

COUNCIL MEMBERS' MOTION

For consideration at the Standing Committee meeting of City Council on December 11, 2024

2. The East Van Cross: Making Vancouver's Iconic Landmark More Vibrant and Accessible

Submitted by: Councillor Klassen

WHEREAS

1. The *Monument to East Vancouver* (also known as the East Van Cross) by artist Ken Lum was installed in January 2010 and has become Vancouver's most iconic public artwork, symbolizing the city's pride, resilience, and the rich cultural history of East Vancouver;
2. The East Van cross symbol dates back to the 1940s and is rooted in graffiti culture. The symbol reflects themes of marginality, defiance, and hope for East Vancouver, representing the diverse immigrant and working-class communities that have defined the area;
3. The East Van Cross is currently situated at the intersection of Clark Drive and East 6th Avenue, a location with a view now partly obscured by nearby development and limited by private property constraints, which reduce public visibility and accessibility;
4. Relocating the monument to a more accessible and visible location would enhance its symbolic significance and provide residents and visitors with a dedicated space to experience, photograph, and engage with the artwork;
5. Relocating the East Van Cross would tangibly reaffirm the City's commitment to public art and the legacy of East Vancouver's cultural history;
6. The relocation project could be financed through a combination of developer-funded public art programs and philanthropic contributions, avoiding reliance on general City of Vancouver revenues;
7. A new site for the East Van Cross could potentially incorporate opportunities for commercial revenue through merchandise sales and food/beverage services, further supporting the monument's upkeep and community engagement; and
8. Relocating the East Van Cross to a more accessible and visible location represents an opportunity to celebrate the cultural identity of East Vancouver while also addressing current challenges of visibility and accessibility. By engaging with the artist and Vancouver's arts community, as well as potential sponsors, the City can ensure that Ken Lum's *Monument to East Vancouver* (East Van Cross) public artwork will continue to inspire and connect with Vancouverites and visitors for generations to come.

THEREFORE BE IT RESOLVED

- A. THAT Council direct staff to explore options for relocating the *Monument to East Vancouver* (East Van Cross) to a prominent, highly visible and accessible location on the city's east side, so that the monument continues to serve as a cultural and geographical landmark for East Vancouver for generations to come;

FURTHER THAT the relocation plan should include, but not be limited to:

- i. Public access and amenities to allow visitors to experience the monument and take photographs safely and conveniently;
- ii. A design that respects the monument's original intent and artistic vision while integrating it with the chosen site; and
- iii. Opportunities for revenue generation, such as branded merchandise or on-site food and beverage offerings that support the monument's upkeep and enhance community engagement;

AND FURTHER THAT staff be directed to report back by Q3 2025 with a proposed relocation plan, timeline, and funding strategy, developed in consultation with artist Ken Lum and relevant stakeholders including local First Nations, with a plan for the relocation project that prioritizes private revenue sources, including developer contributions through the Public Art Program and other philanthropic partnerships.

- B. THAT Council direct the *Monument to East Vancouver* relocation project be included in the City's sponsorship and naming rights efforts to help attract potential sponsors and donors to the initiative, while preserving the monument's artistic integrity and established public significance.

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