

RE: BURNABY SIGN BYLAW REVIEW
TOPICS REFERRED ON 1983 APRIL 25 FOR FURTHER REPORT

ITEM	7
MANAGER'S REPORT NO.	39
COUNCIL MEETING	1983 05 30

As directed by Council at its meeting of April 25th, the following staff report has been prepared.

The Committee Chairman has asked that the staff report be placed on the agenda for the 1983 May 30 Council meeting because some members of the Committee will be out of the municipality for the 1983 June 06 meeting; so that, if possible, the Bylaw Review can be finalized by obtaining a Council decision.

The Municipal Manager supports the staff recommendation and, unless the Council wishes to refer this report to the Sign Bylaw Committee for further review, the Manager recommends adoption of the Director's recommendation.

MUNICIPAL MANAGER'S RECOMMENDATION:

Unless Council wishes to refer this report to the Sign Bylaw Committee,

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

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TO: MUNICIPAL MANAGER 1983 MAY 26
FROM: DIRECTOR PLANNING & BUILDING INSPECTION Our File: 02.230
SUBJECT: BURNABY SIGN BYLAW REVIEW
TOPICS REFERRED ON 1983 04 25 FOR FURTHER REPORT

RECOMMENDATION:

1. THAT the Recommendations contained in Section 3.0 of this report be adopted.

1.0 SUMMARY

In the review process, staff have sought to appreciate the point of view of the Chamber of Commerce and the sign industry, and have been able to recommend to Council that numerous amendments be made to the Bylaw. In other cases, including several of the remaining seven items, the proposals have such serious negative ramifications with respect to the quality of the environment of the municipality that they must be firmly opposed.

Of the final seven topics discussed in this report, your staff's conclusion is that:

- Two proposals can be supported
- One proposal can be supported with qualifications that are essential to maintaining quality in the environment(3.3, 3.15)
- Two proposals are not recommended
- Two proposals are completely contrary to the intent of the Bylaw and therefore unacceptable(3.12, 3.17)(3.5, 3.18)

2.0 BACKGROUND

2.1 On 1983 April 25 Council adopted the recommendations of Item 9, Manager's Report No. 28, 1983 April 18, dealing with twelve of the twenty-one topics of the current review, and referred two items for further study in conjunction with the topic of poster panels. The remaining seven topics were referred back for further consideration and report in response to the discussion that took place during the meeting of Council with staff and the Sign Bylaw Committee of the Burnaby Chamber of Commerce earlier in the day. Staff were directed to report back in two weeks on these remaining items.

2.2 The seven items that remain undecided are listed below in tabular form, together with statements outlining:

- (a) the general direction being pursued in discussion between Council and Chamber representatives, as staff understand it,
- (b) the action that would be necessary to be taken if Council wished to effect the changes sought by the Chamber Committee, and
- (c) additional Department comments and recommendation.

<p>(c) DEPARTMENTAL COMMENTS AND RECOMMENDATION</p>	<p>THAT the Municipal Solicitor be authorized to prepare the appropriate Text Amendments to achieve the effect described in Column (b).</p>	<p>ICMS signs are a special, high-impact type of display that, if permitted, should be reserved for the most intensively-commercial areas, and used in a form that will not promote a strip commercial image. To this end, Council should determine to permit ICMS signs, but only under appropriate conditions that will not undermine the improved sign environment that is being successfully achieved by the present Bylaw.</p> <p>RECOMMENDATION: THAT the Municipal Solicitor be authorized to draft Text Amendments to define ICMS signs and to permit them as facia signs under Schedule V in the C3 District or in CD-based on C3, subject to a maximum height of 25 ft. and a maximum area of 150 sq.ft.</p>	<p>There can be no support for a proposition that would result in increasing the size of freestanding signs by 100% across the board and lead to a need for owners of existing signs to replace theirs with larger ones in order to compete for visibility. The sizes permitted under the Bylaw are adequate, have proved to be environmentally appropriate, and Burnaby's standards should be maintained.</p> <p>RECOMMENDATION: THAT the present definition of Sign Area be confirmed.</p>
<p>(b) ACTION NECESSARY TO EFFECT CHANGES PER DISCUSSION 83 APRIL 25</p>	<p>Develop precise wording for amendment to the definition to exclude a sign that is not visible from any street, highway, lane, park or any other public place, or from any property other than the one on which it is located.</p>	<p>Define ICMS signs in Bylaw and amend the provisions of Schedules III and V to accept ICMS signs in the C3, C4 and P2 Districts under the prevailing conditions for the sign types already permitted (P2: canopy, facia or freestanding; C3/C4: canopy, facia, freestanding, projection or roof sign).</p>	<p>The industry's proposal would be effected by amending the definition to state that in the case of a double-face or multi-face sign only one-half of the total area of all sign faces will be counted in sign area calculation.</p>
<p>(a) GENERAL THRUST OF DISCUSSION 83 APRIL 25</p>	<p>Chamber of Commerce Committee's proposal is to allow exclusion from Bylaw control of all signs that are not visible from any public place or from any other property (i.e. delete reference to being within a completely enclosed building).</p>	<p>Proposals were discussed that would allow ICMS signs in the C3, C4 and P2 Districts under the same conditions and to the same sizes as signs already permitted in those zones (i.e. eliminate restriction to illuminated Relative to Sign of "Sign Animated" under the same conditions and to the same C3 or CD/C3 zones, limitation to facia form and special control on size).</p>	<p>The proposal to amend the method of computing the area of multi-faced freestanding signs was discussed, and there was no agreement evident to allow the industry to double the size of such signs. The Chamber was given the opportunity, however, to examine specific zones in which they want the area limits reviewed.</p>
<p>ITEM</p>	<p>3.3 Definition of "Sign" Relative to Visibility from Public Places</p>	<p>3.4 Definition of "Sign of "Sign Animated" under the same conditions and to the same sizes as signs already permitted in those zones (i.e. eliminate restriction to illuminated Relative to Sign of "Sign Animated" Changing Message System Signs</p>	<p>3.5 Definition of "Sign Area" to permit Doubling the Size of Freestanding Signs</p>

