

PARKS, RECREATION AND CULTURE COMMISSION

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: BURNABY PARKS SIGNAGE PROGRAM

RECOMMENDATION:

1. THAT Council approve in principle the Comprehensive Signage Plan and strategy for City of Burnaby Parks, as outlined in this report.

REPORT

The Parks, Recreation and Culture Commission, at its Open meeting held on 2022 April 12, received and adopted the attached report seeking Council approval in principle for a Comprehensive Signage Plan for Burnaby Parks.

Respectfully submitted,

Councillor S. Dhaliwal
Chair

Commissioner R. Kent
Vice Chair

Copied to: Chief Administrative Officer Acting CFO GM Community Safety GM Corporate Services GM Engineering GM Parks, Recreation and Cultural Services GM Planning and Development Acting GM Lands and Facilities
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COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE
COMMISSION

DATE: 2022 March 29

FROM: GENERAL MANAGER
PARKS, RECREATION AND CULTURAL
SERVICES

FILE: 61000-08

SUBJECT: BURNABY PARKS SIGNAGE PROGRAM

PURPOSE: To seek Council approval in principle for a Comprehensive Signage Plan and strategy for Burnaby Parks.

RECOMMENDATION:

1. **THAT** Council approve in principle the Comprehensive Signage Plan and strategy for City of Burnaby Parks, as outlined in this report.

REPORT**1.0 INTRODUCTION**

In March 2021, City staff engaged Bond Creative to develop a Comprehensive Signage Plan for City of Burnaby Parks. This work was intended to provide a template for the creation of new, and replacement of old, signage in the Parks system. Conceptual approval of the plan is now required before further refinement, finalization, and implementation plans are developed for signage upgrades for individual parks in the system.

2.0 POLICY SECTION

Advancement of the Comprehensive Signage Plan in Burnaby Parks aligns with the following Council-adopted policies and plans/strategies: Corporate Strategic Plan (2017), Environmental Sustainability Strategy (2016), and the Community Safety Plan (2020).

3.0 BACKGROUND

City staff have mapped the inventory of 3,500 signs through 164 park sites in Burnaby. The signage provides messaging that covers a wide variety of purposes; park name identity, facilities within parks, trail wayfinding, parking and regulations,

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interpretive/education, etiquette, and temporary/construction signage. The quantity of signage per park varies with the complexity of park size, facilities, and trail systems located within

Over the years, signage in various forms and styles have been added to all parks. As a result, signage is not consistent between destinations, nor is there a cohesive relationship between the signage of each facility or destination. This poses a challenge for wayfinding through the parks, and adds to sign pollution and clutter.

Many of the parks signs are aging and in need of replacement. As part of the Comprehensive Signage Plan, a review of the existing signage within the parks will be undertaken for the purpose of developing a cohesive and consistent approach to both replacement, and addition of new signage in parks. Adoption of the Comprehensive Signage Plan will endorse the use of a contemporary sign form that enhances civic presence and identity in public spaces, while providing contemporary use of technology to assist with wayfinding via informational links to the City Website.

4.0 STUDY STRATEGY

4.1 Sign System Goals

It is intended that the signage system enhance visitor arrival experience to the park, support their ability to self "orient-in-place", determine route, and navigate easily to their destination. The goals are to:

- offer a welcoming, visible, clear name identification sign that fits within the surrounding public realm;
- facilitate ease of wayfinding for visitors through the park;
- provide direction through regulations that sets out expectations for all park patron activities; and,
- provide a cohesive and contemporary signage system that is easy to update.

4.2 Design Principles

The signage system is laid out on the over-arching principle of visibility, functionality, and aesthetics.

- Visible - signage is accessible, legible and sized/oriented at a scale that is appropriate to the intended user.
- Functional - signage "chain" or system is predictable, progressively discloses information and is accurate. The signage system is designed to be flexible to adapt to a variety of conditions, locations, and messaging needs, while remaining visually unified. The materials used need to be durable, easy to maintain, and locally sourced.

