



## CITY COUNCIL AGENDA REPORT

**Subject: COUNCIL MOTION – BRANDING PROJECTS**

On November 4, 2015 Councillor Hughes provided notice in accordance with Section 23 of Procedure Bylaw 35/2009 that she intended to bring forward the motion noted below.

Subsequently, on November 23, 2015, the matter was postponed to December 7 and, again, to December 14. On December 14 Councillor Hughes requested that the matter be further postponed to January 11, 2016.

*In order for Council to debate the motion, the motion must be formally moved.*

(Councillor Hughes)

“That the further planned work in 2016 for the St. Albert Place crosswalk branding project and any other sidewalk, road or median branding or unusual colour infrastructure painting projects are discontinued.”

### **Attachments:**

1. Administrative Backgrounder

Originating Department(s):	Legislative Services
Author(s):	R. Vincent, Legislative Officer
City Manager Signature:	Date:

## **Administrative Backgrounder Branding Projects**

On November 4, 2015 Councillor Hughes provided notice in accordance with Section 23 of Procedure Bylaw 35/2009 that she intended to bring forward the following motion:

*In order for Council to debate the motion, the motion must be formally moved.*

(Councillor Hughes)

“That the further planned work in 2016 for the St. Albert Place crosswalk branding project and any other sidewalk, road or median branding or unusual colour infrastructure painting projects are discontinued.”

### **BACKGROUND:**

Administration interprets the intent of the notice of motion to discontinue the planned work in 2016 related to the crosswalk / median branding projects and any other infrastructure projects which may result in ‘unusual’ colours throughout the community.

The intent of the notice of motion is clear in relation to the 2015 branding projects including the crosswalk in front of St. Albert Place and the St. Anne / St. Albert Trail intersection. These projects would be discontinued and no further crosswalk / intersection painting would be completely in such an artistic / branded fashion.

The intent of the notice of motion is less clear when it relates to other infrastructure projects throughout the community. The term ‘unusual’ is a subjective term and as such may result in ambiguity in interpreting the motion in planning, designing and constructing municipal infrastructure projects. Below are several examples of municipal infrastructure projects that would include unusual colours with a specific role and purpose:



The above photo is of our bike rack standards located throughout the community. The green colour is part of the corporate brand colour palette and matches the colour of the light standards located in our downtown. Though unusual in colour these are in fact a standard in the construction of this infrastructure type.



The above photo is the design of the newly constructed playground located in Lacombe Park. The infrastructure is colourful and attractive to children and families, and aligned to the corporate brand colour palette. The design is intentional and aligned to standards.



The above photo is new the piloted uncontrolled crosswalk standard within the community launched just prior to the start of the 2015-2016 school year. This crosswalk standard is intentional to draw driver's attention to the upcoming crosswalk and to potential pedestrian traffic. The evaluation of this pilot to become a new standard is planned for 2016.

It is Administration's recommendation that the term 'unusual' in the notice of motion be replaced with the term 'non-standard'. In this manner Administration may clearly interpret that in any situation where the infrastructure project is painted in a colour that is not aligned with our City standards than the project must receive Council's approval prior to proceeding.

Report Date	November 4, 2015
Committee/Department	P&E
General Manager Review	