



## **The Corporation of the Town of LaSalle**

**To:** Mayor and Members of Council

**Prepared by:** Peter Marra, P.Eng. – Deputy Chief Administrative Officer

**Department:** Administration

**Date of Report:** January 17, 2023

**Report Number:** AD-03-2023

**Subject:** Hwy 401 Entrance signs

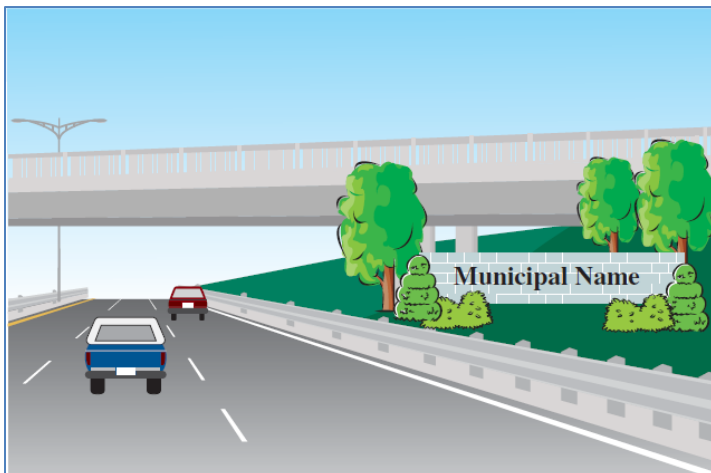
### **Recommendation**

That the report of the Deputy CAO dated January 17, 2023 (AD-03-2023) regarding the Hwy 401 entrance signs, be received:

And that Council approves proceeding with enhanced boundary signs installed and maintained by the Ministry of Transportation for \$30,000, which amount shall be paid from the Strategic Planning budget.

### **Report**

Over the last few years, the Town has been working on getting decorative municipal display signs installed on Hwy 401. One sign was to be installed in the westbound lanes at the Howard Avenue overpass, and one in the eastbound direction just before the ECO passage tunnel prior to the Todd Lane exit.

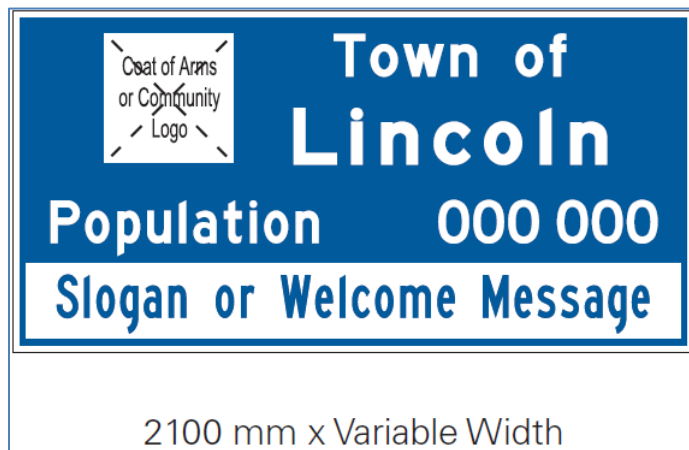


*sample decorative municipal display sign from the OTM Book 8*

With these types of decorative municipal displays, the Town would be responsible for 100% of the cost for the design and installation and ongoing maintenance of the sign, including the landscaping and cost if it was damaged because of an accident, etc.

We completed the design and tendered the decorative municipal display signs project in November 2022. One contractor submitted a bid, and the cost was approximately 45% over the budget of \$200,000. With this, the Town cancelled the tender and reviewed various options to establish municipal boundary signs on Hwy 401 to meet the original intention.

We have reached out to the Ontario Ministry of Transportation (MTO) to review what other options are available. They have in turn referred us to the Ontario Traffic Manual (OTM) Book 8. The Town is entitled to have an enhanced boundary sign as depicted below, for a much lesser cost than the decorative signs.



*sample enhanced municipal boundary sign from the OTM Book 8*

The location of the proposed enhanced municipal boundary signs will be the same location as previously outlined in this report. The signs will be paid for by the Town. MTO would coordinate the installation, and ongoing maintenance of them, including updating the population. These would also be replaced by MTO should they be involved in an accident.

These enhanced boundary signs will contain the Town's logo, the population, and a message along the bottom of the sign. It is recommended that the message be "Welcome" in both English and French.

It is recommended that Council approve, not proceeding with the municipal decorative signs and instead get MTO to price and install two enhanced boundary signs.

## **Consultations**

This report was prepared with input from the administrative Waterfront team and the CAO.

## Financial Implications

The approximate cost for the enhanced boundary sign is about \$15,000 per sign, therefore, a total of \$30,000 will cover this project. There is no anticipated operational money needed for this type of sign unless the Town wanted to update our logo or the slogan/welcome message at a future date.

Originally, back in approximately 2018, \$200,000 was budgeted for the Hwy 401 decorative signs within the Strategic Planning budget. Therefore, the cost for the MTO's enhanced boundary signs will be covered from that budget, with the balance remaining in the reserve for future use.

The \$170,000, staying in the reserve, will be explored to provide enhanced "LaSalle" signage at the waterfront and that will be subject to a future Council report and recommendation.

### Prepared By:

A handwritten signature in black ink, appearing to read "Peter Marra". The signature is stylized and cursive.

Peter Marra, P.Eng. – Deputy CAO

### Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Yes
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - Yes

### Communications

As noted in the report.

### Notifications

Not applicable.

### Report Approval Details

Document Title:	AD-03-2023 Hwy 401 Entrance Signs.docx
Attachments:	
Final Approval Date:	Jan 17, 2023

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia