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# HALDIMAND COUNTY

## Report CDP-07-2020 Community Partnership Program – Dunnville Legion Veterans' Banners Proposal



For Consideration by Council in Committee on October 27, 2020

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### OBJECTIVE:

To approve a request from the Dunnville Legion to undertake installation of streetlight pole banners honouring local veterans in downtown Dunnville.

### RECOMMENDATIONS:

1. THAT Report CDP-07-2020 Community Partnership Program – Dunnville Legion Veterans' Banners Proposal be received;
2. AND THAT the request to undertake the proposed project on Haldimand County property be approved;
3. AND THAT capital project funding to an upset amount of \$12,500 to support the installation of the banners in downtown Dunnville, with related funding from the Community Partnership Capital Reserve, be approved;
4. AND THAT project and funding approval is conditional upon compliance with Policy 2011-01 and County standards, permits and processes;
5. AND THAT the Revised Budget as outlined in Report CDP-07-2020 be approved.

**Prepared by:** Sheryl Sawyer, Community Partnership Liaison

**Reviewed by:** Katrina Schmitz, Manager, Community Development & Partnerships

**Respectfully submitted:** Mike Evers, MCIP, RPP, BES, General Manager of Community & Development Services

**Approved:** Craig Manley, MCIP, RPP, Chief Administrative Officer

### EXECUTIVE SUMMARY:

In 2017, the Dunnville Chamber of Commerce initiated the first display of banners honouring local veterans in the community's downtown. The installation proved extremely popular and, since then, a number of groups and individuals have proposed expanding the banner display in other areas of the community.

The Royal Canadian Legion Branch 142 (the Dunnville Legion) has taken the lead on this second phase, submitting to the County a Community Partnership Program (CPP) application to install banners on as many County-owned streetlight poles along Broad Street as possible in time for Remembrance Day 2020.

The preliminary request has been reviewed by Haldimand County staff and the Ministry of Transportation for Ontario (MTO), as Broad Street is part of Ontario Highway 3 through Dunnville. Hydro One has also been consulted. All parties support the project.

The total anticipated budget for the project is \$35,500. The Legion is requesting a CPP grant of \$12,500, representing 35% of the total budget, which is in accordance with the CPP policy of funding up to 35% of a total project cost.

## **BACKGROUND:**

Haldimand County's Community Partnership Program (CPP) is intended to encourage and enhance strategic partnerships to the benefit of community stakeholders and the municipality, offering a simple, streamlined and customer-focused approach. The program is intended to balance the rigour of the review process—necessary to ensure legitimate public interest issues are addressed—with flexibility and respect for the volunteer commitment of the groups.

Since 2011, more than seventy (70) CPP projects have been completed, leveraging more than \$2 million in community-raised funds to construct more than \$3.7 million in County enhancements.

The Dunnville Veterans' Banners project is intended to honour Dunnville veterans and their families in a highly-visible way. The request from the group is for:

- i) Approval to undertake this project on Haldimand County property; and
- ii) Capital funding to support the installation of veterans' banners along Broad Street (Ontario Highway 3) from Niagara Street to George Street in Dunnville with related upset funding of \$12,500 from the Community Partnership Capital Reserve, representing 35% of the total budget of \$35,500.

## **ANALYSIS:**

Dunnville's Broad Street (Ontario Highway 3) is a major corridor through the town and lends itself well to an 'Avenue of Heroes'-type display of veterans' banners. This, approximately, 2.5 km stretch of urban roadway passes through residential, industrial and business areas. Sidewalks all the way along the route make it an enjoyable fair-weather walking path.

Unlike other streets in Dunnville's Business Improvement Areas—including Chestnut, Lock and Queen Streets—the proposed route also has the advantage of being able to be dedicated to the veterans banners, as no other organization has requested banners be installed on the light standards. Currently, the downtown Dunnville light poles are used to celebrate events and activities for several groups, including the Dunnville BIA and the River Arts Festival.

### **The Proponent:**

The Royal Canadian Legion has been serving Canadian military members and their families since 1925. From the legion.ca webpage – "(the) Royal Canadian Legion is committed to making a difference in the lives of Veterans and their families, providing essential services in our communities, and remembering the men and women who sacrificed for our country". This dedication to veterans and their families positions the Dunnville Legion ideally to champion the cause of decorative and informative veterans' banners in its community.

According to a recent story in the Sachem newspaper, the Dunnville Legion contributes \$40,000 to \$50,000 per year to organizations that fall within the legion's mandate of supporting veterans and their families.

This proposal has been in the works for some time, and has strong community support. The Legion is well placed to move this project forward both financially and with respect to regulations and organizational structure.

