

# The Corporation of the City of Kawartha Lakes

## Council Report

Report Number ED2019-004

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**Date:** February 5, 2019  
**Time:** 2:00 p.m.  
**Place:** Council Chambers

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**Ward Community Identifier:** Wards 2 and 3

**Title:** Rosedale Sign

**Description:** Approval of the design and installation of an MTO Enhanced Boundary Sign for the community of Rosedale as required by the MTO.

**Author and Title:** Rebecca Mustard, Manager of Economic Development

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### Recommendation(s):

**That** Report ED2019-004, **Rosedale Sign**, be received; and

**That** Council approve the design and installation of an MTO Enhanced Boundary Sign, as outlined in appendix A, attached to Report ED2019-004.

**Department Head:**\_\_\_\_\_

**Financial/Legal/HR/Other:**\_\_\_\_\_

**Chief Administrative Officer:**\_\_\_\_\_

## **Background:**

The Ministry of Transportation (MTO) is responsible for signage on Provincial Highways. This includes; sign ownership, installation, and maintenance. The MTO has been working with a community group in Rosedale, the Residents of Rosedale, on an enhanced entrance sign.

The Ministry of Transportation has standard designs for community entrance signs. The MTO requires Council approval of the sign design prior to installation.

## **Rationale:**

The proposed sign is an enhanced entrance sign for the community of Rosedale featuring the community name “Rosedale”, the wording “gateway to Balsam Lake” and an image of a rose. The sign would be installed on the north and south entrances to Rosedale along Highway 35.

The MTO and Residents of Rosedale have agreed to the proposed design. Prior to proceeding, the MTO requires Council to approve the proposed sign design. The sign will be owned and maintained by the MTO.

## **Other Alternatives Considered:**

No other alternatives have been considered.

## **Financial/Operation Impacts:**

The Enhanced Boundary Sign is the responsibility of the MTO. There are no financial or operational impacts on the City.

## **Relationship of Recommendation(s) to the 2016-2019 Strategic Plan:**

The enhanced sign supports the Council Goal 2- An Exceptional Quality of Life by promoting the unique nature of communities.

The enhanced sign also supports Council’s value of collaboration between Council, the local community of Rosedale and the MTO.

## **Consultations:**

Consultations have been held with the City’s Public Works Department. As this is a MTO sign within a provincial highway road allowance, there is no involvement required from Public Works. The Residents of Rosedale are representing the interests of their community. The Residents of Rosedale advised they reached out to 92 residents via email and of the 64 responses, 60 were in favour of an enhanced boundary sign.

## **Attachments:**

Appendix A – Enhanced Boundary Sign Final Layout



Adobe Acrobat  
Document

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**Department Head:** Chris Marshall