



City of
Peterborough

To: Members of the Planning Committee

From: Ken Hetherington, Manager, Planning Division

Meeting Date: July 20, 2015

Subject: Report PLPD15-034
Design of City Gateway Signs

Purpose

A report to recommend the proposed design of the primary City Gateway Sign.

Recommendation

That Council approve the recommendation outlined in Report PLPD15-034 dated July 20, 2015, of the Manager, Planning Division, as follows:

That the conceptual design of the City's primary Gateway Sign as shown in Exhibit "D" attached to Report PLPD15-034 be approved and that staff be authorized to proceed with the detailed design and tendering for construction of the sign, associated landscape and secondary gateway signs.

Budget and Financial Implications

The new tree and planter installations will require a higher degree of maintenance than is currently provided for the existing information kiosk area at the corner of The Parkway and Crawford Drive. On an as-needed basis, the signs will have to be cleaned, especially the metal panels and the service clubs logos. As well, new lights used to illuminate the gateway will require more electricity and will have to be replaced from time to time. Annual maintenance costs, associated with the installation, of \$5,000 should be expected.

Background

At its meeting on March 16, 2015, City Council deferred approval of the conceptual designs of the City Gateway Signs and landscaping for a minimum of three cycles of Council to enable staff to review further sign options, consult with applicable advisory committees and consider additional sign locations, such as the south entrance to the City, on Highway 115. The Planning Committee Report is appended as Exhibit "I".

Given Council's direction, staff met with or talked to Councillors in order to gain an understanding of what they were hearing from their constituents. In order to establish a clear understanding of the concerns associated with the design, the consultant through Planning Staff conducted an additional series of interviews and conversations with some Council members, the Project Steering Committee and the Arts, Culture and Heritage Advisory Committee.

Responses to Design Conversations

Through interviews and conversations the following themes emerged:

1. The use of stone, steel and evergreen trees continued to be perceived as desirable materials.
2. Water as the guiding landmark concept for the sign continued to be supported.
3. The stone selected for the base of the sign should have a warmer colour.
4. It would be desirable to have the sign higher to be seen above truck traffic on The Parkway.
5. Ensure that the text for the sign is large enough.
6. Do not limit the opportunity for public art to the base of the sign only.
7. Ensure the text for the name is bright and inviting.
8. Adding the words "Welcome to" is recommended by some but not all.
9. The introduction of more colour in the design was requested, with a few others in agreement.
10. The original concept presented at Planning Committee is still considered a viable option with some minor design modifications.

Design Alternatives

The consultant prepared two additional design alternatives (see Exhibit "A" and "B") for the sign based on the following:

1. Creating a more vertically oriented sign to raise the height of the text.

2. Utilizing stainless and/or coloured steel for the text.
3. Incorporating the long establish wave pattern on the City's Coat of Arms and flag as an alternative to the representation of water.
4. Ensuring that each of the two alternatives can easily accommodate the "Welcome to" text.
5. The public art opportunity should be expanded to include all of the north-east corner of The Parkway and Crawford Drive.

The Recommendation

The design consultant feels that the two new alternatives as well as the previous design are all viable options for the new Gateway Sign. The two new alternatives respond well to concerns expressed with respect to the previous concept.

Of the three options, Staff are recommending Alternative 3a (Exhibit "D" attached to this report) with the wave pattern in a blue colour without the phrase "Welcome to".

The consultations recently conducted revealed that water should continue to be the guiding landmark concept for the sign. It is believed that utilizing the wave pattern in the identical colour taken from the City's Coat of Arms and flag would provide a recognizable, simple and powerful image suitable as a branding image for the City.

There were some concerns with respect to the lack of colour in the sign's original design. The blue wave pattern should make the sign more noticeable and would appear attractive in combination with the cor-ten steel background and the stainless "PETERBOROUGH" lettering.

Other changes that improve the sign's visibility and visual appeal include the added verticality of the sign and the warmer colour of stone for its base.

It became quickly evident through discussions that people were divided regarding including the words "Welcome to" on the sign. The consultant and staff are not opposed to the idea, but are not convinced it is necessary at the prime Gateway location. It is not recommended by the Gateway Design Steering Committee. The group believes the sign is classier without it. Interestingly, about half of other municipalities' gateway signs do not include "Welcome to", it being noted that the signs for bigger municipalities and the newer signs tend not to.

