



City of
Peterborough

To: Members of the Arenas Parks and Recreation Advisory Committee

From: Geoff Matthews, Manager – Peterborough Sport & Wellness Centre

Meeting Date: January 21, 2014

Subject: Report APRAC14-004
Fleming College, Athletics & Recreation Department Exterior Signage at Peterborough Sport & Wellness Centre (Fleming Entrance)

Purpose

A report to approve a request from Fleming College Athletics & Recreation Department to install outdoor signage over the Fleming entrance into the Peterborough Sport & Wellness Centre (PSWC).

Recommendation

That the Arenas Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC14-004 dated January 21, 2014, of the Manager of the Peterborough Sport & Wellness Centre, as follows:

That the Arenas Parks and Recreation Advisory Committee approve the installation of an exterior way finding sign over what is known as the Fleming entrance into the Peterborough Sport & Wellness Centre.

Budget and Financial Implications

There are no financial implications to the City of Peterborough as a result of approving the recommendation in Report APRAC14-004. Fleming College Athletics & Recreation Department will cover 100% of the cost.

Background

Since 2005, the City of Peterborough and Fleming College continue to have a successful and close working relationship in the operations of the Peterborough Sport & Wellness Centre. Every year the Fleming Athletics & Recreation Department reviews feedback from students through surveys, comment forms and daily interactions with students to ensure the delivery of superior services.

Through these forums, students and Varsity Athlete's have indicated they would like to see additional wayfinding and branding at the Wellness Centre for the Athletics & Recreation Department. The current Fleming entrance has no signage welcoming the students through its doors and is the primary entrance for students to enter.

Over the last two out of three years the Athletics & Recreation Department has the highest Key Performance indicators in the Province, as voted on by the students. The students are very supportive of the Athletics & Recreation Department and would like to see more recognition when they enter the Peterborough Sport & Wellness Centre.

Submitted by,

Geoff Matthews, Manager
Peterborough Sport & Wellness Centre

Contact Name:

Geoff Matthews

Phone: 705-742-0050 Ext. 2204

Toll Free: 1-855-738-3755

Fax: 705-743-9722

E-Mail: gmatthews@peterborough.ca

Attachments:

Appendix A: Diagram of Proposed Exterior Signage over Fleming Entrance

Appendix A

