

City of Port Moody

Wayfinding Strategy Report

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CITY OF PORT MOODY

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Section 1

Program Introduction



Port Moody: transparency, integrity, respect, compassion, resilience, innovation and inclusivity.

Port Moody, City of the Arts, renowned for our amazing quality of life. We are an inclusive, resilient, and economically vibrant seaside city that leads in environmental protection, fosters creativity and innovation, and is rooted in nature and loved for our community spirit.



PROJECT BACKGROUND

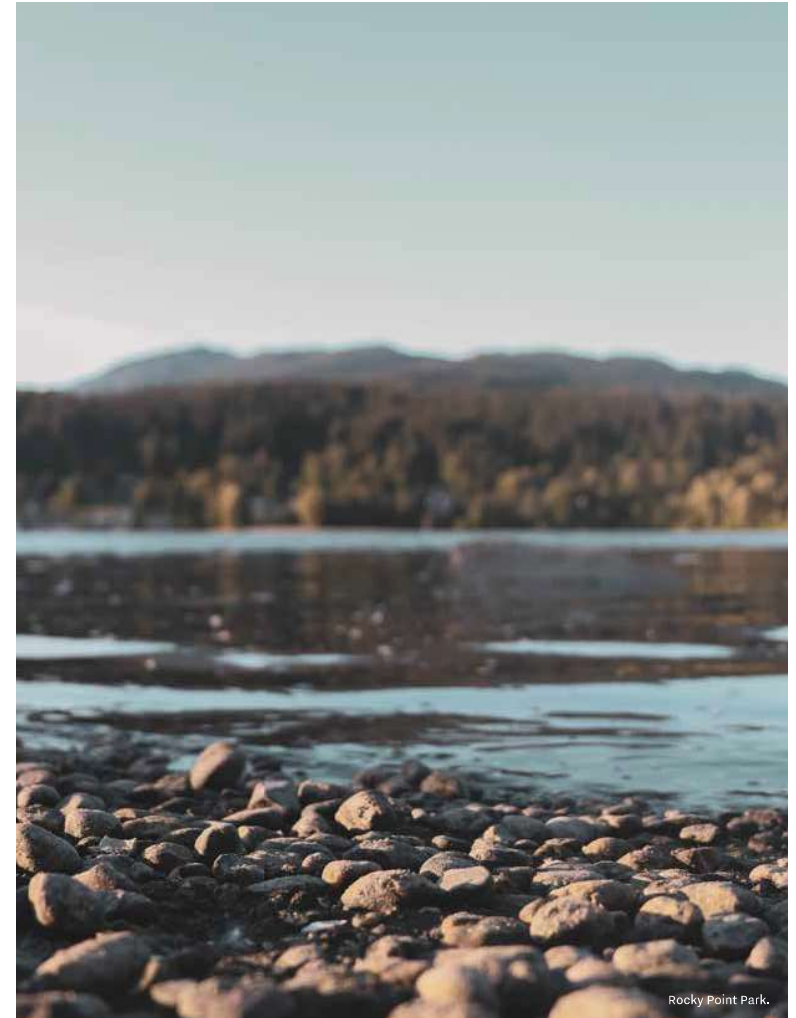
Port Moody currently has a wayfinding signage program but with the arrival of the SkyTrain in December 2016, the city has become more accessible and areas popular with visitors have seen an increase in numbers. Interest in the city in general has also become greater.

Port Moody's current wayfinding signage program was developed with over two years of consultation with the community and civic committees and incorporates Transportation Association of Canada guidelines. Council approved a Wayfinding Tourism Signage Project in 2009 as part of a collaborative project with the Provincial government that provided \$167,692 in funding. Phase 1 was a pilot to develop a comprehensive signage program for Rocky Point Park and was completed in 2010. In 2011, the City completed Phase 2 – Shoreline Trail and Old Orchard Park, Civic Campus and Park Entrance signage.

The Tourism Strategic Plan, approved by Council in 2019, notes that an improvement to wayfinding and signage will be required to increase day-trip visitation to Port Moody and improve the experience to navigate the city between and beyond high visitation areas.

Additionally, the city's Master Transportation Plan goals include livable streets, enhancing opportunities for active transportation, and providing effective wayfinding in commercial centres and recreational routes.

A Wayfinding Strategy is required to build upon the existing signage program, implement policies, and ensure best practices are incorporated to provide an enjoyable pedestrian and cycling experience and support economic development and tourism. The need for improved wayfinding has been noted in recent years by a number of civic committees including the Tourism Committee, Economic Development Committee, Arts and Culture Committee, and the Heritage Commission. In 2020, a sub-committee was formed with representatives from each of these bodies to coordinate wayfinding efforts at the committee level.



Rocky Point Park.

Port Moody: A new experience

Port Moody is a desirable destination for outdoor recreation, the arts, quaint shops, and great places to eat.

Whether looking for a family-friendly community to call home or a great way to spend the day, Port Moody is increasingly becoming the popular choice. An important tool to improve both the resident and visitor experience is through wayfinding.



PORT MOODY
CITY OF THE ARTS

PROJECT GOALS

1. Increasing tourism by highlighting the city's outdoor recreation opportunities, amenities and features.
2. Promoting a feeling of confidence, safety and accessibility that will encourage exploration and discovery within the city, between and beyond currently frequented destinations. Encouraging economic growth by connecting amenities to local services and businesses. This will result in people spending more time at and providing more patronage to local businesses. Promoting and strengthening pride of place through outcomes that will bring residents of Port Moody together.
3. Helping shape the way that public amenities and services are accessed. The success of this will require careful consideration for residents and visitors for whom language, cultural background, physical ability, reduced vision, or gender identity impact their access to services.
4. Developing a wayfinding strategy that emphasizes accessibility, inclusivity, and gender-neutrality.

Signage can play an important part on informing visitors of tourism opportunities and amenities offered. A well designed and planned city-wide signage and wayfinding program reflects confidence, pride and value.

Accessible design plays a major role in the development of our strategy and we have incorporated this as a value-added offering. Mike Prescott, our accessibility

consultant, has provided a report speaking to these issues. (See Appendix 1: Accessibility Report)

Note on Digital Signage:

Exterior digital signage has not been considered for the city-wide wayfinding at this time. This strategy is focused on pedestrian routes to key destinations which we believe doesn't require a digital approach. The only location where digital signage is recommended is at the City Hall entrance where there are a number of destinations with changing events that would benefit from a digital solution. QR codes or URLs are recommended on some directory signs to access more information if required.

Note on Signage for Cyclists:

In order to provide clear dedicated routes for cyclists, bike paths will need to be made which requires engineering and roadwork. The key pedestrian route streets as noted in this report should be considered for dedicated bike paths.

Additional resources and acknowledgements

Port Moody has an Age-Friendly Assessment and Action Plan 2020-2030 that will a valuable resource in providing a safe, accessible environment. It should be noted that any work moving forward will need cooperation and coordination with Translink (any signage at the Translink Stations); and Manual of Uniform Traffic Control Devices for Canada (TAC MUTCD) regarding implementation of any city-wide street signage.

Section 2

Signage Analysis



SIGNAGE AUDIT SUMMARY

The signage audit for the City of Port Moody was conducted in March 2021. Throughout the study, from Barnet Highway & Clarke Street in the west to Heritage Mountain Boulevard in the north, it revealed a need for a more consistent and fully utilized sign standard.

Overall the standard is being applied, but there are many areas within the city that require updates to existing signage and the addition of new signage, particularly the main route between Barnet Highway (St Johns Street) and Ioco Road.

Though there are many shops and amenities along St Johns Street, it is not pedestrian-friendly. The street has heavy traffic and narrow, uneven sidewalks, which makes this route feel unsafe for pedestrians. The conditions of the sidewalk are particularly poor for accessibility-challenged pedestrians: steep, uneven pavement at driveways, narrow paths with decorative paving stones, and landscaping encroaching on curb-sides. (See Appendix 1: Accessibility Report)

There are specific notes and recommendations made in Appendix 2: Sign & Sign Elements and Appendix 3: Photo Audit of this report.



St Johns Street looking east at Williams Street.

SIGNAGE ANALYSIS

General Observations

General Observations

Cygnus has reviewed the project area and analyzed the arrival experience, taking into consideration key decision-making and identification points in the pedestrian and vehicular journey. Issues related to signage and wayfinding in Port Moody include the following:

1. Lack of directional signage

There is a need for new pedestrian and vehicular signage, particularly pedestrian directional/directories at decision-making points throughout the city to clearly define key points-of-interest, and accessible routes.



2. Signage clutter

A common occurrence is adding signage onto existing sign structures and doors. Through planning and careful coordination this can be alleviated by consolidating information to provide clearer communication. It is understandable that during this unprecedented time there is more information required and more challenges managing signage.



SIGNAGE ANALYSIS
General Observations

3. Confusing directional signage

Existing directional signs have confusing messages. Directional arrows pointing down or looping back on themselves makes it difficult to understand the message. This issue occurred predominantly on signs in and around Rocky Point Park.

4. Use of standards

Inconsistent use of standards is another common occurrence due to various sign systems in use. The parks use the existing sign standard for identification while the recreation complex uses an older standard (that will be replaced soon). Understandably, updating the signage is a costly and time-consuming business, but in order to reflect confidence and consistency improvements are recommended.



SIGNAGE ANALYSIS

General Observations

5. Accessibility issues

There are serious issues with the pedestrian route on St Johns Street. Though we recommend encouraging pedestrians to use Clarke Street and Murray Street for local destinations, there are many amenities and attractions on St Johns Street that would benefit from sidewalk improvements.

Uneven surfaces create a hazard for people with disabilities.
St Johns St between Kyle St and Mary St.



Narrow walkways with no access for a wheelchair.
St Johns St between Kyle St and Mary St.



Pathways blocked with light standards.
St Johns St between Grant St and Mary St.



Stairs between street access and business access.
St Johns St between Grant St and Mary St.



SIGNAGE ANALYSIS

Pedestrian Directionals

OBSERVATIONS:

- The signage is consistent in the use of the templates and graphic standards.
- Signage orientation and placement is not always ideal, and creates some confusion when directing visitors to amenities.
- Some directional information is confusing: down-pointing directional arrows, multiple arrows on directional signs adds visual clutter, and can make it hard to understand signs.
- Pathway signage doesn't indicate accessible routes for wheelchairs and/or strollers (only pedestrians and bikes).
- Infrequent use maps, makes it difficult in some locations for visitors to orientate themselves.

