

**COMMITTEE OF THE WHOLE  
JUNE 13, 2023  
4:30 P.M.  
AGENDA**

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1. Agenda Additions/Deletions
2. Agenda Approval
3. Master Pathway Planning Verbal
4. Corporate Identity Committee Update 2-17
5. Additions
6. Adjournment

# Corporate Identity Committee

## Master Signage Plan



# Why Do Signs Matter?

## 1. Branding & Consistency

*Signs are the first thing you see when entering a community, and your last impression when leaving. Consistent aesthetics display mindfulness and community pride.*

## 2. Economic Drivers

*Signage can attract visitors off of highways and into retail sectors and down.*

## 3. Visitor Mobility

Wayfinding signage allows visitors to find the locations they are looking for, or highlight attractions they may not have been aware of.



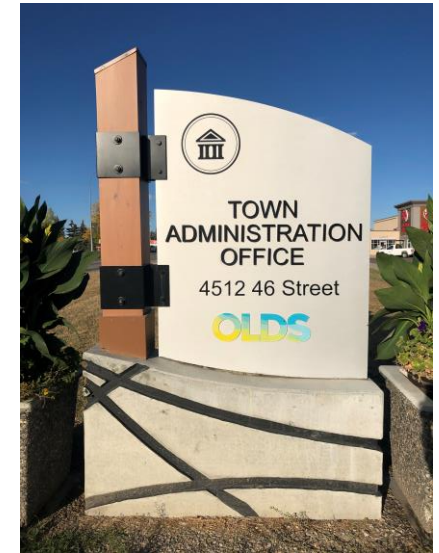


# What Does Our Signage Look Like?





# Who is Using Wayfinding Signage?



# In-Progress

Current Signs



Estimated Installation – July 2023



# Next Three Phases

1	2	3
<b>Large Wayfinding Signage</b> <i>Highway Corridors</i>	<b>Medium Wayfinding Signage</b> <i>Sports, Recreation, Attractions</i>	<b>Small Wayfinding Signage</b>
<b>Downtown Banners</b>	<b>Park Signage</b>	<b>Identifying and Filling Gaps</b>

**Phase One**

SIGN	SIZE	LOCATION	SIDE OF ROAD	TRAFFIC VISABILITY	DETAILS ON SIGN
1	L	50 Ave & 70 St	South	Driving east	<ul style="list-style-type: none"> <li>Sports Park</li> <li>Recreation Center</li> <li>Downtown</li> <li>West Stettler Park</li> </ul>
2	M	70 Street & 44 Ave	West	Driving south	<ul style="list-style-type: none"> <li>Sports park</li> <li>Recreation Center</li> <li>Museum</li> <li>West Stettler</li> </ul>
3	L	50 Ave & 62 St	South	Driving east	<ul style="list-style-type: none"> <li>Lion's Campground</li> <li>Skate Park</li> <li>West Stettler Fields (ball &amp; soccer)</li> <li>Spray Park</li> </ul>
4	L	59 St & 44 Ave	West	Driving south	<ul style="list-style-type: none"> <li>Recreation Center</li> <li>Sports Park</li> <li>Museum</li> <li>West Stettler Park</li> </ul>
5	L	59 St & 44 Ave	East	Driving north	<ul style="list-style-type: none"> <li>Downtown</li> <li>Recreation Center</li> <li>Sports Park</li> <li>Museum</li> <li>West Stettler Park</li> </ul>
6	M	50 St & 45 Ave	East	Driving north	<ul style="list-style-type: none"> <li>Downtown</li> <li>Recreation Center</li> <li>West Stettler</li> </ul>
7	M	46 St & 51 Ave	West	Driving south	<ul style="list-style-type: none"> <li>Downtown</li> <li>Recreation Center</li> <li>West Stettler</li> </ul>
8	M/S	51 Ave & 57 St	North	Driving west	<ul style="list-style-type: none"> <li>West Stettler</li> <li>Recreation Center</li> <li>Visitor Info/BOT</li> </ul>

