

ITEM 7
MANAGER'S REPORT NO. 61
COUNCIL MEETING Sept. 29/75

Re: PUBLICITY FOR THE MONEY BY-LAW ON ROADS

Following is a report from the Director of Planning regarding publicity for the money by-law on roads.

This is for the information of Council.

* * * * *

PLANNING DEPARTMENT
SEPTEMBER 25, 1975

TO: MUNICIPAL MANAGER
FROM: DIRECTOR OF PLANNING
RE: MONEY BY-LAW - ROADS REFERENDUM

Consistent with Council's approval on August 5, 1975, the Planning Department has retained Torresan/Rose Marketing Communications Ltd. in connection with the roads referendum.

The Planning Department is pleased to report that the firm has developed the slogan illustrated in attached Figure 1 and evolved a promotional strategy involving the media of radio, newspaper, "local" Burnaby bus advertising boards and bill boards. Figure 2 attached illustrates the location of the ten bill board locations.

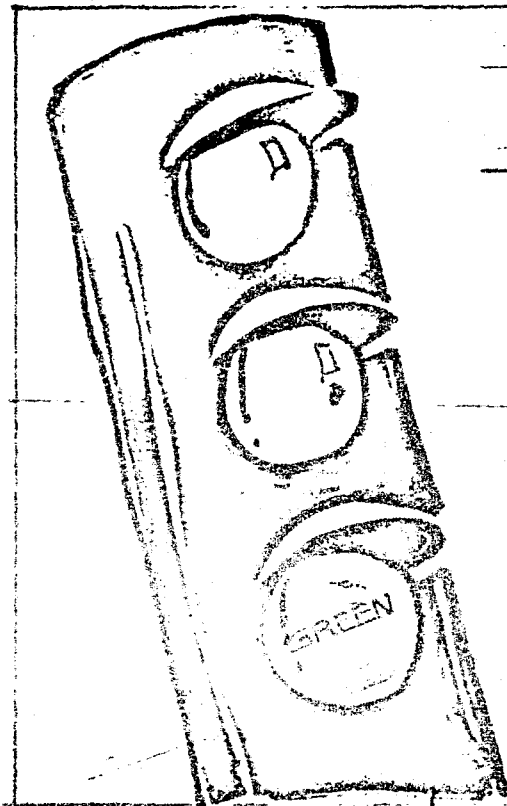
Attached also is the first news release which went to the press on September 12, 1975.

The Planning Department will keep Council fully informed of all news releases and it is hoped that by the October 6 meeting of Council, the Planning Department will have a draft "fact" sheet providing more detailed information for taxpayers on each of the six road projects in the referendum.

This report is submitted for the information of Council.

A. L. Parr
for
A. L. Parr
DIRECTOR OF PLANNING

WSS:cw
Atts.



IN BURNABY

You're on
your way!

GREEN LETTERING

VOTE YES NOV. 15
FOR THE ROADS WE NEED

GREEN "X"