RECOMMENDATIONS:

- Using a single arrow instead of multiple arrows, and grouping information together for destinations in the same direction could improve readability.
- Using a different directional arrow with a shorter tail.
- Never use down arrows on directional signage.
- Add accessible route messaging for wheelchairs and/or strollers on signage.
- Use maps more often and incorporate onto existing posts.
- Incorporate distance markers on maps (walking distances and approx. times).
- Expand the sign family to include for pathway markers, finger-post and/or directional map kiosks.
- On directional signs with multiple messages: increasing the type size will make the sign easier to read. This would not be a large increase but enough to make a difference without filling the panel completely (see example on following page).

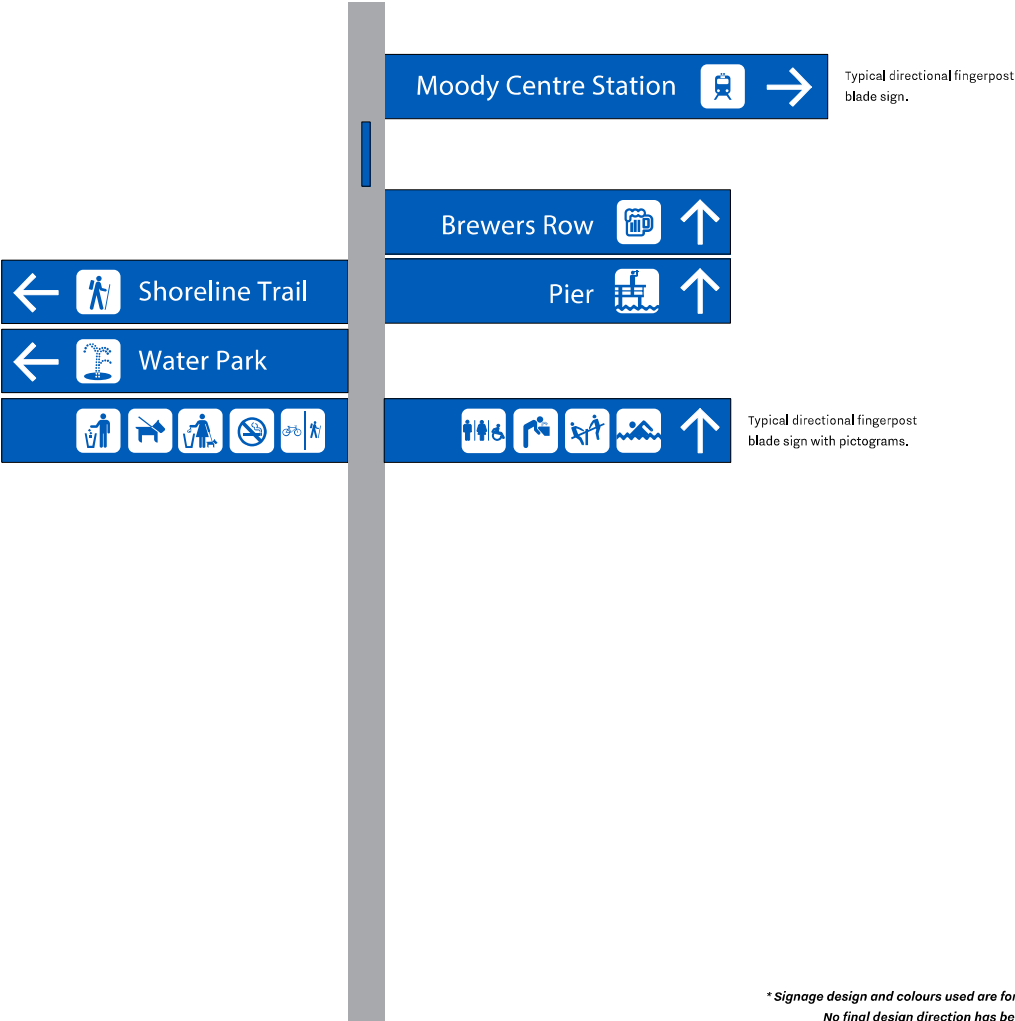


SIGNAGE ANALYSIS

Pedestrian Directionals, Example

- EXAMPLES:
- Rocky Point Park directional signage
 - There are a number of signs showing directional arrows pointing up and down.

- RECOMMENDATIONS:
- Do not use the down arrow. It is confusing for pedestrians as it isn't intuitive to look behind for a destination. To solve this problem the recommendation is to introduce a fingerpost type of sign, similar to a street naming sign (see example to the right). This will provide a clearer message with multiple directions indicated. This recommendation will also address the odd loop-shaped arrow which seems to indicate a 180° turn.
 - The fingerpost sign type will have further use in other areas throughout the city as a single post, or for multiple directional requirements.



* Signage design and colours used are for illustrative purpose only.
No final design direction has been chosen for production.

SIGNAGE ANALYSIS

Pedestrian Directionals, Example

- EXAMPLES:
- Typical directional sign at Rocky Point Park.
 - Directional signage with multiple destinations

- RECOMMENDATIONS:
- In cases where a single sign plate is used (instead of a fingerpost sign) it is recommended to have the directional arrow, pictogram and text together on the left side of the sign plate. This prevents any gap when the text is short (i.e. Pier).
 - The more compact directional arrow can be increased in size and feel more unified with the pictogram.
 - Remove the Port Moody identity and “wave” from typical directional signs.
 - Many municipalities include their identity on signage. However, a brand standard is still maintained without a logo or “wave” element through the use of colour, typography, pictogram/arrow style and layout.



Existing Rocky Point Park directional sign.
(Schematic)



Recommended layout of sign with
new directional arrow design.

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SIGNAGE ANALYSIS

Regulatory Signage

OBSERVATIONS:

- Standard regulatory sign with single message is hard to read.
- Main and secondary messages are small and hard to read.

RECOMMENDATION:

- Increasing the type size will make the messages easier to read. This would not be a large increase but enough to make a difference without filling the panel completely (see examples on following page).
- Consider changing the weight of the lettering on main headings from Myriad Condensed Bold to Myriad Condensed. This change will also make the messages easier to read.



SIGNAGE ANALYSIS

Regulatory Signage, Example

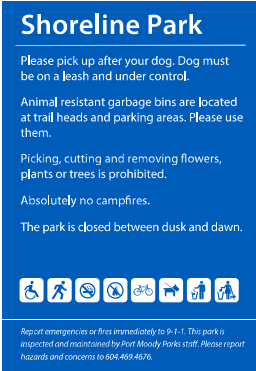
- EXAMPLES:
- Rocky Point Park regulatory signage
 - The larger signs with five or six messages are clear but could be improved.
- RECOMMENDATIONS:
- The type size could be increased to make the text easier to read. This would not be a large increase but enough to make a noticeable improvement in legibility.



Existing Shoreline Park regulatory sign.



Recommended layout of sign with Myriad Semi-bold heading and larger regulatory text.



Recommended layout of sign with Myriad Semi-bold heading and larger regulatory text. Option: adding regulatory pictograms and a separate emergency contact information plate.



Typical regulatory sign.



Revised schematic drawing with Myriad Semi-bold type.



Typical regulatory sign, note pictograms are not in a white field and different from the versions provided.



Revised schematic drawing with Myriad Semi-bold type, and consistent pictogram design.

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SIGNAGE ANALYSIS

Consolidation of Signage

RECOMMENDATION:

- Consolidate to one sign (map and entrance indication including pictogram); if this is a completely accessible trail this should be noted or an indication on the map to show clearly the accessible pathway.
- It is important to clarify the accessible trails at the beginning of the journey to avoid frustration.
- There are a number of these multiple signs on a single post: St Johns Street near Grant Street includes parking regulatory sign, Museum Gallery sign, separate directional arrow sign, construction directional sign, and Rocky Point Park directional sign.
- Managing the signage requirements: It is important to have staff that are the prime coordinators of any signage that needs to be ordered (temporary or permanent signage). Having the orders go through the proper channels can avoid issues of consistency and clutter.



SIGNAGE ANALYSIS

Consolidation of Signage, Examples

- EXAMPLE:
- Shoreline Trail entrance map and directional signage
 - The haphazard appearance of this arrangement seems arbitrary.

- RECOMMENDATION:
- Consolidate to one sign (map and entrance indication including pictogram); if this is an accessible trail, this should be noted or an indication on the map to show the accessible paths.
 - It is important to clarify the accessible trails at the beginning of the journey to avoid frustration.
 - Include the wheelchair pictogram to indicate an accessible pathway.



Identification with pictograms and information.

Direction to trail.

Trail map with routes, including highlighted accessible routes.

Regulatory pictograms and information.

Pedestrian Directional

- EXAMPLE:
- Rocky Point Park and Museum Gallery signage
 - Consolidate the Port Moody destination signs (Museum Gallery and Rocky Point Park directional sign).
 - Increase the text height so it can be seen by vehicular traffic (minimum cap height for vehicular traffic should be between 110mm to 140mm)



Vehicular Directionals

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SIGNAGE ANALYSIS

Kiosks

OBSERVATIONS:

- Kiosks are consistent in the use of the map templates and graphic standards.
- There are a few kiosks at entrance points to Rocky Point Park but no maps on the pathways.
- The maps seem outdated and are missing “You Are Here” markers.
- These signs are organized but could be improved particularly the plexiglass protective facing. The plexiglass causes reflective glare which makes the panel difficult to see on a bright sunny day.

RECOMMENDATION:

- The existing structures could be re-used, with an update to the map and written content.
- Consider including smaller simplified maps on directional signage posts.
- Develop directional map kiosks with a smaller footprint that can be used at key locations and display more detailed information.
- A non-glare plexiglass could work but there is also a concern for moisture which can also make the panels hard to read.
- Recommend aluminum panel with digital graphic with a lexan laminate (protective coating) applied. A digital vinyl graphic can be replaced if damaged.



Example of kiosk from Beacon Hill Park in Victoria, BC without plexiglas cover. Information and graphics are digitally printed to vinyl and applied with a clear UV laminate.

SIGNAGE ANALYSIS
Monument Signage

OBSERVATIONS:

- Monument signs at the borders are clear and distinct. The illustration is small but projects a feeling of connection to the water and mountains. The type “City of the Arts” is too small to be noticed travelling by on the highway.
- The wall-mounted signs at the entrance way to City Hall and Recreation Complex are difficult to read and are in poor condition. The Heritage Mountain sign is also hard to read.

RECOMMENDATIONS:

- For the wall-mounted signs: either repaint existing letters with better contrast or replace with new letters that comply with sign standard.
- Illumination could also improve visibility, either internally-illuminated letters or separate ambient lighting.
- It is understood that the identification at the City Hall entrance is to be replaced with a digital sign. It is recommend that the digital sign is a simple, clean frame. Most off-the-shelf digital signs are decorative and will not fit with the Port Moody graphic standards. It is important to maintain the brand identity.



