

Options for Enhanced Boundary Signage

Presented To:	City Council
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Type:	Managers' Reports
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Recommended by:	Chief Administrative Officer

Report Summary

This report provides a recommendation regarding Council's request for enhanced signage to be placed at Greater Sudbury's geographic boundaries.

Resolution

THAT the City of Greater Sudbury requests updated boundary signage from the Ontario Ministry of Transportation marking the geographic boundaries of the municipality to secure enhanced signage that displays up-to-date population numbers as well as the City's bilingual corporate logo and the City's slogans as "A Vibrant Community / Une communauté dynamique", as outlined in the report entitled "Options For Enhanced Boundary Signage", from the Chief Administrative Officer, presented at the City Council meeting on December 14, 2021.

Relationship to the Strategic Plan, Health Impact Assessment and Community Energy & Emissions Plan (CEEP)

This report refers to operational matters.

Financial Implications

Design, manufacture and installation of enhanced boundary signage is anticipated to cost \$3,000, which will be covered by the 2022 operational budget projected within Economic Development.

Ministry of Transportation (MTO) staff have confirmed that future repair and maintenance is the responsibility of MTO with no additional cost to the City of Greater Sudbury.

Background

At their regular meeting of August 13, 2019, City Council passed Resolution CC2019-258, as follows:

WHEREAS the Ministry of Transportation maintains municipal boundary signs for organized municipalities across the province;

AND WHEREAS the signs marking the geographic boundaries of Greater Sudbury on Highway 17 to

the West, Highway 69 to the South and Highway 144 to the North of the City are out of date, portraying inaccurate population data, and the sign marking the geographical boundary on Highway 17 to the east has been removed;

AND WHEREAS there are options for basic or enhanced boundary signs and options to display a City logo and/or a tab for a slogan or welcome;

THEREFORE BE IT RESOLVED that the City of Greater Sudbury Council directs staff to return with a report with recommendations on boundary signage with a draft resolution for Council's consideration by the end of Q3, 2019.

Following this direction, staff have contacted Ministry of Transportation (MTO) representatives for details regarding the basic and enhanced boundary signs. The MTO rep has provided the information as follow.

- Organized municipalities in Ontario qualify for a basic boundary sign or an enhanced boundary sign. These enhanced boundary signs may include a logo and a tab for a slogan or welcome message. The signs are placed at the Municipality's geographical boundaries.
- Should the City of Greater Sudbury be interested in enhanced boundary signs, the Ministry requires a submission from the municipality with the necessary logo artwork as well as a slogan in both official languages. An enhanced sign without a logo is also available.
- If enhanced signs are chosen, the municipality will be responsible for any additional cost above that of a basic sign. Costs for enhanced signage for Greater Sudbury are budgeted to a maximum of \$3,000.
- The Ministry requires confirmation of the City's choice by way of a Council resolution. A draft sign design is then provided to the Municipality for review and council approval prior to finalizing.

Upon receiving this information, the Ministry will move forward with the process of design, manufacture and installation of the municipal boundaries signs on the above noted highways.

Given a population of more than 25,000, the figure placed on the sign will be rounded up to the next 1000. The 2016 Census (Statistics Canada) shows the City of Greater Sudbury having a population of 161,531, which would be rounded to 162,000 on the signs.

The most recent Census data will be released in February 2022 and will be used for Greater Sudbury's population figure on the signage.

Pending Council approval and submission to MTO, the design, manufacture and installation of the enhanced signage is anticipated to be complete by Q3 2022.