



DEVELOPER SIGNAGE REQUIREMENTS & APPLICATION

Please submit the following application to the City of Fort Saskatchewan Planning and Development, prior to installation, of any developer directional signage with the road right of way.

- Letter of Commitment containing:
 - Schedule A – Design
 - Schedule B – Installation
 - Schedule C – Removals
 - Schedule D – Maintenance Schedule
 - Schedule E – Site plan of location (including on engineering plans)

Your application is not deemed approved until the City administration issues a letter authorizing your signage proposal. You are not authorized to place any developer signage with the City's road right-of-ways without this approval. Failure to obtain this approval prior to signage installation may result in the removal and forfeiture of any signage associated appurtenances.

Please submit your Developer Signage Application to:

Planning & Development
City of Fort Saskatchewan
City Hall, Lower Level
10005-102 Street
Fort Saskatchewan, AB
T8L 2C5

Email: fortplanning@fortsask.ca

Phone: 780-992-6198

LETTER OF COMMITMENT:

The Letter of Commitment must contain a summary description of the Developer's proposal for signage. It must also include a contact name and information, as well as the following five (5) schedules. Please assign a unique identifier to each sign and refer to it in each schedule and include the identifier on the site plan in Schedule E.

1) SCHEDULE A – DESIGN

The Design must contain the following information for each sign:

- Elevation for all signs, size dimensions, including height.
- Color pantones specific to level 1 and 2 signage must match design elements as set in the "Residential Way-Finding Program"
- Color pantones specific to individual neighborhood for level 3 signage
- Fonts will be standard to all signage for all three (3) levels within the Developer Sign Program.
- Use of EPS file, supplied by the City of Fort Saskatchewan.

2) SCHEDULE B – INSTALLATION

The Installation Schedule must contain the following information for each sign:

- Type of Sign (Level 2 or 3)
- Street location of sign (Marketing style)

3) SCHEDULE C – REMOVALS

The Removals of signage must adhere the requirements of the Way-Finding program and/or as outlined in the Development Permits.

4) SCHEDULE D – MAINTENANCE

The Maintenance of signage must adhere the requirements of the Way-Finding program and/or as outlined in the Development Permits.

5) SCHEDULE E – SITE PLAN OF LOCATION

The Site Plan of Location Schedule must contain the following information for each sign:

- Location of each sign on past approved subdivision engineering drawings for City of Fort Saskatchewan Project Management Department approval, or if not available, a drawing acceptable to Project Management Department.
 - ❖ If location of sign(s) does not match the approved Developer Sign Map as per the LUB C10-13 possibly amendments may be required.

Please note, the proposed locations must be flagged by Alberta One call and marked for inspection by City of Fort Saskatchewan Project Management staff prior to sign installation. Setback distances as per Engineering opinions may alter depending on site specific situations.

RESIDENTIAL WAY-FINDING
PROGRAM



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1.0 INTRODUCTION

1.1 JUSTIFICATION AND INTENT

In the summer of 2012, Administration initiated a discussion with the local residential developers to change how they market their neighborhoods through mass developer signage and create a program to minimize the volume and consolidate into large group way finding signs.

After those initial discussions the idea was taken back to the City's Communications & Marketing Department to see if a benefit and opportunity to market the City was possible. The Communications & Marketing Department quickly got on board, liking the opportunity to transfer City branding visually to street signage that is linked with our communities and neighborhoods.

Through the discussion process, the residential developers and the City of Fort Saskatchewan designed three (3) levels of signage to major highway, arterial/collector and local road ways. As a partnership, the Developer Sign Program was developed.

