

June 4, 2013

**COMMUNITY SERVICES – ECONOMIC DEVELOPMENT
CORPORATE SERVICES – PROCUREMENT
DEVELOPMENT & INFRASTRUCTURE SERVICES –ENGINEERING SERVICES
JOINT INFORMATION REPORT # 2014 - 16**

TO: Committee of the Whole

SUBJECT: Town Entrance Signs

ORIGIN: Community Services – Economic Development
Development and Infrastructure Services – Engineering
Corporate Services - Procurement

RECOMMENDATIONS

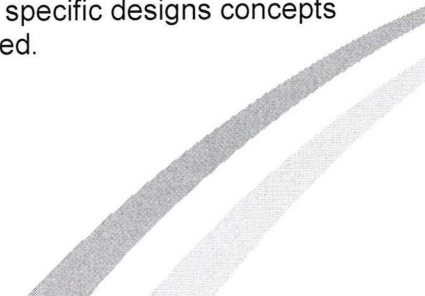
THAT the Joint Community Services, Development and Infrastructure Services, Corporate Services Joint Report # 2014 – 16 dated May 6, 2014 regarding Town Entrance Signs be received and the following recommendation be adopted:

- a) THAT a design/build request for proposals be issued for town entrance signs for the two locations identified within the report;**
- b) AND THAT that staff be authorized to award the contract with the selected proponent subject to available funds.**

COMMENTS

The purpose of this report is to provide an update with respect to town gateway entrance feature signs. Specifically, in the past three locations have been considered for signs: Bathurst and Davis (entering Town from the west); Hwy 404 (approaching the Town from the south); and on the east side of Yonge Street (approaching Town from the south).

Originally, design concepts were developed by the IBI Group (design consultant engaged by vivaNext) and presented to Council for input. At the time, Council expressed concerns over the specific designs concepts (look/theming, etc) and overall costs associated with the specific designs presented.



Since that time, a small internal staff team has reviewed alternative approaches and design considerations. Please see Attachment A for a potential design.

The approach taken to date includes:

- Staff team reviewed Council input, looked at other signs and specific sign materials to create a potential design;
- Internal design was completed (Attachment A).

Staff recommends the detailed design, construction and installation of two entrance signs at this time: Bathurst and Davis (entering Town from the west); Hwy 404 (approaching the Town from the south). (Please see attached Attachment B for targeted placements).

The east side of Yonge Street (approaching Town from the south) would be a future consideration as its placement, size, etc might be influenced through future Yonge Street urbanization and other area improvements/works advancing.

SUPPORTING RATIONALE FOR ENTRANCE SIGNAGE

Most municipalities that are geographically adjacent to a 400 series highway have town entrance sign(s). In keeping with Newmarket's ongoing positioning in the Ontario municipal landscape and to further showcase the community it is recommended that prominent, professional gateway entrance signs can provide a positive first impression for residents returning home, visitors, investors/business community, and those just passing by our community in their travels (e.g. Hwy 404). Through financial commitments extended by the private sector coupled with a municipal investment, this powerful positioning opportunity can become a reality through a design/build for two sign locations.

SIGN SPECIFICS

The signs will be scoped at the same size at both recommended locations. Dimensions are included on Attachment A. The 404 location is the driver of the dimensions given there are specific MTO requirements that must be adhered to. The materials proposed in the current design include stainless steel (logo/lettering), tempered glass, corten steel, stonework, and LED lights powered by built in solar panels. The lighting on all signs will be scoped to be exclusively solar powered.

NEXT STEPS

Staff will target issuing the RFP within the next 30 days.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Well Respected

- Being tradition-based and forward - looking

Well-equipped & managed

- Small town feel with city amenities

BUDGET IMPACT

Capital & Operating Budgets (Current and Future)

It is anticipated that within the RFP, a budget amount will be included for the design/build/installation in the amount of up to \$150,000 per sign (inclusive of design, site preparation, power (solar), materials, construction, landscaping, Ministry approvals and a 10% contingency). The preliminary estimate for the signs and landscaping for the two locations would be \$300,000. This estimate is based on an internal cost estimate as well as an estimate provided by an external contractor.

