Permanent Outdoor Location for an Iconic Vancouver Sign Update

Council Update | May 2025



Purpose

Provide an update on the implementation approach, proposed location, costs and funding sources, of an iconic VANCOUVER sign

Summary of Recommendations

That Council:

- A. Approve, in principle, **the placement of a VANCOUVER sign** at 1055 Canada Place, with an implementation target for the end of Q1 2026;
- B. Approve a \$300,000 in capital project budget for the VANCOUVER sign, to be funded by an additional contribution to capital from the 2025 operating budget;
- C. Direct staff to incorporate ongoing **operating costs** related to the VANCOUVER sign totaling to \$50,000 as part of the **2026 Operating Budget** for Council consideration;
- D. Direct staff to continue to **discuss opportunities with local Nations** on representation as part of the VANCOUVER sign;
- E. Instruct the Director of Legal Services to prepare an **operating agreement between the City**, the Vancouver Convention Centre, the Downtown Vancouver Business Improvement Association (DVBIA), Destination Vancouver, and the Vancouver Hotel Destination Association (VHDA), **for the delivery and management of a VANCOUVER sign**; and
- F. Direct staff to **report back on progress** for the VANCOUVER sign in Q4 of 2025.

March 2024 Council Motion

Council direction to report back on:

- Locations, funding sources, and implementation timelines
- Considerations for:
 - Indigenous design elements
 - Visibility
 - Accessibility
 - City's aesthetic and cultural identity
 - Upcoming major events scheduled in the city such as the Grey Cup, Invictus Games, and FIFA 2026 World Cup;
- Work with various partners and stakeholders, and consult with local First Nations

Partnerships

Community Partners:

- **Destination Vancouver**
- Downtown Vancouver Business Improvement Association (DVBIA)
- Vancouver Convention Centre
- Vancouver Hotel Destination Association (VHDA)



Local Nations Referral

- x^wməθk^wəyəm (Musqueam Indian Band), Skwxwú7mesh Úxwumixw (Squamish Nation) and səlilwətał (Tsleil-Waututh Nation) have expressed interest
- Highly visible public education opportunity with proposed additional site signage
- Clear opportunities for each Nation



Case Studies



TORONTO Sign

Cost: \$760,000 (2020)

- Sign is illuminated with internal programmable lights
- Includes customizable vinyl art wrap
- Sign is durable
- Recommend maintenance funding



OTTAWA Sign

Cost: \$150,000 upgrade (2019)

- Original sign was temporary replaced in 2 years
- Was upgraded to permanent in 2019 to have internal programmable lighting
- Technology is limited
- Recommend high quality materials in initial design
- Recommend maintenance funding

Guiding Principles

- Highly visible location
- Accessible (transit network, surface material etc.)
- Alignment with city's aesthetic + cultural identity
- Alignment with large city events
- Create durable and programmable permanent sign
- Partner with local Nations to develop design and programming opportunities
- Establish community partnerships to help support funding, design and ongoing management

Locations Explored



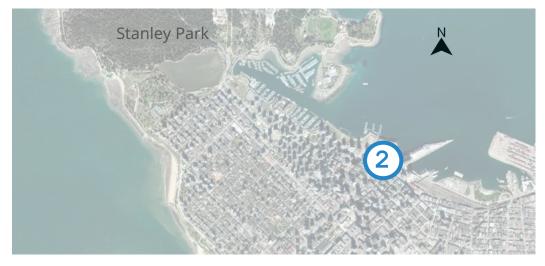
- 1) Jack Poole Plaza
- (2) Coal Harbour Waterfront
- ③ šx^wλ'ənəq Xwtl'e7én<u>k</u> Square
- 4 Creekside Park
- (5) Kitsilano Beach
- **6** Sunset Beach

Preferred Location

Between Convention Centres

- Prominent location with views
- ✓ Accessible (transit, surface treatments)
- ✓ Location was previously well received
- ✓ Long term partner support







Funding approach

High quality sign with durable materials, programmable lighting/display options, and local Nations representation

Design + Construction = \$500,000 - \$1,000,000

Annual Operations = \$40,000 - \$60,000

CoV: **\$300,000** capital + **\$50,000** operating

Destination Vancouver: \$200,000

VHDA: **\$200,000**

Convention Centre: **site prep + in kind** DVBIA: **confirmed support**

= \$700,000 -\$1,000,000

Timeline

- Summer 2024 Feasibility Assessment
- Fall / Winter 2024-25 Nations Referral+
 Funding Sources
- Report to Council
- Spring / Summer 2025 Concept Design +
 Procurement
- Fall / Winter 2025-26 Fabrication
- Spring 2026 Installation
- Spring 2026 (FIFA) Construction Complete









Next Steps

- Develop operating agreement outlining ownership, decision making authority, funding, programming and other details
- Define opportunities for local Nations representation
- Concept sign design and detailed estimate
- Site preparation scoping and sequencing
- Council update in Q4 2025

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Thank You