



Township of North Kawartha

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Report to Council

To: Mayor and Council Members
From: Keely-Anne Johnson, Clerks Department
Date: April 15, 2025
Subject: Township Branding Project – Phase One

Recommendation:

That Council receive the information report upon the Township of North Kawartha Phase One Signage.

Background:

As part of the Township of North Kawartha's ongoing branding and wayfinding initiatives, North Kawartha Council previously endorsed the work brand slide decks completed by HabitHQ under RFP-07-21, which included the development of several branded presentation materials, and most recently, a comprehensive signage and wayfinding strategy.

On September 17, 2024, Council approved the final HabitHQ signage and wayfinding slide deck (V10) and directed staff to proceed with obtaining quotations for the immediate procurement and implementation of phase one (1) signage. This report provides an update on the outcome of that process and outlines the next steps for the signage project.

Analysis:

In response to North Kawartha Council's direction on September 17, 2024, staff initiated a request for quotation process for the procurement and installation of Phase One (1) of the Municipal signage project. Through this process, IT STIX Signs and Graphics Inc, located within Bancroft, Ontario, were selected as the successful vendor, offering the best overall value to the Township.

Phase one (1) of the signage project has been developed in collaboration with internal department managers, along with the sign vendor. Signage design and artwork was created to align with Council's feedback and the approved HabitHQ branding, with the following locations prioritized for this phase:

- Municipal Office
- Emergency Services Headquarters
- Public Works Department
- River View Park

- Wilson Park Community Centre and Woodview Library

This report includes attached artwork that reflects the finalized signage designs for each above location. Installation by the sign vendor is tentatively scheduled to be completed ahead of the Victoria Day long week in May 2025, to ensure full visibility and readiness for the busy summer season.

An additional staff report will be brought forward to Council outlining the proposed next steps for the signage and wayfinding project, including timelines and consideration for the implementation of phase two (2). The Municipal signage project, phase two (2), will include consideration for signage damaged by the March 2025 ice storm once fully assessed.

Financial Implications:

The capital allocation of \$90,000.00 from the Branding Project will be used to fund the procurement and installation of the four facility signs: the Municipal Office, Emergency Services Headquarters, Public Works Department, and the combined Wilson Park Community Centre and Woodview Library signage.

The sign for River View Park will be funded separately through the Parks and Recreation capital budget, as it aligns with the department's ongoing River View Park project.

The total estimated cost for the four facility signs is \$16,090.00, while the total cost for the Riverview Park sign is \$3,282.00.

Strategic and/or Other Plans:

Strategic Plan 2023-2026: 2.0 – Economy – Guide Economic Growth for a Sustainable Community

Strategic Economic Development Plan 2023-2026: 4.0 Tourism – Branding

In Consultation With:

Connie Parent, Clerk

Edward Hilton, Economic Development Officer

Alana Solman, Chief Administrative Officer

Jesse Lambe, Fire Chief

Gary Gerald, Director of Parks and Recreation, and Waste

Jason Post, Public Works Manager

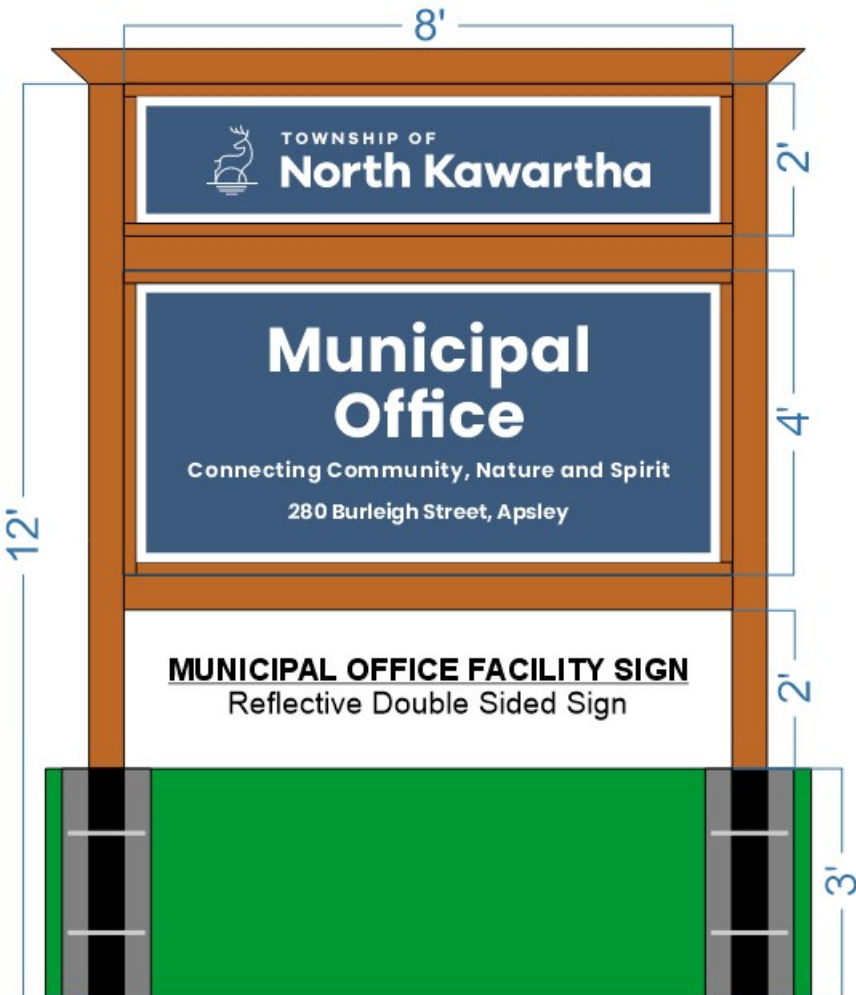
Matt Aldom, Chief Building Official and By-law Enforcement Officer

