



## Downtown Port Colborne BIA

Board of Management

MAIL: PO Box 272 | Port Colborne, Ontario L3K 4W1

OFFICE: (289) 836-9006  
[www.exploreportcolborne.ca](http://www.exploreportcolborne.ca)

TO: Amber LaPointe, Clerk - City of Port Colborne  
RE: DPCBIA Request for Rainbow Crosswalk Installation

**June 1, 2021**

With the annual celebration of Pride Month among us, The Downtown Port Colborne BIA would like to extend a request to the City of Port Colborne City Council and Staff to install a Rainbow Crosswalk in Downtown Port Colborne as a welcome sign of inclusivity and support to our LGBTQ residents and visitors.

Over the last few years, Rainbow Crosswalks have been popping up across Ontario as a sign of support and inclusivity of the LGBTQ population in Ontario. These crosswalks have been met with resounding celebration as even in the year 2021 individuals identifying in these groups still face challenges and oppression within society. The Downtown Port Colborne BIA Board of Management was thrilled to read the City of Port Colborne's Strategic plan which identified making Port Colborne and "Inclusive Community" as a key pillar to success. We are thrilled to see that these conversations are at the forefront of the city's mind and planning in support of not only our existing residents but also our visitors from across Niagara and beyond.

Currently Niagara has three rainbow crosswalks installed. The first being in Niagara Falls after lots of hard work and campaigning from community advocate Falynn Shaw. Attached is a poem (Appendix A) she wrote and presented to Niagara Falls City Council for their consideration which perfectly highlights the importance of such an initiative. Additionally, the St. Catharines Standard Article (Appendix B) summarizing the installation of the crosswalk highlights its process and importance. Next is the Rainbow Crosswalk installed at both Niagara on the Lake and Welland campuses of Niagara College. Most recently is the installation of the crosswalk in Downtown St. Catharines highlighted in article (Appendix C).

The Board of Directors of the Downtown Port Colborne BIA voted unanimously in agreement at our May 2021 Board Meeting that Downtown Port Colborne needed to be the next "Safe Space" landmarked in Niagara by a Rainbow Crosswalk in support of the LGBTQ Community. Port Colborne is a destination for so many great things. We know that this show of support will draw great social, tourism and economic benefits to Our City letting people know they are wanted, welcome and respected in our community.



## Downtown Port Colborne BIA

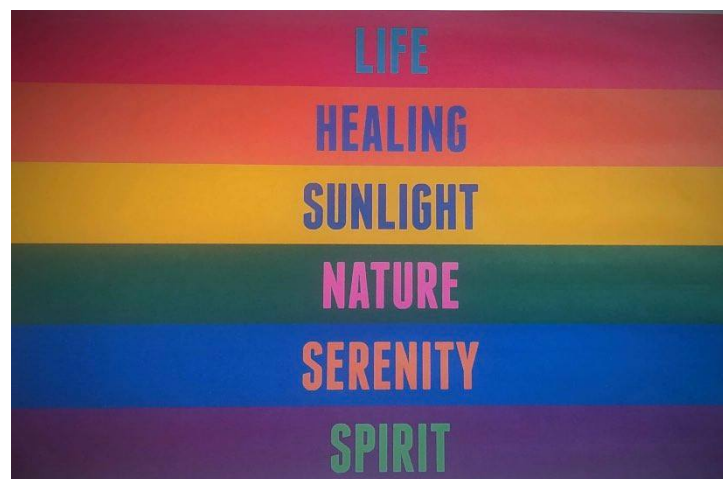
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Naturally with such a worthy endeavor, it was easy for us to garner widespread support from all facets of the community for this initiative. Attached are several Letters of Support from various community partners highlighting their views and confirmation of how important this is. Carlie Smith, Realtor with Royal LePage NRC Realty (Appendix D) highlights the importance of marketing and selling Port Colborne as an inclusive community to live. The Reverend Jody Balint of St. James and St. Brendan Anglican Church (Appendix E) offer their support to the LGBTQ Community and are in favour of the crosswalk being by the church crossing King Street and connecting to Mariner's Park or even encompassing the entire intersection. Glen Walker of Positive Living Niagara (Appendix F) commends the BIA on this initiative and encourages the city to move forward with this project and lastly Port Cares has provided their support (Appendix G).

As Pride Month is upon us, our goal is at the very least to have this request approved and passed through council. We trust with the support we have garnered and the pre consultation we have done with City Council and Staff this should be an attainable goal. We would like to encourage going one step further, and pushing to see if we can bring this project to reality within the month of June. We feel based on the circumstances and uncertainty of the last year in the world the community needs a good news story and a reason to celebrate, be happy, come together and support each other – What better way than to brighten up our Downtown with such a powerful statement. Many don't know that each colour has its unique meaning and purpose, the sentiments of which are so fitting.



In hopes of moving this project along efficiently, we have done some legwork in sourcing what other municipalities have done in terms of painting these crosswalks.



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The preferred method that keeps coming up and is what was used in both Niagara Falls and in St. Catharines was a heat applied paint system applied by a company called Guild. Attached (Appendix H) is the notes from Brian Applebee, Manager of Transportation Services for The City of St. Catharines. This method from research both in Niagara and across Ontario is that this heat applied method offers the longest longevity for the paint where as a traditional paint or road stripping paint system will wear quickly much like traditional road markings and would only give a 6 month to a year durability while maintaining its vibrancy.

As noted in Brian's Email, the cost for these crosswalks depending on complexity of design range between \$3000 and \$7000. In consultation with several LGBTQ groups and advocated the simplified design of the traditional rainbow tends to be the preferred version amongst the LGBTQ community. This also works out to be the more cost effective design. If council would consider it, some of our proposed locations would be nicely highlighted by doing multiple crosswalks.

### Proposed Ares:

1. 1A) Crossing King at Charlotte on the North Side connecting The Anglican Church and Mariner's Park.  
1B) Would be to form a complete square in that same intersection crossing King and Charlotte.
2. Crossing West at Clarence on both sides of the Clarence Street Bridge in line with the bright making for an amazing visual impact and gateway into the Downtown Core.

As a BIA our goal is to bring this to fruition in a safe and timely manor. We are open and flexible to location and also to if we do one for now and considering adding to it in the future. We understand and respect that pedestrian safety needs to be paramount. Understanding safety, While the visual impact of being on Clarence Street would be fantastic, we know this will be a huge draw and photo opportunity and for that reason feel that it may pose an unnecessary safety risk. Additionally, in both locations we have suggested the areas are monitored by camera systems. At King & Clarence by the NRP Pod Camera and at The Clarence Street Bridge by the Seaway's camera systems.



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Appendix A: Poem by Fallynn Shaw  
Appendix B: St Catharines Standard Article RE Niagara Falls Crosswalk  
Appendix C: Iheart Radio Article RE St. Catharines Crosswalk  
Appendix D: Letter of Support – Carlie Smith, Royal Lepage NRC Realty  
Appendix E: Letter of Support – Reverend Jody Balint, St. James & St. Brendans Anglican Church Port Colborne  
Appendix F: Letter of Support – Glen Walker – Positive Living Niagara  
Appendix G: Letter of Support – Port Cares  
Appendix H: Crosswalk Information – Brian Applebee, City of St. Catharines  
Appendix I: Location Proposals

We Thank City Staff and Council for the consideration of this proposal and look forward to working together to make it a reality.

**Respectfully Submitted,**

**Jesse William Boles, Chair**

Downtown Port Colborne

BIA Board of Management

Email: [jessepocobia@gmail.com](mailto:jessepocobia@gmail.com)

Cell: 905-359-5350



## Rainbow Crosswalk Poem

Over 50 years later and it is still a fight.

What is happening in my community just isn't right.

If you've never felt the depression that's caused by  
oppression, I'm happy for you, but can you just remember

this planet is full of other people too.

We all have different stories About from where we came,

That's what makes this world wonderful,

None of us are the same.

The rainbow is a symbol of unity, not just for the

community

but for all.

