

21. Re: Letter - Mr. E. Calveley, 1615 Hamilton Street, New Westminster  
Commercial Sign on Canada Way

Appearing on the Agenda for the September 18, 1972 Agenda is a letter from Mr. E. Calveley concerning a commercial sign which was recently erected on private property adjoining Canada Way.

Following is a report from the Director of Planning dated September 15, 1972, regarding Mr. Calveley's complaint and the Planner's proposal to enact regulations for the control of signs in the Municipality.

RECOMMENDATIONS:

THAT the recommendations of the Director of Planning be adopted; and  
THAT a copy of this report be sent to Mr. E. Calveley; and  
THAT a copy of this report be sent to Merit Oil Company Limited and Galaxie Signs Limited.

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PLANNING DEPARTMENT  
SEPTEMBER 15, 1972

RE: COMMERCIAL SIGN - 6755 CANADA WAY  
(LOT 253, D.L.91, PLAN 41113)

A. BACKGROUND

Mr. E. Calveley of 1615 Hamilton Street, New Westminster, has written to the Council complaining about a commercial sign recently erected on Canada Way. A copy of this letter is attached.

The property in question was the subject of a rezoning application finalized 26 October, 1971, which changed the zoning category from C6 to C4 Service Commercial, to accommodate a proposed car washing establishment. The plan of development submitted in conjunction with the rezoning indicated a suitable base location for a sign, but the sign structure that was eventually constructed was not included in the suitable plan of development nor in the subsequent Preliminary Plan Approval.

During the recent employees' strike, construction of the outsize sign structure was observed, and following the return to work, enquiries were made to determine whether the sign had been approved. It was learned that a sign permit had been issued by the Building Department shortly before the strike, and that in the absence of a Sign By-law, the permit was granted on the basis of compliance with the Electrical Code, National Building Code, and the height restrictions of the Zoning By-law.

B. THE SIGN IN RELATION TO THE PROPOSED SIGN BY-LAW

The freestanding structure which supports the sign extends to a height of 30 feet. The main two-sided sign, which reads "Free Car Wash", has dimensions of 12 feet by 16 feet and an area of 192 square feet on each face, or a total of 384 square feet for both faces. This is surmounted by a smaller identification sign measuring 6 feet by 12 feet. Below the main "Free Car Wash" sign is a 4 foot by 16 foot readograph. The total sign area, which is supported by the structure, exceeds 500 square feet. The lot on which it stands has an area of approximately half an acre.

Re: Commercial Sign - 6755 Canada Way (contd.)

- B. Under the proposed Sign By-law regulations, both sides of a multi-faced sign are included in computing sign areas. In the C-1 District, a free-standing sign may extend to a maximum height of 25 feet and a sign area of up to 150 square feet (or 75 square feet on each face of a two-sided sign) is permitted on lots between 6,000 square feet and one acre in size.

C. THE NEED FOR SIGN REGULATIONS

A comparison of the sign in question and the proposed regulations (which have not been considered as unreasonable by the various groups that have commented on the By-law) emphasizes the scale and magnitude of the "Free Car Wash" sign. This department is in agreement with the views expressed by Mr. Calveley in his letter of 11 September, 1972.

A further consideration is that the location of the sign within an area surrounded by houses is a definite intrusion into the residential environment. This makes it even more undesirable and points up the need for the early establishment of sign regulations in this Municipality.

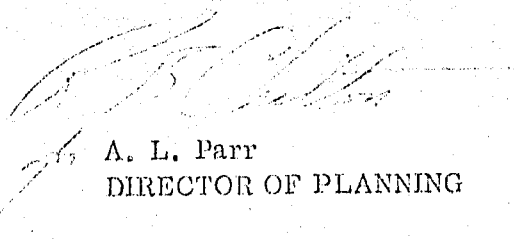
The Draft Sign By-law has recently been revised to reflect the comments of the Legal Department. An accompanying report, which will include the results of a billboard survey, is presently under preparation. It is expected that we will be in a position to present this report and the By-law to the Council within the next two to three weeks.

D. RECOMMENDATIONS

It is recommended:

- (1) THAT the Council authorize this department to meet with the owners of the property at 6755 Canada Way with a view to encouraging the removal of the "Free Car Wash" sign and its replacement by a sign more in keeping with surrounding development and the Draft Sign By-law regulations.
- (2) THAT the Council take steps to expedite the passage of the Draft Sign By-law following its presentation for consideration.

Respectfully submitted,

  
A. L. Parr  
DIRECTOR OF PLANNING

RBC/DGS: ca

c.c. Chief Building Inspector □  
Municipal Clerk □  
Senior Planner □