



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Connie Goodall
DATE: 08/05/2017
SUBJECT: Wingham Wayfinding Signage
ATTACHMENTS: Sign Program Design, Quote from Cox Sign

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby accept the quote from Cox signs for \$7,606.90 + HST (\$8595.80) to proceed with the supply and installation of wayfinding signs on Josephine Street in Wingham.

EXECUTIVE SUMMARY

IN 2014, North Huron received a donation of \$10,000 from the Wingham Homecoming Committee to be put towards wayfinding in Wingham. In August, 2016 a motion made by Council allowed the project to use single sourcing for the design and implementation of the sign program. Cox Signs was engaged to design and implement the project. Working with Public Works, the Recreation and Facilities Department and the Wingham BIA, a program design and locations for the signs were established.

DISCUSSION

On the recent First Impressions Exchange with Walkerton, it was noted that Wingham lacked a wayfinding sign program and some community assets and highlights went unnoticed or were hard to find.

FINANCIAL IMPACT

North Huron received \$10,000 from the Wingham Homecoming Committee. Quote #800200 from Cox signs totals \$8,595.80 (\$7,606.90 +HST). North Huron received a donation of \$10,000 from the 2014 Wingham Homecoming Committee that will cover the cost of the program.

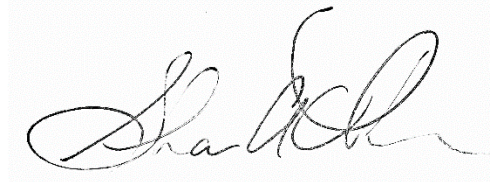
FUTURE CONSIDERATIONS

If required, the program can be able to be expanded to add additional sites/locations. Cox has supplied information on the possibility of placing signs on the back of wayfinding to highlight town assets and events. This is a possibility to be discussed with community partners in the future if required. On-going sign updating and replacement should be budgeted for annually in the Economic Development budget, as well as, in partnership with the Wingham BIA.

RELATIONSHIP TO STRATEGIC PLAN

Goal: Our community is attractive to new businesses and residents

Outcome: Implement recommendation of the Blyth and Wingham Business Retention and Expansion Reports

A handwritten signature in black ink, appearing to read 'Sharon Chambers', is displayed on a light gray rectangular background.

Connie Goodall,
Economic Development Officer

Sharon Chambers, CAO