

ITEM 9

MANAGER'S REPORT NO. 55

COUNCIL MEETING 86/09/22

RE: PROPOSED POSTER PANEL INSTALLATION AT 3733 CANADA WAY

MUNICIPAL MANAGER'S RECOMMENDATION:

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

* * * * *

TO: MUNICIPAL MANAGER 1986 SEPTEMBER 17

FROM: DIRECTOR PLANNING &
BUILDING INSPECTION

RE: PROPOSED POSTER PANEL INSTALLATION AT 3733 CANADA WAY

RECOMMENDATION:

1. THAT Council authorize the installation of a free-standing poster panel sign at 3733 Canada Way as a replacement for a recently removed roof-top billboard located at 4518 Kingsway.

REPORT

1.0 SUMMARY

The Planning & Building Inspection Department has received an application from Seaboard Advertising Company for the installation of a poster panel sign at 3733 Canada Way as a replacement for a roof-top billboard removed from 4518 Kingsway.

As this is the first such application under the provisions introduced in the Burnaby Sign Bylaw following Council's 1983 review, the provisions of the Bylaw are summarized.

This report further discusses the specific siting proposal for this particular sign, its suitability, and concludes by recommending Council's acceptance and approval of the application.

2.0 BACKGROUND

- 2.1 In 1972 October 16, Council adopted the Burnaby Sign Bylaw No. 6163 which regulated signs within the municipality and prohibited such signs as billboard signs, flashing signs, revolving signs, balcony signs and signs that were considered to interfere with public safety.
- 2.2 In 1982, Council received a proposal from the Sign Bylaw Review Committee for text amendments to the Burnaby Sign Bylaw. Included in the submission was a section which related to a request put forward by the sign industry to introduce a new category of sign called "poster panels".

- 2.3 The advertising company proposed that poster panels be permitted on a one-for-one replacement basis with respect to existing billboards within the municipality.
- 2.4 On 1984 March 19, after considerable input by staff and the Sign Bylaw Committee, the Municipal Council amended the Sign Bylaw which adopted a series of changes and a new category of signs called poster panels subject to the following technical requirements and conditions:
- A poster panel is a flat, non-accessory sign very similar in nature to a billboard sign but is limited to:
- a) 200 sq. ft. maximum display area.
 - b) a maximum height that is the least of:
 - i) the height of adjacent buildings on the site,
 - ii) where there are no buildings on the property on which the sign is located, the height of buildings on abutting sites, or,
 - iii) 20 ft.
 - c) poster panels would be free-standing or wall-mounted signs, but would not be permitted as roof-top installations.
 - d) these signs would be permitted in the C2, C3, C4, C5, C6, C7, M1, M2, M3, M4, M5, M6 and M7 zoning districts.

"The owner of a roof-top billboard sign who intends to remove it may make application under Section 6.2 to erect one poster panel sign, but no building permit to erect the poster panel sign shall be issued

- (a) unless the location of the proposed poster panel sign has been approved by Council,
- (b) unless the roof-top billboard sign has been removed, and
- (c) after the expiry of this Schedule.
- (d) a poster panel sign shall not be reconstructed, rebuilt or moved,
- (e) the limitations and requirements contained in Schedules IV, V and VI with respect to siting and numbers of non-accessory signs apply to poster panel signs, but the restrictions on size of sign do not apply.

This Schedule shall expire on the 5th day of March, 1989."

- 2.5 Based on previous surveys by staff and input from Seaboard Advertising the attached table (Attachment #1) provides a history of billboard signs both removed and existing within the Municipality.

3.0

POSTER PANEL APPLICATION

- 3.1 The Planning & Building Inspection Department has received an application from Seaboard Advertising for the installation of a poster panel sign under Section 6.2 of the Burnaby Sign Bylaw. Included with the application is a letter of intent (See Attachment #2), a scale model of a poster panel sign and a display showing the illumination method. The latter two items will be available for viewing in the Council Chamber.

3.2 The proposed poster panel sign site is located at 3733 Canada Way and zoned C4 Service Commercial District. The 508 sq. ft. site is currently used as a lumber storage and sales yard by Standard Building Supplies Ltd. and forms a part of the overall lumber yard which is comprised of three separate legal parcels. The subject site lies within Community Plan 8 and is considered a prominent location within the area which is designated for commercial development in the future.

The north side of the 3700 block Canada Way is presently comprised of older one storey commercial structures and some vacant properties which have good re-development potential.

The subject poster panel site (see Attachment #3) is flanked by a one-storey commercial structure to the east and a lumber storage lot to the west side. The property is relatively level but is situated approximately 4' to 5' below the Canada Way grades, resulting in a partial screening of the sign base and support structure.