To satisfy people who would like to see "Welcome to" on a gateway sign, staff are suggesting that Council give consideration to the installation of a secondary sign at a location before travelers cross the underpass at Highway 115 and The Parkway. An additional well designed "Welcome to" secondary sign at the City limit may be preferred rather than placing "Welcome to" on the sign inside the City limits, at the primary Gateway location.

Secondary Entrance Signs

Design Alternatives 2 and 3 lend themselves well to a simple and cost effective approach for the secondary entrance signs. The secondary entrance signs will be detailed after the selection of the preferred primary sign design. In concept, the secondary entry signs could be designed as a more traditional above ground sign on supporting posts, with the text in a reflective silver colour and the blue coloured wave pattern on a dark background.

Service Clubs Sign

The Service Clubs Sign would still be located on The Parkway just beyond the main sign and the design would reflect the character and design elements of the selected main Gateway sign (see Exhibit “G”).

Complimentary Gateway Sign

The original Gateway design included a sign similar in size and character on the opposite side of The Parkway. The sign gives balance to the Gateway and was intended to also identify the location of the Visitor’s Centre. It is recommended to keep the sign in the plan, but design it so that the Visitor’s Centre lettering can be removed and replaced with alternative lettering in the event the Visitor’s Centre vacates the building.

Sign Locations

Discussion with concerned committees and individuals also focused on the locations of the primary Gateway sign and the secondary Gateway signs. It was generally agreed that the following locations are suitable for the secondary Gateway signs near exits of Highway 115 or in the vicinity of the City limits:

Lansdowne Street West
Lansdowne Street East
Ashburnham Drive
Water Street - north
Chemong Road – north

A larger version of the secondary Gateway sign or another primary sign may be warranted in the vicinity of Highway 7 and Lansdowne Street East. Once the design of the grand Gateway sign is approved, the idea of installing a larger version of the secondary Gateway sign or another primary sign in the vicinity of Highway 7 and the 115 will be explored further.

Discussions also revealed that virtually everyone is satisfied with the location of the primary Gateway sign at the corner of The Parkway and Crawford Drive.

Summary

The consultant has stated that the two new alternatives as well as the previous design are all viable options for the new Gateway Sign. The two new alternatives respond well to concerns expressed with respect to the previous concept.

Along with the greater height of the primary sign, staff recommend the addition of colour. The words: "Welcome to" are not recommended on the primary sign because the gateway is in the City and the sign would appear more sophisticated without it.

With the selection of the preferred alternative, it is anticipated that the site can be prepared in the fall of this year for the installation of the grand Gateway sign in 2016.

Council's identification of the preferred alternative will also allow for the finalization of the design for the secondary gateway signs.

Submitted by,

Ken Hetherington
Manager, Planning Division

Prepared by,

Brian Buchardt
Planner, Urban Design

Concurred with,

Malcolm Hunt, Director
Planning and Development Services

Contact Name:

Brian Buchardt
Planner, Urban Design
Phone: 705-742-7777, Ext. 1734
Toll Free: 1-855-738-3755
Fax: 705-742-5218
E-mail: bbuchardt@peterborough.ca

Attachments:

- Exhibit A - Alternative 1 - Original design with modifications suggested at Planning Committee
- Exhibit B - Alternative 2a - Vertical sign with wave pattern in Stainless steel
- Exhibit C - Alternative 2b - Vertical sign with wave pattern in Stainless steel with "Welcome to" text added
- Exhibit D - Alternative 3a - Vertical sign with wave pattern in Stainless steel and blue
- Exhibit E - Alternative 3b - Vertical sign with wave pattern in Stainless steel and blue with "Welcome to" text added
- Exhibit F - Secondary Gateway Sign
- Exhibit G - Service Clubs Sign
- Exhibit H - Primary Gateway Site Plan
- Exhibit I - Initial Planning Report: Report PLPD15-015, "Design of City Gateway Signs"

Exhibit A – Alternative 1 - Original design with modifications suggested at Planning Committee



