

NO: R233

COUNCIL DATE: December 14, 2015

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **December 1<sup>st</sup>, 2015**

FROM: **Manager, Economic Development**

FILE: **0360-20**

SUBJECT: **Innovation Boulevard Marker Pilot Project**

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## RECOMMENDATION

The City Manager's Department recommends that Council:

1. Receive this report as information;
2. Approve the installation of the first Innovation Boulevard marker at City Hall and the future installation at up to four (4) initial Innovation Boulevard partner sites.

## INTENT

The purpose of this report is to provide an overview of a pilot program to use an illuminated marker to physically demarcate the emerging technology innovation cluster in City Centre known as Innovation Boulevard.

## BACKGROUND

Surrey City Centre is becoming an important location for entrepreneurship, technology development and innovation within Metro Vancouver. The key assets driving this innovation include Simon Fraser University, Kwantlen Polytechnic University, the Surrey Memorial Hospital campus and a growing number of technology companies. In 2013, the City of Surrey, Fraser Health and Simon Fraser University founded a partnership to accelerate the growth of the health technology sector called Innovation Boulevard.

Innovation Boulevard is an agile partnership of health, business, higher education and government creating new health technologies to improve patients' lives. The shared vision is to achieve innovative results in four areas:

1. Improve health care outcomes for patients;
2. Implement intelligent solutions for the health care system;
3. Attract talented clinicians and researchers; and
4. Grow companies in the health technology and services sectors.

As a growing health technology and innovation cluster, Innovation Boulevard allows companies to leverage the benefits of co-location while providing them with access to a network of support

including academics/researchers, clinicians, industry and government. These interactions produce new ideas, innovations and advance commercialization of health technologies in the following priority areas:

- Medical devices
- Technologies for independent living
- Digital health technologies

The City approved additional funding to support Innovation Boulevard in Corporate Report No. R049; 2014 and examples of Innovation Boulevard's rapid success were outlined in Corporate Report No. R027; 2015 . Recent successes include:

- The first 'Innovation Boulevard-grown' technology was commercialized in 2014. Conquer Mobile's surgery simulation program for iPad went from idea to product within one year. The iPad app trains nurses to use the correct surgical implements during surgery.
- Innovation Boulevard partner SFU, in collaboration with the University of Toronto, received \$36.6 million in funding from the Networks of Centres of Excellence (NCE) program to advance aging and technology research, and innovation.
- SFU received \$3.6M for the ImageTech Lab that will bring a powerful combination of MEG and MRI medical imaging technology to Surrey Memorial Hospital.
- Captain Trevor Greene took his first steps in public after a devastating brain injury sustained in Afghanistan. His recovery was assisted by researchers from SFU and exoskeleton technology secured through a partnership during a mission to Israel.
- Three new research labs have opened to date. The labs, embedded in a care facility, a hospital and a university, provide access for companies and researchers to accelerate health technology development and adoption.
- New international partnerships with Israel, France, India, Ireland and Mission Bay USA were formed.
- Innovation Boulevard has received significant earned media with over 7 television news spots and 38 newspaper and magazine articles.

To continue to raise awareness about the activity happening in Surrey City Centre, and recognize the significant partner contributions, the Innovation Boulevard Working Group proposed physically marking the area and key partner sites.

## DISCUSSION

The proposed Innovation Boulevard markers are part of an overall communications strategy to increase the awareness and visibility of the remarkable innovation taking place within the university district and hospital campus. The strategy includes a microsite ([www.innovationboulevard.ca](http://www.innovationboulevard.ca)), social media channels and regular "Innovator Profiles" showcasing local companies and researchers. After reviewing a number of concepts to demarcate the area, the marker concept was identified as an aesthetically appealing and cost-effective approach.

## **Marker Location and Description**

The proposed location for the marker is inside City Hall on the 6<sup>th</sup> floor east tower facing City Parkway, specifically within the Manager, Economic Development's office. The marker would be mounted inside the office suspended from the ceiling. A photo showing the marker location from the perspective of City Parkway is included in Appendix "I".

The marker uses a blue dot concept taken from the Innovation Boulevard logo. The marker will be illuminated so it is visible from the street level and Skytrain. The marker will be approximately 44" wide and will plug into a standard wall plug using an automatic timer.

## **Future Sites**

Key Innovation Boulevard partners will be encouraged to display the marker at their facility with partners paying for their own markers. Initial sites are contemplated to be the Health Tech Innovation Foundation located across from Surrey Memorial Hospital, the Fraser Health Corporate Office, Simon Fraser University, and Kwantlen Polytechnic University.

## **Cost**

The marker cost is \$1,800 for design and manufacture. City of Surrey staff will perform the installation. Partners will pay their own costs to manufacture and install signs on their premises.

## **Marketing**

A narrative explaining the marker concept and showcasing examples of local innovations will be developed to engage with the community through the Innovation Boulevard website and social media.

## **Permitting Requirements**

The Planning and Development Department has reviewed the proposal and considers the markers to represent a minor change to the external appearance of a building. The markers are modest in size, unobtrusive in design and installation requirements, and appropriate in character for an urban context.

The markers are designed as an artistic representation of the innovation occurring within the Innovation Boulevard. They are not designed to identify or provide information on any particular business or service, and contain no specific advertising material.

In the case of City Hall, the proposed marker installation is therefore considered a minor amendment to Development Permit No. 7910-0160-00, issued by Council on January 9, 2012 for the City hall building and civic plaza. In the case of future partner building installations, the markers would similarly be considered minor amendments to the existing Development Permits applicable on those sites.

## **SUSTAINABILITY CONSIDERATIONS**

Innovation Boulevard's focus on health technology and innovation will assist the City of Surrey in achieving the objectives of the City's Sustainability Charter including:

*“Having a full range of local employment opportunities and green business”; and  
“Striving to achieve one local job for every employed resident in Surrey and a range of high-value local jobs in Surrey”.*

## **CONCLUSION**

Based on the above discussion, it is recommended that Council approve the installation of a pilot blue light marker at City Hall and future installation at partner sites.

Donna Jones  
Manager, Economic Development

### Attachments:

Appendix “I”: Photo of proposed marker from City Parkway.  
Appendix “II”: Detailed design of marker.

PHOTO OF PROPOSED MARKER LOCATION FROM CITY PARKWAY



DETAILED DESIGN OF MARKER

# INNOVATION

BOULEVARD

"O" channel letter -  
FACE LIT -

5" return (edge)  
black

Blue face color sku-TBD  
Blue dot color sku-TBD

LED LIGHTING  
BALLAST INSIDE LETTER  
WIRED TO CORD END (PLUG)

