

Ad Hoc Committee on the Corporation of the Village of Merrickville-Wolford
By-Law No. 24 – 2010 on Signage

Minutes of the Meeting held July 14, 2016, 9:00 am, Council Meeting Room
Merrickville-Wolford Municipal Building

Members present:

Ann Barr, Committee Chair

Leslie Way, Terry Hamway, Connie Adams – Members

1. Additions to the Agenda

a) None.

2. Disclosure of Pecuniary Interest

All members noted that the previous disclosures remain in place.

3. Discussion of Previous Minutes

Minutes were discussed and minor amendments to language and syntax approved.

4. Delegations and Public Input

4.1 Mike Zaversenuke presented a document entitled “Merrickville Sidewalk Signage Advertising Proposal”. His proposal aims to offer businesses with an alternative to A-frame (sandwich board) advertising through a Chamber of Commerce controlled sidewalk signage program. In essence, businesses would be required to purchase a wooden stencil depicting their logo and associated information. These stencils would then be used by the Chamber of Commerce to spray paint a designated location on the sidewalk to advertise the business. The Chamber of Commerce would charge for this service on a yearly basis. A copy of the proposal is attached to these minutes.

5. Old Business

5.1 Comparable signage in other municipalities

The Committee discussed the results of their research into how comparable communities address commercial signage. These were the main points brought forward:

- painted footprints throughout the business sector were used in several locations
- signs denoting various areas where businesses could be found were used; these signs said “Businesses this way” and similar language
- A-frame signs with removable sliding inserts for business names
- “Wayfinding” : The Chair brought forward information on “wayfinding”, which is used in many communities, large and small, to assist visitors in finding their way to points of interest. Wayfinding enables people to orient themselves and navigate from place to place with ease. Wayfinding is more than signs. Working together with other elements of the public realm such as street furniture and public art, it

includes names, landmarks, conventions, maps and new media. It contributes to making a city more "legible" for residents, commuters, and tourists alike. Committee members agreed to look into wayfinding as it may be a better way to promote both business sectors and recreational facilities within Merrickville-Wolford.

6. New Business

6.1 Items arising from Public Input / Delegation.

Members discussed the proposal brought forward by Mr. Zaversenuke. A number of issues were raised with the proposal:

- signage would not work in winter
- sidewalk signage would be less visible, especially when the village is holding events and the streets are very busy with pedestrians
- signage would not be visible to vehicles
- does not resolve the issues with A-frame signage
- represents an additional cost to business owners
- not clear if signage would be only available to members of the Chamber of Commerce
- inconsistent with bylaw requirement to "to preserve and maintain the Municipality's historical character and ambiance"

As a whole, the Committee did not support the proposal as presented.

6.2 Submission of final report timeline

Leslie Way agreed to draft the final report based on the Committee's discussions and minutes of meetings. The Committee reiterated the essential recommendations that it would be made including:

- the municipality would be made responsible for the village map rather than the Chamber of Commerce;
- current A-frame signage is unfavourable and a better solution that allows all businesses to have equal access and opportunity for signage is necessary
- proposed solutions include (1) having a "directory" A-frame sign on street corners identifying the location of side street businesses; (2) business directory signs or plaques be installed on existing sign posts at all intersections along St. Lawrence Street to direct individuals to businesses located on side streets; and (3) directory signs could be installed in permanent flower pots on street corners, combining the street decorations and the signage with each complimenting the other.
- with respect to flags, the Committee agreed that a standardized flag should be mandated by the municipality and that such flag be designed in a manner to enhance the historical nature of Merrickville-Wolford. Flags would be ordered through the municipality. The flags would have a tag line such as "Merrickville – Open for Business" and depict a historical character or scene in a tasteful manner.

7. Information

None was presented outside of the Committee's discussion.

8. Next meeting

Meeting to be held at 9:00 am on July 25, 2016.

10. Adjournment

The meeting was adjourned at 10:30 am.