



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: June 30, 2025

From: Todd Gross
Director, Parks Services


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

Milton Chan, P.Eng.
Director, Engineering

Re: Street Banner Referral Response

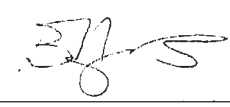
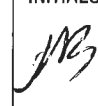

Staff Recommendations

1. That a detailed assessment and design of Option 1, "Banners on Poles on North and South Ends along No. 5 Road (Steveston Highway to Blundell Road)", as outlined in the staff report titled "Street Banner Referral Response", dated June 30, 2025, from the Director, Parks Services and the Director, Engineering, be approved; and,
2. That a Street Banner Plan, as outlined in the staff report titled "Street Banner Referral Response", dated June 30, 2025, from the Director, Parks Services and the Director, Engineering be developed.


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


Milton Chan, P.Eng.
Director, Engineering
(604-276-4377)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Business Services	<input checked="" type="checkbox"/>	
Intergovernmental Relations and Protocol Unit	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

This report is in response to the following referral from the September 24, 2024, Parks, Recreation and Cultural Services Committee:

That the staff report, "Street Banners Program Update", dated September 26, 2024, from the Director, Parks Services, be referred back to staff to provide additional information on:

- 1. Retrofitting options for existing poles along the Highway to Heaven section of No. 5 Road, including load capacities and estimated cost of retrofitting poles or replacing poles;*
- 2. Various banner configuration options along the Highway to Heaven section of No. 5 Road, including installation of banners only on the north and south end of the section, only the east-side of the section or only in front of the religious institutions in the section;*
- 3. Other potential sources of funding for the program, including grants and community partnerships; and*
- 4. Expansion of the Street Banner Program in other areas of Richmond; and report back.*

This report supports Council's Strategic Plan 2022–2026 Focus Area #3 A Safe and Prepared Community:

Community safety and preparedness through effective planning, strategic partnerships and proactive programs.

3.4 Ensure civic infrastructure, assets and resources are effectively maintained and continue to meet the needs of the community as it grows.

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 programs, services, and community amenities to support diverse needs and interests and activate the community.

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

Analysis

The referral provided to staff identified four key items for investigation and response:

1. Retrofitting options for existing poles;
2. Configuration options for banners;
3. Exploring other potential funding sources; and
4. Expansion of the Street Banner Program (the Program).

The following information responds to each of the four requests.

1. Retrofitting Options for Existing Poles

Preliminary Assessment of Retrofitting Street Light Poles with Banner Arms

A review of the 75 street light poles along No. 5 Road from Blundell Road to Steveston Highway showed that most poles appear to be in good or well-maintained condition. Approximately 10 per cent of the poles show signs of discolouration or rust, particularly near the base. The presence of rust may present structural concerns for banner arm retrofitting, potentially requiring replacement of affected poles. Additional site constraints, such as overhead power lines, vegetation, and signage attachments, were also noted, along with the presence of underground utilities. These factors may influence both the feasibility and cost of future pole and/or base replacements, though their exact impact cannot be confirmed without further on-site investigation.

Based on this review, a preliminary strategy for evaluating pole condition and structural capacity was developed, identifying key engineering considerations and estimating costs associated with the design and implementation of banner arm attachments.

i. Detailed Assessment and Design

The next steps would be to perform a detailed assessment and design to confirm load-bearing capacity and overall suitability of each individual pole and base for banner arm retrofits. This includes geotechnical and non-destructive testing and considers wind loading and other engineering factors. This would also include the development of a new City-wide template design for a standard street light pole and base with banner arms suitable for use along No. 5 Road and other areas of Richmond.

The estimated cost to complete the detailed assessment and design ranges from \$50,000 to \$70,000, depending on the banner configuration option as well as the number of poles included in the preferred option. Below are the different configuration options for banners.

ii. Estimated Retrofit and/or Replacement Construction Costs

The assessment or design impacts are expected to result in three possible condition categories with cost implications as follows:

- a) Well-maintained – estimated construction cost of \$2,000 per pole, which would include installation of banner bracket and banner arms on existing pole and base;
- b) Moderate condition – estimated construction cost range of \$5,000 to \$10,000 per pole, which would include installation of new pole with banner arms on existing base; and
- c) Poor condition – estimated construction cost of \$30,000 per pole, which would include removal and installation of new base and pole with banner arms.

