

Planning Department,  
October 16, 1972.  
Our file #02.240, No. 6163.

RE: SIGN BY-LAW: LETTER FROM J.G. HARTREE.

With reference to the letter of October 13, 1972, from Mr. Hartree of Neon Products Limited, it has never been our understanding that further consultation with representatives of the sign industry was agreed to before the finalizing of the Burnaby Sign By-law.

This By-law, which was given three readings by the Council on October 10, 1972, is the result of several discussions and meetings with these representatives, as well as a number of written submissions from such groups as the Illuminated Sign Manufacturers Association of B. C.; Neon Products of Canada Limited, Community Planning Association of Canada, Citizen's Council on Civic Development and the B. C. Petroleum Association. Many of the suggestions advanced by these organizations have been incorporated into the By-law.

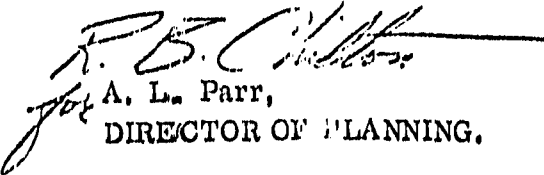
Attached is a summary of the comments received from these groups, which accompanied the Planning Department report of January 13, 1972. Other comments, including those of Dr. Claus, who prepared a submission on a revised draft of the By-law on behalf of the Illuminated Sign Manufacturers Association of B. C.; were covered in our report of October 4, 1972.

It is our opinion that there has been ample consultation with all concerned groups and that sufficient time has elapsed since the first draft Sign By-law was prepared in May, 1971, to permit final consideration to be given to these regulations.

Further delay will merely extend the period within which undesirable sign structures can be erected in the Municipality. It should also be pointed out that there is nothing to prevent the later amendment of the By-law if any problems arise from the implementation of its regulations.

In conclusion, it is recommended that the Council proceed with the fourth and final reading of the Burnaby Sign By-law.

Respectfully submitted,

  
A. L. Parr,  
DIRECTOR OF PLANNING.

RBC:ew  
att.

c.c. Municipal Clerk, Senior Planner

I. SUMMARY OF COMMENTS ON THE PROPOSED SIGN BYLAW REGULATIONS.

<u>ITEM</u>	<u>COMMENTS</u>	<u>REMARKS</u>
1. Definitions (Section 2)	a) The word "support" is included as part of the definition of a sign. Supporting structures should be exempted from any allowable area of the advertising sign itself. (I.S.M.A.)	a) The definition of "Sign Area" would remove this concern, since it specifies what is to be included in calculating the area of a sign.
	b) The term "billboard" should be defined. (I.S.M.A.)	b) Since the definition of "Freestanding Sign" specifically excludes billboards, the addition of a definition would be desirable in order to clarify what is meant by this term.
	c) The definition of "Sign Area" should be clarified where facia signs are concerned. In many cases, tasteful facia signs are used as a complete facing from the lintel line to the roof line and thus, without major structural change, cover up many unsightly transom windows, old fashioned ledges, etc. The desired result can be obtained by using various percentage formulae, depending on zone, as suggested in the proposed bylaw, but by simply stating that the lettering or message area be limited to a given percentage rather than by using the wording "sign area". (I.S.M.A.)	c) The draft bylaw definition of "Sign Area" would permit the structural changes referred to without including the wall facing within the area of a facia sign. The definition states that the area of such a sign would be included within the shortest line surrounding the whole group of letters, figures or symbols.
	d) The proposed bylaw should make a clear distinction between a genuine facia sign and a wall sign. (I.S.M.A.)	d) Under the proposed definition wall signs are included with facia signs. The differentiating between these signs is considered unnecessary since the permitted areas of both are related to the wall of the building on which they are located.
	e) The definitions of "animated sign" and "flashing sign" should be re-examined in order to provide a clearer distinction between the two and also to allow for changing message and alternating digital time and temperature signs which, under the present definitions would not be permitted. (I.S.M.A.)	e) We would agree with these comments and propose that the applicable definitions be revised in the light of them.

\*Source of Comments:

- (1) I.S.M.A. - (Illuminated Sign Manufacturer's Association of B.C., and Neon Products of Canada Limited).
- (2) C.P.A.C. - (Community Planning Association of Canada).
- (3) C.C.C.D. - (Citizen's Council on Civic Development).

ITEM  
2. General  
Requirements  
(Section 5.1)

COMMENTS

REMARKS

a) The requirement that the weight and makers name be permanently attached to the interior of a sign seems a most unusual place for such identification. (I.S.M.A.)

a) This comment is due to a misprint in the bylaw which should read the "exterior" of a sign.

b) The prohibition of billboards would mean that a billboard company would be forced to preserve all the present old fashioned 24 sheet posters. The replacing of these by tastefully landscaped modern trios could not be accomplished under the proposed regulations. (I.S.M.A.)

b) The retention of the proposed regulations that would prohibit further billboards is strongly recommended. Existing billboards would gradually disappear as they are replaced by development or redevelopment of the site on which they are located. We concur with the views of many neighbouring municipalities in the Lower Mainland which do not allow billboards.

c) Our hope has been to see all outdoor accessory signs of the massive billboard size eliminated. A good alternative would be to have these in poster size only (say 3 by 6 or 4 by 8 feet) displayed on attractively designed street level panels at bus stops and specially landscaped bench areas, which the advertisers would provide. (C.P.A.C.)

c) We are in agreement with this comment. The display panel referred to would be permitted under the regulations governing freestanding signs

d) While most people would agree that certain types of flashing signs should be limited, care should be taken in the wording of anti-flashing and anti-revolving sign regulations. (I.S.M.A.)

