



Committee of the Whole Report

Report Number: ED2022-031

Meeting Date: June 7, 2022

Title: Service Club Signage

Description: Direction on addressing service club signage in the context of a comprehensive, coordinated and strategic sign strategy.

Author and Title: Rebecca Mustard, Manager of Economic Development

Recommendations:

That Report ED2022-031, **Service Club Signage**, be received;

That Council adopt the definition for a Service Club to mean a not-for-profit corporation or group, whose philanthropic principles and charitable actions are to address various community service needs in the municipality through direct hands on efforts or by raising money for other organizations;

That Staff provide Council with an update on the status of a coordinated, strategic community sign standards program in Q3, 2022; and

That this recommendation be brought forward to Council for consideration at the next Regular Council Meeting.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

At the Council Meeting of March 22, 2022, Council adopted the following resolutions:

CW2022-046

That Report ED2022-009, Downtown Revitalization Program 2017-2021, be received;

That Staff bring updates and recommendations to Council by the end of Q3, 2022, regarding the three outstanding priorities of the Downtown Revitalization Committee of Council as outlined in Report ED2022-009 and Downtown Revitalization Action Plans being; (1) the reconstruction and beautification of Omemee and Coboconk; (2) public washrooms in downtowns; and (3) consistent signage in downtowns across the municipality that retains the individualized characteristic of each downtown;

That Council adopt the Downtown Revitalization Framework as attached in Appendix F; and

That staff work with the Downtown Revitalization community stakeholders to formally thank the communities and volunteers for their contribution to the Downtown Revitalization program.

Carried

At that same meeting, in response to the impending removal of the Lindsay Service Club signs, Council requested that immediate attention be given to service club signs across the municipality;

CW2022-047

That Economic Development report back by the end of Q2, 2022 with a recommended strategy to address service club signage along roadways entering various communities.

Carried

In 2021, the Economic Development Division and Corporate Assets Division completed an inventory of signage. These signs include community entrance signs, service club signs, and specific program signage (e.g. Kawartha Choice FarmFresh, cycling routes, and Arts and Heritage Trail). The intent of the inventory was to include these signs in the Asset Management Database, attribute a maintenance schedule to each sign, and prepare the groundwork for a coordinated and strategic sign program.

The 2021 sign inventory project identified a number of signs requiring immediate removal. Two of these signs were the Lindsay Service Club signs on Lindsay Street South and Kent Street West. Both signs were identified as safety concerns and in poor aesthetic condition. Further, the service club signs attached to the structure had not been maintained with a number of signs damaged and out of date (see Attachment A).

In early 2022, the Economic Development Division reached out to each of the service clubs listed on the sign to advise of the removal of the sign. Clubs were encouraged to collect their signs if desired. A number of clubs reached out to Council and Staff expressing concern for the removal of these signs. There was agreement that the current state of the sign was not a good reflection on Service Clubs.

At the same time, the Downtown Revitalization Committee of Council (DRAC) identified signage as a priority project to be brought forward for action at the conclusion of the five (5) year Action Plan implementation timeline. The DRAC direction calls for a strategic, coordinated approach to signage across the municipality that reduces sign proliferation and benefits the community.

This report addresses the direction to recommend a strategy for service club signs along roadways entering various communities in the context of the broader sign strategy discussion.

Rationale:

Service Clubs are important to the social and economic wellbeing of communities. In Lindsay, and across Kawartha Lakes, Service Clubs support the development of community infrastructure, provide programming or services to meet the needs of members of the community, and are a social fabric that creates a sense of place and belonging.

Promoting the existence and work of these organizations is of benefit to existing and new residents, businesses and visitors. There are numerous ways to acknowledge service clubs, for example, logo signs at community entrances, shared signs at community assets (e.g. Lindsay Optimist Soccer Park), and online.

As the DRAC and Staff have both identified a need for a comprehensive, coordinated signage strategy, Staff recommend wrapping a service club sign strategy into the larger

signage initiative. This will allow for these signs to be well coordinated and maintained over the long term.

Immediately, however, action can be taken to better promote local service clubs. Staff propose to add a new page on the municipal website that lists the Service Club logos and provides direct links their associated websites. This will help raise the profile of service clubs online, and, for those that do not have website, provide an online presence. This addition to the municipal website allows for Service Clubs to easily update their logos, and those searching service clubs have access to the listing anywhere in the world. They do not need to be limited to viewing the Service Club signs at community entrances.

The following definition will provide a framework for what organizations are able to participate in initiatives designed for Service Clubs;

“Service Club” means a not-for-profit corporation or group, whose philanthropic principles and charitable actions are to address various community service needs in the municipality through direct hands on efforts or by raising money for other organizations.

Coordinated, comprehensive, strategic signage

Signage in municipalities is complex with many types of signs being located on municipal, provincial, federal, and private property. Signs are erected for a variety of reasons from regulation and warning, to directional and information, and for advertising. While signs are erected for different purposes, the accumulation of all signs in a given area creates an ‘experience’ for residents, businesses, and visitors.

Service Club signs can be found in a few communities across Kawartha Lakes and are often found at the entrance to communities, and combined with community entrance signs. The approach to Service Club signage is not consistent across the municipality, nor is there an appropriate maintenance schedule or budget in place.

Council direction from the Downtown Revitalization Committee of Council resolution has Staff providing Council with an update on the three outstanding items, including signage in downtowns in Q3, 2022. Staff recommend that Service Club signs be included in this work to provide a comprehensive, coordinated and strategic approach to signage.

A coordinated and strategic sign program would achieve a number of objectives;

Integrate the Kawartha Lakes brand strategy;
Establish a maintenance schedule and budget; and
Coordinate staff resources to implement the strategy and maintenance schedule.

Through this approach, awareness of local Service Clubs will be immediately improved and the presentation of clubs on roadways at community entrances will be addressed in a strategic manner.

Other Alternatives Considered:

Council could direct Staff to replace the two Service Club signs in Lindsay immediately. If this option is chosen, Staff will replace the signs using the definition of Service Clubs presented in this report. This direction is not recommended as the signs will proliferate the existing challenge of maintaining signs appropriately without a coordinated strategy for design and maintenance. An update on the progress of implementation will come to Council in Q3, 2022 to ensure the project is undertaken in a timely manner.

Alignment to Strategic Priorities

This report supports the mission of the 2020-2023 Kawartha Lakes Strategic Plan: To deliver the highest standard of municipal services while creating healthy and sustainable future for all Kawartha Lakes residents and businesses, the guiding principle of Service Excellence, and the strategic priorities:

1. An Exceptional Quality of Life
2. A Vibrant and Growing Economy
3. Good Government

Financial/Operation Impacts:

There are no financial implications for the recommendations presented in this report. The development of a sign standard will be undertaken by Staff and any corresponding budget requirements for signage will be covered in the 2022 Economic Development Operating Budget where available, or included for consideration in future operating budgets.

Consultations:

Manager of Advertising, Marketing and Communications
Lindsay Men's Probus Club
Lindsay Optimist Club
Rotary Club of Lindsay

Attachments:

Appendix A – Lindsay Service Club Signs



ED2022-032Appendix
.docx

Department Head email: rholy@kawarthalakes.ca

Department Head: Richard Holy, Director of Development Services