



To: General Purposes Committee

Date: October 2, 2009

From: Mike Redpath  
Senior Program Manager, CPMG

File: 01-0340-02/2009-Vol 01

Re: **Richmond Gateway Signage Upgrade Program**

**Staff Recommendation**

- 1. That \$100,000 for the Richmond Gateway Signage Upgrade Program be appropriated from the 2008 surplus.

Mike Redpath  
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(604-247-4942)

Att. 2

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<b>ROUTED TO:</b>		<b>CONCURRENCE</b>		<b>CONCURRENCE OF GENERAL MANAGER</b>	
Parks Maintenance & Operations.....		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Budgets .....		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
<b>REVIEWED BY TAG</b>		YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
		<b>REVIEWED BY CAO</b>		YES	<input checked="" type="checkbox"/>
				NO	<input type="checkbox"/>

## Staff Report

### Origin

At the June 8<sup>th</sup> 2009 Finance Committee Meeting, staff were given the following referral:

*“That Item 28 on the list of Surplus Allocation requests (Enhance look of the City) be referred back with the funding for further elaboration on:*

- (i) the number of signs involved,*
- (ii) identification of the potential locations of the signs,*
- (iii) the updating of the signs,*
- (iv) the refurbishment and cleaning of the signs,*
- (v) the landscaping around the signs, and*
- (vii) to investigate the possibility of eliminating the references to the sister cities on the signs.”*

The purpose of this report is in response to the above referral and to present a Richmond gateway sign refurbishment plan and concept to Council for approval.

### Analysis

The program is intended to improve existing gateways at key locations to the City, including the replacement of the five existing Richmond gateway signs. In addition to the timing of the 2010 Winter Games, the gateway improvement program is an extension of the Richmond civic beautification and branding programs.

### Locations:

Attachment 1 details the current locations of Richmond’s five existing gateway signs, the locations are:

- Highway 99 at No. 4 Road Exit
- Highway 99 at Steveston Highway Exit
- Sea Island Way Oak Street Bridge Exit
- Russ Baker Way adjacent to the Sea Island Firehall
- Knight Street Bridge/Highway 99 at Bridgeport Road Exit

Infrastructure replacement of the existing signage has been planned for many years, due to the deteriorating condition of the wood portion of the signs. Given the deteriorating condition of the current signage, and Council’s recent adoption of the new Richmond heron identity mark in 2008, the opportunity to replace the signage is timely.

### Relationship to 2010 Games and Welcoming the World:

In 2008 and 2009, the City of Vancouver undertook a similar program upgrading and installing new gateway signage, and introducing new landscape improvements. The Vancouver International Airport Authority is enhancing visitor arrivals at present with the installation of significant

landscaping improvements, and installation of new welcome to YVR signage. Temporary spectacular 2010 related improvements have been installed, including the large Olympic Rings along Grant McConachie Way.

As a venue City, with the signature legacy venue for the 2010 games, the installation of enhanced gateway signage to the community is timely and consistent with similar efforts by YVR and the City of Vancouver which will be viewed by hundreds of thousands of visitors and residents in 2010 alone.

#### **Adaptive re-use of existing signage:**

Based on feedback from Finance Committee, staff are proposing utilizing the existing engineered base structures, and simply removing and replacing the existing wooden signs. Utilizing the existing concrete and mortar engineered base structures and existing lighting realises significant cost savings to this initiative as opposed to re-engineering new bases and foundations. This efficient approach will allow all of the existing signage to be upgraded.

Attachment 2 details the proposed updated gateway sign design, and utilizes the same wood material as the current signage. Richmond's new identity mark in colour is also prominently displayed.

With respect to the elimination of the references to the Sister Cities on the existing signage, staff recommend a simple solution of removing the current wooden sign with this information, and modifying the signs with new masonry to match the existing façade.

It is proposed that the existing cedar wood signage, as it is replaced, be recycled into the Terra Nova Rural Park, specifically as harvest tables and other recycled uses, depending on the condition of the wood.

No additional landscaping is proposed for the current gateway signage, and there will be no additional operating budget impacts associated with the sign upgrade program as presented.

#### **Financial Impact**

The estimated cost for sign manufacturing, and installation for all five of Richmond's current gateway signs, utilizing existing sign foundations and locations is \$100,000. As a result of the cost efficient approach as presented in this report, staff are recommending approval of the previous June 2009 Finance Committee request for additional level surplus funding of \$100,000.

