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Date **June 6, 2023** **Report No. 2023-260**

To Chair and Members
Committee of the Whole - Operations

From Inderjit Hans, P. Eng., PMP
Commissioner, Public Works Commission

1.0 Type of Report

Consent Item	[]
Item For Consideration	[X]

2.0 Topic Wayne Gretzky Sports Centre – Entry Feature
[Financial Impact: \$25,000]

3.0 Recommendation

- A. THAT report no. 2023-260 regarding “Wayne Gretzky Sports Centre – Entry Feature” BE RECEIVED; and
- B. THAT the net cost of \$25,000 for the Wayne Gretzky Sports Centre entry sign on Fairview Drive BE FUNDED from the Council Priorities Reserve (RF0558)

4.0 Executive Summary

The Wayne Gretzky Sports Centre (WGSC) opened on September 29, 2013. The 10th Anniversary of the opening of the rebuilt WGSC will be celebrated in the Fall of 2023. Report #2023-146 Wayne Gretzky Sports Centre: 10th Anniversary Celebration, was approved by the Estimate Committee at their February 8, 2023 meeting. The report directed staff to review traffic control at the intersection of Fairview Drive and the WGSC entrance (“Walter Gretzky Blvd.”) and consider an entry feature at the intersection.

A public meeting was held at the WGSC on April 5, 2023 to discuss traffic concerns and wayfinding needs. Those in attendance did not support the installation of a traffic control signal, however an overhead directional sign was supported to better showcase the entrance and improve wayfinding to the WGSC.

An overhead WGSC sign is recommended to be installed on the north side of Fairview Drive to showcase the entrance to the facility.

5.0 Purpose and Overview

The purpose of this report was to review traffic control at the intersection of Fairview Drive and the WGSC entrance (“Walter Gretzky Blvd.”) and consider an entry feature at the intersection.

6.0 Background

At its meeting held February 28, 2023, City Council approved the following resolution as part of Report #2023-146 Wayne Gretzky Sports Centre: 10th Anniversary Celebration:

That staff BE DIRECTED to engage the Ward 3 Councillors and area residents on the potential installation of traffic control at the intersection of Fairview Drive and the Wayne Gretzky Sports Centre entrance (Walter Gretzky Blvd.) and REPORT BACK to the May 2023 Committee of the Whole – Operations including an option for an entry feature to showcase the Wayne Gretzky Sports Centre at the intersection.

7.0 Corporate Policy Context

The recommendation of this report support the following strategic themes outlined in the 2023-2026 Council Priorities:

- Move people more effectively
- Effectively and consistently engage with the community.

8.0 Input From Other Sources

Input was provided by the Communications, Community Engagement and Customer Service Department, Economic Development, Tourism and Cultural Initiatives Department and Parks and Recreation Department.

The following is a summary of the comments and suggestions regarding the WGSC entrance signage raised at the April 5, 2023 public meeting:

- Vehicles utilize residential driveways on Fairview Drive to turn around after missing the entrance to the WGSC

- Receptive to proposal for an overhead sign installation at Fairview Drive and WGSC entrance
- The overhead sign should be illuminated

9.0 Analysis

9.1 Traffic Signal

A vehicle turning movement count was conducted on April 18, 2023 and determined a traffic control signal is not warranted at the WGSC entrance off Fairview Drive. Given the time of year the study was conducted, staff will arrange for a second study during a weekend when the facility is closer to capacity. Should studies conclude further traffic control is required, staff will write a report to Council. A traffic control signal would be difficult and costly to construct given the utility and infrastructure conflicts at this location. Those attending the public meeting did not support the installation of a traffic control signal.

9.2 WGSC Entrance Sign

The existing WGSC entrance sign on Fairview Drive is set back from the road and obstructed by trees and utility pole. Staff often receive complaints from out of town visitors accessing the WGSC from the Hwy. 403 King George Road interchange, often missing the entrance due to a lack of signage. An overhead sign installed on the north side of Fairview Drive, opposite the driveway, will improve visibility of the entrance from both directions on Fairview Drive.

Those in attendance at the public meeting confirmed the need for improved wayfinding / entry signage at the entrance. The proposed sign design shown in Figure 1 below was supported by those in attendance at the public meeting.

Figure 1 - Wayne Gretzky Sports Centre Overhead Sign



The signs will be approximately 3 feet by 8 feet on vinyl reflective sheeting and illuminated with LED fixtures mounted above the sign. The pole will be installed on the north side of Fairview Drive and the signs will be mounted above the westbound lanes of the street.

At the public meeting, concerns were raised regarding speeding on Fairview Drive and internal traffic operations of the WGSC parking lot. Staff will conduct traffic studies to determine if any actions can be taken. Parks and Recreation Services staff will investigate to determine appropriate measures to address the traffic concerns raised.

9.3 TODS Highway 403 Signs

The Ministries of Transportation and Tourism, Culture and Sport oversee the delivery and maintenance of the Tourism-Oriented Directional Signage Program. TODS signs, the large signs on major provincial roadways (i.e. Highway 403) make it easier for travelers to find local attractions and services.

As the Tournament Capital of Ontario, the Wayne Gretzky Sports Centre hosts tens of thousands of sport tourists annually. Additional signage to point to this amenity helps to increase awareness of the facility itself, help motorists to find tourist attractions and complementary services easily, enhance traffic control through “advanced warning of turns” signs and ultimately stimulating the economy with additional local investment by tourists.

Staff will investigate the feasibility of TODS signage on Highway 403 and build the ongoing advertising cost in the annual Parks and Recreation Operating Budget. Tourism Division staff, in collaboration with Operational Services, will also ensure that the complementary municipal tourism directional signs (blue signs on City streets) also point effectively from the TODS signage to the WGSC.

10.0 Financial Implications

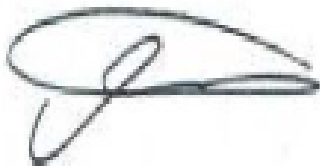
The cost to install an overhead illuminated WGSC entry sign is \$25,000. Funding is to be provided from the Council Priorities Reserve (RF0558)

11.0 Climate and Environmental Implications

The installation of an entrance sign at the WGSC driveway will reduce greenhouse gas (GHG) emissions from vehicles due to the reduced instances of motorists missing the driveway entrance and the unnecessary out of the way travel. Research has suggested that drivers can reduce fuel consumption, and GHG emissions, by driving more smoothly.

12.0 Conclusion

An overhead Wayne Gretzky Sports Centre sign on Fairview Drive will provide improved guidance for visitors to the facility.



Inderjit Hans, P. Eng., PMP
Commissioner, Public Works Commission

Prepared By:
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In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no
Agreement(s) or other documents to be signed by Mayor and/or City Clerk	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no
Is the necessary by-law or agreement being sent concurrently to Council?	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no