



**General Purposes Committee
Electronic Meeting**

**Anderson Room, City Hall
6911 No. 3 Road**

**Monday, July 7, 2025
4:00 p.m.**

Pg. # ITEM

MINUTES

GP-5 *Motion to adopt the **minutes** of the meeting of the General Purposes Committee held on June 16, 2025.*



FINANCE AND CORPORATE SERVICES DIVISION

**1. COMMUNITY WAYFINDING STRATEGY AND IMPLEMENTATION
FRAMEWORK**

(File Ref. No. 08-4150-04-06) (REDMS No. 8068301)

GP-8

See Page GP-8 for full report

Designated Speaker: Jill Shirey

STAFF RECOMMENDATION

- (1)** *That the Community Wayfinding Strategy and Implementation Framework, as detailed in the staff report titled “Community Wayfinding Strategy and Implementation Framework”, dated June 13, 2025, from the Director, Business Services, be approved; and*

- (2) *That staff bring forward an initial implementation project for Council's consideration.*



LAW AND COMMUNITY SAFETY DIVISION

2. **APPLICATION TO PROPOSE A NEW LOUNGE AREA ENDORSEMENT TO LICENCE #311621 - DEEP BLUE DISTILLERIES LTD - 5800 CEDARBRIDGE WAY UNIT 130**
(File Ref. No. 12-8275-30-001) (REDMS No. 8027630)

GP-132

See Page GP-132 for full report

Designated Speaker: Mark Corrado

STAFF RECOMMENDATION

- (1) *That the application from Deep Blue Distilleries Ltd., seeking the following extended hours of liquor service, and a new Lounge Area Endorsement at the premises located at 5800 Cedarbridge Way Unit 130, be supported:*
- (a) *A new lounge area endorsement with a total person capacity of 30 occupants;*
- (b) *Proposed hours of liquor service from Monday to Saturday, 9:00 AM to Midnight and Sunday, 5:00 PM to Midnight; and*
- (2) *That a letter be sent to the Liquor and Cannabis Regulation Branch, which includes the information as set out in Attachment 1 to this report, advising that Council recommends the approval of the new Lounge Area and extended hours of liquor service.*



PARKS, RECREATION & CULTURE DIVISION

3. **SUPPORTING FOOD SECURITY ORGANIZATIONS THROUGH CITY AGRICULTURE RELATED GRANT PROGRAMS**
(File Ref. No. 03-1085-01) (REDMS No. 8062339)

GP-141

See Page GP-141 for full report

Designated Speaker: Alex Kurnicki

STAFF RECOMMENDATION

That Option 1 as outlined in the staff report titled “Supporting Food Security Organizations through City Agriculture Grant Related Programs”, dated June 16, 2025, from the Director, Parks Services, be approved.



CAO'S OFFICE

4. **2025 UBCM COMMUNITY EXCELLENCE AWARDS PROGRAM**
(File Ref. No. 01-0130-01) (REDMS No. 8037049)

GP-154

See Page GP-154 for full report

Designated Speaker: Alisa Carey

STAFF RECOMMENDATION

That the City of Richmond's submissions to the Union of BC Municipalities Community Excellence Awards program be endorsed, including:

- (1) Excellence in Governance: Community Driven Neighbourhood Road Safety Program;*
- (2) Excellence in Service Delivery: Dike Operation and Maintenance Manual;*
- (3) Excellence in Asset Management: Dike Geographic Information System (GIS) Upgrade Project; and*
- (4) Excellence in Sustainability: Richmond Circular City Strategy.*



DEPUTY CAO'S OFFICE

5. **REFERRAL RESPONSE: HOUSING AS A HUMAN RIGHT**
(File Ref. No. 08-4057-05) (REDMS No. 8078492)

GP-163

See Page GP-163 for full report

Designated Speakers: John Nguyen & Greg Newman

STAFF RECOMMENDATION

That the proposed resolution, titled "Housing as a Human Right" (Attachment 1), which calls for the Union of BC Municipalities (UBCM) to lobby the Province of BC to establish legislation and policy to support accessible and equitable housing and declare housing as a human right, and for UBCM to advocate to the Government of Canada to increase its direct investment in housing and to implement policies and regulations that will support and incentivize the delivery of housing for all Canadians, be endorsed and submitted to UBCM for consideration at the 2025 UBCM Convention.

☐

COUNCILLOR KASH HEED

6. **INITIATE A MORE ACCOUNTABLE AND CONTEMPORARY STRUCTURE FOR THE RICHMOND OLYMPIC OVAL**
(File Ref. No.) (REDMS No.)

GP-172

See Page GP-172 for background materials

MOTION

- (1) *That the maximum annual contribution to the Richmond Olympic Oval Corporation for 2026 be limited to \$2.5 million;*
- (2) *That the Chief Administrative Officer (CAO) set out a process to examine dismantling the Richmond Olympic Oval Corporation while identifying an alternative structure/framework and governance for the new facility inauguration in the first quarter of 2027; and*
- (3) *That the CAO provide a comprehensive document to Council by the end of 2025 outlining the purposes, strategies, and financial projections for the transition of the facility.*

☐

ADJOURNMENT

☐



General Purposes Committee

Date: Monday, June 16, 2025

Place: Anderson Room
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair
Councillor Chak Au (by teleconference)
Councillor Carol Day
Councillor Laura Gillanders
Councillor Kash Heed
Councillor Andy Hobbs
Councillor Alexa Loo
Councillor Bill McNulty
Councillor Michael Wolfe

Call to Order: The Chair called the meeting to order at 4:00 p.m.

MINUTES

It was moved and seconded

That the minutes of the meeting of the General Purposes Committee held on June 2, 2025, be adopted as circulated.

CARRIED

PRESENTATION

1. With the aid of a PowerPoint presentation (Copy on File, City Clerk's Office), Lloyd Bie, Director, Transportation, and Sonali Hingorani, Manager, Transportation Planning and New Mobility, presented an update on the Moray Bridge Replacement Planning Study, currently being undertaken by the Ministry of Transportation and Transit (MoTT), and highlighted the following:

1.

General Purposes Committee

Monday, June 16, 2025

- In 2022, City Council endorsed MoTT's submission of the Moray Bridge Area Planning Study for funding consideration from the National Trade Corridors Fund;
- The study focuses on replacing the existing swing bridge and improving the Bridgeport Road and Sea Island Way corridors between Highway 99 and Sea Island. The key City considerations related to this study include (i) road network, (ii) flood protection, (iii) Middle Arm Greenway, and (iv) area development;
- In January 2025, MoTT presented separate bridge crossing and road network improvement options to staff, seeking feedback regarding further technical assessment;
- MoTT proposed three options for the location of the new bridge alignment: (i) Option 1 – new bridge south of existing, (ii) Option 2 – new bridge north of existing, and (iii) Option 3 – new bridge aligned with Bridgeport Road;
- Based on the options for the new bridge alignment, staff advised MoTT that option 2 is preferred for further study as it better aligns with City objectives and minimizes property and road network impacts;
- For all road network options, MoTT is recommending closure of the No. 4 Road exit from Highway 99, which will result in redistribution of traffic onto local streets. Staff recommend not supporting its removal until a comprehensive traffic assessment and public consultation are undertaken;
- MoTT proposed three options for the road network improvements along the Bridgeport Road and Sea Island Way corridors between Highway 99 and Sea Island, none of which are supported by staff;
- Next steps include MoTT (i) reviewing and incorporating staff feedback, (ii) developing conceptual designs of potential bridge replacement options and corridor strategies, (iii) conducting a high level traffic assessment, and (iv) a Multiple Accounts Evaluation; and
- The planning study is anticipated to be completed in Q4 2025. Staff will update Council with the findings of the planning study when available.

Discussion ensued regarding (i) the need for a detailed report outlining the various bridge replacement and road network options, (ii) the potential rationale for and concerns regarding MoTT's recommendation of closing the No. 4 Road exit from Highway 99, (iii) the timeline of MoTT's planning study and next steps, (iv) the improvement of lane utilization at Garden City Way with road network option 2, (v) the jurisdiction of Highway 99, which staff advised falls under the authority of MoTT, (vi) the benefit of infrastructure such as flyovers, and (vii) the forthcoming comprehensive traffic study for all options for Council endorsement.

Staff advised that a report to Committee outlining the bridge replacement and road network options is forthcoming.

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ENGINEERING AND PUBLIC WORKS DIVISION

2. FRASER RIVER TUNNEL PROJECT ENVIRONMENTAL ASSESSMENT – APPLICATION REVIEW COMMENTS
(File Ref. No. 10-6125-30-006) (REDMS No. 8067980)

Discussion ensued regarding (i) the timeline of the environmental assessment and the Fraser River Tunnel Project schedule, (ii) reiterating the City's position for the BC Hydro transmission line relocation to be underground, and (iii) enhancing the interconnectivity of the pedestrian and cyclist networks, with staff advising that an overpass would be the financial responsibility of MoTT.

It was moved and seconded

That the comments as described in the report titled “Fraser River Tunnel Project Environmental Assessment - Application Review Comments” dated June 9, 2025, from the Director, Transportation be endorsed and forwarded to the British Columbia Environmental Assessment Office.

CARRIED

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (4:34 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the General Purposes Committee of the Council of the City of Richmond held on Monday, June 16, 2025.

Mayor Malcolm D. Brodie
Chair

Shannon Unrau
Legislative Services Associate



City of Richmond

Report to Committee

To: General Purposes Committee

Date: June 13, 2025

From: Katie Ferland
Director, Business Services

File: 08-4150-04-06/2024-
Vol 01



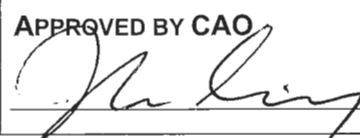
Re: **Community Wayfinding Strategy and Implementation Framework**

Staff Recommendations

1. That the Community Wayfinding Strategy and Implementation Framework, as detailed in the staff report titled "Community Wayfinding Strategy and Implementation Framework", dated June 13, 2025, from the Director, Business Services, be approved; and
2. That staff bring forward an initial implementation project for Council's consideration.

KFerland

Katie Ferland
Director, Business Services
(604-247-4923)
Att: 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Communications	<input checked="" type="checkbox"/>	
Information Technology	<input checked="" type="checkbox"/>	
Arts, Culture & Heritage	<input checked="" type="checkbox"/>	
Community Social Development	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Recreation and Sport Services	<input checked="" type="checkbox"/>	
Development Applications	<input checked="" type="checkbox"/>	
Policy Planning	<input checked="" type="checkbox"/>	
Public Works Operations	<input checked="" type="checkbox"/>	
Engineering	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

The Community Wayfinding Strategy (the Strategy), a tourism destination enhancement initiative developed using Municipal and Regional District Tax (MRDT) funding, has been developed through significant public engagement and with support from the City's MRDT Program partners, Tourism Richmond and the Richmond Hotel Association.

On October 10, 2023, Council was presented with a project update and the draft Guiding Principles, and adopted the following resolutions:

- (1) That the Guiding Principles, as detailed in the staff report titled "Community Wayfinding Strategy Guiding Principles," dated September 7, 2023, from the Director, Business Services, be endorsed; and*
- (2) That these Guiding Principles be used to inform the strategic direction and actions of the draft Community Wayfinding Strategy.*

On November 12, 2024, Council was presented with the draft Community Wayfinding Strategy, and adopted the following resolution:

- (1) That the draft Community Wayfinding Strategy, as detailed in the staff report titled "Draft Community Wayfinding Strategy," dated October 11, 2024, from the Director, Business Services, be endorsed for public consultation.*

The purpose of this report is to seek Council's endorsement of the final version of the Community Wayfinding Strategy and the associated Implementation Framework, which incorporates key feedback from the public consultation, and to direct staff to bring forward an initial implementation project for Council's consideration.

This report supports Council's Strategic Plan 2022-2026:

Focus Area #1. Proactive stakeholder and civic engagement to foster understanding and involvement and advance Richmond's interests.

1.4 Leverage a variety of approaches to make civic engagement and participation easy and accessible.

Focus Area #2. Strategic and sustainable growth that supports long-term community needs and a well-planned and prosperous city.

2.3 Ensure that both built and natural infrastructure supports sustainable development throughout the city.

Focus Area #3. Community safety and preparedness through effective planning, strategic partnerships and proactive programs.

3.4 Ensure civic infrastructure, assets and resources are effectively maintained and continue to meet the needs of the community as it grows.

Focus Area #4. Responsible financial management and efficient use of public resources to meet the needs of the community.

4.2 Seek improvements and efficiencies in all aspects of City business.

Focus Area #6. Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

6.1 Advance a variety of program, services, and community amenities to support diverse needs and interests and activate the community.

The Community Wayfinding Strategy also aligns with and, if endorsed, would support the implementation of other key City strategies including the Community Wellness Strategy 2018-2023 (Focus Area #4, Facilitate supportive, safe and healthy natural and built environments); Richmond Accessibility Plan 2023–2033 (Strategic Pillar #3, Accessibility in the Built Environment); Richmond Arts Strategy 2019-2024 (Strategic Directions #1, Ensure affordable and accessible arts for all, and #3, Invest in the arts); the 2022 Parks and Open Space Strategy (Focus Area #3, Connectivity); and the Official Community Plan.

Analysis

Background

Wayfinding refers to how people orient themselves in their surroundings, identify routes and navigate through their physical environment to destinations. It includes directional signage and visual landmarks, and it can be used to promote public attractions, places of special interest, and the best routes for moving through the city. In this context, the focus is on public wayfinding rather than wayfinding on private property or to specific private businesses.

The Strategy (Attachment 1) has been informed through a research and needs assessment phase, a robust public engagement process, and ongoing input from a working group consisting of staff from multiple City departments as well as Tourism Richmond.

The Council-approved Guiding Principles, on which the Strategy is based, are the following:

1. Clear and intuitive
2. Inclusive and accessible for all backgrounds and abilities
3. Encourage discovery and exploration
4. Consider the role of technology in navigation and placemaking
5. Promote city and neighbourhood character and identity
6. Support local business and economy

It is anticipated that the Strategy will guide and coordinate future public wayfinding and signage investments in Richmond, ensuring that these are designed and implemented in a well-planned

and resource-efficient manner. Over time, as the Strategy is implemented, the wayfinding approach in Richmond will enhance the experience for visitors and residents as they move through the city.

Public Engagement Process

Two phases of public consultation were conducted, first to invite input on potential Guiding Principles and to identify Strategy priorities, and then most recently to receive feedback on the draft Strategy.

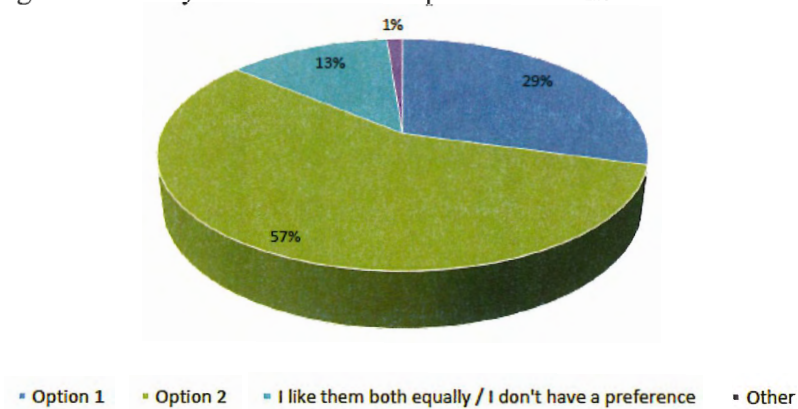
Following Council endorsement of the draft Strategy for public consultation in November 2024, staff sought community input on the Strategy itself, including on the wayfinding designs, preferences for colour options, and suggestions regarding potential locations for initial implementation of the Strategy.

Public and interest-holder engagements included a Let's Talk Richmond survey, email campaign to community groups and organizations to invite feedback, presentations to Council-appointed Advisory Committees and other key organizations such as the Richmond Council of Communities, and a roundtable discussion with key organizations including TransLink, Vancouver International Airport, the Gateway Theatre, Gulf of Georgia Cannery Society, Hub Cycling, and the Gateway Theatre. There was robust engagement from the community, with 287 individuals involved, including 158 survey respondents and 129 participants in the group sessions and roundtable discussion.

Feedback Received

When presented with two colour and design options for the wayfinding visual language, those who participated in the consultation indicated a preference for the option that reflected the City's corporate branding (Option 2 in Figure 1 below). When asked why this was their stated preference, those consulted pointed to the design features of this option and the colours. It was also characterized by respondents as welcoming and visually appealing. Those who indicated a preference for the option that was inspired by the Richmond landscape (Option 1 in Figure 1 below) noted the contrast between the colours/ text as important, in addition to clarity and legibility of that option.

Figure 1. Survey Results: Colour Option Preference



In terms of priority areas for improved wayfinding and initial implementation, both City Centre and Steveston were of strong interest, with entrances to Richmond selected as the third priority/ area of interest.

The feedback received is reflected in the attached “What We Heard” Report (Attachment 2) and has now been incorporated into the final version of the Community Wayfinding Strategy and associated Implementation Framework. An overview of both documents follows below.

Overview of Key Strategy Updates

The Community Wayfinding Strategy provides a Richmond-specific approach to a cohesive wayfinding system. It is organized into five main sections, which are then followed by the Design Framework.

In response to feedback from the Phase 2 public consultation, key updates were made to Part B, Design Framework.

Given the preference for the design and colour option that most closely resembled the City’s corporate branding, along with the priority for clarity and accessibility noted in the Strategy’s Guiding Principles and during public consultation, the saturation of the colour palette (especially the blue) has been increased. This slight change retains the warm and welcoming character of the City’s blue and, at the same time, addresses accessibility considerations by ensuring a higher degree of contrast with text and greater visibility for users.

Feedback from the public consultation indicated broad support for the Wayfinding Strategy, including the Guiding Principles on which the Strategy is based, and which would guide future implementation as well.

Implementation Framework Overview

The Implementation Framework (Attachment 3) provides a high-level guide for how to implement the Community Wayfinding Strategy, including a phased approach, decision criteria, and recommendations for successful implementation. It proposes a phased roll-out with implementation across Richmond to be guided by clear criteria and community priorities.

The framework outlines a process by which a neighborhood or area would be assessed for implementation based on a number of decision criteria, including pedestrian and transit volumes, tourism and visitor destinations, community interest, proximity to existing signage gaps, accessibility and equity factors, and alignment with other planned capital and streetscape projects. It would then be determined what types of signage and/or non-signage wayfinding elements would be suitable, and in which locations, as well as the content required to help visitors and residents navigate through the area.

During this process, consultation with the local community and engagement will be key, including identification of localization illustrations/ pattern design that can be part of signage and other non-signage wayfinding elements, such as pavement markings. The Strategy’s Guiding Principles would continue to inform decision-making during the implementation process,

ensuring clarity, accessibility, and discovery opportunities for residents and visitors alike. Respective wayfinding projects would be developed using the Implementation Framework and brought forward to Council for approval.

Next Steps

If approved, staff would bring forward an initial implementation project for Council's consideration. In response to feedback from the public consultation, it is anticipated that a project in the City Centre would be proposed. Staff would further scope an initial project in this area as guided by the decision criteria in the Implementation Framework. This would include identification of types of signage and non-signage wayfinding elements, and respective locations, within the subject area. The process of future implementation would include community engagement, identifying localization opportunities, coordination with other wayfinding systems, and development of a comprehensive signage inventory, as outlined in the Implementation Framework.

While Steveston was also noted as an area of interest for implementation of wayfinding, additional work will be required to ensure heritage values are preserved and celebrated. It is also anticipated that further public engagement would be required in Steveston, in concert with exploring potential adjustments to the presented designs to reflect the Village's heritage.

There is an opportunity for initial implementation to focus on an area of Richmond that is both a high priority for the community and also enables testing of the designs and multiple sign types, with the lessons learned to be used for successful future implementation. An area within City Centre that has a current need for wayfinding and multiple sign types could potentially be explored as an initial project.

Financial Impact

None. The development of the Strategy has been funded by the Municipal and Regional District Tax, including support from Tourism Richmond and the Richmond Hotel Association.

Upon Council's endorsement of the Strategy and if there is direction to staff to bring forward an initial implementation project, a capital budget request, supported in part by external funding sources, would be brought forward for Council's consideration. Funding sources for implementation may include the Municipal and Regional District Tax, among others.

Conclusion

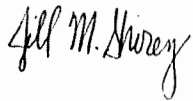
The Community Wayfinding Strategy is anticipated to enhance Richmond's accessibility and inclusivity, improve navigation and mobility, and enrich the experience of both residents and visitors. It aims to unify the city into a cohesive and vibrant destination while highlighting areas of key significance. Additionally, it will emphasize points of interest, civic and cultural amenities, and support local businesses, attractions, and other valuable assets.

If endorsed, staff would proceed to scope an initial implementation project in City Centre and would bring that forward to Council for consideration. The future outcome of phased implementation of

June 13, 2025

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the Community Wayfinding Strategy is anticipated to be an improved experience of Richmond for residents and visitors alike.



Jill Shirey
Manager, Economic Development
(604-247-4682)

Att. 1: Community Wayfinding Strategy
 2: What We Heard Report (Phase 2)
 3: Implementation Framework

City of Richmond Community Wayfinding Strategy

June 12, 2025



Part A

Community Wayfinding Strategy

1	Finding Your Way: What Is Wayfinding?	8
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Design Framework

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3	Signage Placement Guidelines	78

Part A

Community Wayfinding Strategy





Introduction

Richmond provides residents and visitors with a captivating blend of natural beauty, historic charm, and modern culture. With countless attractions, sights, and experiences to enjoy, navigating the city with ease is essential to fully appreciate all that Richmond has to offer.

Effective wayfinding can help people explore Richmond and find their way to desired locations. Wayfinding describes the range of methods and tools used to orient and find your way through a city. Although it is often considered synonymous with signage, signs are only one of the tools that contribute to a successful wayfinding experience. In addition to signage, wayfinding success is defined by architectural features and landmarks, verbal instructions, printed materials, electronic content, and interactive technologies.

The City of Richmond recognizes the importance of wayfinding in shaping the experience of Richmond for both residents and visitors. The development of a comprehensive community wayfinding strategy will guide future wayfinding investments that, when implemented, will enhance the Richmond landscape through the use of a common, visual language. This is accomplished by combining the integration of wayfinding principles and best practices with the unique opportunities and needs of Richmond, creating a tailor-made wayfinding strategy.

This wayfinding strategy is designed to provide a unified approach to navigation, simplifying movement through the city whether on foot, in a car, on a bike, or on public transport. This strategy is not just about direction; it's about creating a connected, vibrant community where people can live, work, and thrive. It's an investment in making the city a more intuitive and welcoming destination that considers the diverse needs of residents, visitors, local businesses, and the community.

The recommendations in this strategy are derived from a needs assessment and gap analysis report, best practices review, and extensive public engagement. The strategy is organized in sections, each building on the next, with a series of strategic wayfinding recommendations and future vision for wayfinding in Richmond.



Section 1

Finding Your Way: What Is Wayfinding?

Describes how people find their way through places, and the tools which can help them find their way more easily, to create a more efficient and enjoyable journey.



Section 2

Where Are We Now:

Opportunities For The Richmond Wayfinding Experience

Identifies the needs and challenges of Richmond's current wayfinding experience, focusing on areas where improvements would allow people to more easily find their way through the city.



Section 3

Wayfinding Guiding Principles

Identifies key principles needed to develop an effective wayfinding system in Richmond, including clarity, consistency, accessibility, and cultural relevance, to meet the diverse needs of the city's population.



Section 4

Wayfinding Strategic Recommendations

Provides strategic recommendations and a roadmap for the development and implementation of a comprehensive wayfinding strategy for Richmond.



Section 5

Where We Want to Be:

The Future Richmond Wayfinding Experience

Presents a future vision for Richmond, transformed by an effective wayfinding system that makes it easier for people to navigate through the city. It emphasizes the broad benefits of wayfinding, including enhanced accessibility, safety, and a boost to local tourism, enriching the overall Richmond experience.



What is Wayfinding?

Wayfinding refers to how we orient ourselves, identify routes and navigate successfully to our destinations. It is the process of moving through a place and includes reaching a specific destination or exploring new areas. Our ability to find our way through a city, for example, shapes our experience of the city by allowing us to learn about and access attractions and areas of interest. While the needs of a resident might be different from those of a visitor, both share the common goals of reaching their destinations easily and understanding what the city has to offer.

Section 1 — What is Wayfinding?

Wayfinding can be broken down into three parts – each part allowing people to answer three questions that shape their ability to navigate.



Section 1 — What is Wayfinding?

As we move through a city, we often feel a sense of place — that the city, or places within the city, have an identity or character. This sense of place, is about telling the story of the place and is known as placemaking. Placemaking is about understanding the history, personality and character of the place and wayfinding is a key contributor to that experience. For example, wayfinding could help you navigate to City Centre and identify key destinations, while other placemaking elements could communicate the dynamic, urban vibe of the area.

One of the simplest ways to support both wayfinding and placemaking is through signage. Signage can direct people through a place, identify a place and tell the story of the place.



*Example of signage in support of wayfinding
(Roosevelt Island)*

Clear directional information allows people to orient themselves, directs and identifies key destinations.



*Example of signage in support of placemaking
(Canalside)*

While maps allow people to orient themselves to their surroundings, design elements drawn from the personality and character of the place support placemaking.

Signage and Beyond

Signage helps navigation by providing information on the three primary wayfinding needs: orientation, direction and destination, allowing individuals to find their way from a point of entry all the way to a specific location. In a city, signage not only aids in navigation but helps create a sense of place, in support of the city's story, and also by acting as a representation of the city's values, identity and character.

A comprehensive signage program includes a range of sign types including directories, directional signs, identification signs, maps, and trail signs. It considers various modes of transportation including pedestrian, vehicular, cycling and public transit.

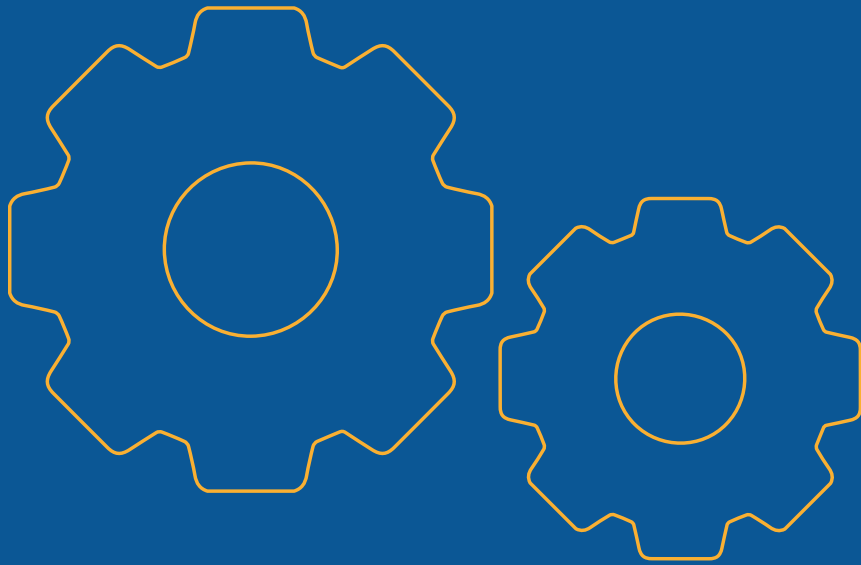
Wayfinding is not just about signs. It's a whole system that uses many different elements to help people find their way. These include noticeable buildings, landmarks or public art, spoken directions, maps and brochures, and digital tools and technology. All these parts work together to make navigation easier and provide identity and character to a city.

Digital content in particular, presents an opportunity to provide a personalized wayfinding experience, offering significant value. Whether through an online map, a mobile application, a digital kiosk or a QR code on a static sign, digital information creates an elevated experience through dynamic content, and presentation of multiple layers of information that may not be possible on static signage. The personalization provided by digital content also has the ability to create a more accessible and inclusive experience by allowing users to increase size or contrast of content or show information in multiple languages.

While the value of digital content is clear when you consider how many of us rely on Google Maps, Waze, and other apps for navigation, it is important to recognize that signage plays an additional and complementary role. Signage provides specific information, such as the exact entrance to a destination and allows the city to communicate directly with residents and visitors. It helps unify the city and serves as a physical representation of the city's character and identity. It is also worth noting that not everyone has access to smartphone and mobile data, so signage helps create a more equitable and inclusive city.



*Typha by Puya Khahili
and Charlotte Wall*



Tools Built from Strategy

Regardless of the wayfinding tool used, whether it be a sign, a landmark, or an app, it is important to have a wayfinding strategy applied across these tools. This strategy addresses how we communicate directions, what information needs to be provided, informational needs at different points in a person's journey, how areas are grouped and organized, and what language, nomenclature, and terminology we use. Such strategic decisions are realized and carried forward using a range of tools — both static and digital.

The strategy should focus on supporting the identity of the place by using signs and symbols that reflect the local culture and environment, ensuring that everyone can navigate easily, no matter what tool they prefer to use.

The wayfinding strategy serves as the foundation from which tools are applied to help people find their way. The strategy defines how we think and what we want to accomplish, while tools such as signage are how we will accomplish it.





Where Are We Now: Opportunities for the Richmond Wayfinding Experience

An effective wayfinding strategy responds to the particular needs and challenges of an environment while boosting existing opportunities. Key observations regarding the current Richmond experience have been developed from a public engagement process as well as from a needs assessment and gap analysis report.

1. **Opportunity: Enhance intuitive wayfinding and accessibility.**

The current wayfinding system can be improved for better ease of use and to ensure that signage across the city meets accessible and inclusive design best practices.

2. **Opportunity: Establish a unified Richmond character and identity.**

The character and identity of Richmond and its individual neighbourhoods can be communicated and supported by wayfinding and a signage program with visual language that is consistent from one location to another.

3. **Opportunity: Leverage existing road network.**

The existing grid-based road network provides support for an intuitive wayfinding experience.

4. **Opportunity: Implement clear destination hierarchy.**

A destination hierarchy is used on signage to present the appropriate information in order of importance and proximity. Key or primary destinations are presented first followed by secondary and then tertiary destinations. Implementation of a clear destination hierarchy in Richmond will ensure key destinations are identified and encourage people to discover them.

5. **Opportunity: Enhance Richmond's welcome experience.**

Enhancing Richmond's gateway signs could provide an elevated welcome experience and strong, positive first impression for visitors, while also supporting community pride.

6. **Opportunity: Improve wayfinding in key areas and to key destinations.**

City Centre and Steveston were identified during public and stakeholder engagement as example areas within Richmond where wayfinding to priority destinations and parking could be improved through consistent and well-designed wayfinding.

7. **Opportunity: Enhance the City Centre wayfinding experience using well-designed and positioned signage.**

City Centre is a complex area undergoing much planned or in-progress development. A well-planned and consistent wayfinding experience can strengthen the experience in the City Centre as a key urban area in Richmond.

8. **Opportunity: Support neighbourhood and area character and identity.**

Richmond consists of many distinct neighbourhoods and areas of interest with unique offerings. Wayfinding can support and strengthen these areas through signage and other wayfinding elements.

9. **Opportunity: Ensure that the signage and wayfinding information in Richmond caters to various modes of travel, accommodating the needs of pedestrians, cyclists, drivers, and public transit users alike.**

Richmond residents and visitors move through the city in multiple ways, including walking, cycling, on buses and trains, and in vehicles. Wayfinding can support all travel modes while also encouraging the use of active transportation such as walking and cycling to explore the city.



Wayfinding Guiding Principles

Informed by extensive community engagement, best practices and endorsed by City Council¹, the following six principles serve as the foundation for the design of an intuitive, accessible, and ultimately successful, wayfinding program in Richmond. The strategic recommendations outlined in Section 4 draw upon these foundational principles.

