
TO: CITY MANAGER **DATE:** 2008 May 07
FROM: DIRECTOR PLANNING & BUILDING **FILE:** 37500 19
Reference: ETC - Banners
SUBJECT: REPLACEMENT BANNERS - EDMONDS TOWN CENTRE
PURPOSE: To seek Council approval to pursue the replacement of banners for the Edmonds Town Centre.

RECOMMENDATION:

1. **THAT** Council authorize staff to proceed with the design 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. The first set of banners was installed in 1995, and replacement banners have been installed in 1999, 2001 and 2005. As the existing 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. The Edmonds Banner Program route extends along Edmonds Street, Kingsway, Griffiths Drive, Southpoint Drive and Station Hill Drive, as shown on the *attached* sketch.

The proposed theme for the replacement banner series is "Edmonds Then and Now." The purpose of the theme is to celebrate the architectural history of the Edmonds area and highlight recent changes to the area through redevelopment. In order to involve the community in the process of designing the new banners, it is proposed that the City invite local residents, businesses, students and community groups in the Edmonds area to submit pairs of historical and current photographs or images showing "Edmonds Then and Now". The community would be encouraged to use the new Heritage Burnaby website to choose their favorite historical image and pair it with their own photograph or image of a modern building in Edmonds. A collection of historical images of Edmonds

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would be posted on the site with a link from the City's webpage to allow for easy retrieval and viewing.

The submitted pairs of photographs or images would be reviewed with the most suitable used to create preliminary banner designs. Staff would arrange for the display of the preliminary designs at the Kingsway Library and Eastburn Community Centre with an opportunity for the public to comment on their favorite designs. This public input, in consultation with the Edmonds Town Centre Business and Community Association, would be used to select the final banner design for Council consideration and approval. With the selection of the final replacement banner design, staff would pursue the production of the required 390 banners with installation anticipated for summer 2008. The contributor of the images used in the final banner design would be recognized through presentation of a finished banner.

4.0 FINANCING

The estimated cost for the removing the existing banners, producing the replacement banners and installing the replacement banners is in the order of \$45,000. Sufficient funds for this expenditure are available under the 2008 Planning Annual Operating Budget submission.

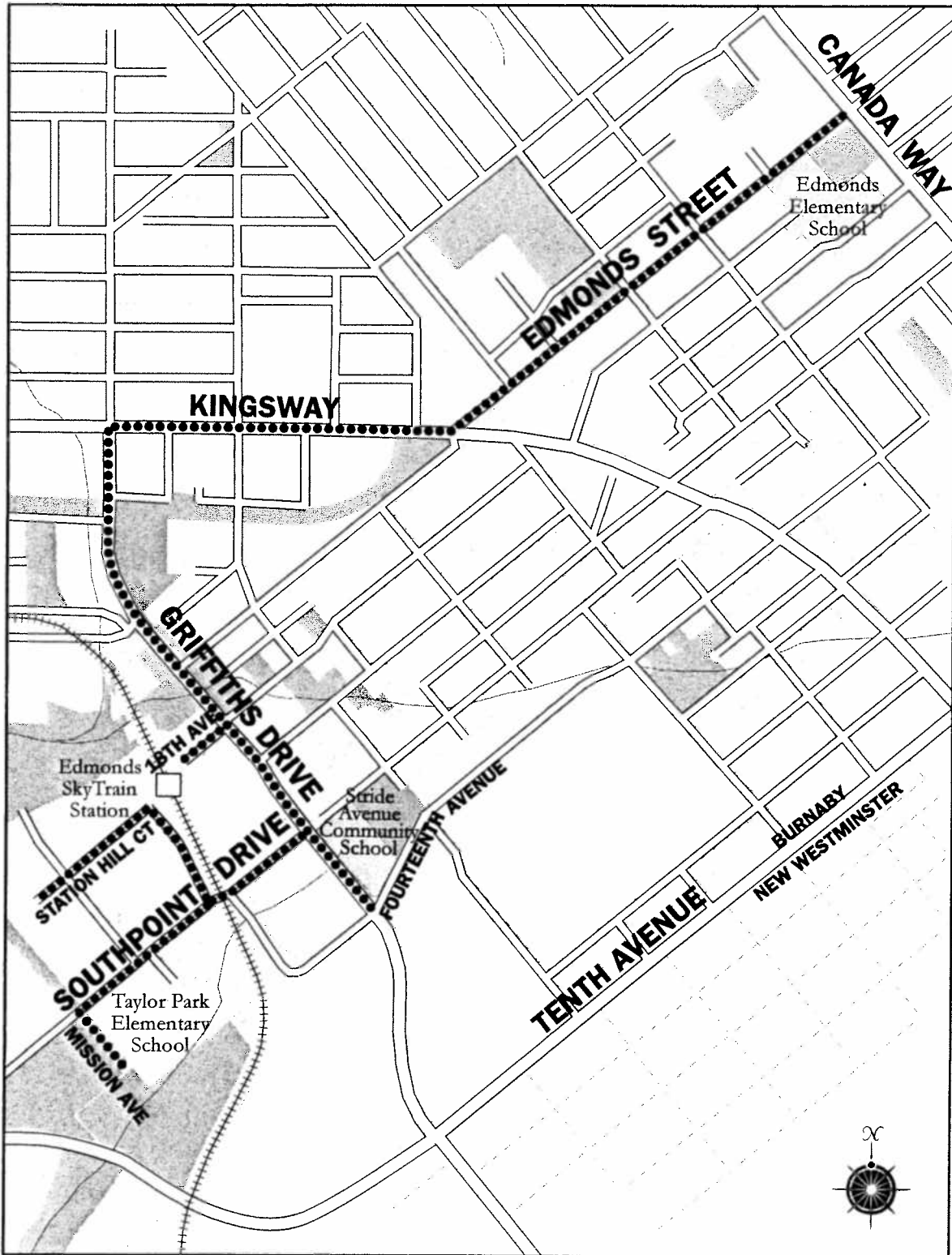
5.0 SUMMARY

This report outlines a replacement banner program for the Edmonds Town Centre. With the concurrence of Council, area residents, businesses, students and community groups will be invited to submit photos and images of "Edmonds Then and Now" to be used for the creation of a replacement banners for the Edmonds area. With Council approval of the final design, staff would pursue the production and installation of replacement banners for the Edmonds area.


B. Luksun
for DIRECTOR PLANNING & BUILDING

JBS/gk
Attachment

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



Edmonds Town Centre
Location of Street Banners

2008 05 07
 Drawn by RCN
 i:\street banners\locational maps

..... Existing route