



Committee of the Whole Excerpts
November 12, 2024

HIGHWAY 101 SIGNAGE EXCERPT

With the consolidation of the former Town of Windsor and Municipality of the District of West Hants into the West Hants Regional Municipality and with the new community lead regional brand adopted in the fall of 2021, direction was given to create new community identity signs on Highway 101 for West Hants Regional Municipality.

This project started in 2022 with conversations with the Provincial Highway Signage Officer regarding replacing the existing community identity signs. Requests were made and approval was granted for a total of six community identity signs to be erected on Highway 101. The intent was to continue to promote the communities of Hantsport and Windsor as they continue to be central places of commerce, tourist related services and generally referenced across provincial and national mapping as destination places.

In addition, there was a desire to promote our regional name and broader all encompassing “West Hants”. Preserving the opportunity to promote and represent our region and its communities on the 101 Highway is something we were able to preserve and take advantage of. Through the stylization, font and overall uniformity of the signage design, travelers will be welcomed to our region and communities.

Staff and a working group comprised of former brand committee members and other community members as noted below, engaged Prime/M5 to assist with this project in identifying signage rules and standards surrounding photo selections that would be suitable for 101 Highway traffic.

The recommended motion was that Committee of the Whole recommend that ...

COUNCIL APPROVES THE ADDITIONAL FUNDING OF \$14,490 TO CARRY OUT THE SCHEDULED WORK ASSOCIATED WITH THE HIGHWAY 101 SIGNAGE PROJECT TO BE FUNDED THROUGH THE WHRM OPERATING RESERVE.



WEST HANTS REGIONAL MUNICIPALITY REPORT

Information ☐	Recommendation ☒	Decision Request ☐	Councillor Activity ☐
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To: Committee of the Whole

Submitted by: VanEssa Roberts, Manager of Community Economic Development

Date: November 7, 2024

Subject: Highway 101 Signage – Recommendation Report

LEGISLATIVE AUTHORITY – Municipal Government Act Section 65

RECOMMENDATION

Committee of the Whole recommends....

... that Council approves the additional funding of \$14,490 to carry out the scheduled work associated with the Highway 101 Signage Project to be funded through the WHRM Operating Reserve.

BACKGROUND

Property ☐	Public Opinion ☐	Environment ☐	Social ☒	Economic ☒	Councillor Activity ☐
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This project started in 2022 with conversations with the Provincial Highway Signage Officer, Brian Storrie, regarding replacing the existing community identity signs. Requests were made and approval was granted for a total of six community identity signs to be erected on Highway 101. The intent was to continue to promote the communities of Hantsport and Windsor as they continue to be central places of commerce, tourist related services and generally referenced

across provincial and national mapping as destination places. In addition, we want to promote our regional name and broader all encompassing “West Hants”. Preserving the opportunity to promote and represent our region and its communities on the 101 Highway is something we were able to preserve and take advantage of. Through the stylization, font and overall uniformity of the signage design, travelers will be welcomed to our region and communities.

Staff and a working group comprised of former brand committee members and other community members as noted below, engaged Prime/M5 to assist with this project in identifying signage rules and standards surrounding photo selections that would be suitable for 101 Highway traffic

- Avon Chamber of Commerce
- Windsor Township Business Association
- West Hants Wineries
- West Hants Historical Society
- Hantsport Historical Society
- Avon River Heritage Museum
- The Hants Shore

Potential images had Prime/M5, now Malagash Workshop, ran images through a Distance Viewing Guide to determine if they would functionally work.

DISTANCE VIEWING GUIDE
Poster 20' x 10' (6m x 3m)

The diagram illustrates the 'West Hants' signage design at three different distances from the road. The largest billboard, at 300ft (90m), shows a man playing a guitar on a yellow bus. The middle billboard, at 200ft (60m), shows the same scene but with a smaller font. The smallest billboard, at 100ft (30m), shows the same scene with the smallest font. A car is shown on the road, and a small inset shows the minimum type size for the logo.