## **Project Details:**

The installation of banners recognizing local veterans began with a smaller display—coordinated through the Dunnville Chamber of Commerce—in 2017. Given the decision to expand the display, and the theme of the banners, it was agreed that the Dunnville Legion take the lead on the next phase of implementation. The group intends for the banners to be up from early June (Decoration Day) through to late November (including Remembrance Day). In 2020, the groups would like to have the banners installed in advance of Remembrance Day (November 11, 2020) and intends for the banners to be removed by the end of November.

Staff worked with representatives of the Dunnville Legion, Hydro One and the MTO to identify appropriate streetlight poles on Broad Street (Ontario Highway 3) for the banners as well as roles and responsibilities of the various partners, including: determining ownership of the poles; obtaining approvals for installation of banner arms and poles; determining responsibility for a Traffic Control Plan—as mandated by MTO—for the installation of banner arms and banners as well as end-of-season takedown of the banners; and responsibility for making all arrangements to repair/replace damaged banners and ongoing installations. All parties have come to agreement on these roles and responsibilities.

## **Community Need & Benefit:**

For several years, multiple groups and individuals have expressed interest in displaying veterans' banners in Dunnville, as has been done in communities across Canada and locally in Caledonia, Jarvis and Simcoe. Dunnville's Broad Street is a well-travelled route, making it appropriate, in terms of visibility, to display these memorial banners.

## **Project Review:**

Through the Community Partnership Program (CPP), the Dunnville Legion has submitted an application for approximately 114 banner arms to be installed on 57 poles along Broad Street (Ontario Highway 3). The application was reviewed by staff in multiple Divisions—including Roads Operations—which provided support for the installation of the banners on County-owned light standards from Niagara Street through to George Street. This approval is dependent on the proponent's successful application for an encroachment permit from the Ministry of Transportation for Ontario; an application for which is underway and for which approval is expected in time for 2020 installation.

Staff in other Divisions have also indicated they are supportive of the proposal and the intent of the Dunnville Legion to honour the contributions of Dunnville's military veterans in public banners.

Although the current project can accommodate the banners the Legion would like to display at this time, the group has indicated it may wish to proceed with expanding the display in future years. In that case, it would have to submit another CPP application to the County, including an application to Hydro One for approval to install banners on its poles.

## **Project Management:**

The installation and ongoing management of this project—including producing the banners, identifying appropriate locations and receiving associated approvals and completing all fund-raising—will be coordinated by the volunteers of the Royal Canadian Legion Branch 142. Haldimand County will provide support through the Community Partnership Program, including the requested 35% grant as well as assistance with coordination of the installation.

## **FINANCIAL/LEGAL IMPLICATIONS:**

Policy No. 2011-01 states the Community Partnership Program (CPP) will encourage and actively support partnerships with not-for-profit groups. Within the Community Capital Projects Grant Program,

Council has the responsibility to approve community capital budgets with an overall budget of greater than \$10,000.

The overall proposed budget for this multi-year project is \$35,500; the Royal Canadian Legion Branch 142, Dunnville, has requested 35% project funding from the Community Capital Projects Grants Program, which is in keeping with the related policy.

Based on approved/recommended projects to date requiring funding from the Community Partnership Capital Reserve, there are sufficient funds available in the reserve. Should this initiative be approved, there remains approximately \$99,460 in the Community Partnership Capital Reserve which is unallocated.

As a result of the proposed project, the following capital budget is required:

	<b>Current Approved Budget</b>	<b>Proposed Revised Budget</b>
<b>Expenditures:</b>		
Dunnville Veterans' Banners Installation	\$0	\$35,500
<b>Total Expenditures</b>	<b>\$0</b>	<b>\$35,500</b>
<b>Financing:</b>		
Community Contribution (65%)	\$0	\$23,000
Community Partnership Capital Reserve (35%)	\$0	\$12,500
<b>Total Financing</b>	<b>\$0</b>	<b>\$35,500</b>

The CPP policy (2011-01) requires all community funding for Council-approved projects to be in place with the County or secured/confirmed with the applicable community group prior to the start of any construction/installation.

Ongoing management, maintenance, repairs, replacement and storage of the banners will be the responsibility of the Royal Canadian Legion Branch 142, Dunnville.

## **STAKEHOLDER IMPACTS:**

This application was assessed by the Community Partnership Program's Staff Review Team, which is comprised of staff from all County Divisions. Staff from Roads Operations and Engineering Services provided preliminary detailed feedback related to installation and road safety. An Encroachment Permit from the Ministry of Transportation for Ontario has been sought and will be in place prior to installation.

## **REPORT IMPACTS:**

Agreement: No

By-law: No

Budget Amendment: Yes

Policy: No

## **ATTACHMENTS:**

1. Location Map – Dunnville Downtown Veterans Banner – Phase 2.