

**TO:** CITY MANAGER 2005 February 01

**FROM:** DIRECTOR PLANNING AND BUILDING OUR FILE: 71130 20

**SUBJECT:** REPLACEMENT BANNERS - EDMONDS TOWN CENTRE

**PURPOSE:** To seek Council approval to proceed with the creation of replacement banners for the Edmonds Town Centre and to extend the banner route to the new Taylor Park Elementary School and park.

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**RECOMMENDATIONS:**

1. **THAT** Council authorize staff to proceed with the development of replacement banners for the Edmonds Town Centre as outlined in this report.
2. **THAT** Council approve a minor extension of the banner route in order to include the new Taylor Park School and park, as outlined in Section 3.0 of this report.

**REPORT**

**1.0 BACKGROUND**

In May 1995, Council approved a banner program for the Edmonds Town Centre (see Sketch #1, *attached*). It was determined that the banner design would be selected from designs submitted from the public, with a particular emphasis on including school-aged youth in the area. Since that time, three sets of banners have been produced. The first set of banners were installed in 1995, the second set installed in 1999, and the current set installed in 2001. As the current 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. In addition, a minor extension of the banner route is proposed to enhance the identification of the new Taylor Park Elementary School and park area within the Edmonds Town Centre area.

**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. These objectives have 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 students and residents to submit their banner designs to the City for consideration. Eligibility for consideration of the final banner design would be limited to Burnaby students or residents.

Once designs have been received by the City from the community, staff would format a series of potential designs for submission to a selection panel. It is suggested that the selection committee be comprised of the Edmonds Town Centre Business and Community Association members, who would select the final design for the replacement banners for Council consideration. Staff would also arrange for the display of the formatted designs at either the Kingsway Library or the Eastburn Community Centre. With the final selection of the replacement banner design, staff would pursue the production of one set of banners with installation scheduled for summer 2005.

### **3.0 PROPOSED EXTENSION OF THE BANNER ROUTE**

In September 2004, the new Taylor Park Elementary School was opened. The student population at Stride Avenue Community School was divided with the grade K - 3 students attending the new Taylor Park School and the grade 4 - 7 students attending Stride Avenue. The majority of students attending the new Taylor Park School walk from east of Griffiths Drive along Southpoint Drive.

It is proposed that the banner route be extended along Southpoint Drive from Station Hill Drive to the cul-de-sac on Mission Avenue (see Sketch #1, *attached*). The extension would serve to visually connect the new park and the new school with the Edmonds Town Centre area. There are 13 light standards along the proposed banner route extension, all of which would require banner hardware. The additional cost of the proposed extension, including hardware and banners, is \$3,000.

In order to further the identification of this new park and school area with the Edmonds Town Centre area, it is also proposed that a component of the new banners involve direct children's participation. Specifically, it is proposed that for the light standards between Stride Avenue Community School and Taylor Park Elementary School, one of the two banners on each light standard would be created by the students from the two schools (using a blank white nylon banner panel as a base and painting directly on it). The City's Community Arts Developer would guide the students' participation in the project in order to assure a comprehensive and coordinated look to the banner route in this area.

#### 4.0 FINANCING

The estimated cost for the printing of replacement banners and replacement hardware, including the proposed route extension as outlined above, is in the order of \$40,000. It is requested that this be funded from Prior Year's Surplus. This request has the concurrence of the Director of Finance.

#### 5.0 SUMMARY

This report outlines a replacement banner program for the Edmonds Town Centre and proposes a minor extension of the banner route so as to include the new Taylor Park Elementary school and park area. With Council approval, Burnaby students and residents would be invited to submit designs for a replacement banner program for the Edmonds area.

