

**TO:** CITY MANAGER 2004 April 28

**FROM:** DIRECTOR PLANNING AND BUILDING OUR FILE: 90400 10

**SUBJECT: REQUEST FOR TEMPORARY SIGNS ON STREET RIGHTS-OF-WAY FOR JUNE IS BIKE MONTH**

**PURPOSE:** Respond to a request to erect temporary signs on street rights-of-way for Better Environmentally Sound Transportation's annual June is Bike Month campaign.

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**RECOMMENDATION:**

1. **THAT** Council consent to the placing of the proposed temporary signs as requested, subject to receiving written agreement from Better Environmentally Sound Transportation to remove the signs within 3 days after the conclusion of the campaign, and subject to the approval of the Director Engineering of specific locations on street rights-of way.

**REPORT**

**1.0 BACKGROUND**

*Attached* is an item of correspondence, received by the Transportation Committee and referred to staff for processing in the usual manner, from Better Environmentally Sound Transportation (BEST) requesting City permission to erect twenty-five temporary signs, measuring 3 feet high by 2 feet wide at various locations on street rights-of-way (boulevards) in Burnaby for the period between 2004 May 15 and 2004 July 15, for the purpose of advertising June is Bike Month.

The Burnaby Sign Bylaw 6163 under Clause (9) of Schedule No. 1 permits temporary signs as follows:

- “(9) Temporary signs pertaining to campaigns, drives or events of 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.”

In accordance with the Sign Bylaw, Council has from time-to-time allowed signs for such public campaigns, drives or events on public property owned by the City except those designated for park purposes. Such signs are normally placed on boulevards within public road allowances and are directed towards passing traffic.


The efforts of BEST, an established community-oriented organization promoting alternative transportation is laudable. It is noted that the high number of signs requested, 25 in number, is unusual except in the case of election signs. Virtually all of the requested signs are to be placed within street rights-of-way on street corners at prominent intersections.

In line with the Sign Bylaw, should Council consent to the request, such consent would be subject to receiving written agreement from BEST to remove the signs within three days after the conclusion of the registration drive.

No such signs should be placed in or in front of flower or shrub beds but should be restricted to light standards.

The specific location of any signs would need to be approved by the City Traffic Engineering Division to assure that any signs are not located where they could be considered a safety hazard or obstruction for pedestrians or vehicles and not detrimental to directly fronting commercial uses.

It is recommended that Council consent be granted for the requested temporary signs subject to the considerations noted in this report.



J.S. Belhouse, Director  
PLANNING AND BUILDING

IW/sla  
Attachment

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



April 7, 2004

Chair Nick Volkow  
Transportation Committee  
c/o Ms. Gloria McCaskie  
City Clerks Department  
City of Burnaby  
4949 Canada Way  
Burnaby, BC  
V5G 1M2

822-510  
W Hastings St  
Vancouver BC  
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Dear Chair Volkow and Committee Members

Re: Posting of 'June Is Bike' Month Signs

Bike Month, June, is the annual celebration of cycling coordinated by Better Environmentally Sound Transportation (BEST). Bike Month encourages people of all ages to cycle to work, to school, to play and to shop by raising awareness of cycling as a healthy, efficient and non-polluting transportation option.

In past years, "June is Bike Month" signs have been posted in Vancouver, Richmond, North Vancouver and New Westminster. The "June is Bike Month" signs are the most recognized elements of the Bike Month communications campaign. BEST would like to invite the City of Burnaby to join other municipalities in the region in advertising Bike Month with "June is Bike Month Signs" This will come at no cost to the City as BEST promises to supply and install the signs in permitted locations, subject to the approval of the Director of Engineering, and remove the signs at the end of Bike Month. In order to facilitate this request we understand that Council must consent to the placing of the proposed temporary signs as requested and we therefore request that the Committee instruct Staff to prepare a report to Council to allow BEST staff or volunteers to temporarily post "June is Bike Month" at high visibility locations along the Burnaby road network. We request permission to post the signs starting May 15th. We will remove the signs by July 15th.

As a result of the continuing support of Burnaby and other municipalities and community organizations, each year Bike Month is able to build momentum encouraging a wider audience to cycle. Over 17,500 people and nine municipalities participated in Bike Month events in 2003. Approximately 700,000 people in the region had heard of Bike Month and over 120,000 people rode their bikes because of it. This year we will again be coordinating a communications campaign and working with municipalities and community groups to

*moving for change*

organize events that educate people about cycling and encourage more people across the region to cycle.

One of the goals of Bike Month is to highlight current and proposed improvements to the region's cycling network. This Bike Month, the City of Burnaby is planning a Mayor's Ride to celebrate the Grand Opening of the Trans Canada Trail bridge connecting Burnaby with Vancouver. BEST is also planning another ride on the proposed Central Valley Greenway route.

With the continued commitment to improve cycling facilities and the support of promotional campaigns such as Bike Month, we are convinced that increasing numbers of Burnaby residents will choose cycling both for recreational and transportational purposes.

Sincerely

Richard Campbell  
Director of Active Transportation