Proposed financing for the signs:

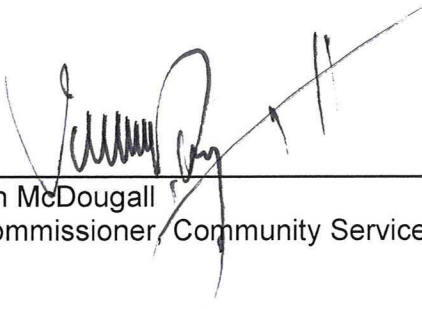
<i>Sign 1:</i>	<i>Bathurst and Davis:</i>
Budget:	\$150,000 (including contingency and landscaping)
Developer contribution (Mosiak):	\$100,000
Existing capital budget:	\$ 50,000
<i>Sign 2:</i>	<i>Hwy 404</i>
Budget:	\$150,000 (including contingency and landscaping)
Developer contribution (National):	\$ 50,000
Existing capital budget:	\$100,000

Note: Approved capital budgets have the available funds to support the recommended portion for the two signs installation. In addition, staff will continue to seek developer contributions in this regard from future developments.

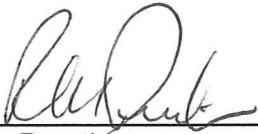
Go forward site maintenance (e.g. snow clearing, ongoing landscaping support) at the sign locations would need to be included in future operating budget considerations.

CONTACT

For more information on this report contact Ian McDougall, imcdougall@newmarket.ca or extension 2441, Rob Prentice at rprentice@newmarket.ca or extension 2201 or Anita Moore at amoore@newmarket.ca or extension 2202.



