



ACCESS BARRIE MEMORANDUM

Page: 1
File:
Pending #:

TO: DEPUTY MAYOR, B. WARD AND MEMBERS OF COUNCIL

FROM: C. HARRIS, MANAGER MARKETING AND COMMUNICATIONS

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

RE: UPDATE ON HEART BARRIE LANDMARK SIGN

DATE: MAY 30, 2022

The purpose of this Memorandum is to provide members of Council with an update on the Heart Barrie landmark sign.

On June 14, 2021, Council approved Motion 21-G-166:

"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."

On June 28, 2021, Council approved Motion 21-G-187:

"DONATIONS – HEART BARRIE SIGNAGE

That any funds raised on top of the \$200,000 for the Heart Barrie Signage where no donation receipts have been issued be donated to the Save the beaver and Save the turtle programs in the City."

The sponsorship commitments from Motion 21-G-166 were met and staff issued a Request for Proposal (RFP) for this project on November 18, 2021. Following the competitive bid process, JD Sign Group was awarded the contract on January 28, 2022.

A Working Group was established that included Mayor Jeff Lehman, Councillor Mike 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 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.

On March 28, 2022, Council approved Motion 22-G-062:

"HEART BARRIE LANDMARK SIGN

1. That the size of the heart in the Heart Barrie landmark sign be increased from 8 feet to 10 feet, with the remaining letters being no more than 8 feet, as previously approved by Council.
2. That Councillor McCann provide a list of donors to the Heart Barrie Company to the City and that staff in Access Barrie publish this list on the City's Heart Barrie sign webpage."

Donations

The City received \$200,000 that was required as part of Motion 21-G-166. Of that, \$5,000 was from an individual and \$195,000 was from a company called Heart Barrie. The City has received the list of sponsors (*Appendix B*). As per item 2 in Council Motion 22-G-062, the list of donors has now been published on the City's website.

Recognizing Sponsors

As per Motion 21-G-166, the sponsors are to 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.

Councillor McCann committed to sponsors who gave \$20,000 or more, a 3 feet by 3 feet colour logo, sponsors who donated \$15,000, a 2 feet by 2 feet colour logo, and sponsors who donated \$5,000 a "brick" size colour logo. A mockup of the sponsors displayed at the base of the sign is shown in *Appendix C*.

Staff have investigated dying coloured logos into concrete. While possible, this is not recommended because colours, which are available in a limited palette of approximately 30 colours, could appear washed out and slightly off, i.e., a red might appear brown. Also, it is expected that logos dyed into concrete will deteriorate relatively quickly without ongoing maintenance due to weather and regular foot traffic at the sign. Finally, if the sign is ever required to be moved, the City will need to pay to have all the logos replaced.

Staff are recommending that the sponsors be displayed on a pedestal sign installed just off the pathway leading to the Heart Barrie sign (*Appendix D*). The pedestal sign could be backlit, as power is already being run to the sign. Logos displayed on a pedestal will be more visible than if they were in concrete. The logos will be visible year-round, whereas logos in the concrete base will be covered by snow in the winter. In addition, the pedestal could also be easily moved if at any time the entire Heart Barrie sign is required to be relocated.

Project Timeline

Staff received all of the logo files on May 25th. Until all the logos were received, staff were not able to provide the final layout to the contractor to comment on how the final product might look. At this point, if proceeding

