



Signage Strategy Policy

Authority: Town Manager

Effective Date: October 31, 2019

Signature: 

Future Review Date: 2023

Responsibility: Communications

Last Review/Revision: New

References: People Policies, Procurement & Expenditure Policy

Replaces: No prior policy

1.0 Purpose: This policy governs the implementation of the Signage Strategy for Town of Stony Plain.

2.0 Scope: This policy applies to all employees who intend to erect signs for the Town.

3.0 Definitions:

Employee: includes permanent, part-time, temporary, union, casual, contract, and interns who are employed by the Town of Stony Plain.

Signs: includes, but is not limited to; facility identification, directional wayfinding and information, entrance/welcome, community bulletin boards, and digital message centres.

4.0 Statement: The Town of Stony Plain has developed a comprehensive Signage Strategy for the purpose of branding the community. The strategy serves to provide consistency and a unified vision for the unique character of the Town.

5.0 Standards:

- 5.1 All signs shall follow the designs and specifications of the Signage Strategy as set out in Appendix A.
- 5.2 The fabrication and installation of all signs shall be professionally contracted via the Procurement & Expenditures Policy.

Roles and Responsibilities:

5.3 Departments

- 5.3.1 All departments shall follow the Signage Strategy when erecting new signs.

5.4 Corporate Communications

5.4.I Corporate Communications shall assume the primary role of implementing the Signage Strategy and support other departments with their signage needs.

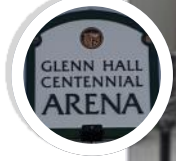
5.5 The Town of Stony Plain's current People Policies may be applied in the event this policy is not followed.

6.0 Policy Review: This administrative policy shall be reviewed within four years of being implemented, with any changes being submitted to the Town Manager for approval.

Table of Appendices:

Appendices attached do not form part of this policy.

Appendix A Signage Strategy



WELCOME TO

STONY PLAIN



Signage Implementation Strategy

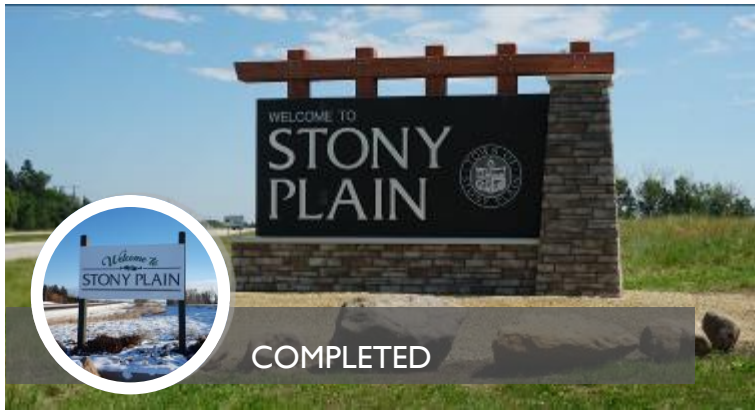




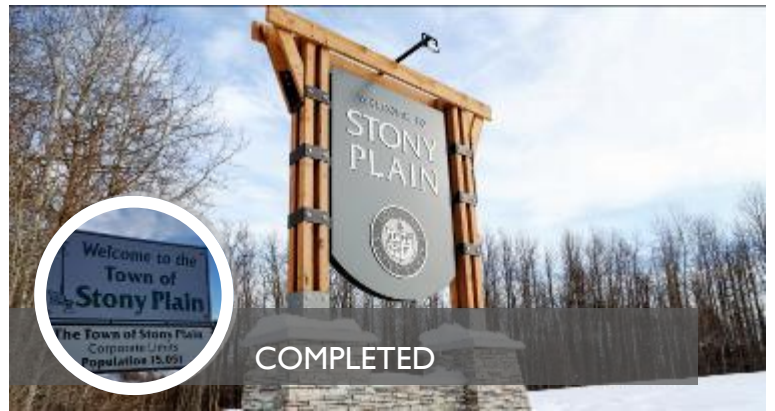
Capital Budget: \$184,000

				Projected Costs	Actual Costs
2	Secondary Welcome Signs	Highway 779	Replacement	\$114,000	\$90,000
2	Tertiary Welcome Signs	Highway 628	Replacement	\$26,000	\$19,000
2	Primary Facility ID Signs	Rotary Park	Replacement	\$21,000	\$20,000
		Golf Course	Replacement	\$21,000	\$20,000
2	Primary Welcome Signs	Highway 16A		Not part of Communications Budget	\$102,000

