

**Project: AURORA LETTERS AT AURORA TOWN SQUARE**

Estimated start date: 2024-Q1 End date: 2024-Q2

(in \$000s)	Capital Budget			Capital Budget Authority (CBA) Cash Flow				
	Approved Restated	Proposed CBA	Budget Change	Actuals to Dec 2022	2023 Forecast	Budget 2024	Budget 2025	Budget 2026+
<b>Project Expenditures:</b>								
Contracts	-	500.0	500.0	-	-	500.0	-	-
<b>Total</b>	-	<b>500.0</b>	<b>500.0</b>	-	-	<b>500.0</b>	-	-
<b>Project Funding:</b>								
Donations	-	500.0	500.0	-	-	500.0	-	-
<b>Total</b>	-	<b>500.0</b>	<b>500.0</b>	-	-	<b>500.0</b>	-	-

**Overview of the project including key goals, objectives, and performance measures**

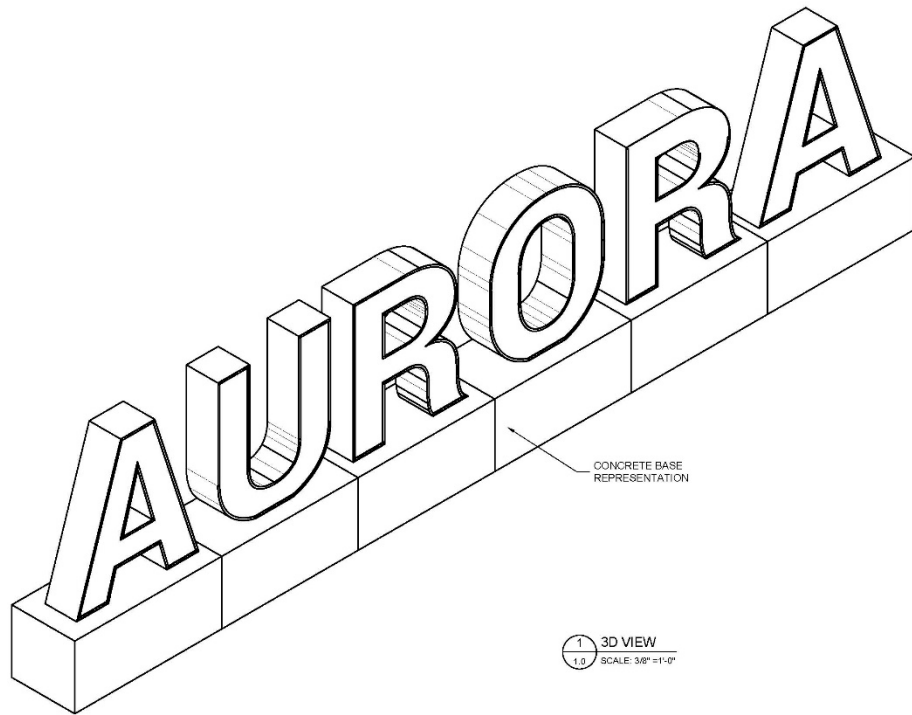
This project entails the fabrication and installation of a 3D "AURORA" front lit sign at Town Square. The sign's features include:

- Steel frame with aluminum cladding and translucent polycarbonate front and back
- Powder coat white finish that is waterproof and easy to clean
- Equipped with LED lights that can transition to millions of different colours

The proposed sign would sit on an approximately 18" H plinth base and each letter would be approximately 5-6' tall. The overall length of the sign would be approximately 30-40'.

In the future, the sides of each letter can be covered in a changeable vinyl wrap, so the letters can be re-skinned with different designs to align with various holidays, celebrations, themes, etc.

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. The cost of the sign is to be covered by sponsorship with no impact on the tax levy.



The proposed location of the AURORA sign is the seating area on the west side of the outdoor square. The sign would be located at grade with the option to stand in front of the sign for photos. This area is accessible for anyone with mobility limitations and frames the square/skating loop, providing a backdrop for skating and other programming.

### **Reasons the project should be approved and the impact it will have on service levels**

The LED lights used for these types of signs last approximately 5,000 hours. Depending on the daily usage, the lights would need replacing approximately every 2.3-3.4 years. The cost of replacing the LED lights would be incorporated into the operating budget once the first set of lights are replaced.

<b>Average daily usage (hours)</b>	<b>Annual usage (hours)</b>	<b>Approximate life span (years)</b>
4	1,460	3.4 years
4.5	1,642.5	3 years
5	1,825	2.7 years
5.5	2,007.5	2.5 years
6	2,190	2.3 years

### **Benefits of the project including impact on the community and Town operations (finances, internal performance, learning and development, etc.)**

The addition of the 3D lit AURORA sign will increase the number of visitors to Town Square and downtown Aurora. Other towns and cities where these signs are located report that they have become a popular spot for selfies and group photos among residents and visitors alike. They are also often ranked as one of the most Instagram-worthy spots in town. The sign also supports public engagement and interaction and becomes a visual backdrop for media coverage. Moreover, these signs help communities to celebrate achievements, mark occasions and raise awareness of various issues as the sign can be illuminated and dimmed for charities, community festivals, days of significance and times of mourning for the town and its residents.

Town Square will help to reinvigorate Aurora’s downtown and provide a hub for community events, cultural activities, and social gatherings. The inclusion of the illuminated Aurora letters will enhance Town Square’s appeal as a landmark destination that reflects the unique spirit of the town.

### **Impact of not approving or delaying the project**

Not approving this project would result in the Town would forgoing the benefits of installing the sign at Town Square and in the heart of Aurora.

### **Impact this project has on climate change**

Since the sign uses LED lights, there will be minimal impact on climate change.