

DATE OF MEETING September 21, 2022

AUTHORED BY BILL CORSAN, DIRECTOR, CORPORATE AND BUSINESS DEVELOPMENT

SUBJECT **VANCOUVER ISLAND CONFERENCE CENTRE – EXTERIOR SIGN REPLACEMENT PROJECT**

OVERVIEW

Purpose of Report:

To inform Council that the replacement project for the exterior LED sign at the Vancouver Island Conference Centre has been cancelled.

BACKGROUND

The Vancouver Island Conference Centre (VICC) is owned by the City of Nanaimo and managed through a venue management agreement with a third party operator.

The VICC officially opened in 2008 and included a Light Emitting Diode (LED) exterior sign on the corner of Terminal Avenue and Gordon Street. The purpose of the sign was to promote VICC events and other community events in the downtown core. The life expectancy of the sign was anticipated to be five years. The sign ceased operating around 2015 and was turned off. The sign has sat unutilized since.

The 2022 budget included \$121,200 to replace the exterior sign.

The new LED screen would have had a resolution of 320 by 192 pixels, and measured 5.12m (16.8ft) by 3.07m (10ft) which fit within the existing frame. The manufacturer identified a life expectancy of 10+years. The operator of the VICC wished to use the sign to promote events in the VICC and to generate revenue through third party advertising.

DISCUSSION

In reviewing the project, Staff have identified two key concerns which need to be addressed prior to the project proceeding.

Costs

As Council is aware there have been significant increases in project costs over the past year. The quote obtained by the VICC for the sign project was from early 2021 and there is insufficient budget to procure the sign at this point in time, without a budget transfer.

Alignment with Sign Bylaw 1987 No. 2850

The installation of the new sign will need to conform to the City's Sign Bylaw. The former exterior sign did not receive a development variance permit as required under the bylaw. The proposed sign is 15.7sq. m. (169 sq. ft.) in size which is larger than the 9.29sq. m. (100 sq. ft.)

that is permitted under the Bylaw. In addition, the Sign Bylaw does not permit third-party advertising which was a key driver by the operator of the VICC to install the new sign. |

CONCLUSION

Staff do not recommend replacing the sign at this point in time until a new cost estimate is obtained and the project is consistent with the Sign Bylaw and has obtained the necessary permits. |

SUMMARY POINTS

- The Vancouver Island Conference Centre (VICC) facility includes an exterior LED sign on the corner of Terminal Avenue and Gordon Street.
- The purpose of the sign was to promote VICC events and other community events in the downtown core.
- The sign stopped working in 2015.
- A sign replacement project was put in the 2022 budget with a value of \$121,200.
- Staff have cancelled the project due to price escalation and non-conformance with the Sign Bylaw.

Submitted by:

Bill Corsan
Director, Corporate and Business
Development |

Concurrence by:

Laura Mercer
Director, Finance |