

## **ECONOMIC DEVELOPMENT COMMITTEE – AUGUST 30, 2010**

### **TWIN CITY MONUMENT SIGN - BAGUIO CITY CENTENNIAL PARK**

#### **Recommendation**

The Director of Economic Development in consultation with the City Manager, recommends:

1. THAT this report be received;
2. THAT the Economic Development Committee approve Monument Sign concept #3, as per Attachment A; and
3. THAT Staff be directed to work with Baguio City to supply and install the approved Monument Sign in the Baguio City Centennial Park.

#### **Contribution to Sustainability**

Sustainability means that we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Thus the City's commissioning of a monument sign from locally produced materials in Baguio City conforms with our Green Directions. The benefits include: reduction in the ecological footprint; provision of local economic and tourism benefits for our friendship city and exposure for the City of Vaughan.

#### **Economic Impact**

The \$3,500 cost associated with the monument sign will be funded through the Economic Development Department's international partnership 2010 operating budget.

#### **Communications Plan**

Upon approval of this report, Economic Development staff will notify Baguio City municipal officials of our intention to erect the approved monument sign.

#### **Purpose**

To seek approval on the preferred Monument Sign concept #3 to be supplied and installed at the Baguio City Centennial Park.

#### **Background – Analysis and Options**

Baguio City has been a friendship city with Vaughan since 1997. With the assistance of the Filipino Canadian Association of Vaughan (FCAV), Vaughan has maintained an active friendship relationship.

In 2009, Mayor Reinaldo Bautista, Jr. invited the City to participate in Baguio City's Centennial Celebration. Regional Councillor Gino Rosati, accompanied by FCAV members, attended the celebration during the period of August 28 to September 10, 2009.

As part of the celebration, Baguio City inaugurated a Global Garden with space dedicated to their twin or partnership cities. Subsequently renamed Baguio City Centennial Park, the garden is a popular tourist destination, featuring markers and/or monuments from international cities. Attachment B illustrates the garden spaces dedicated to communities in Japan, Korea and Vallejo, California. A temporary marker has been erected for the City of Vaughan to allow the City time to develop and approve a suitable design, as per Attachment C.

On May 4, 2010 Council adopted Item 1, Report 4 of the Economic Development Committee, "*Baguio City, Philippines Visit August 28 – September 10, 2009*", directing staff to bring to

Council, a proposed monument sign concept with associated costs for Vaughan's designated area within the Baguio City Centennial Park. Economic Development staff developed three concepts, as illustrated by Attachment A.

The concepts developed range from a basic wood sign (Concept #1), an example is currently erected on Dufferin Street, to a mid-range wood/metal post sign (Concept# 2) and symbolic stonework sign (Concept #3). It is our recommendation to proceed with Concept #3 as it incorporates elements symbolic of Vaughan and Canada, i.e. Canadian maple leaves. The stonework masonry was inspired by the McMichael Canadian Art Collection sign in Kleinburg. Concept #3 also relates well to the signage established by other partnership cities, and the grounds itself. Baguio provided cost estimates of all three concepts (including sign development and installation), ranging from \$1,500 to \$3,500. Concept #3 at \$3,500 is comparable to the \$6,600 spent by Vallejo.

The monument sign will be manufactured and installed in the Philippines, thus no travel or shipping costs will be incurred.

### **Relationship to Vaughan Vision 2020**

This report is consistent with the priorities previously set out by Council and the necessary resources have been allocated and approved.

### **Regional Implications**

Not applicable

### **Conclusion**

Vaughan is home to a diverse ethnic community. International partnership initiatives reflect the City's commitment to fostering important international relationships that support social/cultural ties, promote educational exchanges and generate economic opportunities for residents and business enterprises. A monument sign erected in the Baguio City Centennial Park celebrates the warm friendship that is shared by our two cities.

