




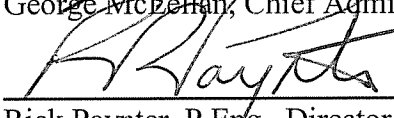
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Committee of the Whole  
Halifax Regional Council  
May 6, 2003

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:

  
George McCallan, Chief Administrative Officer

  
Rick Paynter, P.Eng., Director, Public Works & Transportation

DATE: April 29, 2003

SUBJECT: HRM Gateway and Community Boundary Signs

**ORIGIN**

Staff.

**RECOMMENDATION**

It is recommended that Council:

**endorse the plan of the HRM Traffic Authority to install highway signs at the entry points to HRM and at community boundaries as described in this report.**

## **BACKGROUND**

There is a general overall lack of highway signage identifying the boundaries of HRM and the individual communities within it. What signs do exist vary widely in color and design and are inconsistent with national guidelines for highway directional signs. With the ongoing effort to establish definitive community names and boundary lines, an opportunity exists to reinforce proper community identity through the placement of highway signs identifying community boundaries.

This report details a program to place three types of highway signs at key locations within HRM. It is important to recognize that the primary purpose of these signs is to provide clear, simple and consistent information to drivers.

The placement of these signs, like any traffic sign within the highway right-of-way, is the responsibility of the Traffic Authority. As many of the highway locations where these signs would be installed fall within the jurisdiction of the province, the municipal and provincial traffic authorities intend to enact this program jointly. In this instance, as there is some limited degree of variability in the design of the sign and the process through which it is installed, the endorsement of Regional Council is being sought.

## **DISCUSSION**

The three types of signs being proposed are:

- HRM Gateway Signs
- HRM Boundary Signs
- Community Welcome Signs

### **HRM Gateway Signs**

These are large signs that are installed on 100-series highways. Initially, the province permitted only very basic white-on-blue signs with a local slogan and a small map of the province for locational purposes. More recently, the province has permitted the installation of signs with more elaborate messages and graphics. Although a bit more latitude in colors is allowed, the sign must still be predominantly blue with white lettering, consistent with national guidelines.

The sign proposed for the three 100-series highway entry points to HRM (Highway 101 near Mt. Uniacke, Highway 102 near Enfield, and Highway 103 near Hubbards) is shown in Attachment One. The proposed gateway sign was designed by Semaphor Design Company with input from HRM Recreation Culture & Heritage, Capital District, and Public Works & Transportation staff as well as Destination Halifax. Staff is pleased with the design which is symbolic of the entire region without distracting drivers with too much graphic detail. Although no permanent slogan has been placed on the sign, it is intended that a tab will be added to the bottom of sign from time to time to proclaim major upcoming events. Although official acceptance has not yet been received from the province,

preliminary discussions have not indicated any concerns.

### **HRM Boundary Signs**

These signs will be placed at the eight locations where trunk and secondary highways cross the HRM boundary. These signs, shown in Attachment Two, have white lettering on blue background and are four feet high by eight feet wide.

### **Community Welcome Signs**

These signs are placed at the boundaries of rural and suburban communities. It is felt by staff that these signs should be installed as part of the community boundary definition process being undertaken by the Civic Addressing project team to reinforce boundary locations and community names. The signs, shown in Attachment Three, have white lettering on blue with the community name plus a tab at the bottom of the sign saying "Welcome to our Community". It is proposed that a more customized message may be substituted on the tab, provided staff is convinced that consensus exists within the community on the wording of the slogan and that a fee of \$150 is submitted by the community to cover additional costs.

### **BUDGET IMPLICATIONS**

Pending endorsement of Regional Council and approval by Nova Scotia Transportation and Public Works, the HRM Gateway and HRM Boundary signs will be installed in 2003 using funding approved in the 2003/04 budget for Tourism and Heritage. Funding exists in the approved 2003/04 Traffic Improvements budget to install 10-15 community welcome signs at locations where boundaries have been approved. Funding for the continuation of this program over several years will be brought forward in future capital budget submissions for council approval.

The fabrication and installation cost is estimated to be \$9000 each for the gateway signs and \$350 each for the boundary and community welcome signs. Operating costs for ongoing maintenance of these signs is expected to be minimal. No provincial funding is available for either the installation or maintenance of these signs.

