



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: October 1, 2008
Contact: Joe Martignago
Contact No.: 604.296.2975
RTS No.: 07689
VanRIMS No.: 08-2000-20
Meeting Date: October 28, 2008

TO: Vancouver City Council

FROM: General Manager, Olympic and Paralympic Operations
General Manager, Engineering Services
General Manager, Vancouver Board of Parks and Recreation

SUBJECT: Gateway Improvements

RECOMMENDATION

THAT Council approve the creation of an Olympic legacy by enhancing the existing 'Welcome to Vancouver' gateway areas located at the south end of Granville Street and Oak Street, as outlined in this report, at a total cost of \$330,000. Source of funding as follows:

- i. \$110,000 from the Olympic Legacy Reserve Fund - Look of the City Program,
- ii. \$110,000 from the Park Board 2008 Capital Budget to be replenished from the 2009-2011 Capital Plan subject to plebiscite approval and Park Board approval, and
- iii. \$110,000 from the Engineering 2008 Capital Budget to be replenished from the 2009-2011 Capital Plan subject to plebiscite approval.

GENERAL MANAGER'S COMMENTS

The General Manager of Olympic and Paralympic Operations recommends approval of the foregoing recommendations.

CITY MANAGER'S COMMENTS

The City Manager recommends approval of the foregoing.

COUNCIL POLICY

On December 11, 2007, City council approved the creation of an Olympic Legacy Reserve Fund in the amount of \$20 million. Included in the projects to be funded was the Look of the City Program, in the amount of \$ 2 million. The \$110,000 requested in recommendation B(i) represents one-third of the total cost of the gateways enhancement portion of that program.

The remaining two-thirds costs - totalling \$220,000 - will be funded in equal portions from the Park Board and Engineering Capital budgets. Funding of Capital projects must be approved by Council.

PURPOSE

The purpose of this report is to seek Council's approval for the expenditure of \$330,000 from the funding sources as outlined for the purpose of creating an Olympic legacy project consisting of significant improvements to the existing gateway sign areas located at the south ends of Granville and Oak Streets. The project will be undertaken in 2009.

BACKGROUND

During the 2010 Olympic and Paralympic Winter Games, the majority of international visitors, athletes and VIP's will arrive in our city via either the Vancouver International Airport or Highway 99 South. The Vancouver Airport Authority is enhancing the visitors' arrival experience with significant improvements to the landscaping along Grant McConachie Way, as is the Province of British Columbia, at the Douglas border crossing.

The Granville and Oak Street gateways provide the first opportunity for Vancouver to welcome these visitors and to introduce them to our Games celebrations.

In addition, over 150,000 people enter Vancouver each day through these two access points. The enhancement of these existing "Welcome" areas will be enjoyed and appreciated as a visually attractive legacy of the Games.

The Look created through the plantings, landscape improvements and boulevard greening will be consistent with the Look of the City and the Games. The gateways have been designed by our Parks staff to be complementary to the existing 'Welcome to Vancouver' signs, thus ensuring that the project will remain attractive not only during the Games, but long after. Detailed design drawings are attached as Appendices A and B.

DISCUSSION

The gateways project is designed to beautify the two south-western entrances to the City of Vancouver.

Granville Street Entrance

The Granville Street gateway is located immediately north of the Arthur Laing bridge off-ramp. It consists of a 'Welcome to Vancouver' sign placed on a featureless, scrub-covered slope. The north and south-bound lanes of Granville Street are separated in this location by a narrow, unattractive concrete and blacktop median.

A portion of the existing ground cover on the north side of the street will be removed and planted with flowering shrubs and grasses. The plantings will be focused around the existing 'Welcome to Vancouver' sign. A simple pallet of plants will be used to provide visual interest in all seasons and creating ribbons of colour and texture, flowing through the landscape. The plantings will be separated from the remaining areas of ground cover by an intermittent band of rough split granite. Groups of Birch trees will be planted on the northern slope, their white branching highlighted against the existing ground cover.

Reinforcing the flowing patterns will be a series of banner poles featuring pictograms of several of the Olympic and Paralympic sports. During the period of the Games, fabric fencing 'Look of the Games' material will be woven through the plantings to provide additional colour and interest.

The central median will be widened and its concrete centre will be removed and greened through the planting of some 20 trees. The trees, along with the additional banner poles, will significantly improve the median's appearance, helping to define this city entrance and mitigating the impact of the large expanse of asphalt currently existing.

