

CITY OF BURNABY

TRAFFIC AND TRANSPORTATION COMMITTEE
(TRAFFIC SAFETY DIVISION)

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: DIRECTIONAL SIGNING PRACTICE

RECOMMENDATION:

1. **THAT** Council approve the proposed practice for directional traffic signing as discussed in this report.

R E P O R T

The Traffic and Transportation Committee (Traffic Safety Division), at its meeting held on 2001 February 06, received and adopted the *attached* report to formalize the practice for directional traffic signing to private sector sites in the City.

Respectfully submitted,

Councillor D. Evans
Chair

Councillor B. Der
Vice Chair

Councillor G. Begin
Member

: COPY - CITY MANAGER
- DIRECTOR ENGINEERING

City of Burnaby

INTER-OFFICE COMMUNICATION

TO: TRAFFIC SAFETY COMMITTEE **DATE:** 2000 11 27
FROM: ASST. DIRECTOR ENGINEERING,
TRAFFIC & ENGINEERING SYSTEMS **FILE:** 55-00-01
SUBJECT: DIRECTIONAL SIGNING PRACTICE
PURPOSE: To formalize the practice for directional traffic signing to private sector sites in the City.

RECOMMENDATION:

1. **THAT** the proposed practice for directional traffic signing as discussed in this report be approved by the Committee.

R E P O R T

Increasingly, staff receive requests for directional signs to various land uses from nearby major roadways. Approval of these requests has hinged on a number of factors. Principally we have considered the difficulty of finding the site and the number of first time/one time visitors attracted.

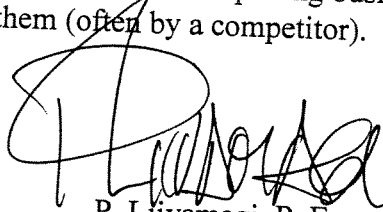
On this basis, a number of years ago the Villa Hotel (now the Radisson) was provided with directional signs on Canada Way at Sumner. Most recently we installed a number of directional signs to the Hilton Hotel at the Crystal. However, conscious of the proliferation of these signs the installation was limited to a period of 6 months from opening. The cost of fabricating, installing and removing the signs was borne by the hotel. Similarly directional signs to Edmonds Town Centre South have been appended with the names of new developments still being marketed. Costs have been borne by the developer.

We have refused requested signs to businesses which are visible and readily accessible from the major road network. Denial of the request has, on occasion, resulted in protestations about equity, fair play, and free advertising provided to competitors having such signs. To obviate the concerns discussed staff are proposing to formalize the practice relative to commercial directional signs. The proposed practice is outlined on the attachment, which if approved would be provided in response to inquiries.

We note that the proposed practice does not relate to the signing of civic landmarks or public agencies such as Air Care. The siting of those signs is handled administratively and external organizations' signing is provided at their costs.

There is some difficulty in dealing with existing signing. One option would be to simply grandfather the signs. A second possibility is a total removal of signs after (say, a lag of 6 months) the appropriate businesses have been notified. With the latter course there would typically be an immediate appeal launched to Council or the Committee. The number could potentially detract from normal business of the Committee. Accordingly staff propose to thin out the signs over time, as the occasion is offered but principally through a change of business, etc.

We note that on occasion we encounter directional signs that appear to have been fabricated and installed by the City but have in fact been installed by an enterprising business proprietor. These are removed when our attention is drawn to them (often by a competitor).



P. Liivamagi, P. Eng.
ASST. DIRECTOR ENGINEERING,
TRAFFIC & ENG. SYSTEMS

PL:jh/jb
Attach.

cc: City Manager

DIRECTIONAL TRAFFIC SIGNING FOR COMMERCIAL DEVELOPMENT APPLICATION CRITERIA AND PROCEDURE

PURPOSE

To outline the practice for installation of directional signing on City streets for the benefit of private sector sites.

CRITERIA

1. A significant number of motorists seeking the location are expected to be unfamiliar with the area.
2. The destination is not situated on a major arterial roadway as identified by the Burnaby Transportation Plan.
3. It is difficult to find access to the site from the major road network, or because vehicle movement restrictions significantly limit site access.
4. Directional signage would alleviate or lessen the potential for traffic congestion due to driver confusion.

DESIGN

Where possible, signs should provide general directional information to a complex, eg. Edmonds Town Centre South. Individual sub-developments could be addressed via tab signs.

The size and presentation of the sign will conform with TAC Standards, ie. the standard colour scheme of white lettering on green background is to be used.

COST

A fee of \$150 will be charged for each individual sign constructed and installed by City forces. 'Private' signs are not permitted on City roads.

DURATION

Signs would be placed for a period of 6 months.