

COUNCIL REPORT

Meeting Date: July 7, 2025
Department: Community Services
Report No.: CS-2025-31
Submitted by: Robert Lilbourne, Director, Community and Development Services
Approved by: Rob Browning, Chief Administrative Officer
SUBJECT: Gateway Signage Update

RECOMMENDATION: THAT: Council receive report CS-2025-31 titled “Gateway Signage Update” for information.

BACKGROUND:

As part of the 2025 Capital Budget, Council approved the installation of new Gateway Signage. During the project review, it was noted that the signs would be installed within the right-of-way on County roads. As a result, staff shared the proposed plans with the County for their feedback.

The County suggested that:

- A minimum of two feet be removed from the bottom of the signs to accommodate snow removal.
- Wooden posts be used instead of steel for safety reasons.
- They be consulted on the final placement of the signs.

COMMENTS:

Staff have considered these suggestions and have redesigned the signage to provide clearance beneath the sign, allowing snow to pass through. This adjustment will help protect the signs from potential damage during snow removal and enhance safety for both plow operators and drivers. To improve the appearance of the open space beneath the signs, staff plan to incorporate decorative elements such as armour stone and ornamental grasses as part of the installation.

Regarding the use of wooden posts, staff determined this option was not feasible. As the posts are housed within the sign structure, replacing them in the event of rot or damage would be impractical. For this reason, steel will be used with breakaway anchors for safety and to ensure long-term durability and ease of maintenance.

Below is the original concept along with the redesigned. It should be noted that the redesign will look that same as the original minus the 2’ open space at the bottom.

At the time of the writing the report staff are waiting on the new specifications allowing staff to go to an RFP. It is expected that we will be issuing an RFP no later than the second week of July.



Original

Redesign

CONSULTATION:

Darren Dowding, Supervisor of Parks and Recreation Facilities
County of Middlesex

FINANCIAL IMPLICATIONS:

NA

ALTERNATIVE(S) TO THE RECOMMENDATION:

1. (Alternative, if any)
2. Council to provide alternate direction.

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

Local Infrastructure and Capital Investment: Households and businesses in Strathroy-Caradoc will be supported by reliable, financially responsible, and well-maintained infrastructure networks.

Community Well-being and Quality of Life: Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

ATTACHMENTS:

None.