

## **COUNCIL REPORT**

**To:** Mayor and Council

**From:** Administration

**Date:** April 4, 2023

**Subject:** Mill Road Signage

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### **RECOMMENDATIONS:**

THAT Council authorize staff to apply for a 30-year Licence of Occupation for a section of Crown Land for the purpose of installing wayfinding signage;

AND THAT if successful Council authorizes the Chief Administrative Officer to execute the 30-year Licence of Occupation.

### **BACKGROUND:**

In 2020, the District adopted a Municipal Signage Strategy to integrate the new branding throughout the community. The strategy recommended a phased approach to sign install based on four priority zones. Budgets for each priority zone of the strategy were included in the District's five-year financial plan.

In 2021, the District was able to purchase and install many of the Priority 1 and 2 signage. This included: Wayfinding signage along Hwy 39, several facility signs (i.e., EBCC, First Beach), Hwy 39/97 Junction billboard sign, Little Mac and Morfee Lakeshore Trail signage, and new street banners.

At the Regular Council meeting of August 22, 2022, Council approved proceeding with removing the current signage at the junction of Hwy 39 and Mill Road and replacing it with new wayfinding signage as seen below.

At this meeting staff brought up the need for additional permitting as the land that the signs would be installed on belongs to the Crown. If approved staff will proceed with an application for the maximum length term a 30-year Licence of Occupation under the Community/Institution designation.

Staff are asking for approval to apply for the two separate areas outlined in Appendix A. Staff will work with the appropriate agencies to determine exact locations for the signage, dependent on highway clear zones and land ownership.

### Signs at the Junction of Hwy 39 and Mill Road

This location was identified in the Municipal Signage Strategy for a Priority 1 “gateway” sign as well as the Priority 1 “Industrial Wayfinding” sign. The proposed concepts from the strategy are shown below:



Figure 1: Large 3 Sign - Billboard Style 24ft by 6ft



Figure 2: Standalone style – 5ft by 5ft

### NEXT STEPS:

If Council approves the locations chosen, staff will send in the application for the 30-year land tenure. Staff would bring back a report on final signage design options for Councils consideration.



**COUNCIL PRIORITIES:**

**Economic Vitality**

- The District is a leader on efforts aimed at diversifying the community's economy, supporting local businesses, and attracting new investment to the community. Diversification, a strong business sector and new investment are key to our economic vitality.

Respectfully Submitted,

*Luke Thorne*

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Luke Thorne  
Land and Environmental Coordinator

*Diane Smith*

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Approved for Submission to Council