

TO: CHAIR AND MEMBERS
PLANNING AND DEVELOPMENT
COMMITTEE

DATE: 2021 September 20

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 42000 20
Reference: Bylaw Amendments

SUBJECT: PROPOSED SIGN BYLAW AMENDMENT
Deer Lake Precinct Wayfinding Program

PURPOSE: To seek Council approval of the Deer Lake Precinct Wayfinding Plan, and to amend the Sign Bylaw to enable implementation of the Plan.

RECOMMENDATIONS:

1. **THAT** Council approve the draft Deer Lake Precinct Wayfinding Plan, as outlined in *Section 4.0* of this report.
2. **THAT** Council approve the initiation of a text amendment to the Sign Bylaw 1972, as outlined in *Section 5.0* of this report.
3. **THAT** a copy of this report be sent to the Parks, Recreation and Culture Commission for information purposes.

REPORT

1.0 INTRODUCTION

On 2020 September 14, Council approved-in-principle the preliminary concept design for a wayfinding program for the Deer Lake Precinct. This forms the basis of the draft *Deer Lake Precinct Wayfinding Sign Plan*, which is *attached* for reference.

The purpose of this report is to seek Council approval of the draft *Plan*. With Council's approval, a text amendment to the Sign Bylaw will also be required to enable the implementation of the draft *Plan*.

2.0 POLICY CONTEXT

The advancement of the proposed community amenity priority projects align with the *Corporate Strategic Plan* (2017) and *Economic Development Strategy* (2007).

3.0 BACKGROUND

The Deer Lake Precinct, which is centrally located, is a major destination within Burnaby and is of City-wide significance. It encompasses the City's Central Administrative Area (City Hall Main Building, West Building, RCMP Burnaby Detachment), Deer Lake Business Centre (Deer Lake Buildings 1 and 2), Burnaby Arts and Culture Complex (Burnaby Cultural Services, Shadbolt Centre for the Arts, Burnaby Village Museum, Burnaby Art Gallery), and Deer Lake Park. The Precinct receives thousands of visitors on a yearly basis, and with the increased profile of Deer Lake Park as a concert venue, it has also brought many new visitors to the precinct from throughout the region.

To the north and northwest are a range of business, institutional and residential uses, including Discovery Place Community Plan Area, BCIT, Greentree Village multiple-family residential development and Forest Lawn Cemetery. To the northeast is the Trans-Canada Highway and Kensington Interchange, beyond which are the Burnaby Lake Regional Nature Park and the Burnaby Lake Sports Complex Area. To the west is Burnaby Central Secondary School and single- and two-family neighbourhoods. Further west still, across Willingdon Avenue, is Moscrop Secondary School. To the east, across Sperling Avenue is the Rayside Community Plan Area, with pockets of the neighbourhood transitioning from single-two family residential to multiple family residential development. To the south are single and two-family neighbourhoods, Oaklands multiple-family residential development, and Downtown Metrotown Plan Area.

Over the years, improvements to signage for the various land uses within the Precinct has been advanced on an individual site basis. As a result, signage is not consistent between destinations, nor is there a cohesive relationship between the signage of each facility/destination, posing a challenge for wayfinding through the precinct. As a number of wayfinding/directional signage types throughout the precinct are aging and in need of replacement, it presents an opportunity to undertake a comprehensive review of the existing signage within the Precinct for the purposes of developing a cohesive and consistent approach to wayfinding signage improvements. This approach would enable the approvals of future wayfinding signage within the precinct to be based on a set of guidelines that appropriately responds to the land use context of the precinct, the public realm and its relationship to other signage within the precinct. This approach would also enable the development of a contemporary wayfinding signage program that enhances civic presence and identity within the Precinct.

On 2020 September 14, Council approved-in-principle the preliminary concept design for a wayfinding signage program to serve civic, institutional and park destinations within the Precinct. Since that time, City staff have been working with the consultant and user departments on the development of the draft *Deer Lake Precinct Wayfinding Plan*, including a review of signage locations and siting, messaging, technical aspects, and an implementation strategy. As part of this work, a mock-up of the signage was installed on Deer Lake Avenue during the month of September 2020 to review the scale, legibility, and aesthetics of the sign in various outdoor conditions. Arising from the review process, further refinement of the signage design was made. *Section 4.0* of this report presents the draft *Plan*, which if approved would supercede the existing

Comprehensive Sign Plan for the Precinct, and encompass a replacement program for the existing wayfinding signage.

4.0 DISCUSSION

The following subsection summarizes key sections of the draft *Plan*:

4.1 Signage Design Refinement

The design of each sign type across the proposed sign family has been refined to enhance legibility and visibility, durability, and overall aesthetics of the program. It is reflective of the Precinct's overall civic- and park-character, while also providing a contemporary visual identity.

Technical aspects of the signage design was also refined including, footings, concrete base and casing for illuminated signs. Higher order signs within the sign family – Gateway, Directional and Destination pylons, will be illuminated where feasible.

4.2 Wayfinding Strategy

The draft *Plan* applies a progressive disclosure wayfinding strategy in determining sign type, location and messaging. It is a strategy that provides only enough information necessary to get the visitor to the next decision-making point. It considers the diverse ways visitors and commercial service providers/vendors will arrive and navigate through the Precinct and use wayfinding signage to meet their needs – walking, rolling, cycling, transit and driving. The siting of each sign is also reviewed for vision clearance to ensure the safety of visitors and travellers.

A number of existing signs will be demolished/removed as part of the overall wayfinding strategy and updated with the new signage program; a small number of signs will also be removed to reduce signage clutter within the Precinct.

4.3 Installation and Maintenance

It is proposed that the Deer Lake Precinct Wayfinding Signage program be installed as a single-phased project given that there are only 64 signs in total to complete the program. The draft *Plan* also provides guidelines for the installation of additional wayfinding signs which may arise from time to time, as necessary.

As noted, the signage design has considered durability and ease of maintenance in selecting material and construction-type. The draft *Plan* also includes a list of local sign fabricators that would be able to produce replacement signs, as required.

5.0 PROPOSED SIGN BYLAW AMENDMENT

An amendment to the Sign Bylaw 1972 is required to enable the installation of the Deer Lake Precinct Wayfinding Signage program. It is proposed that a new schedule (Schedule No.VIII) be

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included in the Bylaw specific to the Deer Lake Precinct. The new schedule would permit the following sign types with wording similar or the same as:

1. Wayfinding signage, as defined in the Deer Lake Precinct Wayfinding Plan, shall be subject to Section 6.2 Permits and Approvals.

6.0 NEXT STEPS

This report outlines the proposed wayfinding signage program for the Deer Lake Precinct and the necessary Sign Bylaw amendment to enable its implementation. With Council approval of the draft *Plan* and proposed Sign Bylaw text amendment, a future funding report will be advanced through the Financial Management Committee to initiate the fabrication and installation phase of the project, including the obtaining of all necessary permits and development approvals.

It is recommended that Council approve the draft Deer Lake Precinct Wayfinding Plan, as outlined in *Section 4.0* of this report.

It is also recommended that Council approve the initiation of a text amendment to the Sign Bylaw 1972, as outlined in *Section 5.0* of this report.

It is recommended that a copy of this report be sent to the Parks, Recreation and Culture Commission for information purposes.


E.W. Kozak, Director
PLANNING AND BUILDING

ZT/CL:sa

Attachment

Copied to: Chief Administrative Officer
Director Parks, Recreation and Cultural Services
Director Finance
Director Corporate Services
City Clerk