

TO: CITY MANAGER

1999 November 15

FROM: DIRECTOR PLANNING AND BUILDING

**SUBJECT: BANNER PROGRAM FOR ROYAL OAK AREA**

PURPOSE: To initiate a banner program for the Royal Oak Community Plan Area.

---

**RECOMMENDATIONS:**

1. **THAT** implementation of a banner program for the Royal Oak Community Plan area as outlined in this report 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** Clinton Elementary School, Windsor Elementary School, Nelson Elementary School and Burnaby South Secondary School be approached to participate in the design of banners for the proposed banner program.

**REPORT**

**1.0 INTRODUCTION**

At its regular meeting of 1999 July 28, Council adopted the Royal Oak Community Plan. During the presentation to Council by the Chair of the Royal Oak Advisory Committee, the desire for a banner program for the community plan area was particularly noted. It was suggested that such an urban design initiative would be an important aspect of the implementation of the new community plan, as it would serve notice to the community of the establishment of the new community plan as well as help to promote community pride.

## 2.0 PROPOSED BANNER PROGRAM

The suggestion of a banner program has significant potential for increasing the profile of the Royal Oak Community Plan area, and in particular the core commercial areas within the community. The proposed locations for a banner program are illustrated on Sketch #1 attached. The presence of a high proportion of wooden poles in the Royal Oak area precludes the placement of banners on what would be considered optimum routes. Therefore, the indicated banner routes were dictated in large part by the availability of steel lighting standards.

There are a total of 106 light standards along the selected routes, each of which would accommodate two banners. To insure impact and quality, fairly large nylon banners, approximately 0.75 m. x 2 m. (2.5 ft. 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

The proposed banner program will utilize the same approach as the well-received Edmonds Town Centre banner program. Much of the proposed banner program is located in the commercial core of the Royal Oak area. 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 school competitions for a banner design would also contribute to the sense of community fostered by a banner program. Subject to Council approval, staff would contact the schools in the area to investigate the level of interest in having students participate in the program. Implementing this approach would involve providing the schools with guidelines for design (such as banner shape and size and number of colours) and subsequently utilizing City staff and banner company production 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 \$37,000. This includes \$18,500 for banner installation, including the permanent installation of brackets on the existing light standards by the City, plus \$18,500 for production of one set of 225 nylon banners, including spares.

Staff is advised that the life span of nylon banners is limited by sunlight and air pollution, and averages eight to twelve months, although experience with street banners in the Edmonds Town Centre suggests that their life span is considerably longer. The seasonal use of more than one set of banners, with cleaning and proper storage, can improve the appearance and life expectancy of the

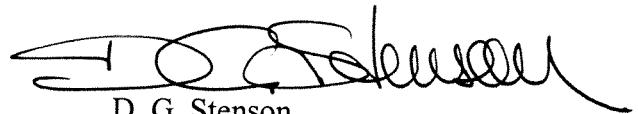
banners. The cost of replacing one set of banners with another set would be approximately \$1,200 for labour, in addition to the cost of the second set of banners itself.

In terms of the next steps in the process, staff would initiate a competition for the design of the banners, and then report back to Council to bring down a bylaw for the cost of the program (once the total cost has been determined). It is estimated that the banners could be installed by the spring of 2000.

#### 4.0 CONCLUSION

A banner program would be a feasible way of enhancing community identity in the Royal Oak Community Plan area.

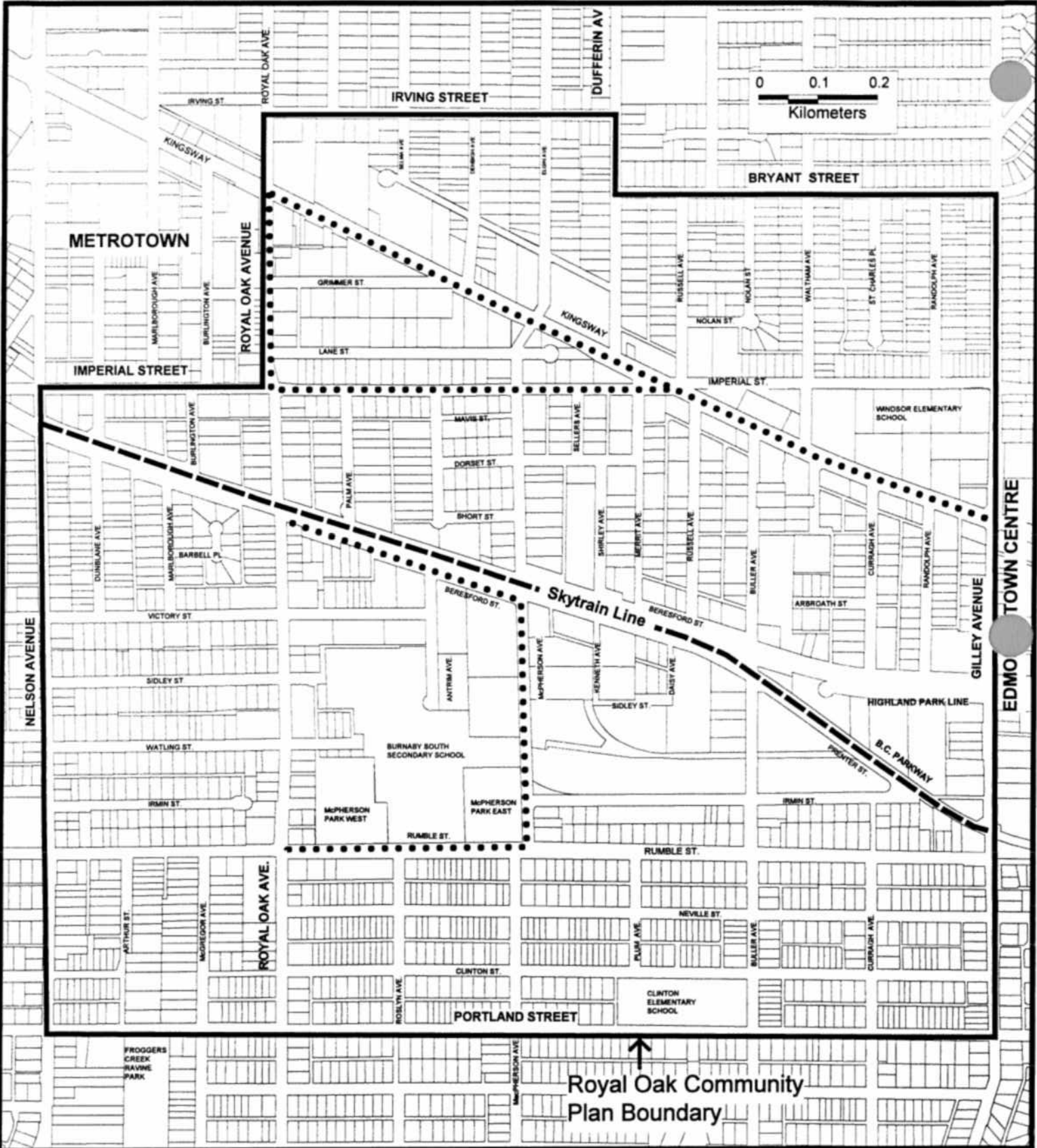
The support of the business community and the interest generated by a school design competition would strengthen the positive effects of a banner program. It is, therefore, recommended that Council approve in principle the implementation of a banner program as outlined in this report.



D. G. Stenson  
Director Planning and Building

EK:hr

cc: Director Engineering  
Director Finance  
Secretary Treasurer, Burnaby School District



Royal Oak Study Area

Proposed Banner Program

..... Proposed Banner Route



Sketch #1