

REGION OF OTTAWA-CARLETON
RÉGION D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. 03 07-99-0095
Your File/V/Réf.

DATE 13 October 1999

TO/DEST. Transportation Committee

FROM/EXP. Co-ordinator, Transportation Committee

SUBJECT/OBJET **REQUEST FOR DIRECTIONAL SIGNAGE ON MARCH ROAD**

REPORT RECOMMENDATION

That the Transportation Committee consider the request from Councillor Munter that directional signage be installed within the March Road right-of-way which bears the business names of those located between 525 and 603 March Road, in conjunction with the staff recommendation contained in the attached report dated 1 October 1999.

BACKGROUND

Councillor Munter has submitted the attached report dated 5 October 1999 (Appendix 1) with respect to the above. Similarly, staff had prepared a report dated 1 October 1999 on this matter, a copy of which is attached as Appendix 2.

These reports are hereby submitted for the consideration of the Transportation Committee.

Approved by
Rosemary Nelson

att. (2)

REGION OF OTTAWA-CARLETON
RÉGION D'OTTAWA-CARLETON

REPORT
RAPPORT

DATE 5 October 1999

TO/DEST. Co-ordinator Transportation Committee

FROM/EXP. Councillor Alex Munter

SUBJECT/OBJET **DIRECTIONAL SIGNAGE FOR 525-603 MARCH ROAD**

RECOMMENDATION

That the Transportation Committee recommend Council approve the installation of directional signage within the March Road (RR 49) right-of-way which bears the business names of those located between 525 and 603 March Road.

BACKGROUND

Mr. Gary Swatton of Capricorn Data, located at 525 March Road (refer to Annexes A and B), requested in mid July 1999, that the Region supply directional signs to assist in the movement of northbound traffic to his business. In detail, it is Mr. Swatton's preference to have business names on such signs. The request stems from a two-year old issue between Mr. Swatton and the Region on supplying adequate access to his business after a median was designed and built as part of the March Road reconstruction. Mr. Swatton's original request for a median break was denied and he believes the signage is necessary to allow customers to find their way to his business.

DISCUSSION

At the Regional Council meeting of 25 February 1998, the following resolution was passed:

“If discussions to provide private access to 525 March Road via the Bowling Alley (Kanata Klassic Bowl) fail, that staff entertain, among other ideas, the widening of the median in front of 525 March Road to allow storage space for left-turning vehicles and, if needed, limit trucks to off-peak periods with a report to come back to Transportation Committee”.

Acting on the resolution, staff assessed all viable access options for 525 March Road and concluded with three possible solutions: two low cost non-construction options, and one construction option related to a median break. These solutions were presented to Transportation Committee at its 20 May 1998 meeting. Based on the information provided, a motion was put forth to proceed with the median break option. The motion was defeated.

Of the two remaining solutions, one was to have northbound traffic destined to Capricorn Data make a U-turn at the March Road intersection with Terry Fox Drive. Acting on this option, staff erected a permissive U-turn sign at that intersection.

As a follow up to the permissive U-turn condition being established, Mr. Swatton has asked for additional signage to assist in directing northbound March Road drivers to the businesses located on the west side of the median. In particular, Mr. Swatton has asked that the business names of those affected be placed on the sign. Other establishments or businesses affected include ASAP-CD Solutions, Tektronix, Rohde and Schwarz, 591 March Road Plaza, and Tundra. To accommodate all business locations, two directional signs would be required.

