

COMMUNITY DEVELOPMENT COMMITTEE

A

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: REQUEST FOR RE-ADDRESSING NORTH ROAD

RECOMMENDATIONS:

1. THAT Council authorize staff to work with the City of Coquitlam and the North Road Business Improvement Association on the development of an address signage program on North Road from the Trans Canada Highway to Cameron Street.
2. THAT a copy of this report be forwarded to the North Road Business Improvement Association, #102-319 North Road, Coquitlam, B.C. V3K 3V8.

REPORT

The Community Development Committee, at its Open meeting held on 2006 June 27, received and adopted the *attached* report responding to a request from the North Road Business Improvement Association to re-address North Road. The Committee reviewed the ramifications of altering this numbering system and as an alternative proposed the development of a signage program to alleviate the addressing difficulties identified by the North Road Business Improvement Association.

Respectfully submitted,

Councillor Colleen Jordan
Chair

Councillor Dan Johnston
Vice Chair

Councillor Garth Evans
Member

COPY: CITY MANAGER
DIRECTOR PLANNING & BUILDING
DIRECTOR ENGINEERING
CHIEF BUILDING INSPECTOR

TO: COMMUNITY DEVELOPMENT
COMMITTEE

DATE: 2006 June 23

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 76000 07
Reference: North Road BIA

SUBJECT: REQUEST FOR RE-ADDRESSING NORTH ROAD

PURPOSE: To respond to a request by the North Road Business Improvement Association to re-address North Road.

RECOMMENDATIONS:

1. **THAT** staff be authorized to work with the City of Coquitlam and the North Road Business Improvement Association on the development of an address signage program on North Road from the Trans Canada Highway to Cameron Street.
2. **THAT** a copy of this report be forwarded to the North Road Business Improvement Association, #102-319 North Road, Coquitlam, B.C. V3K 3V8.

REPORT

1.0 BACKGROUND

Since it was formed as a non-profit association in 2003, the North Road BIA has pursued a number of improvements in the North Road corridor, from the Trans Canada Highway to Cameron Street. In conjunction with the cities of Burnaby and Coquitlam, the BIA has successfully pursued several urban design initiatives including new street banners, flowers and new planters, painted blue light standards and signal poles, and new decorative blue garbage receptacles. They have “adopted” a portion of the highway that passes over North Road through the Ministry of Transportation “Adopt a Highway” program. They also work to keep the light standards and utility poles free of posters and illegal signage, and report “tagged” poles to the City. Recently, the BIA engaged ICBC and the Cities of Burnaby and Coquitlam to jointly fund an auto crime bike patrol, which has been very successful in reducing auto-related crime in the area.

At its meeting of 2005 May 02, Council received a letter from the North Road Business Improvement Association requesting that the cities of Coquitlam and Burnaby work together to study, consider and implement changes to the address numbering system of North Road, such that both sides of the road would bear a consistent numbering system. The BIA indicated that the different numbering system was a problem for the local businesses, causing confusion with customers in locating specific addresses. It was noted that a staff report would be forthcoming, following an examination of the issue by both Coquitlam and Burnaby.

To: City Manager
From: Director Planning and Building
Re: Request to Re-address North Road
2006 June 23 Page 2

Staff from the two municipalities met and reviewed the request. That review concluded that re-addressing North Road would introduce an addressing anomaly into one or both of the municipalities, where none currently existed. As such, staff from both municipalities felt they could not recommend to their respective Councils the proposed address changes. This was relayed verbally to the BIA. The BIA indicated at that time that they would like to reconsider their original proposal.

At its meeting of 2006 May 29, Council heard a delegation from the North Road BIA, requesting that Burnaby re-address its side of North Road to conform to the Coquitlam numbering system. The issue was referred to the Community Development Committee for consideration. This report outlines the rationale for retaining the existing numbering system, and advances a signage proposal to better assist the businesses and customers of North Road.

2.0 ANALYSIS OF RE-ADDRESSING REQUEST

At issue are the respective address numbering systems of Burnaby and Coquitlam when they meet at North Road. At the Trans Canada Highway, on the Burnaby side of North Road, the block number is 4500 (odd numbers), and the numbers go down as one goes north, terminating at Broadway in the 2400 block. Across the street on the Coquitlam side, the numbering begins at the 300 block (odd numbers) and the numbers increase as one goes north, terminating in the 1000 block at the top of North Road. Thus, at the Trans Canada Highway, the first building to be addressed on the Burnaby side is 4573 North Road, and on the Coquitlam side it is 319 North Road.

When staff from the cities of Coquitlam and Burnaby met and discussed the BIA's request, three possible options to implement the renumbering request were identified:

1. the properties along the west side of North Road (Burnaby) be renumbered to match the east side;
2. the properties along the east side of North Road (Coquitlam) be renumbered to match the west side; and
3. a whole new numbering system be created for the North Road corridor.

Staff subsequently conducted a review of the implications of each of these options and concluded that all three options are undesirable, given that they would result in a deviation with each municipality's existing numbering system. This would have the effect of creating an address deviation for each municipality where none currently exists. Also, for example, the 4500 block of North Road in Burnaby is in approximately the same alignment with the other north/south roads in the city. Thus, if the North Road addresses were changed, those that use the street numbering system to navigate within the municipality would find North Road addresses at odds with the numbering system in place throughout the rest of the city, potentially creating even more confusion than is currently the case.

Further, although the BIA documented support for the re-addressing proposal from local businesses (collecting signatures of support from 133 businesses along North Road), both Coquitlam and Burnaby heard from residents on North Road that did not support the request. These residents were responding to a letter sent by the BIA at the request of the City of

To: City Manager
From: Director Planning and Building
Re: Request to Re-address North Road
2006 June 23 Page 3

Coquitlam. Sixteen letters were received in total by Coquitlam, including the Burquitlam Community Association, opposing the request, largely based on the cost and inconvenience to the residents on North Road, as well as the potential confusion that would be generated. Burnaby staff received two phone calls from residents who were opposed to the proposal, but did not receive any letters. Subsequent to the delegation's appearance at the Council meeting of 2006 May 29, a letter also appeared in a local newspaper raising concerns about the proposal.

Having considered the ramifications of altering the numbering system, it is not considered advisable to change the Burnaby numbering system on North Road. However, it is desirable to mitigate the current problem through means which will not introduce new confusion. To that end, it is proposed that an alternative signage program be developed to alleviate the difficulties in addressing identified by the North Road BIA. Given that the majority of businesses south of Austin are accessed via single or dual entry points (in mall-type developments), as opposed to street fronting developments, address signage at select entry points may alleviate the addressing confusion.

It is proposed that an address signage standard be developed for the commercial property entry points, and that the signage standard be coordinated for both the west (Burnaby) and east (Coquitlam) sides of North Road, reflecting the developing urban design standard in the area. As the North Road BIA represents businesses from the Trans Canada Highway to Cameron Street, it is proposed that the signage standard be developed specifically for businesses in this portion of North Road. The Burnaby Sign Bylaw accommodates the proposed approach for this directional signage, and it is envisioned that the signs be located on private property.

3.0 CONCLUSION

At its meeting of 2005 May 02, Council received a letter from the North Road BIA requesting that changes be made to the address numbering system on North Road, such that both sides of the road would bear a consistent numbering system. A delegation representing the North Road BIA subsequently appeared at Council, specifically requesting that Burnaby re-address its side of North Road.

Having considered the implications of re-addressing North Road, as well as concerns raised by North Road residents, it is recommended that a coordinated address signage program be implemented in lieu of re-addressing. With the authorization of Council, staff will proceed with the development of an address signage program in conjunction with Coquitlam and the North Road BIA for those businesses located within the BIA's area (Trans Canada Highway to Cameron Street).


for Jack Belhouse
DIRECTOR PLANNING AND BUILDING

KSF
cc. City Manager
Director Engineering
Chief Building Inspector