



CITY OF KINGSTON
REPORT TO COUNCIL

Report No.: 12-252

TO: Mayor and Members of Council
FROM: Cynthia Beach, Commissioner, Sustainability & Growth
RESOURCE STAFF: Joseph Davis, Project Manager, Sustainability & Growth
DATE OF MEETING: July 17, 2012
SUBJECT: Gateway Signage Contract Award for RFP F31-SG-COM-2012-1

EXECUTIVE SUMMARY:

Staff issued a Request for Proposals (RFP) for Municipal Gateway Signage for Entry Points into the City of Kingston on June 15, 2012. The RFP closed on June 27, 2012. Only one (1) proposal was received. The proposal submitted by Gorway Sign Print Display was evaluated by staff and meets the specifications outlined in the RFP document.

This report is being provided in compliance with the Purchasing By-Law 2000-134, Section 3.4, which states that where any one of the criteria required for award by delegated authority is not present, the procurement must be approved by separate report to Council.

RECOMMENDATION:

THAT Gorway Sign Print Display be retained for the construction and installation of Municipal Gateway signs, as specified in this report at a cost of \$93,600 plus GST; and

THAT staff continue their evaluation of the photovoltaic lighting system and bring it forward in next year's Capital Budget should it meet the City's requirements; and

THAT the Mayor and City Clerk be authorized to enter into an agreement, to the satisfaction of the Director of Legal Services, for the purpose of engaging Gorway Sign Print Display to undertake the work.

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AUTHORIZING SIGNATURES:

ORIGINAL SIGNED BY COMMISSIONER Cynthia Beach, Commissioner, Sustainability & Growth

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER Gerard Hunt, Chief Administrative Officer
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CONSULTATION WITH THE FOLLOWING COMMISSIONERS:

Lanie Hurdle, <i>Community Services</i>	N/R
Denis Leger, <i>Transportation, Properties & Emergency Services</i>	N/R
Jim Keech, <i>President and CEO, Utilities Kingston</i>	N/R

(N/R indicates consultation not required)

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OPTIONS/DISCUSSION:

January 1, 1998 the newly amalgamated City of Kingston came into being. The signage that was then put in place was the result of a design competition and has been in place for 14 years, it is now in need of replacement and updating, see Exhibit A.

Current signage falls short of describing the community it represents. History, natural beauty and sense of welcoming are enhanced by developing an updated and consolidated sign strategy with themes consistent with all types of identification in our community.

A staff working group was formed in late 2011 to develop the policy and to oversee the design for these signs that would capture the image of the City of Kingston that is both inviting and inclusive of our community where people live, work, and play. The policy and design concepts were approved by the Administrative Policy Committee on June 14, 2012 with that report being presented to Council this evening.

An invitation for design quotes has also been issued where the proponent was asked to consider that City Council has adopted Kingston's Strategic Plan 2011-2014 which states when Council is making decisions and undertaking its work they will brand the message of history and innovation as part of enhanced public relations and marketing efforts. The Gateway Signage project also falls under the Council Priority of maintaining and enhancing infrastructure. This branding exercise is seen as contributing to the quality of life of our residents and can be described as enhancing the quality of life in our community and providing for a sense of well-being in relation to space in which our community live, work and play. See Exhibit B for the new sign design.

The design being proposed complies with the City's Draft Visual Identity Policy that has been approved by the Administrative Policies Committee, for approval by Council and was used when issuing the RFP for the construction and installation of the gateway signs. An RFP was issued on June 15 in an effort to expedite the installation of these new signs so that they could be installed by the fall. It was originally proposed to have the signs installed by August 15 to capture the balance of the tourist season and in time for the annual influx of students and their families. Eighteen firms downloaded the RFP and only one submitted a proposal, for the construction and installation of these signs, therefore Council approval is required.

The Gateway Signage program is also recommending that four new locations be added to the current inventory of locations. The Kingston Airport has requested that they be part of this program and a location will be determined in the future. A review of all gateways or entrance points to the City was completed with new signs being recommended at the Via Rail and Bus Stations along with the Wolfe Island Ferry Terminal after proper consultation with the property owners has occurred. Consultation with property owners will be undertaken over the next couple of months.

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The sign installation does not include landscaping components which will be contracted separately. It is also recommended that lighting be incorporated into future budgets.

The proposed locations for are as follows:

Location	Type	Message
Hwy # 2 eastern limit, westbound lane	Welcome sign	Themed background with population
Hwy # 38, southbound	Welcome Sign	Themed background with population
Taylor Kidd East Bound at Coronation Blvd	Welcome sign	Themed background with population
Princess St Hwy #2 Eastbound	Welcome sign	Themed background with population
Perth Road South bourn	Welcome sign	Themed background with population
Kingston Airport**	Welcome sign	Themed background with population
Via Tran Station**	Welcome sign	Themed background with population
Bus Station**	Welcome sign	Themed background with population
Wolfe Island Ferry Terminal**	Welcome sign	Themed background with population
Sydenham Rd. southbound	Border sign	City logo and welcome
Bath Road at Coronation Blvd	Border Sign	City Name and Population
Hwy # 15 at Seeley's Bay, southbound	Border sign	City name and population

** These signs will be installed after consultation with the property owners.

The RFP requested that the proposal include an optional cost of photovoltaic lighting for each Municipal Gateway sign. If this option is exercised the costs will exceed the funds budgeted for this project in 2012. The lighting option still needs to be investigated by staff. At this time, staff are recommending that if this option is proven to be desirable, budget for sign lighting be incorporated into the 2013 Capital Budget.

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The project costs are provided below:

Sign construction and installation	\$ 93,600
Sign lighting	\$ 74,800
Landscaping (to be contracted separately)	\$ 32,500
Stone for landscape work (estimated)	\$ 20,000
Sign design services	\$ 17,400
Total cost	\$ 238,300

The budget for this work in the 2012 Capital Budget is \$170,000. If the lighting component is removed or budgeted in the future, the cost of the above work will be reduced to \$163,500. At the time budget was determined for this phase of the project it did not include a lighting component.

EXISTING POLICY/BY LAW:

City of Kingston Purchasing By-Law

NOTICE PROVISIONS:

N/A

ACCESSIBILITY CONSIDERATIONS:

N/A

FINANCIAL CONSIDERATIONS:

A Capital Budget of \$170,000 was established in 2012 to support the recommendations in this report.

CONTACTS:

Joe Davis, Project Manager, Sustainability & Growth

613-546-4291 ext. 1349

OTHER CITY OF KINGSTON STAFF CONSULTED:

Terry Shea, Rural Affairs and Promotion Co-ordinator
 Colin Wiginton, Manager Cultural Services
 David Snow, Manager, Airport
 Donna Gillespie KEDCO

EXHIBITS ATTACHED:

- Exhibit A – Existing Gateway Sign sample
- Exhibit B – Proposed Gateway Sign sample





