

## **Uxbridge Studio Tour 2019**

### **Recommendations from the Sign Committee**

- **Township Signs, Uxbridge and Regional Roads**

*By-law requirements for street signs, under section 3.8.1:*

Temporary signs are not to exceed 2.0 square meters and can be placed a maximum of 28 days prior to the event and removed within 48 hours of the end of the event. The township encourages artists to place signs on their own private property.

\*\*Other Advertising Signs require regional approval 2 months prior for by-law extension at no extra cost\*\*

*Recommendations*

- Retire all old blue signs and bag signs and use the current 24" x 12" signs as Regional road signs
- Purchase new signs for the artists; use the same design but increase the size to 24" x 36" (from 24" x 12") with an A Frame (this size is industry standard)
- The A Frames are metal
- A minimum 30 signs - \$97.00/each + shipping/handling includes the A Frame and 2 printed, full colour coroplast inserts
- This is an option but the lower the quantity the higher the price
- Shipping would be approx. \$8.00 - \$12.00 range per sign
- For 2020; to reprint coroplast inserts would be approx. \$15.00 per sign/panel
- Will the arrows be compatible with the A Frames? (Do we need them to be?)
- A Frames are an option for the artists to place on their property; larger, more visible signs on metal stands - same size as the road signs - would be less expensive and very functional
- Purchase new/additional road signs that are larger and more visible - 24" x 36" or 36" x 24" - minimal cost, approx. \$15.00 per sign/panel printed both sides

- Purchase new arrow signs - red arrow on a white background - to compliment final size of the road signs; either 24" x 6" or 36" x 6"
- **\*\*24" x 6" is an industry standard size so that will be more economical; approx. \$3.50 each based on a minimum of 60 which provides arrows on both sides of the A Frames if that option is a go (or 2 signs/A Frame at \$7.00)?\*\***
- Use stickers on signs with current tour dates to cover previous years dates - no need to reprint signs each year - tbd
- **Site location # signs?**
- The group to determine strategic locations on the Regional Roads and the turning circle
- The group to determine locations for the 4 large signs used last year, preferably on private property (example - Anina's Bakery, Colin Whitbread's property, Mark Pugiamarti's property, somewhere in Sunderland...)
- The group will decide how/when to install and remove signs (other than the artists' individual signs) within the by-law requirements outlined above
- There are clusters of artists located in different areas; south end, north end, etc... Please communicate with fellow artists in your area and determine amongst yourselves who will place signs where, install and remove, so all locations in your area are easily found
- All other municipality requirements are to be treated the same as Uxbridge until told differently

### Gateway Signs

- Township approval is required for attaching finger boards to Gateway signs
- As per the by-law requirements outlined above, the 'finger boards' can be put up 28 days prior to the event (August 17) and removed within 48 hours of the end of the event
- A finger board/sign is a narrow sign that fits into an existing slot just below the bigger sign/gateway sign which welcomes people into the community i.e. Welcome to Uxbridge
- Some finger boards/signs will have to be attached with either staples or tape onto the post if there is no slot

- Gateway sign locations; 1. Reach at 23 – 2. Davis Drive at 30 – 3. RR8 near #30 - 4. RR30 at 39 – 5. 47 at 30 – 6. 47 at 6 – 7. Claremont (x 2) – 8. Udora – 9. Zephyr
- Approximate cost for each finger board is \$35.00/board.
- Seems no one has dimensions for these finger boards, not even the by-law office, except the lady who owns Sugar FX? She has all the gateway sign dimensions but is away for the winter so this is going to have to wait; [pending](#)
- We can use Media Gone Mad and combine this sign order with our other sign order then the price will decrease from the original \$35.00; [pending](#)

### [Uxbridge Town Banners](#)

- The Roads Department referred us to Shear Display, and the contact person is Debra Proven; [sales@sheardisplay.com](mailto:sales@sheardisplay.com)
- We must deal directly with them
- The Municipal Office pays the bill to install the banners; placement is random
- The Ministry of Ontario pays for the installation of the town banners and the date for installation has been reserved by Sandra; [date?](#)

### [Electronic Signs](#)

#### [Uxbridge South Entrance Sign \(by the Walmart\)](#)

- Cost is \$25.00 plus tax
- The ad runs for 2 weeks; each add is a "segment" or "block"
- Ad can be booked for any 2 week segment for an additional \$25.00
- Ad can be no more than 4 lines total, 12 characters per line including spaces
- Each ad is a 'block' of space and that cannot be changed
- Approximately 1-2 weeks notice is required before the ad can be run
- We cannot reserve the time slot until we have determined the exact wording and colors
- The colors can be changed – background and font – at no extra charge

### *Uxbridge Arena Sign*

- Everything is the same as above except the colors cannot be changed

### *Claremont Community Centre Sign*

- Sign is operated by the Lion's Club so the fee is by donation - \$25.00?
- Similar sign to Uxbridge; 4 lines per block/panel and approx. 12 characters per line
- No colour changes
- Will run for 2 weeks minimum

### *Recommendations*

- Run both the Uxbridge South Entrance sign and the Arena sign for 4 weeks; dates to be determined by the group
- Run the Claremont sign for 2 weeks before the tour weekend
- Color suggestions are a great option BUT keeping it simple makes it easier to read
- Are the Studio Tour colors easy to read?
- Are there certain colors (not studio tour colors) that are the easiest to read?

### *Other Business/Recommendations*

- Are signs the main priority?
- If yes, maybe spend less on newspaper advertising and/or don't print as many brochures; invest those dollars into more signs?
- BUT Globe and Mail is an option - Colin to explain

