



Date: May 25, 1999

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: Signage Program for Stanley Park

RECOMMENDATION

- | |
|--|
| <p>A. THAT John Peachey and Associates be retained to design a signage program for Stanley Park at a cost of \$6,000.</p> <p>B. THAT the Board allocate \$31,000 from the Corporate Sponsorship Account to fund the signage design program and the purchase of new signs for installation in 1999.</p> |
|--|

POLICY

The Board's policy on the approved use of Corporate Sponsorship Funds contains the following criteria:

1. To fund one-time expenditures to a limit of \$50,000 that will support revenue-generating activities and the money repaid into the Corporate Sponsorship account from the increased revenues within a period of three years.
2. To fund initiatives with one-time expenditures to a limit of \$50,000 that will result in improved efficiencies.
3. To fund one-time expenditures over and above the existing funding level in the operating budget which are beneficial to the overall Parks and Recreation system.
4. All expenditures require Board approval.

DISCUSSION

Signage improvements in Stanley Park have long been identified by both the Board and staff as a priority in our system. It is felt that the uncoordinated installation of various types of signs over the years has reflected poorly on the park's image and a new signage program would have many benefits.

It has always been difficult to allocate funding for projects such as the one being recommended at this time. In the annual budget operational and equipment replacement needs usually receive

priority over new programs. In addition, budget reductions over the past few years have diminished the opportunity to enhance the system with new programs.

It is for this reason that it is recommended that a total of \$31,000 be allocated from the Corporate Sponsorship account that, as of this time, has a balance of \$351,559. It would qualify under the third category of the policy that speaks to one-time expenditures enhancing the overall Parks and Recreation system.

It is recommended that John Peachey and Associates be awarded the contract of designing the new signage system for Stanley Park and that they work with a staff team to identify objectives and expectations for the project.

John Peachey has submitted a price of \$6,000 to carry out the following:

- C **System Design -**
 - a) Park Entry and Identification
 - b) Main Feature Identification
 - c) Wayfinding and Directional signage
 - d) Parking Direction / Instructions

- C **Wayfinding Plan**
 - a) Identifying where directional signs are to go
 - b) Information on the signs

This company has previously been used by the Board and by one of our corporate sponsors, Kodak Canada Inc., and we have been satisfied with the quality of their work. One other proposal for this work was submitted by a corporate identity design company at a price considerably higher than the one recommended.

As part of the recommendation staff are requesting that approximately \$25,000 be additionally approved for starting the sign renewal program. One of the objectives of the program is to reduce the number of signs in the park and to better identify attractions and amenities. The option of using international icons on new signs will be discussed with the consultant.

During the design process Stanley Park stakeholders will be consulted as to their needs in the park in an effort to reduce the present assortment of signs that have developed on an ad hoc basis.

The parking contract with U-Park Enterprises Ltd expires in November, 2000 and the criteria in a new call for proposals will include specific direction on the quantity, design and information to be included on any parking signs in Stanley Park.

SUMMARY

In order to improve Stanley Park's image and experience for its millions of visitors it is believed the retention of an established sign design company is a worthwhile investment for the Board.

The use of corporate sponsorship funds for this project and for the fabrication of new signs under the program is a valid use that meets the criteria set out in the Board's policy.

Prepared by:

Revenue Services Division
Stanley District
Board of Parks & Recreation
Vancouver, BC
pj