



City of Richmond

Report to Council *Closed*

To: Richmond City Council
From: George Duncan
Chief Administrative Officer
Re: Richmond Olympic Oval Signage

Date: November 17, 2009

File:

Staff Recommendation

1. That the proposed new facility signage for the Richmond Olympic Oval be approved, subject to there being no cost to the City;
2. That the proposed signage be installed on a permanent basis;
3. That the above recommendation(s) be announced at the next open Council meeting; and
4. That staff be authorized to advise the pertinent parties of Council's decision.

George Duncan
Chief Administrative Officer
(604-276-4338)

Att.

Staff Report

Statutory Closed Meeting Criteria:

This report meets the following statutory closed meeting criteria:

90(2)(b) the consideration of information received and held in confidence relating to negotiations between the municipality and a provincial government or the federal government or both, or between a provincial government or the federal government or both and a third party

Recommendation on Disclosure

It is recommended that this recommendation be announced at an open Council meeting.

Origin

The Richmond Olympic Oval officially opened on December 12, 2009. The Oval's primary signage is in English only. The Venue Agreement does not require that the Oval signage be bilingual, nor did VANOC, the IOC or the Government of Canada express an interest in placing French signs in the facility during the design and construction phases. Since the Oval's opening, there has been a great deal of public discussion and political debate regarding the lack of French in the Oval facility signage. VANOC has now proposed to add French to the Oval's primary facility signage at no cost to the City. The City also has the option of having permanent bilingual signage installed.

Analysis

The Richmond Olympic Oval was built and is owned by the City of Richmond. In keeping with standard practices throughout most of Canada, the City typically uses English only in its civic facility signage.

The City has two agreements that relate to facility signage at the Oval. In the Venue Agreement between the City and VANOC, there is no requirement for the City to provide bilingual signage. The City subsequently negotiated rights through the IOC to permanently name the facility the Richmond Olympic Oval and make use of the Olympic rings in the primary facility signage. Again, there was no request or requirement through these negotiations that signage be bilingual.

Since opening the Oval, however, there has been considerable interest expressed in incorporating French into the Oval signage. The Oval is an official venue for the 2010 Olympic Winter Games and French is one of the official languages of the Olympic Games. In addition, French is one of Canada's two official languages. The Government of Canada contributed \$30 million to the construction costs of the Oval, as well as co-funded the Games Operating Trust, which will help support ongoing operating costs of the Oval.

The City has never opposed incorporation of French into the Oval signage. However, as Richmond has met all of its contractual requirements in regard to signage, it has been the City's

position that any changes to the facility signage should not be at Richmond's expense. In addition, any changes to signage would need to fit into the overall design of the Oval as determined by Richmond.

VANOC has submitted suggested new designs incorporating French for the Richmond Olympic Oval's primary facility signs. These include the two Richmond Olympic Oval signs incorporating the Olympic rings, which are mounted on the western and eastern faces of the Oval, along with the ground-level Richmond Olympic Oval welcoming sign on the south plaza outside the main lobby. Conceptual illustrations of the proposed designs are attached.

VANOC has already indicated that they will be installing temporary bilingual signage at the Oval during the Games. However, if the City agrees, VANOC is prepared to provide upgraded signage that is in keeping with the high quality and standards of the existing facility signs, and would remain on the facility permanently.

There would be no cost to the City in instituting these changes.

If approved, work on producing and installing the new signage would begin immediately to ensure they are in place before the 2010 Olympic Winter Games.

Staff have reviewed the new designs and believe they are appropriate and in keeping with the overall venue design. The changes to the signage would show support for Canada's official languages policy; further affirm Richmond's significant commitment to supporting a successful Olympic Winter Games and reflect the cosmopolitan character of our community. For these same reasons, Staff believe installing higher quality, permanent bilingual signage would be advantageous to Richmond and the Oval.