**Phase Two**

SIGN	SIZE	LOCATION	SIDE OF ROAD	TRAFFIC VISABILITY	DETAILS ON SIGN
6 (ADD)	M	50 St & 45 Ave	East	Driving north	<ul style="list-style-type: none"> <li>Train &amp; Elevator</li> </ul>
7 (ADD)	M	46 St & 51 Ave	West	Driving south	<ul style="list-style-type: none"> <li>Stettler Ag Grounds</li> <li>Train &amp; Elevator</li> </ul>
9	M/S	46 St & 47 Ave	West	Driving south	<ul style="list-style-type: none"> <li>Ag Grounds</li> <li>Community Hall</li> <li>Curling Rink</li> </ul>
10	S	47 Ave & 50 St	North	Driving west	<ul style="list-style-type: none"> <li>Ag Grounds</li> <li>Community Hall</li> <li>Curling Rink</li> <li>Visitor Information</li> </ul>
11	M	50 St & 46 Ave	West	Driving south	<ul style="list-style-type: none"> <li>Ag Grounds</li> <li>Community Hall</li> <li>Curling Rink</li> </ul>
12	M	50 St & 46 Ave	East	Driving North	<ul style="list-style-type: none"> <li>Ag Grounds</li> <li>Curling Rink</li> <li>Community Hall</li> </ul>
13	L	59 St & 46 Ave	West	Driving south	<ul style="list-style-type: none"> <li>Ag Grounds</li> <li>Curling Rink</li> <li>Community Hall</li> </ul>
14	L	59 St & 46 Ave	East	Driving north	<ul style="list-style-type: none"> <li>Visitor Information</li> <li>Ag Grounds</li> <li>Curling Rink</li> <li>Community Hall</li> </ul>
15	M	44 Ave & 62 St	North	Driving west	<ul style="list-style-type: none"> <li>Lion's Campground</li> <li>Skate Park</li> <li>West Stettler Fields (ball &amp; soccer)</li> <li>Spray Park</li> <li>Sports Park</li> </ul>
16	M	44 Ave & 62 St	South	Driving east	<ul style="list-style-type: none"> <li>Lion's Campground</li> <li>Skate Park</li> <li>West Stettler Fields (ball &amp; soccer)</li> <li>Spray Park</li> </ul>
17	L/M	50 Ave & 67 St	South	Driving east	<ul style="list-style-type: none"> <li>Visitor Info/BOT</li> <li>Ag Grounds</li> <li>Community Hall</li> <li>Downtown</li> <li>Train &amp; Elevator</li> </ul>

**Phase Three**

SIGN	SIZE	LOCATION	SIDE OF ROAD	TRAFFIC VISABILITY	DETAILS ON SIGN
7 (ADD)	M	46 St & 51 Ave	West	Driving south	<ul style="list-style-type: none"> <li>Schools</li> </ul>
8 (Add)	M/S	51 Ave & 57 St	North	Driving west	<ul style="list-style-type: none"> <li>Performing Arts Center</li> <li>Schools</li> <li>Track &amp; Football Field</li> </ul>
14 (ADD)	L	59 St & 46 Ave	East	Driving north	<ul style="list-style-type: none"> <li>Schools</li> <li>Preforring Arts Centre</li> <li>Track &amp; Football Field</li> </ul>
18	L	59 St & 47/50 Ave (highways)	East	Driving north	<ul style="list-style-type: none"> <li>Golf Course</li> <li>Visitor Information</li> <li>Downtown</li> <li>Train &amp; Elevator</li> <li>Tennis Court</li> </ul>
19	L	47/50 Ave & 59 St (highways)	North	Driving west	<ul style="list-style-type: none"> <li>Visitor Information</li> <li>Preforring Arts Center</li> <li>Golf Course</li> <li>Recreation Center</li> <li>West Stettler</li> <li>Sport Park</li> </ul>
20	L	47/50 Ave & 59 St (highways)	South	Driving east	<ul style="list-style-type: none"> <li>Downtown</li> <li>Train &amp; Elevator</li> <li>Golf Course</li> <li>Ag Grounds</li> <li>Community Hall</li> <li>Preforring Arts Center</li> <li>Schools</li> <li>Track &amp; Football Field</li> </ul>
21	M	47/50 Ave & 59 St (highways)	West	Driving south	<ul style="list-style-type: none"> <li>Tennis Court</li> <li>Recreation Centre</li> <li>West Stettler</li> <li>Sports Park</li> <li>Visitor Info/BOT</li> </ul>
22	M	47 Ave & 57 St	North	Driving west	<ul style="list-style-type: none"> <li>Tennis Court</li> <li>Track &amp; Football Field</li> <li>Recreation Center</li> <li>West Stettler</li> </ul>
23	M	47 Ave & 57 St	South	Driving east	<ul style="list-style-type: none"> <li>Tennis Court</li> <li>Track &amp; Football Field</li> <li>Downtown</li> <li>Train &amp; Elevator</li> </ul>
24	S	51 Ave & 50 St	North	Driving west	<ul style="list-style-type: none"> <li>Downtown</li> </ul>
25	M	57 St & 50 Ave	East	Driving north	<ul style="list-style-type: none"> <li>Preforring Arts Center</li> </ul>





