
TO: GENERAL COMMITTEE

SUBJECT: HEART BARRIE LANDMARK SIGN

WARD: ALL

PREPARED BY AND KEY CONTACT: C. HARRIS, MANAGER OF MARKETING AND COMMUNICATIONS

SUBMITTED BY: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

GENERAL MANAGER APPROVAL: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

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

RECOMMENDED MOTION

1. That further to motion 21-G-040, a Heart Barrie landmark sign (landmark sign), no more than 8 feet tall be installed in Heritage Park and identified as Appendix “A” to Staff Report AAC002-21.
2. That, if Councillor McCann has 100% fundraising commitment of \$200,000 by September 30, 2021 – with 75% of donations paid to the City by September 30, 2021, staff in Access Barrie issue a Request for Proposal (RFP) to secure a company that can provide three (3) sign concepts and install the landmark sign at the approved location before July 1, 2022.
3. That donors would be recognized with a plaque approximately 18” wide by 16” tall embossed in the ground near the landmark sign in Heritage Park to include a listing by name of all donors.
4. That \$15,000 be added to the Operations Department budget beginning in 2022 to cover costs of potential graffiti removal and winter maintenance on and around the sign.

PURPOSE & BACKGROUND

5. On March 1, 2021, City Council approved motion 21-G-040 for staff in Access Barrie to investigate the feasibility of producing a landmark sign to bring the City of Barrie together, promote civic pride and encourage residents and tourists to capture memories and share on social media, with the proposed sign being bold and having Lake Simcoe in the backdrop.
6. Motion 21-G-040 states that:
 - I. Staff in Access Barrie investigate the feasibility of producing a landmark sign (‘heart icon’ Barrie) to bring the City of Barrie together, promote civic pride and encourage residents and tourists to capture memories and share on social media, with the proposed sign being bold and having Lake Simcoe in the backdrop, with the sign being a size of 6-10 feet high, and recognition of special occasions, including consultation with the Barrie Public Art Committee and the MacLaren Art Centre concerning the potential location and report back to General Committee.
 - II. The upon completion of a competitive bid process and once a preferred vendor is selected, a Working Group be established, including Mayor J. Lehman, Councillor M. McCann,

Carol-Ann M. Ryan (Chair, Barrie Public Art Committee), Karen Carter (Executive Director, MacLaren Art Centre), the vendor, and staff from Access Barrie to select the final design of the signage and installation timelines with a goal of July 1, 2022, and report back to General Committee via memorandum.

- III. The cost of the sign not exceed \$200,000 with the total cost to be fundraised by Councillor M. McCann in accordance with the City's Donation Policy with assistance from the BIA, Tourism Barrie, and Chamber of Commerce and that an update on the total funds raised be provided to General Committee with the report back from staff.
7. There is a global trend for city-identifying signs designed specifically for tourists to interact with and photograph. The signs which lend themselves to social media appear in cities such as Toronto, Ottawa, Kingston, Amsterdam, Paris and more.
8. The proposed sign would be 8 feet high and would include a "heart" and the word BARRIE. The sign will be fully accessible and would incorporate colours and LED lighting effects so that the lights could be easily changed in recognition of special occasions. The height of the sign needs to be 8 feet. Anything larger and it would be difficult to safely take a photo in the space. If it is any smaller, people could be taller than the sign and block the letters.
9. Motion 21-G-040 indicated that once a preferred vendor is selected by staff through a RFP process, a Working Group will be established, including Mayor J. Lehman, Councillor M. McCann, Chair Barrie Public Art Committee, Executive Director MacLaren Art Centre, the vendor, and staff from Access Barrie.
10. The role of the Working Group is to select the final design of the landmark sign and to report back to Council via memo advising of the final design.
11. Councillor McCann has committed to fundraising the entire cost of the landmark sign. All donations received must be in line with the City's Donation Policy (Appendix B).

