



**City of Kingston
Information Report to Council
Report Number 15-363**

To: Mayor and Members of Council
From: Lanie Hurdle, Commissioner, Community Services
Resource Staff: Judy Reichstein, Research & Policy Analyst
Date of Meeting: September 1, 2015
Subject: University District Neighbourhood Improvement Plan Expansion

Executive Summary:

This report provides Council with information regarding the expansion of the Queen's Alma Mater Society (AMS) University District Neighbourhood Improvement Plan (UDNIP) and the installation of new street signs in the Phase 2 boundary. The UDNIP Phase 2 area is shown on the map attached as Exhibit A to Report Number 15-363. As requested by Council, staff have provided an assessment and received public input on Phase 1 of the UDNIP at the Near Campus Neighbourhoods Advisory Committee (NCNAC) meeting on June 24, 2015 (Report Number NCN-15-004). At this meeting, the Queen's AMS presented an overview of the success of the UDNIP Phase 1 and requested that the City proceed with the installation of new street signs in the Phase 2 boundary. The NCNAC passed the following motion, which was approved by the Arts, Recreation and Community Policies Committee and Council on July 8, 2015 and August 11, 2015 respectively:

"That following the public meeting on June 24, 2015 of the Near Campus Neighbourhoods Advisory Committee staff prepare a report to Council, regarding the expansion of the contiguous area north of Johnson Street to Princess Street; and

That University District signage not be used on Princess Street for now."

Following Council approval of above motion on August 11, 2015, staff have developed an implementation plan and schedule for the installation of 32 new street signs at 19 intersections located in the UDNIP Phase 2 area. Having received and considered input from the NCNAC and the public, staff will now proceed with new street sign installation beginning in late September 2015.

Recommendation:

This report is for information purposes only.

September 1, 2015

Page 2 of 5

Authorizing Signatures:

ORIGINAL SIGNED BY COMMISSIONER

Lanie Hurdle, Commissioner, Community Services

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER

Gerard Hunt, Chief Administrative Officer

Consultation with the following Members of the Corporate Management Team:

Cynthia Beach, Corporate & Strategic Initiatives	Not required
Denis Leger, Transportation, Facilities & Emergency Services	Not required
Jim Keech, President and CEO, Utilities Kingston	
Desiree Kennedy, Chief Financial Officer & City Treasurer	Not required

September 1, 2015

Page 3 of 5

Options/Discussion:**Background**

On December 4, 2013, a special meeting of the Near Campus Neighbourhoods Advisory Committee (NCNAC) was held to consider the recommendations of the University District Neighbourhood Improvement Plan (UDNIP) and at which the following motions were passed by the committee:

‘THAT the Near Campus Neighbourhood Advisory Committee (NCNAC) recommend to the Arts, Recreation and Community Policies Committee (ARCP) that:

- a) ARCP support in principle the naming of the area previously associated with the student village in the near campus neighbourhoods of Queen’s University; and
- b) the proposed boundaries of the area in Phase 1 of the plan, being the area bounded by Barrie Street, King Street West, Collingwood Street, and Johnson Street (as illustrated in Appendix B of Exhibit A of Report NCN-13-009), be approved; and
- c) the success of the area established as Phase 1 be assessed in 2015 according to measurable objectives ideally proposed by the Quality of Life Working Group (QLWG); and
- d) the costs associated with replacing and installing signs in the Phase 1 boundaries, estimated at \$10,000, be shared between the AMS (50%) and the city (50%); and
- e) the University District Neighbourhood Improvement Plan, attached to this report as Exhibit C, be referred to the Quality of Life Working Group (QLWG) of the Town-Gown Strategic Plan and that the QLWG work with the AMS to explore opportunities and report back to the NCNAC in accordance with established protocol; and
- f) prior to any final decisions in respect to the naming of the proposed area, that the input of the Queen’s University Campus Master Plan Advisory Committee (CMPAC) be received and considered; and
- g) on the basis of the assessment of the Phase 1 area, and after public consultation, expansion be considered in the contiguous area north of Johnson Street to Princess Street and also in the Queen’s University West Campus Area.

