

ITEM	11
MANAGER'S REPORT NO.	40
COUNCIL MEETING	1979 05 28

RE: INDUSTRIAL SIGNS

On 1979 April 09, Council inquired about Industrial Signs in the vicinity of Byrne Road and Marine Drive that had been removed by municipal crews. It was acknowledged that some of the signs were unsightly. A comment was then made as to whether there is any provision for erection of municipal signs which would direct customers to business firms formerly serviced by the signs that were removed. The motion of Council which arose from Council's discussion of this matter was, more specifically, as follows:

"THAT staff report back on the method of erecting directional signs for industries located in industrial parks in Burnaby."

Following is a report from the Municipal Engineer on this matter.

RECOMMENDATIONS:

1. THAT the recommendations of the Municipal Engineer be adopted.
2. THAT a copy of this report be sent to the Burnaby Chamber of Commerce

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TO: MUNICIPAL MANAGER
FROM: MUNICIPAL ENGINEER
SUBJECT: INDUSTRIAL SIGNS
ENQUIRIES - COUNCIL MEETING 79 04 09

1979 May 24

RECOMMENDATION:

1. THAT the placement of individual directional signs for businesses on street right-of-ways be denied.
2. THAT directional signing be restricted to the area concept.

REPORT

In the early 1950's the Municipality did erect and maintain industrial directional signing adjacent to some of the newly developing industrial areas. An example was the signing erected at two locations on the centre median of Boundary Road in the vicinity of First Avenue. These installations consisted of large metal frames approximately 8' wide X 10' high around a chain link mesh. Attached to the mesh were individual signs of the various businesses in the area. It was not long before the total area of the frame was covered with signs and we were receiving an increasing backlog of orders for additional signs as new businesses located in the area. As there appeared to be no end in sight to the number of such requests together with the fact that grid system of streets made address location fairly simple, the Municipality decided to abandon this method of signing.

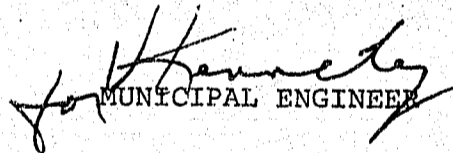
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In responding to the present enquiry we feel that to cater to a program of signing individual businesses would result in a proliferation of signing. Prior to our removal of signing at the intersection of Byrne Road and Marine Drive we were in continual receipt of complaints related to the untidiness of the signing. Even if the Municipality were to take over the signing, the number of businesses which would want to be included, and they are increasing, would make it an impracticable if not impossible task. From a traffic standpoint it could be a source of delay and accidents as motorists stopped and searched the list for a particular company.

Engineering and Planning Department personnel have met to discuss the prospects for appropriate directional signage to indicate principal points of access to the emerging major industrial development areas in the Big Bend. The conclusion that has been reached at this time is that attractive, landscaped "entry" signs bearing simple directional information for the principal enclaves should be incorporated in the design of intersections of the new Marine Way with principle access streets such as Boundary Road, Byrne Road, Willard Avenue, and Trapp Road when the new major facility is constructed. A typical sign of this type would be freestanding, in an attractive landscaped setting close to the street intersection and bearing a message such as "Big Bend Industrial Park: Byrne Industrial Area" and a directional arrow. It is felt that individual businesses could then, in addition to listing their street address in their letterhead and promotional literature, include the designation Big Bend Industrial Park and the name of the particular industrial enclave in which they are located. In this way, the various industrial areas in the Big Bend would begin to achieve identity and a character of their own, and direction for motorists to individual businesses would be assisted without incorporating the difficulties associated with the types of specific signage discussed above. With Council's concurrence, it would be our intention to pursue this approach to directional signage in conjunction with the development of Marine Way at its principal intersections with industrial collector streets.


MUNICIPAL ENGINEER

HB:sp

cc: () Director of Planning