



**Subject: City Signage Strategy**

**To: Council**

**From: Office of the Chief Administrative Officer**

Report Number: 2022-141

Meeting Date: June 28, 2022

---

**Recommendation:**

That Chief Administrative Officer Report 2022-141 be received;

That the Signage Strategy for year one, including park and welcome signage, be approved; and

That Marketing & Communications staff provide an annual update to Council on the Signage Strategy.

---

**Purpose:**

The purpose of this report is to provide Council with an update on the development of a Signage Strategy for the Corporation of the City of Port Colborne, based on the City's branding guidelines, established in 2020, with guidance from the City's Strategic Plan, 2020-2023.

---

**Background:**

In January 2020, Council approved a new City logo and associated branding. At that time, Council was advised that any implementation of the City's new logo/branding on City signage would be presented for their consideration before implementation.

Elements of the City's branding, which include its vision, mission, and values, were still pending the completion of the City's Strategic Plan, which was approved by Council in early 2021.

Through the 2022 capital budget process, Council approved capital budget funding for a three-year phased approach to replace signage across the City.

---

## **Discussion:**

Marketing and Communications staff began working alongside other City staff and Symetric Productions, the company that designed the City's current logo/branding, to begin outlining priorities for sign design and replacement across the City.

In year one, 2022, staff determined that the focus would be on park/cemetery signage, trail signage (with a focus on the Friendship Trail, as per Report 2022-49, Friendship Trail Standard Crossing & Signage), and City welcome sign(s).

The City Signage Strategy outlines templates to be used for each type of City sign, which includes:

- Guidelines based on branding
- Sign sizes
- Font type and size, taking accessibility into account
- Material options; and
- Official language(s) uses.

## **Official language on City Signage**

With respect to official languages(s), City staff have made the decision for all City signs to remain in English only. The City of Port Colborne is considered a bilingual community, representing a francophone population greater than ten per cent. That being said, the only legislative requirement as an identified francophone community is for the provincial and federal government to provide information in both official languages. The municipality is not required to do the same.

One of the City's five corporate values is inclusion, where everyone is welcome. That also means recognizing that residents and visitors represent a variety of cultures and speak a variety of languages. To augment City signage, the City is investigating signage within parks/facilities that include a QR code directing to the City's official webpage. The City's new webpage includes a translate feature where residents and/or visitors can learn more about the facility and/or park they are at, in whichever language they read/speak. Trail signage, for example, as approved in Report 2022-49, will feature QR codes directly on the signs.

## **Year One: Parks Signs**

Due to the importance and prominence parks have throughout the city, it was decided that park signage would take a priority for 2022. Park signage is also currently the most inconsistent signage across the City.

Below is an example of what the new design for Parks Signs will look like, showcasing H.H. Knoll Lakeview Park:

**PARK SIGNS**

V3 - APPROX 10 X 5



V4 - APPROX 10 X 4.75



Some design elements to note for parks signage:

- 10 x 5 and 10 x 4.75 signs will be used for parks, like H.H. Knoll Lakeview Park that have features to highlight, including the Discover Spray Pad and Melissa's Playground.
- Other parks, like Sunset Park, will not have the featured panel on the bottom and will be approximately 10 x 3.5 in size.

- Font size was chosen based on best legibility and recommended maximum distance. On this sign, for example, 230 pt font size is lettering that is 3" high with best legibility of 30', with a recommended maximum distance of 100'.
- The suggested materials for these signs are aluminum composite. This has been used for recent signs produced and is guaranteed to last for life.
- Consistent use of park establishment date across all park signs (currently signs vary in use of est., established, and or circa).

A full inventory of all Park Signage to be replaced in 2022 are identified in Appendix A. Note: All signs will be designed, printed, and purchased in 2022. Installation, which will be executed by parks staff, may extend into spring of 2023. Installation will also occur based on priority locations.

### Year One: Welcome Signs

The entrance sign at Hwy 3 and 58 is also on the replacement list for 2022.

