



# Community Signage Program

# Community Signage Program

## Council Direction

- Presentation to former Council in March 2005
- Preferred option chosen
  1. Develop new signs at highway entrances and airport
  2. Establish new hamlet sign program based on community branding initiative
  3. Maintain existing decorative community signs where possible

# Community Signage Program

## City Entrance Signs

- Five to be installed
  - Highway 17 E
  - Highway 17 W
  - Highway 144
  - Highway 69 S
  - Airport exit
- Design process involved mySudbury! Steering Committee and GSDC Board
- Total of 28 designs from five firms considered

# Community Signage Program

## City Entrance Signs

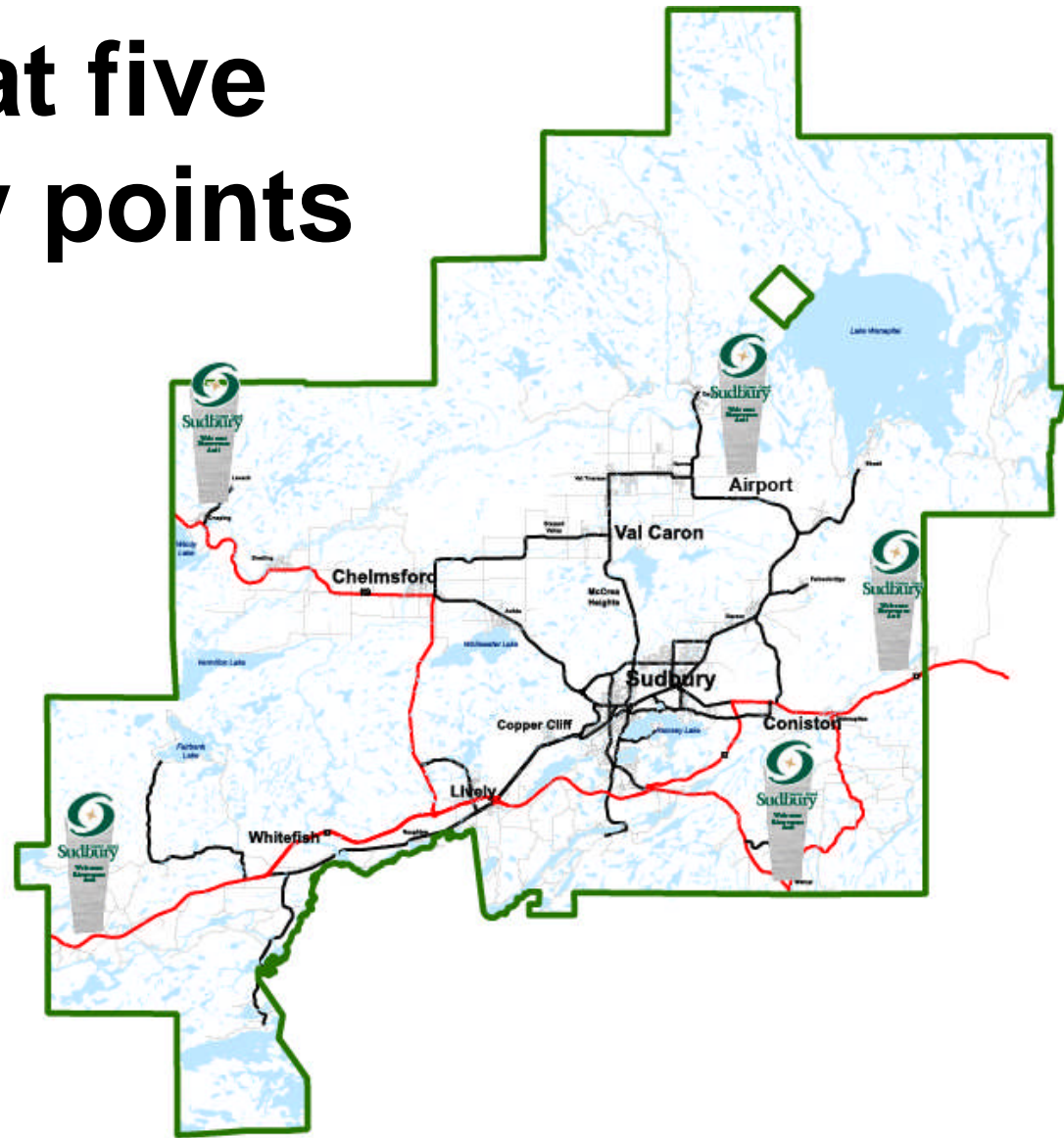
- Imposing design
- Simple and uncomplicated
- Reflects city's "Capital" status
- Base is nickel stainless steel





