



City of
Peterborough

TO: Members of The Arenas Parks and Recreation Advisory Committee

FROM: Rob Anderson, Recreation Division Coordinator

MEETING DATE: June 15, 2010

SUBJECT: Report APRAC10-019
Proposed Design For City Parks Identification Signs

PURPOSE

A report to request input from the Arenas Parks and Recreation Advisory Committee on the proposed design for the city parks identification signs.

RECOMMENDATION

That the Arenas Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC10-019 dated June 15, 2010, of the Recreation Division Coordinator as follows:

That the Arenas Parks and Recreation Advisory Committee provide input regarding the proposed design of the city parks identification signs.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budget or financial implications by approving the recommendation of Report APRAC10-019. Council has approved the funding for this project (#6-1.03) through the annual budget process.

BACKGROUND

The Vision 2010 Recreation Strategy recommended an investment in municipal parks through signage and benches. A resident survey identified that many residents were unaware of the name of their neighbourhood park. Others complained that parks are difficult to find without signage, which is especially frustrating for residents and visitors who are trying to locate parks containing sport fields.

On September 15, 2009, the Arenas Parks and Recreation Advisory Committee approved the recommendations of Report APRREC09-012. Those recommendations being:

- (1) That the Park Signage and Bench Program be focused on Park Signage only, over the next 12 months, and;
- (2) That the 14 parks identified in that report be deemed priority locations to receive new or improved signage.

The Arenas Parks and Recreation Advisory Committee requested to have opportunity to provide input into the design of the park signage.

Attached as Appendix “A”, is a draft design of the parks identification signage. In an effort to keep all recreational open space signage consistent, the design of the parks identification signage is similar to the signs most recently installed on the City’s trails. The actual size of the signs will be 3 feet high by 5 feet wide. The signs will include only the park name, address, City’s website, City’s logo, City’s contact phone number, and reference to emergency 911.

City staff gave consideration to including a list of park etiquette on the signs. However, this reduced the ability to easily read the name of the park. The majority of the proposed etiquette items are covered by various City by-laws, and their inclusion would require the corresponding by-laws to be identified, resulting in additional cluttering of the signs. Staff do not recommend including park etiquette on the park identification signage.

The park signage design has been reviewed and supported, in principle, by the Council For Persons With Disabilities. They recommend that all lettering be white and the final product be in compliance with section 6 of the Accessible Built Environment Standard.

Staff would be pleased to accept input from the Arenas Parks and Recreation Advisory Committee, at this time.

Submitted by,

Rob Anderson
Recreation Division Coordinator

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Attachments:
Appendix A – Proposed Park Sign Design