SIGNAGE ANALYSIS

Banner Program

OBSERVATIONS:

- The existing banner program is visible on St Johns Street and other main roads throughout Port Moody.
- Like many cities and communities the banner content tends to be seasonal illustrations.
- The horizontal supports appear to be adjustable for vertically smaller or larger banners. It is good to have the flexibility but some of the banners (on Knowle Street as an example) are too small.

RECOMMENDATIONS:

- Use banners as a way to identify the zone areas within Port Moody. There are some small signs to identify zone areas but it isn't very noticeable when walking through the city.
- The small zone identifiers are important but a banner program would identify the areas (see examples on next page).
- It is understood that there is a community/school engaged banner program. This program should be encouraged and expanded to various parts of the community.
- The main concern noted in the audit is that the existing banner program needs more consistency with standardized hardware for large banners. Throughout Port Moody the banner program is not being used to identify the zone areas.



SIGNAGE ANALYSIS

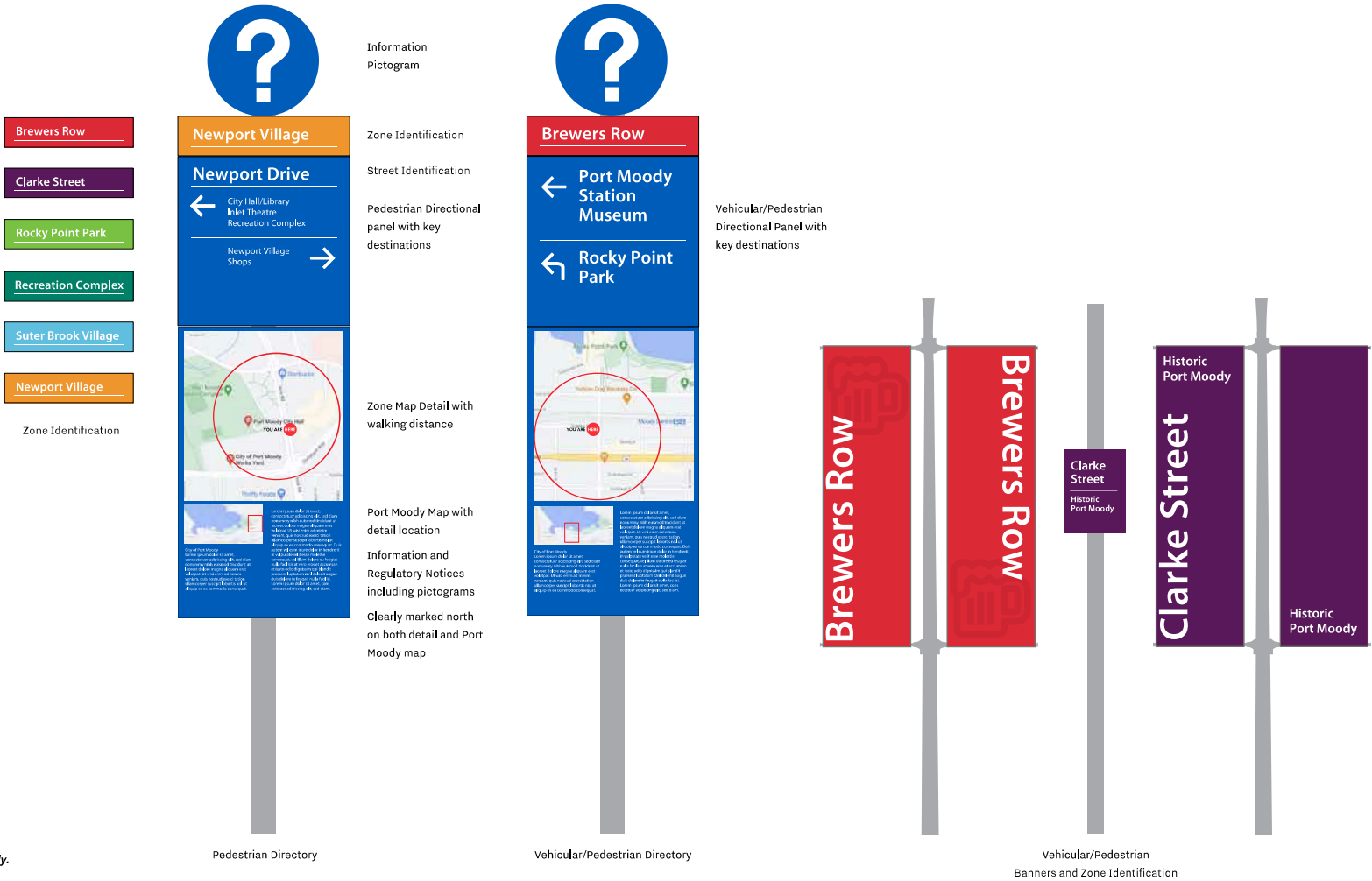
Banner Program, Example

OBSERVATIONS:

- The City of Port Moody, like many communities, is made up of a number of destination areas or zones.
- There are some small signs used to identify these areas, but it wasn't very clear or noticeable when walking through the city. A banner program would help identify the areas and provide the city with an opportunity to celebrate the unique character of each zone. (See examples)

RECOMMENDATIONS:

- New zone identification banners could be part of a larger program including zone identification plaques for directional and directory signage within a zone



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SIGNAGE ANALYSIS

Interpretive Signage

OBSERVATIONS:

- The free-standing interpretive signs at Rocky Point Park are consistent with the signage and graphic standards: text and images are clear and legible. The height and angle of the panels have been considered for accessible viewing.
- Location of some interpretive signs not in accessible locations.
- The public art plaques are too small and are a potential tripping hazard.
- The interpretive graphics in the kiosk also work well but as noted in the comments in the kiosk section, the acrylic covering causes visibility problems: glare and reflection. Though there is some protection using a covering, it tends to look worn quickly.

RECOMMENDATION:

- Make sure that interpretive signs are placed with a clear, level space in front of them as those in Rocky Point Park.
- A larger public art plaque, mounted at a height similar to other interpretive panels close to a pathway.
- Kiosks: A vinyl graphic mounted to a rigid substrate would be preferable. It will be easier to clean and eliminates any visibility challenges with different lighting conditions.



SIGNAGE ANALYSIS

Pedestrian Maps

OBSERVATIONS:

- The existing stylized maps are quite good, and are clearly a part of a standard that is used throughout the city.

RECOMMENDATION:

- The maps could be improved by highlighting accessible routes as well as a consistent use of a “You are Here” button to identify where the user is and help with orientation/navigation.



SIGNAGE ANALYSIS

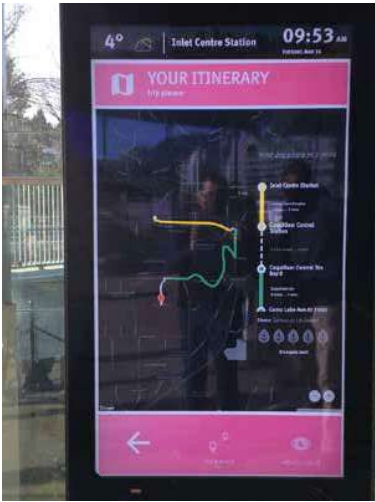
TransLink Maps

OBSERVATIONS:

- The TransLink Maps are very clear and concise, providing not only “You are Here” locations but a travel circle indicating the walking distance times.
- The main issue with the TransLink maps are their location for transit users exiting the station. The maps are located on the left and right of the entrance and not directly visible.

RECOMMENDATIONS:

- Include a travel circle on Port Moody directory maps and ensure that different travel speeds are taken into consideration.
- For the TransLink stations include a City of Port Moody directory facing users leaving the stations with Port Moody specific information to amenities and destinations.
- Add City of Port Moody directories in key areas throughout the city (see Appendix 2, Sign and Sign Elements).



SIGNAGE ANALYSIS

Vehicular Directionals

OBSERVATIONS:

- As noted in the pedestrian directional comments, having multiple arrows makes the signage difficult to read.
- The text heights on some signs are too small for people to read while driving.
- Signage often clustered on one support, which leads to sign clutter.

RECOMMENDATIONS:

- Use one arrow instead of multiple arrows, and group information together for destinations in the same direction.
- Consider using a different arrow with a shorter tail.
- Increase the font height. Consolidate directional signage messaging whenever possible.

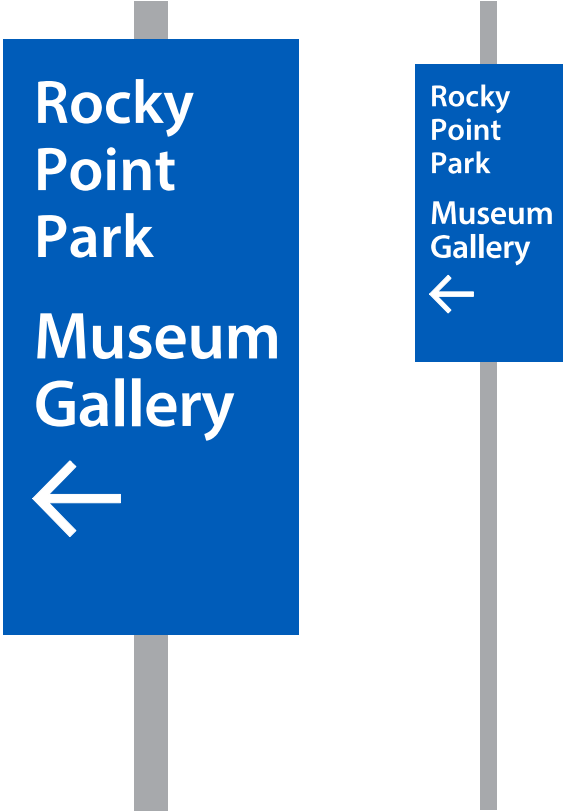


SIGNAGE ANALYSIS

Vehicular Directionals, Example

- EXAMPLES:
- Rocky Point Park and Museum Gallery signage.
 - There area a number of these multiple signs on a single post: St Johns Street near Grant Street includes parking regulatory sign, Museum Gallery sign, separate directional arrow sign, construction directional sign, and Rocky Point Park directional sign.

- RECOMMENDATIONS:
- Consolidate Port Moody messaging to one sign plate.



Vehicular Directionals

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SIGNAGE ANALYSIS

Parking

OBSERVATIONS:

- Parking areas don't seem well defined, making it hard to determine where a visitor could park for the day.

RECOMMENDATIONS:

- For signs with multiple arrows in the same direction, use a single arrow.
- Prefer different arrow style (see Appendix 2, Sign and Sign Elements).



Section 3

Wayfinding Analysis



WAYFINDING ANALYSIS

Zoning Strategies

A sense of place

Coloured zones help to differentiate specific environments in order to better orient someone within the greater area.

