



COUNCIL – AGENDA REPORT

Meeting Date: 18 February 2025
Subject: Additional Enhancements to the Veterans Memorial Project
Directorate: Community Services

Issue:

Council is being provided with an opportunity to engage with the Airdrie Legion with respect to Council's request to move two silhouettes to a highly visible location along Veterans Boulevard and to add colour to the black powder coated metal design.

Policy / Council Direction:

Council requested that the Airdrie Legion come to a Council meeting to have an opportunity to share their ideas to move two silhouettes to a highly visible location along Veterans Boulevard and add colour to the metal design of the Veterans Memorial project.

Background:

At the November 5, 2024, meeting, Council was provided with information on the Veterans Memorial project related to increased costs to geotechnical work, design and engineering requirements for the base of the silhouettes and benches. The options were to reduce the scope of the project and remove the two silhouettes or to increase the budget and retain them. Council supported the latter but requested to engage with the Airdrie Legion on the following:

- Move the two silhouettes to a suitable location along Veterans Boulevard with higher visibility.
- Add colour to the black powder coat metal design to bring some vibrancy to the metal work.

Administration met with the Airdrie Legion and the Army, Navy and Airforce Veterans in Canada (ANAVETS) on November 14, 2024, to share Council's request. Subsequently, Administration met with them on January 20, 2025, to gather input on how to integrate the red colour motif on the design.

- Both groups indicated their support for Council's request to move the silhouettes to a visible location on Veterans Boulevard.

- Both groups approved adding a pop of colour. The Legion and ANAVETS groups indicated that the poppy represents the Legion and is not inclusive, nor does the poppy represent all Veterans. An alternative, such as maple leaf, could also be used.

Concept Design Only (Subject to Change)

As a concept, the example panel illustrated with a maple leaf below, shows how a pop of colour can be added to the design. In total, there are 30 panels, 22 banners (from 8th Street to Main Street), two silhouettes and two benches. Each of the components will have one red pop of colour, except for the banners, which will have one red pop of colour on each side of the banner. The pop of colour will be a separate piece added on to the metal banners, panels and silhouettes.

**Airdrie veterans project
Dominic with maple leaf**



Handwritten signature or initials.

Silhouettes

Staff explored the request of Council to place the silhouettes on the median; however, there are numerous safety risks associated with this, including impacts to traffic and the promotion of jaywalking. Therefore, staff are recommending an alternate location within the boulevard of Veterans Boulevard west of Main Street that is visible to the public and creates a gateway feature to Veterans Boulevard. Final locations will need to be determined through a site evaluation to identify conflicts, property lines and visibility.



Veterans Memorial Ceremony

The Airdrie Legion and ANAVETS in partnership with the City of Airdrie will host a Ceremony on September 20, 2025, at 1:00 p.m. at the memorial to celebrate the new memorial installations on Veterans Boulevard. A save the date for Council will be sent out with details to follow closer to the event.

Council Committee Routed Through:

N/A

Administration Recommendation:

That Council accepts the addition of colour to the Veterans Memorial Design and the new location of the Two Silhouettes on the west corners of Veterans Boulevard and Main Street.

Alternatives/Implications:

1. Council could choose to add additional pops of colour over and above what is presented in this report. The cost estimate for redesign and install is between \$10,000 and \$15,000.
2. Council could choose to fund two more silhouettes in the future, to complete the gateway to the Veterans Memorial. This will mark “bookends” of silhouettes at Main Street and Veterans Boulevard and on 8th Street and Veterans Boulevard.

Budget Implications:

If Council chooses to add any components to the Veterans Memorial project, there will be an impact to the 2025 budget which may also impact timelines.

Communications and Engagement:

N/A

Recommendation:

That Council accepts the addition of colour to the Veterans Memorial Design and the new location of the Two Silhouettes on the west corners of Veterans Boulevard and Main Street.

Kim Harris, Culture Specialist

Staff Presenter:	Kim Harris
External Presenter:	George Dunn, George Carbert – Legion and ANAVETS
Department:	Culture and Heritage
Reviewed by:	Clay Aragon
Attachments:	N/A