Upon approval of this report, the Economic Development Department will proceed to finalize the sign artwork. Baguio City officials will be notified to proceed with having the sign locally manufactured and installed. Photos of the completed sign will be requested.

### **Attachments**

Attachment A – Design Concepts for Vaughan Monument Sign  
Attachment B – Photos: Korea, Japan and California Garden Monuments  
Attachment C – Vaughan Monument Sign Location

### **Report prepared by:**

Sally Chau, Project / Marketing Coordinator  
Shirley Kam, Senior Manager of Economic Development

Respectfully submitted,

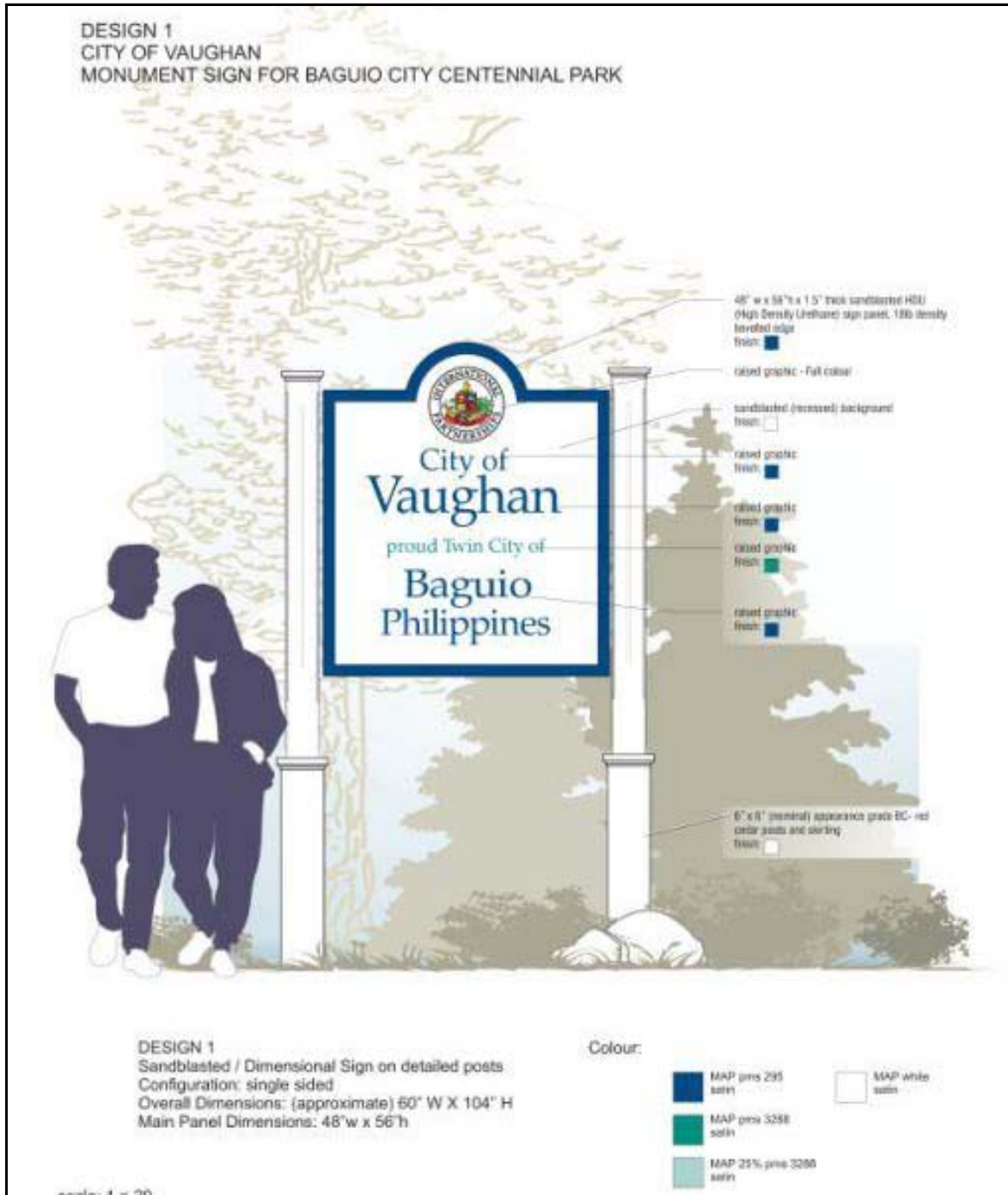
Tim Simmonds  
Director of Economic Development

# ATTACHMENT A

## 3 design proposals for the City of Vaughan Twin City monument sign and cost estimates.

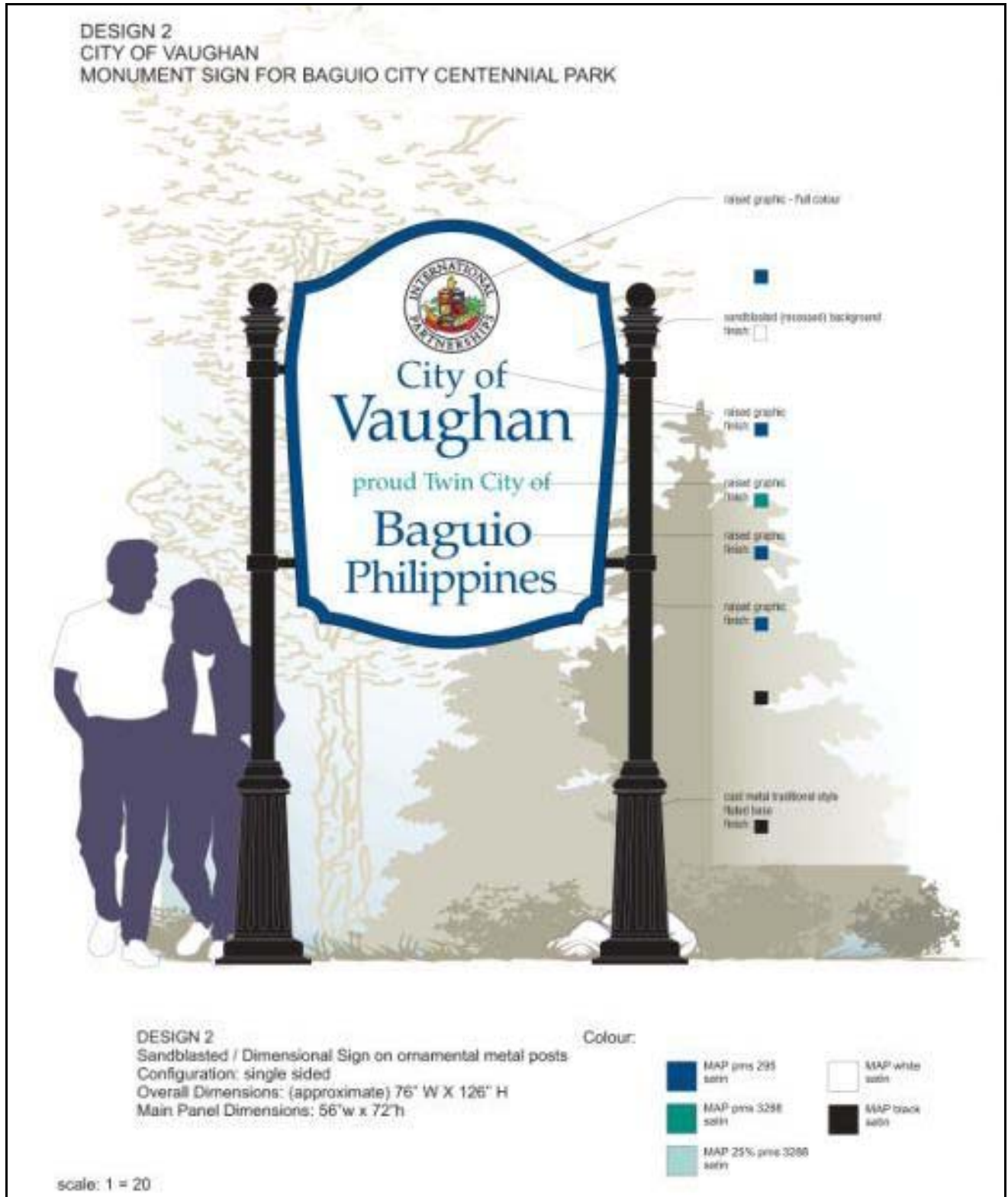
### Concept #1

- Approximate sign construction estimate is \$1,500.00
- Dimension of the overall sign is 5'ft wide x 8'ft height
- Construction materials: sandblasted, dimensional sign on detailed wood posts



