

**TO:** CHIEF ADMINISTRATIVE OFFICER **DATE:** 2022 September 28

**FROM:** GENERAL MANAGER  
PLANNING AND DEVELOPMENT

**SUBJECT:** AMENDMENTS TO THE BURNABY SIGN BYLAW

**PURPOSE:** To propose text amendments to the Burnaby Sign Bylaw

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**RECOMMENDATION:**

1. **THAT** Council authorize the preparation of text amendments to the Burnaby Sign Bylaw 1972 as outlined in Section 5.0 of this report.

**REPORT****1.0 INTRODUCTION**

The Burnaby Sign Bylaw was adopted by Council in 1972 to regulate the permitted number, size, location, distribution and type of signs. The Sign Bylaw plays a key role in achieving a high quality of urban design for Burnaby's commercial, institutional and industrial areas.

This report seeks Council approval of minor amendments to the Burnaby Sign Bylaw to permit more flexible sign programming on properties zoned P3 Park and Public Use District. Given the complexity of recent civic projects, and the need to provide appropriate signage for City community centres and recreation facilities, the provision of a Comprehensive Sign Plan (CSP) as a means of varying the Sign Bylaw for the P3 District is considered an appropriate mechanism to achieve a high quality of urban design, while effectively communicating the necessary facility information for P3 zoned City facilities.

**2.0 POLICY CONTEXT**

The proposed amendments to the Burnaby Sign Bylaw 1972 are aligned with the City of Burnaby's Corporate Strategic Plan (2022), Official Community Plan (1998), and Economic Development Strategy (2007).

**3.0 BACKGROUND**

The purpose of the Burnaby Sign Bylaw is to regulate the permitted number, size, location, distribution and type of signs in the City. Under most circumstances, the Sign Bylaw provides

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appropriate control, while allowing for enough flexibility so that the signage can support the land uses on a property, providing patrons with necessary information on the uses and activities contained within each building.

Community centre and recreational facilities were traditionally located in large open space areas with significant surrounding surface parking, making it easy for patrons to locate the services they sought. In this regard the Sign Bylaw allowance of one sign fronting each bounding street of a property was considered sufficient for the City facilities within the P3 District. However, City facilities are becoming more complex, with a mixture of civic uses on multiple levels across a site, and in some cases located amongst a myriad of private and public uses on higher density mixed-use sites. As such, the Sign Bylaw regulations for City facilities located within the P3 Park and Public Use District no longer meets the needs of the City to appropriately advertise the name, location and services that are provided within each building. Given the number of complex civic projects that are currently underway, which all require greater signage flexibility than what the bylaw permits, it is recommended that an amendment to the Sign Bylaw be supported to allow for greater flexibility of signage, improve wayfinding and reinforce the civic identity of community and recreational facilities.

The community centres and recreational facilities that that are currently in various stages of design and approvals include: Burnaby Lake Aquatic & Arena; Cameron Community Centre & Library; Brentwood Community Centre; and, Confederation Park Community Centre.

#### **4.0 DISCUSSION**

Comprehensive Sign Plans are required as part of major commercial and industrial development applications, allowing for additional signage consideration and unique siting opportunities compared to that strictly described in the Sign Bylaw. The CSP documents and drawings set the location, quantity, size and parameters that all signs on the site must adhere to – while also upholding the requirements of the Burnaby Sign Bylaw. Where a CSP is required under Schedule No. VI of the Sign Bylaw, it must include the location, size, height, lighting and orientation of all signs, and be submitted for Preliminary Plan Approval to the General Manager Planning and Development. A CSP may vary the location of the signs on the site, but is still subject to the sign area and density requirements of the Sign Bylaw.

While CSPs have been applied to civic projects on P3 District sites in the past, due to the limitation on the number, size, distribution and type of signs permitted, little flexibility resulted from the approval of a CSP. The proposed text amendments proposed below would provide such flexibility by allowing the City to determine the appropriate signage for City facilities within the P3 District, subject to the approval of a CSP by the General Manager Planning and Development.

It should be noted that a full review of the Burnaby Sign Bylaw is being planned, and the amendments in this report are intended to serve as an interim measure to facilitate the efficient processing of the civic projects currently underway.

## 5.0 PROPOSED SIGN BYLAW AMENDMENTS

In order to implement the changes outlined in Section 4.0, the following amendments to the Burnaby Sign Bylaw 1972 are proposed below. Staff request that the Bylaw be advanced to First, Second, and Third readings, followed by reconsideration and Final Adoption at a future date by Council. A Public Hearing is not required for amendment of the Burnaby Sign Bylaw.

- Repealing Section 6.3 in its entirety and replacing it with the following:

### 6.3 Comprehensive Sign Plan:

Where a comprehensive sign plan is required or provided under Schedule No. VI it shall include the location, size, height, lighting and orientation of all signs, and be submitted for preliminary plan approval to the General Manager Planning and Development. Unless otherwise noted in this bylaw, a comprehensive plan is subject to the sign area and density requirements of this bylaw, and shall result in an improved relationship between the various parts of the plan.

- Amend Schedule No. III to add the following as item 3:

3. For P3 zoned properties, the General Manager Planning and Development may accept a Comprehensive Sign Plan that varies the number, size, location, distribution, type and appearance of signs permitted, including sign area and density requirements, in order to support the uses on the property.

- Amend Schedule No. VI to add the following as item 5:

5. For P3 zoned properties, the General Manager Planning and Development may accept a Comprehensive Sign Plan that varies the number, size, location, distribution and type of signs permitted, including sign area and density requirements, in order to support the uses on the property.

- Where noted throughout the document the title Director of Planning and Building shall be replaced with General Manager Planning and Development

## 6.0 CONCLUSION

The proposed amendments to the Burnaby Sign Bylaw are intended to help facilitate the efficient processing of new City community centre and recreation facilities, while ensuring a high quality of sign design. By permitting the submission of a CSP as the mechanism to vary the number, size, location, distribution and type of signs permitted in the P3 District, the General Manager Planning

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and Development, or designate, is given the opportunity to evaluate the signage programing that best meets the site's context and needs of each individual City facility.

It is proposed that Council authorize the preparation of a Bylaw to amend the Burnaby Sign Bylaw 1972 as described in this report, and that the amendment bylaw be advanced for First, Second and Third Reading, followed by Reconsideration and Final Adoption by Council at a future date. A Public Hearing is not required for the proposed amendment of the Burnaby Sign Bylaw.

  
E. W. Kozak, General Manager  
PLANNING AND DEVELOPMENT

CB:tn

cc: General Manager Parks, Recreation and Cultural Services  
General Manager Finance  
General Manager Corporate Services  
City Solicitor  
City Clerk