

Purpose

The City of Greater Sudbury (City) has received requests from the New Sudbury Historical Society and Uptown Community Action Network (CAN) to expand sign topper programs. This report seeks Council approval of the requested expansion.

Executive Summary

Applications to expand street sign topper programs for both Uptown and New Sudbury have demonstrated sufficient rationale and community support to proceed as per the Street Sign Topper Policy.

Background

Residents of the City of Greater Sudbury value their neighbourhoods, often giving an area a name by which to identify it. Street sign toppers are designed to help build cohesive neighbourhoods and healthy communities by enhancing their visibility. They are placed at prominent intersections within the boundaries of the neighbourhoods and in conjunction with existing street signs.

At the January 21, 2013 Community Services Committee meeting, Council adopted the Street Sign Topper Policy and subsequently passed by-law 2013-61 to adopt the Street Sign Topper Policy. The policy outlines the standards for the specifications, installation, maintenance, and removal of street sign toppers. The policy also outlines the application process for street sign topper requests and states that applications shall be approved by Council.

The City had previously approved street sign toppers in Uptown, New Sudbury, Little Creighton and Capreol.

Analysis

Uptown

The Uptown Community Action Network (CAN) has submitted an application to increase their street sign topper signage by 11 signs, following the adoption of 4 streets in the area known as Uptown. The homes on these streets boast a similar architectural and historical significance; therefore the CAN would like to use street sign toppers to identify them.

The first signs were approved in 2011, subsequent to the adoption of the Street Sign Topper bylaw and have been well received by Uptown residents. Following a community consultation in May 2019, which included the delivery of 500 flyers, the CAN presented feedback from local residents, all of which was very positive. The only concern noted was the theft of signs throughout the area, which is an issue the City's Sign Shop agreed is common across the city. At the CAN's request, a more secure fastener will be used with all new sign topper installations in order to deter thefts.

Payment for the fabrication and installation of the sign toppers will be made by the Uptown CAN.

New Sudbury

The New Sudbury Historical Society has submitted a street sign topper request to add 49 street sign toppers throughout New Sudbury, beyond the boundaries of ward 12, where existing toppers are located, and extending into wards 5, 8 and 11.

A community consultation meeting was held, as well as online opportunities using the City's Over to You tool to gather feedback. Overall, comments and questions were favourable, aside from one individual who did not like the design of the sign.

The applicant shared similar concerns to the Uptown CAN regarding the theft of signs in the area but was assured that improved fasteners would be used with all new installations.

The New Sudbury Historical Society will pay for the fabrication and installation of the sign toppers.

Next Steps

Upon Council's approval, fabrication and installation of the requested street sign toppers in both Uptown and New Sudbury will be initiated, with installation coordinated for 2019 as identified by the applicant and as approved by the City.

Resources Cited

Street Sign Toppers, Community Services Committee (January 21, 2013)

<http://agendasonline.greatersudbury.ca/index.cfm?pg=feed&action=file&agenda=report&itemid=4&id=585>

Little Creighton Street Sign Toppers, Request for Decision, Community Services Standing Committee (January 21, 2019)

<http://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1349&itemid=15830&lang=en>