ANALYSIS

12. Councillor McCann was provided with a marketing package of material from staff in Access Barrie in March 2021 to assist him in his fundraising efforts (Appendix C).
13. Donors would be recognized with a plaque approximately 18" wide by 16" tall embossed in the ground near the landmark sign in Heritage Park and will include a listing by name of all donors.
14. If 100% fundraising commitment of \$200,000 is not received by September 30, 2021 – with 75% of donations paid to the City by September 30, 2021, staff will not proceed with an RFP. The project will be cancelled and any donations that were received will be returned to donors. Unlike other projects this one does not have another funding source so we cannot go to RFP until the funding is secured, so as to not commit the City to work without funding secured.
15. If 100% of fundraising has been committed and 75% of the \$200,000 has been paid to the City by September 30, 2021, the remaining 25% would need paid to the City by March 31, 2022.
16. The date of September 30, 2021 was chosen to provide enough time for staff to issue an RFP and select a vendor to design, fabricate and install the sign before July 1, 2022.
17. As of May 28, 2021, the City has not received any donations towards the landmark sign.

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18. Staff will report back to Council in a memo in October 2021 on the amount of donations received, whether the project is moving forward and next steps.
 19. Staff reviewed landmark signs from the City of Toronto, City of Kingston, City of Ottawa, and City of Belleville and were provided information on production, construction and general maintenance and security.
 20. The comparator research led staff to develop a Request for Information (RFI) to better understand the scope of the project, anticipated timelines, costs, and feedback on possible locations.
 21. The City issued a RFI for the landmark sign on April 7, 2021. The RFI closed on April 28, 2021 and garnered 13 responses.
 22. The RFI provided rough estimates of costs, review of locations, expected timeline to complete a project of this size, materials, warranty, and power requirements.
 23. Most respondents to the RFI estimated the timeline for the project would take roughly 4 months from design to installation.
 24. Respondents recommended that the sign be constructed from steel and aluminum and to apply a coating to assist with any possible graffiti removal.
 25. Respondents indicated that the sign would be under warranty from anywhere between 1 to 3 years and that the sign would last between 10 and 20 years.
 26. The sign would be lit with LED lights, which respondents commented would require little power and have minimal energy costs.
 27. Based on feedback from the RFI, it is recommended that the company fabricating the sign should also design it to ensure the design is within scope and can be fabricated to ensure structural integrity. Standard signs are not generally expected to be climbed on by the public, but these letters will be. Proper detailing of the components and their connections is very important to ensure a successful installation.
 28. The preferred vendor will present three design options to the Working Group, made up of Mayor J. Lehman, Councillor M. McCann, Chair Barrie Public Art Committee, Executive Director MacLaren Art Centre, and staff from Access Barrie to select the final design for the landmark sign.
 29. The landmark sign would be maintained in all seasons by the Operations staff. This includes snow clearing, landscaping, graffiti removal, etc. Graffiti removal would cost roughly \$5,000 annually and winter maintenance would cost about \$10,000 annually. These costs would be paid for out of the Operations budget.
 30. The sign would be covered under the City's blanket liability insurance policy.
 31. Requests for changes to the colours of the signage to mark significant events/ reconnection is expected to follow a similar process to how flag raisings and proclamations are handled.
 32. Staff considered four locations for the landmark sign: Heritage Park (Appendix A), Meridian Place, City Hall, and Southshore (Appendix D). Staff are recommending Heritage Park for its wide-open spaces, view of the waterfront in the background, it is close to the downtown offering connectivity to businesses, Meridian Place and gathering locations for residents and tourists, and it provides enough space for safety and accessibility. Although there are concerns with this location, staff feel this option best meets the intent of motion 21-G-040.

Proposed Location in Heritage Park with sign mock-ups for illustration purposes.



