

CITY OF BURNABY

EDMONDS AREA ADVISORY COMMITTEE

HIS WORSHIP, THE MAYOR  
AND COUNCILLORS

SUBJECT: BANNER PROGRAM FOR  
EDMONDS TOWN CENTRE

Recommendations:

1. THAT implementation of a banner program in Edmonds Town Centre in the locations outlined in the attached report, to include an extension along 19th Street to Fourteenth Avenue, be approved in principle.
2. THAT business and property owners abutting the proposed banner locations be canvassed to ascertain the degree of support for the proposed banner program.
3. THAT all schools with catchment areas within the Edmonds Study Area be approached to participate in the design of banners for the proposed program.

REPORT

The Edmonds Area Advisory Committee, at its meeting held 1995 April 27 (without the benefit of a quorum) received and discussed the attached report on the advisability and feasibility of initiating a banner program for Edmonds Town Centre.

Arising from the discussion two amendments to the report were adopted:

to invite the following elementary and secondary schools, all with catchment areas within the Edmonds Study Area, to participate in the proposed banner design program:

<p>COPY - CITY MANAGER - DIRECTOR PLANNING &amp; BUILDING - DIRECTOR ENGINEERING - DIRECTOR FINANCE - DIRECTOR RECREATION &amp; CULTURAL SERVICES</p>
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Public Schools:

- |  |                        |
|--|------------------------|
| 1. Stride Avenue Community School                            | 7014 Stride Avenue     |
| 2. Edmonds Elementary School                                 | 7651 Eighteenth Avenue |
| 3. Twelfth Avenue Elementary School                          | 7622 Twelfth Avenue    |
| 4. Windsor Elementary School                                 | 6166 Imperial Street   |
| 5. Glenwood Elementary School                                | 5787 Marine Drive      |
| 6. Clinton Elementary School                                 | 5455 Rumble Street     |
| 7. *Burnaby South Secondary School                           |                        |
| 8. *Windsor Education Centre (Alternative Secondary Program) | 6166 Imperial Street   |

Independent Schools:

- |                                 |                      |
|---------------------------------|----------------------|
| 9. Our Lady of Mercy            | 7481 Tenth Avenue    |
| 10. St. Francis De Sales        | 6656 Balmoral Avenue |
| 11. *St. Thomas More Collegiate | 7450 Twelfth Avenue  |

\*Secondary Schools

to extend the proposed banner program along 19th Street from Southpoint Drive to Fourteenth Avenue, adjacent Stride School. This extension increases the number of light standards from 105 to 119 and the number of banners required from 225 to 255, including spares. The estimated cost consequently increases from \$30,000, as reflected in the attached report, to \$34,000.

The Committee therefore requests Council's approval, in principle, of the banner program as amended and now presented.

Respectfully submitted,

Councillor D. Johnston  
Chairman

Mayor W.J. Copeland  
Vice Chairman

## CITY OF BURNABY

**TO:** CHAIR AND MEMBERS  
EDMONDS AREA ADVISORY COMMITTEE

1995 MARCH 30

**FROM:** DIRECTOR PLANNING AND BUILDING

**SUBJECT:** BANNER PROGRAM FOR EDMONDS TOWN CENTRE

**PURPOSE:** To report on the advisability and feasibility of initiating a banner program for Edmonds Town Centre

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### RECOMMENDATION:

THAT Council be asked to concur with the following recommendations:

- a) THAT implementation of a banner program in Edmonds Town Centre in the locations outlined in this report be approved in principle.
- b) THAT business and property owners abutting the proposed banner locations be canvassed to ascertain the degree of support for the proposed banner program.
- c) THAT Stride Community School be approached to participate in the design of banners for the proposed banner program.

## R E P O R T

### 1.0 INTRODUCTION:

At the Edmonds Area Advisory Committee meeting of 1995 February 09, the suggestion of a banner program for the Edmonds Town Centre was discussed. It was suggested that the focus areas for this program could be Edmonds Street, Kingsway and the area surrounding B.C. Hydro offices, and that a banner contest could be organized involving the local school.

Arising from the discussion, the following motion was adopted:

"THAT staff report on the advisability and feasibility of initiating a banner program in the Edmonds community."

## **2.0 PROPOSED BANNER PROGRAM**

The suggestion of a banner program has significant potential for increasing the profile of the Edmonds Town Centre, in particular the Core areas, within the community. The proposed locations for a banner program (along Edmonds Street, Kingsway, Griffiths Avenue, 19th Street, 18th Avenue and Southpoint Drive) are illustrated on Sketch #1 **attached**. The total length of the identified streets is approximately 2,900 m (9,500 ft.). Banners could potentially be placed on existing light standards which are approximately 60 m (200 ft.) apart. There are a total of 105 light standards along the routes. Two banners would be installed on each standard. To ensure impact and quality, fairly large nylon banners, approximately 0.75 m x 2 m (2.5 x 7 ft.) in size, would be recommended. Either a single banner design or a set of three designs could be utilized.

## **3.0 IMPLEMENTATION AND COST ESTIMATES**

Much of the proposed banner program is located in the business or core areas of the Edmonds Town Centre. In considering the implementation of a banner program it would be desirable to ascertain the measure of support the adjacent business community would have for a banner program. It is, therefore, proposed that letters be written to all business and property owners abutting the proposed banner locations to canvass support. It is anticipated that some businesses would wish to contribute financially to assist the City in implementing a banner program.

