

CITY OF BURNABY

TRAFFIC AND TRANSPORTATION COMMITTEE
(TRAFFIC SAFETY DIVISION)

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

Re: EDUCATIONAL SIGNS PROMOTING TRAFFIC SAFETY

RECOMMENDATION:

1. **THAT** Council approve the test installation of the speed fine message signs discussed in this report.

REPORT

The Traffic and Transportation Committee (Traffic Safety Division), at its meeting held on 2002 January 15, received and adopted the attached report regarding billboard style signs which display traffic fines associated with vehicle speeding on City roadways within school and playground zones. The Committee supports test installation of these signs as a powerful deterrent to speeding traffic.

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

FROM: ASST. DIRECTOR ENGINEERING,
TRAFFIC & ENGINEERING SYSTEMS

DATE: 2001 12 18

FILE: 55-11-01

SUBJECT: EDUCATIONAL SIGNS PROMOTING TRAFFIC SAFETY

PURPOSE: To provide the Committee with information concerning the billboard style educational signs in use throughout the City predominantly at school zones and consider additional signs messaging the fee schedule for specific speeding offences as used elsewhere in B.C.

RECOMMENDATION:

1. **THAT** the speed fine message signs discussed in this report be approved for test installation.

REPORT**1.0 INTRODUCTION**

At a recent meeting of the Traffic Safety Committee, staff were asked to report on the feasibility, desirability and cost implications of installing billboard style signs displaying traffic fines associated with vehicle speeding on City roadways within school and playground zones. In particular, staff were also asked to consider siting these signs at the entrance to the City. An inquiry was also made regarding the present billboard style School Zone Signs program.

2.0 BACKGROUND

The City first experimented with two billboard style traffic safety advertisements outlining the speed limit on City streets. These signs were based on standard plywood sheets used "in landscape" and were placed at a number of different locations on different occasions. The locations typically

evidenced higher speed due to limited side friction from adjacent development. The locations were also constrained by a need for the appropriate siting of the signs. A unique educational sign related to a rash of deer kills is located off Centennial Way.

Currently there are twelve signs messaging the meaning of regulatory School Zone signs as shown in Exhibit 1. These are rotated among 25 schools within the City during the school year to keep the message fresh. The *attached* Exhibit 2 lists the schools involved, approximate sign locations and the current years rotation schedule.

In addition, four signs publicising the recent "Keep Our Future Safe" campaign have been included in the program and will be rotated to locations not being utilized for School Zone signs noted above.

3.0 FINES SIGN

It has been observed that information signs regarding the fine schedule related to speeding similar to that shown as Exhibit 3, have been deployed elsewhere in B.C. Following discussion, the Committee expressed interest in staff reporting on the feasibility and desirability of using this type of signing.

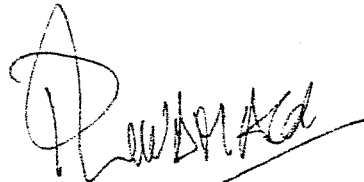
Specifically, the Committee suggested providing this type of signage at major entrances to the City. The signs would inform motorists of the cost implications of speeding throughout Burnaby both on typical roadways posted at 50 Km/H and 30 Km/H reduced speed zones but would not be location specific such as those found adjacent to school and playground zones. All potential locations for entrance sign installation are displayed on the *attached* map marked as Exhibit 4. It is noted in many instances siting would be problematic if not infeasible, due to right-of-way, land use and other constraints.

In particular, there is also a concern that the fine sign is too "busy" for ready comprehension by motorists. The amount of information requires small lettering if the size of sign is to be kept manageable. Increasing the size of the sign will inevitably reduce the number of locations where it could be readily installed. The quantity of information to be assimilated may in itself preclude placement at locations where driver focus on the task is paramount. To address these concerns the standard roadside traffic signs rely increasingly on logographics to convey messages.

Staff have considered alternative sign designs that use less wording to convey the message but have not found a compact format. Two billboard style concepts are shown in Figure 5 but their effectiveness is not certain.