This crosswalk is means to build a bridge

not to build a wall.

By. Falynn Shaw

## NIAGARA REGION

# Rainbow crosswalk to grace street in downtown Niagara Falls

By **Ray Spiteri** Review Reporter

Niagara Falls Review

🚩 Tue., Jan. 28, 2020 | ⌚ 3 min. read

🕒 Article was updated Jun. 02, 2020

Niagara Falls city council has approved a rainbow crosswalk at Queen Street and Erie Avenue.

The city and downtown business improvement association will split the cost of a \$3,000 ladder-style crosswalk on the south side of the intersection.

The BIA has committed to fund 50 per cent of the installation cost to show support for the LGBTQ community. The remaining \$1,500 will come from the city's transportation services operations budget.

The south approach is the shortest crosswalk at the intersection, which connects city hall property to Rosberg Family Park/Olympic Torch Trail.

Niagara Falls resident Falynn Shaw asked the city to endorse a downtown rainbow crosswalk last July 31. The city also received a letter of support from Ron Charbonneau, chairman of the Downtown Board of Management.

During a Jan. 14 meeting, City staff recommended council approve the crosswalk on the west side of the intersection, but some councillors voiced concerns about its then-estimated \$14,000 cost — and that the city was to be on the hook for the entire project. Moving it to the south side and a change to the style of crosswalk drops the cost significantly.

Prior to council's decision Tuesday night, Shaw recited a poem she wrote, addressing the need for the crosswalk.

"Fifty years later and it is still a fight, what is happening in my community just isn't right," she said.

"If you've never felt the depression that is caused by oppression, I'm happy for you. But can you remember that this planet is full of other people, too. We all have different stories about from where we came, that's what makes this world wonderful, none of us are the same. The rainbow is a symbol of unity, not just for the community, but for all. This crosswalk is a means to build a bridge, it was never meant to build a wall."

She said the LGBTQ community does not ask for much from the city, and that council supporting \$1,500 for a rainbow crosswalk would show solidarity and unity and show that leaders in one of the most recognizable cities in the world stand for inclusivity.

Karl Dren, the city's director of transportation, said the city was made aware of a person who may have been interested in painting the crosswalk versus the treatment recommended by staff.

He said staff attempted to contact the person "several times," but never received a response.

Coun. Chris Dabrowski brought forward a motion Tuesday evening to support the rainbow crosswalk, noting staff were able to find a "cost-effective solution" to make the project a reality.

The motion also called for the crosswalk to be finished by June — in time for Pride Month and to coincide with the rainbow flag raising at city hall.

After the meeting, Mayor Jim Diodati said getting the cost of the crosswalk down was a "fair compromise" between supporters of the idea and those concerned with the initial \$14,000 cost.

He also said Shaw's poem was "very appropriate."

"I think she nailed it. We want to build bridges, not walls and we want to have an inclusive, accepting community and that's what Niagara Falls is. I think that was council's way, in a much less expensive way, of showing their support for inclusivity."

**Raymond.Spiteri@niagaradailies.com**

905-225-1645 | @RaySpiteri

- Rainbow crosswalk planned for St. Paul Street
- Editorial: Rainbow crosswalk a sign of bridges being built
- Crosswalk defacing shows we have a long way to go

## More from The Standard & Partners

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(https://www.iheartradio.ca/610cktb)

# ST. CATHARINES GETS NEW INCLUSIVE CROSSWALK



(/610cktb/author/Author/Shelby Knox)

**SHELBY KNOX**

Thursday, May 27th 2021 - 9:50 am



radio in 1 seconds

LATE  
(HTTI

Photo: courtesy Greg Miller on Twitter (@GregMillerSTC)

Downtown St. Catharines is a little more colourful thanks to the addition of a new crosswalk.

The crosswalk on St. Paul Street between Mahtay Cafe and the first Ontario Performing Arts Centre features the rainbow colours of the pride flag, a black and brown chevron recognizing queer and trans people, members of the Black, Indigenous, and people of colour communities, a pink and blue chevron for the transgender community, and a purple and white chevron to pay homage the Haudenosaunee and Anishinaabe territory and Two Row Wampum agreement.

