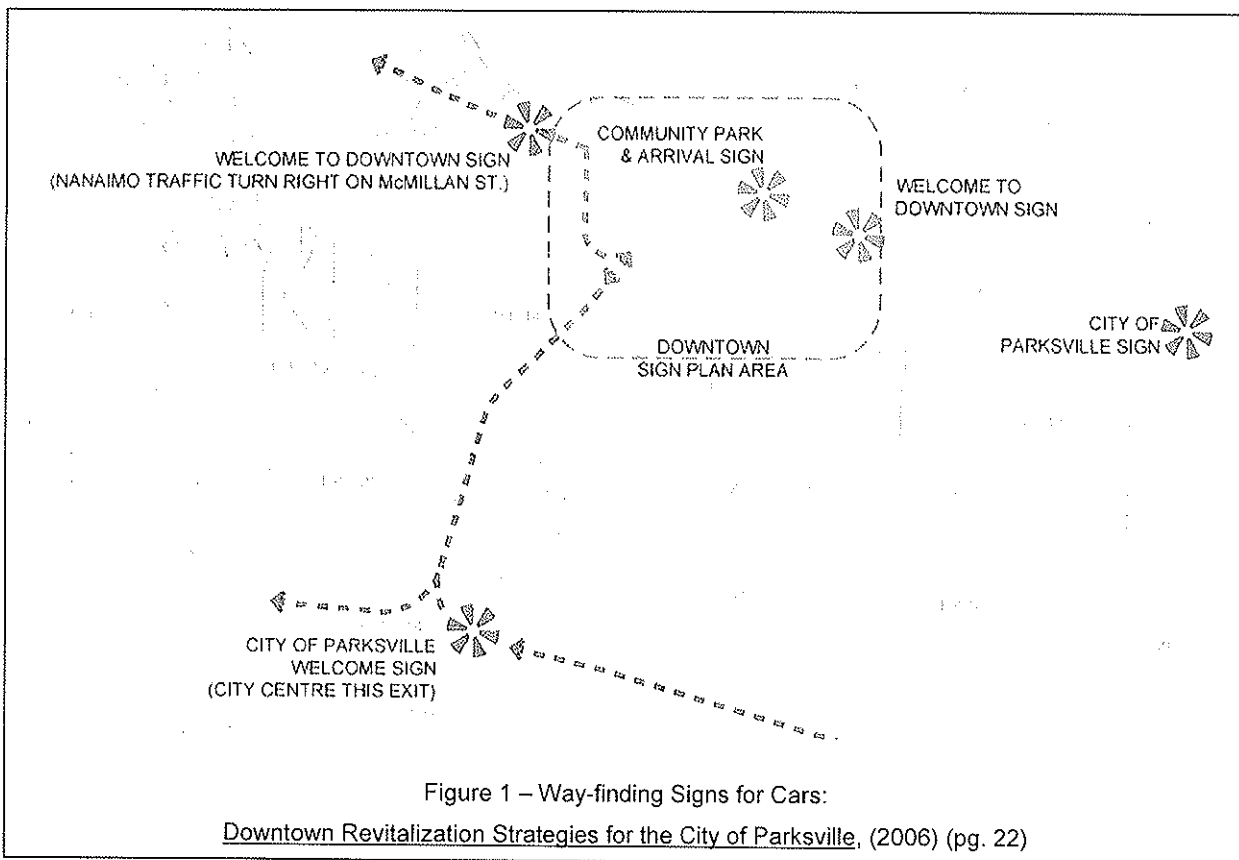


June 11, 2009

REPORT TO: F. C. MANSON, C.G.A., CHIEF ADMINISTRATIVE OFFICER  
FROM: G. JACKSON, DIRECTOR OF COMMUNITY PLANNING  
SUBJECT: COMMUNITY TOURISM PROGRAM FUNDS – VEHICULAR WAY-FINDING SIGNAGE  
OUR FILE: 6280-01

**Issue:**

The provision of a status report for Council regarding design development of a vehicular way-finding signage system in support of downtown revitalization, utilizing Union of British Columbia Municipalities Community Tourism Program grant funds.