4.0 CONCLUSION

The City currently uses “non standard” educational signing primarily related to speed zone information. Signing that informs the motorists of the cost of a speeding ticket may be a more powerful deterrent. Accordingly, if approved, staff propose testing the two types of signs discussed above. It is noted that the mock-ups shown on Figure 3 and 5 would be further refined by the City’s Sign Shop staff. At this time, three “gateway” informational signs of the type shown in Exhibit 3 are proposed and careful consideration will be given to siting. Only a single billboard style sign such as shown in Figure 5 would be produced and incorporated into the existing program. While no formal consumer testing is proposed personal and public reaction to the prototypes will enable committee members to judge whether this signing initiative should be expanded and determine the direction of sign design refinements required.



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

AE:

cc: City Manager



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Exhibit # 1
Existing School Zone Speed Limit Signs

DRAWN BY: A.K.E	SCALE: N.T.S.
APPRV'D BY: P.L.	DATE: 01/12/04

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EXHIBIT #2

30 KM OVERSIZED SCHOOL ZONE WARNING SIGNS

2001 / 2002 SCHEDULE OF INSTALLATION

September - December

1	Stoney Creek	Beaverbrook Cres
2	Nelson	Rumble
3	St.Micheals	10th Ave (N.of School Driveway)
4	Brentwood	Delta ?
5	Montecito	Duthie North of Montecito
6	Windsor	Imperial East of Waltham
7	Armstrong	Armstrong ?
8	Parkcrest	Winch
9	Cascade	Smith @ Pine
10	Clinton	Clinton
11	Capital Hill	Holdom North of Hastings
12	Sperling	Sperling

December - Spring Break

1	Nelson	Nelson North of Rumble
2	Edmonds	18th Ave. West of Canada Way
3	Aubrey	Curtis East of Gamma
4	Forest Grove	In front of School
5	Glenwood	Marine East of Gilley
6	Stride	14th Ave. East of 19th St.
7	Gilmore	Gilmore North of Triumph
8	Seaforth	Government
9	Suncrest	Rumble East of Greenall
10	Cameron	Bartlett
11	Kitchener	Gilmore ?
12	Stoney Creek	Beaverbrook Cres

Spring Break - June

1	Nelson	Rumble
2	St.Micheals	10th Ave (N.of School Driveway)
3	Brentwood	Delta ?
4	Montecito	Duthie North of Montecito
5	Windsor	Imperial East of Waltham
6	Armstrong	Armstrong ?
7	Parkcrest	Winch
8	Cascade	Smith @ Pine
9	Clinton	Clinton
10	Capital Hill	Holdom North of Hastings
11	Sperling	Sperling
12	Nelson	Nelson North of Rumble

