

**TO:** CITY MANAGER 1998 September 09

**FROM:** DIRECTOR PLANNING & BUILDING OUR FILE: 8.615

**SUBJECT:** Proposed Name Change at Current Canada Way and Sperling Avenue Intersection Related to Deer Lake Avenue Improvements

**PURPOSE:** To respond to Council's request for a further report on the proposed renaming of a short segment of Sperling Avenue at Canada Way to Deer Lake Avenue

**RECOMMENDATION:**

1. **THAT** Council endorse the approach outlined in this report, leading to the renaming to Deer Lake Avenue of a short segment of Sperling Avenue south of Canada Way to give continuity with Deer Lake Avenue.

**REPORT**

**1.0 BACKGROUND**

At its regular meeting of 1998 June 01, Council considered a report from staff that recommended that in light of a redesign of Deer Lake Avenue/Sperling Avenue at Canada Way, the name of a short section of Sperling Avenue located both north and south of its intersection at Canada Way be changed to Deer Lake Avenue. (See *attached* Sketch #1.) At the Council meeting, comments were made and questions asked regarding the renaming proposal and the matter was referred back to staff for a further report.

This report is in response to the points raised by Council.

**2.0 NEW INTERSECTION OF DEER LAKE AVENUE AT CANADA WAY**

The substantial intersection improvements which are currently under construction at Canada Way/Sperling, as well as improvements to Deer Lake Avenue within Deer Lake Park are intended to provide safe access and a clearly defined, direct route south from Canada Way, the major arterial, to the many civic facilities on Deer Lake Avenue. The signalization and reconstruction will transform the intersection into the major access from the north and south-east for both private vehicles and public transit to Heritage Village, the C.W. Parker Carousel, Deer Lake Park, the Hart House, Shadbolt Centre, the RCMP, the Law Courts and the City Hall West Building, all of which are located on Deer Lake Avenue.

### 3.0 RESPONSE TO COUNCIL COMMENTS

Responses to comments from the Council meeting of 1998 June 01 are provided as follows:

#### 3.1 Confusing Road Pattern

Deer Lake Avenue, as may be noted from the *attached* sketches #1 and #2 is curvilinear and will have direct continuity with the intersection improvements with Canada Way. Sperling Avenue south of Canada Way, on the other hand, will intersect Deer Lake Avenue at a T intersection under the approved road plan, reflecting its role as a secondary street that provides access primarily to a residential area. Therefore, emphasis of the easterly entry point to Deer Lake Avenue in the public's mind is important as a way-finding key for the public to find the majority of the civic facilities and to encourage their greater public use.

#### 3.2 Rename Only the Portion of Sperling Avenue South of Canada Way

This approach would require that the intersection of Canada Way/Sperling Avenue indicate "Sperling Avenue" for the north leg and "Deer Lake Avenue" for the south leg. Staff in further examining this approach consider it to have merit in that no address changes to properties would result - the six affected properties, only one of which is privately-owned, all being north of Canada Way. Therefore, it is proposed that the north leg of the intersection remain "Sperling Avenue" with the south leg being "Deer Lake Avenue" and so indicated by standard post-type street signs. The overhead signs at the intersection are proposed to indicate "Deer Lake Avenue" with a directional arrow to the south to guide the public to the primary civic facilities with "Sperling Avenue" in parentheses below. These proposals have been determined in concert with the Traffic Engineering Section.

#### 3.3 Renaming Sperling Avenue will Cause More Shortcutting

Traffic volumes on Deer Lake Avenue will increase somewhat due to the improvements to access via Canada Way and the introduction of public transit. However, the improvements in the area are predicated on the desire to improve safe access to the Deer Lake Area and open its many important facilities to the residents of Burnaby and to create a vibrant Cultural and Administrative area. The improvements to the intersection as well as to stretches of Deer Lake Avenue are also intended to more easily accommodate bus transit, providing a further service to the public in the area.

### 3.4 Deer Lake Avenue should be renamed Deer Lake Drive

Deer Lake Drive is already being used as a street name in Burnaby for a short street west of Sperling on the south side of Deer Lake, and is therefore unavailable for re-use.

## 4.0 CONCLUSIONS

The intersection improvements now under construction at Canada Way/Sperling will create a major gateway access to the civic facilities on Deer Lake Avenue for the benefit of all the residents of Burnaby. Complaints have been received in the past from members of the public who have found the existing intersection confusing when attempting to locate existing facilities along Deer Lake Avenue, including the Shadbolt Centre for the Arts, Hart House Restaurant, the Art Gallery, the Village Museum, the Law Courts and the RCMP Main Detachment. The renaming of Sperling Avenue to Deer Lake Avenue for the south leg of its intersection with Canada Way complements these important changes by giving clear and unmistakable directions to these civic facilities. More signage for the civic facilities is not necessarily the answer in directing the public to these individual facilities along Deer Lake Avenue, but rather, emphasis on first finding Deer Lake Park and Deer Lake Avenue, and then directing the public to the individual facilities along Deer Lake Avenue. The Parks, Recreation and Cultural Services Department is supportive of the proposal which should greatly assist visitors to the attractions in this area. It is desirable for the intersection name to be resolved concurrently with the imminent completion of construction and use by the public of the improved and reconfigured intersection.