OBSERVATIONS

- Within the downtown core, there are a number of “zones” that are visitor attractions.
- They define destinations of interest within the City: Historical, Parks & Trails, Culture, Recreation, Retail & Restaurants.
- These zones are not currently well defined, with the exception of Rocky Point Park, and require more visibility.

RECOMMENDATIONS

- Develop a nomenclature list with all the amenities, parks, trails and other destinations for the various zones. As an example, how would “Clarke Street” zone be identified? There are some historical elements, along with shops and restaurants.
- Breaking down the various zones into distinguishable areas can be helpful for visitors to assess what they would like to access but it needs to be much clearer than it is now. This can be achieved through the use of colour and/or consistent nomenclature on signs and maps, or possibly a banner program that lines the streets of the zone.



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Points of interest

There are many points of interest in Port Moody and they need to be more clearly recognizable when travelling throughout the city, or when visitors are exploring for the first time.

OBSERVATIONS:

- The marked areas on the map to the right show the parks, trails, and many of the public destinations in the city.
- Many of these destinations are not consistently identified when walking on the streets (i.e., footbridge).

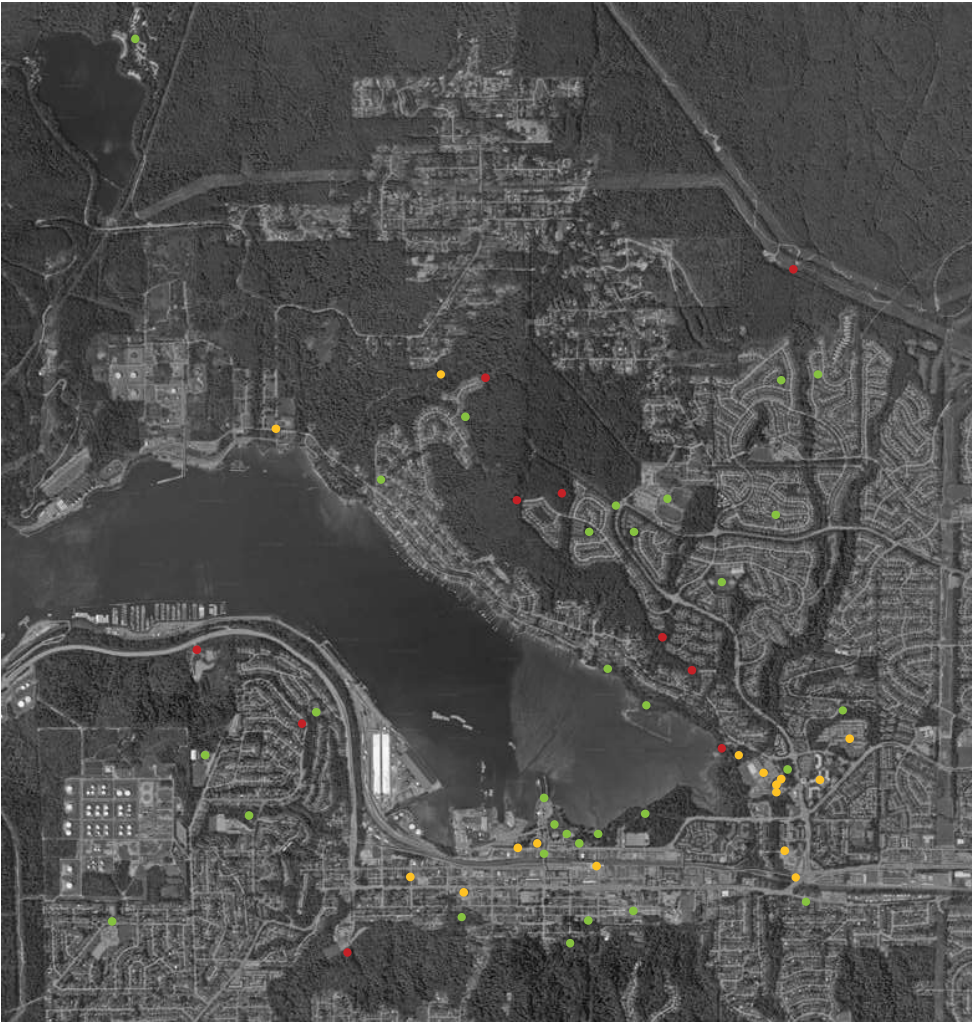
RECOMMENDATIONS:

- Using the Port Moody signage standard, identify the destinations using a consistent naming convention throughout; this will include naming on directional and directory signage.

LEGEND*

- Destinations ●
- Parks ●
- Trails ●

*Further explanation provided on next page.



Consistency is key

What are we directing people to and what are we calling these destinations? Port Moody has a lot to offer, and a variety of pre-established language for these offerings.

DESTINATIONS & NOMENCLATURE

In order to instill a sense of public confidence and professionalism, consistent naming is strongly recommended for all text used on signage throughout the City of Port Moody. The same naming convention should also be used consistently on the city website and printed information.

● Destinations

- Brewers Row
- Eagle Ridge Hospital
- Inlet Centre SkyTrain Station
- Inlet Theatre
- IOCO Townsite
- Moody Centre
- Moody Centre Conservation Area
- Moody Centre SkyTrain Station
- Mossom Creek Hatchery
- Newport Village
- Noons Creek Hatchery
- PoMoArts Centre
- Port Moody City Hall
- Port Moody Public Library
- Port Moody Recreation Complex
- Port Moody Station Museum
- Suter Brook Village

● Trails

- Alfred Howe Greenway
- Blue Mountain Trail
- Hett Creek Trail
- Mossom Creek Trail
- Noons Creek Trail
- Parkside Trail
- Powerline Road
- TORCA Off Road Trails
- Washington Trail
- Wilkes Creek Trail

● Parks

- Appleyard Court
- Art Wilkinson Park
- Barber Street Park
- Belcarra Regional Park (Sasamat Lake)
- Bert Flinn Park
- Cedarwood Park
- Chines Park
- Chip Kerr Park
- Easthill Park
- Flavelle Park
- Foxwood Park
- Greenleaf Park
- Heritage Mountain Park
- Inlet Park
- Kyle Park
- Mosaic Park
- Northshore Community Park
- Old Mill Park
- Old Orchard Park
- Pioneer Memorial Park
- PoMo Rotary Bike Trials Park
- PoMo Rotary Sk8 Park
- Rocky Point Boat Launch
- Rocky Point Park
- Rocky Point Spray Park
- Seaview Park
- Shoreline Trail
- St George Street Park
- Sycamore Park
- Town Centre Park
- Twin Creeks Park
- Westhill Park

WAYFINDING ANALYSIS

Routes of Travel | Pedestrian

The road less travelled

Finding the best route to your destination can be a challenge. Sometimes we need a helping hand.

OBSERVATIONS

- There are a number of routes in Port Moody that pedestrians should be encouraged to use.
- Murray Street and Clarke Street (once construction is complete) are accessible routes of travel east/west for pedestrians.
- Moody Street and Ioco Road are accessible routes of travel north/south for pedestrians.
- The pedestrian bridge at Moody Street is accessible and has adequate signage, but is missing a map.
- The pedestrian bridge between Buller Street and Moray Street is less accessible, as the slope is challenging for people with mobility disabilities. This footbridge lacks signage and a map.
- The pedestrian sidewalks along St Johns Street are difficult to navigate for people with disabilities.
- There are TransLink maps and interactive kiosks within the SkyTrain station, but no pedestrian wayfinding outside of the transit stops.

RECOMMENDATIONS

- Add directory kiosks (with maps and directional information) outside of transit stops, (Coordination with TransLink will be required) as well as at decision making junctions.
- Update signage and maps to include accessible routes.
- Do not use St Johns Street as a primary pedestrian route. Due to noise, traffic, and lack of accessibility, this is not a good experience for a visitor.
- Consider graphics on the ground, banners, public art (landmarks) and updated signage standards (upgrades to existing signs).
- Develop a user-friendly map that's consistent across all media (web, print, signage).
- Consider other walking tours and how they intersect with the accessible routes shown.

LEGEND

Routes of Travel

T Skytrain Station



WAYFINDING ANALYSIS

Accessible Example | Clarke Street & Moody Street



Potential directional/directory location



OBSERVATIONS

- This junction is a decision point for directions to continue to Murray Street (Brewer’s Row) and Rocky Point Park and turning east to destinations on Clarke Street.

RECOMMENDATIONS

- Add directional/directories at Clarke Street/Moody Street (east side of Moody Street at Clarke Street) to assist and inform pedestrians,



WAYFINDING ANALYSIS

Not Accessible Example | Moody Street & St Johns Street



Potential directional/directory location



Potential directional/directory location

OBSERVATIONS

- This junction is a major decision point for directions to Rocky Point Park and destinations on Clarke Street and Murray Street.

RECOMMENDATIONS

- It is recommended that Moody Street be the designated route to these destinations. St Johns Street is the major vehicular route east/west, and without serious pavement upgrades is not pedestrian-friendly.
- Add directional/directories at St Johns Street/Moody Street (southwest and northeast corners) to assist and inform pedestrians.
- Make Moody Street as the accessible pedestrian route off of St Johns Street.



WAYFINDING ANALYSIS

Routes of Travel | Decision-making Points

Decisions to make

How are we directing people from point-to-point? Recognizing key decision-making locations, and what people are looking for at each will help lead to appropriate solutions.

OBSERVATIONS

- Based on the paths of travel, the map to the right shows various decisions making points within a user's journey on the main routes through Port Moody.
- East/West: St Johns Street, Clarke Street, Murray Street.
- North/South: Moody Street, Williams Street, and Ioco Road.

RECOMMENDATIONS

- Consider the key junction points where visitors have to make decisions, and plan each of these areas to determine which type of signs work most effectively.
- Some of the existing sign posts and panels could be updated with new text/graphics and re-used at some of the existing sign locations to save on costs.

LEGEND

- Decision-making Point
- T Skytrain Station



WAYFINDING ANALYSIS

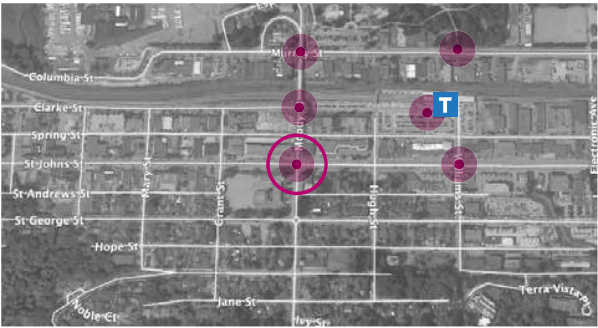
Decision-making Points | St Johns Street & Moody Street



St Johns Street at Moody Street corner, This is an important location for pedestrian/vehicular directory. A clear route to Rocky Point Park and other destinations on Clarke Street, Though St Johns Street has many shops and other businesses, Clarke Street is a quieter, safer route for pedestrian traffic. Would encourage Clarke Street as pedestrian route east/west.

Note: Moody Elementary School is nearby.

St Johns Street (North side) moving west near Moody Street. Multiple signs on one pole. A directory near Moody Street would alleviate this condition.



WAYFINDING ANALYSIS

Decision-making Points | Clarke Street & Moody Street



Existing directional at foot bridge.



Existing directional at foot bridge.



Bridge at Moody Street looking north.

Moody Street is an important route to destinations north of St John Street. The bridge connects to Rocky Point Park and should be clearly signed to direct pedestrians.

Example of typical information sign, part of sign standard.

Note: accessibility pictogram is missing from this sign.



WAYFINDING ANALYSIS

Decision-making Points | Murray Street & Moody Street



Directional sign with multiple destinations, Down arrows are confusing, Finger-post sign is a recommended solution. (See example on pages 64 & 65)



Typical zone identification used throughout the city providing a positive community message.

Vehicular/pedestrian directional sign to Museum and Rocky Point Park, Hierarchy of messages is good with first destination at top followed below by second. As noted elsewhere arrow design problem.



Regulatory signs on single post, Consolidating the information on a single sign reduces visual clutter.



WAYFINDING ANALYSIS

Decision-making Points | Moody Centre Station



Moody Centre TransLink station static street map.



View for transit station looking south on Williams Street, An important route to use from St Johns Street to transit station. Recommend directory/directional at this exit/entrance to station.

Note: coordination with TransLink will be required,



WAYFINDING ANALYSIS

Decision-making Points | William Street & St Johns Street



St Johns Street at Williams Street corner, Important location to access public transit station. Recommend directional sign for pedestrians on north and south side of street.



WAYFINDING ANALYSIS

Decision-making Points | St Johns Street & Golden Spike Lane Footbridge



St Johns Street at entrance to Port Moody Footbridge. Recommend directional sign at this location.



WAYFINDING ANALYSIS

Decision-making Points | Murray Street & Ioco Road



Ioco Road and Guildford Way corner (north west side). Recommend a directory/directional sign for primarily pedestrian traffic. Provide directions to Rocky Point Park and Transit station.



WAYFINDING ANALYSIS

Decision-making Points | Ioco Road & Newport Drive



Directional to City Hall, and the recreation complex on Ioco Road. Single arrow usage but layout could be improved and the sign doesn't comply with sign standard



Corner of Newport Drive and Ioco Road (south east corner). This is an important decision point for vehicular and pedestrian traffic. Recommend freestanding directory/directional.



WAYFINDING ANALYSIS

Decision-making Points | Ioco Road & Knowle Street



Recreation Complex directional and information signs. Part of the existing sign standard.



Recreation Centre Complex identification located on Knowle Street. Note: Need to have consistent naming throughout.



Section 4

Gaps Analysis & Benchmarking



GAPS ANALYSIS & BENCHMARKING

Maps

RECOMMENDATIONS:

- Develop a new, user-friendly map that's consistent across all wayfinding assets (website, print, signage).
- Include approximate walking distances and times to major destinations.
- Include a simplified map on directional sign posts.
- All maps must have a title that explains the map's depiction.
- Maps must include a legend explaining the map's pictorial language.
- Maps must include a compass or other graphic indicating north.
- Larger maps should include a simplified site map of the city.
- Maps with fixed positions will locate the viewer's location (You Are Here marker).
- The map, where possible, should be oriented to the viewer's position.
- Maps should be located on signage at main entrances from transit and key junction points along the visitor's journey.
- The visual language should be made consistent across all maps in regard to the use of colour, pictograms and nomenclature.
- Accessibility information needs to be included on maps.



GAPS ANALYSIS & BENCHMARKING

Finger Post Signs

- RECOMMENDATIONS:
- Develop a new sign type to include directional information with adjustable directional blades.
 - Consider a finger post approach for areas with multiple destinations. This will alleviate the use of the down arrows.
 - These signs could include a small simplified map.



GAPS ANALYSIS & BENCHMARKING

Trail Markers

- RECOMMENDATIONS:
- Develop a new sign type to include directional information with walking distances to key destinations/amenities and the trail name.
 - As these are lower to the ground they're helpful for people in wheelchairs, especially if it is going to provide accessibility information.
 - Interpretive content and/or maps could be integrated into these signs.



GAPS ANALYSIS & BENCHMARKING

Banners

RECOMMENDATIONS:

- Integrate wayfinding information into banners. These can be used to identify zones (colour) and/or specific destinations that otherwise don't have the available space.



GAPS ANALYSIS & BENCHMARKING

Pavement Markings

RECOMMENDATIONS:

- Include graphics on the pavement to indicate accessible routes of travel (could include the wheelchair and stroller symbol).
- Care should be taken when using graphics as they can be disorienting.



GAPS ANALYSIS & BENCHMARKING

Interpretive Signage

RECOMMENDATIONS:

- Integration of interpretive signage along the trail network and at key junction points, lookouts or historical buildings.
- Consider tactile signage for people with low vision.



GAPS ANALYSIS & BENCHMARKING

Placemaking, Landmarks & Public Art

RECOMMENDATIONS:

- Integrate and coordinate public art and landmarks into the wayfinding strategy.
- Ensure that free standing art considers the needs of people who are blind or have low vision if they are along a path.



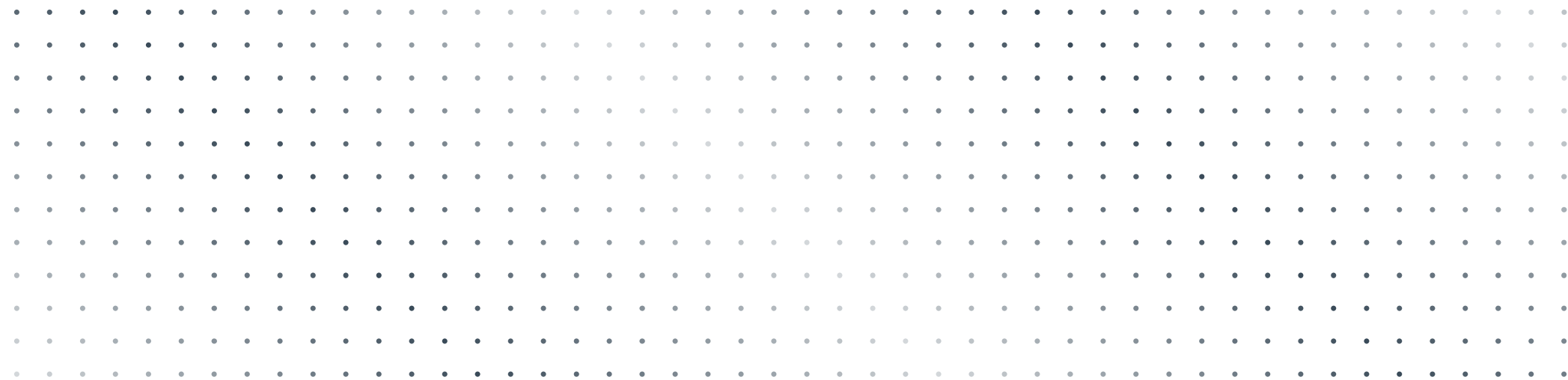
Section 5

Appendices



Appendix 1

Accessibility Report



INTRODUCTION

According to Port Moody's 2017 Master Transportation Plan, the city intends to double the number of trips citizens make walking, cycling, and using transit by 2044. A pillar of this strategy is to enhance the pedestrian infrastructure experience, especially along St Johns Street and across the railroad tracks. However, the strategy only makes passing reference to the diverse mobility needs of people with disabilities who make up about 20% of the city's population. The Official Community Plan summarizes the commitment to universal accessibility in the public realm as an assurance that...

"...all public areas of the site are to be accessible to persons with physical disabilities...all site furnishings such as lighting, bollards, signage, guardrails and benches are to be located so as to not impede easy passage for persons in a wheelchair or persons who are visually impaired."

For the transportation strategy to be effective, a more robust approach is needed that is inclusive of current and future residents, as well as visitors to the region. The impact of these decisions will not only affect people with disabilities but to their travel companions, older people, families with strollers, and many others. Fundamental to an inclusive active transportation strategy is understanding the relationship between the accessibility

of the environment and quality of wayfinding information used to plan and navigate that environment. A number of studies have shown that those with disabilities travel up to 50% further than the shortest route because of barriers in the environment. This additional distance and difficult path conditions add burden to the journey that deters participation.

People with disabilities seek out the same mobility experiences as the general population. As such, there is an unrealized and latent demand for accessible pedestrian environments. Responding to this demand requires investing in accessibility improvements, instituting more stringent design standards, monitoring and maintaining existing infrastructure, and providing up-to-date information about the accessibility of the pedestrian environment, including activities that disrupt potential routes. This may require changes to policy and design standards, staff training, and the involvement of communications. Ultimately, the return on investment will

Barrier: an obstacle (actual or perceived) that forces an individual to find an alternate route

Burden: The cumulative effects of path conditions (e.g., slope, surface, cross slope) that exact a physical or mental demand that limits the distance an individual is able to travel.

far outweigh the costs. The results are a more active and engaged community that is healthier, safer, and happier.

As well, impending federal and provincial accessibility standards will require municipalities to take a structured approach to working with people with disabilities. Municipalities that are proactive will be better positioned to take on this challenge. In fact, communities that are attentive to this population will realize a competitive advantage if they embed accessibility and inclusion principles into their overall strategies.

NAVIGATION FROM THE PERSPECTIVE OF PEOPLE WITH DISABILITIES

Developing an inclusive transportation strategy requires an understanding of how people with disabilities get around the community. While those without disabilities need only find a series of connected paths to reach their destination (i.e., wayfinding), people with disabilities are impacted much more by physical and social challenges that affect accessibility, safety, and enjoyment of the journey (i.e., wayfaring). Wayfaring and wayfinding influence each other in a diversity of ways due to factors such as nature of disability, assistive device use, confidence, wayfinding skills, etc. It is with this lens that the following analysis and recommendations are made.

APPENDIX 1

Accessibility Report

HIGH-LEVEL ANALYSIS OF THE NAVIGATIONAL CHALLENGES IN PORT MOODY

Port Moody has a variety of destinations and experiences that are a benefit to those living in the municipality and are attractive to those beyond its borders. It also has an advantageous transit infrastructure with two SkyTrain stations and West Coast Express making it easy to get to access. Brewer's Row, the Arts Centre, Rocky Point, and the museum are points of interest and the Shoreline Trail/Great Trail are healthy destinations and transport options. The hospital, recreation centre, and City Hall are essential services in the community adjacent to the dense mixed-use Newport neighbourhood. The potential of an additional SkyTrain station, connections with Simon Fraser University, and continued improvements to social and cultural assets all mean that active transportation priorities will be distributed along key corridors that run east to west and north to south.

