

TO: CITY MANAGER November 13, 2001
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 replacement banners for the Edmonds Town Centre as outlined in this report.

REPORT

1.0 BACKGROUND

In May 1995, Council approved a banner program for the Edmonds Town Centre. It was determined that the banner design would be selected from designs submitted from the public. Since that time, two sets of banners have been produced, both based on designs submitted by elementary students in the area. The first set of banners were installed in 1995, and the second set installed in 1999. Both sets of banners lasted for the expected three years of seasonal installment (April to October). As this second set of banners now requires replacement, 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 has been achieved both through the public 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 in the Edmonds area.

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 or businesses.

Once designs have been received by the City from the community, staff would bring together a five member panel to select the design for the replacement banners. 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 either the Kingsway Library or the Eastburn Community Centre. With the selection of the replacement banner design, staff would pursue the production of one set of banners with installation scheduled for early 2002. The creator(s) of the chosen banner design would be presented with a finished banner.

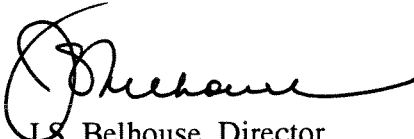
3.0 FINANCING

The estimated cost for the printing of the set of replacement banners will be in the order of \$20,000. Sufficient funds for this purpose have been allocated within the 2001 Annual Operating Budget.

In order to proceed with the established April to October display period for banners in the Edmonds area, sufficient funds have been allocated in the 2002 Provisional Annual Operating Budget for the installation and removal of the new set of banners.

4.0 SUMMARY

This report outlines a replacement banner program for the Edmonds Town Centre and seeks Council approval to invite Burnaby residents to submit designs for a replacement banner program for the Edmonds area.


L.S. Belhouse, Director
PLANNING AND BUILDING

KSF

cc. Director Finance
Director Engineering