



## The Corporation of the Town of Tecumseh

Public Works & Environmental Services

**To:** Mayor and Members of Council

**From:** Phil Bartnik, Director Public Works & Environmental Services

**Date to Council:** June 8, 2021

**Report Number:** PWES- 2021-28

**Subject:** Tecumseh Community Signage Inventory and Condition Assessment

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### Recommendations

It is recommended:

**That** Report PWES-2021-28 Tecumseh Community Signage Inventory and Condition Assessment **be received**;

**And that** the maintenance recommendations contained within the 2020 Community Sign Survey completed by Generator Design of Canada Inc. **be included** as part of the annual Roads Operational Budget;

**And further that** the replacement of Sign No.11: Brighton Road at VIA Rail and Sign No. 16: Tecumseh Road at Pike Creek, and the installation of a new sign on County Road 9 at South Talbot Road **be incorporated** as part of the annual Public Works & Environmental Services Capital Works Plan.

### Background

In 2019 there were various Councillor inquiries regarding the replacement of an existing Town of Tecumseh sign as well as a requests for a new community sign. Administration had completed a desktop inventory of existing community signage within the various right-of-ways for the Town, County of Essex and Province of Ontario. As a result of this exercise, it was confirmed that the existing signage varies greatly in design, branding, size, location and age. Based on these findings, Administration recommended that a further study be undertaken to determine the condition of the existing community signage.

At the December 10, 2019 regular meeting of Council, Council approved the 2020-2024 Public Works and Environmental Services Five Year Capital Works Plan under Report Number PWES-2019-49 (Motion: RCM-401/19) that authorized Generator Design of Canada Inc.

(Generator Design) to proceed with their review of the existing Tecumseh community signage. Generator Design was retained based on their previous work with the Town on the development of the 2014 Town of Tecumseh Branding Standards.

## Comments

The Town's community signage, or entrance/welcoming signs, are intended to serve as a welcome at designated entrance points to Tecumseh or communities/settlement areas.

In April 2020, Generator Design developed a Community Sign Survey for Tecumseh, which provided a summary of the following information including an analysis of the signage location, condition, type/style, measurements, material and general comments.

A copy of the 2020 Community Sign Survey is appended to this report as Attachment 1.

## Condition Assessment

Tecumseh currently has 26 entrance/welcoming signs displayed throughout the Town. Of the 26 signs, 21 were found to be in good condition, three (3) were found to be in fair condition and two (2) were assessed in poor condition. The town signs that are in poor condition are Sign No. 11 located on Brighton Road at VIA Rail, and Sign No. 16 located on Tecumseh Road at Pike Creek.

- Sign No. 11: Brighton Road at VIA Rail

The entrance sign on Brighton Road near the VIA Rail track is an old wood carved welcoming sign that is faded with multiple other signs affixed to it that are also worn or deteriorating. This sign is in poor condition and is not consistent with other entrance signs and is in need of replacement.



- Sign No. 16: Tecumseh Road at Pike Creek

The entrance sign located on Tecumseh Road at the Pike Creek bridge is also in poor condition. This sign is missing a pole, is bent, dented and leaning over. The (only) support post is loose in the ground. This welcoming sign is in need of replacement.



## Request for New Signage

There was a request from the Ward Councillor to install a new entrance/welcome sign on County Road 9 (Howard Avenue) at South Talbot Road. With the recent completion of the Herb Grey Parkway and the realignment of Laurier Parkway in LaSalle to connect to South Talbot Road, there is now an opportunity to install new signage for those entering into the Town and the Hamlet of Oldcastle.

## Recommendations

The 2020 Community Sign Survey included a condition assessment of each sign and its components and identified those that are in need of maintenance. We are recommending that maintenance of the signs be included as part of the annual Roads Operational Budget.

Administration is also recommending the replacement of Sign No. 11: Brighton Road at VIA Rail and Sign No. 16: Tecumseh Road at Pike Creek, and the installation of a new sign on County Road 9 at South Talbot Road. It is also recommended that these new signs are of a similar style (using the Town's updated branding guide) as Signs No. 1 and No. 4 that are located on Riverside Drive and Tecumseh Road respectively, but may be slightly reduced in size to account for the context sensitivity of the road classification and adjacent land uses. An example of the proposed sign is depicted in the photo to the right of the page.



Administration will also coordinate with the Tecumseh Area Historical Society to determine if they wish to retain the existing Sign No.11, as well as coordinate with the owner of the Harbor Club Condominium development to identify opportunities to incorporate a new Sign No.16 as part of the final design and boulevard restoration along Tecumseh Road at Pike Creek.

## Consultations

Financial Services  
Information & Communication Services  
Generator Design of Canada Inc.

## Financial Implications

There are no financial implications at this time.

Maintenance costs will be included into the annual Roads Operational Budget.

The estimated costs to replace the two existing signs and install a new sign is \$15,000 for each sign. These replacements and installation costs will be incorporated as part of the annual Public Works & Environmental Services Capital Works Plan.

## Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input type="checkbox"/>	Ensure that Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input type="checkbox"/>	Integrate the principles of health and wellness into all of Tecumseh's plans and priorities.
<input checked="" type="checkbox"/>	Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses.
<input type="checkbox"/>	Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

## Communications

Not applicable ☒

Website ☐ Social Media ☐ News Release ☐ Local Newspaper ☐

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Dana Reid  
Clerk I Administrative Clerk

Reviewed by:

Tom Kitsos, CPA, CMA, BComm  
Director Financial Services & Chief Financial Officer

Reviewed by:

Shaun Fuerth, BCS  
Director Information & Communication Services

Reviewed by:

Phil Bartnik, P.Eng.  
Director Public Works & Environmental Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP  
Chief Administrative Officer

<b>Attachment Number</b>	<b>Attachment Name</b>
1	2020 Town of Tecumseh Community Sign Survey, Generator Design of Canada Inc.