Ian McDougall
Commissioner, Community Services

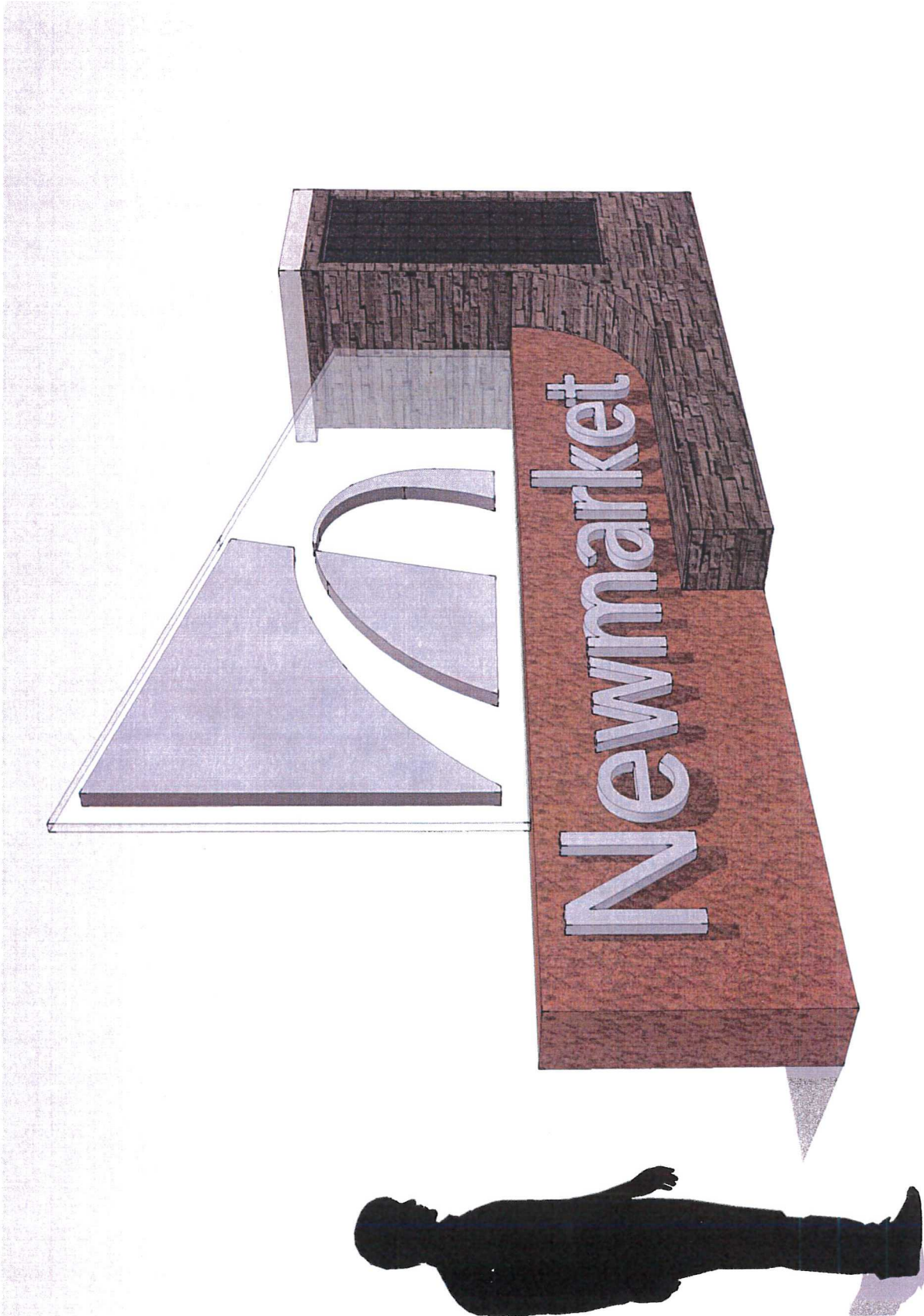


