

TO: CITY MANAGER **1998 AUGUST 18**
FROM: DIRECTOR PLANNING AND BUILDING
SUBJECT: REZONING REFERENCE # 98-11

ADDRESS: 5455 Rumble Street

LEGAL: Lot 1, D.L. 98, Group 1, NWD Plan LMP 2433

FROM: CD Comprehensive Development District (based on P3 Park and Public Use District)

TO: Amended CD Comprehensive Development District (based on P3 Park and Public Use District and P2 Administration and Assembly District)

APPLICANT: Burnaby School District # 41
5325 Kincaid Street
Burnaby, BC V5G 1W2
Attention: Mr. Bob Ingram

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 1998 September 29.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 1998 September 14, and to a Public Hearing on 1998 September 29 at 7:30 p.m.
2. **THAT** the following be established as prerequisites to the completion of the rezoning:
 - a) The submission of a suitable plan of development.
 - b) The submission of an appropriate commitment from the applicant regarding the limitations on the message centre sign as outlined in Section 3.4(d) of this report.

R E P O R T

1.0 REZONING PURPOSE:

The purpose of the proposed rezoning bylaw amendment is to permit the installation of a freestanding electronic sign.

2.0 BACKGROUND:

- 2.1 On 1998 May 25, Council received the report of the Planning and Building Department concerning the rezoning of the subject site and authorized the Department to work with the applicant in the preparation of a suitable plan of development, with the understanding that a further and more detailed report would be submitted at a later date.
- 2.2 City staff have pursued further discussions with staff from the School District, the Burnaby South School, the Parent Advisory Committee and the Michael J. Fox Theatre Society regarding their request to install a free-standing electronic changeable message sign on the site in order to help promote and announce the various events being held at the school complex.
- 2.3 The applicant has now submitted a plan of development suitable for presentation to Public Hearing.

3.0 GENERAL COMMENTS:

- 3.1 The Burnaby South High school complex which in addition to the school includes the 650 seat Michael J. Fox Theatre and the Provincial School for the Deaf have been operating for number of years and used for numerous community events, meetings and theatrical performances (see *attached* sketch #1).
- 3.2 The Burnaby Sign Bylaw provides for the approval of illuminated changing message system signs in the form of a fascia sign in the P2 Administration and Assembly District, but not in the P3 Park and Public Use District that applies to the subject school site. This type of freestanding sign proposed by the applicant is permitted only in the case of major shopping centres with a minimum lot area of five acres located in a C3 General Commercial zone.
- 3.3 The Michael J. Fox Theatre which is a major component of the school complex is regarded as a substantial principal use on the site. Theatres of this type are also permitted in the P2 Administration and Assembly District along with other assembly, cultural and recreational facility uses. Through an amending CD zoning that is based on the P2 and P3 Districts, it is possible to achieve a Comprehensive Sign Plan that could meet the intent of the Burnaby Sign Bylaw and satisfy the objectives of the school and the surrounding community.

4.0 FREESTANDING SIGN PROPOSAL:

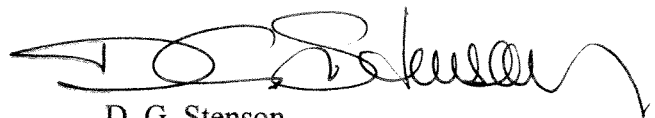
The applicant has prepared a sign plan that satisfies the design concerns and recommended criteria which were outlined in the previous report to Council. These criteria are proposed to be satisfied as follows:

CITY MANAGER

Rezoning Reference #98-11

1998 August 18 . . . Page 3

- a) The freestanding sign would be located within the front yard of the school facing Rumble street at approximately 10 ft. north of the south property line (adjacent to Rumble Street) and approximately 40 ft. east of the main pedestrian walkway.
- b) A total sign display area (both sides) is proposed to be approximately 95 square feet. Included within the sign display area will be the "electronic message centre" sign which will be approximately 36 square feet (both sides). The Sign will sit on a brick base to match the brick material on the exterior of the school complex. The sign including brick base will have overall dimensions of approximately 8 ft. 3 inches high by 14 ft. in length with appropriate shrubs and ground cover around the base of the sign.
- c) The freestanding sign will be located perpendicular to Rumble Street in order to be best viewed by motorists and pedestrians traveling along Rumble Street and to minimize visual impact on the residences directly across the street.
- d) The illuminated "message centre" portion of the sign will be static but the text of the message will be allowed to change on a regular basis but not more frequently than once every three hours. The applicant will be required to provide the necessary commitment to this item as a prerequisite condition of rezoning.



