

12. Re: Freestanding Signs for Lo-Cost Automatic
Transmission Rebuilder Ltd.
6783 McPherson and 6715 -6749 Imperial

Following is a report dated December 14, 1972, from the Director of Planning. The report is submitted in reply to a letter from Mr. J. G. Hartree requesting that Council authorize an exception to the recently enacted Sign By-law and permit Lo-Cost Automatic Transmission Rebuilders Ltd. to erect two freestanding signs on property located on McPherson, Lane and Imperial Streets (see attached sketch).

Mr. Hartree's letter dated December 1, 1972, was received by Council on December 4, 1972. A spokesman for Lo-Cost Automatic Transmission Rebuilders will appear as a delegation before Council on December 18, 1972.

RECOMMENDATIONS:

THAT the Sign By-law not be amended to permit the erection of the two non-conforming signs at the subject location; and

THAT future sign designs for this property be required to conform with governing M4 (Industrial) regulations.

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December 14, 1972

RE: FREESTANDING SIGNS FOR LO-COST AUTOMATIC
TRANSMISSION REBUILDERS LTD. - 6783 MCPHERSON
AND 6715-6749 IMPERIAL

BACKGROUND

In a letter dated December 1, 1972 which was addressed to the Mayor and Council, Mr. J. G. Hartree, Manager, Lease and Property Department, Neon Products Limited at 1885 Clark Drive, requested permission to erect, on the above-captioned property, two freestanding signs of non-conforming status under the governing regulations of the Burnaby Sign Bylaw. A report to the Council on this matter has been requested from the Planning Department.

SIGN DEVELOPMENT PROPOSAL

The subject property is located in an area of the Municipality currently zoned M4 (Special Industrial) a category which permits a variety of industrial uses along with single and two family accommodation. Under this Zoning District and according to Schedule No. III of the Burnaby Sign Bylaw adopted by Council on October 16, 1972, the signing of this site would be limited to one freestanding sign fronting each street bounding the property to a maximum height of 20 feet and a maximum area of 40 square feet or to one business sign attached to the structure itself, the area of which would be dictated by the length of the building to which the sign is attached.

The subject sign proposal currently before Council involves two freestanding signs; one to give exposure to Imperial Street and the other to give exposure to McPherson. Each of these signs has a total area of 275 square feet, including both sides, and a total height of slightly in excess of 21 feet. Such an area and height would make both of these signs non-conforming under the regulations of the By-law and would, in the Department's opinion, be highly objectionable to this area because of the existing and allowable residential uses. Further, it should be pointed out that in addition to being in excess of the maximum area of 40 square feet permitted in the M4 Industrial District, each of the proposed signs exceeds the maximum 200 square foot sign area allowed in the residential zoning categories under the new Bylaw.

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The Municipal Solicitor has advised that although an individual Sign Company may have entered into commitment contracts with its clients for signs that do not comply to Bylaw regulations prior to final passage of the Bylaw on October 16, 1972, the Corporation remains legally bound to apply the regulations of that Bylaw equally to all applications received following the effective date.

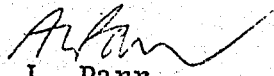
RECOMMENDATIONS

In view of the foregoing, the Planning Department would not support the construction of the proposed signs on the subject property and would recommend:

THAT the bylaw not be amended to permit the two proposed oversized freestanding signs, and

