



DEER RIDGE COMMUNITY SIGNAGE

EXPLORING COMMUNITIES: TACTICAL URBANISM PROPOSAL

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0.0 EXECUTIVE SUMMARY

The Deer Ridge signage project is meant to reconnect the residents of Deer Ridge with the amenities and assets within the neighbourhood that they may not have been aware of during their day-to-day activities. With added signage and wayfinding, this project aims to promote walkability and interaction by encouraging residents to explore new routes and areas.

The residents of Deer Ridge value their community's individual identity, public events, parks and other greenspaces. The implementation of the new signage will continue to embrace the qualities of the community. In our work with the Deer Ridge Community Association (DRCA), we worked closely to create a final proposal that best reflects the desire of the community. We learned a great deal about the community through email correspondences with the DRCA, a site tour of the community, and through engagement sessions and feedback. These interactions provided us with a wealth of information which was a valuable resource during the project proposal process. We feel that our background in Urban Studies, in combination with the community members' experiences and passion, provided us with the foundation to provide the DRCA with a project that will be useful but also enhance the character of the community.

0.1 Engagement Recap

The first community engagement session was held in February 2019 to determine what kind of project the community of Deer Ridge would like to see implemented in their neighbourhood. Through participatory mapping, community board members indicated which areas of the

community residents valued, where they saw the most potential, and how they interacted with these spaces. In addition, value clustering was used to give more detailed feedback on the Deer Ridge community and ideas of their desires for a Tactical Urbanism project.

During the tactical urbanism proposal in March 2019, three proposals were presented to attending members at the DRCA meeting. After the presentation, the CA voted on their two preferred projects (pallet seating and community signage), followed by a group discussion in which the community could ask questions and voice concerns, a final vote was cast and the Community Wayfinding and Signage was the community's selected project.

Deer Ridge Community Signage is designed to increase the walkability of the neighbourhood, contribute to the overall identity of the community and encourage residents to partake in outdoor activities. The residents of Deer Ridge are able to create and design community signage that best represents their identity and values.



1.0 CONTACT INFORMATION & LOGISTICS

1.1 Project Name: Exploring Communities

1.2 Project Community: Deer Ridge

1.3 Land Ownership: Public Land

1.4 Approximate Address of Project

- Yellow Slide Park: 480 Deerview Dr SE, Calgary, AB
- Community Garden/Ice Rinks: 137 Deermont Way SE, Calgary, AB

1.5 Potential Project Location(s):

- Yellow Slide Park
<https://www.instantstreetview.com/@50.925173,-114.01912,56.11h,-13p,1z>
- Pathway to Community Gardens
<https://www.instantstreetview.com/@50.928263,-114.020955,91.98h,0.13p,1z>
- Deer Ridge Dr Commercial District
<https://www.instantstreetview.com/@50.928649,-114.026813,166.1h,-3.36p,1z>
- Off-Leash Dog Park South Access
<https://www.instantstreetview.com/@50.923407,-114.014924,83.67h,-1p,1z>
- Don Bosco School
<https://www.instantstreetview.com/@50.93101,-114.017015,184.89h,-5.67p,1z>



FIGURE A: POTENTIAL SIGNAGE LOCATIONS

1.0 CONTACT INFORMATION & LOGISTICS

1.6 Project Start-up Date

Planned months are set for June through August. Logistics can begin immediately and design events/competitions can be open during the month of June. Once signage designs have been approved and order is completed the installation will be based on when the signs are received. An estimate time for installation should be between July and August.

1.7 Project Duration

During the community engagement sessions, the community association members expressed a clear interest in ensuring that the tactical urbanism project is permanent. We propose metal signage would be a more permanent option if that is the direction they chose to pursue.

On temporary signs, the limit on sign placement is typically two weeks. If metal signs are installed, they may be left up indefinitely, with proper permits.

1.8 Required Volunteers

A group of volunteers will be necessary to decide on the best locations for the community signage as well as ordering and receiving. Five to six volunteers would be suitable.

1.9 Number of Project Participants

We hope that this can be an project open to the whole community. If the community association decides to set up as open submission for signage designs, we would estimate at least 20-25 entries.

1.10 Liability Insurance

Deer Ridge does have liability insurance for activities in the park, but more information on signage implementation would be required to determine the necessary coverage in order to move forward with the project.

2.0 PROJECT DETAILS

2.1 Project Description

This micro grants program is funded by the Friends of the Federation of Calgary Communities, a registered charity. The charity has specific details it must meet to fulfill its obligations. The following three questions detail some of these obligations.

