

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
CORPORATE REPORT



**DATE:** April 26, 2021

**TO:** Mayor and Council

**FROM:** Jim Gordon P.Eng, Director, Engineering and Municipal Operations

**SUBJECT:** Cosmic Alley Signage

---

**RECOMMENDATIONS**

THAT Council consider selecting:

1. One of the following three options for the renaming of the lane to “Cosmic Alley” north of Marine Drive:
    - a) The lane from Martin Street to Finlay Street;
    - b) The lane from Martin Street to Cypress Street; or
    - c) The walkway north of Marine Drive between Cypress and Balsam Streets.
  2. One of the following two options for “Cosmic Alley” signage:
    - a) Signage Option A from Appendix B; or
    - b) Signage Option B from Appendix B.
- 

**EXECUTIVE SUMMARY**

Council endorsed renaming the lane north of Marine Drive to Cosmic Alley, starting at Martin Street and extending eastward.

This report provides three options for the extent of the renaming and two options for signage.

**PREVIOUS COUNCIL DIRECTION**

<b>Motion # &amp; Meeting Date</b>	<b>Motion Details</b>
2021-132 March 8, 2021	THAT Council endorses the renaming of the alleyway, behind the building on Marine Drive (starting at Martin Street and running eastward), to Cosmic Alley.  <div style="text-align: right;"><b>CARRIED</b></div>

**INTRODUCTION/BACKGROUND**

Council approved renaming the lane north of Marine Drive to Cosmic Alley.

There is no clear historical record as to where Cosmic Alley begins and ends; as well, there are varying stories regarding the history of the lane. Some residents believe Cosmic Alley is the

walkway north of Marine Drive between Cypress and Balsam Streets while others believe it extends the entire distance between Martin and Finlay Streets.

This report provides a map shown as Appendix A outlining three potential options for the extent of the new name, Cosmic Alley:

1. Marine Lane from Martin Street to Finlay Street;
2. Marine Lane from Martin Street to Cypress Street; or
3. Walkway north of Marine Drive between Cypress and Balsam Streets

Also provided for Council consideration as Appendix B are two “Cosmic Alley” signage options.

### **FINANCIAL IMPLICATIONS**

There will be a cost of approximately \$2,500 funded from the Engineering & Municipal Operations signage budget to move forward with the renaming and installation of signage.

### **LEGAL IMPLICATIONS**

Not applicable.

### **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

Not applicable.

### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

An amendment to the Street Naming and House Numbering By-law 1934 will need to be made to officially rename “Marine Lane” to “Cosmic Alley” by the Planning and Development Department. Once Council chooses an option for the extent of the renaming, a bylaw amendment will be brought to Council for approval.

### **CLIMATE CHANGE IMPLICATIONS**

Not applicable.

### **ALIGNMENT WITH STRATEGIC PRIORITIES**

Not applicable.

### **OPTIONS / RISKS / ALTERNATIVES**

The following options for extent of renaming are available for Council’s consideration:

1. Marine Lane from Martin Street to Finlay Street;
2. Marine Lane from Martin Street to Cypress Street; or
3. Walkway north of Marine Drive between Cypress and Balsam Streets.

Council is also requested to considering selecting either Option A or Option B from Appendix B for the type of signage to be installed.

Alternatively, Council may decide not to proceed with renaming the lane to “Cosmic Alley.”

## **CONCLUSION**

Council approved renaming the lane north of Marine Drive to “Cosmic Alley.” Three options to designate the stretch of area to be renamed and two options for new signage are provided for Council consideration.

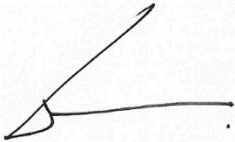
Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'Jim Gordon', with a stylized, cursive script.

Jim Gordon  
Director, Engineering and Municipal Operations

## **Comments from the Chief Administrative Officer**

I concur with the recommendation(s) of this corporate report.

A handwritten signature in dark ink, appearing to read 'Guillermo Ferrero', with a stylized, cursive script.

Guillermo Ferrero  
Chief Administrative Officer

Appendix A: Cosmic Alley Location Choices  
Appendix B: Heritage Marker Design Choices