

To: Economic and Development Services Committee

From: Warren Munro, HBA, MCIP, RPP, Commissioner,
Economic and Development Services Department

Report Number: ED-23-118

Date of Report: May 31, 2023

Date of Meeting: June 5, 2023

Subject: Proposed Design and Location for Northwood Business Park
Gateway Signage

Ward: Ward 2

File: 03-05

1.0 Purpose

The purpose of this Report is receive direction to staff from the Economic and Development Services committee regarding a preferred design concept of the Northwood Business Park gateway signage and optimal locations. Business and Economic Development Services received \$800,000 through the 2023 Capital Budget meetings for the production and installation of the signage.

Attachments 1 to 3 to this Report includes three design concepts for the gateway signage.

Attachment 4 to this Report is an exhibit showing the recommended locations for signage installation in priority order.

2.0 Recommendation

That the Economic and Development Services Committee recommend one of Attachments 1, 2 or 3 to Council as the preferred design concept for the Northwood Business Park gateway sign.

3.0 Executive Summary

Not applicable.

4.0 Input From Other Sources

The following have been consulted in preparation of this Report:

- Chief Administrative Officer

- Commissioner, Corporate and Finance Services
- Region of Durham Works Department

5.0 Analysis

5.1 Project Overview

This project advances Council direction to introduce gateway signage in the Northwood Business Park. The City's prestige employment lands area, with over 202 hectares (500 ac.) of developable land, has seen major land acquisition by developers and will bring many new jobs crossing multiple sectors to the City.

The Northwood Business Park is strategically located in proximity to Ontario Tech University, Durham College, Highway 407 East and the Oshawa Executive Airport. The Northwood Business Park has the opportunity to attract AAA tenants and blue chip companies to operate businesses in this area.

The introduction of gateway signage to four (4) key locations within Northwood Business Park will extend a level of professionalism to the park, while also integrating modern and innovative design features with the natural areas and spaces in the business/employment area.

5.2 Design Options

Over the course of January and February 2023, Business and Economic Development Services and Planning Services staff have been engaging Region of Durham staff and private property holders to discuss the Northwood Business Park gateway signage project to define optimal locations for placement.

In order to appropriately define the locations that are most suitable for the installation of the gateway signage, Business and Economic Development staff released a Request for Quote ("R.F.Q.") for design concepts to move forward in dialogue with internal and external parties to ensure adequate lands can be secured to accommodate the scale and scope of the desired signage.

Following the R.F.Q., Schollen and Company Inc. was retained and was directed to provide three different concepts for review and selection. The proposed design concepts can be found in Attachments 1 to 3.

It is important to note that each of these signs will be adapted slightly in size and positioning based on the topography of the land surface in the selected locations.

Attachment 1 illustrates a concrete sign wall with a proposed LED light inlay letters to the uppermost portion of the sign. The plinths include precast concrete or cut stone blocks with the words 'Northwood Business Park'. Attachment 1 includes a mix of built and natural features, speaking to the development of Northwood Business Park situated amongst the open green space which creates a campus like setting.

Attachment 2 illustrates the same primary design and features described in Attachment 1. However, the inlay letters are lower case rather than capitalized.

Attachment 3 illustrates stainless steel backlist letters with the words 'Northwood Business Park' affixed to a corten steel plate. The corten steel plates are affixed to a 3D printed concrete tube with a LED light inlay and expresses the letters N and W for Northwood. The entire sign is placed atop concrete plinths that incorporate natural features throughout. The inclusion of 3D printing technology in this sign speaks to an innovative approach in sign design and also creates a synergy between Northwood Business Park and the academic, research and development expertise that exists at the Post-Secondary campuses adjacent to Northwood Business Park.

5.3 Proposed Locations

City staff have been evaluating the opportunity for gateway signage installation at several locations throughout Northwood Business Park to assess both the economics and topography of the potential locations.

The locations listed in Table 1 below outlines the locations recommended by staff considering timing, visual impact, ease of installation and overall impact as it relates to developments within the Northwood Business Park. Table 1 is presented in priority order and will be completed in this order, dependent on budget, land acquisitions and ongoing developments.

Table 1: Recommended Sign Locations

Option	Location	Ownership	Potential Timing for Installation
A	Roundabout at Conlin Road West and Thornton Road North	City	Fall 2023
B	Thornton Road North and Taunton Road West	Private. Subject to City acquisition through current site plan application process.	2024
C	Conlin Road West and Founders Drive	Region of Durham	2024
D	Stevenson Road North and Taunton Road West	Subject to City acquisition through current Environmental Assessment process.	2025
E	2400 Thornton Road North (Future Region of Durham Bus Depot)	Region of Durham	2025-2026

It should be noted that these locations are subject to negotiations with the respective property owner and available budget. Through the 2023 Capital Budget process, and with the funds endorsed, staff generally assume that the installation of four (4) signs is possible.

