

ITEM	13
MANAGER'S REPORT NO.	28
COUNCIL MEETING	1978 04 10

Re: BUS SHELTER PROGRAMME
AMENDMENTS TO BURNABY SIGN BYLAW

Following is a report on proposed amendments to the Burnaby Sign Bylaw which are required for the implementation of the Bus Shelter Programme.

RECOMMENDATION:

1. THAT the amendments as listed in Section B of the Director of Planning's report be brought forward.

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PLANNING DEPARTMENT
1978 MARCH 28

TO: MUNICIPAL MANAGER
FROM: DIRECTOR OF PLANNING
SUBJECT: BUS SHELTER PROGRAMME
AMENDMENTS TO BURNABY SIGN BYLAW

A. BACKGROUND

Council at its meeting of 1977 December 12, received a report of the Transit Committee and adopted the following recommendations:

- " 1. THAT Council endorse the bus shelter programme for the Municipality as outlined in the joint report of the Director of Planning and the Municipal Engineer modified as indicated in the report of the Transit Committee including advertising to be designed, constructed, installed and maintained by a private company as outlined in Section 3.4 of the joint report of the Director of Planning and the Municipal Engineer.
2. THAT Council hear and receive written proposals from companies able to offer such a programme in order that one selection may be made and a contract negotiated. "

We have now completed a review of advertising on bus shelters with respect to its impact in different areas of the Municipality and required sign bylaw amendments.

Generally advertising on bus shelters of a limited amount, in good taste within a controlled format is acceptable within commercial and industrial areas as this form of signage is a recognized component of these higher intensity areas. Further we feel this advertising is acceptable within the sphere of visual or environmental influence of these areas; that is, within a specified distance from a commercial or industrial zoning district boundary. In this manner proximate bus stops may be served.

Generally advertising is inappropriate in other areas (homogeneous residential areas, agricultural areas and institutional areas or public use areas including parks). Advertising is completely foreign to these environments and not in keeping with the efforts of the Municipality in fostering areas of a non-commercial character to reside in and engage in recreation. Bus shelters included in these areas can be provided without advertising by employing one or more of the following approaches: 143

- (a) A percentage of the total number of bus shelters to be provided by the advertising company could be provided without advertising at no cost to the Municipality. Ten percent is the suggested minimum. This provision will be a point of negotiation in the proposal call.
- (b) The Municipality could lease advertising space on the shelters to contain notices of a community nature, or, at the option of the Municipality, to be left empty.
- (c) The Municipality could purchase outright additional required bus shelters of the type adopted in the proposal call. In this manner the Municipality will have a unified shelter design.

The proposal call which is to be published in the near future will request applicants to address these options. Options (b) and (c) would then be evaluated with the Municipal Treasurer.

In considering these comments, Council should recognize that the majority of intensively used bus stops are within or proximate to areas where non-accessory signage is generally acceptable and that single family residential areas have a lower priority for the provision of shelters due to their lower use and are less attractive to the bus shelter companies due to their lack of exposure. Therefore this proposed approach will provide a good shelter service to the Municipality while maintaining high quality visual environments appropriate to various character areas of the Municipality.

B. PROPOSED AMENDMENTS

In order to implement the above described approach, it is proposed that the Burnaby Sign Bylaw be amended as follows:

(i) Section 2 Definitions

(Add definition for "bus shelter")

"Bus Shelter" means a covered structure within or above public property which is approved by the Corporation located at a bus stop for the purpose of providing weather protection for bus patrons.

(ii) Section 5 Supplementary Regulations

5.3 General Siting and Location Standards:

(1)(b) special purpose signs under the provisions of Sections (1), (2), (3), (8), (9) and (15) of Schedule No. I.

(Add Section (15))

(iii) Schedule No. I All Districts

(Add Section (15).)

The following special purpose and temporary signs shall be permitted in all districts, subject to the limitations set forth below:

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- (15) Changeable copy "non-accessory signs" on "bus shelters" subject to provisions hereinafter set out in this section:
- (a) This section shall only be applicable to public property located in a C or M District or within 150 feet of a C or M District zoning boundary.
 - (b) Any bus shelter sign shall be designed as an integral part of the bus shelter structure, and shall consist of not more than two (2) faces.
 - (c)(i) If any single-faced sign is used, the total sign area permitted for any bus shelter shall not exceed 25 square feet.

OR

- (ii) If a double-faced sign is used, the total sign area permitted for any bus shelter shall not exceed 25 square feet for each face.

(iv) Schedule No. VI Special Areas

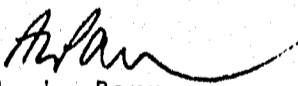
Amend (3) as follows:

No non-accessory signs with the exception of those permitted under Section (15) of Schedule No. I shall be permitted within 500 feet of the right-of-way of the following streets:

- (1) Gaglardi Way
- (2) Marine Drive
- (3) Canada Way, East of the Gilmore Avenue-Canada Way intersection.
- (4) Barnet Highway, East of Cliff Avenue-Hastings Street intersection.

RECOMMENDATION:

It is recommended THAT the amendments listed above in Section B of this report be prepared in Bylaw form, advanced for the necessary Readings and Finally Adopted by Council.


A. L. Parr
DIRECTOR OF PLANNING

CBR: sam
cc: Municipal Solicitor
Municipal Engineer