



STAFF REPORT

Title: Park Signage Replacement Program

Meeting Date: May 21, 2019

Executive Summary:

Administration has begun the Park Sign Replacement Program, approved in the City's 2019 Budget.

The City's Marketing Officers are working on the Park Sign Replacement program and the wayfinding Program concurrently in an effort to ensure that both result in a unified, branded appearance.

A colour scheme has been proposed, as has the attached design. Given the budget allotted to the project, administration is proposing to replace the signs in Cold Lake north and south delivery of the signs is expected as early as this summer or fall, with installation to likely take place in the fall of 2019 or the spring of 2020.

The material tentatively selected is a high density urethane, which can be worked to produce a wood-grain finish, and is typically painted with automotive paints and finish by sign makers. The end result is a product that has a life expectancy of about 15 years with no need for maintenance and little to no repainting. The product itself comes with warranty against warping, cracking and deterioration for the life of the sign.

Background:

The following program was approved in the 2019 budget and is being delivered by the Marketing and Communications Department in conjunction with the Parks Department:

2019 Park Signage Replacement Program

It is being recommended that Council allocate a budget to initiate the replacement of signs for community parks throughout Cold Lake. Many of the parks sign are deteriorated, missing, or are inconsistent from one park to another.

The initial step would be the development of a consistent theme for park signage throughout the community. We are anticipating that this can be completed internally. Once completed that procurement and installation of the sign would commence.



It should also be noted that some parks are unnamed which will also need to be addressed in the process.

It is anticipated that the duration of the project would take approximately 18 months (inclusive of 2 construction seasons).

Project Value = \$250,000

Administration has received initial quotes of about \$90,000 - \$100,000 for the production of 30 signs measuring 4 feet by 7 feet, which would supply replacements to all parks in Cold Lake North and South. Options for mounting and installing the signs are being examined in conjunction with the Parks Department.

Administration is proposing two to three sizes for the signs, with 4x7 foot signs to be installed in larger parks, with alternate sized scaled appropriately for smaller parks. Staff will test alternate sizes with mockups in the coming weeks to determine the appropriate alternate sizes.

Alternatives:

This report is provided for the committee's information and feedback.

Recommended Action:

This report is provided for the committee's information and feedback.

Budget Implications (Yes or No):

No.

Submitted by:

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