

ADMINISTRATIVE REPORT

TO: Shane Bourke, City Manager	DATE: April 30, 2024
FROM: Brian Glavin, Chief Operating Officer	MEETING: Operational Services Committee
REPORT WRITER: Wade Nellis, Transportation Director	
SUBJECT: Service Club Signage	

RECOMMENDATIONS

That Committee recommend Council direct Administration to proceed with the redesign and re-installation of three service club signs at the new city boundaries, with funding to come from the Transportation Department’s operating budget.

PREVIOUS COUNCIL / COMMITTEE DIRECTIONS

At the October 3, 2023 Council meeting, the following motion was passed:

“Council direct Administration to bring back a report with opportunities for entrance signs featuring community groups.”

BACKGROUND

In the fall of 2023, representatives of the Legion and the Rotary clubs of Grande Prairie presented a request for updated service group signage to Council. The existing service club signs are located at three major entrances to the city. Those locations are:

- Hwy 40 Northbound approaching 68 Avenue
- Hwy 43 Eastbound East of 116 Street
- Hwy 43 Southbound approaching 132 Avenue

Of these three locations, signs are still standing at all except for the Hwy 40 approach, where the sign was removed as part of the recent construction project.

The City Sign Shop installed the existing signage, which consists of four-foot by eight-foot aluminum covered plywood mounted on galvanized steel pipe.

The signs include one-foot by one-foot placards displaying the logos of service clubs. The clubs listed include:

- Lions
- Elks
- Shrine Club
- Scouts Canada
- Rotary Club of Grande Prairie
- Swan City Rotary Club
- Masonic Lodge
- Kinsmen
- Associated Commercial Travelers/United Commercial Travelers

Administration has contacted all the clubs listed to confirm they are still active. Apart from the Shrine Club, all of these entities are still active in the community. The Rotary Clubs of Grande Prairie now promote themselves as a single entity, removing the need to promote both the clubs represented on the current display.

ANALYSIS

Administration reached out to several similar-sized municipalities to obtain information on the type and number of roadside service club signs they have in their communities. The results varied; several had no dedicated signage, while others had steel or concrete structures. These are compiled in the table below, and images are in Attachment B. None of the municipalities contacted have a policy or bylaw defining a service club.

Service Club Signage Jurisdictional Scan			
Municipality	# of Signs	Notes	Image
Leduc	0	No Service Club Signage	
Lethbridge	0	No Service Club Signage	
Red Deer	0	No Service Club Signage	
St. Albert	1	Placards on Illuminated Retaining Wall	Figure 1
Airdrie	1	Decorative/Wayfinding Structure	Figure 2
Brooks	1	Steel Sign on Concrete Pilings	Figure 3
Okotoks	2	Information Signage Style	Figure 4

Due to the expansion of the City boundary over the years, Administration recommends moving the signs to the new boundary. This puts the installation of the signs at:

- Hwy 40 Northbound approaching 60 Ave
- Hwy 43 Eastbound approaching Range Road 65 (airport signals)
- Hwy 43 Southbound approaching 139 Ave

Branding for the new signs will be updated to match the new marketing strategy, and spaces currently allocated to obsolete or consolidated clubs will be reassigned based on consultation with the Service Club group.

Relationship to City Council's Areas of Focus / Strategic Priorities

Service clubs are an important component of our community, and their activities directly contribute Council's overarching priority of Quality of Life and the strategic pillar of an Inclusive, Caring Community.

Environmental Impact

There is no environmental impact associated with this report.

Economic Impact

There is no anticipated economic impact.

Social Impact

Recognition of service clubs provides visibility and recognition for the organizations actively working towards improving social issues in the community.

Relevant Statutes / Master Plans / City Documents

There are no relevant plans or statutes.

Risk

None identified.

Alternatives

Option 1 - Encourage the adoption of alternative service club promotion avenues. The City has a variety of no-cost options available to service clubs, including:

- Grande Prairie guide listing
- Community boards for posters at city facilities
- Listing on the community group section of the city website
- Participation in the Canada Day parade
- Opportunities for booths at city community events (examples include Experience GP, Canada Day, Heritage Day and Earth Day, among others)

Option 2 – Enhanced Signage

Refer to budget deliberations to purchase and install enhanced signage for service club recognition. Based on the jurisdictional scan results, this option's costs would likely be \$70-\$100,000 per sign, depending on the final design and locations.

STAKEHOLDER ENGAGEMENT

In March, Administration attended a meeting with representatives from various service clubs. The service clubs represented by this group include Rotary, Legion, Elks, Lions, and Army Navy and Air Force Veterans. Administration suggested the signage be replaced in a similar format while updating the appearance to match the current City of Grande Prairie brand identity. The group was supportive of this approach.

The Service Club group supported grandfathering the still active clubs and would consult with their members to provide suggestions for any newly available spaces. Based on these preliminary discussions, these would likely be allocated to the Legion and the Army, Navy & Airforce Veterans.

The clubs expressed a desire to have the physical sign indicate where motorists could get more information about the clubs listed. The City maintains a community group webpage <https://cityofgp.com/culture-community/community-groups>. While the service clubs appreciate this outlet, they would prefer a dedicated website section with a unique web address to be included on the redesigned sign should visitors want more information.

BUDGET / FINANCIAL IMPLICATIONS

Costs for the current signs to be replaced with new installations and updated design are estimated at \$1,500 per sign for a total of \$4,500. Internal staff could complete this within the current Transportation Department operational budget.

SUMMARY / CONCLUSION

This initiative aligns with City Council's priorities of enhancing quality of life and fostering an inclusive, caring community. Through consultations with various service clubs and a review of practices in similar municipalities, Administration is proposing a cost-effective solution that involves updating the signage to reflect the current city brand while accommodating the club's desire for visibility and information accessibility. By allocating \$4,500 from the Transportation operating budget, the city can rejuvenate its support for these vital community organizations without significant economic or environmental impacts, thereby affirming its commitment to recognizing and promoting the contributions of service clubs to Grande Prairie's social fabric.

ATTACHMENTS

- Attachment 1 – Photos of existing signage.
- Attachment 2 – Streetview photos of service club signage in other Alberta municipalities.

Attachment 1 – Existing Grande Prairie Service Club Signage

Location 1 – 100 Street South of 132 Avenue



Location 2 – 100 Avenue East of 115 Street



Attachment 2 - Service Club Signage in Other Municipalities

Figure 1 – St. Albert



Figure 2 – Airdrie



Figure 3 – Brooks



Figure 4 – Okotoks