¹ City of Richmond (October 10, 2023) Community Wayfinding Strategy Guiding Principles Retrieved from City of Richmond website
https://citycouncil.richmond.ca/agendas/archives/council/2023/101023_minutes.html

1. Clear and intuitive

- Easy-to-understand language, legible typefaces, and simple graphics should be used.
 - Establish consistent use of terminology, nomenclature and visual cues.
 - Position and locate signs appropriately to ensure good visibility and legibility.
-

2. Inclusive and accessible for all backgrounds and abilities

- Employ accessibility best practices regarding contrast, typeface size, and typeface, to ensure improved legibility.
 - Where appropriate, include braille or other tactile elements for those who are experiencing sight loss.
 - Employ pictograms to support an inclusive and accessible experience, as these display information quickly and universally, transcending language barriers and levels of ability.
-

3. Encourage discovery and exploration

- Wayfinding and signage can foster a sense of discovery by highlighting key destinations and making users aware of the wide range of attractions proximate to their current location.
 - Application of unique graphics or other design elements to create an inviting atmosphere and encourage people to explore the area.
-

4. Consider the role of technology in navigation and placemaking

- Explore and enhance the interface between physical and digital elements in helping people move through the city.
-

5. Promote city and neighbourhood character and identity

- Support city place-making with the development of an overarching “Richmond” character for the family of signs.
 - Explore opportunities that allow individual neighbourhoods to communicate their own identity (i.e. a sub-brand or differentiating feature).
-

6. Support local businesses and the economy

- Wayfinding and signage should highlight a range of destinations and attractions, in support of the local economy.



Wayfinding Strategic Recommendations

The following eight strategic recommendations are based on the wayfinding guiding principles and opportunities outlined in the previous sections. These recommendations address the specific needs and opportunities identified in the assessment of Richmond's current wayfinding experience. As these are implemented through future wayfinding initiatives over the long term, it is anticipated that the experience of Richmond will become more unified, easy to navigate, and welcoming for all.

Actionable items support each recommendation and are categorized into two groups: those that can be achieved during the design process (Design Framework Related recommendations) and those that can be achieved during implementation (Implementation Related recommendations). Design Framework Related recommendations describe ways in which the strategy is realized through the design of the signage and other tools, such as aesthetic choices, use of colour, typeface legibility etc., many of which are seen in the subsequent Design Framework. Implementation Related recommendations describe items

that relate to the way in which the strategy is rolled-out and applied to environmental conditions, including factors such as placement, identification of key destinations and exact messaging on signage.

The strategic recommendations are applicable across all wayfinding elements and tools, such as signage, printed materials, digital content, and landmark elements. Any items that are signage-specific are identified as such.





Image from Roosevelt Island

1. Welcoming Experience

Provide a sense of welcome for visitors to Richmond that not only orients people to their surroundings but also identifies amenities and attractions available to them. A city with a well-executed wayfinding program projects a positive image of an organized, welcoming, and accommodating place to visit.

Design Framework Related Recommendations

- a. Develop a gateway welcome sign, to be applied at identified points of entry, to ensure efficacy and impact.
- b. Develop a primary directory sign type to serve as a wayfinding hub positioned at key locations, allowing users to easily orient themselves at the first points of contact with Richmond.
- c. Design signage with both durability and ease of maintenance in mind to ensure it remains attractive and appears well cared for, thus presenting a positive first impression.

Implementation Related Recommendations

- d. Identify and establish clear entry points via both vehicular entry (such as bridge, tunnel and land access points) and public transit entry (SkyTrain stations).
- e. Identify opportunities for the integration of public art and placemaking elements as part of the wayfinding experience to create a sense of community and creative discovery.

2. Accessible and Human-Centred

A well-designed wayfinding program considers the needs of all users, including those with physical, cognitive and sensory disabilities. By putting a focus on human-centred design practices, the wayfinding experience will be intuitive, leading to increased user satisfaction and allowing users to more easily find their way through Richmond.

Design Framework Related Recommendations

- a. Meet all accessibility standards as outlined by Accessibility Standards Canada (ASC) and CSA/ASC B651:234, the Richmond Accessibility Plan 2023-2033 and the City of Richmond Enhanced Accessibility Design Guidelines and Technical Specifications.
- b. Use best practices and research-based guidelines for readability and legibility. These consider viewing distance, driving speed, text size and orientation, contrast, and typeface choices for those who are experiencing sight loss.
- c. Use international symbols, icons and plain language to improve overall clarity and ease of understanding.

Implementation Related Recommendations

- d. Where possible, leverage the existing grid-based street network, creating an intuitive method of orientation.
- e. Consider the use of an expanded digital experience to enhance accessibility, such as auditory information and digital access through complementary tactile tools and content that adapts to meet specific user accessibility needs, ensuring ease of language translation through existing digital services such as augmented reality (AR) apps.
- f. Develop a comprehensive nomenclature list, including destinations and amenities, and ensure consistency across static and digital channels, including Google Maps and other digital sources.

3. Multi-Modal Journeys

Whether walking, biking, using a mobility device, driving or using public transit, people experience Richmond using a range of transportation options. The wayfinding experience needs to allow residents and visitors to move efficiently and freely through Richmond, regardless of their method of travel. A multi-modal strategy supports the overall mobility, livability and environmental sustainability of Richmond.

Design Framework Related Recommendations

- a. Develop a clear and intuitive design that meets the wayfinding needs of various transportation modes, considering factors such as sign position, legibility, character sizing, and messaging.

Implementation Related Recommendations

- b. Study user journeys considering various modes of travel for both residents and visitors, identifying key decision points and the wayfinding information and tools required for a successful experience.
- c. Provide clear signage at transportation hubs and key decision points that show connections between different modes (i.e. the location of and distance to public transportation).



4. Visible and Appropriately Positioned

Careful placement of wayfinding tools ensures visibility, allowing people to easily and effectively find the information they need. Visibility and consistent placement of wayfinding elements enables people to confidently navigate through Richmond and encourages exploration, as they can rely on finding information when needed. Strategic placement also minimizes confusion and ensures that the most crucial information is available precisely when and where it is needed, avoiding information scarcity or overload.

Design Framework Related Recommendations
<ul style="list-style-type: none">a. Apply industry best practices and consider environmental conditions when locating signage, noting factors such as distance from the curb and existing civil infrastructure.b. Develop signage placement guidelines to ensure standardized and optimal positioning of signage in future implementations.
Implementation Related Recommendations
<ul style="list-style-type: none">c. Develop journey flow methodology based on placement guidelines to identify key intersections and finalize signage locations.d. Position signage at key points of connection to allow for ease of movement between neighbourhoods.

5. Hierarchy: City, Neighbourhoods, Destinations

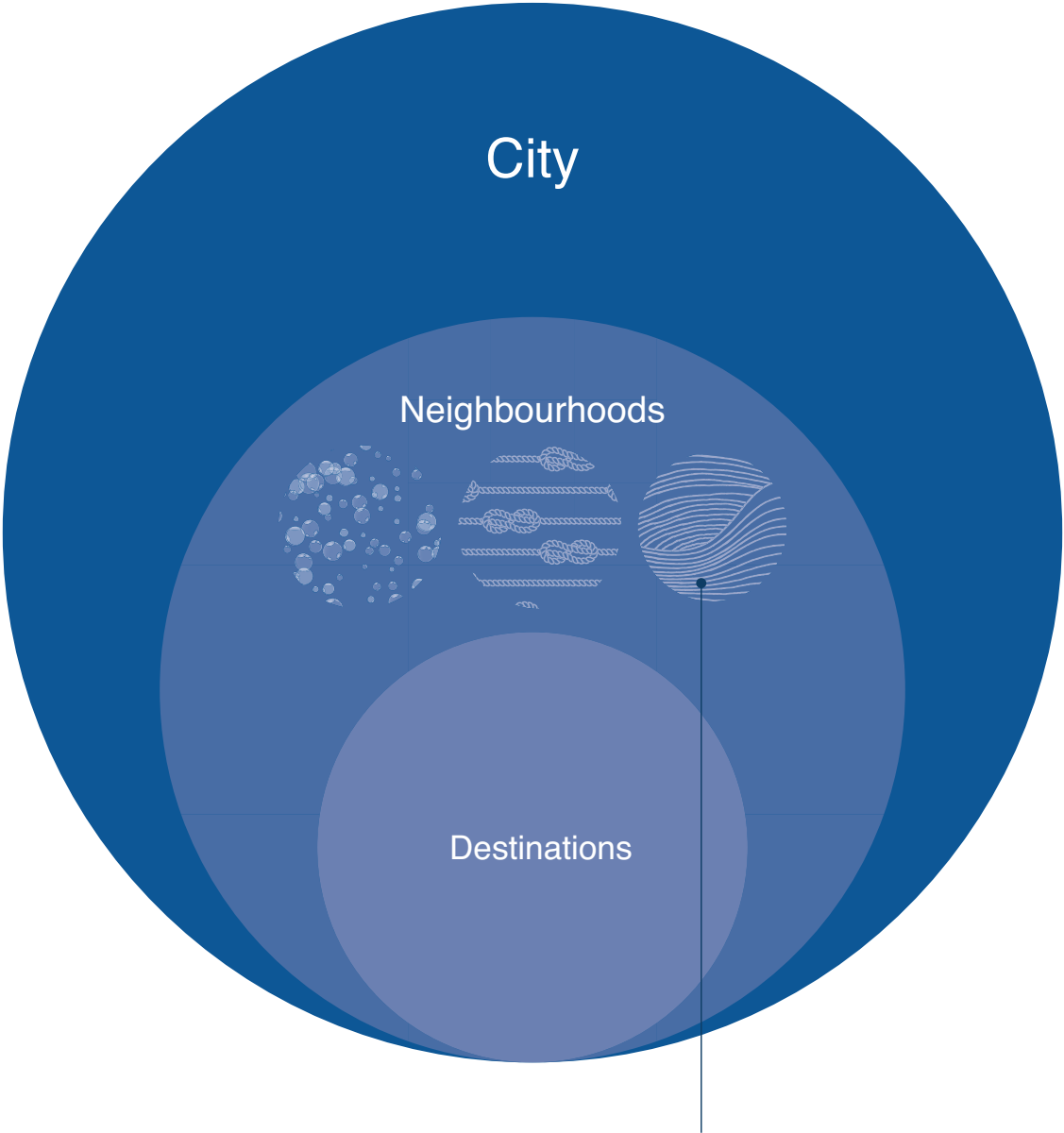
Provide clarity to the wayfinding experience by structuring and organizing wayfinding information into several hierarchical layers, derived from the existing layout and character of Richmond. Beginning at the level of the city, introduce the additional levels of neighbourhoods, followed by destinations. Where appropriate, establish graphic opportunities to express character of areas and points of interest within neighbourhoods. This allows wayfinding information to be grouped into more manageable chunks, simplifying the wayfinding experience, while also providing the opportunity for areas to express their unique character and identity.

Design Framework Related Recommendations

- a. Maintain a consistent design hierarchy throughout the wayfinding system. Use design elements such as typefaces, colours, and patterns to visually indicate the level of information (city, neighbourhood and destination) on each sign.
- b. Adjust the level of detail on signs according to their position in the hierarchy. Gateway or entry signage should be more general, while neighbourhood-level signs can offer more specific information.

Implementation Related Recommendations

- c. In neighbourhoods or districts, where appropriate, develop a clear information hierarchy and introduce the local area's name and any significant landmarks or attractions within that neighbourhood. An example of a local area could be the Richmond Arts District.



Patterns distinguish the character or a point of interest within the neighbourhoods.

6. Unify and Localize

Develop signage program that provides a unified and coherent visual identity throughout the city, while allowing individual areas and neighbourhoods to communicate their unique character, identity and offerings. By creating a consistent signage program, we will establish a sense of unity that helps users recognize and trust the wayfinding system. At the same time, allowing localized variations permits individual areas to maintain their distinctive character. This approach strikes a balance between cohesion and preserving the unique identity of neighbourhoods, enhancing the overall experience.

Design Framework Related Recommendations
<ul style="list-style-type: none">a. Develop a cohesive visual design that represents the entire city of Richmond. This design should include core elements like typeface, colours, and symbols that can be used for physical and digital wayfinding.b. Ensure that certain core design elements, such as the use of colour, materials, and layout structure, provide a consistent visual language for signage in Richmond.c. Create design guidelines that outline specific elements unique to each neighbourhood or area. This will add a personalized touch to signage while maintaining a unified structure.
Implementation Related Recommendations
<ul style="list-style-type: none">d. Identify areas and develop visual content that can be used in support of these areas, as outlined and allowed by the design framework.e. Engage local communities and interested parties in the design and selection process, allowing them to contribute ideas and preferences for signage that reflects the identity of their community.

7. Design: Clear, Identifiable and Timeless

Wayfinding elements should have a timeless design, so they do not become dated. A contemporary design that authentically reflects the identity of Richmond should be easily identifiable and eye-catching, without appearing out-of-place in its surroundings. The design should address both static and digital assets and create a unified experience across platforms and products.

Design Framework Related Recommendations

a.

Develop an aesthetic direction that is modern and fresh, and strategically introduces moments of fun and playfulness (as defined by previous engagement).

b.

Use a simple, clutter-free design that allows for the clear space necessary for legibility.

c.

Develop a visual hierarchy (type size and weight, colour, etc.), allowing for clarity of communication.

d.

Create a distinctive and recognizable design that sets signage apart from other urban elements, making it easy to identify while ensuring it is still perceived as an integrated part of the Richmond environment.

Implementation Related Recommendations

e.

Determine appropriate size and scale of information on signage and digital components based on content type and user requirements.

f.

Consider changeability for information such as directories (digital and static) and maps that may require updates from time to time. A panel system can be used, but the longevity of the signage must still be considered.

8. Versatile, Innovative and Adaptable Digital Wayfinding

A forward-looking wayfinding strategy embraces innovation and a holistic approach to enhancing accessibility, usability, and overall navigation. While the previously discussed recommendations may be realized through static signage, digital wayfinding provides a possible future direction. Digital solutions may include a range of technologies and implementations such as online maps, mobile applications, digital kiosks or QR code on a static sign. Wayfinding solutions should consider both practical wayfinding needs (helping users to find their way) as well as explore opportunities to innovate and position Richmond as a leader in the digital wayfinding experience. Digital wayfinding provides an opportunity to create a more accessible and inclusive experience through personalized information and multi-sensory wayfinding cues, such as auditory information, which can help create a more navigable built environment for everyone. Crucially, acknowledging that technology is always changing and advancing, new technologies should be carefully considered as they become available.

Digital Design Recommendations

- a. Explore the extent to which digital wayfinding can be supported through Google Maps, Apple Maps, and existing digital infrastructure.
- b. Prioritize an intuitive interface, personalized features, and real-time updates to enhance the user experience.
- c. Leverage QR codes at strategic locations and signage to provide quick access to local information, maps, and personalized navigation via a wayfinding app. Ensure that QR codes are easy to scan and offer valuable content.
- d. Leverage digital content in support of an accessible experience by considering features like screen readers, voice commands, auditory wayfinding cues, adjustable contrast and colour, keyboard navigation, and adjustable text sizes.
- e. Establish collaborative opportunities with tech startups and experts to stay at the forefront of wayfinding innovation.

Implementation Related Recommendations

- f. Ensure that the digital wayfinding system seamlessly integrates various modes of transportation, including public transit, cycling, rolling, walking, and vehicles.
- g. Encourage innovation in wayfinding by exploring cutting-edge technologies such as augmented reality (AR) overlays on mobile apps, interactive 3D mapping, kiosk-based wayfinding systems, or digital placemaking moments such as programmable illuminated elements within signage.

Making the Case for Digital and Static Wayfinding

The strategy developed here can be realized through static signage as well as through digital signage and digital content — indeed many of the points are relevant to both static and digital content. Due to cost considerations, clarity of communication, and simplicity of implementation, static signage and information should serve as the baseline solution, while digital signage and information should be considered when the following requirements are met:

1. Frequent updates are needed or real-time information is available

- This can include event information, public notices, traffic updates, transit information, weather updates or emergency alerts.

2. Additional and relevant secondary information is available

- There may be times when secondary, non-wayfinding information, such as hours of operation or admission details for a key destination, would be useful to communicate to individuals.

3. Clear ownership and source for data and information exists

- While many sources of information exist and many pieces of information could be communicated using digital content, there needs to be a clear understanding of content ownership and source of this information.

4. An elevated and memorable experience is desired

- Interactivity, personalization, and dynamic content have the potential to leave a strong positive impression, suggesting that digital content can elevate the experience in certain locations or instances.

Criteria and Strategy for Destination Inclusion on Signage

Since only a limited amount of information can be displayed on a sign, and to avoid overwhelming users, it is not feasible to include every destination or point of interest. By organizing and layering information based on its importance in a typical wayfinding journey, we can clarify what information is included and where it should appear. Primary destinations will appear more prominent on signage and will be on more signs overall, as compared to secondary and tertiary destinations. Tertiary destinations will be least common, and typically found on a small number of signs, usually located closer to their actual locations or at key decision points.

Examples of primary, secondary and tertiary destinations include:

Primary	Secondary	Tertiary
Signature Park National Historic Site Key Civic Building Canada Line Station	Community Park Trail or Greenway Shopping District	Washrooms Bike Share

During the process of implementing wayfinding in a given area of the city, community consultation and user journey mapping will assist in determining the appropriate primary, secondary, and tertiary destinations and sign locations.

Private Institutions and Businesses

While private institutions and businesses may prefer to be included on wayfinding signage, their inclusion presents several challenges:

- There are usually more private institutions and businesses than can reasonably fit on a sign while maintaining legibility and readability.
- Including one private institution or business often raises fairness and ethical concerns, as other businesses would expect to be represented as well.
- Private institutions and businesses sometimes close or re-brand, requiring signage updates, which leads to necessary upkeep and maintenance costs.

For these reasons, businesses are generally excluded from wayfinding signage. However, understanding that private institutions and businesses are key destinations, our hierarchy strategy allows businesses and private institutions to be represented under a broader district or area. A business might be categorized within a specific area, which in turn would be a primary or secondary destination. For example, while the name of a specific restaurant on Food Street would not be included on signage, it could be represented under the umbrella of “Food Street,” which itself could appear on signage.



Where We Want To Be: The Future Richmond Wayfinding Experience

A community wayfinding strategy will have a profound impact on how individuals experience Richmond in the future, transforming it into a more navigable and inclusive place. This strategy utilizes intuitive and well-placed wayfinding elements to help residents and visitors easily find their way to Richmond's many destinations. With a focus on accessible and intuitive information, the strategy will allow everyone to explore the city comfortably.

The wayfinding efforts in Richmond will also involve sharing the city's uniqueness and character. This will enhance the visual appeal of the city and weave a cohesive visual language that celebrates Richmond's identity, while allowing individual destinations and neighbourhoods to express their own identities.

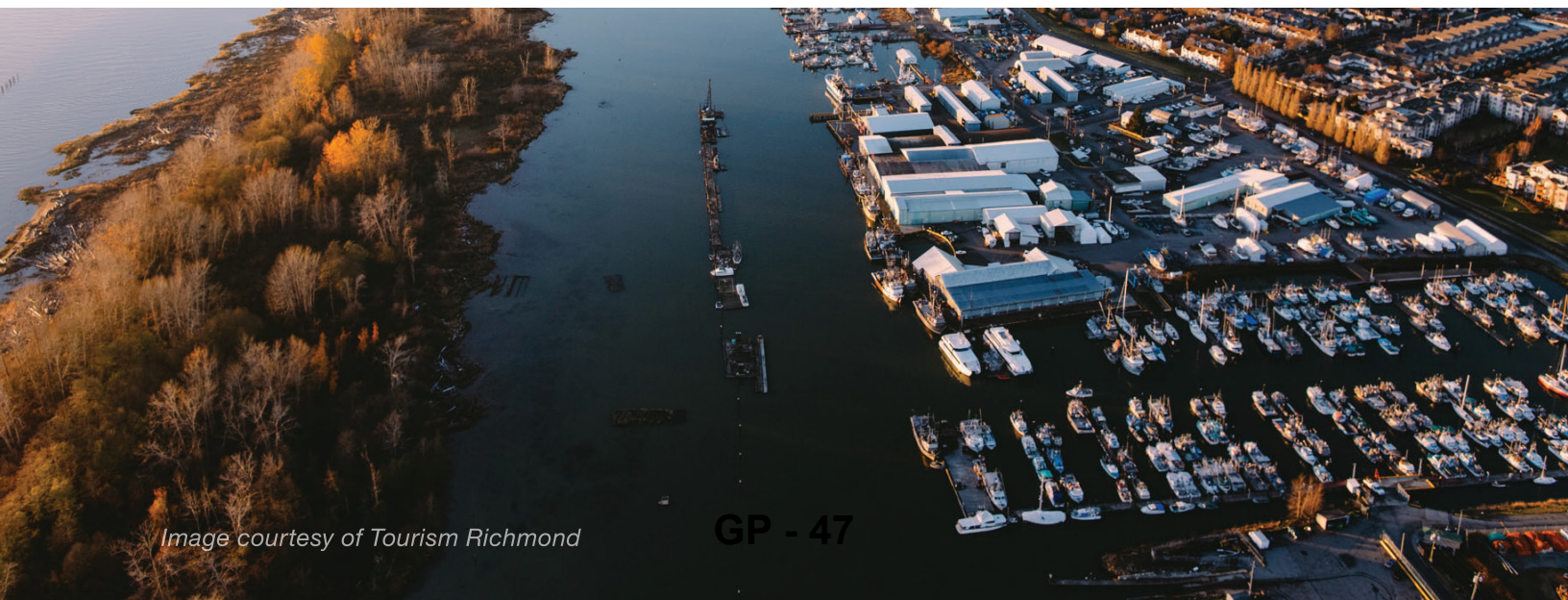
Section 5 – Where We Want To Be: The Future Richmond Wayfinding Experience

While signage will serve as a primary wayfinding tool, digital content such as interactive online maps, QR codes and digital kiosks will provide a deeper, interactive level of content and information. As the strategy is implemented over time, it is anticipated that additional wayfinding elements will be developed, beyond the family of signage outlined in the next section. These elements may include landmarks or public art that help those in Richmond orient themselves and connect to the city. Visitors and residents will have the freedom to choose how to engage with Richmond, whether it be through static signage, digital content, or other wayfinding elements, with the knowledge that their journey will be supported no matter what tools they select and prefer.

It is anticipated that this strategy will be implemented across the city over a period of years using a phased approach. As this occurs, additional work will be required to identify the appropriate wayfinding sign types, locations, and other wayfinding elements for a given area. In areas with protected heritage, such as Steveston, additional work will be required through the implementation process (and which may include separate permits/approvals) to ensure heritage values are preserved and celebrated.

While the aim of this strategy is to help visitors and residents find their way through the city, there is also an opportunity to leverage these design concepts for separate and future projects, such as those related to sharing information about the history or environment of a given area through interpretive signage or at city facilities, among others. Utilizing the strategy in this way can help further unify the experience of Richmond.

As future implementation proceeds, it is anticipated that key areas such as City Centre and Steveston will be further strengthened as vibrant cultural hubs, marked by a clear hierarchy of destinations, paths of travel, points of connection and orientation. The strategy will transform city entrances and introduce wayfinding tools and strategies that make the city more welcoming, help people discover key destinations and attractions, and support multi-modal traffic flow to unite different parts of the city. Overall, Richmond's wayfinding strategy will create an environment that is not only functional but also embodies a sense of cultural richness and pride.



A wayfinding strategy is expected to have several social, economic and cultural benefits:



A Welcoming Experience



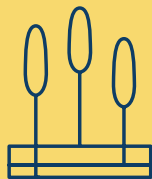
A city with a well-executed wayfinding program projects a positive image of being organized, welcoming, and accommodating, thus improving users' attitudes towards the city.

Economic Benefits



Improved wayfinding encourages people to explore different areas of the city, increasing traffic for local businesses, restaurants, and shops, thus supporting tourism and stimulating the local economy.

Local Culture & Landmarks



Wayfinding can highlight historical sites, cultural landmarks, and local attractions, promoting a sense of identity and pride among residents and visitors.

Multi-modal Transportation



Promoting pedestrian-friendly and alternative transportation, like cycling and public transit, reduces congestion and environmental impact. Wayfinding supports this with clear navigation for walking, cycling, and transit.

Part B

Design Framework





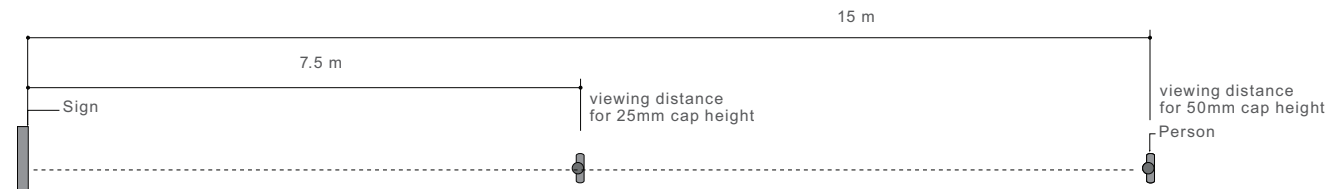
Accessibility & Best Practices

Viewing Distance and Best Practice

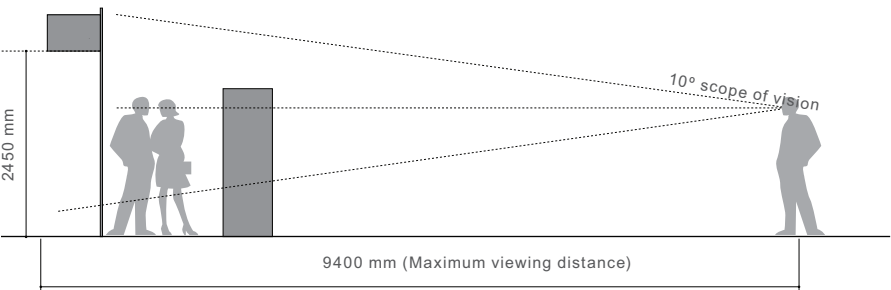
Size of visual messages should be based on targeted reading distance and mounting height to ensure readability and legibility. Information hierarchy should be provided through position, colour, and size to differentiate between various levels of message importance.

The suggested minimum cap heights for wayfinding signage should be based on the intended viewing distances of the signs. This may also be dependent on existing conditions and sightlines.

For example, from a viewing distance of 7.5m, the text on a sign should have a cap height of approximately 25mm.



Plan



Elevation

Field of Vision and Speed of Travel

When placing vehicular signs along the street, it's crucial to consider the field of vision of the human eye. Signs should be mounted within the natural angle of vision, which is about 30 degrees horizontally from the vertical centre line of the eyes.

To ensure optimal visibility, the letter height on vehicular signage should be adapted according to the vehicle's traveling speed and viewing distance. The visual character size chart provides suitable recommendations for letter height that align with particular traveling speeds and viewing distances.

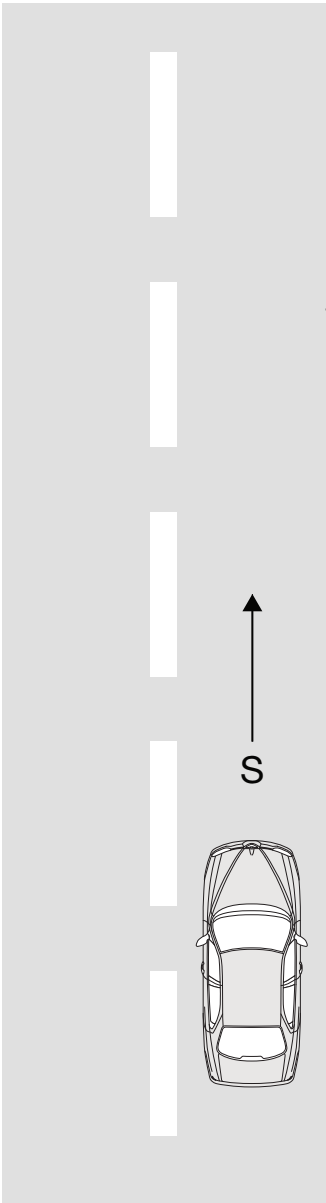
As a general rule of thumb text cap-height on roadway signage should be:

70km/h = 143mm – 190mm (5.6" – 7.5")

30km/h = 68mm – 82mm (2.7" – 3.25")

Note: Sign messaging and placement will be considered in the context of specific location conditions and other standard regulatory sign messaging during the phased implementation of the program. Wayfinding signage will be positioned with priority given to traffic signs.

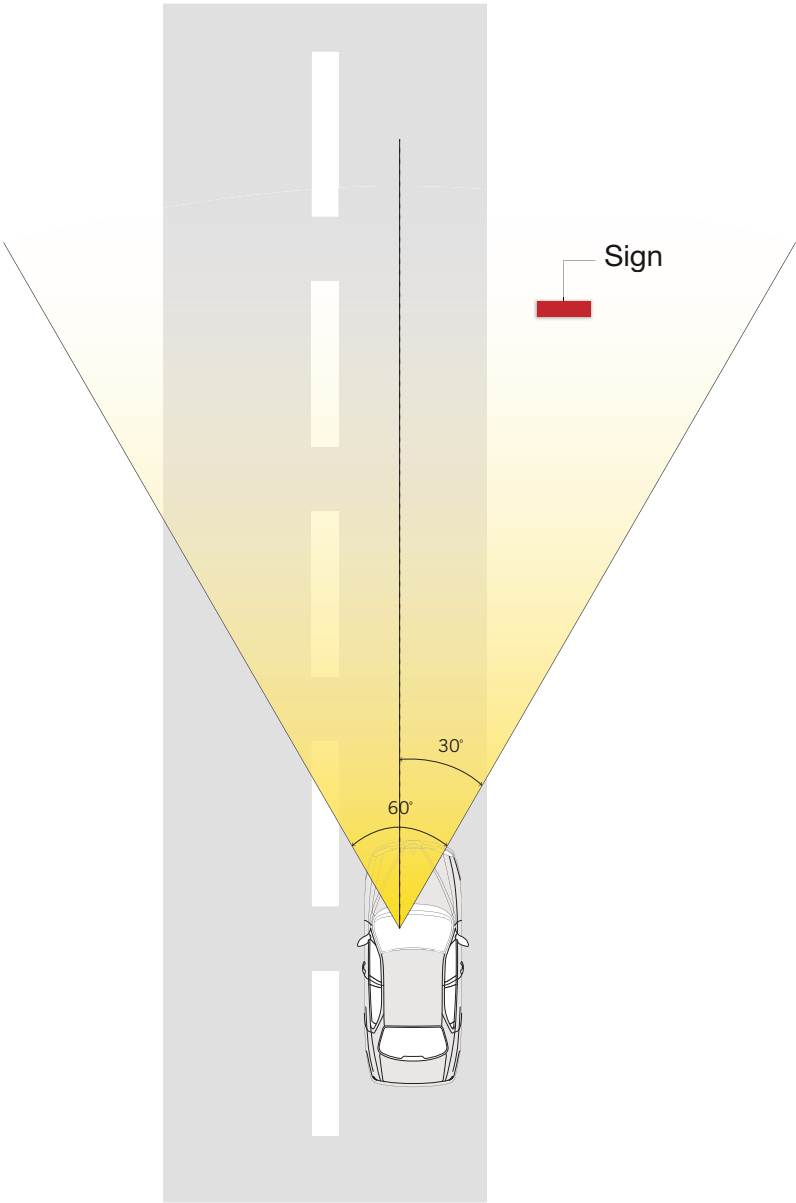
Character height for vehicular signs



$$\frac{(N+6)S}{100} + \frac{D}{10} = H$$

- N: Number of Message
- S: Speed Limit
- D: Setback Distance
- H: Height of Letters

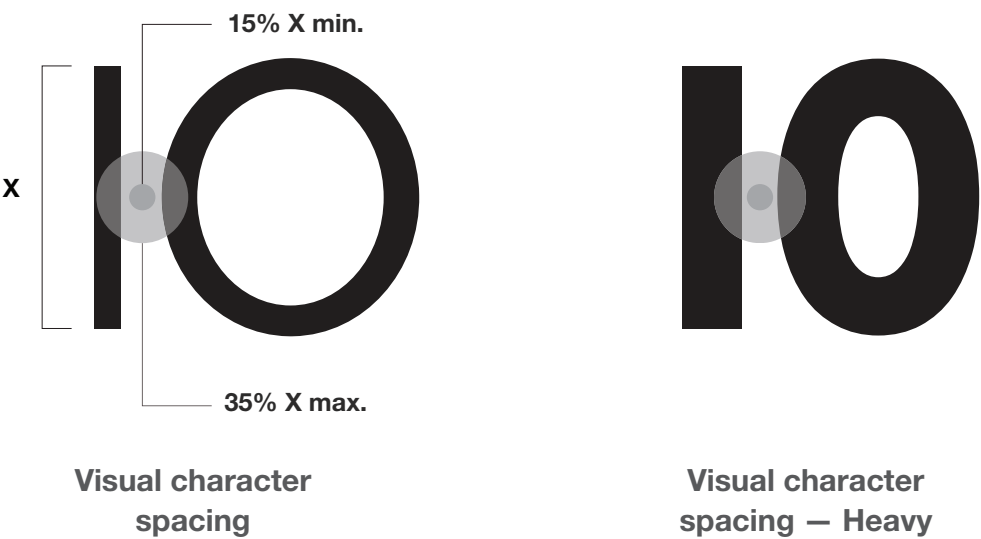
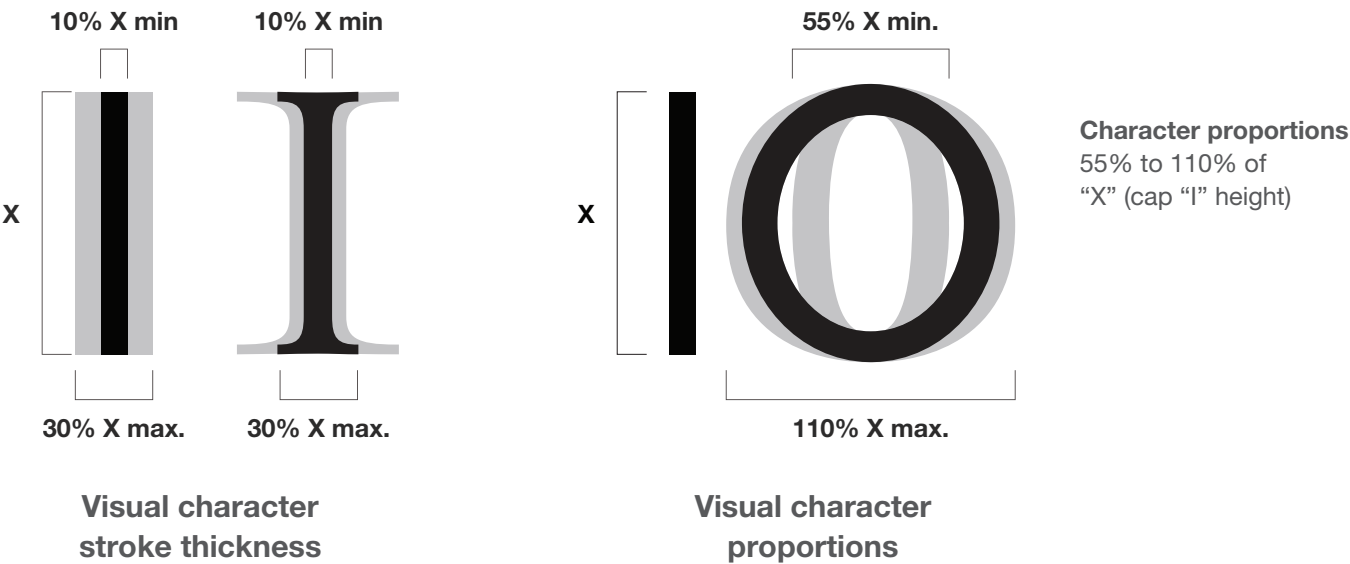
Sign placement and angle of vision



Note: Sign messaging and placement will be considered in the context of specific location conditions and other standard regulatory sign messaging during the phased implementation of the program. Wayfinding signage will be positioned with priority given to traffic signs.

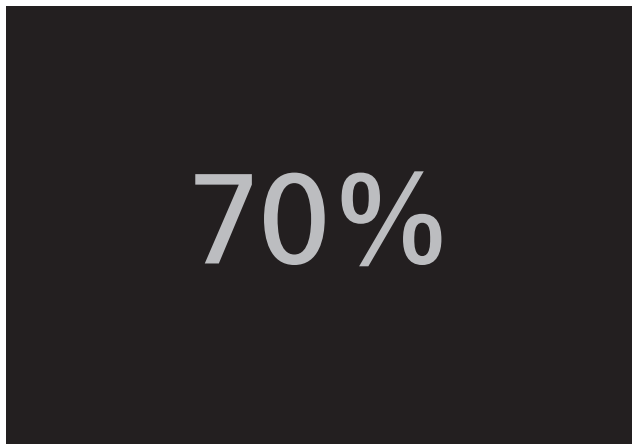
Typography, ADA and CSA Reference

Considering the stroke weight and character spacing for the typeface used in visual messages is essential to ensure readability, compliance with accessibility requirements, and perceivability for individuals with sight loss or reading difficulties, such as dyslexia. Appropriate stroke weight and visual spacing ensure clear and well-defined characters, promoting easy perception of the text on signage and making it visually impactful.

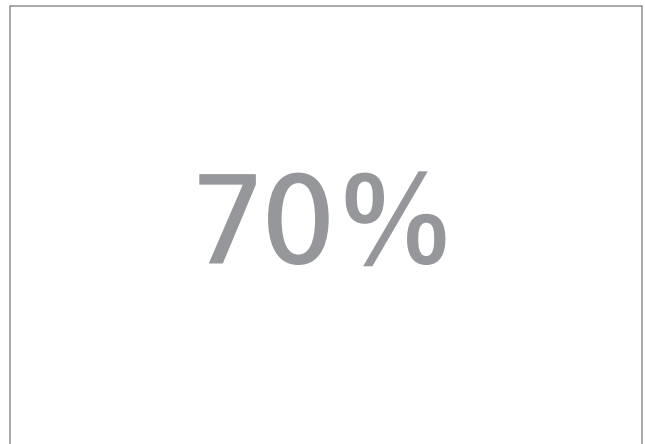


Readability and Legibility — Contrast

To ensure optimal visibility and legibility, it is recommended to display text on a dark background with light-coloured letters for critical wayfinding information, maintaining a minimum foreground/background contrast of 70% for better readability. However, for neighbourhood or area identification, alternate colour schemes—such as dark text on a light background—may be used for distinction. Non-glare sign surfaces are recommended to minimize glare and reflections.



**Light characters against
dark backgrounds**



**Dark characters against
light backgrounds**

Readability and Legibility — Upper vs. Lowercase

Visual messages should be set in upper and lowercase. Mixed-case text on signage enhances readability by aiding word recognition and reducing eye strain, while also providing a more aesthetically pleasing appearance and effectively emphasizing important information.



Richmond Ice Centre

CSA Recommended



RICHMOND ICE CENTRE

CSA Not Recommended

Nomenclature

Effective wayfinding ensures clarity for users through message organization, hierarchy, and simplified nomenclature.

- To achieve this, terminology should be easily understandable and standardized, promoting consistency.
- Utilizing common language terms in a simple, clear, and consistent manner can reduce message ambiguity, enhance organization, and improve sign readability.
- When identifying destinations on wayfinding signage, it's essential to avoid unnecessary abbreviations.

Pictograms

Incorporate universally recognizable symbols and icons to convey information quickly, especially for multilingual and multicultural audiences. Icons can provide clear direction without relying solely on text. They also present an opportunity to include local charm into the wayfinding, creating a sense of place.

Additional pictograms may be added to those below, and some may change during implementation.



Accessible



Accessible Route



Washrooms



Food
Services



Food
Services



Pet On Leash



Off Leash Dog Park



Litter
Receptacle



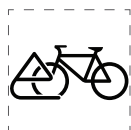
Post Office



Picnic Area



Bicycle Route



Bike Rack



Bike Parking



Trail



Information



Library



Hospital



Museum



Farmers' Market



Shopping



Marina



Beach



Swimming/Pool



Sailing



Fishing



Train



Bus



Boat Tour



Boat Launch



Airport



Basketball



Tennis



Parking



EV Charging Station



Rideshare

Arrows

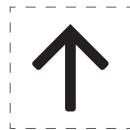
The following are the standard set of arrows used for directional signage.



Left



Right



Up-ahead



Up-left



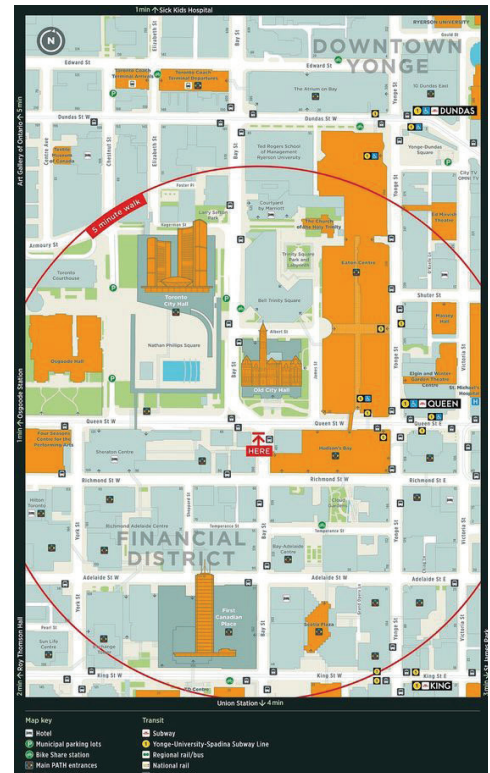
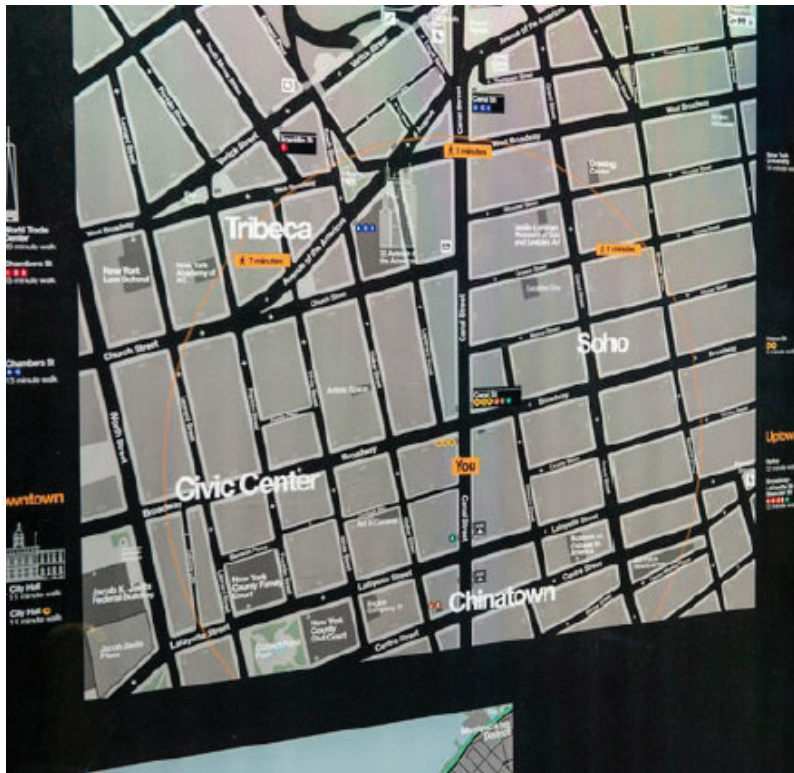
Up-right

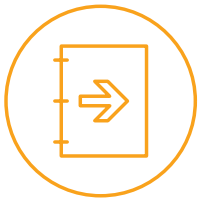
If multiple arrows are applied to a directional sign in a vertical stack, they are to be in the following order:

1. Left
2. Right
3. Up-ahead
4. Up-left
5. Up-right

Heads-Up Map

“Heads-up” orientation corresponds to the direction the user is facing (WalkNYC). Map is rotated to match the user’s viewpoint based on sign location.





Wayfinding Signage Design & Guidelines

Typography

The Frutiger typeface family has been selected for use on all wayfinding and signage applications. Frutiger is a sans serif typeface that is easy to read in both upper and lower case. It performs well on screen and is machine readable for language translation software and apps.

Frutiger Regular

Frutiger Regular is used for listing destinations on directional and directory signage.

Frutiger Bold

Frutiger Bold is used for identifying neighbourhoods on signage.

Typeface substitutions are not permitted.

It is the responsibility of the appointed fabricator to purchase the typefaces.

Regular and Bold weights are to be used on signage as indicated on each sign type design drawing. No additional typeface styles to be added.

Colour

The wayfinding program takes a brand-forward approach, prominently featuring the City's brand colours and the heron logo.

Richmond's brand yellow is chosen as an accent colour for signage, complementing the primary wayfinding blue, drawing attention, and serving as a beacon for navigation.

City of Richmond Brand Colours



RED
PMS 485C
CMYK 0,95,100,0



Yellow
PMS 137C
CMYK 0,35,90,0



Light Blue
PMS 3005C
CMYK 100,34,0,2



Green
PMS 355C
CMYK 94,0,100,0

Primary Wayfinding Colour



Blue
MP 2171 Ameritech Blue
CMYK 97,86,25,11

Brand Identity

Where the Richmond logo is used in wayfinding, a reversed version is recommended.



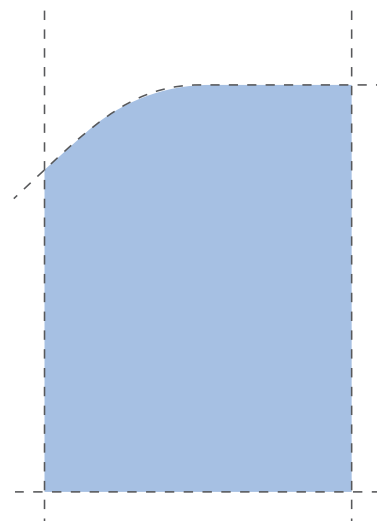
City of Richmond logo in reverse

Form Inspiration

The form and shape of the signage family is inspired by both the curve of the heron logo and ocean waves, as a nod to Richmond's coastal surroundings.



Heron form – City of Richmond logo



Wayfinding sign form inspiration

Materials Index

Wood-Stamped Concrete

Combines the warm texture and appearance of wood with the durability and low maintenance of concrete, offering a long-lasting solution.

Anti-Graffiti Coating

Protects sign surfaces from vandalism, allowing graffiti to be easily removed without damage, maintaining the sign's appearance and reducing maintenance costs.

Painted Aluminum Sign Box and Changeable Panels

Aluminum is a sustainable building material known for its longevity and infinite recyclability. Its lightweight, durable, and corrosion-resistant properties make it an ideal choice for outdoor signage, while changeable panels offer the flexibility needed for easy updates. All signage should be fabricated from painted aluminum with a stain matte finish to enhance legibility, and treated with anti-glare and anti-graffiti coatings.

White Translucent Acrylic Push-Through Logo for Welcome ID Signs

This integrated design has internally illuminated letters, providing a sleek, modern appearance with enhanced nighttime visibility and low maintenance.

Reflective Vinyl Text for Vehicular Directionals

Reflective vinyl ensures signage is visible to drivers in low-light conditions by reflecting vehicle headlights, improving legibility and safety.

Changeable Digitally Printed Vinyl for Localization Patterns

Allows for customizable designs, reflecting local artwork or seasonal updates without altering the structure of the sign.

Digitally Printed Text and Graphics for Pedestrian Signage

Provides high-quality, customizable images and text. This UV-resistant printing method keeps colours vibrant over time and is cost-effective for pedestrian signage.

Family of Products

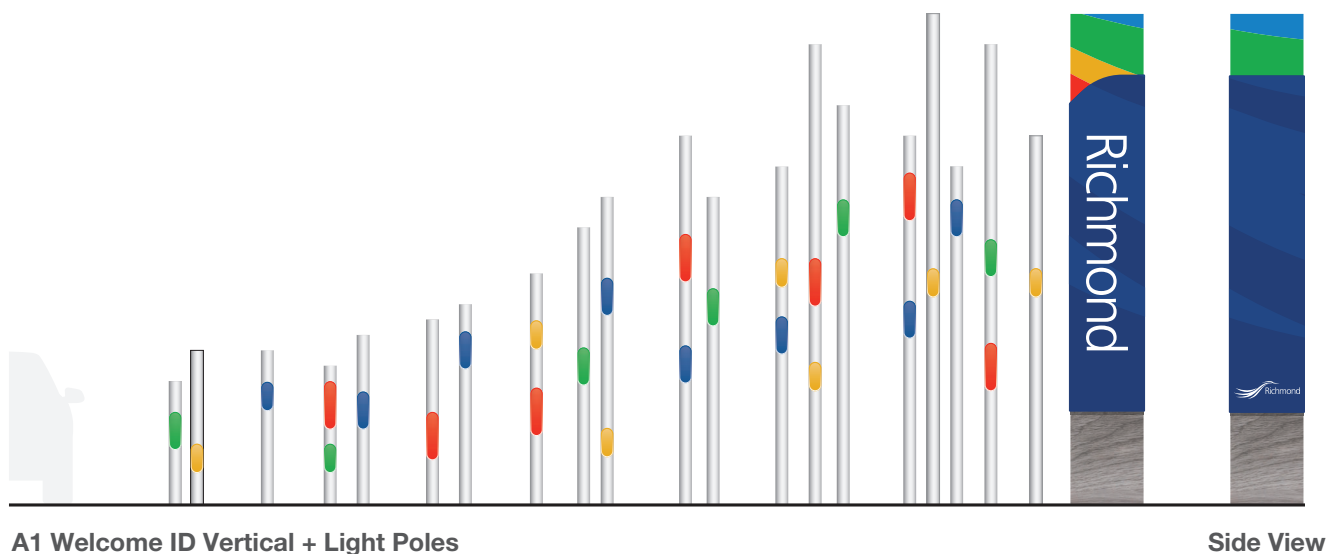
Family of Products

The following is an overview of the 6 sign types that form the wayfinding family of products for Richmond.

These have been categorized by function:

- “A” sign types for gateway entry signage
- “B” sign types for directional signage
- “C” sign types for directory signage

Note: Refer to the individual signage type description pages for additional details and recommended use each sign type.

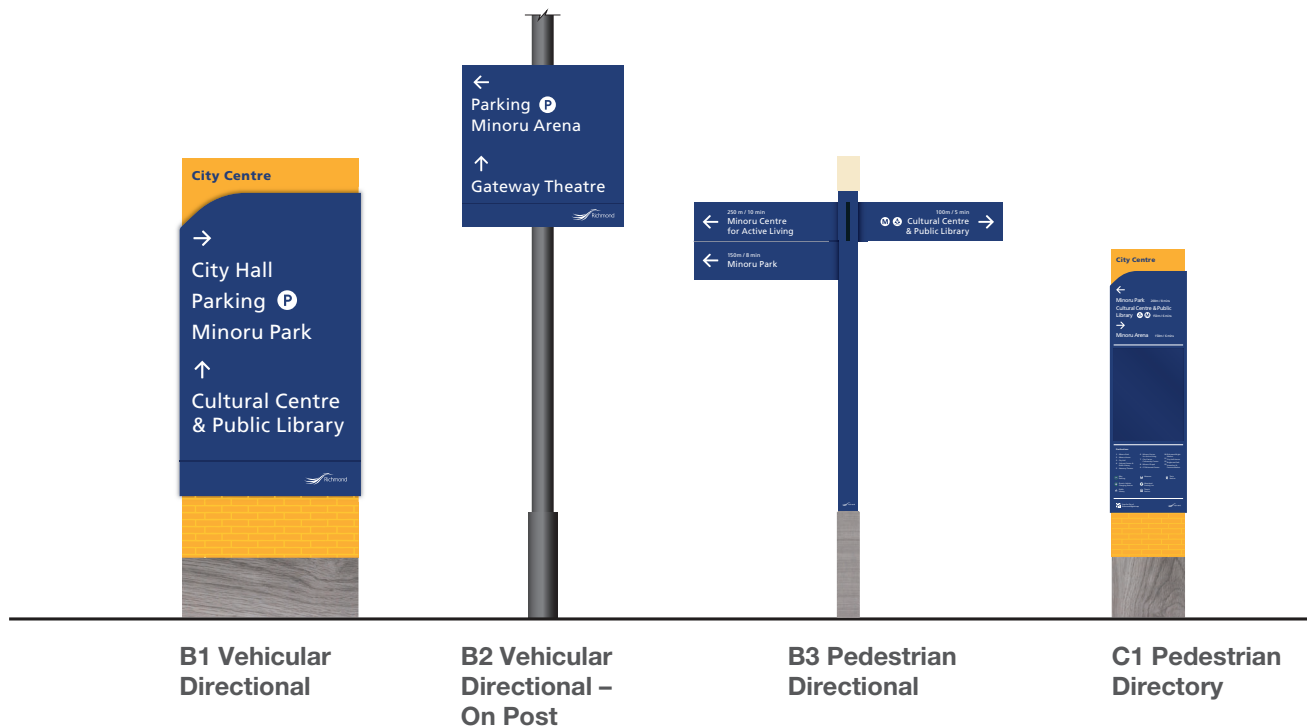


Family of Products
Scale 1:75

Note: Minor colour variations may occur dependent on signage materials used.



A2 Welcome ID Horizontal



Family of Products

Scale 1:50

Note: Minor colour variations may occur dependent on signage materials used.

Localization Elements on Signage

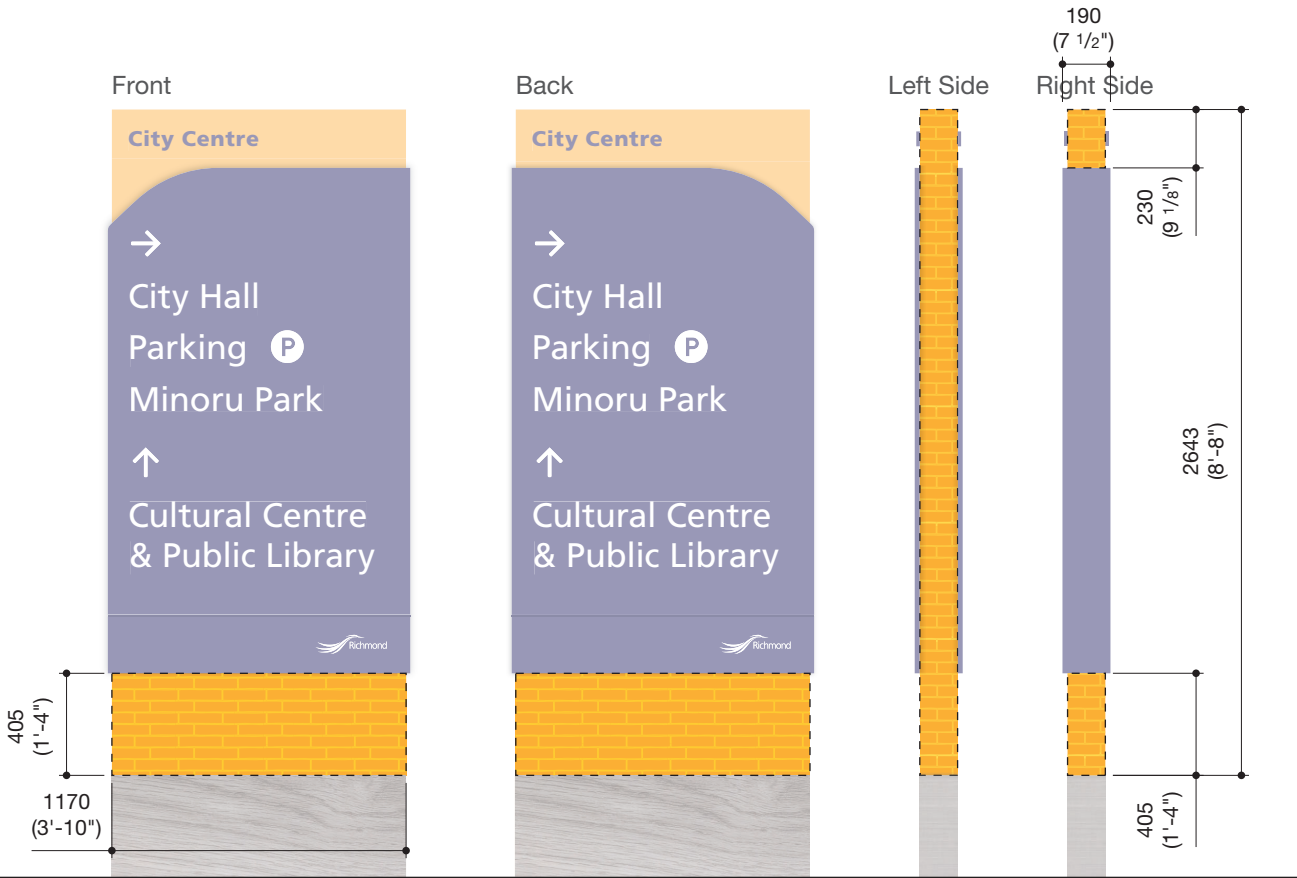
Localized design elements are crafted to capture the unique character of different areas, including landmarks and cultural features.

While the primary goal of the wayfinding program is to provide clear navigational guidance and maintain a consistent visual identity across the city, the tailored localization on signage highlights specific references relevant to each area, enhancing the connection between users and their surroundings.

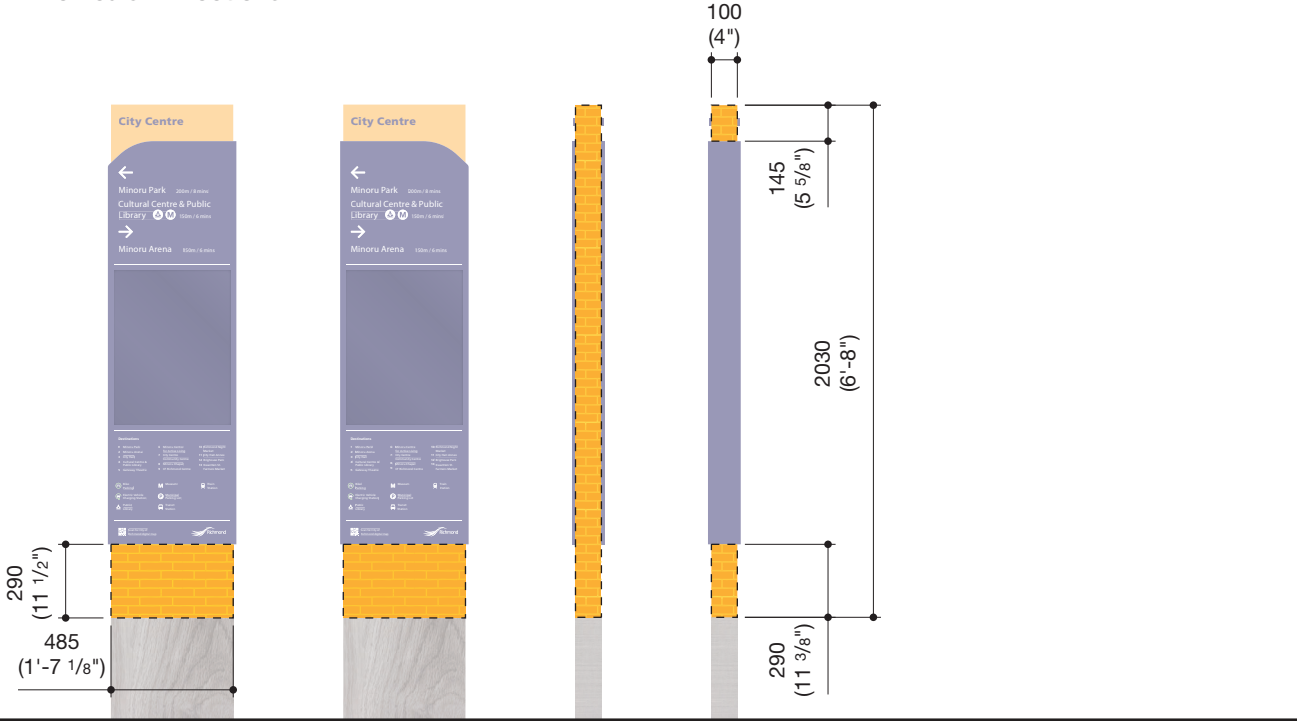
It is crucial that this element of localization does not detract from the functionality and clarity of the wayfinding signage program. The design and placement of localized elements should be balanced with the practical considerations needed to ensure the signage provides clear and easy-to-read guidance without overwhelming users.

This can be further enhanced through technology, such as QR codes on pedestrian signage, which can offer additional information or context about the localized elements without detracting from the primary navigation function.

By focusing on these aspects, signage can effectively reflect the unique character of different areas while remaining functional and helpful for navigation.



B1 Vehicular Directional



C1 Pedestrian Directory

Localization Surface Area on Signage
Scale 1:30

Localization Elements on Signage

These examples visually demonstrate how signage can effectively reflect the unique character of different areas while remaining functional and helpful for navigation.

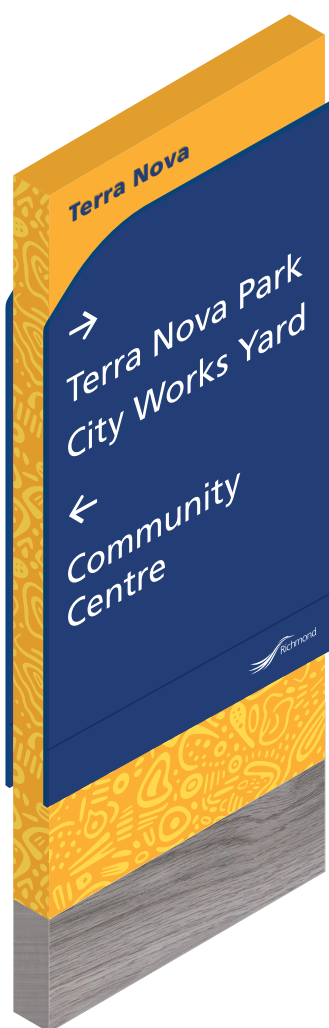
For example, a sign located in the City Center on Food Street might showcase imagery related to the cuisine found along that strip.



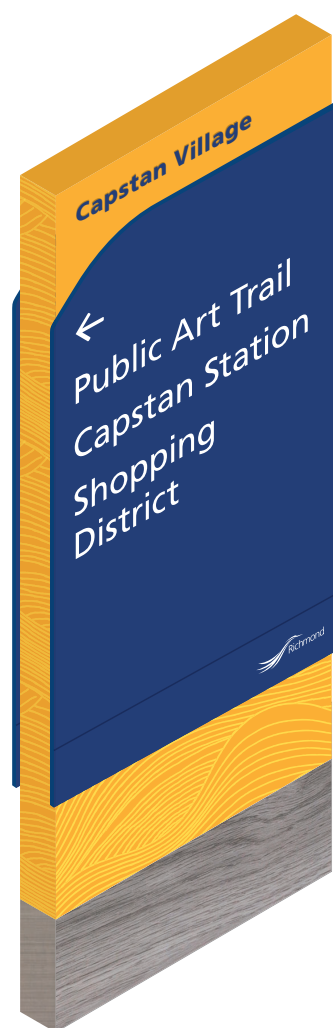
B1 Vehicular Directional
NTS



Example 1



Example 2



Example 3

B1 Vehicular Directional – Localization Element on Signage NTS

Note: Messaging and graphics are for representation only.

