



STAFF REPORT
SUBMITTED BY: Chris Frotten & Misty James
DATE: September 12, 2024
SUBJECT: Digital Sign Update
STRATEGIC OBJECTIVE: N/A

ORIGIN

A new digital sign to replace the existing letter sign at the ground search and rescue building was included in this year’s capital budget. This report seeks direction from Council regarding the placement of a new digital sign.

BACKGROUND

The location of the new digital sign was never formally discussed. As a result, the assumption has been that it would replace the current letterboard sign located at the Ground Search and Rescue building. However, the Municipal Administrative Centre, which houses numerous tenants, lacks proper signage for the building itself and for those tenants. The question now arises whether to invest in both a new digital sign and a new exterior sign for the administrative centre or to consider combining these needs into a single solution.

This report presents various options for the placement of the digital sign and explores the potential for addressing both digital communication and tenant signage in a cohesive manner.

DISCUSSION

In considering the placement of the new digital sign, several factors must be taken into account, including power availability, visibility, traffic, and the potential to address our Administrative Centre’s tenant signage needs. The following options explore possible locations for the sign, weighing the pros and cons of each based on their suitability for digital communication, ease of installation, and capacity to serve both municipal and tenant-related signage needs. The options include retaining the current location at Ground Search and Rescue or moving the sign to more visible, high-traffic locations such as the Municipal Administrative Centre or other community hubs.

Option 1: Municipal Administrative Centre

The Administrative Centre is a central location for municipal operations, making it ideal for providing up-to-date information on services and events. A new sign at this location could be designed to include information about the various tenants in the building, addressing the long-standing issue of inadequate signage. Easily available power ensures that the digital sign can operate efficiently, minimizing installation costs. As the administrative centre receives a steady flow of visitors, a larger digital sign (4'2" x 6'3") would provide greater visibility and impact.

That said, the area surrounding the administrative centre may require modifications to accommodate both a new exterior sign and a digital sign. If tenant signage and digital messaging are combined, careful design is needed to avoid overwhelming visitors with too much information.

Option 2: Ground Search and Rescue Property

This property already hosts the current letterboard sign, making it a known location for residents seeking municipal updates. Using this location may avoid the need for extensive design changes, as it could simply replace the existing sign with a digital version.

Power would be complicated at this location as we do not own the building, and we would have to seek approval to get the power to the sign. Alternative energy sources such as solar could be considered but they would lead to increased costs. This location does not solve the problem of tenant signage at the administrative centre, meaning an additional exterior sign would still be required.

Option 3: Library or Other Barrington Passage Location

The Library and Barrington Passage areas are high-traffic public locations, ideal for displaying community news and event information. Alternative energy sources such as solar could also be considered here but they would lead to increased costs. A branded design could align well with municipal signage and enhance the visibility of municipal announcements.

The Library and Barrington Passage already feature significant signage, and adding another sign could contribute to visual clutter. Like the Ground Search and Rescue option, this location does not resolve the issue of tenant signage for the Municipal Administrative Centre.

Option 4: Sherose Island

Sherose Island is a popular recreational site, making it a good location for a digital sign focused on sports, events, and recreation programming. A branded sign here could further promote municipal recreational services and events.

Installation would require significant investment in power infrastructure or alternative solutions like solar, which would add to project costs. Sherose Island's role as a recreation hub means the sign would primarily serve recreational audiences, limiting its broader municipal communication potential. Like the Ground

Search and Rescue and Library/Barrington Passage option, this location does not resolve the issue of tenant signage for the Municipal Administrative Centre.

Finally, in terms of size considerations, there are two options:

4'2" x 6'3" Sign

This larger display offers more visibility and is suitable for areas with ample space and high traffic, such as the Municipal Administrative Centre or the Library. It would be ideal for maximizing engagement at high-traffic locations.

2'11" x 6'3" Sign

The narrower display fits well in tighter spaces, offering significant visual impact while taking up a smaller footprint. This size is more appropriate for locations like Ground Search and Rescue or Sherose Island.

