

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON JULY 17 2018
FROM:	ANNA LISA BARBON MANAGING DIRECTOR, CORPORATE SERVICES AND CITY TREASURER, CHIEF FINANCIAL OFFICER
SUBJECT:	NEW ENTRYWAY SIGNAGE FOR CITY-OWNED INDUSTRIAL PARKS

RECOMMENDATION

That, on the recommendation of the Managing Director, Corporate Services and City Treasurer, Chief Financial Officer, on the advice of the Manager of Realty Services, the following actions **BE TAKEN**:

- a) **TO INCLUDE** City entryway signage as an “Official Sign”, as per the City’s Sign and Canopy By-law;
- b) the Civic Administration **BE DIRECTED** to proceed with a Request for Proposal (RFP) for the new entryway signage at Innovation Park, and
- c) the attached proposed By-law (Appendix “A”) **BE INTRODUCED** at the Municipal Council meeting to be held on July 24, 2018 to approve the City entryway signage as an Official Sign.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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None.

BACKGROUND

Context

Introduction

Enhanced marketing and branding for the City’s industrial park lands is important to attract new businesses to the City. Various marketing initiatives have been introduced, including marketing packages/brochures through the Province’s Site Certification Program, marketing on our City’s website, and the creation of new feature sheets shared with prospective clients and the real estate brokerage community. Locational recognition of City-owned industrial parks is lacking, specifically newer parks such as Innovation Park.

The Industrial Land Development Strategy (ILDS) implementation team sees value and importance in the installation of permanent entryway signage at major entrance locations to Innovation Park and future City-owned industrial parks. Identity signage helps to enhance the brand and reinforce these key industrial park destinations.

Detailed in the report are the proposed concepts, the benefits for the signs, why Innovation Park was selected, estimated costs, and a comparison to what other municipalities are doing.

Proposed Entryway Signage

Over the past two years, the ILDS Team has been in discussion with LEDC, the City’s Planning Services staff and Communications staff to develop an identity system to enhance the City’s industrial parks and ease navigation for the park’s industries. There is very little information available to Civic Administration who want to develop this type of program, and given that projects can take several years from conception to final installation, collaboration and information sharing is crucial.

With the assistance of the City's Urban Design staff, a conceptual entryway sign was developed for Phases 1 to 3 at Innovation Park which is shown in Schedule A. For Phase 4, three conceptual design options have been developed (see Schedule B) where ultimately one design option will be chosen for this location given the unique Advanced Manufacturing focus for this phase. In total, four (4) entryway signs are being proposed for Innovation Park which locations are further shown in Schedule C. Council will get another opportunity to provide final approval for these signs pending the completion of the Request of Proposal (RFP).

Benefits for the City Entryway Signs:

- High quality entryway monuments help enhance the overall look and appearance of the park.
- Increases the recognition and promotion of City-owned and developed industrial parks.
- Effective signage at strategic locations provide drivers clear direction, thus reducing driver confusion and distraction while traveling on busy roadways.
- Creates a cohesive signage program for the City for current and future City-developed industrial parks.
- Makes businesses and visitors feel welcome when entering City industrial parks.
- Signage helps identify major industrial corridors within the City.

Why Innovation Industrial Park?

When Innovation Park was being developed, an Urban Design Guideline Manual was prepared to guide development within the park. The purpose of this document was to indicate the City's design preferences and expectations for public works and site development through a series of design guidelines. The manual stressed that development of entryway treatments at major intersections was important to establish a distinct character for the park. Signage was to be incorporated into the design, and should be located at entrances.

From a locational and visibility standpoint, signage for Innovation Park is best suited because its targeted industries span both the east and west sides of Veteran Memorial Parkway, and it is located in close proximity to Highway 401. To date, over 200 acres have been sold to 10 major companies, and Western University and Fanshawe College have high-profile research & innovation centres situated in Phase IV.

Estimated Costs

Based on some preliminary research conducted in the marketplace and discussions with staff internally, the ILDS implementation team anticipates the estimated cost for the design, construction, and installation for all four (4) entryway signs to range between \$200,000 to \$250,000 (or estimated \$50,000 to \$62,500 per sign). Furthermore, some additional cost advantages may potentially arise from economies achieved by producing four (4) signs instead of just a single sign (i.e. lowered cost per unit).

