

ITEM 4
MANAGER'S REPORT NO. 63
COUNCIL MEETING 1982 11 15

RE: BURNABY SIGN BY-LAW, 1972
1977 COMMITTEE REPORT TO COUNCIL
(ITEM 9, REPORT NO. 62, 1982 NOVEMBER 08)

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Planning & Building Inspection be adopted.

* * * * *

TO: MUNICIPAL MANAGER
FROM: DIRECTOR PLANNING & BUILDING INSPECTION
SUBJECT: BURNABY SIGN BY-LAW, 1972
1977 COMMITTEE REPORT TO COUNCIL

PLANNING &
BUILDING INSPECTION
DEPARTMENT - 82 11 10

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

On 1982 11 08, Council received a report item (Item 9, Manager's Report No. 62), and referred the matter to the forthcoming 1982 November 15 meeting. It also requested that a copy be provided of the report of the previous Special Committee of Council which reviewed the Sign By-Law in 1977.

Attached is a copy of that report with its appendices; the recommendations of the Committee were adopted by Council on 1977 09 26 and the text amendments were Finally Adopted 1977 12 12.

The background materials attached to the Committee's report contain a table outlining the comments or proposals considered by the Committee, together with a discussion of the implications of each and any corresponding text amendment proposals as prepared by staff upon referral and review. A similar approach is suggested for a review of the proposed changes or additions now being put forward for consideration by the Burnaby Sign By-Law Review Committee.



A. L. PARR
DIRECTOR PLANNING &
BUILDING INSPECTION

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REPORT

Regular Council Meeting
July 18, 1977

THE CORPORATION OF THE DISTRICT OF BURNABY - 110

SIGN BY-LAW COMMITTEE

July 5, 1977

HIS WORSHIP, THE MAYOR
AND MEMBERS OF COUNCIL.

Madam/Gentlemen:

Report of the Burnaby Sign By-law Committee

I During 1976, the Burnaby Municipal Council received representations from members of the sign manufacturing industry commenting on certain provisions of the Burnaby Sign Bylaw. In order to examine the subject more carefully, the Council on September 13, 1976 established a Special Sign By-law Committee to meet with the parties involved, to review the existing by-laws, and to report back to the Council.

On December 9, 1976 the Committee held a meeting to hear representations from sign manufacturers licenced to operate in the Municipality. In its report to the Council at the December 20, 1976 meeting, the Committee summarized the concerns that were voiced, outlined its proposed course of action, and put forward proposed Terms of Reference for the review. These Terms of Reference, which were adopted by Council, are as follows:

"That the Sign By-law Committee meet with sign manufacturers licenced to operate in Burnaby, or other agencies who have expressed an interest in making representations to the Committee, to investigate complaints and consider recommending changes to the Burnaby Sign By-law as they relate to specific provisions and/or interpretation of the By-law. These changes are not to include rewriting of the By-law, or any other major changes in policy such as reintroducing bill-boards in the Municipality."

In the aforementioned report, this Committee advised that it had suggested to the sign manufacturers that they meet with Planning Department staff on their various complaints. The Director of Planning was asked to prepare a report containing the concerns of the sign manufacturers as well as the Director's comments and recommendations.

In order to facilitate contact by members of the industry, the Planning Department on March 2, 1977 wrote to a total of 50 companies operating in this field in the Greater Vancouver area, to acquaint them with the objectives of the Committee and to invite their input. As a result, the Planning Department met on March 22 with representatives of 5 firms and the Burnaby Chamber of Commerce and received additional submissions from 4 other firms, representing both the electric sign industry and commercial sign painters. The Planning Department analyzed the contents of those submissions, met a second time with the sign manufacturers on May 24, 1977, and submitted its report summarizing the concerns expressed and giving the Director's observations and recommendations on the various points to the Committee.

:- AGENDA - (JULY 18)
:- COPY - MANAGER

At its meeting on May 31, the Committee again met with representatives of various companies, a real estate representative, and a representative of the Chamber of Commerce to discuss the report of the Director of Planning and to receive any further comments from the industry. At that meeting, there was considerable dissatisfaction expressed by the representatives about the Planning Director's proposed amendments.

The Committee has subsequently held 2 working meetings to review all the submissions and material presented, and to prepare its recommendations for the consideration of the Council.

The purpose of this report is to present these proposals and to recommend their adoption in order to effect certain amendments to the Burnaby Sign By-law 1972 and to receive endorsement to certain administrative and procedural changes intended to streamline the Sign Permit handling process in response to the expressed concerns of the industry.

II The measures discussed by the Committee and being proposed by the Committee for adoption include:

A. Amendments to certain sections of the Burnaby Sign By-law 1972 - these changes are being recommended in response to concerns expressed by members of the sign industry relating to apparent ambiguity, administrative delays and complicated procedures, and the needed adjustments to some of the sign schedules, all within the context of the Terms of Reference adopted by the Council on December 20, 1976.

Attached as Appendix 1 for the information of members of Council as support material only, is a copy of the Planning Director's report to the Committee dated May 24, 1977, containing a summary of the objections and comments of the industry and the Planning Director's recommendations.

B. Proposed administrative, procedural changes to be implemented by the Director of Planning to streamline the process and to provide for faster, more convenient service in the application for and issuance of permits.

Attached as Appendix 2 is the Planning Director's report to the Committee dated June 7, 1977 containing his recommendations to the Committee on this subject.

Following is a summary of the By-law text amendments being proposed by the Committee, displayed adjacent to pertinent sections extracted from the present By-law text so that members of Council will be able to make a direct comparison between the existing text and the proposed changes. Marginal comments on the proposed changes are also provided where appropriate. Additionally, included as Part B is a discussion of the proposed administrative procedural changes as endorsed by the Special Sign By-law Committee.

The Committee wishes to acknowledge the assistance and the comments of members of the sign industry who have taken the time to put forward their views in this matter. Committee members have given a good deal of time and thoughtful consideration to the comments and suggestions that were advanced, and we believe the conclusions set out in this report consider the major concerns that were expressed, where they were within the context of the established terms of reference, and not in conflict with the basic purpose and intent of the Sign By-law.

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RECOMMENDATIONS:

After meeting with members of the sign industry and with the Chief Building Inspector and Planning Department staff, and in response to the expressed concerns within the framework of the adopted Terms of Reference, it is the recommendation of your Committee THAT:

- a. the amendments to the Burnaby Sign By-law 1972 contained in the following summary be prepared in By-law form, advanced for the necessary Readings, and Finally Adopted by the Council,
- b. the Council express its concurrence in the administrative and procedural changes outlined in the summary as endorsed by the Committee,
- c. following adoption of the proposed Sign By-law changes, the Planning Department arrange one or more seminars as required for the purpose of briefing interested members of the sign industry or other businesses with respect to the Sign By-law, its application and the processes involved, and to answer any questions that might arise, for clarification purposes, and
- d. copies of this Committee report be furnished to those companies and organizations that have made representations to the Sign By-law Committee.

