

WELCOME TO PORT ALBERNI



OUTLINE

- History of sign concepts in Port Alberni

- Other Island/BC signs currently in place

Most communities contacted have lost information on the development of the signs

- Who initiated?

- Costs

- Funding Sources

- Size

- Comments

HISTORY OF SIGNAGE



980?

2007

2015

2016

- Signage Audit done by VIU Students late 2015
- The report appears to focus more on the overall signage that can be found throughout the City and en-route from other areas: IE: Port Alberni 16 k
- Overall the report is (was) favourable however it did suggest that improvements should be

- Bear Tracks and Lumberjacks
A project undertaken by AVT aimed primarily at rebranding the community. Signage was part of the deliverables. See Council Agenda Oct 7, 2007 for more information.

- Other Sign ideas are presented by community members *
- Wayfinder ideas
- Water Bomber signage has been suggested
- Chamber itself applied for funding for a Sign project in 2016
- First Nations Concepts have been considered as well

- Johnston Road Charrette
An intensive planning session where citizens, designers and other stakeholders collaborate on a vision for development

HISTORY OF PROJECT

2017

Charrette final report received:

- East Entry Welcome Sign – along with Median Improvement
- Current Welcome to Alberni Valley Signage considered ineffective largely due to the location – mixed in with many other Billboards
- Charrette participants proposed that a Sign be placed in an area clearly indicative of the change from 'highway to urban.'
- John Street/Johnston Road referenced as ideal (page 29 Charrette Report)
- Estimated that 1.8 million people drive along Johnston Road in any given year
- Full report of the Charrette can be found on the City's Website. Reference to Signage is included in three distinct areas within the report: Pages 29-30, 38-39, 64-65
- https://www.portalberni.ca/sites/default/files/doc_library/16065%20-%20Johnston%20Road%20%20Northport%20Concept%20Plan_FINAL%20%28May%202017%29sm.pdf



*2016 DESIGN SUBMISSION



ALBERNI VALLEY CHAMBER OF COMMERCE • CONCEPTUAL ENTRANCE SIGN MONUMENT

- 10' CAST/CARVED BEAR MONUMENT • METAL LETTERS MOUNTED TO INLAYED LOGS • WAY FINDING SIGN ELEMENTS • PROGRAMABLE ELECTRONIC LED MESSAGE BOARD
- CURVED OBSERVATION DECK WITH BENCH SEATING • ACCENT CEDAR AND NATIVE PLANT LANDSCAPING • INDIGENOUS BOULDER PLANTERS AND ACCENTS
- INTERNAL UPLIGHTING (to illuminate bear monument and signage) • WATER FEATURE / SPRINKLER FOUNTAIN
- POURED CONCRETE SIGN BASES • RE-SURFACED RIVEROCK / STAMPED TRAFFIC ISLAND (M.O.T.) • ALUMINUM FLAG POLES

Application received by local Sign Company. Significant construction costs inclusive of seating. This concept was presented alongside a desire by Bear Smart BC to develop something reflecting the designation that Port Alberni enjoys.

*2016 DESIGN SUBMISSION



BACK VIEW

Local artist concept drawing, similar to the other in that it included a seating component. Location could be anywhere within the community considered suitable.

Municipality by comparison

PARKSVILLE

- Built in 2010
- The timber frame construction is by Camelot Homes
- The logs and milling for the timber frame were donated
- Sign was produced by Scott Signs
- Project was initiated by The City of Parksville & District Chamber of Commerce
- District Chamber of Commerce contributed \$25,000
- Fundraising included a button campaign where 5000 buttons were sold for \$2 each
- Thrifty foods matched with a \$10,000.00 donation
- Budget: \$127000
- Advertising space at bottom of sign generates revenue



Municipality by comparison

LADYSMITH

- Built in 2002 as part of the Town of Ladysmith Signage Plan
- Sign was produced by Cloghey + Doak
- Recommended by the Parksville Heritage Society
- Funded by the Town of Ladysmith
- Budget: Unconfirmed



