



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee

Date: October 8, 2024

From: Todd Gross
Director, Parks Services

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

Re: **Street Banners Program Update**

Staff Recommendation

That the staff report, "Street Banners Program Update", dated October 8, 2024, from the Director, Parks Services, be received for information.

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

Att. 2

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

Staff Report

Origin

This report is written in response to the following referral from the April 23, 2024, Parks, Recreation and Cultural Services Committee:

(1) That staff examine the possibility of installing street banners along No. 5 Road from Steveston Highway to Blundell Road; and

(2) That staff provide further details of the street banner program including quantities, distribution, and placement of banners;

and report back.

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.

Background

The Street Banner Program (the Program) was initiated in 1993 as part of a broader “No. 3 Road Beautification” program. The place making and civic enhancement practices it initiated including street banners, flowering hanging baskets and formal seasonal display beds in roadway medians throughout the City Centre still remain to this day as the current level of service for the area. Since that time, street banners are located beyond the No. 3 Road corridor within prominent locations throughout the City. See Attachment 1 for more information.

Analysis

Street Banner Program Overview

When the program was initiated in 1993, it was primarily focused on an aesthetic enhancement of the City Centre downtown core and was one facet of an overall beautification program. While the highest density of street banners remains in the City Centre area, banners can also be seen at key areas throughout the City, including the No. 2 Road Bridge, Steveston Highway near No. 5 Road, East Richmond/Cambie King George Park area and in the Hamilton neighbourhood. Expansion of the program to key areas also facilitated neighbourhood identity with banners displayed at Community Association/Society locations as well as means to promote tourism in locations such as Steveston Village.

Concurrently, the art work displayed has also evolved. The Program began with the profiling of drawings submitted by Richmond children, as an art contest was held with the cooperation of Richmond School District No.38. Since that time, it has expanded to include a broad range of art

mediums from residents. Annual submissions include photographs, graphic designs and art work by Richmond residents who submit their art work for consideration. While many professional artists submit proposals, the majority of the submissions are from residents who are expressing their creativity in a variety of ways and artistic mediums.

The Program has a strong community connection and receives an average of 600 new submissions from over 100 artists per year. From this pool, a short list of 20 semi-finalists is selected by a select jury of local artists. To identify the final 10 winning designs, the City hosts a two-week, online public voting process which typically garners 6,000 plus votes. This popular program continues to grow in participation numbers, demonstrating strong civic pride and engagement with residents.

In 2008, Council endorsed the Street Banners – Sponsorship – Policy 7707 (the Policy) (Attachment 2). With this policy, organizations may sponsor the placement of banners promoting their organization and/or a specific event or program. This includes the design, fabrication, placement and removal of the custom sponsor banner, as well as associated staff time to coordinate the sponsorship. Since 2008, the City has hosted sponsorship banners from organizations such as the United Way and Trinity Western University.

All submissions by sponsors are vetted according to the Policy prior to production and installation. Staff review proposed banner locations to ensure lamp standards or poles have the compatible infrastructure as well as the structural integrity to support banner installations. It should be noted that the Policy provides guidance that banner content “must be secular” in nature.

No. 5 Road Street Banners

In the referral, staff were asked to examine the possibility of installing banners along No. 5 Road. While installation of banners is not currently possible, from an engineering perspective, in order to add banners along No. 5 Road, from Steveston Highway to Blundell Road, there are three potential options to consider:

1. **Retrofitting Existing Streetlight Poles:** Adapting poles not originally designed to hold banners;
2. **Installing New Streetlight Poles:** Replacing current poles with ones specifically designed for banners; and
3. **Installing Street Banner-Only Poles:** Leaving the existing poles as they are and installing new, dedicated banner poles, where space allows.

1. Retrofit Existing Streetlight Poles

Retrofitting existing light poles to support banners poses engineering challenges, especially concerning wind loads and public safety. Light poles are designed for specific wind loads based on their height, material and structure. Adding banners increases these loads, potentially causing dynamic effects such as oscillations (that is, movement in a direction the pole is not designed to move in) that could lead to structural failure and safety hazards. The poles' foundations and anchor points, initially designed for the poles alone, may require costly modifications to handle the added loads. Examining alternative street banner designs and materials, which could also reduce wind loads, could be considered as well.

To address these issues, the City would need to hire a design consultant to review the current pole designs and provide detailed engineering drawings for any potential retrofitting. If retrofitting is pursued, each pole must be assessed individually, as the full history of each pole might not be available despite having the original design drawings.

2. Install New Streetlight Poles

Installing street light poles with banner hangers on both sides, is estimated to cost \$2.5 million for procurement, removal and installation of the 75 existing poles in this area. This is a preliminary estimate that takes into consideration the construction costs related to the removal and replacement of the existing poles; however, detailed design would be required for a more accurate cost estimate. Council could consider installation of new infrastructure on the east side of No. 5 Road, that is, along the frontages of only the faith-based communities in the area, the estimated cost to replace 38 poles would be \$1.4 million.

3. Install Street Banner-Only Poles

While the installation of street banner-only poles (no lighting feature) is technically feasible, accurate costs cannot be determined until the area is evaluated for any potential conflicts with existing utilities and infrastructure. Additionally, a layout of the street banner-only poles would need to be determined for this method to be implemented.

Financial Impact

The operating budget for the Program is \$68,000 annually. This provides for the display of 1,088 street banners on 544 poles throughout the City. Should the Program be expanded to include additional locations along No. 5 Road, the estimated capital cost would range between approximately \$1.4 and \$2.5 million depending on the type and location of poles. With the increase in banner locations, the operating budget would also need to increase accordingly.

Conclusion

The Street Banner Program enjoys broad community support from Richmond residents. Whether it is the hundreds of submissions the City receives each year or the sense of place and civic pride these banners instill in our community, the Street Banner Program is very successful by many measures.



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

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

Street Banner Program Summary Table and Map

Table: 2024 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





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



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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.



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Adopted by Council: May 12, 2008		

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.