Respectfully submitted,

Alderman Doreen Lawson,
Chairman.

Alderman Doug Drummond

Alderman Rod Stewart

Attach.

PROPOSED SIGN BYLAW TEXT AMENDMENTS

COLUMN 1

EXISTING TEXT

(BURNABY SIGN BYLAW, 1972)

(SECTION)

Section 2 - Definitions (page 1)

"SIGN, FACIA" means a flat sign which does not project more than one foot from the face or wall of the building upon which it is affixed, painted or attached, running parallel for its whole length to the face or wall of the building, and which does not extend beyond the horizontal width of such building.

Section 5.1(3) : (page 5)

Every sign shall have its weight and the maker's name permanently attached to or painted on the exterior of the sign.

Section 5.1(7) : (page 6)

No sign, nor any guy, stay, or attachment there-to shall be erected, placed or maintained by any person on rocks, fences or trees, nor in such a manner as to interfere with any electric light, power, telephone or telegraph wires, or the supports thereof.

(SECTION)

PROPOSED AMENDMENTS

COLUMN 2

"SIGN, FACIA" means a flat sign, including a permanent window sign, which does not project more than one foot from the face or wall of the building upon which it is affixed, painted or attached, running parallel for its whole length to the face or wall of the building, and which does not extend beyond the horizontal width of such building.

For clarification.

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Every sign shall have its weight and the maker's name permanently attached to or painted on the exterior of the sign, except in the case of special purpose and temporary signs permitted under Schedule No. 1 of this Bylaw, and signs painted directly on the face of a building.

Weight and maker's name not considered essential in such cases.

No sign, nor any guy, stay, or attachment there-to shall be erected, placed or maintained by any person on rocks, fences or trees, except in the case of temporary signs complying with the requirements of Schedule No. 1 and decorative logo designs painted upon or affixed to a temporary construction fence or hoarding erected on a construction site only, for a time period not exceeding the period of construction. No sign, guy, stay, or attachment there-to shall interfere with any electric light, power, telephone or telegraph wires, or the supports thereof.

Section 5.1(7) : (page 6)

No sign, nor any guy, stay, or attachment there-to shall be erected, placed or maintained by any person on rocks, fences or trees, nor in such a manner as to interfere with any electric light, power, telephone or telegraph wires, or the supports thereof.

(SECTION)

Section 5.1(9): (page 6)

No temporary sign shall be illuminated nor animated.

(SECTION)

Temporary signs may be illuminated provided they are served by underground electrical service and do not involve any overhead wiring or service poles.

No objection to illumination so long as no additional overhead wiring clutter is produced as a result.

Section 5.2 - Site Maintenance Standards: (page 6)

Every sign and the immediate surrounding premises shall be maintained by the owner or person in charge thereof in a clean, sanitary and inoffensive condition and free and clear of all obnoxious substances, rubbish and weeds.

Every sign and the immediate surrounding premises shall be maintained by the owner or person in charge thereof in a clean, sanitary and inoffensive condition and free and clear of all obnoxious substances, rubbish and weeds, except in the case of temporary signs under the provisions of Schedule No. 1 (11A).

Section 5.3 - General Siting and Locational Standards (page 6)

(1) No business sign, non-accessory sign or identification sign shall be placed on, within or above public property, except as otherwise provided for in this By-Law.

No business sign, non-accessory sign, special purpose sign, or identification sign shall be placed on, within or above public property, except in the following cases:
(a) facia signs provided that they shall project not more than one foot over public property, (b) special purpose signs under the provisions of Schedule No. 1, Sections (1), (2), (3), (8), and (9).

Clarification of existing Bylaw provisions.

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- (a) The minimum height of a projecting sign shall be 9 feet.
- (b) The maximum area of a projecting sign shall be 70 square feet.

Section 6.2(1) - Permits and Approvals: (page 8)

Every person shall, before erecting, placing, rebuilding, reconstructing, altering or moving any sign, obtain all necessary permits and approvals as required by the Burnaby Building By-Law and Burnaby Zoning By-Law.

- (a) The minimum height of a projecting sign shall be 9 feet.
- (b) The maximum area of a projecting sign shall be 80 square feet.

Adaptation to relate to stock, material, size.

- Desirability of tying in the Building and Zoning Bylaws.
- Delineation of those classes of temporary and special purpose signs which are not felt to require permit issuance.

- In essence, this means that every sign erected, placed, rebuilt, reconstructed, altered, or moved within the Municipality requires a permit, with the exception of the stated special purpose and temporary signs listed; these latter exceptions consist of:

- traffic control signs
- signs required by law
- memorial plaques and the like
- private property and no trespassing signs
- temporary window signs
- certain types of temporary campaign or events signs
- certain types of flags or emblems

- modest temporary signs relating to sale, rental, etc. of single properties in Residential (R) districts
- temporary "For Rent" signs up to 4 square feet in area on residential, commercial or industrial properties

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Every application shall be accompanied by:

- (a) Plan or plans drawn to scale.
- (b) The dimensions, maker's name and weight of the sign and, where applicable, the dimensions of the wall surface of the building to which it is to be attached.
- (c) The dimensions and weight of the sign's supporting members.
- (d) The maximum and minimum height of the sign.
- (e) The proposed location of the sign in relation to the face of the building, in front of which or above which it is to be erected.
- (f) The proposed location of the sign in relation to the boundaries of the lot upon which it is situated.
- (g) If the sign is to be illuminated or animated, the colors to be used and the technical means by which this is to be accomplished.
- (h) Where the sign is to be attached to an existing building, a current photograph of the face of the building to which the sign is to be attached.

Except in the case of temporary signs permitted under Schedule No. 1, Section (11A) and Section (13), every application shall be accompanied by:

- (a) Plan or plans drawn to scale.
- (b) The dimensions, maker's name and weight of the sign and, where applicable, the dimensions of the wall surface of the building to which it is to be attached.
- (c) The dimensions and weight of the sign's supporting members.
- (d) The maximum and minimum height of the sign.
- (e) The proposed location of the sign in relation to the face of the building, in front of which or above which it is to be erected.
- (f) The proposed location of the sign in relation to the boundaries of the lot upon which it is situated.
- (g) If the sign is to be illuminated or animated, the colors to be used and the technical means by which this is to be accomplished.
- (h) Where the sign is to be attached to an existing building, a current photograph of the face of the building to which the sign is to be attached.

In the case of temporary signs permitted under Schedule No. 1, Section (11A) and Section (13), except as provided in Section 6.2(1), every application shall be accompanied by:

- (a) Name and address of applicant.
- (b) Name and address of property owner.
- (c) Legal description and address of the lot on which the signs are to be located.
- (d) Net area of the lot on which the signs are to be located.