### **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**

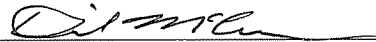
Regional Council may wish to propose, for the consideration of the Traffic Authority, modifications to the design of any of the signs, or to the process in which community welcome signs are installed.

ATTACHMENTS

Attachment One - HRM Gateway Sign  
Attachment Two - HRM Boundary Sign  
Attachment Three - Community Welcome Sign

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by:



David McCusker, P.Eng., Manager, Regional Transportation, 490-6696

HALIFAX

REGIONAL MUNICIPALITY

WELCOMES YOU



Upcoming Special Event Message

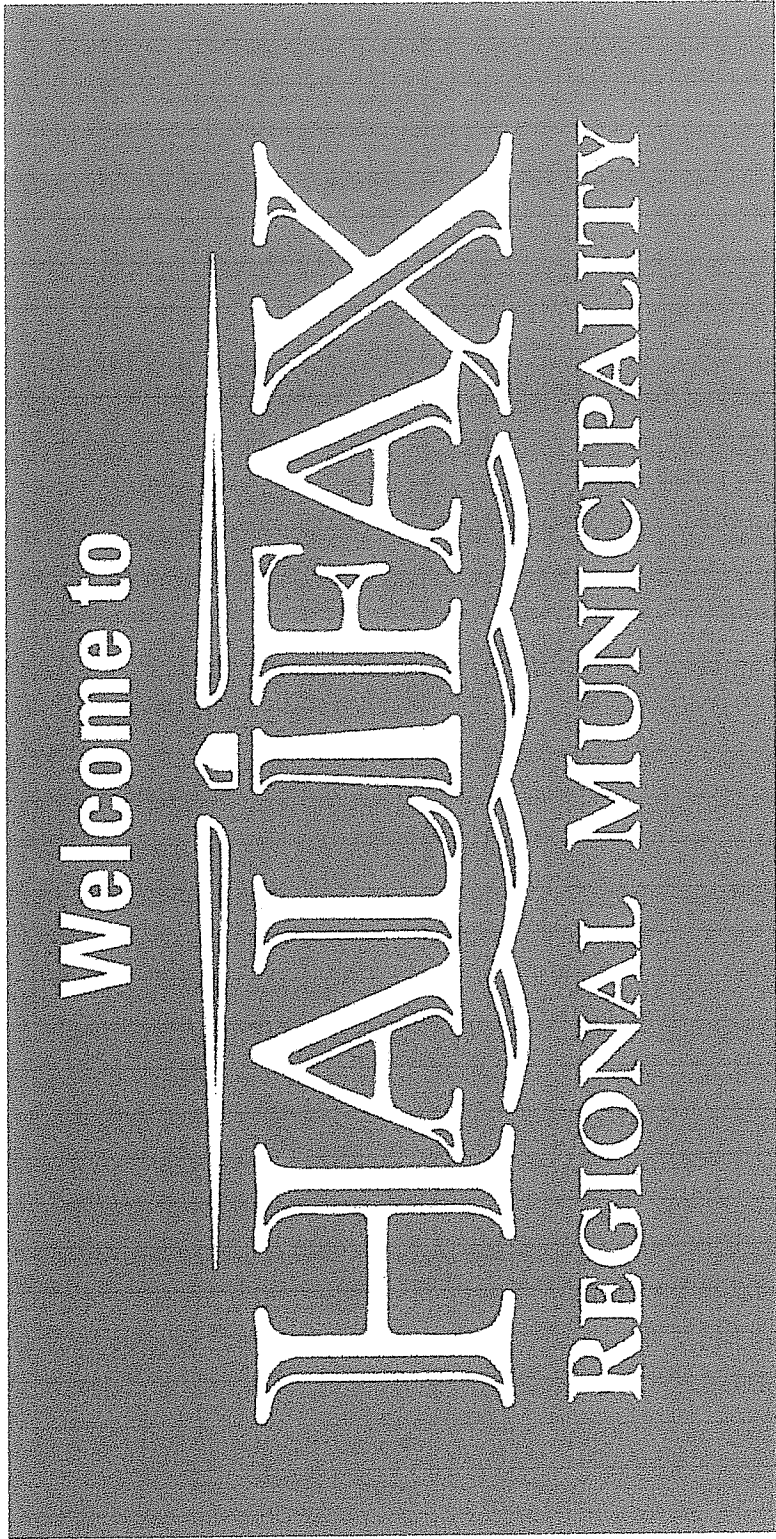
**ATTACHMENT ONE**

**HRM Gateway Sign**

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HRM Gateway and  
Community Boundary Signs

