

**FINANCIAL MANAGEMENT COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: DEER LAKE PRECINCT WAYFINDING PROJECT - FUNDING REQUEST**

**RECOMMENDATIONS:**

1. THAT Council authorize the City Solicitor to bring forward a Capital Reserves Fund Bylaw in the amount of \$60,000 to finance the Deer Lake Precinct Wayfinding project included in the Capital Plan, as outlined in the report.
2. THAT a copy of the report be forwarded to the Parks, Recreation and Culture Commission for information.

**REPORT**

The Financial Management Committee, at its meeting held on 2020 February 12, received and adopted the attached report seeking Council authorization for funding approval to undertake the concept and detailed design of wayfinding signage for the Deer Lake Precinct.

Respectfully submitted,

Mayor M. Hurley  
Chair

Councillor S. Dhaliwal  
Vice Chair

Copied to:	City Manager
	Director Planning & Building
	Director Engineering
	Director Parks, Recreation & Cultural Services
	Director Corporate Services
	Director Finance
	Director Public Safety & Community Services
	Purchasing Manager
	City Solicitor

**TO:** CHAIR AND MEMBERS  
FINANCIAL MANAGEMENT COMMITTEE

**DATE:** 2020 February 05

**FROM:** MAJOR CIVIC BUILDING PROJECT  
COORDINATION COMMITTEE

**FILE:** 4230 12  
*Reference: Wayfinding - Deer Lake  
Precinct*

**SUBJECT: DEER LAKE PRECINCT WAYFINDING PROJECT – FUNDING  
REQUEST**

**PURPOSE:** To obtain funding approval to undertake the concept and detailed design of wayfinding signage for the Deer Lake Precinct.

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**RECOMMENDATIONS:**

1. **THAT** the Committee recommend Council authorize the City Solicitor to bring forward a Capital Reserves Fund Bylaw in the amount of \$60,000 to finance the Deer Lake Precinct Wayfinding project included in the Capital Plan, as outlined in this report.
2. **THAT** a copy of this report be forwarded to the Parks, Recreation and Culture Commission for information.

**REPORT****1.0 INTRODUCTION**

The Deer Lake Precinct, which encompasses the City's Central Administrative Area (City Hall Main Building, West Building, RCMP Burnaby Detachment), Deer Lake Business Centre (Deer Lake Buildings 1 and 2), and Deer Lake Park and the Burnaby Arts and Culture complex within it, receives numerous visitors on a daily basis. The increased profile of Deer Lake Park as a concert venue, in particular, has brought many new visitors to the precinct from throughout the region. In 2015, Council approved the initiation of a wayfinding study for the precinct, and for which the consultant, Public: Architecture + Communication, was engaged to work with City staff to develop a comprehensive wayfinding program so as to enhance the visitors' arrival experience and navigation through the precinct, as well as establish a cohesive civic presence within it. Work on the Deer Lake Precinct Wayfinding project was advanced to an extent as work priorities and resources permitted, but was not completed.

The purpose of this report is to seek additional funding in order to re-engage Public: Architecture + Communication to complete the concept and detailed design of the signage program for the Deer Lake Precinct Wayfinding project, as well as the preparation of the necessary contract

To: Financial Management Committee  
From: Major Civic Building Project Coordination Committee  
Re: Deer Lake Precinct Wayfinding Project – Funding Request  
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administration documents for construction tender. As part of this report is background information on work completed to date, and project budget and financing.

The 2020 – 2024 Provisional Financial Plan will provide funding for the concept and detailed design of wayfinding signage for the Deer Lake Precinct. Upon approval of this funding request by Council, these expenditures will be included in the 2020 – 2024 Financial Plan (Planning Section).

