

ITEM	1
MANAGER'S REPORT NO.	14
COUNCIL MEETING	94/03/07

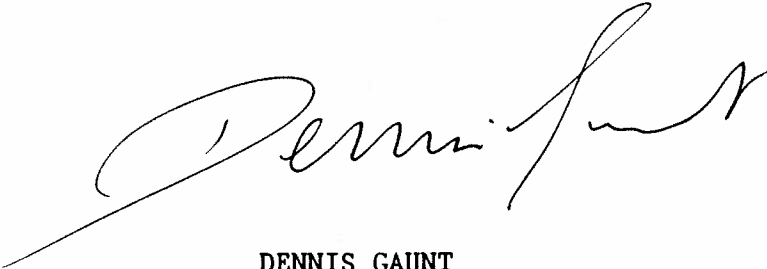
TO : CITY MANAGER DATE: 1994 MARCH 03
FROM : DIRECTOR RECREATION AND CULTURAL SERVICES
RE : DEER LAKE PARK PRECINCT FABRIC BANNER PROPOSAL
PURPOSE : To request approval of a Deer Lake Park Precinct Banner Program on a trial basis.

RECOMMENDATION:

1. THAT approval be given to a Deer Lake Park Precinct Fabric Banner Program on a trial basis as outlined in the attached report.

REPORT

At its meeting of 1994 March 02, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the three recommendations contained therein.



DENNIS GAUNT
DIRECTOR RECREATION &
CULTURAL SERVICES

tc
Attachment
A/2487

cc: Director Engineering
Director Finance

SUBJECT: DEER LAKE PARK PRECINCT FABRIC BANNER PROPOSAL

RECOMMENDATIONS:

1. THAT approval be given to a Deer Lake Park Precinct Fabric Banner Program on a trial basis as outlined in this report.
2. THAT Council be requested to concur.
3. THAT subject to Council concurrence the Commission place \$19,000 in its 1994 Capital Budget for this purpose.

REPORT

This proposal is for the creation and installation of full color fabric banners on street light standards along Canada Way and sections of Deer Lake Avenue as a civic attraction and to assist visitors in locating the Deer Lake Park Precinct and its facilities and services.

BACKGROUND:

City staff report that a significant amount of time is spent daily in responding to telephone and visitor inquiries from those who need help in finding access to the Deer Lake Park Precinct and its facilities. The problem relates to the scarcity of signage and the current location of entry roads.

Revenues at the new Carousel building at the Burnaby Village Museum are lower than projected and it is probably partly because of the difficulty in locating the attraction. Hart House Restaurant Managers have commented that they believe that lack of signage restricts business. Gallery, theatre and festival patrons are also affected.

While the new signage in the area has been helpful, it appears that more needs to be done in drawing attention to the area. In addition, based upon our Centennial experience, banners form a significant civic attraction and are very commonly used by cities to enhance their image and appeal to both resident and tourist alike.

The Burnaby Centennial Committee purchased and installed vertical banners on over 100 street light poles located on Hastings Street, Kingsway Avenue, Willingdon Avenue, Canada Way and Deer Lake Place. It was considered a successful program.

The standards are made of tubular aluminum poles fastened with a carriage bolt harness on either round or hexagonal City owned street light poles, with the bottom standard mounted at 13.5 feet above ground.

ITEM 1
MANAGER'S REPORT NO. 14
COUNCIL MEETING 94/03/07

ITEM	1
MANAGER'S REPORT NO.	14
COUNCIL MEETING	94/03/07

ITEM
 DIRECTOR'S REPORT NO. 4
 COMMISSION MEETING 94/03/02

They are made to accommodate two 27" wide vertical banners fastened above and below, with a 6" allowance for the pole at centre. Vertical height of the banner may vary, although the preferred size is 27" x 36" or 27" x 60" depending on the height of the lighting standard. The Centennial banners were silk-screened translucent nylon, making them visible from both sides, attractive and durable (up to 12 months).

BANNER PROGRAM:

It is recommended that a banner program be instituted as a civic attraction and to assist visitors in locating Deer Lake Park Precinct facilities and services. Each standard would accommodate two banners installed on City-owned light poles on both sides of the street as follows:

1.	On Canada Way just west of Norland to just east of Sperling -	36 poles = 72 banners
2.	Deer Lake Place - Norland to Deer Lake Avenue	18 poles = 36 banners
3.	On Deer Lake Avenue in from Gilpin entrance to Canada Way at Sperling	54 poles = 108 banners
TOTAL		108 poles = 216 banners

The attached sketch shows the proposed locations.

To support all facilities equally, it is proposed that a "neutral" floral image be used on the banners featuring a rhododendron design that is brightly colored. Sample design concepts can be provided.

Visitors would be asked to watch for the flowered banners as a cue they had reached the Precinct. After a pilot period, alternate designs could be considered.

COSTS:

Textile banners can be produced by fabric design and silk-screening companies, and several would be asked to submit proposals.

The Engineering Department can install and remove the standards and banners.

