



June 19, 2017

MEMO TO : Park Board Commissioners
FROM : Howard Normann, Director of Parks
SUBJECT : Signs in Parks

Dear Commissioners,

Earlier this year a Commissioner enquired whether there was a Park Board signage policy in place that extends beyond playing fields, and this memo responds to the enquiry.

There is no overarching policy for signs, and there are many different types of signs in parks. These include regulatory, place names, information, interpretive and way finding signs. The Parks Control By-Law governs signs in parks, and other by-laws such as Animal Control and Street and Traffic By-Laws inform sign creation. There are also guidelines for Minor Sport Associations. Here are some highlights:

Parks Control By-Law

This by-law gives the General Manager the authority to designate areas for specific uses, to post signs and to prohibit uses. By-Law signs are standardized by the Park Board sign shop and these regulatory type signs emphasize the use of international symbols. Examples of these signs include park hours of use, vehicular parking restrictions, court and field rules, picnic area reservations, paths where cycling is possible, fees and charges, and beach and lifeguard rules of conduct amongst others. The People Parks and Dogs Strategy is proposing a refreshed sign program for Dog-off leash areas that will include dog control and cleanliness information.

Community Centres have been standardizing their signage for a number of years, including pool regulations and fitness centre and pool signage in coordination with Vancouver Coastal Health.

Signs include a by-law number where appropriate for items such as noise or camping requirements and animal control. The official sign font is the Gotham series and we only use standard Park Board and City logos and the Vancouver Park Board blue and green colours.

Here is a link to the Parks Control By-Law for reference: <http://vancouver.ca/your-government/parks-control-by-law.aspx>

Traffic Signs

Road and pathway safety for park users is paramount so the Street and Traffic By-Law is also considered when posting signs for cars and bicycles. Park Operations and Park Rangers work collaboratively with an interdepartmental committee consisting of ICBC, the City of Vancouver Engineering Department and the Vancouver Police Department (VPD) for traffic type signs on park roads and seawalls. As an example, this committee has together reviewed options for new signs for the seawall and the sign shown in Appendix A will be used to replace the existing 15 km/hr signs early this summer. This was done in consultation with VPD on enforcement capability. Funding is being provided by the City for the new signs at the



Sutcliffe, Charleson, Creekside, English Bay, Harbour Green and Stanley Park seawalls especially at Third Beach.

Sports Field Signs

Minor Sport Associations are permitted to be sponsored by local businesses and merchants, and corporate recognition on Park Board property other than on uniforms, must be approved by the Board in keeping with the Parks Control By-Law. There are guidelines for temporary signs at sports fields applied by staff.

Way Finding Signs

Park Board has been installing finger blade way finding signage, consistent with the standard used across the City and Metro Vancouver region. The first were installed along the Seawall prior to the Olympic and Paralympic Games to provide information on washroom access. They were then installed in Stanley Park (refer to photo in Appendix A) prior to the Stanley Park Cycling Plan so public response could be evaluated. The response was overwhelmingly positive. They have since been installed around the Vancouver Museum precinct. They are typically bright yellow except Empire Fields and Slidey Slides where a green was used that was consistent with the Hastings Park overall signage strategy. Seawall and bike path stencils have also been co-ordinated with the City to ensure they are consistent across jurisdictions.

Future Work

Park signs not only provide by-law enforcement, wayfinding, information, interpretation and place names, but are an opportunity to display the Park Board's identity and brand in a visual way in the landscape. Work on updating and consolidating Park Board sign standards is a topic of interest for staff for consideration of funding, subject to Board approvals, in the 2019-22 Capital Plan. Also, the City is presently doing a Sign By-Law review that will hopefully enable Community Centres to update reader boards to electronic formats.

Sincerely,

A handwritten signature in black ink, appearing to read "Howard Normann".

Howard Normann
Director of Parks - Vancouver Board of Parks and Recreation

TM/HN/II

Copy to: PB Senior Management Team
PB Communications

Appendix A - new seawall sign and way finding sign example