Exhibit B - Alternative 2a - Vertical sign with wave pattern in Stainless steel

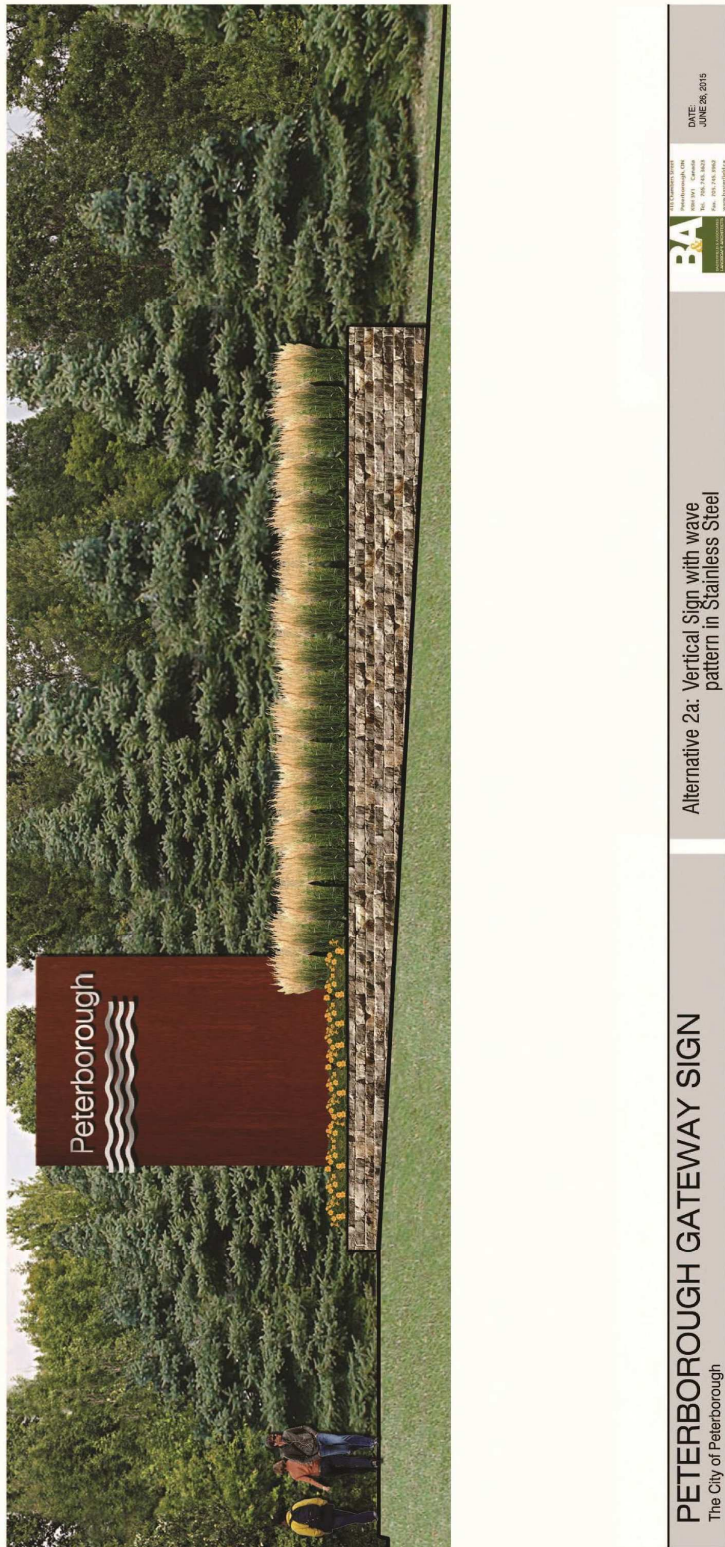


Exhibit C - Alternative 2b - Vertical sign with wave pattern in Stainless steel with "Welcome to" text added



PETERBOROUGH GATEWAY SIGN
The City of Peterborough

Alternative 2b: Vertical Sign with wave pattern in,
Stainless Steel with "Welcome to"



DATE
JUNE 26, 2015

Exhibit D - Alternative 3a - Vertical sign with wave pattern in Stainless steel and blue