CITY CENTRE: EAST-WEST CORRIDOR (ST. JOHNS STREET)

A major challenge travelling east to west for people with disabilities is the state of the St Johns Street's sidewalk. On the south side of St Johns Street, at its west end (near Grant Street), the sidewalk is very narrow and, in some spots, impassable. On the north side of St Johns Street to

the east end (near Williams Street), there are driveways with lips that are extremely dangerous. Because there is no indication of the risk in this area, the potential to tip/trip is very high and may result in bodily harm. These conditions force people with disabilities to find alternate routes, either south on Spring or Clarke Streets or to the north on St George or St Andrews Streets. These options are problematic as well because there are no sidewalks on St Andrews and Spring Streets, the sidewalk on the south side of Clarke Street is closed, and St George Street is up a steep hill. I would suggest that these areas be marked and repaired as soon as possible.

With these environmental conditions and lack of accessibility information, navigating this corridor is a major challenge and would deter most people with disabilities from entering this area altogether. This was apparent by the fact that not a single person with a visible disability was encountered over the several hours of observations on St Johns Street.

CP RAIL OVERPASS (MOODY FOOTBRIDGE AND EASTERN FOOTBRIDGE)

The second major challenge is crossing the CP rail tracks to reach Rocky Point Park and other cultural destinations. The footbridges that cross the tracks are steep and poorly signed. The eastern footbridge has no signs of any kind and it is difficult to determine where it connects to Klahanie

Drive on its northern terminus. This uncertainty makes this an unlikely route choice though it provides a potentially invaluable short-cut to and from the recreation centre.

ROCKY POINT AND SHORELINE TRAIL

Generally, Rocky Point Park and the Shoreline Trail offer an excellent experience for people with disabilities. Signage at the washroom behind the ice cream store that is out-of-order should indicate where an accessible washroom exists. The Shoreline Trail from Rocky Point to where it intersects Murray Road is wide and paved with only a moderate slope. However, this only amounts to about 2 km of accessible trail. The trail north of City Hall is too steep and requires crossing the railroad track where the approaches on both sides are steep and filled in with crushed rock.

OTHER NAVIGATIONAL CHALLENGES

There are a number of other navigational challenges that appear throughout the city:

1. Sidewalk landings that are not level
2. Curb ramps that are not aligned
3. No signage indicating the accessibility of routes (slope, distance, trail type), especially at trailheads
4. Fast speeds of traffic along Ioco Road and St Johns Street
5. Ineffective sidewalk construction signs
6. Sidewalks with multiple surfaces and seams that are made dangerous due to weathering conditions

APPENDIX 1
Accessibility Report



LOCATION 1
Pavement condition near curb on St Johns Street. Very narrow path and uneven paving bricks and landscaping. Extremely poor condition for pedestrians with accessibility issues.



LOCATION 2
Example of curb condition on St Johns Street near Mary Street. Difficult for pedestrians to navigate, and harder still for those with accessibility concerns.



LOCATION 3
Example of curb cut slope very steep on northeast corner of St Johns Street at Moody Street. Accessibly challenged pedestrians have difficulty navigating, particularly with Moody Street a key route to Clarke Street.



LOCATION 4
St Johns Street (North side) between Hugh Street and Williams Street. Typical sidewalk condition at vehicular entrances to businesses. Almost impossible for wheelchair users to navigate, this is a serious pedestrian issue.



APPENDIX 1
Accessibility Report

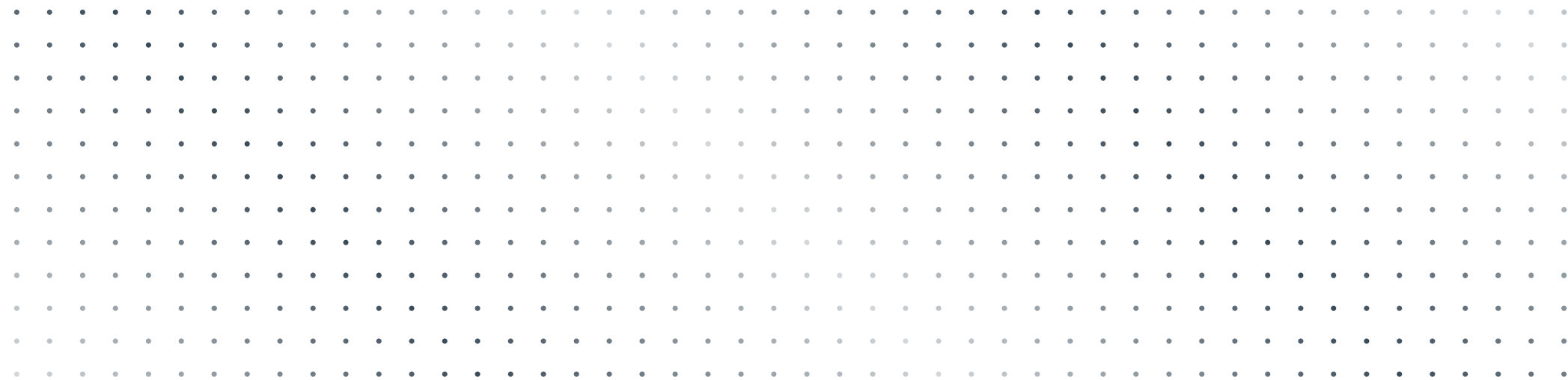
CONCLUSION

As a result of these challenges, less than 5% of Port Moody’s pedestrian network are “comfortably accessible” and less than 10% “accessible with great difficulty.”* The parts of the pedestrian network that are accessible are disconnected, narrowing their effectiveness for people with disabilities. It is recommended that the city consider conducting an accessibility audit that prioritizes assessing key connections in the network based on city plans and input from those with disabilities. It appears that Port Moody does not have a local disability group that would be essential for engaging this population. Involving people with disabilities is critical moving forward, especially considering existing federal and future provincial accessibility legislation.

*The 5–10% accessibility figure is an estimate and is based on an assessment of key accessibility variables (slope,/surface) for the entire active mobility network. It also takes into account that, while a sidewalk or trail may be accessible, if there isn't an accessible route to it, that sidewalk or trail has now become inaccessible.

Appendix 2

Sign & Sign Elements



APPENDIX 2

Sign & Sign Elements

- TYPOGRAPHY & ARROW USAGE:
- Comparison between Myriad Bold Condensed and Myriad Semi-bold.
 - The existing standard directional arrow is too bold and is not clearly defined, particularly when seen from a distance.

- RECOMMENDATION:
- A consistent stroke weight and compact form.



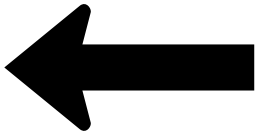
Existing Old Orchard directional sign.
(Schematic)



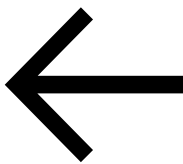
Old Orchard directional sign, with recommended
font weight and directional arrow.
(Schematic)



Port Moody Sign Standard uses condensed type for many of the sign types. It is good for achieving a large type size in a small space but it sacrifices legibility in doing so. Semi-bold is much easier to read due to the clearer definition of each character. Semi-bold does not take up much more space than the Bold Condensed weight.



Existing directional arrow.



Recommended directional arrow.
A clear, distinctive shaped arrow with even
stroke weight, and reduced space.

* Signage design and colours used are for illustrative purpose only.
No final design direction has been chosen for production.

APPENDIX 2

Sign & Sign Elements

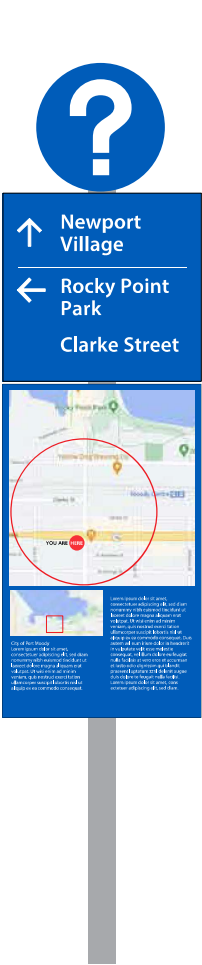
DIRECTORY/DIRECTIONAL SIGNAGE:

- This is a new sign type designed to provide additional information to pedestrians at key decision-making points.

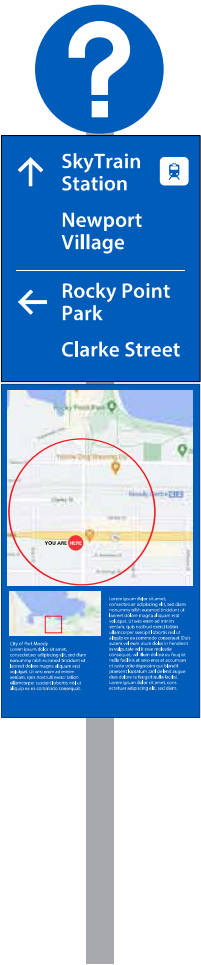
RECOMMENDATIONS:

- Directory map including “You Are Here” location, walking circle and key destinations; legend map, and relevant information text.
- The main accessible route is highlighted on the map.
- The freestanding support can include the directory panel, directional sign, and information pictogram.

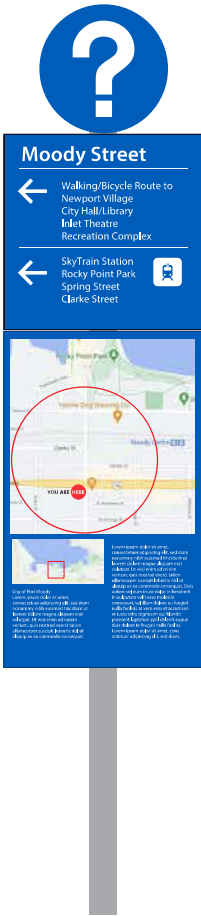
* Signage design and colours used are for illustrative purpose only.
No final design direction has been chosen for production.



Vehicular/Pedestrian Directories



Shared sign for vehicular at top and pedestrian at bottom. Letter height for directional: 1.5" to 1.75". Testing would be required. Sign is primarily for pedestrian traffic. Could have larger mid-block directional for vehicular and these pedestrian directories at corners.



Pedestrian Directories

Information Pictogram

Street Identification

Pedestrian Directional panel with key destinations

Zone Map Detail with walking distance

Port Moody Map with detail location Information and Regulatory Notices including pictograms, QR code, accessibility concerns, etc.

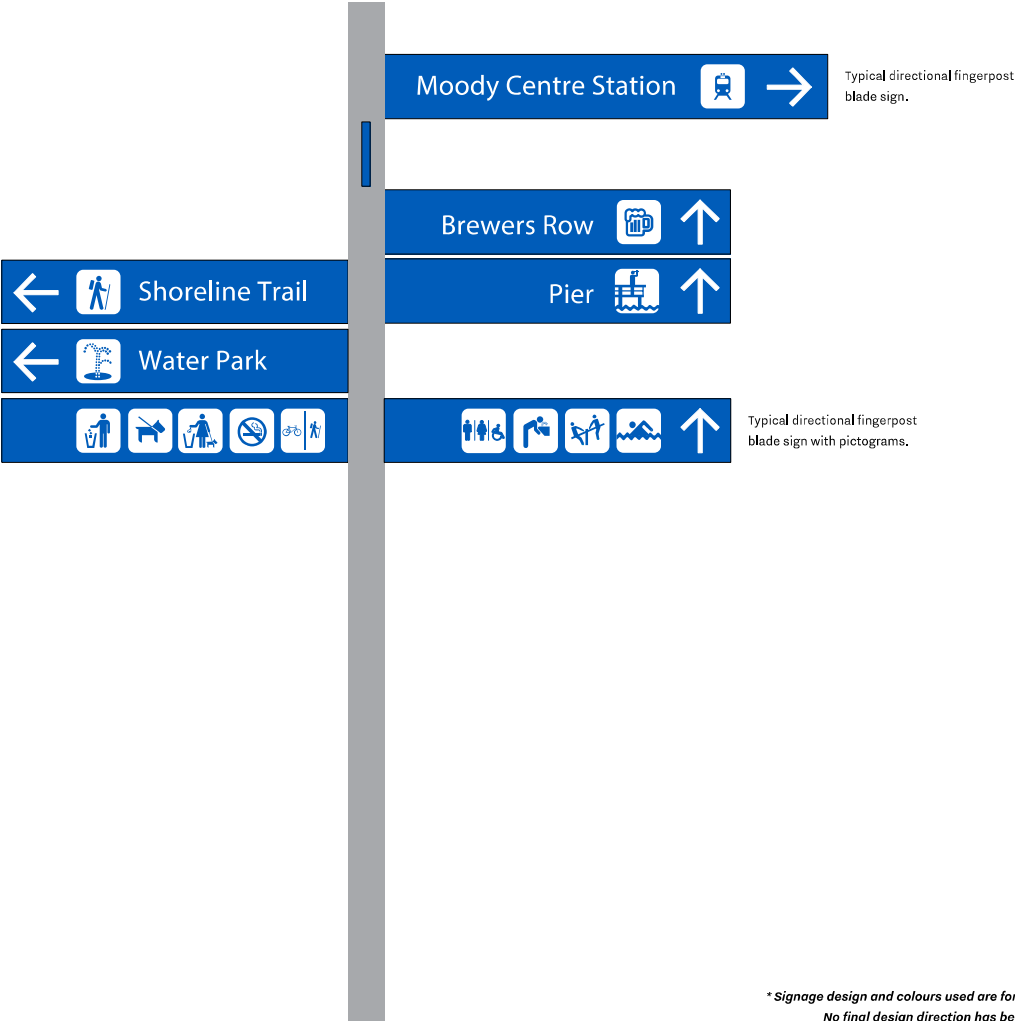
Clearly marked north arrow on both detail and Port Moody map

APPENDIX 2

Sign & Sign Elements

- EXAMPLES:
- Rocky Point Park directional signage
 - There are a number of signs showing directional arrows pointing up and down.

- RECOMMENDATIONS:
- Do not use the down arrow. It is confusing for pedestrians as it isn't intuitive to look behind for a destination. To solve this problem the recommendation is to introduce a fingerpost type of sign, similar to a street naming sign (see example to the right). This will provide a clearer message with multiple directions indicated. This recommendation will also address the odd loop-shaped arrow which seems to indicate a 180° turn.
 - The fingerpost sign type will have further use in other areas throughout the city as a single post, or for multiple directional requirements.



* Signage design and colours used are for illustrative purpose only.
No final design direction has been chosen for production.

APPENDIX 2

Sign & Sign Elements

- EXAMPLES:
- Typical directional sign at Rocky Point Park.
 - Directional signage with multiple destinations

- RECOMMENDATIONS:
- In cases where a single sign plate is used (instead of a fingerpost sign) it is recommended to have the directional arrow, pictogram and text together on the left side of the sign plate. This prevents any gap when the text is short (i.e. Pier).
 - The more compact directional arrow can be increased in size and feel more unified with the pictogram.



Existing Rocky Point Park directional sign.
(Schematic)



Recommended layout of sign with
new directional arrow design.

* Signage design and colours used are for illustrative purpose only.
No final design direction has been chosen for production.

APPENDIX 2

Sign & Sign Elements

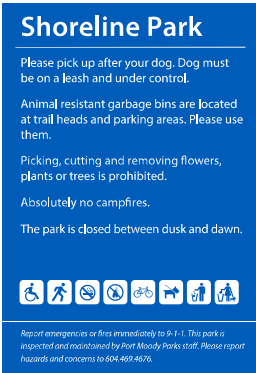
- EXAMPLES:
- Rocky Point Park regulatory signage
 - The larger signs with five or six messages are clear but could be improved.
- RECOMMENDATIONS:
- The type size could be increased to make the text easier to read. This would not be a large increase but enough to make a noticeable improvement in legibility.



Existing Shoreline Park regulatory sign.



Recommended layout of sign with Myriad Semi-bold heading and larger regulatory text.



Recommended layout of sign with Myriad Semi-bold heading and larger regulatory text
Option: adding regulatory pictograms and a separate emergency contact information plate.



Typical regulatory sign.



Revised schematic drawing with Myriad Semi-bold type.



Typical regulatory sign, note pictograms are not in a white field and different from the versions provided.



Revised schematic drawing with Myriad Semi-bold type, and consistent pictogram design.

* Signage design and colours used are for illustrative purpose only.
No final design direction has been chosen for production.

Sign & Sign Elements

- Shoreline Trail entrance map and directional signage
- The haphazard appearance of this arrangement seems arbitrary.

- Consolidate to one sign (map and entrance indication including pictogram); if this is an accessible trail, this should be noted or an indication on the map to show the accessible paths.
- It is important to clarify the accessible trails at the beginning of the journey to avoid frustration.
- Include the wheelchair pictogram to indicate an accessible pathway.



DATE
08 March 2022

Pedestrian Directory

Identification with pictograms and information.

Direction to trail.

Trail map with routes, including highlighted accessible routes.

Regulatory pictograms
and information.

- Rocky Point Park and Museum Gallery signage
- Consolidate the Port Moody destination signs (Museum Gallery and Rocky Point Park directional sign).
- Increase the text height so it can be seen by vehicular traffic (minimum cap height for vehicular traffic should be between 110mm to 140mm)



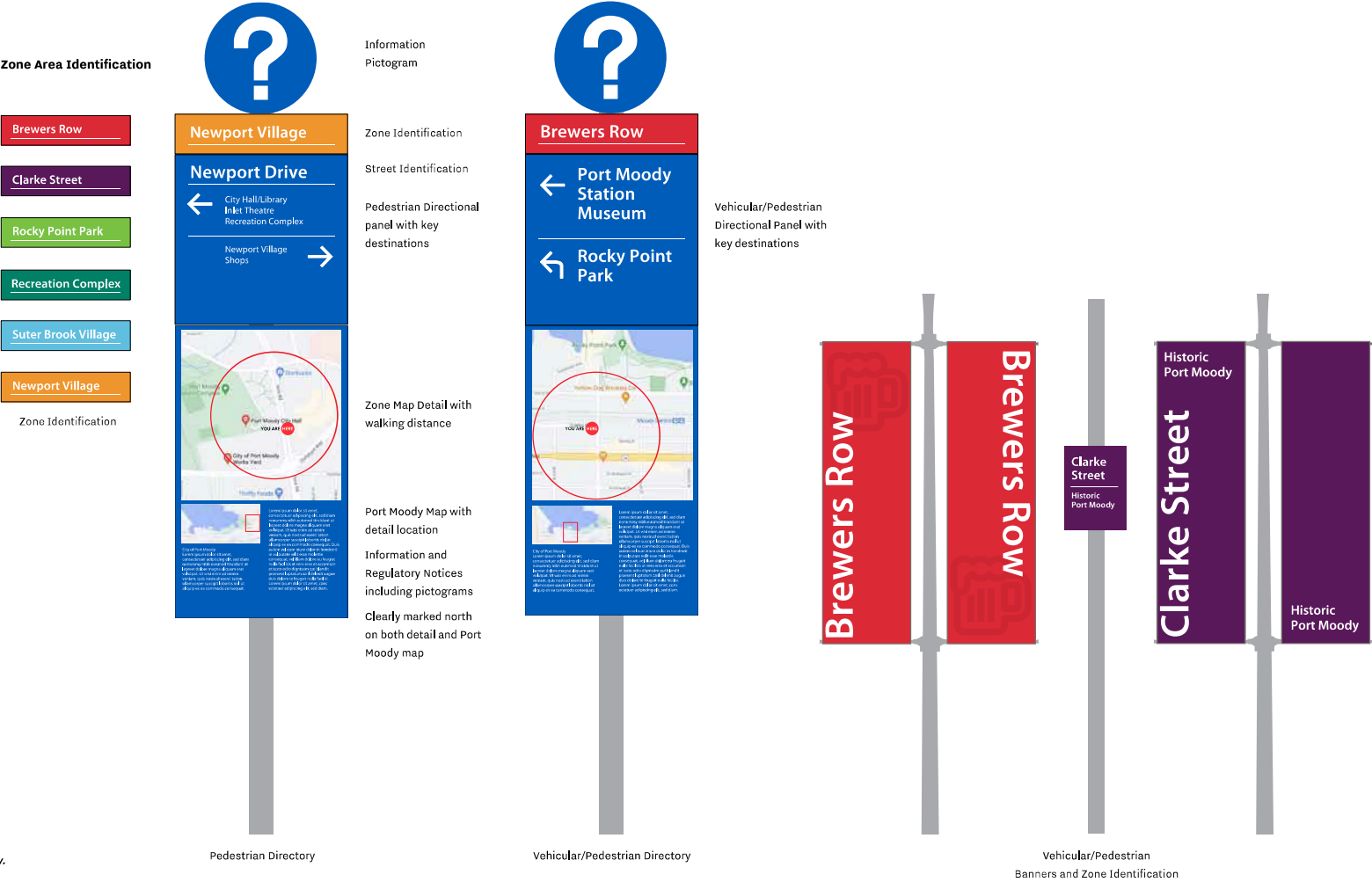
Vehicular Directionals

** Signage design and colours used are for illustrative purpose only.
No final design direction has been chosen for production.*

APPENDIX 2
Sign & Sign Elements

- OBSERVATIONS:**
- The City of Port Moody, like many communities, is made up of a number of destination areas or zones.
 - There are some small signs used to identify these areas, but it wasn't very clear or noticeable when walking through the city. A banner program would help identify the areas and provide the city with an opportunity to celebrate the unique character of each zone. (See examples)

- RECOMMENDATIONS:**
- New zone identification banners could be part of a larger program including zone identification plaques for directional and directory signage within a zone



* Signage design and colours used are for illustrative purpose only.
No final design direction has been chosen for production.

