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Date September 27, 2021 **Report No.** 2021-584

To Chair and Members
Brantford Heritage Committee

From Kevin Finney
Director, Economic Development & Tourism

1.0 Type of Report

Consent Item ☐
Item For Consideration ☒

2.0 Topic **Public Art Subcommittee and Staff Recommendations Related to Signage for Prominence Point [Financial Impact: up to \$5,925]**

3.0 Recommendation

- A. THAT Report 2021-584 Public Art Subcommittee and Staff Recommendations Related to Signage for Prominence Point BE RECEIVED; and
- B. THAT Communications & Community Engagement staff BE DIRECTED to develop a new branding campaign for "Prominence Point";
- C. THAT Economic Development & Tourism Department and Communications and Community Engagement staff BE DIRECTED to research and design an interpretive sign for Prominence Point; and
- D. THAT up to \$2,675 for an interpretive sign for Prominence Point BE FUNDED by the Public Art Reserve; and
- E. THAT Economic Development & Tourism Department and Parks Services staff BE DIRECTED to design and install identifier signage for Prominence Point on the Public Art in consultation with the Public Art Subcommittee; and

- F. THAT up to \$2,500 for identifier signage for Prominence Point BE FUNDED by the Public Art Reserve; and
- G. THAT Economic Development and Tourism Department and Engineering Department (Roads) staff BE DIRECTED to install Municipal Tourism Directional Signage once identifier and interpretive signage is installed; and
- H. THAT up to \$750 for wayfinding Municipal Tourism Directional Signs BE FUNDED by the Economic Development & Tourism Department operating budget in 2022.

4.0 Executive Summary

Prominence Point, previously called “The Walk of Fame”, is a piece of Public Art in the City of Brantford located at the intersection of Brant Ave. and Dalhousie St. in Armouries Gore Park.

The purpose of this report is to respond to the Brantford Heritage Committee’s request for the Public Art Subcommittee to review the signage and interpretation of Prominence Point and make recommendations related to the procurement and installation of wayfinding, identification and interpretive signage.

The Public Art Subcommittee met on October 22, 2019 and provided comments related to this request. Themes included the difficulty of multiple access and vantage points, the confusion of the two site names – Prominence Point and Walk of Fame – and lack of interpretive signage. Staff also completed some additional research and provided recommendations after consultation with City Departments and applicable vendors.

5.0 Purpose and Overview

The purpose of this report is to respond to the Brantford Heritage Committee’s request for the Public Art Subcommittee to review the signage and interpretation of Prominence Point and make recommendations related to the procurement and installation of wayfinding, identification and interpretive signage.

6.0 Background

The Brantford Heritage Committee submitted a report to Committee of the Whole – Community Development on August 6, 2019 regarding [Decisions of the Brantford Heritage Committee](#). At its meeting on August 27, 2019, Brantford City Council passed the following notice of motion in response to Prominence Point Signage:

- A. WHEREAS the Prominence Point monument is a piece of Public Art owned and maintained by the City of Brantford; and
- B. WHEREAS recommendations to Council with regards to the Public Art collection are made through the Public Art Subcommittee of the Brantford Cultural Advisory Committee; and
- C. WHEREAS Prominence Point is in need of signage to identify and interpret the monument for citizens and visitors;
- D. NOW THEREFORE BE IT RESOLVED THAT the Public Art Subcommittee of the Brantford Cultural Advisory Committee provide information and recommendations related to the procurement and installation of architectural and interpretive signage for Prominence Point.

The Public Art Subcommittee met on October 22, 2019 and provided comments related to this request. Themes included the difficulty of multiple access and vantage points, the confusion of the two site names – Prominence Point and Walk of Fame – and lack of interpretive signage. Staff also completed some additional research, which is outlined in Section 9.0 of this report.

7.0 Corporate Policy Context

7.1 Council Priorities 2021-2022

Desired Outcome #9: Dedicated, sustainable spaces are provided for heritage, arts and culture.

7.2 Economic Development Strategy (2016)

Recommended Action 7.2.2: Continue to update public infrastructure and beautify public amenities (sidewalks, streetscape, signage, public art, etc.) to ensure the continued revitalization of Brantford's downtown.

7.3 Municipal Cultural Plan (2014)

Goal 3: Provide and develop space for cultural activities.

7.4 Public Arts Policy (CORPORATE-035)

The City of Brantford recognizes the value of art in public places that reflects the diversity of our community, provides unique attractions for citizens and visitors, and strengthens community pride. Public Art

celebrates our culture, history, people, events and locations while enhancing our economic vibrancy.

The Public Art Subcommittee is responsible for promoting awareness and understanding of the benefits of art in public spaces. City staff is responsible for implementing the Public Arts Policy, including establishing and maintaining the Public Art inventory, coordinating conservation and restoration of the Public Art Collection.