BUDGET IMPLICATIONS

Installing a new digital sign at the Ground Search and Rescue location or Sherose Island would cost approximately \$47,000 - \$52,000, including the \$42,000 for the digital sign and an additional \$5,000 - \$10,000 for power installation. For a location in Barrington Passage, such as the Library, the cost would be slightly higher, totaling \$49,000 - \$57,000 due to potentially greater power installation costs.

The option to combine digital and exterior signage at the Municipal Administrative Centre would have a total estimated cost of \$72,000 - \$77,000, considering the \$42,000 for the digital sign and an additional \$30,000 - \$35,000 for the exterior sign, which includes the need for a double-sided sign.

Note that these are rough estimates at this time. We will endeavor to keep the budget as close to the digital sign budget in the capital budget as possible. A more exact quote will be obtained based on the chosen location.

LEGAL IMPLICATIONS

N/A

PUBLIC CONSULTATION/COMMUNICATIONS

N/A

RECOMMENDATION

Placing the sign at Sherose Island does not offer the same benefit, as people visiting for recreation are already engaged, and the location would not provide the same level of visibility for broader municipal messaging.

While the Ground Search and Rescue property or another location in Barrington Passage (such as the Library) could also work and would offer high visibility, the challenge of getting power to these locations makes them more difficult and costly to implement.

As such, it is our opinion that the Municipal Administrative Centre presents the most practical and cost-effective option. Placing the sign here addresses two key issues in one solution: improving signage for both the building and its tenants, while also providing a highly visible platform for municipal communications. This approach also further reinforces that the Recreation Department, which has sometimes been perceived as separate, is indeed part of the municipality, strengthening the overall brand and communication strategy.

SUGGESTED MOTION

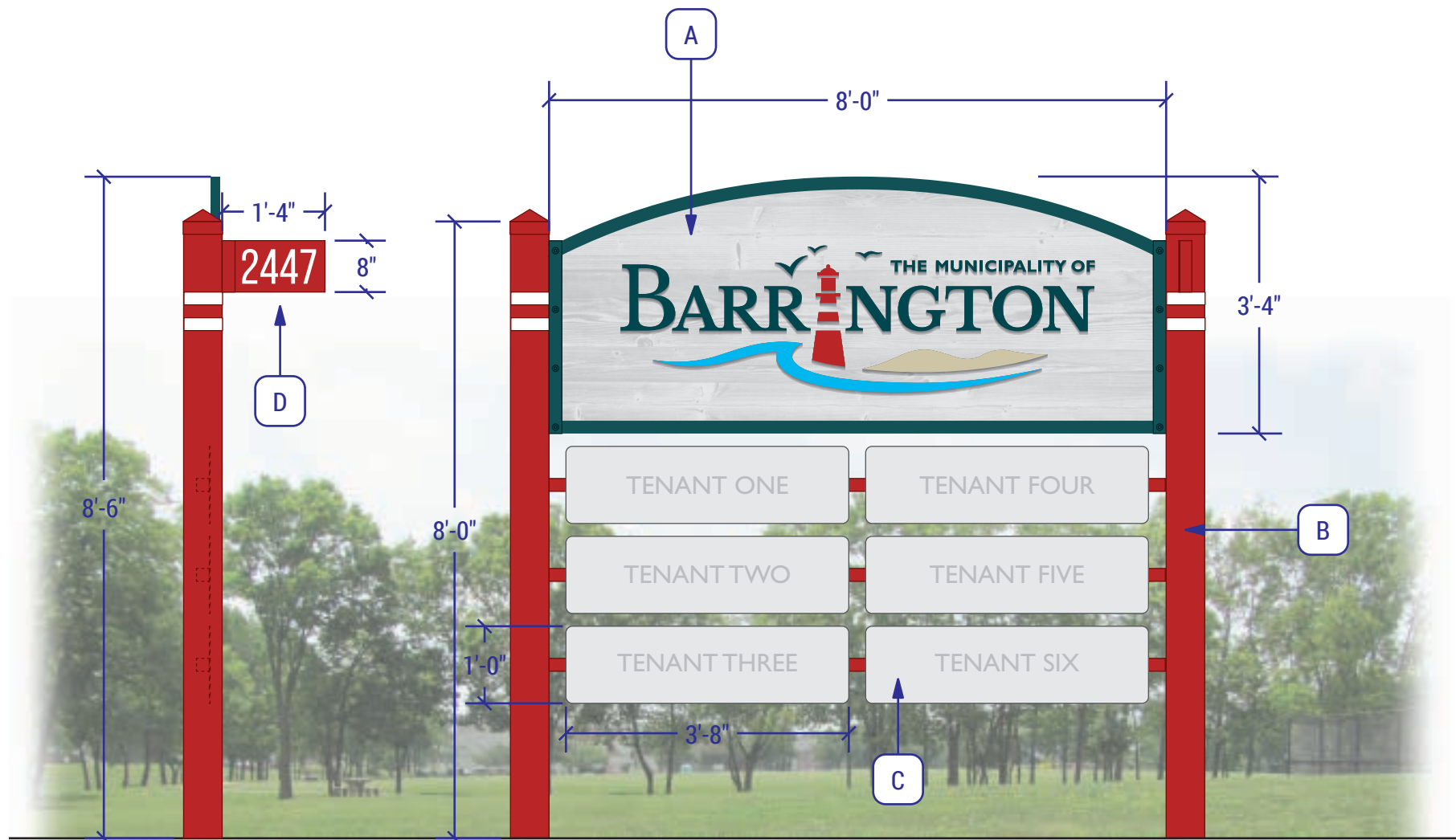
Move to recommend to Council to direct staff to proceed with the installation of a new digital sign at the Municipal Administrative Centre, with the option to combine the sign with new exterior signage for the building and its tenants.