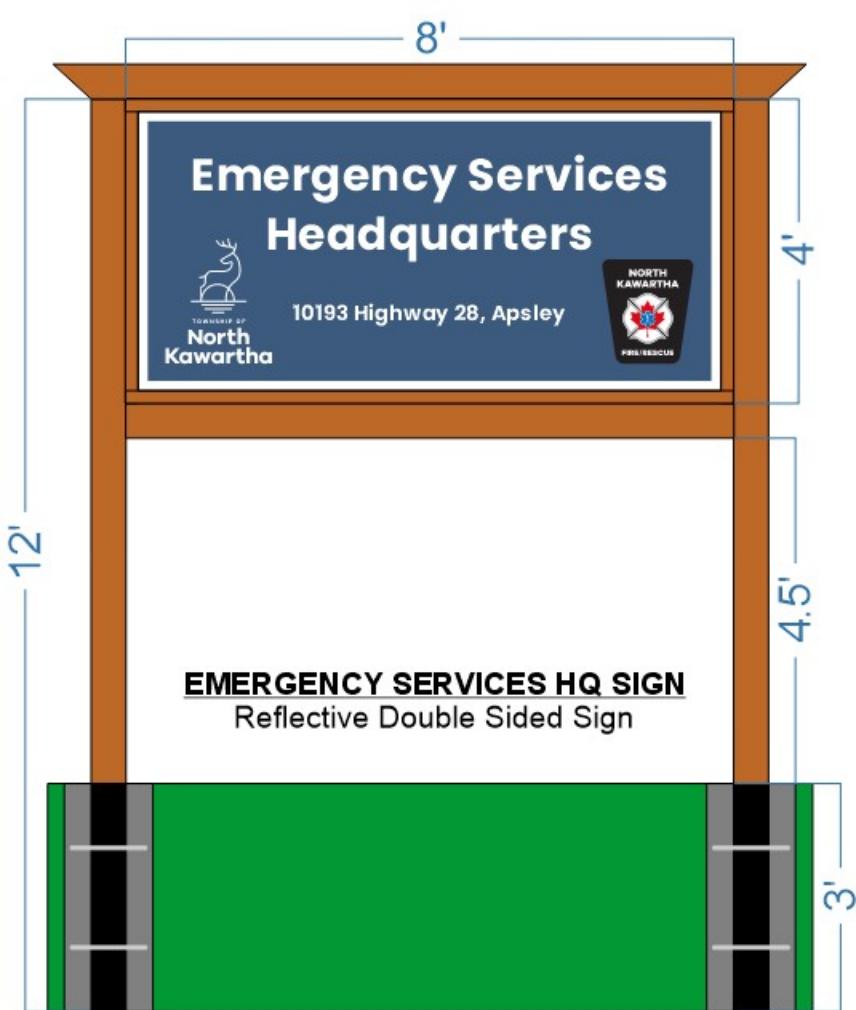
Judy Everett, Treasurer

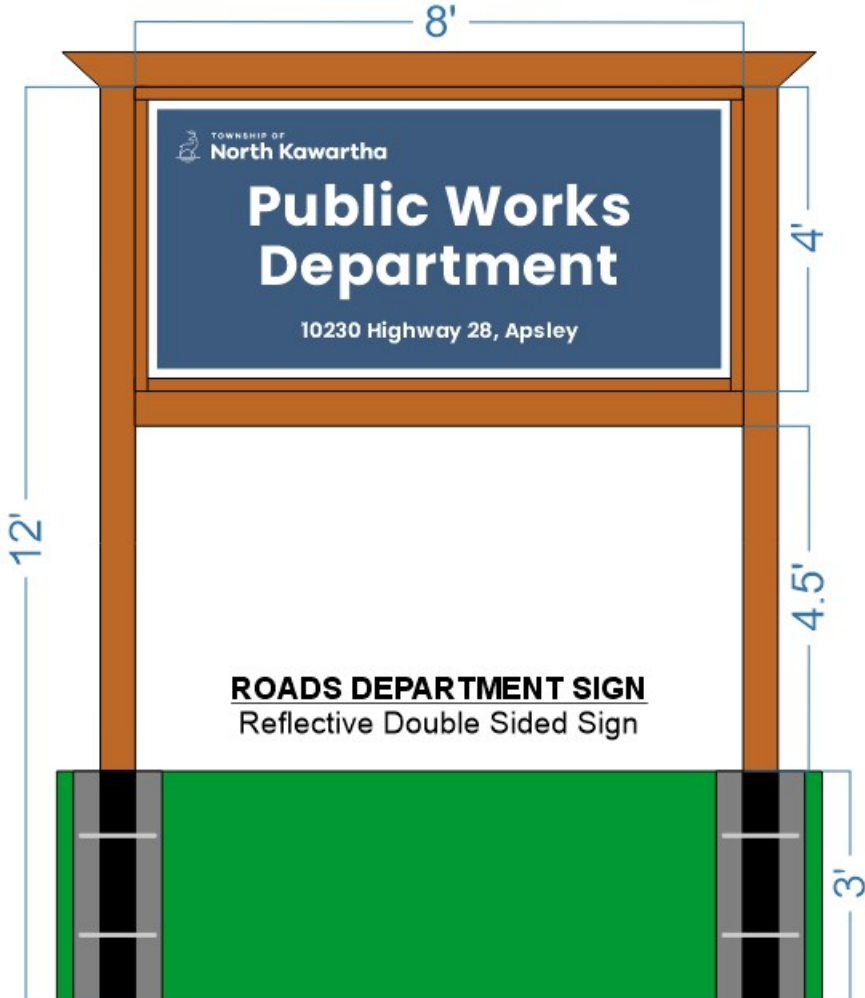
IT STIX Signs and Graphics Inc.

Attachment:

Township of North Kawartha Signage and Wayfinding, Phase One (1), Design and Artwork









TOWNSHIP OF

North Kawartha

**Wilson Park
Communiy Centre
& Woodview Library**

66 Northey's Bay Road, Woodview

SPACE FOR LED

**WILSON PARK COMMUNITY CENTRE
& WOODVIEW LIBRARY SIGN**

Reflective Double Sided Sign

8'

2'

4'

3'

3'

16'

