

**REPORT TO CAPITAL REGIONAL DISTRICT BOARD  
MEETING OF WEDNESDAY, FEBRUARY 08, 2023**

---

**SUBJECT     Capital Regional District Signage Guidelines**

**ISSUE SUMMARY**

To seek direction on the Capital Regional District (CRD) corporate sign guidelines implementation.

**BACKGROUND**

As a local government, the CRD delivers over 200 services to ensure a sustainable, livable and vibrant capital region. These services have diverse signage requirements, including facility, entrance, wayfinding, educational, safety and amenity signage. In addition, consistent CRD signage throughout the region is required as an important tool to present an immediate and recognizable brand to support the needs of visitors and residents, whether travelling as a pedestrian, cyclist or in a vehicle.

Through the 2020 Service Planning process, an Initiative Business Case (IBC) was put forward and approved to develop and implement corporate signage guidelines. In January 2021, the corporate signage guidelines were approved by the Executive Leadership Team – see Appendix A. An update to the Board was included in the 2021 quarter one Priorities Dashboard under the Corporate Priority of Accountability, as well as the rolling Priorities Dashboard in quarterly updates for the remainder of the previous Board term.

As identified in the IBC, the strategy for implementation focused on replacing signs at end-of-life or as signage needs emerge, such as when new facilities are built. Since the sign strategy was finalized in January 2021, five public signs have been installed (see Appendix B).

As part of the signage implementation, the 2022 Regional Parks budget includes \$137,000 to replace three portal (entry) signs at Thetis Lake Regional Park and Elk/Beaver Lake Regional Park, and one tertiary portal sign at East Point Regional Park. In January, a social media post on the CRD Facebook page noted that a new sign was scheduled to replace the current 35+-year-old hand-carved log entry sign at Thetis Lake Regional Park.

The post garnered significant community attention, and most comments requested that the original legacy log sign at Thetis Lake Regional Park remain in place. Key themes of public feedback included strong sentiment toward keeping the existing sign, dislike of the proposed sign design for a park, work with Indigenous communities and local artists for input into the design, and concern over the new signage expenditures.

Given the strong public sentiment, the decision to replace the Thetis Lake entry sign was paused until staff brought the CRD guidelines to the CRD Board for discussion and consideration.

## **ALTERNATIVES**

### *Alternative 1*

1. That staff be directed to proceed with implementing the CRD signage guidelines, with the exception of the Regional Parks entry signs (portal signs); and
2. That staff be directed to bring the matter of Regional Parks entry signs to the Regional Parks Committee for further consideration.

### *Alternative 2*

That this report be referred back to staff with direction.

## **IMPLICATIONS**

### *Financial Implications*

The cost of developing the CRD corporate sign guidelines was approximately \$15,000. Funding of signage is the responsibility of each CRD service area and, in some instances, requires additional budgeting requirements beyond regular core annual budget amounts.

Regional Parks capital plan, which was approved by the Board 2022, included \$137,000 for 2022 and \$117,000 per subsequent year over the four-year budget to initiate the installment of the new portal signs. Change in design may require a review of the existing resources allocated.

The Capital Region Housing Corporation capital replacement budget has approximately \$200,000 for new and replacement signage for 2023, which may be carried forward.

### *Alignment with Board & Corporate Priorities*

The CRD Board identified its strategic priorities for the 2019-2022 term in early 2019. Subsequently, staff prepared the 2019-2022 CRD Corporate Plan to align with this direction. The CRD Corporate Plan presents the work the CRD needs to deliver over the Board term to meet the region's 15 most important needs (Community Needs).

Annually, the operational adjustments and initiatives proposed through the service planning process are captured in the 15 Community Needs Summaries, which inform the Provisional Budget. Each summary provides an overview of the strategic context for service areas, core service levels associated with each service and a summary of the business model and performance metrics associated with targeted outcomes. It also provides details of the initiatives, associated staffing, timing and service levels required to advance the CRD's work in the coming year.

### *Board Priority: First Nations Reconciliation*

The CRD has prioritized taking steps toward developing respectful government-to-government relationships and partnerships with First Nations to foster shared prosperity for all. The Parks' portal sign design includes a dedicated space for an Indigenous park name that would result from engagement and collaboration with Nations on whose Traditional Territory the park is located, as

per Regional Parks' naming policy and as set out in the 2022-2032 Regional Parks and Trails Strategic Plan (Interim).

*Corporate Priority: Accountability*

In efforts for greater signage consistency in approach and design, the CRD signage guidelines were developed to improve customer service and CRD identity. The previous CRD Board was informed of the development and approval of the corporate sign guidelines via the Priorities Dashboard.

**CONCLUSION**

The Capital Regional District Board approved the creation of new corporate signage guidelines as an initiative in 2019 as part of the 2020 service planning process. Implementation of the CRD signage guidelines is underway, with the most recent proposal to remove and replace the entry sign at Thetis Lake Regional Park. The CRD received significant opposition to the replacement of this sign and staff were asked to put this work on hold until the corporate sign guidelines could be brought forward to the Board for direction.

**RECOMMENDATION**

1. That staff be directed to proceed with implementing the CRD signage guidelines, with the exception of the Regional Parks entry signs (portal signs); and
2. That staff be directed to bring the matter of Regional Parks entry signs to the Regional Parks Committee for further consideration.

Submitted by:	Andy Orr, Senior Manager, Corporate Communications
Concurrence:	Larisa Hutcheson, P. Eng., General Manager, Parks & Environmental Services
Concurrence:	Ted Robbins, B. Sc., C. Tech., Chief Administrative Officer

**ATTACHMENTS**

Appendix A: CRD Signage Guidelines

Appendix B: CRD Signs Developed under the Signage Guidelines