

The Corporation of the City of Kawartha Lakes
Council Report

Report Number CS2018-014

Date: September 25, 2018

Time: 2:00 p.m.

Place: Council Chambers

Ward Community Identifier: Fenelon Falls

Title: Release of Powerlinks Funds to the Fenelon Falls Chamber of Commerce for Wayfinding Directional Signs

Author and Title: Lisa Peimann, Executive Assistant, Community Services

Recommendation(s):

That Report CS2018-014, **Release of Powerlinks Funds to the Fenelon Falls Chamber of Commerce for Wayfinding Directional Signs**, be received;

That the Fenelon Falls Chamber of Commerce be approved for funding in the amount of \$14,350.00 with the allocation to come from the Powerlinks Reserve (1.32065).

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

The Fenelon Falls Powerlinks Committee has been approached by the Fenelon Falls Chamber of Commerce, who is seeking funding assistance to introduce simple directional markers for important destination areas in Fenelon Falls.

At the February 26th, 2018 Powerlinks Committee meeting, the following resolution was passed:

Fenelon Falls Powerlinks Committee of Council requests that Council approve up to \$14,350.00 from our budget as a contribution to the Fenelon Falls Chamber of Commerce for matching funds to the OEDP for 7 way finding directional signs for the village of Fenelon Falls.

Passed

This report is provided to Council to request the release of \$14,350.00 from the Powerlinks Reserve (1.32065)

Rationale:

This project is being requested in an effort to introduce some wayfinding signage to the key tourism areas of Fenelon Falls. The style/design is in keeping with existing signage already erected as 'gateway' and wayfinding signage in and around the Lock 34/Falls area in Fenelon Falls. Specifically the "Welcome to Fenelon Falls" sailboat gateway sign west of the upper reach of Lock 34 and the "Falls" directional sign on the island. These existing signs are etched in limestone rock.

Similarly, the vision for this project is to introduce simple directional markers for important destination areas in Fenelon Falls. Those markers will be immutable fixtures such as "Downtown", "Falls", "Beach Park", etc. to ensure the installations will not require regular updating or changes in text. Being constructed of solid stone, the installations will likewise be long lasting and durable.

Attached as Appendix A are proposed diagrams for the directional markers, these signs will be located in high traffic tourism routes on the Victoria County Rail Trail and the Lock 34 area. More specifically:

1. Knox Crescent and Victoria County Rail Trail, South of Knox, East of Trail where convenient
2. Francis Street and Victoria County Rail Trail, North of Francis where convenient and well visible in Garnet Graham Park
3. Corner of Water Street and Oak Street, Marquee Sign Base
4. Water Street, West of Oak Street intersection, top of stone stairs mounted on the limestone wall

The total cost of the project is estimated at \$28,700.00, with \$14,350.00 being requested from the Powerlinks Reserve and the remaining \$14,350.00 from the OEDP.

Other Alternatives Considered:

Council could choose not to allocate Powerlinks Funds to the Fenelon Falls Chamber of Commerce, or could choose to provide funds from some other source.

Financial/Operation Impacts:

The Fenelon Falls Powerlinks Reserve (1.32065) has a balance of \$249,338.31. With the recommendations outlined within this report if approved will leave a balance of \$234,988.31 for further distribution in future years.

Relationship of Recommendation(s) To The 2016-2019 Strategic Plan:

The recommendations within this report directly align with all Strategic Goals through our Value of Collaboration, namely:

- Goal 1 – A Vibrant and Growing Economy
- Goal 2 – An Exceptional Quality of Life
- Goal 3 – A Healthy Environment

Review of Accessibility Implications of Any Development or Policy:

N/A

Servicing Implications:

N/A

Consultations:

Fenelon Falls Powerlinks Committee
Councillor Elmslie
Councillor Strangway
Treasury

Attachments:

Appendix A – Proposed diagrams for directional markers



Wayfinding.pdf

Appendix B – Minutes from February 26, 2018 Powerlinks Committee Meeting



CS2018-010
Appendix A.docx

Department Head E-Mail: cshanks@kawarthalakes.ca

Department Head: Craig Shanks, Director of Community Services

Department File: