

From: **"Mochrie, Paul"** <Paul.Mochrie@vancouver.ca>

To: **"Direct to Mayor and Council - DL"**

Date: 5/16/2022 12:45:43 PM

Subject: Citywide Signage Pilot Project

Attachments: 20220511-CEC-Memo Citywide capital signage FINAL.pdf

Dear Mayor and Council,

Please see the attached memo from Maria Pontikis regarding the Citywide Signage Pilot Project. A short summary of the memo is as follows:

- The City is rolling out a new signage pilot project for major capital infrastructure projects, beginning in spring 2022, that will highlight tax dollars at work. The new signage will play a complementary role to existing capital project communications through a large format and high-impact, consistent design.
- Over the coming months, Civic Engagement and Communications (CEC), in collaboration with Engineering Services, will pilot a new signs project for six major capital-funded road, water and utility projects at high-visibility locations across Vancouver.
- Future phases of the project will explore opportunities to apply the signage to capital projects led by other departments, with opportunities to profile project funding partners also being considered.

If you have any questions, please feel free to contact Maria Pontikis at 604.218.6319 or maria.pontikis@vancouver.ca.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x^wməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish), and səliwətaʔ (Tsleil-Waututh) Nations.

MEMORANDUM

May 13, 2022

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Katrina Leckovic, City Clerk
Lynda Graves, Administration Services Manager, City Manager's Office
Anita Zaenker, Chief of Staff, Mayor's Office
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office

FROM: Maria Pontikis, Chief Communications Officer

SUBJECT: Citywide Signage Pilot Project

This memo outlines a new pilot project to roll out signage for City of Vancouver major capital infrastructure projects, beginning in spring 2022.

Citywide Signage pilot project

Over the coming months, Civic Engagement and Communications (CEC), in collaboration with Engineering Services, will pilot a new signs project for major capital-funded road, water and utility projects at high-visibility locations across Vancouver.

Following the pilot phase for six (6) Engineering projects, future phases will explore opportunities to apply the signage to capital projects led by Arts, Culture and Community Services (ACCS), Real Estate and Facilities Management (REFM) and Planning, Urban Design and Sustainability (PDS). Opportunities to profile project funding partners such as TransLink, the Province and others are also being considered.

Signage projects in other jurisdictions

Federal, provincial and local governments routinely use large scale signage as an effective way to inform the public, make authorship recognizable and to build trust with the community.

Federal signs from Infrastructure Canada and the Province’s “*Building for the future*” signage next to highway works are amongst the most recognizable in B.C. The City of Surrey has also recently rolled out similar signage to identify its infrastructure initiatives. Signs of this kind are now a requirement for projects led by many senior governments.

Signage in Vancouver

Currently, various City departments install City-branded information signs for their road, facility renewals, housing or rezoning initiatives, to name a few. These signs serve to inform the public of a range of specific project impacts, changes and timing.

The new signage will play a complementary role through a large format and high-impact, consistent design. The signs will include key information, including a plain-language project name, the *Building City a We Love* slogan, cost information and a vancouver.ca project web address.

Engineering will fabricate and install the signs. The capital signage strategy has been integrated into existing capital project communication plans including messaging that highlights project budgets and tax dollars at work. This signage will increase public awareness of projects and will align with existing communication tactics including project signage, e-newsletters, notification letters, social media and a project webpage with construction updates and stakeholder resources.

Sample pilot signage

The below sample sign features the currently underway Marine Drive Upgrades project which is delivering four kilometres of water main replacement, 1,040 metres of sewer separation, safety and electrical upgrades as well as a complete street repaving in South Vancouver.



Below are sample signs for the forthcoming King Edward Upgrades and Granville Bridge Improvement projects (*note these are still in draft and project costs identified are not fully finalized*).