- **Aesthetic** - signage design is contemporary, integrated and consistent with the City of Burnaby's visual identity and corporate branding. Signage design is also respectful of the different architecture, land use, and park characteristics.

4.3 Proposed Signage Design Elements

The proposed signage system consists of a family of signs that are unified by colour, composition, and material. The colour composition and fonts on the panels are primarily green tones with accent colours selected from the City's approved colour palette. The typography of the signage uses variations of Proxima Nova, as well as high contrast lettering to ensure that different levels and types of visual impairments can easily read the letters and icons. Attachment #1 illustrates the proposed colour composition and text fonts of the signage system.

4.4 Park Sign Types

Signs will be created for different purposes but will incorporate the colours and texts and layout format, making them recognizable and consistent throughout the park system. Attachment #2 illustrates each of the sign types described below:

- **Park Name Signs** - vehicular-oriented signage that is intended to be used at the periphery of the park, at prominent access points for vehicles and pedestrians;
- **Landmark Signs** – larger facilities and sports venues within a park offering name place identity and digital messaging to promote events;
- **Location Maps and Signs** - signage that would typically be placed along a major route within the park. It is intended to assist visitors to navigate through the park to their destinations. Visitors orient themselves in relation to their destination, and may include information such as walking distance from a "You Are Here" marker;
- **Directional Signs** - signage that ranges from large scale blades that would typically be placed at junction points along routes within parks that will key the visitor into finding main facility or activity areas within parks, to small scale signage that would be placed along trail routes and corridors to provide orientation for the users;
- **Educational/Interpretive Signage** - pedestrian-oriented signage that is intended to provide the public with heritage or educational information. Distinct messages will be created for each attraction but the sign templates will be consistent graphically;
- **Temporary Signage** - pedestrian-oriented information signage that is attached to existing infrastructures or removable sandwich boards. It is a flexible option for providing more information and supporting temporary closures; and,
- **Regulatory Signage** - a range of signs to instruct users on rules (don't litter, shared trail, dog waste litter, etc.) to closure times for parking areas.

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4.5 Signage Strategy and Implementation Phasing

The proposed sign system plan is organized around a progressive disclosure approach to wayfinding, whereby visitors arrive and navigate through the park and receive information that can be processed in manageable segments at key decision making points or interpretive areas. This strategy focuses on enhancing the visitor experience and safety, knowing they have arrived at a park identified by name, and then can move confidently through the park with wayfinding signage that includes visual cues via signage, orientation maps, regulatory information, and a link to further information provided by QR codes where appropriate. This cohesive approach will serve to reduce signage clutter in the parks.

One of the first pieces of information required to navigate to a destination is finding the park by location and name. A park name signage plan was developed in 2010 and has been installed incrementally at various park sites over the past 10 years. The Park Name Sign illustrated in Attachment #2 has been integrated into the Comprehensive Sign Plan system and will continue to be installed annually.

A second signage component announces larger facilities within the park, such as recreation centres or sport venues like Swangard Stadium. These signs typically require changeable information to inform the public of specific events. It is recommended individual studies are undertaken to ensure these signs fit within the context of the park and are compatible with long term redevelopment plans. To date, new recreation facilities within Parks are being designed for Willingdon Heights Recreation Centre, Cameron Recreation Centre, C.G. Brown Pool and Arena and Rosemary Brown Arena. Signage for these centers will be developed in conjunction with the new complex site development plans.

Older landmark facilities that are not due for replacement such as Swangard Stadium, require individual studies to ensure the appropriate scale, visibility, and messaging can be developed to suit the signage requirements of the facility. To illustrate this, a replacement sign study for Swangard Stadium was undertaken. Attachment #3 shows a proposed replacement sign for Swangard Stadium. A final plan for the Swangard Stadium facility sign will be advanced to Council for separate review pending approval of the Comprehensive Sign Plan strategy.

