



SUBJECT: *Trails and Parks Wayfinding Strategy*

FROM: *Allan D. Downey, Director of Parks and Recreation Services*

DATE: *August 12, 2014*

RECOMMENDATIONS

THAT report PR14-037 be received; and

THAT Council approve the Trails and Parks Wayfinding Strategy.

PURPOSE OF THE REPORT

To obtain Council approval of the Trails and Parks Wayfinding Strategy.

BACKGROUND

With the approval of the Trails Master Plan, one of the priority recommendations within this document was that the Town should complete a Trails Signage Strategy that would address a number of current deficiencies in relation to branding and way-finding of the Town's trail system.

Council approved project 73134 Parks and Trails Signage Strategy Study and Implementation.

The study has recently been completed and Staff are now focusing on the actual implementation of the first phase which will consist of the fabrication and installation of the trails-related wayfinding signage. Throughout the Trails and Parks Wayfinding Strategy, the Trails and Active Transportation Committee (TATC) was involved in the process and provided valuable information to both staff and the consulting firm conducting the study. In addition, staff circulated the Signage Strategy to the Accessibility Advisory Committee (AAC) for their review. The following excerpt from their April 2, 2014 meeting is inserted below for information.

THAT the memorandum regarding Parks and Trails Wayfinding Strategy be received; and

THAT the Accessibility Advisory Committee endorse the Town of Aurora Trails & Parks Wayfinding Strategy, Detailed Design Phase dated October 18, 2013; **and**

THAT the Accessibility Advisory Committee recommend to Council:

THAT the designs comply with the AODA Design of Public Space Standard for 2016; and

THAT the Accessibility Advisory Committee receive information regarding the mobile wayfinding features and message content illustrating distance to destinations to make trails more accessible to users unfamiliar with terrain and distances, and to help those users determine whether the trails meet their own ability; and

THAT braille be included on all trail signage to make it truly accessible for all people.

The recommendations from the AAC have been included in the financial section of this report and are detailed in Table 2.

COMMENTS

As noted, the Signage Strategy was based on a recommendation in the Trails Master Plan due to the fact that the trails system is lacking an important wayfinding feature which was seen as a limiting factor for our trails users to experience the best and most pleasurable use of the Town's trail system.

While the Trails Master Plan focused on trails signage, staff also saw a need to address our Park name signs. This was based on the fact that many of our Park name signs are outdated and lack the standard notification symbols and activities that are both permitted and not permitted in our parks system.

This situation has led to duplication of prohibited activity signs, additional costs and unsightliness in our parks with an abundance of signage in some parks. Given that there is a very close relationship to functionality of Parks and Trails, the Trails signage strategy project presented an excellent opportunity to include Parks Signage in the study for both sign design consistency and economy.

As stated, trails signage and wayfinding was deemed a priority item as recommended in the Trails Master Plan. As such, staff is recommending that the implementation of the signage strategy be conducted in a series of phases.

Staff suggests Phase 1 will include the trails identification signs and wayfinding trail makers for Trail 2 and Trail 3 as both trails are seen as high priority trails based on the

volume of users and the prominence of the trail (Attachment 1).

Phase 2 will include the remaining trail wayfinding and identification signs for trails 1, 4, 5 and 6. Phase 3 will consist of the implementation of Parks identification name signs. Phase 4 will consist of the completion of the Parks identification signs.

All phases of the project will be submitted in the applicable year capital budget for Councils consideration and approval.

LINK TO STRATEGIC PLAN

The Trails and Parks Wayfinding Strategy supports the Strategic Plan goal of Supporting Environmental Stewardship and Sustainability for all through its accomplishment in satisfying requirements in the following key objectives within this goal statement:

Encouraging the stewardship of Aurora's natural resources: Assess the merits of measuring the Town's natural capital assets.

ALTERNATIVE(S) TO THE RECOMMENDATIONS

1. Council could refer the recommended signage design back to staff for further revision.
2. Council could defer the implementation of the signage strategy indefinitely.
3. Council could extend or reduce the proposed project phasing.
4. Further Options as required.

FINANCIAL IMPLICATIONS

Given the significant investment required to bring our parks and trails signage inventory up to date staff are suggesting that the project be implemented in a series of phases as follows:

PHASE	PROJECT	YEAR	ESTIMATED COST
1	IMPLEMENT TRAIL 2, NOKIIDAA TRAIL & TRAIL 3 KLAUS WEHRENBURG TRAIL WAYFINDING SIGNAGE	2015	\$139,500
2	IMPLEMENT TRAIL 1, FLEURY & MACHELL PARK WAYFINDING SIGNAGE	2016	\$195,500

	TRAIL. 4, OAK RIDGES TRAIL WAYFINDING SIGNAGE. TRAIL 5 SHEPPARD'S BUSH TRAIL WAYFINDING SIGNAGE. TRAIL 6 WILLOW FARM, LAKEVIEW AND WIMPEY TRAIL WAYFINDING SIGNAGE		
3	IMPLEMENT PARKS IDENTIFICATION SIGNAGE	2017	\$96,350
4	COMPLETION OF PARKS IDENTIFICATION SIGNAGE	2018	\$96,350
TOTAL			\$527,700

TABLE 2 TRAIL ACCESSIBILITY DEVICES/AIDS		
ITEM	DESCRIPTION	ESTIMATED COST
1 GPS VISUAL AID DEVICE	HAND HELD GPS PRODUCT FOR THE VISUALLY AND SIGHT CHALLENGED USERS UNIT PROVIDES AUDIO INFORMATION FOR TRAIL USERS REGARDING WAYFINDING TERRAIN CONDITIONS ETC.	\$18,000 <i>(for the purchase of 24 units)</i>
2 BRAILLE TACTILE GRAPHICS	BRAILLE TACTILE GRAPHICS ON ALL DIRECTIONAL SIGNAGE	\$52,0000
3 * UPDATE BRAILLE GRAPHICS	UPDATING OF SIGNAGE AS REQUIRED WITH BRAILLE TACTILE GRAPHICS	\$450.00 <i>(per sign)</i>
		\$70,000

**does not include item 3*

CONCLUSIONS

That Council approve the Trails and Parks Wayfinding Strategy.

PREVIOUS REPORTS

None.

ATTACHMENTS

Attachment #1 – Draft Trails and Parks Wayfinding Strategy document dated October 18, 2013

PRE-SUBMISSION REVIEW

Executive Leadership Team Meeting, Thursday, July 31, 2014.

Prepared by: Jim Tree, Parks Manager- Ext. 3222



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Director, Parks & Recreation Services



Neil Garbe
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