The City of SPRUCE GROVE

INFORMATION REQUEST

INFORMATION REQUEST #:	IR-002-26
REQUESTED BY:	**Councillor Bennett**
TOPIC:	**Wayfinding**
DATE OF REQUEST:	**October 28, 2026**
DATE OF RESPONSE:	**October 30, 2026**

QUESTION: Wayfinding - What package are we getting for $800,000 a year for 3 years? We are also paying $35,000 for our facilities rebrand. I assume they are separate items?

RESPONSE

The Wayfinding Implementation and Facilities Rebrand projects are two separate, but complementary, capital initiatives.

Wayfinding Implementation - $800,000 annually (2027-2029)

The proposed $2.4 million investment over three years will support the phased implementation of the City's Civic Wayfinding Signage Standards, establishing a consistent, recognizable and accessible signage system throughout Spruce Grove.

Implementation will be guided by four established priorities:

- **Priority 1 - Trail Signage and Highway Visibility**: Improving navigation throughout the City's trail network while enhancing highway gateway signage and the visibility of Spruce Grove's key destinations.
- **Priority 2 - Vehicular Directional Signage:** Supporting navigation along major transportation corridors and intersections, directing residents and visitors to civic facilities, amenities and community destinations.
- **Priority 3 - City Centre Identity and Wayfinding:** Establishing a consistent identity within City

Centre through gateway signage, parking identification and pedestrian directional signage.
- **Priority 4 - Community Wayfinding and Park/Facility Identification:** Extending consistent signage into neighbourhoods, local trails, parks and civic facilities to improve navigation and reinforce the City's visual identity.

The four implementation priorities, as previously presented to Council on August 24, 2026, are attached to this Information Request for reference.

The annual allocation will support the fabrication, installation and replacement of signage in accordance with these established priorities. While implementation will generally follow the priority order, the rollout will remain flexible to align with other City capital and construction projects. Where opportunities exist to replace signage as part of ongoing infrastructure improvements, these will be coordinated to maximize efficiencies, minimize duplication of work and ensure consistency with the approved Wayfinding Standards.

Specific locations, quantities and installation schedules will be determined through detailed implementation planning, project coordination and available funding.

Facilities Rebrand - $35,000 annually (2027-2029)
This separate initiative focuses on updating existing City facilities to reflect the City's new corporate branding and logo introduced in 2026. Facilities will be prioritized based on lifecycle considerations and operational requirements.

While both projects support a consistent visual identity across Spruce Grove, Wayfinding addresses community-wide navigation and directional signage, whereas Facilities Rebrand focuses on corporate branding displayed on existing City buildings.

BACKGROUND
The City engaged Cygnus Design Group to develop comprehensive Civic Wayfinding Signage Standards to establish a consistent approach to signage throughout the community.

Council approved the signage standards in 2026, providing the foundation for future implementation.

The proposed 2027-2029 Budget and Fiscal Plan introduces a phased implementation approach, allowing the City to prioritize signage improvements over multiple years while coordinating with other capital projects and infrastructure renewal opportunities.

The Facilities Rebrand initiative is managed separately through Facilities and Fleet Management and focuses specifically on updating corporate branding at existing municipal facilities.

FINANCIAL IMPLICATIONS / TAXATION IMPACT
Wayfinding Implementation
- 2027: $800,000

- 2028: $800,000
- 2029: $800,000

Total: $2,400,000

- Funding source: Long-term debt

Facilities Rebrand

- 2027: $35,000
- 2028: $35,000
- 2029: $35,000

Total: $105,000

- Funding source: Capital Project Reserve

The projects are separately funded and identified within the proposed 2027-2029 Budget and Fiscal Plan. The Wayfinding Implementation project's use of long-term debt financing will result in future debt-servicing obligations, which will be supported by taxation in future years. The Facilities Rebrand project will be funded through existing capital reserves and has no taxation impact.

Contact: Jeanine Merkus, Director, Recreation and Culture Services
CC: James Thomas and Francine Pitcher

ATTACHMENT

CITY OF SPRUCE GROVE SIGNAGE STANDARDS

Implementation Plan

The City of Spruce Grove's Wayfinding Strategy will roll out over a 4-to-8-year horizon, utilizing a phased approach that prioritizes the immediate needs identified through community and stakeholder engagement. This timeline ensures that the needs of the local community and visitors are equally addressed with trail signage and highway visibility being addressed first.

To ensure a seamless and professional result across all phases, the strategy utilizes:

- A Common Signage Framework: A rigorous set of guidelines for content, hierarchy, and placement to eliminate guesswork and clutter.
- Strategic Integration: Active cross-departmental coordination to ensure new signage aligns perfectly with concurrent infrastructure projects and urban renewals.

Priority 1: Trail Signage and Highway Visibility

Enhance Spruce Grove's regional presence and entry identity along major highway corridors while expanding trail-level navigation to connect key destinations like Central Park and the City Centre.

Implementation Approach:

- Highway Gateway Markers: Refurbish primary City of Spruce Grove gateway signage along Highway 16.
- Trailhead Entry Markers: Place major entry markers at primary trail access points.
- Trail Safety & Navigation: Implement clear trail heads, emergency location markers, and directional signage.

Success Metrics:

- Measurable increase in pedestrian and cyclist counts across the trail network.
- Higher percentage of trail users exiting directly into Central Park or the City Centre, paired with reduced reports of users getting disoriented.
- Enhanced regional identity and immediate recognition for drivers approaching the city from major highways.

Priority 2: Vehicular Directional Signage

Improve inner-city vehicular navigation along key transportation corridors to efficiently route traffic from highway off-ramps to primary commercial areas, municipal services, and parks.

Implementation Approach:

- Arterial "Breadcrumb" Signage: Continuous directional signage along major arterials (Jennifer Heil Way, Highway 16A, and Century Road).
- Junction Directional Markers: Position signage at internal arterial intersections (e.g., King Street, Calahoo Road).
- Highway Off-Ramp Guidance: Add clear vehicle directional signage near highway exits to assist drivers in turning toward local destinations.

Success Metrics:

- Fewer missed turns near highway off-ramps and arterial junctions.
- Increased visitor counts at municipal parks, recreation facilities, and community services.
- Higher vehicle traffic on commercial side streets versus primary arterials alone.

Priority 3: City Centre Identity and Wayfinding

Establish a distinct visual identity for the downtown core, promoting higher dwell times, clear parking access, and seamless pedestrian navigation between key commercial anchors.

Implementation Approach:

- City Centre Gateways: Install dedicated gateway markers along Highway 16A defining the boundaries of the City Centre.
- Core Parking Navigation: Place vehicular directional signage within the City Centre pointing drivers straight to public parking.
- Pedestrian Core Wayfinding: Deploy pedestrian directional signage throughout City Centre core to connect shops, civic assets, and public spaces.

Success Metrics:

- Observable increase in pedestrian movement and dwell time.
- Positive stakeholder and business feedback confirming a stronger, unified identity for City Centre.
- Improved turnover and utilization of designated City Centre parking.

Priority 4: Community Wayfinding and Park/ Facility Identification

Enhance the pedestrian wayfinding experience through neighbourhoods and local trails for the local community. Unify the identity of civic parks and facilities with identification signage.

Implementation Approach:

- Directional signage along smaller neighborhood paths and trails.
- Replace civic facility identification signage to align with overall wayfinding program.
- Replace park identification signage to align with overall wayfinding program.

Success Metrics:

- A consistent visual identity across all neighbourhood-level and civic signage.
- Higher usage of local trails for functional trips (e.g., walking to the store or school).
- Improved community survey results regarding the ease of finding local civic services.