Therefore in summary, it is proposed that:

- a. The standard post-type street signs at this Canada Way intersection indicate "Deer Lake Avenue" for the south leg and remain "Sperling Avenue" for the north leg.
- b. The overhead signs at the intersection are proposed to indicate "Deer Lake Avenue" with a directional arrow as well as "Sperling Avenue" in parentheses.

Subject to Council's concurrence, it is proposed that this change be implemented on this basis.

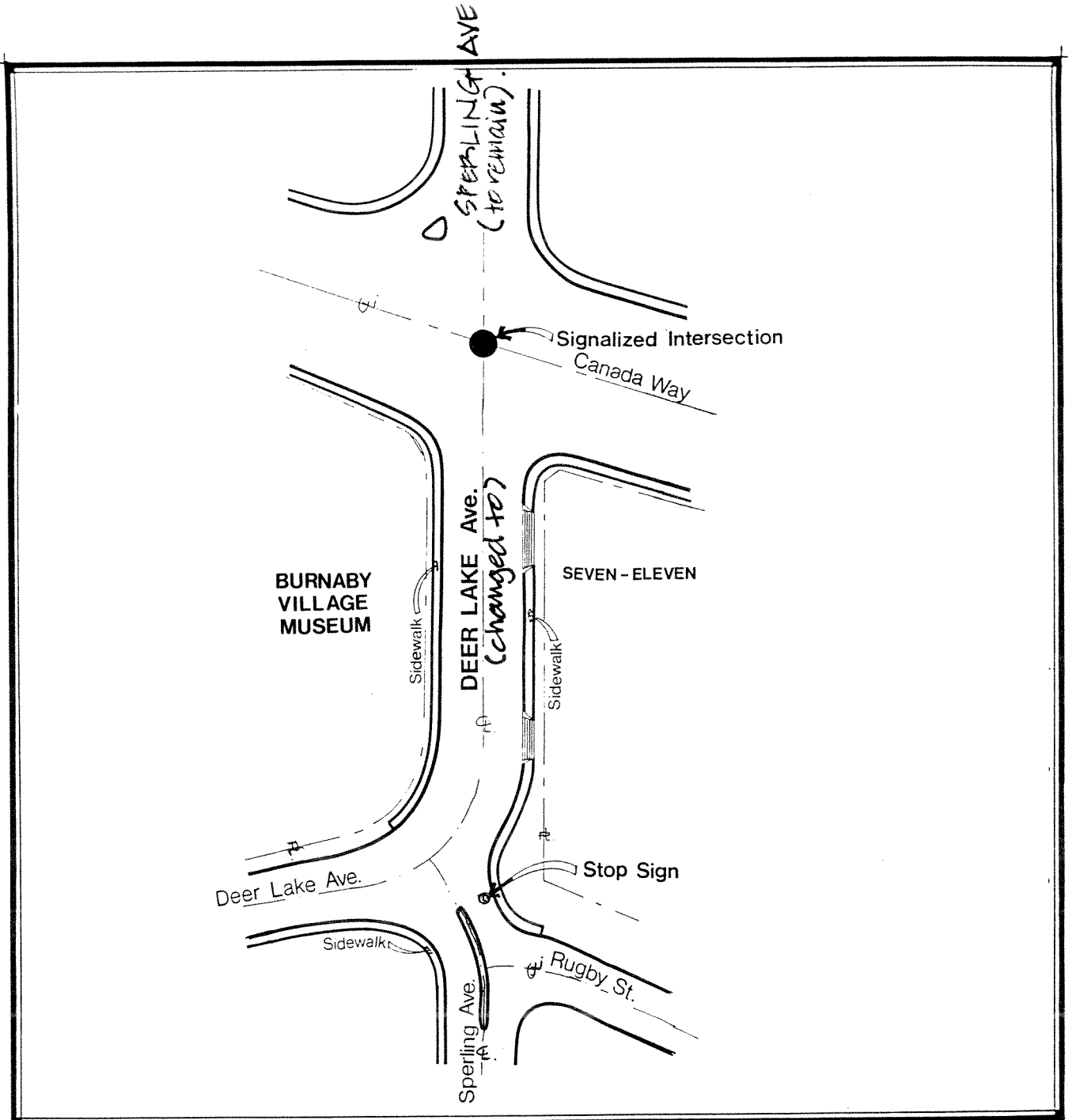


D.G. Stenson, Director  
PLANNING & BUILDING

RG:KI\sk:sa

Attachments(2)

cc: Director, Engineering  
Director, Parks, Recreation and Cultural Services



Date:  
May 1998

Scale:  
N.T.S.

Drawn By:  
J.P.C.



City of  
**Burnaby**  
Planning & Building Dept.

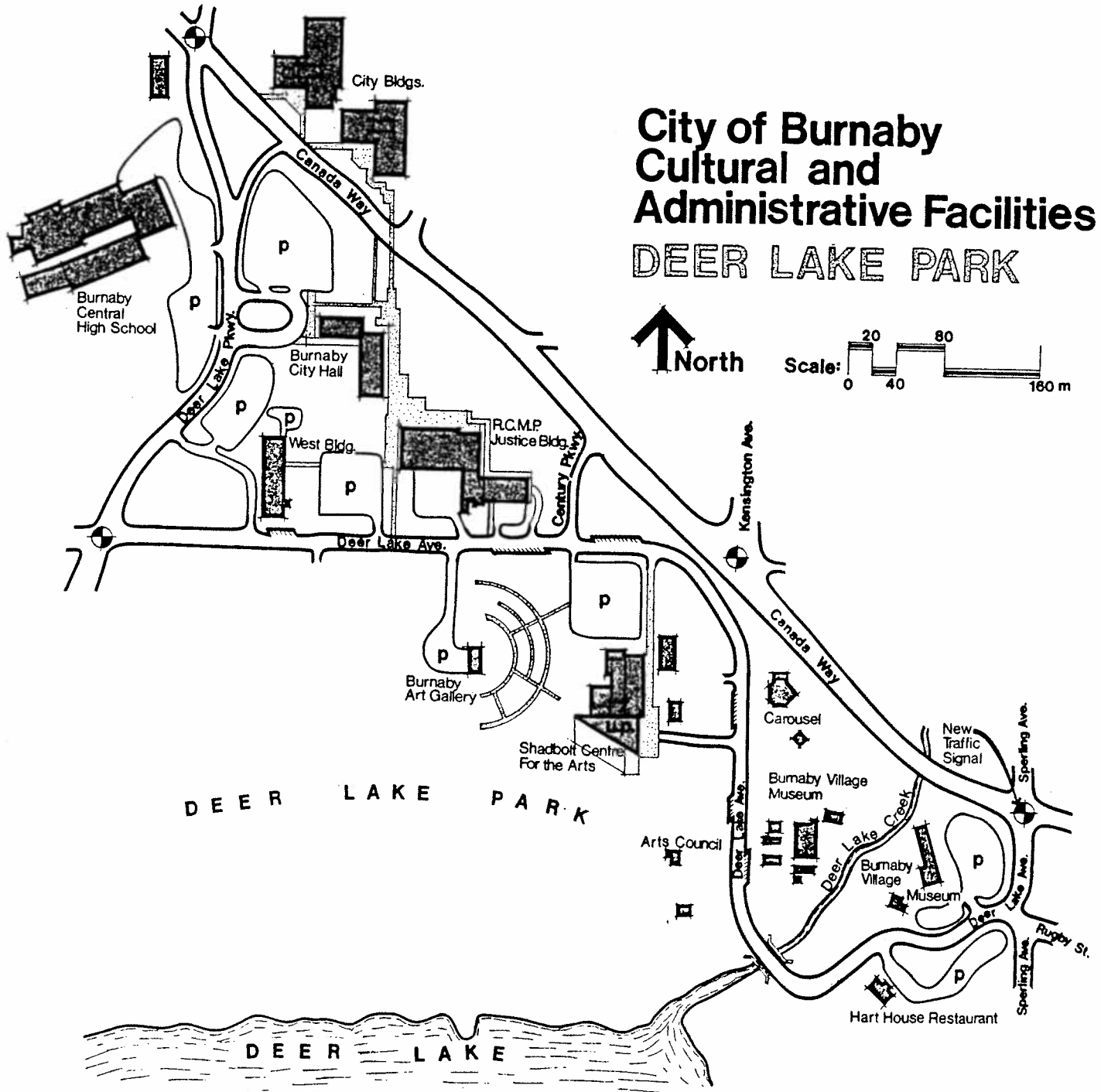


North

*INTERSECTION ALONG CANADA WAY  
AT SPERLING AVE / DEER LAKE AVE*

Sketch # 1

# City of Burnaby Cultural and Administrative Facilities DEER LAKE PARK



Sketch # 2.

