



The Corporation of the Town of LaSalle

Date	May 31, 2019	Report No:	PW-16-19
Directed To:	Mayor and Members of Council	Attachments:	~ Figure 1 ~ 9 detailed location sketches
Department:	Public Works	Policy References:	
Prepared By:	Peter Marra, P.Eng. – Director of Public Works		
Subject:	MADD Signs		

RECOMMENDATION:

That Council approve the installation of the nine MADD signs throughout the Town and also approve contributing approximately \$3,000.00 to this organization of in-kind contribution.

REPORT:

This report is prepared in response to a Council question and a request from Mother Against Drunk Driving (MADD) to permanently erect campaign signs throughout the Town.

MADD is initiating a campaign regarding calling 911 to report suspected drunk driving and as such they have approached the Town to erect campaign signs in the Town. MADD would provide the signs and the Town would provide in kind contribution to this non-profit organization for installation, maintenance, etc.

As such administration has been meeting with representations from MADD to discuss the locations. **Figure 1**, enclosed, you will find an overall Town map showing all the proposed locations. Also enclosed you will find nine detailed location sketches of the individual site locations showing in more detail where the signs will be installed.

Overall, there will be 4 large signs (48" x 72") and 5 small signs (24" x 30"). Contained in Figure 1, you will see two signs, being installed by the County of Essex, one on Malden Road at River Canard and one on Front Road at Malden Road.

It should be noted, that all of the location for the small signs have a potential for conflict/concern from existing residents or business in those respective areas.

The locations of the signs has been picked to be the least intrusive to the existing residents as possible given their proposed locations. The sign have also been reviewed so not to obstruct and minimize sight line for motorists.


In all the Town contribution toward this initiative for installation will be approximately \$3,000.00. This has not been budgeted for in 2019, however, will be covered by reserves.

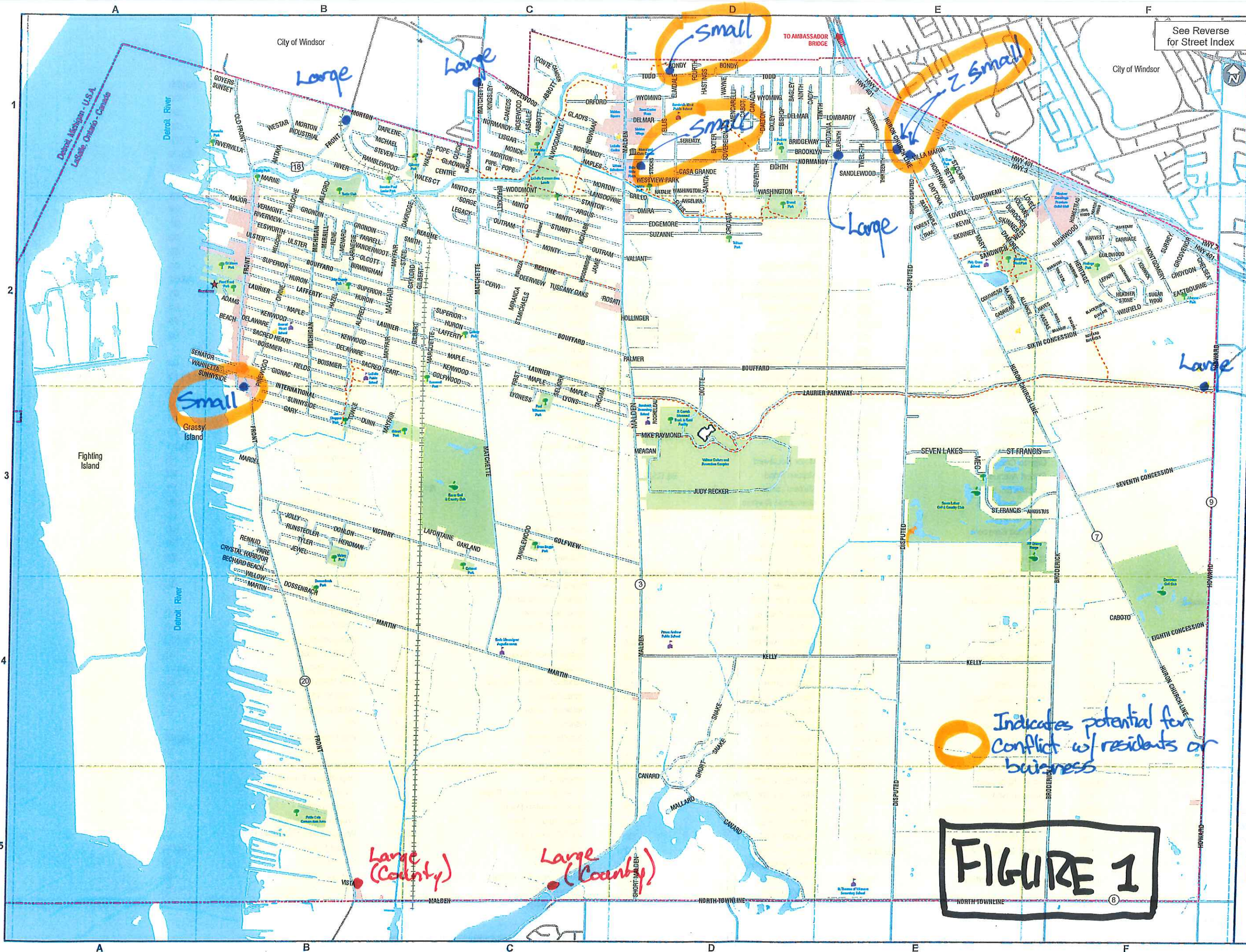
It is recommended that Council approve the installation of the 9 MADD signs throughout the Town and also approve contributing approximately \$3,000.00 to this non-profit organization for in kind contribution.