A wayfinding signage project works to promote healthy communities by encouraging walkability and identification of community spaces for community engagement. Our wayfinding project highlights community assets to get the community out-and-about and exploring their area to foster a sense of ownership and pride in the neighbourhood. The signage will also contribute to the aesthetic of the community.

2.2 Project Advertisement & Communication

The community has a newsletter and various social media accounts to provide information and details about the project at the beginning of May. Also, a community webpage will provide details and a submissions dropbox to consolidate all design entries to ensure it is clear and concise within one location.

2.3 Project Timeline

This project will be completed over the course of May through August 2019.



2.0 PROJECT DETAILS

Early May (1-14)

- Planning and logistics can begin immediately. The priority tasks at this point will be determining suitable locations for signage and informing the Deer Ridge community of the proposed signage project.
- Through the community newsletter, social media, and the website, the community will be provided with details of the project. A call for both volunteers and artists can be included in all three platforms listed above.
- Volunteers will be required to be available at the critical stages over the course of the project. At the planning stage, a group of approximately five volunteers will choose the final locations and contact the City of Calgary to determine the necessary permits required moving forward.

Mid-May to Late-June (May 15-June 20)

- The community has the opportunity to get involved with the design of the signage. This can be set up as an open submissions page on the website where residents of Deer Ridge can submit what they think best encapsulates the personality of the community.
- This also presents an opportunity to involve the students and youth in the design process; possibly through a school project or through daycare design projects.
- At the end of the submission stage, the volunteers will be responsible for choosing the best design(s) to use for the signage.

End of June (20-30)

- Once final designs have been chosen, the signage can be ordered from a local Calgary signage company.

July (1-31)

- The exact time to completion will be determined by the signage company. During this time, additional materials required for installation can be purchased. If the community has access to miscellaneous tools/materials, they should be acquired at this time.
- Once the signs are made, volunteers will be necessary to receive and prepare for installation.

August (1-14)

- Additional volunteers may be needed depending on the progress and needs of the installation process. Among this volunteer group, one volunteer must have prior knowledge or experience of installing posts into the ground.
- If signs are allocated for attachment on existing City of Calgary infrastructure, a city employee would potentially handle installation.

Late August-September

- Once the project has been completed, the Deer Ridge Community Association should monitor the attention and reception given to the signage project. Should the signage project return positive feedback from the community, additional signage may be implemented in more locations to expand the project.

3.0 PERMITS AND BYLAWS

3.1 City of Calgary Bylaw & Permits

The following information is outlined as per the City Of Calgary, Bylaw No. 67-97-2007. Rules For Signs. Retrieved From Part 3 Division 5. The information provided in sections 3.1.1 to 3.1.4 is for general information only. When the permitting process begins, refer to Part 3 Division 5 to confirm that all requirements are satisfied with the most current version of the City of Calgary Bylaw.

It is encouraged that the CA contact the City of Calgary once a signage design(s) has been selected to inquire about potential exclusions for permits and/or fees related to projects specifics such as:

- Size
- Location
- Intended use
- Etc.

3.1.1 Rules For All Signs

The sign position, shape, colour, format or illumination cannot resemble a traffic sign, signal or any other traffic control device.

- Lights cannot be like those associated with danger or used by emergency services.
- Trees or shrubs must not be removed or damaged to install a sign, make a sign more visible, maintain a sign, or to change the copy.

A development permit is not required to add additional panels to a legally existing freestanding sign when:

- The freestanding sign was previously approved through a development permit;
- The panel sought to be added is the same

length as any message panels already on the freestanding sign;

- The panel does not extend beyond or protrude from the outer limits of the existing sign structure; and the addition of the panel would not result in the Freestanding Sign violating any rules respecting maximum height, copy, clearance or location or any conditions of the approved development permit for the Freestanding Sign.

Signs in a residential area cannot be directly illuminated from a light source on the sign itself; however, they can be illuminated indirectly, such as by a light shining on the sign. The light must not encroach onto adjacent spaces.

3.1.2 Rules For Freestanding Signs

- The sign cannot interfere with vehicle parking or traffic circulation.
- All electrical power supplied to the sign must be underground.
- Anchor bolts securing the base of the sign must be permanently covered.
- A new freestanding sign must be located a minimum of 30 metres from any other freestanding sign on a neighbouring property which is facing the same oncoming traffic and is on the same side of the street.

