

RE: LETTER FROM BE CEEN INFLATABLE ADVERTISING INC., BOX 82-566, BURNABY, B.C.,
PROPOSED INFLATABLE AIR BALLOON SIGNS

MUNICIPAL MANAGER'S RECOMMENDATION:

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

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TO: MUNICIPAL MANAGER DATE: 1988 NOVEMBER 22
FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: PROPOSED INFLATABLE AIR BALLOON SIGNS

PURPOSE: The purpose of this report is to provide Council with information on a proposed amendment to the Sign Bylaw to permit Inflatable Air Balloon Signs.

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RECOMMENDATION:

1. THAT a copy of this report be sent to Be.Ceen. Inflatable Advertising Inc., Box 82-566, Burnaby, B. C., V5C 5Z1, Attention: Mr. Dan de Bruin.

REPORT

1.0 BACKGROUND

On 1988 November 02 Be.Ceen. Inflatable Advertising Inc. approached staff with a proposal to install large cold air balloon signs in the Municipality for advertising purposes. The applicant was informed that this type of sign display was not permitted by the Sign Bylaw but was made aware of alternate signs that could receive approval.

Further to the information received the applicant has asked to appear as a delegation requesting an amendment to the Sign Bylaw to include balloon-type signs.

The purpose of this report is to inform Council of the potential ramifications of permitting this form of sign display in the Municipality.

2.0 DISCUSSION

Be.Ceen. Inflatable Advertising Inc. intends to use cold air balloons for temporary sign display. These structures range up to approximately 30 feet in diameter and are normally placed on the roof of the building or in parking lot areas. The size and prominence of these balloons can be compared to roof top billboard signs.

ITEM	12
MANAGER'S REPORT NO.	75
COUNCIL MEETING	1988/11/28

Council's policy of prohibiting billboard-type advertising signs since 1972 has been successful in reducing excessively large sign structures which in general has greatly improved the visual skyline in the Municipality.

163

The introduction of balloon-type signs are seen as a retrograde step for the following reasons:


- They attract attention to a degree where they represent an intrusion into surrounding areas, as well as being a hazard on heavily travelled thoroughfares.
- Large structures of this type tend to obliterate the view and detract from other advertising developed in conformity with the Bylaw.
- Such signs are often characterized by unsightly restraining structures and poor site maintenance.
- Possible safety concerns with respect to interference with power lines and building structures.

The Burnaby Sign Bylaw has demonstrated over the years that it provides the opportunity and flexibility for business to develop signage on their premises that adequately meets their advertising needs without the introduction of outmoded sign displays that are out of scale and character in an urban setting.

3.0 CONCLUSION

For the reasons cited in this report, inflatable balloon-type signs are not suitable forms of sign display in a quality, developing urban setting and as such it would not be in the Municipality's best interest to amend the Bylaw.

JCU/ds


A. L. Parr,
DIRECTOR PLANNING &
BUILDING INSPECTION