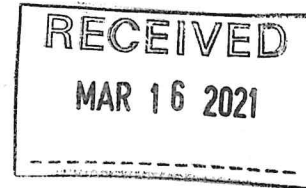


March 16, 2021

The Council of the Municipality of Mississippi Mills
3131 Old Perth Road
Almonte, Ontario K0A 1A0

Heather Phaneuf
187 Smart Street
Mississippi Mills, Ontario K0A 1A0



Dear Council of the Municipality of Mississippi Mills

RE: Proposed Stuart McLean sign for installation on Mill Street

As all of us who live here well know, Mississippi Mills has many charms. One in particular is Mill Street in Almonte, which caught the eyes and appreciation of a Canadian radio icon – Stuart McLean (1948-2017) of the Canadian Broadcasting Corporation (CBC).

I'm proposing a sign to share his humourous and affectionate story about the street. Mississippi Mills has endeavoured to build our reputation in Ontario and beyond by developing a variety of means to inform and attract visitors – this proposal would continue to build on the existing signage tradition that is in place while sharing a unique perspective by a well-known and respected Canadian of national note.

Funding for this project is not being requested from Mississippi Mills, solely permission to install and municipal advice on location.

In July 2013, Stuart recorded segments of *The Vinyl Café*, a CBC production, in our old Town Hall. As part of the preparation for that event, he spent time wandering the street and pondering the stories being told through the architecture, the businesses, the people, and the power of a town founded on the life of a river. The resulting evocative monologue captured the life of the street and the imagination of those who heard it that day and subsequently on repeated national radio broadcastings. It was also a feature, along with excellent photography which we have drawn upon, in John McQuarrie's 2020 book: *Almonte – spirit of place*. I believe we benefit by sharing those remarkable stories with our community and the greater public who visit.

In order to celebrate the ongoing, valued stories of our area and to honour those who have told the tales, a prototype for a plaque has been developed that would set the scene perfectly on Mill Street. The project has the approval of the McLean estate and the CBC Vinyl Café. Images are provided by photographer John McQuarrie and the former owners of the Mill Street Bookstore while the graphic work was done by a local business, Pxl Works here in Almonte.

The details of the proposed sign are as follow:

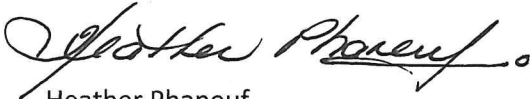
- The sign would be installed at the top of Mill Street (south end) near the existing bench, bike rack and bin. In this way, the reader stands where Stuart McLean began his exploration. It would not impede access to the street, sidewalk or storefronts nearby.
- The sign includes text and three photos – two in colour one and one of Mill Street in sepia.

- The dimension of the actual panel allows for easy readability measuring approx. 24 x 16 inches. I am enclosing a copy of the proposed sign with this letter. (See annex 1)
- The sign itself will be fashioned on Alupanel to ensure durability.
- Support will be similar to that which was used in Metcalf Park and the colour of the support would be in keeping with existing elements. (See attached annex 2)
- **Funding for the sign will come from private donations.**

In making this request to the Council of Mississippi Mills, I understand that it will be considered a public document and that information contained within may be made available to the public.

I hope council will approve the concept and enable the installation to move forward.

Respectively,



Heather Phaneuf
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 613-415-3817 (mobile)
 613-256-1934 (home)

Attached:

- Annex 1 - Prototype of the panel
- Annex 2 – Location proposed and local sign example: Sign in Metcalf GeoHeritage Park

Annex Two: Proposed location and style of Stuart McLean sign for Mill Street



Sign would be installed near the corner of upper Mill Street.



Structure proposed would be in line with this model in the Metcalf Geoheritage Park in Almonte.