3.1.3 Number of signs on a property

A property may have one freestanding sign facing each street that has a vehicle entrance to the property unless:

- The property has a frontage equal to or greater than 200 metres – in this case, one additional freestanding sign is allowed for

3.0 PERMITS AND BYLAWS

every 200 metres of additional frontage.

- The property is designated C-R2 or C-R3 - then two additional freestanding signs are allowed per frontage.

3.1.4 Size and Height Restrictions

The allowable size and height of a Freestanding Sign can vary depending on which land use district the property is located.

DISTRICT	MAX. SIGN AREA (M ²)	MAX. SIGN HEIGHT (M)
C-N1, C-N2, C-C1	9.5	6.0
C-COR3	18.5	12.2
CC-ET, CC-EIR, all other commercial, industrial and mixed use districts	14.0	9.0
CC-EMU, CC-EPR, CC-ERR, CC-MH, CC-MHX, M-H1, M-H3, M-X1, M-X2 (where a property contains commercial multi-residential uses)	7.0	6.0
All low density residential districts, M-CG, M-C1, M-C2, M-G, M-1, M-2	5.0	4.0
All special purpose districts	7.0	6.0

In the future, if signs need to be replaced or discarded the metal can be recycled and scrap metal taken to a metal recycler. They may be contacted ahead of time through the Alberta Recycling Management Authority (Toll Free: 1.888.999.8762 or by email: info@albertarecycling.ca). Some private companies will buy back metal, charge a fee, or even accept them for free. However, these private companies will be dealt with at the community association's discretion. The City landfill also accepts metal, however, a landfill charge will apply.

3.2 Project Disposal Plan

The permanency of the project will negate the necessity of cleanup/uninstallation. In the case of necessary removal, the responsibility will be that of the project maintenance coordinator to carry out correct disposal of the signage.

4.0 PROJECT BUDGET

4.1 General

The community of Deer Ridge decided they wanted to take a more permanent approach to the community wayfinding/signage project. To that end, we have focused on costing out metal signs and any additional materials necessary for both the \$500 and \$1000 options.

At \$500 materials are limited and the project will be implemented at a smaller scale but provide a good starting point that can be expanded upon at a later date.

At \$1000, the number of signs and the sizes of the signs can be increased for the project, thereby creating a more varied range of signage. The community will be able to purchase two large wayfinding/map signs to install on the outskirts of the community in addition to smaller wayfinding signs located around the community.

Prices vary depending on source of materials. The details of each proposal are outlined below:

- Potential Sign Types:
 - Directional
 - Bike Route
 - Walking Path
 - Yellowslide Park
 - Catwalks
- Potential for purchasing signs locally.
- All signs priced out are metal and semi-permanent (or permanent).
- Volunteers/Community members may provide drill for the project thus removing the cost of a drill rental.
- Community may decide to personally install signs or get an installation company for an additional cost

4.2 Option A.1: \$500.00

With the first option pertaining to a \$500 budget the community of Deer Ridge will be able to purchase and install install metal wayfinding signs. The community will be able to purchase approximately six (6) signs that are 12"x18". The following chart is a break down of signs and assisting materials:

	MATERIALS	COST	QUANTITY	TOTAL COST
SIGNAGE	Custom Sign (12"x 18")	\$25.00	6	\$150.00
TOOLS/HARDWARE	U-Channel Post (Home Depot)	\$15.00/pce	6	\$90.00
	U-Channel Base (Home Depot)	\$15.00/pce	6	\$90.00
	Bolts/Screw	\$12.99/pack	2	\$26.00
	Concrete	\$5.80/30kg	1	\$5.80
	Gravel	\$8.70/25kg	1	\$8.70
CITY PERMITS	Class C	\$100.00	1	\$100.00
Total (without tax)				\$470.50
TOTAL				\$493.50

4.0 PROJECT BUDGET

4.3 Option A.2: \$500.00

With the second option pertaining to a \$500 budget the community of Deer Ridge will be able to purchase and install coroplast wayfinding

signs. Coroplast signs will allow for more signs to be installed due to the value of the material. The community will be able to purchase approximately 25 signs that are 12"x18". The following chart is a break down of signs and assisting materials:

	MATERIALS	COST	QUANTITY	TOTAL COST
SIGNAGE	Custom Sign (12"x 18")	\$12.99	25	\$324.75
TOOLS/HARDWARE	Zip Ties (100/pack)	\$6.99/pack	1	\$6.99
CITY PERMITS	Class C	\$100.00	1	\$100.00
Total (without tax)				\$431.74
TOTAL				\$453.33

