

Parks Bylaw Signage

RECOMMENDATION:

That Committee of Council direct staff to proceed with parks bylaw sign installation as per Template A in the November 26, 2019 report.

PREVIOUS COUNCIL/COMMITTEE ACTION

At the September 17, 2018, Finance & Budget Committee, the following motion was passed

That \$20,000 be approved in 2019 for Parks Bylaw Signage.

REPORT SUMMARY

During the 2019 budget deliberations, Council requested staff report back with options for new parks bylaw signage prior to installation. This report presents signage designs which are intended to replace the current bylaw signage at City parks. The updated signs are intended to convey positive messaging on how our parks should be enjoyed and staff have attempted to include multiple messages in order to minimize the number of signs required at each location.

BACKGROUND

Staff brought this project forward for consideration as a means to replace the current parks signage with consistent and refreshed messaging. Current parks bylaw signage is outdated and has surpassed its useful life; many bylaw numbers have changed over the years and signage has not always been refreshed in order to convey the correct information.

In some parks, there are a significant number of standalone bylaw signs creating visual clutter. The new bylaw signage designs are intended to reduce the number of signs required in each park and provide messaging through easy to understand icons.

This project will incorporate all bylaw changes made since the original signage was installed and will support bylaw compliance and enforcement.

DISCUSSION

Current signage is included in Figure 1 below for Council's reference and comparison.

Figure 1 – Current Parks Bylaw Signage



Proposed signage is included in the figures below for Council's consideration. Staff have provided two template options for each message. The intent is to reduce the overall number of bylaw signage within our parks by combining icons applicable to each location into parks entryway signage (Figure 2). Staff have also included signage for specific messaging such as smoking, dog waste and littering which would be used sparingly to address specific concerns as necessary. Staff recommend Template A as it provides a more current, visual pleasing message and would enhance the character of our park network.

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Figure 2 – New Entry Way Signage

Template A



Template B

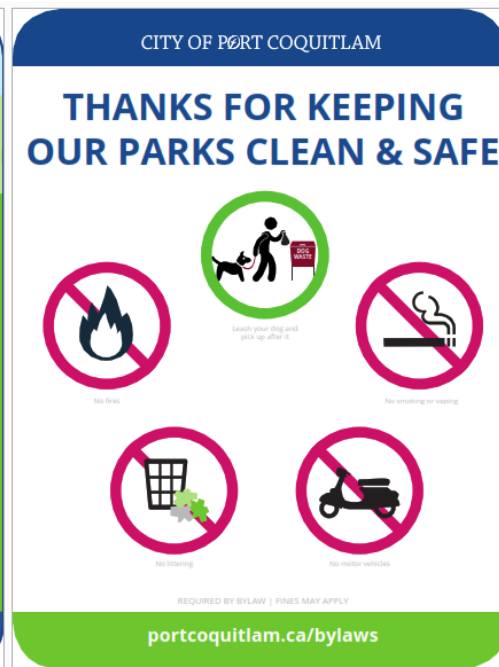


Figure 3 – New Dog Waste Signage

Template A



Template B



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Figure 4 – New Non-Smoking Signage

Template A



Template B

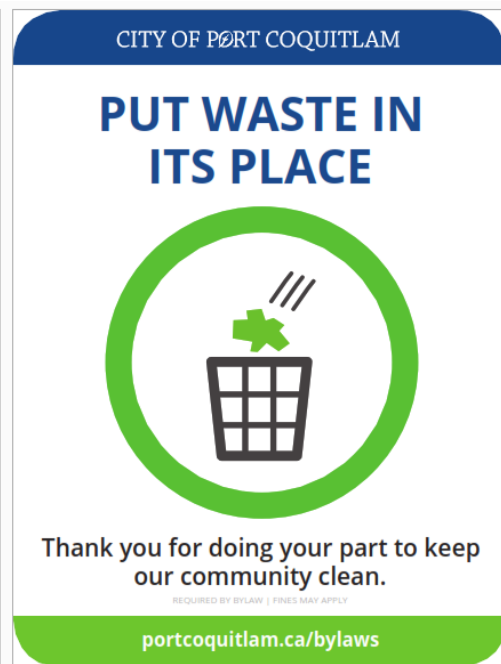


Figure 5 – New Litter Signage

Template A



Template B




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FINANCIAL IMPLICATIONS

The parks bylaw sign installation work will be completed within the \$20,000 approved by the Finance & Budget Committee on September 17, 2018, and included in the 2019-2023 Financial Plan. This funding was intended to address signage at all parks across the City.

OPTIONS (✓ = Staff Recommendation)

	#	Description
	1	Direct staff to proceed with parks bylaw sign installation as per Template A.
	2	Committee of Council provide direction on signage revisions
	3	Direct staff to redesign and bring back to Committee of Council

ATTACHMENTS

None.

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