

Re: Burnaby Sign Bylaw, 1972  
Proposed Clarifying Text Amendment

Following is a report from the Director of Planning regarding a proposed amendment to Burnaby Sign Bylaw, 1972.

RECOMMENDATIONS:

THAT Council authorize the introduction of a by-law to amend the Burnaby Sign By-law, 1972, to reflect the clarifying amendments as noted in the Director of Planning's report; and

THAT the amending by-law be given three readings on April 1, 1974, with reconsideration and final adoption to follow on April 8, 1974.

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PLANNING DEPARTMENT  
MARCH 29, 1974

SUBJECT: BURNABY SIGN BYLAW, 1972  
PROPOSED CLARIFYING TEXT AMENDMENT

In the course of administering the Burnaby Sign Bylaw since its adoption in October 1972, it has become apparent that it would be desirable to introduce a clarifying amendment dealing with the computation of sign area for multi-faced signs.

The pertinent bylaw definition presently reads as follows:

"SIGN, AREA OF" means and includes, for the purposes of this By-law, the total area within the outer edge of the frame or border of a sign. Where a sign has no frame, border or background, the area of the sign shall be deemed to be the area contained within the shortest line surrounding the whole group of letters, figures or symbols. Each side of a multi-face sign shall be counted in computing the sign area thereof.

In interpreting the bylaw, it has become evident that the term "multi-face sign" should be defined and, further, that there are examples where a face or faces of a multi-face sign are so oriented that they are incapable of being viewed from any position not on the property on which the sign is located. Clearly such faces are not capable of being used for the sign purposes and need not be considered in calculating total sign area. This interpretation has been applied to date, but it would be desirable to state the condition explicitly for clarity.

For these reasons, it is recommended that the following clarifying amendments be introduced into the Burnaby Sign By-law, 1972:

1. The present definition "Sign, Area of" be deleted and replaced by the following:

"Sign, Area of", means the total area within the outer edge of the frame or border of a sign. Where a sign has no frame, border or background the area of the sign shall be the area contained within the shortest line surrounding the whole group of letters, figures or symbols of such sign. Except as hereinafter provided each side or face of a multi-face sign shall be counted in computing the sign area thereof. If a side or face of a multi-face sign cannot be seen by a person not on the site of the sign it shall not be counted in computing the sign area thereof.

2. The following definition be added, immediately preceding the definition of "Sign, Non-accessory":


"Sign, Multi-Face", means a sign with more than one side or face, any side or face of which may be used or is capable of being used for advertising, identifying, communicating, informing, visual representation, or similar thing, or contains any symbols, letters, figures, illustrations, painted forms, or similar things and may be seen by a person not on the site of the sign.

Recommendation:

It is recommended that:

- (a) The Council authorize the introduction of a By-law to amend the Burnaby Sign By-law, 1972, to reflect the clarifying amendments indicated above, and that
- (b) The amending By-law be given three readings on April 1, 1974, with Reconsideration and Final Adoption to follow on April 8, 1974.

Respectfully submitted,

  
A. L. Parr,  
DIRECTOR OF PLANNING.

DGS:cm

c.c. Municipal Clerk  
Municipal Solicitor