**Conclusion**

With approval of the gateway design concept, and locations, staff can proceed with the process of facilitating sign manufacturing and installation for completion by the fall of 2009 in time for 2010 celebrations.



Mike Redpath  
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ATTACHMENT 1



Highway 99 | No. 4 Road exit



Highway 99 | North end Tunnel and Steveston Hwy. exit



Sea Island Way | Oak Street Bridge exit



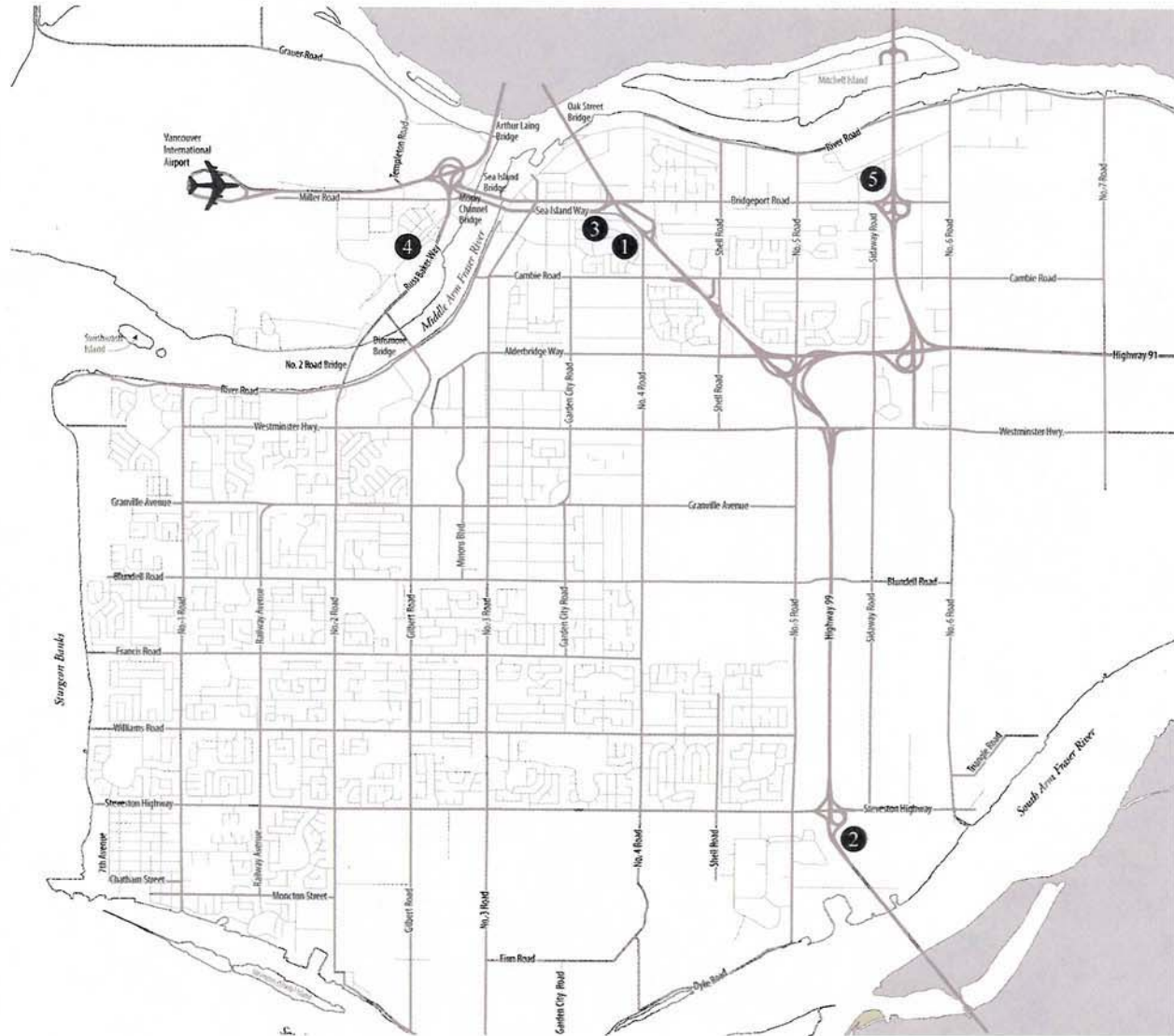
Russ Baker Way | Sea Island Firehall



Knight Street Bridge/Hwy. 99 | Bridgeport Road exit

# Current Gateway Signage Locations

ATTACHMENT 1



# Refurbished Richmond Gateway Sign Concept 2009