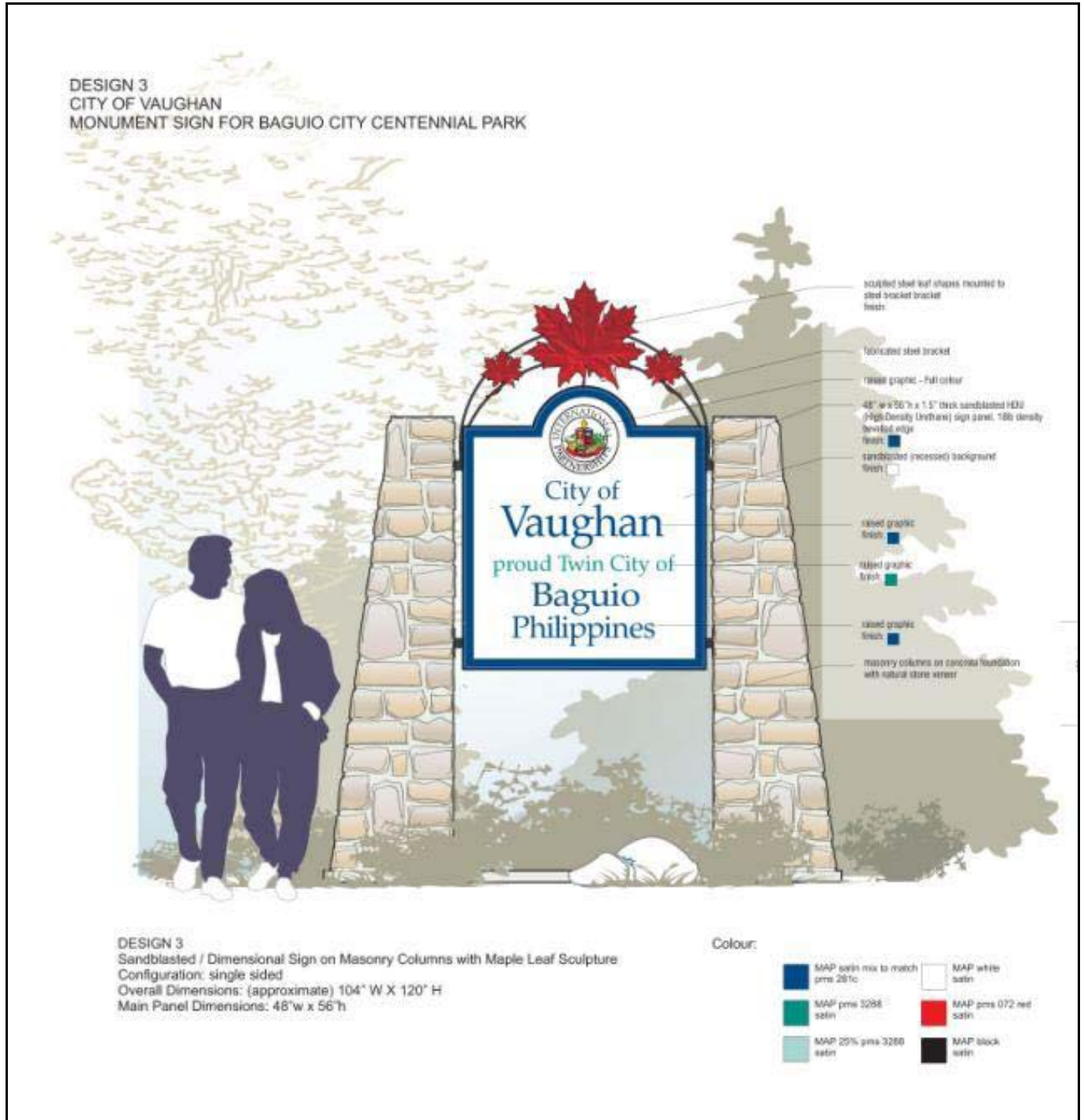
**Concept #2**

- Approximate sign construction estimate is \$2,500.00
- Dimension of the overall sign is 6.3'ft wide x 10.5'ft height
- Construction materials: sandblasted, dimensional sign on detailed metal posts



**Concept #3**

- Approximate sign construction estimate is \$3,500.00
- Dimension of the overall sign is 8.6ft wide x 10ft height
- Construction materials: sandblasted main panel with steel leaf shapes mounted to steel bracket; dimensional sign on steel frame; and masonry columns on concrete foundation natural stone veneer.



