



## The Corporation of the Town of Tecumseh

Corporate Services & Clerk

**To:** Mayor and Members of Council

**From:** Laura Moy, Director Corporate Services & Clerk

**Date to Council:** April 23, 2019

**Report Number:** CS-2019-11

**Subject:** Checker Flag Storyboard

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### Recommendations

It is recommended:

**That** Report CS-2019-11 regarding a Storyboard about the former Checker Flag Speedway **be received**;

**And that** the placement of the Checker Flag Speedway Storyboard, which recognizes its physical attributes and historical timeline in the community, **be approved** and located within Cranbrook Park.

### Background

A request for a Storyboard was submitted by John Lucier on behalf of the Family & Friends of Checker Flag Speedway to recognize the former Checker Flag Speedway (Checker Flag) located where the Cranbrook Subdivision now exists.

The request has been reviewed by Administration and consulted upon with the Cultural & Arts Advisory Committee. In accordance with Town's Storyboard Plaque Policy No. 88 this report is submitted to Council for approval of this request.

## Comments

### Storyboard Policy

The Storyboard Plaque Policy No. 88 (Policy) outlines the process and procedures when considering requests for a Storyboard to commemorate a significant historical event, person, date, or a physical and natural feature.

The Policy defines a Storyboard plaque as a flat tablet, of metal or appropriate material that is mounted into the ground, which includes text and/or images honouring significant natural or physical features, landscapes, historical events and persons of local, provincial or national significance. A plaque is considered a permanent fixture in a public space with the purpose to provide information and learning experience to residents and visitors. It is also an interpretative method to communicate the area's rich cultural and natural history. A plaque is not to be confused with a sign, works of art, or sign dedicating historical sites or buildings. A plaque is not a 'sign' under the Town's Sign By-law. (Storyboard)

Only those Storyboards placed in public open spaces such as Town parks, sports fields or municipally owned property are covered by the Policy.

In accordance with the Policy in Section 6.2.5, individuals or groups of people who may be recognized in a Storyboard shall have made significant contributions to the Town, or the surrounding area, to warrant such an honour. Examples of subjects that merit commemoration include, but are not limited to:

- a) an individual whom the Town has recognized for their contribution or act(s),
- b) an individual distinguished through public service or profession,
- c) a physical or natural feature of the community, or
- d) historical events that set the stage for development of the Town and Canada as a nation.

Storyboards shall respect the intended purpose of the Town's Public Open Space environment and, therefore, should be appropriate for their location.

Applicants must provide a written submission outlining the purpose and detailed description of the content, design and location of the Storyboard to the Director Corporate Services & Clerk. The submission must also include evidence of background research relevant to the subject of the Storyboard.

The Director Corporate Services & Clerk will work together with other departments and related committees to review the submission. Following consultation, a report to Council is then to be given to Council for consideration and approval.

### Checker Flag Speedway Storyboard

Mr. John Lucier, on behalf of the Family & Friends of Checker Flag Speedway submitted a request to recognize the former Checker Flag Speedway. Checker Flag was an exciting recreational venue located in the former Township of Sandwich South, on the south side of County Road 42, between Banwell and Lesperance Roads, from 1961 to 1992. It was a weekly

gathering place for families and friends to enjoy stock car races. The Cranbrook Subdivision now exists where the former Checker Flag was once located.

In keeping with the Policy, the members of the Cultural & Arts Committee, at their September 17, 2018 meeting, reviewed the proposal for the Checker Flag Speedway Storyboard and were in support of proceeding with its placement in Cranbrook Park located within the Cranbrook Subdivision.

The content and pictures for the proposed Storyboard about Checker Flag were subsequently provided to the Town's Graphic Designer for development. The final design of the Checker Flag Storyboard, prepared by the Graphic Designer in consultation with the applicants, was submitted on April 12, 2019, and is attached as **Appendix 1**.

The final design was submitted to the Cultural & Arts Committee at their April 15, 2019, meeting. While the Committee did not have a quorum at the meeting, the members in attendance, including the Chair and Vice-Chair, conveyed how well laid out and presented the information was on the draft Storyboard. They thought it was very well done and were pleased to see the recognition of the history of Checker Flag.

The Director Parks & Recreation and Director Corporate Services & Clerk have also reviewed the final design of the Checker Flag Storyboard to ensure that the Town's culture and history are accurately represented and consistent with the other Storyboard formats.

The Storyboard is in keeping with Section 6.2.5 (c) of the Policy as it depicts and describes the former Checker Flag Speedway's physical attributes and features. It is only appropriate that this Storyboard be located in Cranbrook Park, the former location of the Checker Flag Speedway.

## **Consultations**

Parks & Recreation Services  
Cultural & Arts Advisory Committee  
Family & Friends of Checker Flag Speedway

## **Financial Implications**

The estimated cost for design, production, layout proofing and completion of the Storyboard, as well as installation, is \$2,500 which will be paid by John Lucier.

## Link to Strategic Priorities

| Applicable | 2017-18 Strategic Priorities |
|------------|------------------------------|
|------------|------------------------------|

- Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
- Ensure that the Town of Tecumseh’s current and future growth is built upon the principles of sustainability and strategic decision-making.
- Integrate the principles of health and wellness into all of the Town of Tecumseh’s plans and priorities.
- Steward the Town’s “continuous improvement” approach to municipal service delivery to residents and businesses.
- Demonstrate the Town’s leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

## Communications

Not applicable

Website       Social Media       News Release       Local Newspaper

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Laura Moy, Dipl. M.M., CMMIII HR Professional  
Director Corporate Services & Clerk

Reviewed by:

Paul Anthony, RRFA  
Director Parks & Recreation Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP  
Chief Administrative Officer

**Attachment  
Number**

**Attachment  
Name**

1

Final Design of the Checker Flag Storyboard