

**CITY OF VAUGHAN
COMMITTEE OF THE WHOLE (2)
ADDENDUM AGENDA**

**(NOTE: ADDENDUMS WILL REQUIRE A TWO-THIRDS VOTE OF THE MEMBERS
PRESENT TO BE ADDED TO THE AGENDA)**

This is an Electronic Meeting. The Council Chamber will not be open to the public. Public comments can be submitted by email to clerks@vaughan.ca. If you wish to speak to an item listed on the Agenda, please pre-register by contacting Access Vaughan at 905-832-2281 or clerks@vaughan.ca by noon on the last business day before the meeting.

**Tuesday, February 9, 2021
1:00 p.m.
Council Chamber
2nd Floor, Vaughan City Hall
2141 Major Mackenzie Drive
Vaughan, Ontario**

Pages

**6. DETERMINATION OF ITEMS REQUIRING SEPARATE DISCUSSION
INCLUDING MEMBERS RESOLUTION(S)**

Addendum Listing

14. *TRAFFIC BOX WRAPPING*

Resolution of Councillor Shefman with respect to the above.

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MEMBER'S RESOLUTION

Meeting/Date	COMMITTEE OF THE WHOLE (2) - FEBRUARY 9, 2021
Title:	Traffic Box Wrapping
Submitted by:	Ward 5 Councillor Alan Shefman

Whereas, artistic wraps on traffic signal cabinets enhance the public realm; and

Whereas, the Thornhill Village area is a designated heritage area; and

Whereas, in the past, the area was the home of JEH MacDonald, a member of the Group of Seven; and

Whereas, other members of the Group of Seven either lived or painted in the area as well; and

Whereas, the City of Vaughan is committed to supporting the placement of public art in the City; and

Whereas, York Region Council permits interested local municipalities to wrap and/or paint Regional traffic signal cabinets at their own cost and subject to execution of a Memorandum of Understanding; and

Whereas, other municipalities such as the City of Markham and the City of Toronto have been successful in their artistic wrapping projects.

It is therefore recommended:

- 1. That staff review the attached information provided by Ms. Valerie Burke, on behalf of the Society for the Preservation of Historic Thornhill (SPOHT), and prepare a plan for a pilot program for wrapping appropriate utility boxes (up to five) in and around the Thornhill Village; and**
- 2. That at least one of the boxes include a rendering of the JEH MacDonald painting, the Tangled Garden, which was painted at his home on Centre Street, or another painting by MacDonald or other members of the Group of Seven; and**
- 3. That the plan, with costs included, be presented to Council for consideration no later than June 2021.**

Respectfully submitted,

Alan Shefman,
Ward 5 Councillor

Attachments:

1. Extract of York Region Council meeting, October 19, 2017.
2. Email from Ms. Valerie Burke dated October 2020.
3. Email from Ms. Valerie Burke dated January 8, 2021.
4. Email from Ms. Valerie Burke dated January 27, 2021.

Clause 6 in Report No. 13 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on October 19, 2017.

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Traffic Signal Cabinet Wraps

Committee of the Whole recommends adoption of the following recommendations contained in the report dated September 20, 2017 from the Commissioner of Transportation Services:

1. Council permit interested local municipalities to wrap and/or paint Regional traffic signal cabinets at their own cost and subject to execution of a Memorandum of Understanding.
2. The Regional Clerk forward this report to local municipalities.

Report dated September 20, 2017 from the Commissioner of Transportation Services now follows:

1. Recommendations

It is recommended that:

1. Council permit interested local municipalities to wrap and/or paint Regional traffic signal cabinets at their own cost and subject to execution of a Memorandum of Understanding.
2. The Regional Clerk forward this report to local municipalities.

2. Purpose

This report seeks approval to permit interested local municipalities to wrap and/or paint Regional traffic signal cabinets within their jurisdiction to support public realm, streetscape design enhancements and graffiti abatement.

3. Background

City of Markham wrapped traffic signal control cabinets leading up to the Pan Am/ParaPan Am games

The Regional road network is an important gateway into Markham. In December 2013, Transportation Services staff was contacted by the City's Cultural Department about a project to enhance public space within Markham leading up to the Pan Am/ParaPan Am games. Permission was sought to wrap Regional traffic signal cabinets around the Markham Pan Am Centre. Three Regional cabinets were selected and wrapped at the City of Markham's expense.

Local high school art students submitted cabinet wrap designs to a selection panel

Based on a chosen theme, Unionville High School art students provided designs to a City of Markham selection panel. Six designs were picked to wrap both municipal and Regional traffic signal cabinets. Supplies and services to complete the traffic signal cabinet wrapping were procured and tendered by the City of Markham.

