

ITEM 12
MANAGER'S REPORT NO. 53
COUNCIL MEETING 85/08/12

RE: LETTER FROM MR. C.W. BRESSLER WHICH APPEARED ON THE AGENDA FOR
THE MEETING OF COUNCIL 1985 JULY 29 (Item 5 m)
WILLINGDON EXTENSION STREET SIGNS (Item 4 c, 1985 June 03)

ACTING MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Engineering be adopted.

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TO: MUNICIPAL MANAGER 85 08 06
FROM: DIRECTOR ENGINEERING
SUBJECT: WILLINGDON EXTENSION - COMPLAINT OF C.W. BRESSLER

RECOMMENDATION:

1. THAT C.W. Bressler, 6909 Willingdon Avenue, Burnaby, B.C., V5J 3R3, receive a copy of this report.

SUMMARY:

We have reviewed the signing in the vicinity of Imperial/Patterson/Willingdon Extension and it is felt that the proposed changes outlined in this report are improvements on the existing signage. To change the name of the Willingdon Extension to one which does not include either Willingdon or Patterson would result in traffic using minor streets instead of major streets as intended.

REPORT:

A change in the name of the Willingdon Extension to a name that has no reference to either Willingdon or Patterson Avenue would produce considerable confusion. Persons on Imperial looking for Willingdon Avenue to access Kingsway or points north would probably end up using the section of Willingdon Avenue between Imperial and the Extension, which is not a major street. Even Mr. Bressler in his letter of 1985 May 19 recognized the need for continuity in naming when he suggested "Willingdon-Patterson Connector" as a name instead of Willingdon Extension. This suggestion had merit except when considering the size of the street name sign required to contain the name and the need to still be readable from a reasonable distance.

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While the word "Extension" may be unusual, the naming of streets to reflect their deviation from a normal street pattern is not unusual. For example, in Burnaby we already have the "Gilmore Diversion" and the "19th-20th Diversion". The important word in this case is "Willingdon" because it should immediately convey to those persons looking for the major north/south connector that they have arrived at the intersection where they must turn. The oversized davit-mounted street name signs at Imperial/Patterson/Willingdon should make them easily spotted and read.

The larger route informational-type signing placed on the south side of Imperial Street west of Patterson Avenue facing eastbound traffic will be removed because it appears that there is too much information on this sign for a passing motorist to assimilate during the brief period it is within his field of view; the aforementioned davit-mounted street name signs are felt to be adequate. Anyone who turns north looking for Patterson Avenue or south looking for Willingdon Avenue will be redirected by signs indicating how to get to those respective Avenues.

The other complaints of Mr. Bressler have been dealt with as follows:

1. The push button signs on Bennett Street and Nelson will be replaced.
2. The guy wire in front of 6189 Willingdon Avenue is within the proposed Central Boulevard roadway and will be either eliminated or relocated when the section of Central Boulevard between Willingdon and McKay Avenue is constructed.



DIRECTOR ENGINEERING

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c.c. () Traffic Supervisor