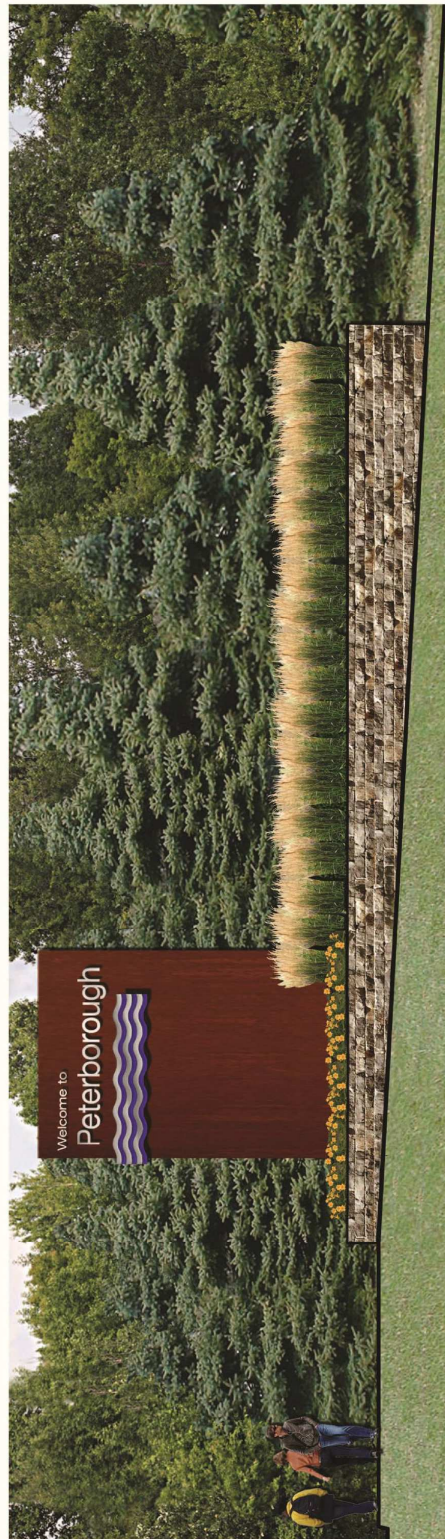
PETERBOROUGH GATEWAY SIGN
The City of Peterborough

Alternative 3a: Vertical Sign with wave pattern in
Stainless Steel and Blue



DATE:
JUNE 26, 2015

Exhibit E - Alternative 3b - Vertical sign with wave pattern in Stainless steel and blue with "Welcome to" text added



PETERBOROUGH GATEWAY SIGN
The City of Peterborough

Alternative 3b: Vertical Sign with wave pattern in
Stainless Steel and Blue with "Welcome to"



