

January 14, 1998

**SUBJECT: VANCOUVER AQUARIUM - SALMON STREAM DONOR
RECOGNITION**

RECOMMENDATION:

THAT the Board approve the attached amended donor recognition criteria, shown as Appendix 'A', for the Vancouver Aquarium's Salmon Stream project.

REPORT

Following the release to the Aquarium of the original Board report, dated January 7, 1998, their Executive Director, Dr John Nightingale requested a meeting with staff to further discuss certain aspects of the donor recognition criteria recommended in Appendix 'A'.

Dr Nightingale expressed concerns that the maximum size of the signage was too restrictive as it could differ at each location depending on the type of interpretative information that would be communicated to the public.

Staff agreed that the intent of the criteria was to ensure that the donor recognition component was not excessive and that the Aquarium have guidelines in place before they approach potential sponsors.

Since the Aquarium is unsure at this time as to the final design of these signs it is recommended that a further criteria be added that states that the design of all signs be approved by the Director of Planning and Development before fabrication and installation.

Prepared by:
Administration & Revenue Services Division
Board of Parks and Recreation
City of Vancouver
P.J./J.L.

AMENDED APPENDIX A

SALMON STREAM DONOR RECOGNITION

- 1. In general terms, project elements but not geography can be included in a naming program.**
- 2. The project can employ five major and four minor signs with donor recognition.**

3. **All signs must be primarily interpretative information, pictorial and written.**
4. **The maximum size of recognition information will not exceed 2 sq. ft. or an appropriate percentage of the interpretive sign.**
5. **All signs will be mounted on sloping lecterns approximately 36" high.**

6. **The sign locations will be as follows:**

- **Main sign at the Aquarium**
- **Upper Pond**
- **Lower Pond**
- **Fish Ladder**
- **Seawall**
- **Four minor outlooks along the length of the stream**

The design of each sign to be approved by the Director of Planning & Development before fabrication and installation.