Municipality by comparison

Fort St. John

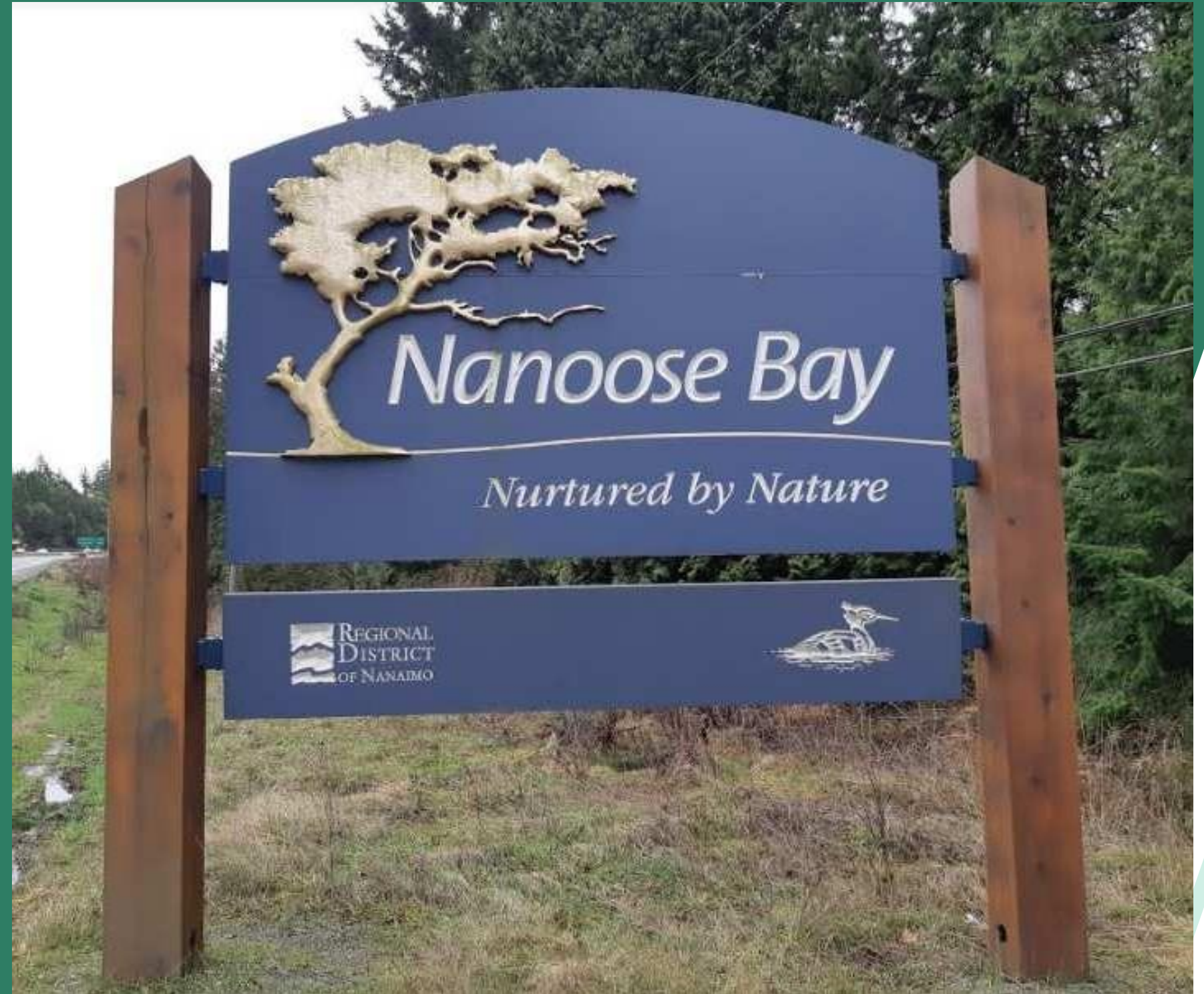
- Sign was built in 2018 by S. Young Enterprise Ltd
- 4 separate entry monument signs
- Project was initiated by the City of Fort St John
- Funding from Capital funds, Tourism BC funds, Heritage Kiosk Program, Hospitality Program and Community Tourism Opportunities Grant
- The signs are approximately 2.4 m to 5.3 m wide, 4.3 m to 5 m tall and 0.4 m in thickness
- Funding in excess of \$100,000



Municipality by comparison

NANOOSE BAY

- Sign was built in 2015 by Scott Signs
- 2 separate entry monument signs
- Cost per sign installed was around \$30k
- Project was funded by the Regional District of Nanaimo
- Takes a couple of months to plan, build and install
- The signs are approximately 12' wide X 10' tall
Sign(s) located in easy to spot areas without clutter of other signs/billboards
- Effective Signs



Municipality by comparison

SQUAMISH

-First phase was installed in August 2017.

