

COUNCIL AGENDA/INFORMATION

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DISTRICT OF WEST VANCOUVER  
750 – 17<sup>TH</sup> STREET, WEST VANCOUVER, BC V7V 3T3

**COUNCIL REPORT**

Date: November 30, 2009 File: 1785.09  
From: Brent A. Dozzi, P. Eng., PTOE  
Manager Roads and Transportation  
Subject: **Dundarave Village - Highway Service and Attraction Signage**

**RECOMMENDED THAT:**

1. Council approve the expenditure of \$7,000 from the 2009 Road Capital Budget for the construction and installation of four highway service and attraction signs for Dundarave Village.

**Purpose**

To inform Council of a request by the Dundarave Village Business Association (DBA) for highway service and attraction signage for Dundarave Village and to seek Council's approval for the expenditure of funds to cost share in the provision of such signage.

**1.0 Background**

1.1 History

Service and attraction signage assists motorists, unfamiliar with an area, with locating turnoffs leading to tourist facilities. The signs provide directional information. They are not intended to promote any one service, attraction or facility over another.

The DBA has requested service and attraction signage for Dundarave Village as a means of attracting/directing additional visitors and business thereby ensuring the vitality of the Village.

**2.0 Policy**

2.1 Reference to the Official Community Plan

District of West Vancouver local economy polices support a vibrant business community. Policy LE-1 states: "Promote Dundarave, Caulfield and Horseshoe Bay as neighbourhood services centers."

## 2.2 Reference to the Corporate Business Plan

Goal 2 states: "Ensure the long term economic sustainability of Dundarave."

## 3.0 Analysis

### 3.1 Discussion

The Ministry of Transportation and Infrastructure (MOTI) Service and Attraction Sign Policy provides for a directional signing program for tourist services, facilities and attractions. The Policy adheres to a set guidelines, conditions and general requirements which ensure signage uniformity and conformity with internationally accepted symbology, color, layout, spacing and distance from highway. Designated services and attractions must also comply with MOTI and Ministry of Tourism definitions for such.

Upon approaching MOTI with the DBA request, an "Eligibility Questionnaire for S&A Program" form was completed by staff. Based on the information provided within the questionnaire and the guidelines, conditions and general requirements set out by MOTI, it was determined that the request did not strictly adhere to the Policy.

Nevertheless, MOTI staff have agreed to permit the service and attraction signs for Dundarave Village given:

- The precedent set for Ambleside (see attached photos);
- Recognition of West Vancouver as a 2010 Games host city; and
- Costs are funded by others.

Approval is required by December 14<sup>th</sup> in order for signage to be constructed and installed prior to the start of the 2010 Games. The signage would be installed on the Highway 1 westbound approach to the 21<sup>st</sup> Street offramp, Highway 1 eastbound approach to the 22<sup>nd</sup> Street offramp and along both ramp terminals.

### 3.2 Financial Implications

Construction of four highway service and attractions signs for Dundarave Village was estimated to be approximately \$9,000 by the Ministry's maintenance contractor. Staff have added an additional \$1,000 as a contingency for a total of \$10,000.

DBA has agreed to contribute \$3,000 to the construction and installation of the signage. Therefore, the net cost remaining is \$7,000. This amount could be covered from a reallocation of funds within the 2009 Road Capital Budget.

It should be noted that the District currently invests funds annually in support of Dundarave Village by:

- Waiving the annual Highway Occupancy Fee for the Dundarave Farmer's Market estimated at \$7,500.
- Waiving the cost for banner installation estimated at \$2,500.
- Supporting special events with staff time and in some cases waiving the cost of staff time estimated at \$2,500.


### 3.3 Sustainability

As referenced in Sub-sections 1.1, 2.1 and 2.2, the construction and installation of four highway service and attractions signs for Dundarave Village is intended to attract/direct additional visitors and business thereby ensuring the vitality of the Village.

## 4.0 Options

- 4.1 The District and the DBA share in the cost of highway service and attraction signage for Dundarave Village as proposed.
- 4.2 The District does not fund the cost associated with the provision of highway service and attraction signage for Dundarave Village.
- 4.3 The District funds the entire \$10,000 for construction and installation of four highway service and attractions signs for Dundarave Village.

Author:

  
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Brent A. Dozzi, P. Eng., PTOE  
Manager, Roads and Transportation

Appendices:

Appendix A – Ambleside Service and Attraction Signage (Photos)

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Appendix A – Ambleside Service and Attraction Signage (Photos)



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