3.3 Description of Billboard Removal Site

It is Seaboard's intention to receive credit for a roof-top billboard sign that has been removed from 4518 Kingsway. This would be a direct substitution for the proposed poster panel sign.

For Council's information it should be noted that a total of four faces (panels) including the supporting structures have been recently removed from the roof-top of the existing commercial building at the subject location. The removal has substantially improved the visual appearance of the block as seen from Kingsway.

3.4 Description of the Poster Panel Proposal

The proposed sign will have a face area of 20' x 10', a height of 20' and a weight of 1500 lbs. It will be externally illuminated by one Halophane centralized lamp - 250 watts (dusk-dawn).

As mentioned earlier in the report a model of the proposed sign is available for viewing in the Council Chambers.

3.5 General Discussion

Staff would recommend that each poster panel site be individually reviewed and that items such as sign illumination, siting, and on-site landscaping be addressed as required and that any approval issued by Council be conditional upon the applicant addressing and satisfying these requirements.

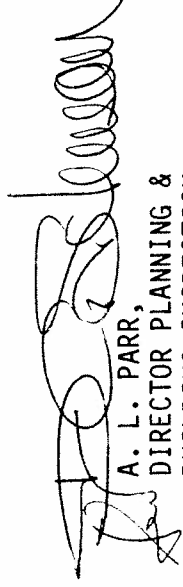
In light of the current application in front of Council, staff is satisfied that the proposed siting and illumination will not interfere with the adjacent owners or motorists. Given the nature of use on-site and setback from Canada Way, landscaping at the base of the sign in this case would not be evident from Canada Way due to the site grades, and, therefore, is not seen as being necessary at this particular location.

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3.6 Conclusion

Staff have reviewed Seaboard's application and are satisfied that the technical requirements of the Bylaw can be fulfilled as set out in Schedule VII. In reviewing alternate sites, staff have concluded that the proposed site at 3733 Canada Way is an appropriate location for the panel sign which replaces a roof-top billboard removed from another location in Burnaby.

JCu:ad
Atts.



A. L. PARR,
DIRECTOR PLANNING &
BUILDING INSPECTION

BILLBOARD SIGNS IN BURMBABY

SEPTEMBER, 1986 SURVEY

BILLBOARD SIGNS IN BURMBABY	LOCATIONS	PANELS (FACES)	FREE-STANDING/WALL-MOUNTED	ROOF MOUNTED
1972 Survey	Principal Use	28	28	-
	Accessory Use	33	37	34
	TOTAL	43	65	34
1983 Survey	Principal Use	6	16	-
	Accessory Use	14	11	32
	TOTAL	20	27	32
1986 Survey	Principal Use	4	12	-
	Accessory Use	8	11	15
	TOTAL	12	23	15
Difference Since 1972	Principal Use	6	16	-
	Accessory Use	25	26	19
	TOTAL	31	42	19

Billboard Locations Existing 1983 August 04

Position Update - Existing 1986 September 10

	Removed	Existing
1. Imperial and Jubilee	1 face	
2. Marine Drive at Gilley		4 faces
3. Boundary and Grandview Hwy.		3 faces
4. 1622 Boundary	2 faces	
5. North Road and Clark Road		3 faces
6. Hastings and Sperling		3 faces
7. Hastings and Gamma		3 faces
8. Hastings and Gamma	1 face	
9. Hastings and Willingdon		6 faces
10. Grange and Patterson		1 face
11. Kingsway and Olive		5 faces
12. Kingsway and Willingdon	4 faces	
13. Kingsway at Silver	2 faces	
14. Kingsway and Sussex		2 faces
15. Kingsway at McMurray	2 faces	
16. Kingsway at Nelson	4 faces	
17. Kingsway and Edmonds	5 faces	
18. Kingsway and Thirteenth		4 faces
19. Edmonds at Kingsway		2 faces
20. Edmonds at Mary		2 faces
TOTAL	21 faces	38 faces

Billboard faces Existing 1983 - 59
 Existing 1986 - 38

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Billboard Locations Existing 1983 - 20
 Existing 1986 - 12

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Proposal & Application for Poster Panel Locations

prepared by
SEABOARD ADVERTISING COMPANY



APPLICATION NO. 1

TO BURNABY

ATTACHMENT # 2 (Page 1)

RE: 3733 CANADA WAY, BURNABY

Dear Sir:

This application is for one freestanding 20' x 10' poster panel at the above location which would be in direct substitution for one Burnaby rooftop panel already removed, assuming this proposal meets with Council approval.

All factors have been considered in order to ensure that this first formal application complies with current Bylaws.