d) See remarks under item 1 (e) above.

e) We approve of the outlawing of flashing and (more particularly) rotating signs as proposed in the draft bylaw. (C.P.A.C.)

e) We agree with this comment but propose to clarify the applicable definitions to ensure that such items as tir and temperature messages are not prohibited.

f) Provision should be included in the proposed bylaw for the removal of non-conforming signs within a specified period of time (say, 3 years). (C.P.A.C.)

f) We agree with this comment but this matter has been discussed with the Municipal Solicitor who is of the opinion that the Municipal Act does not provide for this type of regulation.

g) Consideration should be given to the establishment of an advisory environmental design panel. (C.C.C.D.)

g) This comment has wider ramifications that would presumably include building as well as signs. The Council has received a report on the design panel, but has not acted on it. This is a subject which could be dealt with in a separate study.

ITEM	COMMENTS	REMARKS
3. General Siting and Locational Standards (Section 5.3)	a) It is questionable whether it is good policy to limit the height of projecting signs to either the parapet or roof level, as there are many situations such as Robson Street in Vancouver with a miscellany of very narrow, one-storey shops where a series of neatly installed vertical blades say, 8 or 9 feet tall and 18 inches wide would have been preferable to the present maze of horizontal installations, each blocking the other. (I.S.M.A.)	a) The proposed regulations would not prevent the type of sign suggested, except on very low buildings. In any case, fascia signs would be preferable under these circumstances. Adequate suspension can be designed without the sign projecting above the roof. It is considered desirable to preserve the roof lines of buildings in order to not interfere with their architectural appearance.
4. Sign Specifications (Section 5.4)	<p>a) Rather than establishing a set maximum area for projecting signs (70 square feet), it would be preferable to relate the allowable projection of double faced signs to the width of each store front. (I.S.M.A.)</p> <p>b) We agree with the removal of visible support structures for projecting signs, plus their elimination from all except C3, C4 and C7 Districts. It is felt, however, that 70 sq. ft. is too large for such signs. At this size they will continue to clutter and obstruct the street vistas. (C.P.A.C.)</p> <p>c) The maximum height of roof signs (4 feet) should be increased. Such signs should be permitted under a formula which relates their allowable size to the height of the building in question which compels that they appear as a part of the building with no unsightly structure visible from the street. (I.S.M.A.)</p> <p>d) We approve of the limitation of roof signs to a height of 4 feet above the roof line and to one-half its length on the display side. (C.P.A.C.)</p>	<p>a) We would not agree with a proposed regulation that would vary the amount of projection with the store frontage. Projecting signs are among the most unsightly in many commercial areas.</p> <p>b) See remarks under item 4 a) above.</p> <p>c) The proposed regulations will ensure a good development standard for this type of sign which has contributed to the clutter and unsightliness of many commercial areas.</p> <p>d) We would agree with this comment and recommend the retention of the proposed regulations for roof signs.</p>
5. Schedules	a) The area allowance for canopy signs should be based on the perimeter of the canopy, not on the street frontage as the neatest canopy is that which has a continuous apron all the way around the canopy, regardless of whether the canopy covers that whole front of the building or only a small portion of it. (I.S.M.A.)	a) The retention of the proposed regulations is considered desirable in that they provide a direct relationship between sign area and the street frontage of the building to which the sign is attached. The proposed regulations will not prevent the type of sign suggested.

ITEMCOMMENTSREMARKS

5. Schedules (cont.)
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|----|---|----|--|
| b) | We approve of the size control of canopy signs in relation to lot frontage. (C.P.A.C.)  | b) | See remarks under item 5(a) above.   |
| c) | We approve of the size control of fascia signs in relation to lot frontage or display wall. (C.P.A.C.)  | c) | We agree with this comment.  |
| d) | The permitted sign area for freestanding signs in P Districts (Schedule No. 111) is too small. Many large recreational and institutional uses and buildings require larger signs to advertise sporting events and other activities. Also the scale of many developments of this type is quite large (e.g. Swan-gard Stadium, Century Gardens, B.C.I.T., S.F.U., Burnaby General Hospital etc.). (Burnaby Parks Department)  | d) | We do not agree that public buildings and institutions of this type require large signs. However, because most of them are located on large sites, fairly sizeable fascia and canopy signs would be permitted since their areas are directly related to the frontage of the property.  |
| e) | While the areas permitted for freestanding signs seem reasonable, the 30 foot height limit on lots of more than one acre (Schedule V) would be questioned, as there are many cases where the magnitude of a shopping centre or a big Safeway is such that a 30 foot height limit would create a rather squatty appearance and make the sign disproportionately low to the magnitude of the premises involved. Standard Safeway signs, for instance, are usually 40 feet in height. (I.S.M.A.) | e) | The Comprehensive Sign Plan regulations (Section 6.4) would allow exceptions to the established standards and permit signs to be properly integrated and related to the scale of a shopping centre or other commercial development. It is therefore quite possible that a 40 foot sign would be permitted as part of such a plan, particularly if a large project were involved. |
| f) | We do not feel that the draft by-law will reduce the prevalent freestanding sign, which is oversized, mutually obstructing and a traffic hazard. Where these signs are allowed without relation to the size of a lot, they largely eclipse smaller structures. With this pattern in an area, one gets the impression of a street that consists of nothing but signs. This is particularly so where heights of 20 to 30 feet and areas of 100 to 200 square feet are allowable. (C.P.A.C.)     | f) | It is our view that the sign areas proposed in the Bylaw are reasonable and should be retained.  |