

## Staff Report

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**Report To:** City Council  
**Report From:** Pamela Coulter, Director of Community Services  
**Meeting Date:** November 7, 2022  
**Report Code:** CS-22-135  
**Subject:** Request from Georgian College Respecting Winter Banners for 10th Street in the River District Area

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### Recommendations:

THAT in consideration of Staff Report CS-22-135 respecting a Request from Georgian College Respecting Winter Banners for 10<sup>th</sup> Street in the River District Area, City Council approves the request for up to 5 years during the winter season, conditional on Georgian College assuming costs for design, manufacture, installation, and maintenance of the banners.

### Highlights:

- The City has received a request from Georgian College to permit banners that promote and brand Georgian to be installed along the 10<sup>th</sup> Street corridor in the River District.
- City Policy respecting the River District encourages and supports partnerships as well as a high level of urban design and adherence to the design for the area as outlined in the Urban Design Master Plan.

### Strategic Plan Alignment:

[Strategic Plan](#) Priority: City Building - KR2 - Increase pedestrian counts in the River District by 10%

## **Previous Report/Authority:**

None

## **Background:**

The City has received a request from Kristy Linklater, Associate Director, Marketing and Recruitment with the Owen Sound Campus of Georgian College requesting permission to place banners on the existing banner poles along the 10<sup>th</sup> Street corridor within the River District.

Excerpt from email:

*"...we have decided to create a series that would run east and then same series to run west along 10<sup>th</sup> avenue to ensure both directions of traffic get to see them. We have designed them with our MORE campaign which is being highly leveraged through the next year in several paid advertising channels, so aligning to this will help to create brand recall and heighten our awareness in Owen Sound downtown. We have designed them so that we can highlight key "MORE's" that Georgian offers, in conjunction with value propositions and differentiators that Owen Sound audiences may not know about us. Differentiators such as grad employment, our Marine Centre, being a Top 50 research college in Canada, and home to our new Bachelor of Science – Nursing degree. The plan would be to install them in an order that has a MORE graphic banner and then a differentiator."*

The banner design is attached. The banners are double-sided and are proposed for installation on both sides of 10<sup>th</sup> Street between 4<sup>th</sup> Ave East and 2<sup>nd</sup> Avenue West within the River District. The cost to design, manufacture, install, and maintain the banners would be assumed by Georgian College.

## **Analysis:**

In the Strategic Plan, under the City Building pillar it states: *To be successful, Owen Sound needs destinations that give an identity and image to our communities, destinations that help attract new residents, businesses, investment, and people. Building great places fosters successful social networks and benefits multiple stakeholders and initiatives at once.*

Part of being a Collaborative City hinges on improving and maintaining relationships.

The 15-acre Owen Sound Campus of Georgian College offers a wide variety of programs, in great facilities, including Canada's most advanced marine simulation and research centre along with a new Honours Bachelor of Nursing Program together with programs across Business Management, Policing, Engineering and Environmental Technology, Hospitality, Human Services and Liberal Arts. Georgian College is an important partner of the City and County in ensuring there are opportunities for skilled trades training. Labour force, training, and education opportunities are key considerations when employers are considering where to locate.

10<sup>th</sup> Street is a Connecting Link within the City's Transportation Network and is located within the River District designation of the Official Plan.

The River District designation is intended to provide a full range of commercial, institutional, recreational, and residential uses. The area is to function as the social, cultural, business, and recreational focal point of the City.

Within the River District, the City is to encourage and provide the highest quality of urban design, consistent with the Harbour and Downtown Urban Design Master Plan Strategy and other design guidelines. Decorative paving, signage, light standards, banners, and landscaping all contribute to making this an area of specialized design and visual significance.

Significant detail and thought went into creating the Harbour and Downtown Urban Design Master Plan Strategy. The Plan calls for artistic banners on the 10<sup>th</sup> Street poles and notes the graphic design of the banners needs to be high quality to ensure appropriate messages and colour coordination. Detailed banner specifications were created and approved by Council. Banners in the River District celebrate the Local Heroes, the City's cultural, built, and natural heritage (buildings, people, events and flora and fauna), as well as Canada Day.

There is a detailed plan for the placement of the banners within the River District. In the past, there have been special banners for Canada Day, the Olympic Torch Celebration, the Sesquicentennial and ScotiaBank Hockey Day in Canada.

The plan does not call for banners in the winter months but instead specified seasonal decorations along 2<sup>nd</sup> Avenue East as well as 10<sup>th</sup> Street.

The seasonal decorations for 10<sup>th</sup> Street have not been placed for several years due to their deteriorated condition.

Given the absence of winter decoration along 10<sup>th</sup> Street, staff support the winter placement of the Georgian College Banners along 10<sup>th</sup> Street. The 10<sup>th</sup> Street corridor is one of the busiest roads in the City with an average daily vehicle count of 24,000. The visibility of the banners will help with the identification of Georgian College as an important community partner and not interrupt the summer banner placement. The added colour and animation will be a welcome addition in the winter months.

Staff recommend approval for a term of up to 5-years long commencing in the 2022-2023 winter season, with Georgian College responsible for the cost, manufacture, and install of the banners.

### **Financial Implications:**

None as Georgian College will be responsible for the design, manufacture, installation and maintenance of the banners.

A street occupation permit will be required for installation.

### **Communication Strategy:**

This is an opportunity to promote the only post-secondary institution in the community.

### **Consultation:**

City Manager, Director of Public Works and Engineering.

This report will be shared with the River District Board at its meeting on November 9, 2022.

### **Attachments:**

1. Proposed Banner Design

### **Prepared and Recommended by:**

Pamela Coulter, Director of Community Services

**Submission approved by:**

Tim Simmonds, City Manager

For more information on this report, please contact Pamela Coulter, Director of Community Services at [pcoulter@owensound.ca](mailto:pcoulter@owensound.ca) or 519-376-4440 x 1252.