

COMMITTEE OF THE WHOLE - SEPTEMBER 2, 2008

INTERNATIONAL PARTNERSHIPS SIGNAGE

Recommendation

The City Manager, in consultation with the Manager of Economic Development, recommends:

1. That the existing signage be replaced, as per design specifications and locations, and
2. That the three (3) new signage locations be approved as shown on Attachment 'D'.

Economic Impact

There is no economic impact associated with this International Partnerships signage program as the funds (\$30,000) were previously allocated by Council and are covered by Economic & Technology Development Department's (ETDD) operating budget.

Communications Plan

Upon approval of this report, ETDD Staff will notify cultural groups associated with the Partnership cities of the City's sign replacement program.

Purpose

To seek Council approval for the location of International Partnership signage for the three (3) International Partnership Cities that currently do not have signs erected in the city.

Background - Analysis and Options

On February 26, 2007, Council approved a report recommending replacement of all four existing International Partnership signs, as well as the erection of three International Partnership cities currently not in existence. In addition, Council approved the historical design theme for the new International Partnership signs.

International Partnership Agreements and Signs

From 1992 to 2002, there were seven International Partnership agreements established. The placement of International Partnership signs throughout the City was initiated in collaboration with local cultural organizations, the City and government officials representing the international cities. Only four international partnership cities have their signs displayed, leaving three cities outstanding.

International Partnership signs displayed:

1. Baguio, Philippines: Twin City
2. Delia, Italy: Friendship City
3. Ramla, Israel: Twin City
4. Sora, Italy: Twin City

International Partnership signs to be installed:

1. Lanciano, Italy: Friendship City
2. Sanjo, Japan: Twin City
3. Yangzhou, China: Friendship City

The existing signs are in various stages of disrepair. The metal material used to produce these signs show rust and paint erosion. See Attachment A.

Design and Production Specifications

Staff has sourced a qualified outdoor sign company from York Region, Allograph, to design the historical theme for its International Partnership signage initiative. In the past, the City has used Allograph to produce its "My Vaughan Blooms" sign, placed at the Civic Centre, fronting Major Mackenzie Drive. See Attachment B.

The new design for the International Partnership signs includes the following specifications:

1. Overall dimensions for the new signs should reflect a similar size appearance: 6 feet wide by 8 feet height.
2. The single sided sign panel should be appropriate size to clearly display the designs and words, approximately 4 feet wide by 5 feet height.
3. The colour combination should reflect the City's corporate colours and be consistent with the City's current outdoor signs (excluding icons).
4. The City's corporate crest should be used in place of the City's logo to better represent the official theme for its International Partnerships agreement.
5. Vendor to include specifications on: warranty, maintenance, materials, installation costs, regional road sign occupancy permits, estimated signage production costs and time.

Attachment C provides a mock-up of the proposed sign.

ETDD Staff has reviewed these specifications with Engineering, Planning and Community Services and found the specifications to meet with regulatory and safety guidelines. The new signage will require minimal maintenance from City staff.

Location Plans

Council's direction to replace the current signage at their existing locations suggests that each partnership city has its own sign. Therefore, three of the four existing International Partnership signs involve minimal regional road sign permit application processes, as they will be placed at their current locations. However the Ramla sign, currently attached to a York Region's population road sign, will require a Regional permit.

Signage location logistics are more complex for the three new International Partnership signs. High profile locations near major intersections were considered for the new signage locations in order to effectively promote the City's International Partnership program. The objective is to attract community support for the City's cultural, social and economic initiatives.

Considerations for new sign placements:

- City boundary at major north-south intersections where international partnership signs are currently not installed.
- High traffic volumes and good road exposure, having little landscaping blockage.
- Proximity to cultural population groups, where possible.

Attachment D is the proposed location plan for all International Partnership signage.

Project Work Plan

Once this International Partnership signage proposal is approved by Council, signage production will commence. Staff will work with the Region of York to make application for required Roadway Occupancy Permits, Attachment E. The targeted project completion date is by end of December 2008.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved. Specifically, this report fulfills Vaughan Vision 2020 Goal: Plan and Manage Growth and Economic Vitality.