- Simplification and streamlining of the permit application process for certain classes of temporary signs which require permits but which do not require such detailed information or documentation as permanent signs.

- Pads of appropriate forms related to each type of permit application will be prepared and made available at cost to interested firms in order that they may complete the information forms at their own offices and submit either in person or by mail.

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EXISTING TEXT
(BURNABY SIGN BYLAW, 1972)

COLUMN 1

(SECTION)

Schedule No. 1, Section (2): (page 12)

Signs required to be maintained or posted by law or governmental order, rule or regulation.

Schedule No. 1, Section (4): (page 12)

On-site directional signs, not exceeding 2 square feet in area, intended to facilitate the movement of pedestrians and vehicles within the site upon which such signs are located.

Schedule No. 1, Section (5): (page 12)

Directional signs not more than two in number identifying the location and nature of a building, structure or use which is not readily visible from the street, serving such building, structure or use, on lands forming part of the site of such building, structure or uses, provided that each such sign is not more than 10 square feet in area.

PROPOSED AMENDMENTS

COLUMN 2

(SECTION)

- (e) An indication of the Section of this Bylaw under which approval is being sought.
- (f) A written indication of the number, size, type, and face area of signs related to each of the streets abutting the lot on which the signs are to be located.
- (g) Submission of a suitable letter of credit or certified cheque in the amount as set out in Schedule I, Section (1A) (a) (iv), in conjunction with sign approval applications under Section (1A) (a).
- (h) The date upon which the signs are proposed to be installed.

NOTES

COLUMN 3

Clarification

Signs required to be maintained or posted by law or governmental order, rule or regulation, and signs required to be posted on the premises describing hours of operation, prohibiting smoking on the premises, or for similar public notification purposes.

Clarification

On-site directional signs, not exceeding 2 square feet in area, intended to facilitate the movement of pedestrians and vehicles within the site upon which such signs are located, and regulatory signing, not exceeding four square feet in area, intended to control or prohibit parking within the site upon which such signs are located.

Clarification

Informational signs not more than two in number identifying the access location and nature of a building, structure or use which is not readily visible from the street, serving such building, structure or use, on lands forming part of the site of such building, structure or uses, provided that each such sign is not more than 10 square feet in area.

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(SECTION)

Schedule No. 1, Section (7): (page 12)

Window signs which do not exceed 20 percent of the window area.

(SECTION)

(7) Temporary window signs.

PROPOSED AMENDMENTS

NOTES

- Permanent window signs are defined to be fascia signs.
- Committee feels it is not practicable to limit area of temporary window signs.

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Schedule No. 1, Section 11(A)
(replaces Sections (11) and (12))

Schedule No. 1, Section (11) and (12): (page 12)

(11) Temporary on-site signs advertising the sale, lease or rental of the lot or premises upon which such signs are situated, provided that the combined area of such signs fronting upon each street which bounds such lot or premises shall not exceed a ratio of one square foot of sign area for each 1,000 square feet of lot area, but need not be less than 6 square feet. In no case shall the combined area of such signs fronting upon each street exceed 35 square feet.

(12) One on-site temporary sign advertising a group of lots for sale within a subdivision or a group of houses for sale within a housing project along each street frontage which bounds such subdivision or project, provided that the total area of such sign shall not exceed 60 square feet with no single dimension in excess of 12 feet. The display of such sign shall be limited to a 6 month period. At the expiration of such period, the applicant may request a further extension of time, otherwise the sign shall be removed.

Temporary on-site signs advertising the sale, lease, or rental of a building, portion of a building, lot, group of lots within a subdivision, or group of houses within a housing project upon which such signs are situated, subject to the provisions of either a) or b) hereinafter set out in this Section:
a) during an initial period of six months from the date of issuance of sign permit approval, any number of signs fronting each street abutting the site, provided that

- 1) the combined area of such signs on the site shall not exceed a ratio of one square foot of sign area for each 100 square feet of lot area, or 1000 square feet total sign area, whichever is the lesser;
- ii) no freestanding sign shall have any face dimension in excess of sixteen feet, nor a face area greater than sixty-four square feet;
- iii) No fascia or roof sign shall have a ver-

- It is proposed to allow a significant increase in the amount of temporary signage for this class of sign for a limited time period, with provision for a deposit to ensure removal of the extra signage upon expiry of that time period.
- Prior to expiry of this provision, signage is to be reduced to the ratio presently permitted, whereupon deposit would be refunded.
- maximum signage to be related to site area.
- Owner has option - may elect to use (b) only,

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keep signage modest, and avoid the deposit or "bonding" requirement.

COLUMN 3

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tical face dimension greater than four feet;
 iv) except in the case of signs under this section which are exempted from permit requirements under Section 6.2(1)(iii), a letter of credit or certified cheque in the amount of \$2.00 per square foot of total sign area is deposited with the Corporation to ensure the removal of such signs prior to the expiration of the six-month period following permit approval.

COLUMN 2

PROPOSED AMENDMENTS

(SECTION)

b) During any period when a permit issued under a) above is not current and in effect, or upon expiry of the six-month period described for a permit issued under a) above, a maximum of one on-site temporary sign along each street frontage which bounds the site, provided that:
 i) the combined area of such signs on the site shall not exceed a ratio of one square foot per 1000 square feet of lot area, but need not be less than 6 square feet,

COLUMN 1
 EXISTING TEXT
 (BURNABY SIGN BYLAW, 1972)

(SECTION)

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COLUMN 1

EXISTING TEXT
(BURNABY SIGN BYLAW, 1972)

(SECTION)

(1) no individual sign shall have any face dimension in excess of 16 feet nor a face area greater than 64 square feet, (11) no facia or roof sign shall have a vertical face dimension greater than four feet.

C2, C5, C6, M1, M2, M3, M5 and M6 Districts

Module No. IV (page 14)

C2, C5, C6, M1, M2, M3, M5, M6 and M7 Districts.

Addition of M7 District category in Zoning By-law needs to be recognized in the appropriate Schedule.

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PART B

PROPOSED ADMINISTRATIVE AND PROCEDURAL MEASURES

In order to simplify the process of application for sign approval for those classes of signs which require a permit, and to reduce the processing time, it is proposed that the Director of Planning implement the following changes in receipt and handling of applications:

1. Application format: As provided for in the proposed amendments to Section 6.2 (2) noted above, it is proposed that a distinction be made in the application requirements for permanent signs (including Special Purpose permanent signs listed under Sections 4, 5, 8, and 14 of Schedule No. I) and those for temporary signs which require a permit (Sections 11 (A) and 13 of Schedule No.I).

It is proposed that the existing requirements will continue to apply for the former category of sign permit (as set out in the existing Bylaw text). However, a new application form will be prepared and pads of the new forms will be provided at cost to those companies which are interested in filling out their own applications, to facilitate submission through the mails or in person, as they wish.

