

NO: R053

COUNCIL DATE: March 6, 2017

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **February 21, 2017**

FROM: **General Manager, Engineering** FILE: **0540-20 (HAC)**
General Manager, Planning & Development

SUBJECT: **Heritage Road Markers and District Signage in the Cloverdale Town Centre**

RECOMMENDATION

The Engineering Department and the Planning & Development Department recommend that Council:

1. Approve the installation of heritage road markers within the Cloverdale Town Centre core as illustrated in Appendix "I" attached to this report; and
2. Accord the district name "Historic Cloverdale" to the Cloverdale Town Centre core as shown in Appendix "I" attached to this report.

BACKGROUND

In 2015, Council adopted O-60, the Surrey Street Naming Policy (attached to this report as Appendix "II") under the *Street and House Numbering By-law, 1957, No. 1500*, which ensures a consistent approach to the official and secondary naming of streets in Surrey. In particular, the Policy and associated Engineering Department Street Naming Practice provide a framework for the installation of heritage road markers and district signs.

Heritage road markers recognize the historical name of a road. Numbered avenues and streets were introduced to Surrey in 1957; previously, the City's roads had non-numerical names. These heritage road names are secondary, honorary road names, and are typically recognized by mid-block black and white signs placed every three kilometres on the road in question, although in some circumstances, small black and white signs are placed at intersection corners. Examples of heritage road names include Johnson Road (152 Street), Hjorth Road (104 Avenue) and Coast Meridian Road (168 Street).

A district sign recognizes a small, discrete historic or otherwise unique area in Surrey that is well-established, pedestrian-oriented and typically has small-scale commercial or mixed-use development. These signs are integrated with the official street name signs at intersection corners within the district. Surrey's only district to date is Whalley's Corner at 108 Avenue, King George Boulevard and Grosvenor Road.

In 2016, the Surrey Heritage Advisory Commission (SHAC) received a request from the Cloverdale Business Improvement Association (BIA) to install heritage road markers and district signs within the historic Cloverdale Town Centre core.

DISCUSSION

The Cloverdale BIA have requested heritage road markers on seven roads within the Cloverdale Town Centre core, and have agreed to pay for the manufacturing of the signs, as per the Practice. The Surrey Archives have confirmed the historical names of the roads as follows:

Official Street Name	Historic Road Name
56A Avenue	Robinson Avenue
57 Avenue	Melrose Avenue
57A Avenue	Hawthorne Avenue
58 Avenue	Broadway
58A Avenue	Bond Avenue
176 Street	Clover Valley Road
176A Street	King Street

Endorsement of the BIA's request for heritage road markers by the SHAC was obtained on October 26, 2016.

In addition to heritage road markers, the BIA have requested "Historic Cloverdale" district signage for the core of the Town Centre. The Town Centre core meets the criteria for district signage, as it is well-established, pedestrian-oriented and has small-scale commercial development. In addition, it has a publically recognizable identity, and its boundaries align with a City land use plan. District signs are proposed at the intersections on the two major roads in the core, 176 Street and 176A Street.

The name "Historic Cloverdale" is appropriate as Cloverdale was Surrey's first Town Centre, established in 1879. The advent of the railways from 1891 through 1911 played a significant role in the development of Cloverdale, and it emerged as the early administrative, transportation and education centre of Surrey. Many of the historic buildings in today's Cloverdale Town Centre core date from 1910-1911. Through the first half of the 20th Century, Cloverdale was home to: the Municipal Hall (built in 1912); the first Surrey High School (opened 1912); Surrey's only doctor, Doctor Sinclair, and the medical health officer until 1951; the Municipal Policeman; the Municipal Jail; hotels; an opera house; and a number of churches.

Although typically heritage road markers are installed mid-block, in this case, given the overlapping heritage marker and district signage requests, and in order to minimize sign clutter and maintenance costs, the Engineering and Planning & Development Departments are proposing a combined sign design integrated with street name signs at intersection corners. This sign design, illustrated in Appendix "III", is supported by the Cloverdale BIA.