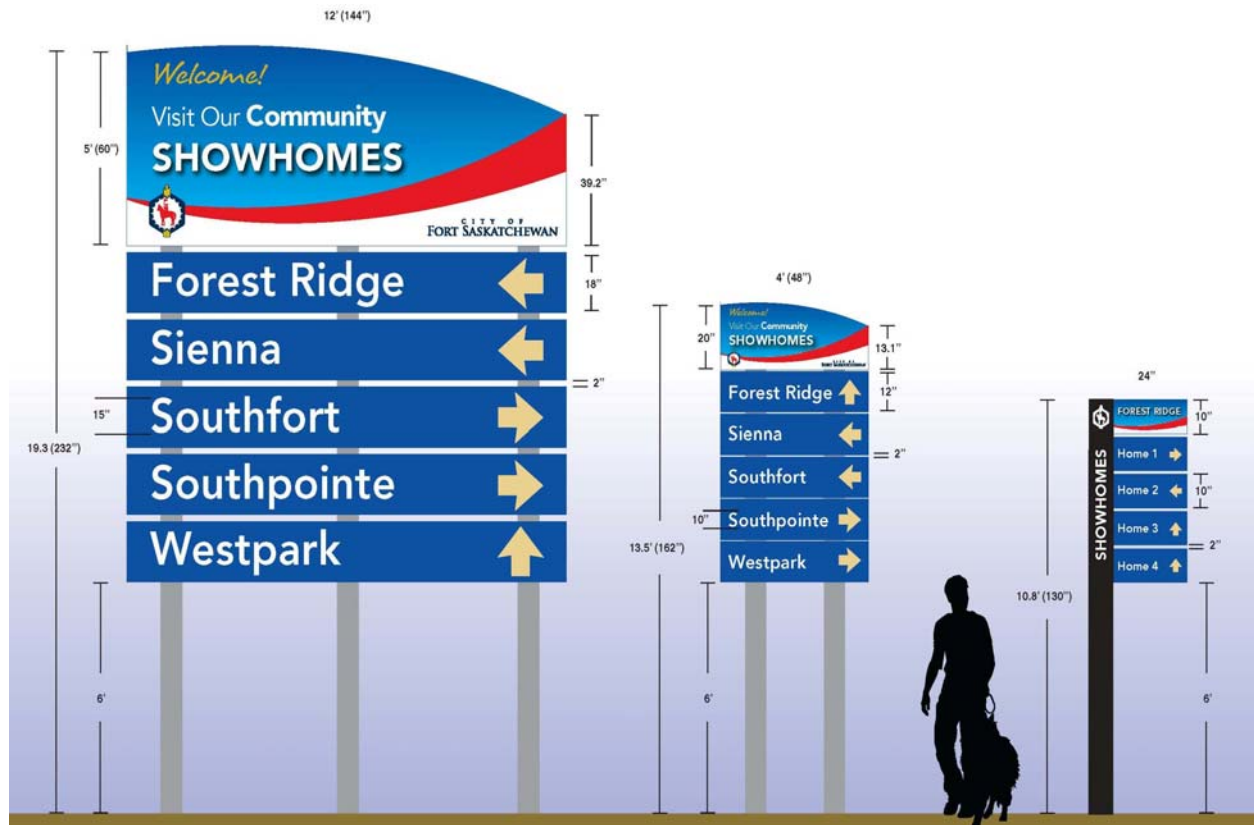
1.2 CONSULTATION AND HISTORY

- Sept. 2012
Members of City of Fort Saskatchewan, representatives from Qualico Communities, Strata Developments, MLC Group (absent Landrex Inc) meet to discuss the idea of creating a new sign program in the City of Fort Saskatchewan.
- Feb. 2013
Representatives from all parties met to discuss on going design, costs, specifications and locations.
- Feb. 2013
City of Fort Saskatchewan Administration took forward the program to date, to a council workshop to update them on the idea and possible look for future way-finding.
- May 2013
A RFP was distributed to businesses both in the City of Fort Saskatchewan, as well as ones chosen by the developers, to provide possible cost for the project.
- May 2013
Administration went before council requesting funds for up to \$75,000 to cost share in the Way-Finding program from City reserves. It was determined that funding would have to come from the budget process and was tabled till December of 2013.
- Dec. 2013
Council approved funding of up to \$75,000 for cost sharing in the Residential Way-Finding program.
- Apr. 2014
Way-Finding program document was drafted and consultation with residential developers completed.
- June 2014
Land Use Bylaw Appendix B – Developer Signage Map was revised and approved by council to include future developer signage.
- July 2014
Residential Way-Finding Program Document finalized and initiated.