33. Based on feedback from the RFI and consultation with staff and representatives from the Public Art Committee and MacLaren, Meridian Place is the least desirable location as it would not be universally accessible due to the slope, the location appears to require additional excavation through existing concrete to provide an Engineered footing as required to support the sign, installation would be more extensive and subsequently most costly, and the sign would be best placed on level ground.
34. As per council direction, possible locations were shared with Carol-Ann M. Ryan (Barrie Public Art Committee) and Emily McKibbon (MacLaren Art Centre) for the landmark sign.
35. Ryan and McKibbon prefer Heritage Park as the location because of the shoreline in the background as intended, its connection to walking trails, Meridian Place, and the connectivity to the downtown. Heritage Park is also a natural draw for other events that are held there (Winter Light Display, Winterfest). Also, there is enough space to ensure safe distancing for photographs in the space.
36. Ryan and McKibbon suggested that Heritage Park offers connections to other public art already downtown and this was seen as an asset. Self-guided public walking tours could start at the MacLaren, head south to The Horn and the Heart, leading to the Sea Serpent, past the landmark sign, and then onto the Rotary Clock and Spirit Catcher.
37. Ryan and McKibbon did not prefer Meridian Place as a location because of possible accessibility issues, contends with Memorial Square and the Cenotaph as well as the public art installation of The Horn and The Heart. City Hall is felt to be too densely packed; it will dominate the space and it would be difficult to ensure safe and proper distancing for photographs.
38. Ryan and McKibbon's feedback on Southshore was that it was a good public space with a view of the waterfront, but it lacked connectivity to the downtown businesses. It is also further away from the majority of foot traffic and might not be a great location to draw tourists.
39. To make the sign unique, Ryan and McKibbon suggested the sign could be wrapped with public art to create a truly unique sign reflective of our community. This would provide a way for the landmark sign to showcase the uniqueness of Barrie and help to draw people back to the sign for multiple visits. Staff would include this option as part of the RFP if the project proceeds.



Source:

tdot.com

40. A consultation was held internally with staff from various departments including Operations, Facilities, Development Services, Recreation and Culture Services and Economic and Creative Development to discuss possible locations and any operational issues. There were some concerns raised with the Heritage Park location.
41. Heritage Park is currently undergoing a Master Plan process. Consultation on this project occurred May 27, 2021. The work is supported by a consultant and is working on three concepts to discuss with the public. Work on the Master Plan began in 2018 but was put on hold over 2020 due to COVID-19 and then picked up near the end of 2020, with milestone dates. The concepts as currently proposed do not have any sign considerations.
42. As part of a motion from Council last August an update to the Waterfront Strategic Plan was requested and granted funding in the 2021 capital plan. An RFP is being finalized and will be sent out later this month.
43. Parks Planning was concerned about the size of the sign and thought there should be consideration for a vertical alignment of the sign and no more than 8ft high. This may make it easier to take pictures and would take up a smaller footprint for the foundation.
44. Heritage Park is not a designated play space, but considerations would be made in the RFP to ensure safe interaction with the sign adhering to CSA Standards. Reducing the size to a maximum 8 feet will also be safer with respect to anyone climbing on the sign.
45. Heritage Park is the smallest of the three main waterfront parks (Centennial and Southshore/Allandale Station Parks). Parks Planning staff recommended that other waterfront locations be considered where space is more flexible, such as along / near Southshore.
46. Recreation and Culture Services and Economic and Creative Development suggested that Heritage Park could create a conflict with event production (Winterfest, Lawnchair Luminata, etc). To help maintain the passive use of the park and greenspace for events, the proposed location in Heritage Park angles the sign back from the walking path.
47. Southshore was explored (Appendix D) but it is not an ideal location because it would be in close of proximity, or directly in relation to, the proposed First Nations Ceremonial Fire Pit.
48. The current proposed size and scale of the sign indicates that it would become a dominant element of any landscape. The sign should avoid interrupting, blocking, affecting premier visual sightlines for park users. The highest aesthetic value should continue to be a priority for this park location.

49. It is recommended that the RFP include a comprehensive site analysis to identify all existing servicing, circulation patterns, site usage patterns and identify and mitigate any potential conflicts.

ENVIRONMENTAL AND CLIMATE CHANGE IMPACT MATTERS

50. There are no environmental and/or climate change impact matters related to the recommendation.

ALTERNATIVES

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

Alternative #1

General Committee could choose another location from the options considered in this report the landmark sign. This alternative is not recommended, as staff have already conducted research and consulted with external and internal stakeholders on a preferred option.

