

## **COMMUNICATION 131073**

Received From: Diane Smithson, Chief Administrative Officer  
Addressed To: Committee of the Whole  
Date: May 26, 2020  
Topic: Request for Downtown BIA Signs on Town Property

### **SUMMARY**

This report will provide an update to information provided in Communication 130207 discussed at the Committee of the Whole meeting on November 12, 2019. The Town has received a new request from the Downtown Carleton Place Business Improvement Area (BIA) to install two (2) entry signs on Town property at two different entrances to the BIA District to signify to travelers that they are entering the BIA area. These signs will be used as part of the organization's communications strategy.

### **BACKGROUND**

As noted above, a previous request was received last November requesting permission from the Town to locate signs at the following two (2) locations:

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

Council passed the following resolution at its November 26, 2019 meeting in response to the request only permitting the sign location 1. above:

#### **Motion No. 22-130-07**

**Moved by:** Councillor Tennant

**Seconded by:** Councillor Atkinson

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

1. The green space adjacent to the Carleton Place Veterinary Hospital on Franktown Road – requested install date before winter 2019; and

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

**CARRIED**

### **DISCUSSION**

The Town has received a new request by the Downtown Carleton Place BIA to locate BIA signs on Town property at the following two (2) locations:

1. The green space boulevard approaching the intersection of Franktown Road and Coleman Street.
2. Green space outside of the Carleton Place Train Station closer to the Subway restaurant.

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 has been working closely with Dave Young, Director of Public Works to ensure there are no issues with the proposed new sign locations.

### **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 boulevard approaching the intersection of Franktown Road and Coleman Street.
2. Green space outside of the Carleton Place Train Station closer to the Subway restaurant; and

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

### **ATTACHMENTS**

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](mailto: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

Wednesday May 20, 2020

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

Re: BIA Entry signs

Downtown Carleton Place would like to once again seek your approval to erect two entry signs on town property. As before, 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 can see

from renderings, these signs have a marketing component. 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. Dave Young deemed that the two spots below are acceptable locations. Dave Young has also asked Joanne Henderson and she also has given her approval. Once we are able to gain the proper permits we will begin to build the signs.

- 1) The green space boulevard approaching the intersection of Franktown Road and Coleman Street.
- 2) Green space outside of the Carleton Place Train Station closer to the Subway restaurant.

Thank you very much in

advanced, Sincerely,

Kate Murray

Downtown Carleton  
Place BIA Coordinator

← 148 Coleman St Carleton Place, Ontario



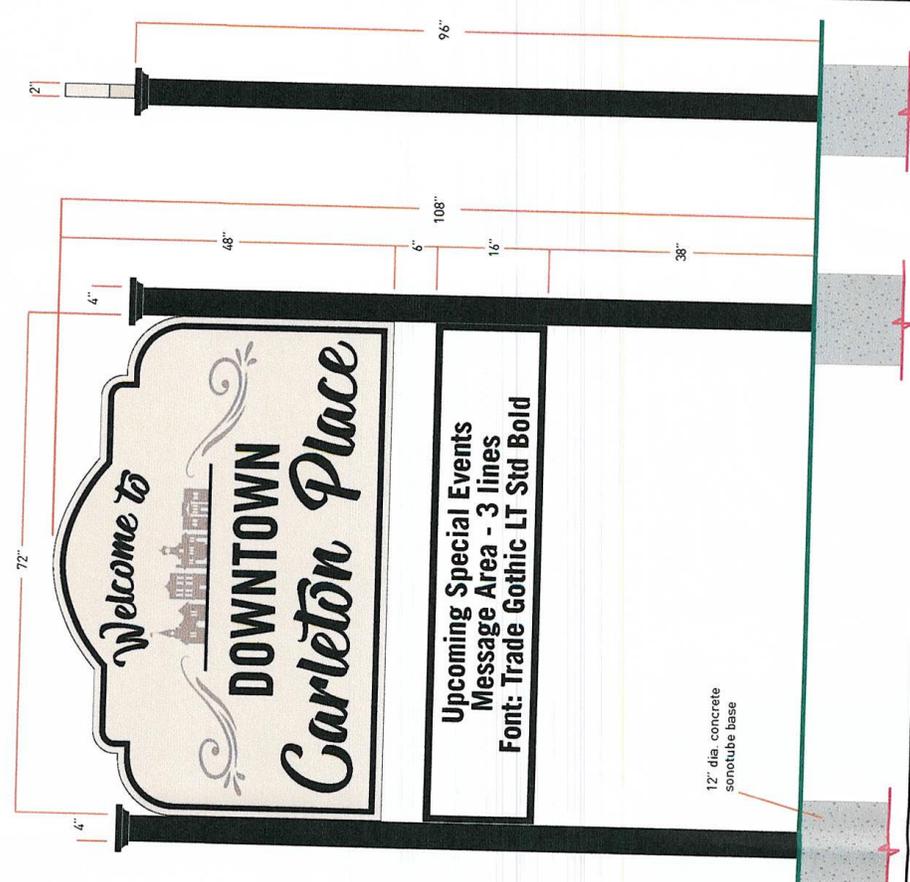


**DOWNTOWN CARLETON PLACE BIA  
WELCOME FREESTANDING SIGNAGE - SIDE A**

- 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
- 121" thick PVC panels routed to shape and adhered back-to-back
- 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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DRAWN BY R. TARLE	
DATE JUNE 13, 2019	
CUSTOMER DOWNTOWN CARLETON PLACE BIA KATE MURERAY 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	

