

2000 December 14

TO: CITY MANAGER

FROM: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

SUBJECT: DIRECTIONAL SIGNS TO BILL COPELAND SPORTS CENTRE

PURPOSE: To respond to Mr. R.E. Free's letter regarding a lack of directional signage to the Bill Copeland Sports Centre.

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

At its meeting of 2000 December 13, the Parks, Recreation and Culture Commission received the above noted report and adopted the two recommendations contained therein.



Kate Friars
DIRECTOR PARKS, RECREATION
AND CULTURAL SERVICES

tc

Attachment

d:\data\council\PK-DIRECTIONAL SIGNS TO BILL COPELAND SPORTS CENTRE

cc: Deputy City Manager - Corporate Services

SUBJECT: DIRECTIONAL SIGNS TO BILL COPELAND SPORTS CENTRE

RECOMMENDATIONS:

1. THAT a copy of this report be forward to Council for information purposes.
2. THAT a copy of this report be forwarded to Mr. R.E. Free.

REPORT

At its meeting of 2000 July 10th, Council received correspondence from Mr. R. E. Free (Attachment #1) expressing concerns related to a lack of directional signage, directing the public to the Bill Copeland Sports Centre. The correspondence was referred to the Commission for consideration. Staff have been meeting to discuss the issue brought forward by Mr. Free and agree that signage in the Central Complex area is inadequate and is in need of upgrading.

An inventory of signs in the Central Complex area has been completed and staff have concluded that a broader signage program would be beneficial. Currently, Deer Lake Park (Shadbolt, R.C.M.P., Provincial Courts, Burnaby Village Museum) is being looked at in terms of the approach taken in this area to identify civic amenities and to draw in customers. The Deer Lake program, which includes roadside blade signs, gate signs and street banners, has been deemed successful in its ability to both provide directions and promote the various services located in the vicinity. The Deer Lake Park program is being reviewed as a possible prototype for the Burnaby Lake region. Other options for the Central Complex including freeway signage and contemporary methods of communicating information to the general public are also being investigated.

Current Initiatives

At present, a new illuminated read-o-graph sign is under construction on Kensington Avenue at the entrance to Burnaby Lake Sports Complex - West. This sign is of similar design to the one located on the northeast corner of Kensington Avenue and Sprott Street advertising C.G. Brown Pool. Banners currently installed along the entrance way of Burnaby Lake Sports Complex West are going to be replaced with updated designs early in the new year. Many positive comments have been received about the banners in this area. Due to the large number of new banners being ordered to replace those that currently hang both at Burnaby Lake Sports Complex - West and Deer Lake Park, an opportunity exists to order additional banners at a reduced cost for the Bill Copeland/Burnaby Lake facilities.

Staff have taken steps to make the necessary arrangements to have a limited number of new banners placed in strategic locations around the Copeland/Burnaby Lake facility (primarily parking areas) in early 2001. The cost of the banners and installation will be incorporated into the broader city-wide banner program currently under the leadership of the City Manager's office.

DIRECTIONAL SIGNS TO BILL COPELAND SPORTS CENTRE

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The placement of banners within the Central Complex area falls nicely into the overall signage plan that staff are currently organizing.

Staff will continue their work on the signage issue and report back to Commission at a later date with specific details and recommendations to further alleviate concerns such as those brought forward by Mr. Free.

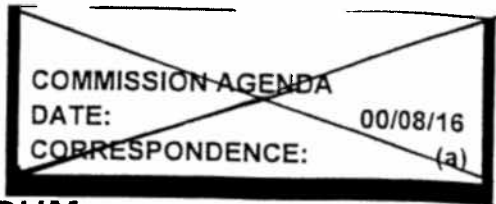


GM:gm:mc

Attachment

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cc. Deputy City Manager - Corporate Services



**CITY OF BURNABY
INTER OFFICE MEMORANDUM**

TO: CHAIR AND MEMBERS
PARKS, RECREATION AND
CULTURE COMMISSION

DATE: 2000 JULY 14

FROM: DEPUTY CITY CLERK

SUBJECT: DIRECTIONAL SIGNS - BILL COPELAND SPORTS ARENA
(ITEM NO.3 (f) - CORRESPONDENCE - OPEN COUNCIL MEETING 2000
JULY 10)

Council, at the Open Council meeting held on 2000 July 10th received the attached correspondence from Mr R.E. Free expressing concern regarding a lack of directional signs, directing the public to the Bill Copeland Sports Arena.

Arising from consideration of the correspondence, Council resolved to **REFER** the letter to the Parks, Recreation and Culture Commission for consideration.

RECEIVED
Parks, Recreation & Cultural Services

JUL 17 2000

Maryann Manuel
DEPUTY CITY CLERK

Refer To	Initials
DD	shl
CC: JR (Sma)	

MM/rf

Copy: Director Parks, Recreation and Cultural Services
Director Engineering

A REPORT ON THIS SUBJECT WILL BE SUBMITTED AT A FUTURE MEETING

THE MAYOR AND COUNCIL
CITY OF BURNABY.

4949 CANADA WAY
BURNABY B.C. V5G-1M2

#1003-6175 NELSON AVENUE
S BURNABY, B.C. V5H 4E7

JUNE 25-00

CORRESPONDENCE
2000 JULY 10

Dear Folks:

THE OTHER DAY I HAD OCCASION TO
LOCATE "THE BILL COPELAND ARENA"

I WAS AMAZED AT THE MAMMOTH,
BEAUTIFUL, STRUCTURES, THAT WE HAVE.

I WAS ALSO AMAZED, BY THE LACK
OF DIRECTIONS. and

THE SCARCITY OF NAMES ON
THE BUILDINGS OR ENTITIES
FROM DIFFERENT DIRECTIONS.

IF I FREQUENTED THE AREA,
ALL OF THIS WOULD BE ELEMENTARY.
BUT, MAYBE, MORE THAN I, DO NOT
FREQUENT THE AREA.

yours truly
R.E. Free
(R.E. FREE)

: COPY - CITY MANAGER
- DIRECTOR ENGINEERING
- DIR. PARKS, REC.