Alternative #2

General Committee could recommend approving the installation of the landmark sign regardless of whether the cost of the signage is fully fundraised, with funding coming from the Reinvestment Reserve. Although, this option is available it is not recommended, as it will have a financial impact to the City.

Alternative #3

General Committee could decide not to proceed with the installing a landmark sign in Barrie.

FINANCIAL

52. The cost of the landmark sign is not to exceed \$200,000 with the total cost of the design, fabrication, and installation to be fundraised by Councillor M. McCann in accordance with the City's Donation Policy. \$200,000 is in line with the feedback from the RFI. Annual maintenance is anticipated to be \$15,000 for graffiti removal and winter maintenance costs. \$15,000 should be added to the Operations Department budget beginning in 2022 to cover costs of potential graffiti removal and winter maintenance on and around the sign.
53. If 100% of fundraising has been committed and 75% of the \$200,000 has been paid to the City by September 30, 2021, the remaining 25% would need paid to the City by March 31, 2022.

LINKAGE TO 2018-2022 STRATEGIC PLAN

54. The recommendation(s) included in this Staff Report support the following goals identified in the 2018-2022 Strategic Plan:
- Improve and expand public spaces for residents in the City centre.
 - Create great public spaces.

Appendix A – Rendering shown is not the final design. The design will be created by the company that is hired through the competitive RFP. It is for concept only.

Recommended Location: Heritage Park



Sign mock-up is for illustration purposes only.



Advantages:

- Heritage Park offers the lake view which is a tourist draw.
- Open space will safely allow for groups to gather and safely take photos.
- People are always walking and hanging around making the visibility of the sign prominent.
- Many city events take place at Heritage Park, so it is a natural draw for the community and for tourists.
- It is across from Meridian Place and has a close connection to downtown.
- Access to hydro throughout the park.

Considerations:

- Heritage Park is the smallest of the three main waterfront parks (Centennial, Southshore, Allandale Station Parks).
- Hard surface in vicinity of the installation will be important for accessibility and to avoid turf turning to mud when wet.
- Security measures would be needed to deter vandalism.
- Heritage Park Master Plan currently in development.

APPENDIX B – City of Barrie Donation Policy

POLICY

Section: A09-Policies & Procedures
Sub-section: FINANCE
Policy #: FIN-018-102

Subject: Donation Policy
Effective Date: June 4, 2018
Review Date: June 4, 2019

POLICY STATEMENT

The City of Barrie (“the City”) can issue donation receipts for income tax purposes as it is a registered municipality with the Canada Revenue Agency (“CRA”). The City is accountable for the responsible administration of the issuance of charitable donation receipts and must follow the legislation in the Income Tax Act in order to maintain its registered status as a qualified donee. Monetary penalties can also result in the event of non-compliance.

PURPOSE/APPLICATION

This Policy provides guidance related to the process and requirements of receiving cash and in-kind donations which are intended to support projects, programs, or services which are offered by the City, including the following:

- a) Providing guidelines for the acceptance of donations;
- b) Establishing the requirements for issuing donation receipts for income tax purposes; and
- c) Describing the roles involved in the donation process.

DEFINITIONS

For the purpose of this Policy, the following terms shall have the meaning as ascribed to them:

- a) **Charitable donation** – A **charitable donation** is a voluntary transfer of cash or non-cash items to the City without receiving anything significant in exchange. Sponsorships or naming rights are not considered **charitable donations**.
- b) **Advantage** (benefit) – If a person or a company receives any goods, services, or any other benefits when giving a donation, it is considered an **advantage** or benefit. **Advantages** are measured at fair market value (see definition below).
- c) **Fair market value (“FMV”)** – This is generally defined as the most that someone would be willing to pay for a good, service, or right in the open market.
- d) **Donations In-kind** – Donations in-kind are non-cash donations. Donations in-kind are valued at fair market value and may require external appraisal or valuation. Donations in-kind include investments and financial securities.
- e) **Qualified Donee** - Under the Income Tax Act, qualified donees are organizations that can issue official donation receipts for gifts they receive from individuals and corporations. As a registered Canadian municipality, the City of Barrie is a **qualified donee**.

SPECIFIC POLICY REQUIREMENTS

Eligibility requirements

Charitable donations to the City must, at a minimum, meet the following requirements:

- gifts of cash or non-cash items to the City must be voluntary and receipts will not be issued before the donation has been received and its value confirmed;
- in-kind donations are for donations of property and exclude intangible donations (such as services, time, and effort).

All donations

In order to process a donation receipt in accordance with legislated requirements, additional information must be requested by the department receiving the donation at the time that the donation is received, as described below:

- a) the date the donation was received;
- b) the full name (including middle initial) and address of the donor;
- c) the amount or value of the donation;
- d) the amount and description of any goods or services received by the donor in exchange (see Donations with an Advantage); and
- e) any restrictions or direction on the use of the donation (note: this may preclude the donation from being eligible for a donation receipt).

Various types of charitable donations may be accepted by the City of Barrie but have different requirements. The following sections describe the processes and requirements for each type of donation the City may receive:

Cash donations

Cash donations may be received by any department, including Service Barrie. All required information must be captured by the receiving department and sent to the Finance Department for processing.

Donations in-kind

Donations in-kind must be approved by the Finance Department before they are received to evaluate the potential for issuing a charitable donation receipt. Non-cash donations will be valued at estimated fair market value. For donations with estimated fair market value of over \$1,000, external appraisals or valuations must be made. Where a public market does not exist to establish the fair market value of a donation in-kind (e.g. publicly traded securities), a donor may be asked to cover the costs of an appraisal. A charitable donation receipt will only be issued if the amount of the advantage can be estimated.

Per Ontario Regulation 438/97, paragraph 10 of section 2 and subparagraph (11) of section 3, a municipality may accept a security as a donation if the municipality makes a plan to sell the security and does so within that timeline. However, the City reserves the right to approve or deny donations in-kind within these limitations.

Donations with Advantage (benefits received in exchange)

If a donor receives an advantage from a donation, the City can only provide a charitable receipt for the fair market value of the gift less the fair market value of any benefit to that person or company. The fair market value of the advantage may be difficult to determine, therefore it is recommended the Supervisor of Financial Reporting and Policy be engaged in the process before any commitments have been made. A charitable donation receipt will only be issued if the amount of the advantage can be estimated. Per CRA regulations, a charitable donation receipt cannot be issued where the fair market value of the amount of the advantage is greater than 80% of the fair market value of the gift.

Donations of Cultural Property

Cultural property are items that are deemed by the Canadian Cultural Property Export Review Board to have “outstanding significance and national importance” to Canada. Criteria in determining the “significance and importance” can include the items close association with Canadian history or national life and/or its aesthetic qualities and/or its value in the study of the arts or sciences. The donation of cultural property must be certified as such by the Canadian Cultural Property Export Review Board. Before committing donation receipts for cultural property, consult with the Supervisor of Financial Reporting and Policy.

LIMITATIONS

The City Treasurer and/or designate (Deputy Treasurer), are responsible for issuing charitable donation receipts. No charitable donation receipts will be issued where excluded under the Income Tax Act or where not approved by the Treasurer. All donation receipts to be issued by the City will be authorized by two signatures, City Treasurer and/or designate (Deputy Treasurer).

The Treasurer is not authorized to issue charitable donation receipts in relation to but not limited to the following:

- a) donations in-kind which are difficult to value, or which do not convey a clear benefit to the City of Barrie;
- b) sponsorships in return for commercial benefit (e.g. naming rights, logo placements, advertising, or presenting sponsorships);
- c) intangible donations such as services, time, and effort;
- d) donations intended as a flow through to a specified recipient who does not have charitable status;
- e) donations of less than \$20 will not receive a charitable donation receipt;
- f) charitable donation receipts made out in a name different than the donor without sufficient supporting evidence; and,
- g) where there has been a pledge or promise to pay but no transfer of property.