Rob Prentice
Commissioner, Development and Infrastructure Services

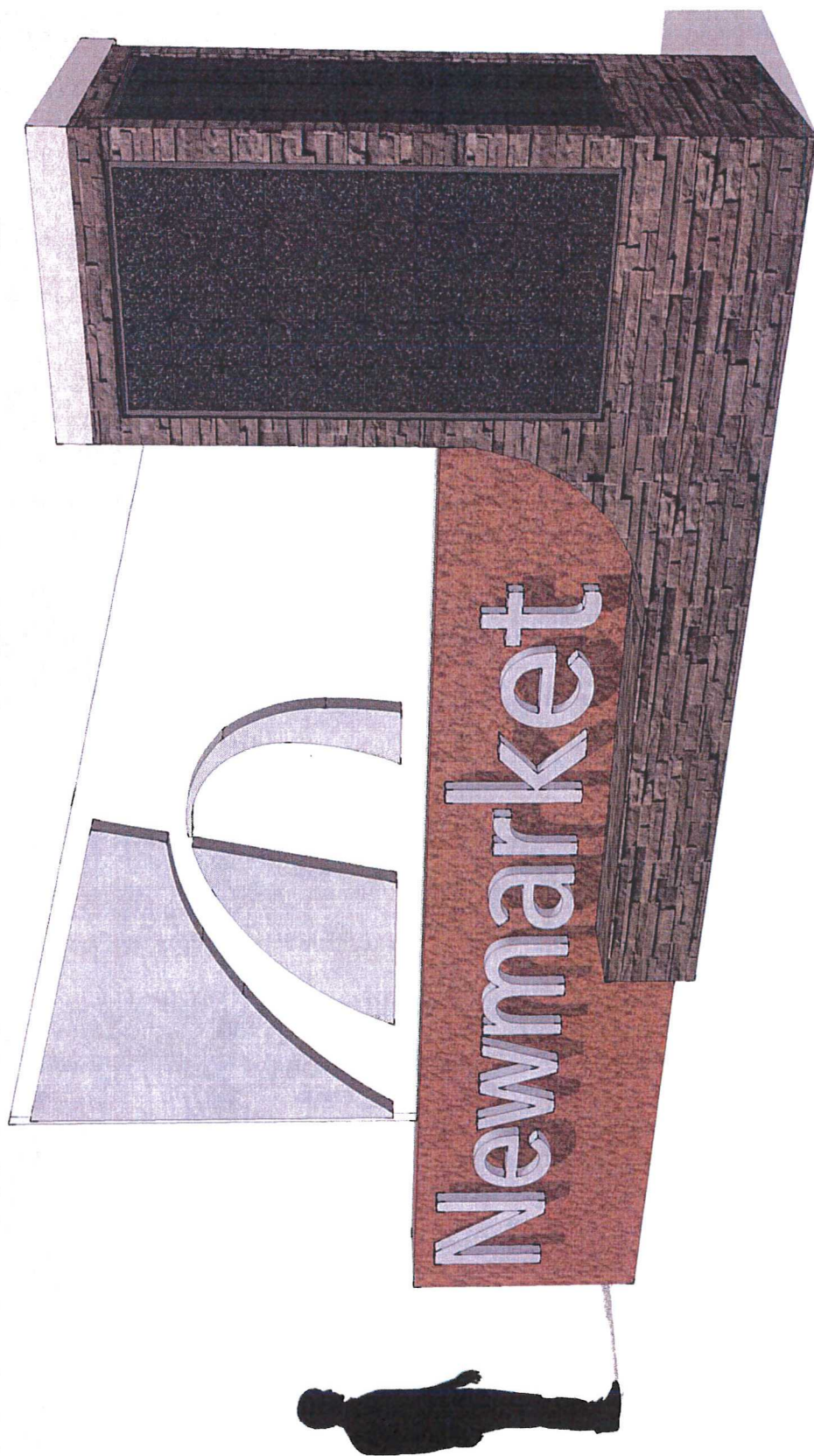


