

ITEM	20
MANAGER'S REPORT NO.	53
COUNCIL MEETING	1979 08 13

RE: LETTER FROM PASTOR W.C. STEVENSON WHICH APPEARED ON THE AGENDA FOR THE  
 1979 JULY 30 MEETING OF COUNCIL (ITEM 2f)  
 PROPOSAL FOR THE INSTALLATION OF AN ADDITIONAL FACIA SIGN  
 SOUTH BURNABY PENTECOSTAL CHURCH  
 IMPERIAL STREET/RUSSELL AVENUE

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Pastor W. C. Stevenson appeared as a delegation to present Council with a letter requesting favourable consideration for the installation of a facia sign on a wing of his church building facing Imperial Street. Following is a report from the Director of Planning on this matter.

RECOMMENDATION:

1. THAT the recommendations of the Director of Planning be adopted.

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PLANNING DEPARTMENT  
 1979 AUGUST 08

TO: MUNICIPAL MANAGER  
 FROM: DIRECTOR OF PLANNING  
 SUBJECT: PROPOSAL FOR INSTALLATION OF ADDITIONAL  
 FACIA SIGN - SOUTH BURNABY PENTECOSTAL CHURCH  
 IMPERIAL STREET/RUSSELL AVENUE

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RECOMMENDATIONS:

1. THAT the provisions of the Burnaby Sign Bylaw No. 6163 not be amended with respect to the subject request, and
2. THAT a copy of this report be sent to Pastor W. C. Stevenson, South Burnaby Pentecostal Church, 5855 Imperial Street, Burnaby, B.C., V5J 1G4.

REPORT

Appearing on the 1979 July 30 agenda was a letter from Pastor W.C. Stevenson conveying a request of the South Burnaby Pentecostal Church for relaxation or amendment of the Burnaby Sign Bylaw in order to permit a second facia sign to be installed on the south face of the church.

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The Sign Bylaw provides for signs in the institutional districts under Schedule No. 3, a copy of which is attached for convenience, and these provisions apply to the South Burnaby Pentecostal Church, which is situated in a P1 zoning district. It will be noted that a maximum of one business or identification sign, canopy, fascia, or free-standing type, is permitted fronting each street bounding the property on which the sign is located. In this instance, the church presently possesses one identification fascia-type sign fronting Imperial Street, and as we understand the request from Pastor Stevenson, permission is being sought for the placement of an additional aluminum fascia sign, measuring 12 feet wide by 6 feet high to be installed on this same building face.

During the course of discussions with Reverend Stevenson it has been pointed out that the Burnaby Sign Bylaw as adopted has been intended to provide for the reasonable and legitimate needs of the various types of land uses found in the Municipality, and the means of regulating such signage is based on regulations contained in schedules, each pertaining to specific zoning districts in which various uses with basically similar characteristics are found. In the preparation of the Sign Bylaw, the reasonable needs of institutional type uses, such as churches permitted in the institutional "P" districts, were considered to be similar to those of local commercial uses (permitted in the C1 district) and light industrial districts (permitted in the M4 district). Such uses are frequently found in close proximity to residential land uses and, due to their nature, do not ordinarily warrant the more extensive sign exposure provided for more intensive commercial uses, heavy industrial uses, automotive-oriented uses, and the like.

Throughout the Municipality, institutional uses together with local commercial and light industrial (M4) uses are governed by the provisions of Schedule No. 3, which are felt to provide adequate and reasonable sign exposure without creating conditions and over signage which neither could be justified on the basis of intensive commercial orientation, nor would they be suitable in their usual low intensity, low scale, frequently residentially-oriented settings.

From a Planning point of view, the provisions of Schedule No. 3 are appropriate to and adequate for the needs of such land uses, and amendment of the Bylaw for all such districts would not be justified in order to permit an individual property to double the number of signs permitted fronting a given street. Moreover, it has been pointed out to Reverend Stevenson that there is no provision in the legislation for "relaxation" of the Sign Bylaw in respect to individual property; the only means of changing the regulations would be by amendment of the Bylaw, which would have the effect of changing the regulations for all uses governed by the particular schedule, in all locations of the Municipality.

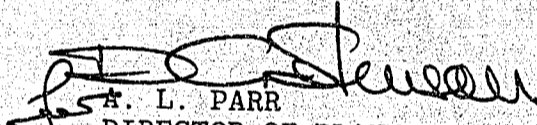
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Staff have offered to assist the South Burnaby Pentecostal Church in any way to prepare a design for a sign which observes the requirements of the Sign Bylaw and which will accomplish the stated goals of the church (which are to not only identify the premises, but also to provide a "readograph" for announcements, messages and the like) within the provisions of the Bylaw for facia signs totalling a maximum of one square foot of sign area for each lineal foot of street frontage of the building to which a sign is attached. In this instance, this provision would provide for a single sign totalling 80.5 sq.ft.

In summary, the Planning Department would advise that the provisions of the Sign Bylaw for institutional uses such as the subject premises are appropriate, and no amendment to the Bylaw to double the permitted number of signs could be recommended.

  
A. L. PARR  
DIRECTOR OF PLANNING

DGS:lf

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EXCERPT FROM THE  
BURNABY SIGN BYLAW

ATTACHMENT

SCHEDULE NO. III P, C1, AND M4 DISTRICTS

1. Permitted Signs:
  - (1) Signs permitted in Schedule I of this By-law, as regulated therein.
  - (2) One business or identification canopy or fascia or freestanding sign fronting each street bounding the property on which the sign is located.
  
2. Requirements:
  - (1) The total area of a canopy sign or a fascia sign shall not exceed a ratio of one square foot of sign area for each lineal foot of street frontage of the building to which the sign is attached.
  - (2) The total area of a freestanding sign shall not exceed 40 square feet.
  - (3) The maximum height of a freestanding sign shall be 20 feet.
  - (4) No animated signs shall be permitted.