



Item.....  
Meeting..... 2021 Nov 22

COUNCIL REPORT

**TO:** CHIEF ADMINISTRATIVE OFFICER **DATE:** 2021 November 17  
**FROM:** MAJOR CIVIC BUILDING PROJECT **FILE:** 37500 06  
COORDINATION COMMITTEE *Reference: Wayfinding - Deer Lake Precinct*  
**SUBJECT: DEER LAKE PRECINCT WAYFINDING PROJECT –  
FUNDING REQUEST**  
**PURPOSE:** To request a Capital Reserve Fund Bylaw to finance the construction of wayfinding signage for the Deer Lake Precinct.

**RECOMMENDATIONS:**

1. **THAT** Council authorize the City Solicitor to bring forward a Capital Reserve Fund Bylaw in the amount of \$2,000,000 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, Deer Lake Business Centre, and Deer Lake Park, 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. A wayfinding study for the precinct developed a comprehensive wayfinding program to enhance the visitors’ arrival experience, improve navigation through the precinct, and establish a cohesive civic presence within it.

The purpose of this report is to seek funding to construct and install the signs.

**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, A Connected Community and A Dynamic Community.

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### **3.0 BACKGROUND INFORMATION**

The Deer Lake Precinct includes the Central Administrative Area, Deer Lake Business Park and Deer Lake Park. 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.

In 2015, Council approved 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.

In 2020 the design was approved by Council, and at their meeting of 2021 November 8 Council approved the Comprehensive Sign Plan (CSP) for the precinct and a text amendment to the Burnaby Sign Bylaw (REZ#20-04). The CSP was required to enable future signage opportunities for the business, civic, cultural, institutional, recreational and park uses within the Deer Lake Precinct.

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

With completion of the CSP and the Burnaby Sign Bylaw text amendment, the project can move forward. The purpose of this report is to seek Council funding in order to construct the signs.

The next steps are to complete site survey, PPA, and tender documents, followed by construction tender and construction.

### **5.0 PROJECT BUDGET / FINANCING**

The construction costs of the Deer Lake Park Wayfinding project is estimated at \$2,000,000. These expenditures will be included in the 2022 – 2026 Financial Plan (BAX.0030) and sufficient Capital Reserve Funds are available to finance the capital project outlined in this report.

### **6.0 RECOMMENDATIONS**

It is recommended that Council authorize the City Solicitor to bring forward a Capital Reserve Fund Bylaw in the amount of \$2,000,000 to finance the construction of the Deer Lake Wayfinding project.

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It is further recommended that a copy of this report be forwarded to the Parks, Recreation and Culture Commission for information.

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



FC EK

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



James Lota, Director Engineering



Dave Ellenwood  
Director Parks, Recreation and Cultural Services

TV/sla

cc: Deputy Chief Administrative Officer and CFO  
Director Corporate Services  
Director Public Safety and Community Services  
Assistant Director Civic Building Projects  
Purchasing Manager  
City Solicitor  
City Clerk