



A People Place, A Change of Pace
SHELBURNE
ONTARIO, CANADA

Meeting Date:	Monday, May 10, 2021
To:	Mayor Mills and Members of Council
From:	Denyse Morrissey, Chief Administrative Officer
Report:	CAO 2021-04
Subject:	Jack Downing Park Project Costs: Estimated 2021 Increases

Recommendation

Be it Resolved that Council:

1. Receives report CAO 2021-04 regarding Jack Downing Park Project Cost: Estimated 2021 Increases; and that
2. The park project costs be increased from \$20,000 as approved in the 2021 budget to up to \$56,000; and that
3. The additional projects costs be funded from the parks and recreation levy reserve; and that
4. The review of addition of signage and letters similar to those at Nathan Philips Square in Toronto be included in parks and recreation master plan to provide a recommended location with the estimated costs for the consideration of Council in the 2022 draft budget.

Background

Jack Downing Park is named after John Robert "Jack" Downing. Jack Downing was born in 1920 and passed away on January 17, 2014 at the age of 93.

He advocated that the Town purchase the vacant land across from town hall in 1998. The lands were a former gas station and the appearance of the vacant property was not considered a positive feature of the downtown.

He raised about \$34,000 to purchase the land. He raised an additional \$52,900 for the park development which included receiving a number of grants. Many volunteers donated also their time and labour to the project. The park was officially opened in June 2000. The park marked its 20th year anniversary in 2020.

The park is about 5,735 square feet. Park redevelopment and upgrades of this small area would enhance the parks use, especially for events, as well as the appearance and vibrancy of the downtown.

The 2021 approved general capital budget included \$20,000 for improvements to Jack Downing Park in accordance with the following motion of council passed on November 18, 2019:

"Be it resolved that \$20,000 be set aside from the new Parks and Recreation Reserve to develop a plan for the redevelopment of Jack Downing Park in 2020; and further that staff return with a report by March 2020."

This project was originally approved in the 2020 budget and deferred due to COVID-19 to 2021. The original expectation was that the total costs for the project, which would be much higher than \$20,000, would be offset with the donation of volunteer labour as well as materials for the park. This has been significantly impacted by COVID-19.

The park plan and increased budget also now also includes a memorial for those whose lives were lost in Shelburne from COVID-19. A memorial was not included in the original \$20,000 budget.

This report provides a revised and increased estimate of the park project.

Analysis

The CIP (Community Improvement Plan) included Jack Downing Park as one of the "12 Big Moves". A draft park design concept was created as part of the CIP project for Jack Downing Park. That concept design included incorporating part of the William Street parking lot as new park space.

With the recent review of that parking lot, and the approved changes that have been implemented and approved by Council, the updated park concept plan is limited to the existing park size.

A draft design would be created based on the approved and revised budget if approved by Council. The draft design would also be provided to the BIA for their comments and input.

The project timeline is to have re-open by completed by mid to late September 2021 and a ribbon cutting ceremony.

Estimated 2021 park redevelopment budget:

Pavilion/shade structure	\$25,000 to \$35,000
Hard surfaces/stone walkways	\$10,000
COVID 19 granite memorial feature	\$5,000 to \$8,000
Park benches	<u>\$3,000</u>
Total	\$ 43,000 to \$56,000

Donations for the project, and in particular for the pavilion/shade structure, would offset the project costs. Significant donations could also be recognized through a naming opportunity whether for one donor or multiple donors for the pavilion. The Town of Shelburne can issue tax receipts for any donations.

General Park Design Goals

The general park design goals include:

- Adding a COVID 19 memorial
- A pavilion/shade structure that is considered historical in appearance and is fully accessible
- Space plan that supports the use of the park for staging of downtown events and small gatherings
- A park space that better supports (post COVID 19) entertainment use including evening events as an extension of Grace Tipling Hall
- Adding a flag pole as a second location for ceremonial events such as flag raisings
- A gathering place that includes more places to sit

Pavilion/Shade Structure

A number of estimates for pre-fabricated designs with 20 year life expectancies and materials that can withstand our harsh winters have been requested to guide the project budget needs. Staff have been provided with general estimates for structures that are rectangular and round, with railings and without railings. The price range is \$25,000 to \$35,000 including installation.

Accessibility is a priority. There are less barriers to access with no railings or at least two wide openings as well as a surface that is not raised and is flat to the ground. It is also noted that railings can make it very difficult for more than a single wheelchair to be in the structure and allow for the needed turning radius.

New Signage for Park – Similar to Nathan Phillips Square, Toronto

The following resolution was approved on September 9, 2019:

BE IT RESOLVED THAT improvements to the Jack Downing Park and a Shelburne sign similar to the Toronto sign be part of the 2020 budget considerations.

“The 3D Toronto sign, officially the 3D TORONTO sign and commonly known as the Toronto sign, is an illuminated three-dimensional sign in Nathan Phillips Square in Toronto, Ontario, Canada, that spells the city's name. It is 3 metres (9.8 ft) tall, and 22 metres (72 ft) long (prior to the addition of the maple leaf and the medicine wheel), lit by LED lights controlled via Wi-Fi, that can create an estimated 228 million colour combinations, approximately equal to what the human eye can sense.”

New signage costs were not included for the consideration of Council in the 2020 or 2021 budgets. The Toronto sign was replaced in September 2020. The cost, including removing the old sign/letters, was \$760,000. General information on the Toronto sign is provided in Appendix 1.