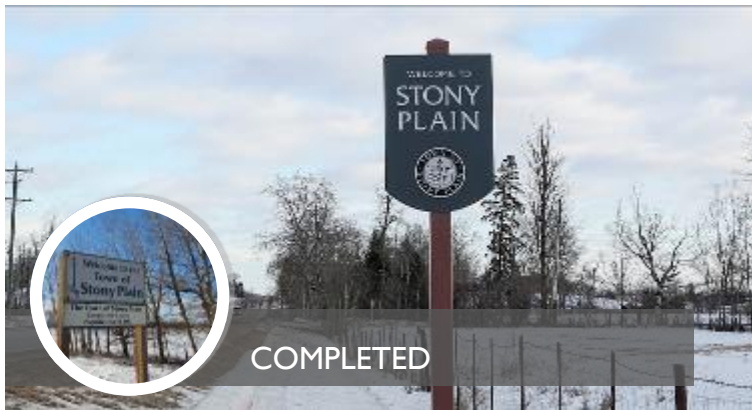
Highway 16A



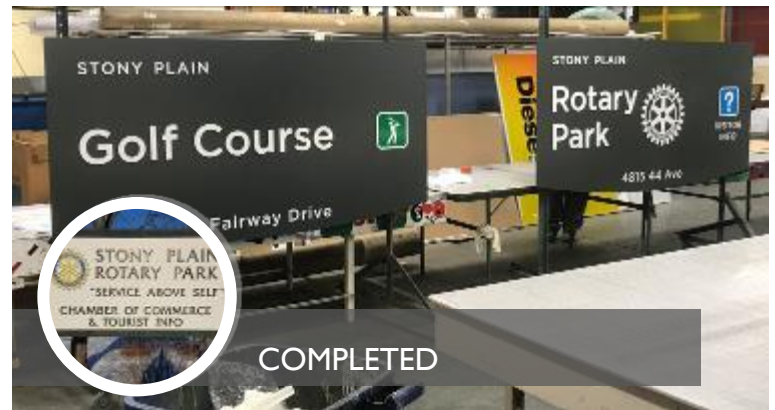
Highway 779



Highway 628



Rotary Park/Golf Course





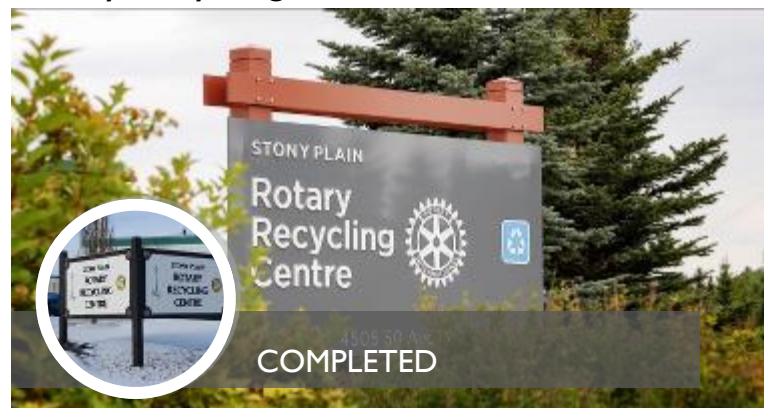
Capital Budget: 168,200

			Projected Costs	Actual Costs
3 Primary Facility ID Signs	Outdoor Pool & Rotary Spray Park	Replacement	\$12,500	\$8830
	Rotary Recycling Centre	Replacement	\$12,500	\$8830
	Public Works	Replacement	\$7,200	\$7502
1 Digital Message Centre	Highway 779/Rotary Park	New	\$136,000	\$138,990
Heritage Park Signage	Not part of Communications Budget		N/A	\$196,592