In October 2016, City of Markham Council requested the Region commence a traffic signal cabinet wrap program

The City of Markham initiated a successful public realm improvement project to wrap traffic signal control cabinets in their jurisdiction. In October 2016, the City of Markham requested the Region commence a similar program to wrap traffic control cabinets on Regional roads.

The Region's graffiti removal program is reactive in nature

Since 2013, the Region has spent approximately \$4,300.00 to remove graffiti from Regional traffic signal cabinets. Removal of graffiti is reactive and generally based on observations reported from residents and/or staff.

4. Analysis and Implications

Traffic signal cabinet wraps have brought art to public spaces while counteracting the negative effects of graffiti vandalism

Traffic signal cabinet wraps provide visual art at the street level while combatting graffiti vandalism. Harnessing artistic energy can build a rich and exciting

environment; engaging the community while illustrating and celebrating local character within neighbourhoods. Graffiti artists seldom tag street art. Other jurisdictions have found graffiti has decreased in locations where street art is displayed.

In 2011, the City of Toronto created the StART (Street Art Toronto) program. In an effort to combat graffiti, the City engaged graffiti artists to create public murals and paint underpasses. In 2013, the City launched the Outside the Box program, which aimed to beautify traffic signal cabinets. Cabinets may be wrapped or painted. Painted cabinets are then coated. Toronto residents submit design applications, which are then selected by jury. Artists receive an honorarium.

There are approximately 200 painted traffic signal cabinets in Toronto. The City has advised the finished painted product's life cycle is approximately five years, while the 125 wrapped traffic signal cabinets have a life cycle of approximately ten years.

The Town of Orangeville's Economic Development department launched a traffic signal wrap program in 2016. Local artists provide submissions that reflect the Town's heritage. Submissions are reviewed by a jury and an honorarium is provided to the selected artist. The Town of Orangeville reports the program contributes to the vitality and attractiveness of the streetscape and is very popular with their residents. An increase in funding for their program is planned.

A memorandum of understanding between the local municipality and the Region would be required

As a general rule, the Region does not have a formalized wrapped cabinet initiative. However, requests could be accommodated, at the cost of the local municipality and in accordance with specific principles. Interested municipalities would identify Regional-owned traffic signal cabinet candidates. Cabinets located at an intersection bordering two local municipalities would require the agreement of both municipalities. Cabinet selection would be reviewed by Transportation Services staff for conformity to criteria to be included in a memorandum of understanding, such as no advertising, cannot be distracting, wrapped to blend into the surroundings and not within a rapidway corridor. This would ensure the integrity of the proposed cabinet is not impeded and artwork is context-sensitive.

A memorandum of understanding between the Region and local municipality would be required, detailing the local municipality's responsibilities for the installation and ongoing maintenance of any wrapped or painted Regional cabinet including removal, condition/wear, and eligible materials and in accordance with specific principles. Attachment 1 outlines the criteria and principles to be included in a memorandum of understanding. Attachment 2

provides proposed samples of completed cabinet artwork in various jurisdictions.

Initiatives that promote complete communities support Vision 2051

A traffic signal cabinet wrap program supports complete communities as outlined in Vision 2051 and the Regional Official Plan by focusing on liveable, healthy communities that recognize and promote local characteristics.

5. Financial Considerations

There are no costs associated with this report. Local municipalities would be responsible for all costs associated with wrapping and/or painting Region-owned cabinets.

6. Local Municipal Impact

Permitting local municipalities to wrap and/or paint traffic signal cabinets within their jurisdiction supports streetscape design enhancements and graffiti abatement.

7. Conclusion

Traffic signal cabinet wraps can provide local municipalities with a canvas to reflect local character, celebrate culture and history, foster community engagement, promote civic pride and beautify public spaces while reducing graffiti vandalism.

The Region continues to encourage local partnerships through contributions towards locally-initiated enhancements within the Region's right-of-way. However, funding for traffic signal cabinet wraps is not included in the Transportation Services annual operating budget.

It is recommended Council support the concept and permit interested municipalities to wrap or paint Region-owned traffic signal cabinets. All installation, maintenance and removal costs for wrapping and/or painting cabinets would be the responsibility of the requesting local municipality. Execution of a memorandum of understanding would be required.

Traffic Signal Cabinet Wraps

For more information on this report, please contact Joseph Petrungaro, Director, Roads and Traffic Operations, at 1-877-464-9675 ext. 75220.

The Senior Management Group has reviewed this report.