City council approved up to \$7,000 to install the crosswalk back in July of last year.

The original motion from Councillor Greg Miller was unanimously approved in 2019.

The crosswalk was installed just in time for Niagara's Pride Week kicking off next week.

Pride Month is celebrated in June.



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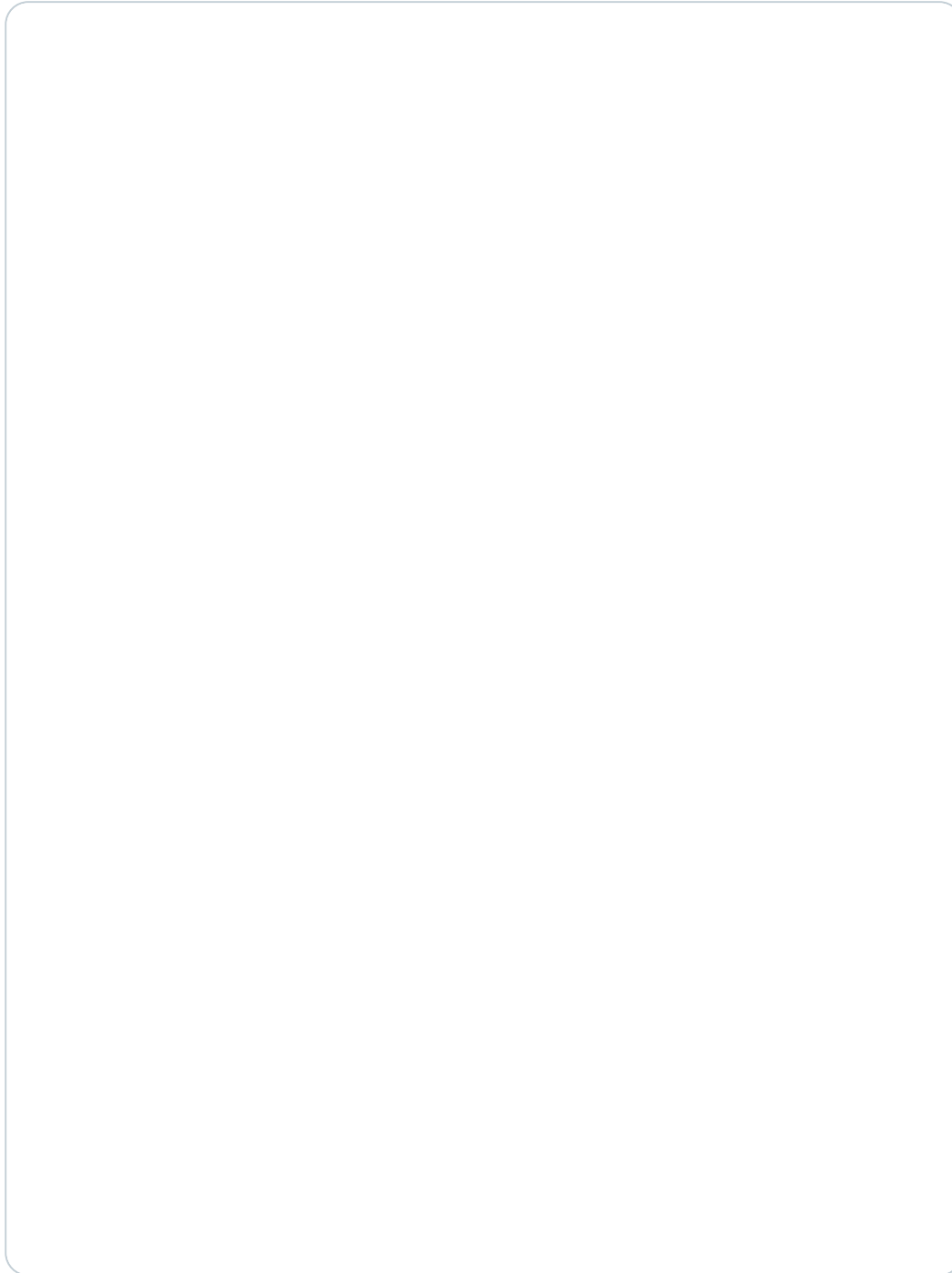
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C



**Greg Miller - City Councillor**  
@GregMillerSTC



Update:



**Greg Miller - City Councillor** @GregMillerSTC

LGBTQ2S+ crosswalk for downtown St. Catharines update: to be installed later this month in time for Pride Month!

