

DISCUSSION

In follow-up to Council's direction, staff undertook a survey of existing guide and tourism signs along Provincial highways in Surrey. A photo inventory compiled during this survey is contained in Appendix I to this report. The survey confirmed a lack of Destination Guide and Tourism Area signs along Highway 99, Highway 91, Highway 10 and Highway 15 for locations/destinations within Surrey. The existing Destination Guide signs on Highways in Surrey place more emphasis on areas outside Surrey such as White Rock and to names of intersecting streets than to regional destinations and attractions located within the City.

Following the receipt of this report by Council, a letter will be sent to the Ministry of Transportation and Infrastructure to highlight the City's concerns, requesting that Destination Guide and Tourism signs on Provincial Highways in Surrey be reviewed. The new signs should improve the guidance given to motorists on Provincial Highways to regional centers and other significant areas of interest within Surrey. As an example, it is noted that White Rock and Crescent Beach are in close proximity to one another with the same need for Guide/Tourism signage; however, currently almost all of the Destination signage along Highway 99 makes reference to White Rock with there being only one reference to Crescent Beach on a highway sign even though Crescent Beach is a recognized popular destination for visitors. It is also noted that Surrey is such a geographically large municipality, there is a need for Highway signage to refer to specific areas/communities within the City such as South Surrey, Newton, Cloverdale, etc.

The staff survey also revealed that some of the existing signs along Provincial Highways are in poor condition and need replacement. This will also be raised at the meeting with the Ministry. Two such signs that require replacement are shown in photographs 19 and 20 of Appendix I attached to this report.

CONCLUSION

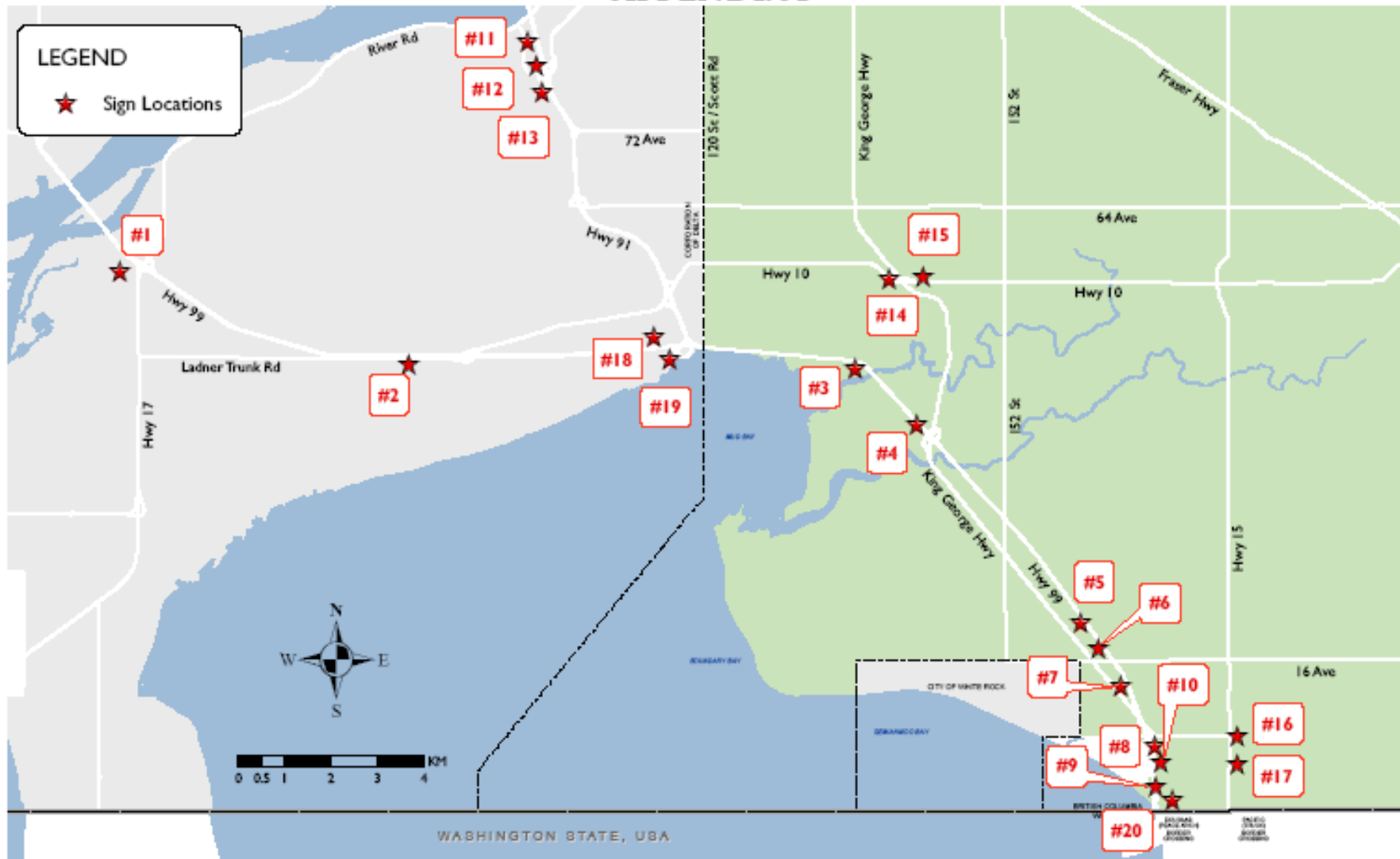
Staff will be meeting with officials of the Ministry of Transportation and Infrastructure to address the need for a change in and additions to the signage along Provincial Highways in and in the vicinity of Surrey with a view to providing better direction to motorists to significant communities and points of interest in the City.