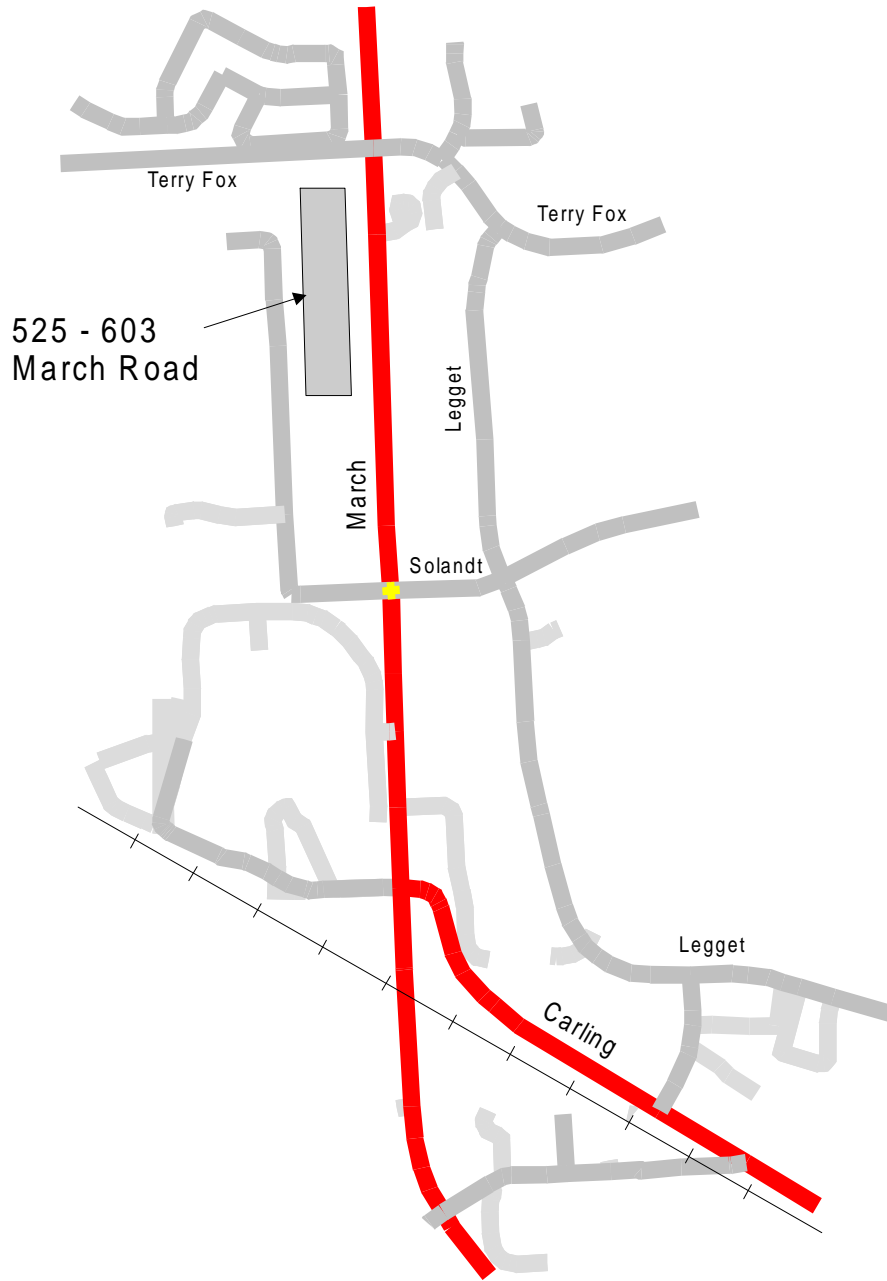
Staff have recommended against business names being on the sign, as this is contrary to existing regional policy and staff is concerned with the precedent that this would set. In keeping with the Region's current practices and in an attempt to provide an alternative solution, staff have proposed the following: replace business names with the address range of those businesses affected. The combination of the permissive U-turn sign and the street address directional sign provides techniques that have been successfully used in a number of areas throughout the Region.

While appreciative of staff's efforts, Mr. Swatton prefers the names on the sign and elected to bring his preferred version to Transportation Committee for consideration and approval. Given the history of this stretch of road and the fact that this business's unimpeded access to March Road was lost due to the reconstruction project, providing this exemption to the policy is a reasonable and good faith effort to address Mr. Swatton's needs.

