

REPORT

Parks and Recreation

To: Mayor Cote and Members of Council **Date:** August 29, 2022

From: G. Dean Gibson **File:** 2140154
Director of Parks and Recreation

Item #: 2022-603

Subject: **Electronic Message Centre for Ryall Park / Queensborough
Community Centre**

RECOMMENDATION

THAT Council receive this report for information, and

THAT Council direct staff to proceed with the design and installation of the Electronic Message Centre in Ryall Park.

PURPOSE

This report responds to Council direction to report back regarding the feasibility for a third party to provide and operate an electronic sign at the Queensborough Community Centre in Ryall Park.

SUMMARY

As directed by Council, staff has examined the feasibility of engaging commercial digital media companies to supply and operate the structure planned to replace the former static read-a-board at the Queensborough Community Centre in Ryall Park. It has been determined that this option is not practical to pursue further at this time and staff are recommending to proceed with the project as funded in the 2022 capital budget.

BACKGROUND

Council has previously directed staff to examine the feasibility of engaging commercial digital media companies to supply and operate the structure planned to replace the former static read-a-board located on Ewen Avenue, adjacent to Ryall Park and the Queensborough Community Centre. In conjunction with the Ewen Avenue Revitalization Project, the former static read-a-board was removed to make way for the new road alignment. The initial read-a-board was funded by the Queensborough Special Programs Committee. The intended replacement will feature a new electronic digital message centre in response to the community's ongoing need to be advised of activities that are located in the neighborhood of Queensborough, and for the City to share information with its residents.

The sign will also serve as a form of way-finding to amenities in the park such as the Queensborough Community Centre, New Westminster Public Library, Fitness Centre and consideration will also be given to including the two public schools which are part of the “community campus”.

ANALYSIS

The City has reached out to the digital media companies in the past to determine if they would be interested in contributing to the placement of a digital sign at the Queensborough location. The digital industry has a number of criteria that they use when assessing a location for the placement of digital signs.

It has been determined that the location fronting the Queensborough Community Centre would be challenging given its proximity to residential properties that would be impacted by a typical large format sign, and traffic volumes would not be sufficient to attract advertising. As such, the location would not generate sufficient revenue for the sign operator to offset the cost of the sign.

FINANCIAL IMPLICATIONS

The Electronic Message Centre is included in the 2022 capital budget and Council has previously approved the allocation of developer funded voluntary amenity contributions to fund the capital cost of the project. The budget allocation is \$165,000.

ATTACHMENTS

Attachment A – Queensborough Community Centre Digital Message Centre Information Sheet

Attachment B - Electrical Message Centre Location in Ryall Park

OPTIONS

1. That Council receive this report for information.
2. That Council direct staff to proceed with the design and installation of the Electronic Message Centre in Ryall Park.
3. Provide alternate direction.

Options #1 & #2 are recommended.

APPROVALS

This report was prepared by:

Renee Chadwick, Manager of Special Projects and Community Partnerships
Roger Emanuels, Manager of Design and Construction, Engineering

This report was reviewed by:

Lisa LeBlanc, Director of Engineering

This report was approved by:

Dean Gibson, Director of Parks and Recreation
Lisa Spitale, Chief Administrative Officer