4.4 Option B: \$1000.00

With the second option pertaining to a \$1000 budget the community of Deer Ridge will be able to purchase and install two sizes of wayfinding signs. Since there is a larger budget sum the community will be able to purchase sign that

is 30"x30" and 10 signs that are 12"x18". This strategy will allow them to have a larger and more detailed sign relative to their community (i.e. map that represents assets or spaces in the community). The following chart is a break down of signs and assisting materials:

	MATERIALS	COST	QUANTITY	TOTAL COST
SIGNAGE	Custom Sign (12"x 18")	\$25.00	10	\$250.00
	Custom Sign (30"x 30")	\$105.00	1	\$105.00
TOOLS/HARDWARE	Clear Acrylic Sheet (30"x 32")	\$57.65	1	\$57.65
	U-Channel Post (Home Depot)	\$15.00/pce	12	\$180.00
	U-Channel Base (Home Depot)	\$15.00/pce	12	\$180.00
	Bolts/Screw	\$12.99/pack	2	\$26.00
	Concrete	\$5.80/30kg	1	\$5.80
	Gravel	\$8.70/25kg	1	\$8.70
CITY PERMITS	Class C	\$100.00	1	\$100.00
Total (without tax)				\$913.15
TOTAL				\$958.80

5.0 SIGNAGE DESIGN CONCEPTS

5.1 General

The following signage design concepts are only a few options that could be implemented throughout the community. It will be at the discretion of the community association members and residents of Deer Ridge to select one or any combination of designs options to be deployed with the signage and wayfinding project.

5.2 Wayfinding Signage

Wayfinding signage is intended to identify, locate, and point towards community identified assets.

5.2.1 Prototype A



5.2.2 Prototype B



5.2.3 Prototype C



5.3 Community Map Sign

A community map is intended to identify, locate, and illustrate multiple assets across the entire community.

5.3.1 Prototype A



6.0 CONCLUDING REMARKS

Following our pitch night and submission of our final report, the community association will have the necessary project details, breakdown of costs, timeline, and instructions for the signage project. In an effort to make our final report as clear and concise as possible, we have included four potential signage designs to choose from for ease of implementation. We understood the community wanted a project with more permanency that would provide a long-term benefit to its residents and we did our best to reflect that desire in our final proposal.

It was a pleasure working alongside the Deer Ridge Community Association and the Federation of Calgary Communities, and we look forward to seeing how the community of Deer Ridge implements their signage and wayfinding project.

7.0 PROJECT TEAM



7.1 Abir Birani

As a born and raised Calgarian, Abir has always been interested in the evolving urban fabric of the city. She is currently pursuing a Bachelors in Urban Studies with a minor in architecture. She graduated from SAIT in 2016 with an Architectural Technologies Diploma and was given the opportunity to work alongside Type Three Homes; an infill design firm in Lethbridge, Alta. In Abir's spare time she enjoys digitally illustrating, working on graphic design work and spending time outdoors. Abir is aspiring to complete her Masters in Architecture at the University of Calgary. She hopes to develop smarter cities using existing infrastructure whilst influencing a more dynamic atmosphere across the city.



7.2 Alex Neumann

While function might be a necessity in the built space of cities, Alexander has always believed that form takes absolute priority. He has a passion for design that leaves an impression. Alexander is a fourth-year undergraduate in the Bachelor of Urban Studies program at the University of Calgary. He plans to complete his Master of Architecture in the coming years. As a part of the Urban Studies capstone project, he has had the opportunity to get an in-depth look at how the community associations in Calgary operate and has had the chance to work directly with the Deer Ridge CA on a tactical urbanism project alongside his peers. He has developed skills in team-based project development and enjoys collaborating with extra-university organizations. During the summer months between school years, Alexander has been employed by ATCO Energy and Group in their marketing and communications departments, respectively. In his free time, Alexander enjoys watching and studying animation and illustration design. Career-wise, he hopes to contribute to the future of architectural innovation and sustainable development.

