

**TO:** MAYOR & COUNCILLORS

**FROM:** COUNCILLOR WANG

**SUBJECT: LANDMARK CITY OF BURNABY SIGN**

**PURPOSE:** To direct staff to investigate and report back on potential opportunities, locations, and associated costs for installing a landmark "City of Burnaby" sign, with consideration for its impact on tourism, community identity, and public space enhancement.

### **RECOMMENDATION**

**THAT** staff be directed to investigate and report back on potential opportunities, suitable locations, and associated costs for installing a landmark "City of Burnaby" sign to enhance civic identity and support tourism.

### **BACKGROUND**

Large landmark city name signs have become features in some Canadian municipalities, such as Vancouver, Hamilton, and Toronto, often placed in parks or other visible locations to foster civic identity, support tourism, and provide opportunities for photo-taking that contribute to place branding. For example, the City of Nanaimo installed its city sign in Maffeo Sutton Park, a central location that integrates with the park's amenities and waterfront setting. This placement serves as a visual landmark while complementing the park's role as a recreational and social space, supporting its connection to both the community and visitors.

City name signs also offer a unique opportunity to celebrate and promote local artists while reflecting the city's cultural identity. For instance, the Scarborough sign was created by emerging designer Victor Wong, and the site has also served as a venue for cultural events, including spoken word performances and art workshops.



Source: City of Nanaimo



Source: Scarborough Arts

## FINANCIAL IMPACTS

There is no direct financial impact associated with this motion at this stage. The motion directs staff to investigate and report back on potential opportunities, suitable locations, and associated costs for installing a landmark "City of Burnaby" sign to enhance civic identity and support tourism. The staff report will provide further information on potential capital and operating costs related to the installation and maintenance of the sign, allowing for a more comprehensive understanding of any financial implications.

Respectfully submitted,

COUNCILLOR WANG