**COMMUNITY TOURISM PROGRAM  
FUNDS – VEHICULAR WAY-FINDING  
SIGNAGE**

**References:**

A brief PowerPoint presentation will be provided to describe previous report recommendations, existing signage standards, logos and branding mechanisms, and a review of the proposed implementation strategy. Other standards, guidelines and policy documents used to develop this report included:

1. Downtown Revitalization Strategies for the City of Parksville (2006);
2. Park Directional Sign Standard Detail (2008);
3. Park Sign Standard Detail (2008);
4. Parksville Downtown Revitalization – Brochure, Volume 2, Signage Program (2006).

**Attachments:**

1. Park Directional Sign Standard Detail (2008), as prepared by City of Parksville Staff;
2. Park Sign Standard Detail (2008), as prepared by City of Parksville Staff;
3. Existing Park Signs photos;
4. Schedule 'A' – Proposed Sign Concepts;
5. Schedule 'B' – Proposed New Signs / Type 1;
6. Schedule 'C' – Proposed New Signs / Type 2.

**Executive Summary:**

The goal of this report is to provide Council with information respecting the implementation of a comprehensive vehicular way-finding signage system for the City of Parksville. Council requested that Staff obtain an estimate of the proposed tourism grant sign for Highway 4A (Alberni Highway).

**Background:**

An opportunity was identified through internal Staff discussions and informal conversations with a number of City Councillors to expand the scope of this investigation beyond a single sign application. There was a shared desire to see how far funding could be stretched while maintaining a high standard of design aesthetic for signage applications.

The City's Operations Department has been updating park identification signage to a more refined and universal branding image, which has been well received in the community (see attached details and photos). It is also logical to apply that standard to a slightly higher profile vehicular way-finding solution.

The City of Parksville has previously commissioned consultant reports which identify the need for a cohesive and unified suite of community signage and street amenities. Effective vehicular signage should provide clear direction to vehicle occupants on how to access the downtown core directly, while at the same time encouraging through traffic to efficiently avoid the City centre.

**COMMUNITY TOURISM PROGRAM  
FUNDS – VEHICULAR WAY-FINDING  
SIGNAGE**

Downtown Revitalization Strategies for the City of Parksville (2006) recommends six (6) sign locations to welcome visitors and identifies the threshold to the downtown core:

1. **City of Parksville Welcome Sign** – *'City Centre This Exit'* – Located at the intersection of Highway 19A (Inland Island Highway) and Highway 4A (Alberni Highway).
  - a. The existing sign is beyond renovation and requires replacement.
  - b. A new sign is proposed for this location, please refer to Schedule 'B'.
2. **Parksville Resorts and Industrial Park Sign** – *'City Centre Next Exit'*
  - a. A sign has been proposed for this location to replace the existing 'Parksville Beaches' sign designed by the Chamber of Commerce. The design, as currently proposed, is in keeping with the form and character recommendations of the revitalization report.
  - b. The words 'City Centre Next Exit' are not included in the current design concept. Further coordination to include this recommendation should be undertaken by City Staff. Ministry of Transportation signage may also need to be updated.
3. **Welcome to Downtown Sign** – *'Nanaimo Traffic Turn Right on McMillan'* (Located west of McMillan on Highway 19A)
  - a. The existing overhead 'highway green' Ministry of Transportation directional sign should be modified to direct commuter through traffic along the Ring Road and onto the Inland Island Highway to reduce the impacts on Parksville's downtown core pedestrian environment and waterfront amenities.
  - b. A new sign is proposed for this location, please refer to Schedule 'B'.
4. **Welcome to Downtown Sign** (East of McVickers Street on Highway 19A)
  - a. A new sign is proposed for this location, please refer to Schedule 'B'.
5. **Community Park and Arrival Sign** (Located on the northwest corner of the intersection of Corfield Street and Highway 19A)
  - a. This sign has been installed. Please refer to the attached photo.
6. **City of Parksville Sign** (Located west of the 'Orange Bridge' spanning the Englishman River)
  - a. Two 'windsurfer' signs exist at the old City boundary west of Shelly Road, which are outdated and require repair.
  - b. A new sign is proposed at the northwest corner of Martindale Road and Highway 19A (the first intersection west of the 'Orange Bridge'), please refer to Schedule 'B'.

