



Report Date: April 15, 2024

VanRIMS No.: 08-3000-30

[Submit comments to the Board](#)

TO: Park Board Chair and Commissioners
FROM: Director, Park Planning and Development
SUBJECT: Mural and Sport Court Activation - Sunset Beach Park - Report Back

RECOMMENDATION

- A. THAT the Board Directs staff to advise the 'Art x Sport' group that the Board is not able to advance a new art mural and renovation of the existing sport at Sunset Beach Park as proposed by the 'Art x Sport' group until 2027 when the existing mural term is complete and when the artist is ready with a more fully developed concept and funding plan.
- B. THAT the Board support Option i as described in this report with respect to an additional 'Pop-Up' Sport Court at Sunset Beach Park to be funded from the 2023-26 Capital Plan new sport court account and delivered by Summer 2025, subject to aligning the proposal with the impacts on the existing mural.
- C. THAT the Board direct staff to not pursue additional food and beverage opportunities at Sunset Beach at this time, as there are not sufficient utility services at this location and as it would conflict with approved special events.

REPORT SUMMARY

This report responds to the Board motion entitled Mural and Sports Court Activation at Sunset Beach Park and summarizes the findings and considerations associated with each of the three parts of the motion. The three parts in summary include:

1. Exploring the potential for a donated art mural in the existing sports court space in time for Summer 2024
2. Exploring funding and implementation of a temporary 'Pop-Up' sports activation adjacent to the existing sport court, and
3. Exploring the change of use to allow food and beverage at Sunset Beach parking lot.

The 'Art x Sport' group has not secured funding to implement the project in 2024 but is actively seeking corporate sponsors. Staff do not have funding available to contribute to this initiative, nor is there staff capacity to start a targeted fundraising campaign, but staff do find that this proposal has merit and is supportable as a sponsorship proposal. That said, there are Reconciliation aspects to consider in this decision, related to a mural by a Musqueam artist already on site.

Regarding the pop-up sport court activation, the report outlines three options for implementation, noting that funding and staff resources would be redirected from another capital and operating project priority at Slocan Park.

Finally, this report summarizes several considerations associated with the implementation of the food and beverage precedent from Plaza of Nations at Sunset Beach at this time.

BOARD AUTHORITY, POLICY, PREVIOUS DECISIONS/UPDATES

On September 25, 2023, the Board approved the [motion](#) named Mural and Sports Court Activation at Sunset Beach Park:

- A. THAT the Board directs staff to explore the potential donation of an art mural and work with the 'Art x Sport' group to activate and renew the existing sports court space at Sunset Beach parking lot with a sport-themed mural, ideally in time for Summer 2024;
- B. FURTHER THAT staff be directed to explore and facilitate potential funding sources, including from private contributions, sponsorships and the city, to advance a temporary 'pop up sports activation' space at Sunset Beach parking lot, adjacent to the existing sports court, and to report back on possible scope, costs, timelines, and program ideas with results reported back to the Board in Q12024 for decision; and
- C. THAT for staff to work with city staff on the potential of a change of use to allow food and beverage at Sunset Beach parking lot, with accessible, affordable options, following the precedent at Plaza of Nations.

Relevant Policy

As per the [Vancouver Charter](#), the Park Board has exclusive jurisdiction and control over all areas designated as permanent and temporary parks in the City of Vancouver, including any structures, programs and activities, fees, and improvements that occur within those parks.

In December 2003, the Board reconfirmed its commitment to the arts by adopting the renewed Park Board Arts Policy. This policy supports the provision of a vibrant public realm and the experience of [public](#) art and cultural events in parks.

The Arts Policy supports the 1997 [Review Guidelines for the Donation of Public Art or Memorials](#). These guidelines were designed to ensure that high quality artwork and memorials of significance to a broad cross section of Vancouver residents can be added to Vancouver's public spaces and that community engagement is included in the considerations for the siting of the works. The Guidelines outline that art donations must be fully funded by the proponent.

On January 11, 2016, the Park Board adopted [Eleven Reconciliation Strategies](#) in response to the Calls to Action provided by the Truth and Reconciliation Commission of Canada (TRC). The adopted strategies provided an initial framework for Reconciliation.

