

## Economic Development Committee

ED11.4		Referred		Ward:All
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### TORONTO and Related 3D Signs

#### City Council Decision

City Council on May 3, 4 and 5, 2016, referred Item ED11.4 back to the Economic Development Committee for further consideration.

#### Committee Recommendations

The Economic Development Committee recommends that:

1. City Council adopt the 3D TORONTO Sign legacy plan provided in Appendix A to the report (April 4, 2016) from the Deputy City Manager and Chief Financial Officer, and the General Manager Economic Development and Culture, that includes a governance and protocol plan, a Commemorative Lighting program, and rules regarding design aesthetic.
2. City Council direct the General Manager, Economic Development and Culture, to adopt a strict “ no commercial designs” policy that states that the 3D TORONTO Sign at Nathan Phillips Square and the mobile Toronto sign will have no relation to a commercial entity or person.
3. City Council approve one-time adjustment to increase the 2016 Economic Development and Culture Operating Budget by \$150,000, funded from the Major Special Event Reserve Fund, to support the maintenance, governance and public engagement plans, and Commemorative Lighting procedure/criteria for the 3D TORONTO Sign at Nathan Phillips Square including one temporary position for 6 months, as identified in Appendix A to the report (April 4, 2016) from the Deputy City Manager and Chief Financial Officer, and General Manager Economic Development and Culture.
4. City Council direct the General Manager, Economic Development and Culture to investigate and bring forward a business case for consideration during the 2017 Budget Process for the one-time and ongoing costs of:
  - a. the existing 3D TORONTO Sign on Nathan Phillips Square in 2017;

b. the process for commissioning and developing a permanent TORONTO Sign to be located at Nathan Phillips Square; and

c. the creation, ongoing operation and maintenance of a mobile Toronto sign and seasonal touring program.

### **Committee Decision Advice and Other Information**

The General Manager, Economic Development and Culture gave a presentation on plans for the 3D Toronto sign.

### **Origin**

(April 4, 2016) Report from the Deputy City Manager and Chief Financial Officer, and the General Manager, Economic Development and Culture

### **Summary**

This report provides City Council with information on the plans for the 3D TORONTO Sign at Nathan Phillips Square, including: a maintenance and governance plan; public engagement plan; Commemorative Lighting procedure/criteria; and budget through December 2016. The report also proposes to develop a process for establishing a more permanent solution for the 3D TORONTO Sign at Nathan Phillips Square and addresses options and recommendations for the possibility of a mobile Toronto sign and touring program.

### **Background Information (Committee)**

(April 4, 2016) Report from the Deputy City Manager and Chief Financial Officer, and the General Manager Economic Development and Culture on TORONTO and Related 3D Signs (<http://www.toronto.ca/legdocs/mmis/2016/ed/bgrd/backgroundfile-91832.pdf>)

Appendix A: 3D TORONTO Sign Legacy Plan

(<http://www.toronto.ca/legdocs/mmis/2016/ed/bgrd/backgroundfile-91851.pdf>)

Presentation from the Manager, Marketing and the Supervisor, Marketing, Economic Development and Culture on 3D Toronto Signs

(<http://www.toronto.ca/legdocs/mmis/2016/ed/bgrd/backgroundfile-92022.pdf>)

### **Speakers**

Councillor Paul Ainslie