



- King George Highway;
- East Whalley Ring Road;
- West Whalley Ring Road; and
- 135 Street in City Centre.

## DISCUSSION

As part of the process of developing the updated Surrey City Centre Land Use Plan over the last couple of years, the idea of renaming King George Highway to King George Boulevard was explored and has had consistent support.

The renaming of East and West Whalley Ring Roads was also recognized as an opportunity to shift perceptions of the Surrey City Centre. Staff from the Engineering Department and the Planning and Development Department brainstormed a number of possible road names for each of these streets. These were presented first to the Transportation Committee and then to the Downtown Surrey BIA. Staff then met with representatives of a number of community associations at a special meeting coordinated by the Whalley Community Association. The meeting included representation from the:

- Whalley Community Association;
- Bolivar Heights Community Association;
- Port Mann Community Association; and
- Bridgeview in Motion.

These meetings had the following results:

- There was broad support for changing the names of the streets as recommended in this report;
- There was support for retaining the "Whalley" name as a means to recognize the Whalley family's contribution to the development of the City; and
- There was a general view recognizing the word "University" in the City Centre area would support the City's new tag line, namely "the future lives here".

### Transportation Committee Considerations

After considering the input of all parties, the Transportation Committee has endorsed the following recommended names for the full length of each of the roads:

<b>Current Road Name</b>	<b>Recommended Road Name</b>
King George Highway	<b>King George Boulevard</b>
East Whalley Ring Road	<b>Whalley Drive</b>
West Whalley Ring Road	<b>University Drive</b>
135 Street within City Centre <sup>1</sup>	<b>City Parkway</b>

<sup>1</sup> Gateway Drive to 102 Avenue

## SUSTAINABILITY CONSIDERATIONS

The road renaming effort will assist in projecting a positive image for the City Centre area, supporting further business growth and redevelopment within this important area of the City. This is consistent with several objectives within the City's Sustainability Charter.

### Next Steps

To allow time for owners of each of the affected properties to transition to a new address, it is proposed that the name changes take effect on January 31, 2010. The Engineering Department will communicate the name change information through the City's website and City page in the local newspapers, as well as by direct mail to:

- The post office;
- Each of the owners of each affected property (i.e., each property that will experience an address change); and
- Emergency services.

To ensure visitors to the City can continue to easily find their way, there will be a period of transitional signing on each of these streets during 2010, which will advise citizens of the former street names while allowing them to become familiar with the new names.

## CONCLUSION

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

- Approve the renaming of "King George Highway" to "King George Boulevard";
- Approve renaming of "West Whalley Ring Road" to "University Drive";
- Approve renaming of "East Whalley Ring Road" to "Whalley Drive";
- Approve the renaming of all sections of "135 Street" within the City Centre to "City Parkway";
- Approve that the above-recommended street name changes take effect on January 31, 2010; and
- Authorize staff to undertake all necessary actions to advise the post office, emergency services and the owners of all properties that have an address that will be affected by these changes and to take all other necessary actions to formalize the name changes.

Vincent Lalonde, P.Eng.  
General Manager, Engineering

VL/JB/MD/brb