With one business sign and one non-accessory sign on the lot and the latter not exceeding a height of 20', the Standard Building Supplies' business sign will be relocated directly to the right of the poster panel and positioned below the Mainland business sign currently displayed on the side elevation of Lot 3737.

I obviously look forward to receiving your earliest decision.

Yours sincerely,



Keith L. Renton
Assistant Leasing Manager

KR/dc

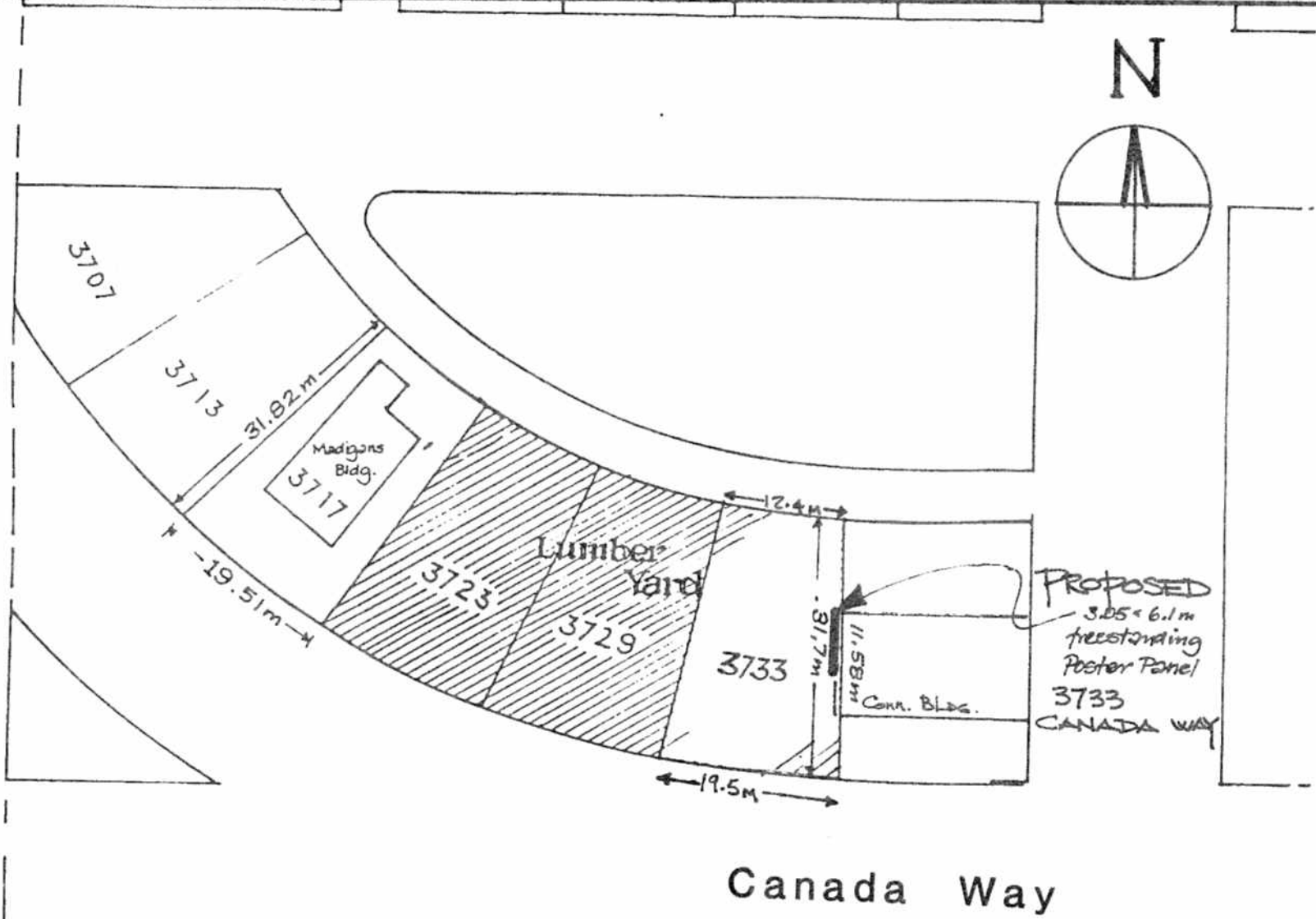
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Boundary Road

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Canada Way

Poster Panel Location Proposal / ~~Board~~ Advertising



Planning & Building Inspection Department

ATTACHMENT # 3

PROPOSED POSTER PANEL SIGN
13733 CANADA WAY.

Date

86.09.17

Scale

N.T.S.

Drawn By

J.Cu