For the latter category (Sections 11(A) and 13 of Schedule No. I), it is being proposed that the requirements be reduced to eliminate the need for site plans, scale detailed drawings, and the like, and that the information required for control purposes be obtained in written form only. A special application form will be prepared for this purpose, such that the necessary information may be entered by filling in the blanks, checking the appropriate boxes, and by similar written means. Provision would be made for a deposit, if required, under proposed Section 11A(a).

Once again, pads of these forms would be made available to those companies wishing to fill out their own applications, such that they could submit applications through the mail if they so choose, and the need for drawings and construction details to support the application for temporary signs would be eliminated.

2. Processing by Staff: Applications for sign approval in the past have been processed in their turn along with other Preliminary Plan Approval applications such as development plans for apartment buildings, commercial projects, industrial sites, and so on. Due to the greater relative complexity of building development proposals and the amount of checking required, the simpler sign applications have sometimes been delayed awaiting their turn on a first-come first-served basis.

In order to facilitate the flow of sign approvals, it is proposed that sign applications be given priority by assigning one staff member to be responsible for maintaining up-to-date the processing of sign permit requests, before turning to other PPA assignments. In this way, it is hoped that applications will receive immediate daily attention and applications which are received in complete, clear form in compliance with all Bylaw requirements will be finalized in only a matter of days.

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The Burnaby Sign Bylaw Committee endorses the above proposals to streamline the receipt and handling of sign approval applications, and is recommending Council's concurrence.

***** (NOTE):

This concludes the report of the Burnaby Sign By-law Committee. Following, for the information of Council Members only is background material; reports from the Director of Planning to the Committee, identified as Appendix 1 and Appendix 2).

APPENDIX 1

MAY 24, 1977

TO: SIGN BYLAW COMMITTEE

ITEM 4

FROM: DIRECTOR OF PLANNING

MANAGER'S REPORT NO. 63

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SUBJECT: REVIEW OF DISCUSSIONS WITH SIGN MANUFACTURERS
AND PROPOSED AMENDMENTS

BACKGROUND

The Burnaby Sign Bylaw Committee at its meeting on December 9, 1976 heard representations from a number of members of the sign industry relating to the content and application of the Burnaby Sign Bylaw.

At that meeting, the Committee suggested to the Sign Manufacturers that they initiate discussions with the Planning Department staff with respect to their various complaints and concerns, on the understanding that the Director of Planning would submit to the Committee a report containing the concerns registered by the Sign Manufacturers together with his comments and recommendations. It was further requested that the Planning Department prepare a draft of a brochure to clarify the provisions of the bylaw for the benefit of Sign Manufacturers and that certain amendments be drafted to spell out those signs in Schedule I that are not considered to require a permit.

The purpose of this report is to outline the discussions that have taken place, summarize the major concerns that emerged from the Sign Manufacturers' comments, and make recommendations for amendments to deal with these concerns where, in the opinion of staff, change is justified and consistent with the broad intent of the Bylaw.

CONTACTS WITH SIGN MANUFACTURERS

A copy of the Report of the Sign Bylaw Committee that was adopted by Council at its meeting on December 20, 1976, was sent by the Municipal Clerk to the sign companies licenced to operate in Burnaby. As only two replies were received in response to the invitation contained in that report for Sign Manufacturers to initiate

discussions, the Planning Department on March 2 wrote to a total of 50 companies in this field operating in the Greater Vancouver area, to acquaint them with the objectives of the Committee and to invite their input. 124

As a result, submissions were received from four other firms and a meeting was held on March 22 with representatives of 5 firms and the Burnaby Chamber of Commerce at which a good deal of information was presented and useful discussion ensued.

The staff have now had the opportunity to assimilate all the input received, to consider the principal points of concern that were voiced by the various participants, in the light of the purpose of the bylaw and administrative realities, and to prepare a series of recommendations for the Committee's consideration in order to alleviate certain of those concerns and to clarify the Bylaw's provisions where it seems necessary. Once decisions have been made on these and any other points that the Committee may wish to consider, it will be possible to prepare the descriptive brochure recommended previously, incorporating any amended provisions or clarification.

A draft of this report was discussed with representatives of those companies who had made submissions, on May 24, in order to conclude the dialogue suggested by the Committee and to prepare for the Committee's May 26 meeting.

COMMENTS FROM SIGN MANUFACTURERS

Since the Committee's meeting on December 9, 1976, written briefs or statements have been received from the following firms:

- Arrow Signs Limited
- Neon Products Limited
- Superior Signs Limited
- Kodiak Signs Limited
- Sign-O-Lite Plastics Limited
- Marc-Narod Enterprises Limited (not a sign manufacturer but a development company which expressed the wish to submit its point of view on real estate signs)

Additionally, representatives of the following firms or groups have met with the Planning Department to discuss their concerns in person:

Seaboard Advertising Limited
Neon Products Limited
Superior Signs Limited
Commonwealth Displays Limited
Kodiak Signs Limited
The Burnaby Chamber of Commerce
Marc-Narod Enterprises Limited

(Note: At the Committee's meeting on May 31, Mr. Brian Calder representing A.E. LePage Realty and the Vancouver Real Estate Board also appear.

It will be of interest to the Committee to note that those firms which participated represent both the commercial sign painters and electrical sign manufacturers, and that both large and small shops were represented.

When the current Sign Bylaw was advanced to Council for initial consideration in 1971, the principal purposes for the bylaw were identified in Part I of the report under the heading "The Need for Sign Regulations". In summary, the regulation of signs in this Municipality is intended to:

1. Protect the public interest by preventing view obstruction or visual confusion in the vicinity of traffic control devices and signs, road features, or hazards.
2. Relate signs in a positive way to the physical setting and activity context in which they are located so as to maintain aesthetic consistency.
3. Protect the public from possible physical hazards related to the construction and method of attachment of sign structures.
4. Provide for equitable display potential of signs by regulating the number, type, size, and location of signs in different land use zones, so as to prevent unnecessary proliferation and unsightliness, and to preserve as well the benefits of reasonable exposure for the advertiser.

While there were some points of view expressed in the recent discussions that would in our opinion contradict the intended purpose of the Burnaby Sign Bylaw, many of the issues raised dealt with real concerns related to clarity of meaning, adequacy of signing provisions

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in the District Schedules, and administrative operating procedures. In many instances, the same idea was mentioned in various forms by more than one company representative, and seemed to represent a view held by various sectors of the industry.

At its meeting on December 20, 1976, the Council adopted the following Terms of Reference as recommended by the Sign Bylaw Committee for the conduct of the Sign Bylaw review:

"That the Sign By-law Committee meet with sign manufacturers licenced to operate in Burnaby, or other agencies who have expressed an interest in making representations to the Committee, to investigate complaints and consider recommending changes to the Burnaby Sign By-law as they relate to specific provisions and/or interpretation of the By-law. These changes are not to include rewriting of the By-law, or any other major changes in policy such as reintroducing bill-boards in the Municipality."