ALTERNATIVES

- Install the digital sign at another location.

ATTACHMENTS

- Single Sided Non-Illuminated Pylon Sign Example



(A) 1.5" cedar main sign, background sandblasted, leaving logo and border raised. All elements painted brand colours and background painted off-white (very light gray). This sign is mounted to aluminum tube crossmembers between the posts.
 (B) 6" x 6" pressure treated wood posts, paint

red, with top caps painted the same colour and reflective white stripes (imitates stripes in lighthouse from logo).
 (C) Tenant panels - 3mm ACM signs with printed graphics (TBD), mounted to 2" x 2" aluminum crossmembers using aluminum angle clips adhered to backs of signs

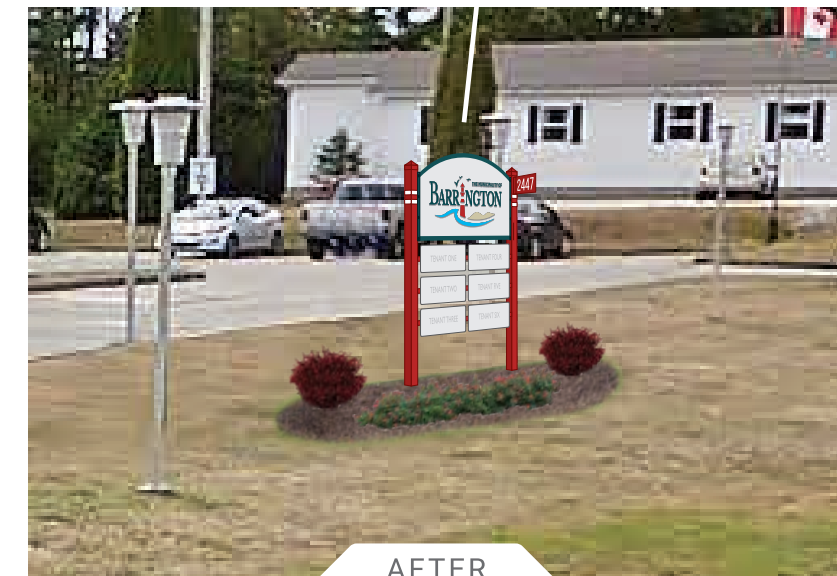
(D) ACM civic address sign flag mounted with aluminum angle to one post, with reflective white characters.



EXISTING



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Municipality of Barrington - Non-Illuminated Pylon Design

Artist: A. Babcock

AR: R. Desjardins

Revision: - 2h



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