Staff Report

Report To: River District Board of Management

Report From: Viveca Gravel, River District Coordinator

Meeting Date: November 18, 2026

Report Code: CS-26-095

Subject: Updated River District Planting Bed Logo Proposal

Recommendations:

THAT in consideration of Staff Report CS-26-095 respecting an updated proposal for the River District planting bed logo, the River District Board of Management approves the:

1. Allocation of up to $8,500 from the Board Reserve for this project; and
2. Addition of a tagline to the logo as approved through the update to the River District Action Plan.

Highlights:

- This proposed branding initiative supports River District Action Plan objectives by strengthening the River District's identity and enhancing a prominent arterial public space through a visible, year-round branding feature.
- The project uses a high-visibility location at the raised oval garden at 9th Avenue East and 10th Street East, positioning the River District brand where it can be readily seen by motorists and pedestrians.
- The project proposes a durable landscape installation featuring a custom metal River District logo and text surrounded by low maintenance stone.
- The project requires approval of the Board to allocate up to $8,500 from Board reserves for design, fabrication, installation, rock, and

mulch; Parks Division support to remove existing edge shrubs; and confirmation of the intended installation schedule.

River District Plan Alignment:

Branding

- Strategic Objective: Create an impactful and bold identity.

River District Management

- Strategic Objective: Entice transient tourist traffic to stop in the River District.
    - Action: Beautify arterial public spaces
        - Tactic: Increase the focus on landscaping and landscape maintenance along 10th Street throughout the entire city, along 9th Avenue from the entrance to the city to 10th Street East, and along 16th Street East.

Previous Report/Authority:

Report CS-26-082 Re: River District Planting Bed Logo Proposal – 9th Avenue East and 10th Street East

River District Action Plan

Background:

The River District Action Plan has Objectives and Actions that support branding to create an impactful identity and to beautify arterial public spaces.

On September 9, 2026, Staff Report CS-26-082 was presented to the River District Board of Management regarding an opportunity to brand a planting bed on a major arterial road for the River District. The Board made the following motion with respect to the report:

> RD-260909-004
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> "THAT in consideration of Staff Report CS-26-082 respecting the River District Planting Bed Logo Proposal, the River District Board of Management (RDBM) postpones Staff Report CS-26-082 to the RDBM meeting on November 18, 2026 pending receipt of a refined design for the planting bed logo."

The purpose of this report is to provide a refined design concept for consideration.

Analysis and Options:

At its meeting on September 9, 2026, the Board provided feedback that the design should incorporate words to describe what the River District is, and the imagery should be made clearer.

Based on this feedback, staff has rendered a new concept for review by the Board (Attachment 2).

In addition to using more river rock to make the River District logo stand out, a tagline has been added to help those not familiar with the River District logo understand what the brand means.

The idea of a tagline has been raised through the update to the River District Action Plan. While the Board may consider and approve this initiative, the timing of the work should be such to allow the River District Action Plan and tagline to be finalized prior to the sign being completed.

It should be noted that due to the additional requirement for metal work, the upset limit has been revised to $8,500.

Resource Alignment:

Financial Resources

The estimated cost of the design, manufacture, and installation (including rock and mulch) is $8,500 from the River District Board of Management reserves.

Human Resources

City Parks Division staff have been requested to remove the existing shrubs from the edge of the planter.

Time and Scheduling

If approved by the Board, the goal would be to install the piece in spring 2027.

Technology and Infrastructure

N/A.

Climate and Environmental Impacts:

There are no anticipated climate or environmental impacts.

Communication and Engagement:

The goal of this initiative is to promote communication and awareness of the River District and the brand to the thousands of people who would pass it each week.

Report Developed in Consultation With:

Pam Coulter, Director of Community Services

Attachments:

1. Planting Bed Location
2. Concept Rendering

Reviewed by:
Pam Coulter, Director of Community Services

Submission approved by:
Tim Simmonds, City Manager

For more information on this report, please contact Viveca Gravel, River District Coordinator at vgravel@owensound.ca or 519-376-4440 ext. 1209.