## 2.0 POLICY SECTION

The advancement of this project aligns with the following goals and sub-goals of the Corporate Strategic Plan:

- **A Safe Community**
  - Community Amenity Safety – Maintain a high level of safety in City buildings and facilities for the public and City staff
- **A Connected Community**
  - Geographic Connection - Ensure that people can move easily through all areas of Burnaby, using any form of transportation
- **A Dynamic Community**
  - Economic Opportunity – Foster an environment that attracts new and supports existing jobs, businesses and industries
  - City Facilities and Infrastructure – Build and maintain infrastructure that meets the needs of our growing community

## 3.0 BACKGROUND INFORMATION

The Deer Lake Precinct, as noted above, encompasses 3 main areas (see *attached* Sketch #1):

- **Central Administrative Area** – This centralized area encompasses the civic operations of the City. It includes City Hall (Main and West Building) and the Burnaby RCMP Detachment (office administration and public safety services).
- **Deer Lake Business Park** – The business park encompasses two buildings that house a number of City Departments, as well as the City training centre, Fraser Health Authority offices and health services, and other private businesses.
- **Deer Lake Park** – Main features of the park include Deer Lake and the surrounding wetlands and forest. It is a defining feature of Burnaby’s geography and an important natural asset. The park is developed with a variety of outdoor recreation opportunities,

To: *Financial Management Committee*  
From: *Major Civic Building Project Coordination Committee*  
Re: *Deer Lake Precinct Wayfinding Project – Funding Request*  
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including playgrounds, walking trails, open lawn areas, and water activities (beach, sports fishing, and boating). Deer Lake Park also serves as the cultural precinct for Burnaby's arts and heritage amenities, including but not limited to the Burnaby Art Gallery, Shadbolt Centre for the Arts, Burnaby Village Museum, Century Gardens and Festival Lawn.

In summary, there are a broad range of land uses within the Deer Lake Precinct that serve the arts and culture, business, civic operations, institutional, public safety, and parks and recreational needs of Burnaby, its citizens and visitors. While building facility and directional signage within the precinct has been upgraded over the years, there is a demand for a comprehensive signage program to support wayfinding for visitors arriving by all modes of transportation (walking, cycling, transit and by vehicle) and to establish a cohesive civic presence and character within the precinct.

As noted in this report, in 2015 Council approved \$50,000 for the initiation of the Deer Lake Precinct Wayfinding project as part of a larger program to also review the space and parking needs of the City Administrative Complex. In response, City staff engaged the consultant, Public: Architecture + Communication, to develop the program, including review of existing signage and wayfinding; preparation of the concept and detailed design of a wayfinding signage program; and, preparation of an implementation/installation phasing plan. Work on the Deer Lake Precinct Wayfinding project was advanced to an extent as work priorities and resources permitted, but was not completed.

#### **4.0 DEER LAKE WAYFINDING PROJECT**

The purpose of this report is to seek Council funding in order to re-engage Public: Architecture + Communication to complete the Deer Lake Precinct Wayfinding project. The scope of work encompasses:

- completion of the concept and detailed design of the Deer Lake Wayfinding Signage program;
- development of an implementation/installation phasing plan for signage within the precinct;
- obtaining the necessary City approvals (rezoning, Preliminary Plan Approval); and,
- preparation of the necessary contract administration documents for tender (fabrication and installation).

It is noted that a considerable amount of time has passed since the project was last advanced. Other work programs and/or projects may have advanced new signage within the precinct. The City has also adopted a corporate font and colour palette for all civic communications and signage programs. As such, the consultant will also need to revisit previously completed work, including the existing Deer Lake Precinct signage inventory, and preliminary signage design to confirm that the information is current and consistent with approved policies and programs.

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## 5.0 PROJECT BUDGET / FINANCING

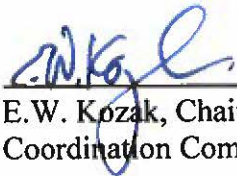
The conceptual and detailed design (BAX.0030) portion of the Deer Lake Park Wayfinding project will be included in the 2020 – 2024 Provisional Financial Plan and sufficient Capital Reserves Funds are available to finance the capital project outlined in this report

Carry-over of funding initially raised of \$8,273 is remaining, and an additional \$60,000 is required for consulting services for the scope of work noted in Section 4.0 of this report.

## 6.0 RECOMMENDATIONS

It is recommended that the Financial Management Committee recommend Council authorize the City Solicitor to bring forward a Capital Reserves Fund Bylaw in the amount of \$60,000 to finance the concept and detailed design components of the Deer Lake Wayfinding project.

The award of a Construction Contract will be the subject of a future report to the Financial Management Committee and Council.