2.0 DESIGN & ELEMENTS

2.1 OVERVIEW

The design of the Developer signage has a general City of Fort Saskatchewan brand attributed to the sign with elements associated on all three (3) levels of signage. On levels 1 and 2 the top plate has the City swoosh, logo and a “Visit our Community” text. On the level 3 signage each neighborhood will specifically brand to their own marketing styles, however the City swoosh will remain in the top plate and the City logo will be present on the posts. Standard color scheme’s as well as standard fonts will be present over all three levels so that across the City all signs will have the same features.



“Graphic 1”

GRAPHIC STYLE GUIDE

WAYFINDING SIGNAGE

The graphic style elements contained in these signs are drawn from specifications.



Primary Wayfinding (highway)



Secondary Wayfinding



Showhome Wayfinding

Pantone Breakdown

- Light Blue (Top Panel) - Pantone 300
- "Welcome!" Yellow - Pantone 110
- Red Swoosh - Pantone 1797
- Fort Saskatchewan Logo - Pantones 296, 110 and 1797
- Directional Panels - Pantone 287
- Directional Arrows - Pantone 117 (50% shade)

Font Usage

- "Welcome" - Longhand Bold
- Directional Panels - Avenir LT Std 85 Heavy
- Top Panel - Avenir LT Std 55 Roman and Avenir LT Std 95 Black

2.2 SPECIFICATIONS

LEVEL 1 – HIGHWAY

Materials:

- Blades consist of aluminum, 18” in height.
 - Reflective letters and arrows
- Steel (3), break-away posts to Alberta Traffic standards. Minimum 6”x 6” wide.
 - Piles to be reviewed by Project Management Department

Heights/Sizes:

- As per “Graphic 1” on page 4, 2.1 Overview

Fonts/Pantones:

- As per “Graphic 2” on page 5, 2.1 Overview

LEVEL 2 – ARTERIAL/COLLECTOR

Materials:

- Blades consist of aluminum, 12” in height.
 - Non reflective letters and arrows
- 6” x 6” pressure treated (2), painted black, wood posts
 - No piles required

Heights/Sizes:

- As per “Graphic 1” on page 4, 2.1 Overview

Fonts/Pantones:

- As per “Graphic 2” on page 5, 2.1 Overview

LEVEL 3 – NEIGHBOURHOOD

Materials:

- Blades consist of wood, 10” in height.
 - Non reflective letters and arrows
- 8” x 8” pressure treated (1), painted black, wood posts
 - No piles required

Heights/Sizes:

- As per “Graphic 1” on page 4, 2.1 Overview

Fonts/Pantones:

- Top plate with City Branding As per “Graphic 2” on page 5, 2.1 Overview
- Remainder of upon City approval, color/graphic/font individualized by developer and neighbourhood.

2.2 PRINCIPLES

Minimizing mass Developer signage through the Sign program will reduce clutter in our streetscapes and intersections as well as create a standard appearance of way finding signage for current residents and visitors. The program creates the same visuals across the City and highlights neighborhood names, and navigation.

3.0 DESIGN GUIDELINES

3.1 IMPLEMENTATION

Initial implementation of the Developer Sign Program is a partnership between the four (4) primary Residential Developer Group (Landrex Inc., Southpointe Estates Inc., Strata Developments, Qualico Communities) and the City of Fort Saskatchewan.

At implementation of the program, 17 signs will be purchased and installed during the spring/summer of 2014. Council reviewed and approved as part of the overall budget process, a maximum contribution with the remaining costs split between the four (4) developer group based upon value of signage that each developer has neighborhood direction on.

At the time of install, all current Developer signage located within the City of Fort Saskatchewan is to be removed. From the time of installation, no 'A' frame builder showhome signs will be permitted within the City of Fort Saskatchewan and any use will result in removal. It is the Developer's responsibility to communicate this to their builders.

3.2 FUTURE SIGNAGE

Future Developer Signage after the implementation of this program will require application and approval from the City of Fort Saskatchewan Planning & Development Department. The intention of this program is to identify key locations for levels one and two, with each developer identifying what locations they would like for the level three location within the interior of the neighborhoods upon approval.

All future signage will be applied for and paid for by the developers participating on the signs with no further monetary participation by the City. Application fee's for signage, as per the Fee's and Charges bylaw will be required.

All future locations that are required for levels one or two need to be identified on the Developer Sign Map in the LUB C10-13 and approved by Council.

