



Staff Report

Report To: River District Board of Management
Report From: Viveca Gravel, River District Coordinator
Meeting Date: September 9, 2026
Report Code: CS-26-082
Subject: River District Planting Bed Logo Proposal – 9th Avenue East and 10th Street East

Recommendations:

THAT in consideration of Staff Report CS-26-082 respecting the River District Planting Bed Logo Proposal, the River District Board of Management approves an allocation of up to \$6,500 from the Board Reserve for this project.

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 installed over landscape fabric, with white river rock in the logo channel and lighter mulch surrounding the "R" for contrast.
- The project requires approval of the Board to allocate up to \$6,500 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

- 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:

N/A.

Background:

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

There is a large oval garden at the intersection of 9th Avenue East and 10th Street East (see Attachment 1).

The bed is raised at the rear, so it is visible from the street. 9th Avenue East and 10th Street East are both “major arterial roads” within the City’s transportation network and have daily traffic counts (counting only westbound traffic on 10th Street, west of the 9th Avenue East intersection) of approximately 1,920 vehicles (700,800 vehicles per year) (2016 data).

There is an opportunity for the River District to utilize this bed to promote its brand and direct people to the River District.

Analysis and Options:

Staff has consulted with a metal fabricator who would create a stylized River District logo for placement in the centre of the bed on top of landscape fabric over the current planting bed.

The channel would be filled with white river rock and the area around the River District "R" would be filled with mulch. The River District logo would be a patina finish and clear-coated.

This would be intended as a year-round display that could have lights added for a seasonal touch along with other seasonal items. The words River District would be added with an arrow pointing left or west.

Attachment 2 includes an illustration of the concept.

Resource Alignment:

Financial Resources

The estimated cost of the design, manufacture, and installation (including rock and mulch) is \$6,500 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 before the end of the year.

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:

Manager of Parks and Open Space

Attachments:

1. Location of Planting Bed
2. Illustration of Concept

Reviewed by:

Pamela 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.