September 20, 2017

Attachments (2)

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Accessible formats or communication supports are available upon request

**Criteria and Principles for Inclusion in a
Memorandum of Understanding**

Criteria	Including But Not Limited To
Design Standards	<ul style="list-style-type: none"> • Contains no representations of traffic lights, signs, signals, etc. • Contains no advertisements, promotion of any business, product or viewpoint • Images do not demean, denigrate, exploit or disparage any identifiable person or group • Does not display adverse effects on public safety or incite violence or hatred • No vulgar, profane, offensive, insensitive or illegal activity images or writing, or is of questionable taste, etc. • No breaches of intellectual property, trademarks, brands, etc. • No object of any kind attached to a cabinet
Location Selections	<ul style="list-style-type: none"> • Safely away from travelled portion of roadway • Not within a rapidway corridor
Insurance/Permits	<ul style="list-style-type: none"> • Insurance Coverage, in a form and amount satisfactory to the Region • An approved Road Occupancy permit
Eligible Materials	<ul style="list-style-type: none"> • As determined by industry standards • Painted surfaces must be adequately sealed
Surface Preparation	<ul style="list-style-type: none"> • Surface to be prepared by hand • Absolutely no power washing
Installation	<ul style="list-style-type: none"> • No covering of safety labels • Performed by a trained professional as determined by the municipality
Condition/Wear	<ul style="list-style-type: none"> • Maintain in good repair and appearance • Repair, replacement or removal of damaged artwork, i.e. a cabinet damaged as a result of a collision, vandalism, age, wear and tear, etc.
Removal	<ul style="list-style-type: none"> • As determined by industry standards • Surface returned to original condition
Applicable Laws	<ul style="list-style-type: none"> • Comply with all applicable legislation, regulations and bylaws in force in the Province of Ontario

Examples of Traffic Signal Cabinet Wraps



City of Markham



Town of Orangeville



City of Toronto

From: [REDACTED]
To: [Access Vaughan - VOL](#)
Subject: Fwd: Traffic Control Box Wrap - J.E.H. MacDonald
Attachments: [Traffic Signal Cabinet Wraps 2017.pdf](#)

The traffic control box at Centre Street and Yonge Street is a perfect location for a public realm enhancement unique to historic Thornhill Village.

The box would be so much more appealing if it was wrapped in a copy of the a famous Tangled Garden, by JEH McDonald who lived just west of the intersection.

York Region permits Vaughan to wrap this box.

Please see report below.

I look forward to hearing from you soon.

Valerie Burke

----- Forwarded message -----

From: Ham, Paul <Paul.Ham@york.ca>
Date: Thu, Oct 1, 2020 at 9:37 AM
Subject: Traffic Control Box Wrap - J.E.H. MacDonald
To: [REDACTED]

Hi Valerie

Thank you for your email regarding the wrapping of the traffic controller box at Yonge St and Centre St.

The Region does not wrap traffic controllers, however we allow Municipalities that have Public Realm initiatives for wrapping traffic controllers to wrap Regional Owned Controllers.

I have attached a Council Report for your review.

Please contact the City of Vaughan to inquire if they have a traffic controller box wrapping program.

All the best

Paul

Paul Ham | Coordinator, Traffic Systems

Transportation Services / Roads and Traffic Operations / Traffic Signal Operations

The [Regional Municipality of York | 17250 Yonge Street | Newmarket, ON L3Y 6Z1](#)
1-877-464-9675 ext. 75211 | paul.ham@york.ca | york.ca

Our Mission: **Working together to serve our thriving communities – today and tomorrow**

From: Valerie Burke [REDACTED]
Sent: Tuesday, September 22, 2020 12:12 PM
To: Access Vaughan - VOL <accessvaughan@vaughan.ca>
Cc: Borcescu, Nick <Nick.Borcescu@vaughan.ca>
Subject: [External] Re: Traffic Control Box Wrap - J.E.H. MacDonald

It is the 100th anniversary of the Group of Seven.

Valerie

On Mon, Sep 21, 2020 at 11:39 AM Valerie Burke [REDACTED] wrote:

The traffic control box at Centre Street and Yonge Street is a perfect location for a public realm enhancement unique to historic Thornhill Village.

The box would be so much more appealing if it was wrapped in a copy of the a famous Tangled Garden, by JEH McDonald who lived just west of the intersection.

I look forward to hearing from you soon.

Valerie Burke

From: [REDACTED]
To: [Amiro, Raven](#)
Subject: Re: C11150- MacDonald, J.E.H., The Tangled Garden, 4291
Attachments: [image003.png](#)
[image002.png](#)
[image004.png](#)
[image001.png](#)

Raven

Thank you very much for your response!

I will pass this information along to the appropriate people so that they can decide if they would like to proceed.

I appreciate your help.