1.0 m

1.5 m

SPEEDING FINES

Posted Limit 50 Km/H

51 - 70 Km/H \$ 115

71 - 110 Km/H \$ 173

111 + Km/H \$ 460

Posted Limit 30 Km/H

31 - 50 Km/H \$ 115

51 - 70 Km/H \$ 230

71 + Km/H \$ 460

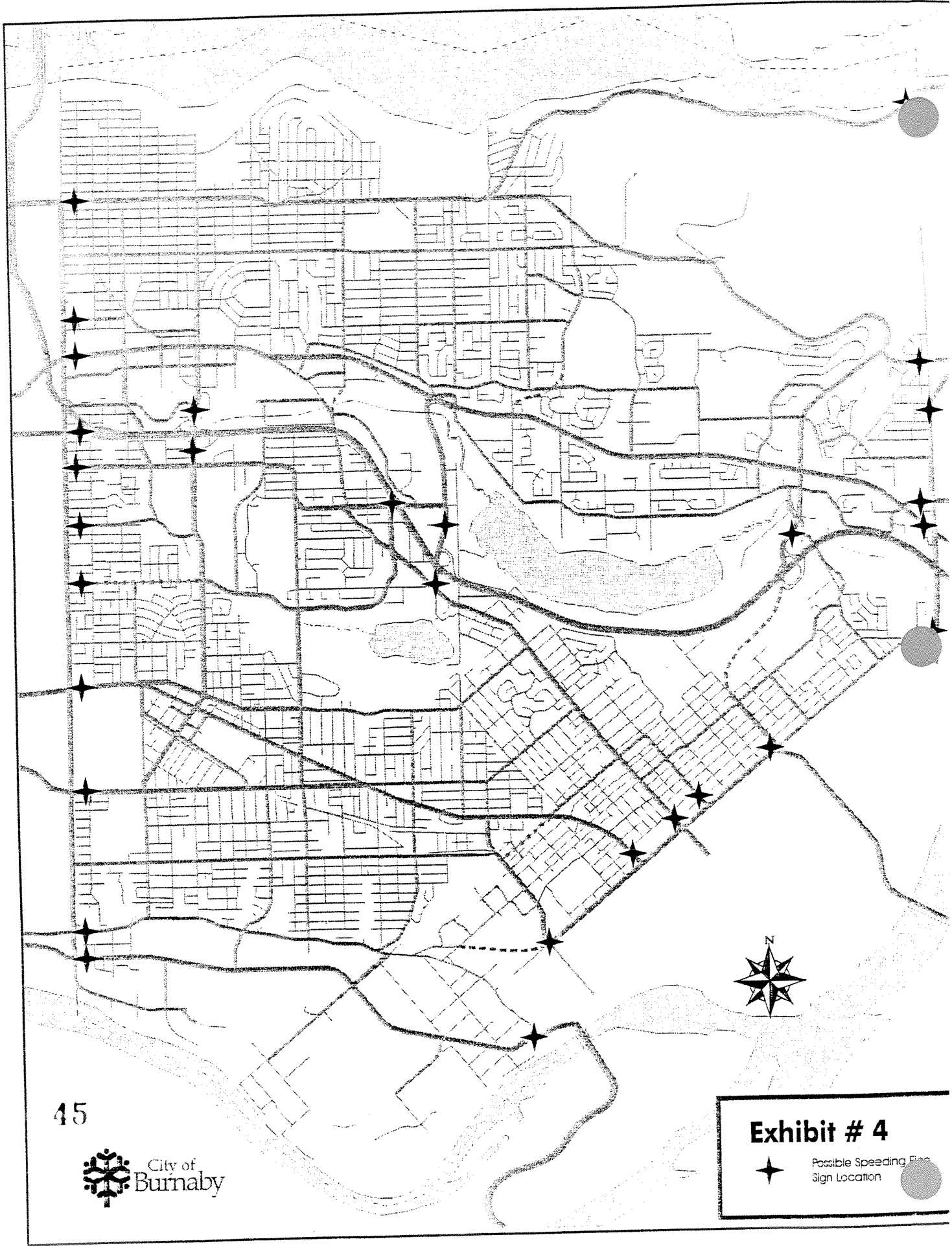
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Exhibit # 3 Draft Speeding Fine Sign

