
TO: GENERAL COMMITTEE

SUBJECT: GROUP OF SEVEN INTERPRETIVE SIGN

WARD: 5

PREPARED BY AND KEY CONTACT: W. LOEVENMARK, LANDSCAPE ARCHITECTURAL PLANNER
EXTENSION 4743

SUBMITTED BY: R. SUTTON, P. Eng.
DIRECTOR OF ENGINEERING

GENERAL MANAGER APPROVAL: D. FRIARY
GENERAL MANAGER OF INFRASTRUCTURE & GROWTH MANAGEMENT
(ACTING)

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the Director of Engineering be authorized to execute a Letter of Agreement with Algoma Kinnawabi Travel Association related to the acquisition of a Group of Seven Interpretive sign, in accordance with the following condition:
 - a) The Algoma Kinnawabi Travel Association be responsible for all costs for supply and installation of the interpretive sign in accordance with City of Barrie standards.

PURPOSE & BACKGROUND

2. The purpose of this staff report is to request Council endorsement of the installation and acquisition of an interpretive sign featuring the Group of Seven on Barrie's waterfront.
3. Canada's Group of Seven artists have a strong national and international reputation. Algoma Kinnawabi Travel Association (based out of Sault Ste. Marie, Ontario) is seeking to expand an existing Group of Seven interpretative signage program. The goal of this interpretive signage project is to provide an opportunity for visitors to experience the Group of Seven, seeing what the artists captured and stimulate larger tourism initiatives throughout the region. Threaded together, these sites form the basis of an experiential touring route.
4. The majority of the interpretive signs are currently installed throughout Sault Ste. Marie, Algoma and the north shore of Lake Superior with some in more urban locations such as the GTA. Signs have been placed at locations where the Group of Seven painted or at landscapes that inspired the Group. Current locations include National and Provincial Parks (Lake Superior, Neys, Pancake Bay, Aubrey Falls, Pukasawa) Agawa Canyon and the Agawa Central Railway station, City of Sault Ste. Marie, transportation companies, MTO scenic lookouts and public art galleries (McMichael Canadian Art Collection – Kleinberg).
5. An expansion of the program has been proposed to include an additional panel in Barrie, Ontario ideally located at or in close proximity to the Allandale Waterfront GO Station.

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6. Group of Seven artists were familiar with Barrie and left several famous paintings, some notable examples include:
- Lawren Harris's "Pines, Kempenfelt Bay" c.1923 - Collection of the Art Gallery of Hamilton, "Street in Barrie" (private collection), and "Chestnut Tree, House, Barrie" 1916 - McGill University.
 - A.J. Casson's connection with the City as he ran multiple art workshops within the City and left his paintings to local art clubs as 'Thank You' gifts including "House and Hills" and "Flats and Barns".
 - Edward Holgate (who joined the 2nd phase of the group) was born in Barrie and his paintings are in the National Gallery and the McMichael Canadian Art Collection.
7. On November 5, 2012, City Council adopted Motion 12-G-301, which endorsed the concept of a Waterfront Heritage Trail (WHT) which would take the form of a series of interpretive panels and signs along the existing North Shore Trail and Waterfront Trail. In 2017, the first phase of the WHT was officially unveiled/opened. The Waterfront Heritage Trail thematic layout allows for the inclusion of a broad range of subjects related to Barrie's local cultural and historical heritage.