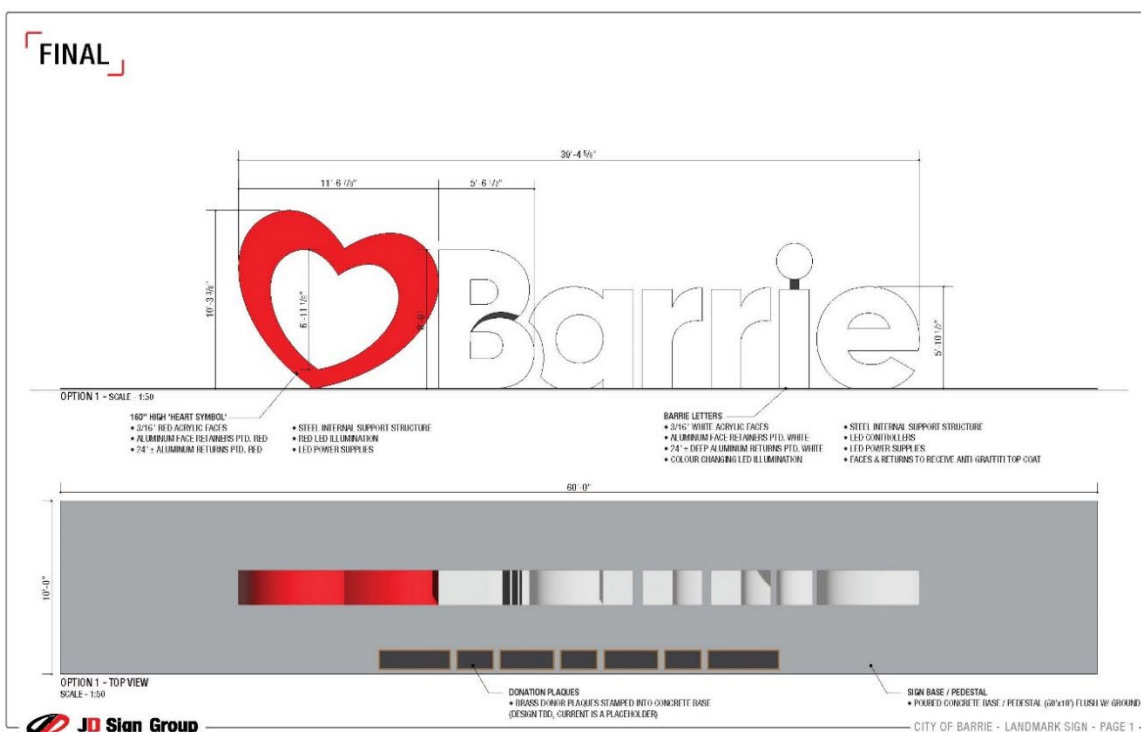
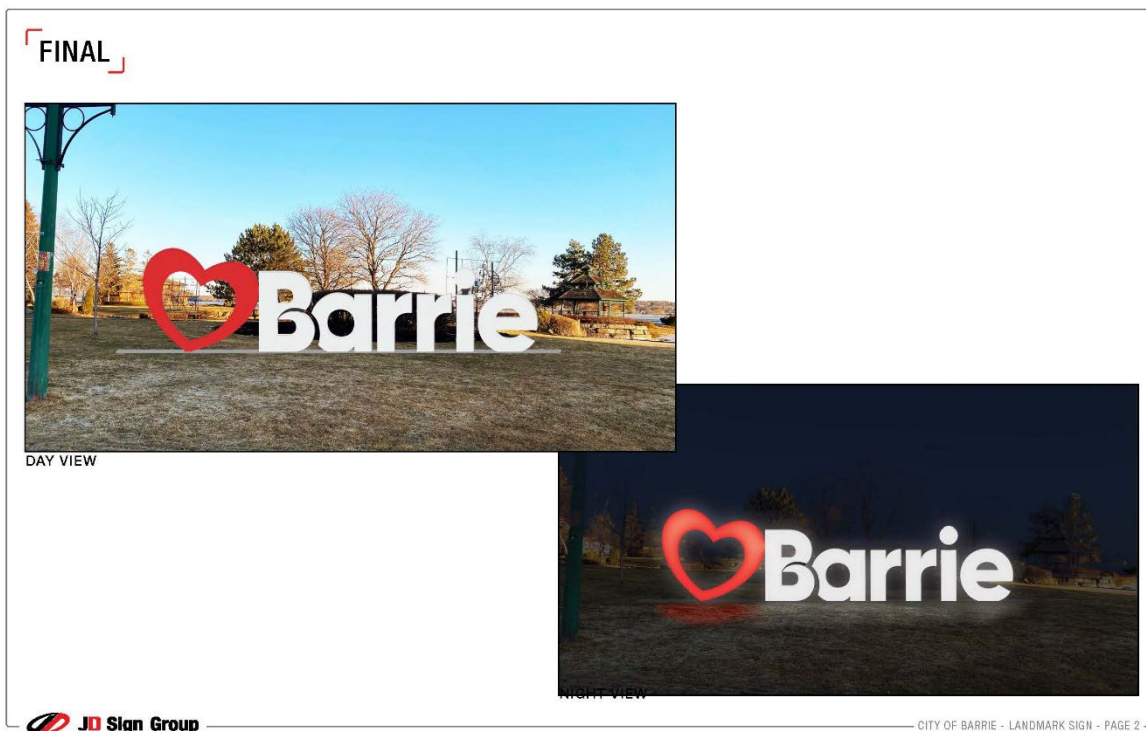


ACCESS BARRIE MEMORANDUM

Page: 3
File:
Pending #:

with dyed logos into the concrete base, the contractor has confirmed that the project will not meet the July 1st deadline. If the sponsors were to be recognized on a pedestal sign as staff are recommending, the contractor will meet the July 1st deadline, as the sign fabrication can begin as scheduled, and the pedestal sign can be installed once all the logos are received. Unless Council directs otherwise, staff will proceed as per directed with the colour logos in the concrete.

