



Subject: Tillsonburg Historical Society Request for Indigenous Recognition Signage

Report Number: EDM 22-13

Department: Economic Development Department

Submitted by: Cephas Panschow

Meeting Type: Council Meeting

Meeting Date: Tuesday, May 24, 2022

RECOMMENDATION

THAT Council approve the Tillsonburg Historical Society's request for the addition of signage identifying the access to the Tillsonburg Minor Soccer Club as Attawandaron Way;

AND THAT the wayfinding signage be located either on the 275 Quarter Town Line property owned by the Town or within the adjacent Quarter Town Line Right-of-Way;

AND THAT an information report be brought back to Council confirming the details of the installation once finalized in conjunction with the Tillsonburg Historical Society and the Tillsonburg Minor Soccer Club.

BACKGROUND

Council approved the following resolution at their May 9, 2022 meeting:

THAT the delegation from Dave Morris of the Tillsonburg Historical Society regarding the celebration of Indigenous Day in Tillsonburg on June 21, 2022 be received as information and that staff be directed to prepare a report on the request for the May 23rd Council meeting.

The 275 Quarter Town Line property is owned by the Town of Tillsonburg but leased to the Tillsonburg Minor Soccer Club on a long term basis. The Operations and Development Department has confirmed that the access to the Soccer Club is not a

municipal Right-of-Way so the Town’s Road Naming Policy (Bylaw 3553) does not apply.

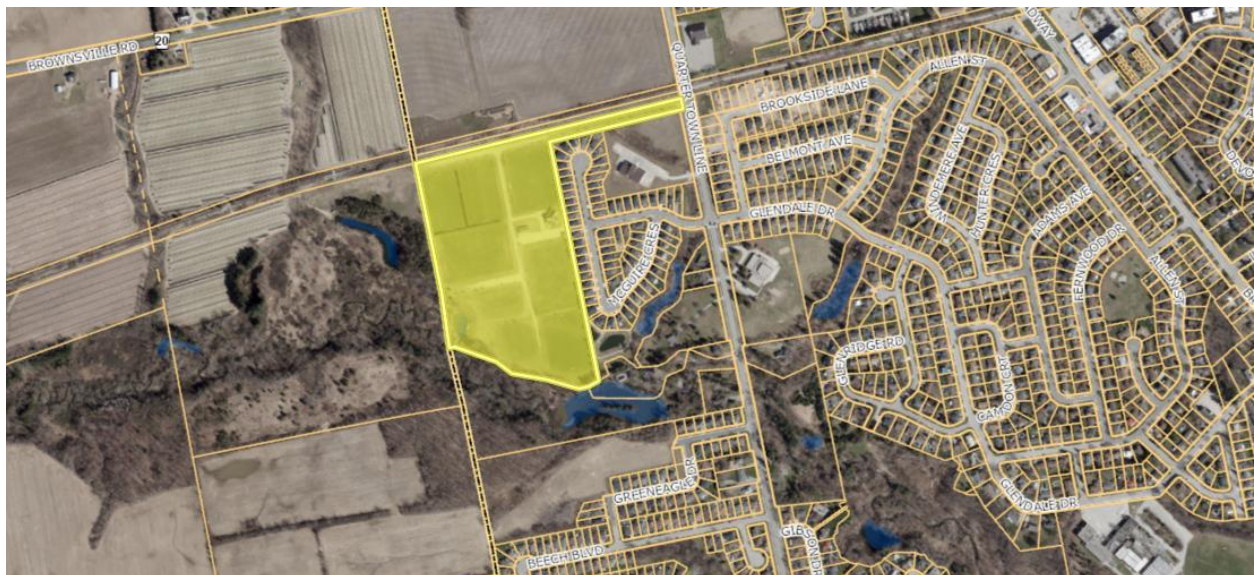
Per Council’s suggestion that any signage be in conformity with the Town’s new Wayfinding Signage, the Economic Development & Marketing Department was asked to work with the Tillsonburg Historical Society to develop some potential sign options.

The purpose of this report is to provide more information to Council with respect to the potential options for signage that recognizes the historical indigenous presence, particularly in this part of the community, while adhering to the Town’s brand image.

