

RE: LETTER FROM QSC FOOD SERVICES, LTD
305 - 353 W. 7th AVENUE, VANCOUVER, B.C. V5Y 1M2
REQUEST FOR A PYLON SIGN AT 4741 WILLINGDON AVENUE

The following report from the Director of Planning is in response to a letter from QSC Food Services Ltd. which appears on the agenda for the 1981 January 19 meeting of Council.

RECOMMENDATION:

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

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TO: MUNICIPAL MANAGER 1981 JANUARY 13
FROM: DIRECTOR OF PLANNING
SUBJECT: REQUEST FOR A PYLON SIGN — 4741 WILLINGDON AVENUE
(AT MOSCROP STREET)

RECOMMENDATION

THAT a copy of this report be sent to QSC Food Services Limited, #305 - 353 W. 7th Avenue, Vancouver, B.C. V5Y 1M2.

SUMMARY

The subject property is zoned C1 Neighbourhood Commercial District, a category which permits one sign per street. The applicant for sign display on the property has been advised that a freestanding sign is permissible on either street frontage if the property owners and tenants elect to have such a sign in preference to the facia signs which have been approved and installed on the property. Unless such a choice is made and the facia signs are removed, the one permitted sign related to each street has been utilized and an additional pylon sign can not be approved under the Sign Bylaw.

REPORT

Appearing on the Council agenda for 1981 January 19 is an item of correspondence from QSC Food Services Limited, requesting Council's consideration for a pylon type sign at the recently constructed local commercial development at the southwest corner of Willingdon Avenue and Moscrop Street.

Members of Council will recall that this site was recently rezoned from the C6 zoning district to the C1 Neighbourhood Commercial district in order to permit the construction of a local neighbourhood convenience retail facility.

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Upon application for sign displays on the property to permit facia type signs on the north and east faces of the building for the various tenants, approval was granted in accordance with Schedule III of the Burnaby Sign Bylaw.

Schedule III regulates the number and type of signs permitted in the C1 zoning district in the Municipality, and provides for a maximum of "one business or identification canopy or facia or freestanding sign fronting each street bounding the property on which the sign is located". The schedule goes on to designate the maximum areas and heights of the types of signs permitted.

This means in effect, that for a given development in the C1 District, the applicant for sign approval has a choice between canopy, or facia, or free-standing sign types with a maximum of one sign to be displayed fronting each street bounding the property. In the subject case, the property has street frontages on Moscrop Street and on Willingdon Avenue and the application which was received and approved was for facia type signs on the north and east faces of the building, in full compliance with the Bylaw.

Subsequent to sign approval, a request was received from Ricky's Pancake House, a tenant in the development, for a pylon sign in order to assist in public recognition of their business. Attached is a copy of that letter together with the Planning Department's response of 1980 September 09. As noted, it would be possible for a freestanding sign to be approved to a maximum of 40 square feet and a maximum height of 20 feet, subject to removal of the existing facia signage in order to not exceed the one sign per street frontage limit that applies to this zoning district. Should the property owner and his tenants decide that this alternative is preferable to the existing signage and make application accordingly, a freestanding type sign could be approved. For additional information, such an arrangement could be applied to either the Willingdon Avenue or Moscrop Street frontage, at the option of the applicant.

This is for the information of Council.

A. L. Parr
DIRECTOR OF PLANNING

DGS/ds

attachment

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Ricky's

PANCAKE & CHICKEN HOUSE FRANCHISE LTD.

August 29, 1980.

Mr. T. Parr,
Director of Planning,
Municipality of Burnaby,
4949 Canada Way,
Burnaby, B.C.

Dear Sir:

We are an established Canadian Franchise for RICKY'S PANCAKE and CHICKEN HOUSE.

We have been denied a permit to erect a 6'x6' Double Face Pylon as a 2' Sign Band has been approved by your Planning Department as submitted by the owners of the property.

In order for the franchise to be successful we have a common symbol that already has public recognition and in turn will enable us to open other locations in your municipality and others. Being limited to this 2' Sign Band because the property is in a C-1 Zone, will hurt our business.

Being in the restaurant business, it is imperative that we have an illuminated pylon sign in order to attract night patrons after regular business hours, thus making us a viable business and provide employment for the members of your community.