On June 2, 2021, the Board received a briefing [memo](#) entitled "Beach Avenue Parking Lots - Activations & Updates" which includes an overview of the temporary pop-up activations that were installed in the lots at Sunset Beach to support summer activities.

On July 17, 2023, the Board approved the [Think Big Action Plan](#), including the Unsolicited Proposal Process. The Think Big Action Plan outlines various revenue-generating initiatives, such as enhancing hospitality services, pursuing facility and event sponsorship and advertising opportunities, activating spaces with external pop-up/mobile vendors, and activating seasonal/temporary park attractions.

Additionally, the Unsolicited Proposal Process strives to invite the private industry's expertise, resources, and innovative service delivery approaches while ensuring organizational priorities are met and the public benefit is considered. Proponents can submit unsolicited proposals through this [webform](#).

The Board's existing sponsorship and naming rights policies support the organization's ability to engage in sponsorship and naming rights partnerships to foster growth and renewal of parks and recreation infrastructure and programming. These policies, however, are dated and restrictive by today's standards. Park Board staff are currently working with City staff to explore new revenue growth opportunities from sponsorship, advertising, naming rights and donations (SAND) initiatives. As part of this work, the Park Board's existing sponsorship and naming rights policies will be reviewed and updated to better support Board priorities and objectives (e.g. Think Big Action Plan). It is anticipated that recommendations for policy updates in these areas will be brought forward for Board review and approval in late 2024 or early 2025.

BACKGROUND

The existing Sunset Beach parking lot includes accessible and reserved parking for use by concession staff and the Park Board, EV charging and Mobi Station. The existing sports court at Sunset Beach Park is used for roller hockey, roller skating, skateboarding, and occasionally for programmed / booked events. (Appendix A)

In response to the need for more public spaces for people, Park Board converted part of the Sunset Beach parking lot into a temporary pop-up plaza in June of 2021. This space features beach log seating, picnic tables and umbrellas, and a bright mural of the sunset.

In 2022, the mural was updated by Musqueam Coast Salish artist Chrystal Sparrow with the addition of richly imaginative and playful imagery of seal-like, rabbit-like and halibut fishhook creatures. Chrystal Sparrow is one of the first young local Indigenous artists to be able to present stories of her culture and worldview in a space that is openly accessible to all. This artwork is the first of many to invite young local First Nations artists to imagine their stories and cultural worldview in Vancouver parks.

Sunset Beach Park is a designated quiet beach, and residents express concerns when noise levels interfere with daily life, especially during the warmer months.

The temporary activations contemplated in the motion are compatible with staff's pending proposal for the phased implementation of the West End Waterfront Plan, as this area is not envisioned to be rebuilt within the next decade.

DISCUSSION

1. Potential Donation of an Art Mural and Renovation of Existing Sport Court

Staff met with the 'Art x Sport' group on two occasions in 2024 and learned that the group wishes to submit a sponsorship proposal for the renovation of the existing sport court and a new sport-themed mural on the sport court surface, in addition to barrier free community sport programming and annual mural maintenance.

Their intent is that "a rejuvenated court helps foster new community opportunities for play, tournaments and tourism." At the time of report back, 'Art x Sport' has not secured funding to implement the project in 2024 but is actively seeking corporate sponsors. They suggest corporate sponsors would be recognized through donation signs on the site and through corporate logos within the artwork. Staff estimate the potential value of this contribution including the mural, renovation of the existing sport courts, programming, and maintenance to be over \$1M.

Staff do not have funding available to contribute to this initiative, nor is there staff capacity to start a targeted fundraising campaign, but staff do find that this proposal has merit and is supportable as a sponsorship proposal.

The existing Sunset Beach pop-up plaza features a mural by Chrystal Sparrow as noted above. Painted murals like this are temporary and have an expected life of approximately 3 years. This mural is scheduled for repainting in 2024. From a Reconciliation perspective, abutment against an existing work by an Indigenous artist with rights and title in the territory would be an inappropriate placement for an artwork not related to the existing work.