Per the Public Arts Policy (CORPORATE 035), Public Art does not include directional elements such as signage or colour coding, except where these elements are integral parts of an original work of art.

7.5 Brantford Municipal Code, Chapter 26

Within Chapter 26 of the City of Brantford Municipal Code, the Brantford Heritage Committee's mandate includes providing recommendations to select honourees for the Prominence Point program.

8.0 Input From Other Sources

Corporate Communications & Community Engagement Department

Records Department

Operational Services Department

Public Art Subcommittee

Tourism Oriented Directional Signage (TODS)

9.0 Analysis

"Prominence Point" was originally established as the "Walk of Fame" through the Office of the Mayor in 1997. The Walk of Fame program was designed with the concept of implementing special event celebration and the creation of a "walking tour" with bronze plaques, identifying inducted individuals, mounted on green pavilions in the downtown core.

A Walk of Fame Committee was established in 2001 as a standing committee of the Tourism Advisory Board, and ran the program through 2006 until the program was cut through the annual budget process. In 2008, a group comprised of local citizens proposed that the City of Brantford relocate the

bronze plaques to a new monument in Armouries Gore Park and established a proposed budget.

A Walk of Fame Task Force was reinstated in 2008, administered through the Planning Department, as a means to continue to give appropriate recognition to distinguished citizens in Brantford. The Task Force was dissolved later that year (Report CD2008-098) and a new Walk of Fame Subcommittee of the Brantford Heritage Committee was established at that time.

In 2012, the Brantford Heritage Committee began discussions related to changing the name of the program. At this time, the budget for the newly designed piece of Public Art for the park was amended to align with preferred designs. The contract for the new “Walk of Fame” Public Art was awarded at this time.

At a Brantford Heritage Committee meeting on July 15, 2014, the Heritage Committee made the following resolution:

THAT the Walk of Fame BE RENAMED to Prominence Point with the subtitle ‘A Place of Recognition’ to be used for signage. This recommendation was approved by Council in September 2014.

In 2019, the Brantford Heritage Committee requested the Public Art Subcommittee’s assistance in better signing and interpreting the Public Art piece now named “Prominence Point.”

The Public Art Subcommittee met on October 22, 2019 and provided comments related to this request. Themes included the difficulty of multiple access and vantage points, the confusion of the two site names – Prominence Point and Walk of Fame – and lack of interpretive signage. Staff also completed some additional research, which is outlined in Section 9.0 of this report.

The Public Art Subcommittee met on October 22, 2019 and provided the following comments:

- Prominence Point requires more than just one sign, because it has multiple vantage and access points. Install signage at all vantage points that cars would view it.
- Focus on branding the monument as the “Walk of Fame;” the name is more recognizable and this monument is better known publicly by this moniker. Consider the signage at the site as “Walk of Fame at Prominence Point” or just Walk of Fame.

- Increase wayfinding blue street signs through the Municipal Tourism Directional Signage program administered by the Tourism Division. Only use “Walk of Fame” for clarity and brevity.
- If signage is extensive, consider proposing an Unmet Need to Council in the next budget process.
- The site also needs to have interpretive signage to explain what it is. Educational signage can be covered by the Public Art Reserve.
- Consider branding for the site, keeping with the “swooping” design.

9.1 Site Name and Resident/Visitor Confusion

The Public Art Subcommittee noted that there is significant local and visitor confusion related to the names used locally for this park (Gore Armouries Park) as well as this piece of Public Art (*Prominence Point* and *Walk of Fame*).

At a Brantford Heritage Committee meeting on July 15, 2014, the Heritage Committee made the following resolution:

THAT the Walk of Fame BE RENAMED to Prominence Point with the subtitle ‘A Place of Recognition’ to be used for signage. This recommendation was approved by Council in September 2014.

Although the Public Art Subcommittee does recognize the stately, distinctive branding of “Prominence Point,” the feedback provided noted that the term “Walk of Fame” is a more locally-recognizable name that clearly identifies that the space is meant to commemorate individuals.

The Public Art Subcommittee recommends that monument itself be rebranded to its original name of “The Walk of Fame” and that any signage or interpretation for the Public Art monument either says, “Walk of Fame” or “Walk of Fame at Prominence Point.” This park is also formally named Armouries Gore Park, which causes further confusion for resident and visitor wayfinding.

Understanding the reasoning behind the renaming of the monument to Prominence Point – namely that the original intent of a heritage “walk” through the downtown core is no longer valid – as well as Council’s unanimous vote to rename the monument in 2014 and existing confusion, staff recommends that the Public Art be interpreted simply as “Prominence

Point,” with the subtitle “A Place of Recognition” where appropriate, and forgo additional signage identifying “Armouries Gore Park” to avoid further confusion.

9.1.1 Branding

To assist with alleviating the confusion about the name of the Public Art Asset from a corporate, resident and visitor perspective, the Public Art Subcommittee recommends that any new interpretive or identifying signage and promotion of the space, such as during annual induction ceremonies, include a new logo or additions to existing branding that align with the design of the Public Art. The Subcommittee recommends that this branding be in line with the “swooping” arch designs of the inductee walls.

The Communications and Community Engagement Department can assist by developing a branding campaign including a new logo treatment for various applications including the sign, induction ceremonies, digital information and printed collateral. The branding should complement the physical space for consistency.

9.2 Public Art Identification

Although the original design did not incorporate identifier signage into the piece, the piece does have two curved walls that are blank on the exterior, and an ideal place to add identifier signage. Staff recommends that block lettering of “PROMINENCE POINT”, similar to those installed at Brant’s Crossing or the former City Hall (Figure 1), be installed on the Dalhousie and Brant Ave. facing sides of the monument.

The proposed letters would be 6-8” tall and ½-1” deep and made of PVC, painted black. Although metal letters are far more resilient to damage and more visually appealing, staff recommends PVC as an option due to ongoing theft of metal in the downtown core.

Planting beds adjacent to the monument would need to continue to be low to ensure clear sightlines. The cost to install these letters, avoiding metal due to continued vandalism in the downtown core, is \$2,500 including installation.



Figure 1: Sample lettering at former City Hall, 100 Wellington Sq.

9.2.1 Interpretive Signage for Public Art

Historically, few monuments in the City of Brantford have interpretive signage on-site. However, many parks have interpretive signage throughout to capture visitor interest and encourage individuals to spend extra time in the area. Considering the resident and visitor confusion about the name of the monument, and its past iteration as a physical “walk,” this would be a good opportunity to explain the history of the monument as well as how individuals are chosen for induction.

The cost of an interpretive sign, installed with a post in quickset similar to the signs in various City parks, is \$2,675. This budget includes design, the physical sign and posts, installation and additional paving, if necessary, to create a connection path to the sign for accessibility.

9.2.2 Municipal Tourism Directional Signs

The Tourism Division maintains the Municipal Tourism Directional Signs (blue street signs) in line with eligibility criteria determined by the Tourism Oriented Directional Signing (TODS) program. The Ministry of Heritage, Sport, Tourism and Culture Industries and the Ministry of Transportation oversee the delivery and maintenance of the TODS program in partnership with a third party organization, Canadian TODS Ltd.

Tourism Brantford considers Municipal Tourism Directional Signs (blue street signs) if the attraction meets the eligibility of the Tourism Oriented Directional Signing (TODS) program. Federal and Provincial parks are eligible for the TODS program, but municipal parks and pieces of Public Art are not. Themed tourist attractions can be considered by the TODS program for approval if they meet the following criteria for the operation:

- must serve transient customers and be open to the general public
- must comply with all applicable Federal, Provincial and Municipal Legislation
- must be accessible by a road open to traffic
- must be open to the public at least 12 consecutive weeks per year (unless otherwise specified in the Specific Criteria for that type of operation)
- must be open at least five days a week during its operating season, on advertised set days and times (unless otherwise specified in the Specific Criteria for that type of operation)
- must have a reception structure – a controlled gate, staffed reception and orientation point, or permanent interpretation panels or displays
- must be within 40 km of the intersection of a provincial roadway, except that where sign space is not required for nearer operations, more distant operations can be signed

- must be an establishment whose primary function is satisfying tourist needs by providing recreational, educational, cultural, scientific, environmental or entertainment-related activities to transient tourists
- must provide adequate off-road parking at the site; and
- must not fall into one of the specialized signable attraction categories provided by [Canadian TODS Ltd.](#)

Based on the above TODS criteria, should the Public Art have a permanent interpretation panels or display installed, the piece can be signed with Municipal Tourism Directional Signs (blue street signs). Therefore, the interpretive sign, outlined in section 9.2.1, must be installed before Municipal Tourism Directional Signs can be installed.

The park, and this piece of Public Art, has multiple vantage and access points by car and bicycle, including:

- Northbound on Brant Ave. from Icomm Dr. and Colborne St. W.
- Southbound on Brant Ave.
- Westbound on Dalhousie St.
- Eastbound on Colborne St. E.

By foot, the Public Art has three separate entrances laid out equally in a 3-pronged starburst pattern surrounding the centre of the monument (Figure 2). These foot traffic entrances are accessible from two sidewalks on Brant Ave. (east side) and Dalhousie St. (south side) as well as a third entrance that connects to a pathway between the monument and the parking lot used for RBC Royal Bank. The monument is laid out in a circular pattern around a small round garden in the center.

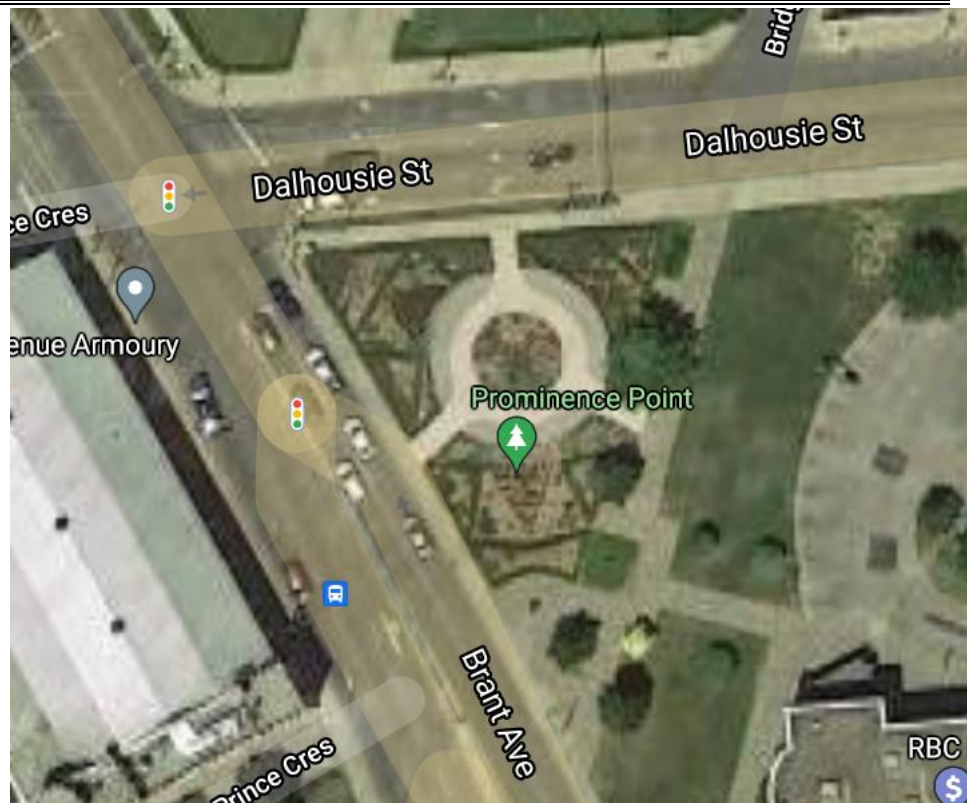


Figure 2: Aerial Layout of Foot Traffic Access to Prominence Point

The intersections of Brant Ave. and Dalhousie St., and Brant Ave. and Colborne St. are heavily signed. Staff recommends that Municipal Tourism Directional Signs be placed on Brant Ave., Dalhousie St. and Colborne St. W. These signs may only be placed when the TODS requirements have been met, including permanent interpretive displays.

10.0 Financial Implications

The budget to add annual inductees to Prominence Point is funded by the Brantford Heritage Committee. However, capital upgrades to the monument, as well as interpretive signage to educate the public about the monument, can be covered by the Public Art Reserve (RF0507).

Eligible expenditures from the Public Art Reserve fall into three main categories:

- A. New acquisitions or capital projects
- B. Public education and promotion of the Public Art Program

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- C. Maintenance and restoration of existing Public Art (above and beyond regular preventative conservation funded through the Tourism Division operating budget).

Production and installation of Municipal Tourism Directional Signs (blue street signs) for City-owned assets and not-for-profit organizations is funded on a first-come, first-served through the Tourism Division operating budget. Municipal Tourism Directional Signs can be installed when interpretive signage is completed and installed to clearly identify the Public Art.

The cost to install physical identifier signage on the Public Art is \$2,500. The cost to install an interpretive panel in the park is \$2,675. The cost of the Municipal Tourism Directional Signs is up to \$750, dependent on the final size and installation needs determined by Tourism Division and Engineering Department staff.

The total cost of this project, as outlined above, is up to \$5,925.

11.0 Conclusion

The rebranding of the Walk of Fame to “Prominence Point” in 2014 has caused resident and visitor confusion due to the lack of visual communication cues, such as wayfinding, identifying and interpretive signage. The Public Art Subcommittee and staff have provided comments on how these issues can be rectified to clarify the naming of the Public Art piece, brand the new location and program and explain the history of the piece and its former name.

Staff recommends that the Brantford Heritage Committee put forward this recommendation to City Council to direct appropriate staff to increase wayfinding, identification and interpretive signage and secure available funding for these projects.



Kevin Finney, BAH, MSA
Director, Economic Development & Tourism

Prepared By:

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Copy to:

Brantford Cultural Advisory Committee

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no