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Item	(a) General Thrust of Discussion 83 April 25	(b) Action necessary to effect changes per discussion 83 April 25	(c) Departmental comments and recommendation
3.12 Regulation Supports for Projecting Signs	Proposal to permit structural member up to 12" above roof or parapet line to be enclosed ("boxed in"), but not used for message or display, and not to be counted as part of sign area.	Amend Sections 5.1(b) to 5.3(3) to provide that the support structure of a projecting sign shall not extend vertically more than 12" above the roof line or top of parapet, that the support structure shall be fully enclosed, and that the enclosure shall not be used for any message or display nor counted in the area measurement of the sign.	This proposal would degrade the appearance of projecting-type signs by a) allowing parts of a sign to protrude above the skyline silhouette of the building to which they are attached, and b) permitting structural members to be fixed external to the sign itself. The present regulations are designed to yield simple, clean sign forms without unnecessary visual clutter, and it would be a retrograde step to defeat this purpose. RECOMMENDATION: THAT the current provision of the Bylaw be retained.
3.15 M4 District Redesignation from Schedule III to Schedule IV	No agreement was evident on proposal to redesignate this zone to permit increased sign display. Continuing presence of residential use in M4 was mentioned, but some expression that industry is predominant. Chamber of Commerce position is that they are not asking for a land-use study but wish a Council decision.	Amend Bylaw to remove M4 from Schedule III (P, C1, M4) and insert it into Schedule IV (C2, C5, C6 and other industrial zones).	A brief review of the District indicates that, given the degree of transition that has already taken place in the M4 zone and the applicability of Schedule IV to other industrial zones including M5, redesignation can be supported. RECOMMENDATION: THAT the Bylaw be amended to delete the M4 zone from Schedule III and insert it into Schedule IV.
3.17 Add- tion of Projecting Signs to Schedule IV	Chamber's proposal is to introduce projecting signs into Districts not presently permitting them - specific reference was made to C2 and Industrial Districts in order to achieve higher visibility.	Amend Schedule IV, Section 1(2) to include "or projecting" as an additional permitted sign type in C2, C5, C6 and Industrial Districts M1, M2, M3, M5, M6 and M7.	The present range of permitted sign types in Schedule IV is appropriate and adequate to meet the needs of the industrial and less intensive commercial zones. Projecting signs are typical of the higher profile, high visual-impact signs that should be reserved for the higher intensity zones under Schedule V. RECOMMENDATION: THAT the Sign Bylaw not be amended to permit the introduction of projecting signs into Districts designated under Schedule IV.

Item	(a) General Thrust of Discussion 1983 April 25	(b) Action necessary to effect changes per discussion 83 April 25	(c) Departmental comments and recommendation
3.18 Increase in Number of Freestanding Signs from 2 to 4 Per Street under Schedule IV and V	There was no indication of consensus on the industry's proposal to be allowed to increase the number of freestanding signs in the C2, C3, C4, C5, C6, C7, M1, M2, M3, M5, M6 and M7 Districts. However, the industry was given the opportunity to come up with a suggested formula for their proposal.	A formula would have to be put forward and evaluated to determine the full impact of this measure, which would permit a proliferation of individual freestanding signs.	The proposal to be allowed to in effect double the density of freestanding signs in most of Burnaby's commercial and industrial zones would result in a proliferation of individual freestanding signs. The present control should be retained. RECOMMENDATION: THAT the present provisions of the Sign Bylaw regulating the maximum number of freestanding signs per street frontage be confirmed.

4.0 CONCLUSION

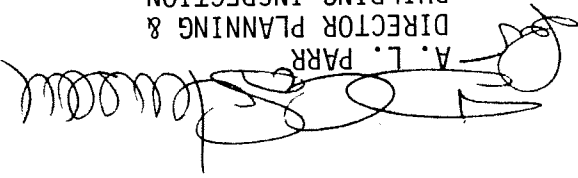
The Municipal Council in 1972 adopted the sign control bylaw to provide for the need of the business community and others to have appropriate sign display, in balance with the effect of signs on the character of the Municipality. The success of the bylaw in achieving this goal is evident, we believe, in the continuing improvement in the calibre of the signscape in our community, with numerous examples of high quality, effective signs and gradual elimination of former, out-of-scale or excessively garish displays.

In the review process, staff have sought to present a realistic, balanced assessment of the proposals put before the Sign Bylaw Review Committee and Council, one which recognizes the changing methods and devices of the sign industry and yet preserves the features of the bylaw which ensure order, appropriate scale and suitability with buildings, streets, and other elements of the urban environment.

In those cases where change proposals could be supported, recommendations to amend have been advanced. Where the proposals run counter to the fundamental principles on which the bylaw is based, or would produce results that negate the improvements that have been achieved, staff have recommended that the amendment proposals be rejected.

The foregoing is provided for Council's assistance in concluding the final seven items in the Bylaw review. Staff would be pleased to meet with the sign industry representatives as the detailed bylaw amendments are prepared to clarify any technical questions that may arise.

A. L. PARR
DIRECTOR PLANNING &
BUILDING INSPECTION



cc: Municipal Solicitor
Chief Building Inspector
Assistant Director-Long Range Planning & Research

DGS:lf
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