In consultation with Urban Design, it was also recommended that a consultant be considered to oversee the final design and construction of these signs.

In regard to the City's costs to complete this project, The City's Innovation Park Capital Budget Account (ID1168) would be utilized as a source of financing.

Entryway Sign Material and Construction

Each entryway sign will be constructed of high-quality material for the sign panel, consisting of high gloss aluminium for the background, a black one-colour City logo located at the bottom right corner, and raised lettering made of composite material and backlit with LED lighting.

Comparison to Other Municipalities

The majority of gateway and entryway signage to industrial parks in Ontario consist of advertising sign boards that indicate the name of the industrial park, contact info, and a map of lots available within the park. These signs are installed when the park is constructed, and remain in place for years. Over time, these sign boards become damaged and fail to convey a positive message about the park.

In Ontario, very few examples of attractive entryway signage can be found. To remain competitive and elevate the park's image, the ILDS implementation team believes that signage is needed at each entrance of Innovation Park, and should be sophisticated, bright, and should convey the high design and building standards of Innovation Park. It should create a powerful first impression – it should tell people who we are, where we are, and what we have to offer.

Entryway and Updated Sign By-Law

On May 30, 2017, Council approved a new Sign & Canopy By-law. While the new Sign and Canopy By-law does provide for the definition of an Industrial Park Sign, the distinction is that the proposed Entryway signage is created and owned by the City and is providing the City's branding and recognition for the City's industrial park whereas an Industrial Park Sign focuses more on providing information on tenants located within a park or specific property. To differentiate between the two, Civic Administration is seeking Council's approval to define this sign category as an "Official Sign".

Under the by-law, an "OFFICIAL SIGN" is defined as "a sign required by law or, in respect of publicly-owned property, permitted by or erected as the result of a direction, decision or law of the elected representatives of the federal, provincial or municipal governments (other than minor variances to this by-law as authorized by statute), including library boards, boards of health or education, hospitals, universities, colleges and public utilities".

Section 2.2 of this by-law, entitled Signs or Canopies Not Requiring Permits, includes "official signs located on a road allowance and erected by the City" providing that the sign does not have "a sign face area greater than 10 square metres".

The ILDS Team has followed the City's Corporate Identity Guidelines and Sign Production Standards in regard for each sign's size, messaging, colour, font, and logo use. In addition, the design follows the corporate standards and practices by our Communications Department. The Team has taken into consideration the regulations of the City's current Sign & Canopy By-law.

Conclusion

City-owned industrial entryway signage serves an important role that reaches beyond the need for basic navigation, identification and information. It highlights the significant investments made by the City to our industrial parks. It improves the overall look and appearance for our Parks to existing businesses, visitors, and prospective new companies looking at London. Lastly, it provides a cohesive signage appearance for the industrial park. It is a supported initiative by London Economic Development Corporation the ILDS team, and our institutional partners at Innovation Park, Phase IV.

Civic Administration is requesting approval to proceed with a Request for Proposal (RFP) for the new entryway signage at Innovation Park, and approval for City entryway signage to be considered an Official Sign under the current Sign & Canopy By-law.

The results of the RFP will be reported to Council for final approval in a subsequent report.

Acknowledgement

Jerzy Smolarek and Lauren Sooley, Urban Designers, Planning Division, worked closely with the ILDS implementation team to create the design concepts for the entryway signage project.

PREPARED BY:	SUBMITTED BY :
ADAM OSTROWSKI MANAGER I, REALTY SERVICES	BILL WARNER MANAGER OF REALTY SERVICES
RECOMMENDED BY:	
ANNA LISA BARBON MANAGING DIRECTOR, CORPORATE SERVICE AND CITY TREASURER, CHIEF FINANCIAL OFFICER	

