



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: October 6, 2025

From: Todd Gross
Director, Parks Services

File: 11-7200-20-SBAN1/CL
Vol. 01

Re: Proposed Commemorative Veteran Street Banner Program

Staff Recommendation

That Option 1 as outlined in the report titled "Proposed Commemorative Veteran Street Banner Program", dated October 6, 2025, from the Director, Parks Services, be approved.

Todd Gross
Director, Parks Services
(604-247-4942)

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	APPROVED BY CAO

Staff Report

Origin

This report is a response to the following referral from the July 23, 2025, Parks, Recreation and Cultural Services Committee.

That staff consult with the appropriate Committee on a customized Veteran Street Banner program for the City and report back.

This report supports Council's Strategic Plan 2022–2026 Focus Area #1 Proactive in Stakeholder and Civic Engagement:

Proactive stakeholder and civic engagement to foster understanding and involvement and advance Richmond's interests.

1.2 Advocate for the needs of Richmond in collaboration with partners and stakeholders.

This report supports Council's Strategic Plan 2022–2026 Focus Area #6 A Vibrant, Resilient and Active Community:

Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

6.1 Advance a variety of program, services, and community amenities to support diverse needs and interests and activate the community.

6.3 Foster intercultural harmony, community belonging, and social connections.

Background

Mayor and Councillors received a letter from The Royal Canadian Legion, Richmond Branch #291 (the Legion) requesting that the City consider establishing a commemorative street banner program to honour veterans. This correspondence was discussed at the July 23, 2025, Parks, Recreation and Cultural Services Committee meeting and was subsequently referred to staff to engage with the Legion regarding the feasibility of implementing a Commemorative Veteran Street Banner Program (Veteran Banner Program).

Staff met with representatives of the Legion to review the letter, the potential scope and timing of the initiative, funding options and how a Veteran Banner Program could be integrated with the City's existing Street Banner Program. The Legion also highlighted a desire to expand the initial proposal to include Minoru Boulevard.

This report discusses how a Veteran Banner Program might be integrated into the existing Street Banner Program and potential funding options.

Discussion

The Legion has partnered with several municipalities across Canada to commemorate veterans who have served for their country as members of the Canadian Armed Forces. The City of Vancouver (Vancouver) and the City of Delta (Delta) have implemented veteran banner programs in cooperation with the Legion. Each of these cities implemented their respective veteran banner programs through different funding models. In Vancouver a sponsorship funding-model is utilized whereby residents principally fund the installation of the banners. In Delta, the program is funded through that municipality's operating budget.

While veterans of major past conflicts, such as the World Wars, have typically been recognized, the Legion has broadened their recognition to include those who served in other conflicts and in more diverse military-related roles. Common to these programs is the display of a veteran's name, portrait photo and verbiage on the panel commemorating their military service and sacrifice.

Proposed Veteran Banner Program

Temporary displays of custom banners are regularly implemented in accordance with the City's Street Banners – Sponsorship – Policy 7707 (the Policy) (Attachment 1). Agencies (e.g., The United Way) place banners along specific roadways for a defined duration which may last several weeks or up to several months. Consistent with the Policy, the organization sponsoring the temporary banner placement covers all costs associated with the installation including banner design, manufacturing, installation, take-down and storage, as well as the staff time and City equipment and material charges required throughout the process. Once the temporary banners are removed, staff re-install the previous banners, which are part of the annual Street Banner Program, unveiled each spring, and feature imagery submitted by Richmond residents.

In consultation with the Legion, staff propose that a Veteran Banner Program be developed based on the following criteria:

Banner Selection Process

It is proposed that the Legion facilitate the nomination process to identify veterans to be profiled in the proposed Veteran Banner Program. Through a public solicitation process, the Legion has successfully administered this selection process in other communities across Canada. As subject matter experts, the Legion will provide the City with the verified names and matching portraits of veterans who either were born or resided in Richmond. The City will rely on the Legion's official definition of what constitutes a veteran which includes soldiers who fought and died in the field of battle, as well as those who have served in other roles as defined by the Legion. Additionally, the City's Archives has numerous records and photographs of Richmond veterans available to support the Veteran Banner Program.

Location and Extent

The veteran banners will be mounted on existing banner program infrastructure. As shown in Attachment 2, the proposed location and number of veteran banners are as follows:

General Location

In the vicinity of the City's cenotaph and Richmond City Hall.