3.3 SIGN LOCATION MAP

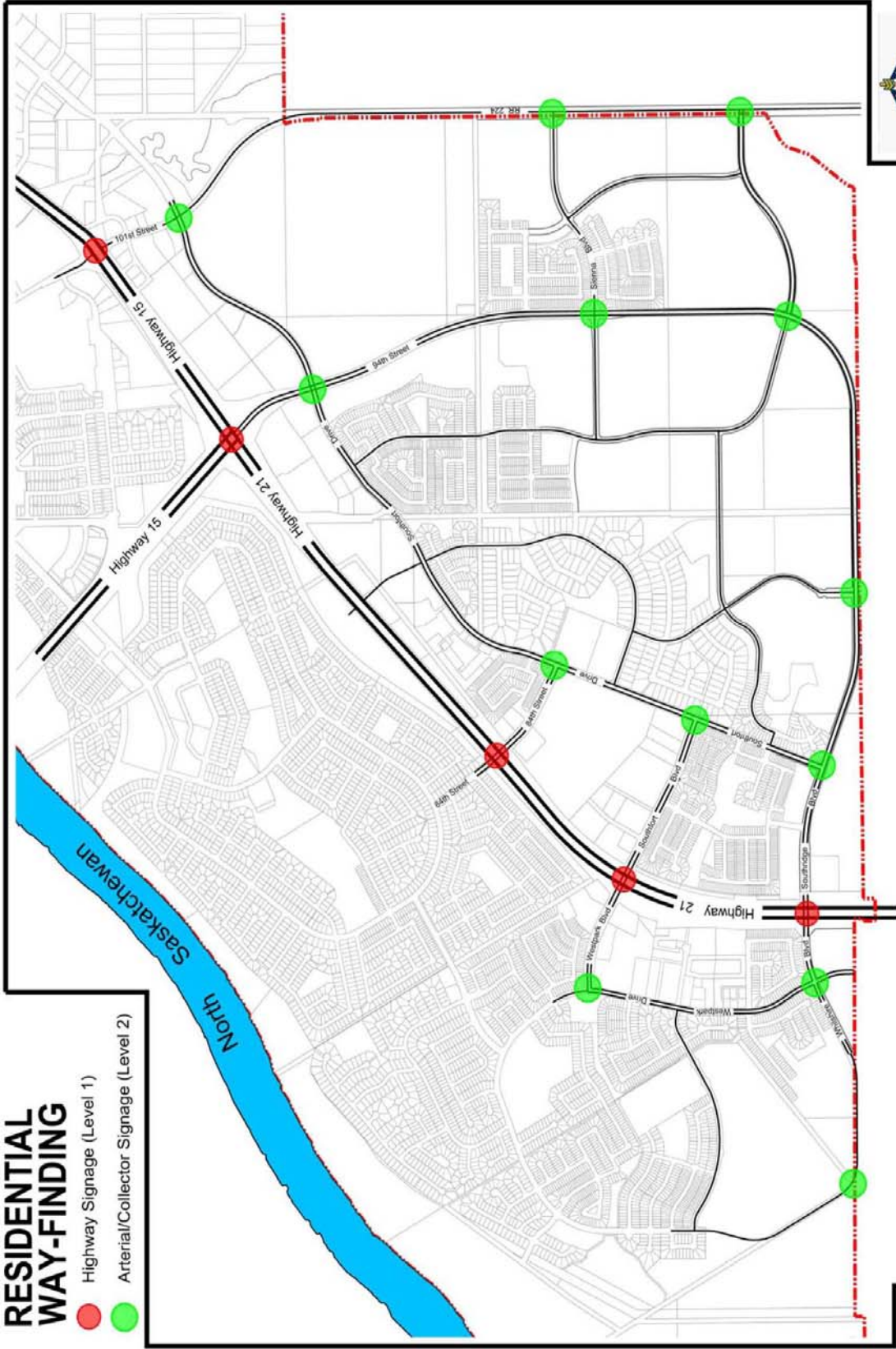
Level one and two signage is required to follow the Developer Sign Map in the Land Use Bylaw C10-13. At initiation of this program all level one and two signs will fall within that map. Any further level one or two signage will require a Land Use Bylaw amendments.

