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## City Entrance Signs

### Recommendation

That this report be received and considered along with the forthcoming report of the Standing Policy Committee on Planning, Development and Community Services, and that the following recommendations be approved:

1. That \$70,000 be retained in Capital Project No. 1508 – City Entrance Signs to implement the design and installation of up to four additional signs;
2. That the balance of the capital project funds be returned to the Reserve for Capital Expenditures; and
3. That \$1,000 be added to the proposed 2018 operating budget for annual maintenance.

### Topic and Purpose

The purpose of this report is to approve a scaled-down version of up to four City Entrance Signs as a means to complete the City Entrance Signs program, and return the remaining funding to the source.

### Report Highlights

1. Scaled-down versions of the City Entrance Signs are proposed to be located along four highways that lead into Saskatoon, completing Capital Project No. 1508.
2. The signs will be designed, constructed, and installed in-house.
3. Funding of \$70,000.00 will be retained to complete the work, and \$310,406.93 will be returned to the Reserve for Capital Expenditures.

### Strategic Goal

This initiative supports the City of Saskatoon's Strategic Goal of Economic Diversity and Prosperity by collaborating with external partners to promote Saskatoon.

### Background

At its August 14, 2017 meeting, the Standing Policy Committee on Planning, Development and Community Services requested that the Administration report back on options to construct up to four scaled-down versions of City Entrance Signs that will complete the Highway Entrance Features Concept Plan project.

### Report

#### Scaled-Down City Entrance Signs

Four scaled-down City Entrance Signs are proposed to be located along:

- a) Highway 219 South (Lorne Avenue);
- b) Highway 5 East;
- c) Highway 14 West; and
- d) Highway 12 North.

## City Entrance Signs

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The actual layout and size of the signs will be determined as part of the design process which will be led by the City's Marketing team. It is anticipated the signs will be approximately 2.4 metres by 3.6 metres (8 x 12 feet) in size, which is consistent with other relevant examples of highway signs. Installation will occur in the summer of 2018.

### Funding Retained for City Entrance Signs

Total funding of \$380,406.93 was previously approved for City Entrance Signs. The Administration has determined the approximate cost of the scaled-down versions to be \$70,000.00 (\$17,500.00 per sign). The cost would include the design, materials, construction, and installation. The remaining \$310,406.93 would be returned to the Reserve for Capital Expenditures, available for possible reallocation to other projects. Any remaining funds would be returned to source upon completion of the project.

An additional \$1,000 in annual operating budget to cover costs associated with maintenance and potential damage to the four signs will be required. The Transportation and Utilities Department will be responsible for ongoing maintenance of these signs, while Urban Design, Neighbourhood Planning Section, will continue to maintain the larger City Entrance Signs.

### **Options to the Recommendation**

City Council has the option to:

- i) support construction of any or all of the four remaining signs originally proposed; or
- ii) not construct additional City Entrance Signs.

### **Public and/or Stakeholder Involvement**

The Administration will notify key stakeholders, such as Tourism Saskatoon, about the decision to provide scaled-down signage.

### **Financial Implications**

The Administration has determined that \$310,406.93 could be returned to the Reserve for Capital Expenditures, allowing for a \$70,000.00 total budget for the completion of four signs.

### **Other Considerations/Implications**

There are no policy, environmental, privacy, or CPTED implications or considerations; a communication plan is not required at this time.

### **Due Date for Follow-up and/or Project Completion**

The City Entrance Signs will be installed in the summer of 2018.

### **Public Notice**

Public notice, pursuant to Section 3 of Public Notice Policy No. C01-021, is not required.

### **Attachments**

1. Existing and Proposed City Entrance Sign Locations
2. Conceptual Design of Proposed City Entrance Signs

**Report Approval**

Written by: Paul Whitenect, Manager, Neighbourhood Planning Section  
Reviewed by: Lesley Anderson, Director of Planning and Development  
Approved by: Randy Grauer, General Manager, Community Services Department

S/Report/2017/PD/COUNCIL – City Entrance Signs/lc/df  
FINAL/APPROVED – R. Grauer – Aug 21, 2017