such that they could submit applications through the mail if they so choose, and the need for drawings and construction details to support the application for temporary signs would be eliminated.

2. Processing by Staff: Applications for sign approval in the past have been processed in their turn along with other Preliminary Plan Approval applications such as development plans for apartment buildings, commercial projects, industrial sites, and so on. Due to the greater relative complexity of building development proposals and the amount of checking required, the simpler sign applications have sometimes been delayed awaiting their turn on a first-come first-served basis.

In order to facilitate the flow of sign approvals, it is proposed that sign applications be given priority by assigning one staff member to be responsible for maintaining up-to-date the processing of sign permit requests, before turning to other PPA assignments. In this way, it is hoped that applications will receive immediate daily attention and applications which are received in complete, clear form in compliance with all Bylaw requirements will be finalized in only a matter of days.

The Burnaby Sign Bylaw Committee endorses the above proposals to streamline the receipt and handling of sign approval applications, and is recommending Council's concurrence.

*****(NOTE: This concludes the report of the Burnaby Sign By-law Committee. Following, for the information of Council Members only is background material; reports from the Director of Planning to the Committee, identified as Appendix 1 and Appendix 2).