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**TO:** CITY MANAGER **DATE:** 2005 July 19  
**FROM:** DIRECTOR PLANNING AND BUILDING **FILE:** 71100 20  
**SUBJECT:** NEW BANNER PROGRAM - BURNABY MOUNTAIN  
**PURPOSE:** To seek Council approval to proceed with the installation of banners on Burnaby Mountain by Simon Fraser University to commemorate its 40th anniversary.

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**RECOMMENDATION:**

1. **THAT** Council authorize staff to work with Simon Fraser University toward the installation of banners on Burnaby Mountain, as outlined in this report.

**REPORT****1.0 BACKGROUND**

Simon Fraser University (SFU) has requested the use of 43 streetlight poles along Burnaby Mountain Parkway and Gaglardi Way for the installation of banners (see *attached* Figure #1) to commemorate the 40<sup>th</sup> Anniversary of SFU. The banner installation would provide an opportunity for the City and SFU to enhance the visual character of this major route. The poles have not previously been used for banners, and as such new hardware to accept the banners would need to be installed. A visual survey was undertaken to determine the appropriateness of installing banners along the route, and it was found that views would not be adversely affected by their installation.

**2.0 PROPOSED BANNER ROUTE**

In total 43 utility poles have been proposed for the installation of banners, including 27 poles approaching the intersection of University Drive and Gaglardi Way/Burnaby Mountain Parkway, 8 poles from the intersection of Gaglardi Way and University Drive to Broadway and 8 poles on Hastings Street from Inlet Drive to Duthie Avenue (see *attached* Figure #2). A proposed design has been commissioned by SFU that meets current City standards. The installation and maintenance of the hardware and banners would be undertaken by the City's sign shop. It is proposed that the hardware and finalized banners be erected by 2005 August 31 prior to the beginning of the fall semester. The banners would be in place for a period of one year, 2005 September to 2006 September, to celebrate Simon Fraser University's 40<sup>th</sup> Anniversary. In fall 2006,

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the banners would be removed and a review of the banner route would be undertaken to determine whether to retain the banner brackets for future use. It should be stressed that, by supporting SFU's request for the temporary installation of banners along Gaglardi Way and Burnaby Mountain Parkway, the City would assume no responsibility to continue a permanent banner program along the subject route.

### 3.0 FINANCING

The costs associated with the initial design, printing and installation of the banners and hardware, as well as removal of banners and hardware, if necessary, would be totally funded by Simon Fraser University. The City would have the banners tendered, printed and installed to City standards.

### 4.0 SUMMARY

This report requests approval to install banners on Burnaby Mountain as part of the 40<sup>th</sup> Anniversary of Simon Fraser University. If approved, a further report will be submitted to Council in fall 2006 to determine the possible future use of the banner route.