DRAWN BY: A.K.E	SCALE: N.T.S.
APPR'V'D BY: P.L.	DATE: 01/10/23

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Exhibit # 4

★ Possible Speeding Fine Sign Location

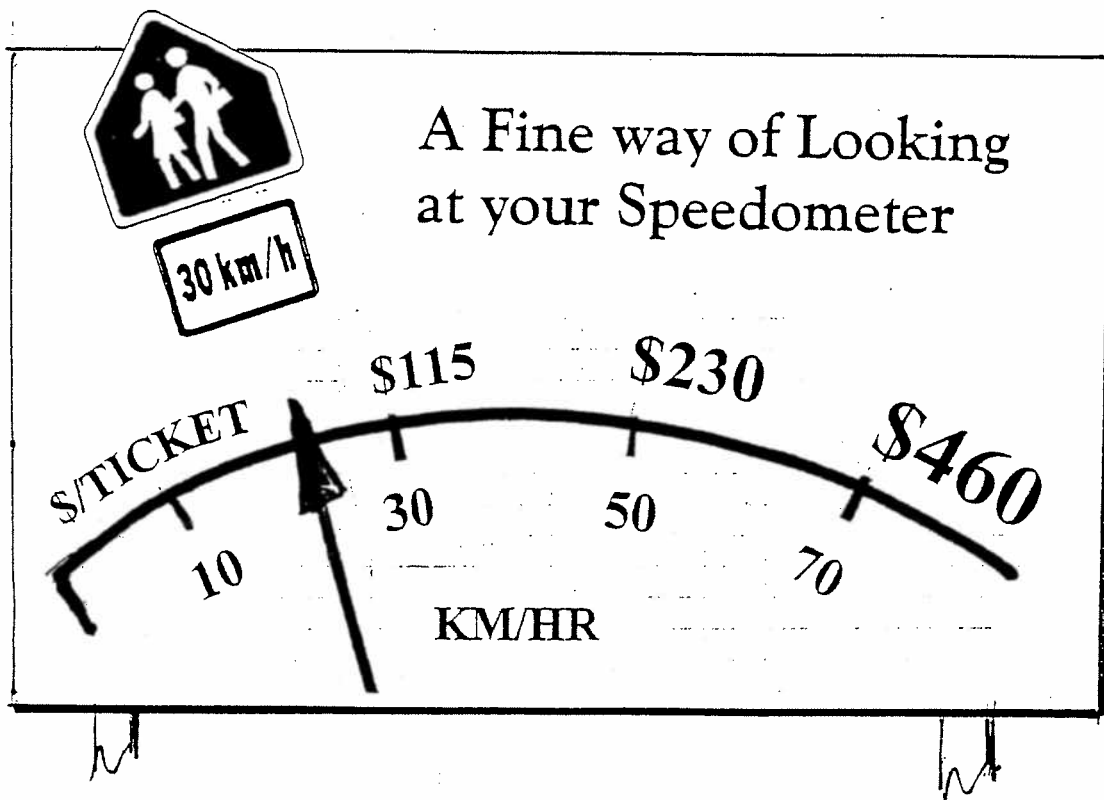
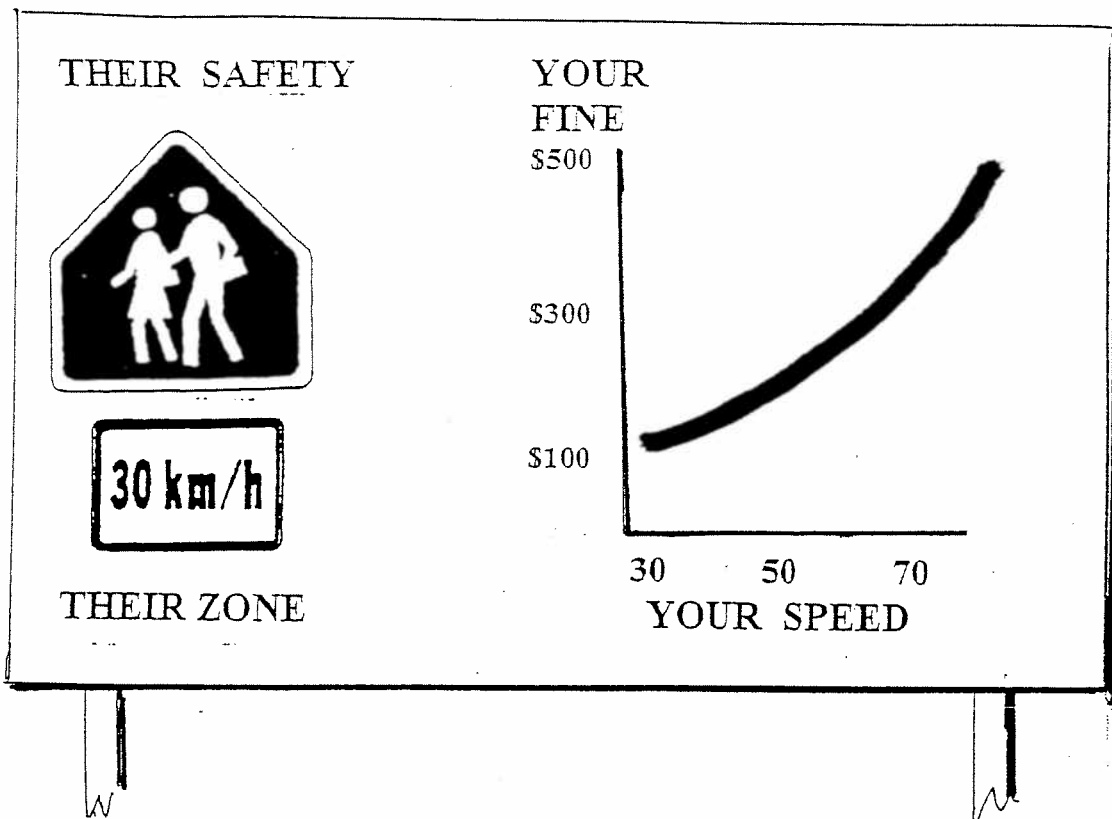


Exhibit #5 Possible Billboard Display of Speeding Fines

