

## Report to Civic Works Committee

**To:** Chair and Members  
Civic Works Committee

**From:** Kelly Scherr, P. Eng., MBA, FEC  
Deputy City Manager, Environment & Infrastructure  
Scott Mathers, MPA, P.Eng.  
Deputy City Manager, Planning and Economic  
Development

**Subject:** Contract Award: Request for Proposal RFP-2023-141  
Design, Fabrication, Delivery, Installation and Maintenance of  
Signage for Downtown Wayfinding Plan Phase 1  
Sign By-law Amendment

**Date:** July 18, 2023

## Recommendation

That, on the recommendation of the Deputy City Manager, Environment & Infrastructure and the Deputy City Manager, Planning and Economic Development, the following actions **BE TAKEN** with respect to the Request for Proposal 2023-141 contract award to implement Phase 1 of the Downtown Wayfinding Plan:

- (a) Everest Signs **BE APPOINTED** to undertake detailed design, fabrication, installation and maintenance at an upset limit of \$125,350.00, excluding HST, in accordance with Section 12.2(b);
- (b) the financing for this project **BE APPROVED** as set out in the Sources of Financing Report attached hereto, as Appendix A;
- (c) the Civic Administration **BE AUTHORIZED** to undertake all the administrative acts that are necessary in connection with this project;
- (d) the approvals given, herein, **BE CONDITIONAL** upon the Corporation entering into a formal contract with Everest Signs for this work;
- (e) the Mayor and the City Clerk **BE AUTHORIZED** to execute any contract or other documents, if required, to give effect to these recommendations; and,
- (f) the proposed By-law to amend the Sign By-law, attached hereto as Appendix B, **BE INTRODUCED** at the Municipal Council meeting to be held on July 25, 2023 to enact the above-noted changes.

## Executive Summary

The London Community Recovery Network recommended that the City of London; “identify actions to promote a walkable, accessible downtown; address physical barriers, use technologies available to support accessibility needs. Improve signage to help drivers, pedestrians and cyclists navigate; map the journey from the car to ultimate destinations. Uncertainty on timelines acknowledged broader plans to increase walkability/accessibility will take considerable time.”

The Downtown Wayfinding Plan and subsequent initial implementation addresses Municipal Council direction approved on February 23, 2021 to execute the implementation plan for this idea in support of London’s community recovery from COVID-19 (Focus on actions that get people moving around the core).

This report recommends a contract award to Everest Signs as the successful proponent to complete detailed design, fabrication and installation of the Downtown Wayfinding

Plan Phase 1 wayfinding signage to be installed in the downtown later this year. The contract will also include a two-year maintenance allowance to ensure signs are repaired in a timely and consistent manner, if damaged.

City staff are also recommending an amendment to the Sign By-Law to define a new type of sign “City-Owned Wayfinding Signs” and exempt this sign type from the Sign By-law.

## Linkage to the Corporate Strategic Plan

The following report supports Council’s new Strategic Plan through the strategic focus area of “Mobility and Transportation”. Downtown Wayfinding Signage will enhance the quality and connectivity for all modes of mobility by improving the ease of navigation.

This report also supports the Strategic Plan through the strategic focus area of “Economic Growth, Culture, and Prosperity” by supporting revitalization and vibrancy in London’s Downtown.

## Analysis

### 1.0 Background Information

#### 1.1 Previous Reports Related to this Matter

- Civic Works Committee – February 9, 2021 – [London Community Recovery Network – Ideas for Action by Municipal Council](#)

### 2.0 Discussion and Considerations

#### 2.1 Project Background

The Downtown Wayfinding Plan provides a comprehensive strategy to help people living, working, and visiting navigate within the downtown area. The goal is to create a wayfinding system that reinforces a sense of place, identity, and improves navigability and wayfinding within the downtown area. The plan was created in 2021 and 2022 with the benefit of consultation with the Accessibility, Transportation, and Cycling Advisory Committees and with the Downtown Business Improvement Area.

The Downtown Wayfinding Plan includes nine sign types and two banner types, with a proposed total of 124 signs and 130 banners. The plan recommends implementation over five phases and proposes locations for each sign and banner area.

Phase 1 will implement 14 signs, including six finger post signs, four parking identification signs, three small destination signs, and one large destination sign. These signs, detailed in Appendix C as an excerpt of the Downtown Wayfinding Plan, will introduce London residents and visitors to the overall program and provide improvements to downtown navigation. This phase will inform future phases and will develop greater support for the long-term full implementation of the Downtown Wayfinding Plan.

#### 2.2 Project Description

The contract award will move Phase 1 of the wayfinding program from conceptual plan to implementation. The successful proponent is responsible for:

- detailed design of all phase one sign types;
- fabrication of signage and associated base/foundations;
- installation, including permitting and restoration; and,
- repair of signs for a period of two years after installation.

The Phase 1 signs in this project are planned to be installed by the end of 2023.

### **2.3 Sign By-law Amendment**

When the Sign By-law S.-5868-183 was last updated, the downtown wayfinding project was not yet contemplated. Staff are recommending that city owned wayfinding signage be acknowledged and exempt from the Sign By-Law. The by-law amendment proposed in Appendix B will support installation and serve as formal recognition of these signs within the city right of way.

## **3.0 Financial Impact/Considerations**

### **3.1 Request for Proposal Summary**

The selection process for this assignment has been undertaken in accordance with Section 12 of the City's Procurement of Goods and Services Policy. Everest Signs was identified as the successful proponent for the project after a competitive, two phase evaluation process.

Submissions to the request for proposal for the Design, Fabrication, and Installation of Wayfinding Signage project were received on June 7, 2023 and reviewed by a team consisting of City staff from Transportation Planning & Design and Urban Regeneration. Based on the evaluation criteria and selection process identified in the request for proposal, the evaluation committee determined the proposal from Everest Signs provides the best overall value to the City. Three compliant proposals were submitted, with Everest Signs being of the best value to the City at \$125,350.00 excluding HST.

The submitted fees are consistent with the previously approved budget for the creation and initial implementation of a Downtown Wayfinding Plan that was identified as a recommendation of the London Community Recovery Network. The successful proponent will be considered for future project phases subject to performance.

## **Conclusion**

Civic Administration has reviewed the proposal submissions and recommends Everest Signs be appointed as the successful proponent to complete detailed design, fabrication, installation and repairs of the Phase 1 wayfinding signage program at the submitted price of \$125,350.00, excluding HST.

Civic Administration also recommend that the Sign By-law be amended to allow city-owned wayfinding signs within city road allowances.

**Prepared by:** Garfield Dales, P. Eng., Division Manager,  
Transportation Planning & Design

**Submitted by:** Doug MacRae, P. Eng., MPA, Director, Transportation  
and Mobility

**Recommended by:** Scott Mathers, MPA, P.Eng., Deputy City Manager,  
Planning and Economic Development

**Recommended by:** Kelly Scherr, P. Eng., MBA, FEC, Deputy City Manager,  
Environment and Infrastructure

cc: Shailesh Garg, Everest Signs  
Daniel Hall, City of London  
Jim Yanchula, City of London  
Adam Salton, City of London

Appendix A Sources of Financing Report

Appendix B By-law to amend the current Sign By-law S.-5868-183

Appendix C Downtown Wayfinding Plan – Family of Signs

## Appendix "A"

#23138

July 18, 2023

(Contract Award)

Chair and Members  
Civic Works Committee

RE: RFP-2023-141 Design, Fabrication, Delivery, Installation and Maintenance of Wayfinding Signage for City of London Downtown Wayfinding Plan  
(Subledger RD220015)  
Capital Project TS1055 - Downtown Wayfinding  
Everest Signs - \$125,350.00 (excluding HST)

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### Finance Supports Report on the Sources of Financing:

Finance Supports confirms that the cost of this project can be accommodated within the financing available for it in the Capital Budget and that, subject to the approval of the recommendation of the Deputy City Manager, Environment and Infrastructure and the Director, Building and Chief Building Official, the detailed source of financing is:

#### Estimated Expenditures

	Approved Budget	This Submission	Balance for Future Work
Construction	230,000	127,557	102,443
<b>Total Expenditures</b>	<b>\$230,000</b>	<b>\$127,557</b>	<b>\$102,443</b>

#### Sources of Financing

Drawdown from Economic Development Reserve Fund (Note 1)	230,000	127,557	102,443
<b>Total Financing</b>	<b>\$230,000</b>	<b>\$127,557</b>	<b>\$102,443</b>

#### Financial Note:

Contract Price	\$125,350
Add: HST @13%	16,296
Total Contract Price Including Taxes	141,646
Less: HST Rebate	-14,089
Net Contract Price	<u>\$127,557</u>

**Note 1:** The Downtown Wayfinding project is funded from the London Community Recovery Network financing held within the Economic Development Reserve Fund.

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Jason Davies  
Manager of Financial Planning & Policy

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## Appendix B

Bill No.

By-law No. S.-5868(\_)-

A By-law to amend By-law S.-5868-183 entitled "A by-law prohibiting and regulating signs, and regulating the placing of signs upon highways and buildings".

WHEREAS section 5(3) of the *Municipal Act, 2001* S.O. 2001, c.25, as amended, provides that a municipal power shall be exercised by by-law;

NOW THEREFORE the Council of The Corporation of the City of London enacts as follows:

1. Section 2 "Definitions" is amended by adding the following definition:

"City-owned wayfinding signs" means any sign under the control of the City that identifies or gives direction to an attraction, event, business, institution or other physical location and may include a logo identifying the place of destination."

2. Section 3.4 "Signs Exempt from This By-Law" is amended by adding the following exemption:

"(l) City-owned wayfinding signs."

3. This By-law shall come into force and effect on the day it is passed.

PASSED in Open Council on .

Josh Morgan  
Mayor

Michael Schulthess  
City Clerk

First Reading - July 25, 2023  
Second Reading - July 25, 2023  
Third Reading - July 25, 2023

City of London  
**Downtown**  
**Wayfinding Plan**  
Family of Signs

October 2022



**London**  
CANADA

# Product Family

The Downtown Wayfinding Plan family of products is has nine sign types and two banners for implementation within the downtown area. These sign types have been categorized by function:

- “A” sign types for identification signage and banners
- “B” sign types for directional signage
- “C” sign types for directory signage
- “R” sign types for accessory signage

