

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

To: "[Direct to Mayor and Council - DL](#)"

Date: 10/16/2024 5:01:46 PM

Subject: Council Memo - Updates on the Permanent Outdoor Location for an Iconic Vancouver Sign - RTS 16312

Attachments: Council Memo - Updates on the Permanent Outdoor Location for an Iconic Vancouver Sign - RTS 16312.pdf

Dear Mayor and Council,

Please see the attached memo from Jimmy Zammar. A short summary of the memo is as follows:

- This memo is an update on the [Permanent Outdoor Location for an Iconic Vancouver Sign](#) motion.
- Staff are working closely with partners and interested local Nations to scope the project and determine a feasible location.
- A more fulsome Council Report is expected in the coming months once location and partner roles and funding contributions are confirmed.

If you have any questions, please feel free to contact Jimmy Zammar at 604-871-6880 or jimmy.zammar@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 xʷməθkʷəy̓əm (Musqueam), Sḵw̓x̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.



ENGINEERING SERVICES
Lon LaClaire, M.Eng., P.Eng.
City Engineer/General Manager

MEMORANDUM

October 16, 2024

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Sandra Singh, Deputy City Manager
Katrina Leckovic, City Clerk
Maria Pontikis, Chief Communications Officer, CEC
Teresa Jong, Administration Services Manager, City Manager's Office
Mellisa Morphy, Director of Policy, Mayor's Office
Trevor Ford, Chief of Staff, Mayor's Office

FROM: Jimmy Zammar
Deputy General Manager, Engineering Services

SUBJECT: Updates on the Permanent Outdoor Location for an Iconic Vancouver Sign

RTS #: 16312

This memo provides an update on the Vancouver sign project as identified in the [Council motion](#) brought forth in the Standing Committee on City Finance and Services meeting on March 13, 2024.

Background

As identified in the Council motion, the success of the temporary Vancouver sign in Coal Harbor has shown the number of benefits that a permanent sign, situated in a prominent location, would have for the city.

Over the last few months, staff have been working with partners including, Destination Vancouver, Vancouver Hotel Destination Association, Vancouver Convention Centre and the Downtown Vancouver Business Improvement Association to scope partnership opportunities, locations, funding sources and implementation timelines. Community partners are highly supportive and have shown a willingness to contribute resources to the project, dependent on the ultimate site selected.

Staff have also initiated a referral process with Musqueam, Squamish and Tsleil-Waututh Nations to gauge their interest. Staff have begun discussions with interested Nations' staff on partnership opportunities, with the over-arching project goal to increase local Nation's visibility.

Site selection criteria being considered for a permanent Vancouver sign include:

- A sense of place with a connection to iconic Vancouver backdrops including, the ocean, mountains and other city landmarks.
- Ease of access and visibility including locations close to transit, bike and pedestrian infrastructure and tourism connectivity.
- Partner support including, site ownership, funding, ongoing operations and maintenance, and tourism and branding opportunities.
- Space to safely accommodate large groups of people, while easily fitting a large sign into a photo frame.
- Access to infrastructure including utilities, seating, and washrooms, among others.

As the project scope is further refined, budget and funding sources are being identified. Based on research on other signs throughout Canada and the world, capital costs for permanent signs range from, approximately \$200,000 for a smaller, low complexity sign, to \$1,000,000+ for a complex sign with custom programmable elements. Ongoing operations and maintenance considerations and costs are also being considered.

Next Steps

The City project team will continue to refine the partnership opportunities and roles, site selection and project costs. The local Nations referral is ongoing and scoping for opportunities will continue concurrently and be integrated into the partner scoping process.

A full update to Council detailing partnership opportunities, project budget and funding contributions, local Nations involvement, approach to ongoing operations and maintenance, and project timelines is anticipated in early 2025.

Please contact me directly if you have any questions.



Jimmy Zammar M.A.Sc., M.Sc., PMP
Deputy General Manager, Engineering Services

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