Below is an example of the design for the sign at the corner of highways 3 & 58 with a size of 16' x 5'6':



Additional gateway signage is currently being investigated in partnership with the Economic Development & Tourism department.

A general welcome sign has also been designed, incorporating the City's mission statement, for alternate locations if funding and location options permit:

WELCOME SIGNS  
V1 - APPROX 16' X 5' 6"



A secondary design to this one incorporates the City's tourism line 'Niagara's South Coast'.

Material recommendation for these signs will be incorporated into the RFQ process.

### **Years Two and Three**

As outlined in Appendix A, additional signage has been earmarked for years two and three of the project, including:

- Additional trail signage, following completion of Friendship Trail design and installation
- City facility signage
- Directional/Historical signs
- Banners/flags on City light poles; and
- Non-regulatory street signs

An update will be provided to Council in the second quarter of 2023 with the priority and design plans for year two.

### **Request for Quote**

Based on the City's new Procurement Policy, adopted in 2021, following council's approval, staff will be issuing a Request for Quote (RFQ) for the production of year one signage, with the possibility to renew based on years two and three.

Staff's goal is for the same company to produce all City's signage, which also corresponds with the goal of consistency.

---

## **Internal Consultations:**

Marketing and Communications have consulted with staff in the following departments:

- Public Works (roads, parks, maintenance, engineering)
- Corporate Services
- Economic Development & Tourism
- Fire & Emergency Services
- Procurement
- Port Colborne Historical & Marine Museum
- Port Colborne Public Library

Since early 2022 Marketing and Communications staff have met with representatives from various departments to review sign inventory list and prioritize signage, review sign design concepts, review capital budget, and discuss the procurement process.

## **Fire & Emergency Services**

With respect to emergency services, Communications staff spoke with the Fire Chief about sign requirements for emergency personnel/emergencies.

Approximately four years ago, separate 9-1-1 signs were installed in all City parks, which include the park address. Therefore, the address is not required to be included on park signage as park attendees have the required information should the need to call 9-1-1 arise.

Communication staff also inquired about any reflective material to be incorporated into signage for visibility, particularly park signage, and the Fire Chief did not feel this was required since dispatch has also been provided with the physical addresses for all City parks.

---

## **Financial Implications:**

During the 2022 Capital Budget deliberations, Council approved \$50,000 per year, over three years (2022-2024), for the design, creation, and implementation of updated signage across the City. After a company is secured to produce city signage identified, additional capital budget requests in future years may be requested. Some financial considerations include the current cost of inflation for sign materials.

Additional signage requirements throughout the city, not identified in this report, to update branding/information will be allocated in each department's operating budget(s) and/or grant funding. These signs will still be incorporated into the City's Sign Strategy to assist with tracking all signs produced, to ensure consistency across the corporation and to have templates available for replacement and/or new signage requirements in the future.

## **Public Engagement:**

During the development of both the City logo/branding in 2020 and Strategic Plan in 2021, members of the public were consulted. Both documents, created and drafted with community input, are guiding the development of the City's Signage Strategy.

Throughout the development of the City Signage Strategy, public engagement will occur under specific circumstances. For example, in the design of the trail signage, community members and members of the Active Transportation Committee will have the opportunity to review trail maps to be produced on the signs to ensure readability and accuracy.

---

## **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
  - City-Wide Investments in Infrastructure and Recreational/Cultural Spaces
  - Governance: Communications, Engagement, and Decision-Making
- 

## **Conclusion:**

Replacing all City signage is an important task to ensure that the City is putting the best face forward for residents and visitors. A phased approach, focusing on consistency, brand recognition, and priority locations is recommended. A phased approach, with annual check-ins back to Council, will also ensure the City is following best practices.

---

## **Appendices:** (If none delete section)

- a. City Sign Inventory – Capital Project

Respectfully submitted,

Michelle Idzenga  
Corporate Communications Officer  
905-835-2900 x307  
[michelle.idzenga@portcolborne.ca](mailto:michelle.idzenga@portcolborne.ca)

**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.