2. Configuration Options for Banners

A review of the banner configuration options, including estimated capital and operating costs, as well as benefits for each option are outlined below for Council's consideration.

*Option 1: Banners on Poles on North and South Ends along No. 5 Road
(Steveston Highway to Blundell Road) – (Recommended)*

This option would provide for five poles on each side of No. 5 Road, north of Steveston Highway, and five poles on each side south of Blundell Road, for a total of 20 poles supporting 40 banners. This approach would highlight entry points and be consistent with the Program placement strategy of creating gateways, but would leave the majority of the roadway without banners. The estimated cost for detailed assessment and design services associated with this option is approximately \$50,000, with an approximate Operational Budget Impact (OBI) of \$4,200.

*Option 2: Banners on Poles on East Side along No. 5 Road
(Steveston Highway to Blundell Road) – (Not Recommended)*

This option would provide banners along all poles on the east side of No. 5 Road between Steveston Highway and Blundell Road, with an allowance for up to 38 poles supporting 76 banners. This approach provides a consistent visual presence along one side of the corridor adjacent to the religious institutions located on this frontage, but would not see the placement of banners on the west side of No. 5 Road. The estimated cost for detailed assessment and design services associated with this option is approximately \$55,000, with an approximate OBI of \$8,000.

Option 3: Banners on Poles Fronting Religious Institutions along No. 5 Road – (Not Recommended)

This option would provide banners in front of the 11 religious institutions located along the east side of the corridor. This would involve an average of three poles per institution, for a total of up to 33 poles supporting 66 banners. This approach offers a strong visual tie to the corridor's identity, but as in Option 2, no banners would be placed along the west side of No. 5 Road or at the Steveston Highway entry point. The estimated cost for detailed assessment and design services associated with this option is \$53,000, with an approximate OBI of \$6,900.

*Option 4: Banners on Poles on Both Sides of No. 5 Road
(Steveston Highway to Blundell Road) – (Not Recommended)*

This option would provide banners along all poles on each side of No. 5 Road between Steveston Highway and Blundell Road, for a total of 75 poles supporting 150 banners. This approach provides a consistent visual presence along both sides of the corridor, adjacent to the religious institutions located on this frontage, but would incur the highest cost. The estimated cost for detailed assessment and design services associated with this option is \$70,000, with an approximate OBI of \$15,800.

Option 5: No Banners on No. 5 Road – (Not Recommended)

This option would have no banners being installed on No. 5 Road. A detailed assessment and design services would be deferred until the completion of a City-wide Street Banner Plan (the Plan) (see below for additional information). There would be no costs associated with this option.

Table 1 below summarizes the estimated costs related to detailed assessment, design, construction and programming of the aforementioned five banner configuration options:

Table 1: Estimated Costs

Configuration Options for Banners	Detailed Assessment and Design Costs	Construction Costs	Estimated Annual OBI
Option 1: Banners on poles on the north and south ends along No. 5 Road (Steveston Highway to Blundell Road) (Recommended)	\$50,000	Up to \$600,000	\$4,200
Option 2: Banners on poles on the east side along No. 5 Road (Steveston Highway to Blundell Road) (Not Recommended)	\$55,000	Up to \$1,140,000	\$8,000
Option 3: Banners on poles fronting the religious institutions along No. 5 Road (Not Recommended)	\$53,000	Up to \$990,000	\$6,900
Option 4: Banners on poles on both sides of No. 5 Road (Steveston Highway to Blundell Road) (Not Recommended)	\$70,000	Up to \$2,250,000	\$15,800
Option 5: No banners on No. 5 Road (Not Recommended)	n/a	n/a	n/a

3. Exploring Other Potential Funding Sources

The Program is funded through an existing Parks Programs Operating Budget allocation. The funding maintains the current levels of service and is adequate for the number of banners and existing banner poles.

The City's existing Street Banner – Sponsorship Policy – No. 7707 (the Policy) (Attachment 1) provides a framework and guidelines for sponsorship of the Program within the following categories:

- a) Sponsorship by Corporations (Corporate Sponsorship);
- b) Sponsorship by Non-Profit Organizations (Non-Profit Sponsorship);
- c) Sponsorship by Special Event Organizers (Event Sponsorship); and
- d) Other.

While the existing policy provides opportunities for community partnerships and sponsorships, the uptake to date has been limited. On occasion, the Richmond Olympic Oval, the United Way, Tourism Richmond and some of the City's Community Associations have purchased temporary banners to advertise their organization, event, or campaign.

