



Staff Report

Strategic Initiatives – Special Projects & Strategic Initiatives

Report To: COW- Admin, Corp and Finance, SI, Comm. Services
Meeting Date: March 16, 2026
Report Number: SI.26.009
Title: Confirmation of Gateway Sign Locations
Prepared by: Allan Gibbons, Manager of Communications and Customer Service

A. Recommendations

THAT Council receive Staff Report SI.26.001, entitled “Location of Gateway Signage in The Blue Mountains” for information;

AND THAT Council direct staff to proceed with the prioritized locations for the installation of the gateway signs as identified within this report.

B. Overview

This report provides Council with proposed locations for Gateway Signage to be installed in the Town. Staff are looking for Council approval before beginning the application process with the Ministry of Transportation and Grey County.

C. Background

Town staff began work on a new Gateway and Wayfinding Project in 2024, when request for proposal (RFP) 2024-02-P-ADM was issued and awarded for the design of Town gateway and various types of community signs. The RFP was awarded to Fathom Studios, an award-winning and leading design firm with robust experience working with municipalities throughout Canada.

Following a public engagement process that included an online public questionnaire, design concept meetings with residents and local business associations, one-on-one interviews with members of Council and an engagement table set up in the atrium of Town Hall, two designs were presented to the Committee of the Whole on May 26, 2025 in report [SI.25.018 "Gateway and Wayfinding Design Concept Follow-up"](#). Council selected option two with direction to work with Fathom Studios to refine the selected designs based on the feedback received. The final designs were completed and delivered to Town staff on September 22, 2025. For reference, the final designs are included with this report as Attachment #1.

During the 2026 Budget Process, the Gateway Sign Project was considered as an item to be funded by the Municipal Accommodation Tax. It was included in the evaluation process and

scored highly enough to be eligible for funding and was included in staff report [SI.25.036](#) for consideration by Council. Through the report, \$210,000 was approved for the Gateway Sign Project for 2026.

Following budget approval, Strategic Initiatives staff began discussions with the Operations Department and Purchasing to determine proposed sign locations and the RFP process to have the signs fabricated. Strategic Initiatives staff were recommended to confirm the sign locations with Council before preparing applications to the Ministry of Transportation (MTO) or Grey County Roads.

D. Analysis

To advance the project, Town staff are proposing the following locations for installation in order of priority. All six locations will be included in an RFP for fabrication and installation, with bidders asked to provide an estimated cost for each location. The highest priority locations that fit within the \$210,000 budget will be advanced. Pictures of all locations can be found in Attachment 2.

Prioritized List of Locations

1. Highway 26 – West Entrance

The previous *“Welcome to The Blue Mountains”* sign that was erected in this location has been removed due to deterioration. There is currently no Town welcome sign in this area, aside from the blue MTO signs that list the Town name and population. This location is considered the highest priority along with the Highway 26 – East Entrance as it sits on a provincial highway that receives high traffic. This location is at the intersection of Highway 26 and The Blue Mountains Meaford Townline.

2. Highway 26 – East Entrance

This location receives a high amount of traffic coming from Collingwood on the provincial highway. There are currently provincial signs listing *“Welcome to Grey County”*, *“Town of The Blue Mountains Population 7,500”* and *“Craigeith”*, but no Town signage welcoming the public to the Town of The Blue Mountains. It is proposed that this location would be based in the same location as the Town of The Blue Mountains population sign in accordance with MTO guidelines. This location is on the north side of Highway 26 between Timmons Street and Long Point Road.

3. Grey Road 2 – South Entrance

This sign is located at the southern entrance of The Blue Mountains on Grey Road 2. The current sign is beginning to show signs of deterioration and uses old Town branding. Further north on the road, there is a *“The Blue Mountains, A Proud Part of Grey County”*. This sign is located on the north side of Grey Road 2 between the Osprey The Blue Mountains Townline and the Osprey Collingwood Townline.