# Community Signage Program

## Signage at five City entry points



# **Community Signage Program**

## **City Entrance Signs**

- Staff will work with MTO to determine final locations
- Designed to have indefinite lifespan with regular maintenance
- Cost estimated between \$19,000 and \$24,750 each

# Community Signage Program

## Hamlet Signs



# Community Signage Program

## Hamlet Signs

- Identified by mySudbury! Steering Committee as an opportunity to promote brand
- Intended to bring a consistent look across city with a unifying message
- Two bilingual designs chosen
  - Random distribution across city
- Roll out to be gradual over the next three years



# Community Signage Program



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## Hamlet Signs

- Infrastructure crews will assist by installing signs gradually over a three year period
- Estimated 60 signs required to cover hamlets with official postal addresses
- Cost \$1,200 each, total of \$72,000

# **Community Signage Program**

## **Existing Community Signs**

- Council direction was to refurbish and maintain these signs wherever possible
- Local sign company retained to assess each installation and estimate cost to renew and annual estimate for maintenance
- Total of 18 signs



# Community Signage Program

## Walden

- Four signs
- Three on MTO rights-of-way
- Two to be moved to alternate locations
- “Town of...” to be removed
- Minimal maintenance
- Indefinite lifespan
- 2007 cost = \$4,800





# Community Signage Program

## Rayside Balfour

- Three locations
- None to be moved
- Wood construction
- Major reconstruction required at 2 locations
- 2007 cost = \$31,750



# Community Signage Program

## Valley East



- Three locations
- None to be moved
- Minimal maintenance
- Indefinite lifespan
- 2007 cost = \$4,550

# Community Signage Program

## Capreol & Falconbridge

- Capreol
  - One location
  - 2007 cost = \$2,000
- 
- Falconbridge
  - One location
  - 2007 cost = \$2,500



# Community Signage Program

## Coniston

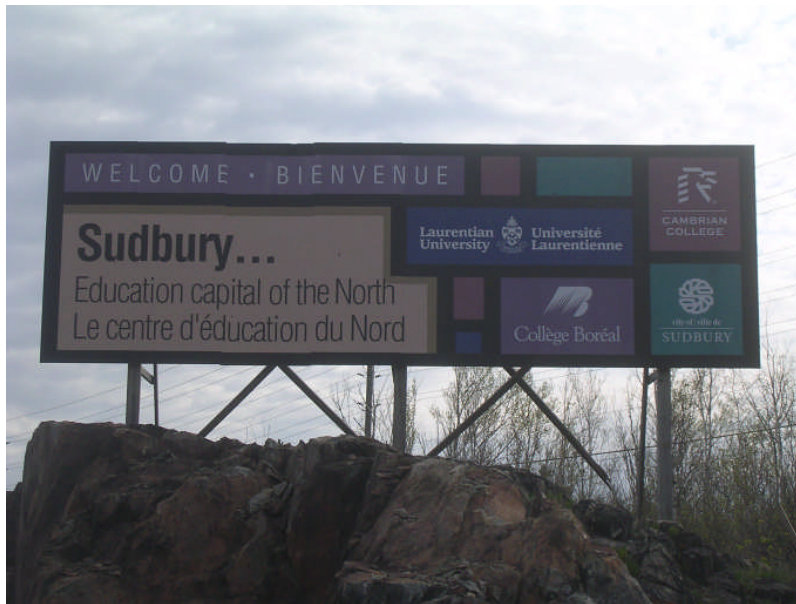
- Two sign locations
- Both on MTO right-of-way
- Requires maintenance program
- 2007 cost = \$3,500





# Community Signage Program

## Sudbury



- Four locations
- All on municipal roads
- Require total renewal with new education message
- Design TBD
- 2007 cost = \$20,000



# **Community Signage Program**

## **Annual Maintenance**

- Critical to ensure signs remain positive symbols of our community
- Recommendation that Parks Section have \$25,000 for annual maintenance
- Important to set aside funds for renewal
- \$10,000 annual contribution to sign reserve recommended

# Community Signage Program

## Summary

- New, positive image for city at major entrances
- New unifying message on hamlet signs
- Renewed recognition of former communities
- Total commitment of \$235,000 from transition funds plus \$30,000 in assistance from Infrastructure over 3 yrs

# **Community Signage Program**

## Summary

- Funds allocated to GSDC by Transition Board for sign changeover
- 2008 Budget option of \$25,000 for community sign maintenance
- 2008 Budget option of \$10,000 annual contribution to reserve for Community Sign Renewal



# **Community Signage Program**