



Falstaff Family
Centre

August 16, 2022

Outline to Signage Approach For discussion purposes

Further to council's motion to defer our sign variance application, we have taken some time to flesh out in more detail how we might envision this signage to work. Particularly to satisfy any concerns about how permanent or temporary they might be.

GOAL for sign variance application

The over all goal is to support and heighten awareness to a variety of civic issues and initiatives which connect to or have an impact on children, families and the community and connected to the Falstaff Family Centre.

We've broken our needs down to three categories

1. **Annual commemorations:** There continue to be identifiable groups such as Indigenous, climate, multicultural, children and families who have expressed interest in having more visibility for their initiative, events or annual commemorations.

WE PROPOSE: Signs/banners go up in the week leading up to the annual day and taken down with 24-48 hours of completion of event. Location: Waterloo St.

2. **One-off events:**

- These could be enterprises such as meetings, performances or fundraising events which originate at Falstaff Family Centre.
- Additionally and unpredictably, new groups sometimes appear with requests such as the Upper Thames River Conservation Authorities' May Children's Water Festival (2022) which may make their event an annual one.

WE PROPOSE: which need longer promotion: 2-3 weeks to be taken down 24-48 hours after event Location: Waterloo St.

3. **On-going initiatives:** an example of this is the current *Here for Now* theatre company which has been using FFC as an on-going venue from July – September.

WE PROPOSE: larger banner/sign for 1-2 weeks prior to launch. On launch, take Waterloo sign down and put-up smaller wing signs on Elizabeth and William Streets to denote event on property. These smaller signs would be taken down with 24- 48 hours concluding run of event.

The following is a draft of a possible calendar

January

February

March

April 22 Earth Day

May 5 Children's Water Day

June 21 National Indigenous People's Day

June 27 Canadian Multiculturalism Day

July

August

September 23 Youth Fridays for Future

September 30 National Day for Truth and Reconciliation

October Missing and Murdered Indigenous Women and Girls

November Remembrance Day

December