

## Parks Bylaw Signage - Follow Up

### **RECOMMENDATION:**

That Committee of Council direct staff to proceed with parks bylaw sign installation as per the template included within the March 17, 2020 report.

### **PREVIOUS COUNCIL/COMMITTEE ACTION**

At the November 26, 2019 Committee of Council meeting the following motion was passed:

*That the parks bylaw sign installation be referred back to staff to further develop options.*

### **REPORT SUMMARY**

At the November 26, 2019 Committee of Council meeting, Committee requested staff report back with further developed 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 communicate bylaws in a positive manner and reduce the number of overall signs in the parks. Staff have attempted to include multiple messages in order to minimize the number of signs required at each location.

### **BACKGROUND**

The intent of this project is 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 Current parks bylaw signage is outdated and has surpassed its useful life; many bylaw numbers have changed over the years and signage has not always been refreshed in order to convey the correct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.

Staff previously provided two template options (Attachment #1) at the November 26, 2019 Committee of Council meeting where it was referred back to staff to consider the following items:

## Parks Bylaw Signage - Follow Up

- Potential to utilize a background graphic on the parks entryway signage which represented the City of Port Coquitlam skyline;
- Implementation of two sign types; one sign type for entryway signage and a second for specific targeted messaging; and
- Options to increase sign visibility under low light conditions.

### DISCUSSION

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

**Figure 1 – Current Parks Bylaw Signage**



## Parks Bylaw Signage - Follow Up

As per Committee's request, two unique sign templates have been created; one template for entryway signage and another for targeted compliance.

Figure 2 below is the updated entryway sign displayed on a graphic template intended to represent the skyline of Port Coquitlam. The intent of this template is to guide users on how to enjoy our public spaces responsibly while reducing the number of signs within our parks by combining icons applicable to each location into a single entryway sign. Icons commonly used on the entryway signage are included as Figure 3. The second template, which is more overt, (Figures 4 to 6) is designed to seek compliance for common offences such as smoking, dog waste and littering which would be used sparingly as deemed necessary.

Staff recommend these templates as they provide a current, visual pleasing message and will enhance the character of our park network.

In addition, staff researched several options to increase sign visibility under low light conditions. These options include high reflectivity material, provision of additional parks lighting and utilization of photoluminescent material. Upon review, photoluminescent material is used predominately indoors for small directional safety signage, and the provision of additional park lighting would be cost prohibitive within the scope of this sign replacement project. Therefore, staff recommend a high reflectivity material for this project. This will be an improvement over current conditions.

Figure 2 – New Entry Way Signage



Figure 3 – New Entry Way Signage Icons



KEEP DOGS LEASHED AND CLEAN UP AFTER THEM



TRASH YOUR LITTER



NO OPEN FIRES



NO DRONE ZONE



NO SMOKING OR VAPING



NO MOTOR VEHICLES



NO ALCOHOL

**Figure 4 – New Dog Waste Signage**  
*Targeted Signage*





**Figure 5 – New Non-Smoking Signage**  
*Targeted Signage*



**Figure 6 – New Litter Signage**  
*Targeted Signage*






## Parks Bylaw Signage - Follow Up

### **FINANCIAL IMPLICATIONS**

The parks bylaw sign installation work will be completed within the \$20,000 approved budget. This funding was intended to provide up to two new signs at each park throughout the City; however, does not include trail signage. Staff will be working on a strategy for overall trail improvements for the 2022 budget consideration.

<b><u>OPTIONS</u></b> (✓ = Staff Recommendation)		
	#	Description
	1	Direct staff to proceed with parks bylaw sign installation as per the templates included in this report.
	2	Committee of Council provide direction on signage revisions
	3	Direct staff to redesign and bring back to Committee of Council

### **ATTACHMENTS**

Att#1 – Parks Bylaw Signage Template A and B presented at the November 26, 2019 Committee meeting

**Lead author(s):** Mitchell Guest, Doug Rose