



Corporate Report

NO: R081

COUNCIL DATE: APRIL 30, 2007

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **April 26, 2007**
FROM: **General Manager, Engineering** FILE: **1850-20**
General Manager, Parks, Recreation & Culture
SUBJECT: **Cloverdale Business Improvement Association (BIA) – Banner Project**

RECOMMENDATIONS

The Engineering Department recommends that Council:

1. Endorse the proposal to install hardware and banners on City street lights in Cloverdale in accordance with the City's banner program.
2. Refer the Cloverdale BIA Banner Project to the City's Beautification Task Force for funding of banners on Provincial street lights for a recommendation back to Council.

DISCUSSION

The Cloverdale BIA and the Cloverdale Chamber of Commerce have been working on a project to install banners in strategic locations throughout the Cloverdale Town Centre and the Cloverdale Fairgrounds potentially in conjunction with the annual Cloverdale Rodeo & Country Fair in May. The banner artwork reflects the heritage of the Cloverdale area and has been approved by the Public Art Advisory Committee.

The Cloverdale BIA has requested that the City provide support for this project by providing the brackets and initial installation for the banners on 180 streetlight poles in the Cloverdale area. Under the City's banner program, the City will fund the supply and installation of the necessary hardware for banners on City street lights and the community associations/BIA, etc., would pay for the mounting and removal of the actual banners. Currently the City has sufficient hardware for the number of City street light poles requested by the Cloverdale BIA. The cost of mounting the banners is typically around \$70 a pole. The City has made an arrangement with its street light contractor under which they will install both the banners and the hardware at the same time at no extra cost. However, this does not provide for banners on the Provincial Highway network

(i.e., 176 Street and Highway 10). We understand that the Cloverdale BIA is also pursuing this with the Provincial Ministry of Transportation.

In 2005, Council provided the Whalley BIA with a \$25,000 grant from Council Initiatives, for the mounting of banners in the City centre.

The City has established a Beautification Task Force to address beautification initiatives throughout the City, which banners on Provincial Highway would fall within. It is recommended that this project be referred to the City Beautification Task Force for consideration in their 2007 beautification initiatives. By looking after installation hardware and banners on City street lights, the City could allow the Cloverdale BIA to partially achieve their goal.

CONCLUSION

The Cloverdale BIA and the Cloverdale Chamber of Commerce have partnered together to promote a banner beautification initiative in the Cloverdale Town Centre area in conjunction with the annual Cloverdale Rodeo & Country Fair. They have requested that the City provide the brackets and initial installation on 180 streetlight poles within the Cloverdale area. The City will deal with banners on City street lights in Cloverdale in accordance with the City banner program. However, for banners on Provincial street lights, it is recommended that they be referred to the City Beautification Task Force for consideration in their 2007 beautification initiatives.

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