

COMMUNICATION 130207

Received From: Diane Smithson, Chief Administrative Officer
Addressed To: Committee of the Whole
Date: November 12, 2019
Topic: Request for Downtown BIA Signs on Town Property

SUMMARY

The Town has received a request from Downtown Carleton Place Business Improvement Area (BIA) to install two (2) entry signs at either end of the BIA District on Town property to signify to travelers that they are entering the BIA area. These signs will be used as part of the organization's communications strategy.

DISCUSSION

The Town received the request by the Downtown Carleton Place BIA as the signs are being proposed to be located on Town property. The two proposed locations are:

1. The green space adjacent to the Carleton Place Veterinary Hospital on Franktown Road – requested install date before winter 2019
2. Lolly's Park area with the intent to collaborate and work with the Roy Brown Society and the Recreation and Culture Department so as to complement the project – potential requested install date – after Central Bridge construction

A rendering of the proposed sign is attached to this report. The signs welcome people to downtown Carleton Place and will include a section under the main sign to include messaging on upcoming events and initiatives.

BIA staff have been in contact with both Building and Public Works staff to ensure there were no issues from their respective perspectives as to the location of the signs.

FINANCIAL IMPLICATIONS

There will be no financial implications to the Town associated with this request. All costs related to the signs will be borne by the Downtown Carleton Place BIA.

STAFF RECOMMENDATION

THAT the Downtown Carleton Place Business Improvement Area (BIA) be authorized to install their entrance signs on the following Town properties:

1. The green space adjacent to the Carleton Place Veterinary Hospital on Franktown Road – requested install date before winter 2019
2. Lolly's Park area with the intent to collaborate and work with the Roy Brown Society and the Recreation and Culture Department so as to complement the project – potential requested install date – after Central Bridge construction; and

THAT all costs of this project be borne by the BIA.

ATTACHMENT

Letter from Downtown Carleton Place BIA with locations and image attached



Kate Murray
BIA Coordinator
C/O: Directors of Downtown Carleton Place BIA

136 Bridge Street
Carleton Place ON
K7C2V5
613-257-8049
info@downtowncarletonplace.com

To:

Mayor Doug Black
Deputy Mayor Sean Redmond
Councillor Theresa Fritz
Councillor Linda Seccaspina
Councillor Andrew Tennant
Councillor Toby Randal
Councillor Jeff Atkinson
Chief Administrative Officer, Diane Smithson

Town of Carleton Place
175 Bridge Street
Carleton Place ON
K7C 2V8

Tuesday October 29, 2019

Dear Mayor Doug Black, Members of Town Council, and Diane Smithson CAO,

It is with much excitement that I write to you all today. I am writing on behalf of the Downtown Carleton Place BIA, to formally request the use of town property to install, two entry signs. Due to the proposed signage being placed on Town property, we are formally seeking council's approval.

These two spots were carefully chosen by the BIA Board of Directors. These signs are not just a 'label' as to where you are, these signs will be a part of our overall communication strategy. As you will see from renderings, these signs have a marketing component, as each sign will

include an interchangeable message portion to allow us to share our events and downtown initiatives with visitors and people who pass by.

I was advised by the Town of Carleton Place CBO, Lennox Smith to seek approvals from the Director of Public Works, Dave Young, ahead of writing this letter for location, safety of sight lights, snow removal and to ensure no encumbrances on the Town. I have done that, and Dave Young, deemed that the two spots below are acceptable locations.

- 1) The green space adjacent to the Carleton Place Veterinary Hospital along Franktown Rd.

Requested install date, before winter of 2019.

- 2) Lolly's Park area, with the intent to collaborate and work with the Roy Brown Society and the Parks, Recreation and Culture Department, as to not impede the Roy Brown statue project, but to compliment it.

Potential requested install date: after central bridge construction.

I have included pictures of both locations, with possible/suggested spots for said signs. The artist mock-up with dimensions, materials and color rendering. We are very excited about this project and so are our BIA Members. If there is more information required, please let me know.