# #1



- Sports Park
- Rec Centre
- Downtown
- W.S. Park

- Campground
- Skate Park
- W.S. Fields
- Spray Park

- Visitor Centre (BOT)
- Rec Centre
- W.S. Park

- Downtown
- Rec Centre
- W.S. Park

- Rec Centre
- Sports Park
- Museum
- W.S. Park

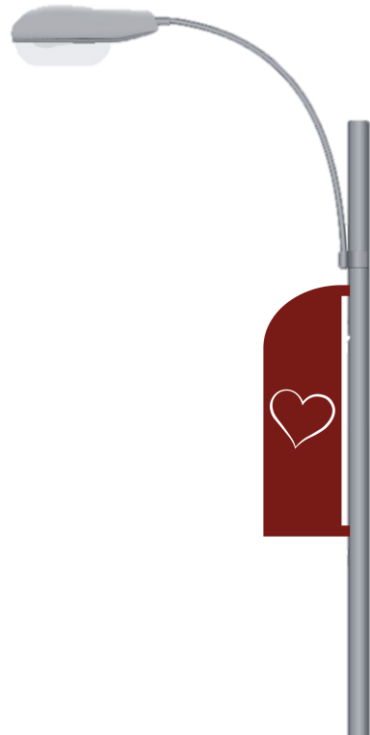
- Sports Park
- Rec Centre
- Museum
- W.S. Park