5.4 Next Steps

Following selection of the design concept at the June 26, 2023 City Council meeting, staff will release an R.F.Q. for fabrication of installation of the first sign.

6.0 Financial Implications

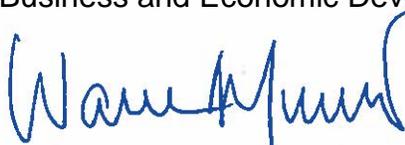
There are no immediate financial implications of this Report. Dependent on pricing of the selected design concept, there could be impacts that require further investment in future capital budget deliberations in order to deliver all four (4) gateway signs.

7.0 Relationship to the Oshawa Strategic Plan

The Recommendations in this Report advance the Economic Prosperity and Financial Stewardship goals of the Oshawa Strategic Plan.

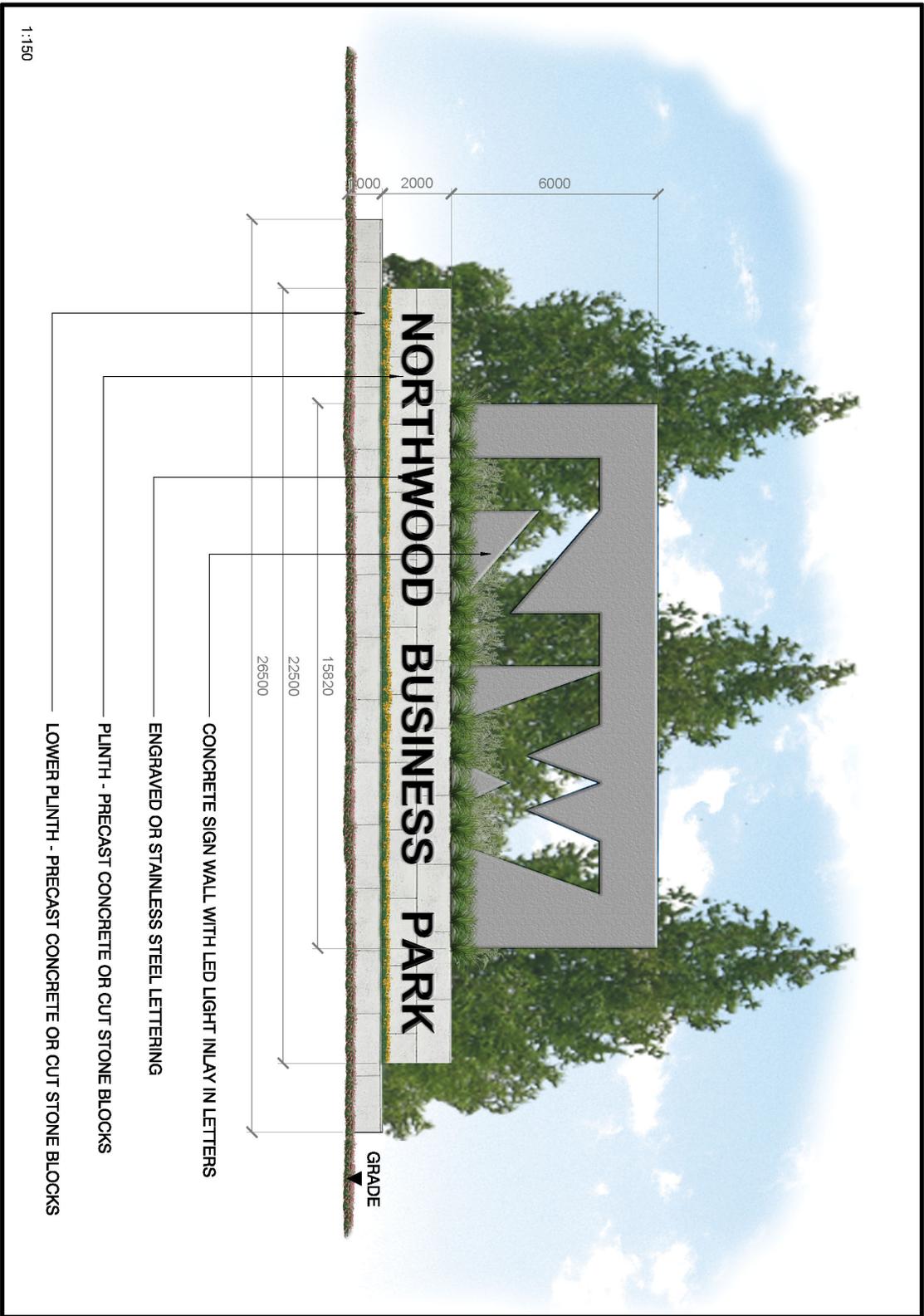


Hailey Wright, BAH, Director,
Business and Economic Development Services

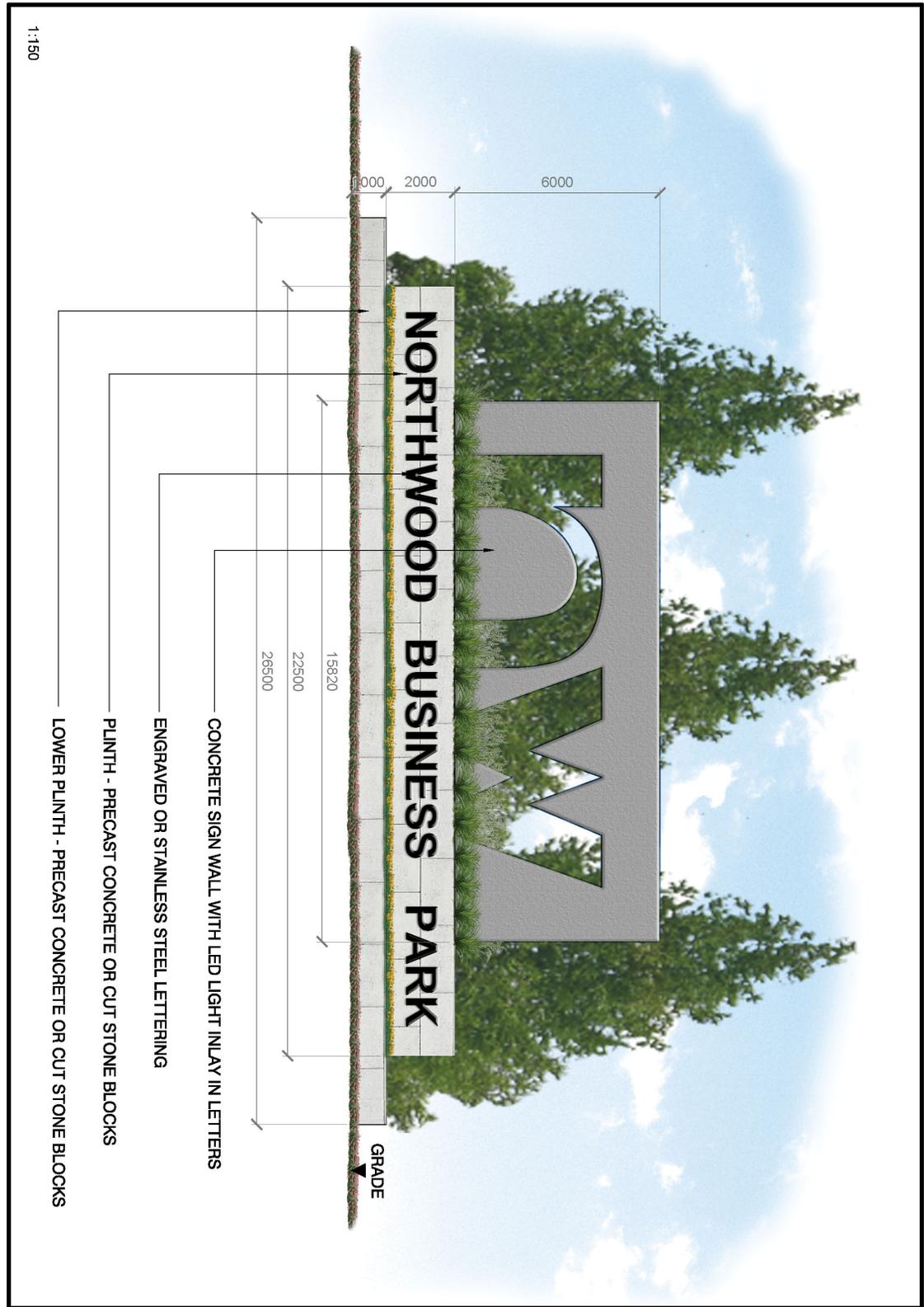


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Title: Option A Design Concepts for the Gateway Signage
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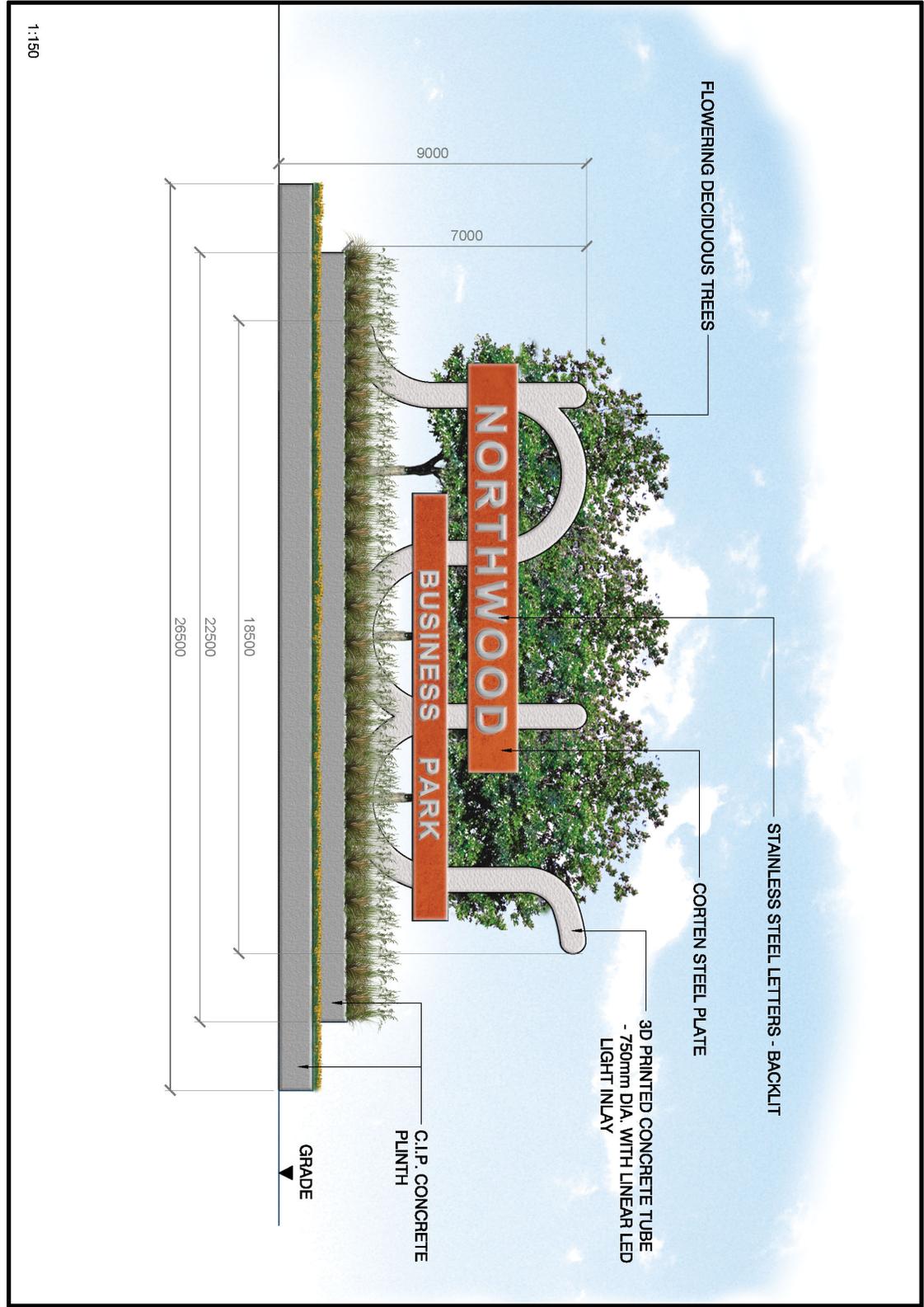


Title: Option B Design Concepts for the Gateway Signage
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- 15820
- 22500
- 26500
- CONCRETE SIGN WALL WITH LED LIGHT INLAY IN LETTERS
- ENGRAVED OR STAINLESS STEEL LETTERING
- PLINTH - PRECAST CONCRETE OR CUT STONE BLOCKS
- LOWER PLINTH - PRECAST CONCRETE OR CUT STONE BLOCKS

Title: Option C Design Concepts for the Gateway Signage
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Item: ED-23-118
Attachment 4



 Recommended Sign Locations

City of Oshawa
Economic and Development Services 