E.W. Kozak, Chair, Major Civic Building Project  
Coordination Committee



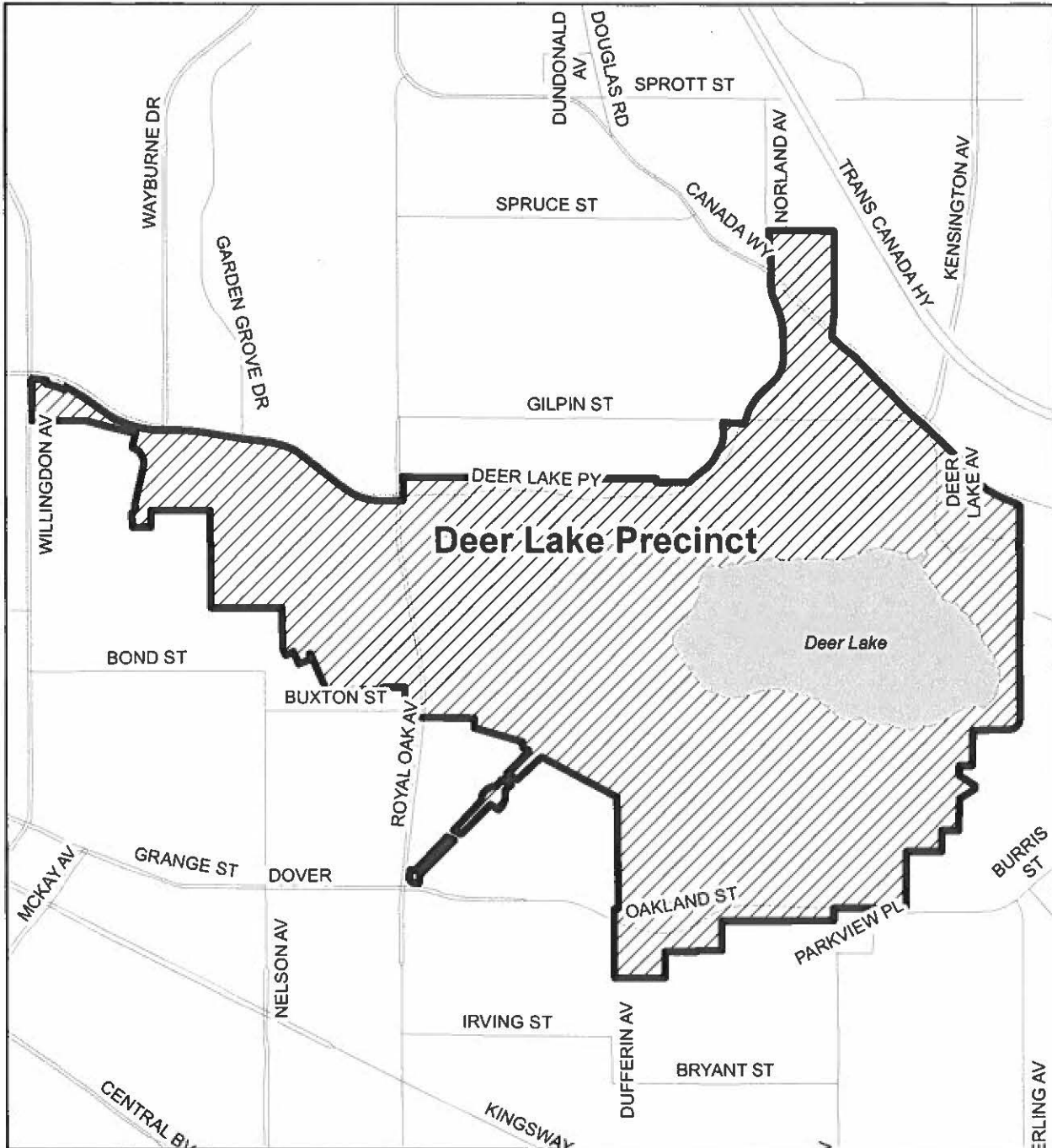
Leon Gous, Director Engineering



Dave Ellenwood  
Director Parks, Recreation and Cultural Services

ZT/sla  
**Attachment**

cc: City Manager  
Director Corporate Services  
Director Public Safety and Community Services  
Director Finance  
Purchasing Manager  
City Solicitor  
City Clerk



PLANNING & BUILDING DEPARTMENT



Date: JAN 28 2020

scale: 1:18,000

Drawn By: JS

**DEER LAKE PRECINCT**

 Subject Site