



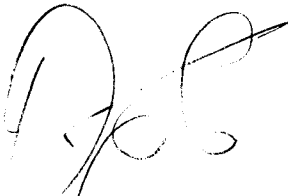
City of Richmond

Report to Committee

To: Parks Recreation & Cultural Services Committee **Date:** November 14, 2003
From: Dave Semple
Director Parks Operations **File:** 7200-20-SBAN1
Re: **Aberdeen Centre Street Banner Sponsorship Proposal - Fairchild
Developments Ltd.**

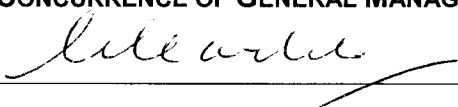
Staff Recommendation

That the sponsorship of street banners for the opening of the new Aberdeen Centre by the Fairchild Developments Ltd. be approved for commencement in December 2003.



Dave Semple
Director Parks Operations
(3350)

Att 2.

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CONCURRENCE OF GENERAL MANAGER 

Staff Report

Origin

Staff have received a proposal from the Fairchild Developments Ltd. (attachment 1) which details a proposal for the corporate sponsorship of a street banner program for the opening of the new Aberdeen Centre. The purpose of this report is to recommend a process for undertaking the street banner proposal in December 2003.

Analysis

The new Aberdeen Centre (attachment 2) is currently under construction. This construction will serve as a focal point for both residents and visitors to Richmond.

Proposal

Attachment 1 provides details of the proposal from Fairchild to sponsor street banners around the new Aberdeen Centre area. In summary the proposal from Fairchild involves the following:

- Fairchild sponsors the cost of creating 120 street banners.
- The design will incorporate the theme of the "Celebration of Richmond's 125th Birthday" and include the "Island City by Nature" logo.
- The City will approve the two designs of the banners.
- Fairchild will pay the City for the installation and take down of the 120 street banners at the site commencing in December 2003 with takedown in July 2004.

Banner locations

Currently there are approximately 60 banner pole locations in the proposed area (attachment 2).

Enabling Policy

As per section 6 of Policy 7703, the following policy guidelines are supported by the Fairchild proposal:

"6. Cost to Sponsor

Interested sponsors would be responsible for the cost of manufacturing, installing, and removing banners, and providing hardware--if not already in place--and removing and replacing hardware and banners which are damaged."

As part of the development of the new Aberdeen Centre, the developer Fairchild has already provided the banner hardware on the majority of street light poles.

Examples of Similar Street Banner Sponsorship Initiatives

The Fairchild corporate sponsorship street banner proposal complements seven recently corporately sponsored and/or recycled street banner initiatives:

- *Steveston Judo Club 50th Anniversary*: involved the sponsorship for 18 street banners along Moncton Street in Steveston in 2003
- *Onni Group of Companies*: involved the sponsorship for 80 street banners at Imperial Landing in Steveston in 2003
- *Telos Technologies Initiative*: involved the sponsorship and provision of hardware for 38 street banners along Jacombs Road in East Richmond in 2001
- *Progressive Construction Initiative*: involves the ongoing financial sponsorship of recycled street banners from previous years community competitions, the supply of hardware and annual financing for the installation/removal of banners outside the city centre on Barnard Drive in Terra Nova
- *Royal Bank Initiative*: involved the sponsorship of street banners along Minoru Boulevard to recognise the 1999 United Nations International Year of Older Persons, banner tail flags were used to recognise the Royal Bank as 'proud sponsor'
- *Asia International Services Corporation (AIC) Initiative*: involved the sponsorship of street banners along No. 3 Road, Hazelbridge Way and Cambie Roads in 1998/1999, banner tail flags were used to recognise AIC as 'proud sponsor'
- *Steveston Village*: involves the annual recycling of City Centre Street Banners along Moncton and Bayview Streets in Steveston

Financial Impact

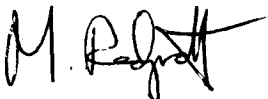
The costs for facilitating the Aberdeen Centre street banner program will be funded via sponsorship from Fairchild.

Value of Sponsorship

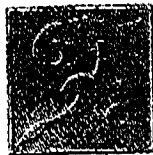
The estimated value of the street banner proposal from Fairchild is approximately \$12,000.

Conclusion

Staff recommend supporting the street banner sponsorship initiative as proposed by the Fairchild Developments Ltd.. As presented, the Fairchild proposal supports the existing street banner sponsorship Policy #7703 for the provision of street banners, and also complements Richmond's past practise of working in partnership with the community and business for neighbourhood beautification.



Mike Redpath
Manager, Parks - Programs, Planning & Design
(1275)
MER:mer



FAIRCHILD DEVELOPMENTS LTD.

November 13, 2003

Mr. Mike Redpath
Manager, Parks – Programs, Planning & Design
Parks, Recreation & Cultural Services
3599 Lynas Lane
Richmond BC
V7C 5B2

Dear Mike:

Re: Street banners for the opening of the new Aberdeen Centre

Thank you for your letter dated November 7, 2003 regarding the street banners for the opening of the new Aberdeen Centre in conjunction with the celebration of 125 years of the City of Richmond.

We would appreciate if the Parks and Recreation Committee could consider our request for the opportunity to sponsor the street banners a period of minimum six months.

With regard to the proposed area of the street banners, we agree with the proposed locations on No. 3 Road and Cambie Road; but would suggest the street banners run from Cambie Road along Hazelbridge Way to Browngate Road only (instead of all the way along Hazelbridge Way to Leslie Road). We shall forward the proposed design of the street banner before the next committee meeting on November 25, 2003 for review and approval.

Meanwhile, if you need any additional information, please feel free to call me at 604-813-2828.

Regards,

Yours truly,

A handwritten signature in black ink, appearing to read 'Danny Leung', with a long, sweeping underline.

Danny Leung
Senior Vice President & General Manager