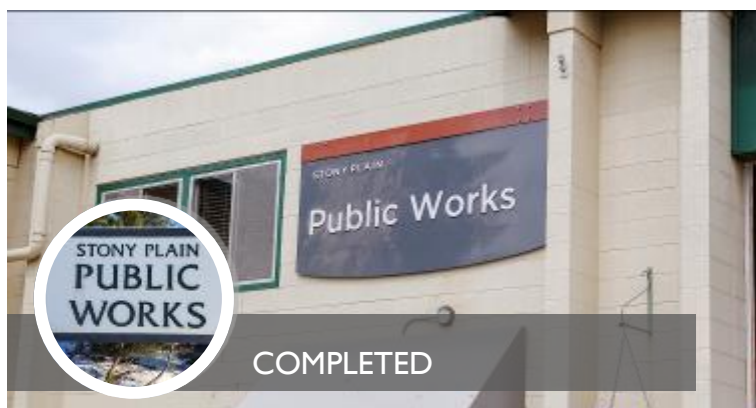
Outdoor Pool & Rotary Spray Park



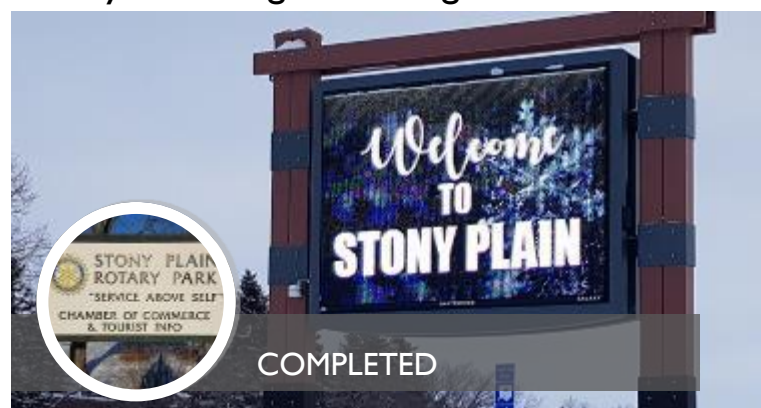
Rotary Recycling Centre



Public Works



Rotary Park Digital Message Centre





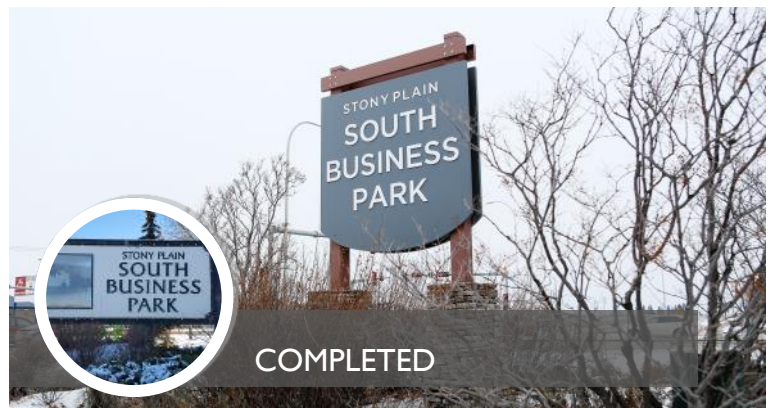
Capital Budget: \$100,000

			Projected Costs	Actual Costs
I Custom ID Signs	North Business Park	Replacement	\$43,750	\$45,500
I Custom ID Signs	South Business Park	Replacement	\$43,750	\$45,500
I Primary Facility ID Sign	Fire Hall	Replacement	\$12,500	\$9,000
Downtown Entrance Pillars	<i>Not part of Communications Budget</i>	New	\$140,000	\$124,463

