

# DECISION/DIRECTION NOTE

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**Title:** Landmark Sign Location

**Date Prepared:** June 11, 2025

**Report To:** Regular Meeting of Council

**Councillor and Role:** Councillor Jill Bruce

**Ward:** Ward 2

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## **Decision/Direction Required:**

For Council to approve the location of the new Landmark Sign at Bannerman Park.

## **Discussion – Background and Current Status:**

The St. John's Landmark Sign project is a Marketing and Communications initiative started as a Legacy Infrastructure piece for the 2025 Canada Games. The project is funded entirely from the Marketing and Communications budget, with a total cost of \$84,374.64 tax included.

The winning bid for the design and fabrication was awarded to E.C. Boone Limited through a limited call for proposals. The sign is anticipated to be completed by late July 2025.

## **Benefits:**

- **Tourism Feature:** The sign will serve as a photo-op focal point, attracting both residents and visitors.
- **Community Lighting Infrastructure:** It will be used for municipal acknowledgment of notable occasions, days, weeks, etc.
- **Public Art Space:** The sides and back of the sign can be wrapped in vinyl with visual art, details to be discussed further
- **Community Pride:** The sign will be a source and symbol of community pride

## **Specifications:**

- **Dimensions:** The sign will be 11.58 metres (38 feet) wide, 1.82 metres (6 feet) tall, and 0.39 metres (15.5 inches) in depth.
- **Design:** Based on the font Myriad Pro Black, with letters sitting on a concrete base.
- **Construction:** Steel frame, aluminum skin with a polycarbonate face, and an anti-graffiti coating.
- **Lighting:** White letters lit using LED technology, each letter can be controlled separately for color, brightness, fading, etc. Lighting features can be controlled remotely.

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# ST. JOHN'S

**Location:** The recommended location for the sign is within Bannerman Park. Factors considered include:

- Light pollution for residential properties
- Enhanced lighting potential within the park
- Distraction for drivers on roadways
- Security and vandalism
- Area required for photo-ops
- Scenic location for background
- Not disrupting programable/event areas

The exact location is in the supporting documents for this decision note.

To support the installation of the sign, some excavation work will be completed within the park to provide an electrical connection. This work is being completed in conjunction with the Parks Division late June/early July and will not interfere with scheduled events in the park. The work is being done in consultation with the City arborist to ensure the protection of the natural environment.

**Key Considerations/Implications:**

1. Budget/Financial Implications: Covered within the Marketing and Communications Budget
2. Partners or Other Stakeholders: Parks Division of Public Works
3. Is this a New Plan or Strategy: No

If yes, are there recommendations or actions that require progress reporting?

If yes, how will progress be reported? (e.g.: through the strategic plan, through Cascade, annual update to Council, etc.)

4. Alignment with Strategic Directions:

A Connected City: Increase and improve opportunities for residents to connect with each other and the City.

Choose an item.

5. Alignment with Adopted Plans: n/a
6. Accessibility and Inclusion: the sign is placed near the an inclusive park area and along trails that will be groomed throughout the winter.
7. Legal or Policy Implications: n/a

8. Privacy Implications: n/a
9. Engagement and Communications Considerations: Marketing for the sign and inclusion in tourism promotions.
10. Human Resource Implications: n/a
11. Procurement Implications: n/a
12. Information Technology Implications: Lighting to be controlled by wifi operated remote technology.
13. Other Implications: n/a

**Recommendation:**

That Council approve the placement of the landmark sign in Bannerman Park, near the playground area.

**Prepared by:** Jackie O'Brien

**Approved by:** Kevin Breen