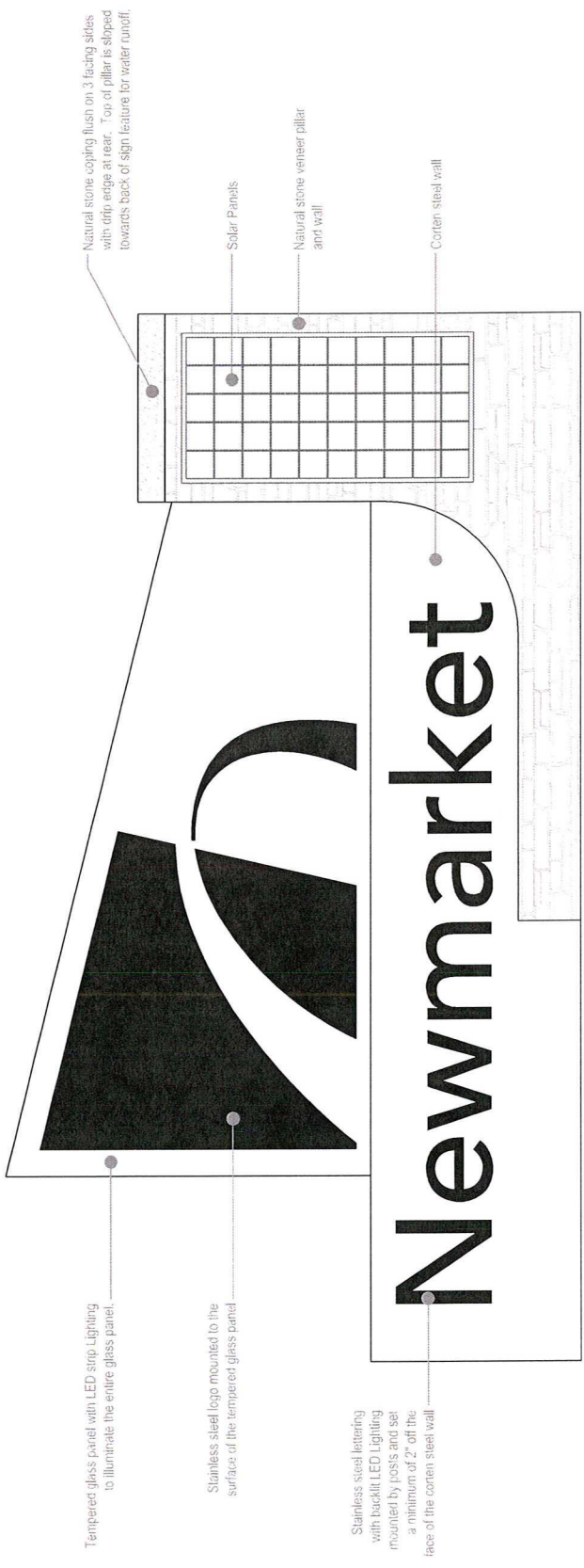
Anita Moore
Commissioner, Corporate Services

