

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: June 26, 2023

TO: Mayor and Council

FROM: Amanda Silvers, Manager, Communications & Government Relations

SUBJECT: Council Policy 175 - Commemorative & Interpretive Signage,

RECOMMENDATION

THAT Council receive the corporate report dated June 26, 2023, from the Manager of Communications & Government Relations, titled “Commemorative & Interpretive Sign Policy” and approve Council Policy 175 - Commemorative & Interpretive Signage, (Appendix A).

EXECUTIVE SUMMARY

Establishing city-wide signage guidelines following current design principles and practices along with the city’s branding standards will ensure that a more cohesive approach throughout the city in the delivery of effective and consistent messaging that is uniform and recognizable. This will provide visual fluidity that fosters a more welcoming and attractive community. Well-designed, carefully curated signage is critical to engaging visitors and projecting a strong brand and positive image for the City. This policy is being introduced to establish concise city wide parameters for delivering and displaying consistent city wide messaging.

The newly developed Commemorative & Interpretive Sign Policy seeks to establish clear, transparent, and accountable best practice guidelines for the placement, design, and management of commemorative and interpretive signs. Research into similar policies from other municipalities and industry best practice design and management has informed the development of this policy.

INTRODUCTION/BACKGROUND

Many municipalities have policies to guide council and staff in making decisions for signage on municipal property. Such policies help to ensure that signage is effective, relevant, and reflects a strong, positive brand for the City that is consistent and creates fluidity throughout the community.

The development of the Commemorative & Interpretive Sign Policy for our city seeks to establish clear, transparent, equitable and accountable guidelines for the placement, design, and management of commemorative and interpretive signs. It will help to ensure that commemorative and interpretive signs serve to enhance and add value to the overall experience of public areas, while regulating the design and placement of new commemorative and interpretive signs in municipal spaces, facilities, and buildings, in conjunction with management of the existing collection.

Similar municipal policies have informed the policy's development including those similar from the City of Windsor and City of Kingston in Ontario and the City of Dandenong in Australia. Research into interpretive sign design best practice was undertaken which included assistance from Dr. Marc J. Stern, a professor at Virginia Tech who is considered a leading authority in environmental communications and in the evaluation of education programs and exhibits. Dr. Stern provided relevant research into recommended best practices in interpretive exhibit design. His checklist for effective interpretive exhibit design has been adapted as part of the new policy.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Effective signage in municipal areas is an important component of communications and community engagement. Guidelines from this policy will be added to the City's graphic standard guidelines to help ensure consistency and effectiveness across city communications.

ALIGNMENT WITH STRATEGIC PRIORITIES

Effectively managing signage in public spaces aligns with the Council Strategic Priority found under the "Community" pillar: "Encourage positive community gathering by designing and implementing inviting public spaces and beautification projects."

CONCLUSION

The new Commemorative & Interpretive Design Policy was drafted to support Council and staff in managing the City's commemorative and interpretive sign collection and to ensure the City delivers effective signage that engages and educates viewers that supports a strong brand and positive image for the City. Staff seek Council's endorsement of Council Policy 175 - Commemorative & Interpretive Signage, attached as Appendix A.

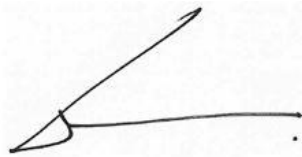
Respectfully submitted,

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Amanda Silvers
Manager, Communications & Government Relations

Comments from the Chief Administrative Officer

I concur with the recommendation of this corporate report.

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Guillermo Ferrero
Chief Administrative Officer

Appendix A: Council Policy 175 - Commemorative & Interpretive Signage