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**Date:** 2021-08-10

**From:** Zach Carson, Facilities Coordinator

**Subject:** Park Signage Proposal

**Report:** OPS2021-36

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## Recommendation

That report OPS2021-36, be received and included sign mockup is reviewed by the Joint Accessibility Committee for accessibility compliance and considerations.

## Background

Staff have been introducing new location signage at many of the Township's parks and other recreational properties. Much of the existing signage was older and was not consistent throughout the parks and greenspace system. This new signage makes use of an updated logo and creates a more uniform approach at connecting the Township's recreational properties. In continuing this approach staff is proposing some additional signage that intends on providing basic details regarding the park upon entry. Much of the park system has either dated signage that lacks important park details and has outdated contact information. Many parks are also lacking this type of signage all together. To improve communication, staff is proposing a "secondary" location sign that provides detailed information to ensure park users are aware of basic emergency information as well as some park etiquette, expectations, and prohibitions to ensure these spaces are being used appropriately. Updated contact information is also important on these signs as there have been changes to the Township's phone and email system over the last several years. In keeping with the Township's efforts to ensure its amenities are accessible to all, staff has provided some basic mock-ups of the proposed signage for the committee to review and provide comment on before proceeding.

## Analysis

Township parks are experiencing an increase in use, especially due to an influx of day trippers due to COVID-19. It is important that while we continue to promote these parks and greenspaces there is an effort to provide the basic details the users require to ensure they are experiencing their visit safely and within the Township's rules. One way

staff can do this is by replacing the existing signage and introducing new signage that currently does not have any at these locations with new more informative and effective signs.

New signs will be designed to have high contrast lettering. Letters are to be bold, white and capitalized with a blue background. The emergency information will have a red background. Pictograms that are easily recognizable will be used in order to identify prohibited activities. Signs will also be located at high flow areas typically near parking and congregating locations such as picnic and beach areas and trail and pathway heads.

## Financial Impact

The capital budget included \$5,000 to begin implementing this park signage project which will begin by specifically target areas lacking signage or experiencing misuse by park users to reinforce rules.

## Strategic Priorities

### **4. Increase Available Community, Recreational and Social Opportunities**

The Township of Georgian Bluffs is committed to building community through investment in recreation and community centres, and flexible use of community centres and playgrounds.

#### **Objectives:**

- 4.1 Provide enhanced recreational opportunities for residents
- (d) Continually improve public/open spaces to ensure accessibility and safety.

## Conclusion

Staff has presented in this report a plan to implement and improve signage in the Township's parks system to reinforce rules, improve safety, and further improve the Township's identity throughout its recreational properties. Included in the report is an example of proposed signing for the committee to review and provide comments before proceeding with the project.

## Supporting Documentation

- i. Proposed Park Signage

Respectfully Submitted:

Zach Carson, Facilities Coordinator