- No. 3 Road (from Westminster Highway to Granville Avenue): 54 banners on 27 lamp standards;
- Granville Avenue (from No. 3 Road to Gilbert Road): 26 banners on 13 lamp standards; and
- Minoru Boulevard (from Granville Avenue to Westminster Highway): 34 banners on 17 lamp standards.

Potential Program Total (as currently proposed): 114 banners on 57 lamp standards.

Banner Format

As per Attachment 3, both the City and the Legion will work together on a street banner design which meets the graphic standards and formatting guidelines for both organizations. Each lamp standard will portray two individual veterans. The banners will be constructed to the same specifications as those in the City's Program.

Duration

The banners will be in place for two months commencing October 1 through November 30, 2026, to coincide with the 100th Anniversary of the Royal Canadian Legion and continue on an annual basis as part of the Veteran Banner Program.

Three-Year Banner Lifespan

The Veteran Banner Program will be replaced every three years as determined by the lifespan of a typical banner. This is due to exposure to the elements and associated wear resulting in colour fading and damage to the fabric. During this three-year span, the veteran banners will be removed at the end of the display period (i.e., after Remembrance Day), dry cleaned and put into storage for re-use the following year.

The decommissioning of veteran banners will be coordinated with the Legion due to the solemn nature of the banners. Returning veteran banners to the relatives of the soldier profiled will occur if feasible.

Programming and Funding Options

Option 1: City Funded Veteran Banner Program (Recommended)

Approval of this option supports the Veteran Banner Program as outlined above by adding a new component to the existing Street Banner Program. This option is recommended because it is consistent with the City's support to date for veterans and the City's Remembrance Day activities and recognizes the Legion's in-kind support of the selection process. Should this option be endorsed, staff would submit a one-time Additional Level request of \$45,260 in the 2026 Budget Process for Council consideration to support the Veteran Banner Program for three years (based on the estimated lifespan of a street banner on short-term display). If the program is to continue in 2029, staff will seek Council approval for additional funding at that time.

Option 2: Externally Funded Veteran Banner Program (Not Recommended)

This option also implements the above outlined Veteran Banner Program but would be implemented following the City's Street Banner Sponsorship Policy, consistent with past practices involving similar organizations.

Year 1: As per the Policy, all program related costs for the purchase of a new banner and associated installation and coordination costs (\$210 per banner) borne by the City would be billed to the Legion on a direct cost-recovery basis. At the conclusion of the two-month display period, the banners would be returned to the Legion for dry cleaning, storage and re-use the following year.

Year 2 and 3: Should the same banners be re-installed for the following two years, the cost would be \$93.50 per banner.

This option is not recommended as it would not be consistent with the City's support to date of the Legion's efforts to see veterans who lived or were born in Richmond memorialized.

Option 3: Do Not Proceed with a Veterans Banner Program (Not Recommended)

The City demonstrates its ongoing support of the Legion and veterans by hosting the annual Remembrance Day commemorative event at the City's cenotaph as well as the recent installation of the veteran's themed crosswalk on No.3 Road adjacent to City Hall. Consistent with the City's Street Banner Sponsorship Policy, the City reserves the right to refuse an application from any interested party wishing to have sponsor street banners installed. Staff would work with the Legion to find other opportunities to commemorate the contributions of veterans in the community by other means.

Financial Impact

Should Council support the Veteran Banner Program, a one-time additional level expenditure of \$45,260 will be included for consideration in the annual budget process to support the three-year banner lifecycle for the installation of 114 veteran banners in 2026 through 2028.

Conclusion

The proposal from the Legion to recognize the contributions of veterans by participating in the City's existing Street Banner Program is a recognition opportunity consistent with other communities in Metro Vancouver. A commemorative Veteran Banner Program would enhance the City's annual commemoration in honor of veterans leading up to, and including, the City's Remembrance Day ceremonies held at the cenotaph.

The high-profile nature and placement of the street banners along some of Richmond's busiest city centre roadways will help inform residents about our community's history and honour the service of Richmond veterans.

A handwritten signature in black ink, appearing to read 'A. Kurnicki', with a horizontal line drawn underneath.