May 6, 2003



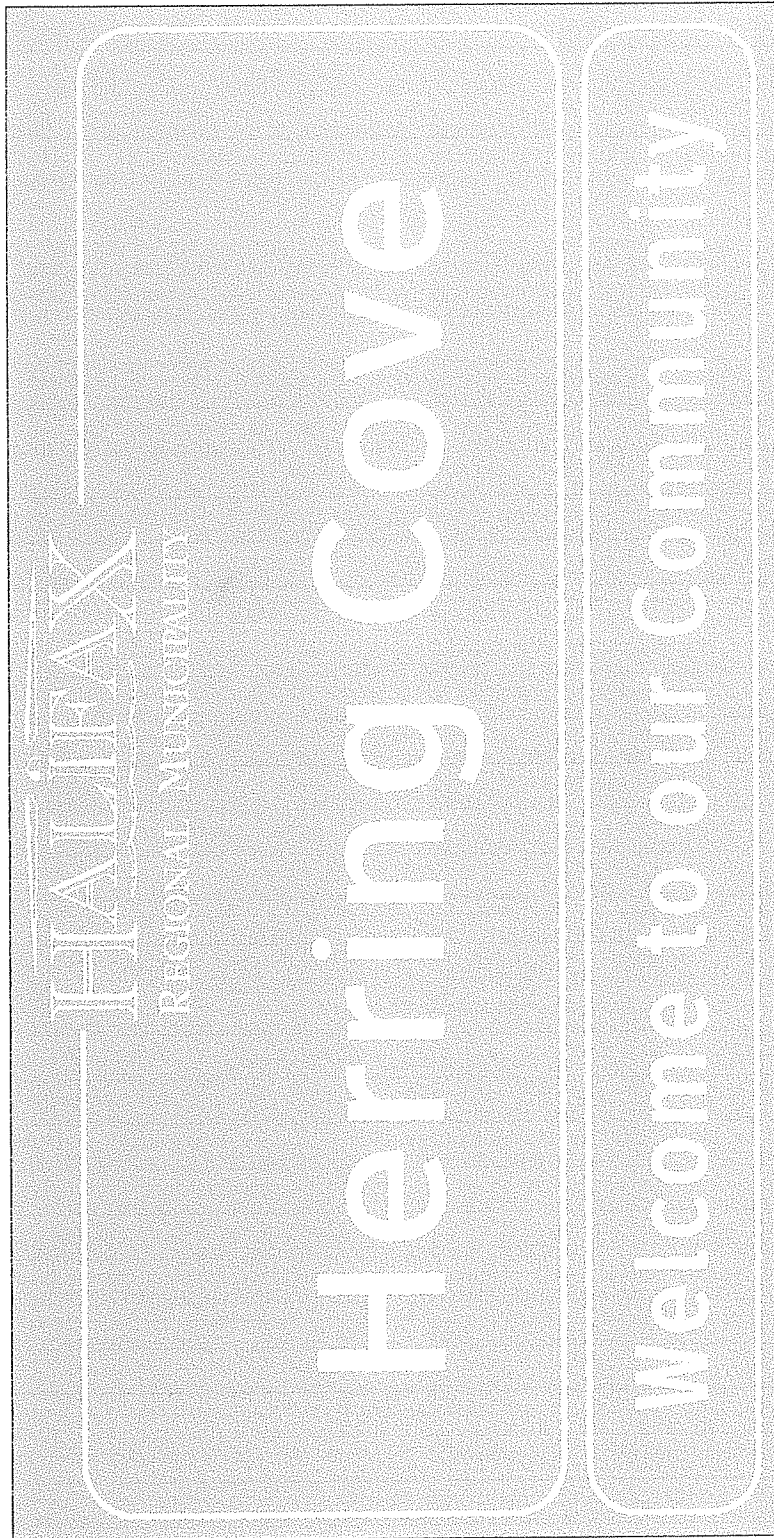
**ATTACHMENT TWO**

**HRM Boundary Sign**

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HRM Gateway and  
Community Boundary Signs

May 6, 2003



**ATTACHMENT THREE**

**Community Welcome Sign**



HRM Gateway and  
Community Boundary Signs

May 6, 2003