It is within this context that the Planning Department has evaluated the submissions and made comments recommending changes where appropriate.

The following table summarizes the primary concerns raised in discussion and in the submissions, together with the Department's remarks and any recommendations for action.

(NOTE: The wording used in setting out proposed changes under "Recommendations" is preliminary only, to convey the intended effect of proposed changes. Final precise wording would be subject to refinement in consultation with the Municipal Solicitor.)

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RECOMMENDATIONS

No change is recommended.

The bylaw as it exists allows for embellishments and

other features designed to ornament or attract the attention of the public, within the total permitted sign area brochure. examples could be shown in

for a given District. In the case of a freestanding sign, architectural features of the support structure itself

are not included in the computation of sign area.

Agreed. In fact, such signs are not included in the

Amend Schedule No 1 (2) by

the following:

" , and signs required to be posted

on the premises describing hours of

operation, prohibiting smoking on

the premises, or for similar public

notification purposes."

REMARKS

It is considered necessary that such a definition be as all inclusive as possible. It should be noted, however, that the signs subject to regulation are clearly spelled out. (i.e. business, non-accessory, identification etc.)

SIGN INDUSTRY COMMENTS

a) "This definition (Sign) is far

too encompassing. As it is

written, anything can be de-

fined as illegal." (Kodak

Signs Ltd.)

b) "This definition (Sign Area)

should allow for some struc-

tural and/or architectural

embellishments, perhaps 20%

additional area, which would

not be directly illuminated."

(Neon Products Ltd.)

c) "With regard to the definition

of "Sign Area", such signs as

no smoking, hours of business,

parking rules, signs required

under the Companies Act, busi-

ness directories, should not

be counted or considered when

adding up numbers and areas of

signs". (Kodak Signs Ltd.)

SIGN INDUSTRY COMMENTS

2. APPLICATION (Section 3)

a) "Face painting should be allowed

on non-conforming signs with a

5 year limit before removing."

(Superior Signs Ltd.)

3. GENERAL REQUIREMENTS

(Section 5.1)

a) "The requirement for the weight

and maker's name to be attached

to the exterior of a sign should

apply only to where sign is a

structure or hanging device, and

where liability conditions might

exist." (Kodak Signs Ltd.)

b) "In the case of plywood signs

set on posts in a vacant lot,

or on a construction site, the

requirement that all framework

etc. be contained within the

sign's body is quite impracti-

cal." (Arrow Signs Ltd.)

REMARKS

Changing the message on a non-conforming sign is an

alteration to a sign and is not permitted under the

Bylaw (Section 3(3)), since such an alteration would

perpetuate non-conforming signs. To require removal of

non-conforming signs over a specific time period after

an application to alter is not legal under the Municipal Act.

This is considered in general as a reasonable bylaw re-

quirement. It is agreed, however, that temporary and

special purpose signs could be exempted, as could signs

which consist only of paint applied directly to the

surface of a building.

where liability conditions might

exist." (Kodak Signs Ltd.)

This regulation - 5.1(5) - does not refer to a stan-

dard, pylon, or posts upon which a freestanding sign is

located. It is intended to prevent unsightly lateral

supports or crossbracing that would otherwise be exposed

if the projecting cantilever system were not used

(Section 5.1(6)).

No change is recommended

RECOMMENDATIONS

Amend Section 5.1(3) by adding the following:

" , except in the case of special purpose and temporary signs per-

mitted under Schedule No. 1 of

this Bylaw, and signs painted

directly on the surface of a

building."

No change is recommended.

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SIGN INDUSTRY COMMENTS

c) "Placing a real estate or deve-

lopment sign on fences often

makes considerable sense. A

sign or logo design on an

otherwise unsightly fence

around a construction site

might sometimes be considered

a work of art." (Kodak Signs

Ltd.)

d) "Illuminated temporary signs

should be permitted, under the

same conditions as non-

illuminated signs." (Neon

Products Ltd.)

4. SIGN MAINTENANCE STANDARDS

(Section 5.2)

a) "The requirement that every sign

shall have its surrounding pre-

mises clear of weeds is imprac-

tical, particularly in the cases

of temporary signs on vacant

land and lawn signs on properties

for sale." (Arrow Signs Ltd.)

REMARKS

The prohibition of signs on rocks, fences, or trees is

an appropriate environmental protection feature. How-

ever, in the case of temporary fences such as those

erected on a construction site, it is recognized that

some improvement might be achieved by permitting tem-

porary signs, subject to the limitations of Schedule 1,

and decorative logo designs, to be painted or affixed

for a period not exceeding the period of construction.

Illumination of temporary signs seems, to some extent,

to contradict their temporary nature. However, subject

to satisfying the requirements of underground wiring (no

overhead wiring, poles, etc.), it is felt that internally

illuminated temporary signs would be acceptable.

If a property is occupied by a sign it does not seem un-

reasonable that it be properly maintained. Notwith-

standing, there would seem to be justification for

excluding temporary signs under sections (11) and (12)

of Schedule No. 1 from this provision

RECOMMENDATIONS

Amend Section 5.1(7) by adding

the following:

" , except in the case of temporary

signs complying with the require-

ments of Schedule No. 1 and deco-

rative logo designs painted upon

or affixed to a temporary construc-

tion fence or hoarding erected on a

construction site for a time period

not exceeding the period of construc-

tion."

That Section 5.1(9) be amended as

follows:

"temporary signs may be internally-

illuminated provided they are served

by underground electrical service and

do not involve any overhead wiring

service poles."

4

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Amend Section 5.2 by adding the

following:

" , except in the case of temporary

signs under the provisions of

Schedule No. 1 (11) and (12)."

SIGN INDUSTRY COMMENTS

5. GENERAL SITING AND LOCALITIONAL STANDARDS (Section 5.3)

a) "This clause (clause 1) prohi-

bits signs from being placed on,

within or above public property,

except as otherwise provided

for in the by-law. These exce-

ptions should be spelled out

(i.e. fascia signs - 1 foot maxi-

mum). Also, the same requirement

should apply to canopy signs."

(Building Department)

b) "This section should be relaxed

to permit signs on any side of

a building, opposite a lane or

over a side yard. Visibility

may only be obtained using this

type of installation." (Kodjak

Signs Ltd.)

REMARKS

Agreed. In place of the present wording "except as

otherwise provided for in this Bylaw", it is possible

to set out, for clarity, those signs which may be so

located and the limitations that apply.

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In line with the intent of the Sign Bylaw to preserve

the visual environment of the Municipality by regu-

lating the type, extent, and orientation of signage

while providing for the reasonable needs of business

to have adequate identification and display, the By-

law directs commercial signage to the streets which

about a property and provide its principal means of

RECOMMENDATIONS

Amend Section 5.3(1) by striking

out the words following the word

"property" and substituting the

following:

", except in the following:

(a) fascia signs provided that

they shall project not more

than one foot over public

property

(b) special purpose signs under

the provisions of Schedule

No. 1, sections (1), (2), (3),

(8), and (9).

