



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

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<b>Meeting Date:</b>	Monday, June 14, 2021
<b>To:</b>	Mayor Mills and Members of Council
<b>From:</b>	Denyse Morrissey, Chief Administrative Officer
<b>Report:</b>	CAO 2021-06
<b>Subject:</b>	Jack Downing Park Project Costs Follow Up - Inclusion of Shelburne Letters Signage

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### Recommendation

Be it Resolved that Council:

1. Receives report CAO 2021-06 regarding Jack Downing Park Project Follow Up – Inclusion of Shelburne Letters Signage; and that
4. The review of the addition of Shelburne letters signage be referred to the parks and recreation master plan to evaluate alternative locations and costs for the consideration of Council in the 2022 draft budget.

### Background

Council approved the following on May 10, 2021:

BE IT RESOLVED THAT Council receives report CAO 2021-04 regarding Jack Downing Park Project Cost: Estimated 2021 Increases for information;

AND THAT the park project costs be increased from \$20,000 as approved in the 2021 budget to up to \$56,000;

AND THAT the additional project costs be funded from the parks and recreation levy reserve with the expectation that such funding can be replenished from community contributions;

AND FURTHER THAT the review of additional signage and lettering be reviewed by staff;

AND THAT sample renderings be provided for Council's review to access possible locations for placement.

The May 10, 2021 staff report CAO 2021-04 regarding Jack Downing Park Project Costs: Estimated 2021 Increases provided a recommendation regarding the September 9, 2019 direction of Council:

"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."

Due to estimated significant costs and the estimated space required for such letters in a very small park, staff had recommended on May 10, 2021 that 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. The analysis of a potential location and estimated costs can be included for the consideration of Council in the 2022 draft budget.

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

## Analysis

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.

As listed in report CAO 2021-04 the general park design for Jack Downing parks goals included:

- 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

### **Shelburne Signage Letters – Placement in Park Options**

The full spelling of Shelburne or 9 letters was used rather than an abbreviated option such as “SBurne” for example to reduce the number of letters to 6. Shelburne is also marketed, for business branding as “TheBurne”. However, that approach uses 8 letters and does not significantly reduce the number of letters and the space required for letter placement.

As per the direction of Council and that the size of the illuminated Toronto or Ottawa letters (which are about 8 to 10 feet tall were not what was expected), four different locations in the park were reviewed. Layouts based on letters that are 3 feet to 5 feet in height, and 1 to 1.5 feet in width, and 1 foot depth, and that would be illuminated:

1. Letters across and at Main Street
2. Letters across and at William Street
3. Letters on curved placement in left corner of park
4. Letters on curved placement in right corner of park
5. Letters at the base of flag pole at corner of Main Street and William Street

The layouts are provided in Appendix 1. Option 5 is provided in Appendix 2.

In each scenario, other than #5, the space required for the letters may impact the final park design and potential end use. The space required for three foot in height letters has less impact and requires less space than 5 foot letters.

The original goals of the park upgrades that were outlined in the May 10, 2021 staff report would also be reviewed with the installation of letters specific to the size of a pavilion/shade structure. The shade structure might be impacted by the location for 5 feet in height letters.

CAO 2021-04 regarding Jack Downing Park Project Costs: Estimated 2021 Increases is provided in Appendix 2.

### **Estimated costs for Shelburne Letters**

The costs for the large wooden letters for ‘CWood’ in Collingwood, which was a project of the Collingwood BIA, was about \$2500 in 2020. These letters are also portable and are moved to various events.

For this report, staff have not been able to confirm at this time what it would cost to have custom wooden letters, that can be illuminated. The firm that created the CWood letters has confirmed are not able to provide a quote until at least the Fall 2021 due to how busy the firm is. Given the significant increased cost of lumber, that the letters would be permanent (and may need a poured base) and depending on the location in the park may require electrical upgrades to be completed in the park, the estimated budget for wooden letters is \$10,000 to \$15,000. Annual or future maintenance costs have not been estimated at this time.

As was included in the May 2021 staff report, the letters while much taller, in Toronto were about \$700,000, and the letters in Ottawa were about \$150,000. In these locations one of the purposes of the letters is for visitors to take their photos in front of at the sign. The City of Barrie is currently considering an 8 foot steel sign featuring a heart and the city's name at a waterfront park. The estimated cost is \$200,000 and the estimated annual maintenance is \$15,000. Staff have not confirmed if this proposed Barrie sign is also illuminated.

Staff have also requested quotes, which have not been received, from firms that manufacture custom illuminated letters based on 3 feet to 5 feet in height.

Based on these other projects staff are estimating for this report that illuminated letters about 3 to 5 foot in height would be in the range of \$35,000 to \$85,000.

The estimated cost for the letters at the base of a flag pole, or Option 5, based on a similar feature in Smithville (West Lincoln) \$28,000. The concrete wall/foundation was \$18,000 and the lettering and plaque was \$10,000.

## Financial

The estimated 2021 park redevelopment budget in the May 10, 2021 report was \$43,000 to \$56,000 and increased from the original \$25,000 budget.

The balance of the parks and recreation levy reserve fund before applying these increased park project costs of about \$25,000 to \$35,000 was \$82,152. The reserve balance would be reduced to about \$47,000.

The cost of illuminated letters, up to about \$47,000, could also be funded from the parks and recreation reserve and deplete the reserve.

## 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: Four letter layouts options, 3 and 5 feet in height, Jack Downing Park

Appendix 2: Signage option 5 – base of flagpole photo, Smithville

Appendix 3: Report CAO 2021-04 regarding Jack Downing Park Project Costs: Estimated 2021 Increases

Respectfully submitted:

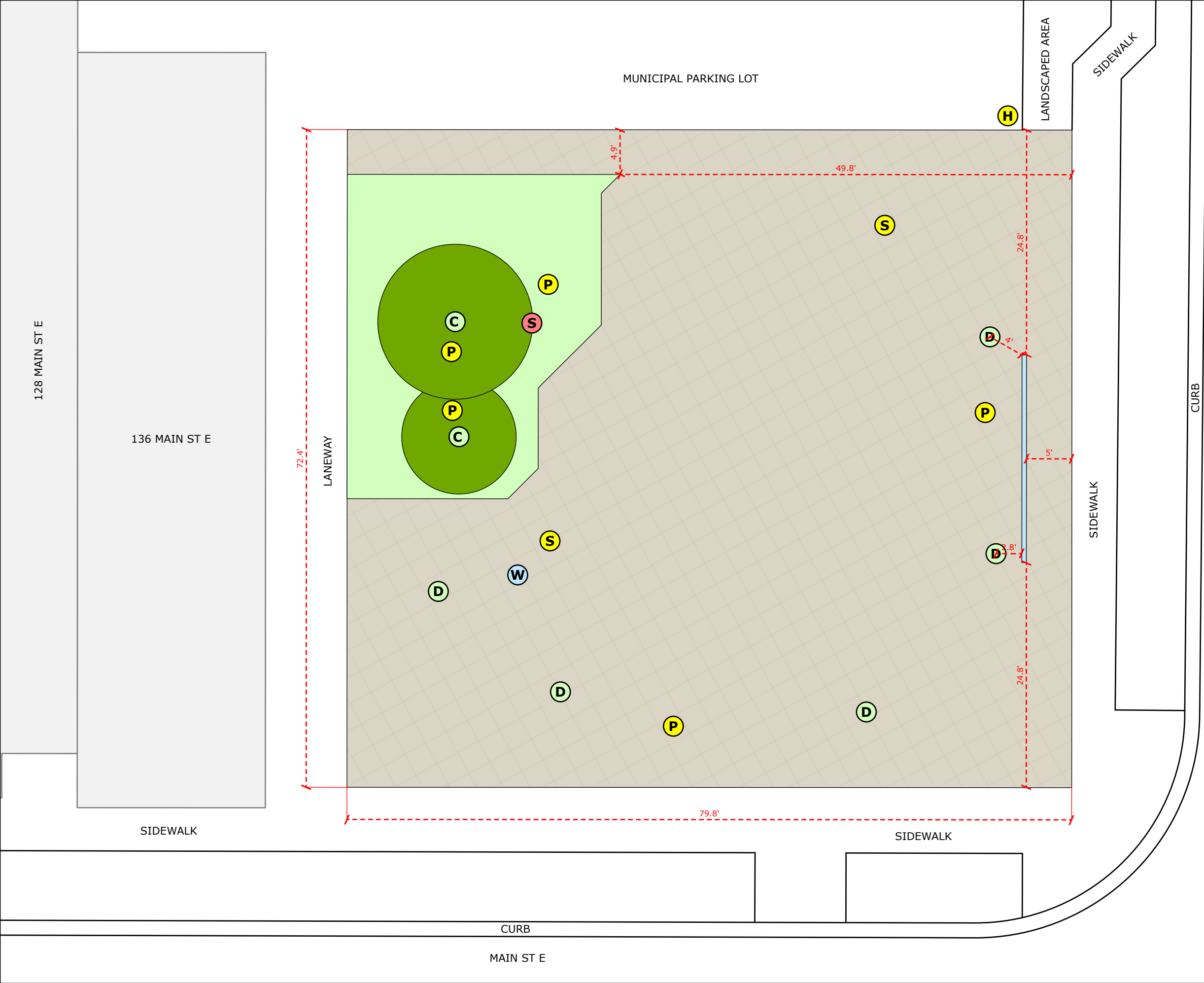
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Denyse Morrissey, CAO









REPORT NUMBER CAO 2021-06	APPENDIX NUMBER 1	LAYOUT NUMBER 2A
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TITLE  
3' Letters facing William Street

LEGEND

Point Features

<b>C</b> Coniferous tree	<b>S</b> Soil access pipe
<b>D</b> Deciduous tree	<b>S</b> Streetlight
<b>H</b> Hydro pole	<b>W</b> Water fountain
<b>P</b> Power supply	

Linear Features

<b>- - -</b> Dimension	<b>—</b> Reference
<b>—</b> Feature Outline	

Shaded Features

<b>Blue</b> "Shelburne" Letters	<b>Green</b> Garden
<b>Grey</b> Building Footprint	<b>Brown</b> Park surface
<b>Dark Green</b> Coniferous Canopy	

REFERENCE

NOTES

**Shelburne Letters**

- letters are 3' in height
- largest letter width is 2.27' (27.22")
- letter depth is 0.5' (6")
- spacing between letters is 0.67' (8")
- total length of feature is 22.85'

**Gardens and Trees**

- all existing gardens are to be removed except for large bed in the northwest corner
- all existing trees are to remain
- deciduous trees are estimated to have a 10" trunk footprint

**Pathways**

- pathways have a minimum width of 1,500 mm (~4.9') as per Integrated Accessibility Standards Regulation where possible

**Soil Access Pipe**

- required for soil testing and cannot be removed, relocated, or permanently obstructed
- has a rusty metallic appearance, material unknown
- extends an estimated 16" above the surface
- estimated 6" diameter

**Other Features**

- existing benches throughout park not shown
- streetlights estimated to have a 16" footprint
- water fountain estimated to have a 24" footprint
- existing power supply points are above ground and will present a tripping hazard following removal of garden beds

