



MUNICIPALITY OF **West Elgin**

Staff Report

Report To: Council Meeting
From: Lee Gosnell, Manager of Operations & Community Services
Date: 2021-05-27
Subject: Electronic Sign Placement

Recommendation:

That West Elgin Council hereby receives the report from Lee Gosnell, Manager of Operations and Community Services re: Electronic Sign Placement in Rodney and West Lorne; and

That West Elgin Council hereby directs staff to place electronic signs at the following locations
_____.

Purpose:

The purpose of this report is to inform Council of possible locations for electronic signs in the towns of Rodney and West Lorne.

Background:

During 2021 budget deliberations, Council expressed interest in having electronic information signs installed in the towns of Rodney and West Lorne. Staff were asked to identify possible locations for these signs, where they would be visible to the public and have access to necessary servicing. All locations below have the proper services required to install electronic signs, including internet and electricity, however an agreement would need to be negotiated with NFTC for these services at the two railway sites.

Rodney Locations

Rodney Recreation Centre- Queen Street
Former Railway Crossing- Furnival Road.

West Lorne Locations

Former Railway Crossing- Graham Road
West Elgin Arena- Graham Road.

Three of the four locations will offer high amounts of vehicle traffic due to main connections to highway 401, while the Queen Street location may experience a lower volume of traffic as it is located off the main road. The two locations in front of Municipal buildings are able to reach more foot traffic when indoor programming is offered and could also be used to promote activities within the facilities. All four locations would see the signs installed on property which is owned by the municipality, which will eliminate the need for land use/lease agreements.

Report Approval Details

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|----------------------|---|
| Document Title: | Electronic Sign Placement - 2021-18-Operations Community Services.docx |
| Attachments: | <ul style="list-style-type: none">- Rodney Electronic Signs.JPG- West Lorne Electronic Signs.JPG |
| Final Approval Date: | May 25, 2021 |

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

Jana Nethercott