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Halifax Regional Council  
March 7, 2006  
April 4, 2006  
April 25, 2006

**TO:** Mayor Kelly and Members of Halifax Regional Council

**SUBMITTED BY:**

A handwritten signature in cursive script that reads "Carol Macomber".

Carol Macomber, Acting Director of Recreation, Tourism and Culture

**DATE:** February 21, 2006

**SUBJECT:** Community Signage

## INFORMATION REPORT

### ORIGIN

Halifax Regional Council meeting of January 20, 2004, Item 9.5.4, Councillor Mosher - Identifying Neighbourhoods and Settlements for Community Signage.

### BACKGROUND

During the January 2004 Council meeting, some Councillors indicated that they had been working with residents regarding community identification within their Districts. It was noted that, since amalgamation, many areas within the municipality felt they had lost their identities and wished to better reflect the history of their communities and neighbourhoods. Councillor Mosher stated that some meetings had been held with residents and staff regarding signage in various communities in her District but noted concern that any new or existing signage initiative not take away from the 911 signage project and safety. Therefore, she requested a staff report regarding the identification of neighbourhoods and settlements for community signage which would identify communities but, at the same time, develop a policy to provide a consistent approach to signage throughout HRM.

## DISCUSSION

Currently, HRM administers a number of different community signage initiatives and policies. These include:

(1) Gateway Signage - A May 2003 Council Report from Public Works and Transportation endorsed the plan of the HRM Traffic Authority to install signs at entry points to HRM and community boundaries within the municipality. The report approved three categories of signs:

1. Gateway Signs for the three 100-series highway entry points to HRM;
2. Boundary Signs to be placed at the eight locations where trunk and secondary highways cross the HRM boundary;
3. Community Welcome Signs (subsequently transferred to the Civic Addressing program).

(2) Civic Addressing Community Signs - The third category in the 2003 Council report referenced above was a recommendation that signs be placed at the boundaries of rural and suburban communities throughout HRM. The report recommended that community identification signs be installed using the community boundary definition process developed by the Civic Addressing project team. As a result, in support of the 911 system implemented throughout the municipality, the Civic Addressing initiative is installing community identification signage at the entry points to 192 identified communities within HRM. This is a funded program which was initiated during 2004/05 and is expected to be completed in 2008.

(3) Capital District Signage - In 2004, Council adopted a wayfinding signage system for the Capital District. Currently, staff are designing the program, procedures, and signs. This initiative includes a plan to design, install and maintain welcome signs at entry points into the Capital District and develop identification signage for the various commercial districts within the Capital District. In addition, the Regional Street scape program being implemented by the Capital District will have a signage component. In relation to Capital District programming, some of the approved Business Improvement Districts (BIDs) within HRM have developed signage programs specific to the boundaries of their individual catchment areas.

There is no program in HRM to provide gateway or welcome signs at entry points to communities or neighbourhoods, aside from the 192 communities identified by the Civic Addressing signage program. In conjunction with the Cultural Plan and associated review of culture and heritage programming, heritage signage initiatives are currently under review. One potential outcome of this review will be develop policies and more consistent approaches to developing and installing heritage signage throughout HRM. However, the intent of the program will most likely be focussed on interpretive heritage signage and markers and not community or neighbourhood identification signage.

### BUDGET IMPLICATIONS

There are no direct budget implications as a result of the material discussed herein.

### FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

### ALTERNATIVES

There are no recommended alternatives

### ATTACHMENTS

None

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by :

  
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