

RE: BURNABY SIGN BY-LAW REVIEW: CLARIFICATION REQUESTED BY COUNCIL  
(ITEM 31, SUPPLEMENTARY REPORT NO. 50, 1983 JULY 25)

ACTING MUNICIPAL MANAGER'S RECOMMENDATION:

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

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TO: MUNICIPAL MANAGER SUPPLEMENTARY  
FROM: DIRECTOR PLANNING & BUILDING INSPECTION Our File: 02.230  
SUBJECT: BURNABY SIGN BYLAW REVIEW - CLARIFICATION REQUESTED BY  
COUNCIL ARISING FROM SUPPLEMENTARY ITEM 31, 1983 JULY 25

RECOMMENDATIONS:

SECTION 3.4: 1. THAT the Municipal Solicitor be authorized to draft the appropriate amendments to the text of the Burnaby Sign Bylaw to define ICMS signs, to permit them as facia signs in the C3, C4 and P2 Districts, and in CD Districts based on C3, subject to the applicable existing standards; and also to permit them in freestanding form in major shopping malls only, subject to the applicable existing standards.

SECTION 3.5: 2. THAT Council confirm its decision to retain the present definition of "Sign Area".

SECTION 3.18: 3. THAT Council confirm its decision to retain the present provisions of the Sign Bylaw relating to the maximum number of freestanding signs per street frontage.

R E P O R T

1.0 BACKGROUND

1.1 At the meeting of 1983 July 25 Council considered Supplementary Item 31, Manager's Report No. 50 dealing with the Burnaby Sign Bylaw review.

1.2 Following discussion of that report Council referred the item back for clarification in connection with questions that were raised.

1.3 The purpose of this report is to provide the clarification requested, based on:

- (a) further technical input received from sign industry representatives in discussion with staff on the subject of ICMS signs,
- (b) completion of a staff review of the subject, and
- (c) a meeting held on 1983 August 05 by the Sign Bylaw Review Committee of Council with representatives of the Burnaby Chamber of Commerce Sign Bylaw Committee and Municipal staff.

The results of this review follow.

2.0 CONVERSION OF 60 SQUARE FOOT TO 64 SQUARE FOOT FACE DIMENSION

In response to this question, staff confirmed for the Committee the verbal advise previously given on the matter of permitting up to 64 square

feet of sign area on a face where 60 square feet is the present maximum. That is, in the course of converting the Bylaw from imperial to metric measure, staff will be making adjustments to change from 60 square feet to the metric equivalent of 64 square feet in order to reflect standard material dimensions (1200 ml x 2400 ml), pursuant to past discussions. This information is provided to Council for clarification purposes.

### 3.0 ICMS SIGNS

3.1 In response to a question on the staff recommendation that the maximum area of a ICMS fascia sign be 150 square feet, staff conducted a thorough review on the subject of ICMS signs, their use and nature, their place with reference to Burnaby's policies and goals, and their prospective impact on Burnaby's environment. Further technical information was also obtained through the sign industry and from other municipal governments.

3.2 For information, the adopted position of Council as of this time is as follows pursuant to the motion adopted 1983 May 30:

"THAT the Municipal Solicitor be authorized to draft text amendments to define ICMS signs and to permit them as fascia signs in Schedule V in the C3, C4 and P2 Districts or in CD - based on C3, subject to a maximum height of 25 feet and a maximum area of 150 square feet."

3.3 Staff have concluded that a revised approach to regulating the size of ICMS signs where permitted in the Municipality can be recommended, and that the special needs of the major shopping malls situated on large sites with buildings set back a considerable distance from the streets can be accommodated. The remaining question on ICMS signs can therefore be clarified by:

- (i) recommending that, rather than introducing special size and height regulations for ICMS signs, where they are permitted, they be regulated like any other sign using the existing bylaw standards, and
- (ii) recognizing the nature of Burnaby shopping malls, and permitting ICMS signs to be used in a freestanding form in major shopping malls only, regulated by the existing bylaw standards as in (i) above.


3.4 In a report to the Sign Bylaw Review Committee at its meeting of 1983 August 05, staff indicated that it would be willing to make such a recommendation to Council, and the Committee supported the recommendation.

### 4.0 CONCLUSIONS

The July 25 report that was referred back contained four (4) recommendations.

The first 2 dealing with ICMS signs, recommended confirmation of Council's decision of 1983 May 30 and a meeting between staff and industry representatives on this topic. It is appropriate now to replace those 2 recommendations with a new one as supported by Council's Committee in line with the revised approach to the permitting and regulating of ICMS signs.

The latter 2 recommended confirmation of Council's adopted decisions with respect to the definition of "Sign Area" and the number of permitted freestanding signs. As the matters on which Council raised questions have now been clarified, it is appropriate to bring forward the last 2 recommendations at this time for confirmation.

  
A. L. PARR  
DIRECTOR PLANNING &  
BUILDING INSPECTION