



**Township of North Kawartha**  
280 Burleigh Street, PO Box 550, Apsley, ON K0L 1A0  
Tel: 705-656-4445 | 1-800-755-6931 | Fax: 705-656-4446  
[www.northkawartha.ca](http://www.northkawartha.ca)

## **Report to Council**

To: Mayor and Council Members  
From: Gary Geraldi, Director of Parks and Recreation / Waste Management  
Date: November 12, 2024  
Subject: CLPOA Boat Cleaning Station Proposed New Sign

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### **Recommendation:**

For information and discussion.

### **Background:**

In an effort to help prevent the spread of invasive species in our local lakes, the Chandos Lake Property Owners Association (CLPOA), in cooperation with the Township of North Kawartha, purchased and installed a Boat Cleaning Station (BCS) at the Chandos Lake public boat ramp in 2023.

The BCS is the latest technology to combat the spread of invasive species in an environmentally friendly manner. The BCS is portable, waterless, solar powered and free for public use.

In support of the BCS, the Township installed bear proof garbage and recycling containers, completes regular inspections of the BCS and provides annual winter storage space.

In addition, signage was installed to identify the BCS and recognize the CLPOA. On the backside of the sign in very large print, and to be visible by vehicle traffic on County Rd. 620, is 'Boat Cleaning Station'.

### **Analysis:**

The Chandos Lake Property Owners Association (CLPOA) has approached the Township for permission to install a new larger sign at the Chandos Lake boat ramp adjacent to the Boat Cleaning Station (BCS). This sign will be on Township property.

The following details and summary were provided by the CLPOA for Township consideration:



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**Sign Objective:**

The stated purpose of the sign is to promote the use of the BCS and provide boater and public awareness of the challenges in combating invasive species. As such, the sign is intended to promote 'Clean, Drain, Dry' message for all boaters using the public boat ramp to launch and remove their boat. And specifically, for those who travel and boat in various lakes.

In addition, the sign will include corporate sponsors or partners, as the sign is intended to help the CLPOA offset the cost of the Boat Cleaning Station while providing their corporate sponsor or partner, a prime advertising location.

The CLPOA proposes that along the top of the sign, it will acknowledge that the BCS is the work of the CLPOA, and the sign will then provide an advertising vehicle for their selected partners or sponsors directly below that message. The CLPOA estimates the breakdown of the space allocation on the sign as follows: 25% CLPOA and 75% for sponsor or partners advertising logos and any additional details.

The CLPOA anticipates the sign will generate revenue of approximately \$4,000. to \$6,000. annually. They will be requesting a 3-year to 5-year agreement from each sponsor or partner.

**Sign Locations:**

The sign is proposed to be located next to the BCS and facing County Rd. 620 in both directions. A picture of the proposed location is included in the attachments. The proposed sign will be permanent and cannot be removed for the winter.

**Sign Size and Construction:**

The proposed size is large at 12' to 15' tall x 20' wide. The bottom of the sign is requested to be at minimum 10' above ground level for visibility.

Frame information, including materials and design:

The sign will be double-sided and have steel supports for strength and longevity. The CLPOA is aware of and has agreed to apply for a Building Permit and comply with all Building Code requirements.

As mentioned above, the space allocation is proposed as: 25% CLPOA and 75% for sponsors or partners.

The sign will have no illumination.

A sample sign has been included in the attachments below for information and reference only.



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**Permits and Approvals:**

The CLPOA has a copy of and has reviewed the County Sign By-Law. If the concept is approved by the Township in general, the CLPOA will have to follow the County Sign By-Law application process and the Municipal Building Permit process.

The final proof and design will be provided to the Township for approval.

**Costs:**

The CLPOA will be responsible for **all** related sign costs including but not limited to; permits, design, construction, and ongoing maintenance of the sign.

**Financial Implications:**

The CLPOA is proposing a zero financial impact to the Township.

**Strategic and/or Other Plans:**

Governance

1. Provide Quality Community Programs and Services.
2. Provide effective, clear, and transparent Township Communication.

Environment

1. Promote Responsible Environmental Stewardship.

**Consultant(s) Sourced:**

John Lovatsis, CLPOA  
Alana Solman, CAO

**Attachments:**

1. Proposed Sign Location
2. Sample Sign



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1. Sign Location is proposed to be between the bear proof garbage and recycling bin and the current BCS sign.



2. The following is a sample of the type of proposed sign. The sample represents a sign 8' wide and 16' tall.

