

CITY OF WHITEHORSE

COUNCIL POLICY

Building Signage Policy

Policy Number:	2023-04
Approved by:	Council Resolution 2023-15-03
Effective date:	August 28, 2023
Department:	Legislative Services

PURPOSE

To provide a Policy for the placement of signage on City owned buildings and facilities.

POLICY STATEMENTS

The City of Whitehorse strives to maintain esthetically pleasing and functional City owned buildings and facilities. Property Management is responsible for maintaining consistency and standards for City signage.

Signage is more than a building identification tool. Signage is used to assist in way-finding, highlight the history of the city, reflect culture and traditional knowledge, and celebrate and reflect the people of Whitehorse.

OBJECTIVES

The objective of this Council Policy is to:

1. Establish criteria for determining the location, scale, design and installation of exterior signage for City owned and named buildings and facilities;
2. Ensure that external building signage meets the needs of the city, and is consistent with current applicable standards and practices;
3. Establish a commitment, guidelines and appropriate protocols for signage on City buildings which include a translation of the building or facility name into the Southern Tutchone language, as a measure of the City's commitment to advancing Reconciliation.

SCOPE

This Policy will apply to building name signage on all existing and new public City-owned and named buildings and facilities.

DEFINITIONS

“Signage” means all exterior signage identifying the building or facility name, including but not limited to building or facility mounted signs and freestanding signs.

POLICY

Existing public City-owned buildings and facilities that have a name will have signage installed that provides the translated version of the name into the Lake Laberge dialect of the Southern Tutchone language, representing the Kwanlin Dün First Nation and Ta'an Kwäch'än Council people.

New public City owned buildings and facilities will include external signage that provides the English name and the translated version of the name in Southern Tutchone.

For new and existing buildings, signage may include appropriate clan symbols, moieties, and additional cultural interpretive information.

Interpretive signage shall, wherever possible, aim to educate the public on the history of the City of Whitehorse including First Nations history and colonization, and modern treaty relationships.

Building signage should be consistent in presentation (scale, format materials, and typography) for both English and Southern Tutchone name translations and to meet City and legal standards to ensure necessary maintenance and accessibility for residents, staff and visitors.

Property Management will work with City Departments to provide guidance with respect to location, scale, design and installation of all exterior building signage.

Placement and format of signage:

1. For emergency responders, way-finding and for legal identification reasons, Indigenous language signage will be placed directly below or to the viewer's right of the English signage, or as practical, so that the English language version is generally read first.
2. For City owned buildings and facilities where Indigenous translation signage is being added to an existing name, the Indigenous language translation will to the extent possible, possess the same font, colour and type size;
3. The length of translated names for City owned buildings and facilities will preferably be of comparable length, or no more than six to eight words. When proposed translations exceed six to eight words, the option of translating the name into an acronym may be considered; and
4. Spelling on signage should not contain unnecessary punctuation, such as quotation marks or parentheses.

History of Amendments

Date of Council Decision	Reference (Resolution #)	Description