Expanding Localization Beyond Signage

To build a comprehensive placemaking program with localized signage elements, the focus should be on creating an environment that reflects each neighbourhood's unique character while strengthening overall community identity.

This can be achieved by weaving local design elements into various aspects of the public realm, including signage (as illustrated in previous page), street furniture, and public art, to craft a cohesive and engaging atmosphere.

By engaging residents, artists, and even local businesses in the design process ensures that the program resonates with the community's essence.

Example Case Study

Nicollet, Minneapolis

Identity and signage for Central Avenue and destinations in downtown Minneapolis.

A brand identity and comprehensive program of signage, wayfinding, and environmental graphics for Nicollet that capture the spirit of the street and its place in the city. The Nicollet logo is treated as a pattern and used in various applications, including ground graphics, street furniture design, as well as print and digital media.

Refer to project: <https://www.pentagram.com/work/nicollet/story>

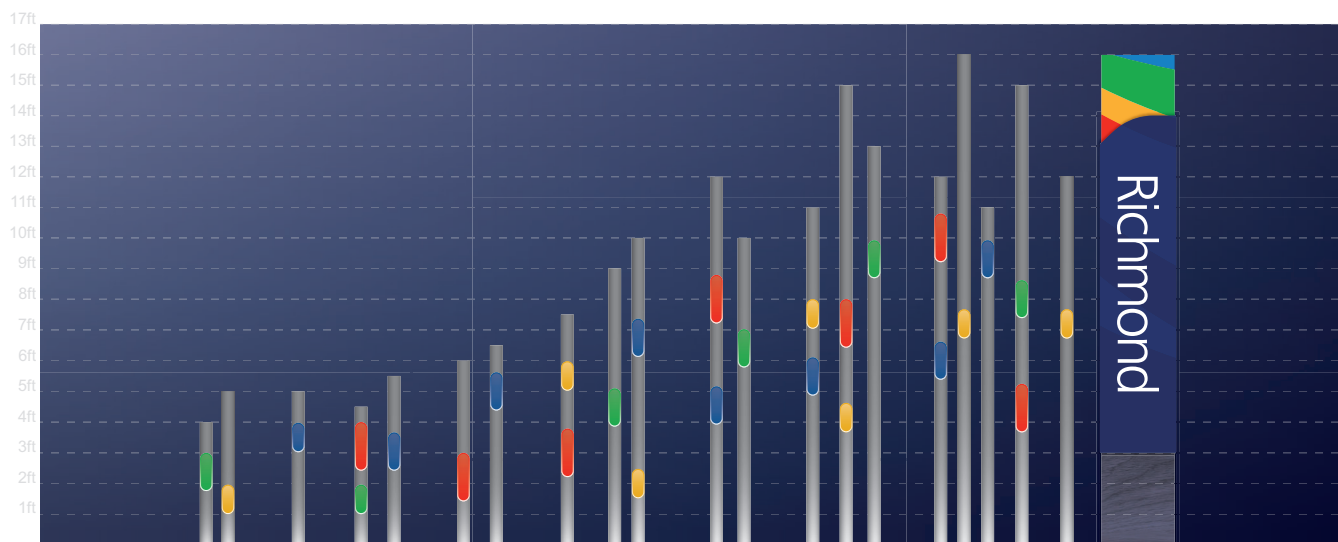
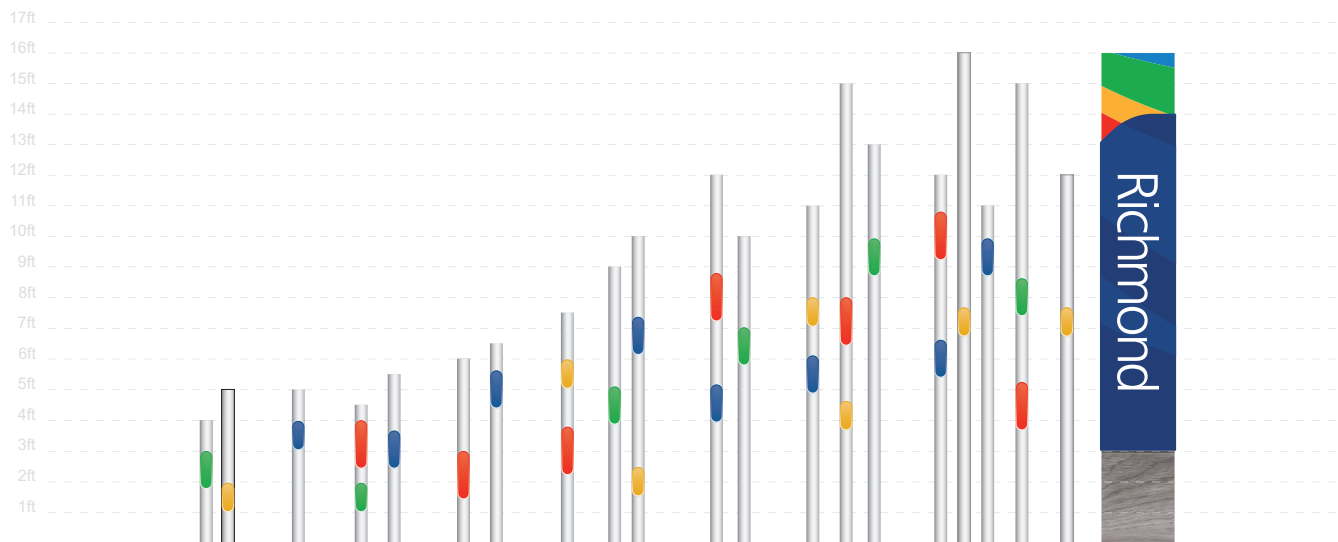


Project by Pentagram

Detailed Signage Drawings

Gateway Entry Signage

Designed to provide a welcoming sense of arrival at primary access locations, these signs help define the boundaries of the City of Richmond. The A1 and A2 gateway entry sign types are developed for use at each entrance based on scale, importance, and available real estate.

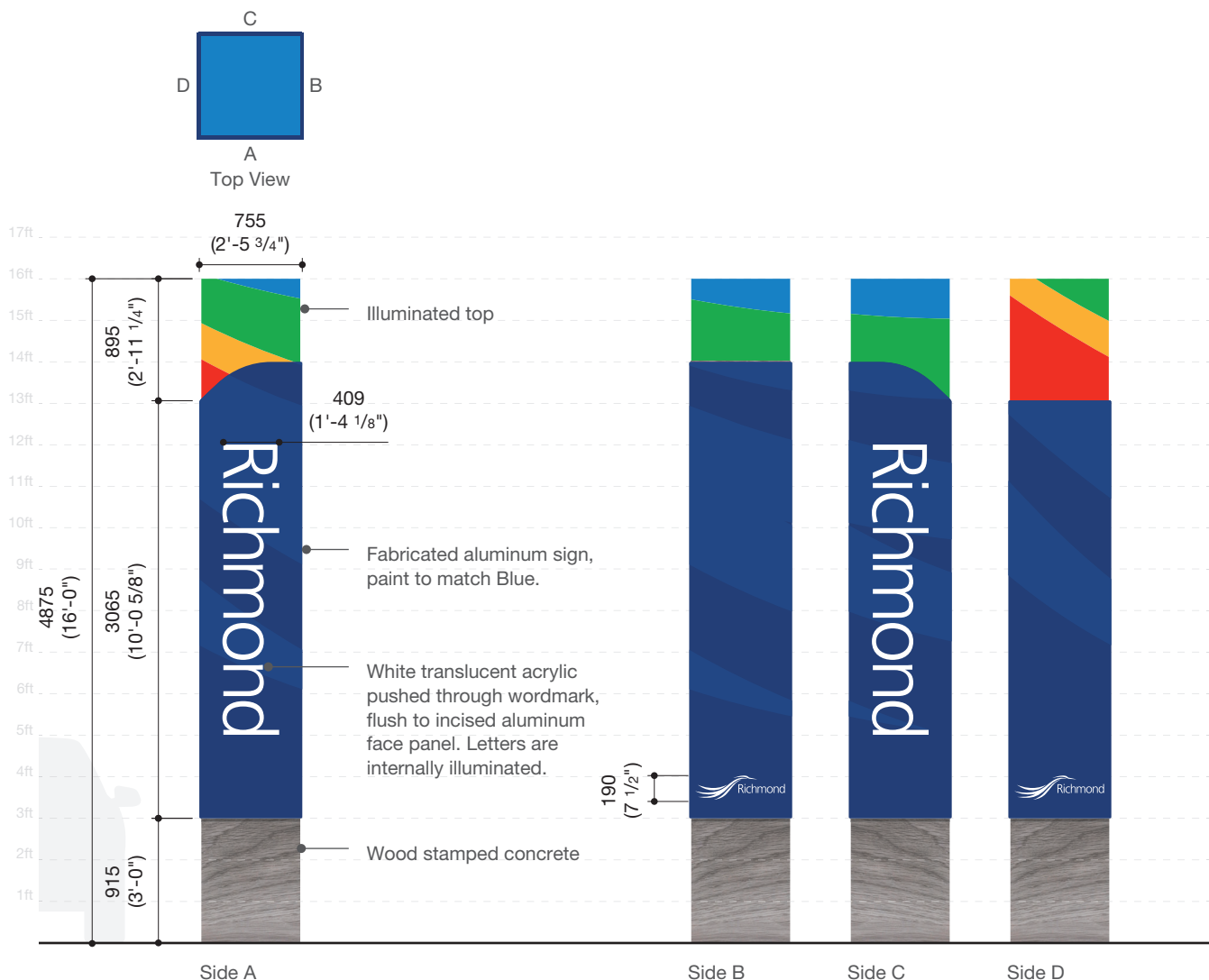


A1 Welcome ID Vertical + Light Poles
Scale 1:75

Note: Minor colour variations may occur dependent on signage materials used.

Displaying a city name vertically enhances visibility and recognition from a distance, much like book spines in a library. Unlike wayfinding information, which needs quick readability from various angles, a vertical orientation helps make the city name more prominent and memorable. Integrated illumination further enhances visibility at night and in inclement weather.

“Richmond” is displayed vertically as an exception due to the size of this large gateway sign. For other signage, horizontal text remains the standard to ensure consistency and readability, preventing inappropriate use of vertical text elsewhere.

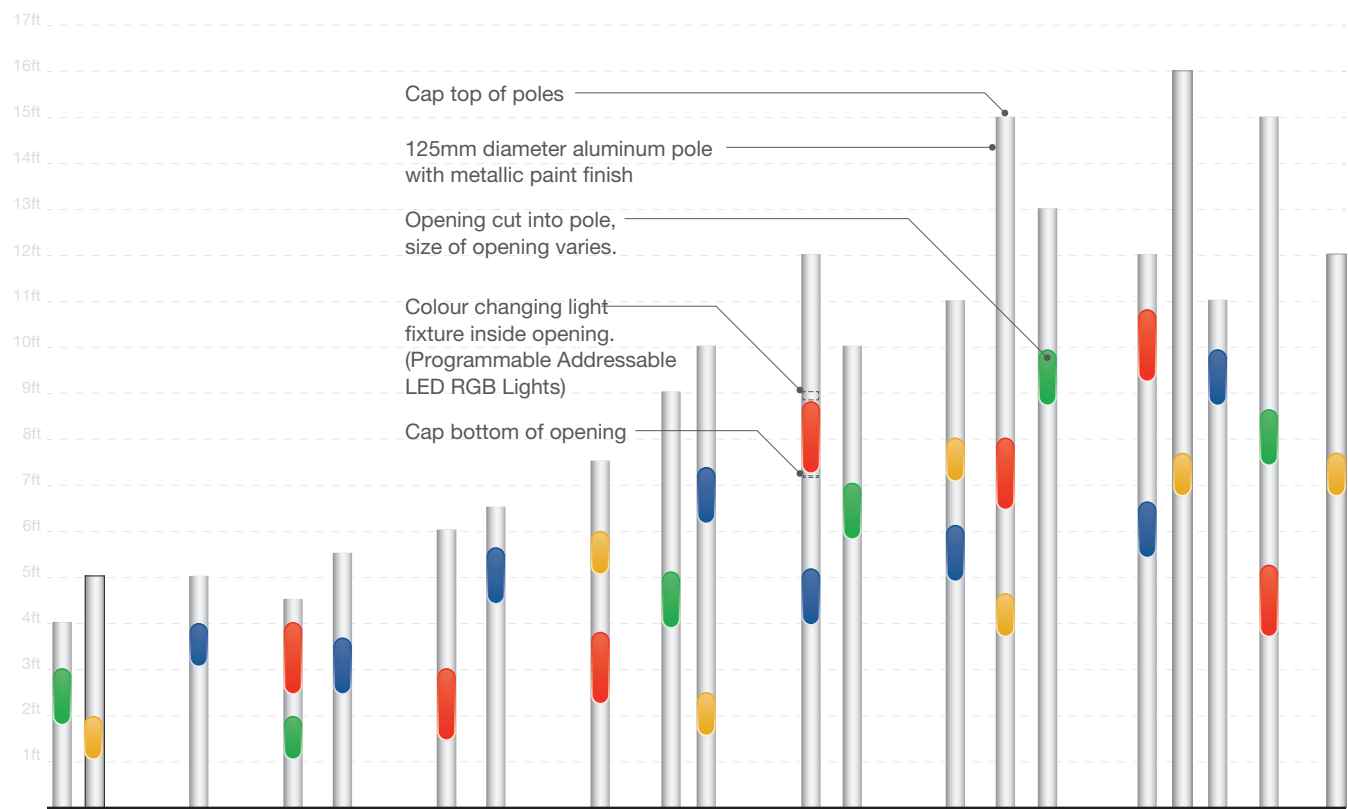


A1 Welcome ID Vertical

Scale 1:50

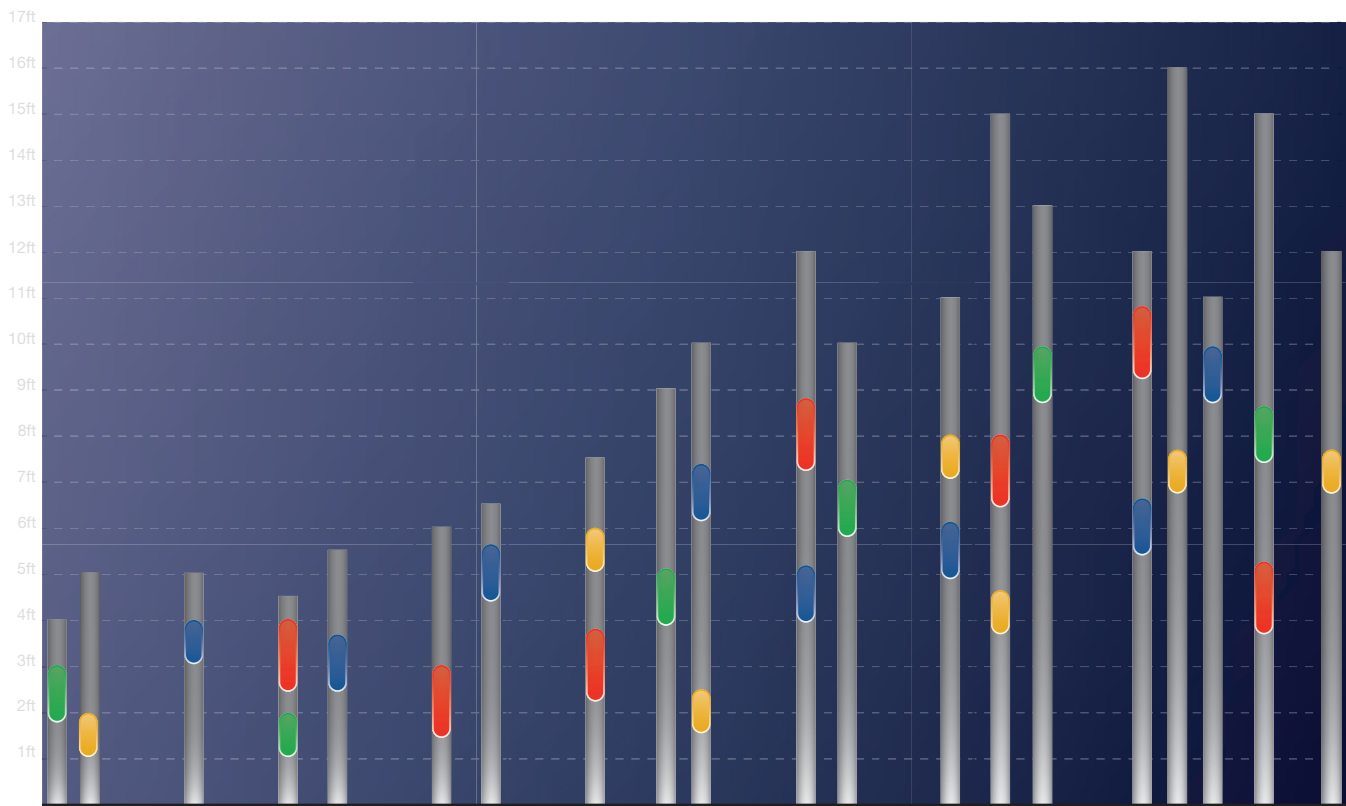
Note: Minor colour variations may occur dependent on signage materials used.

A1 Welcome ID signage features illuminated poles that can be placed along the approach to primary access points in Richmond, creating a sense of arrival. These poles have cut-out openings with programmable colour changing lights, allowing them to display specific colours based on events, seasons, and other occasions.



A1 Light Poles
Scale 1:50

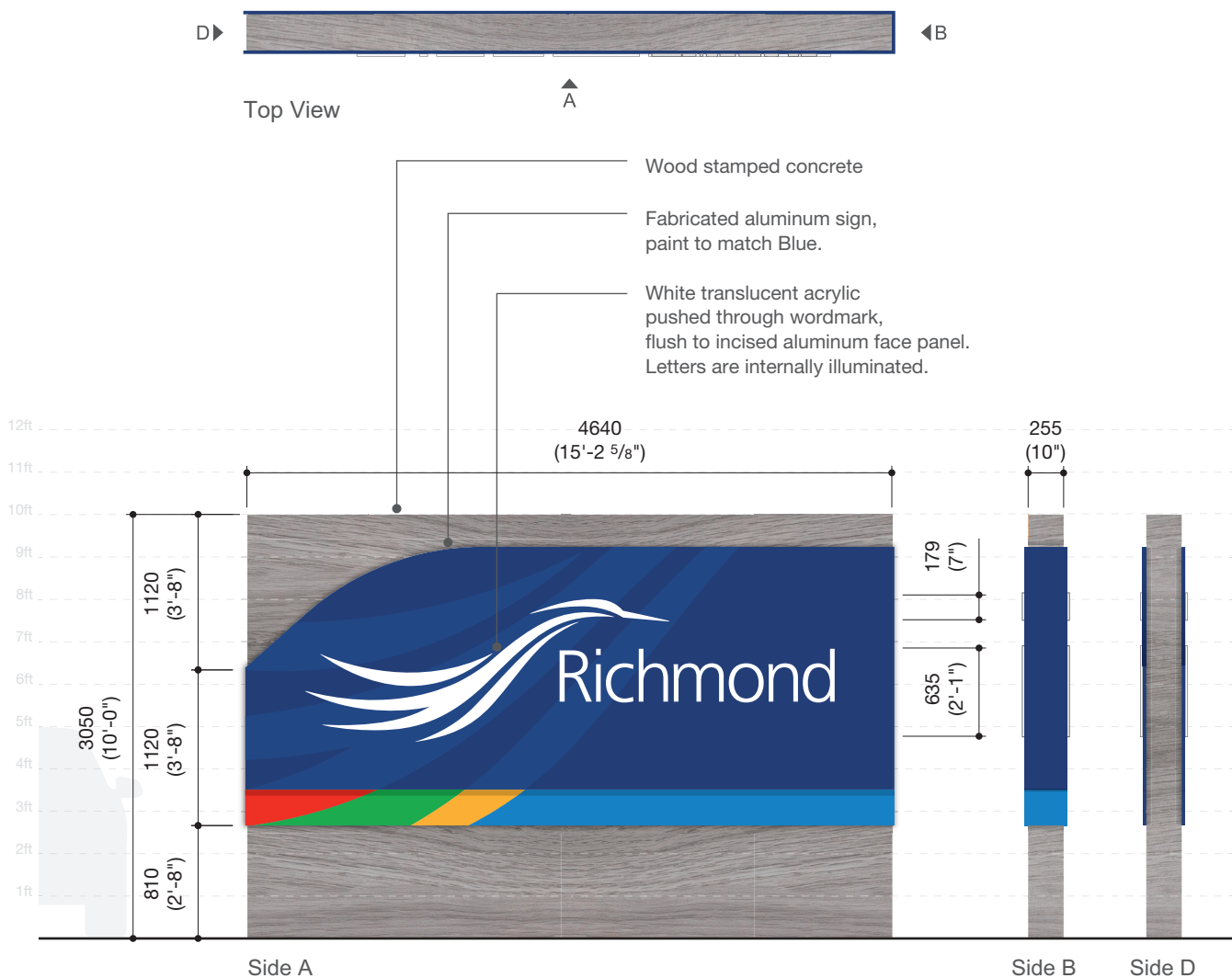
Note: Minor colour variations may occur dependent on signage materials used.



A1 Light Poles – Nighttime View
Scale 1:50

Note: Minor colour variations may occur dependent on signage materials used.

A smaller-scale sign designed for entrances that are less prominent or have limited space, where it is more suitable than the larger welcome sign variation.



A2 Welcome ID Horizontal
Scale 1:50

Note: Minor colour variations may occur dependent on signage materials used.

Illumination can be integrated into the signage design to enhance the welcome experience at night and during inclement weather.



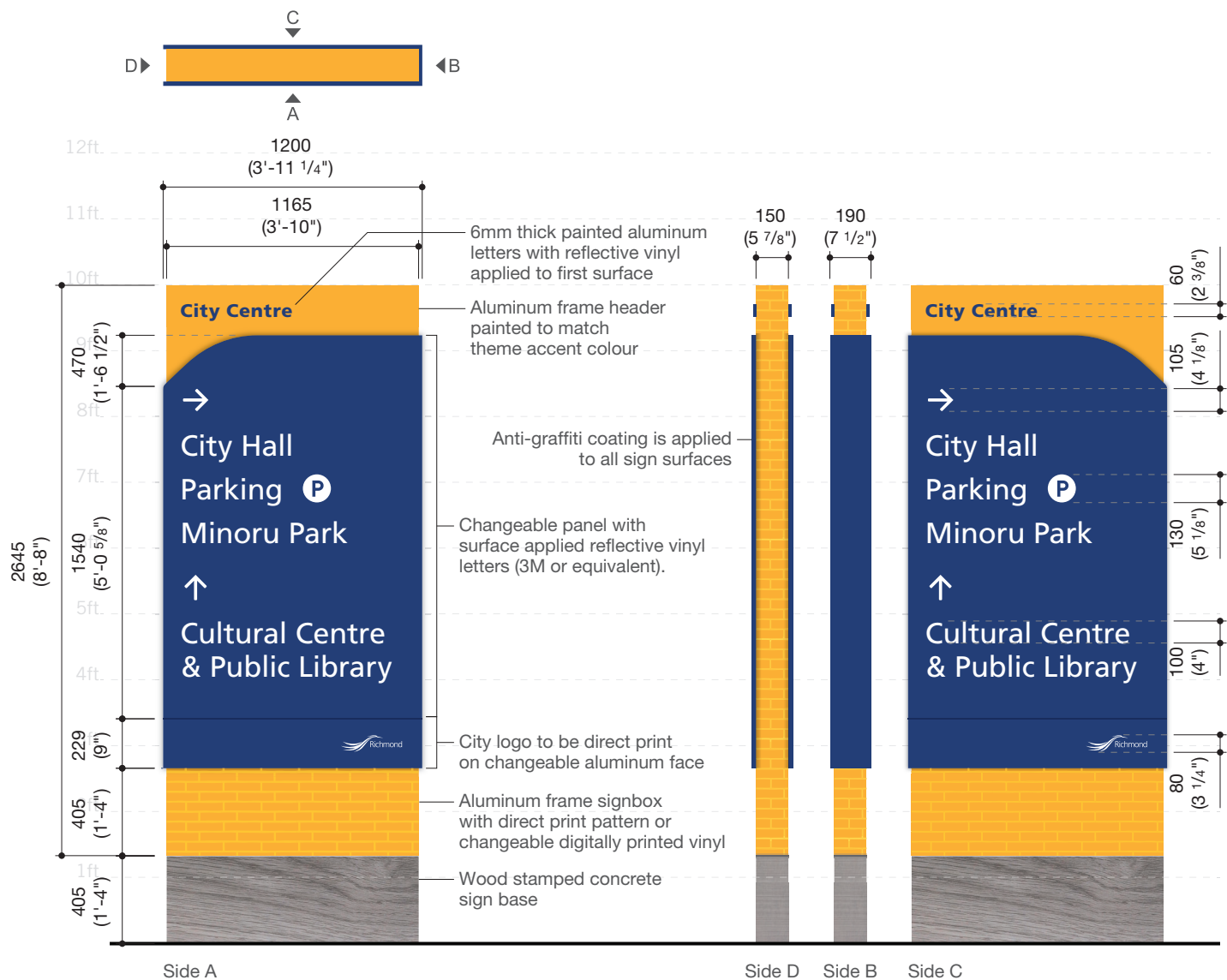
A2 Welcome ID Horizontal – Nighttime View
Scale 1:50

Note: Minor colour variations may occur dependent on signage materials used.

Vehicular Directional

B1 Vehicular Directional sign (double sided where necessary) directs public to primary and secondary destinations. This sign is primarily intended for streets where speed limit is 50km/hr more. This sign could also serve pedestrians and cyclists.

This sign type is placed before a decision node and should be clearly visible along roadways and pathways.



B1 Vehicular Directional

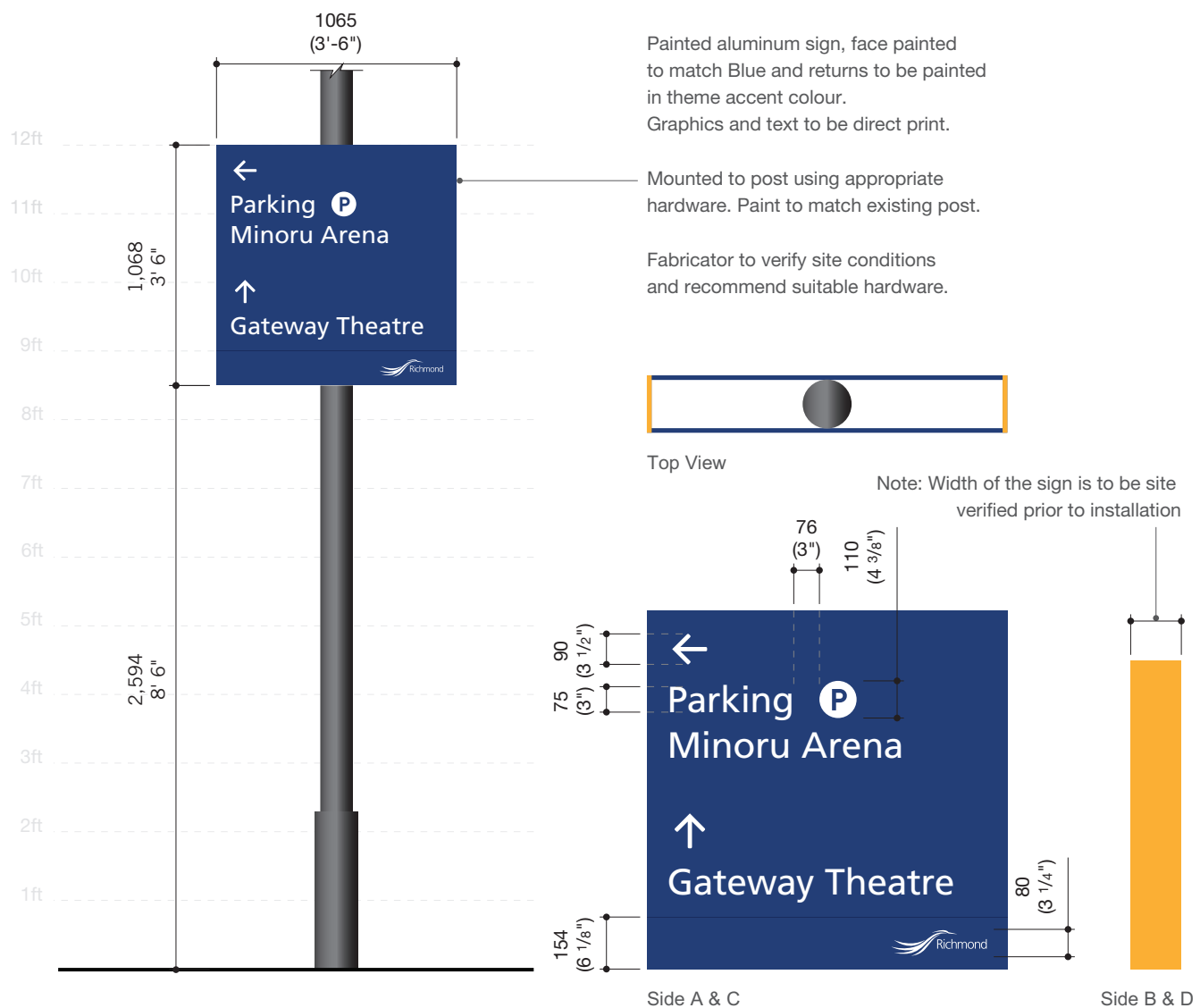
Scale 1:30

Note: Minor colour variations may occur dependent on signage materials used.

Post-Mounted Directional

Post-mounted directional sign (double sided where needed) is a combination of vehicular/pedestrian level sign designed to provide directional information to destinations. This sign is to be used in areas where the speed limit is 40km/hr. or below.

The B2 sign could also be used as an alternative to B1 on streets with a narrow surrounding space.



