

R265 : City of Surrey - Street Banner Program



# **Corporate** NO: R265

# **Report** COUNCIL DATE: December 11, 2000\_

## **REGULAR COUNCIL**

**TO: Mayor & Council** DATE: **October 19, 2000**

**FROM: General Manager, Engineering** FILE: **3200-007**

**General Manager,  
Parks, Recreation & Culture**

**SUBJECT: City of Surrey - Street Banner Program**

## **RECOMMENDATION**

That this report and the attached “City of Surrey Street Banner Practice and Procedures” (Appendix “A”) be received as information.

## **INTENT**

To advise Council of the recently developed procedures and administration process for externally funded street banner projects.

### **Definition**

For the purpose of this report, banners are defined as temporary, vertical panels which are affixed to street light poles (see photos - Appendix “B”).

## **DISCUSSION**

The attached practice and procedures was developed jointly by the Engineering and Parks, Recreation and Culture Departments in response to increasing requests from the community, including non-profit and business organizations and citizens at large, that the City develop a process to administer requests for community funded street banners. This newly developed process shall be reflected within the respective departments' “Practice and Procedures” manuals.

Many large urban cities, both nationally and internationally, permit and support the use of street banners via privately funded programs or through civic programs. Programs of this nature are relatively simple to administer and provide great benefits to the community that are reflective of the principles surrounding Council's Clean City Campaign and Tourism Action Plan by:

- beautifying the City through dramatically enhanced streetscapes;
- enhancing public image; and increasing community pride and identity

The Parks, Recreation & Culture Department is currently piloting a banner project in the Newton area in partnership with ICBC.

### **Street Banner Location Plan**

In January 2000, the Planning Department identified an overall inventory of street banner locations throughout the City. The key areas for the street banners were identified primarily within each of the six town centres as well as the Strawberry Hills community. This overall plan identified a total of over 600 street banner locations along Surrey streets (see Appendix "C"). All banner installations will be restricted to these identified locations.

### **Street Banner Categories**

Street banners have been classified as "City Beautification" or "City Special Event" banners, as follows:

#### **1. City Beautification Banners**

City Beautification Banners provide an opportunity for community stakeholders (i.e. community business improvement associations) to implement specific beautification banners within their respective communities. It would be required that banners of this nature be artistically and uniquely designed and subject to review and approval by the Public Art Advisory Committee. In addition, the stakeholder groups would be responsible for the funding of their respective banner programs which would include banner design, creation, installation, maintenance and removal.

#### **2. City Special Event Banners**

City Special Event Banners are the second component of the program; they are related to short term City and external sponsored events or activities (i.e. Farmer's Market, Whalley Community Festival, Air Canada Championship, etc.). Funding for these ventures will be sourced by the contributing City department or the responsible organization (external entity). Special Event Banners will commonly carry a message of the noted event (i.e. date, time, location) incorporated into a graphic design.

### **Role of Public Art Advisory Committee (PAAC)**

All City Beautification banners will be subjected to review and approval by the Public Art Advisory Committee (PAAC) or a delegated standing committee of the PAAC. Special Event banners will be submitted to PAAC for input and review whenever possible.

The purpose of Surrey's Public Art Advisory Committee's involvement is to carry forward the following principles of Surrey's Public Art Policy:

1. to ensure that artwork and creative concepts of artists become part of the planning and design of publicly

accessible spaces and contribute positively to making public art visually stimulating and community oriented;

2. to guarantee a fair and consistent public selection process so that all the citizens of Surrey can access and participate in the cultural, economic and social development opportunities afforded by public art; and
3. to serve as an act of public trust and stewardship for public art.

### **Program Administration**

All banner applications will be administered by the Engineering Department and forwarded to the Arts Services Section of the Parks, Recreation & Culture Department for review by PAAC or a standing committee appointed by the PAAC, as noted previously.

The Engineering Department currently has the hardware needed to attach the banners to street light poles.

### **CONCLUSION**

The Engineering and Parks, Recreation and Culture Departments have jointly developed a practice and procedures process for purpose of administering street banner installation requests. This noted practice and procedures ensures the City effective measures to:

- administer requests for externally funded street banner projects;
- aid in the beautification of streetscapes and public spaces;
- assist in the communication of cultural, community and civic events to the benefit of all Surrey citizens.

The delivery of the proposed policy is as outlined in the attached “City of Surrey Banner Practice & Procedures”.

Jorgen Johansen, P. Eng.      Don Hunter  
General Manager, Engineering      General Manager,  
Parks, Recreation & Culture

DH/RC/brb

Attachments

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