North Business Park



South Business Park



Fire Hall



Downtown Pillars

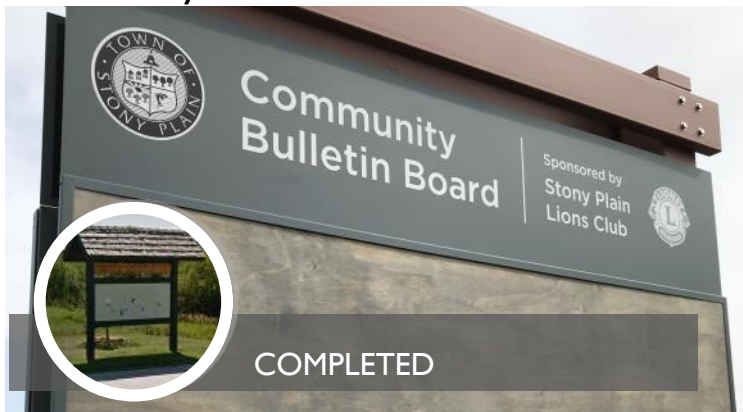




Capital Budget: \$50,000

				Projected Costs	Actual Costs
4	Custom Community Signs	Community Bulletin Boards	Replacement	\$56,000	\$55,895
	44th Avenue and 28th Street Golf Course Road & 44 Avenue 5022 51 Avenue Brightbank Ave & Oatway Dr				
1	Secondary Facility ID Sign	Skate Park and Rules	Replacement	\$10,000	\$9,690

Community Bulletin Board—Lions Club



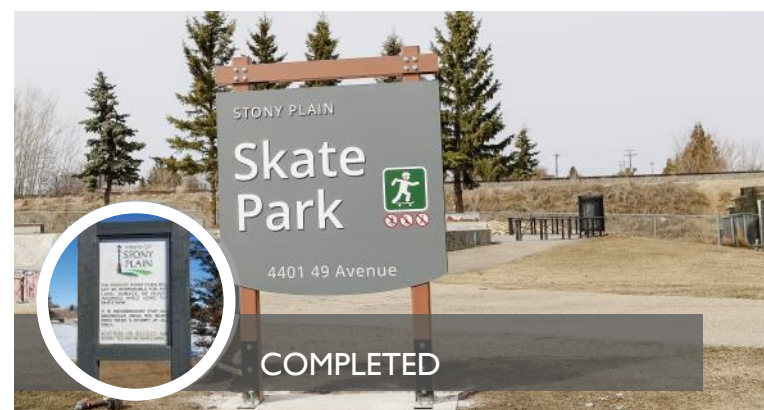
Community Bulletin Board—Kinsmen



Community Bulletin Boards (not sponsored)



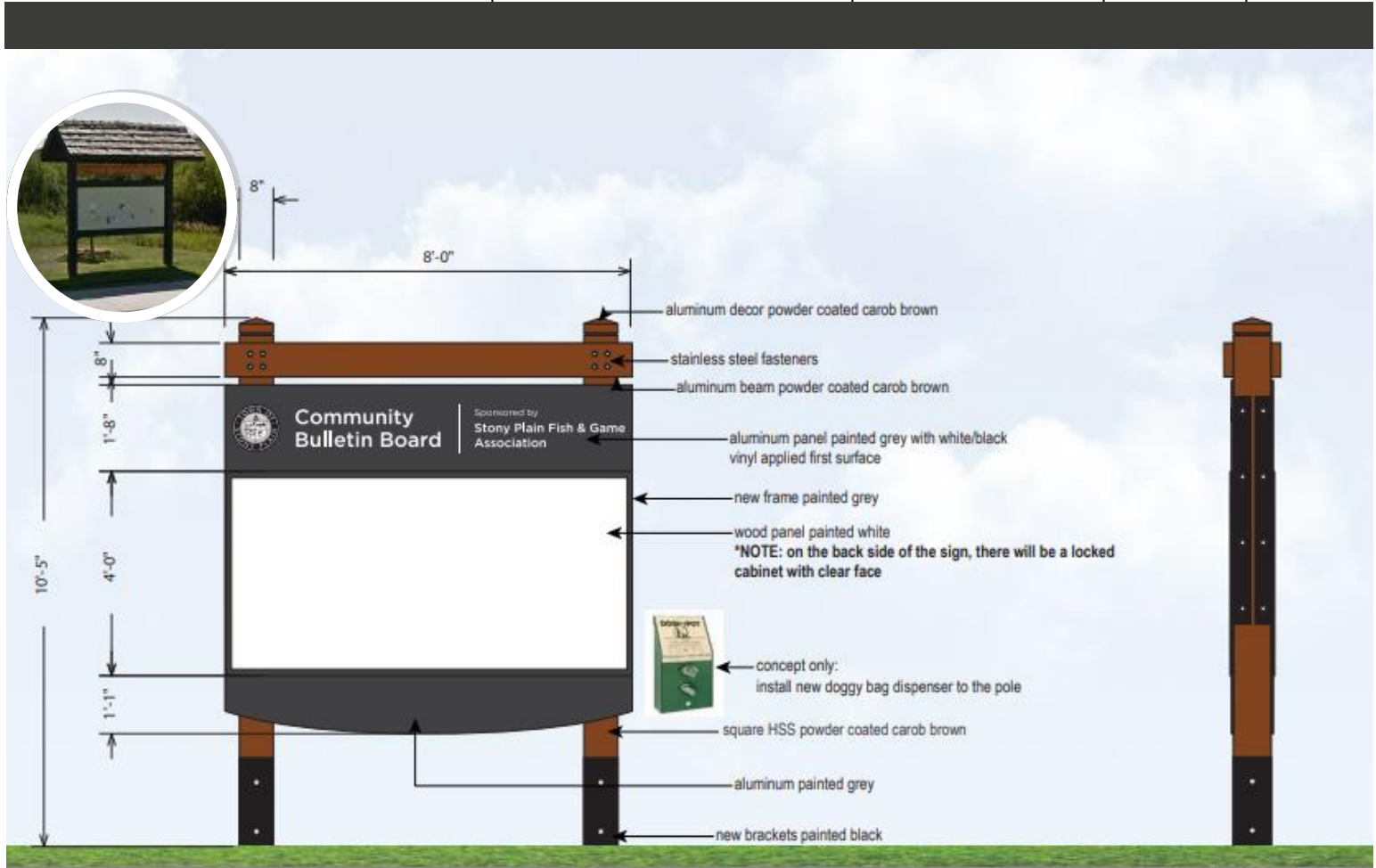
Skate Park





Capital Budget: \$50,000

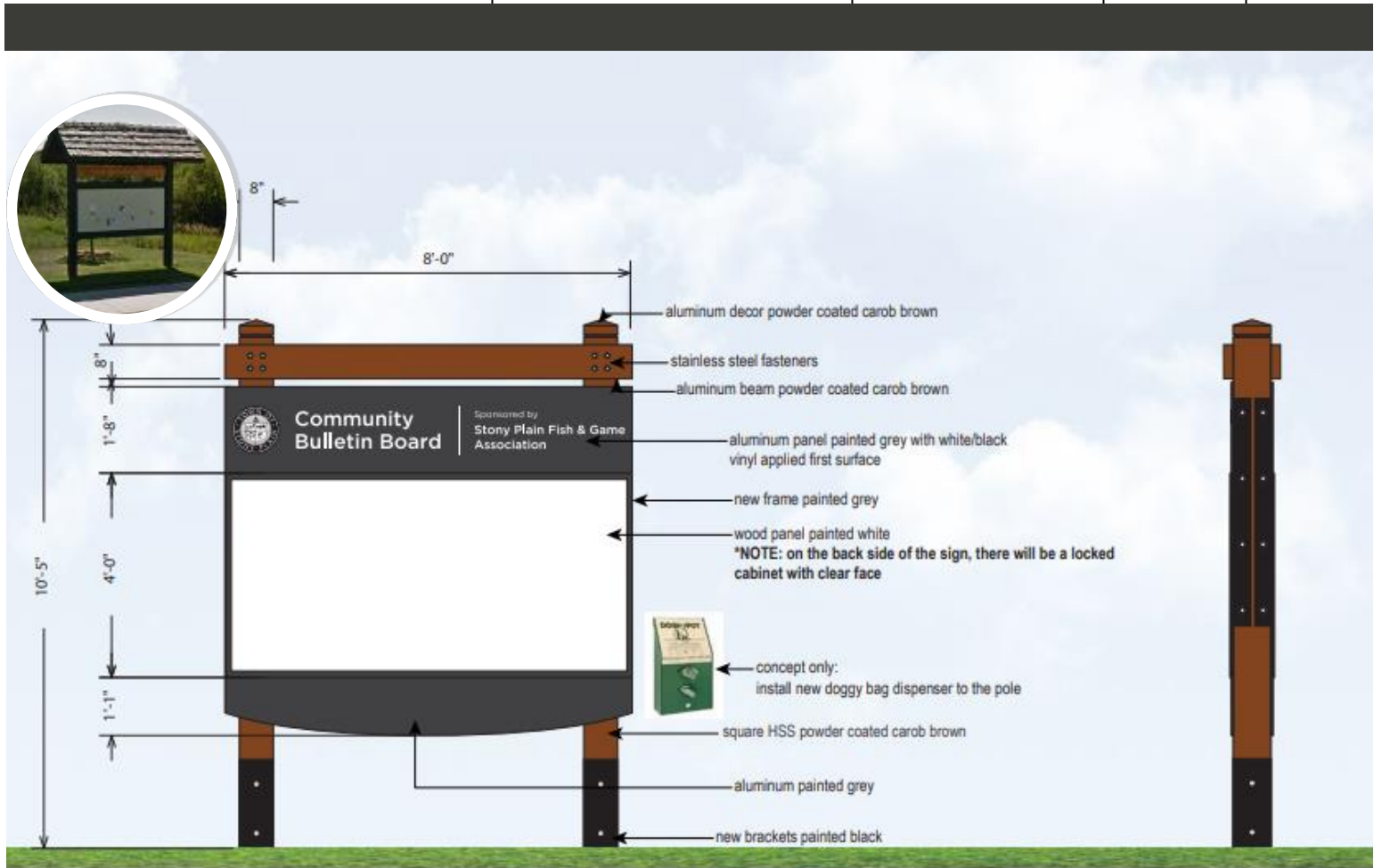
			Projected Costs	Actual Costs
4	Custom Community Signs	Community Bulletin Boards	Replacement	\$50,000
	<i>East Fairways Drive</i> <i>Road near JPII</i> <i>Glenn Hall Centennial Arena</i> <i>Genesis on the Lakes</i>			
	<i>Note: Estimated quantity.</i> <i>Actuals dependent on sponsorship dollars</i>			
	Indigenous Welcome Word		Public Participation	TBD





Capital Budget: \$60,000

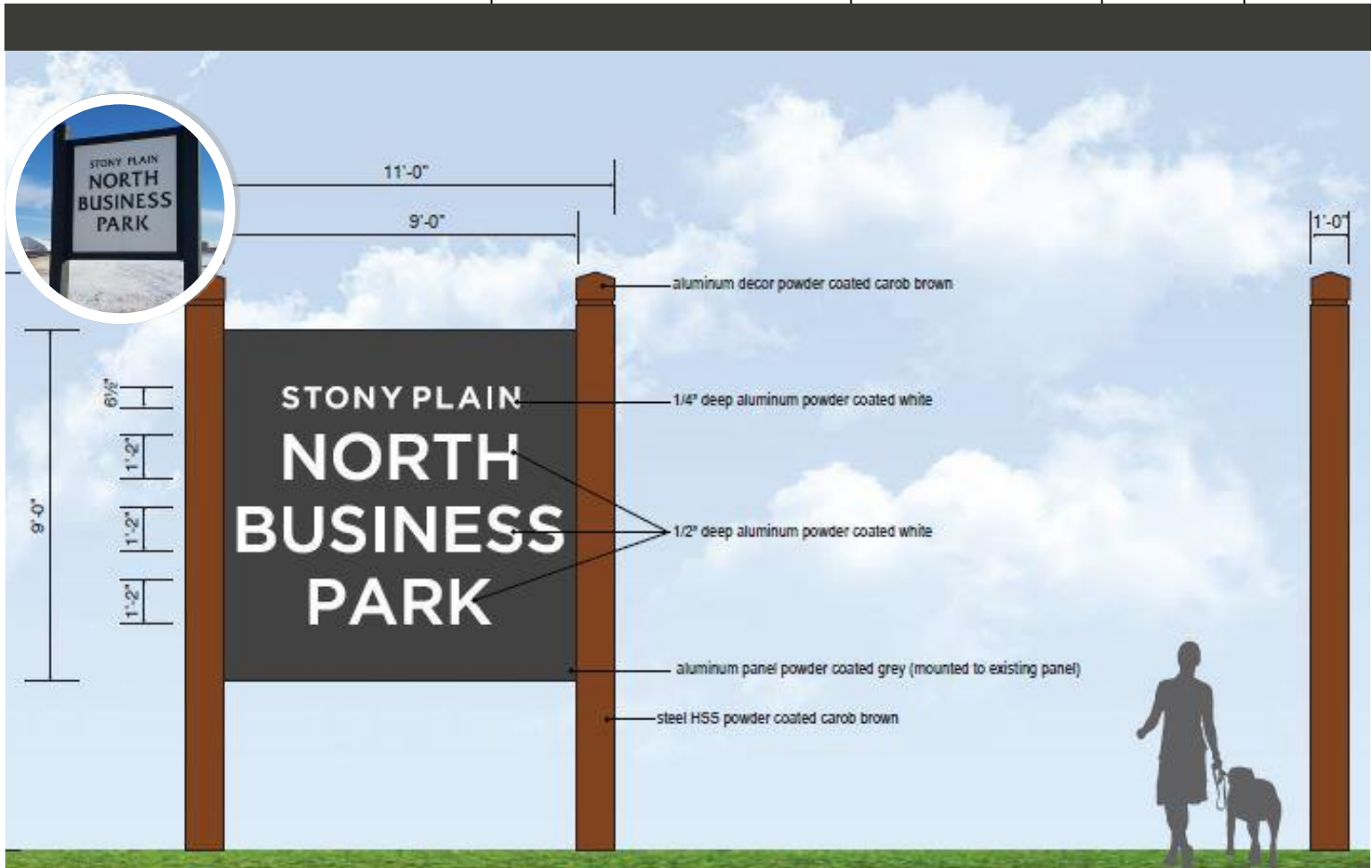
				Projected Costs	Actual Costs
5	Custom Community Signs	Community Bulletin Boards	New/Replacement	\$50,000	
	Westerra Drive Heritage Park- Bus stop Graybriar Drive Westerra Outdoor Rink Country Plains				
	Note: Estimated quantity. Actuals dependent on sponsorship Dollars				
	Indigenous Welcome Word		Fabrication/Installation	\$10,000	
1	Rec Centre Facility ID Sign	Managed/Budgeted by CAPS	New		