No change is recommended. (Note

that Council on December 13, 1976

adopted the Sign Bylaw Committee's

recommendation that the Bylaw not

be amended to permit the erection

of signs other than facing an

abutting street).

6. SIGN SPECIFICATIONS
(Section 5.4)

a) "The regulations governing

canopy signs need considera-
tion and clarification as to
whether or not they are allowed
over public property." (Neon
Products Ltd.)

REMARKS

access, while simultaneously prohibiting commercial
signage on other sides of the property which would be
oriented toward non-public areas or secondary access,
and frequently facing residential or nearby institu-
tional areas. In this way the Bylaw seeks to ensure
that permitted signage is directed toward the imme-
diate area from which principle business access is
taken, rather than being given over to long-range
display advertising that would emphasize auto-oriented
accessory signage rather than business identification
of the site.

Such signs and structures are not generally permitted
over public property. (Section 5.3(1)). They are how-
ever permitted over private property in certain Districts.
Where structural canopies are permitted over public
property under a Comprehensive Development Plan, provi-
sion may be made under a Comprehensive Sign Plan for
the incorporation of suitable canopy signs under the
provisions of Section 6.3 of the Bylaw.

RECOMMENDATIONS

No change is recommended.

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RECOMMENDATIONS

No change is recommended.

Projecting signs are permitted in some zones, but not

over public property. One of the objectives of the by-law has been to prevent the proliferation of such signs in commercial districts and to encourage fascia signage bearing a good relationship to building design, that

does not intrude into the public space. It is possible to consider a limited amount of projecting signage under

some circumstances as part of a CD proposal and a

suitable Comprehensive Sign Plan.

While some argument may be made for relating to stock

material dimensions, it should be noted that the shape

of signs should be based on a thoughtful design approach

related to client's needs, building design, scale, im-

aginative form, etc. rather than being predicated on a

standard rectangular material shape. The best examples

of signage and good graphics reflect a sensitive res-

ponse to such design factors and avoid the monotony of

stock sizes.

The bylaw standard is considered reasonable, and the

permitted area of projecting signs should not be

increased.

SIGN INDUSTRY COMMENTS

"Projecting signs should be

allowed over sidewalks -

projection to be based on a reasonable triangulation

formula related to the width

and boundaries of the premises."

(Neon Products Ltd.)

) "Allowable projecting sign area

should be 80 sq.ft. not 70 sq.

ft. (i.e. 5x8x2 faces)."

(Superior Signs Ltd.)

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SIGN INDUSTRY COMMENTS

7. PERMITS AND APPROVALS
(Section 6.2)

a) "Quite a procedure is involved

in a permit application. In

an attempt to minimize prices,

it would be reasonable to per-

mit signs of a certain size or

under to be exempt from permit."

For the majority of sign types, the present application procedure is necessary in order to ensure compliance with the regulations and to provide for control by the Chief Building Inspector.

It is not appropriate to exempt certain signs on the basis of size, but it is reasonable to state in the Bylaw those classes of signs which should not require a permit.

b) "Permits should not be necessary for commercial signs which cover everything. Should only be subject to certain rules (safety, aes-

Permits are a necessary part of the approval procedure which, together with PPA and Building Permit issuance, ensure compliance with the regulations.

REMARKS

RECOMMENDATIONS

Amend Section 6.2(1) by adding the following for clarification:

" , except in the case of signs permitted under sections (1), (2), (3), (6), (7), (9) and (10) of Schedule No

1, or signs under Section (11) where they apply only to a single lot in a Residential (R) district."

(Note: This clarification was requested by the Committee at its meeting of December 9, 1976.)

Further, it is proposed that examination and processing procedures be streamlined within the Department

as outlined more fully below.

No change is recommended.

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thetics etc). Agree, however, that permits should be re-

quired for electrical signs".

(Commonwealth Displays Ltd.)

;) "The Sign By-Law should differ-

entiate clearly between signs

which require a permit and

those which do not." (Various

submissions)

;) "The fact that PPA is also re-

quired for signs should be

spelled out in the Sign By-Law.

The pertinent sections of the

Zoning and Building By-laws

should also be indicated in

this clause." (Building

Department)

REMARKS

Agree - See point 7. (a) above

Agree - It is possible to amplify the wording in the

Administration and Enforcement Section of the Sign

Bylaw to refer the applicant to the pertinent sections

of the Burnaby Zoning Bylaw and the Burnaby Building

Bylaw.

RECOMMENDATIONS

See point 7. (a) above

Amend Section 6.2(1) by adding a section making reference to the appropriate sections of the Zoning Bylaw (Section 7.3 dealing with Preliminary Plan Approval) and the Burnaby Building Bylaw (Section 5(1)).

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SIGN INDUSTRY COMMENTS

SCHEDULES

"We would suggest that all signs in Schedule No. I (All Districts) should be permitted without a sign permit." (Kodiak Signs Ltd.)
"Larger signs for parking controls should be permitted." Schedule No. I (4).
(Chamber of Commerce)
Illuminated directional signs should be allowed, where they may contribute to the safety and convenience of pedestrian and vehicle traffic flow."
Neon Products Ltd.)

REMARKS

It is agreed that many of the signs in this schedule should not require a permit. However, some of them, particularly real estate or construction signs, and non-temporary special purpose signs require this type of control. See point 7.(a) above.
This seems reasonable and merits consideration (present limit is 2 square feet in area). One suggestion is that a distinction be made between directional on-site signs, and regulatory on-site signs, such that a larger area is available for regulatory (including prohibition) signing.
Agreed - The by-law only prohibits the illumination of "temporary signs", (Section 5.1(9)), which are specifically referred to as such in Schedule No. I. Therefore, directional signs (which are considered to be special purpose signs), can be illuminated.

RECOMMENDATIONS

Amend Schedule No. I (4) by adding the following:
", and regulatory signing, not exceeding 4 square feet in area, intended to control or prohibit parking within the site upon which such signs are located."
No change is necessary.

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RECOMMENDATIONS

No change is recommended.

REMARKS

The answer to the question is Yes; temporary and special purpose signs permitted under Schedule No. I are specifically permitted in addition to those business and

identification signs listed under the various District Schedules (Schedules No. II through V inclusive), with the single exception of signs mentioned under (14) of Schedule No. I in the A, R, or RM Districts.

With reference to "inside" versus "outside" signs, the Bylaw does not presently control "inside" signs unless these are permanent window signs in view of the general public. There is no control existing or proposed over internal signs directed toward only the patrons within a store.

A permanent window sign arranged to be in the view of the general public constitutes a form of fascia sign and is regulated by the business and identification signing provisions.