RESPONSIBILITIES

City staff are responsible for:

- adhering to the parameters of this policy;
- collecting the appropriate information when donations are received and providing it to the Finance Department for processing; and,

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- contacting the Finance Department in advance if one of the following is expected to be received in order to evaluate the potential for issuing charitable donation receipts:
 - donation in-kind/non-cash donation (including securities/investments)
 - donation with an advantage (benefit to the donor)
 - donation of cultural property

The Treasurer and/or designate (Deputy Treasurer) is responsible for issuing charitable receipts and enforcing compliance with this policy.

Finance staff will report to Finance and Corporate Services Committee on an annual basis with respect to the donation receipts issued during the year.

REFERENCES AND RELATED POLICIES/FORMS

Public Art Policy (12-G-252)

Sponsorship Policy (17-G-088)

Income Tax Act (1985)

Municipal Act, 2001

City of Barrie Donation Receipt Request Form

DEPARTMENT CONTACTS

Finance Department

Craig Millar, Director of Finance and Treasurer x5130

Melissa Mifsud, Supervisor of Financial Reporting and Policy x4530

Wendy Oickle, Supervisor of Accounts Payable/Receivable x4345

Appendix "A"

Donation Procedures

Donations may be made via mail or in person at City facilities. The following procedures apply to all gifts for which a charitable donation receipt is requested:

1. Receipts of funds should follow appropriate cash handling procedures and should be safeguarded prior to deposit.
2. All payments in the form of a cheque must be made payable to the City of Barrie.
3. Staff receiving the donation must ensure they obtain all relevant information including:
 - i. The date the donation was received;
 - ii. The full name (including middle initial) and address of the donor;
 - iii. The amount of the donation;
 - iv. The amount and description of any goods or services received by the donor in exchange for the donation;
 - v. Any restriction or direction on the use of the donation.
4. The Finance Department must be contacted in advance in case of a donation in kind, donation with an advantage to the donor, or donation of cultural property in order to evaluate the potential for issuing charitable donation receipts.
5. Requests for charitable donation receipts must be forwarded to the Finance Department. Supporting documentation including a copy of the cheque where applicable, the general ledger account to which the payment has been posted, and the name of the project, program or service to which the donation applies must be provided. The name of the City contact should also be supplied where available, in case of any questions.
6. Donation receipts will be signed by the Treasurer and/or designate (Deputy Treasurer).
7. Donation receipts will not be issued for gifts of less than \$20.
8. Donation receipts will not be issued until at least ten (10) days have passed since the receipt of any cheques to ensure that the payment has cleared the bank.
9. Where applicable, it should be indicated whether the donation receipt is to be mailed to the donor or held for pick up by City staff or the donor.
10. Donation receipts may be re-issued in the event the original receipt was misplaced. Duplicate receipts will clearly be marked as such.
11. Finance will issue only numbered donation receipts and will track the number continuity.
12. Finance will ensure duplicate copies of donation receipts containing information required by the *Income Tax Act* and supporting documentation are kept in accordance with the City's Records Retention By-law. Records will be sufficient to support the City's registered status as a qualified donee.

Appendix C – Marketing Package

 BARRIE LANDMARK SIGN



LANDMARK SIGN

The proposed “heart” Barrie sign will be bold and have Lake Simcoe in the backdrop.

It will be six to ten feet high and incorporate colours and effects so that the lights could be changed in recognition of special occasions. The exact location and design are to be determined but this is a conceptual rendering.



Artist rendering

GATEWAY SIGN ON HWY 400



WE NEED YOUR HELP

We need our own landmark Barrie sign.

It will unite Barrie and help businesses by driving people to the downtown.

And the timing is perfect. We are just coming out of a pandemic that has gutted many of local businesses and this uniting sign will inject energy into our downtown at a much-needed time.

By donating to this sign, you will have an impact on our local businesses by helping to attract more people downtown post-pandemic

HOW YOU CAN HELP

Platinum

- \$25,000
- Barrie sign to be changed to your company colours once a year;
- Promotion via City social media channels;
- Recognition at a Council Meeting and on the City's website;
- Acknowledgement at the unveiling event and in the City's media release;
- Company name acknowledged at the sign.