DATE:
JUNE 26, 2015

Exhibit F - Secondary Gateway Sign

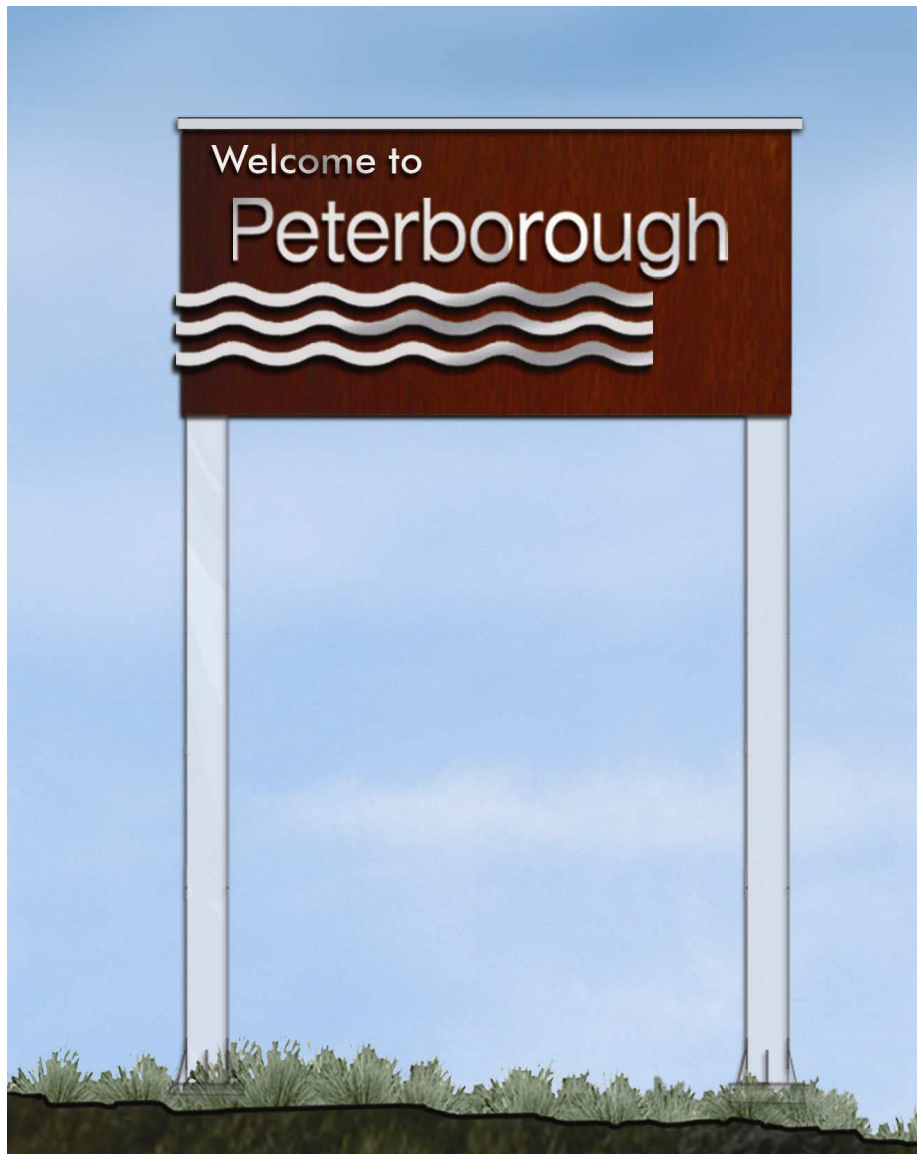
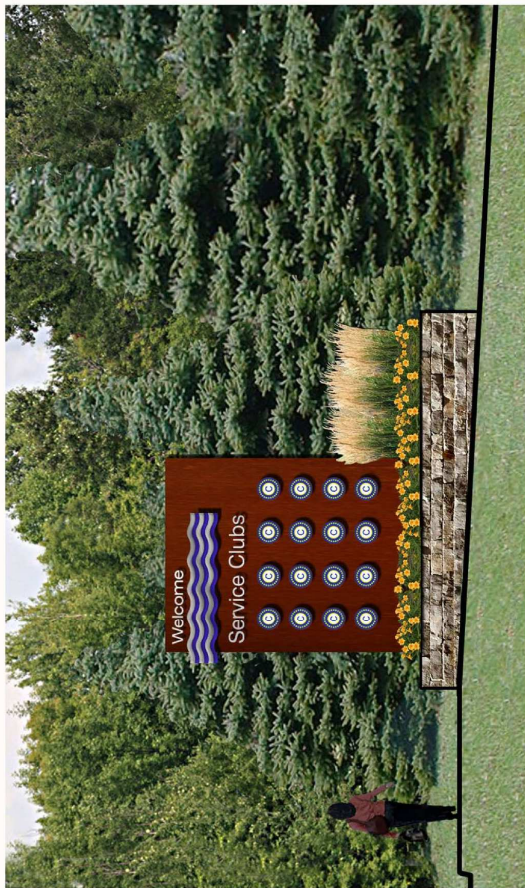


Exhibit G – Service Clubs Sign



PETERBOROUGH GATEWAY SIGN
The City of Peterborough

Service Club Sign



DATE:
JUNE 26, 2015

Exhibit H, Page 1 of 1



Exhibit I, Page 1 of 8



City of
Peterborough

To: **Members of the Planning Committee**

From: **Ken Hetherington, Manager of Planning**

Meeting Date: **March 2, 2015**

Subject: **Report PLPD15-015**
Design of City Gateway Signs

Purpose

A report to recommend the proposed designs of the City Gateway Signs and Landscaping.

Recommendation

That Council approve the recommendation outlined in Report PLPD15-015 dated March 2, 2015, of the Manager, Planning Division, as follows:

That the conceptual designs of City Gateway Signs and landscaping as shown in Exhibit "B" attached to Report PLPD15-015 be approved and that staff be authorized to proceed with the detailed design and tendering for their construction.

Budget and Financial Implications

Basterfield and Associates have been retained to complete the design, specifications and tender package in the amount of \$59,923 plus HST of \$7,781 for a total cost, including taxes of \$67,712.99. For the first phase of construction in 2015 there is \$237,552 available in the "Gateway Welcome Signage Account", # 102-12-773-6520. An additional \$100,000 in 2016 is referenced in the Capital Budget forecast. The Budget Reference Number is 7-1.05 and is on page 495 of the 2014 Capital Budget.

Exhibit I, Page 2 of 8

The new tree and planter installations will require a higher degree of maintenance than is currently provided for the existing information kiosk area at the corner of The Parkway and Crawford Drive. On an as-needed basis, the signs will have to be cleaned, especially the brushed aluminum panel and the service clubs logos.

Background

At its meeting on April 2, 2014, The Administrative Staff Committee, through its delegated approval authority, approved the award of Request for Proposals Document P-02-14, for the services to produce the design, specifications and tender documentation for the gateway "Welcome to Peterborough" sign and landscaping to Basterfield and Associates Inc., 416 Chambers Street, Peterborough, ON, K9H 3V1 at a cost of \$59,923.00 plus HST of \$7,789.99 for a total cost including taxes of \$67,712.99 (Report No. PLPD14-023).

The selected site for the grand Peterborough Gateway Sign and landscaping is located at the northeast corner of The Parkway and Crawford Drive. It is intended to celebrate the arrival to Peterborough with a high-quality landscape feature and City gateway identification sign. The site has excellent exposure to east-bound traffic as people enter the City and approach the intersection of Crawford Drive and The Parkway. The site is actually a corner piece of a large City owned property bounded by The Parkway, Crawford Drive and Byersville Creek.

Design drawings for a secondary type of gateway sign (no landscape design) are also part of the project. These secondary gateway locations include the Hwy 115 and Hwy 7 intersection area, Water Street near Woodland Drive, the City limit on Chemong Road and Lansdowne Street West at the City limit. If there are sufficient funds available, other locations may be included.

The process for the review of the landscape and sign designs included the creation of a steering committee, consisting of staff from Planning, Utility Services and Community Services Departments, the prime consultant and the sub-consultant, the Otonabee Region Conservation Authority, Peterborough and Kawartha Tourism and representatives from local service clubs. The RFP also included the incorporation of all the local service clubs logos on or adjacent to the grand Peterborough Gateway Sign.

Design of the Grand Peterborough Gateway Sign

The consultants analyzed the vehicular vistas on approach to the corner of Crawford Drive and The Parkway. It was determined that the site has to be filled to a degree in order to have the sign appropriately displayed to on-coming traffic. Exhibit "B" attached to

Exhibit I, Page 3 of 8

this report shows the sign quite close to the intersection, with a separate sign displaying the logos of the service clubs, approximately 30 metres past it.

On the other side of The Parkway, a sign directing people to The Visitor's Centre is positioned near the intersection. All the signs are simple in their material make-up. Cor-ten steel is used in the foreground and contrasted with brushed aluminium behind it, creating a dark-rough to light-smooth contrast. These materials were chosen because the cor-ten steel reminds us of the City's industrial heritage and the brushed aluminium behind it is in keeping with the modern age. Most importantly, the grand Gateway Sign subtly, yet effectively conveys that Peterborough is a place of lakes and rivers. The big block letters of "PETERBOROUGH" are cut from cor-ten steel and their reflection is cut out below giving the illusion of water.

The grand Peterborough Gateway Sign is mounted above a limestone planter, in which the plants have been selected to be consistent with a waterside image of reeds and marsh marigolds. A display of limestone as part of the design is typically the bedrock encountered within the City and its immediate neighbours.

The same materiality has been employed in the design of the Service Clubs Sign, the Visitor's Centre Entrance Sign and the design of all the Secondary Gateway Signs. The effect at the intersection of The Parkway and Crawford Drive will be the creation of a unified image, where the use of similarly designed signs on both sides of street will create a gateway effect.

Lighting is a key feature to the design. LED lights are hidden between the cor-ten steel panel and the brushed aluminium panel behind it. The back-lighting technique will accent the contrast between the letters of Peterborough and the metal behind it and will produce a glowing effect for the water reflection below.

A Landscape Plan for the corner of Crawford Drive and The Parkway includes a mown sod area around the stone plinth beneath the Peterborough Gateway Sign. The area is kept open between the Service Clubs Sign and the existing driveway entrance to keep the signs from being obscured by vegetation and to provide convenient access for public works personnel. Peripherally, the installation of trees will frame the Gateway Sign. As well, the use of identical species of trees and other plants on each side of The Parkway will enhance the gateway effect.