SIGN INDUSTRY COMMENTS

d) "Are all the signs listed in Schedule No. I (All Districts) permitted in addition to business and identification signs? No controls should be exercised on "inside" as opposed to "outside" signs." (Seaboard Advertising Ltd.)

SIGN INDUSTRY COMMENTS

"The area of a window sign should not be limited, nor should a permit be required." (Superior Signs Ltd.)

REMARKS

Where it is understood that the window signing is temporary and/or modest in extent (i.e. - less than 20% of window area), it is agreed that no permit should be required.

RECOMMENDATIONS

Amend the definition of "Sign, Facia", by adding the following phrase following the words "means a flat sign...":
"including a permanent window sign."

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"The sizes specified for real estate and construction sites (Schedule No. I - 11, 12, 13) are too small and should be increased. Also, they should be standardized and related

However, for permanent window signs arranged to be viewed by the public on the exterior of the premises, and for extensive temporary signage, where such signage forms major business display or identification on the building's exterior, it is considered necessary to provide a control.

The definition of "Sign, Facia" and the provision for window signs in Schedule No. I should be amended to clarify the matter.

On the basis of submissions received and our past experience, it is apparent that the present limits on real estate marketing signage (especially on large projects) require review. Several sub-missions mentioned the need to engage in major marketing campaigns on completion of the project,

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Amend Schedule No. I by deleting sections (11) and (12) and substituting therefore a new section, section (11) as follows:
"Temporary on-site signs advertising the sale, lease, or rental of a lot,

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group of lots within a subdivision, building premises, or group of lots within a housing project upon which such signs are situated, subject to the following provisions:

a) during an initial period of six months from the date of issuance of sign permit approval, any number of signs fronting each street abutting the site, provided that

i) the combined area of such signs on the site shall not exceed a ratio of one square foot of sign area for each 100 square feet of lot area;

ii) No freestanding sign shall have any face dimension in excess of sixteen feet, nor a face area greater than sixty-four square feet;

iii) No fascia or roof sign shall have a vertical dimension greater than four feet;

iv) A suitable bond is deposited with the Municipality to ensure the removal of all excess signage prior to the expiration of the

REMARKS

using several media, and the desire for intensive identification and advertising on the project.

It has been suggested that liberalized controls on the amount of signage would reduce the length of time required to sell or lease a project, and hence the signage

could be removed or reduced at an earlier date.

Signs Ltd.)

use is eliminated." (Arrow

to standard plywood dimensions (4 ft. x 8 ft.). Having sizes of signs determined by the area of a lot or parcel of land, the economic advantages of mass production of signs and their reduction is eliminated." (Arrow

Although the Planning Department has strong concerns about the visual impact of unlimited signing on-site in such instances, it does recognize the temporary nature of such displays, and is willing to suggest a very significant increase in the total amount of sign exposure for a limited period, with the proviso that after this initial "saturation" period, the amount of signage if still required will be reduced to the comparatively modest amount permitted under the current Bylaw provisions.

In general, it is proposed that the amount of sign area permitted for the sale, lease, or rental of premises, lots, or groups of lots or houses continue to be based

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on a ratio to site area, but that the maximum total area be lifted and the ratio increased during the initial 6-month period from 1 square foot of sign area per 1000 square feet of lot area to 1 square foot of sign area per 100 square feet of lot area. Limits would be maintained in the maximum dimensions and area of individual signs to prevent the creation of billboard-size advertising signs, but the total potential initial signage would be greatly increased as mentioned above.

Essential to the successful operation of such a plan is the effective control on removal of the excessive signage at the expiry of the maximum six-month period and reversion to the limits of the current Bylaw. For this purpose, the posting of a suitable bond to ensure specific performance is recommended.

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six-month period following permit approval.

b) during any period beyond six months after the date of permit issuance under (a) above, a maximum of one on-site temporary sign along each street frontage which bounds the site, provided that:

1) the combined area of such signs on the site shall not exceed a ratio of one square foot per 1000 square feet of lot area, but need not be less than 6 square feet,

ii) no individual sign shall have face dimension in excess of 16 feet nor a face area greater than 64 square feet."

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SIGN INDUSTRY COMMENTS

(g) "The amount of signage (real estate marketing signs)

allowed should be directly

proportionate to the size of

the project involved...more

flexibility should be allowed

in both quantity and size...

severe restriction at this

critical time in our sales pro-

gram can only constitute longer

time periods for signage to be

in place." (Marc-Narod

Enterprises Ltd.)

h) "The signage allowed for non-

conforming businesses in these

zones (A, R and RM Districts -

Schedule No. II) is highly re-

strictive and leads to the de-

terioration of a business.

Some relief should be provided

in such cases." (Kodiak Signs

Ltd.)

REMARKS

The proposal listed under 8.(f) above is intended to

recognize these considerations and allow for flexibi-

lity in an initial intensive marketing "push", thereby

reducing the time period necessary to maintain signage

in place.

severe restriction at this

critical time in our sales pro-

gram can only constitute longer

time periods for signage to be

in place." (Marc-Narod

Enterprises Ltd.)

h) "The signage allowed for non-

conforming businesses in these

zones (A, R and RM Districts -

Schedule No. II) is highly re-

strictive and leads to the de-

terioration of a business.

Some relief should be provided

in such cases." (Kodiak Signs

Ltd.)

If this were done, the signs would very likely be com-

pletely out of character with the area in which the

non-conforming use is located. Many non-conforming

uses that exist are located within or proximate to re-

sidential areas, and the introduction of advertising

signage beyond present size limits in such settings

would not relate properly to the area in which the use

is situated.

RECOMMENDATIONS

See point 8.(f) above.

No change is recommended

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i) "A sign should be permitted on any side of the building."

(Superior Signs Ltd.)

j) "The allowable area for a free-standing sign should be increased in Schedule No. III (P, C1 and M4 Districts) from a total of 40 sq.ft. to 40 sq.ft. per side." (Kodiak Signs Ltd.)

k) "The total permitted area of a freestanding sign in Schedule No. IV (C2, C5, C6, M1, M2, M3, M5 and M6 Districts) should be increased from 60 sq. ft. to 80 sq. ft. (5x8x2)." (Superior Signs Ltd.)

l) "Agree, in general, with the provisions of Schedule No. VI (i.e. shopping centres being subject to a comprehensive sign plan as regulated by Section 6.3), but, except for a

1) "Agree, in general, with the provisions of Schedule No. VI (i.e. shopping centres being subject to a comprehensive sign plan as regulated by Section 6.3), but, except for a

REMARKS

This subject is discussed under point 5(b) above.

No change is recommended

The present standard is considered compatible with the character of these districts, which are generally located in close proximity to residential development.

It is considered that the present standard is sufficient for reasonable development. Provision is made for larger freestanding signs in Schedule No. V (C3, C4 and C7 Districts), which form the larger commercial areas of the municipality.