We are quite anxious for your municipality to grant us this permit and to be part of your business community.

Sincerely yours,

Ricky's Pancake House.

c.c. Mr. D. Mercier, Mayor
Mr. M.W. Lo-Franchise Owner.

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THE CORPORATION
OF THE DISTRICT OF
BURNABY

4949 Canada Way, Burnaby, B.C. V5G 1M2
Planning Department

Telephone (604) 294-7400

1980 September 09

Our File: 02.250

Ricky's Pancake and Chicken
House Franchise Ltd.
#240 - 341 North Road
Coquitlam, B. C.
V3K 3V8

Dear Sirs:

RE: PROPOSED SIGNAGE
4735 WILLINGDON AVENUE

In reference to your letter of 1980 August 29 regarding a proposed pylon (free standing) sign at the above referenced location, the following comments refer.

This site was recently rezoned to the Neighbourhood Commercial District (C1) zoning designation, reflecting its close proximity to the surrounding neighbourhood. This zoning designation is intended to provide for the convenience shopping of persons residing in the adjacent residential areas and permits only such uses as are necessary to satisfy those limited basic shopping needs which occur daily or frequently, and therefore require shopping facilities in close proximity to places of residence.

In keeping with the intent of the C1 zoning designation, i.e. low intensity commercial zoning, the Burnaby Sign By-Law 1972 provides for one (1) sign per street frontage in this zoning category (see Schedule III, attached).

This Department has already received and approved applications for fascia signs on both the Moscrop and Willingdon Street frontages. As a result, it would not be possible to erect additional types of signs related to either street. However, as you are aware, the Ricky's franchise operation and any other tenants are able to receive approval for illuminated fascia signs within the 2' fascia sign band, up to a maximum of 1 square foot of sign area for each lineal foot of building frontage they occupy. The copy area for the Ricky's premises could, of course, incorporate your corporate logo or symbols, or display your distinctive letter style to assist in public recognition.

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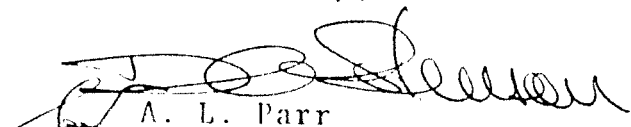
Ricky's Pancake and Chicken
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For information purposes, in order for a freestanding sign to be approved on the Willingdon frontage, it would be necessary to remove the existing fascia signage. A freestanding sign with a maximum height of 20 feet and a maximum total area of 40 square feet could then be approved as a replacement under the By-Law's provisions. It should be noted that the double-faced pylon sign described in your letter exceeds this limit by 32 square feet (6' x 6' = 36 sq.ft. per face x 2 sides = 72 sq.ft. total area).

While we can appreciate your desire to increase the advertising exposure of the franchise operation, we must advise that the signage permitted under Schedule III of the Sign By-Law is appropriate for this neighbourhood commercial development setting as designated by the adopted C1 zoning, and may not be exceeded.

If further information or clarification of the foregoing is required, please do not hesitate to contact this Department.

Yours truly,


A. L. Parr
DIRECTOR OF PLANNING

DGS/SAM/cm

Attachment

cc: Mayor D. M. Mercier

SCHEDULE NO. II A, R, AND RM DISTRICTS

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1. Permitted Signs:

- (1) Signs permitted in clauses (1) to 13) inclusive of Schedule I of this By-law, as regulated therein.
- (2) One facia sign of not more than 2 square feet in area giving the name and occupation of the occupant of a building carrying on a home occupation of the occupant of a building carrying on a home occupation as defined in the Burnaby Zoning By-law.
- (3) One business or identification facia or freestanding sign of not more than 8 square feet in area, fronting on each street which bounds a lot in an A District.
- (4) One facia or freestanding identification sign of not more than 8 square feet in area for an apartment building, dormitory unit, fraternity or sorority house in an RM District.

2. Requirements:

- (1) The maximum height of a freestanding sign shall be 8 feet.
- (2) No illuminated signs shall be permitted.
- (3) No animated signs shall be permitted.

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 facia 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 facia 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.