Shelburne has 9 letters. Toronto has 7. Based on each letter being approximately 8 to 10 feet in height, a significant width and space for all letters is also required.

This report recommends that the review of addition of signage and letters similar to those at Nathan Phillips Square in Toronto be included in parks and recreation master plan. The analysis of a potential location and estimated costs can be included for the consideration of Council in the 2022 draft budget.

The review would also look at the letters/sign and costs in other municipalities. One local example is in the Town of Collingwood. Their approach used an abbreviated term for Collingwood or CWOOD. Three photos are provided in Appendix 2.

Financial

As outlined in the report, the 2021 park redevelopment budget is estimated to be in the range of \$ 43,000 to \$56,000.

In 2021 the approved budgeted included a special levy of 2% for parks and recreation projects. The special levy equated to \$158,566.

The project could be funded by further utilizing the parks and recreation levy reserve which has a current 2021 year end estimated balance of \$82,152.

2020 2% Parks & Recreation Levy	\$149,586.00
2021 2% Parks & Recreation Levy	<u>\$158,566.00</u>
Total	\$308,152.00
Less 2021 Budgeted Transfer out	<u>\$226,000.00</u> **
Balance	\$ 82,152.00

**Budgeted transfer for Jack Downing Park, Splash Pad and Tennis/Pickleball Court.

Donations for the project would offset the estimated project costs.

Policies & Implications

Not applicable

Consultation and Communications

Not applicable.

Council Strategic Priorities

Council's Strategic Priorities has three Goals - Sustainable, Engaged and Livable. There are a total of 12 targets with the three Goals.

This report aligns with the Sustainable Goals within the Targets:

T10 Improve and enhance parks and recreation services

T11 Improve community connections

T12 Support and celebrate arts and culture

Supporting Documentation

Appendix 1: General Information on the City of Toronto sign/letters at Nathan Phillips Square


Appendix 2: Town of Collingwood, Photos of sign CWOOD.

Respectfully submitted:

Denyse Morrissey, CAO

3D Toronto sign

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3D Toronto sign	
Iconic sign	
<i>Toronto sign</i>	
<div></div>	
The Toronto Sign in September 2020	
Cost	CA\$760,000
Owner	City of Toronto
Location	<div>Nathan Phillips Square</div> <div>Toronto, Ontario, Canada</div>



The Toronto sign at night

The **3D Toronto sign**, officially the **3D TORONTO sign** and commonly known as the **Toronto sign**, is an illuminated three-dimensional sign in [Nathan Phillips Square](#) in [Toronto](#), [Ontario](#), Canada, that spells the city's name.^[1] It is 3 metres (9.8 ft) tall, and 22 metres (72 ft) long (prior to the addition of the maple leaf and the medicine wheel), lit by [LED](#) lights controlled via Wi-Fi, that can create an estimated 228 million colour combinations, approximately equal to what the human eye can sense.^[2]

History^[edit]

Originally installed for the [2015 Pan American Games](#) as a temporary attraction meant to be dismantled in November 2016 at the earliest, the [City of Toronto](#) decided to continue to operate the sign after it became popular with tourists and residents.^[3] Explaining the city's decision to keep it, Councillor [Norm Kelly](#) said the sign is as iconic as the [CN Tower](#) and that it has become known all over the world.^[4] It had appeared in an estimated 120 million pictures in various [social media](#) outlets by June 2016.^[2]

Having an estimated three- to five-year lifespan,^[1] the sign began to show signs of wear and tear by June 2016. [Toronto City Council](#) rejected spending another CA\$150,000 on the sign, and city staff proposed replacing the sign with a permanent version.^[2] The sign was vandalized in October 2016 during the overnight [Nuit Blanche](#) event. Graffiti was applied using markers, but Nuit Blanche employees were able to remove the graffiti.^[5]

A 3D [maple leaf](#) was added to the Toronto sign adjacent to the final "O" in December 2016 to mark the [150th anniversary of Canadian Confederation](#).^[6] The sign was modified again in 2018 to mark [National Indigenous Peoples Day](#). The change added a 3D [medicine wheel](#) adjacent to the first "T" and new vinyl wraps for each letter consisting of a birch bark pattern with various [First Nations](#) symbols on them.^[7] The wraps were removed, while the medicine wheel remains.

The sign experienced more wear in early 2017, due to uneven erosion at the bases of each of the three Os from hundreds of thousands of posing feet from those wanting to take pictures with the sign, exposing the black rubber padding underneath.^[8] In 2019, Toronto City Council reaffirmed its plan to replace the current sign with a robust, permanent structure. A resident of the rural community of [Orono](#), located east of Toronto, has requested that the current sign be donated to Orono.^[9]

On September 10, 2020, [John Tory](#), the [mayor of Toronto](#), officially announced that the sign was to be replaced with a permanent version by Toronto-based Unit 11 for \$760,000, which includes the cost to remove the old sign, and is funded by both city reserve "rainy-day" funds and [civic crowdfunding](#). The new sign would be easier to maintain and have augmented lighting capacity.^[10] The new sign was unveiled by Tory on September 18, 2020 and featured a wrap to commemorate the [United Nations'](#) International Decade for People of African Descent.^[11]

Appendix 2 CAO 2021 – 05

Town of Collingwood – Cwood Letters/Sign

The following three photos are taken from the internet.