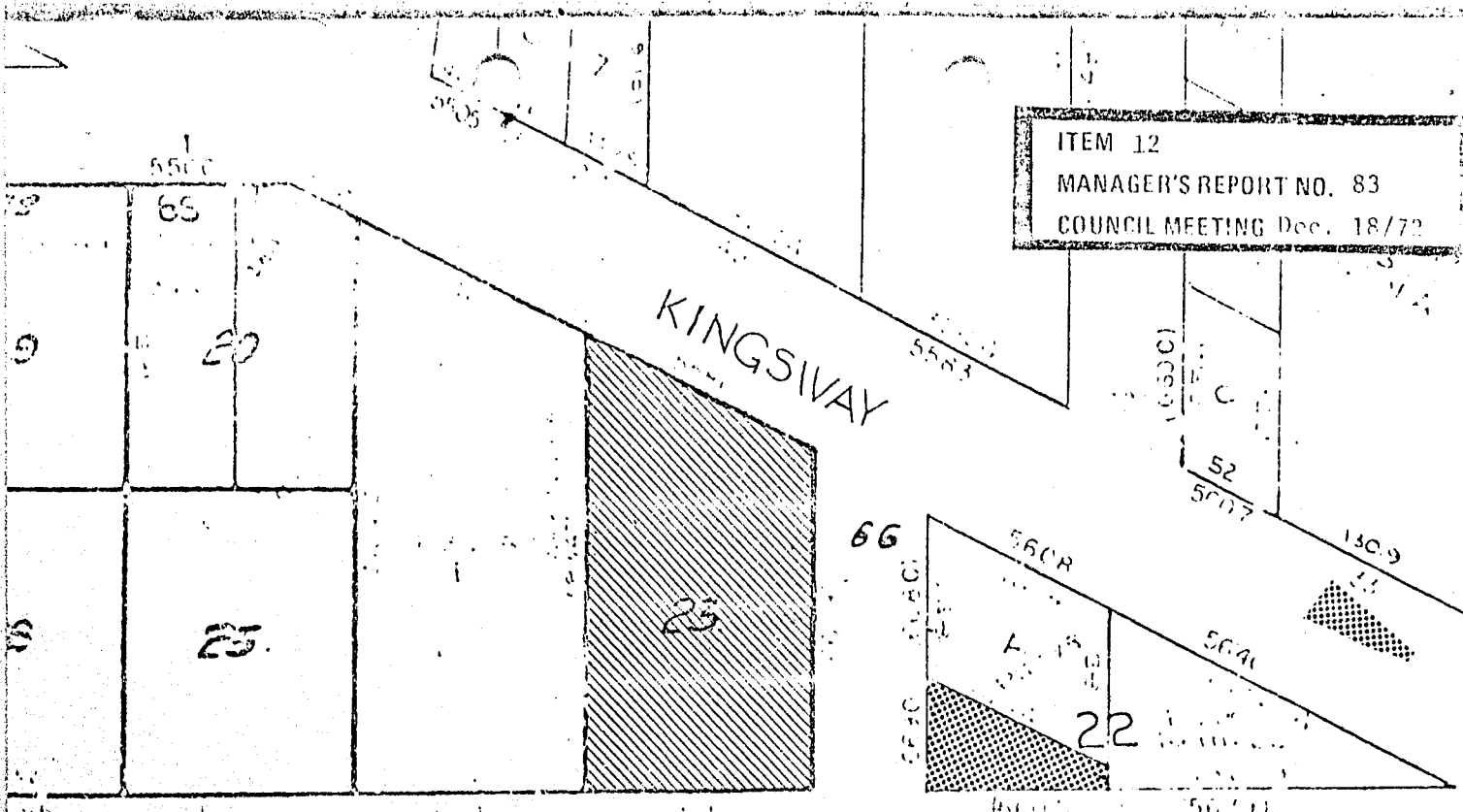
THAT any future signing for this property be designed within the governing M4 (Industrial) regulations giving due consideration to the sensitive nature of this area.

