



City of Delta
COUNCIL REPORT
Regular Meeting

To: **Council**

File No.: **6950-01**

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

Date: **February 6, 2026**

Ladner Village Brand Development

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

▪ **RECOMMENDATION:**

THAT staff engage with the community regarding the Ladner Village Brand Project and report back to Council with a summary of the engagement findings and a final brand design for consideration.

▪ **PURPOSE:**

The purpose of this report is to provide Council with an update on the Ladner Village Brand Development project, including the outcomes of the brand discovery process, the proposed unifying brand idea / narrative, and the initial brand model / identity concepts developed to date, and to seek Council's direction on advancing community engagement for the Ladner Village brand.

▪ **BACKGROUND:**

As part of the ongoing Ladner Village Revitalization efforts, the City of Delta ("City") identified the need for a clear and cohesive place brand to support community identity, economic vitality, tourism, and enhanced pedestrian and visitor experiences. Recognizing how important Ladner Village's character and identity are to residents and local businesses, the City has discussed the need for work with the community and has incorporated feedback received through previous Ladner Village engagements into the process. To advance this work, the City retained Partners & Hawes, a place branding consultancy specializing in community-based brand development, to undertake a comprehensive brand strategy and identity process.

▪ **DISCUSSION:**

Brand Discovery and Strategic Foundation

The brand development process included extensive discovery involving the Ladner community, drawing from Ladner Village revitalization planning documents, historical archives, a comprehensive village tour, interviews with business owners and civic

leaders, on-the-ground conversations with residents, and a review of comparable communities.

Through the discovery process, several consistent themes emerged, including Ladner Village's strong connection to its river setting, its farming and fishing heritage, generational roots, and a deep sense of community belonging. The discovery and engagement feedback highlighted a shared desire to embrace change while protecting the village's character and history (see Attachment A for the Ladner Village Brand Development - Backgrounder).

Based on these findings, the unifying brand idea "*Shaped by the River*" was developed as the strategic foundation for the Ladner Village brand. This concept recognizes the river as the defining force shaping the community's origins, culture, rhythms, and way of life, influencing both Indigenous and settler histories. The river is positioned as an anchor, connector, and guide, symbolizing continuity, adaptability, and shared identity.

Brand Narrative

As part of the brand development process, an exploratory brand narrative was developed to articulate a unifying story that reflects Ladner Village's identity and sense of place. The narrative emphasizes Ladner Village's strong sense of continuity, where change occurs gradually and builds upon deep generational roots. It reflects a community that values connection, shared history, and adaptability, recognizing that progress is most meaningful when it honours what already exists. Through this lens, the river serves as both a symbol and guide — representing movement, resilience, and balance — and provides a cohesive foundation for future brand identity development, wayfinding, and place-making initiatives.

Brand Model and Identity Concepts

Building on the strategic foundation, a brand model was developed that identifies Ladner Village's core character, values, and distinguishing features. These include openness, interconnection, energy, abundance, close-knit community life, and the balance between permanence and adaptability.

Two preliminary brand identity concepts were subsequently developed and presented through mood boards and visual explorations (Attachment B). These concepts explore potential approaches to imagery, typography, colour, and materiality that reflect Ladner Village as a place shaped gradually over time by land, water, people, and shared effort. The concepts are intended to prompt discussion and feedback and do not represent finalized designs.

Concept 1 Mood Board and Logo

Concept 1 draws inspiration from the layers of sediment laid down by the river that, over time, have nurtured soil, harvest, wildlife, and community. The concept is based on the idea that Ladner Village exists because of everything that has been built up over time — the land itself, the stories, the work, and the people who have shaped it. Rather than replacing the past, this approach reflects how new layers are added alongside older ones, allowing history and change to exist together. The colours used in this concept are drawn directly from Ladner Village's natural and built environment, including deep

teal tones inspired by the Fraser River and historic building facades, warm brick reds reflecting heritage buildings and the working waterfront, and golden and earthy browns drawn from agricultural fields, wooden pilings, and ploughed land. Softer cream and grey tones reference river mist, weathered materials, and everyday life in the village. Together, these colours reinforce the idea of layering and accumulation over time, representing Ladner Village as a place shaped gradually through use and change, where tradition and new ideas share the same space.

Concept 2 Mood Board and Logo

Concept 2 uses shapes inspired by Ladner Village landmarks and historic details, combined with flowing lines that reflect the movement of the river and the connection between land and water. These flowing shapes are reimagined as brackets, embracing the brand identity as a nod to the way the river holds and supports our community. The forms are decorative but simple, allowing them to be used flexibly across signs, events, and digital materials. The colour palette includes brighter and clearer tones inspired by salmon, herons, open skies, grasses, and everyday working life in the village. Together, these elements create a look that feels active and approachable, reflecting a community that continues to evolve while staying connected to its roots.

Community Engagement

Subject to Council direction and consistent with the program established for Ladner Village, staff propose to undertake City-wide community engagement to obtain feedback on the two preliminary Ladner Village brand identity concepts. The engagement program would be designed to ensure residents, businesses, and key stakeholders are aware of the proposed concepts and have opportunities to review and provide input. Planned engagement activities include outreach to Ladner residents and businesses, meetings with stakeholder groups such as the Ladner Business Association, Delta Chamber of Commerce and Tourism Delta, outreach to Tsawwassen First Nation and Musqueam Indian Band to determine interest in participation, and opportunities for the public to review materials and share feedback both in person and online. The engagement process would be supported through City communications to promote awareness and participation, with feedback used to help refine and advance the preferred brand identity concept prior to finalization.

Following the completion of community engagement on the two preliminary brand identity concepts, staff will review and analyze the feedback received and work with the consultant to refine the preferred concept, as appropriate. Consistent with the recommendation of this report, the refined brand identity would be brought forward to Council for consideration and direction prior to finalization. This final step will ensure Council has the opportunity to review how community input has informed the proposed brand identity and to confirm alignment with the overall objectives of the Ladner Village Revitalization efforts.

Implications:

Financial Implications – The Ladner Village brand development and future wayfinding work is funded through an allocation of \$100,000 from the Ladner Village Revitalization Capital Budget.

▪ **CONCLUSION:**

The Ladner Village Brand Development project has reached an important milestone, with a clear strategic foundation and early identity concepts that reflect community values, heritage, and aspirations. Two preliminary brand identity concepts have been developed to explore how this strategic foundation could be expressed visually. These concepts are intended to prompt discussion and are not final designs. Consistent with a community-centred approach to place branding, staff are seeking Council's direction to proceed with the next phase of the project, focused on community and stakeholder engagement to gather feedback on the preliminary concepts.

Following completion of the engagement process, staff will summarize the feedback received and work with the consultant to refine the preferred brand identity, as appropriate. A final recommended brand design, informed by community input, will be brought forward to Council for consideration and direction, ensuring alignment with the broader objectives of the Ladner Village Revitalization efforts.



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

Concurring Departments		
Department	Name	Signature
Communications & Engagement	JoAnne Kleb	JK
Finance	Navin Chand	NC

▪ **ATTACHMENTS:**

- A. Ladner Village Brand Development - Backgrounder
- B. Ladner Village Brand Strategy, Positioning, Model and Moodboards Presentation