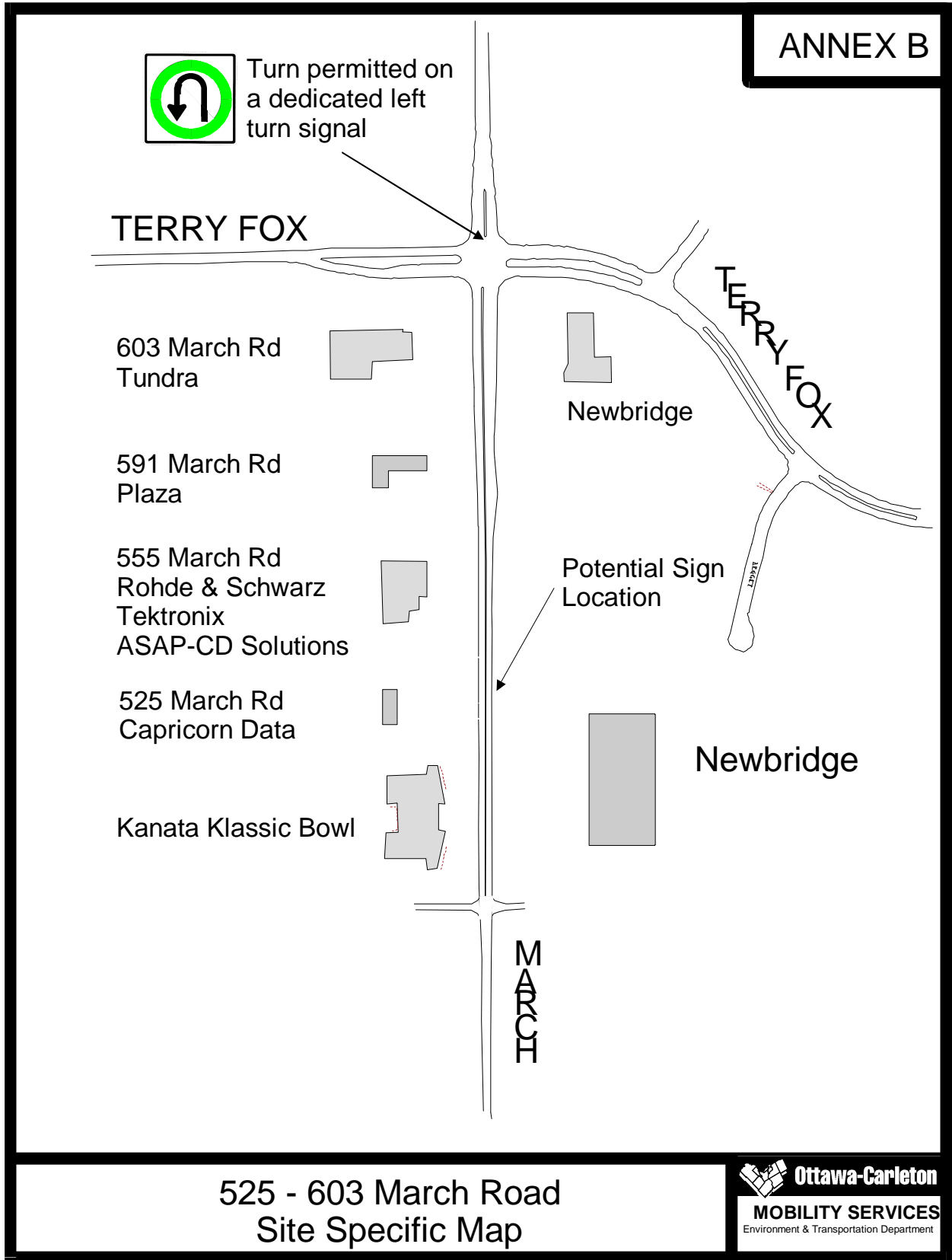
*Approved by
Alex Munter*

Attach. (2)

ANNEX A



525 - 603 March Road
General Area Map



REGION OF OTTAWA-CARLETON
RÉGION D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. Your File/V/Réf.	50 20-99-R049
DATE	01 October 1999
TO/DEST.	Co-ordinator Transportation Committee
FROM/EXP.	Director Mobility Services and Corporate Fleet Services Environment and Transportation Department
SUBJECT/OBJET	DIRECTIONAL SIGNAGE FOR 525-603 MARCH ROAD

DEPARTMENTAL RECOMMENDATIONS

That the Transportation Committee recommend Council not approve the installation of directional signage within the March Road (RR 49) right-of-way which bears the business names of those located between 525 and 603 March Road.

BACKGROUND

Mr. Gary Swatton of Capricorn Data, located at 525 March Road, requested in mid July 1999, that the Region supply directional signs to assist in the movement of northbound traffic to his business. In detail, it is Mr. Swatton's preference to have business names on such signs. The request stems from a two-year old issue between Mr. Swatton and the Region on supplying adequate access to his business after a median was designed and built as part of the March Road reconstruction.

DISCUSSION

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“If discussions to provide private access to 525 March Road via the Bowling Alley (Kanata Klassic Bowl) fail, that staff entertain, among other ideas, the widening of the median in front of 525 March Road to allow storage space for left-turning vehicles and, if needed, limit trucks to off-peak periods with a report to come back to Transportation Committee”.

Acting on the resolution, staff assessed all viable access options for 525 March Road and concluded with three possible solutions: two low cost non-construction options, and one construction option related to a median break. These solutions were presented to Transportation Committee at its 20 May 1998 meeting. Based on the information provided, a motion was put forth to proceed with the median break option. The motion was defeated.

Of the two remaining solutions, one was to have northbound traffic destined to Capricorn Data make a U-turn at the March Road intersection with Terry Fox Drive. Acting on this option, staff erected a permissive U-turn at that intersection.

As a follow up to the permissive U-turn condition being established, Mr. Swatton has asked for additional signage to assist in directing northbound March Road drivers to the businesses located on the west side of the median. In particular, Mr. Swatton has asked that the business names of those affected be placed on the sign. Other establishments or businesses affected include: ASAP-CD Solutions, Tektronix, Rohde and Schwarz, 591 March Road Plaza, and Tundra. To accommodate all business locations, two directional signs would be required.

As it is Council's policy not to have business names on signs within Regional road rights-of-way, staff cannot take forward a recommendation to allow for the sign as requested. The only signs that do permit business names on Regional road signs are those that qualify under the TODS program (Tourism Oriented Destination Signage), the signs in question do not. It should be made clear that deviation from current policy will set a precedent that would most likely have significant cost and work load requirements on the Region from both a capital expenditure and a maintenance perspective.

In keeping with the Region's current practices and in an attempt to provide an alternative solution, staff have proposed the following. Replace business names with the address range of those businesses affected. The combination of the permissive U-turn sign and the street address directional sign provides techniques that have been successfully used in a number of areas throughout the Region.

The address directional sign option was discussed with Mr. Swatton in early August of this year. Mr. Swatton, although appreciative of the attempt to provide an alternative option, preferred the names on the sign and elected to bring his preferred version to Transportation Committee for consideration and approval.

*Approved by
Doug Brousseau*

GK/sc