ANALYSIS

8. On March 20, 2018, staff were contacted by B.C. Hughes Tourism Consulting (retained by Algoma Kinnawabi Travel Association to facilitate the expansion of the existing sign system) to request that the City of Barrie grant permission to receive and place a Group of Seven Interpretive Panel installation in close proximity to the Allandale Waterfront GO Station. This location is historically significant as it was one of the urban departure points for members of the Group of Seven to board the train to Northern Ontario.
9. The installation includes an illustrated interpretive panel and an adjacent metal stool (see Appendix A).
10. The proposed panel would provide information on the Group of Seven's connection with the City of Barrie, and encourage additional touring opportunities through Barrie. The content for the signs will be initially developed by Group of Seven research expert Michael Burtch and reviewed by the Algoma Kinnawabi Travel Association interpretive team to ensure historical accuracy, engagement and appeal to a wide readership with varying levels of knowledge about the Group of Seven. All messaging will be written in both English and French.
11. Stools and easels are constructed using vandal proof metals and anchored into the ground. It's understood that the Group members did not use easels in the outdoor environments but rather in their studios to paint from their sketches. The sketching stool represents their plein-air painting journeys through Canadian landscapes.
12. The Allandale Train Station was the original proposed location for the new Group of Seven panel, which is not available for tourism development at this time. Instead, staff propose that the WHT can easily accommodate this themed request into its existing format, instead of creating a unique placement for a new panel. Two ideal locations may be considered for the proposed sign. The first is WHT Station 4 (see Appendix B), which is themed to Allandale Village and located in close proximity to the current GO Station. The second is adjacent to the nearby existing Barrie Historical Association (BHA) plaque (titled "Allandale Train Station"), located 60 m further west along the trail, which features a clear view of the historic train station. The BHA plaque represents a placeholder for future Waterfront Heritage Trail Station 5, to be located on the grounds of the Allandale Train Station. Should the Allandale Train Station become available to host interpretative signage in the future, in accordance with the intent of the WHT, the Group of Seven sign could easily be relocated to the station grounds. Alternatively, should the panel itself display an art image that references Kempenfelt Bay, staff would give the painting's vista a higher consideration with regard to location.

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13. The proposed installation schedule targets summer 2018 to anticipate the summer tourism season. This can be achieved by staff working concurrently on selecting the location and drafting the agreement pending Council decision. Should Council endorse the new sign, B.C. Hughes Tourism Consulting, on behalf of Algoma Kinnawabi Travel Association, would proceed to production.
 14. Algoma Kinnawabi Travel Association would arrange for the fabrication and installation of the sign, and would be responsible for the associated costs, representing an approximate value of \$10,000.
 15. The City would have full ownership of the sign after the installation. This would be secured through a Letter of Agreement (refer to Appendix C for sample). The Letter of Agreement requests that the City of Barrie receive and undertake responsibility for the maintenance of the interpretive panel for a 10 year warranty period. The City has no obligation to continue to maintain the sign upon expiration of the warranty. Signs can be relocated due to the key-lock system of installation and are designed to withstand gale force winds. Should the sign be relocated or removed after the expiry of the warranty, the City would agree to notify the Algoma Kinnawabi Travel Association.
 16. The overall goal of the project is to extend and support the touring visitor experience. By becoming one of the host destinations for the overall “Group of Seven” provincial touring route, Barrie can become part of the overall story of this Canadian legacy, gaining a national and international tourism asset and increasing our local cultural richness.

ENVIRONMENTAL MATTERS

17. The following environmental matters have been considered in the development of the recommendation:
 - a) Parking is available at the Southshore Centre and the proposed locations are within walking distance from the Southshore Centre. No additional parking is proposed that would require the loss of existing permeable greenspace surface which offsets urban heat retention.

ALTERNATIVES

18. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could maintain the existing signage proposed for the Waterfront Heritage Trail and not accept the Group of Seven sign.

This Alternative is not recommended as it removes an opportunity to benefit economically and culturally from a unique pre-funded interpretive plaque.

Alternative #2

General Committee could alter the proposed recommendation by requiring that Algoma Kinnawabi Travel Association assume responsibility for the maintenance costs of the interpretive panel.

This Alternative is not recommended as the current funding model to create and install the interpretive panel does not include maintenance costs and the Algoma Kinnawabi Travel Association does not have alternate funding in place to provide for future sign maintenance costs.