Regional Implications

The City of Vaughan will apply for Road Occupancy Permits through York Region's Transportation and Works Department where signage falls within Regional roadways.

Conclusion

Vaughan is home to a diverse ethnic community. International Partnership initiatives reflect the City's commitment to fostering important international relationships that support social/cultural ties, promote educational exchanges and generate economic opportunities for residents and business enterprises. The outdoor signage program is but one aspect of the City's International Partnership Program.

Attachments

Attachment A - Photos of International Partnership signs installed throughout Vaughan

Attachment B - Sample outdoor signs similar to design concept

Attachment C - Design concepts and specifications for International Partnership signs

Attachment D - Location Plan

Attachment E - York Region – Permanent Road Sign & Road Occupancy Permit

Report prepared by:

Sally Chau, Project/Marketing Coordinator
Shirley Kam, Manager of Economic Development

Respectfully submitted,

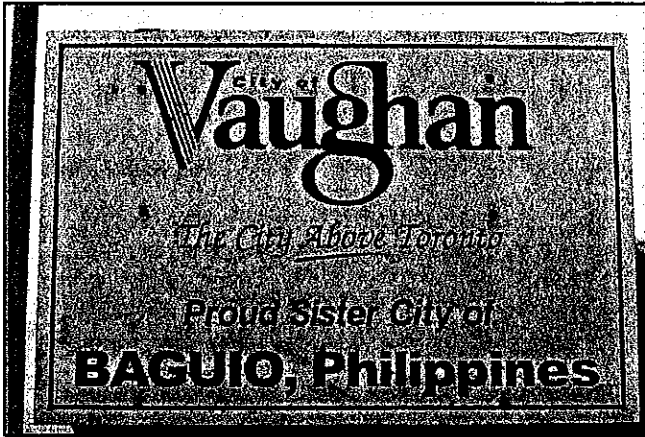
Michael DeAngelis
City Manager

ATTACHMENT A

Photos of International Partnership Signs Displayed in Vaughan

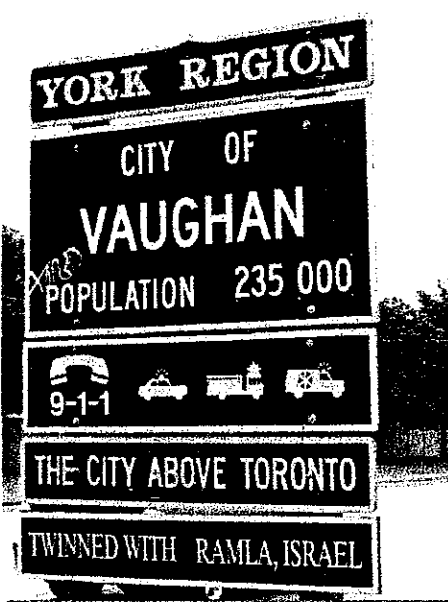
1. Baguio, Philippines

(Dufferin Ave., just north of Steeles by CN bridge, east side)



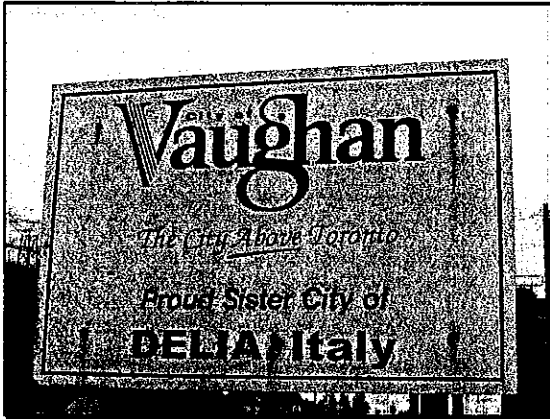
2. Ramla, Israel (small name plate at the bottom of York Region blue population sign)

(Bathurst St, just north of Steeles, east side)



3. Delia, Italy

(Pine Valley, just north of Steeles/CN Bridge, east side)



4. Sora, Italy

(Pine Valley, just south of Hwy #7 at Strada Drive, east side)

