

August 3, 2010



City Council Committee Report

To: Mayor & Council

Fr: Gateway Signage Review Committee

Re: Gateway Signage

Recommendation:

THAT the City of Kenora accept the proposal of Mike Newton Design for the construction of Gateway Signage at the east and west entrances to the City of Kenora; and further

THAT Council give three readings to a by-law to authorize the execution of an agreement between the City of Kenora and Mike Newton Design with respect to the construction of Gateway Signage.

Background:

In June, 2010, the City of Kenora invited four design firms to submit a design and proposal for the development of gateway signage for the east and western entrances to the City of Kenora. The design, construction and installation of gateway signage was included as part of the Economic Action Plan \$11 Million funding the City of Kenora received for paving and improvements to the east and west gateway entrances to the City. Three additional firms received a copy of the Request for Proposal document upon request.

Bidders were instructed to provide their design concept for the gateway signage. Some design elements considered integral to the project were use of the brand and the word Kenora, representative of the Lake of the Woods area, and reflective of the natural elements of the area. The sign design was to be highly visible both day and night.

Proposals were received from Alpine Printing, Hilderman Thomas Frank Cram; Mike Newton Design and Scatliff Miller Murray.

On Monday, July 26, the Gateway Signage Working Group met to review the four proposals.

The recommended design concept is 25 feet tall and 19 feet wide. It is described as follows:

The concept includes a modern post and beam cottage aesthetic using square milled timbers. Different types and colours of wood are utilized for visual interest. The structure is more than just signage—it creates a three-dimensional environment—a view of the lake through picture windows, or from the dock of your cottage. The materials and building techniques are representative of modern architecture and the finished sign, when it is lit up at night, will look like one of the cottages that dot the horizon of the lake as you drive towards town.

The structure is anchored by stone cairns on the two front posts. In between the cairns will be a platform, built to resemble a dock. Running between each of the support posts around the outside of the structure will be a large continuing image of Kenora or Lake of the Woods.

One of the traditions of road trips and visiting new places, is to take a photo in front of the city's welcome sign or monument. This will be encouraged with the "dock" or platform out in front. Visitors can step up onto the platform and sit for a picture. Across the front of the dock will be the tagline "A Natural Attraction"

The brand on the front of the sign will be approximately 8 feet tall!

The sign will be illuminated from below the platform and from rope lighting around the brand and within the photographic panels. A warm welcoming light will emanate from inside the structure.

The project will be completed three months after the contract with the consultant is signed.

Budget:

The \$100,000 budget for this project is included in the \$11 Million budget for paving of the east and western entrances to the City of Kenora, as part of the Economic Action Plan funding announced last year.

Mike Newton Design was the lowest bidder for this project.

Communication Plan/Notice By-law Requirements:

N/A