Oak Street Entrance

The Oak Street gateway is located on the north-west corner of Eburne Park, at Oak Street and 71st Avenue. The existing 'Welcome to Vancouver' sign is not highly visible, as it is sited rather low on a flat area, with a distracting backdrop. This area will be enhanced by significantly enlarging the landscaped area, using a palette of plant material to create flowing bands of colour and texture. The sign will be raised to make it more visible and a band of low, split granite will delineate this area from the rest of the Park. As in the Granville gateway, permanent banner poles featuring Olympic pictograms will also be strategically placed near the sign, enhancing its visual impact.

The overall effect of these two projects will be to provide our residents and visitors with a welcome of green space and colour during the Olympics that will increasingly enhance in years to come, as the plants mature.

Ongoing maintenance of the landscape improvements will be carried out on both sites by the Vancouver Park Board. In the case of the Granville Street Entrance, funding will be provided from the City Engineering Department's operating budget. Since the Oak Street improvements are entirely on lands under the jurisdiction of the Park Board, funding will be provided from the Board's operating budget. Both the Engineering Department and the Board

will seek any additional required operating funds from Council as part of 2010 Operating Budget submissions.

FINANCIAL IMPLICATIONS

On December 11, 2007 Council approved an amount of \$20 million for the Olympic Legacy Reserve Fund with funding approvals for specific projects to be reported to Council. The table below lists the specific projects and funding that have been approved by Council to date.

Project	Date Approved	Funding Approved
Vancouver Economic Development Commission's <i>2007-2010 Strategic Plan for the 2010 Olympic and Paralympic Winter Games</i>	July 12, 2007	\$330,000
Participation in Beijing 2008 Summer Olympic and Paralympic Games	July 12, 2007	\$254,000
2010 Winter Games Live Site Concept Plan - Live Site Design - Phase II	September 18, 2007	\$200,000
Olympic and Paralympic Public Art Program	January 29, 2008	\$1,500,000
Olympic and Paralympic Community Celebrations Program	April 1, 2008	\$1,000,000
Funding Allocation for the 2010 Host City Communications Program	May 27, 2008	\$1,400,000
2008 Beijing Torch Relay (Program Development)	July 22, 2008	\$20,000
Live City Vancouver	July 22, 2008	\$4,800,000
Look of the City - Street Banners	September 16, 2008	\$650,000
Look of the City - Public Art Program	September 30, 2008	\$150,000
Business and Tourism Initiatives	October 14, 2008	\$200,000
Volunteer Ambassador Program (City Host Program only)	October 14, 2008	\$200,000
Social Sustainability	October 14, 2008	\$1,000,000
TOTAL: PROGRAMS APPROVED TO DATE		\$11,704,000

If approved, the allocation of \$110,000 for the Gateways Project would bring the total approved funding from the Olympic Legacy Reserve Fund to \$11,814,000.

The remaining programs will be presented to Council for funding approval as plans are finalized. The remaining \$8,186,000 includes the following programs:

Project	Recommended Funding
Look of the City (remaining after Street Banners, Public Art & Gateways)	\$1,090,000
Protocol and Hosting	\$2,000,000
Pedestrian Lighting	\$1,000,000
Host City Pavilion	\$1,000,000
Volunteer Ambassador Program (remaining after City Host Program)	\$800,000
Records & Archives - 2010 Winter Games	\$700,000
Enhanced Transportation Signing	\$200,000
Environmental Sustainability	\$150,000
Information Technology	\$150,000
2010 Olympic and Paralympic Torch Relays	\$280,000
Contingency	\$816,000
TOTAL: PROGRAMS TO BE APPROVED	\$8,186,000

Due to the timing of this work (scheduled to begin in early 2009) and the timing of the 2009-11 Capital Plan and 2009 Capital Budget approvals, the funding of \$110,000 from the Park Board and \$110,000 from Engineering Services will be provided from their respective 2008 Capital Budgets, to be replenished from their 2009 Capital Budgets, subject to the regular annual capital budget approval process.

The \$110,000 from the Olympic Legacy Reserve Fund - Look of the City Program would be planned in the 2009 budget.

CONCLUSION

This enhancement of our Granville and Oak Street gateways is a relatively modest Look of the City project with high visibility and a green legacy. This report seeks Council approval to expend a total of \$330,000 for that purpose.

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