



Date: June 14, 2001

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

RECOMMENDATION

THAT the Board allocate \$71,000 from the Corporate Sponsorship Account to fund the first phase of the Stanley Park signage program.

POLICY

The Board approved a May 25, 1999 report to allocate \$31,000 to fund design and initial installation of the new signs.

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.

BACKGROUND

For well over 25 years, Stanley Park has suffered an undisciplined and growing blight of signage. This was brought to the Board's attention in the early 1980' s in a presentation by a consultant. Unfortunately, no action resulted at that time.

Part of the new directions initiatives was aimed at the visual communication of our operation, including a new logo and the approval of the above-mentioned Board Report to proceed with the new sign program.

Since May, 1999, a sign design consultant and a cross department staff group have developed a signage package. Prototypes have been manufactured and installed last fall in four locations.

The signage package was presented as an agenda item to the Stanley Park Stakeholders meeting of April 4, 2001.

While the long term intention is to put these signs in place across the whole parks system, the initial major effort will be to address the aesthetic problems in Stanley Park as our flagship holding.

DISCUSSION

The principles behind the park signage program are:

- Provide better, simpler way finding information
- Reduce visual pollution in the Park
- Emphasize international symboling
- Recognize vehicle based info overload
- Provide fully indexed guide signs (13)
- Emphasize “need to know” versus “advertising”

The resulting project will replace the current “clatterboard” sign posts with dark green metal blade signs with the Park Board logo.

The half dozen wooden “you are here” maps will be replaced by 13 metal indexed plans which will index and locate all stakeholders and attractions in the park. Advertising will generally be limited to these map signs while the roadside blade signs will emphasize way finding. The result will be an approximate reduction of 30 signs from 115 to 80.

The estimated cost of this phase of the signage program is \$95,000, less \$24,000 remaining from the 1999 funding. The current funding available in the Corporate Sponsorship account is approximately \$469,000.00.

SUMMARY

The signage program will introduce a new uniform appearance to park information while reducing the visual pollution of the current collection.

Prepared by:
Stanley District
Board of Parks & Recreation
Vancouver, B.C.
JL