

Item	02
Manager's Report No.	30
Council Meeting	04/11/29

TO: CITY MANAGER 2004 November 23

FROM: DIRECTOR PLANNING AND BUILDING OUR FILE: PL 76000-07

SUBJECT: NORTH ROAD BANNER PROPOSAL

PURPOSE: To request authorization to initiate a banner program on North Road in conjunction with the North Road Business Improvement Association and the City of Coquitlam.

RECOMMENDATIONS:

1. **THAT** staff be authorized to pursue the North Road banner program, as outlined in this report.
2. **THAT** a copy of this report be sent to the North Road Business Improvement Association, #333-4501 North Road, Burnaby, B.C. V3N 4R7, and to the City of Coquitlam, 3000 Guildford Way, Coquitlam, B.C. V3B 7N2.

REPORT

1.0 BACKGROUND

At its meeting of 2004 September 27, Council heard a delegation representing the North Road Business Improvement Association. The delegation requested that the City partner with themselves and the City of Coquitlam to initiate a banner program for North Road, to extend from the Trans Canada Highway to immediately north of Cameron Street. Council requested that staff report on the proposal. At the same time, Council requested information pertaining to the possible signalization of North Road and Rochester. This will be the subject of a future report to the Traffic Safety Committee.

The North Road Business Improvement Association (BIA) was formed as a non-profit association in July 2003, and currently has over 30 members representing businesses from Burnaby and Coquitlam. Since the group was formed, they have met on a regular basis and liaised with staff from Burnaby, Coquitlam, TransLink and ICBC regarding traffic safety and beautification in the area. The group has also been successful in bringing festivals to North Road, including the Korean Festival in July 2004 and the Chocolate Festival in October 2004.

2.0 BANNER PROPOSAL

The North Road BIA has requested that street banners be installed on North Road from the Trans Canada Highway to immediately north of Cameron Street (see Sketch #1, *attached*). The North Road BIA has offered to share the costs of the purchase of banners and banner hardware with Burnaby and Coquitlam. The group has further requested that the two municipalities paint the light standards along the proposed banner route.

There are some 53 light standards along the proposed route that are suitable for banner installation. 32 of these are on the west side of North Road (Burnaby) and 21 are on the east side (Coquitlam). The costs of the proposed banner program are as follows:

	North Road BIA	City of Coquitlam (21 poles)	City of Burnaby (32 poles)	Total per component
Banners	\$3,362	\$2,665	\$4,061	\$10,088
Hardware	\$1,938	\$1,536	\$2,340	\$5,814
Installation	\$0	\$1,260	\$1,920	\$3,180
Pole Painting	\$0	\$3,969	\$6,048	\$10,017
TOTAL	\$5,300	\$9,430	\$14,369	\$29,099

These cost estimates are based on cost sharing for banners and banner hardware between Coquitlam, Burnaby and the North Road BIA, while installation and painting would be funded by the respective jurisdiction. The cost to Burnaby and Coquitlam is based on the number of poles in each municipality.

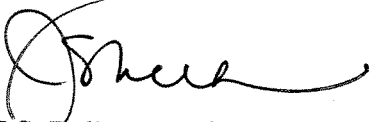
Street banners can be a very effective tool in a beautification program. Given the considerable work being done by the North Road BIA to improve the North Road corridor as a place to shop, play and do business, it is considered desirable to support a banner program in this area. The banner design that has been suggested by the North Road BIA is intended to reflect the strong Korean community in the area through the use of red and blue; celebrate the historical role of North Road, the first road built by settlers in 1859; and to visually unite the two sides of North Road (see Sketch #2, *attached*). Burnaby's name and logo appear in the City's corporate green colour. It is intended that each light standard along the banner route will carry one of each banner, so that the Burnaby and Coquitlam names appear on both sides of the street.

At its meeting of 2004 November 15, Coquitlam City Council endorsed the banner proposal and committed the necessary funding to the project. The cost to Burnaby is estimated at \$15,375 (inclusive of GST). It is recommended that this project be financed from the Stabilization Fund, which has the concurrence of the Director of Finance. There are sufficient funds in Stabilization to finance this project.

Banners typically last two to three years if left up year round. As such, if the banner program is successful and replacement banners are required in the future, a similar cost sharing arrangement could be utilized. It is suggested that the program be assessed in 2007 to determine whether continued cost sharing with the North Road BIA is feasible.