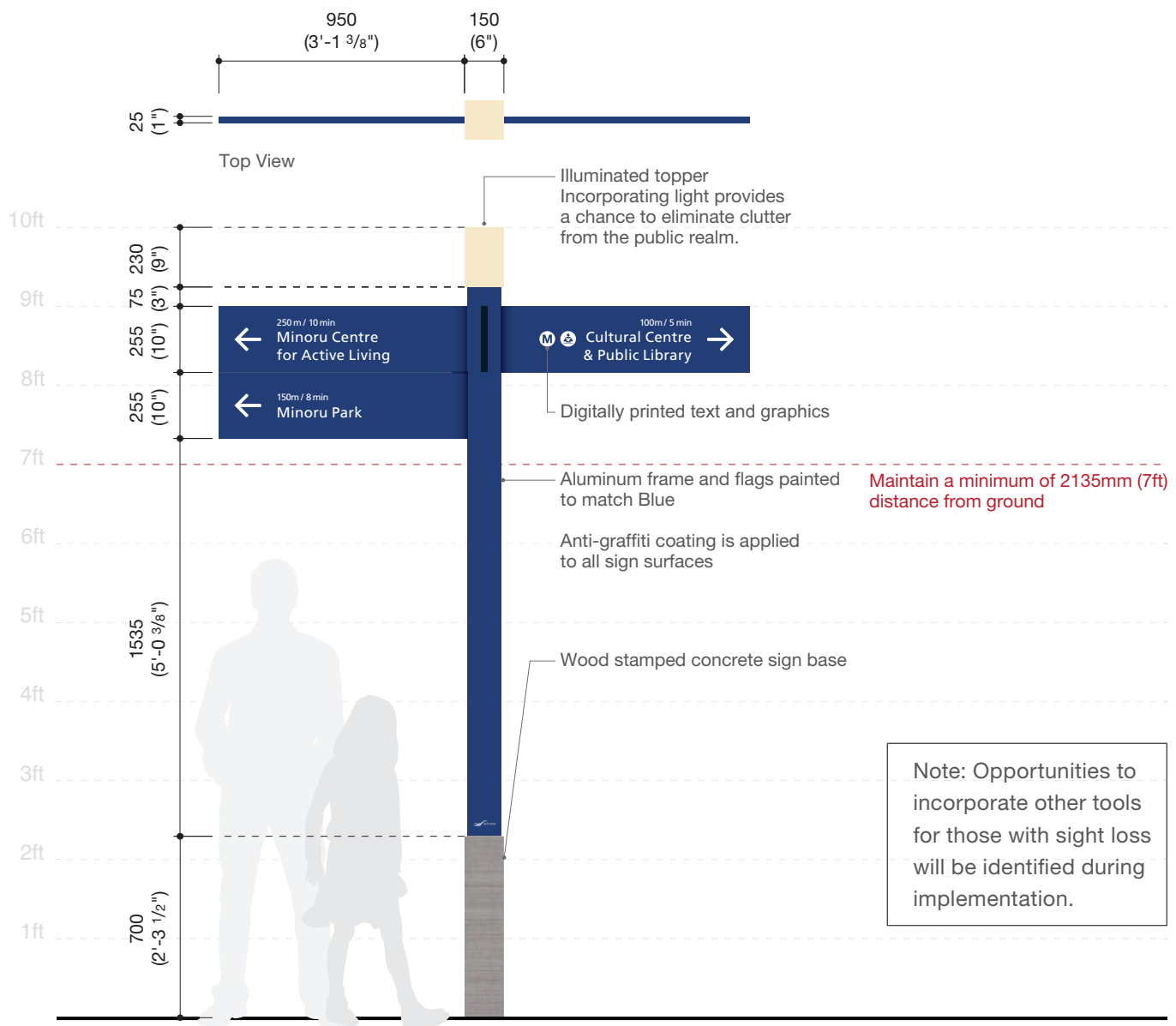
B2 Post-Mounted Directional
Scale 1:30

Detail
Scale 1:20

Note: Minor colour variations may occur dependent on signage materials used.

Pedestrian Directional

Pedestrian level sign to provide directional information to users for both primary and secondary destinations. This sign also serves other active modes of transport that users may engage in i.e. bicycles, in-line skates, etc. The addition of an illuminated topper ensures the sign is readable at all times and can replace the need for freestanding lighting in the immediate area, thus eliminating street clutter.



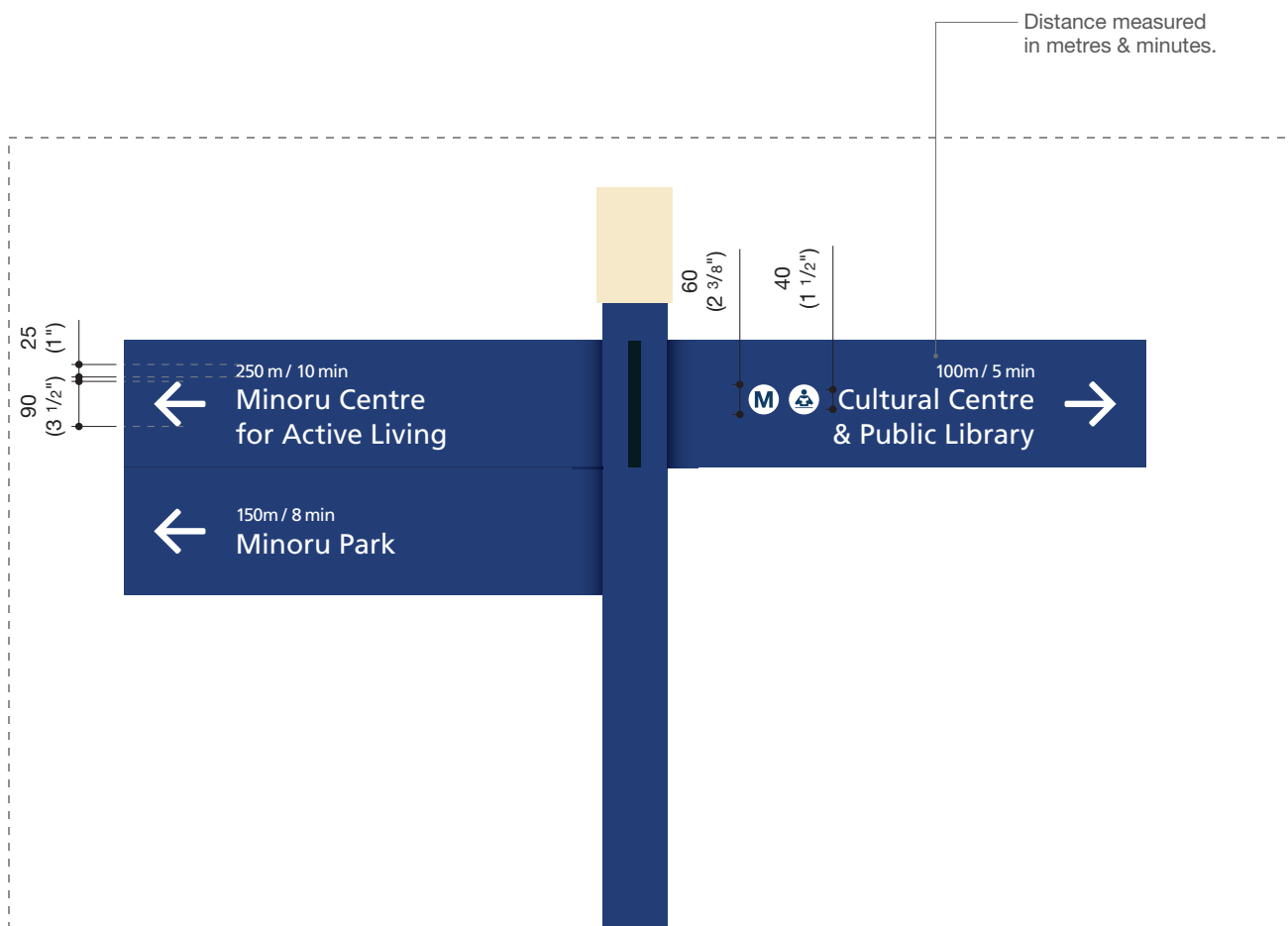
B3 Pedestrian Directional

Scale 1:25

Note: Minor colour variations may occur dependent on signage materials used.

Route planning becomes easier when users are presented with distance to their destination. This is also helpful encouraging users to visit a destination if they know that it is in proximity.

- Using minutes could be a more familiar way to assess proximity to destinations. Similar to how we navigate using Google/Apple maps.
- Using meters could be a more inclusive way identify proximity to destination as speed to travel is not a constant. Time of travel to the destination would be different for a person walking to a destination as opposed to someone using a wheelchair.



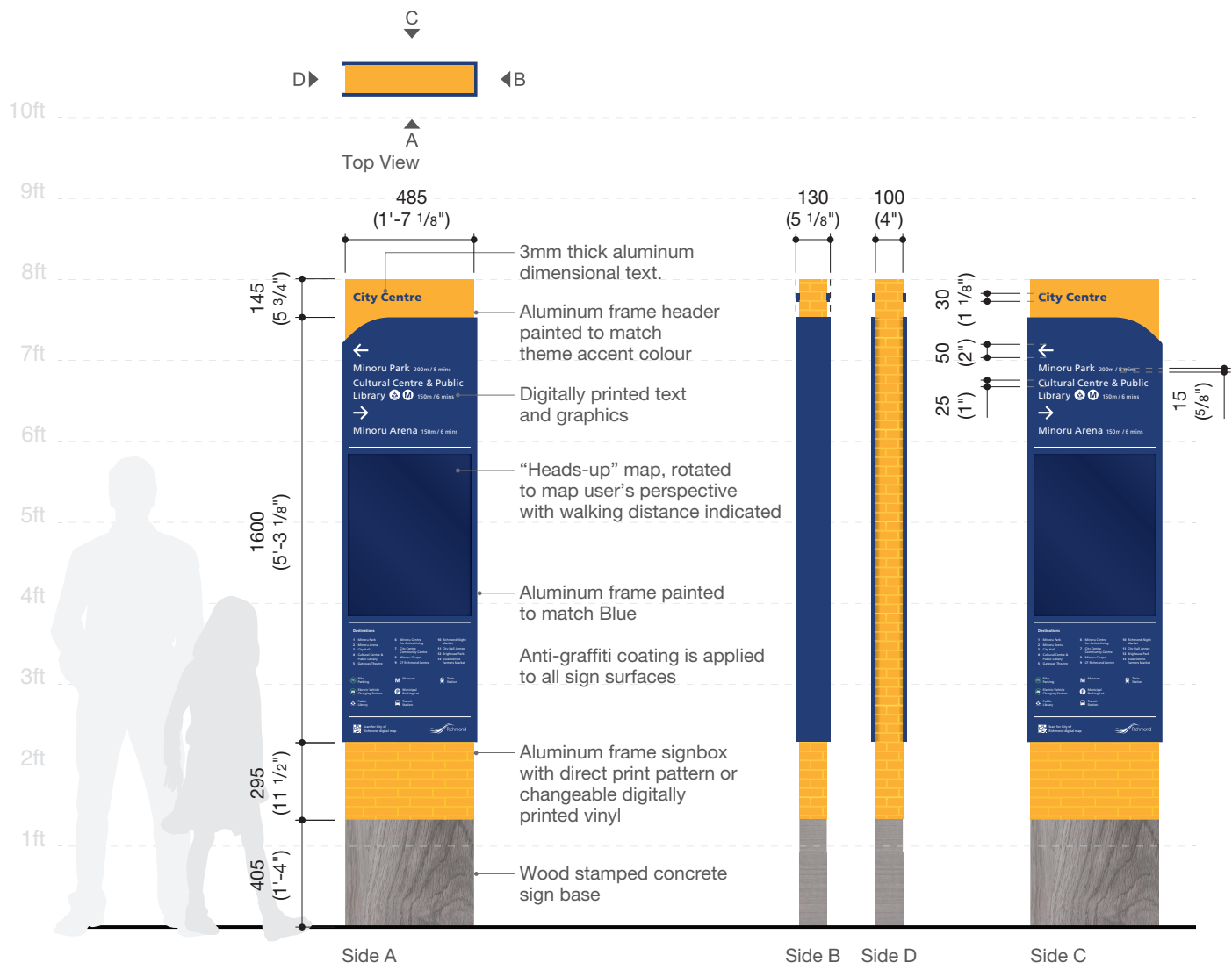
B3 Pedestrian Directional – Detail
Scale 1:15

Note: Minor colour variations may occur dependent on signage materials used.

Pedestrian Directory

Pedestrian level information to help visitors orient themselves of their surroundings. The “Heads-up” map indicates the surrounding area with all primary and secondary destinations including public amenities.

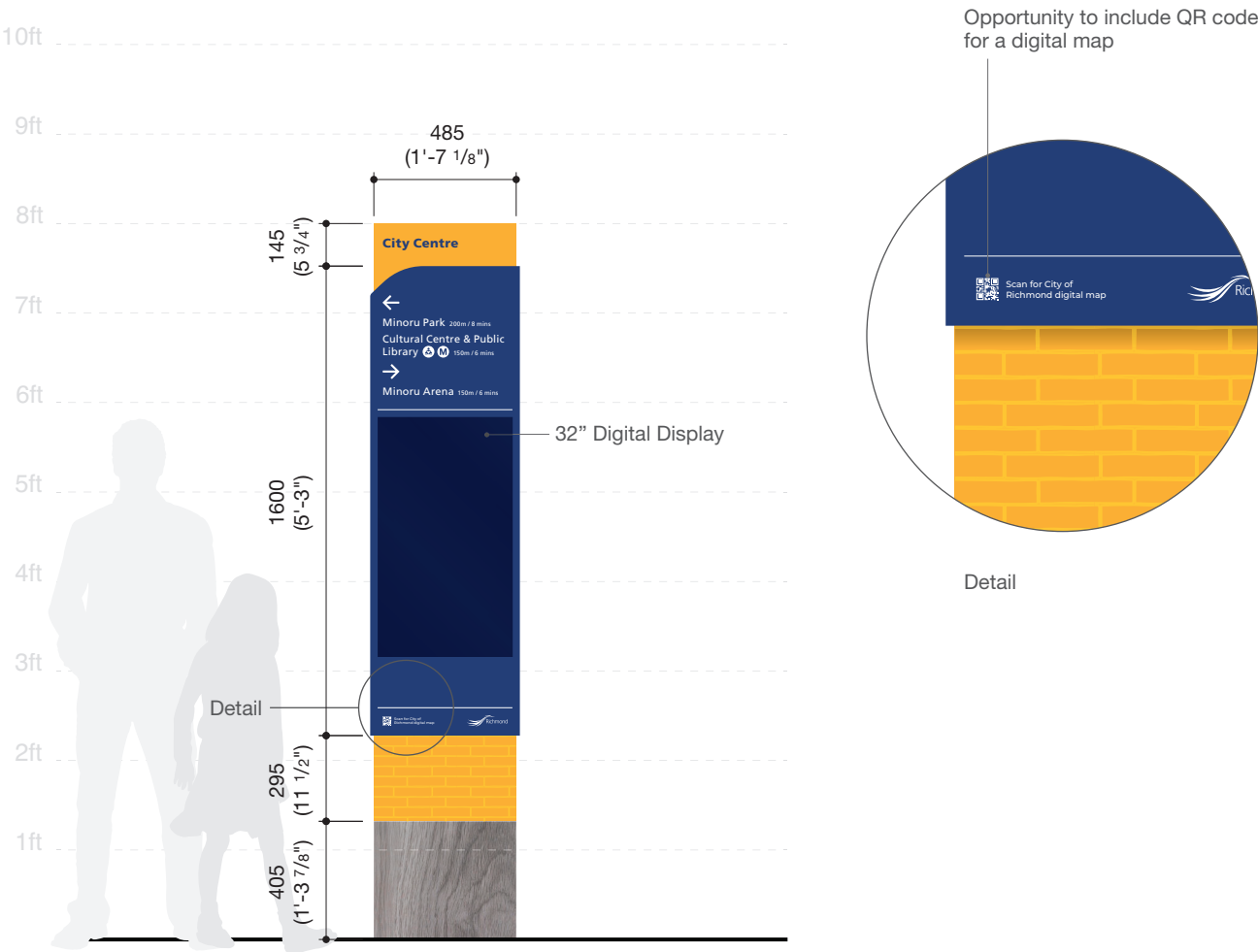
Where appropriate, walking time and distance to destinations should also be indicated. The “Heads-up” map is always rotated/oriented to match the user’s perspective, and it varies based on the placement of this sign. Digital tools, such as QR codes, and tools for greater accessibility, will be considered.



C1 Pedestrian Directory
Scale 1:25

Note: Minor colour variations may occur dependent on signage materials used.

An alternative option is pedestrian directories that feature digital map displays to facilitate easy navigation. Strategically placed QR codes on signage allow for quick access to local information, maps, and personalized navigation through a wayfinding app. Auditory and other tools will also be explored during implementation to increase accessibility of pedestrian directories for all users.



C1 Pedestrian Directory – Digital Option
Scale 1:25

Note: Minor colour variations may occur dependent on signage materials used.



Signage Placement Guidelines

Signage Placement Guidelines – Overview

The objective of sign placement is to not impede accessibility and pedestrian circulation as well as to not impede sight lines and visibility of other public realm elements. The minimum lateral clearance required will be determined on a case-by-case basis and in accordance with the recognized standards, including those contained in the Manual on Uniform Traffic Control Devices (MUTCD).

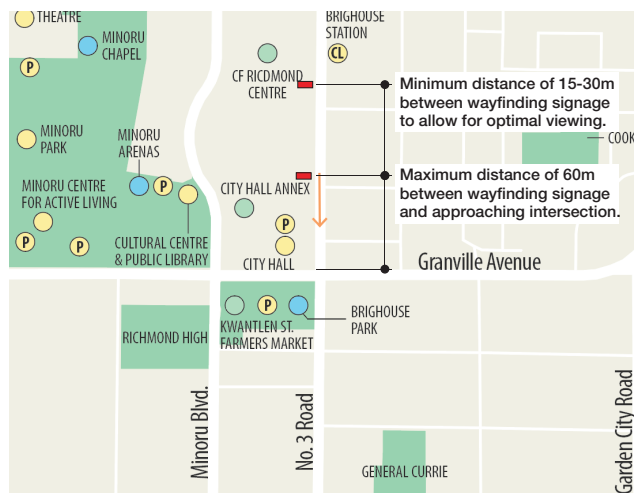
The following should be considered for signage placement:

- Ensure there is no negative impact to road safety and operations.
- Avoid obstructing pedestrian pathways and curbside access.
- Consider street furniture in the landscape.
- Consider trees and visual obstruction from foliage.
- Consider heritage places and assets.
- Avoid disturbing archaeological sites.
- Maintaining minimum distances from the curb.
- Maintaining sight triangles and vehicular viewing angles, including at intersections and driveway entrances.
- Do not obstruct the existing vehicular or safety signage, or conflict with existing traffic control devices.
- Do not obstruct the existing circulation of spaces (e.g., do not block or intrude on bus stops, accessible pathways, etc.).
- Position signs to avoid visual obstructions such as tree canopies, awnings, and existing signs and banners.
- Unless otherwise instructed, signs should be placed on the passenger side of the road.
- When traffic safety and regulatory signage is present, do not install wayfinding signs within 15m of sign locations, or as determined by the City of Richmond.
- Ensure sign placement does not impede or reduce existing sidewalk space.

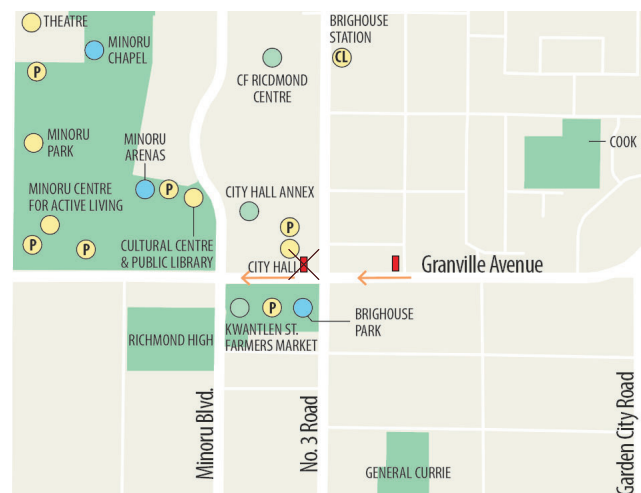
Note: Sign placement will be developed in consideration of other regulatory traffic and warning signs on a case-by-case basis. 15m minimum spacing is indicated but may need to be increased in some locations. This will be assessed as part of detailed technical reviews during implementation.

Signage Placement Guidelines – Overview

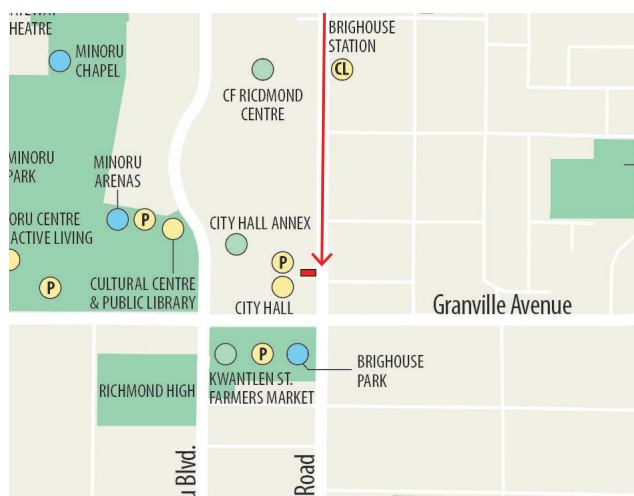
Signage must be positioned to avoid urban clutter while providing all users—drivers, cyclists, and pedestrians—with adequate decision-making time. Consistent message placement helps all users quickly find the information they need.



Vehicular directional signs should be placed a maximum of 60m from an approaching intersection. For optimal viewing distance, directional signage should be positioned 15-30m from an intersection to give motorists sufficient time to make decisions and avoid conflicts with traffic signs.



Directional signs should be placed before intersections or decision nodes to allow drivers adequate time to maneuver and continue their appropriate path to their destination.

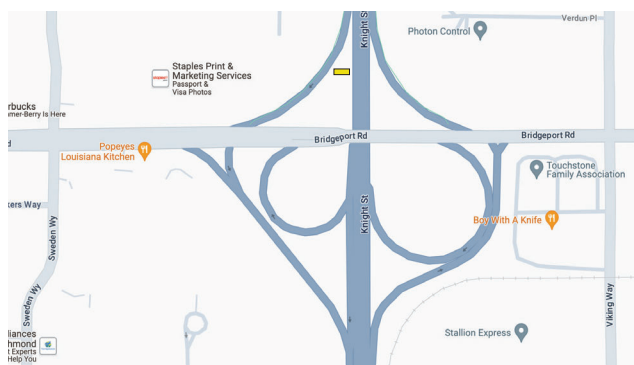
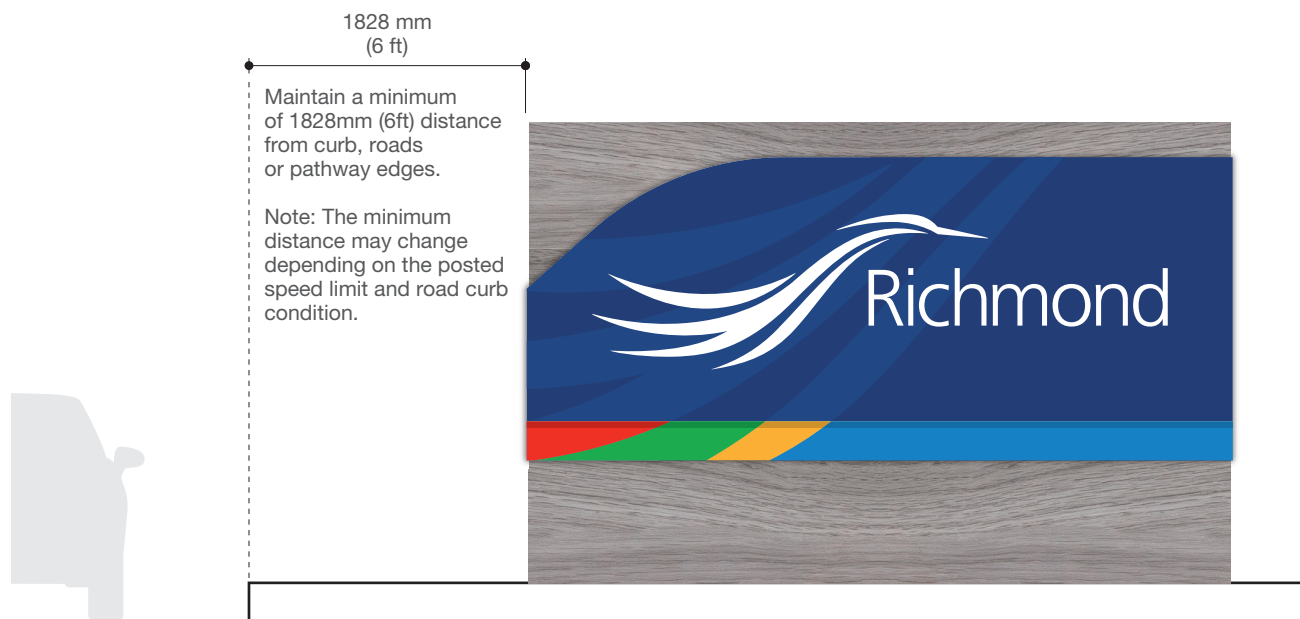


Orientation of signs will consider how to maximize readability. Signs should be placed perpendicular with the path of travel to enhance visibility for all users.

Signage Placement – Identification Signage

Identification signage should be placed perpendicular to the path of travel at the main entry points into the city. As a general rule, the sign should be the first thing users encounter upon arrival.

Signs along roadways and pathways should also be positioned perpendicular to the path of travel. The signage should display information on both sides, including a welcome message as users enter. It is recommended that signs maintain an appropriate distance from the edge, depending on the speed limit, road curb condition and as determined by the City of Richmond. Where possible, signage should have clear sightlines and be located consistently to create predictability and make it easy for users to find information to support their journey.



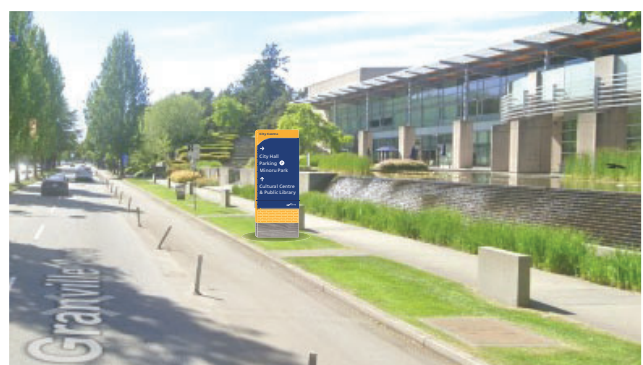
Note: For illustrative purposes only.
Actual placement and messaging of signage to be determined.

Signage Placement – Directional/Directory Signage

Directional signage must be positioned before decision nodes to give users sufficient time to navigate effectively. The signage should be oriented perpendicularly to the path of travel for all modes of transport, including pedestrians and cyclists.

Where necessary, signage should display information on both sides and must be clearly visible along roadways and pathways. It is recommended that signs maintain an appropriate distance from the edge, depending on the speed limit, road curb condition and as determined by the City of Richmond. Typically, a minimum distance of 300mm is required for a road with curb and posted speed limit less than 60km/h.

Whenever possible, directional signage should have clear sightlines and be consistently located to create predictability, making it easier for all users—drivers, cyclists, and pedestrians—to find the information they need to support their journey.



Note: For illustrative purposes only.
Actual placement and messaging of signage to be determined.



Richmond Draft Community Wayfinding Strategy **What We Heard Report**

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What is Wayfinding

Wayfinding connects people to their surroundings and helps them find their way—for example, through directional signage, digital tools and visual landmarks. Wayfinding can also identify attractions, places of special interest and the best routes for moving through the city.

Over time, as the Strategy is implemented, improved wayfinding will help residents and visitors navigate through Richmond with ease—by foot, on wheels or via public transit.



Introduction

The purpose of this report is to share the feedback from public engagement activities that took place between November 15, 2024 and January 28, 2025 on Richmond's draft Community Wayfinding Strategy. The engagement was designed to both inform the public about the Draft Strategy and to receive input, including on design considerations and on areas in Richmond where wayfinding might be improved.

Thank you to everyone who participated in the engagement activities. The input received will be important in helping to shape the future of wayfinding in Richmond.

Project overview

The draft Community Wayfinding Strategy was created to guide and coordinate future wayfinding in Richmond to ensure that it is well planned and connects the city through a consistent visual language.¹ When implemented, wayfinding can help residents and visitors to Richmond move easily around the city and help them explore and discover the city's many attractions and amenities.

How Did We Get Here

Prior to developing the draft Community Wayfinding Strategy, in addition to conducting research and an assessment of wayfinding in Richmond, there was an initial public and interest holder engagement phase during which we asked for input on wayfinding in Richmond.

Phase 1—Engagement

Through a survey, in-person pop up events and focus groups, feedback was gathered on the opportunities and challenges for moving around Richmond and the community's priorities for the Strategy's Guiding Principles. Input was also gathered for preferences on design aesthetics, and questions were asked to better understand how wayfinding designs could reflect the city and meet the goals of being accessible and easy to understand.

The results of the Phase 1 Engagement can be found in the What We Heard Report (May 2023).

Phase 2—Draft Strategy Development and Engagement

On October 10, 2023, Richmond City Council endorsed the project's Guiding Principles.

The Guiding Principles, feedback from the initial engagement phase, research and needs assessment results, and universal design and wayfinding best practices were used to inform the development of the draft Community Wayfinding Strategy.

On November 12, 2024, City Council endorsed the draft Community Wayfinding Strategy for public consultation, and on November 13, 2024, the second phase of public and interest holder engagement was launched.

¹ The Community Wayfinding Strategy is meant to guide wayfinding on public property and will not apply to wayfinding on private land. It also does not apply to wayfinding in the City's Parks and trails system.

Phase Two—Engagement

This second phase of engagement provided the Richmond community with an opportunity to learn about the draft Strategy and to provide feedback.

To create awareness of the engagement activities for the draft Strategy, a communications campaign was implemented. It included digital tools such as social media, e-news and digital ads as well as printed materials.

Engagement Activities:

1. Let's Talk Richmond (LTR)

With over 8,000 subscribers, Let's Talk Richmond is a key component of public engagement in Richmond. The draft Strategy and related documents were available on a LTR engagement page created to support a survey as well. The public was invited to share their thoughts on the draft Strategy, their preferred colour and design options, and priorities for improved wayfinding in Richmond. The survey was open from November 18 to December 18, 2024.

2. Email Campaign

Outreach via email was conducted to both create awareness of the Let's Talk Richmond engagement and to remind people to complete the survey. Each email included a request to share the information with others.

In addition to the email sent to LTR subscribers, individual emails were sent to community groups and organizations including the 28 organizations that participated in workshops in the Phase 1 Engagement. Emails were sent to a variety of Richmond community groups including historical societies, business associations, and arts and culture groups.

Email outreach included the following organizations:

- Richmond Arts Coalition
- Steveston Historical Society
- Richmond Chinese Community Society
- Lansdowne Mall
- Access Richmond
- Steveston 20/20 Group
- Highway to Heaven Association
- London Heritage Farm Society
- Aberdeen Mall
- Gateway Theatre Society
- Richmond Public Art Advisory Committee
- Richmond Olympic Oval
- Kwantlen Polytechnic University
- Richmond Centre for Disability
- McArthur Glen Designer Outlet
- Sea Island Heritage Society
- Steveston Japanese Canadian Cultural Centre
- Richmond Art Gallery Association
- Richmond Chamber of Commerce
- Aspire Richmond
- Richmond Centre Mall
- Britannia Shipyards National Historic Sites Society
- Steveston Merchants Association
- Urban Bounty

3. Group Sessions and Discussions

A series of presentations followed by discussions were held with key organizations including:

- Council-appointed Advisory Committees:
 - Accessibility Advisory Committee
 - Active Transportation Committee
 - Economic Advisory Committee
 - Intercultural Advisory Committee
 - Seniors Advisory Committee
 - Youth Advisory Committee
- The Richmond Council of Communities that represents community centre associations and societies in Richmond, the Richmond Fitness and Wellness Association and the Richmond Arenas Association.
- Tourism Richmond and Richmond Hotel Association Boards of Directors
- Tourism Richmond stakeholders

4. Roundtable Discussion

A roundtable discussion was hosted with participants involved in the Phase 1 Engagement workshops. Organizations represented included the Gateway Theatre, TransLink, Richmond Centre for Disability, the Gulf of Georgia Cannery Society, Hub Cycling and the Vancouver International Airport.

All participants who attended group sessions and/ or the Roundtable Discussion were encouraged to respond to the LTR survey and share it within their organizations and networks. Postcards with a QR code linking to the Let's Talk Richmond survey were shared at each session.

Participation

Let's Talk Richmond Survey

158 Responses

Email Outreach Campaign

Individual emails
sent to **34**
Organizations

Group Sessions/ Roundtable Discussion

129 Participants

What We Asked

This round of engagement aimed to create awareness and inform the public about the draft Strategy and gather input in three areas:

- General comments on the draft Strategy
- Preference and comments for design options
- Areas where wayfinding could be improved in Richmond

What We Heard

In total, 287 individuals attended in-person presentation/ facilitated discussions and completed the online survey through Let's Talk Richmond. Overall, feedback received from these engagement activities demonstrated support for the draft Strategy, including the design framework.