The flag includes markings representing the Haudenosaunee and Anishinaabe communities, as well as the Two Row Wampum



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# Carlie Smith

Sales Representative  
Royal LePage NRC Realty

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[www.CarlieSmith.ca](http://www.CarlieSmith.ca)

May 27, 2021

RE: Pride Cross Walk

To Whom it May Concern,

Thank you for the opportunity to address this topic. I was in conversation with Jesse Boles, Chair of the BIA and he shared their idea to bring forward a Pride crosswalk to Port Colborne. I understand that a large part of the new strategic plan is to create an inclusive community in Port Colborne. As a local landlord and Realtor, creating safe communities is incredibly important to me. In my day to day job I am introducing new families to various areas of our region, Port Colborne being my favourite. However there is nothing currently in Port Colborne that publicly shows our inclusivity. I know one month of the year City Hall raises the pride flag, but there are currently no permanent fixtures that I am aware of to show our inclusivity. This would be a great addition to our town, as representation matters.

I would be in favour of this Pride Crosswalk in our downtown core to show our residents that they are safe, cared for, loved and welcome, regardless of their gender or sexuality. I would also be in favour to add the Pride flag as a permanent fixture in City Hall.

Sincerely,

*Carlie Smith*



**St. James and St. Brendan**

55 Charlotte St.

Port Colborne, Ontario

L3k 3C9

Email: [anglicanoffice@gmail.com](mailto:anglicanoffice@gmail.com)

Website: <https://www.portcolborneanglican.org/>



Friday, May 28<sup>th</sup>, 2020

To Whom It May Concern,

We, the Corporation of St. James and St. Brendan Anglican Church, fully support the B.I. A.'s desire to celebrate Pride Month and the LGBTQ2 Community by having the crosswalks around the painted with the Pride Flag. We also have no objection to the crosswalk between the church and Mariners Park being painted.

Please feel free to contact us if you should have any further questions or concerns.

Sincerely

Rev. Jody Balint  
Rector

Robynn Bliss  
Rector's Warden

Pat Davis  
People's Warden







May 31, 2021

To: Who it May Concern

Re: Port Colborne Downtown BIA Pride Crosswalk Request

Positive Living Niagara provides our community with HIV, HCV and STBBI prevention and support. We work closely with the 2SLGBTQ+ community. Positive Living Niagara would like to acknowledge and support Port Colborne's Downtown Business Improvement Area's (BIA) request for the installation of a Pride crosswalk.

The Niagara Region has an extremely gender diverse community, that so many call home. By installing a rainbow crosswalk in your downtown core, this not only shows support and ally ship, but also generates awareness for the 2SLGBTQ+ community.

Community engagement within the culture of 2SLGBTQ+ individuals, in Port Colborne and the Niagara Region, empowers its community. The public recognition and visibility a Pride crosswalk provides, is crucial in not only celebrating Pride, but also encourages support, unity and education.

We would like to thank the Port Colborne Downton BIA for supporting the 2SLGBTQ+ community, and taking the steps to create an inclusive environment for a population that struggles with recognition and acceptance.

Sincerely,

A handwritten signature in black ink, appearing to read "Glen Walker", written in a cursive style.

Glen Walker  
Executive Director  
905-984-8684 ext. 112

June 1, 2021

Jesse W. Boles, Chair  
Downtown Port Colborne  
BIA Board of Management  
P.O. Box 272  
Port Colborne, ON L3K 4W1

Dear Mr. Boles,

Port Cares mission to help those in our community with social and economic needs improve their quality of life.