~ Attachment A ~



~ Attachment A ~





Tempered glass panel with LED strip lighting to illuminate the entire glass panel

Stainless steel logo mounted to the surface of the tempered glass panel

Natural stone coping flush on 3 facing sides with drip edge at rear. Top of pillar is sloped towards back of sign feature for water runoff.

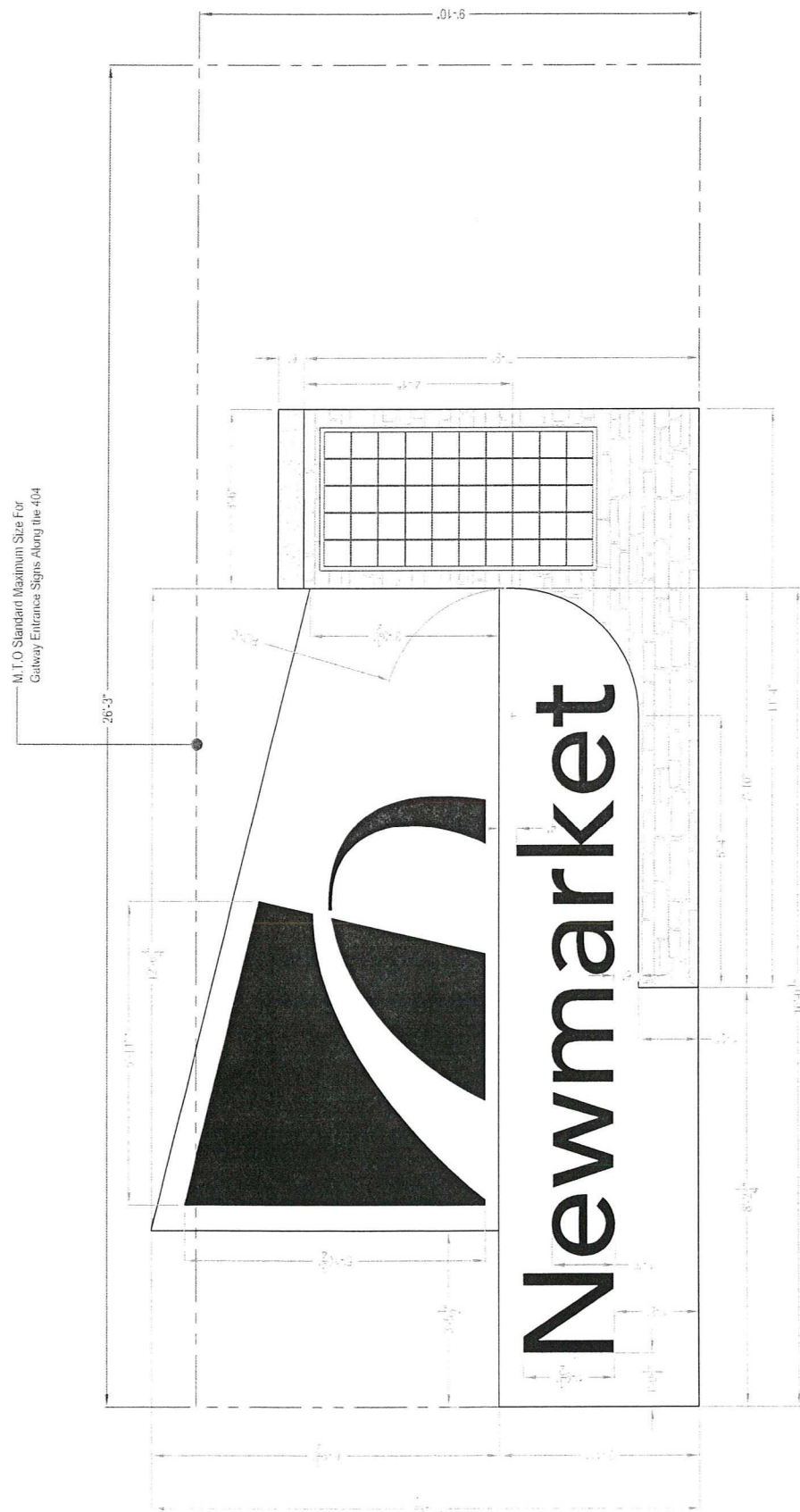
Solar Panels

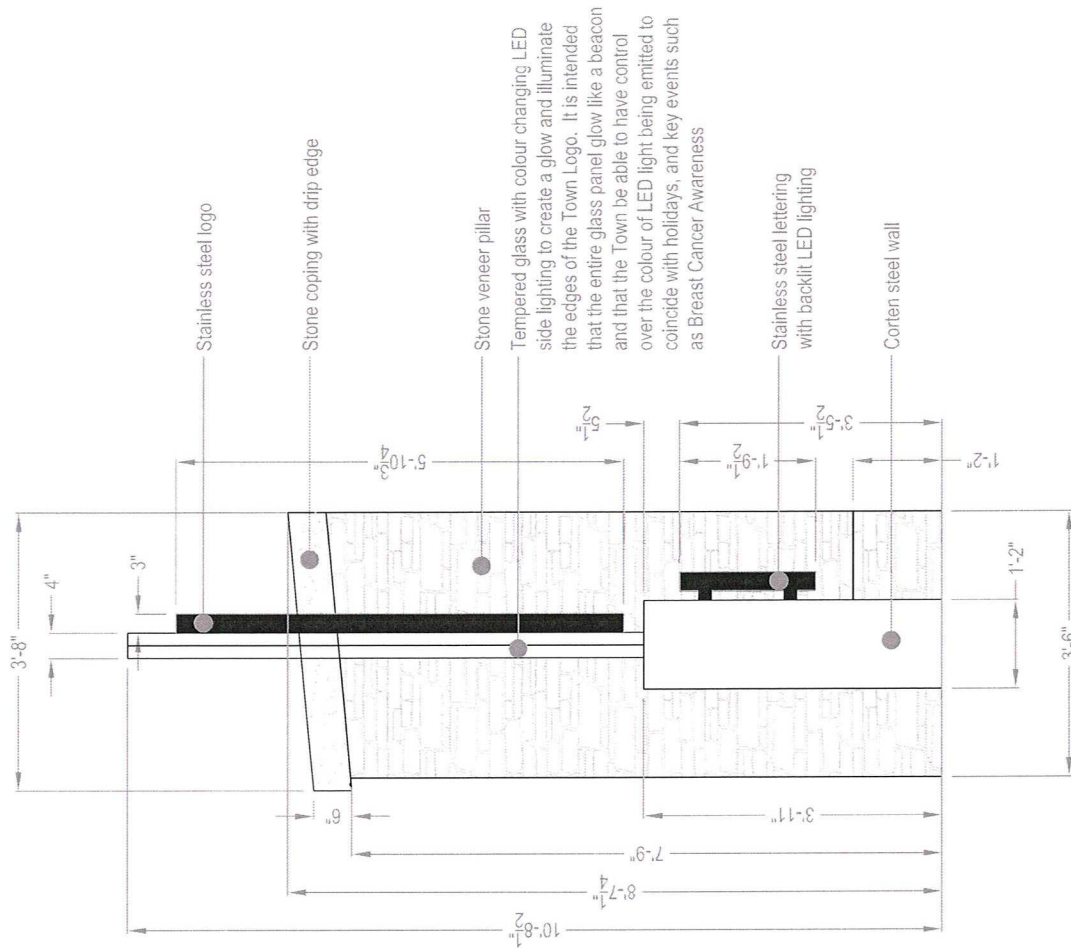
Natural stone veneer pillar and wall

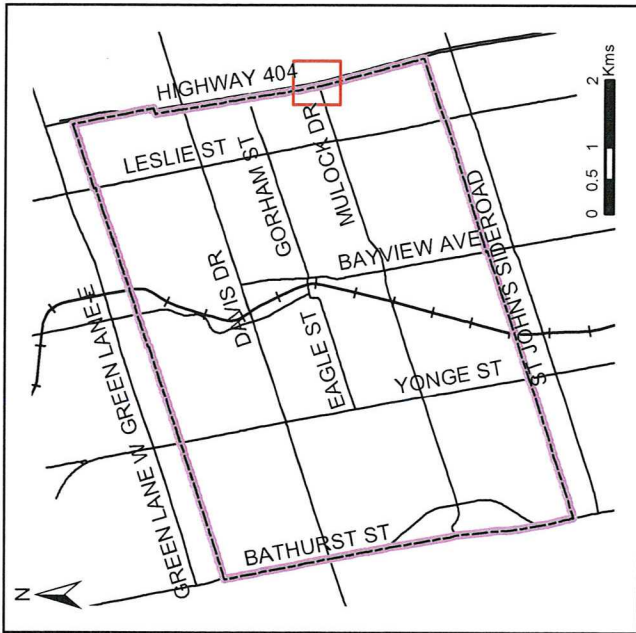
Corten steel wall

Stainless steel lettering with backlit LED lighting mounted by posts and set a minimum of 2" off the face of the corten steel wall