Appendix A – Final Design of Sign



Appendix B – Sponsors as Provided by Councillor McCann

\$20K
Miele Developments Inc
Sunrise Homes Ltd
NetGain SEO / Busch Systems
Napoleon and the Schroeter Family
Melchior Management Corp / Royal Lepage
HIP Developments (Barrie Central Developments Inc.)
Giampaolo Investment Ltd and Quantum and Triple M
Dawn Mucci / Phillip Moore
Wynstar Developments Inc.
The Sarjeant Company Ltd
Pratt Homes and the Hansen Family
CTV2, Pure Country, Bounce
\$10K
Meridian Credit Union
DV Bell Foundation
Drysdale Tree Farms Ltd.
Moore Packaging Corp., PBM Realty Holdings Inc.
Mayes-Martin Ltd
Brixen Developments Inc
Audi Barrie
Avetti
Rock 95 / Kool Fm / Barrie 360
Responsive Mailing Inc. – Waide Family
DIV / Dorsay
\$5K
Barrie Today
Rafat General Contractor Inc.
Barrie Waterfront Developments Inc. (Debut Condos/BWD Holdings Inc.)
Lazy Ty Inc. (ALLEY Nightclub Dustin Leigh & Ty Jones)
Sally Elston (The Elston Charitable Foundation)

Appendix C - Conceptual Layout of Sponsors in the Concrete



Coloured Logos in cement

conceptual layout

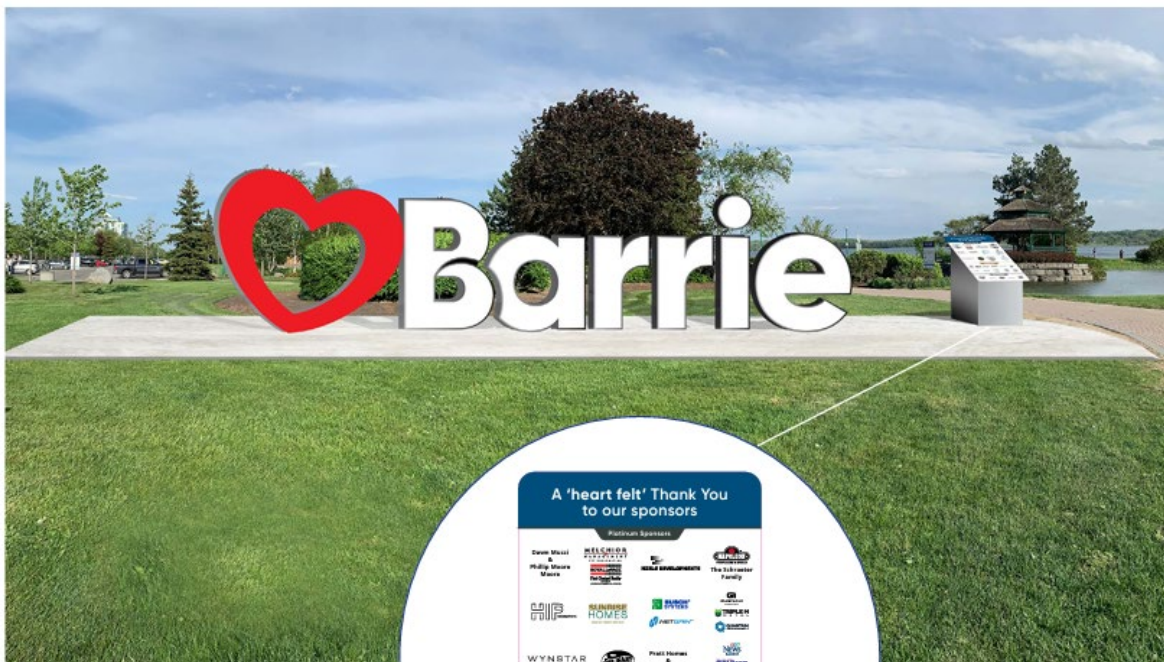
Platinum sponsors 3'x3'

10k sponsors 2'x2'

5k sponsors 12" x 8"

*Blue lines will not appear

Appendix D - Conceptual Layout of Sponsors on a Pedestal Sign



Podium pedestal sponsor sign
30" x 45" sign face

conceptual layout