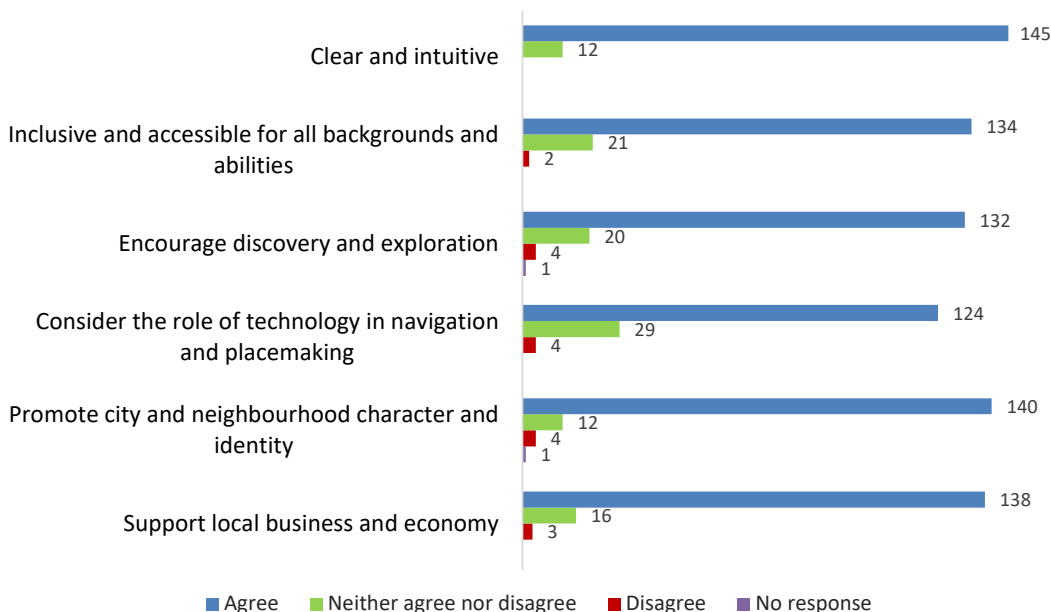
Let's Talk Richmond Survey Responses

Question 1: Respondents were asked to share how they felt about the importance of the objectives for the Strategy.

'Clear and Intuitive' was most important as demonstrated by the number of people who said they agreed with this objective.

'Consider the role of technology in navigation and placemaking' was the least important.

Figure 1. Question 1 Responses

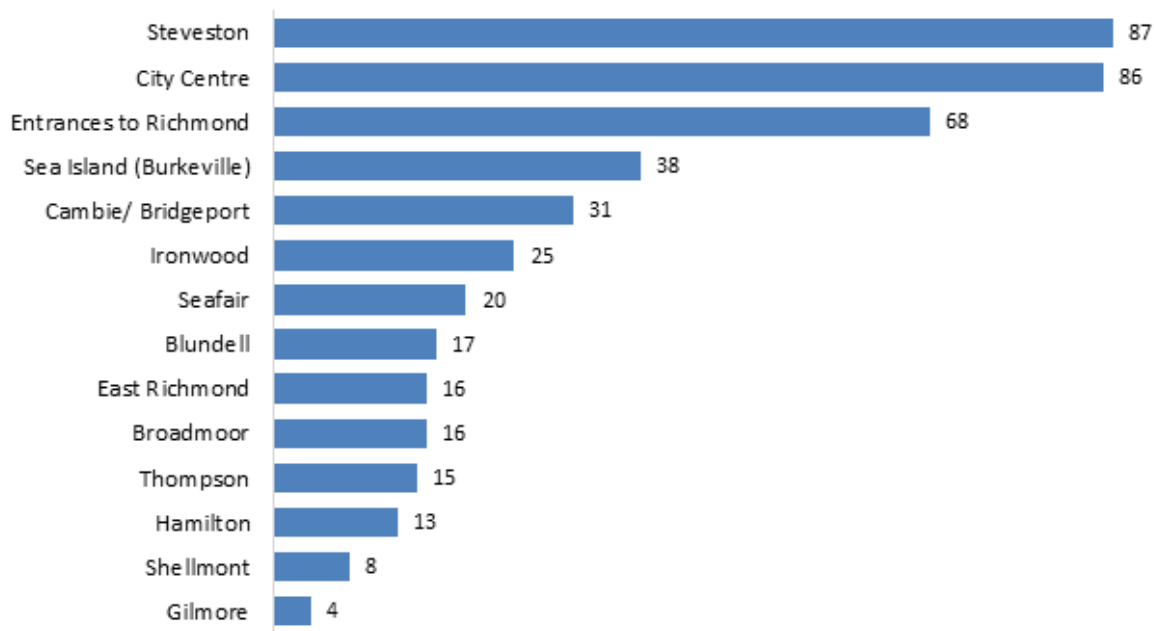


Question 2: Respondents were asked to suggest the top three areas in Richmond that could most benefit from improved wayfinding in the near term.

City Centre and Steveston were selected 86 and 87 times respectively.

Entrances to Richmond was the third most popular choice and was selected 68 times.

Figure 2. Areas for Improved Wayfinding

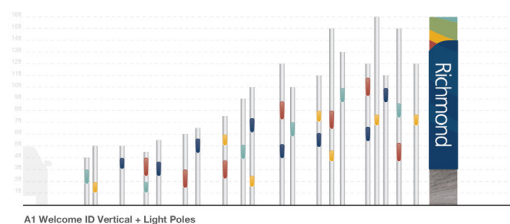
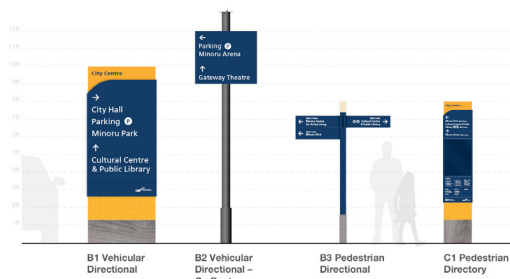
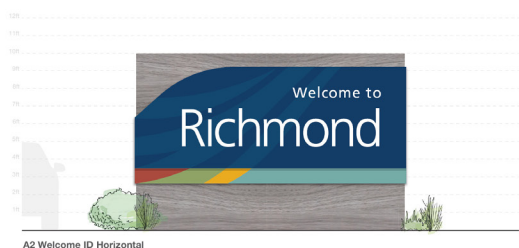


Question 3: Respondents were asked what they thought about the wayfinding design and the two colour options in the draft Strategy.

The draft Community Wayfinding Strategy includes a design framework that outlines best practices and accessibility considerations for wayfinding. Within the design framework there are two wayfinding design concepts (Colour Option 1 and Colour Option 2) that were developed.

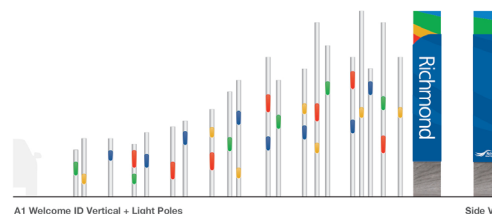
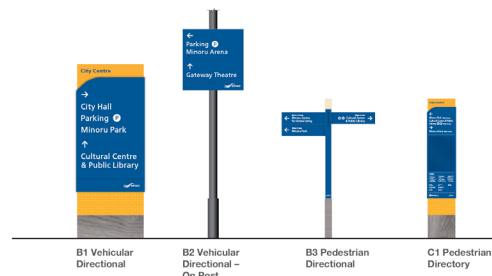
Colour Option 1

(See pages 55–59 of the draft Community Wayfinding Strategy for more information on design approach).



Colour Option 2:

(See pages 67–71 of the draft Community Wayfinding Strategy for more information on design approach.)



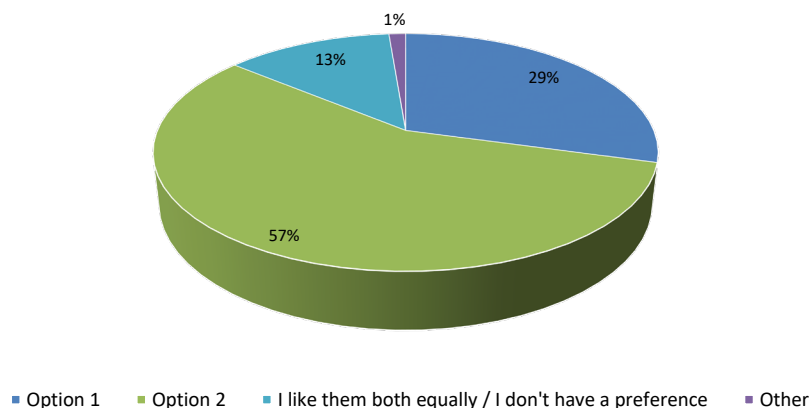
Colour Option 1 was inspired by the Richmond landscape, brand and public engagement. It adheres to best practices for wayfinding and accessibility, in terms of contrast and legibility.

Colour Option 2 incorporates the City brand colour palette, the Heron logo and the 'Island City by Nature' tagline that are part of existing welcome sign features.

Question 3: Respondents were asked if they prefer Colour Option 1 or Colour Option 2 and why.

Colour Option 2 was the preferred choice selected by 89 respondents while Option 1 was selected 46 times.

Figure 3. Colour Option Preference



As part of Question 3, Respondents were asked why they selected Colour Option 1 or Colour Option 2.

Notable reasons for selecting Colour Option 1 were the colour, contrast between the colour and text and that it was clear and legible. Option 2 was selected largely due to the design features.

Figure 4a. Reasons to Select Colour Option 1

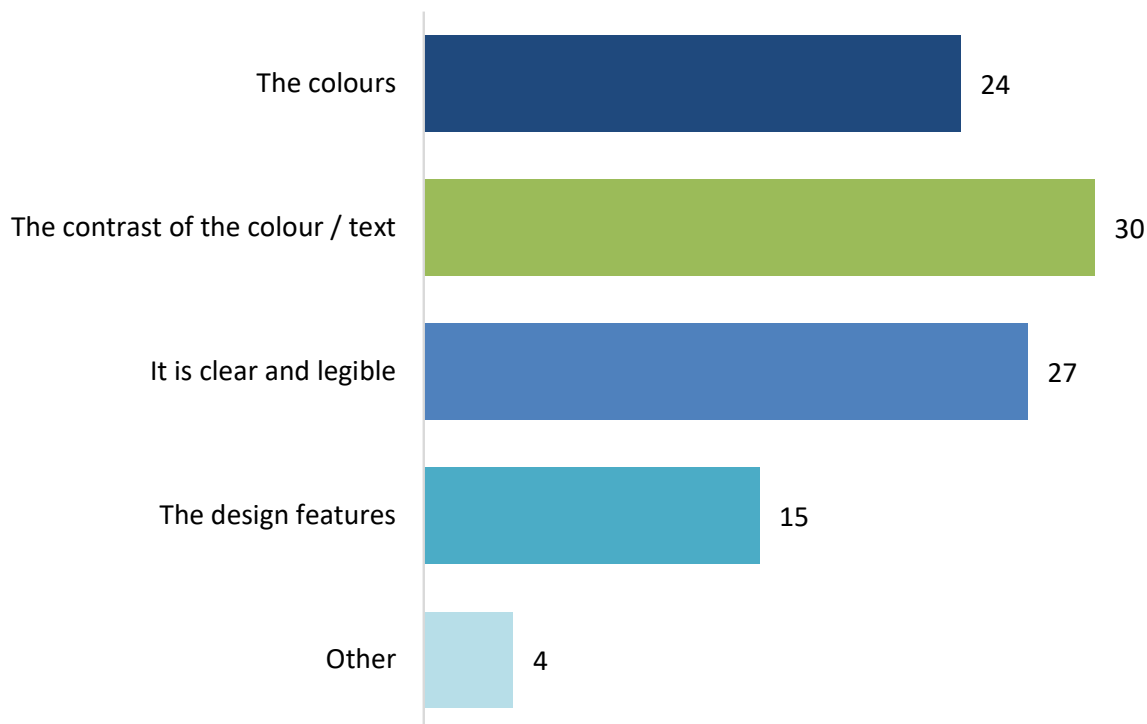
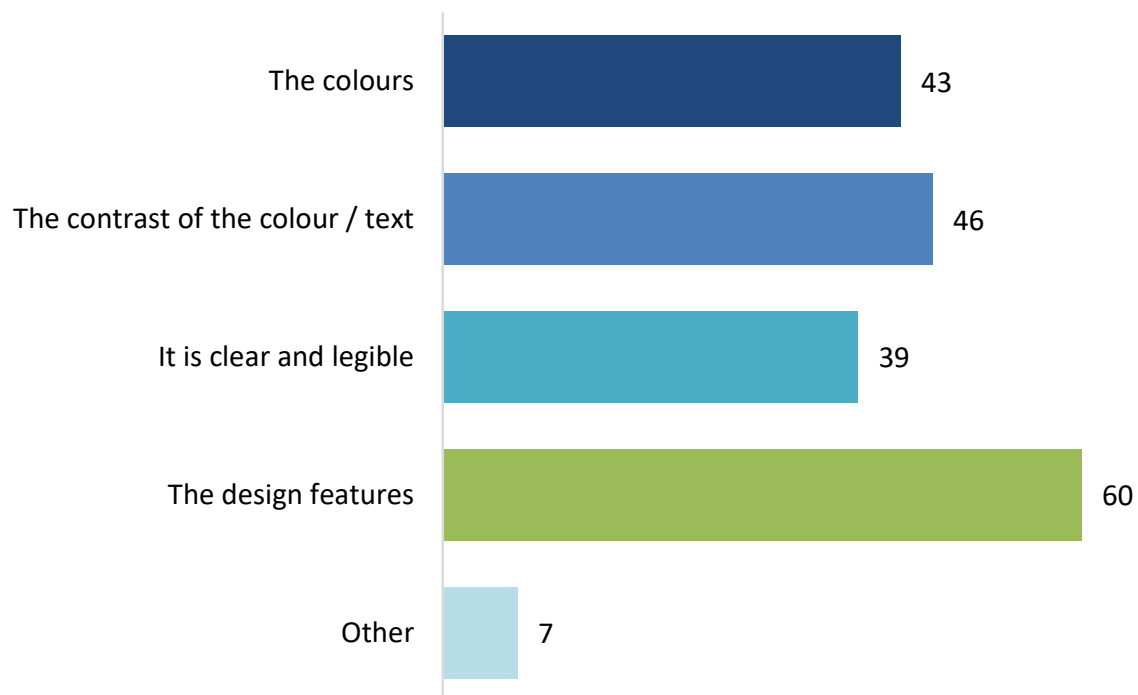


Figure 4b. Reasons to Select Colour Option 2



Key Themes

Respondents to the survey and participants in group sessions also provided comments that have been summarized within the following themes:

Accessibility and Inclusivity

- Wayfinding should be designed to accommodate all users, including those with sight loss.
- Accessibility features should be consistent across all signage.
- There should be consideration of aging populations and individuals with developmental disabilities when integrating technology and other features into wayfinding.
- Wayfinding signs should be easy to understand, using clear simple language and symbols. This is important for residents or visitors to Richmond who may not speak English fluently.

Sign Content and Features

- Signs must be easy to read and clearly visible. This includes eye level content for cyclists and consideration of speed of travel and field of vision for vehicular signage.
- A destination hierarchy can ensure clear navigation, prioritizing the most important locations and landmarks.
- Lighting on signs especially at major intersections is important. Use of illuminated signs or reflective materials should be considered to enhance visibility during rain and low-light conditions.
- The tall, vertical welcome sign with light poles would be unique to Richmond.
- The text 'Island City, by Nature' is descriptive of Richmond but takes up valuable space on the welcome sign, making it cluttered.
- Promote walkability with directional signs that show both distance and time to encourage foot traffic.
- The design and text should be kept simple and illuminated for timelessness and visibility.
- The graphic accents on the signs could be local artists' work, or Indigenous or public art that reflect Richmond's diverse culture and add a local touch.

Technology

- QR codes could be used to provide access to information in multiple languages, including directions, interactive maps, and interpretive content.
- QR codes can link to digital tools that improve accessibility.
- Wayfinding could use tools like artificial intelligence (AI) or digital platforms like Google Maps to help users learn about destinations and get directions based on real-time data.

Recommendations

There was overall support and interest for the Community Wayfinding Strategy. The feedback from Let's Talk Richmond as well as the City advisory committees and other groups included in the engagement was positive.

“Overall the draft strategy is really well thought through and a great direction for the city!”

There were several comments about the need to not clutter the Richmond landscape with signage. The goal of the Strategy is to have well planned wayfinding that would ensure this does not happen and that the right signs are in the right location with the right content.

Where to Improve Wayfinding in Richmond?

City Centre and Steveston were equally of interest as initial locations that could benefit from improved wayfinding, with entrances to Richmond selected as the third priority/area of interest.

Feedback regarding Steveston suggested that there is currently a variety of different signage and that the Village could benefit from consistent wayfinding. As noted in the draft Strategy, in areas with protected heritage, such as Steveston, additional work will be required through the implementation process to ensure heritage values are preserved and celebrated. It is also anticipated that further public engagement would be required in Steveston, in concert with exploring potential adjustments to the presented designs to reflect the Village's heritage.

There is an opportunity for initial implementation to focus on an area of Richmond that is both a high priority for the community and also enables testing of the designs and multiple sign types, with the lessons learned to be used for successful future implementation. An area within City Centre that has a current need for wayfinding and multiple sign types could potentially be further explored as an initial project.

Design and Colour Options

The Colour Option 2 was a popular choice among respondents and was characterized as welcoming and visually appealing.

It is recommended that the final wayfinding design be based on input from this engagement as well as best practices and accessibility standards, including the approved Guiding Principles for the Wayfinding Strategy. Option 2, based on the City's brand, might be enhanced and optimized to ensure it aligns with best practices in wayfinding design and that it meets the Guiding Principle of Accessibility. Possible updates to Option 2 could include:

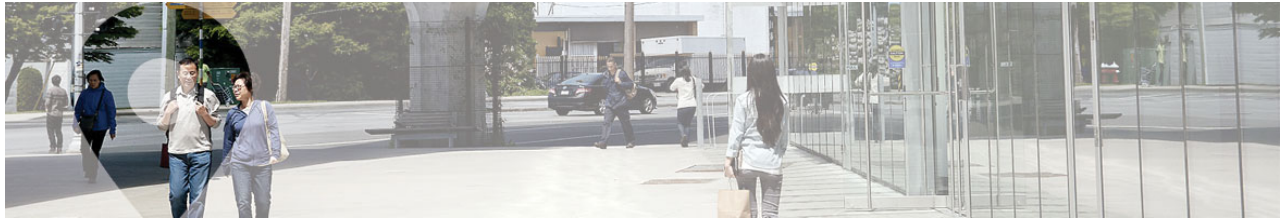
- Increased saturation (intensity) of the colour palette for a higher degree of contrast with text and greater visibility.
- Simplify the amount of text presented on horizontal welcome signs to make these easier to read and quicker to comprehend. This may include the removal of the 'Island City, by Nature' tagline, though this topic could be re-visited more specifically during future implementation of new welcome signs, including a dedicated public engagement period. This approach could make it easier to read the 'Richmond' text, which would be the primary content on the sign.

What's Next

The feedback received from the Phase 2 Engagement will be used in conjunction with best practices and application of the Community Wayfinding Strategy's Guiding Principles to inform the revised version of the Community Wayfinding Strategy, including an updated design option and an implementation framework.

Appendix

Let's Talk Richmond Survey



Help shape the future of wayfinding in Richmond.

With input from the Richmond community, we have created a draft of Richmond's Community Wayfinding Strategy.

We invite you to review the draft Strategy and let us know what you think.

Here is how you can participate:

- Visit www.LetsTalkRichmond.ca to learn more.
- Complete this survey and either drop it off to customer service at Richmond City Hall or email it to sbaumgardner@richmond.ca.

Survey Instructions:

If you need assistance completing the survey, please contact us at economicdev@richmond.ca or 604-276-4103.

Your privacy is important to us. All feedback you provide will be anonymized and aggregated with others' responses to ensure individual input remains confidential.

Please review the draft Community Wayfinding Strategy before completing the survey.

The average time to complete the survey is *5 minutes*.

1. I feel the following objectives for community wayfinding are important to me:

Please select one option for each statement:

- **Clear and intuitive**

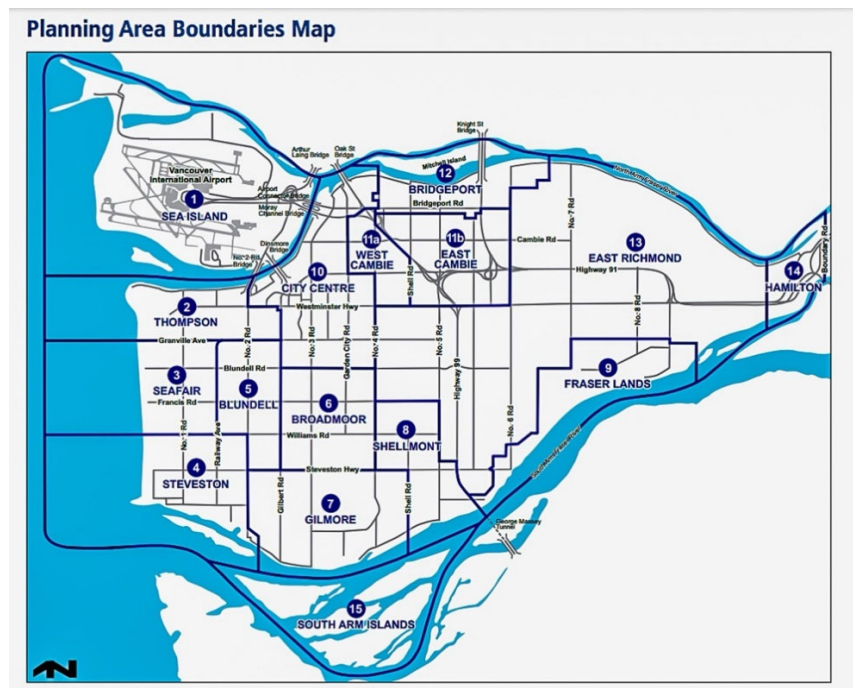
☐ Agree ☐ Neither Agree nor Disagree ☐ Disagree

- **Inclusive and accessible for all backgrounds and abilities**
☐ Agree ☐ Neither Agree nor Disagree ☐ Disagree
- **Encourage discovery and exploration**
☐ Agree ☐ Neither Agree nor Disagree ☐ Disagree
- **Consider the role of technology in navigation and placemaking**
☐ Agree ☐ Neither Agree nor Disagree ☐ Disagree
- **Promote city and neighbourhood character and identity**
☐ Agree ☐ Neither Agree nor Disagree ☐ Disagree
- **Support local business and economy**
☐ Agree ☐ Neither Agree nor Disagree ☐ Disagree

2. Wayfinding can assist in navigation to community amenities and other key destinations, and it can also help you explore a new area.

I suggest the following area(s) in Richmond could most benefit from improved wayfinding in the near term: (Please select your top 3 areas)

- ☐ Sea Island (Burkeville)
- ☐ Thompson
- ☐ Seafair
- ☐ Steveston
- ☐ Ironwood
- ☐ City Centre
- ☐ Gilmore
- ☐ Cambie / Bridgeport
- ☐ East Richmond
- ☐ Hamilton
- ☐ Broadmoor
- ☐ Shellmont
- ☐ Blundell
- ☐ Entrances to Richmond



PROCEED TO NEXT PAGE

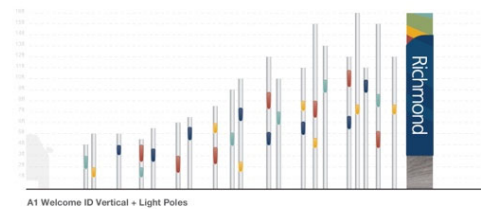
What do you think of the designs?

The draft Community Wayfinding Strategy includes a design framework that outlines best practices and accessibility considerations for wayfinding. Within the design framework there are also wayfinding design concepts that have been developed through public input.

We would like your thoughts on these design concepts and whether you prefer Colour Option 1 or Colour Option 2.

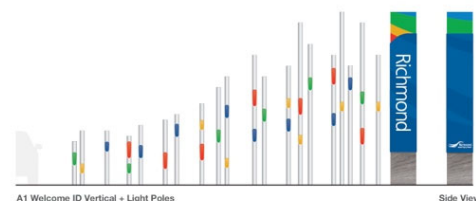
Colour Option 1

(See pages 55–59 of the draft Community Wayfinding Strategy for more information on design approach.)



Colour Option 2

(See pages 67–71 of the draft Community Wayfinding Strategy for more information on design approach.)



3. After reviewing the Colour Options, I have a preference for:
(Please select one option.)

- ☐ Option 1 (Proceed to Questions 4 and 5)
- ☐ Option 2 (Proceed to Questions 6 and 7)
- ☐ I like them both equally (Proceed to Question 8)
- ☐ Neither (Proceed to Question 9)

4. I chose Option 1 because I particularly like:
(Please select all that apply.)

- ☐ The colours
- ☐ The contrast of the colour/text
- ☐ It is clear and legible
- ☐ The design features
- ☐ Other (please specify): _____

5. I have the following suggestion for Option 1:

6. I chose Option 2 because I particularly like:
(Please select all that apply.)

- ☐ The colours
- ☐ The contrast of the colour/text
- ☐ It is clear and legible
- ☐ The design features
- ☐ Other (please specify): _____

7. I have the following suggestion for Option 2:

- 8. Since I like both Options equally (or I do not have a preference), I have the following suggestions for either:**

- 9. I have the following additional comments about wayfinding and the draft Community Wayfinding Strategy.**

- 10. I heard about this engagement via:**

(Please select all that apply.)

- ☐ Email sent to me via LetsTalkRichmond.ca
- ☐ Visiting LetsTalkRichmond.ca (didn't receive email)
- ☐ Social media
- ☐ Transit shelter digital posters
- ☐ Print posters at City facilities
- ☐ Advisory Committee meeting
- ☐ Word of mouth
- ☐ Other (please specify): _____

- 11. My connection to Richmond is that I:**

(Please select all that apply.)

- ☐ Live here
- ☐ Work here
- ☐ Go to school here
- ☐ Was born here
- ☐ Used to live here, but don't anymore
- ☐ Visit here (and do not live here)
- ☐ Other (please specify): _____

12. I participated in the Spring 2023 engagement to develop this draft Community Wayfinding Strategy:

- ☐ Yes
- ☐ No
- ☐ Don't recall / prefer not to say

If you would like to be contacted about this survey or the draft Community Wayfinding Strategy, please fill out the contact information below:

Name: _____

How to contact me:

- **Email:** _____
- **Phone Number:** _____

End of survey.



City of Richmond

6911 No. 3 Road, Richmond, BC V6Y 2C1
Telephone: 604-276-4000
richmond.ca

GP - 118

City of Richmond Community Wayfinding Implementation Framework

June 12, 2025



Implementation Framework

1	Approach Overview	03
2	Long-term Phasing Strategy	04
3	Decision Criteria	06
4	Recommendations for Successful Implementation	10



Approach Overview

The City of Richmond Community Wayfinding Strategy will be implemented through a phased, city-wide approach that balances big-picture planning with local responsiveness. It begins with a high-level framework to guide long-term rollout, followed by a Phase 1 Implementation project to test and refine the system in a real-world setting.

Implementation signage will be introduced neighbourhood by neighbourhood, with the order of implementation guided by clear criteria such as pedestrian activity, transit access, and community priorities. The approach is designed to be flexible, allowing it to adapt to funding availability and evolve to meet changing needs while maintaining a consistent, city-wide vision.



Long-term Phasing Strategy

The wayfinding program will be rolled out over several years through a structured, phased approach. The strategy provides a roadmap for gradual implementation that ensures consistency and coordination across neighbourhoods.

Long-term Phasing Strategy:

- **City-Wide Framework:** Begin with a high-level location plan to guide long-term, city-wide implementation.
- **Phase 1 Implementation:** Launch the first phase of the wayfinding program in a selected area to establish initial signage, evaluate design and placement in a real-world context, and refine installation processes ahead of broader city-wide rollout.
- **Neighbourhood Rollout:** Expand signage gradually, one neighbourhood at a time, allowing for tailored implementation and continuous improvement.
- **Implementation Criteria:** Determine rollout order based on specific factors such as:
 - Multimodal transportation activity (including pedestrian, cycling, transit, and vehicular)
 - Transit access and connectivity
 - Tourism and visitor destinations
 - Synergies with other city projects
- **Flexible and Sustainable Approach:**
 - Phased delivery allows adaptation to new development and a changing city landscape
 - Supports resource efficiency and potential cost savings over time
 - Supports long-term consistency while remaining responsive to evolving needs



Decision Criteria

This section outlines how City staff will assess and prioritize future phases of the wayfinding program to inform recommendations to City Council. It combines best practices, local context, and strategic goals to ensure a fair, transparent, and well-informed process.

1. Outline of Key Decisions Required for Effective Implementation

To ensure effective implementation, the following decisions need to be made during each phase of implementation:

- **Location Prioritization:** Which neighbourhood or corridor should be addressed next, based on implementation criteria outlined on page 8.
- **Scope and Scale:** What types of signage are needed (e.g., pedestrian, vehicular), and to what extent. Also, consider non signage elements such as placemaking and digital components (Refer to City of Richmond Community Wayfinding Strategy) to be included in scope for implementation.
- **Design Localization:** Engage with local artists or organizations to produce localized illustration/pattern design. Identify the neighbourhood name and which local destinations should be included.
- **Coordination with Other Projects:** Identify synergies with public realm improvements, transit upgrades, or development timelines.
- **Budget Allocation:** Allocate funding not only for the immediate implementation of the current phase but also for long-term program delivery. This includes planning for year-to-year maintenance of installed signage, as well as staged funding to support the phased rollout across the city. A balanced approach between capital investment and ongoing operational costs will ensure the program remains sustainable and adaptable over time.

2. Decision-Making Matrix (Where, When, and Why to Implement)

A decision-making matrix will help prioritize locations and phases based on a weighted set of criteria. This tool also supports transparent communications with the public by providing a rationale for sequencing.

Sample Decision Criteria (Criteria and their relative importance to be refined)

Criteria	Source	Purpose
Pedestrian and transit volumes	City data	Prioritize high-traffic areas for visibility
Tourism and visitor destinations	City tourism data	Serve users unfamiliar with the city
Community readiness or interest	City engagement	Align with active or engaged neighbourhoods
Proximity to existing signage gaps	Field audits	Improve continuity and user experience
Planned capital or streetscape work	City planning	Leverage economies of scale, avoid rework, coordinate with existing efforts
Accessibility and equity factors	City policy	Ensure inclusive service to underserved areas
Opportunity for innovation	City planning	Test new formats, localized elements

3. Engagement with Local Communities

Engaging Richmond communities is essential to ensure that the implementation of the wayfinding program is responsive, context-sensitive, and reflective of each neighbourhood's identity. Community input will shape both the functional and visual aspects of the signage and help foster a sense of local ownership.

- Ensure engagement sessions are rooted in the guiding principles (as outlined in the City of Richmond Community Wayfinding Strategy) to reinforce and familiarize the basis for decisions made throughout the program.
- Involve local interest holders early in the process to identify unique needs, destinations, and points of pride.
- Review and provide feedback on preliminary location plans to ensure signage is placed where it will be most useful and contextually appropriate.
- Localize signage content by incorporating neighbourhood-specific destinations, and nomenclature.
- Identify patterns or motifs that reflect the area's cultural, historical, or environmental character, to be included on the established panels on A1 and B1 sign types.
- Coordinate locations with existing elements such as street furniture, public art, and heritage features to avoid environmental clutter.
- Establish a feedback loop during and after implementation to refine future phases based on community experience.

4. Public Communications Approach (Post-Implementation)

Once wayfinding elements are in place, clear and accessible public communication will ensure residents and visitors understand and benefit from the system. This outreach also reinforces the City's commitment to transparency and ongoing engagement.

- Announce new signage installations and highlight how they improve navigation and access.
- Emphasize local benefits, including safer walking routes, support for local businesses, and better transit connections.
- Reinforce the broader city-wide vision and explain how each phase fits into the long-term strategy.
- Use a range of communication channels, including the City's website, social media, physical signage, and partnerships with community groups and organizations.



Recommendations for Successful Implementation

To ensure the long-term success and sustainability of the Richmond Community Wayfinding Program, the following recommendations should be embedded throughout planning, design, and delivery:

1. **Apply Guiding Principles to Ongoing Decisions**

Throughout implementation, use the established Guiding Principles and Strategic Recommendations (as defined in the City of Richmond Community Wayfinding Strategy) as a foundation for consistent decision-making. These principles will help navigate challenges, assess trade-offs, and ensure the system remains aligned with the program's overall goals, including accessibility, clarity, consistency, and integration.

2. **Integrate Wayfinding into the Broader Urban Environment**

Wayfinding should not be treated as a standalone element, but rather as an integrated part of the public realm. This includes coordination with:

- Landscaping and public realm design
- Lighting and sightlines
- Placemaking and gateway features
- Street furniture, seating, and waste receptacles
- Banners, public art, and seasonal installations

All new projects such as streetscape improvements, transit infrastructure, and parks upgrades should include wayfinding considerations as part of planning and implementation.

3. **Maintain a Comprehensive Sign Inventory**

A centralized, up-to-date sign inventory should be maintained in a digital database. This will support:

- Efficient maintenance and replacement scheduling
- Visibility into sign types, conditions, and locations
- Planning for updates due to changes in the urban landscape or branding
- Coordination across departments and contractors

4. Innovation and Testing of Digital Wayfinding Technologies

The program should explore opportunities to test digital solutions such as:

- Interactive maps and kiosks
- Mobile-responsive wayfinding tools
- Real-time navigation support
- Integration with transit and accessibility platforms

5. Coordinate with Other Wayfinding Systems

Implementation should recognize and connect with other existing or planned wayfinding networks to ensure a seamless user experience. These include:

- The Richmond Parks wayfinding program
- Transportation network wayfinding signs
- Transit agency signage and mapping systems (Skytrain and TransLink Bus Network)
- Regional tourism and cultural signage

Coordination supports system harmony, prevents redundancy, and strengthens the overall user journey.



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** June 13, 2025
From: Mark Corrado **File:** 12-8275-30-001/2025-
Director, Community Bylaws and Licencing Vol 01
Re: **Application To Propose a New Lounge Area Endorsement To Licence
#311621 - Deep Blue Distilleries Ltd - 5800 Cedarbridge Way Unit 130**

Staff Recommendations

1. That the application from Deep Blue Distilleries Ltd., seeking the following extended hours of liquor service, and a new Lounge Area Endorsement at the premises located at 5800 Cedarbridge Way Unit 130, be supported:
 - a) A new lounge area endorsement with a total person capacity of 30 occupants;
 - b) Proposed hours of liquor service from Monday to Saturday, 9:00 AM to Midnight and Sunday, 5:00 PM to Midnight; and
2. That a letter be sent to the Liquor and Cannabis Regulation Branch, which includes the information as set out in Attachment 1 to this report, advising that Council recommends the approval of the new Lounge Area and extended hours of liquor service.

Mark Corrado
Director, Community Bylaws and Licencing
(604-204-8673)

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Fire Rescue	<input checked="" type="checkbox"/>	
RCMP	<input checked="" type="checkbox"/>	
Building Approvals	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	APPROVED BY CAO

Staff Report

Origin

The Provincial Liquor and Cannabis Regulation Branch (LCRB) issues licenses in accordance with the *Liquor Control and Licensing Act* (Act) and the Regulations made pursuant to the Act.

This report pertains to an application to the LCRB and the City of Richmond by Deep Blue Distilleries Ltd., for a new Lounge Area Endorsement for Distillery Licence #311621, with hours of liquor service from Monday to Saturday, 09:00AM to Midnight, and Sunday, 5:00PM to Midnight, and with a total capacity of 30 persons.

The City of Richmond is given the opportunity to provide written comments by way of a resolution to the LCRB with respect to the proposed new Lounge Area Endorsement to the Distillery Licence and the proposed hours of liquor sales and capacity. The process requires the local government to provide comments with respect to the following criteria:

- The potential for noise;
- The impact on the community; and
- Whether the endorsement may result in the establishment being operated in a manner that is contrary to its primary purpose.

This report supports Council's Strategic Plan 2022-2026 Strategy #2 Strategic and Sustainable Community Growth:

Work collaboratively and proactively to attract and retain businesses to support a diversified economic base.

Analysis

Deep Blue Distilleries Ltd. is situated at 5800 Cedarbridge Way Unit 130. The location map is appended as Attachment 2. The property is zoned Industrial Retail (IR1). This zone provides for a range of general industrial uses, stand-alone offices and a limited range of retail uses, with a few other compatible uses. There are a number of permitted uses in this property such as government service; office; health service, minor; microbrewery, winery and distillery; and restaurant. The operator took over the premises in 2024, which is also next to the law office, Acumen Law Corporation. There have been no noted issues with the operation of this business since it commenced in the City.

The applicant's request for a Lounge Area Endorsement and proposed hours of liquor service is to better serve their clients and the community. Deep Blue Distilleries Ltd. recently received its business licence in December of 2024. The Lounge Area Endorsement would add greater flexibility and experience to their clients. Appended as Attachment 3 is the applicant's Letter of Intent.

Impact of Noise on the Community

The location of this establishment is such that the consultation process does not identify any noise concerns. The hours of liquor service under the Distillery Licence should not change the nature of the establishment as a Distillery Endorsement.

Impact on the Community

The community consultation process for reviewing applications for liquor-related licences is prescribed by the Development Application Fees Bylaw No. 8951 which under Section 1.8.1 specifies the following:

- 1.8.1 Every applicant seeking approval from the City in connection with:
 - (a) a licence to serve liquor under the *Liquor Control and Licensing Act and Regulations*;
must proceed in accordance with subsection 1.8.2.
- 1.8.2 Pursuant to an application under subsection 1.8.1, every applicant must:
 - (b) post and maintain on the subject property a clearly visible sign which indicates:
 - (i) type of licence or amendment application;
 - (ii) proposed person capacity;
 - (iii) type of entertainment (if application is for patron participation entertainment or other endorsement); and
 - (iv) proposed hours of liquor service; and
 - (c) publish a notice in at least three consecutive editions of a newspaper that is distributed at least weekly in the area affected by the application, providing the same information required in subsection 1.8.2(b) above.

The required signage was posted on February 18, 2025 and three advertisements were published in the Province newspaper on February 18, 2025, February 19, 2025 and February 20, 2025.

In addition to the advertised signage and public notice requirements, staff sent letters to businesses, residents and property owners within a 50 meter radius of the establishment. On February 13, 2025, 79 letters were sent to residents, businesses and property owners. The letter provided information on the proposed Lounge Area Endorsement application and proposed liquor sales hours and capacity, and contained instructions on how to comment on the application. The period for commenting for all public notifications ended March 19, 2025.

As a result of the community consultation process described, the City has received no response opposed to this Lounge Area Endorsement application with the proposed liquor sales hours and capacity.

Other Department and Agency Comments

As part of the review process, staff requested comments from other departments and agencies such as the Building Approvals Department, Richmond Fire-Rescue (RFR), Richmond RCMP, and Vancouver Coastal Health (VCH). These departments and agencies generally provide comments on the compliance history of the applicant's operations and premises. None of the departments and agencies contacted have identified issues of concern.

Financial Impact

None.

Conclusion

The results of the community consultation process for Deep Blue Distilleries Ltd.'s application for a new Lounge Area Endorsement with the proposed hours of liquor service and capacity was reviewed based on the City and LCRB criteria. The analysis concluded there should be no noticeable potential impact from noise, no significant impact to the community and no comments or ongoing concerns were received or raised from the regulatory agencies or from neighboring residents, businesses or property owners. Staff, therefore, recommend approval of the application.



Gary Choi
Licence Inspector
(604-204-8511)

GC:gc

- Att. 1: Particulars of Application and City Comments
2: Aerial Map with 50 Metre Buffer Area
3: Letter of Intent

**Re: Application to Propose a New Lounge Area Endorsement – Deep Blue Distilleries Ltd.
– 5800 Cedarbridge Way. Unit 130, Richmond BC**

1. That the application from Deep Blue Distilleries Ltd., to operate at, 5800 Cedarbridge Way. Unit 130, proposing a new Lounge Area Endorsement, be supported for:
 - a) A new Lounge Area Endorsement with a total person capacity of 30 occupants;
 - b) Proposed Hours of Liquor service from Monday to Saturday, from 9:00 AM to Midnight and Sunday from 5:00 PM to Midnight;
2. That a letter be sent to Liquor and Cannabis Regulation Branch advising that:
 - a) Council supports the applicants new Lounge Area Endorsement application, and the hours of liquor service with the conditions as listed above;
 - b) The total person capacity set at 30 persons is acknowledged;
3. Council's comments on the prescribed criteria (Section 71 of the Liquor Control and Licencing Regulations) are as follows:
 - a) The impact of additional noise and traffic in the area of the establishment was considered;
 - b) The potential impact on the community was assessed through a community consultation process; and
 - c) Given that this is a new establishment there is no history of non-compliance with this this establishment;
 - d) As the operation of a licenced establishment may affect nearby residents, businesses and property owners, the City gathered the views of the community through a community consultation process as follows:
 - i) Residents, businesses and property owners within a 50 meter radius of the establishment were notified by letter. The letter provided information on the application with instructions on how to submit comments or concerns; and
 - ii) Signage was posted at the subject property and three public notices were published in a local newspaper. The signage and public notice provided information on the application with instructions on how to submit comments and concerns.

- e) Council's comments on the general impact of the views of residents, businesses and property owners are as follows:
 - i) The community consultation process was completed within 90 days of the application process; and
 - ii) The community consultation process did not generate any comments and views of residents, businesses and property owners.
- f) Council recommends the approval of the Lounge Area Endorsement to Midnight for the reasons that this new application for a Lounge Area Endorsement has not been objected to by the majority of the residents, businesses and property owners in the area and community.



#130 - 5800 Cedarbridge Way
50 Meter Map

Original Date: 04/08/25
Revision Date:

Note: Dimensions are in METRES

City of Richmond
Business License/Permit branch
Richmond, BC

Jan 10, 2025

Letter of Intent for Lounge Area Endorsement

To Whom It May Concern,

We are writing to formally express our intent to amend our existing retail license to include a lounge area endorsement at Deep Blue Distilleries Ltd located at 5800 Cedarbridgway #130, Richmond. This amendment is a step toward enhancing the customer experience while continuing to operate the retail section that has become an integral part of our business.

Our vision for the lounge area is to provide a welcoming space where patrons can enjoy our locally crafted products responsibly and comfortably. At the same time, we recognize the importance of maintaining our retail operations, which have allowed us to connect with our community and share our products directly with customers. By retaining our retail section alongside the lounge, we aim to offer a complementary experience that supports both on-site enjoyment and take-home purchases.

This dual-purpose approach reflects our commitment to creating a dynamic and versatile space that aligns with the City of Richmond's values of fostering community engagement and supporting local businesses. The lounge area will allow us to showcase our different products, share the stories behind their creation, and deepen connections with our customers.

We will ensure the lounge operates responsibly, with strict adherence to liquor laws and public safety standards. Measures such as staff operating with Serving it Right certificate, adhering our proposed operating hours will be in place to ensure the comfort and safety of all guests and neighbors.

We respectfully request the City of Richmond's approval for this amendment, which will allow us to expand our offerings while continuing our retail operations as a vital part of our business model. Please let us know if additional information or documentation is required to facilitate the review process.

ATTACHMENT 3

Thank you for considering our request. We are excited about the opportunity to contribute further to Richmond's vibrant community.

Yours truly,

A handwritten signature in black ink, appearing to read 'PD' followed by a stylized flourish.

Paul Doroshenko

President

Deep Blue Distilleries Ltd.



City of Richmond

Report to Committee

To: General Purposes Committee

Date: June 16, 2025

From: Alexander Kurnicki
Manager, Parks Programs

File: 03-1085-01/2025-Vol
01

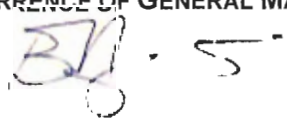

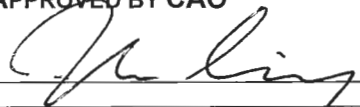
Re: **Supporting Food Security Organizations through City Agriculture Related Grant Programs**

Staff Recommendation

That Option 1 as outlined in the staff report titled "Supporting Food Security Organizations through City Agriculture Grant Related Programs", dated June 16, 2025, from the Director, Parks Services, be approved.

Todd Gross
Director, Parks Services
(604-247-4942)

Att. 2

REPORT CONCURRENCE		
ROUTED TO: Finance	CONCURRENCE <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER 
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

This report is in response to the following Committee referral received at the February 3, 2025, General Purposes Committee:

That staff examine the propriety of setting up agricultural grants for various organizations that grow food or practice food security, noting the groups that would be removed from the Parks, Recreation and Community Events Grants.

This report supports Council's Strategic Plan 2022–2026 Focus Area #4 Responsible Financial Management and Governance:

Responsible financial management and efficient use of public resources to meet the needs of the community.

4.1 Ensure effective financial planning to support a sustainable future for the City.

4.2 Seek improvements and efficiencies in all aspects of City business.

This report supports Council's Strategic Plan 2022–2026 Focus Area #6 A Vibrant, Resilient and Active Community:

Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

6.1 Advance a variety of program, services, and community amenities to support diverse needs and interests and activate the community.

6.4 Support vulnerable populations through collaborative and sustainable programs and services.

Background

Arising from the direction staff received at the May 25, 2020, Council meeting, the Supporting Food Security through Community Driven Events Grant program (the SFS Grant) was established when the proposed Farm Fest at Garden City Lands was cancelled in 2020 due to the COVID-19 pandemic. Staff were given direction to temporarily re-allocate a portion of the funding previously allocated to that event to support local farmers' markets. Farmers markets were one of the few permitted commercial activities initially permitted to re-start during the COVID-19 pandemic.

In 2020, \$20,000 was allocated to support and enhance existing farmers markets. Following Council's approval, the SFS Grant was increased to \$30,000 annually from 2022–2024, to support and enhance both existing farmers markets and other community events related to food security and/or promotion of local food and food producers. Throughout this time period, no Farm Fest events were held at the Garden City Lands.

The SFS Grant aimed to support eligible community not-for-profit organizations in the following ways:

- Promote local farmers and food producers;
- Support and promote options for Richmond residents to access local food in a safe outdoor setting; and
- Highlight opportunities through community events to promote and address food security in innovative ways.

The following organizations received funding from the SFS Grant:

- Richmond Agricultural and Industrial Society;
- The Sharing Farm;
- Urban Bounty; and
- Kwantlen Farmers Market Society.

The Parks, Recreation and Community Events Grant (the PRCE Grant) and the SFS Grant are separate Grant programs. The PRCE Grant provides support to non-profit organizations providing recreational programs or events that enhance the quality of life for Richmond residents. The SFS was specifically created as an interim, rapid response to food security concerns arising from the COVID-19 pandemic. The Richmond Agricultural and Industrial Society, Sharing Farm and Urban Bounty have applied to both the PRCE Grant and SFS Grant to support different projects according each of these Grants' Guidelines and application criteria.

SFS funds were utilized to subsidize the added costs related to the COVID-19 pandemic restrictions related to social distancing and sizes of events. Specifically, grant funding was utilized to offset costs related to administration, subsidizing booths for local farmers, promotional materials, and extra staffing and equipment (e.g., hand-sanitizer dispensers, plexiglass dividers, etc.). In July 2023, reflecting the broad societal resumption of regular pre-pandemic activities in the Province, the Provincial Health Officer officially declared that all COVID-19 related measures have been rescinded. The SFS Grant remained open and funds were distributed to eligible organizations in 2023 to support 2024 recipient programming.

Staff met with the SFS Grant recipients in September 2024 to discuss the impact should the SFS Grant program be discontinued and review options for other eligible grants that may be available to their organization. The SFS Grant recipients did indicate concern about the impacts on their programs should the SFS Grant be discontinued, particularly if they are unable to secure another grant. One society indicated they may explore sponsorship opportunities to replace current grant funding.

A review of each of the organizations' year-end financial statements in 2023 and 2024 showed that all the SFS Grant recipients showed an operating surplus. With the exception of the Kwantlen Farmers Market Society, their surplus was greater than the value of the SFS Grant received.

Analysis

Additional City Support

Some of the agricultural not-for-profit organizations which operate in the City of Richmond have also received funding support from the City through other City grants (either the EE Grant and/or the PRCE Grant for related programs or events). Attachment 1 provides a summary of the grant funding these organizations have received between 2020 and 2025. In addition, all previous SFS Grant recipients have received some degree of in-kind support, such as facility space, access to equipment or supplies to support their operations as well as City land secured through multi-year License to Use Agreements.

Farm Fest at the Garden City Lands

The City of Richmond Signature and Community Events Plan 2025–2029 (the Plan) received final adoption by Council at the October 21, 2024, Council meeting. The Plan identified Farm Fest at the Garden City Lands would be re-activated after a temporary hiatus since 2019 and the \$30,000 previously allocated to the SFS Grant was re-allocated to this event. At the same meeting, the SFS Grant was approved to continue for an additional year to support the 2025 Grant Program. At present, staff are actively planning for Farm Fest which will be hosted at the Garden City Lands in cooperation with Kwantlen Polytechnic University (KPU) on September 7, 2025.

Grant Funding Transition

Under the current City Grant Program structure, registered, non-profit food security and urban agricultural related organizations are eligible to apply to three grant programs to support their activities:

1. The Supporting Food Security through Community Driven Events Grant. The 2025 budget of \$30,000 is funded by the Rate Stabilization Account. The Grant was extended for one (1) more year (for the 2025 Grant intake) at the October 21, 2024, Council meeting;
2. The Environmental Enhancement Grant. The 2025 budget of \$38,086 is funded by an allocation from gaming revenue. Organizations can apply for grant amounts up to a maximum eligible amount of \$2,500 (or \$500 for individuals); or
3. The Parks, Recreation and Community Events Grant. The 2025 budget of \$125,601 is funded by an allocation from gaming revenue. The criteria for the PRCE Grant considers an organization's eligibility/ineligibility for the proposal rather than the group's purpose (unless it's school or politically based). Ineligible items include land or building construction or repairs, operating deficits, grants, seminar or workshop expenses, school-based programs, etc.

For-profit organizations are not eligible to apply for any of the above grant programs.

Eligible organizations who had previously accessed the SFS Grant to support their activities and programs will continue to apply for funding from the City. To that end, staff propose the following options for Council's consideration:

Option 1 – Reallocation of Existing Funding and Expanding the Environmental Enhancement Grant Eligibility Requirements (Recommended)

- a. That the SFS Grant be permanently discontinued;
- b. That the PRCE Grant be reduced by \$30,000 to \$95,601 (based on the 2025 budget) and the funds be reallocated to the EE Grant; and
- c. That the EE Grant eligibility requirements and application guidelines (Attachment 2) be revised (prior to the 2026 grant application process commences in fall 2025) to reflect the addition of eligible food security organizations to receive up to a maximum \$5,000. The revised budget would be \$68,086 (based on the 2025 budget).

This option is recommended as it would expand the EE Grant to include those organizations which had previously applied for the SFS Grant. Furthermore, the eligibility of organizations who are able to apply is broadened to those who practice sustainable agriculture and food security-related activities. The total aggregate funding for the EE Grant and PRCE Grant programs remains the same (that is, the PRCE Grant budget is reduced by \$30,000 and the EE Grant is increased by \$30,000).

Should Council support this recommended option, approval of the attached proposed revisions to the EE Grant guidelines is necessary in order to allow staff to prepare and implement the 2026 Grant Program which commences in August 2025.

Option 2 – Status Quo: No Funding Reallocation (Not recommended)

This option is not recommended, as it does not provide grant support to organizations engaged in agricultural and/or food security activities.

That the SFS Grant be permanently discontinued. Eligible food security organizations be directed to apply for funding through the PRCE Grant or the EE Grant with no changes to the current eligibility requirements, application guidelines nor corresponding reallocation of funds.

Option 3 – New Funding and Expanding the Environmental Enhancement Grant Eligibility Requirements (Not recommended)

- a. That the SFS Grant be permanently discontinued;
- b. That the PRCE Grant remain unaltered (2025 budget is \$125,601);
- c. That the EE Grant be increased by \$30,000 to \$68,086 (based on the 2025 budget) funded by gaming revenue. This funding source is consistent with all other grant programs; and
- d. That the EE Grant eligibility requirements and application guidelines be revised (prior to the 2026 grant application process commencing in fall 2025) to reflect the addition of eligible food security organizations to receive up to a maximum \$5,000.

This option is not recommended as it will require increased funding from gaming revenue. As the overall gaming revenue the City receives continues to decrease while grant program costs

increase each year, this will require a reduction in funding to other programs that are currently funded by gaming revenue.

With this option, the current PRCE Grant funding allocation remains unchanged. The EE Grant funding allocation is increased by \$30,000, which is the equivalent value of the discontinued SFS Grant. Should Council endorse this option, the attached proposed revisions to the EE Grant guidelines (Attachment 2) would be required.

Financial Impact

Should Council endorse Option 1 (recommended) or Option 2, there would be no financial impact. Should Council endorse Option 3, staff would include this additional \$30,000 into the gaming revenue allocation for the 2026 budget, which will result in a decreased allocation to other priorities currently funded by gaming revenue.

Conclusion

The City values the contributions of not-for-profit organizations in the area of food security and urban agriculture. Recognizing the ongoing needs of these organizations, despite the conclusion of the COVID-19 pandemic and the associated financial and logistical challenges that phenomenon posed, these organizations requested on-going support to provide their services to the community. With the endorsement of Option 1, the City is reaffirming its ongoing support for these organizations while balancing the fiscal realities of meeting multiple needs across the City Grant funding spectrum. With the resumption of Farm Fest in September 2025, awareness of these and other related organizations will be increased with City residents.



Alexander Kurnicki
Manager, Parks Programs
(604-276-4099)

Att. 1: 2020–2025 City Grant Funding Support Summary

2: Environmental Enhancement Grant Guidelines – Proposed Revisions

Summary of City Grant Funding Support: 2020–2025						
Year	Grant Program	Grant Program Budget	Kwantlen Farmers Market Society	Sharing Farm Society	Richmond Agricultural and Industrial Society	Urban Bounty (Richmond Food Security Society)
2020	EEG	N/A*				
	PRCE	\$ 112,828	\$ -	\$ 19,000	\$ -	\$ 12,000
	SFSG	\$ 11,400	\$ 9,400	\$ 2,000	\$ -	\$ -
	Subtotal	\$ 124,228	\$ 9,400	\$ 21,000	\$ -	\$ 12,000
	2020 Grant Disbursement Total					\$ 42,400
2021	EEG	N/A*				
	PRCE	\$ 112,828	\$ -	\$ 22,000	\$ -	\$ 13,746
	SFSG	\$ 20,300	\$ 9,500	\$ 1,000	\$ 9,500	\$ -
	Subtotal	\$ 133,128	\$ 9,500	\$ 23,000	\$ 9,500	\$ 13,746
	2021 Grant Disbursement Total					\$ 55,746
2022	EEG	\$ 35,000	\$ -	\$ 2,500	\$ -	\$ 2,500
	PRCE	\$ 115,423	\$ -	\$ 21,000	\$ -	\$ 12,000
	SFSG	\$ 30,000	\$ 7,140	\$ 5,460	\$ 6,670	\$ 10,730
	Subtotal	\$ 180,423	\$ 7,140	\$ 28,960	\$ 6,670	\$ 25,230
	2022 Grant Disbursement Total					\$ 68,000
2023	EEG	\$ 36,393	\$ -	\$ 1,900	\$ -	\$ 1,250
	PRCE	\$ 120,017	\$ -	\$ 29,500	\$ -	\$ 16,000
	SFSG	\$ 30,000	\$ 6,850	\$ 5,550	\$ 6,700	\$ 10,900
	Subtotal	\$ 186,410	\$ 6,850	\$ 36,950	\$ 6,700	\$ 28,150
	2023 Grant Disbursement Total					\$ 78,650
2024	EEG	\$ 37,303	\$ -	\$ 2,500	\$ -	\$ 2,500
	PRCE	\$ 123,017	\$ -	\$ 29,500	\$ -	\$ 16,000
	SFSG	\$ 30,000	\$ 8,240	\$ 8,080	\$ 5,910	\$ 7,770
	Subtotal	\$ 190,320	\$ 8,240	\$ 40,080	\$ 5,910	\$ 26,270
	2024 Grant Disbursement Total					\$ 80,500
2025	EEG	\$ 38,086	\$ -	\$ 2,225	\$ -	\$ 2,183
	PRCE	\$ 125,601	\$ -	\$ 29,500	\$ -	\$ -
	SFSG	\$ 30,000	\$ 8,352	\$ 7,345	\$ 6,881	\$ 7,422
	Subtotal	\$ 193,687	\$ 8,352	\$ 39,070	\$ 6,881	\$ 9,605
	2025 Grant Disbursement Total					\$ 63,908
2020–2025	Total	\$ 1,008,196	\$ 49,482	\$ 189,060	\$ 35,661	\$ 115,001
	Aggregate 6-Year Grant Disbursement Total					\$ 389,204

* EEG commenced in 2022.

Legend	
EEG	Environmental Enhancement Grant
PRCE	Parks, Recreation and Community Events Grant
SFSG	Supporting Food Security through Community Driven Events Grant



City of
Richmond

Environmental Enhancement Grant Guidelines

Parks, Recreation and Culture
Parks Programs

Proposed changes are marked in italics and red font

Program Overview

The Community Environmental Enhancement Grant provides financial support to individuals and registered non-profit organizations for action-based projects that have measurable, positive outcomes on *environmental conservation or responsible cultivation of land* in Richmond. Projects must be inclusive and focus on initiatives that contribute to the enhancement, restoration or *preservation* of Richmond's unique island natural environment, *or improve food access, food security and urban agriculture through the promotion of local food producers, and farmers' markets.*

Program Requirements

All projects must demonstrate that initiatives are measurable and will result in positive environmental impacts *or improve local food access or security*. All applications will be reviewed and prioritized according to the following criteria:

- Activities that will lead to positive environment results *or improved food access, food security and urban agriculture* within the timeframe of the project;
- Opportunities for community members to be involved;
- A clarification on the specifics of the positive environmental, *food access, food security and urban agricultural* impact that the initiative will yield;
- Consistent with and supportive of the City's environmental goals as presented in Chapter [9.0 Island Natural Environment of the Official Community Plan](#);
- Innovative projects that contribute to a connected and functioning Ecological Network as presented in the City's [Ecological Network Management Strategy](#) and [Public Tree Management Strategy](#);
- *Contributes to healthy, diverse and functioning ecosystems;*
- *Enables local food producers to grow, distribute or sell produce affordably;*
- *Supports and creates opportunities for Richmond residents to access local food;*
- *Addresses food insecurity in innovative ways through local, community based solutions;*
- Supports the development of a stewardship ethic in the community;
- Supports resident activation in environmental enhancement, *sustainability, and urban agriculture*; and
- Supports the City's [circular economy principles](#).

Core Considerations

A successful project should address [Council Strategic Plan 2022-2026: A Leader In Environmental Sustainability](#):

1. Demonstrate leadership in proactive climate action and environmental sustainability;
2. Preservation and enhancement of Richmond's natural environment;
3. Waste reduction and sustainable choices in the City and community; and
4. Agriculture and local food systems to enhance food security.

Richmond's [Ecological Network Management Strategy](#) is the long-term ecological blueprint for the collaborative management and enhancement of the natural and built environments throughout the city, within neighbourhoods, and across land uses and development types in order to achieve ecologically connected, livable and healthy places in which residents thrive. The ecological network is built upon the following four primary goals:

- Goal 1: Manage and enhance our ecological assets;
- Goal 2: Strengthen City infrastructure;
- Goal 3: Create, connect and protect diverse and healthy spaces; and
- Goal 4: Engage through stewardship and collaboration.

Eligibility

1. Individuals are eligible for a \$500 Environmental Enhancement Grant.
2. Registered non-profit societies (society incorporation number must be provided) are eligible for a \$2,500 Environmental Enhancement Grant. These groups include:
 - Environmental groups;
 - Community groups;
 - Youth and seniors groups;
 - Community-led associations; and
 - Service clubs.
3. *Registered agricultural non-profit societies with a minimum five (5) years demonstrated, proven experience whom focus on food access and food security activities are eligible for a \$5,000 Environmental Enhancement Grant. These groups include:*
 - *Food growers and producers; and*
 - *Community organizations whom operate farmers' markets and promote food security.*

Note: Non-profit organizations operating outside of Richmond are eligible to apply for grant funding for projects occurring in Richmond, however these projects will receive lower prioritization than Richmond based organizations.

Political parties and organizations are not eligible to apply.

Purposes Eligible for Funding

Grants may be used for the following purposes:

- Materials (e.g., plants, soil, amender);
 - Supplies (e.g., equipment rentals, tools, safety equipment);
 - Marketing and promotion;
 - Education;
 - Honorarium (up to \$350); and
 - Insurance.
-

What Type of Projects will be Considered for Grant Funding?

The following are examples of eligible projects under the Community Environmental Enhancement Grant. These projects may be part of a larger initiative, or be carried out as one-day events:

- Invasive species pulls;
- Native tree and shrub planting;
- Create or enhance bird habitat;
- Create or enhance pollinator and beneficial insect habitat;
- Watercourse enhancement;
- Shoreline and street clean-up's;
- Wildlife education;
- Fruit tree gleanings;
- Projects that expand programs such as [Richmond's Bat Friendly City Certification](#), [Barn Owl Box Program](#), [Pollinator Programs](#);
- Reduce light pollution in natural areas;
- Citizen science engagement and outreach initiatives;
- Water quality monitoring;
- Green infrastructure projects (e.g., rain gardens, bioswales);
- *Growing food employing sustainable agricultural practices;*

- *Distributing sustainably grown, locally produced products to Richmond residents to address local food insecurity; and*
- *Farmers markets.*

Note: Projects based on private property will only be considered after all public property based projects have been considered and awarded.

Projects are not limited to the above examples, if you have questions on whether or not your project is eligible for grant funding please contact the grant administrator.

What Type of Projects are Not Eligible for Grant Funding?

The following are examples of projects that are not eligible under the Community Environmental Enhancement Grant:

- Projects designed only to beautify an area for cosmetic purposes;
- Projects primarily focused on and/or expenses associated with the construction of infrastructure with the exception of projects related to natural infrastructure;
- Purchase of a vehicle, depreciable asset, or other non-grant related items;
- Lobbying, advocacy or fundraising activities;
- Further disbursement of funds to a third party recipient;
- Projects that take place outside of Richmond;
- Projects only designed for recreation;
- Political activities including, but not limited to:
 - Promoting or serving a political party or organization
 - Lobbying of a political party, or for a political cause
- Programs and services delivered in partnership with political parties and organizations. For clarity, this does not exclude programs and services that receive funding from other levels of government, including funding provided by the Province of British Columbia and the Government of Canada;
- *Programs or projects that do not directly address food insecurity in Richmond;*
- *Food production that is not located in and/or exclusively grown and distributed in Richmond; and*
- *Activities that are inconsistent with the principles of sustainable agricultural practices and organic food production resulting in detrimental environmental impacts.*

What Makes for a Strong Application?

