



Committee of the Whole Report

Report Number: ED2024-042
Meeting Date: November 5, 2024
Title: **Community Signage Update**
Description: An update on the request for replacement of Lindsay service club signs and the intention of a comprehensive signage strategy
Author and Title: Rebecca Mustard, Manager of Economic Development

Recommendations:

That Report ED2024-042, **Community Signage Update**, be received for information; 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:

Community signage is a visual landmark that fosters a sense of place and supports residents and visitors understanding of where they are and navigate to various destinations. In Kawartha Lakes there are various types of community signage.

In 2021, the Economic Development Division and Corporate Assets Division completed an inventory of signage. These signs include 1) community entrance signs, 2) service club signs, and 3) specific program signs (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 highlighted the problematic implementation of installing signs without a strategy or maintenance program and identified a number of signs requiring immediate removal, including two Lindsay service club signs. A few service clubs that were noted on the service club signs requested the immediate replacement of these signs. In June, 2021, Council received a report, ED2022-031, requesting to address service club signs in the context of a comprehensive, coordinated and strategic signage strategy. At the time Council adopted a definition of a 'service club', and staff proceeded to update the municipal website with a new page dedicated to the promotion of service clubs.

At the Council Meeting of June 21, 2022, Council adopted the following resolution:

CW2022-152

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; and

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

Carried

Several community members have continued to express an interest in the immediate replacement of the Lindsay Service Club signs which was brought forward to Council by Councillor Smeaton earlier this year. At the Council Meeting of January 30, 2024, Council adopted the following resolution:

CW2024-018

That the Memorandum from Councillor Smeaton, regarding Service Club Signs, be received; and

That Staff report back to Council by end of Q2, 2024 with an update on service club and general community signs in Kawartha Lakes.

Carried

This report addresses that direction.

Rationale:

There is an identified need for a comprehensive, coordinated signage strategy for Kawartha Lakes. A signage strategy is proposed in the 2025 budget for completion during the calendar year. This project is intended to review municipal entrance signs, community entrance signs, service club signs, municipal program signs, community events signs, and municipal building and property signage. The review does not include regulatory and warning signage as identified in the Ontario Traffic Manual. The project scope is intended to include:

- Establish criteria for warrant and location of signs
- Design the creative and technical requirements for production and installation
- Develop a schedule for installation and maintenance
- Develop a framework for a municipal and tourism wayfinding program
- Provide a proposed signage program budget

Several community members maintain an interest in the immediate replacement of the Lindsay service club signs. Staff recommend including service club signage in the municipal signage strategy to allow for these signs to be well coordinated and maintained over the long term.

Other Alternatives Considered:

Council may choose to proceed with the replacement of the Lindsay Service Club signs prior to completing a signage strategy. Should Council choose to proceed, Staff recommend that the signs are replaced at the same location as they were previously erected, or as close as possible, and that the cost of the signs is shared between the participating service clubs. These signs would be understood to be temporary, pending completion and implementation of the City's sign strategy in 2025. An additional recommendation may read as follows:

That Staff proceed to work with the service clubs in Lindsay to reinstall the two service club signs, and the coordination and design of the signs be completed by Staff with the cost of the signs shared between participating service clubs.

Alignment to Strategic Priorities

The development of a municipal signage strategy, including wayfinding signs, supports the following Kawartha Lakes Strategic Plan goals:

1. A Vibrant and Growing Economy
2. Good Government

A number of supporting strategies also note the importance of addressing municipal signage through a coordinated and strategic approach. A strategic approach to signage is listed as an action item in the Downtown Revitalization Plans. A municipal wayfinding strategy is identified in the Cultural Master Plan 2020 as important for connecting cultural and heritage assets with each other and downtowns and is also noted as an action item in the Kawartha Lakes Destination Development Plan 2020, and, the proposed Kawartha Lakes Economic Development Strategy Refresh 2024.

Financial/Operation Impacts:

There are no financial impacts of this information report. The 2025 proposed operating budget includes a request to fund a municipal signage strategy.

Should Council proceed with the alternative recommendation, it is recommended that the cost of the Lindsay Service Club signs be shared between participating organizations.

Consultations:

Director, Public Works
Manager, Communications, Advertising, and Marketing
Senior Management Team

Attachments:

None.

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