128 MAIN ST E

136 MAIN ST E

SIDEWALK

LANEWAY

MUNICIPAL PARKING LOT

LANDSCAPED AREA

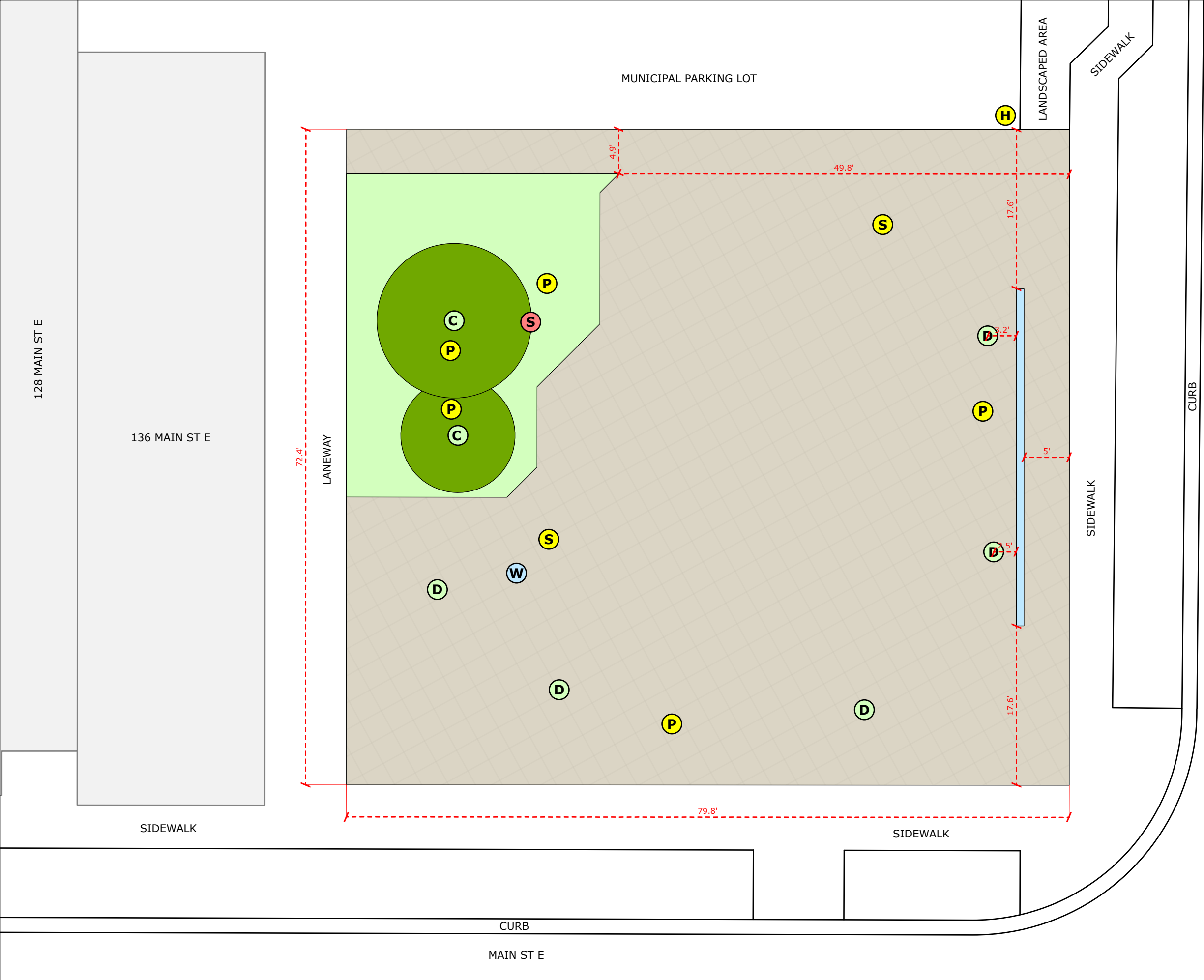
SIDEWALK

CURB

WILLIAM ST

MAIN ST E





REPORT NUMBER CAO 2021-06	APPENDIX NUMBER 1	LAYOUT NUMBER 2B
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TITLE  
5' Letters facing William Street

LEGEND

Point Features

Coniferous tree	Soil access pipe
Deciduous tree	Streetlight
Hydro pole	Water fountain
Power supply	

Linear Features

Dimension	Reference
Feature Outline	

Shaded Features

"Shelburne" Letters	Garden
Building Footprint	Park surface
Coniferous Canopy	

REFERENCE

NOTES

Shelburne Letters

- letters are 5' in height
- largest letter width is 3.78' (45.37")
- letter depth is 0.83' (10")
- spacing between letters is 1'
- total length of feature is 37.2'

Gardens and Trees

- all existing gardens are to be removed except for large bed in the northwest corner
- all existing trees are to remain
- deciduous trees are estimated to have a 10" trunk footprint

Pathways

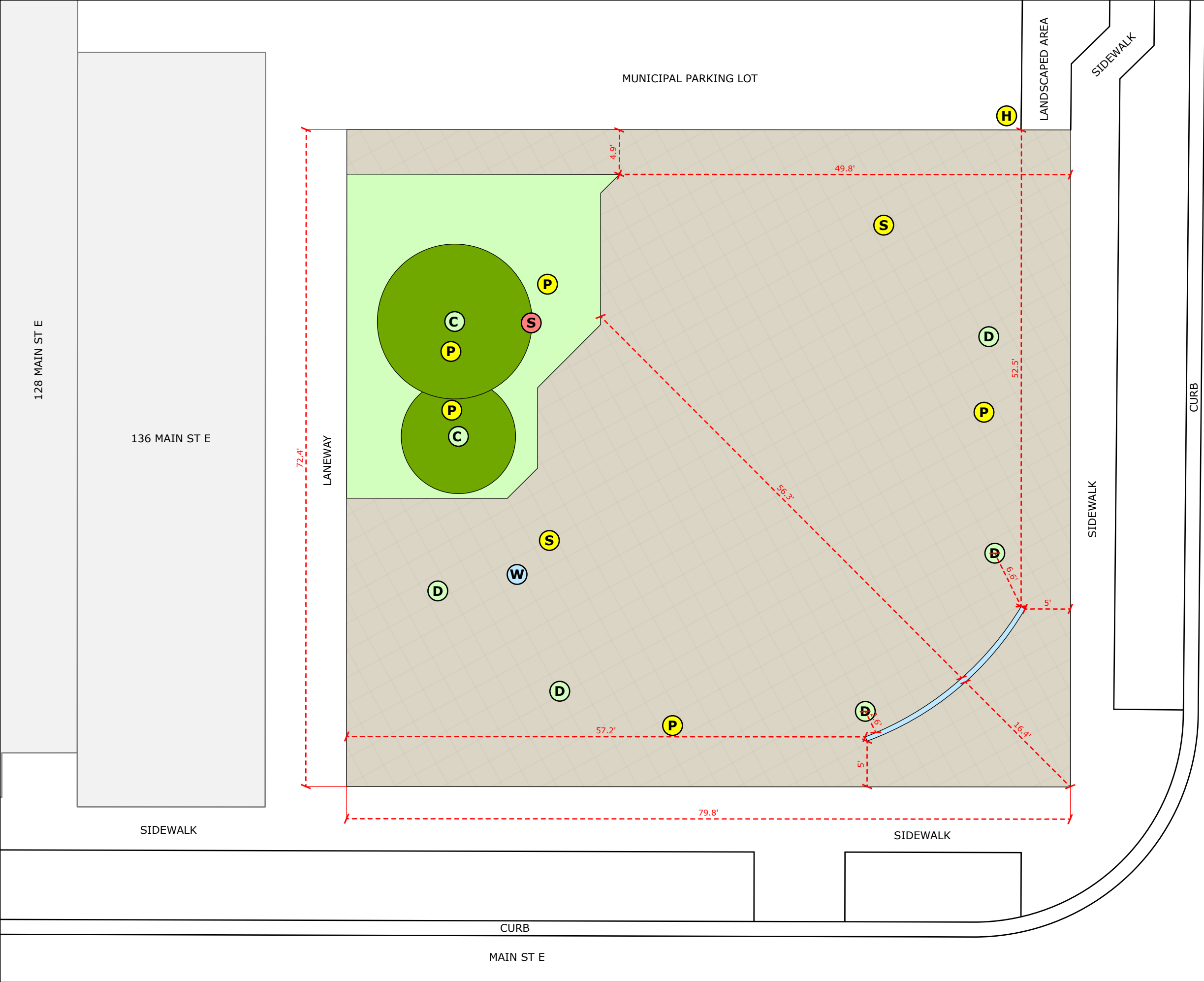
- pathways have a minimum width of 1,500 mm (~4.9') as per Integrated Accessibility Standards Regulation where possible

Soil Access Pipe

- required for soil testing and cannot be removed, relocated, or permanently obstructed
- has a rusty metallic appearance, material unknown
- extends an estimated 16" above the surface
- estimated 6" diameter

Other Features

- existing benches throughout park are not shown
- streetlights estimated to have a 16" footprint
- water fountain estimated to have a 24" footprint
- existing power supply points are above ground and will present a tripping hazard following removal of garden beds



REPORT NUMBER  
CAO 2021-06

APPENDIX NUMBER  
1

LAYOUT NUMBER  
3A

TITLE  
3' Curved Letters in the Southeast Corner

LEGEND

Point Features

C

Coniferous tree

D

Deciduous tree

H

Hydro pole

P

Power supply

S

Soil access pipe

S

Streetlight

W

Water fountain

Linear Features

---

Dimension

---

Reference

---

Feature Outline

Shaded Features

"Shelburne" Letters

Building Footprint

Coniferous Canopy

Garden

Park surface

REFERENCE

NOTES

Shelburne Letters

- letters are 3' in height

- largest letter width is 2.27' (27.22")

- letter depth is 0.5' (6")

- spacing between letters is 0.67' (8")

- total length of feature is 23.13' (outside edge)

Gardens and Trees

- all existing gardens are to be removed except for large bed in the northwest corner

- all existing trees are to remain

- deciduous trees are estimated to have a 10" trunk footprint

Pathways

- pathways have a minimum width of 1,500 mm (~4.9') as per Integrated Accessibility Standards Regulation where possible

Soil Access Pipe

- required for soil testing and cannot be removed, relocated, or permanently obstructed

- has a rusty metallic appearance, material unknown

- extends an estimated 16" above the surface

- estimated 6" diameter

Other Features

- existing benches throughout park not shown

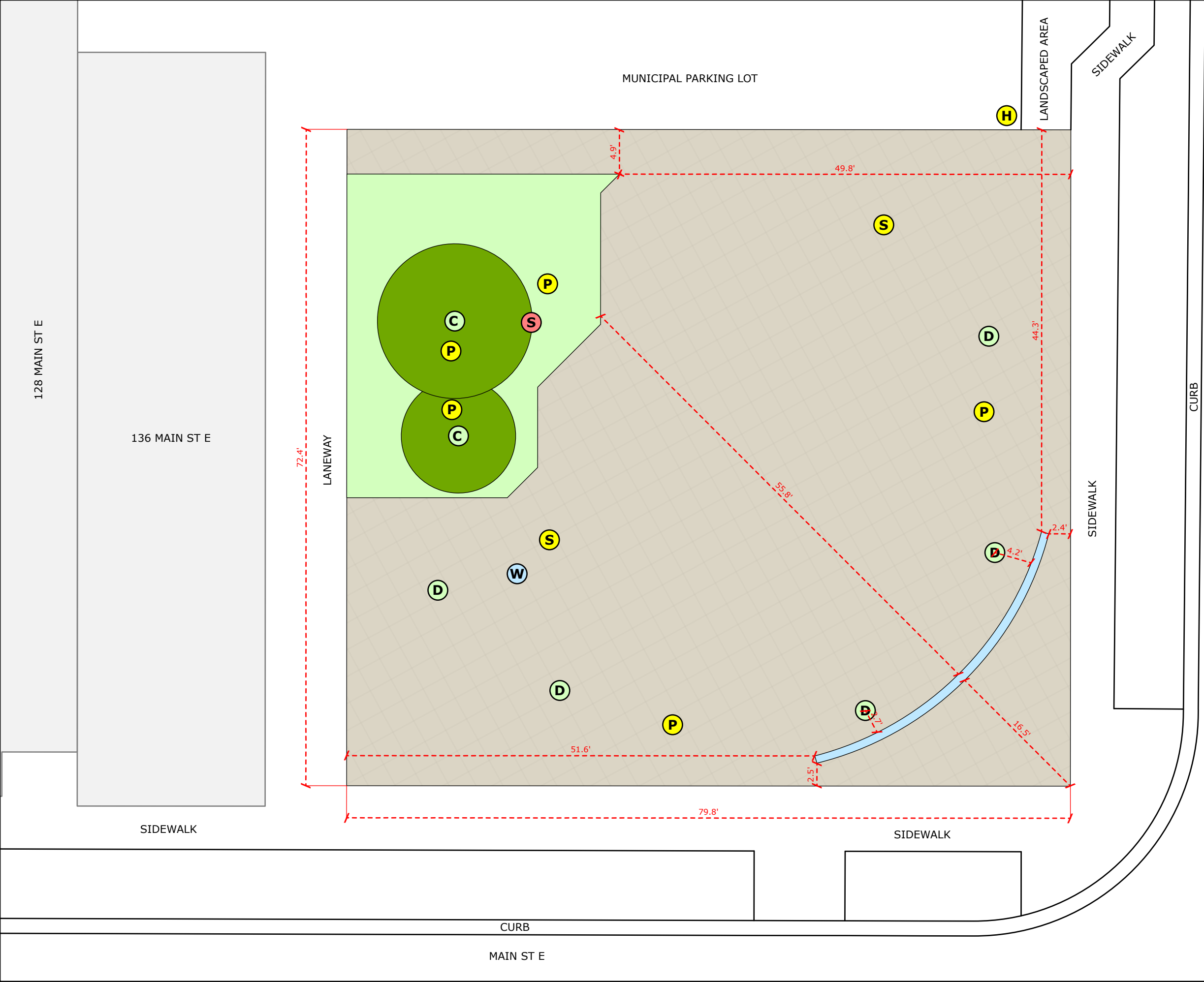
- streetlights estimated to have a 16" footprint

- water fountain estimated to have a 24" footprint

- existing power supply points are above ground and will present a tripping hazard following removal of garden beds

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2021-008-01 06-08-2021



REPORT NUMBER CAO 2021-06	APPENDIX NUMBER 1	LAYOUT NUMBER 3B
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TITLE  
5' Curved Letters in the Southeast Corner

LEGEND

Point Features

Coniferous tree	Soil access pipe
Deciduous tree	Streetlight
Hydro pole	Water fountain
Power supply	

Linear Features

Dimension	Reference
Feature Outline	

Shaded Features

"Shelburne" Letters	Garden
Building Footprint	Park surface
Coniferous Canopy	

REFERENCE

NOTES

**Shelburne Letters**

- letters are 5' in height
- largest letter width is 3.78' (45.37")
- letter depth is 0.83' (10")
- spacing between letters is 1'
- total length of feature is 37.75' (outside edge)

**Gardens and Trees**

- all existing gardens are to be removed except for large bed in the northwest corner
- all existing trees are to remain
- deciduous trees are estimated to have a 10" trunk footprint