-The District worked with ION Brand Design, community members representing the Squamish Nation, tourism and business leaders, brand leadership team members, and trails groups to develop a Community Wayfinding Program Design Strategy.

-Fabrication and installation of the signs by Three Dimensional Services Inc.

-\$100000 budget but information on final costs are not available.



Squamish – Controversy on Signage

May 14, 2015 – Article in the Squamish Chief:

"Other communities have had their signs for so long, no one can remember when they were erected or how much they cost. Staff at the City of Duncan can't recall when the signs were put in there but it was before the 1980s, a spokesperson said."

"There has been some public outcry since the district announced it had budgeted \$100,000 for a new entrance sign. On social media, some argued it was a hefty sum to spend on a welcome to passersby, but how much do other communities spend on their signs?"

"Entrance signs are important to a community's brand, according to the 2007 report, A Community Resource Guide, created by the tourism research innovation project through Malaspina University- College (now known as Vancouver Island University). "Municipal signs and community entrance signs provide distinctive recognition for your town or village. Entrance signs enable a community to identify itself and welcome visitors with a custom-made sign which often reflects some aspect of the community's character," according to the report."

Municipality by comparison

NANAIMO

- 30-metre-wide sign with towering flag poles at the north and south ends of the city cost about \$150,000 each.
- Built about 12 years ago.
- North end sign was paid out of a \$300,000 donation by a local shopping centre as part of its expansion.



Municipality by comparison

WHISTLER

- \$78,000 was budgeted for a new sign in 2013
- That figure included concrete and wood, electrical costs and about \$15,500 for landscaping.
- The sign's letters and lighting were reused from the old sign.



Municipality by comparison

VANCOUVER

- Installed in 2006 at five entrances to the city
- Created by the city's fabrication shop out of steel, with bases made of granite salvaged from old curbs around the city.
- No information was available on exactly how much the signs cost, but the material for them was funded through a grant from the Union of British Columbia Municipalities community tourism program.



Municipality by comparison

SALMON ARM

- The City of Salmon Arm budgeted \$120,000 in 2007 for two entrance signs.

- The exact figure spent is not known but about \$60,000 came from a Union of British Columbia Municipalities community tourism fund.



Municipality by comparison

TOFINO

The District of Tofino provided the land and Tourism Tofino paid for the construction/installation of the sign in 2014



Municipality by comparison

QUALICUM

The CFO of the Town of Qualicum Beach – John Marsh was unable to confirm much about the Welcome Signs. He did indicate that they've been there a long time and that they are quite effective. This one is located on the South side of the Town as entering from French Creek (Parksville)



Municipality by comparison

DUNCAN

- This sign was developed in the 1980's.
Information on it is no longer available.

- Should be noted that the sign is located at what appears to be the actual entrance to the City however it follows many billboards and is essentially lost in the clutter.

- Aligns well with the Charrette report as noted earlier in the presentation.



Municipality by comparison

NELSON

Replica signs put up in Nelson in about 2001. The originals cost nothing to build as they were constructed by a local artist. The replicas were decided upon due to the heritage value of the originals which were done in the mid 1970's. Costs of the replicas is unknown however we were told that the costs weren't a huge burden.



Municipality by comparison

TERRACE



- New sign constructed around 2016. Original signs for Terrace were developed by the Chamber of Commerce and Rotary Clubs as part of a Leadership Group developed by the TDCofC
- The sign had been installed outside of the City Boundaries and that became a problem for the area as nearby Regional District Directors disapproved of the location
- The new sign is just outside of the City Boundary in an area deemed suitable for all
- Approximately 15 feet across the front, 5 feet in depth and to the top posts not including the bears/trees it is about 12 feet high

Municipality by comparison

COMOX VALLEY



- Regional undertaking started with the development of the Comox Valley Visitor Centre.

- Signage Committee Developed including 8 members
Costs unconfirmed however there were significant contributions of both Cash and In-Kind Services received.

- This sign has received significant positive reviews.

