

Community Signage Analysis

Report to

City of Greater Sudbury Council

March 23, 2005

Presentation Overview

- Reasons for signage analysis project
- GIS based inventory solution
- Current status of community signage
 - Decorative Entrance Signs
 - Decorative Park Installations
 - Community Identity Signs
- Summary
- Options for Direction

Reasons for Project

- Desire to create community entrances appropriate to status of new City
 - Largest city north of Toronto
 - Capital of northeastern Ontario
- Community Imaging Project
- Need to reduce confusion for visitors
- Questions regarding status of existing decorative signs
 - Should current signs be maintained or renewed?
 - Who is responsible?

GIS Based Signage Inventory

- First step was to create database of all existing tourism-related signs with location, type condition
- GIS provided ideal solution
 - Ability to see signs geographically and visually and combine information on type and status
- Complete in-house solution
 - Developed by GeoSmart Project Staff
 - Fieldwork done by PRTD project staff
 - Will be updated this spring using seasonal staff

Current Status of Community Signage

- Overall there is a hodgepodge of signage
 - Mixture of new city, former municipalities, current provincial and old provincial, all in varying states of repair
 - No consistent theme or standards



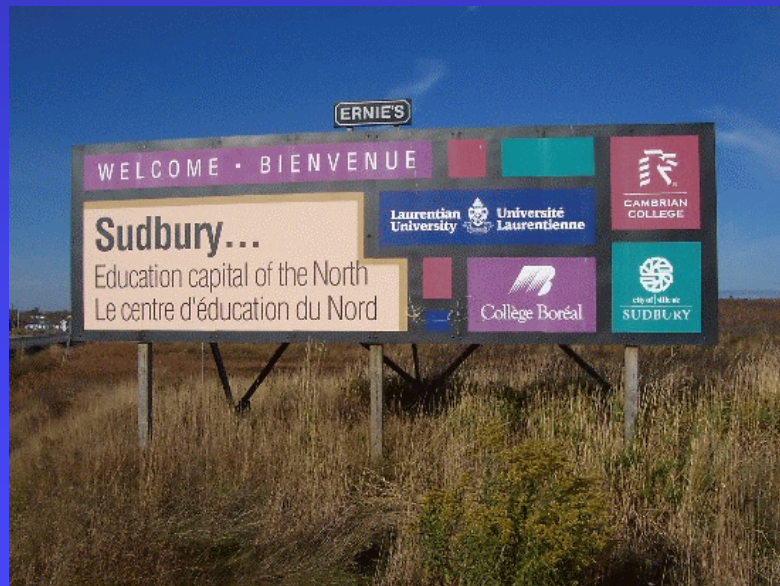


Ontario Road Map
2003 Edition

Current Status of Community Signage

- Three broad types identified
 - Decorative Entrance Signs
 - Decorative Park Installations
 - Community Identity Signs

Decorative Entrance Signs



Decorative Entrance Signs

- Most were erected by former municipalities to mark boundaries and communicate marketing message
 - 20 signs identified
 - 4 each, Town of Walden, and City of Sudbury
 - 3 each Town of Rayside-Balfour, City of Valley East, and Greater Sudbury Rotary
 - 2 Coniston
 - 1 each, Capreol and Falconbridge

Decorative Entrance Signs

- No municipal department has direct responsibility or budget
- Most signs refer to former municipalities and are located at boundaries that no longer exist
- Signs on provincial highways are obstacle to new signs for CGS
 - MTO has stated existing signs contravene their policy and must be removed prior to installation of new CGS signs