FINANCIAL

19. Algoma Kinnawabi Travel Association will supply all materials and installation labour for the sign. City staff will assist by coordinating the execution of the User Agreement and overseeing installation of the signs; this can be accommodated in the 2018 department work plans.
20. The future costs associated with maintaining the Group of Seven sign will be in the form of staff time to inspect the sign, and coordinate any necessary maintenance and repairs. The warranty period through Fontasy Signs and Displays is for 10 years, which includes failure from manufacturing defects, including but not limited to excessive fading, de-lamination, breakage and weathering, or any other decomposition that could negatively affect use and enjoyment of the sign panels.

LINKAGE TO 2014-2018 STRATEGIC PLAN

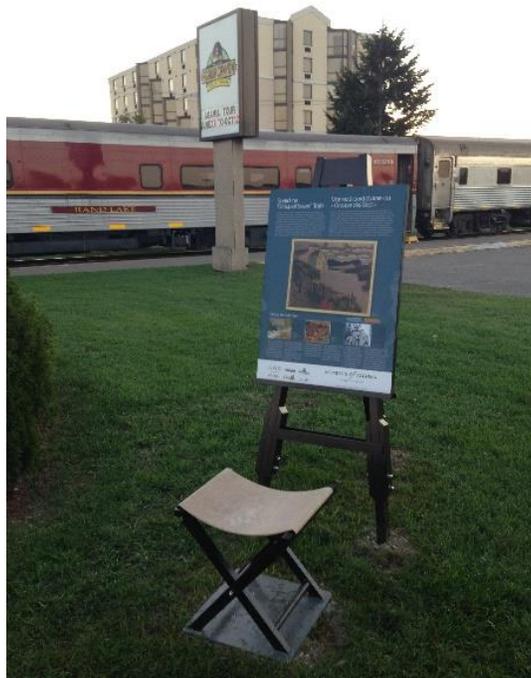
21. The recommendation(s) included in this Staff Report support the following goals identified in the 2014-2018 Strategic Plan:

- Responsible Spending

The addition of a Group of Seven Interpretive sign adds to the historical character and breadth to the existing Waterfront Heritage Trail, while saving the approximately \$10,000 cost of the sign development, production and installation. The overall goal of the project is to support the touring visitor experience. This represents a municipal asset which positions tourism as a driver for economic growth.

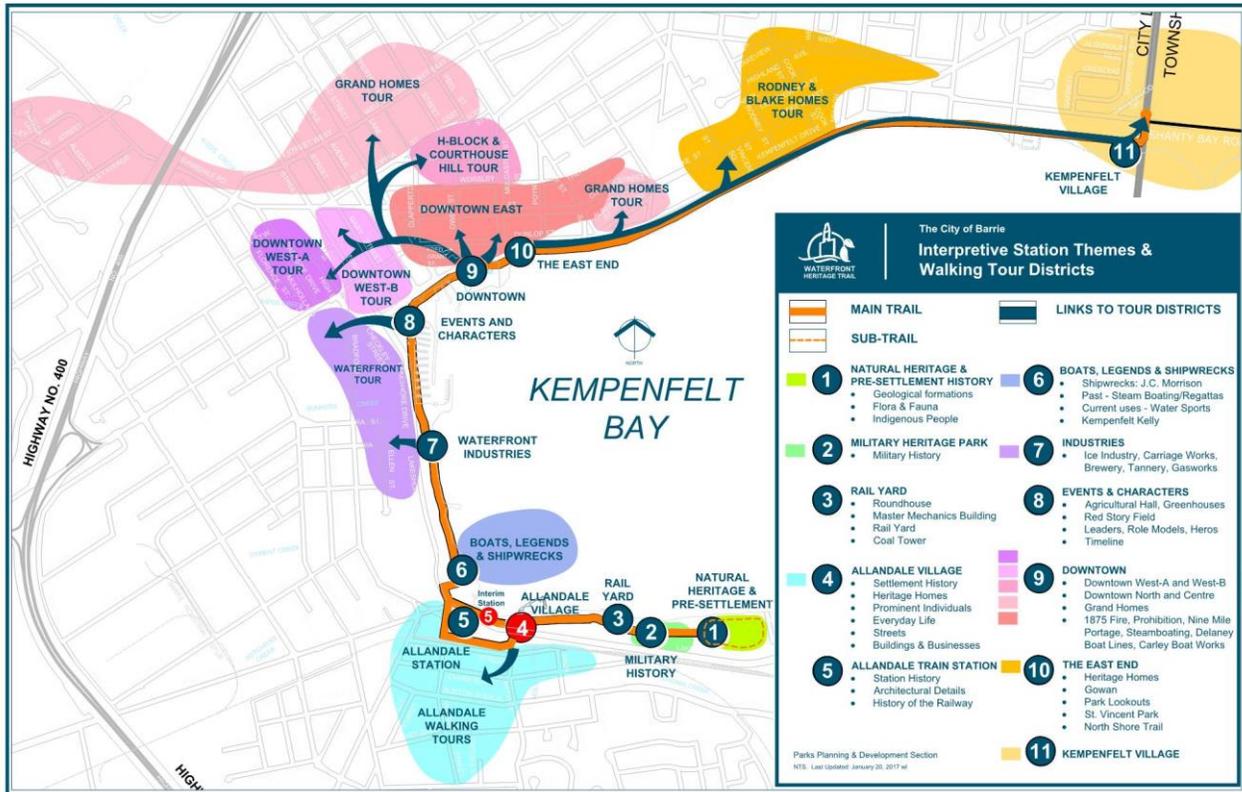
APPENDIX "A"