The 'Art x Sport' group project is not yet funded, and the sponsorship arrangement is not yet clear. The existing mural is scheduled to be repainted, and staff will advise the artist that this concept has merit and can be revisited when the concept is complete, and funding is in place. Therefore, staff recommend that the 'Art x Sport' group proposal be considered for implementation in 2027.

2. Pop-Up Sports Activation

Staff explored the scope to build a temporary 'pop-up sports activation' space immediately to the west of the existing sports courts (aka hockey rink) and within the footprint of the existing plaza. The 'pop up' sports court, shown in Figure 1, would accommodate multiple sports such as basketball, roller hockey, roller blading, and soccer; and it would be built to last several years. Any larger court footprint would impede concession and event access.



Figure 1: Test for a new temporary pop-up sports activation (Source: Park Development)

Figure 2 compares three options for pop-up sports activation based on cost, ability to meet the Board’s 2024 summer installation target, and flexibility in design/reuse post-summer. Images are provided in Appendix A.

	Options	Cost	Ability to meet timeline	Flexibility in design/reuse
i.	Do it Yourself “DIY” – painted court surface with painted jersey barriers & sport goals installed by park operations staff	\$300,000	High	High
ii.	Hybrid - Interlocking all-weather tiles with fencing & sport goals	\$350,000	Medium	High
iii.	Off the Shelf – prefabricated purchase	\$600,000	Low	Medium

Figure 2: Three options for a ‘pop-up sports activation’ (Source: Park Development)

The DIY Option i. is the best option due to cost and ease of execution. This option reuses free concrete barriers which are low maintenance and can be redeployed once the activation is complete. No permitting, survey, service connections (water, sewer, and power) are required. Archaeological concerns are considered low. Implementation is subject to agreement with Chrystal Sparrow and coordination with the pending re-painting of the mural to ensure these are compatible, design, external material procurement, delivery, and staff availability.

Staff recommend that, as this area has a quiet beach designation, community engagement be undertaken before proceeding. Subject to engagement results, installation can be scheduled for 2025.

Staff are seeking Board direction to proceed with this pop-up sport activation project. Factors to consider include the short longevity of the project, the staff resources that would be redirected

from other capital and operating project priorities identified in the Financial/Other Considerations section below, and potential resident concerns.

3. Food and Beverage Considerations

The food and beverage precedent at Plaza of Nations is a shipping container style pub activation which serves food and has a licensed patio for serving alcohol. This concept requires service connections to water, power and sewer, and access to washrooms.

After careful assessment, staff have identified the following challenges:

- There is a lack of utility service connections, and the sanitary sewer is beyond capacity. Installation of this infrastructure would come at a considerable cost to the Park Board or a Third Party (and be subject to lengthy design, permit and construction processes).
- Staff have conditionally approved approximately 20 events at Sunset Beach Park in 2024, many of which rely on the parking lot for logistics. Changing the parking lot use will negatively impact event organizers; and
- Alcohol sales and consumption are not currently permitted at Sunset Beach Park. A third party would need to apply for a joint liquor license and the Board would need to approve this change of use.
- Sunset Beach Park is a designated quiet beach and residents have expressed concerns about noise, especially in the summer. This activation concept would feature live music and entertainment, so the Board would need to approve a change in the quiet beach designation.
- An additional food and beverage establishment in this area would directly compete with the concession operation already in place. Consideration may need to be given to the existing concession operator as a result of this additional competition and the potential loss of sales.

For the reasons stated above, staff do not recommend proceeding with the food and beverage activation at Sunset Beach Park. This type of activation is being explored at another beach location, currently under competitive procurement. Staff will extract learnings from that initiative and reconsider this concept for Sunset Beach Park in the future, in alignment with the West End Waterfront Plan.

FINANCIAL / OTHER CONSIDERATIONS

Part 1 'Art x Sport' group Mural:

The 'Art x Sport' group has not secured funding at the time of report back. As mentioned above, staff do not have funding available to contribute to this initiative, nor is there staff capacity to start a targeted fundraising campaign. This project could be implemented subject to the project being fully funded and the development of a sponsorship agreement. Staff would report back with the financial details when they become available.