Valerie Burke

On Fri, Jan 8, 2021 at 12:35 PM Amiro, Raven <RAmiro@gallery.ca> wrote:

Dear Valerie,

I am writing in regard to your request for a reproduction and permission to reproduce the above mentioned work. In order to process your request, we require the following details of your use. Please provide a mockup of the proposed display if possible –

Size of proposed reproduction

Materials used to create reproduction

Date of launch and length of display (permanent?)

Location/s

For any print use of the work (books/pamphlets/brochure, etc.)-

Title

Author

Publisher

Cover or interior use

Date of Publication

Print run of the hard copy publication

Number of ebook copies

Distribution rights (single territory or world)

Languages

If it will be on a website -

All Web Addresses

date of launch

home or interior page

1,5 or 10 year license

Details of any additional uses –

Once we have all the details we can provide a quote for prepayment which can be done by check, credit card or direct banking. Please note there is an additional bank fee of \$17.50 for direct banking. Once payment is complete, we can provide the reproduction and license. I will await your response on how you would like to proceed.

Best Regards,

Raven

RAVEN AMIRO

Copyright Officer | Agente, Droits d'auteur
Publications and Copyright
National Gallery of Canada | Musée des beaux-arts du Canada
[380 Sussex Drive](#) | 380, [promenade Sussex](#)
[Ottawa, ON, K1N 9N4](#)
ramiro@gallery.ca | www.gallery.ca

[Stay Connected](#) | [Restez informé](#)



From: [REDACTED]
To: [Jessica Ho](#)
Cc: [Grace Johnstone](#); [Janine Butler](#); [Shalini Saini](#)
Subject: Re: Image Inquiry - City of Vaughan
Attachments: [image002.png](#)
[image003.png](#)
[image001.png](#)

Jessica

Thank you very much for your response!

As mentioned, I am gathering information for the Councillor so he can apprise staff and Council. I will inform him about your process and sincerely hope the project comes to fruition!

The approval for the project may take a while. The project would be an amazing public realm enhancement, a celebration of JEH MacDonald and would provide public awareness and appreciation of art. I am crossing my fingers for a positive outcome!

Sincerely

Valerie Burke

On Wed, Jan 27, 2021 at 11:11 AM Jessica Ho <jho@mcmichael.com> wrote:

Dear Sir/Madam,

Thank you for your request and for considering the McMichael Canadian Art Collection for the City of Vaughan and Councillor Valerie Burke's initiative.

We are writing to inform you that J.E.H. MacDonald's *The Tangled Garden* is from the collection of the National Gallery of Canada. Please contact them if you are specifically interested in this work.

Nevertheless, we are delighted to offer the image of the below work, MacDonald's *Artist's Home and Orchard* (1927) from the McMichael collection as an alternative. It is an oil sketch of the artist's home in Thornhill. Further information can be viewed here: <http://collections.mcmichael.com/search/1969.3>. The copyright of MacDonald's works already lies in public domain, but the image must be properly credited according to the institutional guidelines while in usage.



Should the Councillor decide to proceed with the McMichael, we would be excited to further discuss and to work out with you on the execution. An image fee of \$100 and a reproduction fee (to be determined) will apply. Please kindly note the use of the image including the indication of credit line and the presentation of the image should comply with the mutual agreement between the City and the McMichael and the requirements outlined in our reproduction agreement. We would also require a final approval from our Communications, Marketing and Sales Department before the project goes live.

We sincerely hope you would consider the above amazing work from our collection. We appreciate the opportunity and we look forward to collaborating with the City. Please do not hesitate to let us know if you have any questions. Thank you so much again for your consideration.

Best regards,

Jessica

Jessica Ho

Assistant Registrar, Collections

McMichael Canadian Art Collection

[10365 Islington Avenue](#)

[Kleinburg](#), ON L0J 1C0

jho@mcmichael.com

mcmichael.com



-----Original Message-----

From: Valerie Burke [REDACTED] <contactpage@mcmichael.com>

Sent: Friday, January 22, 2021 3:54 PM

To: McMichael Info <info@mcmichael.com>

Subject: McMichael Canadian Art Collection "Other (Please specify below)"

From:

Valerie Burke [REDACTED]

Subject: Other (Please specify below)

Message Body:

I am helping gather information for a City of Vaughan Councillor with the goal of improving the public realm and celebrating the Group of Seven's 100th anniversary. We would like to wrap the traffic control box at Centre Street and Yonge with a Group of Seven replica art or specifically JEH MacDonald's Tangled Garden. Many of the Group of Seven resided in Thornhill and JEH MacDonald painted the Tangled Garden in Thornhill.

Could you please let me know if there are copyright issues and what the process is to get approvals?

Thank you.

I really appreciate your response.

If this was an other selection details are below; Copyright Information

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This e-mail was sent from the Contact us page form on McMichael Canadian Art Collection
(<http://mcmichael.com>)