

2001 MARCH 15

**TO:** CITY MANAGER

**FROM:** DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

**SUBJECT:** CITY SIGNAGE

**PURPOSE:** To respond to Mrs. Helen Brown's letter regarding the City entry signs.

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**RECOMMENDATION:**

1. THAT this report be received for information purposes.

**REPORT**

At its meeting of 2001 March 14, the Parks, Recreation and Culture Commission received the above noted report and adopted the three recommendations contained therein.



Kate Friars  
DIRECTOR PARKS, RECREATION  
AND CULTURAL SERVICES

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Attachment

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**SUBJECT: CITY SIGNAGE**

**RECOMMENDATIONS:**

1. THAT Burnaby entry sign's wording not be changed.
2. THAT a copy of this report be forwarded to Council and the Burnaby Beautification Committee for information.
3. THAT a copy of this report be forwarded to Mrs. Helen Brown.

**REPORT**

At the Council meeting held on February 12, 2001, the attached correspondence was received from Mrs. Helen Brown suggesting that the City consider adding the words "Welcome to the City of..." on all signs located at the entry streets into Burnaby.

The City of Burnaby entrance signs were initiated by the Burnaby Beautification Committee (BBC) in the 1970's as a way of welcoming people to the city and defining the City's boundaries. The existing simple and understated approach was carefully considered and selected by the BBC as the preferred method to welcome people to the City of Burnaby.

At the request of Council, the suggestion of including "Welcome to ..." was formerly reviewed by the BBC at the Meeting of 1997, June 05. The reasons for the existing wording were examined at that meeting, and are relevant today. The Committee did not concur with the suggestion to include the terminology "Welcome to..." as they felt it would detract from the clean, simple design of the sign.

The City of Burnaby makes a considerable effort to welcome visitors by using flower displays and often a shrub backdrop at each major sign. The approach of using a simple sign with a garden display was chosen as it best represents Burnaby's image as a municipality of quality, friendliness, and tremendous natural beauty. The City of Burnaby tries to make visitors feel welcome in other ways. In addition to our entry signs, the City also provides more than 500 colourful street banners dispersed throughout the different neighbourhoods of the city. The street banners change on a yearly basis, and are a lively and important civic feature.

Mrs. Brown has been contacted and is aware of the contents of this report.

Jk.

HIB:dl

Attachment

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ATTACHMENT

February 6, 2001

4521 Watling Street,  
Burnaby, B.C. V5J 1V7

Burnaby City Council,  
Burnaby City Hall,  
4949 Canada Way,  
Burnaby, B.C.

V5G 1M2

Dear Mayor and Council Members;

Re: City Signage

I realize that this letter will be referred to the Parks and Recreation Commission, and hence to the Beautification Committee, but it would be nice to have Council input re the various entry signs embracing various main roads into Burnaby.

This is just a suggestion, and refers to the sign at Boundary Road and Kingsway, but would it be possible to add the words "WELCOME TO THE CITY OF..." above the word "BURNABY".

I have enclosed a photograph of the Brentwood Bay sign on Vancouver Island. So much nicer with the "Welcome to..." addition, don't you think?

It would be nice if all our signs had this "welcome" additon.

Thankyou for your consideration.

Most sincerely,

*Helen J. Brown*

(Helen J. Brown)