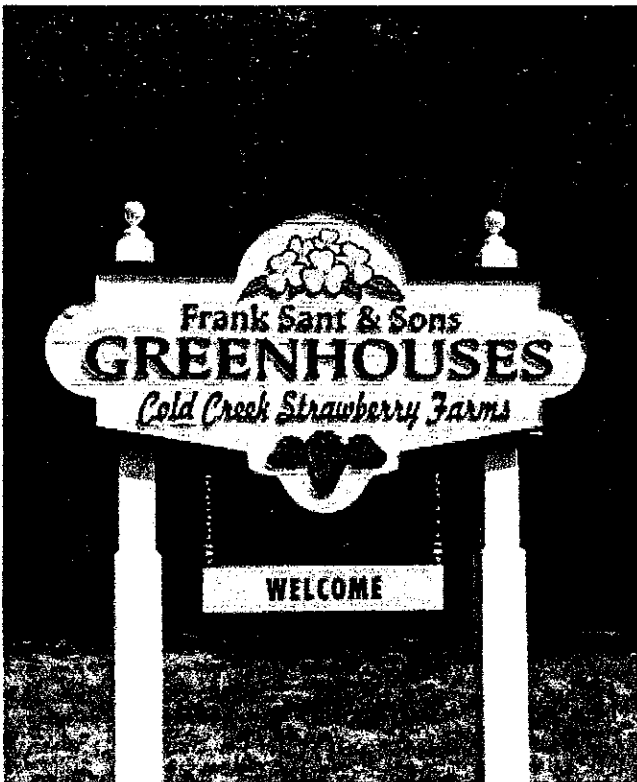


ATTACHMENT B

**Sample Outdoor Signs Similar to Design Concept Proposed for
International Partnership City signs**