FIGURE 7

ITEM 7
MANAGER'S REPORT NO. 61
COUNCIL MEETING Sept. 29/75

ITEM 7

MANAGER'S REPORT NO. 61

COUNCIL MEETING Sept. 29/75

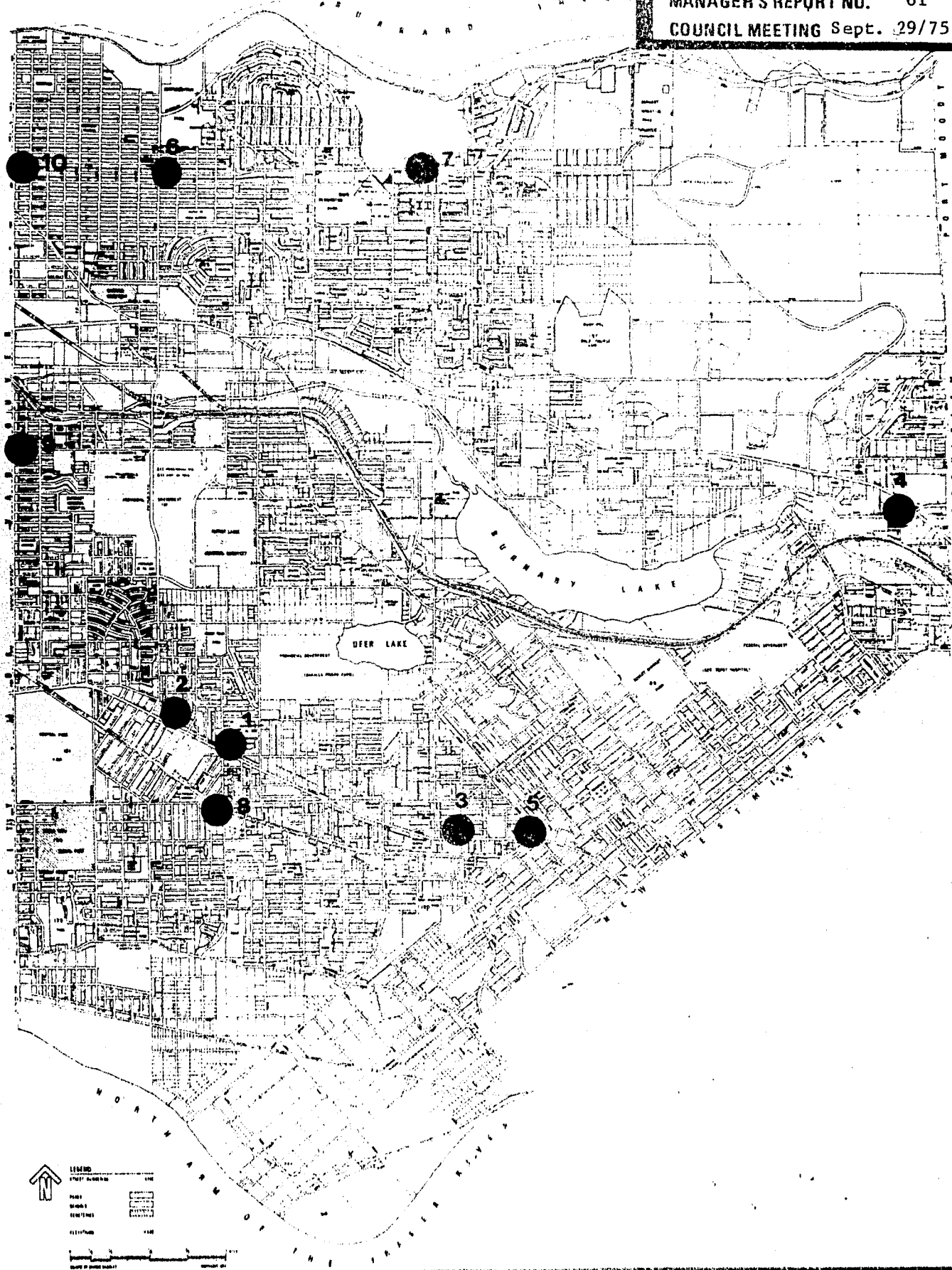


FIGURE 2

TEN BILLBOARD LOCATIONS

- | | |
|--------------------------------|--------------------------------|
| 1. Kingsway NS 200' E/O Nelson | 6. Hastings & Willingdon SE |
| 2. Kingsway NS opp Silver | 7. Hastings & Sperling NW |
| 3. Kingsway & Griffith NW | 8. Imperial SS 130' W/O Nelson |
| 4. Lougheed & Government SW | 9. Canada Way & Boundary |
| 5. Kingsway & Edmonds NW | 10. Hastings & Boundary |

ITEM 7
MANAGER'S REPORT NO. 61
COUNCIL MEETING Sept. 29/75

FOR IMMEDIATE RELEASE

September 12, 1975

A program of road development, designed to ease traffic pressure in Burnaby, will be presented for voter approval November 15.

Six projects are included in the plan. In all but two, new routes are involved.

The referendum will seek authority for the borrowing of \$20.4 million for a staged program of construction lasting until 1978. The total includes a projected inflation allowance, but does not take into account reductions expected through substantial government grants.

All of the projected developments are the result of years of study, both by planners at municipal hall and by outside consultants.

"Our continuing studies of growth, population densities and traffic movement showed us that there was a need to look now at Burnaby's requirements for the future," said Planning Director Tony Parr. "While public transportation is a major part of that long-range endeavour, certain items of highway housekeeping are equally important."

"Our aim in this program" he said, "is to build more direct routes to keep Burnaby people moving, and to do it with minimum disruption and cost. Present and future bus routes were also very much a part of our considerations."

In all six projects, the roads planned will be two lanes each way and in most instances, centre medians will be landscaped with on-street parking permitted.

Of the six developments planned, the so-called Hastings-Sprott Connection by way of Kensington Avenue is most significant.

This new two-mile section, linking the Sprott St.-Trans-Canada Interchange with Hastings Street in the north of the municipality, will effectively eliminate one of the Lower Mainland's most infamous bottlenecks.

In the development, the route will go north from Sprott, rise by way of overpass across the Great Northern railway tracks and the Lougheed Highway, and connect with Kensington, which will be widened from two lanes to four with residential on-street parking available.

- 2 -

"The crossing -- and annoyance of waiting -- at this busy rail intersection will be ended," Parr said. "So too, will many of the problems that occurred where Sperling Avenue met the Lougheed at a very steep grade."

Parr said that while more traffic will end up on Kensington, surveys have shown that the count will be about the same as is now being acceptably carried on Sperling.

A second project will provide access to the provincial-government-financed Marine Way, a major new through-route south of Marine Drive.

The route for this access will follow the Twentieth Avenue alignment through now-undeveloped municipal land southeast of the Gilley ravine.

Boundary Road, shared with the City of Vancouver, will be brought up to four-lane standard between Twenty-Ninth and Dubois, a distance of about three miles.

A connector will be built from Moscrop west of Royal Oak to Canada Way through undeveloped land south of Gilpin Street ending in the vicinity of Municipal Hall.

At the south end of Nelson Avenue, the street would be extended to serve projected recreational facilities, and continue south to Marine Way.

In the last of the developments, Sprott Street would be upgraded from Canada Way to the Trans-Canada Highway.

"While some of these highway programs are bigger than others, none is less important than another," Parr said. "We're confident that local traffic movement within the municipality will be greatly aided by these plans."

"In the not-too-distant future, it will be a little bit easier to get from A to B."

- 30 -

For further information:

Ray Torresan
Torresan/Rose Marketing Communications Ltd.
#200 - 1132 Hamilton St., Vancouver, B.C.
688-4621 or 261-2985