

ITEM	4
MANAGER'S REPORT NO.	57
COUNCIL MEETING	90/09/24

**TO:** MUNICIPAL MANAGER **DATE:** 1990 September 19

**FROM:** DIRECTOR PLANNING & BUILDING INSPECTION

**SUBJECT:** INFLATABLE AIR BALLOON SIGNS ON MUNICIPAL PARKS PROPERTY

**PURPOSE:** The purpose of this report is to provide Council with information concerning inflatable air balloon signs on Municipal Parks property.

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**RECOMMENDATION:**

1. THAT this report be received for the information of Council.

**R E P O R T**

**1.0 INTRODUCTION:**

Appearing on the agenda for the 1990 September 10 meeting of Council was a report from the Director Recreation and Cultural Services concerning a letter received by Council from Mr. Peter Stange regarding (among other things) the use of inflatable air balloon signs on public property.

Arising out of the discussion by Council was a motion to have staff report on whether Burnaby contravened its own Sign Bylaw by allowing Coors Beer to have a balloon sign on parks property.

This report will inform Council of the Municipality's position as it relates to inflatable air balloon signs.

**2.0 BACKGROUND:**

There have been several requests in recent years, by various groups, to permit the temporary installation of cold and hot air balloon signs in the Municipality for advertising purposes. In each case applicants were informed that such inflatable air balloons incorporating advertising constitute signs and that this type of sign display was not permitted by the Burnaby Sign Bylaw.

On 1988 November 22 staff submitted a report to Council as a result of a request by Be. Ceen Inflatable Advertising Inc. to amend the Sign Bylaw in order to include balloon-type signs. Staff at that time concluded that it would not be in the Municipality's best interest to amend the Bylaw. This conclusion was supported by Council.

**3.0 GENERAL DISCUSSION:**

As stated above, inflatable balloon advertising signs are not permitted in the Municipality by the Burnaby Sign Bylaw. On occasion when an unauthorized sign of this type appears and is brought to our attention or observed by staff, the appropriate steps are taken to enforce the bylaw and to have the sign removed.

Additionally, it is noted that whereas the Sign Bylaw makes provision for certain special purpose and temporary signs pertaining to campaigns, drives or events of political, civic, philanthropic, educational or religious organizations to be erected, under certain circumstances, upon public property, it is significant to note that the Bylaw specifically excludes public property that is designated for parks purposes and under the control of the Parks and Recreation Commission from such consideration.

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The above prohibition within parks is reinforced by the "Burnaby Parks Regulation Bylaw 1979", Bylaw No. 7331, which restricts the display of all types of advertising in parks. The Bylaw states in part that:

"No person shall post, paint, or affix any advertisement, bill, poster, picture, matter or things on or in any park or on any tree, post, pole, building, structure or thing in or on any park, or engage in the distribution or delivery of advertising material in any park or in any building structure or thing in any park."

In the case of the Coors Beer balloon sign which was displayed at the Riverway Sports Complex on 1990 August 25, we would advise that the tournament organizers had the approval of neither staff nor the Parks and Recreation Commission to display the subject balloon sign.

**4.0** CONCLUSION:

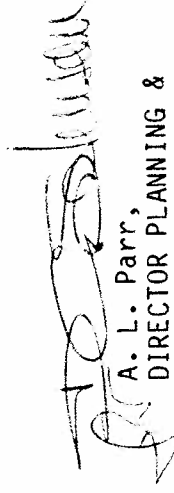
Staff must advise that inflatable air balloon signs containing a commercial advertising message are not capable of being approved on Municipal Park sites, pursuant to the Burnaby Sign Bylaw and the Burnaby Parks Regulations Bylaw.

The subject Coors Beer balloon sign at Riverway Sports Complex did not have Municipal approvals or the approval of the Parks and Recreation Commission.

Staff of the Planning and Building Inspection Department, in consultation with staff of the Recreation and Cultural Services Department will work to ensure that in future, inflated air balloon signs will not be erected on Municipal Park sites.

*Ad*  
TA/ds

cc: Director Recreation and Cultural Services

  
A. L. Parr,  
DIRECTOR PLANNING &  
BUILDING INSPECTION