**Pathways**

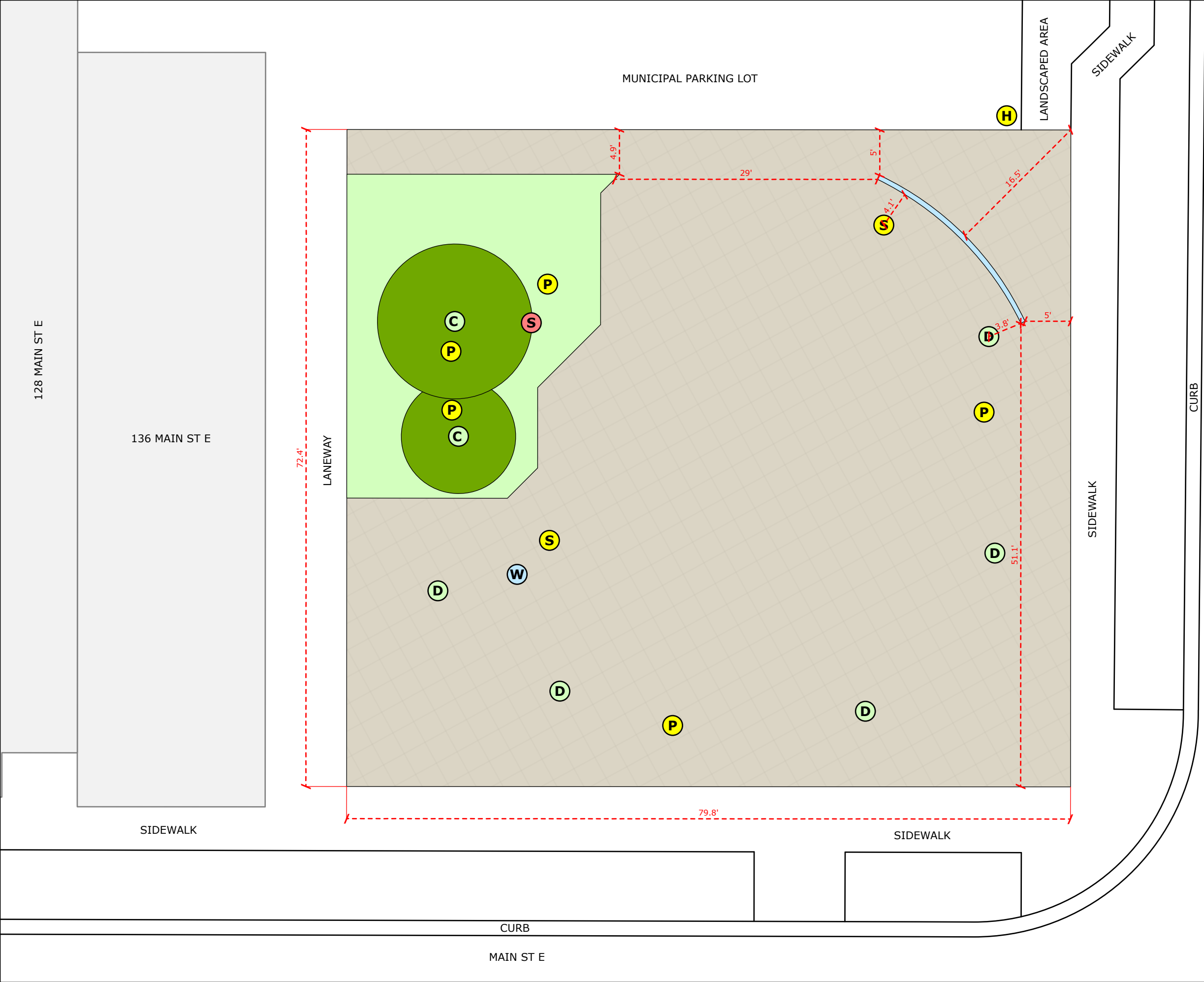
- pathways have a minimum width of 1,500 mm (~4.9') as per Integrated Accessibility Standards Regulation where possible

**Soil Access Pipe**

- required for soil testing and cannot be removed, relocated, or permanently obstructed
- has a rusty metallic appearance, material unknown
- extends an estimated 16" above the surface
- estimated 6" diameter

**Other Features**

- existing benches throughout park are not shown
- streetlights estimated to have a 16" footprint
- water fountain estimated to have a 24" footprint
- existing power supply points are above ground and will present a tripping hazard following removal of garden beds



REPORT NUMBER CAO 2021-06	APPENDIX NUMBER 1	LAYOUT NUMBER 4A
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TITLE  
3' Curved Letters in the Northeast Corner

LEGEND

Point Features

C

Coniferous tree

D

Deciduous tree

H

Hydro pole

P

Power supply

S

Soil access pipe

S

Streetlight

W

Water fountain

Linear Features

---

Dimension

---

Reference

---

Feature Outline

Shaded Features

"Shelburne" Letters

Building Footprint

Confierous Canopy

Garden

Park surface

REFERENCE

NOTES

Shelburne Letters

- letters are 3' in height
- largest letter width is 2.27' (27.22")
- letter depth is 0.5' (6")
- spacing between letters is 0.67' (8")
- total length of feature is 23.13' (outside edge)

Gardens and Trees

- all existing gardens are to be removed except for large bed in the northwest corner
- all existing trees are to remain
- deciduous trees are estimated to have a 10" trunk footprint

Pathways

- pathways have a minimum width of 1,500 mm (~4.9') as per Integrated Accessibility Standards Regulation where possible

