



City of
Peterborough

To: Members of the Planning Committee

From: Ken Hetherington, Manager, Planning Division

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.

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 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.

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,

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Attachments:

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

Exhibit A
Site Location Map for Grand Peterborough Gateway Sign