**ATTACHMENT B**

Designated Vaughan garden in the Baguio City Centennial Park for Vaughan's Twin City monument



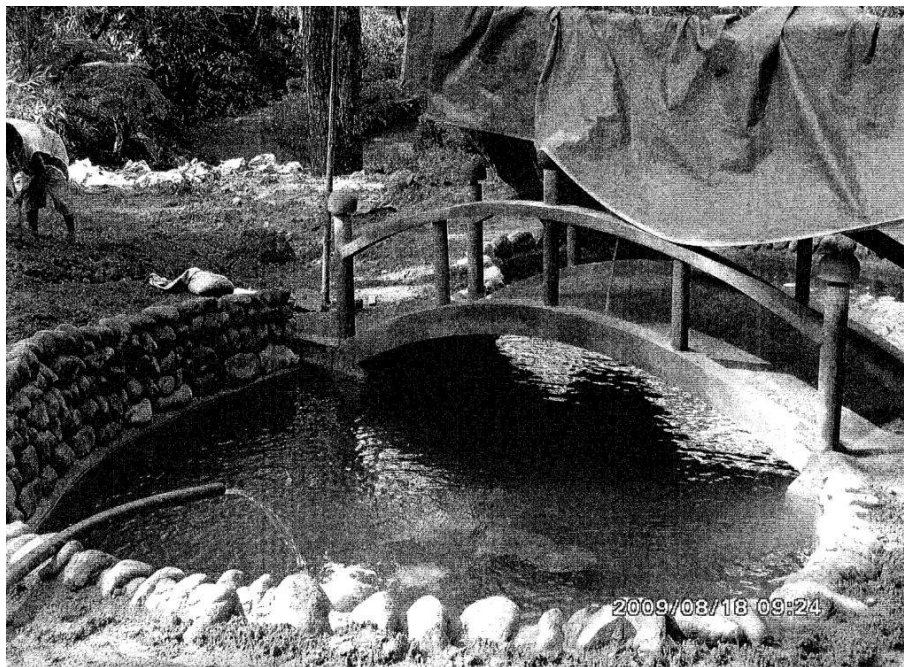
## ATTACHMENT C

Sample photos of Twin City gardens in the Baguio City Centennial Park:  
Korean garden, Japanese garden, and Californian garden.

### Korean Garden



### Japanese Garden



**Vallejo, California garden monument**

- Approximate cost of the Vallejo monument sign is \$6,600

