



## TOWNSHIP OF NORTH HURON

## REPORT

Item No.

**REPORT TO:** Reeve Vincent and Members of Council  
**PREPARED BY:** Pat Newson, Director of Recreation and Facilities  
**DATE:** 16/04/2018  
**SUBJECT:** Richard W. LeVan Airport Signage Policy  
**ATTACHMENTS:** Draft Policy for Airport Signage

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### **RECOMMENDATION:**

THAT the Council of the Township of North Huron hereby receives the report on the Richard W. LeVan Airport Signage Policy prepared by the Director of Recreation and Facilities, for information purposes;

AND FURTHER THAT Council adopts the Signage Policy as presented and directs the Clerk to prepare a by-law to authorize the Reeve and Clerk to sign the Richard W. LeVan Airport Signage Policy for the Township of North Huron;

AND FURTHER THAT staff are directed to include the recommended fee associated with the Richard W. LeVan Airport Signage Policy during the next revision of the North Huron Fees and Charges By-law.

### **EXECUTIVE SUMMARY**

Apex Helicopters submitted a proposal to erect a new sign to advertise their business at the entrance of the Richard W. LeVan Airport. The Township has no policy to establish the guidelines or fees for signage at the airport. This report provides some background information and an attached draft policy for Council's consideration.

### **DISCUSSION**

Businesses that operate at the airport are not visible from the Highway. Signage at the airport entrance provides the business with marketing and awareness opportunities. Staff consulted with other airports in the region to review their signage policy as a guideline. Most require that the business is active at the airport to be able to erect signage. Airports are each unique in their available space and location as to where and how a signage policy is administered, so the policy for the Richard W. LeVan Airport is unique to this facility.

For the Richard W. LeVan Airport, it is important to preserve the facility identifier sign as the prominent sign at the entrance to the airport. This policy provides for that and for the required steps for any applicant desiring a sign, establishes pricing, and location and size requirements. The draft policy is attached to this report.

### **FINANCIAL IMPACT**

The recommended fee for the sign is \$348 annually, to increase each year with CPI. This price is recommended as it is the same cost as a 3'x8' rink board ad for the arenas in North Huron.

### **FUTURE CONSIDERATIONS**

At this time, Apex Helicopters is the only business operating out of the Richard W LeVan Airport.

The application for an Apex Helicopter sign has been submitted and discussed with staff. In order for the Apex sign to comply with this policy, they intend to erect their sign where the current Richard W. LeVan identifier sign is located. They have agreed to donate and install a new sign for the Township which would be larger, redesigned, approved by staff, and erected 20-25 feet closer to Highway 86. This provides better exposure for the sign for the facility, and the current sign is in very poor condition and needs replaced.

With the approval of this draft sign policy by Council, staff can complete the procedure for the new Apex sign application and the proposed new Richard W. LeVan Airport sign to be erected.

The Airport is located in Morris Turnberry, so as per the draft policy proposed here, a sign permit from the Municipality of Morris Turnberry will be part of the sign installation and approval process.

#### **RELATIONSHIP TO STRATEGIC PLAN**

Our community is attractive and welcoming to new businesses and residents.

Our administration is fiscally responsible and strives for operational excellence.



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Pat Newson, Director of Recreation and  
Facilities



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Dwayne Evans, CAO