

1998 SEPTEMBER 9

TO: CITY MANAGER

FROM: DIRECTOR PLANNING AND BUILDING

Our File: 15.750.2

SUBJECT: REPLACEMENT BANNERS - EDMONDS TOWN CENTRE

PURPOSE: To seek Council approval to proceed with the creation of replacement Banners for the Edmonds Town Centre.

RECOMMENDATION:

1. **THAT** Council authorize staff to proceed with the development of a replacement banner program for the Edmonds Town Centre as outlined in this report.

R E P O R T

1.0 INTRODUCTION

In 1995 May, Council approved a banner program for the Edmonds Town Centre. School students from all school catchment areas in the Edmonds area were invited to submit designs for the banner program. The "Hands Across Edmonds" banner design submitted by Yukari Yoshime, a Grade 7 student from at Stride Avenue Community School, was selected for installation.

It was anticipated that the set of nylon banners produced using the selected design would last for two seasons (April to October), and would then need to be replaced due to weathering and normal wear and tear. The banners were in use for three seasons, and are no longer suitable for continued use. As such, this report outlines an approach to provide for the creation and installation of replacement banners for the Edmonds Town Centre.

2.0 BANNER REPLACEMENT PROGRAM

The Edmonds Banner Program has served to enhance the streetscape, visual identity, and sense of community in the Edmonds area. This was achieved both through the original banner design and selection process, and the unifying visual effect of the banners for the area. As such, it is proposed that the community again be invited to submit designs for replacement banners for the Edmonds area.

In response to the previous April to October display period for the Edmonds banners, the Economic Development and Tourism Strategy Committee inquired of staff whether a year-round banner program could be established for the area. This would require the production of a second set of banners so that replacement banners can be installed at the same time as weathered banners are removed for refurbishing. The estimated premium cost for this program would include \$18,500 for the production of the second set of banners, and an additional \$5,000 per year for installation and removal costs for the seasonal rotation and refurbishing of the two sets of banners. Given the level of additional costs involved for a year-round program, it is proposed that the City continue with the established April - October display period for a single set of street banners.

With the concurrence of Council, staff would solicit designs for a replacement banner through the distribution of a community notice to schools, community groups, agencies and facilities in the Edmonds area. The notice would invite residents to submit their banner designs to the City for consideration. Eligibility for consideration of the final banner design would be limited to Burnaby residents.

Once designs have been received by the City from the community, staff would bring together a 5 member panel to select the design for the replacement banner program. Suggested members for the selection panel include a Council representative, City staff representatives from the Shadbolt Centre for the Arts and the Planning Department, and two community representatives. Staff would also arrange for the display of the submitted designs at the Eastburn Community Centre. With the selection of the replacement banner design for the Edmonds Town Centre, staff would pursue the production of one set of banners with installation scheduled for early in 1999. The creator(s) of the chosen banner design would be presented with a finished banner.

3.0 FINANCING

The estimated cost for the printing of the set of replacement banners will be in the order of \$18,500. This will provide for the production of 255 nylon banners, including extra banners to replace those damaged over the course of the installation. Sufficient funds for this purpose have been allocated within the 1998 Annual Operating Budget.

In order to proceed with the established April to October display period for banners in the Edmonds area, staff would need to provide for an additional 1999 operating budget allocation of \$10,000 for the installation and seasonal refurbishing of the new set of banners. For subsequent years, staff would also seek to establish an ongoing operating budget allocation for the Edmonds Banner Program that would allow for the seasonal refurbishing of the banners, and the replacement of the community designed banners after three years of use.

4.0 SUMMARY

This report outlines a replacement banner program for the Edmonds Town Centre. The report seeks Council approval to invite Burnaby residents to submit designs for a replacement banner program for the Edmonds area. Production of one set of banners would be pursued in 1998 drawing on a current budget allocation for this purpose.

In order to proceed with the installation and seasonal refurbishing of the banners in 1999, and subsequent years, staff are seeking Council approval for an Annual Operating Budget allocation of \$10,000. Staff also propose to pursue the appropriate budget allocations to provide for an ongoing community designed banner program in the Edmonds area based on a three year banner replacement period.


D.G. Stenson, Director
PLANNING AND BUILDING


LP/KF/sa

cc:

Director Finance
Director Engineering