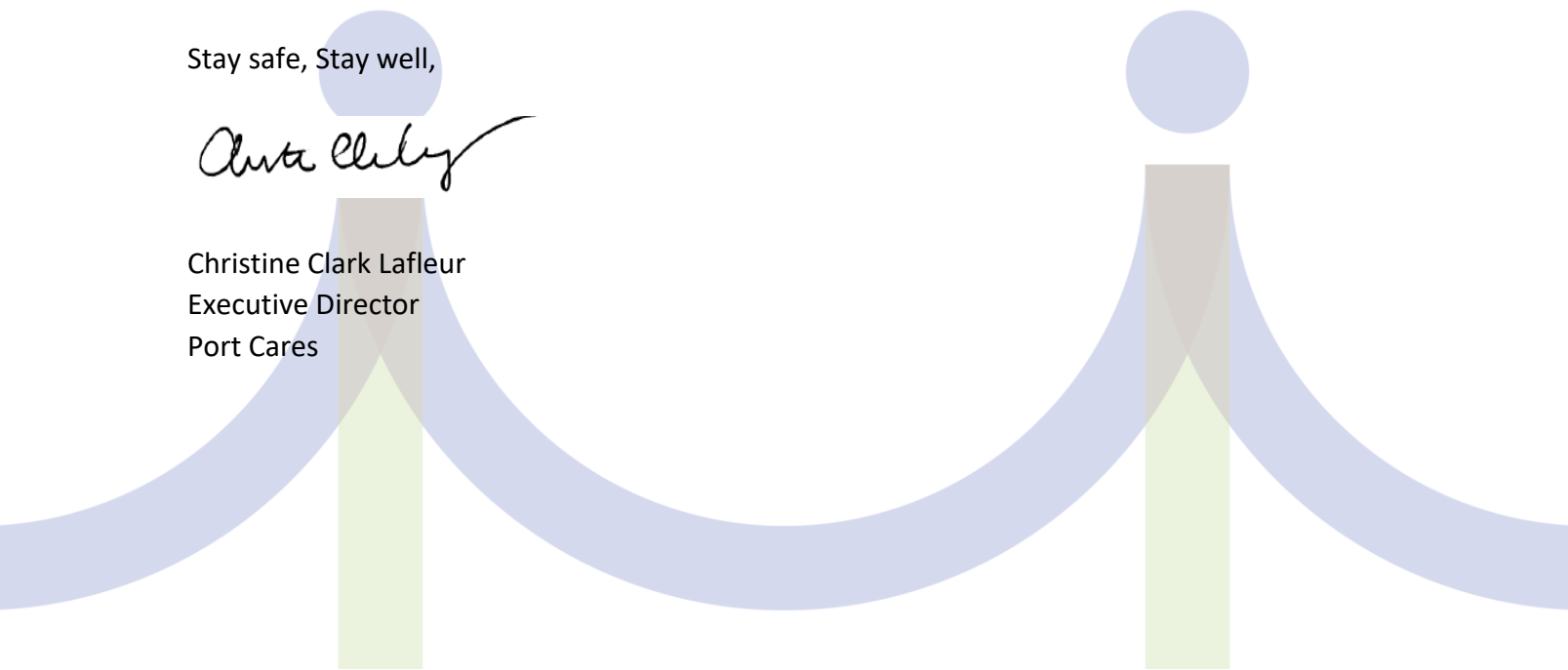
In that spirit coupled with our values to provide help without judgement, to treat everyone with respect and to work collaboratively together, Port Cares expresses its endorsement of the Downtown Port Colborne BIA initiative to create a rainbow crosswalk as a permanent show of support for members of the LGBTQ+ community and to demonstrate that the downtown area is an inclusive and safe space.

Port Cares recognizes the value of diversity and inclusiveness and wishes you the best in this endeavour.