Newmarket







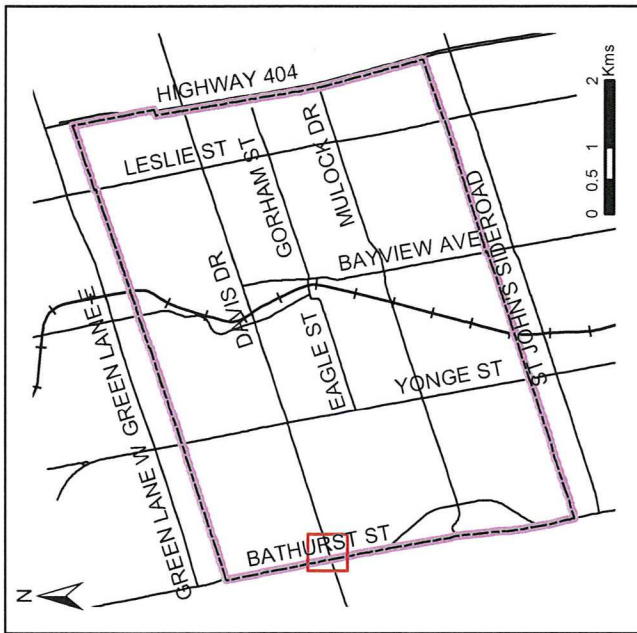
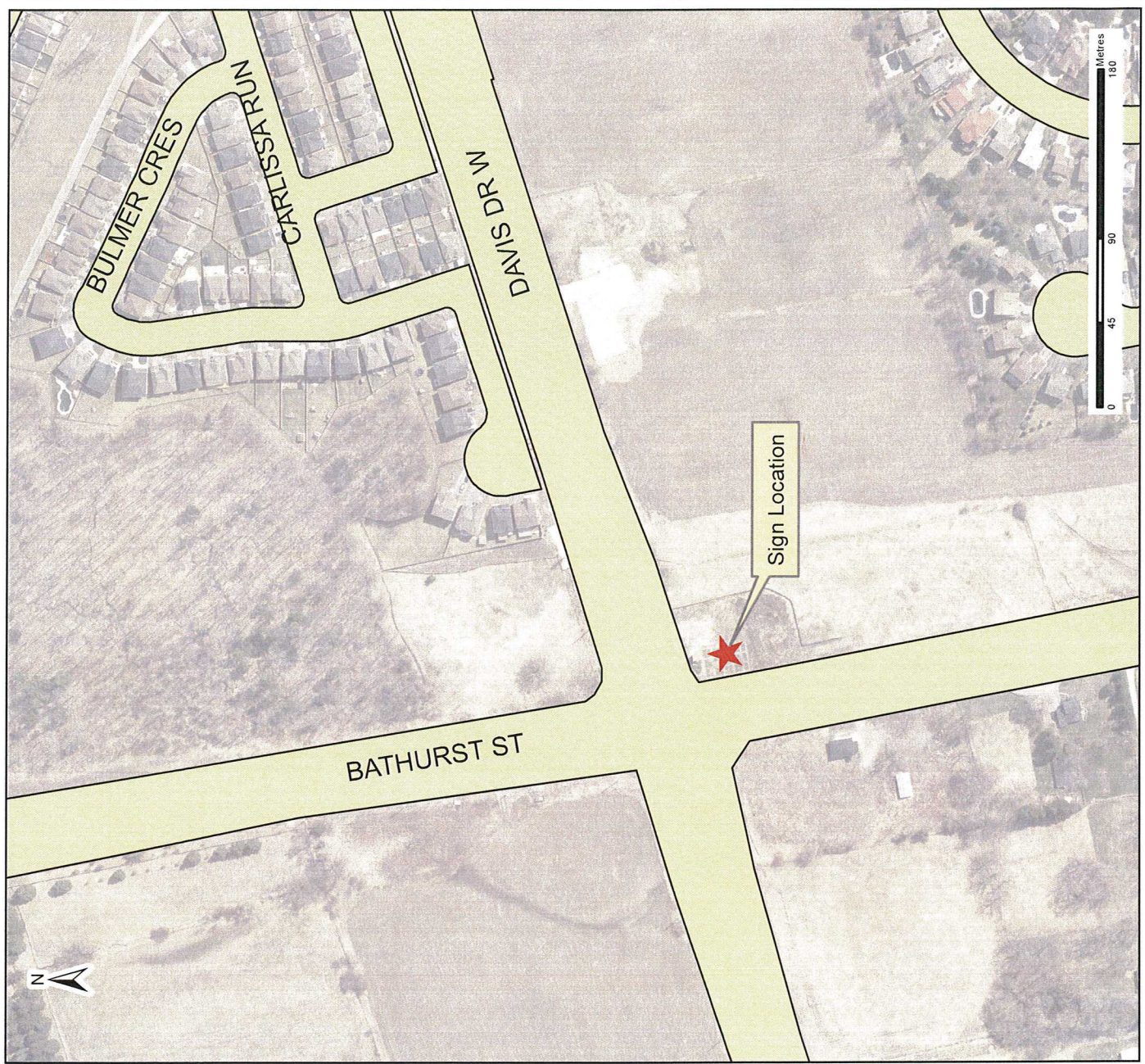
Town Entrance Sign Highway 404 & Mullock Drive



Designed & produced by Information Technology - GIS
Printed: 04/06/2014

Legend

- Road
- Railway
- Town Entrance Sign
- Municipal Boundary



Town Entrance Sign Bathurst Street & Davis Drive



Designed & produced by Information Technology - GIS
Printed: 13/05/2014

Legend

- Road
- Railway
- Town Entrance Sign
- Municipal Boundary

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