

ITEM	15
MANAGER'S REPORT NO.	56
COUNCIL MEETING	92/09/08

TO: MUNICIPAL MANAGER 1992 SEPTEMBER 03

FROM: ACTING DIRECTOR PLANNING AND BUILDING

SUBJECT: **PROPOSED TEMPORARY SIGN ON PUBLIC PROPERTY
DEER LAKE PARK**

PURPOSE: To present Council with a proposal to erect a major temporary sign associated with the fund raising campaign for the Arts Centre at Deer Lake Park.

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RECOMMENDATION:

1. **THAT** staff be authorized to pursue further discussions leading to a proposal for a sign of reduced size, that can be favourably recommended in light of the concerns discussed in this report.

R E P O R T

BACKGROUND

As a result of an offer advanced by Seaboard Advertising Company to provide a major, freestanding promotional sign to assist in publicizing the Arts Centre fund raising campaign, a proposal has been received that envisions erection of a 12 foot by 16 foot externally illuminated sign at the intersection of Canada Way and Kensington Avenue. A sign of this type and size would not ordinarily be permitted on a park site in Burnaby, and would in fact not be capable of being approved on any but very large sites in commercial areas. However, as the proposal is for a temporary sign related to a campaign, drive or event, it is capable of being approved. Due to the fact that the proposed location is on public land however, it is necessary that the permission of Council be obtained, and that the sign be removed within 3 days after the conclusion of the drive.

The proposal is for a sign type and size that is completely unprecedented in connection with past campaigns, drives or events in Burnaby, and is many times larger than the usual type of sign used for such purposes.

The value of the contribution offered by Seaboard Advertising in dollar terms is acknowledged, as is the worthiness of the cause for which the sign is intended. However, the impact of such a sign in terms of Burnaby's standards for signs in the community, its appearance in a park setting, and the precedent that would be set all give cause for reflection on the wisdom of recommending that Council give its consent to the use of such a large and imposing sign.

SIGN PROPOSAL

The presently proposed sign is illustrated in the attached drawing supplied by Seaboard Advertising, which includes human figures to provide a sense of the scale. The total height of the sign is approximately 26 feet, and the area of the message face is 192 square feet. For comparison, the area of a billboard sign by definition is 200 square feet or greater. The erection of billboards has been specifically prohibited in Burnaby since the adoption of the Sign Bylaw in 1972.

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The proposed location (see attached Sketch) is south of Canada Way, immediately west of Burnaby Village Museum. The sign as proposed would be oriented northward to traffic on Canada Way and to traffic heading southward on Kensington Avenue. A sign as proposed can be expected to have an extremely high visual profile relative to traffic approaching the intersection, and Traffic Division staff have expressed concern related to its impact in this connection.

Because the proposed sign requires a massive buried concrete base, and because there are numerous underground services in the area, care would have to be taken to avoid interference with the services.

Under Section 9, Schedule No. 1 of the Burnaby Sign Bylaw, a sign of this type and size would not be permitted on park land, under the control of the Parks and Recreation Commission. However, as the precise site in this instance is on an unopened portion of public road allowance, it is technically capable of being approved, subject to the permission of Council being given and subject to written acknowledgement that the sign is to be removed within three (3) days following the campaign.

As noted above, written agreement to the removal of the sign not later than 1992 January 06 would be a requirement in connection with approval for any sign that is approved in this case. We have been assured that the removal of the entire sign, including the base, will be carried out.

Notwithstanding, it is important to note that this location is commonly perceived to be within the Deer Lake Park precinct, and as such it is a concern that the sign would be out of context with a parkland setting in general and with the special character of Deer Lake Park, in particular. In a sense, the use of such a major sign would appear as a retrograde step in Burnaby's efforts to achieve an attractive environment where the reasonable provision for signage for identification or the display of messages is in balance with environmental sensitivity.

With this in mind, staff have had exploratory discussions with representatives of Seaboard, fund raising committee staff, and Parks staff to see whether agreement could be reached on an alternative type of sign that would be effective for the purpose intended, but smaller and more in keeping with the site and setting. Unfortunately, the offer of Seaboard Advertising up to this point appears to be restricted to the 12 foot by 16 foot elevated vertical sign as proposed, and no compromise appears possible.

DISCUSSION

The sign is many times larger than the usual type of freestanding sign typically employed for special purposes such as this. More normal is the four by eight format that has typified campaigns or events related to political, philanthropic, religious, civic and fraternal organizations. (An example is the thermometer-type campaign sign that Council approved for this site in 1985, for the Burnaby Hospital Foundation's fund-raising campaign: the sign measured 2 feet by 7 feet in size).

Approval of such a large sign at this time could in a sense be seen as a watershed decision. It is not clear that Council could easily in the future deny the right for other groups such as political, religious or other organizations who might desire such large signs to have approval, without laying itself open to charges of favouritism or bias.

For this reason, it is suggested that Council consider carefully whether it wishes to give support to the present proposal.

PROPOSED TEMPORARY SIGN
DEER LAKE PARK

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CONCLUSION

Staff have the greatest sympathy for the cause of raising funds to assist in financing development of the Deer Lake Arts Centre. The desire to have a significant promotional presence near the future Arts Centre site, oriented to passing traffic, is also acknowledged but it is felt this could be accommodated with a substantially smaller temporary sign that would be more acceptable in this park location. However, based on discussions with the donor to date, there has not been a willingness to consider reduction in size or substitution of a smaller sign more in keeping with the park setting.

Beyond the concerns related to the impact of the proposed sign at the Deer Lake Park location, there is also the broader concern that approval of such a sign could set an unwanted precedent and fuel a desire for other such large and potentially obtrusive promotional signs in other locations in Burnaby that could be equally unsuited to such a large sign.

Based on the foregoing discussion, staff are unable to make a recommendation of support for the major sign as proposed. It would be preferable if Council were to authorize further discussions with Seaboard Advertising Company to see whether they would offer a more suitably-sized sign for the purpose. In recognition of the sign company's offer to assist in the fund raising effort, and in support of the Art Centre's cause, what we would hope to achieve is agreement on a sign of a size and type that can be recommended at this location.

If Council adopts the recommendation of this report, staff will approach the Seaboard Advertising representatives again in an effort to develop a smaller sign proposal that can be positively recommended.