The above motions were approved by the ARCP Committee and City Council on January 23, 2014 and February 4, 2014 respectively. City staff provided an information report (Report Number 14-098) to City Council on March 4, 2014 to report the following:

“City staff will be proceeding with the street sign replacement at 56 intersections identified within the Phase 1 boundary”; and

September 1, 2015

Page 4 of 5

Correspondence has been received from Queen's University administration to confirm that the CMPAC did have further discussions on the issue of the University District naming and associated signage, at their November 2013 meeting. Queen's administration noted that the CMPAC was not opposed to the University District signage initiative but did not consider the matter of street signage to be part of the mandate for the Campus Master Plan and therefore was beyond the purview of the CMPAC".

Information regarding clause (c) and (e) of the above motion has been provided to the NCNAC (Report Number NCN-15-001). Phase 1 of the UDNIP is complete. Section (g) of the motion directed staff to complete an assessment and receive public input on the UDNIP Phase 1 before expansion of the boundaries be considered, which was completed at the meeting of the NCNAC on June 24, 2015 (Report Number NCN-15-004). The AMS provided a briefing at this meeting of the success of Phase 1 and a letter requesting that the City proceed with Phase 2 of the UDNIP, which included the following information:

"For the past year, the AMS has been hard at work to ensure the successful implementation of Phase 1 through our Neighbourhood Improvement Plan. This Plan consists of over twenty programs or events which collectively contribute to the promotion of the University District brand, through the key areas of sustainability, town gown relations, student housing and community safety. Measured through pre-determined success metrics, we have found great uptake in each of our initiatives demonstrating wide adoption of the University District. A detailed analysis of these programs was reported to the Quality of Life Working Group on March 26th, and I ask that you forward this report to the appropriate City of Kingston committees. Based on the success of Phase 1, we recommend moving forward with Phase 2, which will include new signage for the area north of Johnson Street to Princess Street and also in the Queen's University West Campus Area. Expanding signage into Phase 2 will further legitimize the University District as a positive initiative to re-brand the area that has been traditionally referred to as the "student ghetto". This will create a highly visible identification of the area, but will also be accompanied with the continuation of the AMS programs and events which make up our Neighbourhood Improvement Plan".

Phase 2

There was minimal input received from the public during the meeting held at the NCNAC on June 24, 2015 regarding the UDNIP – Phase 2 and no comments from the public were strictly opposed to proceeding with the expansion. Committee representatives of the Sydenham District and Williamsville District provided input that was generally in support of the expansion of the UDNIP but requested it not include the Queen's West Campus Area and that the new signs not be installed on Princess Street for now.

City staff will be proceeding with the street sign replacement at 19 intersections identified within the phase 2 boundary as illustrated on the map attached as Exhibit A to this report. Staff has estimated that the cost to install 32 signs will be approximately \$5,000. This includes the cost of the new signs, hardware and installation. The AMS and the City will each contribute 50 percent of these costs. Given the heavy activity on and around campus in early September, due to

September 1, 2015

Page 5 of 5

student move in and frosh week events, staff will begin installing the new signs in the Phase 2 area later that month.

Existing Policy/By Law:

Not applicable

Notice Provisions:

Notice of the public meeting held at the NCNAC meeting on June 24, 2015 was given in the Kingston Whig Standard on Tuesday, June 9, 2015 and information was distributed via City of Kingston communications protocols including social media during the month of June.

Accessibility Considerations:

Not applicable

Financial Considerations:

The cost to replace the existing street signs within the UDNIP Phase 2 boundary is estimated to be \$5,000 and will be shared between Queen's AMS and the City of Kingston on a 50/50 basis. The City of Kingston cost share will be accommodated within the 2015 operating budget.

After the initial sign installation, the cost to replace damaged or missing signs in the Phase 1 and 2 areas will be paid for by the Queen's AMS and the City will cover any related hardware and installation costs.

