

CITY OF BURNABY

CIVIC DEVELOPMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: "CITIZEN PLAZA" COMMEMORATIVE PAVERS CITY HALL MILLENNIUM
PROJECT - PHASE II

RECOMMENDATION:

1. **THAT** Council approve the "Citizen Plaza" Commemorative Paver Project and Implementation Program outlined in this report.

R E P O R T

The Civic Development Committee, at a Joint meeting with Council held on 2001 March 12, received and adopted the *attached* report outlining the proposed "Citizen Plaza" Commemorative Paver Project. The Committee advised that this project will allow for the sale of 2,001 individual inscribed pavers to Burnaby residents and businesses and people or groups with a connection to the City. The Committee further advised that a component of this project is the opportunity for celebratory citizen involvement and fund raising by Burnaby charitable or non-profit organizations.

Respectfully submitted,

Councillor D.R. Corrigan
Chairman

Councillor G. Begin
Member

Councillor D. Evans
Member

TO: CIVIC DEVELOPMENT COMMITTEE

2001 FEBRUARY 21

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: "CITIZEN PLAZA" COMMEMORATIVE PAVERS
CITY HALL MILLENNIUM PROJECT - PHASE II

PURPOSE: To seek Council approval of the "Citizen Plaza" Commemorative Paver Project, part of the second phase of the City Hall Millennium Project, as outlined in this Report.

RECOMMENDATION:

1. **THAT** the Committee recommend to Council that the "Citizen Plaza" Commemorative Paver Project and Implementation Program outlined in this report be approved.

R E P O R T

1.0 Introduction

At the Civic Development Committee of 2001 January 18, a report was submitted regarding a commemorative paver project, "Citizen Plaza," within the Phase II courtyard renovation of the Burnaby Millennium Capital Legacy Project. "Citizen Plaza" comprises 2,001 individual inscribed pavers for purchase by Burnaby residents and businesses and people or groups with a connection to the City. A component of this project is the opportunity for celebratory citizen involvement and fund raising by Burnaby charitable or non-profit organizations.

The Civic Development Committee supported the proposal to incorporate the commemorative pavers into the City Hall Courtyard renovation project. However, the Committee requested that staff meet with a sample group of local charities and non-profit organizations to gauge whether the opportunity for fund raising afforded by the proposal was of interest.

The purpose of this report is to summarize the project and implementation program as well as the initial responses of the representative charities and non-profit groups, for the consideration of the Civic Development Committee and subsequent referral to Council.

2.0 "Citizen Plaza" Commemorative Pavers

2.1 "Citizen Plaza" Concept

"Citizen Plaza" is intended as a participatory community project to celebrate the City and the Millennium while also raising funds for registered charitable and non-profit organizations

located in Burnaby. The plan is to design the courtyard at Burnaby City Hall to include as a component 2,001 individual pavers, with a dedicatory plaque to explain this project. Each paver allows for ample text for an inscription chosen by the contributor. One inscription would, of course, be from the City. The City may also choose to offer, as gifts, pavers to Sister Cities with their choice of inscriptions.

The inscriptions are intended to reflect the ideas and ideals of the era. Suggested themes include:

- honouring a friend, relative, organization or someone admired;
- sharing a brief quotation or special works of inspiration;
- remembering a loved one who has found memories of Burnaby;
- commemorating the anniversary of the establishment of a Burnaby business;
- displaying a family or organization name in recognition of their memorable connection to Burnaby.

Examples of sample inscriptions are **attached**. It is noted that only positive community enhancing messages would expect to be submitted. Such a commemorative paving project would be unique in Burnaby, generating community enthusiasm, pride and attachment, making the City Hall courtyard a local "destination" with a story to tell.

2.2 "Citizen Plaza" Design

Through discussions involving staff, the engaged landscape consultants and those involved in a similar project in the City of Poulsbo, in the State of Washington, on which this proposal is based, certain design and cost parameters have been established.

The most efficient and effective scheme involves using individual, mortared-in-place concrete pavers measuring approximately nine inches square and having space for five lines of up to eighteen characters each, including blanks and punctuation, etched by Shane Jewell of Reflections Custom Etchings Olympia, Washington, using Westcon Double Holland concrete pavers made in Langley, B.C. The etching, filled with contrasting coloured grout, is highly legible.