Such a policy could well result in an unduly extensive amount of signage within a limited area and would be clearly undesirable.

For information, it is pointed out that the fascia signage potential in a multi-tenant commercial or industrial project is commonly shared by all the tenants, on a tenancy-

RECOMMENDATIONS

No change is recommended.

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frontage basis. That is to say, each has the opportunity to participate in a sign band on a pro-rata basis, while a free-standing sign may be designed to identify the project itself, a major tenant, or all of the tenants in a joint display, or any combination of the above, depending on the owner's preference. In this way, adequate and flexible provision is made for exposure for each tenant or for the project collectively.

Due to staff limitation, sign applications have in the past been processed in their turn along with other Preliminary Plan Approval applications on a first-come first-served basis.

Due to the greater relative complexity of building development proposals and the checking required, this has tended to keep sign applications from being dealt with as speedily as we would have liked.

The time involved in processing sign applications is very frequently complicated by the fact that the sign

SIGN INDUSTRY COMMENTS

bona fide shopping centre, signage should be on a premise, and not on a per building basis." (Neon Products Ltd.)

9. GENERAL

a) "Processing time for sign permit approval is excessive";

"need to have approvals handled in shorter time in view of costs of delay".

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permit request is incomplete, lacks information, is some-
times not drawn to scale, or has other deficiencies.

With the cooperation of the sign companies in providing
complete and clear submissions, including all the perti-
nent particulars listed in Section 6.2(2), processing
can be expedited greatly, to everyone's satisfaction.

Our objective is to provide a complete and prompt service
in processing sign requests, and we expect that the fore-
going, with the cooperation of the applicants will reduce
the processing time and complexity considerably.

While we have been reluctant in the past to assign a higher
priority to sign applications than to current development
proposals that are in for approval, we do recognize the
desire of sign companies and their clients to obtain the
necessary permits without awaiting processing of other
more complex projects.

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For this reason, we propose to give sign applications priority by assigning one staff member to be principally responsible for daily processing of sign permit requests, such that all such current applications are up-to-date, before turning to other PPA assignments.

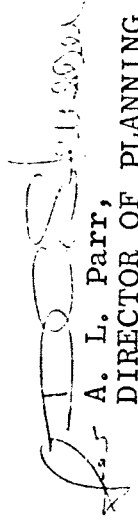
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In addition to the foregoing, it is noted that it will be necessary to add the M7 (Marine 2) District to the Sign By-law (Schedule No. IV is suggested). The P9 (Marine 1) District would be covered with other P zones in Schedule No. III. The C6a sub-category would presently be governed by the C6 sign regulations. It would seem desirable, however, to make provision for some sites that may be rezoned to this designation in the future to be governed by Schedule No. V (C3, C4, C7 Districts) in cases where such a site was formerly located within a C3 or C4 zoned area.

This report summarizes the major concerns expressed to the Planning Department and advances a number of recommendations for changes in response to this review. These recommendations are presented for the consideration of the Committee in giving direction to staff in preparing the final text for any desired amendments to the Burnaby Sign Bylaw.

Respectfully submitted,



A. L. Parr,
DIRECTOR OF PLANNING.

APPENDIX 2

SUPPLEMENTARY ITEM
JUNE 7, 1977

ITEM	4
MANAGER'S REPORT NO.	63
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TO: SIGN BYLAW COMMITTEE

FROM: DIRECTOR OF PLANNING

SUBJECT: DEVELOPMENT PROCESS FOR PERMANENT AND TEMPORARY SIGNS

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In the Planning Department's report dated May 24, 1977, reference is made to a proposal by the Planning Department to re-assign duties within the Preliminary Plan Approval section in order to give priority to Sign Permit Applications and further streamline the process in order to reduce the time involved for both applicants and the Corporation. As a part of the streamlining operation contemplated, and in recognition of the concerns expressed by members of the industry concerning the claims of complexity and time-consuming procedures that would be involved for temporary signs, we have given consideration to ways and means of facilitating such applications and minimizing the amount of detailed documentation required.

In so doing we have taken into account the essential differences between permanent and temporary signs, while maintaining provisions for the basic information needed by the Chief Building Inspector for the purpose of maintaining records of providing effective enforcement control.

Discussions have taken place between the Municipal Manager, the Chief Building Inspector and Planning Department staff with respect to the administrative approach that might be used in treating temporary signs as a special case and simplifying the application procedure:

1. To minimize the amount of on-site measurement required.
2. To eliminate if possible the need for site plans and other detailed drawings for temporary signs.
3. To minimize the amount of background information and particulars required for temporary signs.
4. To provide a format that would allow sign manufacturers, erectors, and/or real estate and development companies to fill in application forms at their place of business and forward them to the municipality if desired, such that a special trip to the municipal hall would not be necessary.
5. To obtain and display in a clear and concise manner all the basic information required for control purposes, including the number, type, size and orientation of all temporary signs being proposed, and establishing a permit approval date for record purposes.

The conclusion is to propose a preparation of new, simplified application forms for sign approvals that differentiate between permanent signs (including special-purpose permanent signs listed under Sections 4, 5, 8, and 14 of Schedule I) and temporary signs which require permit, presently listed under Sections 11, 12 and 13 of Schedule I. Pads of application forms appropriate to each of these 2 types of sign application would be made available to those companies which anticipated doing a reasonable volume of business in Burnaby such that they would be able to complete the forms in their offices and submit either in person or through the mails as they chose.

In the case of permanent signs, the present provisions of the Sign Bylaw Section 6.2 would apply, and the necessary drawings, photographs, etc. would be submitted accompanying the application form.

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In the case of temporary signs it is proposed that a single form would be drawn up to provide all the information necessary by means of filling in blanks, checking off the appropriate boxes, and the like. Provision would be made for receiving funds for permit fees, or a bond as is being proposed under Section 8(f) of our recent report, in conjunction with any temporary signs being proposed that necessitated the submission of a bond as mentioned.

Upon receipt and checking by Planning Department staff, applications that met the requirements of the Bylaw would be approved, dated and given an approval number, and forwarded to the Building Department for the issuance of the related permits. These permits would be forwarded to the applicant either in person or by mail as he chose, and the Building Inspector would schedule any necessary follow up inspections in the normal way.

In brief, what is being proposed as an administrative step is that new forms be prepared which will facilitate the submission of required permits with the minimum of time, effort, and expense by the applicant, and differentiating in the Sign Bylaw Section 6.2(2) between the application requirements for permanent signs and the reduced requirements being proposed for temporary signs.

Should this approach be favoured by the Committee, we will proceed to design the forms and take all steps necessary to initiate this simplified process.

Respectively submitted,



A. L. Parr,
DIRECTOR OF PLANNING.

DGS:cm

c.c. Chief Building Inspector
Municipal Manager

