

FORMAL REPORT

To:	Mayor Stratthdee and Members of Council
Prepared by:	Jed Kelly, Director of Public Works
Date of Meeting:	27 March 2018
Subject:	PW 10-2018 Service Club Sign By-Law

PURPOSE

The purpose of this report is to follow up with the recommendations made at the Strategic Priorities Committee held on October 17, 2017 regarding a Service Club Sign By-Law.

RECOMMENDATION

THAT PW 10-2018 Service Club Sign By-Law be received; and

THAT the Strategic Priorities Committee approve the proposed sign structure design and quotation from Signs Ontario;

AND THAT the Strategic Priorities Committee recommend to Council:

THAT the proposed Service Club Sign By-law be approved.

BACKGROUND

The Town removed and replaced legacy entrance signs in 2005, the legacy entrance signs included some capacity for service club signage. The replacement entrance signs were installed but did not include capacity for the individual service club logos. At the time verbal agreements were made between Town staff and service clubs like the Rotary and Kinsmen that new standalone signs solely for service clubs logos would be installed. However, the signs have yet to be installed due to staff turnover and differing design ideas. In early 2017 Council directed staff to re-evaluate the installation of signs, in February 2017, Town staff engaged in discussions with the Service Clubs for their comments.

In October 2017, PW 53-2017 staff report was presented to the Strategic Priorities Committee for approval of a draft Service Club Sign By-Law and requested further direction for other items to be included in the By-Law. In the report, Public Works and Community Services outlined 5 keys areas requiring consideration by the Committee. Those topics include the locations of the proposed signs, the design of the sign, size of the logos, individual club messages, and tried to define which organizations should be allowed to procure a spot on the installation.

Based on the report presented in October, the Strategic Priorities Committee (SPC) recommended that the sign should be vertical to reduce the footprint and that the preferred look was of the signs in Laramie and Timmins. The Committee also determined that the signs should not include individual messaging from each club, and the order of display should be first served or alphabetical. SPC further directed staff to review the definition of service clubs and the inclusion of the Canadian Baseball Hal of Fame on the structure.

REPORT

1. Service Club Definition

As per the Strategic Priorities Committee's direction, the definition for "Service Club" has been modified to better clarify which organizations do, and do not, meet the criteria. Historically, the label "Service Club" has been applied to volunteer non-profit groups who meet regularly to perform charitable works and have a formal constitution or charter; those works provide essential services or benefits to the community in which they reside.

The amended definition in the current draft of the By-Law is as follows:

"Service Club" shall be defined as such: "a not-for-profit corporation or group, whose philanthropic principles are to address various community service needs in the Town via direct hands on efforts or by raising money for other organizations. Historical Service Clubs include Rotary International, Kiwanis, and Lions Service Clubs."

Overall, the club should contribute to the fabric of the community by helping improve the quality of life. Limiting the definition to specific characteristics may be difficult since each club who is philanthropic may have different missions to improve the Town and different methods to achieve those missions.

Service clubs will have to obtain approval from Council for placement of their logo onto the service club sign. Clubs will have to pay an annual fee of \$1 to keep their logo in place on the sign, this provides a mechanism for Town staff to determine if the club is still active in the community.

2. Acknowledgement of Canadian Baseball Hall of Fame

The Strategic Priorities Committee also recommended the signage include an acknowledgement of the Canadian Baseball Hall of Fame.

Section 3.5 has been added to the By-Law, The Canadian Baseball Hall of Fame and Museum (CBHFM) will be permitted to install Service Club Logo signs at each location despite not conforming to the service club definition as the CBHFM is a nationally recognized entity and is a contributor to Town tourism and culture.

Additionally, Section 5.4 has been added to the draft by-law, stating that the sign structures shall also acknowledge that the Town is home to the Canadian Baseball Hall of Fame and Museum.

3. Proposed Design and Quotes for Service Club Sign Structure

The 2018 Capital Budget allocated \$24,000 for the construction and installation of 4 service club sign structures. This amount was based on estimates gathered in 2017, which estimated the cost per sign location as \$6,000. There are four locations including James St. North and South, and Queen St. East and West, for a total projected cost of \$24,000. Staff has engaged with Sign Ontario Stratford in regards to design considerations and costs, as they have constructed and installed several service club signs in surrounding municipalities, furthermore, it is a local contact point for service clubs to order logo signs as required.

Sign Ontario has drafted a preliminary design for Committee approval (See Attachment B). The design follows the recommendations by the Committee in October. A quotation for that design has also been acquired, the quote is "in-line" with the budget (See Attachment C).

SUMMARY

Staff has engaged service clubs within the Town of St. Marys in discussions regarding service club signage. Based on discussion with service club representatives staff is recommending the installation of four service club signs with uniform club logo sizing including acknowledgement that the Town is home to the Canadian Baseball Hall of Fame. To be located near existing entrance signs 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. Provided the attached by-law is approved and the service club sign capital project is approved within the proposed 2018 budget.

FINANCIAL IMPLICATIONS

There are four locations including James St. North and South, Queen St. East and West, for a total projected cost at \$24, 000. This amount has been included in the draft 2018 Capital Budget for consideration.

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. Individual service clubs will be responsible for providing club logos that adhere to the design criteria detailed in the proposed by-law.

STRATEGIC PLAN

☒ Not applicable to this report.

ATTACHMENTS

Attachment A: By-Law XX-2018 Service Club Signs

Attachment B: Preliminary Design – Sign Ontario

Attachment C: Sign Structure Quotation

REVIEWED BY

Recommended by the Department



Morgan Dykstra
Public Works Coordinator



Jed Kelly
Director of Public Works

Recommended by the CAO



Brent Kittmer
CAO / Clerk