Thank you very much in advanced,

Sincerely,



Kate Murray

Downtown Carleton Place
BIA Coordinator

10/29/2019

196 Bridge St - Google Maps

Google Maps

196 Bridge St

Lolly's Park entry and event sign



Image capture: May 2019 © 2019 Google

Carleton Place, Ontario



Street View - May 2019



https://www.google.ca/maps/@45.1409118,-76.1471907,3a,75y,261.82h,80.73t/data=!3m1!1e1!3m4!1sg3NwPHpWgp0nAhhTpxg*2c0?l16384'868192

Google Maps

146 Franktown Rd

Entry and event sign



Image capture: May 2019 © 2019 Google

Carleton Place, Ontario



Street View - May 2019

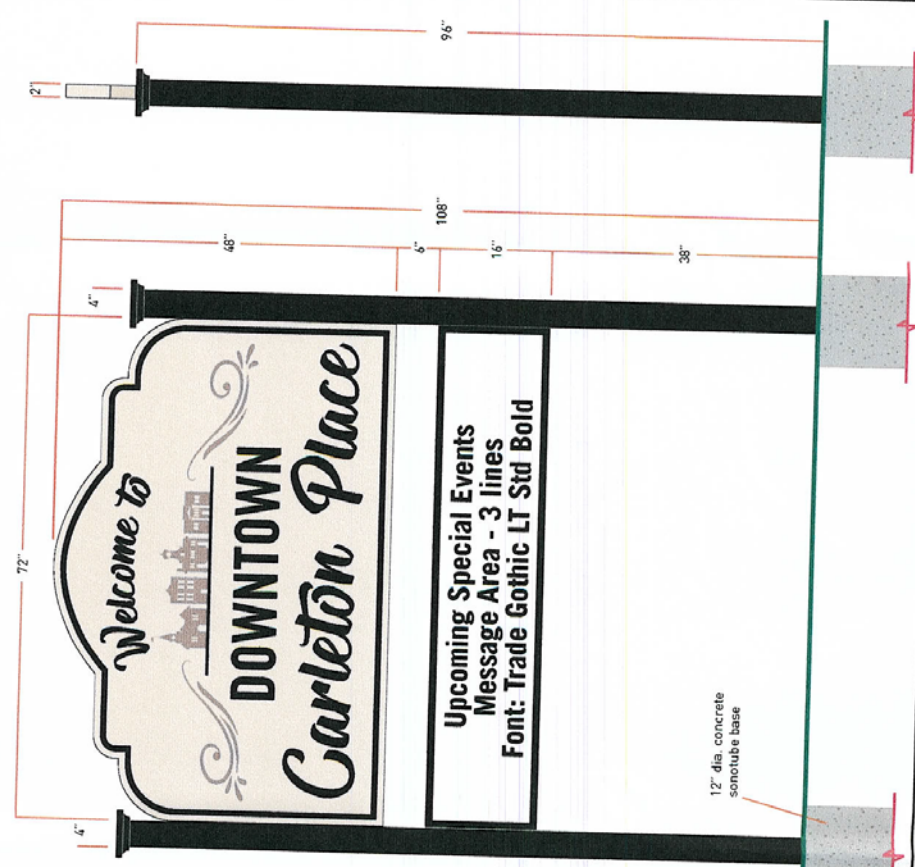


**DOWNTOWN CARLETON PLACE BIA
WELCOME FREESTANDING SIGNAGE - SIDE A**

- Qty: 2
- 80" x 108" overall size
- 48" x 72" overall sign panel size
- 16" x 72" interchangeable message panel
- 4" x 4" aluminum posts painted with an automotive grade satin finish black paint
- posts mounted into 12" dia. concrete bases and adhered back-to-back
- (12) 1" thick PVC panels routed to shape and painted with an automotive grade satin finish paint in "Heritage Cream" (exact colour to be confirmed)
- anti-graffiti coating applied to signfaces
- logo detail and swooshes to be a printed vinyl overlay onto the painted PVC panel
- 1/4" thick acrylic lettering to be pin-mounted to PVC back panel
- EX12 aluminum extruded frame for interchangeable message portion to allow for removable 4mm coroplast inserts
- print on matte vinyl with matte laminate for removable coroplast inserts