Respectfully submitted,



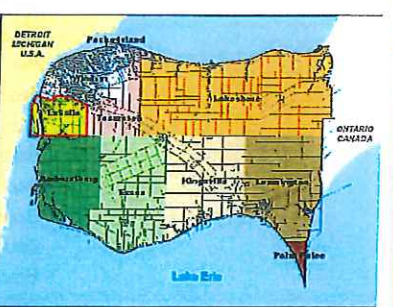
Peter Marra, P.Eng.
Director of Public Works

Reviewed by:							
CAO 	Treasury	Clerks	Public Works	Planning	Cult. & Rec.	Building	Fire



Street Map

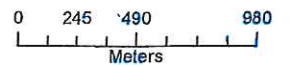
Regional Plan:



Legend:

- Municipal Civic Centre
- Riverdance
- Public Parks
- Schools
- Religious Organizations
- Golf Courses
- Trails/Pathways
- Commercial Areas

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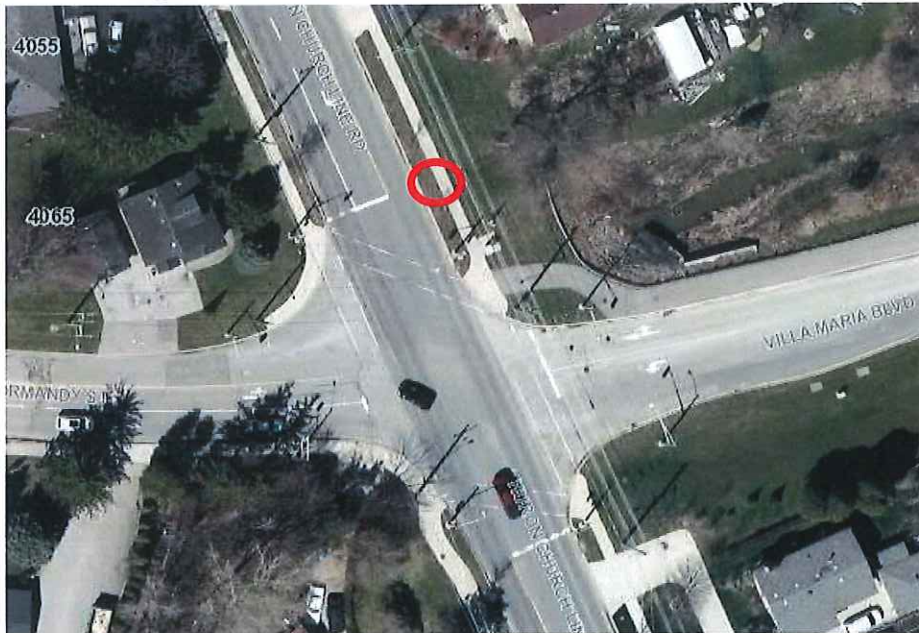
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www.infolasalle.ca
Revised: April 2017