SUSTAINABILITY CONSIDERATIONS

The proposed heritage road markers and district signage support the objectives of the City's Sustainability Charter. In particular, this signage supports the Sustainability Charter themes of Education and Culture, Built Environment and Neighbourhoods, and Inclusion. Specifically, this signage will assist in achieving the following Desired Outcomes:

- Arts and Heritage DO10: Surrey celebrates, protects and promotes its natural and built heritage sites;

- Neighbourhoods and Urban Design DO1: Surrey is comprised of distinct, diverse and compact neighbourhoods and Town Centres, with an engaging public realm; and
- Community Pride and Engagement SD15: Work at the neighbourhood level to empower local clubs, groups, individuals and agencies to contribute to a vibrant community.

CONCLUSION

Based on the above discussion, it is recommended that Council:

- Approve the installation of heritage road markers within the Cloverdale Town Centre core as illustrated in Appendix “I” attached to this report; and
- Accord the district name “Historic Cloverdale” to the Cloverdale Town Centre core as shown in Appendix “I” attached to this report.

Fraser Smith, P.Eng., MBA
General Manager,
Engineering

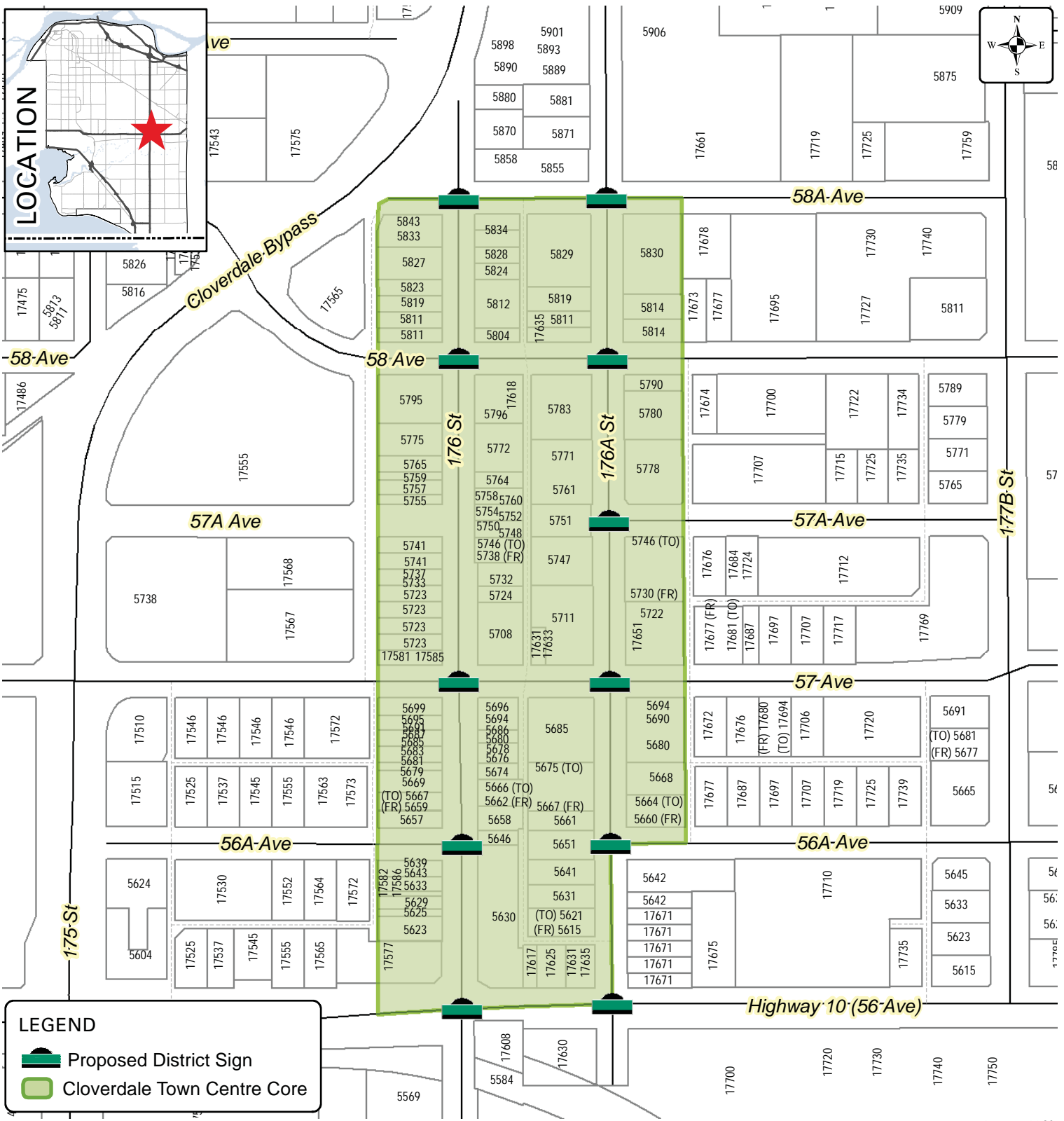
Jean Lamontagne
General Manager,
Planning & Development

KT/cc

Appendix “I” – Proposed Heritage Road Markers and District Sign Locations

Appendix “II” – O-60 - Surrey Street Naming Policy

Appendix “III” – Heritage Road Marker and District Sign Design for Cloverdale Town Centre Core



LEGEND

- Proposed District Sign
- Cloverdale Town Centre Core

Produced by GIS Section: 21-Feb-2017, P205934

Scale: 1:3,300 0 30 M



Proposed Heritage Road Markers and District Sign Locations

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.



CITY POLICY

No. O-60

REFERENCE:	APPROVED BY:	CITY COUNCIL
REGULAR COUNCIL MINUTES 15 JUNE 2015	DATE:	15 JUNE 2015 (R106 RES.15-1080)
	HISTORY:	NEW

TITLE: SURREY STREET NAMING POLICY

The Surrey Street Naming Policy is intended to ensure a consistent approach to the official and secondary naming of streets in Surrey. Secondary street names and signage include commemorative street names, heritage road markers, heritage markers on roads for geographic features, and district signage. Street naming is to be compliant with the Street and House Numbering By-law, 1957, No. 1500 as amended.

This policy is supported by the Surrey Street Naming Practice, which provides evaluation and implementation criteria and procedures.

Official Street Naming

1. All newly created roads in Surrey shall be assigned a number that aligns with the Surrey Street Naming Practice.
2. If a number cannot be assigned, the road shall be assigned a non-numerical name in accordance with the Surrey Street Naming Practice.

Secondary Street Naming

3. A commemorative street name is a secondary, honorary street name, and does not replace the official street number or name.
4. A commemorative street name is assigned in accordance with the Surrey Street Naming Practice.
5. A heritage road marker recognises the historic name of a road, as defined in the Surrey Street Naming Practice. The historic name is a secondary, honorary street name, and does not replace the official street number or name.
6. A heritage road marker is installed in accordance with the Surrey Street Naming Practice.

This policy is subject to any specific provisions of the Local Government Act, or other relevant legislation or Union agreement.

7. A heritage marker on a road for a geographic feature recognises the historic name of a geographic feature.
8. A heritage marker on a road for a geographic feature is installed in accordance with the Surrey Street Naming Practice.
9. A district sign recognises a small, discrete historic or otherwise unique district in Surrey, not including town centres, as defined in the Surrey Street Naming Practice.
10. A district sign is installed in accordance with the Surrey Street Naming Practice.

This policy is subject to any specific provisions of the Municipal Act, or other relevant legislation or Union agreement.

Heritage Road Marker and District Sign Design for Cloverdale Town Centre Core

Sample sign design:

