



Jan. 25, 2020

Community Heritage Commission
Attn. Councillor Colleen Jordan, Chair
City of Burnaby
4949 Canada Way
Burnaby, BC V5G 1M2

Dear members of the Community Heritage Commission,

First of all, I would like to commend the Commission on the significant and irreplaceable work you do to preserve and promote the stories and history of our City. Our stories come in many forms; some of them as anecdotal treasures by our citizens; others in the forms of buildings and what took place there; and yet others in special structures, cultural artefacts, or locations.

My letter to you today is related to the last of those.

I write you on behalf of the Heights Merchants Association (HMA) as our initial expression of interest and desire to restore and re-establish the neon "Eagle" (Ford) sign that is part of Burnaby Heights' neon heritage. This sign, which dates to circa 1950, was purchased by the City of Burnaby in the Autumn of 2012. The HMA understands that it is in need of restoration and some T.L.C. to bring it back to its former glory.

The HMA Board of Directors has expressed a desire to explore projects and policies which would facilitate the multi-decade neon heritage of the Burnaby Heights commercial district. This includes finding, purchasing (perhaps with grant funds) and restoring any neon signs which were part of our streetscape at one time, and finding historically relevant locations to place them along Hastings Street in our B.I.A.

It may also include advocating for policies which would make Burnaby's signage bylaws more neon friendly so that, in the long-term, Burnaby Heights' businesses would have more incentive to put up imaginative and high quality signage to complement the historic ones.

As an obvious starting point, the "Eagle" (Ford) sign that was once near the corner of Hastings and Carleton, could be a partnership project between the HMA and the City of Burnaby. While the HMA does not have large sums of money to contribute to its restoration, we could possibly support its electrical bills in the future (as we have done for the neon "Swinging Girl" sign since 2010), or help fundraise to pay for its restoration.

This letter is intended as a starting point, to invite the City of Burnaby to enter discussions with the HMA on if, how, and when to restore the "Eagle" neon sign, and where to position it. The HMA favours a location that is relevant to its original location near Hastings and Carleton.

We welcome the Community Heritage Committee's thoughts on this matter and look forward to a discussion in the near future.

Sincerely,

A handwritten signature in blue ink, appearing to read "Isabel Kolic".

Isabel Kolic
Executive Director