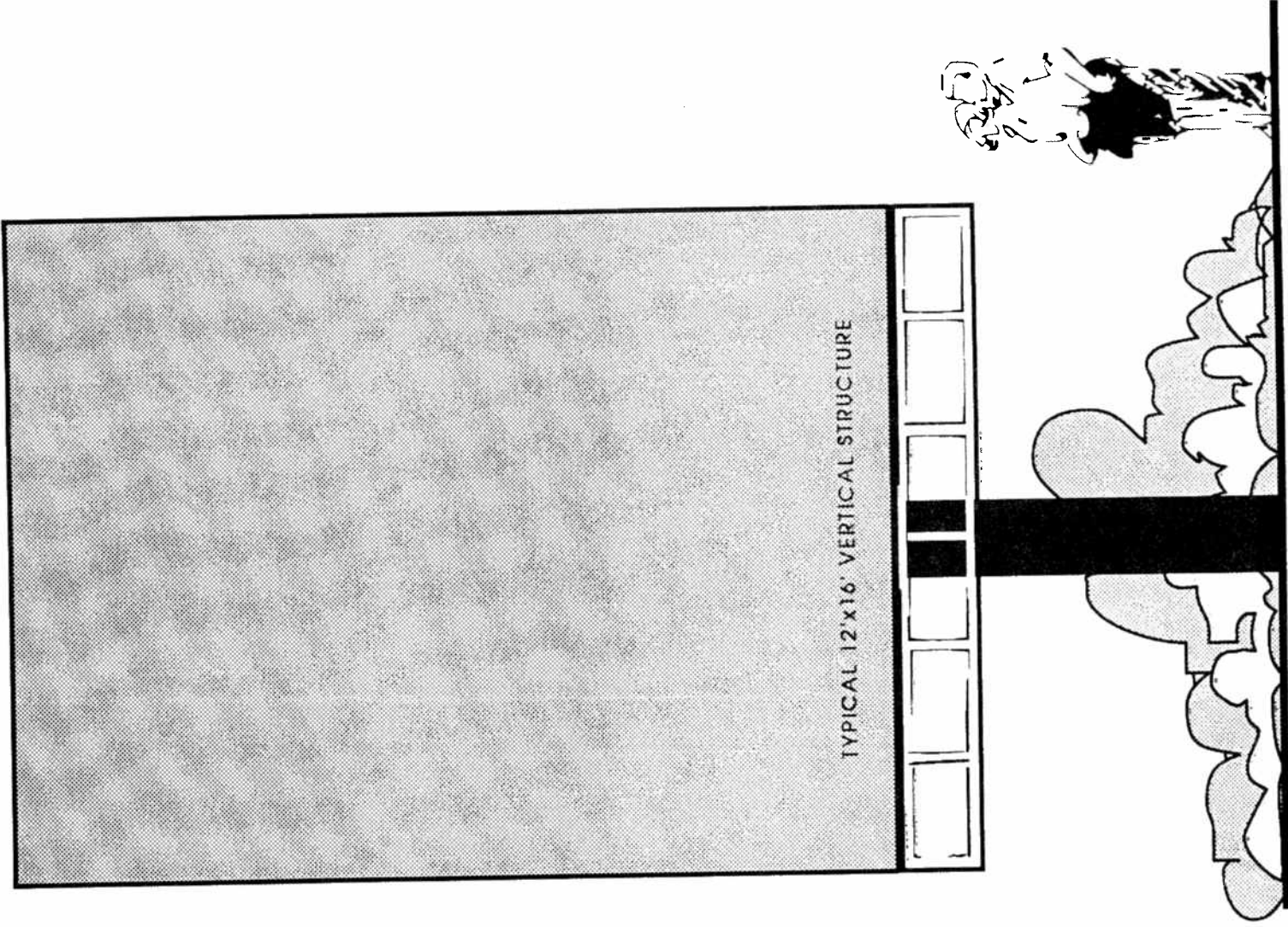
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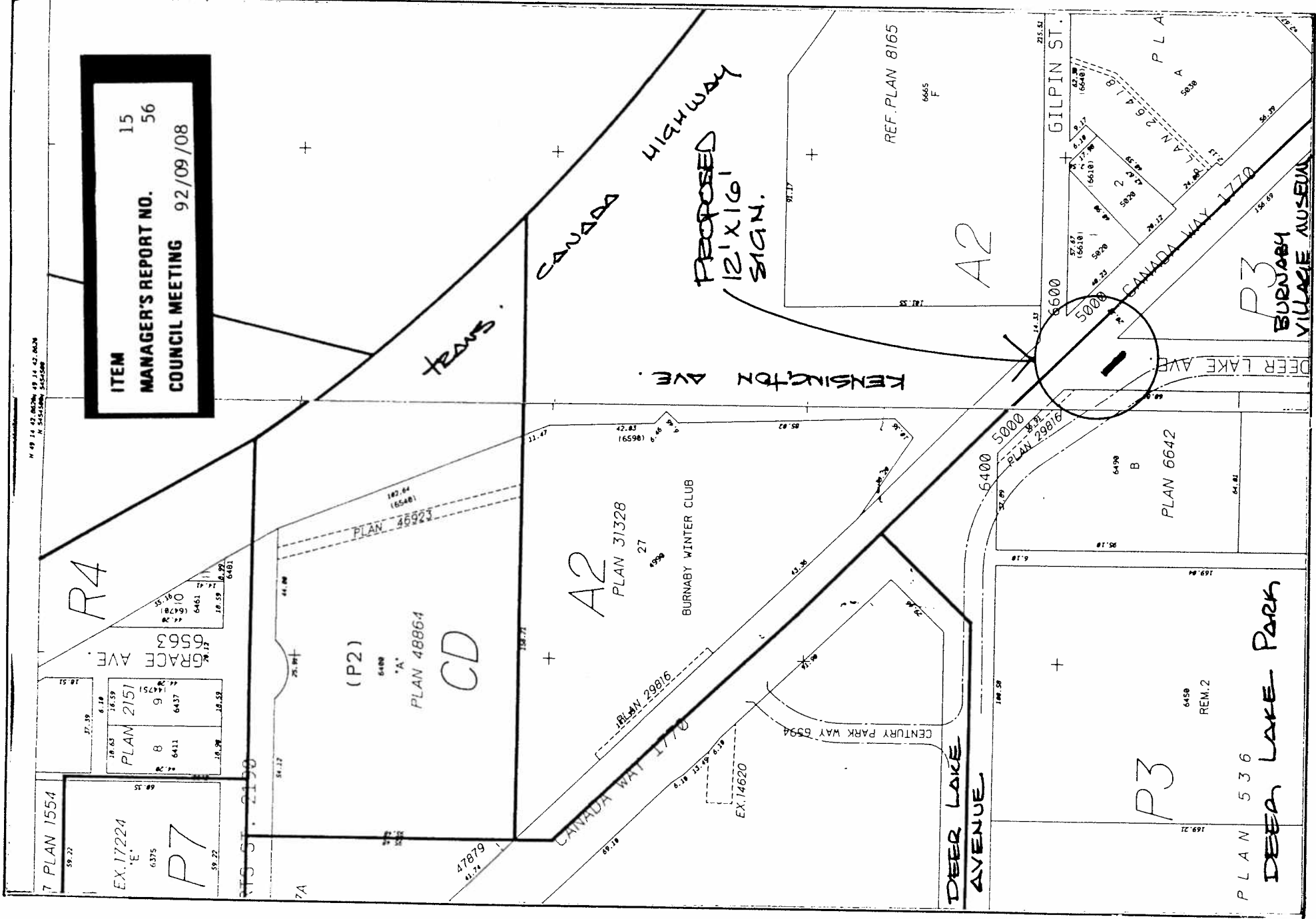
Attachments

cc: Director Engineering
Director Recreation & Cultural Services

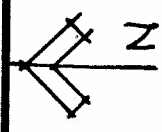


D. G. Stenson
Acting Director
Planning & Building





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Date:	22.03
Scale:	1:2000
Drawn By:	

APPROXIMATE PROPOSED
 SIGN LOCATION
 DEER LAKE PARK

