



CITY OF ST. ALBERT ADMINISTRATIVE BACKGROUNDER

CITY OF ST. ALBERT SIGNAGE GUIDELINES – PARKS AND TRAILS

BACKGROUND:

As part of the 2015 budget process, City Council approved RECR-002: City Parks Infrastructure Replacement Program for the development of parks and trails signage guidelines, replacement of park signage and installation of new signage.

The attached report provides an update on the status of this project and advises of next steps to be carried out by Administration.

Report Date: October 3, 2016
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Committee/Department: Recreation and Parks
General Manager: Chris Jardine
Interim City Manager: C. Jardine

City of St. Albert Signage Guidelines

Parks and Trails

2016



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BACKGROUND

As part of the 2015 budget process, City Council approved RECR-002: City Parks Infrastructure Replacement Program for the development of parks and trails signage guidelines, replacement of park signage and installation of new signage.

Existing park signage has deteriorated, is inconsistent and non-existent in many parks. Signage within the St. Albert parks and trails system is an important tool for users to identify individual parks, identify and locate facilities and navigate through our parks and trails.

The primary objective of the project was to create a standard cohesive and innovative signage program for the park system throughout the City of St. Albert. Key elements of the project include:

- Creation of park sign design.
- Development of park signage guidelines.
- Development of manufacturing standards and specifications.
- Compilation of required tender information.
- Installation of signs in phased approach.
- Development of park signage lifecycle program.

Bond Creative was contracted in May 2015, to complete the design standards and guidelines. The company has extensive experience working with the other municipalities such as City of Edmonton and Town of Cochrane on signage projects.

INTERNAL STAKEHOLDER ENGAGEMENT



In order to ensure that the signage guidelines meet the needs of internal stakeholders, there have been a number of input opportunities from the following departments:

- Recreation and Parks.
- Corporate Communications and Strategic Services.
- Economic Development.
- Fire and Municipal Enforcement.
- Public Works – Signage, Operations and Transportation.
- Planning and Engineering.
- Cultural Services.

SIGNAGE GUIDELINES

Creation of Park and Trail Sign Designs

This parks and trails sign designs are based on the organic and curved nature of the elements that surround the City's parks and trail system (trees, river, and green spaces) and emphasises the natural environment. This concept is reinforced through the use of wooden supports to hold the signs themselves and, where practical, planting of foliage around the signs.

The designs were created in consultation with Corporate Communication and provides excellent linkages to the City's visual identity and brand through the use of a leaf-shaped design for the main element and incorporating the City logo in the bottom right hand corner. Various sign designs were created to serve the different functions signs can achieve for users including:

- Identification signs.
- Facility identification signs.
- Directional signs.
- Trail markers.
- Information signs.
- Interpretive signs.



Image 1: Facility Identification Sign



Image 2: Identification Sign



Image 3: Directional Sign



Image 4: Interpretive Sign

Development of Parks and Trails Signage Guidelines

The Parks and Trails Signage Guidelines are critical to ensuring consistency and alignment to visual identity protocols. The guidelines will outline standards for:

- Color usage.
- Typography.
- Pictograms, symbols and logos.
- Sign content – panels and maps.
- Map content and design.
- Sign placement.



Image 5: Information Hub

The Sign Designs have been approved in principle by Interim City Manager on July 11, 2016.

Manufacturing Standards and Specifications

As part of the project, Manufacturing Standards and Specifications have been developed. These standards are required to ensure consistency with construction and installation of the parks and trails signage, enabling different users, such as developers, to install park signage that meets City requirements.

The approved Parks and Trails Manufacturing Standards and Specifications will be incorporated into the City Engineering Standards.

Manufacturing standards and specifications are currently being reviewed by Public Works and Engineering to ensure key manufacturing and installation components have been integrated into the Manufacturing Standards, ensuring low maintenance and longevity of signage.



IMPLEMENTATION TIMELINES AND BUDGET

It is anticipated that current funding will cover the signage costs to meet the project outcome. However, until completion of the first phase of installation, the preliminary costing provided by Bond Creative is an estimate.

Approved funding includes \$650,000 from RECR-002: City Parks Infrastructure Replacement Program with an additional \$585,000 pending budget approval in 2017. In addition, park signage is being budgeted within new capital construction where signage costs have been allotted. An example of this would be RECR-043: Riel Recreation Park Phase 5.

After the first phase of installation, the implementation plan will be reviewed and evaluated and if required additional funding requests will be brought forward through the 2019 budget process.

The following timeline is based on existing capital project timelines, projected costs for sign manufacturing, removal of any existing signs and installation, etc.

2017	2018	2019
<ul style="list-style-type: none">• Kingswood and Kensington Parks.• Parks that include community facilities such as sportfields, baseball diamonds and outdoor rinks.• Riel Recreation Area.	<ul style="list-style-type: none">• Neighbourhood Parks.	<ul style="list-style-type: none">• Analysis and implementation plan developed for remaining signage needs.

NEXT STEPS

Administration will be proceeding with the following actions:

1. Review and approval of manufacturing standards and specifications. (Q4 2016)
2. Preparation of tender documents. (Q1 2017)
3. Public Open House with Invitation to Council. (Q1/Q2 2017)
4. Communication of installation to residents. (Q3/Q4 2017)