4. Grey Road 19/Mountain Road – East Entrance

There is currently a “The Blue Mountains, A Proud Part of Grey County” sign at this location. This is a high traffic corridor into The Blue Mountains from Collingwood. While this sign is a priority based on location, there are plans to convert the intersection at Grey Road 19 and Grey Road 21 into a roundabout. It is recommended that the installation of the Gateway sign takes place following the construction to ensure the sign does not have to be moved or reinstalled. The proposed location would be on the north side of Grey Road 19 between Grey Road 21 and Crosswinds Boulevard.

5. Grey Road 40 – West Entrance

This location currently has a “*The Blue Mountains, A Proud Part of Grey County*” sign. This is currently the only sign representing The Blue Mountains on a county road on the west side of the municipality. The location is on the south side of Grey Road 40, east of The Blue Mountains Meaford Townline.

6. Grey Road 119 – West Entrance

There are currently no signs welcoming visitors to The Blue Mountains if they enter via Grey Road 119 on the west side of the municipality. The proposed location would be on the south side of Grey Road 119 east of The Blue Mountains Clearview Townline.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

F. Environmental Impacts

There are no anticipated environment impacts associated with this report.

G. Financial Impacts

\$210,000 was approved in the 2026 Budget funded by Municipal Accommodation Tax to support the fabrication and installation of Gateway Signage. As noted, the highest priority locations that fit within the \$210,000 budget will be advanced.

For further context, original figures from Fathom Studios estimated that the fabrication and installation of the Town Gateway Signs would be approximately \$35,000 per sign. Based on

internal discussion, the estimates provided by Fathom Studios are projected to be lower than the actual cost due to potential site engineering and installation expenses.

As a result, staff recommend that the project advance through the RFP process so accurate fabrication and installation costs are known. Based on the results of the RFP, work within the approved \$210,000 budget will be awarded and advanced.

A follow-up report will be provided to Council following the RFP process to provide an update on the project schedule and budget.

H. In Consultation With

Tim Hendry, Director of Strategic Initiatives

Jim McCannell, Manager of Roads & Drainage

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Allan Gibbons, Manager of Communications & Customer Service communications@thebluemountains.ca.

J. Attached

Attachment 1 – TBM Gateway Signage Design

Attachment 2 – Map of Recommended and Prioritized Gateway Sign Locations

Respectfully submitted,

Allan Gibbons
Manager of Communications and Customer Service

For more information, please contact:
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Report Approval Details

Document Title:	SI.26.009 Confirmation of Gateway Sign Locations.docx
Attachments:	- Attachment 1 -TBM Gateway Signage Design.pdf - Attachment 2 -Map of Recommended and Prioritized Gateway Sign Locations.pdf
Final Approval Date:	Mar 5, 2026

This report and all of its attachments were approved and signed as outlined below:

No Signature - Task assigned to Tim Hendry was completed by assistant Taylor Robinson

Tim Hendry - Mar 5, 2026 - 9:30 AM

Gateway identification—town

Sign Code	A
Intent	This is a heavily-branded sign, intended to let visitors know they have entered the town of The Blue Mountains. They are placed only at major entry points.
Sides	Single-sided
Nominal Dimension	Overall: 4550mm x 350mm Base: 4550mm x 800mm Sign panel: 3500mm 2100mm
Mode and Users	Vehicular sign
Structure	Base: random rubble masonry wall or cladding on concrete base to match intent Post: 10" x 10" wooden posts Sign panel: layered painted aluminum cabinets
Text	Dimensional acrylic letters
Coatings and Special Treatments	All panels are finished with graffiti protection layer.
Mounting and Footing	Sign panel is fastened to posts using bolts. Posts are fastened to the anchors using bolts. Anchors are bolted onto a concrete form. Concrete form is set to a depth determined by the site engineer.
Illumination and Retroreflectivity	Face-lit letters with RGB LED lighting
Orientation	Perpendicular to the vehicular path of travel



Front view

Proposed Gateway Sign Locations

1. Highway 26 – West Entrance



2. Highway 26 – East Entrance



3. Grey Road 2 – South Entrance



4. Grey Road 19/Mountain Road – East Entrance



5. Grey Road 40 – West Entrance



6. Grey Road 119 – West Entrance



Map of The Blue Mountains with Proposed Sign Locations

