

Report to Council

Report Title:	East Ridge Business Park Pylon Sign Project		
Prepared By:	Christine Brandt, Community Development Coordinator		
Department:	Economic Development		
Date:	October 14, 2025		
Report Number:	ED2025-15	File Number:	C11ED
Attachments:	ERBP pylon sign – Creighton Road		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2025-15 – East Ridge Business Park Pylon Sign Project, prepared by Christine Brandt, Community Development Coordinator, and authorizes the additional monies required for the East Ridge Business Park Pylon Sign Project as outlined in Option_____.

Report:

Background:

A pylon sign is currently located at the south entrance of the East Ridge Business Park (ERBP), at the intersection of Ontario Road and Bruce Road 4. This sign was refurbished in 2025 and now includes spaces for 14 businesses located on Ontario Road and East Ridge Road to advertise their presence within the business park.

Numerous businesses situated at the north end of the park have since requested signage opportunities as well. However, these requests have been deferred pending the development of a new pylon sign at the east entrance of the ERBP, located at the intersection of Creighton Road and Bruce Road 19. A visual of the proposed sign is included in the first attachment to this report.

The 2025 municipal budget allocated \$32,000 for this second sign project based on previous signage projects, with funds earmarked from the Westario reserve fund. Once complete, the proposed sign will include 12 advertising panels, which are expected to generate modest annual revenues, which in turn will offset hydro costs. Additional engineering of the base due to the size of the sign has led to higher costs than originally estimated. However, with design plans now complete, the procurement process complete and a desire from local businesses to advertise we are at the point of advancing this project to completion.

Analysis:

In accordance with the Ontario Building Code, given the size and structural requirements of the sign engineering drawing were completed to ensure the sign met requirements that were included in the invitation to quote that was issued to six sign manufacturers located in Bruce and Grey Counties. Only one complaint submission was received. The quote came in at \$67,897, which is \$35,897 over the approved 2025 budget for this project. This project will proceed into 2026 with the base only expected to be completed in 2025.

To address the shortfall, we seek authorization on this additional capital cost:

- 1. Option 1: Allocate additional funds from the Westario reserve fund, or**
- 2. Option 2: Include the balance in the 2026 municipal budget under the general tax levy.**

Providing equitable advertising opportunities for all businesses within the ERBP is an important part of supporting local economic development. As the park continues to grow, additional wayfinding and signage will not only help visitors navigate the area more easily but also reinforce the visibility and professionalism of the business community. The installation of a second pylon sign at the east entrance ensures that businesses at the north end of the park receive the same promotional benefits as those at the south end and leads proponents to the East Ridge Business Park.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

- | | |
|---|-----|
| • Recommendations help move the Municipality closer to its Vision | Yes |
| • Recommendations contribute to achieving Heritage, Culture, and Community | Yes |
| • Recommendations contribute to achieving Quality of Life | Yes |
| • Recommendations contribute to achieving Land Use Planning and the Natural Environment | Yes |
| • Recommendations contribute to achieving Economic Development | Yes |
| • Recommendations contribute to achieving Municipal Governance | Yes |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

There is currently \$95,071.60 in the Westario Reserve Fund, of which \$32,000 was allocated to this project in the 2025 Budget. To ensure project completion in 2026, it is recommended that the additional costs be funded from the same reserve. The project remains a priority due to the increased demand from new businesses within the park seeking visibility along County Road 19, and to further enhance identification and marketability of the East Ridge Business Park for future lot sales.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:

Christine Brandt

Christine Brandt, Community Development Coordinator

Reviewed By:

Sonya Watson

Sonya Watson, Chief Administrative Officer