With Council's approval in principle of the Comprehensive Signage Plan, staff will finalize the templates and use the templates for replacement signage going forward. The next step in the plan will be the development of a signage replacement program for individual parks within the system, with Central Park being the first major park to be reviewed. The City-wide implementation plan will be advanced over a number of years through the Capital Development Program.

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5.0 RECOMMENDATION

Work on the parks signage program has advanced to a point at which Council's approval in principle is required prior to finalizing the signage templates and developing a replacement plan for individual parks. It is anticipated replacements will be undertaken incrementally as budget and replacement plans are developed.

It is recommended that Council approve, in principle, the Comprehensive Signage Plan and strategy outlined in this report.



 Dave Ellenwood

GENERAL MANAGER PARKS, RECREATION AND CULTURAL SERVICES

HE:tc

Attachments

Burnaby Parks Signage Program (2022.04.12)

Copied to: Chief Administrative Officer
Deputy CAO/CFO
GM Planning & Development
GM Engineering Department
GM Community Safety
GM Corporate Services

GRAPHIC ELEMENTS

Colours

Green will be dominant. Other colours of the City palette will be explored as accents with particular roles.

Regulatory signs follow warning yellow and danger red industry standards.

Main Palette

Primary signage applications



PMS 3435 C

PMS 342 C

PMS 368 C

Main Palette

Accent applications



PMS 2945 C

PMS 314 C

Secondary Palette

Accent applications (zone designations, interpretive, etc.)



PMS 188 C

PMS 1797 C

PMS 717 C

PMS 1235 C

PMS 526 C

PMS 284 C

PMS Warm Gray 2 C

GRAPHIC ELEMENTS

Typography

The current signage typography should be utilized to remain consistent with the City of Burnaby's existing program.

Symbols

Symbol style has been determined from the current inventory provided by the City. Additional symbols are added as required.

Proxima Nova
Semi Bold

Pa

abcdefghi
jklmnopq
rstuvwxyz

ABCDEF
GHIJKLM
ONPQRS
TUVWXYZ

12345
67890

Proxima Nova Cond
Semi Bold

Pa

abcdefghi
jklmnopq
rstuvwxyz

ABCDEF
GHIJKLM
ONPQRS
TUVWXYZ

12345
67890

Symbols



Park Maps

Named trails are graphically enhanced for ease of use.

Maps will be orientated with the top of the map being what's in front of you.

Maps show surrounding streets and make use of icons used throughout the sign system family.

Trail colours are based on secondary colour palette.



Park Identification

All sign panel graphics are consistent based on the latest refinements to the existing park ID.

The primary sign utilizes a concrete base. Presents a solid appearance.