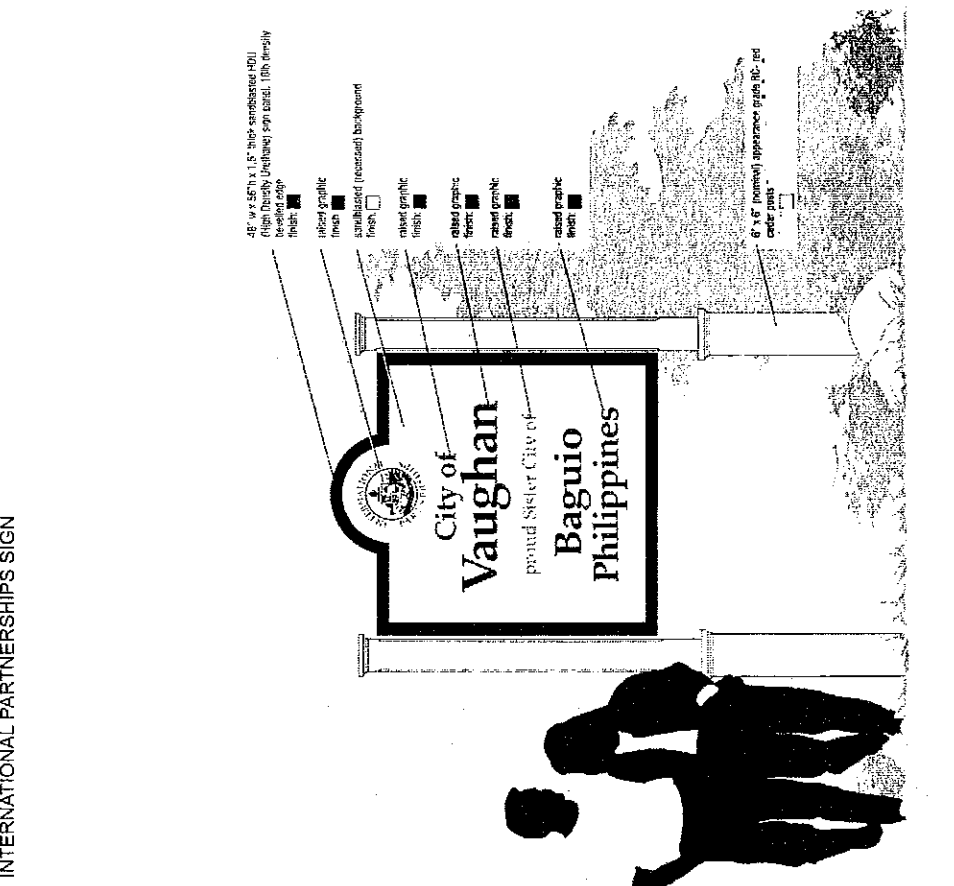
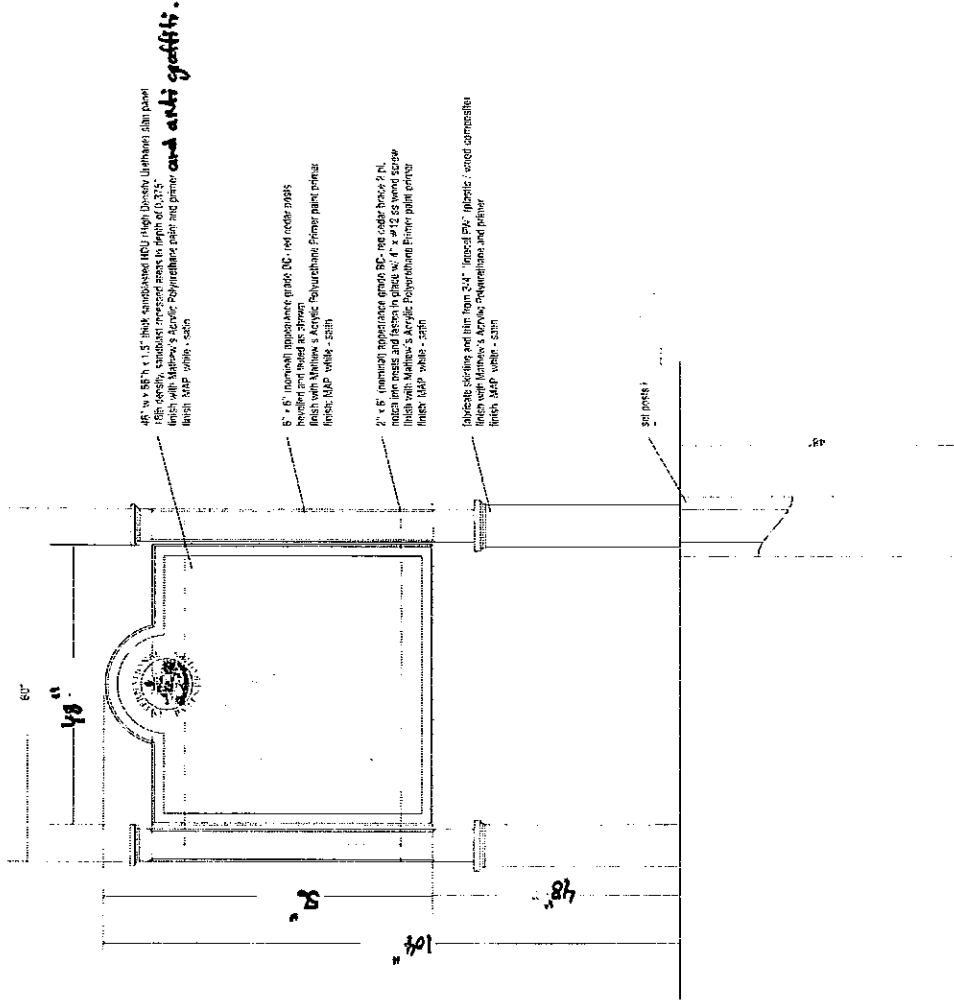
Vaughan Civic Centre, fronting Major Mackenzie Drive.



