

Date: March 31, 2008



**TO: Board Members – Vancouver Park Board**  
**FROM: General Manager – Parks and Recreation**  
**SUBJECT: Stanley Park Restoration – Legacy Project**

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## RECOMMENDATION

*THAT the Board retain AldrichPears Associates to develop an outdoor interpretive signage program for Stanley Park.*

## POLICY

The Board approves consultant contracts in excess of \$30,000.

## BACKGROUND

As noted in the Stanley Park Restoration Project Board Report of April 16, 2007, an interpretation/educational legacy for Stanley Park has been envisaged as part of the project from the outset. While focusing on the ecological aspects of the forest, the material would also cover aboriginal and European settlement history related to the park. This material could be conveyed as person to person programs, education kits, books/guides, audio/visual material and permanent interpretive signage in the park.

## DISCUSSION

As part of the Restoration Project fundraising efforts, a donor has come forward with specific interest funding for the interpretive signs and the related Vancouver Museum exhibition of a Stanley Park 120 year retrospective, opening in September 2008 and running for 6 months. Therefore, staff are moving forward to ensure the installation of the signage by early September and need to retain an exhibition designer to develop final text around 36 signs on varied environmental and historic context. The designer will also be responsible for graphic layout, illustrations and photos for an integrated reproduction ready package that can be delivered to a sign manufacturing firm. Staff interviewed four companies who provide these services, and recommend AldrichPears Associates as the best combination of price and quality of the product. The bid price is \$80,000. The Board has been pleased with AldrichPears Associates' work on the Salish interpretation court at the totem pole site, and the firm has also produced a proposed plan for a park environmental interpretive centre few years ago.

## **CONCLUSION**

The development of an interesting, successful signage program involves a sophisticated level of content and graphics presentation beyond staff's in-house capabilities. The recommended consulting firm is felt to be the best choice to assist staff with the legacy project.

Prepared by:

JDL/yf  
Vancouver Board of Parks and Recreation  
Vancouver, BC