Primary ID – Major / Natural Feature Park



Secondary ID – District Park ID

Tertiary ID – Neighbourhood Park

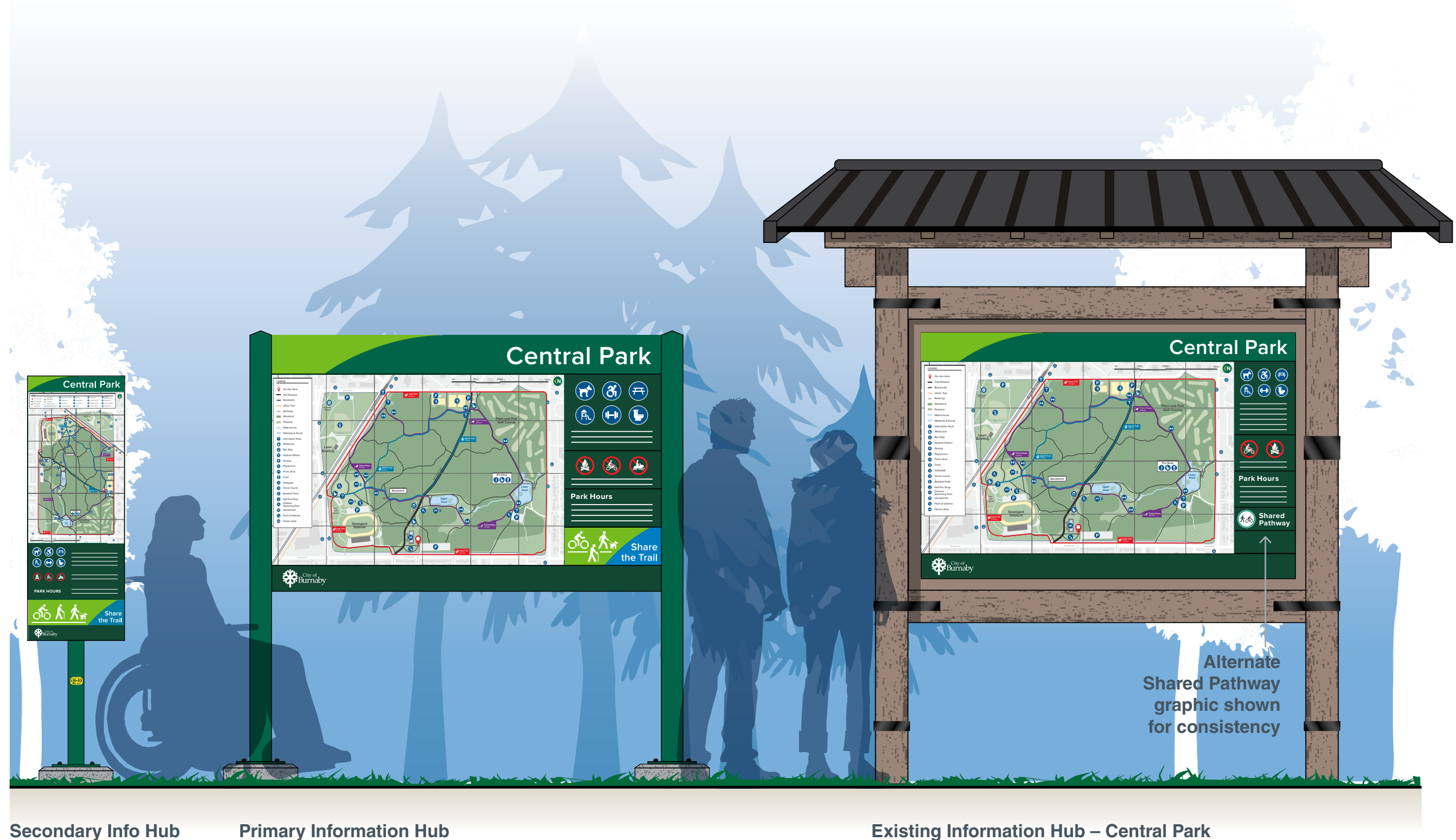
Information and Orientation Hub

Design features are influenced by the park ID signs post and panel system.

Sign arch graphic is represented with a light and mid green band at the top. Metal posts are green, consistent with the park ID signs.

Information Hubs are to be located at key pedestrian gathering points such as parking lots and major entry points.

Prominent use of icons are for rapid user reference.



System Components

Sign types will accommodate all variations of the system.

Sign arch brand
graphic is
represented with a
light and mid green
band at the top.
Content is on a white
background.

Metal posts are green, consistent with the park ID signs.

Sign type use is dictated by information and location requirements.