July 5, 2018

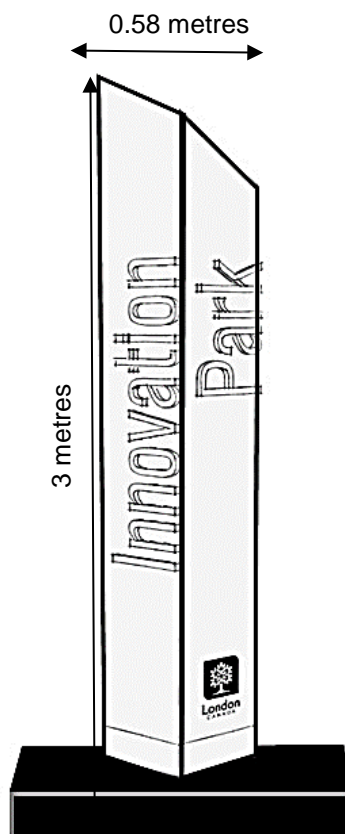
cc: Mark Henderson, Director of Business Liaison
Kapil Lakhota, General Manager, LEDC
David G. Munteer, Solicitor II

SCHEDULE "A"

CONCEPTUAL ENTRYWAY SIGNAGE FOR INNOVATION PARK, PHASES I – III

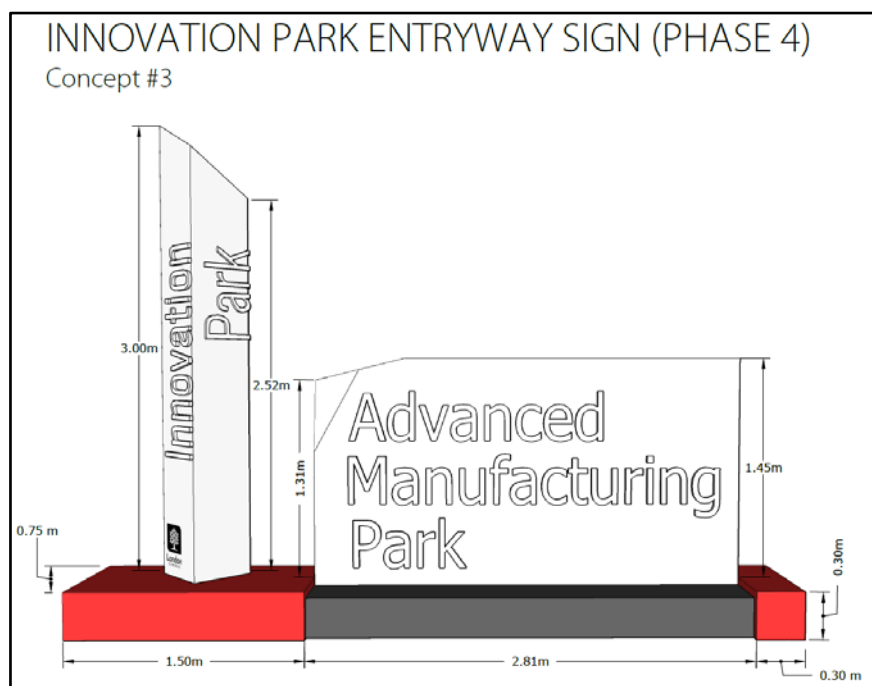
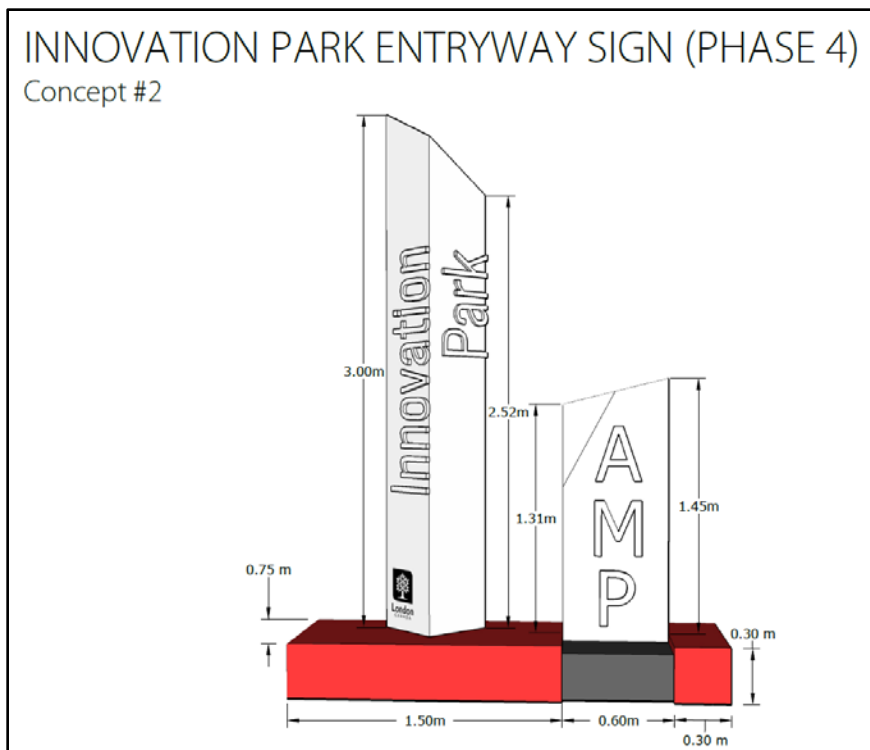
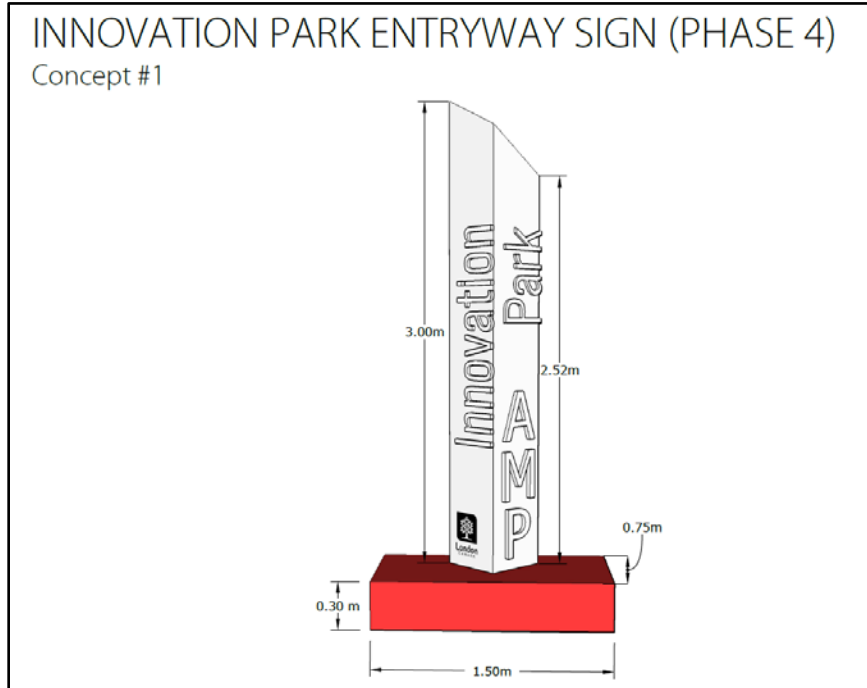