Examples of Existing Group of Seven Signs



APPENDIX "B"

Proposed Location of Group of Seven Sign options in red



APPENDIX "C"

Sample Letter of Agreement



Group of Seven Interpretive Signage project
Sent Via Email to Wendy Loevenmark on April 3rd 2018

Dear Wendy Loevenarm, Landscape Architectural Planner, City of Barrie Parks Planning and Development, Engineering Department

The Group of Seven Interpretive Signage Committee in conjunction with historical experts are creating (free of charge) an interpretive panel for placement as part of the Algoma and North Shore of Lake Superior Group of Seven Tourism Product Development initiative. This sign would be installed at the Allandale Station Park, specifically on the grounds near the river trail (TBD).

By signing this document, the City of Barrie agrees to accept ownership and maintenance of the panel upon its delivery. The panel will be fabricated by Fantasy Signs and carries a 10-year warranty (see attached details including installation example). Should the panel require warranty work in the 10-year period, the City of Barrie agrees to request the warranty work completion of Fantasy Signs. The City of Barrie agrees to maintain the sign as required, and that upon acceptance of the sign on delivery agrees to assume responsibility for the sign.

This document will confirm the details of the installation of an interpretive panel to the City of Barrie and will confirm the details of your acceptance of the panel's ownership upon receiving it.

The City of Barrie agrees by checking this box to have Fantasy Signs install the interpretive sign at the aforementioned and agreed upon location. The City of Barrie agrees that if required, they will meet with representative from Fantasy Signs for installation purposes on a confirmed date and time (*to be determined Spring 2018*).

Name of Person to Contact to Schedule Installation: _____
Phone Number: _____
Cell Phone Number: _____
Email Address: _____

MOMENTS *of* ALGOMA
GROUP OF SEVEN 

If you have any questions about the Group of Seven Interpretive Signage project, please call the Group of Seven Interpretive Signage Committee team at BC Hughes office 519-370-2309. Digital copies of signed letters can be sent via email to project administrator alanna@bchughes.ca.

We would like to take this opportunity to thank you for your commitment to this exciting tourism interpretation project.

Sincerely,



Carol Caputo,
Executive Director
Algoma Kinniwabi Travel Association

Acknowledged:

The City of Barrie (Signature)

Name & Title (Please Print)

Effective Date of Agreement

Please return a signed copy of this agreement letter to signage project administrator via email by April 16th 2018 to alanna@bchughes.ca.