BUILDING A CITY WE LOVE

KING EDWARD UPGRADES

Water, Sewer & Street Improvements

 CITY OF VANCOUVER

Project Cost: \$38 million
vancouver.ca/w-king-edward



BUILDING A CITY WE LOVE

GRANVILLE BRIDGE UPGRADES

Structural, Seismic & Transportation Improvements

 CITY OF VANCOUVER

Project Cost: \$40 million
vancouver.ca/granville-bridge-upgrades

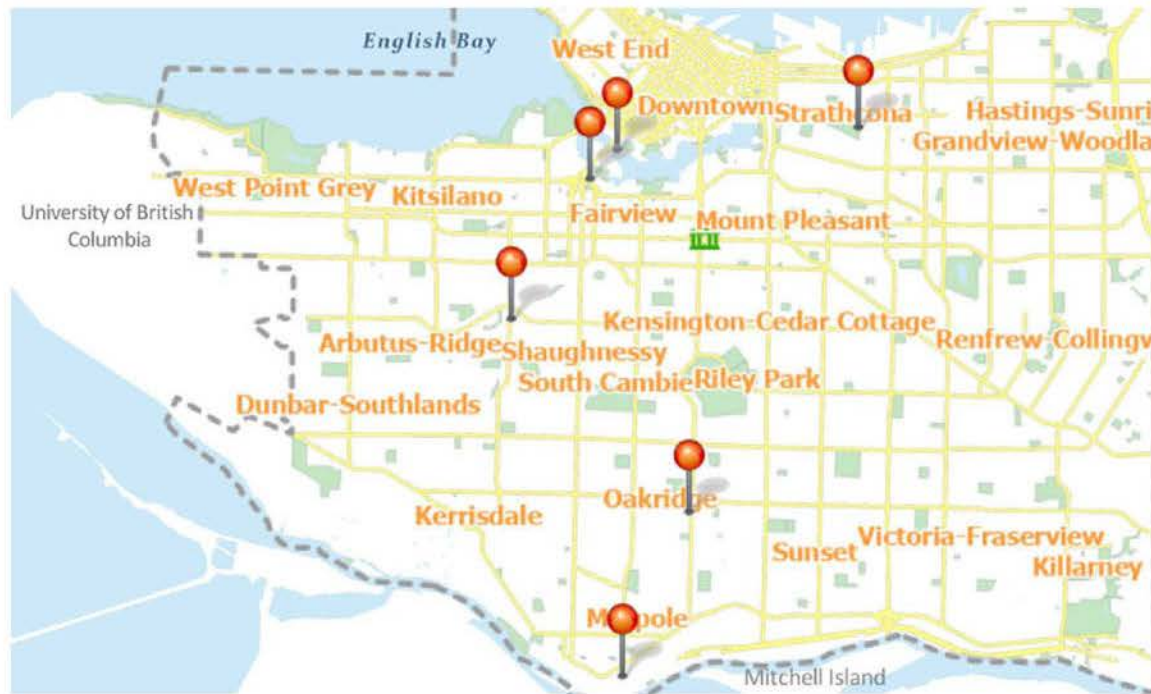
Projects and rollout timing

The rollout of this signage strategy will occur in phases, beginning with a selection of six capital projects in the coming months:

- [Marine Drive Upgrades](#) – May 2022
- [West 49th Avenue Upgrades](#) – June 2022
- [West King Edward Upgrades](#) – June 2022
- [Raymur Pump Station](#) – August 2022
- [Granville Bridge Upgrades](#) (Recoating, Interim Granville Connector and Loops Reconfiguration) – Fall 2022

The projects for the pilot phase are evenly distributed across Vancouver and are highly visible examples of the types of infrastructure we deliver, including streets, bridges, sewers and green

infrastructure. They help improve safety and livability in growing neighbourhoods, enhance seismic and climate resiliency, and ensure our infrastructure continues to serve us well into the future.



As the new capital infrastructure signs are rolled out, we will evaluate and determine whether to adopt and expand into a formal signage program.

If you have any questions, please contact me directly at 604.218.6319 or maria.pontikis@vancouver.ca.

A handwritten signature in black ink, appearing to be 'Maria Pontikis'.

Maria Pontikis
Chief Communications Officer