

FORMAL REPORT

To:	Chair Stratthdee and Members of Strategic Priorities Committee
Prepared by:	Jed Kelly, Director of Public Works
Date of Meeting:	17 October 2017
Subject:	Service Club Sign By-Law

PURPOSE

To facilitate discussion regarding a draft Service Club Sign By-law, specifically focused on locations, and design considerations inclusive of sizing and number of signs.

RECOMMENDATION

THAT the Strategic Priorities Committee recommends to Council:

THAT Council approve the draft Service Club Sign By-Law and further directs staff to finalize and bring forward the Service Club Sign By-Law

BACKGROUND

The Town removed and replaced legacy entrances signs in 2005-2007 as a component of the downtown revitalization initiatives. Public Works removed legacy entrance signs which incorporated non-standardized service club signage, however, the replacement (existing concrete) signs do not have this feature. Internal institutional knowledge is limited, but staff has ascertained that the Town and the Services Clubs made a verbal agreement to install new service clubs signs. It is staff understanding the agreement was for separate pooled service club signs that would be installed at a later date to complement the entrance signs. However, due to significant staff turnover the installation of service club signage has been delayed.

Earlier this year the Town was approached by the service clubs to consider the project during the 2017 budget deliberation process as per the 2005 verbal agreement. Council directed staff to evaluate the project and engage service clubs regarding the signs and explore design considerations.

In February 2017, Town staff hosted a public meeting, inviting all service clubs to discuss sign locations, structure and individual club signage. Not all of the invited Service Club's attended or provided comment at later date.

REPORT

After engaging in discussions with the service clubs staff are recommending the erection of 4 service club sign structures that contain space for up to 15 service club logos. To manage the process for deciding the who/what/when and how of the Service Clubs Sing, staff is proposing a By-Law for the management of the signs.

Staff have researched other municipal service club signage installations and management practices while evaluating the needs of the Town of St. Marys Service Clubs. There are 5 key areas that require further consideration moving forward:

- 1) **Location** – The Town has four arterial roads entering and exiting St. Marys, as well as one collector road entrance. Service clubs have requested 4 signs positioned at the arterial entrance points on James Street North, James Street South, Queen Street West and Queen Street East in close proximity to the existing Town signs. A fifth service club sign was considered on Water St. S but was determined to be unnecessary.
- 2) **Combined Service Club Sign** – Staff researched various approaches of implementation of service club signage in different municipalities. The most sustainable approach appears to be a town managed, combined sign that can accommodate multiple clubs. The municipality would retain ownership and would be responsible for all capital and maintenance costs of the sign structure. The municipality would organize the design and installation of the sign structure, and use internal Staff to install and or remove individual club logos.
- 3) **Club Logo Sizing** – Predetermined sizing allows for uniformity in the overall design of the sign and creates a visually pleasing sign with a better presence in the community. Only one club expressed a need for specific sizing. Club logo sizing of 18” x 18” is proposed as this sizing is easily recognizable by motorists.
- 4) **Individual Club Messages** – Some clubs have requested spacing allocations for club specific signage, i.e. meeting dates or event dates. This would be problematic in overall larger sign design and implementation since such additions would make the individual service club sign too large for practical implementation. Specific policies surrounding individual messaging would have to be created and implemented at a staff level which is not a viable long term option. Staff are therefore proposing a sign with uniformed club logo sizing that allows for a display of up to 15 specific service club logos. As written, the draft by-law does not provide for any temporary signage opportunities, or any display of meeting/event times.
- 5) **Participation in Club Signage** – Service clubs wishing to participate and have their club logo displayed should meet the Town’s overall strategic priorities and goals. All clubs will be required to fill out an application to be submitted and approved by Council. Staff is recommending an annual fee of \$1 to ensure the club is still active and to verify current contact information.

SUMMARY

Staff have engaged service clubs within the Town of St. Marys in discussions regarding service club signage. Staff are recommending the installation of four service club signs with uniform club logo sizing at James Street North, James Street South, Queen Street West and Queen Street East entrances to fulfill a verbal agreement circa 2005-2007. Staff anticipates a total projected cost of \$24,000 for the design, construction and installation of the four service club sign structures.

FINANCIAL IMPLICATIONS

Preliminary budgeting costs are for service club signs of all aluminum construction, which will have a very low maintenance cost. The labour cost of installation of the individual service logos and continued maintenance of the sign will be absorbed by the Public Works operating budget.

It is estimated the cost per sign location for a combined service club sign is \$6,000.00. There are four locations including James St. North & South, Queen St. East & West, for a total projected cost at \$24,000.00, which has been included in the draft 2018 Capital Budget.

Staff has also confirmed costs with sign suppliers who estimate the total cost for individual 18” x 18” service club logo signs is \$300.00 for all four structures. The individual club logo cost and sourcing would be the responsibility of the Service Clubs.

STRATEGIC PLAN

☒ Not applicable to this report.

OTHERS CONSULTED

Sign Ontario, Stratford

ATTACHMENTS

Draft Service Club Sign By-Law

Service Club Application for Logo Placement

Service Club Sign – Design Considerations - Samples

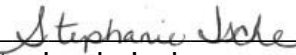
REVIEWED BY

Recommended by the Department



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Stephanie Ische

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Recommended by the CAO



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CAO / Clerk