A watercourse traverses the Crawford Drive frontage of the site. It will remain untouched as fish are known to inhabit it. The Otonabee Region Conservation Authority (ORCA) has been involved in the site selection/design process as the corner abuts an "unevaluated wetland". ORCA is interested in assurances that the wetland will not be detrimentally affected by the site work associated with the redevelopment of the corner.

Exhibit I, Page 4 of 8

Summary

The proposed Sign and Landscape designs create attractive gateways into the City.

The grand Peterborough Gateway Sign and landscape convey a theme consistent with the area's strong association with the water, utilizing materials that are low maintenance yet subtly and effectively express the City's unique qualities.

Submitted by,

Ken Hetherington
Manager, Planning Division

Prepared by,

Concurred with,

Brian Buchardt
Planner, Urban Design

Malcolm Hunt, Director
Planning and Development Services

Contact Name:

Brian Buchardt
Planner, Urban Design
Phone: 705-742-7777, Ext. 1734
Toll Free: 1-855-738-3755
Fax: 705-742-5218
E-mail: bbuchardt@peterborough.ca

Attachments:

Exhibit A – Site Location Map
Exhibit B – Sign and Landscape Design Package

Exhibit A
Site Location Map for Grand Peterborough Gateway Sign

Exhibit I, Page 5 of 8



Exhibit I, Page 6 of 8



SKETCH OF VIEW NORTH

PETERBOROUGH GATEWAYS CONCEPT

The City of Peterborough at Crawford Drive & The Parkway

BA
418 Queen's Street
Pittsburgh, PA 15222
412/391-1500
Fax 412/391-1502

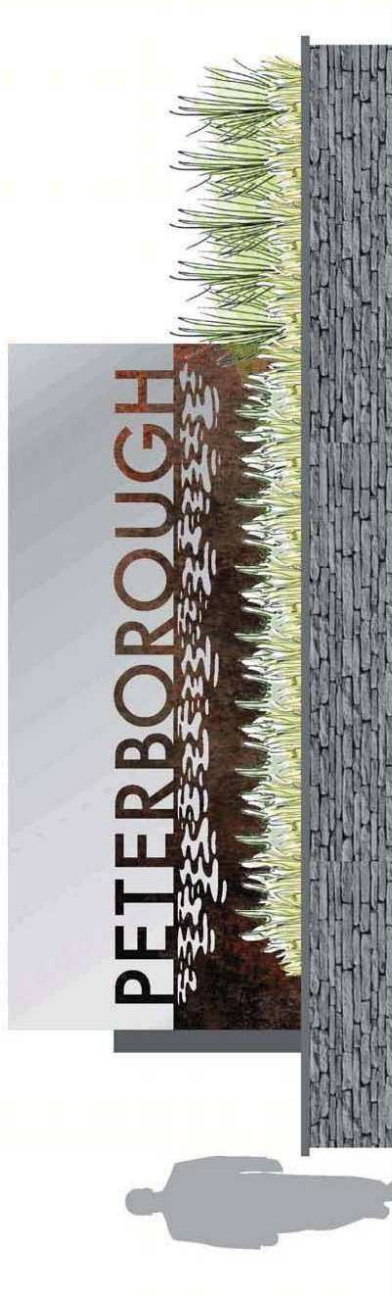
Centro
Cable Communications Inc. and Subsidiaries Ltd.
33 rue de la Sagette, Suite 200, Toronto, Ontario M5S 1A5, Canada
TEL: 416-593-8888 FAX: 416-593-8889
WWW: WWW.CCIBL.COM

SCALE 1:200
SEPTEMBER 2014
JOB No: 14-13

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Exhibit I, Page 7 of 8

Exhibit B - Sign and Landscape Design Package, Page 2 of 3



Preferred Concept
September 26, 2014 // Page 1.1

entro
Entro Communications Inc. and Gottschalk+Ash
33 Harbour Square, Suite 202, Toronto, Canada M5J 2G2 T: 416-368-6984 entro.com

Exhibit I, Page 8 of 8

Exhibit B - Sign and Landscape Design Package, Page 3 of 3

