

**Extract From
David Dunlap Observatory Park Project Steering Committee Meeting
DDOP#01-18 held April 30, 2018**

4. Selection of the Symbol to represent the David Dunlap Observatory, Administration Building and Future Park – (Staff Report SRCS.18.10)

Moved by: Councillor Cilevitz

Recommendation 1

That the David Dunlap Observatory Park Project Steering Committee recommends to Council:

- a) That staff report SRCS.18.10 regarding the selection of the official symbol to represent the David Dunlap Observatory, Administration Building and Future Park be received;**
- b) That Design 1 – Richmond Hill as presented in Appendix ‘A’ to staff report SRCS.18.10 be approved as the official symbol of the David Dunlap Observatory, Administration Building and Park.**

Carried Unanimously



Staff Report for David Dunlap Observatory Steering Committee

Date of Meeting: April 30, 2018

Report Number: SRCS.18.10

Department: Community Services
Division: Recreation and Culture Services

Subject: Selection of the Symbol to represent the David Dunlap Observatory, Administration Building and future park

Purpose:

To seek approval on the symbol that will be used to represent the David Dunlap Observatory, Administration Building and future park in all publication material, signage and digital presence.

Recommendation(s):

- a) That the David Dunlap Observatory Steering Committee select one of the symbols, from the two options presented in Appendix "A" to staff report SRCS.18.10 as the official symbol of the David Dunlap Observatory, Administration Building and Park.

Contact Person:

Meeta Gandhi, Director, Communication Services, 905-747-6311

Darlene Joslin, Director, Recreation and Culture, 905-771-9996, ext. 2423

Submitted by:

"Signed version on file in the Office of the Clerk"

Shane Baker
Commissioner of Community Services

Approved by:

"Signed version on file in the Office of the Clerk"

Neil Garbe
Chief Administrative Officer

Background:

The David Dunlap Observatory (DDO) lands which includes the Observatory dome, Administration and Radio Shack Buildings was transferred into the Town buildings portfolio on March 21, 2017. This area is adjacent to Town-owned parklands and is part of the DDO Park Master Plan.

With the transfer, it was determined that the Town will manage and use the property consistent with the Town's Strategic Plan and policies and to ensure the site remains a public space. An Expression of Interest was subsequently conducted and staff are negotiating with third parties to enter into non-exclusive use agreements to facilitate the delivery of educational and public outreach programming.

While work is underway in accordance with the David Dunlap Observatory Building Conditional Assessment Report (SREIS.17.021), the Town is positioned to begin programming at the DDO.

With the transition to the Town's ownership, it is also important to develop a consistent brand so that the Observatory dome, Administration Building and park become recognized as a destination place. The use of a symbol will help to build public recognition and ensure a consistent look and feel of all promotional products.

Design Elements:

Appendix "A" features two types of DDO designs: One with natural and astronomy features such as a tree, path, stars and moon. These additional elements are included as they reflect the future plans for the area. The other design features the observatory on its own. "Richmond Hill" is added to one version of each design. As the area transforms into a destination park, the association of the Town's name with the Observatory, Administration Buildings and park could help to increase tourism and expand the audience and denote ownership.

The designs incorporate colours and fonts and style elements that are consistent with the Town of Richmond Hill Branding Guidelines. For example, both the colour palette and a hill have been included in the options.

Once selected and approved, the symbol will be applied according to the Town's Branding Guidelines and where possible, accompanied by the Richmond Hill brand (see example in Appendix B).

Financial/Staffing/Other Implications:

There are no financial or staffing implications related to the recommendations in this report.

Relationship to the Strategic Plan:

Creation of a new symbol for the David Dunlap Observatory, Administration Buildings and park aligns with Goal 4 of the Strategic Plan “A More Vibrant Richmond Hill”.

Conclusion:

The creation of a DDO symbol will further link the Observatory, Administration Buildings and future park plans with the municipality and contribute to recognizing the area as a destination place.

Attachments:

The following attached documents may include scanned images of appendixes, maps and photographs. If you require an alternative format please call contact person listed in this document.

Appendix A: Observatory Symbol design options

Appendix B: sample use of design









