



REQUEST FOR DECISION

MEETING DATE: July 7, 2025

TITLE: Cost Analysis of Double-Sided Banners on McLeod Avenue

DIVISION: City Manager's Office

SUMMARY:

Council approved a Notice of Motion brought forward by Councillor Houston at its May 12, 2025 Regular Meeting that Administration complete a cost analysis on installation of double-sided banners on the 12 centre median light posts on McLeod Avenue. The cost for design, fabrication and installation of the banners is estimated at \$13,000 plus GST.

PROPOSED MOTION:

THAT the installation of double-sided banners on the twelve centre median light posts between King Street and Queen Street on McLeod Avenue be approved at a cost not to exceed \$13,000 plus GST and that the funds be allocated from the Council Contingency budget.

BACKGROUND / ANALYSIS:

A Notice of Motion was provided by Councillor Houston at the April 28, 2025 Regular Council Meeting and was subsequently approved by Council at the May 12, 2025 Regular Council Meeting. The Motion directed Administration to complete a cost analysis on installation of double-sided banners on the twelve centre median light poles on McLeod Avenue.

Administration has undertaken this analysis and has developed a cost estimate for Council's consideration. A detailed break-out is provided under Financial Considerations. The major tasks are fabrication of the brackets and banners, graphic design, and installation.

Administration is currently awaiting confirmation from Fortis regarding bracket compatibility, as the light standards along McLeod Avenue are owned by Fortis. As these are specialized light standards in the City Centre, they may require specialized hardware. Fortis will advise on the

appropriate type of brackets and approved installation methods to prevent damage to the poles and ensure that the banners do not interfere with lighting performance or coverage.

Once Fortis grants permission to attach the brackets, Public Works will test-fit a standard bracket on a spare pole to confirm compatibility. This step will determine whether specialized brackets are required, which could impact the overall project budget and timing.

Installation is targeted for late August /early September, with the banners expected to remain in place year-round, except for the seasonal switch to Remembrance Day banners for a four-week period in the fall.

OPTIONS / ALTERNATIVES:

Council could defer the decision until the proposed City-wide wayfinding project is completed.

CONSULTATION / ENGAGEMENT:

The banner proposal and initial design concepts were presented to the City Centre Business Association (CCBA) at their Board meeting on June 18, 2025 for feedback and discussion. The proposal received strong support from the Board members. They also asked if it was possible to extend the placement of banners to include Grove Plaza. Administration indicated this is private property and the CCBA would need to approach the mall owner to determine level of interest.

IMPLEMENTATION / COMMUNICATION:

Administration will coordinate the final design review with City Communications and the CCBA. The proposed banner designs will help define the City Centre as a distinct part of Spruce Grove. Using messages such as “Shop in the City Centre”, “Dine in the City Centre”, “Music in the City Centre” or “Spruce Grove City Centre”, these banners will highlight the area’s unique identity while also supporting wayfinding by helping residents and visitors easily locate and recognize the district.

Any external communication or promotion of the new banners will be coordinated through City Communications in collaboration with the CCBA.

IMPACTS:

The Remembrance Day banners traditionally displayed along King Street near the cenotaph will now be installed on McLeod Avenue using the new light pole brackets for a four-week period surrounding Remembrance Day. Each fall, 10 Remembrance Day banners will be installed on 5 poles, starting at Queen Street and continuing east along McLeod Avenue. These will temporarily replace 10 of the regular City Centre banners during that time.

Public Works advises that relocating the banners to McLeod Avenue may require some temporary road closures twice a year to allow for safe installation and removal as the design of the median and road layout makes access more complex and requires extra safety measures.

FINANCIAL IMPLICATIONS:

The cost of any specialized brackets, if needed, is not included in the current project budget and may necessitate a budget adjustment.

Fabrication Cost	Cost	Qty	Sub total	Notes
Custom Pole Vinyl Banner	\$ 125.00	24	\$ 3,000.00	Note: Material: 18oz block out vinyl, double-sided Finish: grommets in corners, 2" pockets top & bottom Size: 24"w x 60"h
Adjustable Banner Bracket	\$ 174.95	24	\$ 4,198.80	Note: Incl.: 24" fiberglass arm, adjustable backplate* Qty: 24 sets (top & bottom poles, 2 x backplates) Price: \$174.95 each set, *banding not included
Banner Cost				\$ 7,198.80

Graphic Design Cost			Subtotal	Notes
Messaging and concept ideas			\$ 1,150.00	Note: Use CCBA branding and messaging to highlight City Centre as distinct district. No City logos, no CCBA logos
Mock-ups of complete set, and final printing files			\$ 1,380.00	Note: Allow for Council, City Comms and CCBA feedback
Design Cost				\$ 2,530.00

Further recommendations	Cost	Qty	Sub total	Notes
Order 2 additional signs	\$ 125.00	2	\$ 250.00	Note: Recommend ordering extra signs for repairs and maintenance.
Order 2 additional sets of brackets	\$ 174.95	2	\$ 349.90	Note: Recommend ordering extra signs for repairs and maintenance.
Additional costs				\$ 599.90

Cost Summary

Subtotal (all costs)			\$ 10,328.70	
Contingency (20%)			\$ 2,065.74	Set aside to cover uncertainties related to possible increases in trade pricing and tariffs, which could affect material and equipment costs.
Estimated Project Cost			\$ 12,394.44	*plus GST