

THE CORPORATION OF THE DISTRICT OF BURNABY

TO: HIS WORSHIP MAYOR W. LEWARNE
AND MEMBERS OF COUNCIL

1983 NOVEMBER 03

FROM: BURNABY SIGN BYLAW REVIEW COMMITTEE

File: 1977

REPORT

On 1983, October 25, the Sign Bylaw Review Committee met to consider the report of the Director Planning and Building Inspection on the subject of Poster Panel signs (Item 9 Supplementary, Manager's Report No. 60, 1983 - October 11). The recommendations of that report were as follows:

1. THAT the Burnaby Sign Bylaw 1972 not be amended to permit the introduction of poster panel signs or other billboard-type advertising displays.
2. THAT the Sign Bylaw not be amended to permit the introduction of signs with changeable copy incorporating rotating or revolving parts.
3. THAT the Municipal Solicitor be authorized to draft the amendments to Section 3(1) and 3(3) of the Burnaby Sign Bylaw to reflect the changes proposed in Item 3.11, Attachment #2 to this report.
4. THAT copies of this report be sent to Mr. Robert Boyce, Chairman, Sign Bylaw Committee, Burnaby Chamber of Commerce, Lougheed Mall, 100 Lougheed Mall, Burnaby, B. C., V3J 1N4; and to Mr. R. D. Sinclair, Vice-President and General Manager, Seaboard Advertising Company, 1885 Clark Drive, Box 2063, Vancouver, B.C., V6B 3S4.

With reference to Recommendation #1, considerable discussion took place on the subject of billboards in general, with views on the Committee divided as to the Planners' recommendation. However, it was recognized that the billboards existing today are non-conforming, and will be removed in due course, primarily as a result of economic pressure for redevelopment of the sites on which they are located.

It is the Committee's view that a particular objective should be to hasten the process of the removal of existing roof-top billboard signs as these are felt to be the most offensive visually, and the Committee is willing to propose an arrangement whereby acceptance of a limited number of poster panel signs would be tied to the early removal of those roof-top billboards.

In essence, the Committee wishes Council to consider amendments to the Sign Bylaw that would enable the owner of roof top signs in the community to create a limited number of new poster panel signs, on a controlled basis, in return for the removal of all 27 presently-existing roof-top billboard sign faces on an accelerated schedule within the next five years.

More particularly, it is proposed by the Committee that amendments be prepared to achieve the following:

1. to provide that all existing roof-top billboard sign faces in the Municipality (27 faces at present, as 5 signs have been removed since the staff's inventory in early August, by order of the property owner) shall be eliminated when present individual lease arrangements expire but in any event not later than 5 years hence;
2. to offer the owner of those signs (Seaboard Advertising Company) the right to introduce one new 'poster panel' sign at a location to be approved by Council for each roof-top sign so removed; on a one-for-one basis following the removal of a roof-top billboard sign;

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3. that the poster panel signs so produced may continue to remain on those approved sites, but that no subsequent relocation or transfer of rights will be permitted;
4. to define poster panel signs and to provide that they will be treated as third-party, non-accessory signs under the Schedules permitting such under the Sign Bylaw (i.e., Schedules No. IV and V, maximum of 1 such sign per street frontage of the lot, as one of the permitted signs, etc.);
5. to limit the height of poster panel signs to 20 feet maximum or the height of the adjacent buildings on the site or the abutting sites, whichever is the lesser, and
6. to provide that application for siting approval for such signs shall be made to the Planning & Building Inspection Department who shall in turn report to the Council with recommendations, for Council consideration and approval.

It is understood that existing ground-mounted and wall-mounted billboards will continue to be non-conforming and will not be permitted to be replaced.

The Committee concludes that approval of this approach will accelerate the removal of the unsightly roof-top billboards in the community and that poster panels on the limited basis outlined can be accepted with the knowledge that both ground- and wall-mounted existing billboards and the new poster panels will be eliminated eventually as a result of development or redevelopment of the sites on which they are located.

RECOMMENDATION:

Your Committee recommends that:

1. Staff be directed to report to Council on the amendments to the Sign Bylaw required to effect the changes with respect to roof-top billboards outlined above, and
2. THAT recommendation 2, 3, and 4 of Item 9 Supplementary, Manager's Report No. 60, 1983 October 11 be approved.

Respectfully submitted,

SIGN BYLAW REVIEW COMMITTEE,
Alderman D. N. Brown, Chairman.

Mayor W. Lewarne.

Alderman E. Nikolai.