



100 John West Way
Aurora, Ontario
L4G 6J1
(905) 727-3123
aurora.ca

Town of Aurora
General Committee Report
No. CMS23-059

Subject: 'AURORA' Sign at Aurora Town Square
Prepared by: Phil Rose, Manager of Cultural Services
Department: Community Services
Date: December 5, 2023

Recommendation

1. That Report No. CMS23-059 be received for information.

Executive Summary

This report provides details regarding the installation of a 3D 'AURORA' sign to be placed at Aurora Town Square.

- As part of the Aurora Town Square capital campaign, a donation of \$500,000 has been committed to support the installation of a custom 3D lit 'AURORA' sign for the outdoor square.
- The goal is to have the sign fabricated and installed in time for the Aurora Town Square Grand Opening in 2024.

Background

On Friday, November 24, the Mayor added a capital project to the 2024 budget regarding the installation of a custom 3D 'AURORA' sign to be placed at Aurora Town Square.

Staff subsequently issued a Capital Project Sheet to be added to the 2024 Budget that provides detail regarding the sign (Attachment 1).

Analysis

As part of the Aurora Town Square capital campaign, a donation of \$500,000 has been committed to support the installation of a custom 3D lit sign for the outdoor square.

Since there are no naming opportunities left at the \$500,000 level, in consultation with the donor, it was agreed that the contribution would be dedicated to supporting the installation of the 3D 'AURORA' sign. A Donation Agreement between the Town and the Donor will be drafted that stipulates payment terms and how the funds will be utilized by the Town.

The goal is to have the sign fabricated and installed in time for the Aurora Town Square Grand Opening in 2024.

If approved, Town staff would begin the procurement process in the early new year, with the goal of having the sign installed in time to be unveiled during the Aurora Town Square Grand Opening.

Advisory Committee Review

Not applicable.

Legal Considerations

As a result of the Mayor adding this item to the budget, the 30-day period to amend this budget item will expire during the holiday closure. While a Special Council meeting may be called to discuss any amendments received to this single item, staff suggest that instead, if Council wants to remove or modify this budget item, the Council may amend the above recommendations at the General Committee meeting or at the subsequent Council meeting on December 12. Any amendment to this budget item adopted by Council would be subject to a veto and subsequent override process.

Financial Implications

The approximate cost of the sign is \$500,000, inclusive of all conceptual/technical design services, project management from design through to install, and taxes.

A new capital project with total budget authority of \$500,000 has been added to the Town's 2024 capital budget. This project is to be fully funded through a donation to the

Aurora Town Square capital campaign. This project will not impact the tax levy, nor will its inclusion impact any other planned capital project work for the Town.

Communications Considerations

Communications will consult on the design to ensure alignment with the Town's brand standards. Communications will also inform the public of the capital project by posting this report to the Town's website and inform the public about the sign's installation during the Aurora Town Square's Grand Opening.

Climate Change Considerations

The recommendations from this report do not immediately impact greenhouse gas emissions or impact climate change adaptation. If approved, the sign would use LED lights for illumination and therefore have minimal impact on the climate.

Link to Strategic Plan

Aurora Town Square supports the following Strategic Plan goals and key objectives:

Supporting an exceptional quality of life for all in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

- Invest in sustainable infrastructure
- Celebrating and promoting our culture
- Encourage an active and healthy lifestyle
- Strengthening the fabric of our community

Alternative(s) to the Recommendation

1. Council may provide further direction.

Conclusions

This report provides details regarding the installation of a proposed 3D 'AURORA' sign at Town Square to be funded from a donation to the Aurora Town Square capital campaign.

Attachments

Attachment 1 – Capital Project Sheet, 3D ‘AURORA’ Sign

Previous Reports

There are no previous reports.

Pre-submission Review

Reviewed by the Director of Community Services and Chief Administrative Office on November 28, 2023

Approvals

Approved by Robin McDougall, Director, Community Services

Approved by Doug Nadorozny, Chief Administrative Officer