



This design was chosen for the new gateway signage.

Councillors approve new signage program for town

Total cost for project over 10 years expected to amount to \$1.5 million

By **RICHARD VIVIAN**
The Champion

New gateway signage will soon greet visitors to Milton.

Town council approved the conceptual design of a new gateway signage program Monday, sending the issue to the detailed design stage.

"The sole reason for this is to consolidate the different various communities into one with a consistent brand, the Town brand," said Town-hired consultant Andrew Kuzyk.

"Right now, it (signage) doesn't have that cohesiveness that it should have."

The approved conceptual design

includes landscaped signs along Hwy. 401, foliage treatments around the water tower and the use of Town logo colours for village identity signage.

Parks and trails will also receive new signage, which would also match Town logo colours.

Before giving the go-ahead, several councillors expressed concern over the timing and cost of the program, both of which will be specifically determined during the detailed design stage.

"We have to have a little bit of an idea of what we're spending here," said Councillor Barry Lee. "I'm in favour of what's here, but I need to know what that's going to cost."

Even with the approved conceptual design, council has retained discretionary power over the program's implementation though the budget approval process, explained Jennifer Reynolds, Milton's director of community services.

"As we go through the detailed design, we will prioritize and ask council to approve projects as part of the annual capital budget," she said, adding forecasts for the program roughly indicate spending of \$150,000 each year for 10 years.

Erection of the new signage is expected to occur as signs need replacing, added Project Manager Jeff Fraser.

"The idea is to phase things in over time, as required," he said. "It would be most cost efficient to wait until the signs need replacing."

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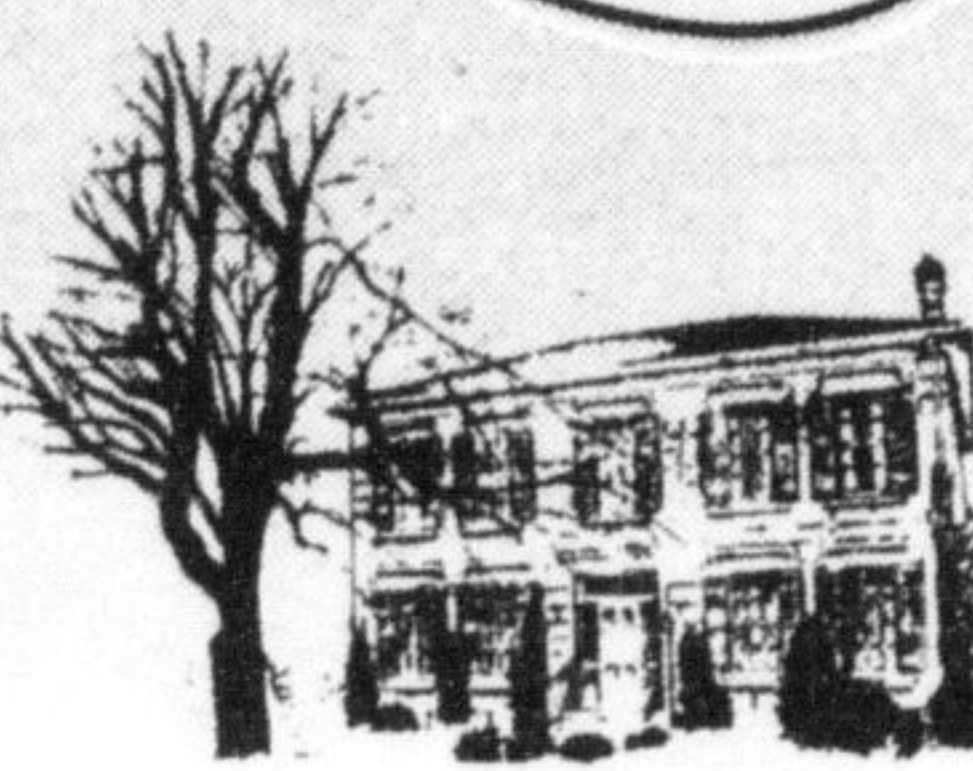
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