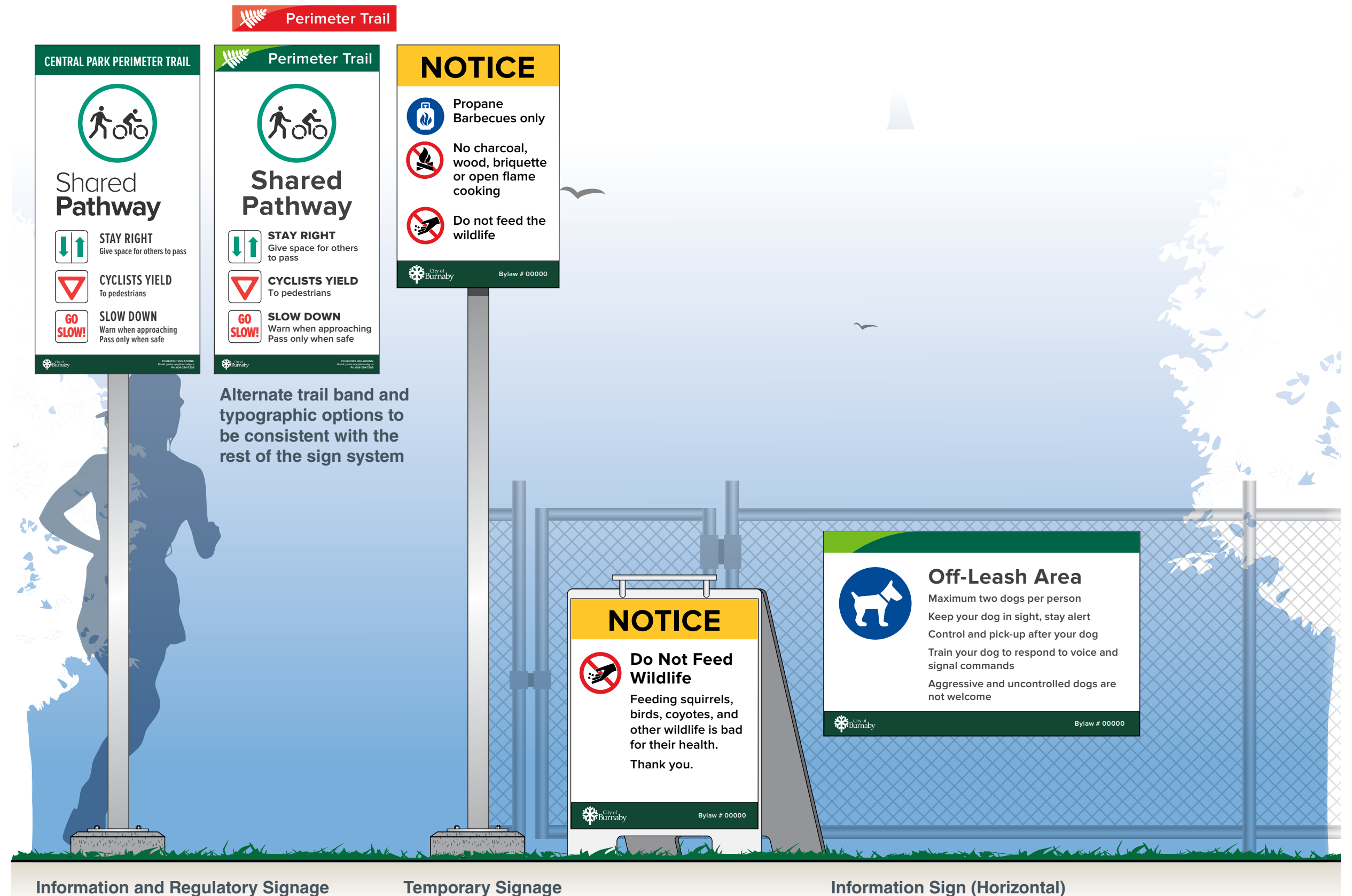


System Components

Regulatory signs utilize a combination of icons, words and a coloured band noting the level of restrictions and warnings.

Regulatory signs may be mounted to standard metal post as provided by parks maintenance.

Temporary signs are to follow a set graphic standard. Structures are provided by parks maintenance.



Interpretive Signage

Interpretive signs are green metal posts with exterior rated digital graphic panels.

Content layout to suit the subject matter.
Design direction provided as shown.



Swangard Sign Location Central Park

Original double-sided sign located Northeast of Swangard Stadium, perpendicular to Kingsway traffic..



Intersection at Bounday and Kingsway, facing East

Existing analog read-o-graph sign with changeable message centre

Swangard Facility Sign Replacement Study

Double-sided sign for optimal visibility to replace existing signage.