ATTACHMENT C

Design Concepts and Sign Specifications

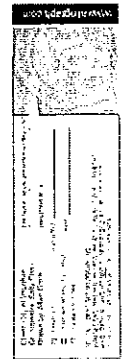
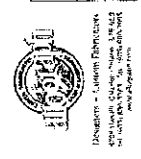
CITY OF VAUGHAN
INTERNATIONAL PARTNERSHIPS SIGN



DESIGN 1A
Sandblasted / Dimensional Sign on detailed posts
Configuration: single sided
Overall Dimensions: (approximate) 60" W XH: H
Main Panel Dimensions: 48" w x 55" h

Colour:

- MAP pms 295 satin
- MAP pms 3288 satin
- MAP 20% pms 3289 satin
- MAP white satin



ATTACHMENT D

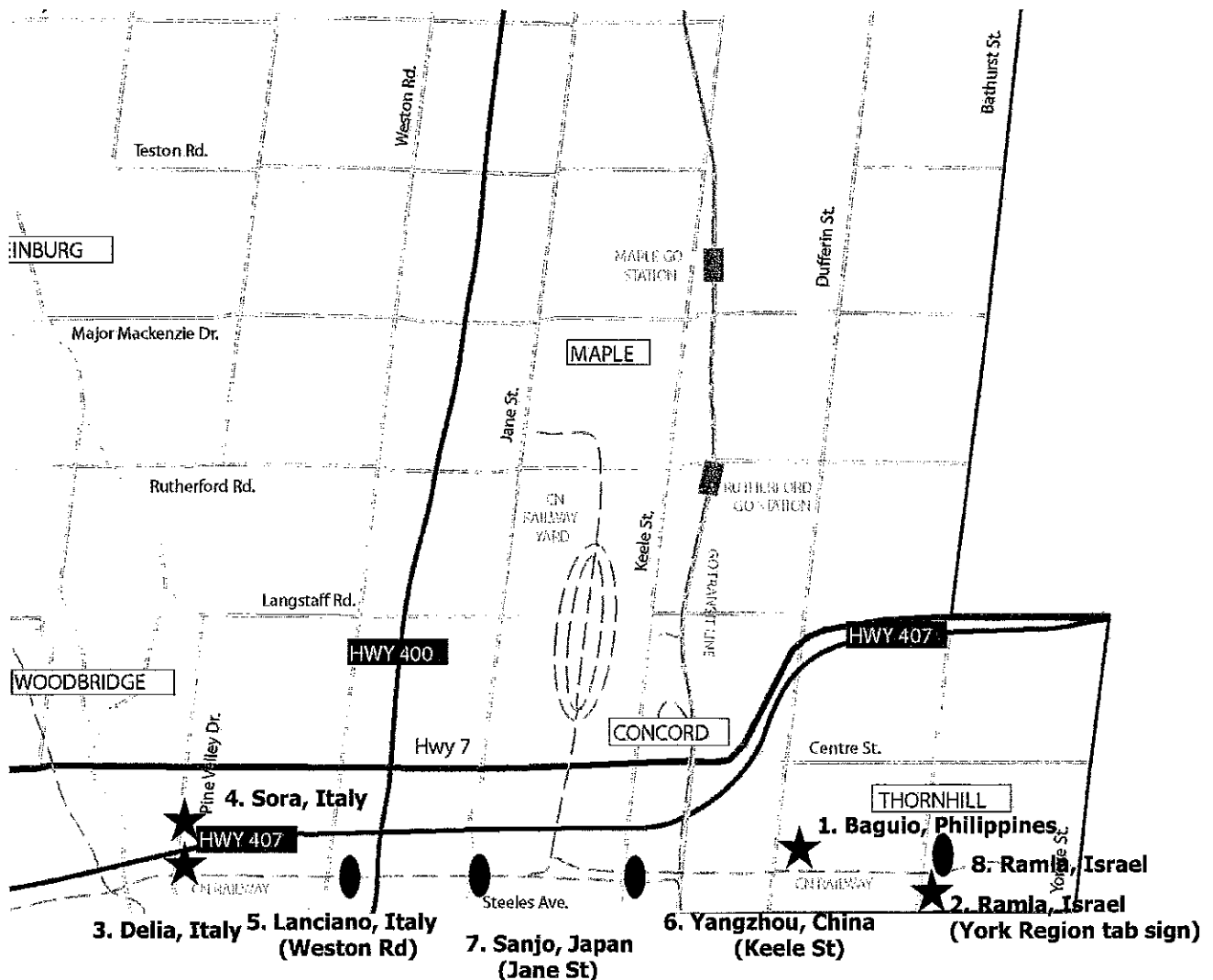
LOCATION PLAN

★ Existing signs to be replaced:

1. Baguio, Philippines (*stand alone at Dufferin Ave, north of Steeles*)
2. Delia, Italy (*stand alone at Pine Valley Dr, north of Steeles*)
3. *Ramla, Israel (*attached to York Region sign at Bathurst, north of Steeles*)- York Region tab sign remains
4. Sora, Italy (*stand alone at Pine Valley Dr, south of Hwy 7*)

● New signs to be installed:

5. Lanciano, Italy (Weston Road, north east)
 6. Sanjo, Japan (Jane Street, north east)
 7. Yangzhou, China (Keele Street, north east)
 8. *Ramla, Israel (Bathurst Street, north east) - stand alone sign
- Note: 4 new sign location proposal to be approved by York Region.*



ATTACHMENT E

York Region Transportation and Works Department Road Occupancy Permit

Permanent Sign Permits

A permanent sign is a sign that is affixed to the ground or building and can not easily be picked up and moved. The length of time the sign will be required is not an issue in obtaining this type of permit.

Sign Types

There are three basic types of permanent signs, they are:

- Pylon Signs:** Tall, usually 1 or 2 supports with substantial concrete bases.
- Facial Signs:** Permanently bolted to building walls
- Ground Signs:** Shorter, usually 1 or 2 supports with post supports in ground.

Application Requirements

- A Complete application form
- Diagram of the site showing where the sign is going to be placed, and the distance from the centre line of the Regional Road
- Diagram of the proposed sign

Approval for Permanent Signs

Application must be made to the Town/City in which the sign will be placed.

If the sign is placed fronting onto a Regional Road, the Town/City will request that you get Region Approval.

Regional Approval

The Region approves the distance the sign is to be placed from the centre line of the road. The minimum distance varies based on whether the road is rural, urban or a highway. This is determined at the time the application is reviewed.

Conditions of Regional Approval

- The sign must be on Private Property.
- Approval of the sign must be obtained from the Town/City
- The Region does not allow scrolling messages. The message has to be static at all times.

Fees

There are no fees for this type of permit. The Town/City issues the primary approval on these types of signs, and any fees that are required will be collected by them.

Road signs permit application

Mailing:
17250 Yonge Street, Box 147,
Newmarket, ON L3Y 0Z1
Delivery:
80 Balas Drive East, Sharon



Branch Telephone No's
(905) 836-4444
(905) 754-6348
(977) 461-9576
Fax: (905) 885-3047

Transportation and Works Department
ROAD SIGNS PERMIT APPLICATION

APPLICATION INFORMATION

Now Permit Renewal Company ID: _____

COMPANY INFORMATION (Please Print)

AGENCY INFORMATION (Please Print)

Company/Organization: _____	Sign Agency: _____
Contact: _____	Contact: _____
Title: _____	Title: _____
Address: _____	Address: _____
City: _____	City: _____
Province: _____ Postal Code: _____	Province: _____ Postal Code: _____
Phone No.: _____	Phone No.: _____
Fax No.: _____	Fax No.: _____
Mobile No.: _____	Mobile No.: _____

GENERAL PERMIT INFORMATION (Please Print)

City/Town Passed: _____
 Location Detail: _____
 Organization/Event Advertised: _____

PERMANENT SIGNS (Affixed to ground/building)

TEMPORARY SIGNS (Rest on ground)

Sign Purpose: Retail Industrial
 Institutional Development
 Commercial Other
 Explain Other: _____

Number of Signs by Type: Ground
 Pylon
 Facade Total Signs:

Required Attachments: 1) Site plan showing sign location: YES NO
 2) Diagram of signs: YES NO

Sign Purpose: Retail Development
 Event Construction
 Other
 Explain Other: _____

IF an Event, Event Dates: From: _____ To: _____

Number of Signs by Type: Banner
 *W Frame Total Signs:

Required Attachments: 1) Certificate of Insurance: YES NO

APPLICANTS AUTHORIZATION

Name: _____
 (Applicant or Responsible Officer - PLEASE PRINT)

Signature: _____ Date: _____
 (Applicant or Responsible Officer)

REVISED FEBRUARY 2007, DRG