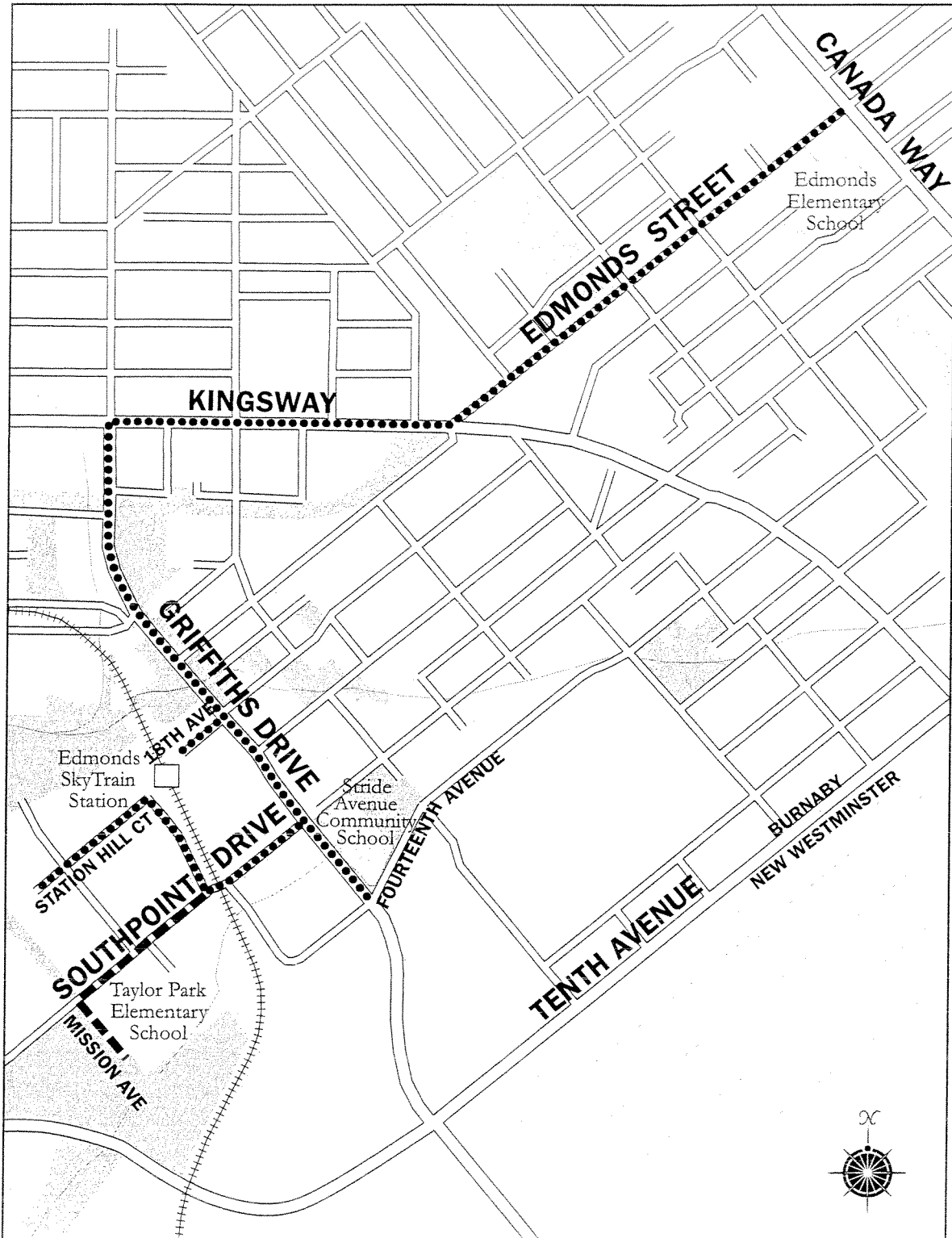


J.S. Belhouse, Director  
PLANNING AND BUILDING

JBS/KSF:jc  
Attachment (1)

cc: Director Finance  
Director Engineering  
Director Parks, Recreation and Cultural Services

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**Edmonds Town Centre  
Location of Street Banners**

2005 01 31  
 Drawn by RCN  
 i:\street banners\locational maps

- ..... Existing route
- ==== Proposed route extension  
 (Southpoint Drive to Mission Avenue to Taylor Park Elementary School)