Streetview Example: Looking south-east from Bradley Avenue (Phase III Location)



Note: Final colours to be determined.

SCHEDULE "B"
CONCEPTUAL ENTRYWAY SIGNAGE OPTIONS FOR INNOVATION PARK, PHASE IV



SCHEDULE "C"

Note: Final option and colours to be determined.

INNOVATION PARK ENTRYWAY SIGN LOCATION MAP



APPENDIX "A"

Bill No.

By-law No.

A by-law to authorize The Corporation of the City of London to include City entryway signage as an Official Sign.

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;

AND WHEREAS section 9 of the *Municipal Act, 2001* S.O. 2001, c.25, as amended, provides that a municipality has the capacity, rights, powers and privileges of a natural person for the purpose of exercising its authority under this or any other Act;

AND WHEREAS it is deemed expedient for The Corporation of the City of London (the "City") to define Industrial Park entryway signage as an Official Sign.

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

1. The Agreement attached as Schedule "B" to this By-law, being an Agreement to define City's entryway signage as an Official Sign, is hereby authorized and approved.
2. The Mayor and the City Clerk are hereby authorized to execute the Agreement authorized and approved under Section 1 of this By-law.
3. This by-law shall come into force and effect on the day it is passed.

Passed in Open Council on

Matt Brown
Mayor

Catharine Saunders
City Clerk

First Reading -
Second Reading -
Third Reading -