



Media Release

THE CORPORATION OF THE CITY OF VERNON
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FOR IMMEDIATE RELEASE

DATE: March 15, 2016

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Council approves Vernon gateway signs

At its regular open meeting on Monday, March 14, Council approved proposed gateway signs that will greet visitors as they enter the city. Two of the three signs will be located at the existing sign locations at Swan Lake and Hwy 6. The third sign will be constructed to the south of the city on Hwy 97. Construction of the signs will begin in the spring of 2016 once a proponent for developing the signs has been identified.

The signs, designed in collaboration with City staff and Tambellini Design Studios, are consistent with the City's Wayfinding Signage Strategy, visual standards and new website design.

The bases of the signs will include grey concrete bricks mixed with corporate-coloured concrete bricks. The concrete structure will act as the main sign face, providing low maintenance and high durability, and will be stamped for a wood effect to reflect the natural and industrial history of the area.

The City's logo will be raised from the concrete wall, giving the sign added depth and visibility from different angles. The interchangeable greeting sign will be located on a separate panel at the bottom of the sign, allowing for messaging to be easily changed and updated. This would allow the City to change the sign's messaging for specific times of the year or for specific city events.

The back of the signs would include the City's Logo and the words "City of Vernon" and "Come again" painted on the stamped concrete wall.