West Hants Something inspiring awaits.

OUTFRONT

300ft (90m)

200ft (60m)

100ft (30m)

MINIMUM TYPE SIZE 12" Tall

LOGO Size 24" Tall

Insert artwork and print on letter size paper (8.5x11) at 100%,
To view hold paper at arm's length about 24" (61cm)

OUTFRONT

DISCUSSION

Community identity signage provides several key benefits:

- a) **Enhances Community Visibility** - by helping travelers identify and recognize the community
- b) **Promotes Local Tourism** – a welcoming sign can attract visitors to explore local attractions, businesses, or cultural sites which in turn can positively impact the local economy
- c) **Fosters Community Pride** – can reflect a community's unique character or heritage and instill a sense of pride amongst residents.
- d) **Improve Wayfinding** – provides clear information on community name
- e) **Encourages Economic Development** – visible and attractive signage signals to potential businesses or investors that the community values its image and is invested in its growth.
- f) **Builds Relationships with Travelers** – the signage can create a welcoming first impression and potentially encourage travelers to stop, stay and engage with the community.

The working group reviewed over 50 appropriately selected images and finalized the selection of what will be our new highway signs.

FINAL SIGN SELECTION









FINANCIAL IMPLICATIONS

In the 2024-25 Capital Budget funding was approved for Highway Signage in the amount of \$89,885 to be taken from the Carryover Reserve.

The Department of Public Works sign estimate in 2022 was \$72,000 and included:

• Aluminum signs	Windsor	\$11,000 per sign	\$22,000 for two
• Aluminum signs	West Hants	\$11,000 per sign	\$22,000 for two
• Aluminum signs and new posts	Hantsport	\$14,000 per sign	\$28,000 for two

The 2024 Department of Public Works sign estimate is \$84,000 and includes:

• Aluminum signs	Windsor	\$12,000 per sign	\$24,000 for two
• Aluminum signs	West Hants	\$12,000 per sign	\$24,000 for two
• Aluminum signs and new posts	Hantsport	\$18,000 per sign	\$36,000 for two

Construction of the signs is single sourced as the signs are built in the Provincial Sign Shop in Truro, NS.

The design work was completed in the amount of \$6,087.93 and the new estimate from the Department of Public Works has caused the project to be over the budgeted allotment. To ensure the adequate budget for the work necessary complete the budget staff are requesting additional funding.

Quote Pricing	\$84,000.00
Contingency (10%)	\$8,400.00
Non-Recoverable Tax (4.29%)	<u>\$3,963.96</u>
Installation & Sign Subtotal	\$96,363.96
Design work	<u>\$6,087.93</u>
Total 2024-25 Expected Costs	\$102,451.89
2024-25 Total Budget Value	\$89,885.00
Variance	(\$12,566.89)

Additional funding request:

Project Variance of +\$12,566.89 rounded to:	\$12,600.00
Applicable taxes at 15%	\$1,890.00
Total Additional Request	\$14,490

NEXT STEPS

The Sign Shop has approved all six of the final sign designs submitted and are currently being fabricated and will be installed.

CHIEF ADMINISTRATIVE OFFICER REVIEW

The branding exercise and the 101 Signage Project has been a community approach resulting in better buy-in and support for the brand within the specific communities of West Hants as well as the entire Region. The 101 Signage will display not just the opportunities in West Hants but they will indicate the ability to live your “best life” in West Hants. The signage is unique by using photos vs clip art or standard stylization signage. We hope we will inspire people to visit our region.

I support the recommendation.

Report Prepared by: _____
VanEssa Roberts, Manager, Community Economic Development

Report Reviewed by: _____
Kathy Kehoe, Director, Community Development

Report Reviewed by: _____
Carlee Rochon, Director, Financial Services

Report Approved by:  _____
Mark Phillips, Chief Administrative Officer