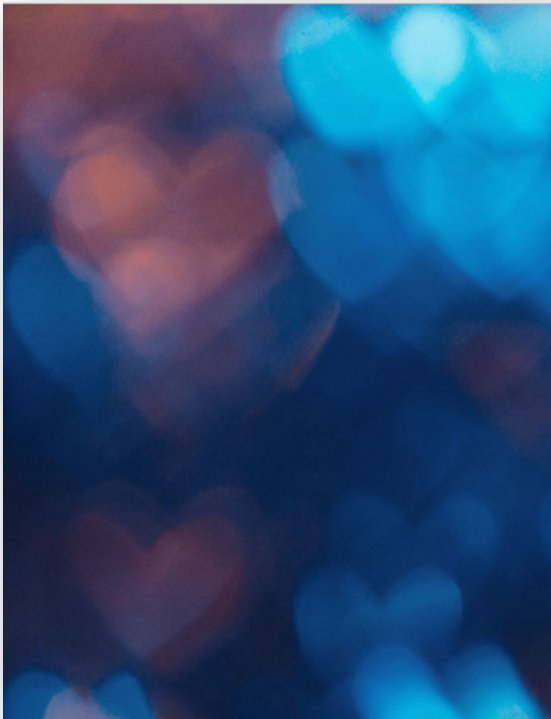
Gold

- \$10,000
- Recognition at a Council Meeting and on the City's website;
- Acknowledgement at the unveiling event and in the City's media release;
- Company name acknowledged at the sign.

Bronze

- \$5,000
- Recognition on the City's website;
- Acknowledgement in the City's media release;
- Company name acknowledged at the sign.

All donations must be received by the City of Barrie by September 30, 2021



CONFIRM YOUR SUPPORT TODAY - CONTACT ME

Contact Councillor Mike McCann
Phone: 705-739-4290
Email: mike.mccann@barrie.ca



Appendix D – Alternative Locations

Alternate Location #1: City Hall



Sign mock-up is for illustration purposes only.



Advantages:

- Security is present at City Hall throughout the day which would help limit potential for vandalism.
- The area for installation is level so accessibility is not an issue.

Considerations:

- Does not have Lake Simcoe in the backdrop.
- Would require removal of bricks to access power making installation more costly.
- Further away from the downtown core and businesses.
- May interfere with the operation of the outdoor Farmers Market.
- City Hall is densely packed and the outdoor pond and skating rink. The size of the sign would have to be smaller to fit in the space.
- Difficult to ensure proper spacing for ensuring safety when taking photographs due to the space limitations.

Alternative Location #2: Meridian Place



Sign mock-up is for illustration purposes only



Advantages:

- Meridian Place would be a draw for businesses being closer to shopping and restaurants.
- Natural gathering place for events and shows that happen at Meridian Place and in the downtown.


Considerations:

- The location available in Meridian for the sign would not be universally accessible due to the slope.
- Additional excavation through existing concrete to provide an engineered footing as required to support the signage.
- Installation would be more extensive and more costly.
- Meridian Place does not have Lake Simcoe in the background.
- Contends with the public art installed in Meridian Square and with Memorial Square.

Alternate Location #3: Southshore



Sign mock-up is for illustration purposes only

	<p>Advantages:</p> <ul style="list-style-type: none"> - Lots of open space which will allow for safety while taking photos. - Tourism Barrie is located nearby. - Military Heritage Park is in close proximity creating another draw to the south end of the lake. - This is one of the larger waterfront parks where space is more flexible. 	<p>Considerations:</p> <ul style="list-style-type: none"> - Would be in close of proximity, or directly in relation to, the proposed First Nations Ceremonial Fire Pit. - The potential for vandalism might be higher. - Hard surface in vicinity of the installation will be important for accessibility and to avoid turf turning to mud when wet. - There is no connection to the downtown from this location.
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