

ITEM 12

MANAGER'S REPORT NO. 11

COUNCIL MEETING Feb. 11/74

12. Re: Letter dated January 31, 1974 from Mr. J.G. Hartree,
Neon Products Limited, 1885 Clark Drive, Vancouver, B.C.
Proposal for a Freestanding Sign
6037 Kingsway
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Appearing on the Agenda for the February 11, 1974 meeting of Council is a letter from Mr. J.G. Hartree, Neon Products Limited, regarding the size of a proposed freestanding sign at the subject location. Following is a report on this matter from the Director of Planning.

RECOMMENDATION:

THAT Neon Products Limited be directed to submit a comprehensive sign plan for the entire property that complies with the general intent of the governing regulations and satisfies the specific requirements of the bylaw.

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PLANNING DEPARTMENT,
7 FEBRUARY, 1974

SUBJECT: PROPOSAL FOR A FREESTANDING SIGN AT 6037 KINGSWAY

APPLICANT: NEON PRODUCTS LTD.
1885 CLARK DRIVE, VANCOUVER 3, B.C.

In a letter addressed to the Mayor and Council, dated January 31, 1974, Mr. J.G. Hartree, Manager of Neon Products Limited, has requested approval to erect a freestanding sign on the captioned property which does not comply with the regulations of the Sign By-law. The following report is offered for Council's information on this matter.

The captioned property was recently rezoned to Comprehensive Development District (CD) to permit the construction of a Motel/Apartment complex. The guidelines used in determining the acceptability of this development were those of the C5 and RM3 districts, those zoning categories which specifically permitted the proposed use. Under the regulations of the Burnaby Sign By-law adopted by Council in October 1972, signing within this zoning district is regulated through the submission of a "Comprehensive Sign Plan". Such signing is required to comply with the sign area and density regulations of the By-law and should result in an improved relationship between the various parts of the plan. Because, however, the CD zone does not spell out specific criteria for individual types of signs on CD zoned sites, the zoning category which permits the specific use is used as a guideline.

In the case in hand, the regulations applied were specifically those of the C5 (Commercial) District. Under these regulations the maximum allowable area of a freestanding sign is 60 square feet or 30 square feet per side. Coincidentally, this area is identical to the maximum permitted under the M5 (Industrial) category. This was explained to the applicant in recent discussion and he has acknowledged he was in error in assuming the M5 category regulations were arbitrarily applied.

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In reviewing the submitted sign application it was the Department's conclusion that a sign of desired size of 144 square feet was in excess of the maximum area permitted under the applicable C5 District guidelines and was out of character with the development as a whole. Under the regulations of this district, the total combined area of all permitted freestanding signs is only 120 square feet. With the zoning of this site being CD however, the submission of a "Comprehensive Sign Plan" is required, which provides for flexibility in allowing a variation in the distribution of sign area provided that the overall number of signs and total area of signing for the district category is not exceeded, and that the variation results in an improved design. In this specific case, we would be prepared to consider a modest increase in the area of a single freestanding sign above the maximum of 60 square feet upon the condition that only one such sign be permitted and that it is tastefully designed to complement the overall development.

In view of the foregoing and the fact that the proposed 144 square foot sign is prohibited by By-law at this site, it is recommended that the sign company be directed to submit a comprehensive sign plan for the entire property that complies with the general intent of the governing regulations and satisfies the specific requirements of the By-law.

Respectfully submitted,



A. L. Parr,
DIRECTOR OF PLANNING

KAF:ea