- 5 Construction Volunteers

- 45 Organizations provided In-Kind Services

- 9 Organizations including all three Municipalities contributed financially to the Sign project

Municipality by comparison

REVELSTOKE

Revelstoke is moving in an entirely new direction with budgets approaching 3.2 MILLION for improved Welcome and Directional Signage. Excerpts from the report follow:

- Inconsistent use of Brand as identified by several pictures found on the report: Page 7/22 -
https://revelstoke.civicweb.net/FileStorage/191142ADFFDD43599FEFC37862BF5CF5F-Wayfinding%20Presentation_DD%202020-02-11.pdf
- Sign Clutter
- Mix of Wayfinding and Advertising
- Poor Contrast
- Sight Lines obstructed
- INSPIRE THE WORLD TO VISIT REVELSTOKE





CITY OF
REVELSTOKE

Concept 3

Sign Family Overview



1 Sign Family
Scale 1:70

Gateway Sign

Vehicle Directional (Victoria Drive)

Vehicle Directional

Pedestrian Directional

Neighbourhood

Park Sign

Trail Head

Trail Marker

Report Highlights for City of Revelstoke Signage Plans

Project Goals

Navigation

- Improve opportunities for navigation throughout the community by vehicle, transit, bike, or on foot, and create a sense of community and connectivity.
- Provide a stronger sense of orientation and direction for locals and visitors and improve traffic circulation.
- Support a multi-media transportation approach with shared and defined pedestrian, bike, and vehicle transportation routes that are inviting and easy to navigate.

2019 council Goals & Objectives

- LIVABILITY to aspire to a high quality of life and a desirable and livable city for citizens and visitors.
- INFRASTRUCTURE to provide sound stewardship of the City's infrastructure and facility assets.
- Resort Development Strategy



Consultant Comments to City of Revelstoke – July 2019

- Proposed 3 Concepts for consideration (Mountain, Mountain and Views, Heritage). Graphic shown on previous slide was the Heritage Concept
- Wayfinding Signage must be separate from Commercial Signage
- Create Insta-gramable Moments through Signage by encouraging visitors to take Selfies by the Signs
- Consultant drew upon signage he'd seen in resort communities of Whistler, Squamish and Tofino

Economic impact of consistent and better signage

- - Increase visitation at key attractions and businesses throughout the community and boost the local economy through longer stays and increased visitor spending. - Encourage lengthier dwell times among tourists and passing travelers, to create a year-round destination. - Increase civic pride among local residents and support economic development.

Awareness Value of consistent and better Signage

- - Enhance the overall image and awareness of Revelstoke as a destination. - Create a memorable welcome to Revelstoke and attract traffic into the City and the downtown. - Highlight important municipal facilities, business districts, cultural, heritage and recreational amenities.

