

ITEM SUPPL. 42
MANAGER'S REPORT NO. 47
COUNCIL MEETING 87/07/27

RE: LETTER FROM WEBB & KNABB (CANADA) LIMITED WHICH APPEARED ON THE AGENDA
FOR THE JULY 13TH MEETING OF COUNCIL (ITEM 4 I)
ENTRANCE SIGNAGE - "WILLINGDON BUSINESS PARK"
STILL CREEK DRIVE AND WILLINGDON AVENUE

MUNICIPAL MANAGER'S RECOMMENDATION:

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

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TO: MUNICIPAL MANAGER 1987 JULY 23

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: ENTRANCE SIGNAGE - "WILLINGDON BUSINESS PARK"
STILL CREEK DRIVE AND WILLINGDON AVENUE

RECOMMENDATION:

1. THAT a copy of this report be forwarded to Webb & Knapp (Canada) Ltd.,
317 Columbia Street, New Westminster, B. C. V3L 3V6.

R E P O R T

1.0 INTRODUCTION AND BACKGROUND

On 1987 April 28 staff met with Mr. Christopher Phillips (Landscape Architect) and Mr. Bob Louden (Webb & Knapp) to discuss possible options for the installation of a Project Identification Sign for the Willingdon Business Park Development at Willingdon Avenue and Still Creek. The Architect's proposal outlined three options which included placement of the sign in one of the following locations:

- (a) On Still Creek Drive 90 meters west of the Willingdon Avenue entrance.
- (b) Adjacent to Willingdon Avenue and Still Creek Drive.
- (c) On the existing traffic island at the east entrance of the development.

Option (a) was originally proposed by the developer in the preliminary documents but was subsequently withdrawn by Webb & Knapp as it was not visible to Willingdon Avenue traffic.

With respect to proposals (b) and (c) the applicant was informed that private signs could not be permitted on public road allowances.

Various other options were discussed which included placement of the gateway sign near the bridge in the area of the McDonald's Office entrance or directly on the McDonald's site subject to meeting the requirements of the Sign Bylaw. Mr. Lowden expressed some doubt about the availability of the McDonald's site but mentioned that it was worth exploring.

The developer's current preference is to situate the sign on the traffic island which forms a part of the Willingdon road allowance.

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2.0 DESCRIPTION OF SIGN LOCATIONS EXAMINED FOR WILLINGDON BUSINESS PARK
IDENTITY SIGN (See Attached Sketches #1 and #2)

2.1 Use of the existing triangular traffic island at the intersection
of Still Creek Drive and Willingdon
- Location #1

This small triangle of land is part of the Willingdon Avenue road allowance. While the location offers good visibility for a sign, signs are not permitted on road allowances and in this case the Director Engineering advises that a view obstruction for traffic would be created. The developer has been advised that this location is therefore not able to achieve approval.

2.2 Use of a portion of a triangle shaped lot currently used partly
for the Willingdon Avenue road allowance.
- Location #2

There is a triangular municipal lot which has been used as part of the Willingdon Avenue road right of way. This lot is mostly used as part of the travelled portion of Willingdon, however, there is a corner of the lot which lies behind the curb on the north side of Still Creek Drive at the Willingdon intersection.

While the land slopes away from Willingdon Avenue the area has good visibility albeit on the north side of Still Creek Drive.

A survey of the subject lot would have to be undertaken to determine the area that would remain after excluding the travelled portion of Willingdon Avenue plus any services that may be contained within the subject area.

If the survey results were favourable the Municipality could entertain leasing the property for the purposes of accommodating the "Business Park" sign. If the applicant wished to pursue this course of action, it would be necessary for him to make application for rezoning of the area from its existing MI zoning to the CD Zoning District, to enable the Municipality to deal with the sign proposal under the auspices of a Comprehensive Sign Plan.

2.3 Creation of a new parcel of land from the road right-of-way on the
north part of Still Creek Drive
- Location #3

There is a wider than normal road right-of-way at the intersection of Still Creek Drive and Willingdon due to the grades and road design. As a result there is some surplus land on the north side of Still Creek Drive (on the Still Creek Street right-of-way) which in theory could be surveyed and subdivided for consolidation with another remote parcel. There is uncertainty about the receptiveness of the Land Title Office to this approach. The sign would also be on the north side of Still Creek Drive on the opposite side to most of the Business Park. At the time of a public sale, if subdivision is approved, the owner of the presently undeveloped lands to the north may express an interest in acquiring the surplus area to improve the size and exposure of his site.