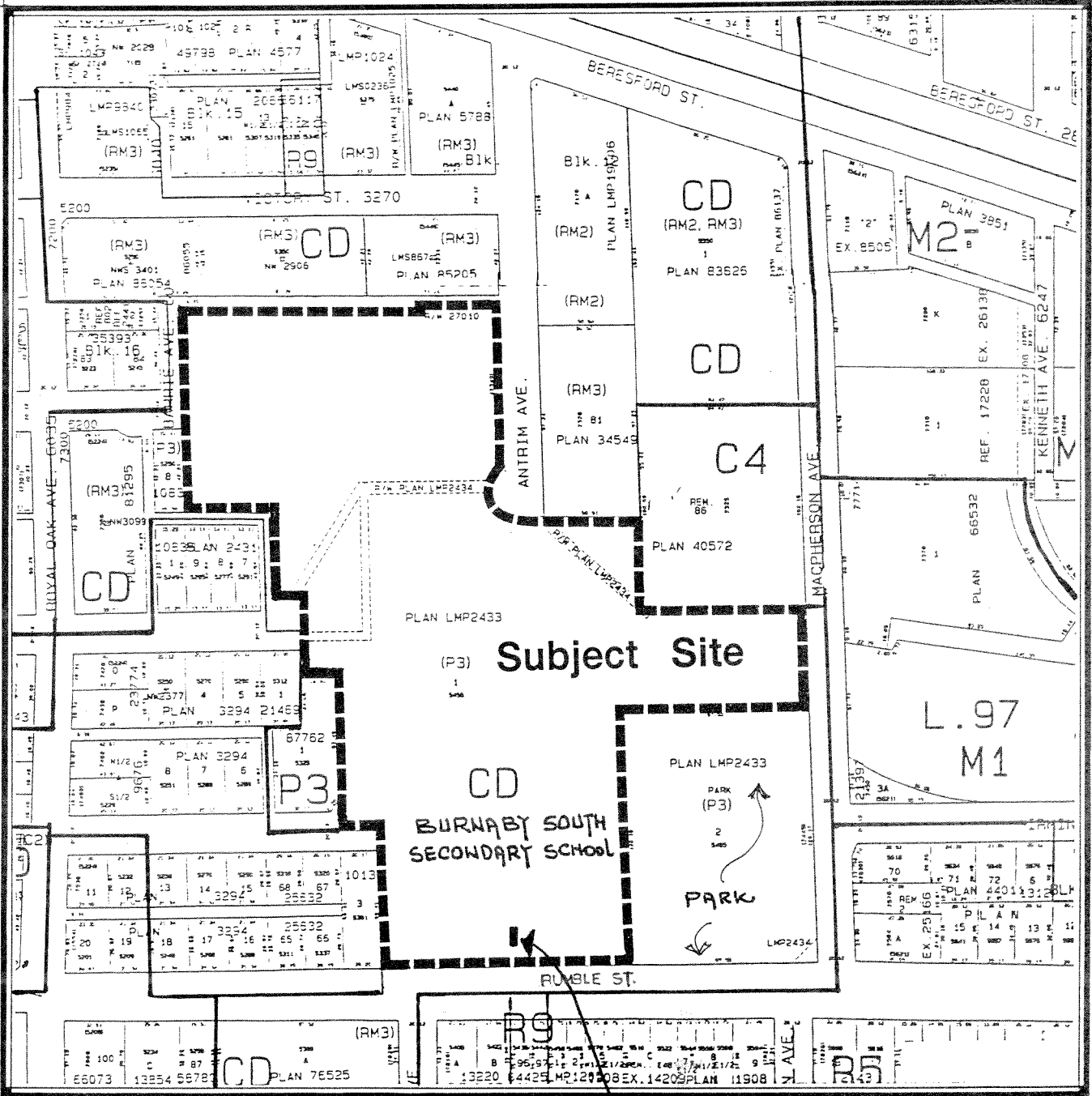
D. G. Stenson
Director Planning and Building

PS:ds

Attach.

cc: City Clerk
Director Parks, Recreation & Cultural Services
Director Engineering


rz98-11- ph rpt



Date:
May 1998

Scale:
1: 4000

Drawn By:
J.P.C.



City of
Burnaby
Planning & Building Dept.

SIGN LOCATION



Rezoning Reference 98 - 11

Sketch # 1