Alexander Kurnicki
Manager, Parks Programs
(604-276-4099)

- Att. 1: Street Banners – Sponsorship – Policy 7707
2: Proposed Commemorative Veteran Street Banner Program Map
3: Proposed Commemorative Veteran Street Banner Format



Page 1 of 3	Street Banners – Sponsorship	Policy 7707
	Adopted by Council: May 12, 2008	

POLICY 7707:

It is Council policy that the following shall be considered the City's policy on sponsorship of Street Banners, and such policy shall be reviewed on an annual basis:

1. Who May Apply

Any interested party may apply to sponsor street banners although the City reserves the right to refuse any application.

Application for street banner sponsorship must fall into one of four categories:

1. Sponsorship by Corporations (Corporate Sponsorship)
2. Sponsorship by Non-Profit Organizations (Non-Profit Sponsorship)
3. Sponsorship by Special Event Organizers (Event Sponsorship)
4. Other

Non-profit organizations must be registered as not-for-profit societies in British Columbia. Sponsorship by corporations may include an application made by a licensed Richmond business or a business improvement association (B.I.A.). Sponsorship by special event organizers may be by any event organizer of an event approved by the City's REACT (Richmond Events Approval Coordination Team) Committee. Other applications will be considered on an individual basis.

2. Application Process

For all sponsorship categories, applicants must apply to the City with their proposal indicating the locations of the banners they wish to install. This proposal is to include banner designs. Staff will review submissions and approve based on consistency with this street banner policy. Council will receive an annual update on street banner sponsorship applications.

In the event that there are conflicting applications for street banner sponsorship, the City will review the application on a first-come, first-served basis notwithstanding the following:

- The winning entries from the annual City of Richmond Street Banner Contest will have priority over all sponsorship applications
- Sponsorship applications from non-profit organizations will have priority over applications from events and corporations
- Sponsorship applications from events will have priority over applications from corporations



3. Sponsored Banner Restrictions

The City reserves the right to limit the number of banners an applicant may sponsor at one time and the length of time a promotional banner can be displayed.

There will be no sponsored banners by any organization, other than the, "Look of the Games," as authorized by the City of Richmond, permitted in the period Dec. 1 2009 through March 31 2010 in the City.

The City reserves the right to restrict any other periods of the year to sponsored banners.

4. Sponsor Recognition

Any corporate recognition or commercial content on any banner will not exceed 20% of the total area of the banner. This may be located on the banner itself or on a separate sponsorship flag affixed to the bottom of the street banner.

5. Banner Location

For banner displays outside of the locations in use by the existing City of Richmond Street Banner Program, consideration will be based on:

- a) how banners will contribute to and enhance the distinct character of the area
- b) the structural integrity of the street lighting fixtures in the proposed locations

Corporate sponsorship of street banners will be limited to the immediate proximity of the sponsoring business or business improvement association (B.I.A.).

Non-profit sponsorship of street banners will be limited to the immediate proximity of the not-for-profit society's business office.

Event sponsorship of street banners will be limited to the immediate proximity of the event and will be installed for a period of time agreed upon by the City.

6. Design

The production of street banners must conform to the standards established by the City in regards to colour, content, material, and dimensions. The banner content must be secular, non-partisan, and non-political.



7. Cost to Sponsor

Sponsors are responsible for all costs associated with the manufacturing, installation, and removal of banners, including hardware costs if it is not already in place.

Installation of street banners on City street lighting fixtures may only be performed by City staff. The sponsor is required to provide the City with the total number of banners approved for installation as well as a 10% contingency for replacement due to damage or loss due to winds. The City is not responsible for lost or damaged street banners.

Corporately sponsored banners that contain commercial content and/or logos or slogans will be charged a monthly rental fee of \$20 per banner pole.

Payment for installation and removal must be received 14 days prior to installation.

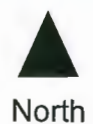
Proposed Commemorative Veteran Street Banner Program Map



Proposed Scope:

- 54 Banners on No. 3 Road
- 26 Banners on Granville Avenue
- 34 Banners on Minoru Boulevard

114 Banners Total



North

Proposed Commemorative Veteran Street Banner Format



Note:

- Images and banner format provided by The Royal Canadian Legion.
- Two veterans will be profiled on each lamp standard.
- The above examples portray two optional portrait formats (circular or square). Staff will work with The Royal Canadian Legion to finalize the appropriate format.