As a material, concrete offers the advantages of being inexpensive, durable, and compatible with the overall courtyard design. The inscribed pavers would cover an area of 1,126 sq.ft. Preliminary indications are that these could be placed and suitably arranged in the paved courtyard in a location parallel to the entry corridor to City Hall.

This approach offers flexibility, a high level of workmanship and quality control, easy long term maintenance and low capital costs.

In determining the most suitable means of providing the inscriptions, several estimates were sought, with the one from Shane Jewell of Reflections Custom Etching proving the most attractive. Mr. Jewell uses pavers made in Langley B.C. by Westcon, has particular experience in a number of similar projects, such as the City of Poulsbo's Havn Vei (Walk Thru Time) plaza, brings a refined design approach and a specialized inscription technique and system not proposed by others, and is, by far, the most reasonably priced.

2.3 "Citizen Plaza" Costs and Benefits

The estimated cost per paver inscription, including the paver and etching and filling for five lines of 18 characters each is approximately \$30. Taxes, shipping and publicity is not included in the price. It is estimated that \$50 would cover these expenses as well as installation costs.

To involve local community groups in making the pavers available to a wide cross section of people associated with Burnaby, it is proposed that pavers would be acquired by individuals or groups through organizations located in Burnaby which are either registered as charities with Revenue Canada or non-profit societies incorporated under the B.C. Society Act and in good standing with the applicable Provincial authorities.

Each paver would be sold for \$100, which is considered a reasonable price for such a custom paver. Of this, as indicated, \$50 would cover production, taxes, publicity and installation costs and \$50 would constitute "funds raised" to the organization "selling" it.

It is noted that although the purchaser would, in effect, be contributing \$50 to a local organization of their choice, these monies are not considered a tax deductible donation. Under Revenue Canada regulations, the contributor "buying" a paver is considered to be receiving a distinct, personal benefit. The unique character and value of these pavers would be stressed when promoting them.

In the end, it is hoped that through "Citizen Plaza" paver sales, \$100,000 will be raised to benefit Burnaby based charities and community organizations.

3.0 Community Group Involvement and Fund Raising

A meeting to present the general "Citizen Plaza" paver proposal and gauge receptiveness and support was held on 2001 January 31. Representatives from a cross-section of fourteen different types of charitable and non-profit local community groups attended. Representatives from several other invited groups who were unable to attend also expressed interest, requested information and passed along suggestions. Meeting handouts for

discussion included a list of sample inscriptions, a draft instruction sheet to participating groups, a draft letter for groups to adopt for potential participants and a draft paver inscription form. A number of operational issues were raised and discussed. Overall, the majority of the representatives considered "Citizen Plaza" a worthwhile project in which their groups were likely to participate enthusiastically. Subsequent feedback has also indicated a high level of interest and support for the project as a means of both citizen involvement and fund raising for worthy causes.

Although no formal list exists of all charities and non-profit community groups located in Burnaby, staff have compiled a summary of such local organizations by combining those listed as located in Burnaby in the Burnaby Information and Community Services Society 2000-2001 Directory of Services for Burnaby and New Westminster and the ones known to the Parks, Recreation and Cultural Services Department, for a total of about, 375 organizations.

4.0 **"Citizen Plaza" Implementation Program**

The proposed "Citizen Plaza" Implementation Program involves the confirmation of the design for the pavers' locations with the landscape architects, finalization of contracts regarding the production, transport and installation of the pavers and a detailed public notification and sales process. Efficient timing is of particular importance since paver installation is intended to begin in August.

Staff have had significant discussions regarding furthering this proposal in a manner that is feasible, cost effective and addresses maintenance implications. Given that this is a new type of civic-charitable partnership, that a considerable sum of money is intended to be raised, and that construction time lines are tight, staff considered how best to sell pavers in considerable detail. Key considerations included equitable access to pavers, effective maximization of the involvement, expertise and connections local organizations could contribute, financial accountability and efficiency of sales completion. As a note of caution, although the project is considered promising, the process to implement the proposal is complex and organizationally time consuming, a concern when construction is pending.