Capital Budget: \$100,000

			Projected Costs	Actual Costs
I Custom ID Signs	North Business Park	Replacement	\$25,000	
I Custom ID Signs	South Business Park	New	\$25,000	
<p><i>Note: Any remaining bulletin boards from previous years without sponsorship dollars to be completed</i></p>				
I Cemetery Facility ID Sign	Managed/Budgeted by Engineering	New	\$15,000	





Signage Implementation Strategy

Capital Budget: \$100,000

				Projected Costs	Actual Costs
12	Custom ID Signs	Willow Park Natural Area	Replacement	\$60,000	
2	Primary Facility ID Signs	Trail Map/Community Board			
2	Primary Facility ID Signs	Glenn Hall Centennial Arena	Replacement	\$20,000	
		Community Centre	Replacement	\$7,500	
2	Secondary Facility ID Signs	Off Leash Dog Park	Replacement	\$12,500	
		High Park/Community Board			





Capital Budget: \$100,000

			Projected Costs	Actual Costs
2 Primary Directional Signs	Main Wayfinding	Replacement	\$20,000	
11 Secondary Directional Signs	Secondary Wayfinding	Replacement	\$80,000	



D-1.1 Side A (No Info on Side B)



D-1.2 Side A (No Info on Side B)



D-2.1 Side A (No Info on Side B)

D-1 Primary Directional Sign

Scale: nts

D-2 Secondary Directional Sign (Typical)

Scale: 1:50





Signage Implementation Strategy

Capital Budget: \$100,000

			Projected Costs	Actual Costs
15 Tertiary Directional Signs	Tertiary Wayfinding Facilities	New	\$75,000	
8 Pictograph ID Signs		New	\$25,000	



D-3.1 Side A

D-3.1 Side B

D-3.2 Side A (No Side B panel)

D-3.3 Side A (No Side B panel)

D-3.4 Side A (No Side B panel)

D-3.5 Side A (No Side B panel)

D-3.6 Side A (No Side B panel)

D-3.7 Side A (No Side B panel)

D-3.8 Side A (No Side B panel)

D-3.9 Side A (No Side B panel)

D-3.10 Side A (No Side B panel)

D-3.11 Side A

D-3 Tertiary Directional Sign (Typical)
Scale: mls



Signage Implementation Strategy

Sign Removal List

Contractor

Wayfinding Signs
Skate Park Rules Signs (3)

Public Works

Glory Hills Road Population Sign
Golf Course Road Population Sign
RR 275 Population Sign
Highway 16A Chamber Sign
Golf Course Sign

Facilities

Flyers Signs
Community Boards