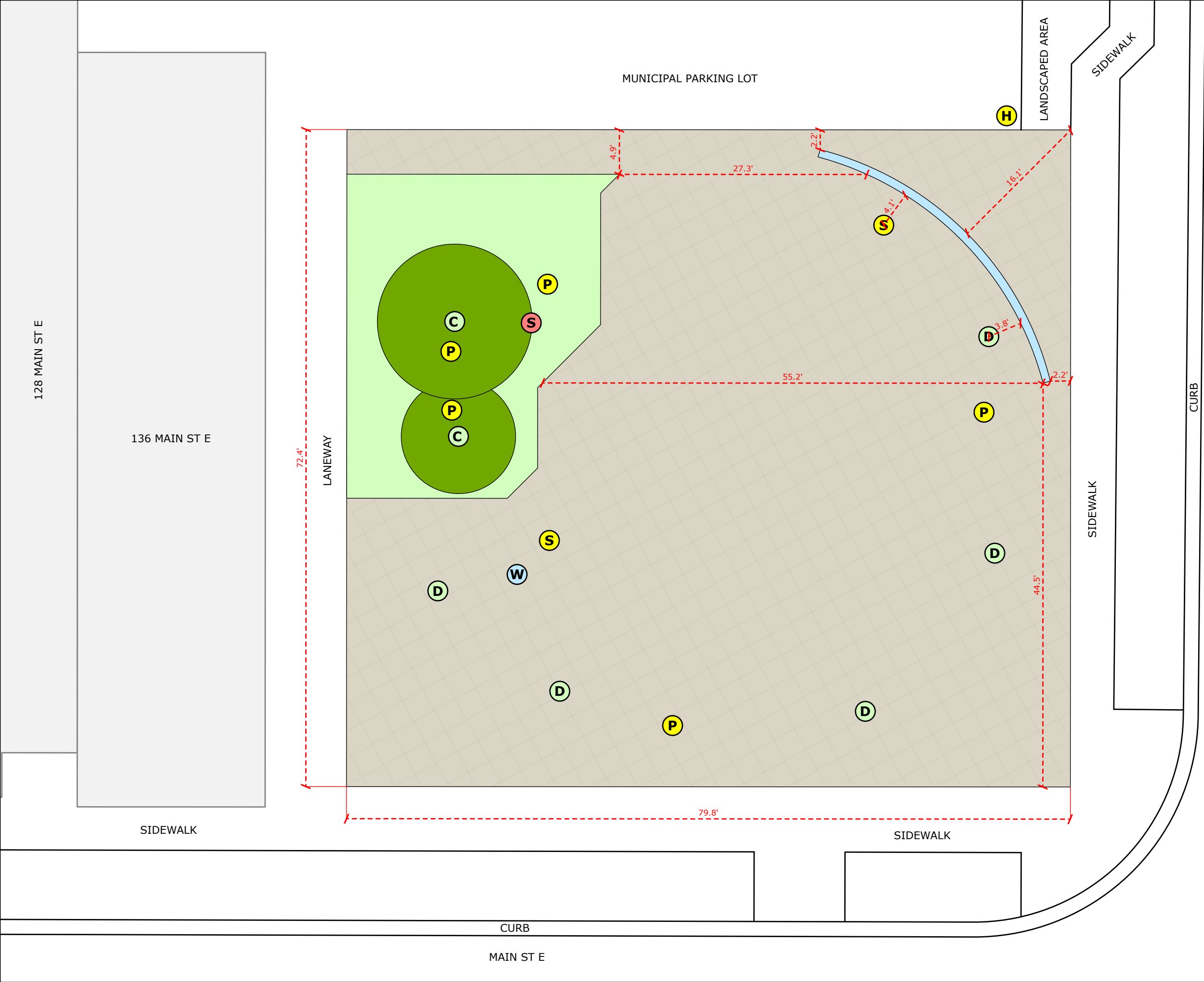
Soil Access Pipe

- required for soil testing and cannot be removed, relocated, or permanently obstructed
- has a rusty metallic appearance, material unknown
- extends an estimated 16" above the surface
- estimated 6" diameter

Other Features

- existing benches throughout park not shown
- streetlights estimated to have a 16" footprint
- water fountain estimated to have a 24" footprint
- existing power supply points are above ground and will present a tripping hazard following removal of garden beds





REPORT NUMBER CAO 2021-06	APPENDIX NUMBER 1	LAYOUT NUMBER 4B
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TITLE  
5' Curved Letters in the Northeast Corner

LEGEND

Point Features

Coniferous tree	Soil access pipe
Deciduous tree	Streetlight
Hydro pole	Water fountain
Power supply	

Linear Features

Dimension	Reference
Feature Outline	

Shaded Features

"Shelburne" Letters	Garden
Building Footprint	Park surface
Coniferous Canopy	

REFERENCE

NOTES

**Shelburne Letters**

- letters are 5' in height
- largest letter width is 3.78' (45.37")
- letter depth is 0.83' (10")
- spacing between letters is 1'
- total length of feature is 37.75' (outside edge)

**Gardens and Trees**

- all existing gardens are to be removed except for large bed in the northwest corner
- all existing trees are to remain
- deciduous trees are estimated to have a 10" trunk footprint

**Pathways**

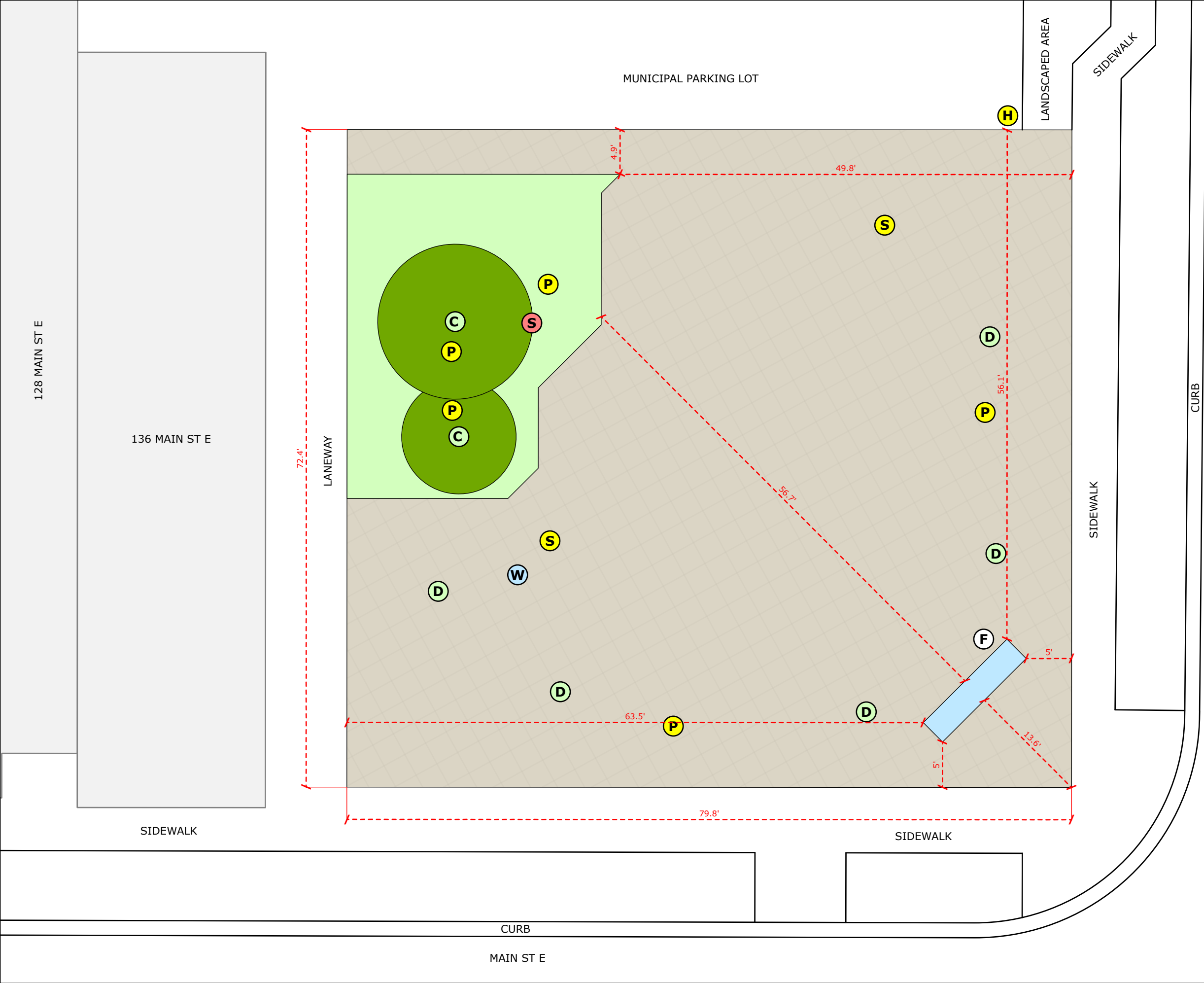
- pathways have a minimum width of 1,500 mm (~4.9') as per Integrated Accessibility Standards Regulation where possible

