

TO: CITY MANAGER 1999 APRIL 28
FROM: DIRECTOR PLANNING AND BUILDING OUR FILE: 15.750.2
SUBJECT: EDMONDS TOWN CENTRE BANNER PROGRAM
PURPOSE: To obtain Council authorization to pursue an extension of the Edmonds Town Centre Banner route.

RECOMMENDATION:

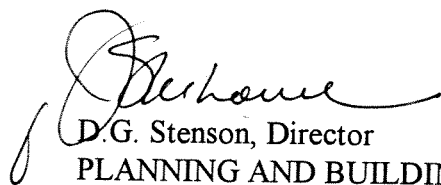
1. **THAT** Council authorize staff to pursue an extension of the Edmonds Town Centre Banner route as illustrated on Figure #1, *attached*, in cooperation with and at the cost of the developer of adjacent sites, Station Hill Park Development Corporation.

REPORT

Station Hill Park Development Corporation has offered to extend the Edmonds Town Centre Banner route, at its own expense, along Southpoint Drive to Station Hill Drive, down to and including Station Hill Court, as illustrated on Figure #1, *attached*. The proposed route extension runs along a portion of the BC Parkway and along a major pedestrian route to the SkyTrain station from the south. It is the opinion of staff that the extension will provide additional recognition of the area as part of the Edmonds Town Centre, and hence compliment the area and the existing banner route.

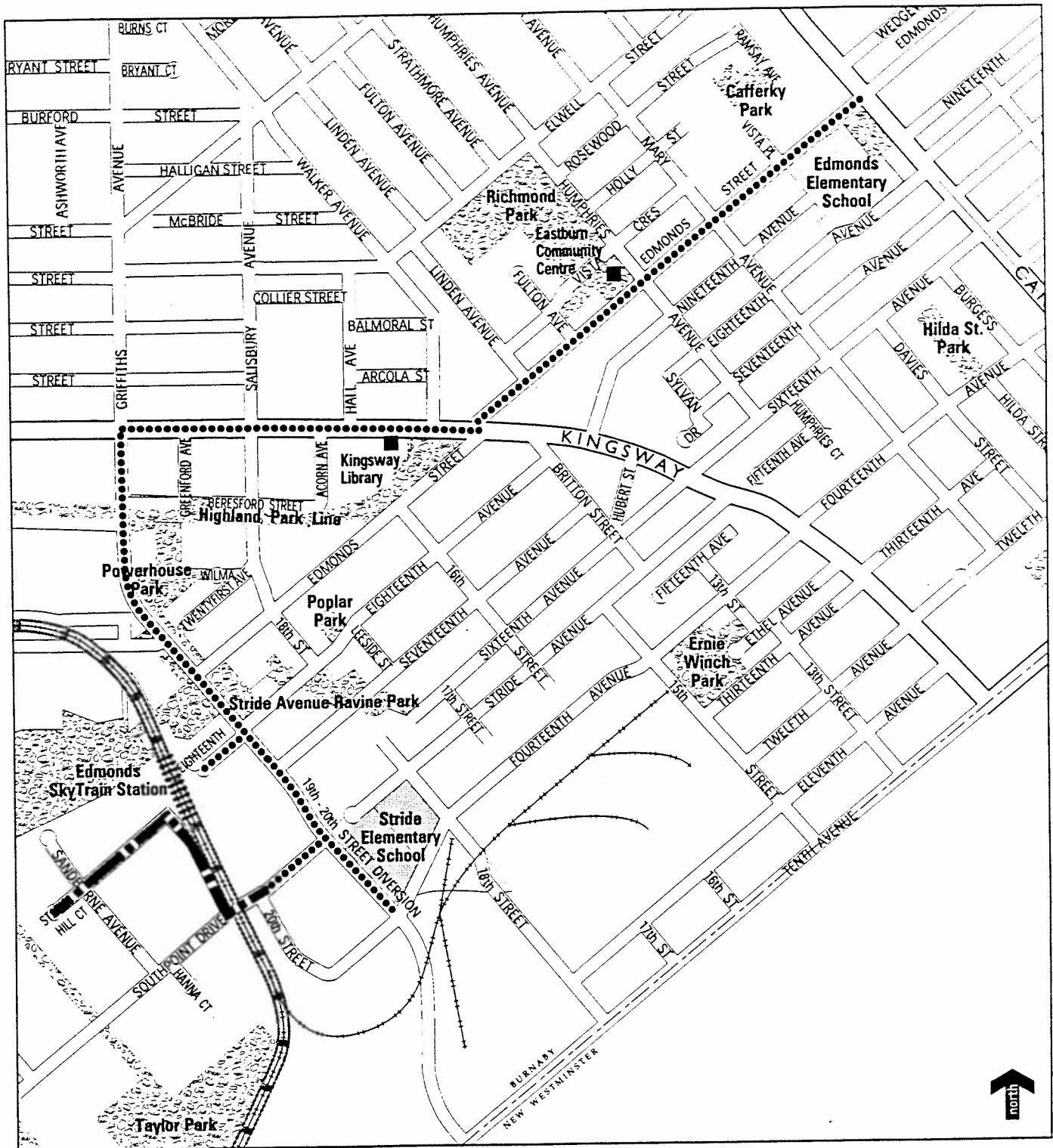
Station Hill Park Development Corporation has offered to pay for the full costs of the banner route extension and its operation for a six year period, as noted in the letter of 1999 April 23, *attached*. Based on an estimate from staff, this includes the installation of banner hardware, the purchase of banners of the same design which are currently in use along the banner route, a new set of banners in approximately three years time, as well as all operational expenses associated with the installation and removal of the banners over a six year period. At that time, it is proposed that the route extension come under the auspices of the Edmonds Town Centre Banner program as a whole, and that the City take over the cost of supplying and maintaining the banners.

If Council authorizes the proposed route extension, staff will work with the Station Hill Park Development Corporation to see the banners installed this summer.


 D.G. Stenson, Director
 PLANNING AND BUILDING

 KSF

cc: Director Engineering
 Director Finance



**Edmonds Town Centre
Location of Street Banners**

**----- PROPOSED ROUTE
EXTENSION**

STATION HILL PARK DEVELOPMENT CORP.

198 West Hastings Street, Main Floor
Vancouver, B.C. V6B 1H2
Tel: 688-2300 / Fax: 683-3420

April 23, 1999

CITY OF BURNABY
Planning Department
4949 Canada Way
Burnaby, B.C.

Attention: Robert Renger

Dear Sirs,

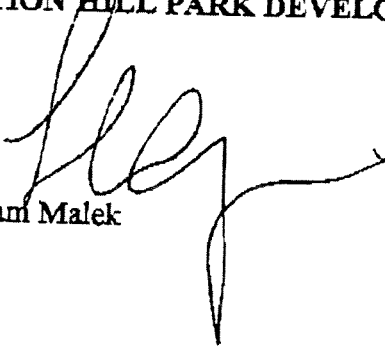
Re: EXTENSION OF EDMONDS TOWN CENTRE BANNERS

Further to our telephone conversation of today, we accept to pay the cost of the Edmonds Town Centre banners being extended from Southpoint Drive southwards across the railway tracks and all along Station Hill Drive down to and including Station Hill Court.

You have stated that this cost is a fixed, one time prepayment of \$9,915 for 6 years worth of banners, and that after 6 years the City will be responsible for replacing and maintaining the banners.

We look forward to working with the City of Burnaby to see the full realization of the Edmonds Town Centre.

Yours sincerely,
STATION HILL PARK DEVELOPMENT CORP.
per:


Shahram Malek