Stay safe, Stay well,



Christine Clark Lafleur  
Executive Director  
Port Cares



From: **Applebee, Brian** [bapplebee@stcatharines.ca](mailto:bapplebee@stcatharines.ca)  
Subject: Rainbow Crosswalk Info  
Date: May 28, 2021 at 2:24 PM  
To: [jessepocobia@gmail.com](mailto:jessepocobia@gmail.com)

BA

Hi Jesse:

I just received your VM but I can't give you a call at the moment so I thought I'd send this email.

Our crosswalk was installed by Guild (contact there is Stuart Anderson, [Stuart.Anderson@guldelectric.com](mailto:Stuart.Anderson@guldelectric.com)) and was completed using thermoplastic pavement markings. The cost for this crosswalk was approximately \$14k. Our LGBTQ2+ Committee requested the "Brock U" Pride Flag design which includes additional colours, so the cost was higher than if the "traditional" Pride Flag design is used.

The City of Niagara Falls also implemented a "ladder style" crosswalk, which is the Flag colours interspersed with asphalt, on one leg of Queen Street near their City Hall for around \$2.5k (if I recall) using thermoplastic as well. I believe Guild may have also done the work there. If you would like to contact them for information on their installation, I'm certain my colleague in NFLS, Mathew Bilodeau ([mbilodeau@niagarafalls.ca](mailto:mbilodeau@niagarafalls.ca)), would be more than pleased to assist you.

Regarding the material choice, it was recommended to us by more than one vendor NOT to use road paint to complete this work due to the speed at which it wears, the cost of custom paint colours in small batches, and the issue with using a typical handcart painting machine with multiple colours (i.e. it would need to be thoroughly washed between each colour and the colours could bleed at the edges).

I hope this information is of assistance to you.

Regards,

Brian

**Brian Applebee C.E.T.**

Manager of Transportation Services

Email: [bapplebee@stcatharines.ca](mailto:bapplebee@stcatharines.ca)

Tel: 905.688.5601 x1659 TTY: 905.688.4TTY (4889)

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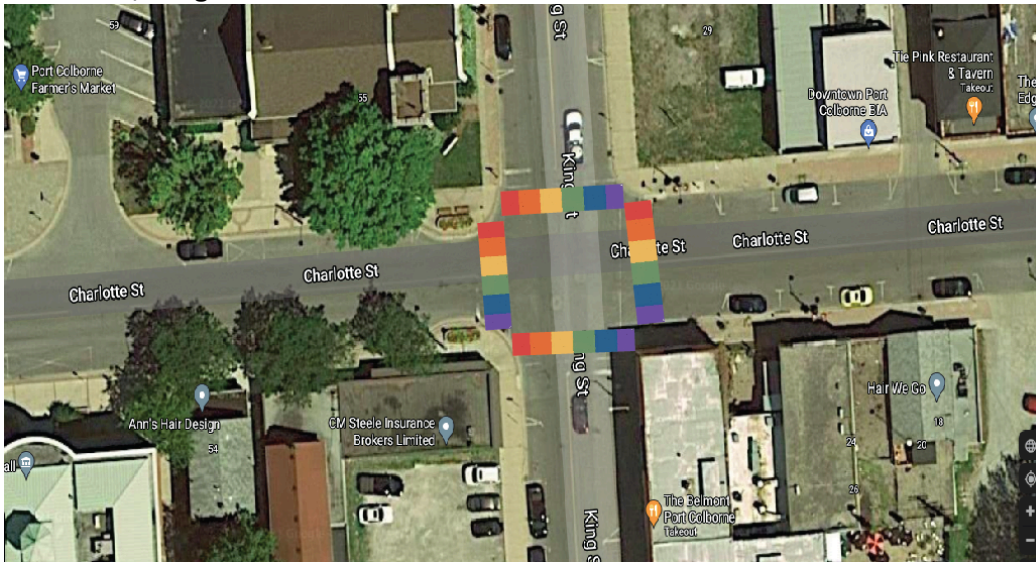


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## Appendix I – Rainbow Crosswalk Proposed Locations West Street at Clarence Street Bridge



## Charlotte / King Intersection – Whole Intersection



## North Side of Charlotte Crossing King