**Soil Access Pipe**

- required for soil testing and cannot be removed, relocated, or permanently obstructed
- has a rusty metallic appearance, material unknown
- extends an estimated 16" above the surface
- estimated 6" diameter

**Other Features**

- existing benches throughout park are not shown
- streetlights estimated to have a 16" footprint
- water fountain estimated to have a 24" footprint
- existing power supply points are above ground and will present a tripping hazard following removal of garden beds



REPORT NUMBER CAO 2021-06	APPENDIX NUMBER 1	LAYOUT NUMBER 5
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TITLE  
Letters at base of Flag Pole in the Southeast Corner

LEGEND

Point Features

<b>C</b> Coniferous tree	<b>P</b> Power supply
<b>D</b> Deciduous tree	<b>S</b> Soil access pipe
<b>F</b> Flag pole	<b>S</b> Streetlight
<b>H</b> Hydro pole	<b>W</b> Water fountain

Linear Features

<b>- - -</b> Dimension	<b>—</b> Reference
<b>—</b> Feature Outline	

Shaded Features

<b>Blue</b> "Shelburne" Letters	<b>Green</b> Garden
<b>Grey</b> Building Footprint	<b>Brown</b> Park surface
<b>Dark Green</b> Coniferous Canopy	

REFERENCE

NOTES

**Shelburne Letters and Flag Pole**

- letters to be mounted on a large sign
- sign length is 13'
- sign depth is 3'
- sign height is 7.67' (92")
- flag pole is positioned within 2' of sign

**Gardens and Trees**

- all existing gardens are to be removed except for large bed in the northwest corner
- all existing trees are to remain
- deciduous trees are estimated to have a 10" trunk footprint

**Pathways**

- pathways have a minimum width of 1,500 mm (~4.9') as per Integrated Accessibility Standards Regulation where possible

**Soil Access Pipe**

- required for soil testing and cannot be removed, relocated, or permanently obstructed
- has a rusty metallic appearance, material unknown
- extends an estimated 16" above the surface
- estimated 6" diameter

**Other Features**

- existing benches throughout park are not shown
- streetlights estimated to have a 16" footprint
- water fountain estimated to have a 24" footprint
- existing power supply points are above ground and will present a tripping hazard following removal of garden beds

128 MAIN ST E

136 MAIN ST E

LANEWAY

MUNICIPAL PARKING LOT

LANDSCAPED AREA

SIDEWALK

CURB

WILLIAM ST

SIDEWALK

SIDEWALK

MAIN ST E

Appendix 2 – Option 5 for Jack Downing Park. Approximate cost, excluding flag pole and flag, was \$28,000.







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

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

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## 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 20<sup>th</sup> 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:

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Denyse Morrissey, CAO

# 3D Toronto sign

From Wikipedia, the free encyclopedia  
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3D Toronto sign	
Iconic sign	
<i>Toronto sign</i>	
<div></div>	
The Toronto Sign in September 2020	
<b>Cost</b>	CA\$760,000
<b>Owner</b>	City of Toronto
<b>Location</b>	<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.<sup>[1]</sup> 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.<sup>[2]</sup>

## □ History<sup>[edit]</sup>

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.<sup>[3]</sup> 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.<sup>[4]</sup> It had appeared in an estimated 120 million pictures in various [social media](#) outlets by June 2016.<sup>[2]</sup>

Having an estimated three- to five-year lifespan,<sup>[1]</sup> 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.<sup>[2]</sup> 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.<sup>[5]</sup>

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](#).<sup>[6]</sup> 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.<sup>[7]</sup> 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.<sup>[8]</sup> 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.<sup>[9]</sup>

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.<sup>[10]</sup> 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.<sup>[11]</sup>

Appendix 2 CAO 2021 – 05

Town of Collingwood – Cwood Letters/Sign

The following three photos are taken from the internet.