7.0 PROJECT TEAM



7.3 Jarrid Hrupp

Jarrid is an Architectural Technologist who graduated from the Southern Alberta Institute of Technology (SAIT) in 2015 and has been working at NORR Architects Engineers Planners over the past four years. In his work experience, Jarrid has been involved in many large-scale projects with tight deadlines and high Client expectations. Working in both large and small teams, he has learned the importance of working in a collaborative work environment to deliver high quality and coordinated final projects. Beyond his project experience, Jarrid also manages two internal company committees that set both technical and graphical standards for the organization. Concurrently, using his passion for Architecture to ultimately pursue a Master of Architecture, he is now in his 4th and final year of Urban Studies major with a minor in Architecture. Now officially accepted to the University of Calgary's Master of Architecture program, Jarrid is one step closer to fulfilling his dream of becoming an Architect.



7.4 Michael Gross

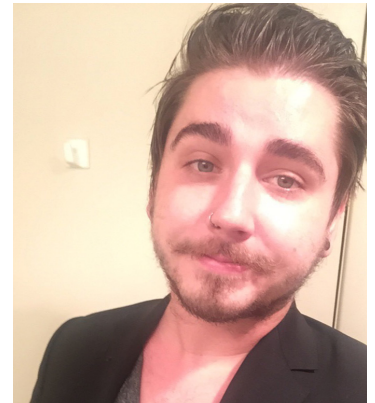
Michael is a 4th year Urban Studies student pursuing his Master of Architecture at the University of Calgary. Growing up in Edmonton, Alberta with a father in the construction industry, Michael has always had a strong interest in the built environment. In 2013, Michael earned a diploma in Architectural Technology from NAIT and worked as a technologist for an architecture firm in Edmonton before moving to Calgary to further his education. His background in Urban Studies has provided a strong understanding in the numerous aspects that define a great city and the challenges they face. Michael plans to take his passion for cities and design and applying it in ways that promote a healthier future.

7.0 PROJECT TEAM



7.5 Skylar Yanke

Skylar was born and raised in Calgary AB, and she is currently completing her last year of her Urban Studies Undergraduate Degree at the University of Calgary. Skylar's goal is to pursue a graduate degree in Urban Studies with a focus on making Calgary an inclusive and accessible place for children with medical and complex needs. Skylar is a mother to a child with severe and incurable Epilepsy which has prompted her to evaluate Calgary's urban spaces more critically from the perspective of a medically sensitive child. Furthermore, Skylar continues to maintain consistent part-time employment in the Aquatics department which began in June of 2011 at the Repsol Sport Centre, formally known as Talisman Centre. In addition, Skylar coaches private gymnastics lessons and retains her own client base. In Skylar's free time she trains and competes in Powerlifting and currently she is training for the World Powerlifting Championships in October 2019. Skylar's hope is to help influence Urban Planning in a more holistic direction which will take into account the needs of all children, regardless of ability.



7.6 Thomas Kearney

Thomas is a 4th year student at the University of Calgary, majoring in Urban Studies. He completed his Architectural Technologies diploma from SAIT Polytechnic in 2011, and has worked on numerous architecture related projects over the years. His passion for design provides him with a strong basis in developing structures, various art pieces, and environmentally conscious designs in an urban landscape. Through his work in this, he won a top standing position in the Canadian Home Builders Association competition in the residential category in 2010. He plans to work his way through the Masters of Architecture program and continue to learn and grow in this industry, as well as share his knowledge with others along the way.

8.0 APPENDIX



200 - 1601 9 Ave SE \ Calgary, AB T2G 0H4
Phone: 403.245.2555 \ Fax: 403.228.5712
westcanadian.com

PROJECT ESTIMATE

10569535

QLID: 60,013

To:

WEST CANADIAN - INTERNAL ORDERS
SERVICE DEPT.
Main Street
CALGARY, AB T2G 0H4
ATTN:Stacy Underhill
(403) 620-7600 Phone

Request Date 4/9/19
Delivery Date
PO Number
Salesperson Managed Services
Estimated By Cami Brodsky

Quote Description: Community Student Signs

Dear Stacy:

We would like to thank you for your time and consideration in regards to this quotation. Included is the detailed product specifications and prices. The quotation is confidential and is intended solely for the use of the addressee(s) named above. The above quotation is based on upon information provided and site survey results. Please note that installation times are estimated based on this information and may be adjusted at invoicing to match actual time required.