Staff are currently not aware of grant funding opportunities at this time, however new and enhanced opportunities to pursue sponsorship and grant funding to support the Program could be explored through an expansion to the Program as described below.

4. Development of a Street Banner Plan (Recommended)

Attachment 2, Street Banner Program Summary Table and Map, provides a summary of the current extent of the Program. Expansion of the Program is currently contingent on new infrastructure being secured through off site works and servicing agreements. While limited to date, new banner poles and lamp standards are and will continue to be provided through these means throughout the City. Examples include locations adjacent to the Richmond Olympic Oval and the Imperial Landing development in Steveston as notable examples.

To advance the Program and expand to new locations, staff propose to develop the Plan. The Plan will:

- Develop a City-wide inventory of lamp standards capable of supporting banner arms;
- Identify key urban spaces and roadways where banner placement would support the City's Wayfinding Strategy and support building neighbourhood identity;
- Identify opportunities to celebrate the City's history, culture and support high profile public events which occur in the community;
- Collaborate with community groups, business associations, Tourism Richmond, community associations and non-profits to identify potential partnerships;
- Identify promotional and sponsorship opportunities such as special programs and high-profile events in the City;
- Provide estimated costs for implementation;
- Explore the potential to expand sponsorship and partnership opportunities to include lamp standard upgrades and new installations; and
- Coordinate with Development Applications for the inclusion of new street banner compatible lamp standards as part of servicing agreements.

In order to develop a plan, a staff working group would be established and would ensure applicable plans such as, but not limited to, the City Centre Area Plan and existing public art plans are considered. Other cultural, wayfinding and place making initiatives will be incorporated as applicable. The Plan will incorporate existing (and updated) program information such as street banner specifications currently available on the City's web site.

Next Steps

Should Council endorse Option 1 (recommended) the next step would be to retain a consultant to carry out the detailed assessment and design. This process would evaluate the feasibility of retrofitting each pole and retaining each base as well as identify any required replacements. Staff would then report back to Council with the recommended banner implementation plan and an updated cost estimate for consideration. As a future step, should Council endorse implementing banners on No. 5 Road, a banner implementation project would be submitted through a future Capital Budget request.

Should Council endorse Development of a Street Banner Plan (recommended), staff would develop the Plan, and bring back a report to Council with a draft plan including budget impacts for their consideration. Staff would be able to provide a draft of the Plan for Council's consideration in Q2, 2026.

Financial Impact

None. Should Council endorse Option 1 (recommended), there would be no financial impact. The \$50,000 for the detailed assessment and design services will be funded from the existing Council-approved Street Light Condition Assessment – Phase 1 budget. Staff would amend the scope for this multi-year program to include the detailed assessment and design services for adding banners to street lights on No. 5 Road, which will result in a decreased allocation to other priorities currently funded by the Program. Finalized OBI impact figures would be brought back as part of the draft plan.

The completion of the Plan would be covered by internal resources and funded through existing operating budgets.

Conclusion

The Program enjoys broad community support from Richmond residents. From the hundreds of submissions that the City receives each year to the sense of place and civic pride the banners help to foster. If additional banners are to be installed, it is recommended that a coordinated pole assessment, design and the Plan be developed to guide the Program's expansion. Funding for the installation of appropriate infrastructure and the ongoing administration of the Program would need to be supported through a future capital budget funding request and an ongoing sustainable operating funding model. This process would allow more residents across Richmond to enjoy the benefits of this well-regarded program in their neighbourhoods.



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- Att. 1: Street Banners – Sponsorship – Policy 7707
2: Street Banner Program Summary Table and Map



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.

Street Banner Program Summary Table and Map

Table: Street Banner Quantity Count

Left Banner: Theme	Right Banner: Image Description	Quantity
Island City	Tugboat	53
Connection	Hand Heart	49
The Arts	Painted Heron	42
Culture and Heritage	Boat in Window	42
Urban Landscape	Pier	45
Wildlife	Swans	49
Sustainability	Bees	43
Active Living	Kayaker	44
Community	Dancing Ladies	49
Nature	Grasshopper	46
Island City (reinforced)	Tugboat (reinforced)	32

Total City Street Banner Compatible Lamp Standards and Poles: 494

Total Association Banner Poles: 50

Total Poles: 544

Map: City of Richmond Street Banner Locations

