

FORMAL REPORT

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| To: | Mayor Stratthdee and Members of Council |
| Prepared by: | Jed Kelly, Director of Public Works |
| Date of Meeting: | 27 March 2018 |
| Subject: | PW 20-2018 Service Club Sign By-Law |

PURPOSE

To provide Council with the final draft of the service club sign by-law that includes alterations made at the direction of the Strategic Priorities Committee.

RECOMMENDATION

THAT PW 20-2018 Service Club Sign By-Law report be received; and
THAT By-Law 32-2018 Service Club Sign be approved.

BACKGROUND

The Town removed and replaced legacy entrances signs in 2005. The legacy entrances signs included some capacity for service club signage. At this time the service club signage was not included in the new entrance signs. In February 2017, Town staff initiated discussions with local service clubs regarding the possibility of erecting new signs acknowledging the clubs.

In October 2017, PW 53-2017 was presented to the Strategic Priorities Committee (SPC). The report asked SPC to make comment on a draft by-law, specifically in regards to location, design, size of the logos, and individual club messages. At this time it was determined that the sign should be vertical, the signs should not include individual messaging from each club, and the order of display be first come first served. At this time SPC further directed staff to review the definition of service clubs and to include acknowledgement of the Canadian Baseball Hall of Fame on the structure.

On March 20, 2018, an additional report, PW 10-2018 was brought forward to SPC. The report presented changes made based on recommendations provided in 2017. SPC then directed staff to make two more minimal changes to the proposed by-law.

REPORT

Recommended Changes

The changes recommended on March 20th's meeting have been made. Those changes are as follows:

1. Canadian Baseball Hall of Fame and Museum

The Hall of Fame's name in the draft by-law was incorrect. The by-law and the sign have been amended to state "Canadian Baseball Hall of Fame and Museum". It was also determined that the acknowledgement on the sign structure shall be sans serif and not italics.

2. Town Landmark Signs

There was discussion at SPC regarding the look of the sign structure and concerns if all spaces are not used. To address these concerns, Section 5.9 has been added to the by-law, it is as follows:

"If all available spaces on the signs structures are not in use, at Council's discretion, logo signs depicting Town landmarks may be installed."

An additional line has also been inserted stating that landmarks may include but are not limited to the Grand Trunk Trail, the Pyramid Recreation Centre, the Museum and Water Tower.

Once the sign structure is installed, staff and Council can make the necessary decisions whether or not this provision is required based on current demand, and how the logos will be placed on the sign structure.

Next Steps:

1. Service Club Approvals

A meeting for all service clubs is being held on April 5, 2018. If the by-law is approved, at this meeting the application forms for eligibility on the sign will be distributed to service clubs who wish to participate. Individual logo sign costs and contact information for Signs Ontario will be made available. All initial applications will be brought forth to Council on April 24, 2018 for final consideration and approval.

2. Sign Structure Award to Sign Ontario

Additionally on April 24 Council meeting a report will be brought forth to review design revisions suggested by SPC and award the construction of the structures to Sign Ontario.

SUMMARY

The report has been brought forth to SPC for comment twice, and changes have been made to the by-law as per those recommendations. A design has been made. Outreach to service clubs will begin next week.

FINANCIAL IMPLICATIONS

New Service club signs were included in the 2018 capital budget. Upon consulting with Signs Ontario it appears that the project can be completed within the proposed capital amount of \$24,000. See Attachment C – 2018 Capital project request.

As per the proposed By-Law individual service clubs will be responsible for supplying club logos for all 4 sign locations. Recent costing received put the cost at \$300 for 4 club logo signs as per proposed By-Law specifications.

STRATEGIC PLAN

☒ Not applicable to this report.


ATTACHMENTS

Attachment A – Design Consideration (if available by meeting)

Attachment B – 2018 Capital Project Detail Sheet

REVIEWED BY

Recommended by the Department



Jed Kelly
Director of Public Works



Morgan Dykstra
Public Works Coordinator

Recommended by the CAO



Brent Kittmer
CAO / Clerk