- Enhances, restores, conserves and/or protects the environment;
- *Supports local food production for the purposes of addressing food insecurity;*

- *Supports a farmers market that promotes local food producers and offers Richmond residents increased and affordable access to local food;*
 - Includes objectives that are realistic, achievable and measurable;
 - Demonstrates direct and measurable environmental benefit;
 - *Demonstrates multiple ways in which food insecurity is addressed;*
 - Provides an opportunity for community members to become actively engaged in the project activities and educates them on environmental issues *or fosters improved food access and security;*
 - Clearly demonstrates the ability to carry out the project successfully;
 - Clear project goals and objectives;
 - Clear action plan, which is realistic and attainable in terms of timing and resources;
 - Evidence of community support and inclusiveness;
 - Evidence of an evaluation plan to measure project effectiveness;
 - Evidence of financial need and fiscal responsibility; and
 - Willingness to work in collaboration with other City-related sustainability initiatives.
-

Awarding of Grants

1. Council Decision

- City Council reviews recommendations forwarded by the General Purposes Committee and makes the final decisions.
- Generally, City Council will decide on grant allocations in the first quarter of the year. Please contact staff to confirm the date.

2. Grant Disbursement

- Applicants may receive full, partial, or be denied funding for their application.
- Applicants who receive partial funding will have the opportunity to confirm if their project can still be implemented.
- Grants are distributed with a cover letter indicating the amount and purpose of the grant, a brief explanation of increase, decrease or denial if applicable, and to contact staff if further information is required.

3. Reporting and Acknowledgement of Grant Benefits

- Those receiving a grant must provide evaluation results either at year-end or by the time you submit your application for the following year, if you plan to apply again.
- Successful applicants must complete and submit the Environmental Enhancement Grant Final Report, which will be disseminated upon application approval.
- City support is to be acknowledged in all information and publicity materials pertaining to the funded activities. To receive an electronic copy of the City's logo, please contact staff.

4. Recuperation of Grant

- If the grant will not be used for the stated purpose, the full amount must be returned to the City.

5. No Appeal

- There is no appeal to Council's decision.

6. Final Report

- A final report, which will be provided to successful applicants, must be submitted upon project completion.

How to Apply

To apply, visit: <https://www.richmond.ca/culture/citygrant.htm>.

Contact Information

For any information regarding the Environmental Enhancement Grant, contact Parks Programs at parksprograms@richmond.ca or call 604-244-1250.



City of Richmond

Report to Committee

To: General Purposes Committee
From: Jason Kita
Director, Intergovernmental Relations and
Corporate and Strategic Planning
Date: June 16, 2025
File: 01-0130-01/2025-Vol
01
Re: 2025 UBCM Community Excellence Awards Program

Staff Recommendation

That the City of Richmond's submissions to the Union of BC Municipalities Community Excellence Awards program be endorsed, including:

1. Excellence in Governance: Community Driven Neighbourhood Road Safety Program;
2. Excellence in Service Delivery: Dike Operation and Maintenance Manual;
3. Excellence in Asset Management: Dike Geographic Information System (GIS) Upgrade Project; and
4. Excellence in Sustainability: Richmond Circular City Strategy.

Jason Kita
Director, Intergovernmental Relations and Corporate and Strategic Planning
(604-276-4091)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	APPROVED BY CAO
Climate and Environment	<input checked="" type="checkbox"/>	
Engineering	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	

Staff Report

Origin

The Union of BC Municipalities (UBCM) Community Excellence Awards program celebrates UBCM members that have implemented projects or programs that demonstrate excellence in meeting the purposes of local government in BC.

Staff have submitted four award applications to UBCM on behalf of the City by the submission deadline of May 30, 2025. As part of the application process, entries for this year's awards submissions must also include a Council Resolution indicating support for the project/program in order to be considered for a 2025 UBCM Community Excellence Award. UBCM accepts applications without a resolution, providing a resolution is submitted by August 15, 2025. Should City Council choose not to endorse an application, staff can withdraw the application(s).

This report supports Council's Strategic Plan 2022-2026 Focus Area #1 Proactive in Stakeholder and Civic Engagement:

Proactive stakeholder and civic engagement to foster understanding and involvement and advance Richmond's interests.

1.1 Continue fostering effective and strategic relationships with other levels of government and Indigenous communities.

Analysis

The City's vision is "to be the most appealing, liveable, and well-managed community in Canada" and is committed to continuous improvement and striving for excellence in matters of local government. One way that this is demonstrated is through awards and recognition to the City from peers in local government and others. City awards can be located on the City's website at <https://www.richmond.ca/culture/discover-richmond/profile/awards.htm>.

Annually, the City applies for various awards and in particular, the UBCM Community Excellence Awards program to highlight Richmond projects and programs in governance, service delivery, asset management, and sustainability. Staff have reviewed the eligibility criteria and are recommending submissions in the four award categories.

1. Excellence in Governance

Governance is the process of decision-making and the means by which decisions are implemented (or not implemented).

This category recognizes UBCM members that utilize governance processes and policies that are outcomes-based and consensus oriented; support and encourage citizen participation in civic decision-making; are efficient, equitable, and inclusive, open and transparent; and exemplify best practices in accountability, effectiveness, and long-term thinking. This may include projects focused on staff, elected officials, and/or the community at large.

The City's 2025 submission to the Excellence in Governance award category is the Community Driven Neighbourhood Road Safety Program.

Project Description:

In 2022, the City developed a toolkit of speed mitigation measures as part of its traffic calming process for local streets and around schools. Establishing a toolkit, including reducing the posted speed limit to 30 km/h speed limits, provides options when collaborating with the community on a common goal of improved road safety. The community driven process has the following steps:

- Residents request speed management measures on their local street.
- Staff conduct traffic studies and collaborate with residents to develop tailored traffic calming measures and work towards achieving consensus.
- Residents are surveyed to determine the level of support. Should a minimum of 51% of residents agree to its implementation, the preferred road alteration is implemented.
- If majority support is not achieved or the neighborhood prefers lowering the speed to a 30km/h speed limit, City Council direction is sought. Establishing an enforceable 30km/h speed limit requires Council approval to amend Traffic Bylaw No. 5870.

Similarly, any road safety works around schools are developed in consultation with school principals and supported by school administration prior to implementation.

2. Excellence in Service Delivery

Service delivery involves the actual production and provision of goods and services to the community, and should be integrated with community plans and aligned with financial plans.

This category recognizes UBCM members that provide effective services in a proactive manner and demonstrate benefit to the community.

The City's 2025 submission to the Excellence in Service Delivery award category is the Dike Operation and Maintenance Manual.

Project Description:

Richmond has 49 kilometers of dike, requiring ongoing effort to ensure high-quality operation and maintenance to protect the City and comply with regulations and standards. In 2024, the City of Richmond updated the Dike Operation & Maintenance (O&M) Manual. This document supports the long-term management of the dike network by clearly outlining procedures for regular inspections, maintenance activities, and operational standards. It consolidates key information like design standards, critical inspection points, monitoring program, and maintenance requirements into a centralized resource, helping staff to work consistently, efficiently, and effectively. By standardizing how the City manages and maintains its dikes, the manual helps ensure the City meets current provincial and federal requirements while improving coordination across departments. It reflects a more proactive, organized approach to infrastructure delivering reliable, high-quality service and

complements the City's overall diking program guided by the Dike Master Plans and Flood Protection Management Strategy.

3. Excellence in Asset Management

Asset management is an integrated business approach that involves planning, finance, engineering, and operations to effectively manage existing and new infrastructure in order to maximize benefits, reduce risk and provide satisfactory levels of service to community users in a sustainable manner.

This category recognizes UBCM members that have developed and implemented a comprehensive system of asset management policies and practices, meeting and/or exceeding accepted best practices such as the International Infrastructure Management Manual, ISO 55000 or Asset Management for Sustainable Service Delivery: ABC Framework.

The City's 2025 submission to the Excellence in Asset Management award category is the Dike Geographic Information System (GIS) Upgrade Project.

Project Description:

In 2024, the City of Richmond introduced five (5) GIS dike layers to enhance flood protection and infrastructure management. These layers support the City's asset management strategy and help maintain 49 kilometers of dikes that protect against sea level rise and climate-related flood risks. The five GIS layers include:

- The Dike Inspection Layer – Defines 50 inspection sections using updated Provincial dike crest information, replacing 2005 data.
- The Dike Survey Points Layer – Utilizes GPS data to delineate inspection sections, facilitating easier identification and review.
- The Dike Master Plan Layer – Indicates the master plan phase for each dike segment.
- The Dike Ownership Layer – Displays dike segments by parcel, clarifying ownership and maintenance responsibilities.
- The Dike Upgrade Layer – Visualizes planned and completed dike upgrades across the network.

These layers improve coordination, decision-making, and alignment with Richmond's Flood Protection Management Strategy and Dike Master Plans.

4. Excellence in Sustainability

Sustainability means meeting current needs without compromising the ability of future generations to meet their own needs.

This category recognizes UBCM members that incorporate a long-term sustainability lens by considering the four pillars – cultural, social, economic, and environmental issues – in planning, policy, and practice.

The City's 2025 submission to the Excellence in Sustainability award category is the Richmond Circular City Strategy.

Project Description:

Natural resources are essential to our economy, health, and well-being, yet the prevailing linear model—take, make, use, dispose—leads to overconsumption, waste, and environmental degradation. In response, the Richmond Circular City Strategy, adopted in 2023, presents a bold vision to transform Richmond into a zero-emission, circular city by 2050. The Strategy integrates circular economy principles into six strategic directions and 84 actions focused on preserving natural capital, optimizing material flows, and fostering regenerative systems in areas such as consumer products, food, mobility, and the built environment. As the first strategy of its kind in Canada, the Strategy sets a precedent through its holistic framework, which prioritizes innovation, community engagement, and cross sector collaboration. Building on two decades of climate leadership, the Strategy positions Richmond at the forefront of sustainable urban transformation—shifting away from wasteful practices toward an inclusive, low-carbon, and resource-efficient future with long-term environmental, social, and economic benefits.

Financial Impact

None.

Conclusion

The Union of BC Municipalities Community Excellence Awards program celebrates implemented projects or programs that demonstrate excellence in BC local governments. This annual awards program creates an opportunity for the City to be recognized for its commitment to excellence in municipal governance and service delivery.



Alisa Carey
Manager, Intergovernmental Relations
(604-247-4695)

Att. 1: UBCM Community Excellence Awards – 2025 Application Guide

Community Excellence Awards

2025 Application Guide

Application Deadline: May 30, 2025

1. Introduction

The Community Excellence Awards recognize and celebrate UBCM members that have implemented projects or programs that demonstrate excellence in meeting the purposes of local government in BC. The awards are designed to profile promising practices and to encourage local governments to learn from the success of other members in order to implement changes in their own communities.

UBCM has offered the Community Excellence Awards since 2004.

2. Eligible Applicants and Projects

The Community Excellence Awards program is open to UBCM members only, including local government and First Nation members. UBCM members may submit one application per category.

To be eligible for consideration, projects:

- Must have been initiated after January 1, 2020 and be substantially completed.
- Cannot be the subject of an application that was previously awarded a Community Excellence Award.
- May have been funded by grant programs administered by UBCM.

3. Categories

The purposes of local governments in BC are set out in both the *Community Charter* and the *Local Government Act* and generally focus on good governance, providing services for community benefit, providing stewardship of public assets, and fostering sustainability.

Based on this, the categories are:

Excellence in Governance

Governance is the process of decision-making and the means by which decisions are implemented (or not implemented).

This category recognizes UBCM members that utilize governance processes and policies that are outcomes-based and consensus oriented; support and encourage citizen participation in

civic decision-making; are efficient, equitable and inclusive, open and transparent; and exemplify best practices in accountability, effectiveness, and long-term thinking. This may include projects focused on staff, elected officials and/or the community at large.

Excellence in Service Delivery

Service delivery involves the actual production and provision of goods and services to the community, and should be integrated with community plans and aligned with financial plans.

This category recognizes UBCM members that provide effective services in a proactive manner and demonstrate benefit to the community.

Excellence in Asset Management

Asset management is an integrated business approach that involves planning, finance, engineering and operations to effectively manage existing and new infrastructure in order to maximize benefits, reduce risk and provide satisfactory levels of service to community users in a sustainable manner.

This category recognizes UBCM members that have developed and implemented a comprehensive system of asset management policies and practices, meeting and/or exceeding accepted best practices such as the International Infrastructure Management Manual, ISO 55000 or Asset Management for Sustainable Service Delivery: A BC Framework.

Excellence in Sustainability

Sustainability means meeting current needs without compromising the ability of future generations to meet their own needs.

This category recognizes UBCM members that incorporate a long-term sustainability lens by considering the four pillars - cultural, social, economic and environmental issues - in planning, policy and practice.

4. Program Criteria

All applications will be scored against the following overall program criteria:

- Leadership: the extent to which the applicant acted as a local or regional leader in the development or implementation of the project.
- Financial management and planning: the degree to which the project and/or organization has implemented financial best practices that support long-term financial planning, value for money, financial sustainability and/or economic development.
- Partnerships and collaboration: the breadth and depth of community and/or regional partnerships that supported the project and the extent to which internal (e.g. inter-departmental and/or staff and elected officials) and/or external collaboration was evident.
- Innovation and promising practices: the degree to which the project demonstrated creativity and innovation, and contributed to increased efficiency or effectiveness.

- Engagement and communications: the extent to which internal and/or external engagement was foundational to the success of the project, including the use of communication tools such as social media.
- Transferability: the degree to which the process or outcomes of the project, or other learnings, could be conveyed to other UBCM members.
- Performance measurement: the extent to which the project has identified and/or utilized performance measures, benchmarks and/or standards to demonstrate benefit to the community.

5. UBCM Presidents Committee Choice Award

The Presidents Committee Choice Award is an opportunity for an outstanding, unique and/or special project, that would otherwise not be recognized through the adjudication process, to be recognized in the Community Excellence Award's program.

The award is not an additional category that applicants can apply under; instead candidates for the award are identified during the regular adjudication process.

The criteria for considering a candidate for the Presidents Committee Choice Award include:

- Exemplary demonstration of excellence in meeting objectives of local government (for example, as demonstrated by highest application review score in a given intake);
- Outstanding achievement in relation to a current issue faced by local governments.

6. Application Process

Application Deadline

The application deadline is May 30, 2025

Application Contents

All applicants are required to submit an electronic copy of the complete application package, including:

- Signed application form. Applications should be submitted as Word or PDF files.
- Council, Board or Band Council resolution indicating support for the project to be considered for a 2025 Community Excellence Award. Note: UBCM will accept applications without a resolution, providing the resolution is received by August 15, 2025. Please contact UBCM if the resolution cannot be submitted by the application deadline.
- Five representative photos of the project. Photos should be submitted as JPEG files at a high resolution suitable for display.
- Links to any publicly available videos related to the project.

Review of Applications

UBCM staff will perform a preliminary review of all applications to ensure the required application elements have been submitted and to ensure that basic eligibility criteria have been met. Only complete application packages will be reviewed.

Should UBCM staff determine that a submission is more suitable to a different category than the one submitted to, they may transfer the application to that category.

Subject matter experts will assess and score all eligible applications. UBCM's Presidents Committee will then review recommendations and scores from the subject matter experts and select category winners and, if recommended, honourable mentions.

The committee may also consider if applicants have received past awards and the location and type of each project.

7. Awards Ceremony

Awards will be presented during UBCM's 2025 Convention. All delegates are invited to attend the awards event.

Please note that in the case that an application for a project with multiple partners is selected for an award or honourable mention, only the local government that submitted the application will be identified as the recipient.

8. Additional Information

Please visit the Community Excellence Awards section of the UBCM website or contact awards@ubcm.ca.



City of Richmond

Report to Committee

To: General Purposes Committee

Date: June 24, 2025

From: Peter Russell
Director, Housing

File: 08-4057-05/2025-Vol
01

Re: Referral Response: Housing as a Human Right

Staff Recommendation

That the proposed resolution, titled "Housing as a Human Right" (Attachment 1), which calls for the Union of BC Municipalities (UBCM) to lobby the Province of BC to establish legislation and policy to support accessible and equitable housing and declare housing as a human right, and for UBCM to advocate to the Government of Canada to increase its direct investment in housing and to implement policies and regulations that will support and incentivize the delivery of housing for all Canadians, be endorsed and submitted to UBCM for consideration at the 2025 UBCM Convention.

Peter Russell
Director, Housing
(604-276-4130)

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF DEPUTY CAO
Community Social Development	<input checked="" type="checkbox"/>	
Intergovernmental Relations	<input checked="" type="checkbox"/>	
Policy Planning	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

At the June 9, 2025, City Council meeting, a delegate representing the Richmond Poverty Reduction Coalition (RPRC) appeared before Council to request that the City of Richmond endorse a resolution to the 2025 UBCM Convention in September (Attachment 2). The resolution was initiated by the BC Poverty Reduction Coalition (BCPRC), of which RPRC is a member.

Arising from discussion, Council referred the request to staff for consideration, as follows:

That the submission from the Richmond Poverty Reduction Coalition be referred to staff.

This report supports Council's Strategic Plan 2022-2026 Focus Area #2 Strategic and Sustainable Community Growth:

Strategic and sustainable growth that supports long-term community needs and a well-planned and prosperous city.

2.2 Develop and implement innovative and proactive solutions that encourage a range of housing options and prioritize affordability.

This report also supports Council's Strategic Plan 2022-2026 Focus Area #5 A Vibrant, Resilient and Active Community:

Support vulnerable populations through collaborative and sustainable programs and services.

Further, this report supports Strategic Direction #5 of the City's Affordable Housing Strategy 2017-2027 (AHS), being to "Increase Advocacy, Awareness and Education Roles", and Strategic Directions #1 and #3 of the Homelessness Strategy 2019-2029, being to "Prevent Pathways into Homelessness" and to "Provide Pathways out of Homelessness", respectively.

Analysis

Affordable housing is essential to building a vibrant and inclusive community and is a key priority for Richmond, as identified in the Official Community Plan (OCP), the AHS, and the Homelessness Strategy. The provision of a range of housing options supports Richmond's diverse population and responds to the needs of individuals with low income, and who are at risk of or experiencing homelessness. Housing provides a foundation for individuals who have experienced homelessness or precarious circumstances to find stability in their lives. Housing can also yield positive mental and physical health outcomes and foster overall dignity and well-being.

The proposed resolution asking that the Province of BC declare housing as a human right in legislation, and for the Government of Canada to increase its financial and regulatory supports for housing, aligns with the City's demonstrated leadership in achieving affordable housing

outcomes and responding to the needs of individuals facing poverty or who are at risk of or experiencing homelessness. The City has successfully leveraged land use policy to secure Low-End Market Rental (LEMR) housing and market rental housing for low and moderate-income households. The City has also leveraged the use of its land, partnerships with non-profit housing operators, and capital and operating funding from senior levels of government, to build housing tailored to the needs of the priority groups identified in the AHS (Attachment 3). Examples of the City's success in this regard are found in the 80-unit Pathways development on No. 2 Road, which received funding through BC Housing's Community Housing Fund (CHF), and the 25-unit affordable housing development on Steveston Highway, funded through the Canada Mortgage and Housing Corporation's (CMHC) Rapid Housing Initiative (RHI) and complementary funding from BC Housing and the City of Richmond.

Homelessness Strategy (2019 – 2029)

The City of Richmond Homelessness Strategy guides the City's collaborative work within the homeless-serving sector in Richmond. Many key partners, including all levels of government, non-profit housing and service providers, community organizations and the private sector, have important roles to play in addressing the needs of Richmond residents experiencing or at risk of homelessness.

Homelessness is often the product of intersecting issues such as mental or physical health issues, trauma, substance use, poverty, and/or discrimination and, as a result, every person's experience of homelessness is unique. Despite these individual circumstances, a significant and critical reason individuals experience homelessness is a lack of appropriate housing. The City's role, as outlined in the Homelessness Strategy, is to support service provider organizations in coordinating service delivery, and to advocate to the provincial and federal governments for increased funding for affordable housing in Richmond.

Affordable Housing Strategy (2017 – 2027)

Richmond's Affordable Housing Strategy establishes an action-oriented framework that guides the development of diverse housing forms for all income levels. Key AHS policy directions include building capacity with non-profit housing service providers and partnering with senior levels of government with a focus on servicing priority groups.

The City has been supporting the direct delivery of housing across the full housing continuum. Between 2006 and 2025, the City contributed to delivering 1,738 built units and to securing another 2,256 units, being homes that are either approved or under construction (as of the end of Q1, 2025) (see Table 1). The City of Richmond also partnered with BC Housing in the development of Richmond House, a 55-bed emergency shelter for those experiencing homelessness or sheltering in precarious situations. The shelter, situated on City-owned land, is operated by The Salvation Army with operating funding provided by BC Housing.

Table 1: Affordable Housing Units Delivered in Partnership or through City Policy

	# of units Built/Occupied	Approved/Under Development
Supportive Housing	118	0
Non-Market Housing	547	80
Modest Market Rental	0	14
Low-End Market Rental (LEMR)	625	812
Moderate Income Housing	0	178
Purpose Built Market Rental	448	1,172
Total	1,738	2,256

Role of Senior Governments

Affordable housing and homelessness are the responsibility of all levels of government and cannot be addressed by one level of government alone. The City actively works with senior levels of government to build housing that is not being delivered by the private sector. The Government of Canada through CMHC and the Province of BC through BC Housing, have a shared responsibility and are primary partners in the delivery of non-market housing. Senior levels of government play a vital role in affordable housing through policy and direct investment with many housing programs relying on funding from senior government.

Additional action is needed to enable the City to expand opportunities to build housing that meets the needs of those unable to secure adequate housing in the private market. Stronger federal-provincial cooperation, increased direct investment, and supportive policies to incentivize the delivery of the right supply of housing that meets a broad range of housing needs. Recognizing housing as a human right emphasizes the urgency of the national housing crisis and that housing is essential to the overall wellbeing and dignity of a person. Increased effort and collaboration between all levels of government is required to develop, operate, and maintain affordable housing. Adopting the resolution offered by the BCPRC aligns with the City's objectives, is intended to prompt measures to build additional affordable housing and provide greater stability to individuals who are low income, who face housing insecurity or who may be experiencing homelessness. Ensuring that there is sufficient access to affordable housing for all members of the community improves the overall quality of life of Canadians and, in particular, Richmond residents.

Financial Impact

None.

Conclusion

The City continues to provide a strong focus on housing needs in the community and has implemented significant initiatives to support individuals who are experiencing, or at risk of, homelessness in Richmond.

The AHS and the City's Homelessness Strategy have been adopted by Council in recognition of the need for measures to improve housing supports along a housing continuum. As such, the request to call for the Province of BC to enshrine housing as a human right in legislation, and for the Government of Canada to increase its direct funding towards housing, implement streamlined regulations, and provide incentives that will facilitate housing delivery, complements the ongoing work of the City.

If endorsed by City Council, the resolution will be submitted to UBCM for consideration at the 2025 UBCM Convention, being held September 22 – 26, 2025.

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a series of loops and a long horizontal stroke extending to the right.

John Nguyen
Planner 2, Affordable Housing
(604-247-4647)

- Att. 1: Proposed UBCM Resolution – Housing as a Human Right
 2: Richmond Poverty Reduction Coalition Letter
 3: Priority Groups Served by the LEMR Program

Proposed UBCM Resolution – Housing as a Human Right

WHEREAS recognizing housing as a human right fundamentally shifts government motivations by adding critical urgency and responsibility to enhance access to affordable housing (meaning housing costs are aligned with income) through policies that prevent and respond to homelessness, address the escalating housing and homelessness crisis, prevent against discrimination, and prioritize the needs of vulnerable and equity deserving populations;

AND WHEREAS the Government of Canada affirmed the right to housing as a matter of international law and enshrined it domestically through the National Housing Strategy Act (2019), recognizing housing as a human right and establishing mechanisms for accountability and inclusion:

THEREFORE IT BE RESOLVED that UBCM call for the Province of BC to enshrine housing as a human right in legislation and forthcoming housing and homelessness strategies, ensuring that housing policy in British Columbia is grounded in principles of equity, accessibility, accountability, and the inherent dignity of all people;

AND BE IT FURTHER RESOLVED that UBCM advocate to the Government of Canada for increased direct investment in housing, and the implementation of supportive policies and regulations that will support and incentivise the delivery of the right supply and type of housing for all Canadians.



Mayor and Councillors
City of Richmond
6911 No. 3 Road
Richmond, BC
V6Y 2C1

SENT BY EMAIL

May 29, 2025

Re: UBCM resolution - Housing as a Human Right

This submission is on behalf of the Richmond Poverty Reduction Coalition (RPRC) to request the City of Richmond **endorse and forward a resolution to the 2025 UBCM** conference regarding the right to housing. It originates from the BC Poverty Reduction Coalition (BCPRC), of which the RPRC is an active member.

The RPRC is 'a coalition of Richmond residents and agencies working together to reduce poverty and the impacts of poverty with research, projects, and public education.' Our members include numerous local Richmond organizations providing services to low-income Richmond residents. Every agency reports the biggest challenge for their clients and members is finding affordable, safe, and accessible housing in this community.

The RPRC applauds the work the City of Richmond is doing in their LEMR program and working with developers to build housing. But we recognize there is only so much a municipality can do without greater involvement of senior levels of government.

The BCPRC has been advocating to have the province of BC recognize housing as a human right. Now they are approaching City Councils across BC for support. The aim is to pass a joint motion at the Union of BC Municipalities in September 2025 calling on the province of BC to treat housing as a human right.

The RPRC requests the City of Richmond endorse the accompanying resolution for the UBCM to recognize housing as a human right.

The suggested resolution is enclosed as attachment 1.

Sincerely,

A handwritten signature in black ink, appearing to read "Deirdre Whalen".

Deirdre Whalen
President, RPRC

cc. RPRC Directors
BCPRC Sacia Burton

c/o Richmond Food Bank Society, #100-5800 Cedarbridge Way, Richmond, BC V6X 2A7
www.richmondprc.org info@richmondprc.org

Attachment 1

BC Poverty Reduction Coalition Resolution to City Councils for 2025 UBCM

WHEREAS recognizing housing as a human right fundamentally shifts government motivations by adding critical urgency and responsibility to ensure access to affordable housing (meaning housing costs are aligned with income) through policies that prevent homelessness, address the escalating housing and homelessness crisis, eliminate discrimination, and prioritize the needs of vulnerable and marginalized populations;

AND WHEREAS the Government of Canada affirmed the right to housing as a matter of international law and enshrined it domestically through the National Housing Strategy Act (2019), recognizing housing as a human right and establishing mechanisms for accountability and inclusion;

THEREFORE, BE IT RESOLVED that the UBCM call for the BC Government to enshrine housing as a human right in legislation and forthcoming housing and homelessness strategies, ensuring that housing policy in British Columbia is grounded in principles of equity, accessibility, accountability, and the inherent dignity of all people.

Priority Groups Recognized by the Affordable Housing Strategy

Priority Groups	Identified Housing Gaps*
Families, including lone-parent families, families with children, and multigenerational families.	<ul style="list-style-type: none"> ▪ Family-friendly 2-3 bedroom units ▪ Low-end of market rental housing ▪ Purpose built rental housing
Low and moderate income earners, including seniors, families, singles, couples, students, and persons with disabilities.	<ul style="list-style-type: none"> ▪ Low-end of market rental housing ▪ Purpose built rental housing
Persons with disabilities.	<ul style="list-style-type: none"> ▪ Accessible, Adaptable, and Visitable Housing ▪ Low-end of market rental housing
Low- and moderate-income seniors.	<ul style="list-style-type: none"> ▪ Low-end of market rental housing
Vulnerable populations, including households on fixed incomes, persons experiencing homelessness, women and children experiencing family violence, individuals with mental health/addiction issues, and indigenous people	<ul style="list-style-type: none"> ▪ Low-barrier housing* ▪ No-barrier housing* ▪ Non-market housing for singles, couples, & families

Subject: Initiate a more accountable and contemporary structure for the Richmond Olympic Oval

Member of Council: Kash Heed

Meeting: General Purposes Committee (Public)

Notice Provided on: June 20, 2025

For Consideration on: July 7th, 2025 in accordance with Procedure By-law No 7560

Background

The Richmond Olympic Oval stands as a testament to Richmond's legacy from the 2010 Winter Olympics, embodying both athletic achievement and community spirit. However, beneath its impressive exterior, there are pressing calls for reform. Rising concerns over the financial burden on Richmond taxpayers due to the Oval's corporate-like governance and ongoing debates about its management have prompted discussions about restructuring and capping the city's financial support.

To better understand the Oval's current situation, here is a snapshot of its financial landscape:

Annual Tax Exemptions as mandated by the province:

- Municipal Tax Exemption: \$1,392,826
- Provincial Tax Exemption: \$1,284,163
- Other Exemptions: \$430,628

Assets and Liabilities as of March 31, 2025:

- Financial Assets: \$22.3 million
- Non-Financial Assets: \$14.1 million
- Financial Liabilities: \$13 million

Building Valuation as of May 31, 2025:

- Original Cost: \$193,192,168
- Accumulated Amortization: (\$115,786,336)
- Net Book Value: \$77,405,832

Total Annual City Contributions from 2010 to 2025:

- \$53.356 million

Annual Maintenance Costs covered by the City:

- Average landscaping expenses from 2011 to 2025 approximate \$87,000 per year.

Total Tax-Funded Costs:

- \$533,000 (primarily for wheelchair pathways and electric vehicle charging stations).

While the city is committed to cherishing its Olympic heritage, promoting Olympic values and inspiring future generations, a thorough valuation is necessary to determine whether the current corporate structure should be dissolved in favor of a more inclusive and sustainable model. This could lead to improved management, enhanced access to sports facilities, and a fairer allocation of financial resources.

One compelling reason to consider dismantling the corporation is the opportunity to streamline the management of resources—human, financial, and material—to better meet Council's objectives. Moreover, creating a community-oriented organization to oversee sports facilities could widen access for local schools and youth programs, which often struggle to secure practice times at the Oval. By redistributing the management, fees could decrease, enabling more children and families to participate in sports, thereby promoting overall health and well-being.

Additionally, Council occasionally feels out of touch with decision-making processes that impact the Oval. Often, budgets and initiatives are determined without Council input, leading to decisions that may not align with community needs.

By dismantling the corporation, a new governing entity could emerge that prioritizes transparency and community engagement. This would empower Council to contribute meaningfully to the direction of local sports facilities.

Furthermore, the financial resources currently allocated to the Richmond Olympic Oval Corporation could be more effectively utilized. Although the corporation has a substantial budget, it frequently sponsors events that do not engage the broader community. Readdressing some of these funds towards local sports initiatives, such as after-school programs, could offer children safe, healthy activities while fostering values like teamwork and resilience. This shift could enhance community cohesion and nurture local talent.

Reevaluating the structure of the Richmond Olympic Oval Corporation offers a chance to create a more inclusive and efficient management system for local sports facilities. By enhancing transparency, expanding access, and reallocating resources, the community can thrive in its pursuit of active and healthy lifestyles.

The corporation has fulfilled its role in the past, and now it is time to honour its legacy while paving the way for a vibrant future that serves all residents.

Motion

1. That the maximum annual contribution to the Richmond Olympic Oval Corporation for 2026 be limited to \$2.5 million;
2. That the Chief Administrative Officer (CAO) set out a process to examine dismantling the Richmond Olympic Oval Corporation while identifying an

alternative structure/framework and governance for the new facility inauguration in the first quarter of 2027; and,

3. That the CAO provide a comprehensive document to Council by the end of 2025 outlining the purposes, strategies, and financial projections for the transition of the facility.