It has been suggested that a school competition for a banner design would also contribute to the sense of community fostered by a banner program. Staff have contacted Stride Community School to discuss the idea, and the school has expressed strong interest in participating. Implementing this approach would involve providing the school with guidelines for design (such as banner shape and size and number of colours) and subsequently utilizing City staff and banner production company resources in refining a selected design or designs. In order to enhance interest and support for the banner program, the possibility of displaying the school's banner design contest entries in a suitable public venue might also be considered.

The approximate cost for the proposed banner program is estimated at roughly \$30,000. This includes \$15,000 for banner installation including the permanent installation of the brackets on the existing light standards by the City, plus \$15,000 for production of one set of 225 nylon banners, including spares.

The lifespan of nylon banners is limited by sunlight and air pollution, and averages eight to twelve months. The seasonal use of more than one set of banners, with cleaning and proper storage, can improve the appearance and life expectancy of the banners. The cost

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of replacing one set of banners with another set would be approximately \$1,000 for labour, in addition to the cost of the second set of banners itself.

**4.0 CONCLUSION**

A banner program would be a feasible way of enhancing community identity in the Edmonds Town Centre.

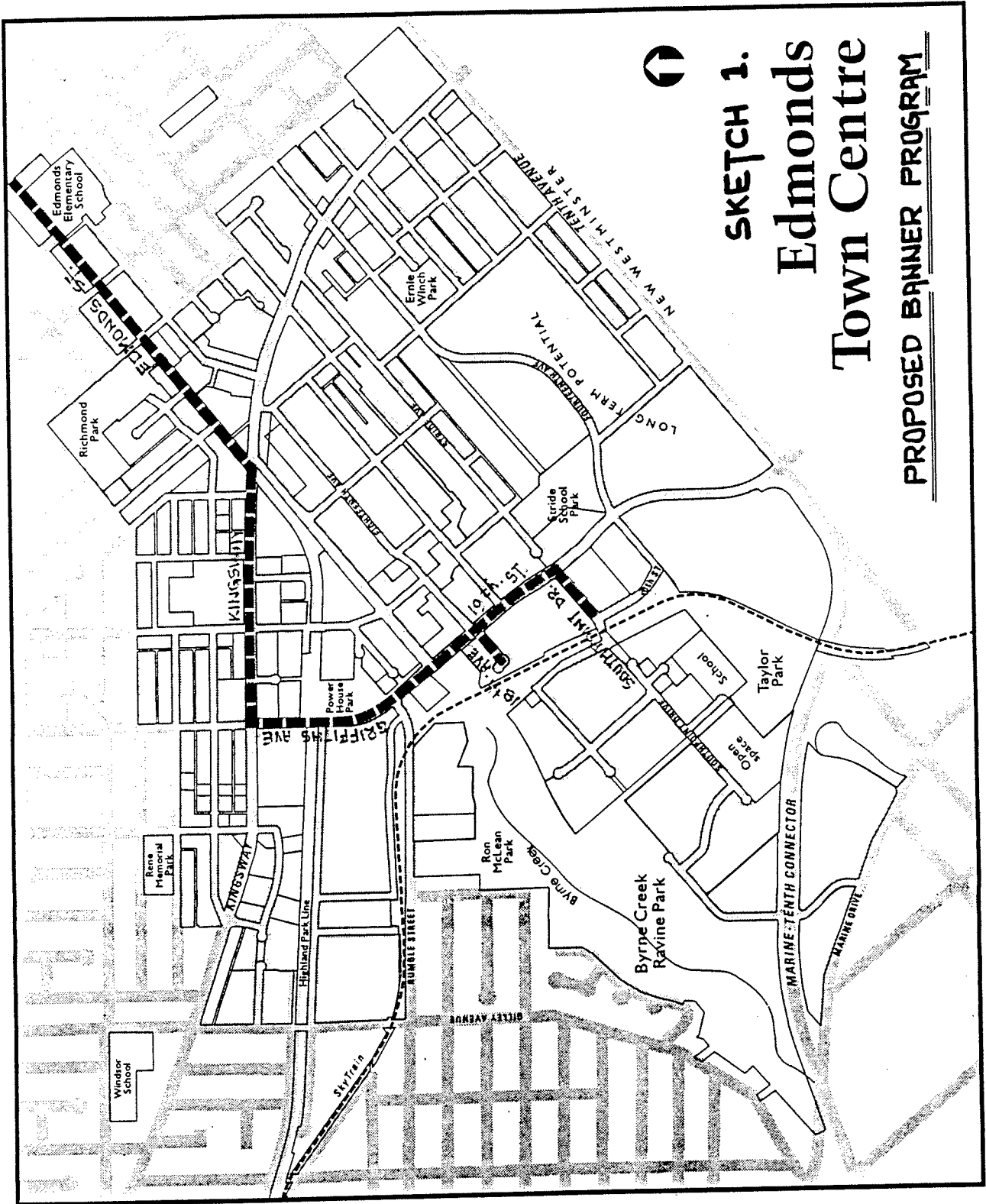
The support of the business community and the interest generated by a school design competition would strengthen the positive effects of a banner program. It is, therefore, recommended that the Committee request Council approval in principle to the implementation of a banner program as outlined in this report.



D. G. Stenson, Director  
Planning and Building

RR:gk

cc: City Manager  
Director Engineering  
Director Finance



**SKETCH 1.**  
**Edmonds**  
**Town Centre**  
**PROPOSED BANNER PROGRAM**