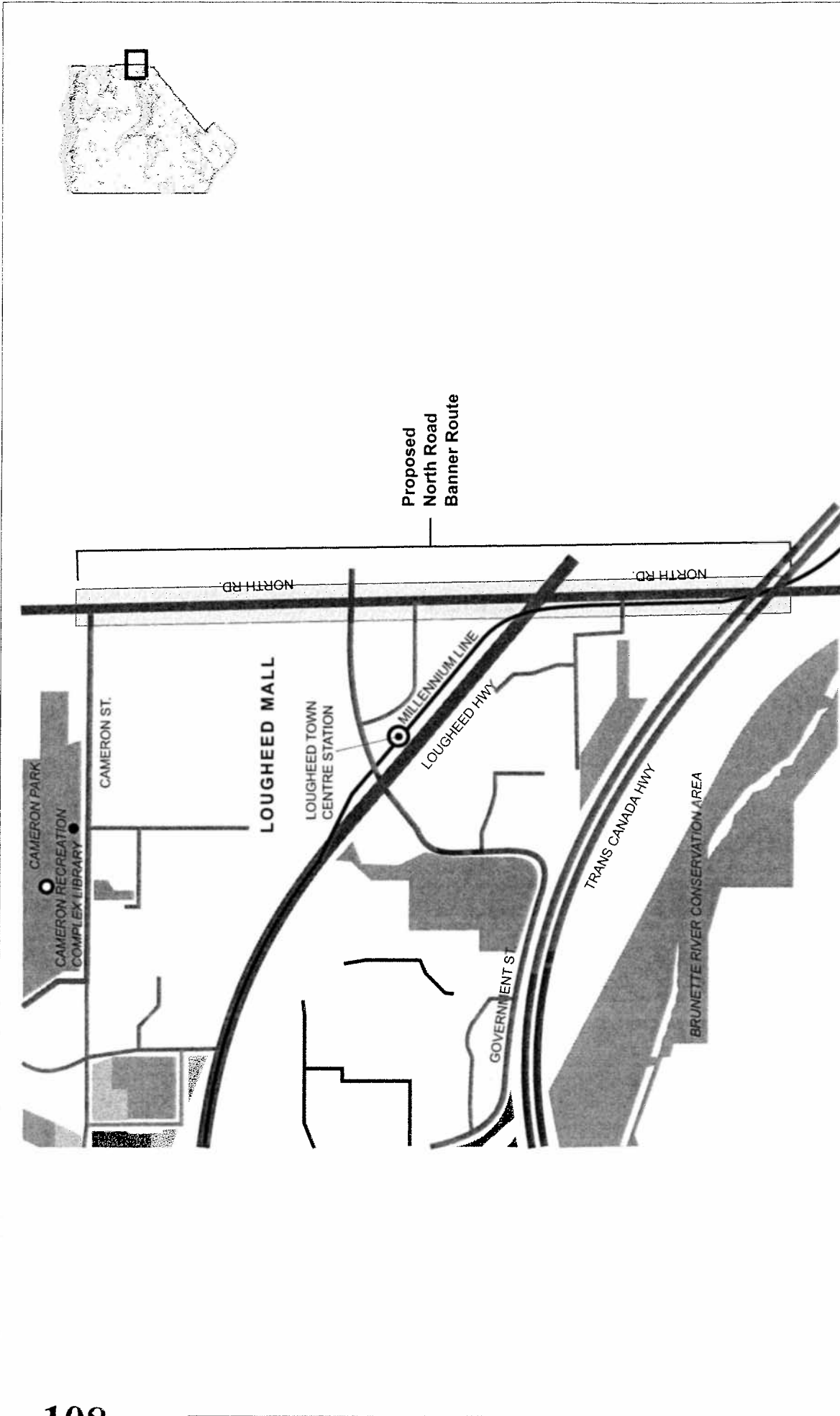
3.0 CONCLUSION

At the Council meeting of 2004 September 27, the North Road Business Improvement Association requested that the City of Burnaby partner with themselves and the City of Coquitlam to initiate a banner program for North Road, to extend from the Trans Canada Highway to immediately north of Cameron Street. The City of Coquitlam has approved the proposed banner program. It is recommended that the banner program be endorsed, and implemented at this time.


J.S. Belhouse, Director
PLANNING AND BUILDING

KSF
Attachments

cc: Director Finance
Director Engineering



Date: November 23, 2004	Scale: N.T.S.	Drawn By:
-------------------------	---------------	-----------



Sketch #1: Proposed North Road Banner Route





Coquitlam

HERITAGE
NORTH ROAD
1859

HERITAGE
NORTH ROAD
1859

