



Date: October 8, 2000

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation

SUBJECT: Comprehensive Signage System and Wayfinding Plan

RECOMMENDATION

THAT this report be received as information

BACKGROUND

On June 14, 1999 the Board approved the following:

1. *THAT John Peachey and Associates be retained to design a signage program for Stanley Park at a cost of \$6,000.*
2. *THAT the Board allocate \$31,000 from the Corporate Sponsorship Account to fund the signage design program and the purchase of new signs for installation in 1999.*

DISCUSSION

Following the award of the contract John Peachey and his staff worked with a team of Park Board staff to develop a new park signage program. After a thorough process a Comprehensive Sign Plan was completed focusing on improved design and consistency to reduce the number of signs and clutter throughout the parks.

All of the new signs were designed to relate to the colors of the Park Board logo (blue, green and white). The consultant also introduced brown and parchment (off-white) to complement the “outdoor parks look”. Using these colors in different combinations has resulted in easier identification and clarity.

The categories are as follows:

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|-----------|---|-----------------------------------|
| 1. | Main Identification and Wayfinding | Green and Parchment |
| 2. | Pedestrian Wayfinding | Brown, Parchment and Green |
| 3. | Pay Parking Regulation Signs | Blue and White |

John Peachey provided full specifications for examples of all types of signs which were reviewed and in some cases modified by our own trades staff. Apart from large main entry signs which would be sandblasted cedar signs with cedar posts, the vast majority of the signs would be powder-coated aluminum signs with vinyl graphics and powder-coated steel posts. The new materials were selected to reduce vandalism and to maintain the appearance of the sign over a longer life-span.

One of the objectives of this project was to design a standard set of signs that could be used across our system. The staff committee had differing opinions as to color schemes, fonts and letter sizing. In the end there was general consensus that the recommended program met all the requirements and was a vast improvement over the current assortment of signs.

Pay Parking Signs

The consultant designed the Pay Parking signs in blue and white so that visitors could easily grasp the parking regulations as well as locate the pay stations. These new colors were used for the signage at the parking lot at the new Coal Harbor Community Centre and have been well received by our patrons.

In the recent Request for Proposals for the Pay Parking contract the proposal package included specifications showing the new color scheme.

Pricing and Maintenance

From a pricing point of view it is estimated that the average cost of the new aluminum signs would be approximately \$2,000 - \$3,000, depending on the volume ordered at any one time, the size and the thickness of the material. The old wooden signs cost approximately \$1,500 - \$2,000 each.

The life-span of the aluminum signs is estimated at 20 years whereby the wooden signs require refurbishing approximately every 5 years.

Photos of the new signs will be available at the Board meeting.

SUMMARY

The new signage program is being implemented this year with prototype signs at several locations including Stanley Park, Fraserview Golf Course and Maple Grove Park. Although there still are a few outstanding technical problems to resolve, the new signs are well received, they enhance the Park Board identity and they assist patrons finding their way through a park.

It is intended that as future signage is required all new signs are created to this standard, ensuring consistency throughout the Park Board park system.

Prepared by:

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