FIGURE 1

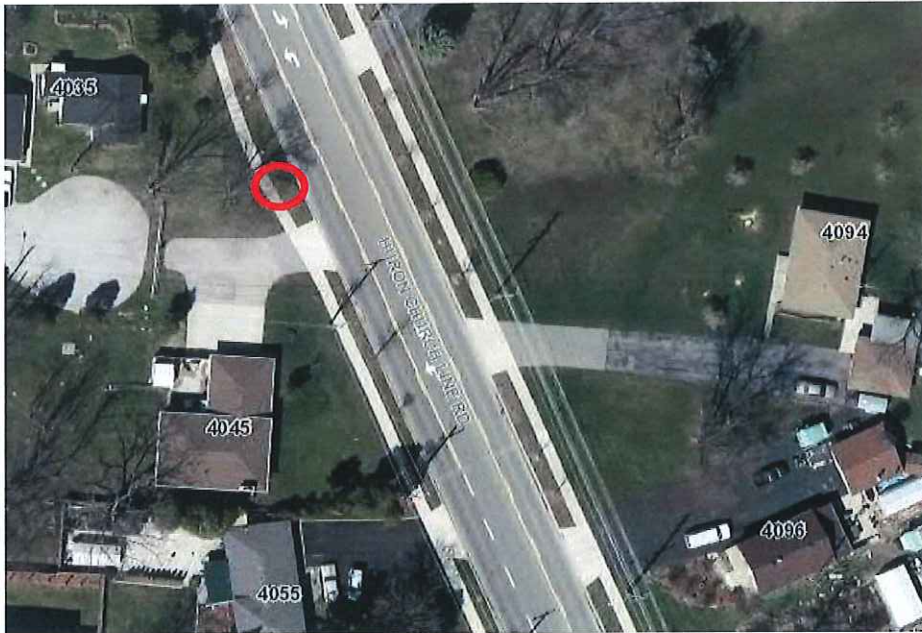
Huron Church Line (north bound traffic)

Small sign on new post



Huron Church Line (south bound traffic)

