



# City of Port Moody

## Report/Recommendation to Council

Date: March 4, 2022

Submitted by: Community Development Department – Economic Development Office

Subject: City of Port Moody Wayfinding Strategy

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### Purpose

To present the City of Port Moody Wayfinding Strategy and neighbourhood colour scheme to Council for endorsement.

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### Recommended Resolution(s)

**THAT the City of Port Moody Wayfinding Strategy and neighbourhood colour scheme for directional signage be endorsed as recommended in the report dated March 4, 2022 from the Community Development Department – Economic Development Office regarding City of Port Moody Wayfinding Strategy.**

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### Background

In 2016, the City engaged Stormy Lake Consulting to develop the Port Moody Tourism Strategic Plan, which was approved by Council in 2019.

The Plan noted that Port Moody is primarily a one-day visitor destination and while the city is easy to navigate, most visitors do not explore beyond a specific destination thus limiting the impacts of visitation. Two of the recommendations in the Plan are to improve wayfinding and signage to increase day-trip visitation and promote greater movement of visitors throughout Port Moody and to establish tourism destination zones.

The City currently has a wayfinding signage program that was developed with over two years of consultation with the community and civic committees, and incorporates Transportation Association of Canada guidelines. A wayfinding strategy builds upon the existing program, implements policies, and ensures best practices are incorporated to provide an enjoyable pedestrian and cycling experience and to support economic development and tourism.

Wayfinding has been discussed in recent years at the Heritage Commission, Arts and Culture Committee, Tourism Committee, and Economic Development Committee. A sub-committee was formed in early 2020 with representatives from each committee to consolidate and collect input and information to support the development of a wayfinding strategy. The sub-committee was chaired by the Tourism Committee and Heritage Commission Chair.

## Discussion

Cygnus Design Group, a firm that specializes in wayfinding, accessibility, environmental graphics, and placemaking, was retained in 2021 to develop the Wayfinding Strategy (**Attachment 1**). The project was funded from approved budget from the initial wayfinding signage program.

Cygnus initially conducted a signage audit and assessed routes for accessibility. The accessibility report can be found in Appendix 1 of the Strategy.

General observations about signage in Port Moody included:

- lack of directional signage at decision-making points and key points-of-interest not clearly defined;
- signage clutter;
- confusing directional signage;
- inconsistent use of standards; and
- accessibility issues, particularly for some parts of St. Johns Street.

The report recognized that clutter was due in part to additional signage in response to COVID-19 and that the inconsistent standards were already identified by the City and being phased out as capital replacement occurred.

Some of the key recommendations in the report include:

- using fingerpost signs to provide clearer directions to points-of-interest and landmarks;
- using larger font sizes and repositioning arrows for regulatory signage;
- coordinating signage ordering to ensure consistency of City brand and to avoid clutter when possible;
- adding a pictogram to signs to indicate if a path is an accessible trail;
- improving map features on kiosks and using aluminum panel instead of plexiglass, which can cause glare or trap moisture; and
- expanding the existing banner program to other neighbourhoods to support area identification and standardize hardware for large banners.

Regarding neighbourhood area identification, the Wayfinding Strategy recommends directional signage colour schemes for commercial districts and key civic areas. This is aligned with the Tourism Strategic Plan, which recommends establishing tourism destination zones. On pages 22 and 68 of the Wayfinding Strategy, colour palettes have been identified for six neighbourhoods: Brewers Row, Clarke Street, Rocky Point Park, Recreation Complex, Suter Brook Village, and Newport Village. The colours are based on the City's palette as well as existing neighbourhood branding. These colours would be used at the top of directory signage as shown on pages 22 and 68 of the Wayfinding Strategy.

The City recently received a \$240,000 grant from the 2021 Community Economic Recovery Infrastructure Program (CERIP) Destination Development stream (**Attachment 2**). This funding

will be used to support implementation of the Wayfinding Strategy, namely fabrication and installation of fingerpost signs and directory signage. The grant agreement stipulates that the project is to be completed by March 2023.

### Other Option(s)

THAT the City of Port Moody Wayfinding Strategy be received for information.

### Financial Implications

There are no financial implications for 2022 as implementation will be covered through the CERIP grant though there will be staff time involved. Implementation of the Wayfinding Strategy is a multi-year process so will involve future capital budget requests.

### Communications and Civic Engagement Initiatives

The Wayfinding Strategy has been led by a staff team consisting of representatives from Engineering, Communications and Engagement, Cultural Services, Policy Planning, and Economic Development. This team will continue to coordinate internal communications related to signage and will begin implementing the Strategy in 2022 if endorsed by Council. Project updates have been provided to the Heritage Commission, Arts and Culture Committee, and Economic Development Committee.

### Council Strategic Plan Objectives

This project is aligned with the following objective within the Community Evolution strategic priority:

- Provide people with a variety of options to move through and around Port Moody safely and efficiently.

### Attachment(s)

1. Wayfinding Strategy.
2. CERIP Funded Projects.

### Report Author

Joji Kumagai  
Manager of Economic Development

## Report Approval Details

Document Title:	Wayfinding Strategy.docx
Attachments:	- Attachment 1 - Wayfinding Strategy.pdf - Attachment 2 - CERIP Funded Projects.pdf
Final Approval Date:	Apr 11, 2022

This report and all of its attachments were approved and signed as outlined below:

Kate Zanon, General Manager of Community Development - Apr 7, 2022 - 6:30 AM

Rosemary Lodge, Manager of Communications and Engagement - Apr 8, 2022 - 7:49 AM

Paul Rockwood, General Manager of Finance and Technology - Apr 8, 2022 - 4:04 PM

Tim Savoie, City Manager - Apr 11, 2022 - 9:20 AM