

Whereas it has been identified that there are no gateway signs at the four corners of the Municipality to acknowledge to visitors that they have entered the Municipality of Arran-Elderslie;

Whereas gateway signage on municipal boundaries will support the Economic Development Strategic Plan to effectively attract and retain investment and demonstrate the Municipality's' value proposition;

Whereas gateway signage that reflects the style and character of the community will help to build the municipal brand;

Whereas gateway signage will position Arran-Elderslie as the home of Allenford, Paisley, Chesley, Tara, the various hamlets, and surrounding areas and will unify communities under the municipal umbrella as well as developing a sense of place and welcome visitors and residents alike to the community;

Whereas the attached draft concept be forwarded to Bruce County for their review and consideration; and

Therefore Council directs staff to prepare a report which will address the final design concept, placement of gateway signage at the four corners of the Municipality, outline permits and application costs, and timing of the installation of the signs.