



City of Port Moody

Report/Recommendation to Council

Date: October 9, 2020

Submitted by: Community Development Department – Economic Development Office

Subject: Improving Pedestrian Experience Through Wayfinding Signage

Purpose

To provide an update to Council on the wayfinding initiative already under way in Q4 2020 and slated to end Q1 2021.

Recommended Resolution(s)

THAT staff proceed with an application to the Community Economic Recovery Infrastructure Program to support the implementation of pedestrian wayfinding kiosks as recommended in the report dated October 9, 2020 from the Community Development Department – Economic Development Office regarding Improving Pedestrian Experience Through Wayfinding Signage.

Background

Port Moody's current wayfinding signage program was developed with over two years of consultations with the community and civic committees. Using their feedback, staff worked with a consultant to design a sign program. Staff then worked with the City's Engineering Department to incorporate Transportation Association of Canada (TAC) guidelines along with Council feedback in developing standards and applications for a wide variety of signs.

Council approved a Wayfinding Tourism Signage Project in 2009 as part of a collaborative project with the provincial government that provided funding of roughly \$167,692.

Phase 1 was a pilot to develop a comprehensive signage program for Rocky Point Park. This was completed in 2010. In 2011, Phase 2 – Shoreline Trail and Old Orchard Park, Civic Campus, and Park Entrance signage was completed.

The wayfinding sign standards are included in the City's Communications and Graphic Standards (**Attachment 1**) and are covered by Administrative Policy – 19-1360-01 – Communications and Graphics Standards. The Corporate Communications Division is responsible for administering the City's wayfinding program.

Wayfinding is referenced in and supportive of a number of City policies. The Council Strategic Plan encourages active living, development of economic zones, improving connectivity between neighbourhoods, and promotion of historical and cultural assets.

Additionally, the vision articulated in the Master Transportation Plan includes enhancing opportunities for active transportation as well as the provision of effective wayfinding in community areas, both commercial and recreational.

Finally, the Tourism Strategic Plan lists improving wayfinding and signage, specifically the hiring of a wayfinding specialist to develop a wayfinding plan, as part of broader goals to enhance awareness of tourism attractions and experiences throughout the year.

Discussion

The completion of the Evergreen Extension of the Millennium Line has made Port Moody much more accessible to visitors, particularly to high traffic destinations around Rocky Point Park. Civic committees and local businesses have expressed the need for improved wayfinding from the SkyTrain stations to direct people to these points of interest. However, the value of wayfinding is not only to provide guidance to where someone would like to go but to highlight other landmarks, assets, or amenities that an individual may not be aware of. Effective wayfinding would be able to direct pedestrians to other areas such as the Moody Centre historical district, Clarke Street, and the Inlet area among other places. Improved navigation would also promote community arts, culture, and heritage activities and support local businesses.

Given the many policies that wayfinding impacts, several civic committees have explored wayfinding in recent years, though not necessarily as a coordinated effort. In early 2020, the Manager of Economic Development presented a summary of the City's relevant policies and its wayfinding signage standards to the Tourism, Economic Development, and Arts and Culture Committees and the Heritage Commission to canvass interest for participation in a subcommittee. The Tourism Committee, as the lead committee, approved the formation of the wayfinding subcommittee and the group held a meeting on June 24, 2020 with representatives from each of the four civic committees in attendance (**Attachment 2**). The role of the subcommittee will be to provide guidance as necessary throughout this process and to have a means to coordinate wayfinding discussions at the committee level.

Staff have since developed a Project Charter (**Attachment 3**) and a Terms of Reference (**Attachment 4**). A consultant will be secured later this year to deliver a wayfinding strategy, with these documents forming the objectives and scope of work. The target is to produce a final report by spring 2021. The report will focus only on pedestrian wayfinding.

Additionally, the Provincial government recently announced the Community Economic Recovery Infrastructure Fund (CERIP) to help communities in British Columbia recover from the economic impacts experienced from COVID-19 (**Attachment 5**). CERIP supports job creation through small-scale infrastructure projects, destination and economic development initiatives and cultural heritage projects. Eligible projects include tourism-related amenities that improve the visitor experience including wayfinding signage. Staff would like to proceed with an application for this grant stream to support the installation of pedestrian wayfinding signage upon completion of the consultant's report.

Other Option(s)

THAT the report dated October 9, 2020 from the Community Development Department – Economic Development Office regarding Improving Pedestrian Experience Through Wayfinding Signage be received for information

Financial Implications

There is currently \$42,429 remaining in the “Wayfinding Strategy” project that has been carried over for a number of years; this will be the funding source for the consultant contract.

Communications and Civic Engagement Initiatives

Civic committees that participated in the wayfinding subcommittee will be provided updates as required. The subcommittee will be convened if needed.

Council Strategic Plan Objectives

Wayfinding supports the following objectives:

- Healthy City – Ensure the built environment and infrastructure allows for, and encourages, active living;
- Economic Prosperity – Identify and explore opportunities to develop economic zones in key neighbourhoods and encourage and promote community opportunities for the public to experience arts, culture, and heritage activities; and
- Community Evolution – improve connections between neighbourhoods.

Attachment(s)

1. Communications and Graphics Standards Manual.
2. Notes from Wayfinding Sub-Committee Meeting June 24, 2020.
3. Project Charter.
4. Terms of Reference.
5. CERIP Guide.

Report Author

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Report Approval Details

Document Title:	Improving Pedestrian Experience Through Wayfinding Signage.docx
Attachments:	<ul style="list-style-type: none">- Attachment 1 - Communications and Graphics Standards Manual.PDF- Attachment 2 - Wayfinding Sub Committee Notes June 24 2020.pdf- Attachment 3 - Wayfinding Strategy Project Charter.pdf- Attachment 4 - Wayfinding Strategy Project Terms of Reference.pdf- Attachment 5 - CERIP Guide.pdf
Final Approval Date:	Oct 19, 2020

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

Kate Zanon, General Manager of Community Development - Oct 14, 2020 - 12:58 PM

Dorothy Shermer, Corporate Officer - Oct 16, 2020 - 12:02 AM

Rosemary Lodge, Manager of Communications and Engagement - Oct 16, 2020 - 6:42 PM

Paul Rockwood, General Manager of Finance and Technology - Oct 17, 2020 - 6:56 PM

Tim Savoie, City Manager - Oct 19, 2020 - 10:11 AM