Small sign on new post



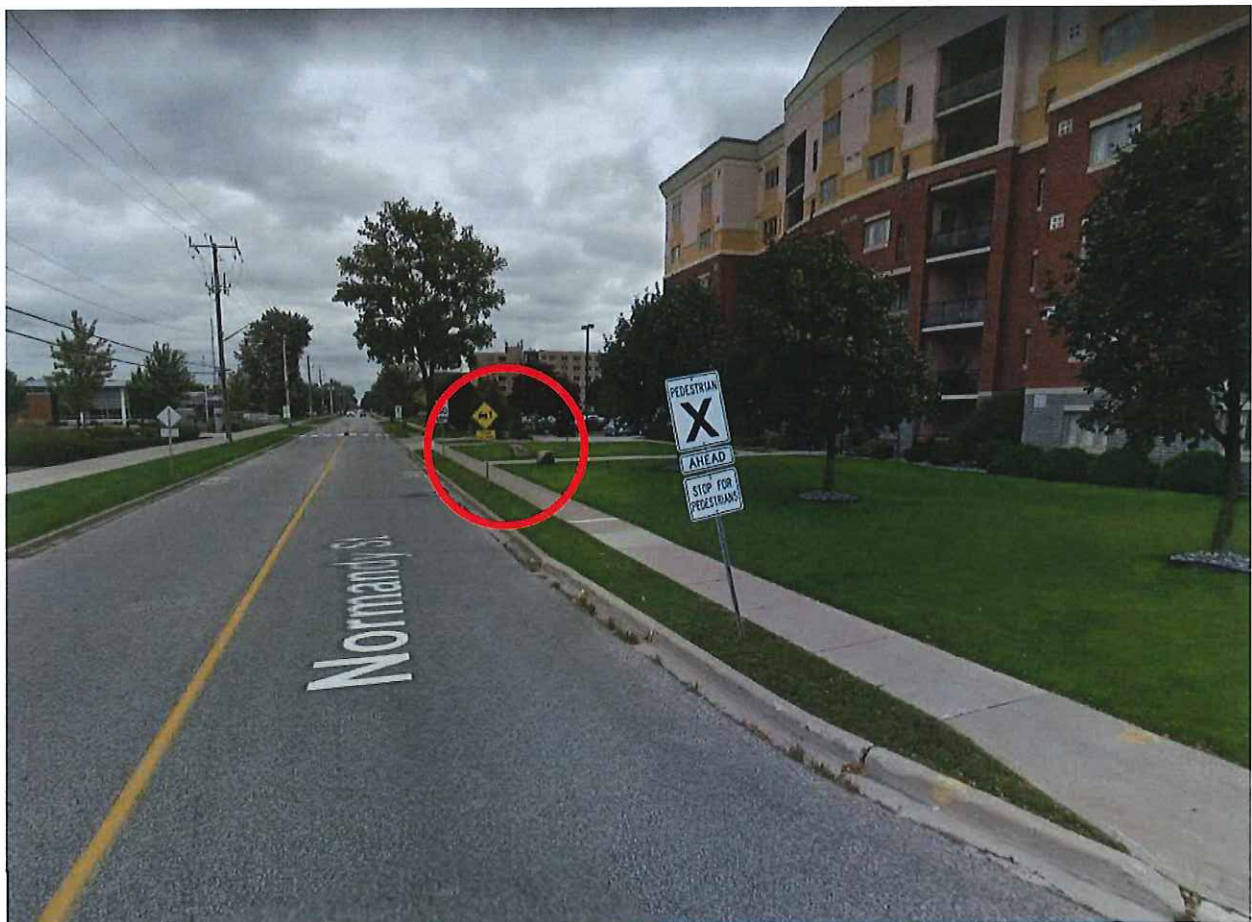
Front Road (south bound traffic)

Small sign on new post



Normandy Road (east bound traffic)

Small sign try to use existing sign posts



Todd Lane (west bound traffic)

Small sign on existing light standard



Normandy Road (west bound traffic)

Large sign on new posts



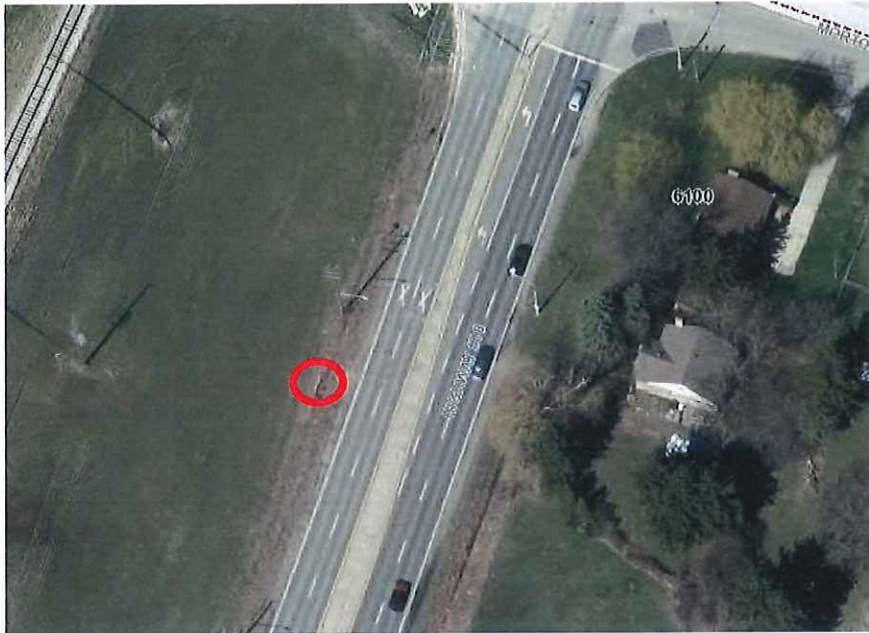
Laurier Parkway (west bound traffic)

Large sign on new posts



Front Road (south bound traffic)

Large sign on new posts



Matchette Road (south bound traffic)

Large sign on new posts