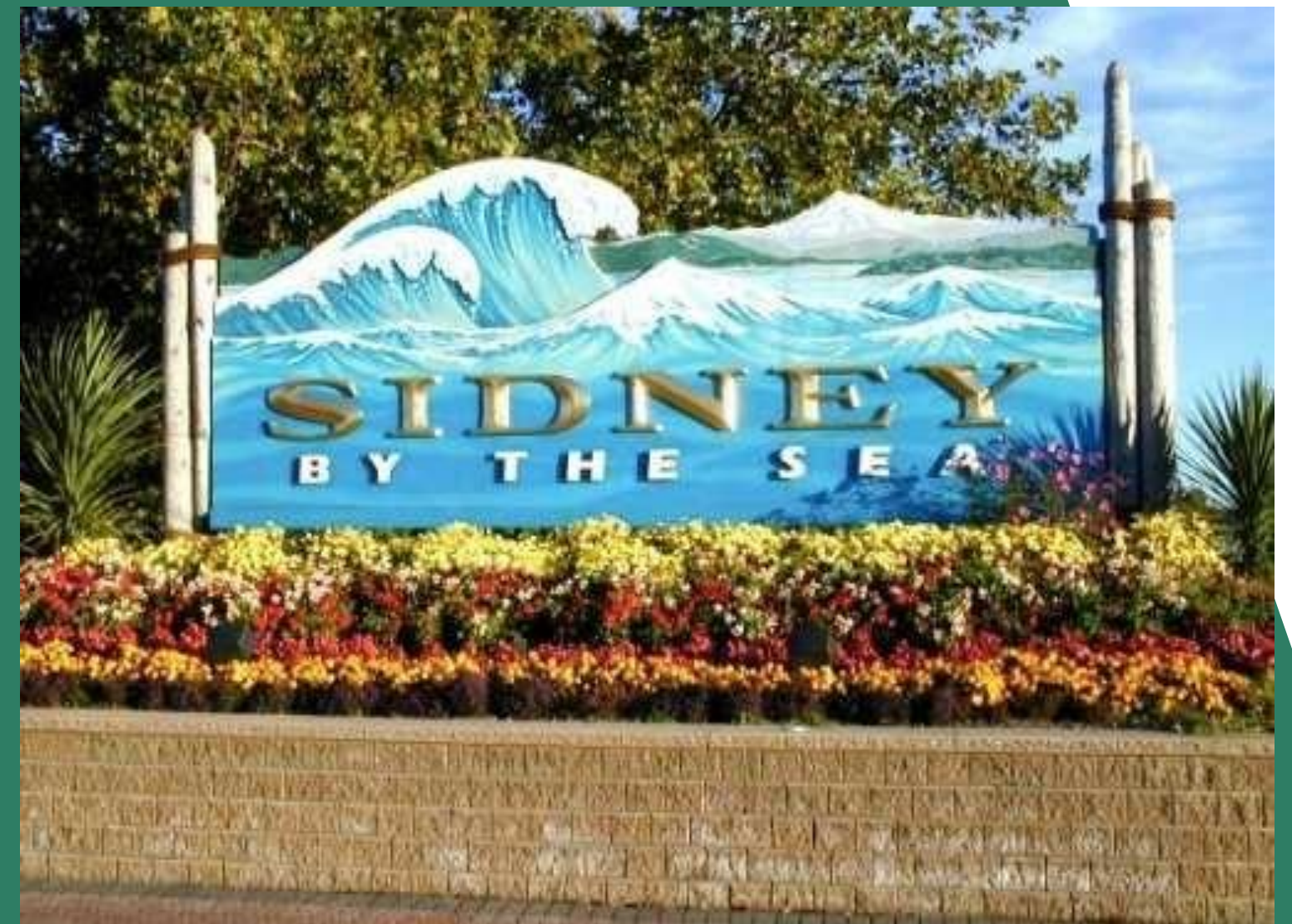
Liveability

- LIVABILITY to aspire to a high quality of life and a desirable and livable city for citizens and visitors.

Municipality by comparison

SIDNEY

- The Sidney sign was developed in the year 2000.
- Painted by a local artist who followed the concept of a sign in Kanagawa Japan initiated in 1833
- The concept of the original sign (Japan) and this one are both the same. Background Mountain (Mt. Baker) and the wave depicts the threat of a Tsunami
- Hence the name BY THE SEA
- Sign costs initially budgeted at \$15,000. but costs did come closer to \$27,000.



Municipality by comparison

COLWOOD

Welcome to Colwood.

This sign was planned and budgeted for back in 2013 when the new median island and landscaping were added on the Old Island Highway.

But the sign planned at that time did not reflect Colwood's new branding and it didn't send the message that exciting new things are happening here. So the City hit pause on that piece of the project.

Favourable comments have been received about this new signage.

Budget amount unknown but presumed to be reasonable



Municipality by comparison

COLWOOD



Welcome to Colwood.

As part of Colwood's move toward updating signage they have developed this new Waterfront Sign.

Paid for out of a previous \$30,000. budget though only a "small portion" of that amount was used for the sign

Municipality by comparison

UCLUELET



Municipality by comparison

Huu-ay-aht Territory

Total cost for project including Design was just over \$13,000.



Municipality by comparison

LAKE COWICHAN



Sign unwrapped just before Christmas 2016. Community and Visitors have given a Big Thumbs up to this Sign.

Size can be seen by the bottom picture. It is significant

Replaced an old Wooden Sign that had begun to deteriorate.

Sign is consistent with other Way-Finding signage in the city – Powdered Aluminum

Kept Bears as part of the Sign which most people in Lake Cowichan wanted

Tag Line "A vibrant Community – A Valued Environment"

New Sign cost ~ \$60,000. which included demolition of the earlier sign

ICBC contributed \$5000. to the Sign

Municipality by comparison

OAK BAY

Difficult to find information on some of these Signs marking municipalities within a larger metropolitan area.

Oak Bay did relocate their sign in recent years to comply with boundary requirements.



Municipality by comparison

CAMPBELL RIVER



Little is known about this sign

Municipality by comparison

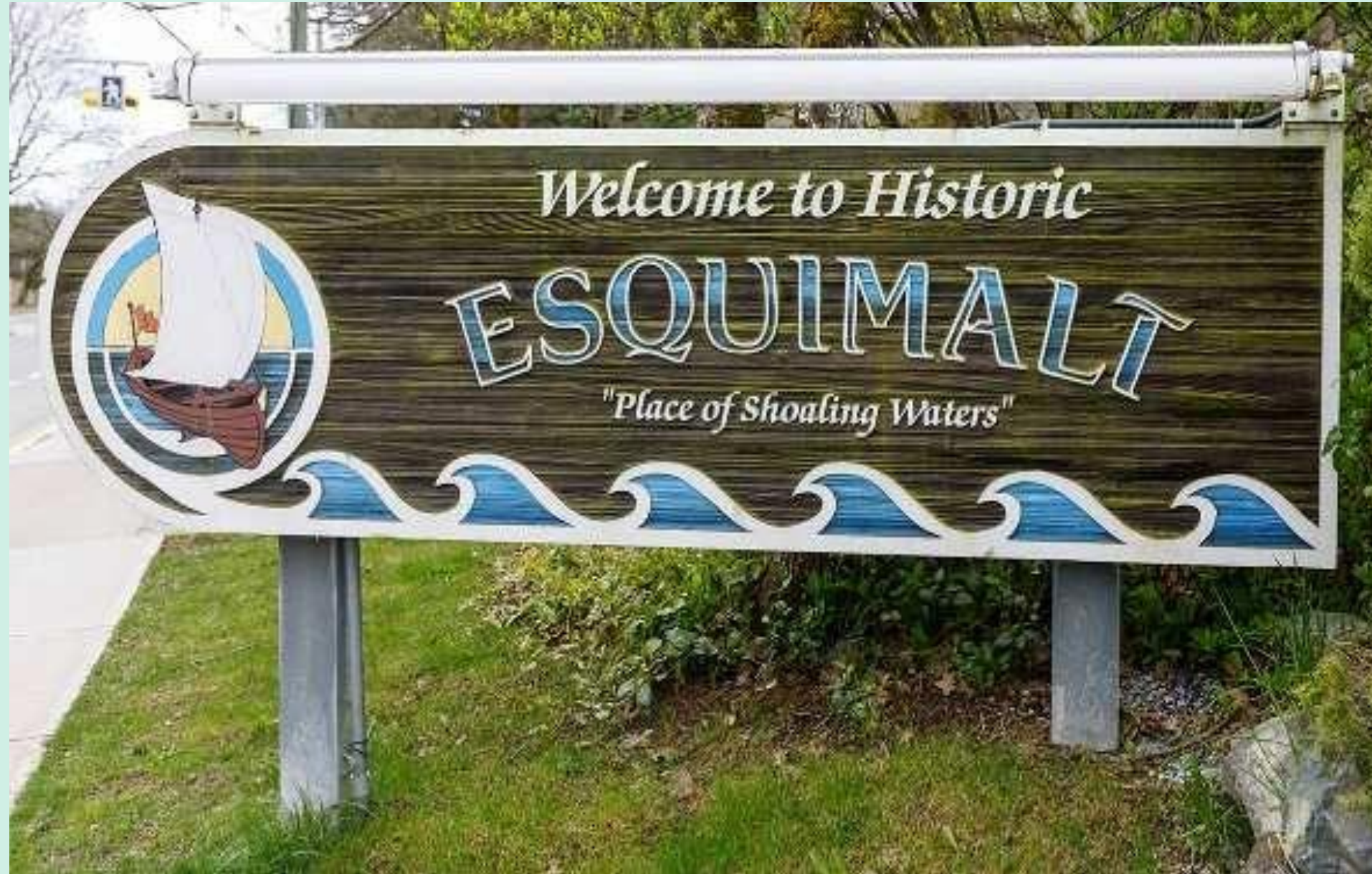
PORT HARDY



Little is known about this sign

Municipality by comparison

ESQUIMALT



Little is known about this sign

Municipality by comparison

LANGFORD



Little is known about this sign

Municipality by comparison

SOOKE



Little is known about this sign

CONCLUSIONS

City has a good vision for the Sign

Amount Budgeted of \$150,000. appears to be adequate for one HIGH Quality Sign OR two or three of Moderate Quality.

Possibility that amount budgeted could handle signs for each city entrance point. (Johnston Road, Port Alberni Highway – WCGH, Orange Bridge)

Location of sign should consider City Boundary (see Terrace) and should consider clutter of other signs (see Duncan)

Welcome Signs are important for Community Branding, Welcome Home Messaging and general Feel Good messaging.

Simpler signs such as those developed by Nanoose Bay & Huu-ay-aht seem effective and are in our opinion of good quality

Large projects such as Revelstoke are interesting but likely not within the realm of Port Alberni at this point in time.

Plans for Wayfinding and subsequent Signage could be part of the initial plan for consistency (Revelstoke, Lake Cowichan