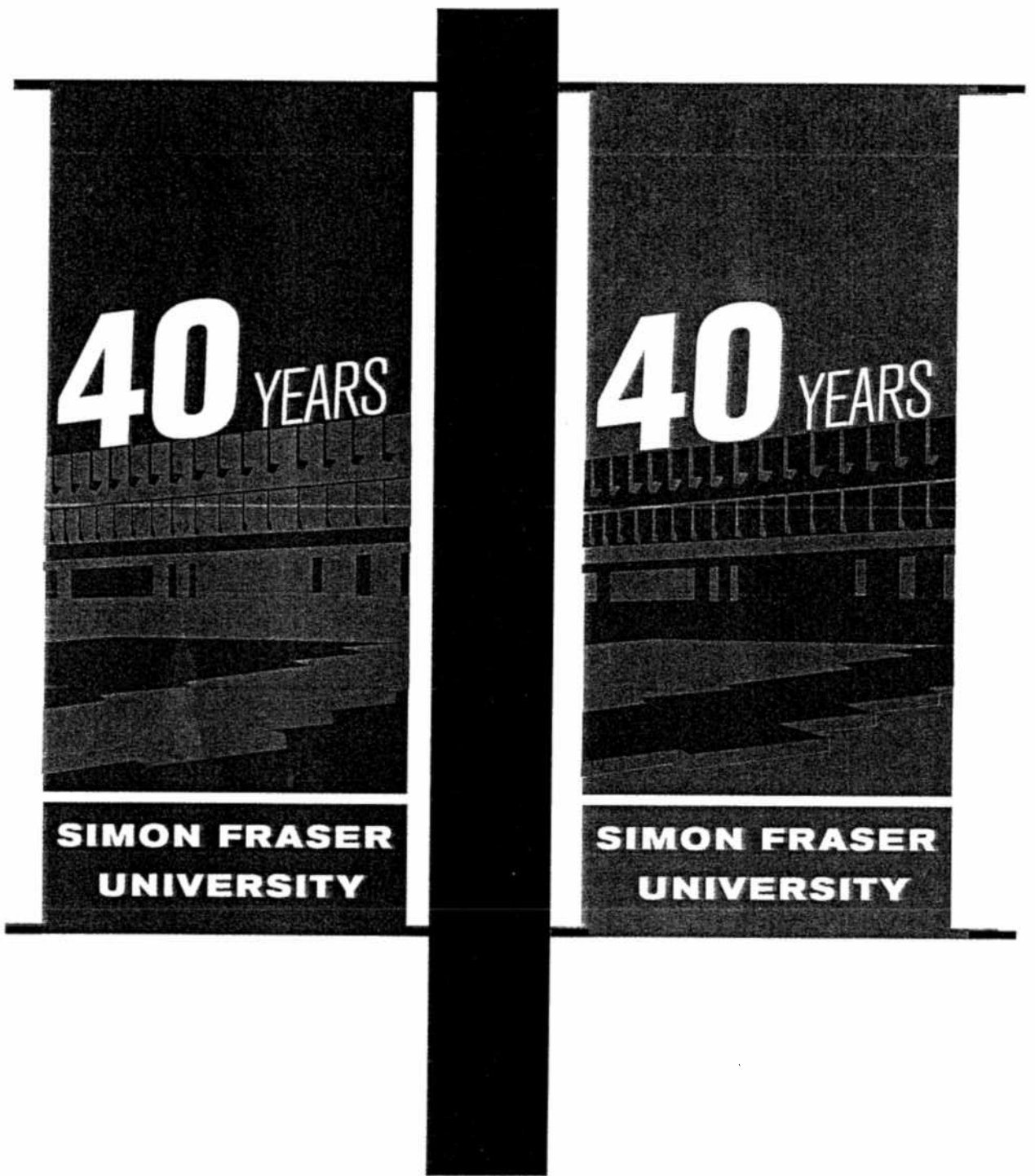


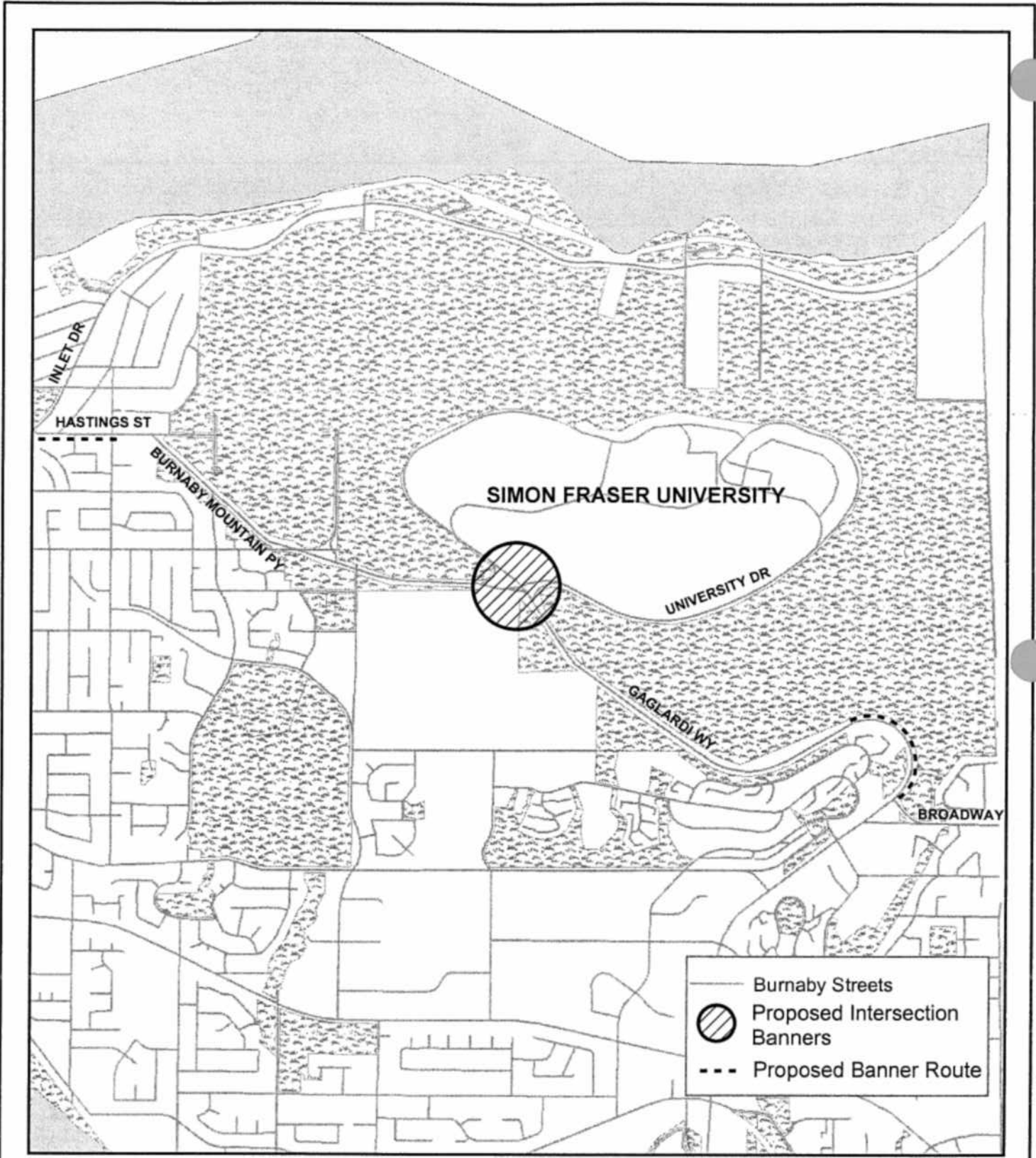
J.S. Belhouse, Director  
PLANNING AND BUILDING

JBS:sla  
Attachments

Copied to: Director Finance  
Director Engineering

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City of Burnaby

Planning and Building Department

Scale: 1:25,000

Drawn by: JBS

Date: 2005 July 18

Burnaby Mountain Banner Program

Figure # 2