2.4 Provide a gateway sign west of the McDonald's site on lot P
- Location #4

One potential site for the Business Park sign is to place the sign on the next lot west. This site would require no special subdivision arrangements, however, the site is approximately two hundred meters west of Willingdon and lacks the desired entry presence.

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2.5 Modifications to the approved signage on the McDonald's site
- Location #5

Two of the main concerns to both the developer and the Municipality in finding a suitable location are proper sign exposure and safety so as not to obstruct motorists' views entering or exiting the development park area.

In this regard the McDonald's site is best suited in achieving both concerns. However it should be clearly pointed out that this arrangement could only be achieved with McDonald's cooperation and approval as the sign would be located on their private parcel. In addition the sign area potential for the McDonald's site has been fully maximized which would require one of the following modifications:

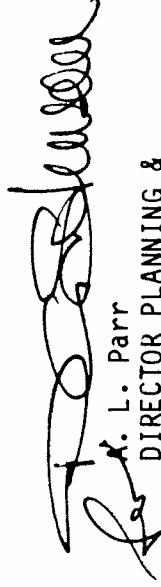
- (a) Incorporating the "Willingdon Business Park" sign with the McDonald's pylon sign adjacent to Willingdon Avenue provided the combined sign area does not exceed 200 sq. ft. The existing McDonald's sign currently observes the maximum area potential and thus would necessitate some modification in both design and sign area.
- (b) Substituting the proposed Business Park sign for the recently approved free standing McDonald's office sign (2'9" X 11"9"). This proposal would also require approval from McDonald's and a minor amendment to the existing Comprehensive Sign Plan.

Items (a) or (b) are the preferred solutions as they utilize existing prominent signage.

3.0 CONCLUSION

The Willingdon Business Park sign proposed by the petitioners on the existing traffic island cannot be approved as there is no provision under Municipal Bylaws to permit private business sign structures on a public road allowance. In addition such a structure is undesirable from a traffic safety point of view and could set a precedent that would encourage future placement of such signs over public roadways.