DISCUSSION

As indicated above, the 275 Quarter Town Line property is owned by the Town of Tillsonburg and leased to the Tillsonburg Minor Soccer Club through a long term lease. The property (see Figure 1) is “L-shaped” with the majority of the property set back from Quarter Town Line, but with a narrow strip of land that provides the driveway access to the property. The access strip of land is approximately 20 metres (66 feet) wide.

Figure 1 – 275 Quarter Town Line Property



As shown in the below Google Streetview Image (Figure 2), there are already two signs on the 275 Quarter Town Line property with one being an electronic LED sign and the other being a billboard style sign. Based on the two existing signs and the relatively narrow access strip of land, there does not appear to be a lot of room to place another sign.

Figure 2 – Google Streetview Image of Soccer Club Entrance



The Economic Development & Marketing Coordinator was able to prepare a conceptual design of what a new sign could look like on site and this is illustrated in Figure 3.

Figure 3 – “Pylon” Sign Conceptual Design



If a new sign were the option pursued, it would be subject to the Town's Sign Bylaw (3798) and Clause 6.1 which limits the number of ground, pylon or monolith signs to one per lot. Since the property already has two existing signs, a new sign would not be permitted without a specific exemption by Council.

Hence, considering this and reviewing this request in light of the Town's Wayfinding Signage Strategy, it appears that the best option would be to add a recognition type wayfinding sign within the municipal Right-of-Way in proximity to the property entrance. The Economic Development & Marketing Coordinator has prepared a conceptual design of a wayfinding signage using the template for other amenities in the community as shown in Figure 4.

Figure 4 – Wayfinding Sign Conceptual Design



At this time, it is proposed that the wayfinding sign be affixed to hydro poles in proximity to the Soccer Club property access. This would be similar to some wayfinding signs that have been placed on hydro poles throughout the community. The proposed sign and location have been reviewed with Tillsonburg Hydro Inc and no concerns have been identified based on their preliminary review.

The Tillsonburg Historical Society has indicated that they have also requested the placement of a historical recognition plaque as part of the Provincial Plaque Program (www.heritagetrust.on.ca/en/pages/programs/provincial-plaque-program), which is the Trust's oldest and perhaps best-known activity. The Program has nearly 1,300 familiar blue and gold plaques in communities across Ontario with the goal of helping to make

Ontario's history more real, sharing stories of the people, places and events that have helped to shape the province, enriching our collective sense of place and introducing newcomers and visitors to the unique character of regions, communities and Nations within the province.

Since the history of indigenous peoples in the area will be made known through a Provincial Plaque (once installed), and considering the two existing signs already located on the property, the Development Commissioner is recommending a wayfinding sign as the most appropriate way to address the request from the Tillsonburg Historical Society. If approved in principle, additional investigations will be undertaken and a comprehensive report will be brought back to Council for their information.

CONSULTATION

While the Town's Road Naming Policy (Bylaw 3553) does not apply to this private driveway to the Soccer Club, it does provide some guidance in terms of how street and related name should be determined as follows:

*WHEREAS the Council for the Town of Tillsonburg identifies that the naming of roads and subdivisions for the municipality should be determined in a manner that incorporates **local history, culture and environmental features**;*

*4 (b) The owner/developer shall give consideration to names of locally important families, war veterans, local heroes or **historical places** or events of significance;*

*6 (e) a **historic** name which once identified the location.*

The Operations and Development Department, including Building and Planning, have reviewed this property and confirmed that it is not a municipal Right-of-Way nor is part of any known development plan and operates as a private driveway access to the Soccer Club property.

The Tillsonburg Historical Society has consulted with the Tillsonburg Minor Soccer Club with no concerns being raised. Should Council approve the recommendation contained in this report, additional consultation with both organizations would proceed.

FINANCIAL IMPACT/FUNDING SOURCE

There is no financial impact with respect to this report as the Tillsonburg Historical Society has been able to secure funding for the new signage.

CORPORATE GOALS

How does this report support the corporate goals identified in the Community Strategic Plan?

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Does this report relate to a specific strategic direction or project identified in the Community Strategic Plan? Please indicate section number and/or any priority projects identified in the plan.

Goal – Within the community, Tillsonburg will strive to offer residents the amenities, services and attractions they require to enjoy balanced lifestyles.

Strategic Direction – Increase opportunities to enjoy culture, events and leisure activities in Tillsonburg

Priority Project – *Not Applicable*

ATTACHMENTS

None