DEER LAKE PARK PRECINCT FABRIC BANNER PROPOSAL

Below is a preliminary estimate of costs:

1. Production:	
- 216 banners (2 per pole) including tax (4 colors/silk-screened nylon)	\$11,000
- 108 standards	\$ 4,000
2. Installation Charges	\$ 2,000
3. Contingency	\$ 2,000
TOTAL	<u>\$19,000</u> -----

ITEM 1
MANAGER'S REPORT NO. 14
COUNCIL MEETING 94/03/07

Weather conditions cause textile banners to deteriorate, and they should be replaced approximately every 12 months. It is more cost effective to remove old banners and install new ones at the same time. Therefore a continuous banner program would cost roughly \$19,000 annually.

It is proposed to try this proposal on a one year trial basis funded from the Commission's 1994 Capital Budget. If, following review, it is approved to continue, it would be necessary to place the annual cost as part of an on going City operating budget.

POTENTIAL SALES:

Some silk banners are in demand for potential public sales following completion of their use. This option would be explored and any proceeds used to defray the cost.

COUNCIL APPROVAL:

This project has received approval in principle by Senior Management (City Manager and the Management Committee) subject to availability of funds on a priority basis.

In view of the fact that this project involves an installation on City streets, it is recommended that the concurrence of City Council be requested.

DN:lf:hh
Attach.
A/1748

cc: Director Engineering
Director Finance

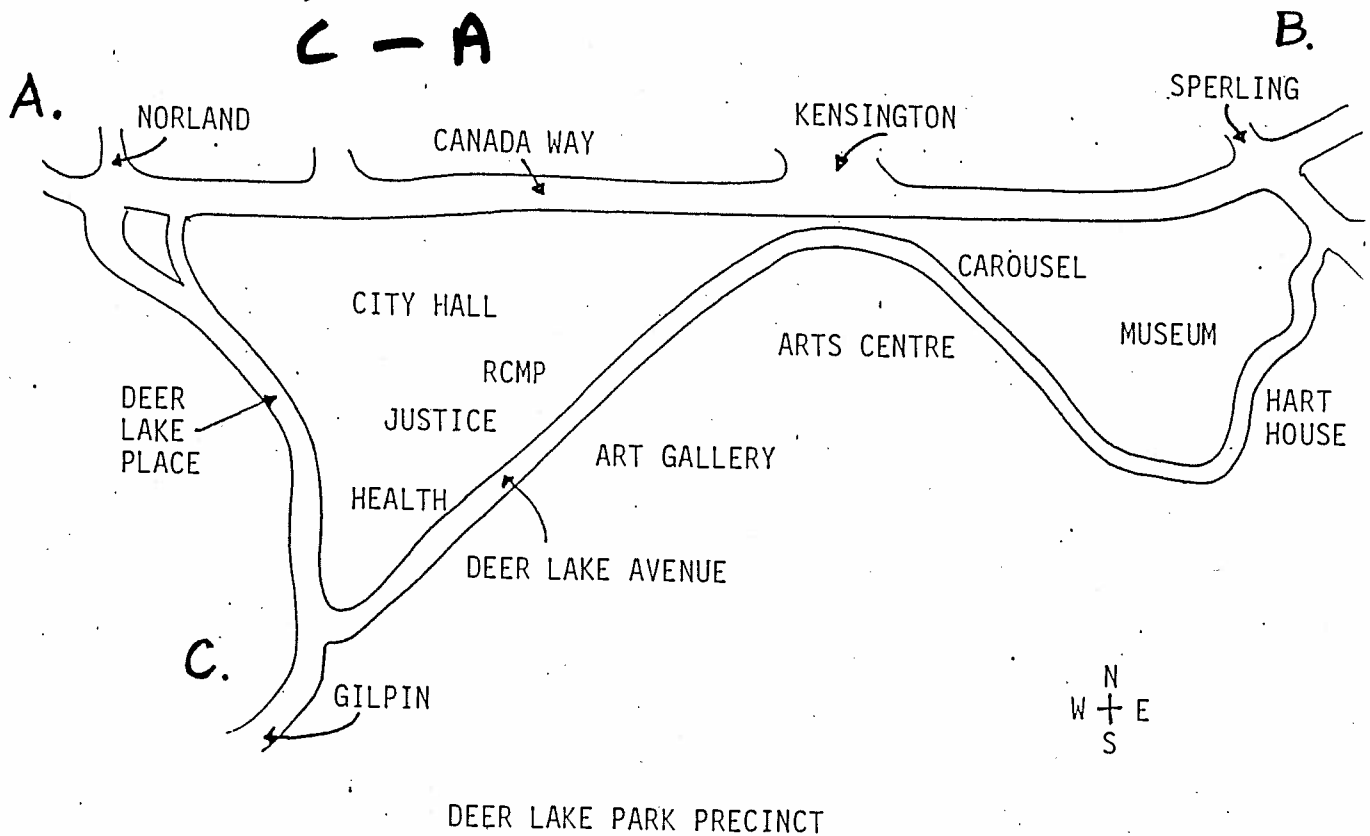
BANNER PROJECT

1994 FEB. 25th

ITEM	1
MANAGER'S REPORT NO.	14
COUNCIL MEETING	94/03/07

BANNERS PROPOSED ON

A — B
B — C
C — A



A to B = 36 POLES
A to C = 18 POLES
C to B = 54 POLES

