



## TOWNSHIP OF NORTH HURON

## REPORT

Item No.

**REPORT TO:** Reeve Vincent and Members of Council  
**PREPARED BY:** Richard AI, Clerk / Manager of IT  
**DATE:** 05/09/2017  
**SUBJECT:** Welcome to Blyth Sign Agreement Update  
**ATTACHMENTS:** Blyth Sign Agreement

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### **RECOMMENDATION:**

THAT the Council of the Township of North Huron hereby authorizes the Reeve and Clerk to sign a Sign Agreement with WVRH Holdings Inc. o/a Huron Tractor for the "Welcome to Blyth" sign located on Queen Street, Village of Blyth;

AND FURTHER THAT the Clerk be instructed to prepare a by-law to adopt the Sign Agreement by By-law at the September 18<sup>th</sup>, 2017 Council Meeting.

### **EXECUTIVE SUMMARY**

In 1989 the Village of Blyth entered into a Sign Agreement with WVRH Holdings Inc. o/a Huron Tractor to establish a "Welcome to Blyth" sign in the Northwest Corner of Block J, Part Park Lot 8, Plan 171, Queen Street, East Side Village of Blyth on property owned by WVRH Holdings Inc.

### **DISCUSSION**

Since the original sign agreement was entered into in 1989 the Council of the Village of Blyth and subsequently the Council of the Township of North Huron have renewed the Sign Agreement with WVRH Holdings Inc. for five-year terms. The current sign agreement expired December 31, 2016 and the staff have had discussions with representatives from WVRH Holdings Inc. regarding the renewal of the Sign Agreement for another five-year term. A draft Sign Agreement was forwarded to WVRH Holdings Inc. in September of 2016 and they have recently agreed to renew the Agreement for another five-year term based on an increase of \$25.00 per year which increases the sum payable annually by the Township from \$350.00 to \$375.00.

At the February 2<sup>nd</sup>, 2017 Council Meeting, a report was presented by staff recommending that Council endorse an agreement for another five-year term. Council directed staff at that time to investigate other options for this sign such as an easement. Through discussions with WVRH Holdings Inc., the Director of Corporate Services has determined that they will maintain the current arrangement and continue with another five-year agreement but do not wish to entertain an easement agreement.

Based on the response from WVRH Holdings Inc. in regard to alternative options coupled with the fact that this agreement has been pending for quite some time and should be resolved promptly, it is recommended that the agreement be entered into for another five-year term.

### **FINANCIAL IMPACT**

Entering into the Sign Agreement will result in an expense to the Township of \$375.00 per year for each year of the five-year Agreement. In the past, this expense has been included in the North Huron budget under the Economic Development department.

### **FUTURE CONSIDERATIONS**

Alternative options for this sign could be revisited in the future when the agreement is due for renewal.

### **RELATIONSHIP TO STRATEGIC PLAN**

Goal 1 - Our community is attractive and welcoming to new businesses and residents.

Goal 4 - Our administration is fiscally responsible and strives for operational excellence.



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Richard Al, Clerk/Manager of IT



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Larry McGregor,  
Interim CAO/Director of Public Works