Level three signage will vary per neighborhood and will be requested by each developer through application. Those locations will require approvals, but are not required to be identified on the location map or the Developer Sign Map in the Land Use Bylaw.

RESIDENTIAL WAY-FINDING

● Highway Signage (Level 1)

● Arterial/Collector Signage (Level 2)



DISCLAIMER: The information shown is for reference only. The City of Fort Saskatchewan disclaims all responsibility for the accuracy, completeness, timeliness and merchantability of information shown. Use this information at your own risk.

4.0 FEE STRUCTURE

4.1 PROGRAM COST BREAKDOWN

LEVEL 1 – Highway 21/15

8 Signs: 2 x Wilshire Blvd/Southeridge Blvd @ HWY 21 (All 5 neighborhoods x 2)
2 x Westpark Blvd/Southfort Blvd @ HWY 21 (All 5 neighborhoods x 2)
2 x 84th Street/HWY 21 (All 5 neighborhoods x 2)
2 x 94th Street/HWY 15 Intersection (All 5 neighborhoods x 2)

Cost distribution

50% City of Fort Saskatchewan (up to \$75,000)
12.5% Southfort Developments Ltd.
12.5% Qualico Communities
12.5% Southpointe Estates Inc.
12.5% Landrex Inc.

LEVEL 2 – Arterial/Collector Roads

8 Signs: 1 x Westpark Blvd/Westpark Drive (Forest Ridge/Windsor blades)
1 x Westpark Drive/Wilshire Blvd (Forest Ridge/Windsor)
1 x Southeridge Blvd/Southfort Drive (Southpointe/Siena/Southfort)
1 x Southfort Blvd/Southfort Drive (Southpointe/Siena/Southfort)
1 x 84th Street/Southfort Drive (Southpointe/Siena/Southfort)
2 x 94th Street/Southfort Drive (Southpointe/Siena x 2/Southfort)
1 x 94th Street/Sienna Blvd (Sienna/Southpointe)

Cost Distribution

+/- 50% City of Fort Saskatchewan (remaining funds up to 50%)
21.5% Qualico Communities
13% Southpointe Estates Inc.
10.5% Southfort Developments Ltd.
5.5% Landrex Inc.

LEVEL 3 – Interior Neighborhood Local Roads

Varies per Neighborhood

Cost Distribution:

Individual neighborhoods will be applied for a paid for solely to the Developer of that neighborhood.

DEVELOPER SIGN REMOVAL – Hwy 21/15, Arterial/Collector Intersections

All current developer signage along highway corridors, arterial/collector roadways and any interior neighborhood signage on City r/w's are required to be removed at time of initiation of this program.

Cost Distribution

100% per Developer for their own signage.

4.1.1 FUTURE SIGN PURCHASES

After the implementation of the Way-Finding Program and mass developer sign purchase, any future Level 1, 2 or 3 signs will be **purchased 100% by Developers**, with any cost sharing depending on which developers require blades on each sign, and to be coordinated with participating developers. No future cost sharing with the City of Fort Saskatchewan will be available. Application and approval from the City of Fort Saskatchewan required.

4.2 MAINTENANCE

Maintenance is broken down in shared responsibility between the City of Fort Saskatchewan and the residential developers with blades on corresponding signage.

LEVEL 1 – Highway 21/15

100% Maintenance by the City of Fort Saskatchewan for minimal damage, appearance including fixing graffiti, washing each spring. The City of Fort Saskatchewan does not have the funds, nor budget for replacement of signage should events require the purchasing of new signage. The developer group would be required, should such an event happen to re-purchase the sign with no further funding from the City of Fort Saskatchewan.

LEVEL 2 – Arterial/Collector Roads

100% Maintenance by participating Developers per sign for damage, replacement and appearance (including structurally and paint), including cost for removal when signage is no longer required to direct traffic by way of outdated signage. Removal of signage will be upon the neighborhood no longer advertises showhomes.

LEVEL 3 – Interior Neighborhood Local Roads

100% Maintenance by individual Developers based on each neighborhood per sign for damage, replacement and appearance (including structurally and paint). Including the cost for removal when signage no longer directs traffic to current open showhomes.