Part 2 'Pop Up' Sport Court:

There is funding available in the 2023-2026 Capital Plan for a pop-up sport court project and staff do not recommend seeking additional city funding. \$300,000 for the implementation of the 'pop-up' court can be funded from the CPF-00061 (new sport court) account, however the Slocan Park

new Skate and Sport Court project would need to be deferred if the Sunset 'pop-up' is prioritized by the Board. Staff do not have the resources to undertake project specific fund-raising campaigns.

NEXT STEPS

Based on the Board approving the report's recommendation, staff would advise the 'Art x Sport' group that the Board can reconsider the proposal for the potential renewal of the Sunset Beach Sport Court with a new art mural element in the future once sufficient capital and operating funding is sourced by the proponent.

Similarly, based on the Board approving the report's recommendation, Staff will provide a pop-up sport court activation, funded through the capital program, in the spring of 2025 after community engagement. If the community raises significant concerns about the sport court proposal, staff will report back to the Board and seek the Board's advice for the next steps.

CONCLUSION

The West End Waterfront is a cherished space for Vancouverites. Staff are seeking direction from the Board for advancing a "Pop-Up" sport court project. Due to site limitations and funding constraints, staff do not recommend moving forward with the proposed mural and food and beverage concepts at present.

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Vancouver Board of Parks and Recreation
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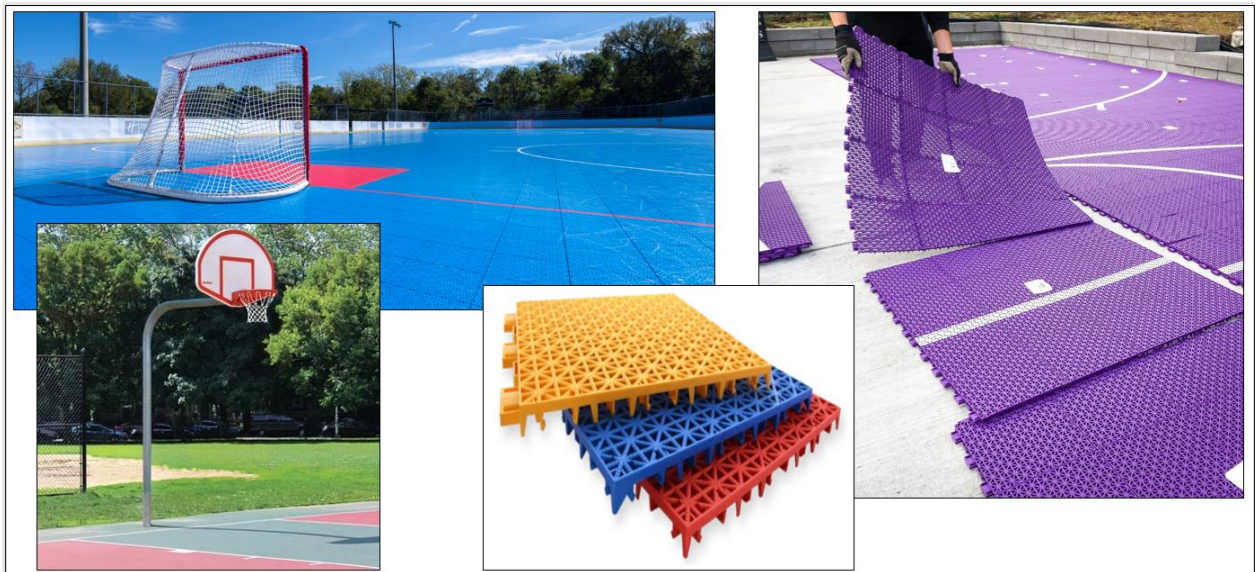
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APPENDIX A: Sport Court Options

Option i: DIY Sports Court: - Typical painted court surface with painted jersey barriers & sport goals.



Option ii: Hybrid Sports Court: - Interlocking all-weather surface tiles with the addition of sport goals and fencing.



APPENDIX A: Sport Court Options

Option iii: Off the Shelf Sports Court: - Procured from predesigned options in the supplier's catalogue.