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JB/SP/KL/brb

Appendix I – Photo Inventory of Highway Signage

APPENDIX I



Locations of Proposed Modified Highway Signs

ENGINEERING DEPARTMENT

The data provided is compiled from various sources and IS NOT warranted as to its accuracy or sufficiency by the City of Surrey. This information is provided for information and convenience purposes only. Lot sizes, legal descriptions and encumbrances must be confirmed at the Land Title Office.

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APPENDIX I: SIGNS TO BE MODIFIED OR ADDED



SIGN 1. Hwy 99 Southbound at Hwy 17
Add "South Surrey"



SIGN 2. Hwy 99 Eastbound at Hwy 10
Modify Left sign: Add "North Surrey"
Modify Right sign: Add "South Surrey"



SIGN 3. HWY 99 Southbound
at King George Hwy
Add "South Surrey"



SIGN 4. HWY 99 Southbound
at King George Hwy
Add "South Surrey"



SIGN 5. Hwy 99 Southbound at 18 Ave
Add "South Surrey"



SIGN 6. Hwy 99 Southbound at 17 Ave
Add "South Surrey"



SIGN 7. Hwy 99 Southbound at 12 Ave
Add "South Surrey"



SIGN 8. Hwy 99 Northbound at 8 Ave
Add "South Surrey"



SIGN 9. Hwy 99 Northbound at 2 Ave
Add "South Surrey"



SIGN 10. Hwy 99 Northbound at 2 Ave
Add "South Surrey"



SIGN 11. Hwy 91 Southbound at Nordel Way
Add to left sign: "Surrey City Centre"



SIGN 12. Hwy 91 Southbound at Nordel Way
Add "Surrey City Centre"



SIGN 13. Hwy 91 Southbound at Nordel Way
Add "Surrey City Centre"



SIGN 14. Hwy 10 Eastbound at KGH
Add "South Surrey"
& "Surrey City Centre"
Add Tourism Sign: "Crescent Beach"



SIGN 15. Hwy 10 Westbound
at King George Hwy
Add "South Surrey"
Add Tourism Sign: "Crescent Beach"



SIGN 16. Hwy 15 Northbound at 8 Ave
Add Tourism Sign: "Cloverdale"



SIGN 17. Hwy 15 Northbound at 8 Ave
Add Tourism Sign: "Cloverdale"



SIGN 18. Hwy 91 Southbound at Hwy 99
Add "South Surrey"



**SIGN 19. Hwy 99 Southbound at the Delta Border.
Replace Sign.**



**SIGN 20. Hwy 99 Northbound at Peace Arch.
Replace Sign.**