

DATE OF MEETING July 27, 2020

AUTHORED BY BILL CORSAN, DIRECTOR, COMMUNITY DEVELOPMENT

SUBJECT DOWNTOWN QUICK WIN PROJECTS – UPDATE

## **OVERVIEW**

### **Purpose of Report**

To provide Council with an update on the downtown quick win projects and to request the reallocation of funding to support an enhanced downtown wayfinding program.

### **Recommendation**

That Council:

1. receive the presentation on downtown quick win projects; and
2. reallocate \$25,000 from the Great National Land Building project to support two additional signs in the Old City Quarter as part of the downtown wayfinding project.

## **BACKGROUND**

The 2019 – 2022 Strategic Plan recognizes the importance of downtown by prioritizing a number of initiatives, such as the Downtown Mobility Hub, investments at 1 Port Drive, and advocacy for the passenger ferry service to downtown Vancouver.

At the 2019-JUL-15 Governance and Priorities Committee (GPC) meeting, Council participated in a visioning process that identified key issues and opportunities for enhancing the downtown core.

Council identified five priority areas for the downtown. These, in no particular order, are:

- Public Realm Improvements/Beautification
- 1 Port Drive
- Redevelopment of Key Sites
- Social Issues/Order
- Mobility/Front Street/Waterfront Walkway

At the 2019-JUL-29 GPC meeting, Council was presented with a list of ‘quick wins’ for the downtown core that were developed by Staff from across the organization. The list was approved by Council at the 2019-AUG-26 Council meeting.

In addition to the downtown quick win projects, Council has made further investments in an expanded downtown patio program to enable local restaurants to use city streets for outdoor patio space, have advanced the Front Street Bi-Directional Bike Lane project, and partnered on a pilot project to ensure safety and security in the Old City Quarter (OCQ).

## **DISCUSSION**

Since Council provided approval in August 2019, Staff have made progress on delivering the quick win projects. A number of the projects are now complete or well underway. Some projects cannot be completed due to cost or other challenges.

One of the more significant quick win projects is the installation of new wayfinding in the downtown core, consistent with the gateway signs that were installed on the Bastion Bridge during its renovation in 2019. The first phase of the project includes two pedestrian kiosks and three pedestrian wayfinding features at the following locations:

- Commercial Street / Museum Way
- Commercial Street / Diana Krall Plaza
- Commercial Street / Chapel Street
- Bastion Street / Front Street
- Front Street / Museum Way

The project has a budget of \$100,000. Subsequent phases of the work include the installation of two wayfinding signs in the OCQ at the corner of Wesley Street / Fitzwilliam Street and Selby Street / Fitzwilliam Street.

Staff have been contacted by the OCQ Business Improvement Association who have requested the OCQ signs be included with the main project. Staff estimate the additional two signs to cost approximately \$25,000.

Funding for the two additional wayfinding signs is available from the unused funds associated with the lighting upgrades proposed for the Great National Land Building.

If Council approves the budget transfer, the two additional wayfinding signs will be included as part of the main wayfinding project, with installation anticipated by October 2020.

## **OPTIONS**

1. That Council:
  1. receive the presentation on downtown quick win projects; and
  2. reallocate \$25,000 from the Great National Land Building project to support two additional signs in the Old City Quarter as part of the Downtown Wayfinding project.
    - Advantages: The addition of the OCQ wayfinding will provide additional coverage in the downtown core and help connect the OCQ with Commercial Street and the waterfront.
    - Disadvantages: The reallocated funding could be used to enhance one of the other downtown quick win projects.
    - Financial Implications: There are no direct financial implications. The \$25,000 has been budgeted for and is available to reallocate to the wayfinding project.

2. That Council receive the presentation on downtown quick win projects and deny the reallocation of funding between projects at this time.
  - Advantages: Council can reallocate the \$25,000 to another downtown quick win project or reserve the funding for another priority project.
  - Disadvantages: The additional wayfinding signs in the OCQ will not be delivered at this point in time and could be viewed as a missed opportunity.
  - Financial Implications: Additional funding for the second phase of the downtown wayfinding will need to be identified if the program is to be expanded into the OCQ.

### **SUMMARY POINTS**

- At the 2019-JUL-29 GPC meeting, Council was presented with a list of 'quick wins' for the downtown core that were developed by Staff from across the organization. The list was approved by Council at the 2019-AUG-26 Council meeting.
- Staff have implemented many of the projects; a few are in progress, and through further investigation, some projects are not possible at this point in time.
- The downtown wayfinding project is one of the more expensive projects with a budget of \$100,000. The project includes the installation of five pedestrian kiosks and pedestrian wayfinding signs.
- The Old City Quarter has requested two wayfinding signs be installed in the corner of Wesley and Fitzwilliam Street and Selby and Fitzwilliam Street as part of the project. Staff estimate a budget of \$25,000 for the additional signs.
- Funding for the sign can be reallocated from the Great National Land Building lighting project that will not be proceeding.

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