

ITEM 15  
MANAGER'S REPORT NO. 3  
COUNCIL MEETING Jan. 15/73

15. Re: Burnaby Sign By-law, 1972

Appearing on the Agenda for the January 2, 1973 meeting of Council was a letter dated December 15, 1972, from Mr. D. R. Armitage, General Manager of Sign-O-Lite Signs Limited, concerning Burnaby Sign By-law, 1972 (see attached letter).

RECOMMENDATION:

THAT Section 3 of Burnaby Sign By-law, 1972, not be amended.

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PLANNING DEPARTMENT

JANUARY 8, 1973

OUR FILE: 02.251/85

MR. MELVIN J. SHELLEY  
MUNICIPAL MANAGER

DEAR SIR:

RE: LETTER FROM SIGN-O-LITE

The general subject raised by the letter from Sign-O-Lite dated December 15, 1972 deals with the status of existing signs erected prior to the passage of the Burnaby Sign Bylaw.

This subject was discussed by Council during the consideration of the draft and the bylaw reflects the decision that the Sign Bylaw not be retroactive and that businesses who have existing signs in excess of the new bylaw requirements not be required to comply by altering the sign.

However, although the bylaw is not retroactive, it is the intent of the bylaw that gradual improvement in signage be obtained throughout the community, and to effect this, anyone who wishes to change an existing sign or add signs to an already identified business is required to comply with the bylaw. This means of course that a business which already has over the maximum sign area permitted by the bylaw is not required to reduce the sign area, but at the same time cannot obtain additional signage without complying with the bylaw and amending the existing signs.

It would defeat the intent of gradual improvement to amend the bylaw and allow a business to disregard existing signs which were erected prior to the bylaw and erect additional signs resulting in areas in excess of the bylaw.

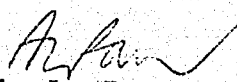
As far as the specific business at Canada Way is concerned, both the Montreal Trust and the Beef and Reef Restaurant have reasonable identification signs provided by fascia signs on the building. They are also entitled to be represented on the freestanding sign erected in front of the building provided the sign is amended to comply with the Sign Bylaw. If due to contractual arrangements the freestanding sign cannot be amended, then the two businesses are not harmed by relying for identification on their fascia signs which are fully exposed and evident to Canada Way.

RECOMMENDATION

§ THAT Section 3 of the Bylaw entitled APPLICATION which reads as follows be NOT amended:

- (1) No sign shall be erected, placed, altered or moved within the Municipality unless in conformity with this Bylaw, and the contrary shall be unlawful.
- (2) Any sign lawfully in existence at the time of the adoption of this Bylaw, although such sign does not conform with the provisions of this Bylaw, may, provided it is maintained in a safe condition, continue to be used.
- (3) Any sign lawfully in existence at the time of the adoption of this By-law shall not be rebuilt, reconstructed, altered or moved unless in conformity with the provisions of this By-law, and the contrary shall be unlawful.
- (4) Nothing in this By-law shall be taken to relieve any person from complying with the provisions of any other By-law of the Corporation.

Respectfully submitted,

  
A. L. Parr,  
DIRECTOR OF PLANNING

ALP/mp

c.c. Chief Building Inspector

ITEM 15

MANAGER'S REPORT NO. 3

COUNCIL MEETING Jan. 15/73

ORIGINAL COMMUNICATIONS  
Regular Council Meeting  
January 2, 1973



SIGN-O-LITE

HEAD OFFICE - 277 SIMPSON, RICHMOND, B.C.

SALESMEN & AGENTS THROUGHOUT B.C. & WASH. STATE

Dec. 15/72

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VANCOUVER 15, B.C.

Mayor & Council  
Corporation of the District of Burnaby,  
Municipal Hall,  
4949 Canada Way,  
Burnaby 2, B. C.

Dear Sirs:

Re: The recently-passed Burnaby Sign Bylaw--1972

We have run into a problem in relation to this Sign Bylaw that I'm sure was not envisaged or intended by Council when the Bylaw was passed.

The Bylaw as you know, provides that on certain sites a maximum of 60 Sq. Ft. of sign (incl. both sides of the sign) be allowed. The Bylaw further provides that only one sign be allowed per site.

We are not objecting to this per se, although the sizes are really rather small considering the general practice throughout B. C., but where our problem comes in, is at the Montreal Trust, 5107 Canada Way, and the Beef & Reef Restaurant, 5121 Canada Way.

In these particular cases there is an existing pole-sign on the property which was up, prior to the bylaw being changed, and at that time conformed in all ways with the bylaw. The existing signs use up the allowable square footage under the new Bylaw.

The effect of the Bylaw is now that neither of these businesses are allowed a much-needed Identification Sign in front of their premises.

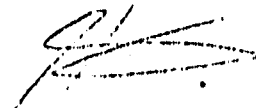
Because the existing signs on the property are covered by contracts with a large sum of money involved, it is not practical to remove them.

With the above in mind, would Council consider relaxing or amending the Bylaw in some way, so as to allow these Businesses a reasonable sign of some sort?

I trust the above is in order and look forward to hearing from yourselves.

Yours truly,

SIGN-O-LITE PLASTICS LTD.,

  
D. R. Armitage,  
General Manager,  
SIGN-O-LITE PLASTICS LTD.  
DRA:fw 2735511

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