	Total Per Product
Option A) Coroplast Signs	\$ 194.95
Qty: x15 up on full Sheet 12" x 18" Coroplast (Direct Print 4/0) Cut to size Mounting NOT Included Install NOT Included	
Option B) Epanel Signs	\$ 377.45
Qty: x15 up on full Sheet 12" x 18" Epanel (Direct Print 4/0) Cut to size Mounting NOT Included Install NOT Included	
Option C) Acrylic Signs	\$ 648.95
Qty: x15 up on full Sheet 12" x 18" Acrylic (Reverse Print 4/0) CMYK + White Cut to size Mounting NOT Included Install NOT Included	

Subtotal	\$1,221.35
Sales Tax	\$61.07
Total Quote Price	\$1,282.42

8.0 APPENDIX

PALLET SEATING

COLLECT | BUILD | ACTIVATE | EXPAND



WHERE
SHADY LANE PARK



WHO
RESIDENTS OF
DEER RIDGE



COST
\$4.25-5.50/PALLET
UP TO \$500



MATERIALS
RECLAIMED WOOD
SHIPPING PALLETS
PAINT

PURPOSE | To provide seating + spaces of interaction to increase sociability within the community and improve social well being of the neighborhood.

WHERE | Shady Lane Park, Deer Ridge Community

WHO | Built by the community for the community; to engage community homeowners and renters. Also, encourage collective volunteerism and bring together youths and adults.

HOW | By salvaging waste materials such as, shipping pallets or reclaimed wood the community can convert them into public seating and re-activate the community realm.

1-2 weeks

1-2 weeks

3-5 days

COLLECT

BRAINSTORM + SOLVE
MATERIAL COLLECTION
METHODS

Work with local construction companies to recycle unwanted pallets OR repurchase pallets for a low-price (approx \$4.25-5.50 per pallet).

BUILD

VOLUNTEERISM:
CONTRACTOR +
COMMUNITY MEMBERS

Encourage volunteerism within community to build pallet seating and install in Shady Lane Park!

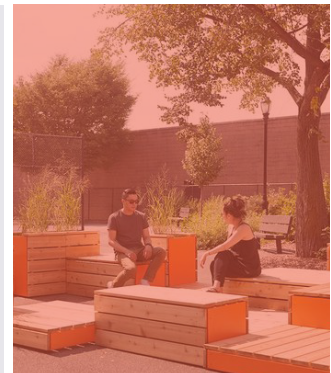
ACTIVATE

PARTNER UP WITH LOCAL
ARTISTS OR ELEMENTARY
STUDENTS

Paint or decorate pallets to further protect wood and liven up Shady Lane Park with colour!

EXPAND

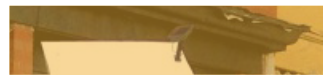
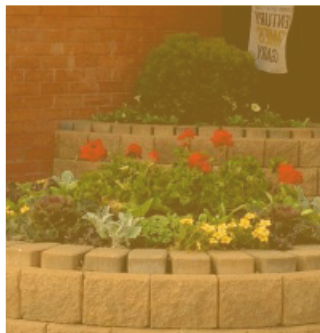
INTRODUCE THIS IDEA TO
OTHER PARKS WITHIN THE
NEIGHBOURHOOD AND
CONTINUE TO GROW



8.0 APPENDIX

TINY GALLERY


DESIGN | BUILD | ACTIVATE | DISPLAY




WHERE
ANYWHERE WITHIN THE
COMMUNITY



WHO
RESIDENTS OF
DEER RIDGE



COST
\$325.00/TINY GALLERY
UP TO \$500



MATERIALS
WOOD/GLASS/PAINT/
SCREWS/CONCRETE/
CAULKING/ROOFING

PURPOSE | Show the inhabitants of the Deer Ridge, individual uniqueness, as well as unifying those of all ages to actively participate in this mini project. Tiny Galleries can be used for aesthetics, community engagement and also for safety.

WHERE | The location of Tiny Galleries within communities will also vary depending on the communities' wants, needs and wishes.

WHO | Built by the community for the community; to engage community homeowners and renters. Also, encourage collective volunteerism and bring together youths and adults.

HOW | Tiny Gallery close to a Daycare, busy intersection or other urban outdoor space that is not perceived as the most safe can help draw attention and care to that area.

DESIGN
BRAINSTORM + DESIGN TINY GALLERY
Event to decide how the Tiny Gallery will be constructed and where it should be located.

BUILD
VOLUNTEERISM:
COMMUNITY MEMBERS
Encourage volunteerism within community to build Tiny Galleries and install in agreed location[s].

ACTIVATE
PARTNER UP WITH LOCAL ARTISTS OR ELEMENTARY STUDENTS
Art installations to be created by the members of the community.

DISPLAY
SHOWCASE + STRENGTHEN COMMUNITY COLLABORATION
Showcase some of their very own artwork within a community.