Respectfully submitted,


A. L. Parr,
DIRECTOR OF PLANNING.

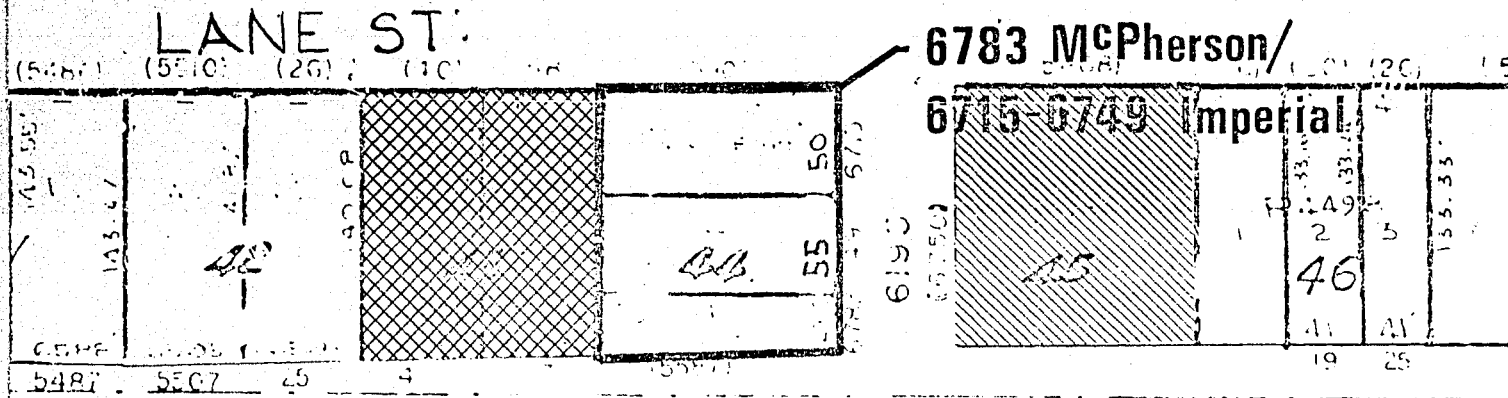
KAF:bp
Attach.

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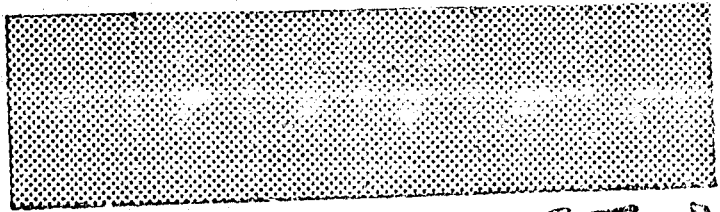


6783 McPherson/

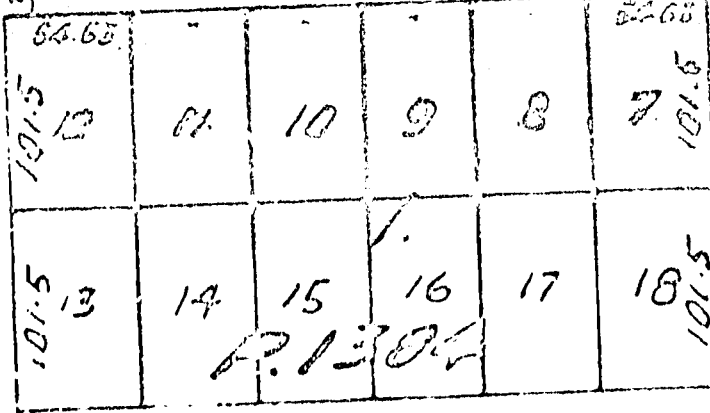
6715-6749 Imperial



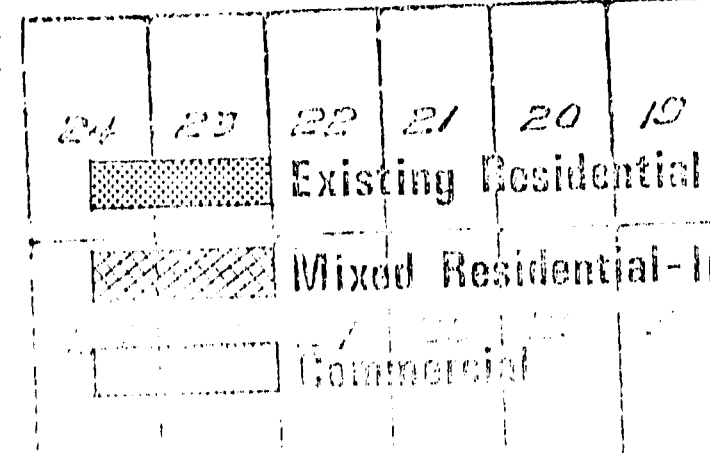
IMPERIAL ST.



ANTRIM AVE.



DORSET



Existing Residential

Mixed Residential-Industrial

Commercial

MCPHERSON AVE.