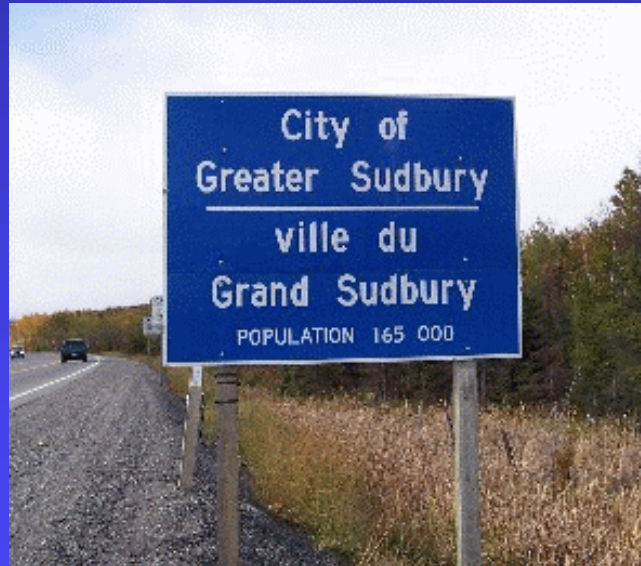
Decorative Park Installations

- Two identified in Chelmsford and Azilda
- Currently tended by Parks Section
- Not part of this discussion



Community Identity Signs

- Used by both MTO and CGS to identify settlements, examples:



Community Identity Signs

- Estimate of 60 to 75 signs across CGS
 - Most mark limits of communities recognized by Canada Post and Provincial Road Map
 - Some settlements marked that are not recognized by Federal or Provincial Government (e.g. Boninville, McCrea Heights)
- Currently no linkage between these community identity signs and CGS

Community Identity Signs

- Other municipalities have developed system to tie-in community signs to larger entity
- Meets the need of communities for decorative signs
- A CGS design using current graphics might look similar to this:



Summary

- **Decorative Entrance Signs**
 - Proposed signs for five major city entrances
 - Highways 69S, 144N, 17E, 17W and Sudbury Airport
 - Designs based on new community image due in 2005
 - Preliminary estimate of \$32,800 each including design, installation, landscaping and lighting
 - Requires maintenance budget and reserve for renewal
 - Existing “Regional” decorative signs along roadways
 - Many based on municipalities that no longer exist
 - Signs on highways must be removed if new CGS signs installed (Affects 6 of 20)
 - Remaining 14 signs could be maintained with annual budget of \$10,000 and reserve contribution of \$20,000 per year for renewal and replacement expected within 3-5 years and every 5 to 10 years after that

Summary

- Decorative Park Installations
 - Managed by Community Development
 - Not part of this discussion
- Community Identity Signs
 - Proposed new program across CGS, tied-in to new image
 - Preliminary estimate of \$38,880
 - Could be left status quo

Options for Direction

- Four options are outlined
 - In each case, staff will return to Council with program details and costing for final decision
 - Tourism will ensure existing signs are presentable for 2005
 - Funded from budget for Welcome Centres

Options for Direction

1. Proceed with staff recommendation
 - 5 new entrance signs
 - 60 community identity signs
 - Remove 20 existing decorative signs

Options for Direction

2. Proceed with staff recommendation but keep regional community signs where MTO permits
 - 5 new entrance signs
 - 60 community identity signs
 - Remove 6 existing decorative signs
 - Maintain remaining 14 existing decorative signs.

Options for Direction

3. Maintain status quo but proceed with 5 City Entrance Signs (no Community Identity Program)
 - 5 new entrance signs
 - Remove 6 existing decorative signs
 - Maintain remaining 14 existing decorative signs

Options for Direction

4. Appoint Committee of Council to work with staff and develop recommendations

Options for Direction

- Option 1: (*As identified in report*)
 - - 5 new entrance signs
 - - 60 uniform community identity signs (postal designations)
 - - remove 20 existing decorative signs
- Option 2:
 - - 5 new entrance signs
 - - 60 uniform community identity signs (postal designations)
 - - remove only 6 decorative signs (on MTO highways)
 - - maintain 14 remaining decorative signs
- Option 3:
 - - status quo on all existing signs (maintenance and repair budget)
 - - add 5 entrance signs
 - - deal with MTO request to remove 6 decorative signs on highways
- Option 4:
 - - appoint committee of Council to work with staff to develop other recommendations