



CITY OF VANCOUVER

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### ADMINISTRATIVE REPORT

Report Date: January 15, 2008  
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Meeting Date: January 29, 2008

TO: Vancouver City Council  
FROM: Project Manager, Hastings Park/PNE Planning  
SUBJECT: Consulting Contract for Development of Hastings Park Master Signage Plan

#### RECOMMENDATION

- A. THAT, subject to the conditions set out in B, C, and D, Council authorize a consultancy contract with Karo Group Inc. for the development of a Master Signage Plan for Hastings Park, up to a maximum total cost of \$49,500 inclusive of GST & disbursements, with the source of funds to be from the Hastings Reserve.
- B. THAT the Director of Legal Services be authorized to execute and deliver on behalf of the City all legal documents required to implement Recommendation A.
- C. THAT, all such legal documents be on terms and conditions satisfactory to the Managing Director of Cultural Services, the Director of Legal Services, and the Manager, Materials Management.
- D. THAT no legal rights or obligations will be created by Council's adoption of Recommendations A, B, and C above unless and until such legal documents are executed and delivered by the Director of Legal Services.

#### GENERAL MANAGER'S COMMENTS

The General Manager of Community Services RECOMMENDS approval of A, B, C, and D.

## COUNCIL POLICY

Council approval is required for consultancy contracts over \$30,000. Contracts are to be awarded on the basis of best overall value for the City.

In July 2007, Council approved the updated planning process and work program for the Hastings Park Implementation Plan (as described in the Administrative Report dated June 29, 2007, entitled "Hastings Park Updated Implementation Plan"), and directed staff to report back to the Park Board & City Council on key milestones.

Council also approved the updated Hastings Park/PNE Implementation Plan project budget of \$1.578 million (as detailed in Appendix 4 of the Administrative Report dated June 29, 2007); source of funding to be the Hastings Park Reserve. The approved project budget includes \$100,000 for the development of a Master Signage Plan for Hastings Park.

## PURPOSE

The purpose of this report is to seek Council authorization to enter into an agreement with Karo Group Inc. to provide the City with a fully integrated long-term Master Signage Plan that will assist Hastings Park visitors to navigate the site.

## BACKGROUND

Hastings Park is the City of Vancouver's second largest park at 162 acres (66 ha), and although unique from Stanley Park and Queen Elizabeth Park is a community and city-wide asset. Over the years, the Park has evolved to accommodate many needs and uses, both green and active.

As Hastings Park has developed over the years with many different facilities and activities, it has become difficult for members of the public to navigate their way around the site.

Today Hastings Park includes 27 acres (11 ha) of green space. The Park Board manages Empire Fields, and the rest of the site is managed by the Pacific National Exhibition (PNE). The PNE hosts a 17-day annual summer fair, and operates Playland seasonally from May to October. The Pacific Coliseum is used for city-wide sports, concerts and events, and a mix of other community and commercial uses exist in buildings on site. The Hastings Racetrack, a historical feature of Hastings Park, continues to operate on the site.

A long-term signage plan is required for the site, but in order to facilitate public access in the interim, a Master Signage Plan will be an improvement that can be created as part of the Preparatory Phase of the Implementation Plan so that phased signage development can occur to the benefit of current park users.

The goals of the signage plan for Hastings Park are to:

- Clearly identify all buildings, activities and functions within the Park
- Ensure a unified look to the signage at Hastings Park that reflects the City's ownership of the Park and public nature of the uses on site
- Facilitate pedestrian and cyclist access throughout the Park

- Minimize traffic flow and safety issues between pedestrians/cyclists and vehicular traffic
- Concentrate parking at the edges of the Park, or underground if possible

A Master Signage Plan for Hastings Park will be developed by the consultant, in consultation with the PNE, the Racetrack, and all other stakeholders. The Plan will address the following key components:

- Facilities identification
- Traffic/Vehicular Direction Signage (including emergency access)
- Loading
- Parking (access and availability)
- Pedestrian Access/Cycling Route
- Wayfinding
- Interpretive Signage

## DISCUSSION

In October 2007, the Project Manager, Hastings Park/PNE Planning and the Assistant Manager, Contracts & Administration sought proposals for consultant services related to the creation of a Master Signage Plan for Hastings Park through Request for Proposals PS07107 (the "RFP"). The RFP was posted on the City's website, BC Bid, and advertised in the Vancouver Sun on November 7, 2007.

Three proposals were received and reviewed by the interdepartmental staff team comprised of representatives from Cultural Services, Park Board and Materials Management using a comparative and consistent matrix format. The matrix compared the proponents' teams knowledge and experience and drafting and designing signage plans, handling stakeholder presentations and communicated feedback, project management and managing subcontractors, proposal content, workplans, and cost.

Through the evaluation process it was determined by interdepartmental staff that Karo Group Inc. represented the best overall value for the City. The Karo Group team proposed a project budget of up to \$45,000 for professional design consultancy fees, plus GST and approximately 5% of final fees for disbursements. The maximum total cost of the consultancy will be \$49,500 inclusive of GST and disbursements.

The Master Signage Plan for Hastings Park will be developed by the consultant, in consultation with other City staff, the PNE, the Hastings Racecourse and key stakeholders. The Hastings Park Project Manager will manage the consultant under the direction of the Hastings Park Steering Committee. The final Plan will be reported to the PNE Board of Directors and the Park Board for information, and to City Council for approval.

Once the Hastings Park Master Signage Plan has been approved, the consultant, in consultation with Materials Management staff, will assist the City to draft specifications for, and to competitively procure a contractor to fabricate and install an initial signage package, in compliance with all applicable safety standards and regulations. The consultant will also undertake all signage installation project management, to the satisfaction of PNE, Park Board and City staff. The budget for this work will be determined once the Master Signage Plan has

been completed, and then reported to Council concurrently with a recommendation for the award of the contract to carry out the work.

### **FINANCIAL IMPLICATIONS**

The development of a comprehensive long-term Master Signage Plan for Hastings Park will cost \$45,000 plus GST and disbursements. The maximum total cost of the consultancy will be \$49,500 inclusive of GST and disbursements.

The source of funds is from the Hastings Reserve. There is currently \$4 million available in the Hastings Reserve.

### **CONCLUSION**

A Master Signage Plan is an improvement that will facilitate public access in the short-term as part of the Preparatory Phase of the Implementation Plan so that phased signage development can occur. A consulting services contract with Karo Group will assist the City and its stakeholders to achieve this goal, and entering into such a contract is recommended.

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