Section 6

Budgeting



BUDGETING
Introduction

NEW SIGNAGE

The strategy includes some proposed new signage elements that could improve the Port Moody visitor experience. There are recommendations to the existing signage standards included but these are suggestions that will need to be handled internally.

The new signs that we feel will dramatically improve wayfinding for the community are a directory/ directional sign and a fingerpost style sign (replacing some of the existing multidirectional sign panels). On the following pages, we have provided some budget numbers to assist with planning. It should be stated that the signage recommendations are only schematic designs, and will need to be developed further.

The prices shown are only for establishing a budget and only for manufacture and installation. Any fees for design development, artwork files, etc., are not included.



Belcarra Regional Park

BUDGETING

Directory/Directional Signage

DIRECTORY PANEL:

- Painted aluminum panels with digital vinyl application
- Four part system includes Information pictogram, Zone Identifier, pedestrian directional, and Map/Information panel.
- Painted aluminum support
- Double-sided
- Option: side B is for advertising
- 1'-8" x 4'-10" unit estimate range: \$6,000 to \$10,000 (concrete bases add \$4,500/unit)
- Directory quantity for street plan (initial start-up): 14 signs.
- 1'-8" x 3'-6" unit estimate range: \$4,000 to \$8,000 (attached to existing light standards/posts)



Information Pictogram

Newport Village

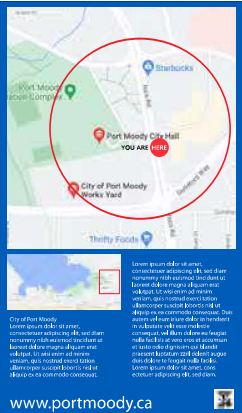
Zone Identification

Newport Drive

← City Hall/Library
Inlet Theatre
Recreation Complex

Newport Village Shops →

Pedestrian Directional Panel with Key Destinations

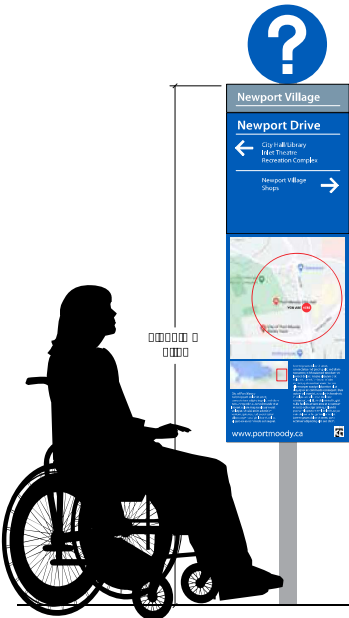


Port Moody Map Panel with detail location including accessibility information, web-site and QR-code



Directory/directional sign locations

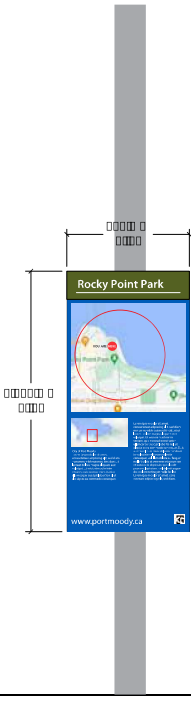
* Signage design and colours used are for illustrative purpose only.
No final design direction has been chosen for production.



Pedestrian directory with directional information



Side B option advertising panel



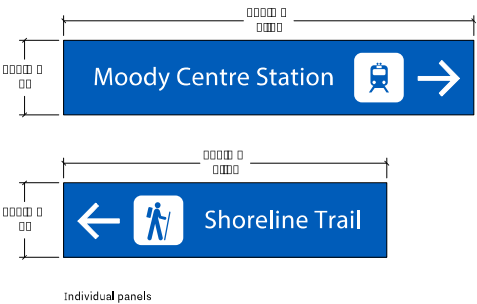
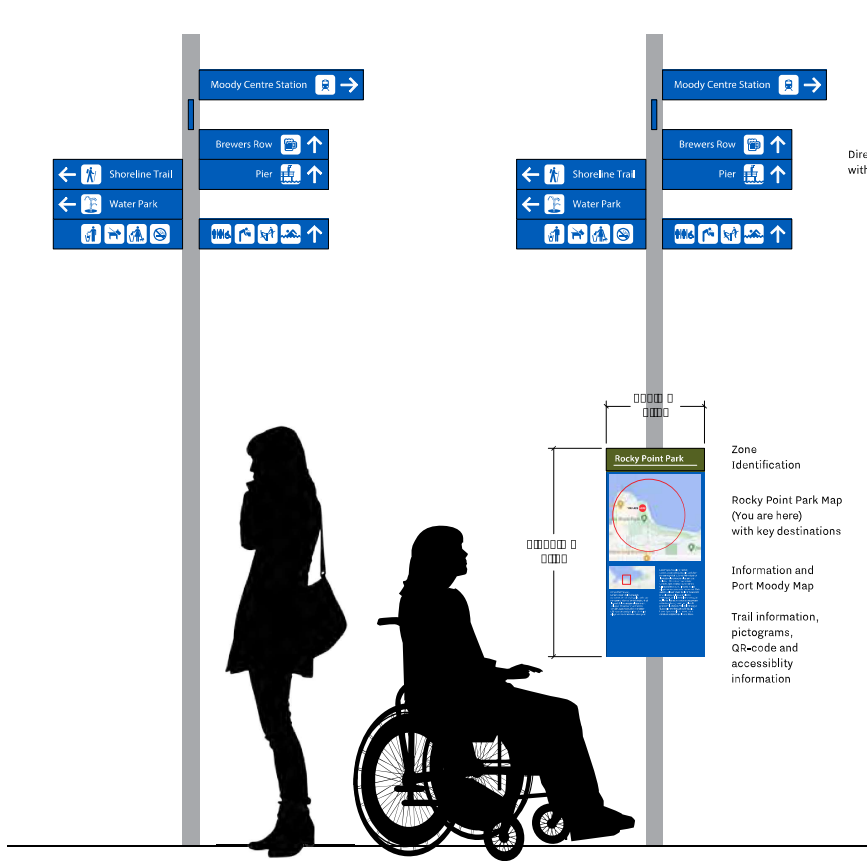
Pedestrian directory

BUDGETING

Fingerpost Directional Signage | 1” Thick Aluminum Panels

FINGERPOST DIRECTIONAL:

- Painted 1" thick aluminum panels with vinyl application
 - Painted aluminum pole
 - Double-sided panels
 - Unit estimate range per panel: \$250 to \$400*
 - For a complete unit: \$9,000 to \$14,000
- Propose a prototype made for Rocky Point Park to replace an existing directional sign.
- *Note: cost could be reduced if ordering more than a few panels at one time.



* Signage design and colours used are for illustrative purpose only. No final design direction has been chosen for production.

BUDGETING

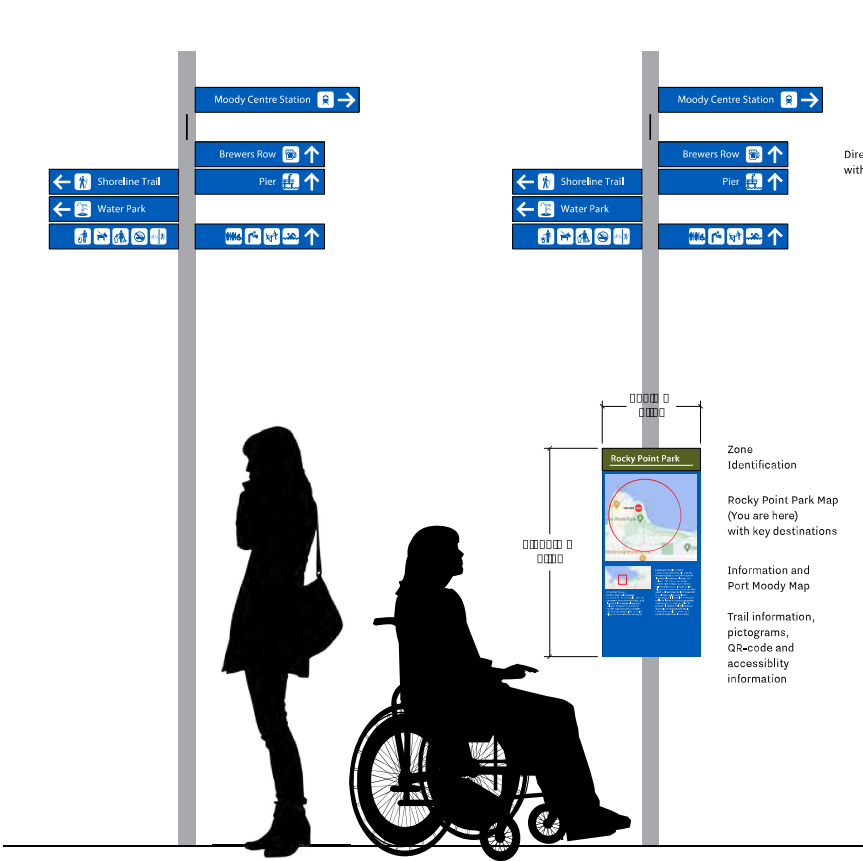
Fingerpost Directional Signage | Extruded Aluminum Panels

FINGERPOST DIRECTIONAL:

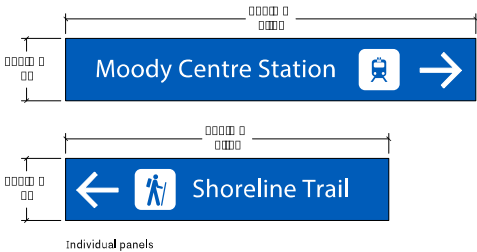
- Painted aluminum panels with vinyl application
- Painted aluminum pole
- Double-sided panels
- Unit estimate range per panel: \$75 to \$100*
- For a complete unit: \$4,000 to \$7,000

Propose a prototype made for Rocky Point Park to replace an existing directional sign.
*Note: cost could be reduced if ordering more than a few panels at one time.

* Signage design and colours used are for illustrative purpose only. No final design direction has been chosen for production.



Directional panels with pictograms



Thank You.

