



City of Delta  
COUNCIL REPORT  
Regular Meeting

To: **Council**

File No.: **6280-01**

From: **Parks, Recreation & Culture  
Department**

Date: **May 27, 2025**

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**“We Remember” Veteran Street Banner Program**

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The following report has been reviewed and endorsed by the City Manager’s Office.

▪ **RECOMMENDATION:**

THAT the City of Delta establish a “We Remember” Veteran Street Banner Program in partnership with both the Royal Canadian Legion Branch #289 Tsawwassen and Royal Canadian Legion Branch #61 Ladner.

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▪ **PURPOSE:**

The purpose of this report is to obtain Council’s endorsement to establish a “We Remember” Veteran Street Banner Program (“Banner Program”) in partnership with both the Royal Canadian Legion Branch #289 Tsawwassen and Royal Canadian Legion Branch #61 Ladner (collectively “Legions”).

▪ **BACKGROUND:**

In January 2025, Council received correspondence from a local veteran requesting that Delta establish a Veteran Street Banner Program to honour local veterans who have served in the Canadian Armed Forces (“CAF”). Staff believed the request had merit and began looking into examples of memorial street banner programs across Canada.

▪ **DISCUSSION:**

In recent years, a growing number of Canadian cities and Royal Canadian Legion branches have been partnering to develop memorial street banners, which feature images of veterans who have served in the CAF. Banner designs vary by city but generally feature a photo of a CAF veteran and their time served (see Figure 1 for examples from other cities). Generally, memorial street banners are displayed along road corridors during the period of Remembrance, which starts from the last Friday of October and extends to November 11.



Figure 1 (left to right) – Veteran Street Banner examples from City of Vancouver, City of Chilliwack, and City of Okotoks

### Proposed “We Remember” Veteran Street Banner Program

Staff met with representatives from the Legions to explore what interests both branches would have in partnering with the City on a potential memorial street banner program. North Delta does not have a Royal Canadian Legion Branch. Both Legions expressed support for the initiative. Following a review of memorial banner programs across the country, staff propose a Banner Program for Delta that includes the following:

- The Banner Program would feature a Veteran Banner to honour local veterans and a Poppy Banner to acknowledge and remember the courage and sacrifice of all who have served their country.



Figure 2 – Proposed Veteran Banner and Poppy Banner

- To be eligible for a Veteran Banner, veterans must have served in the CAF and resided in Delta at the time of birth, military deployment, or passing. Veterans can be nominated by family or sponsors.

- The program could honour up to 50 veterans in the first year and an additional 50 veterans in the second year; however, the program could be expanded in the first year if interest is high.
- Veteran and Poppy Banners would be displayed for approximately four weeks starting the second week of October and ending November 12, or shortly thereafter (the “Veteran Banner Period”).
- Veteran Banners would be displayed for two consecutive years during the designated Veteran Banner Period. After the second year, the program will be reassessed to confirm durability of banners, explore opportunities to increase banner numbers (if required), and determine whether any updates to design, placement, or program guidelines are necessary to enhance community engagement and honor veterans effectively.
- The City would fund the producing Veteran Banners and Poppy Banners and the banner installation costs.
- Banners would be installed at the City’s main gateways and road corridors. Sponsoring families may request a specific community for their banner; however, these locations could not be guaranteed.
- The Banner Program would launch mid-June and the deadline to apply for a Veteran Banner will be July 31, 2025. The Royal Canadian Legion will confirm military service with the CAF prior to approval. If the program is over prescribed, a draw or lottery will take place after the application period has closed.
- The City would be responsible for managing the Banner Program in partnership with the Legions. City staff would develop a webpage to receive and process applications, design and produce individual banners, and install the banners during the Veteran Banner Period. The Legions, Kennedy Senior Centre and McKee Senior Centre would be requested to help promote the program through their networks.

If the Veteran and Poppy Banner program is endorsed, staff would look to have the first set of banners in place for the 2025 Veteran Banner Period.

### **Implications:**

Financial Implications – The estimated initial cost to produce 50 Veteran Banners and 50 Poppy Banners for the first year, with an additional 100 banners proposed for 2026 is \$25,000 and can be funded from the Corporate Services Special Projects budget and the Special Events Budget (to be connected to the City’s Remembrance Day ceremony). The City’s annual cost for installing and removing the Veteran and Poppy Banners would be \$4,500 and can be covered through the Engineering Operations annual banner program.

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▪ **CONCLUSION:**

The establishment of the “We Remember” Veteran Street Banner Program offers a meaningful opportunity to honour veterans from Delta who have served in the CAF. Through a strong partnership with the Legions, this program will provide families and the broader community with a visible and respectful way to recognize the sacrifices made by veterans. With Council’s endorsement, staff are prepared to implement the program in time for its launch in mid-June 2025, ensuring the first banners are proudly displayed during the Veteran Banner Period later this year.



Josh Turner  
General Manager, Parks, Recreation & Culture

Department submission prepared by: Paula Kolisnek, Manager of Corporate Events and Initiatives  
PK/cd/fb

This report has been prepared in consultation with the following listed departments.

Concurring Departments		
Department	Name	Signature
Communications & Engagement	Deanie Wong	DW
Corporate Services	Mike Brotherston	MB
Engineering	Steven Lan	SL
Finance	Navin Chand	NC