



**Subject: Signage Renewal Strategy**

**To: Council**

**From: Chief Administrative Office**

Report Number: 2021-215

Meeting Date: August 23, 2021

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**Recommendation:**

That Chief Administrative Office Report 2021-215 be received for information.

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**Purpose:**

The purpose of this report is to inform Council of a signage renewal strategy that has been created to assess and update current signage at parks, trails, public spaces, facilities, on major roadways and gateway signage. New signage will provide a consistent and uniform look throughout the City, create a strong visual brand and positive first impressions for visitors and tourists, and provide connections and direction within the City. Staff have submitted a request to the 2022 Capital Budget to begin a multi-year project to update City signage to be consistent with new branding guidelines and erect City signage where it is needed.

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**Background:**

Staff have started to create an inventory of all City signage at parks, trails, facilities, and on major roadways. This included site visits to evaluate the current signage in place, to note what locations have suitable signage with the City's new branding and the state of signage at each location. From there, the signage has been given a priority level based on the condition of the current signage, traffic volumes, and location within the City (i.e., downtown core, Main Street, industrial area, visitor/tourist area, entrance points).

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**Discussion:**

The City has over 50 locations that have City branded signage. Parks staff have been gradually replacing some signs in parks and trails with signage that includes the City's new branding.

This initiative will help to prioritize the signs that need to be replaced and will also identify locations where more signage may be necessary, and areas where signage is no longer required. Research is also being conducted to ensure sufficient information is provided in each location. For example, park etiquette should be included in parks signs as well as trail signs.

Having signage in a presentable condition and with the appropriate information is important. When entering the City or visiting a facility, park, or trail, a sign is typically the first thing seen by investors, tourists, and residents. The goal of this initiative is to ensure the City is being showcased in the best possible manner.

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**Internal Consultations:**

This project has been discussed by the Corporate Leadership Team. City staff from Economic Development and Tourism, Engineering, and Parks are working together.

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**Financial Implications:**

A request for \$50,000 every year for the next three years has been submitted to the 2022 Capital Budget. Staff will also be seeking partnerships with the public and private sector, as well as pursuing funding opportunities that may be available from the Province and the Public Realm Investment Program (PRIP) administered by the Niagara Region.

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**Strategic Plan Alignment:**

The initiative contained within this report supports the following pillar(s) of the strategic plan:

- Service and Simplicity - Quality and Innovative Delivery of Customer Services
  - Attracting Business Investment and Tourists to Port Colborne
  - City-Wide Investments in Infrastructure and Recreational/Cultural Spaces
  - Governance: Communications, Engagement, and Decision-Making
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## **Conclusion:**

In conclusion, City staff have prepared this report to make Council aware of a signage renewal strategy that is underway. This initiative will evaluate the entire inventory of signs in trails, parks, public spaces, facilities, and other key locations and develop a plan to replace signage and create new signage that meets branding guidelines, provides connections and direction within the City, and creates positive impressions for residents, visitors, tourists, and investors.

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Respectfully submitted,

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## **Report Approval:**

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final review and approval by the Chief Administrative Officer.