



**ACCESS BARRIE  
MEMORANDUM TO GENERAL  
COMMITTEE**

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**TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: C. HARRIS, MANAGER OF MARKETING AND COMMUNICATIONS**

**NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE**  
**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: UPDATE ON HEART BARRIE LANDMARK SIGN**

**DATE: MARCH 21, 2022**

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The purpose of this Memorandum is to update members of Council on Motion 21-G 166 that was approved on June 14, 2021, regarding the Heart Barrie landmark sign.

The following motion was approved by Council:

**"HEART BARRIE" LANDMARK SIGN**

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 ACC002-21.
2. That, if Councillor McCann has 100% fundraising commitment of \$200,000 by October 10, 2021 - with 75% of donations paid to the City by October 10, 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 the donors be recognized by having their names embossed and colour branding in the concrete at the base of the landmark sign, with the size of the donor names embossed, being appropriate to their financial contribution and that each donor be provided with a memento of the sign.
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."

As of October 12, 2021, the City of Barrie received \$5,000 from an individual and \$145,000 from a company called Heart Barrie. The individual was issued a charitable donation tax receipt. Heart Barrie has not requested a charitable tax receipt and would not be eligible to receive a receipt. Councillor, M. McCann submitted an affidavit affirming the McCann family will provide the remainder of the funding for the project by March 31, 2022. Once the affidavit was received, the requirements of the motion were met, and staff proceeded with issuing a Request for Proposal (RFP) for this project. The RFP was issued on November 18, 2021 and closed on December 16, 2021. Following the competitive bid process, JD Sign Group was awarded the contract on January 28, 2022.



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### Heart Barrie Landmark Sign Design

On March 1, 2021, Council approved Motion 21-G-040 - I LOVE BARRIE SIGNAGE. This motion indicated that once a preferred vendor is selected by staff through a RFP process, a Working Group would be established, including Mayor, J. Lehman, Councillor, M. McCann, Chair of the Barrie Public Art Committee, Executive Director of the MacLaren Art Centre, the vendor, and staff from Access Barrie. 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.

Motion 21-G-040 - I LOVE BARRIE SIGNAGE:

1. That staff in Access Barrie investigate the feasibility of procuring a landmark sign ('heart icon' Barrie) to bring the City of Barrie together, promote civic pride and encourage residents and tourist 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 the sign incorporate basic colours and effects so that the lights could be changed in recognition of special occasions, including consultation with the Barrie Public Art Committee and the MacLaren Arts Centre concerning the potential location and report back to General Committee.
2. That 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.
3. That 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. (Item for Discussion 8.3, February 22, 2021)

The Working Group was established that included Mayor, J. Lehman, Councillor, M. McCann, Lisa Daniels, Executive Director of MacLaren Art Centre, Emily Emond, Barrie Public Art Committee, staff from Access Barrie and a small team from JD Signs Group. The group met on February 15, 2022 and on February 23, 2022 to review the sign concepts and suggest revisions. The group came to an agreement on a final design concept, which is shown in *Appendix A*.

The working group all agreed that the sign should be the City's logo with the heart. The working group also agreed the size of the heart should be increased from 8 feet to 10 feet, with the remaining letters being no more than 8 feet, as previously approved by Council. By making the height of the heart 10 feet, a person as tall as 6 feet can fit inside the heart for photos. The initial 8-foot height reference came from the CSA standard for playgrounds, however upon further review, this sign would not be considered a playground and we should not apply a standard that is specifically intended for one purpose (playground) for another (large sign).

### **Approved location**

As part of Motion 21-G 166, Council approved the location of the Heart Barrie Landmark sign to be in Heritage Park as noted below. The RFP that was issued identified this to be the approved location. A geo-technical study has been completed at this site in preparation for the installation.



### **Next Steps**

If Council approves increasing the height of the heart from 8 feet to 10 feet, staff will proceed with the approved design and advise JD Signs Group that they can begin fabrication. The project remains on schedule to meet the July 1, 2022 deadline for installation. If this timeline is impacted in anyway, staff will report back to Council.

## Appendix A