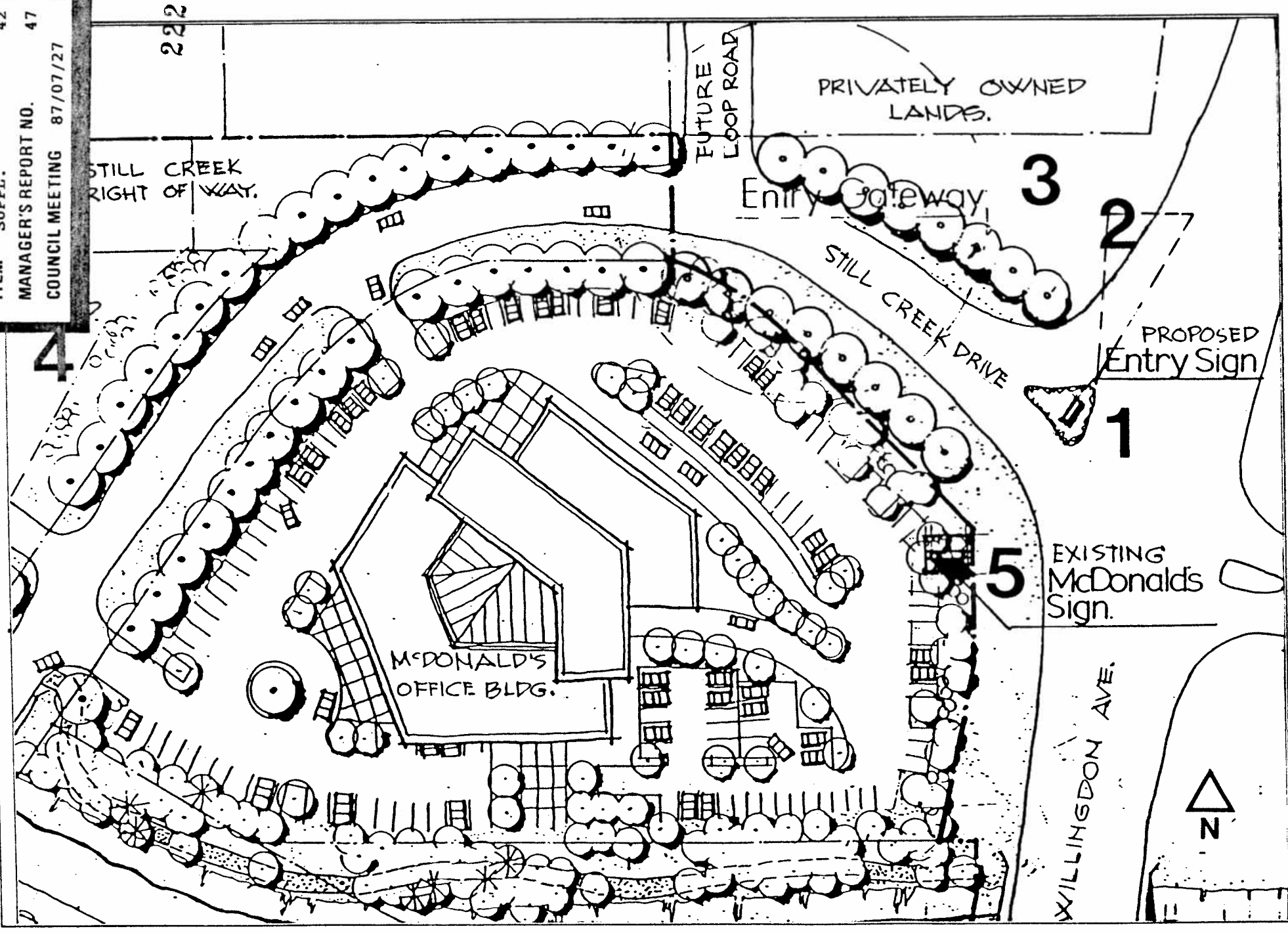
The Planning & Building Inspection Department supports the provision of suitable identification but would point out that such signage is appropriate on private development sites rather than on Municipal road allowances. Staff will assist the owner of the office industrial park to achieve a solution to their needs in accordance with the Municipal Bylaws, if requested.



L. Parr
DIRECTOR PLANNING &
BUILDING INSPECTION

JCu/hr
atts.

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- KEY**
1. LOCATION REQUESTED BY WEBB & KNAPP ON TRAFFIC ISLAND
 2. TRIANGULAR MUNICIPAL LOT
 3. STILL CREEK ROAD RIGHT-OF-WAY
 4. WEBB & KNAPP LOT P
 5. SIGN ON McDONALD'S SITE
- ALTERNATIVE SIGN LOCATIONS:**
1. TRIANGULAR MUNICIPAL LOT
 2. STILL CREEK ROAD RIGHT-OF-WAY
 3. WEBB & KNAPP LOT P
 4. SIGN ON McDONALD'S SITE

BURNABY
 Planning & Building Inspection Department

Date: 1987 July 22

Scale: N.T.S.

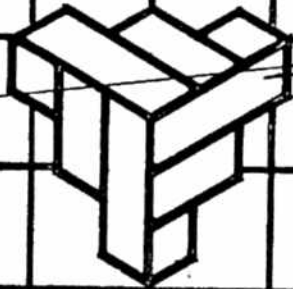
Drawn By: JCu

SKETCH #1

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3000

WILLINGDON
BUSINESS
PARK



CLEAR SATIN F
'ALUCOBOND'
W/ 250 X 250
(GREEN COLOR)
INTERNALLY ILLUM
8' 1000.

250 RAISED BASE

WILLINGDON BUSINESS PARK
SIGN CONCEPT.
ELEVATION.
SCALE 1:10



Planning &
Building Inspection
Department

PROPOSED WILLINGDON BUSINESS PARK
Webb & Knapp (Canada) Ltd.

Date:
1987 July 22

Scale:
1:10

Drawn By:
WEBB & KNAPP
(Canada) Ltd.

SKETCH #2

223