The proposed implementation and general sequential timing approach for the "Citizen Plaza" paver project is as follows:

- (1) staff send letters to all the known registered charities and non-profit groups located in Burnaby . The letters:
 - inform the groups about the purpose and process for "Citizen Plaza,"

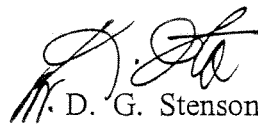
- invite their representatives to an information meeting; and
 - request expressions of interest by a certain date a maximum of three weeks later.
- (2) groups interested in participating in "citizen Plaza" respond by indicating:
- the preferred number of pavers the group desires,
 - the group's contact person,
 - confirmation of the group's bona fide charitable or non-profit status, such as its registration under the Societies Act; and
 - an endorsement by the group's executive officers.
- (3) the City launches "Citizen Plaza" paver project, including
- a suitable civic ceremony; and
 - accompanying advertisements in the local newspapers describing the project and indicating which groups are participating.
- (4) the pavers are then to be sold in two phases:
- in Phase 1, the initial period, the charitable and community groups that expressed interest in participating have an exclusive opportunity to sell as many pavers as possible. The groups "buy" paver inscription forms in batches of five from the City for \$50 per paver, with the understanding that unsold forms could be returned to the City for a refund by a certain date. They then "sell" them to interested contributors for \$100 per paver, keeping \$50 for their good works and returning the completed inscription form to the City.
 - in Phase 2, the main campaign period, the City also sells pavers. The groups are still be encouraged to continue selling pavers while, in addition, the City "sells" any remaining pavers directly to contributors for \$100 per paver. The contributors then designate which local charity or non-profit organization on the master list they wish their \$50 contribution to be forwarded by the City. This may be either a group that expressed interest in participating in the paver sales or one that declined. Any undesignated funds would be prorated among the participating groups.
- (5) staff then confirm receipt of the inscription forms with the purchasers/contributors by a certain date and pursue production of the inscribed pavers.
- (6) the inscribed pavers are installed in the City Hall courtyard with a suitable opening ceremony which would include an explanatory dedicatory plaque.

In terms of timing, the goal is to conduct a rapid and effective sales campaign so as to complete the paver sales by 2001 April 30. This allows adequate time for the inscription process to meet the intended deadline of paver installation in August in line with the courtyard construction schedule. If sales were slower than expected, the process could be made incremental, as any initial plain pavers could be replaced with inscribed pavers later so as eventually to achieve the full complement of 2,001 pavers. However, this change would result in some inefficiencies. It is thus proposed that if this report is approved and concurred to by Council, the letters outlining the proposal and asking for expressions of interest (step 1) would be sent immediately; the launch would be held and initial sales commence about three weeks later (step 3, Phase 1); and the main campaign would occur desirably the fortnight after Easter (step 3, Phase 2).

The outlined approach achieves immediate recouping of production costs, tapping into a wide range of existing community networks for publicity and potential contributor awareness, a higher community profile for participating groups, the opportunity to have smaller groups benefit from designated contributions by loyal supporters, and the benefits of combined efforts to meet a tight time line.

5.0 Conclusion

The commemorative pavers proposed as "Citizen Plaza" provide a unique opportunity for individuals, families, businesses and organizations associated with Burnaby to participate in creating a distinctive legacy in the centre of the City at City Hall. The pavers are reasonably priced, can be rapidly produced and would add distinctive character to the City Hall courtyard. This is a project of interest to many local charitable and community groups and provides an opportunity for up to \$100,000 to be raised to further their worthy work in Burnaby. Altogether, "Citizen Plaza" offers a memorable way to celebrate the City we live and work in, to foster community spirit, and to convey our celebratory messages into the next Millennium.



M. D. G. Stenson
Director Planning and Building

FA:gk
Attach

cc: City Manager
Director Finance
Director Parks, Recreation & Cultural Services
City Solicitor
Asst. Chief Building Inspector, Project Management

Sample Inscriptions

- Honour a friend, relative, organization or someone admired- could even be a surprise gift

Congratulations
2001 SFU Graduates
Jane & Jason
Jones

Welcome
Millennium Baby
Flora Featherstone
January 1st, 2001

- Share a brief **Quotation** of special words of inspiration

“To Every Thing
There is a Season”
The John and Jane
Hastings Family

- Remember a loved one who has fond memories of Burnaby

In loving thanks
for the life
of
Colette Rafel

In Tribute to
Grandpa Ho
who
Taught me to Fish
at Deer Lake, 1963

- Commemorate the anniversary of the establishment of a Burnaby Business

Celebrating
Ten Years
Serving Burnaby
Acme Accelerators

- Display one's family or organization name, simply because they have a memorable connection to Burnaby

Burnaby
Optimist Club
Friend of Youth

Smith Family
Since 1948
Joe, Martha
Ann, James, June