

COUNCIL REPORT

Meeting Date: September 2, 2025
Department: Community Services
Report No.: CS-2025-42
Submitted by: Robert Lilbourne, Director Community and Development Services
Approved by: Rob Browning, Chief Administrative Officer

SUBJECT: Gateway Signage Update 2

RECOMMENDATION: THAT: Council receive report CS-2025-42 titled “Gateway Signage Update 2 for information.

BACKGROUND:

Staff presented report [CS-2025-31 Gateway Signage Update](#) for Council's information. It was referred back to the staff to bring back a further updated graphic.

COMMENTS:

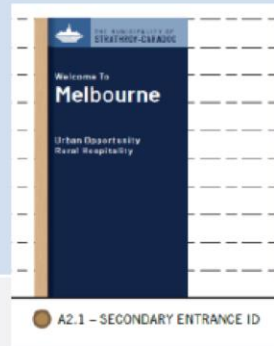
In collaboration with the Communications Coordinator, the signs have been further refined. In addition to modifying the bottom portion to prevent potential damage from snow removal, the designs have also been enhanced aesthetically.

The updated designs aim to provide a holistic user experience, offering a consistent look and feel that is accessible, inclusive, welcoming, and memorable. They reflect strong community identity and align with municipal branding standards.

Staff intend to issue an RFT as soon as possible, with the goal of having the signs constructed and installed in 2025.

Gateway Signage

- HOLISTIC USER JOURNEY
- CONSISTENT LOOK AND FEEL
- ACCESSIBLE & INCLUSIVE
- COMMUNITY IDENTITY
- 'STRATHROY-CARADOC'
- WELCOMING & MEMORABLE ARRIVAL EXPERIENCE
- CONSISTANT BRANDING

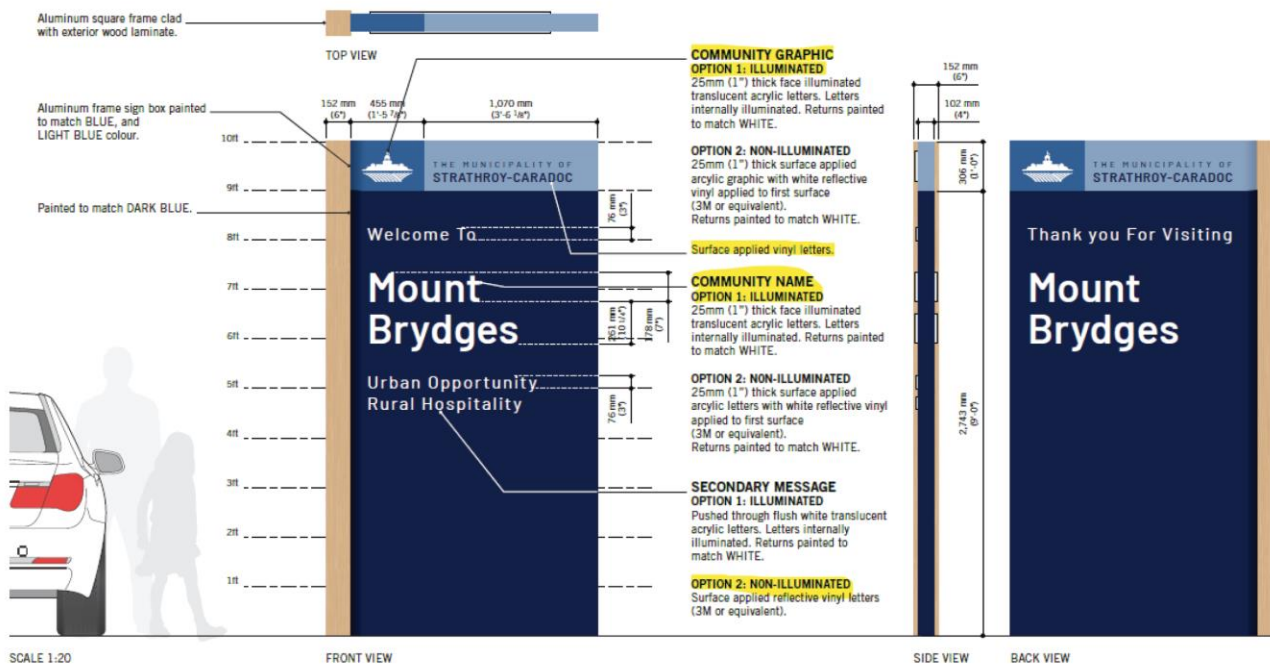


C. SIGNAGE DESIGN

FOR REFERENCE

Approved Concept From Our Wayfinding Strategy

A2.1 – SECONDARY ENTRANCE ID





Illuminated Option – Hydro Required

ILLUMINATED ACRYLIC PUSH THROUGH LOGO ICON AND TOWN NAME
REFLECTIVE VINYL TEXT



Illuminated option – spot light wash

SPOTLIGHT (SOLAR POWERED)
REFLECTIVE VINYL TEXT

Once the project has been tendered and closed, staff will return to Council with a recommendation for the award of the contract.

CONSULTATION:

Communications Coordinator

FINANCIAL IMPLICATIONS:

NONE

ALTERNATIVE(S) TO THE RECOMMENDATION:

1. (Alternative, if any)
2. Council to provide alternate direction.

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

Local Infrastructure and Capital Investment: Households and businesses in Strathroy-Caradoc will be supported by reliable, financially responsible, and well-maintained infrastructure networks.

ATTACHMENTS:

NONE