Financial Impact

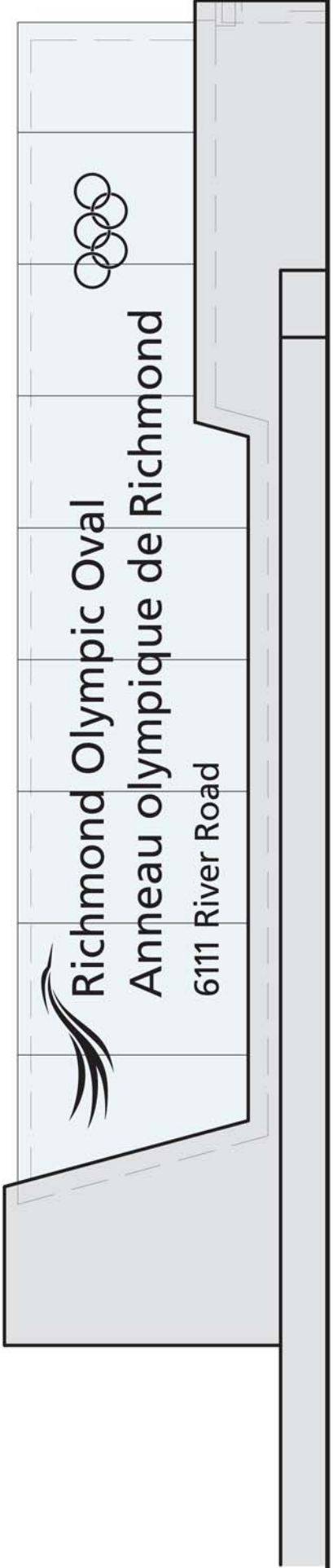
There is no financial impact. VANOC has committed that there will be no cost to the City associated with the integration of French into the facility signage.

Conclusion

VANOC has proposed new signage for the Richmond Olympic Oval that incorporates French. The proposed designs are in keeping with the existing Oval design. Acceptance of the signs would reinforce Richmond's commitment to helping to stage a successful Olympic Games at no cost to the City. The proposed signs can be designed to standards that would allow them to remain in place permanently.



George Duncan
Chief Administrative Officer
(604-276-4338)



Richmond Olympic Oval
Anneau olympique de Richmond
6111 River Road



1 Sign 1 (Option 1) - Photo rendering
Scale: N/A

Proposed



Existing



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Project: Richmond Olympic Oval Address: 611 River Road, Richmond

Account Manager: Kerrie Stafford Date: June 29, 2009

Customer Approval (signature)

Approved with changes (INITIAL)

Contact:

Production: Heather File Name: 0413-06-09-RSOPrev1

Landlord Approval (signature)

NOTE: we can not proceed without your sign approval

Phone:

Revision Date: July 3, 2009

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1 Sign 1 (Option 1) - Photo rendering
Scale: N/A

Proposed



Existing



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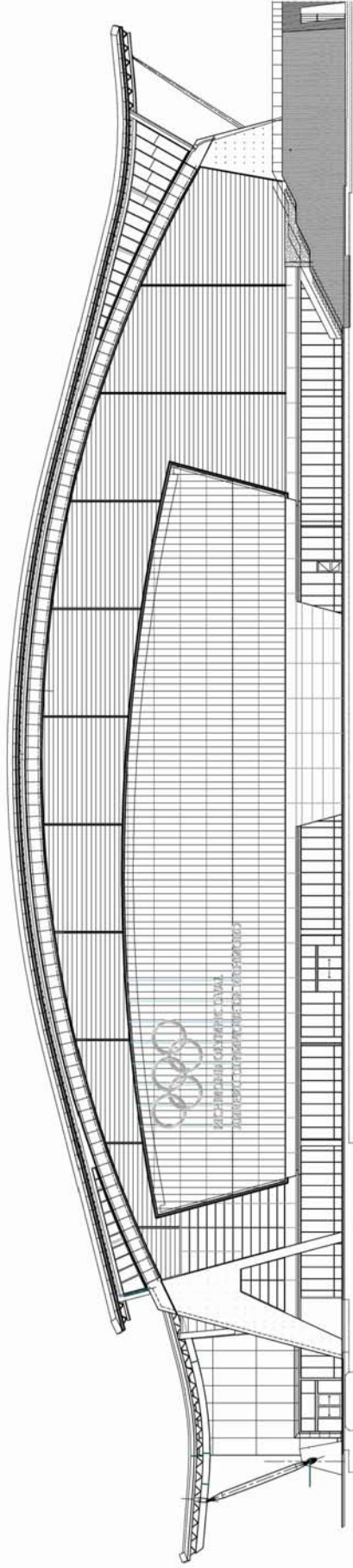
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ANNEAU OLYMPIQUE DE RICHMOND



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