

ITEM	17
MANAGER'S REPORT NO.	47
COUNCIL MEETING	91/08/06

TO: MUNICIPAL MANAGER

1991 JULY 31

FROM: DIRECTOR PLANNING &
BUILDING INSPECTION

SUBJECT: BURNABY FAMILY LIFE INSTITUTE'S REQUEST TO
USE A RE/MAX BALLOON FOR THE "KIDS' FAIR"
ON 1991 OCTOBER 05 AT BURNABY HEIGHTS CENTRE

PURPOSE: To respond to a Council request on whether a Re/Max
balloon for a "Family Week" celebration would
be used for transportation or advertising.

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RECOMMENDATION:

- 1) THAT a copy of this report be sent to Colleen Hooge,
Volunteer, Burnaby Family Life Institute, 250 Willingdon
Avenue, Burnaby, B.C. - V5C 5E9.

R E P O R T

At the Council meeting held on 1991 July 08, Council received a letter (attached) from Colleen Hooge of the Burnaby Family Life Institute requesting permission to use a Re/Max balloon at a "Kids' Fair" during Family Week and specifically for 1991 October 05 at the Burnaby Heights Centre (for Burnaby Heights School) at 250 Willingdon Avenue. It is proposed that "balloon rides" would be given to visitors to the "Kids' Fair" with donations accepted. The balloon accommodates the pilot and two passengers for a maximum of three persons and is tethered at a height of 100 to 150 feet. The owner indicates that insurance liability of \$5 million is provided. The Re/Max balloon as illustrated has "Re/Max" prominently outlined on the balloon.

In response, Council adopted a motion:

"THAT the request from the Burnaby Family Life Institute be referred to Municipal staff to investigate whether or not the balloon used would be for transportation or advertising".

Burnaby Sign Bylaw 6163 includes provision for signs for philanthropic organizations under clause (9) of Schedule No. 1 which reads as follows:

"Temporary signs pertaining to campaigns, drives or events or political, civic, philanthropic, educational or religious organizations. Provided that if an applicant shall obtain the consent of Council and shall agree in writing to remove such signs within three days after the campaign, drive or event has concluded, such signs may be erected upon public property in the possession or control of the municipality, except public property designated for parks purposes and under the jurisdiction of the Parks and Recreation Commission".

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However, in the case of the Re/Max balloon, it is considered primarily a private advertising balloon and is not considered an appropriate feature to represent the Burnaby Family Institute in terms of the Burnaby Sign Bylaw.

Our preliminary review also suggests that giving balloon rides to the public including children on public property could be problematic and a source of liability regardless of the insurance coverage. It is noted that only a small number could be accommodated on balloon rides in any case. Although the proposal is well-intentioned, it is concluded that the Re/Max balloon is clearly a commercial advertising device and not a permitted use under the sign bylaw and its use for "rides" for the public raises serious questions of safety and liability within public property. Municipal approval for use of the Re/Max balloon would not be appropriate.

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This is for the information of Council.


A. L. Parr
DIRECTOR PLANNING &
BUILDING INSPECTION

KI/JM/ap

Attach.

c.c. Municipal Solicitor
Chief Building Inspector
Director Recreation and Cultural Services

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Burnaby Family Life Institute

250 Willingdon Avenue, Burnaby, B.C. V5C 5E9 299-9736

July 25, 1991

Mr. John Munro
Development Approval Officer
Planning Department
Corporation of the District of Burnaby

Dear Sir:

Re: Balloon for "Kid's Fair" October 5, 1991

Thank you for investigating our request to use the Re/Max balloon to celebrate "Family Week" in October 1991.

As stated in my letter June 14, 1991 to the Mayor and Council, our intent is to use this event as an outreach for Burnaby children and their families.

In addition to the children's activities (games, clowns, face painting, displays from the Burnaby Fire Department and the R.C.M.P.), we will have a "Parenting and Family Education Booth" to promote our programs. Enclosed is a copy of our fall brochure to show you the variety of classes and family support groups that we offer.

As far as the Re/Max balloon is concerned, this is an idea that I had that would entice more people to attend this wonderful day. The intent is not to advertise for the people who will generously donate the use of the balloon and their staff to operate it, but to entertain children and promote Burnaby Family Life Institute.

All our our activities including the balloon ride (if approved) will be offered FREE to participants. We will gratefully accept donations to facilitate our children's programs.

In addition to the sketch you have requested, I am also submitting our "proposed poster" to invite attendance. (I say proposed because we will put another picture on it if necessary.) I would like to display this poster in local M.S.S.H. offices to attract the disadvantaged and people who otherwise may not be able to attend an event like this.

I hope that this information will assist you in making your decision in favor of the children. Thank you for taking this seriously, and I hope that you and your family will attend.

In closing I would like to refer to a quote on the "Festival Activities" photograph enclosed:

"Ballooning brings out the kid in everybody."

And after all, this is a "Kid's Fair"!

Yours very truly,


Colleen Hooge
Volunteer

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