- Downtown
- Rec Centre
- Sports Park
- Museum

- Downtown
- Rec Centre
- W.S. Park



# Downtown Banners





# #2

- Train & Elevator
- Ag Society
- Community Hall
- Curling Rink





# Park Signage

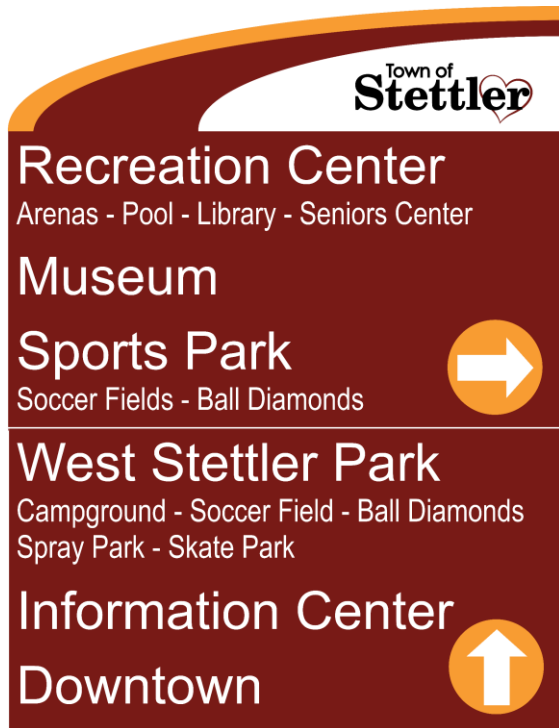




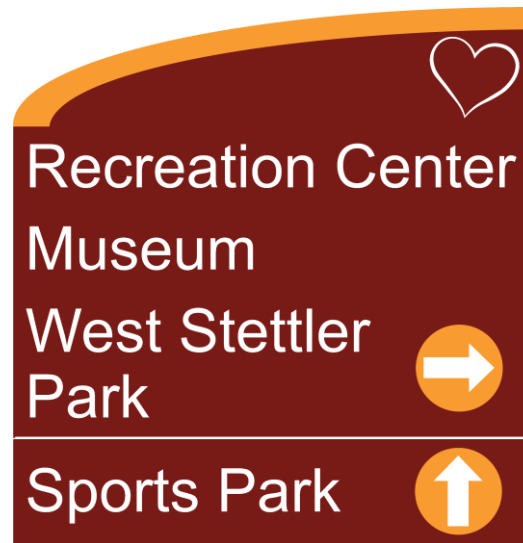




# The Signs



Large – 6' Across

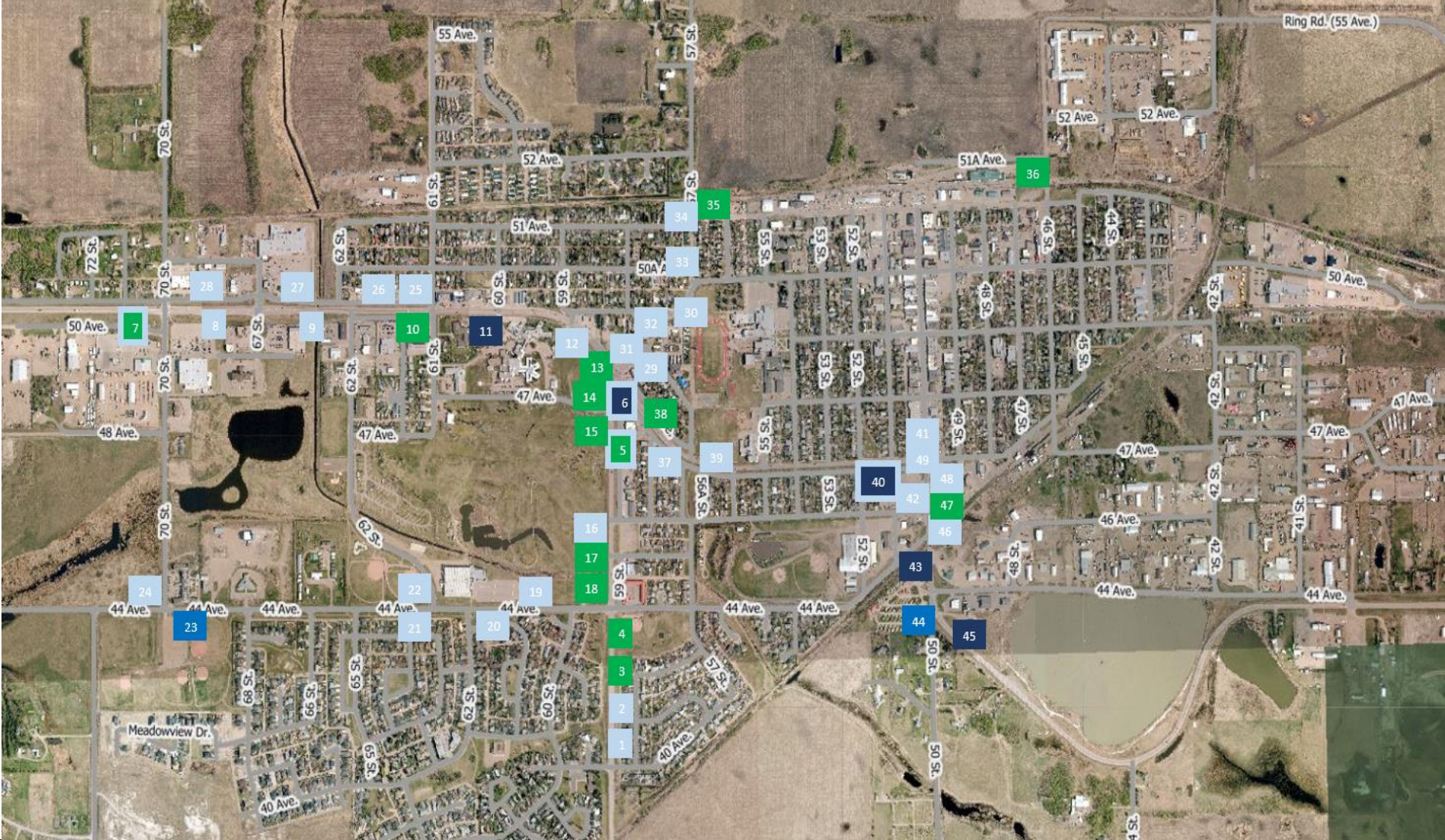


Medium – 4' Across



Small – 2' Across

# Existing Signage Removal





# Public Engagement







**Thank You!**