

The Signage Strategy was presented to the EASC on February 13, 2018.

Through the development of the Community Parks and Trails Strategy, signage was identified as the most requested park improvement feature by the public for existing community parks.

We received direction from the Board to replace current Community Park signs with new welcoming signs. Research into signage for parks and trails in other jurisdictions was completed to better understand the graphic direction the Signage Strategy could take. The variety in design options currently provided for many communities is vast – there were many precedent ideas that could work for RDN Parks. Staff focused efforts on the cost effective qualities of signage while maintaining clear wayfinding options and branding opportunities. Staff met with RDN team members in Building & Bylaw Services, Corporate Services, and within Parks Services to better understand their signage needs. All were presented with an overview of the Signage Strategy and their feedback was considered and integrated into the sign design.

Staff examined the current Sign Manual for Community and Regional Parks & Trails, 2001 as reference for the proposed Signage Strategy for Community Parks and Trails. The new signs will reflect an updated graphic style and the RDN Graphic Design Standards. The corporate branding for the RDN uses a specific font type and colour palette; the new sign design integrates these branding components. An updated RDN logo will be provided on the new signs as well.

The signage classifications are as follows:

#### Identification Signage

Identification Signage is intended to mark the location of the park or trail at the earliest approach point to the park or trail itself. It is intended primarily to be visible from a distance by visitors traveling by vehicle at higher speeds but also useful to visitors arriving by bicycle or on foot. A wood sign would be placed adjacent the main road into the park or adjacent the parking area, where possible. It would be used at parks with larger entrances.

#### Kiosk Signage

A kiosk would be placed where it could be accessed safely by a pedestrian or cyclist. It would provide information such as mapping, background information, safety information, as well as park etiquette. Larger kiosk could provide broader information about RDN Parks.

#### Entrance Signage

Entrance Signage is intended to mark the main entrance to a park or trail. It should be to pedestrian scale, visible from a distance, and legible upon approach. A combination of Entrance and Welcome Signage would highlight the main entrance.

#### Welcome Signage

The welcome sign would provide historic and current information about the park or trail, provide a park map or trail system (or both), identify park or trail amenities, identify park or trail regulations, and provide contact information for RDN Parks.

### Trail Head Signage

Trail Head Signage is intended to mark the beginning of a trail. It would provide the trail name, the trail condition (easy, moderate, difficult), the length of the trail, identify trail use (hiking vs walking), and provide a trail system map with “You are here” identified.

### Directional Signage

Directional Signage is intended to be placed where required in a park or along a trail. The purpose is to direct park and trail users to areas of interest. Directional Signage would be a wayfinding tool for park and trail users not referencing maps. Where necessary, park or trail system diagrams with a location identified will be provided to enhance the wayfinding experience.

### Regulatory Signage

Regulatory Signage is intended to reinforce Bylaw 1399 and to clearly identify uses permitted/not permitted in RDN Parks and along RDN Trails. It would provide universally understood icons to highlight uses permitted/not permitted and provide contact information for RDN Parks. Regulatory Signage would be customizable to reflect the individual park or trail in which the sign would be placed.

### Interpretive Signage

Interpretive Signage is intended to provide historical, environmental, and/or educational information for park and trail users. Interpretive Signage would be used in parks in areas of significance or along trails to highlight points of interest.

### Safety Signage

Safety Signage is intended to alert park and trail users of possible dangerous conditions or unusual activities. Their placement is key to ensure the safety of the public. The established use of yellow for ‘Caution’ and red for ‘Danger’ would be maintained.

### **Goal and Next Steps**

For the POSAC meeting the goal is for the members to receive the information regarding the Signage Strategy for Community Parks and Trails, provide comment and feedback if they so desire, and to discuss which park and/or trail would be best suited to be the pilot site for new signage. Staff will ultimately assess the success of the signage for the park or trail, compare how it functions to the other pilot sites in the EAs, and determine potential changes required to improve on the signage prior setting it as the standard for RDN Parks.

Please set a date a time for the pilot site to be selected, giving the POSAC members adequate time to reflect on their recommendation.

Thank you!