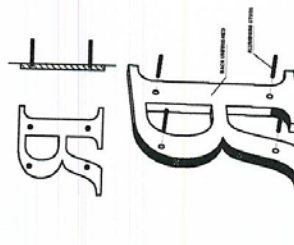
FLAT CUT FLUSH PIN MOUNT



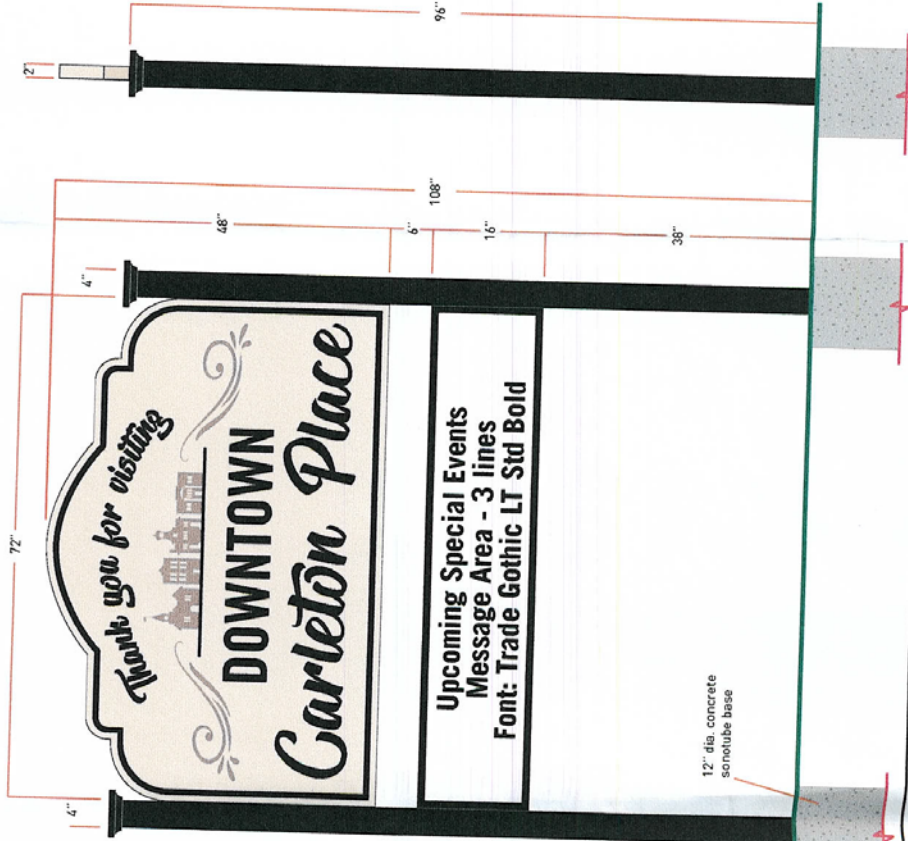
105 Tunney Pasture Dr. Ottawa, Ontario N2A 1L0 Tel. 613.831.9622 Fax 613.831.2642 graphics@signfx.ca	
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DRAWN BY R. TARLE	DATE JUNE 13, 2019
CUSTOMER DOWNTOWN CARLETON PLACE BIA KATE MURRAY 613-257-8049	JOB LOCATION 2 LOCATIONS DOWNTOWN CARLETON PLACE
WORK ORDER NUMBER	SIGN TYPE WELCOME FREESTANDING SIGNAGE SIDE A
QUANTITY 2	DWG NO. 01 OF 02

**DOWNTOWN CARLETON PLACE BIA
WELCOME FREESTANDING SIGNAGE - SIDE B**

- Qty: 2
 80" x 108" overall size
 48" x 72" overall sign panel size
 16" x 72" interchangeable message panel
 - 4" x 4" aluminum posts painted with an automotive grade satin finish black paint
 - PVC panels painted with an automotive grade satin finish paint in "Heritage Cream" (exact colour to be confirmed)
 - anti-graffiti coating applied to signfaces
 - logo detail and swooshes to be a printed vinyl overlay onto the painted PVC panel
 - 1/4" thick acrylic lettering to be pin-mounted to PVC back panel
 - EX12 aluminum extruded frame for interchangeable message portion to allow for removable 4mm coroplast inserts
 - print on matte vinyl with matte laminate for removable coroplast inserts



FLAT CUT FLUSH PIN MOUNT



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DATE	JUNE 13, 2019
CUSTOMER	DOWNTOWN CARLETON PLACE BIA KATE MURRAY 613-257-8049
JOB LOCATION	2 LOCATIONS DOWNTOWN CARLETON PLACE
WORK ORDER NUMBER	
SIGN TYPE	WELCOME FREESTANDING SIGNAGE SIDE B
QUANTITY	2
DWG NO.	02 OF 02