Contacts:

Lanie Hurdle, Commissioner, Community Services 613-546-4291 extension 1231

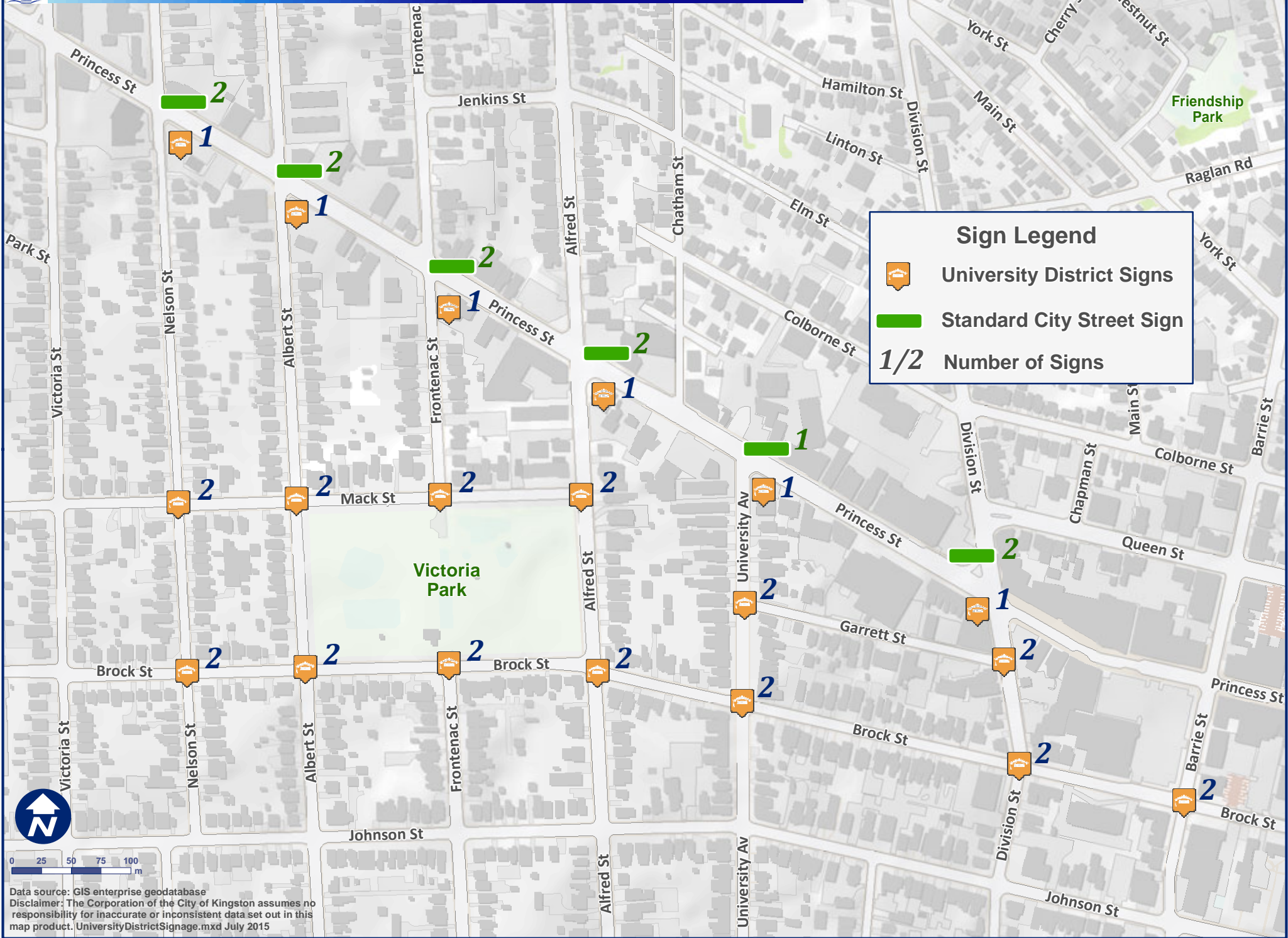
Judy Reichstein, Research & Policy Analyst 613-546-4291 extension 2424

Other City of Kingston Staff Consulted:

Chris Sleeth, Supervisor, Public Works-Traffic, Public Works Department

Exhibits Attached:

Exhibit A Map of University District Phase 2 Boundaries Including Street Sign Locations



Data source: GIS enterprise geodatabase
 Disclaimer: The Corporation of the City of Kingston assumes no responsibility for inaccurate or inconsistent data set out in this map product. UniversityDistrictSignage.mxd July 2015