Under the current way-finding proposal, one additional sign is proposed:

7. **Welcome to Downtown Sign** (Located on the northeast corner of the intersection of Alberni Highway and Lee Avenue)
  - a. A Ministry of Transportation directional sign could also be installed to direct commuter through traffic along the Ring Road and onto Island Highway 19A to reduce the impacts on Parksville's downtown core pedestrian environment and waterfront amenities.

**COMMUNITY TOURISM PROGRAM  
FUNDS – VEHICULAR WAY-FINDING  
SIGNAGE**

- b. A new sign is proposed for this location; please refer to Schedule 'C'.

It is important to present the 'best face' of the community when welcoming visitors to the area. Ideally, resort bound traffic would access the resort areas directly from the southern highway exit. This exit is aesthetically pleasing and offers a number of positive visual experiences like the well maintained Rotary Peace Park and District 69 Museum.

Visitors who are travelling to Parksville to enjoy a day at the waterfront, Community Park or to enjoy the shopping amenities and services of our downtown core would ideally enter via the Highway 4A exit. The entry from Highway 4A offers the visual aesthetics of the renovated railway station and associated park. There is also a nice transition from undeveloped treed parcels through single family neighborhoods up to the threshold to the downtown core area. This gateway is preferable to the strip mall developments, parking lots and visual clutter of highway style signage found along Highway 19A between the 'Orange Bridge' and McVickers Street.

All of the design development work to date has been undertaken by Staff in the Planning and Operations Departments in consultation with a local sign manufacturer. The design concept is in keeping with City reports and guideline documents. The design is simple to manufacture, yet conveys a more upscale look which is additive to our current marketing and branding efforts. This design standard should marry well with existing street furnishings (benches, trash receptacles, etc...).

Now that this design work is complete, it is possible to move towards implementation. Initially, Staff has been working toward the design development of a single highway entry monument sign to be located at the intersection of Highway 4A and the Inland Island Highway 19A. At the direction of Council, alternative solutions have been entertained including generating 'ball park' estimates to complete the entire suite of vehicular way finding signage recommended under Downtown Revitalization Strategies for the City of Parksville (2006) report. Budget funds are currently available for this purpose under the existing tourism grant funds. It is possible to implement these works in the 2009 time framework.

Precise sign locations will need further investigation prior to sign installation. Public safety with regard to appropriate vehicular and pedestrian sightlines will need to be field verified by City Staff. Please also note that the current and proposed location of the 'welcome' sign on Highway 4A is on a Ministry of Transportation Right of Way and will need to be coordinated through the Province.

**Options:**

Council may:

1. Accept the report for information and direct Staff to implement either signage 'Type 1' or 'Type 2' using existing grant funding;
2. Accept the report for information and direct Staff to implement a combination of signage 'Type 1' and 'Type 2' using existing grant funding;
3. Request additional information from Staff or identify changes.

**COMMUNITY TOURISM PROGRAM  
FUNDS – VEHICULAR WAY-FINDING  
SIGNAGE**

**Analysis:**

1. Staff will proceed with the implementation of either signage Type 1 or signage Type 2 using existing grant funding as directed by Council.
2. Staff will proceed with the implementation of a combination signage system. 'Type 1' signage will be used at community entry points and 'Type 2' signage will be used to identify the downtown core area as directed by Council.
3. Additional instruction from Council will extend the time for implementation of a complete suite of vehicular way finding signage. This is not a time sensitive issue, although grant funding is intended to be spent within the calendar year.

**Financial Implications:**

Staff has been working with a local sign company to estimate costs. It appears feasible to complete the entire suite of vehicular way finding signage with the existing tourism grant funding. Individual signs are estimated to cost between \$8,000.00 and \$12,000.00.

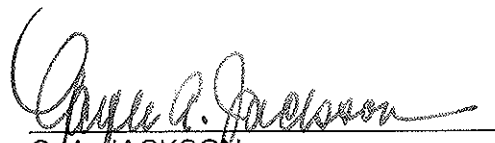
**Sustainability Implications:**

All signs are to be assembled and installed by a local company. The sign structure is locally sourced and milled Western Red Cedar timber, a renewable resource. Metal brackets are to be manufactured locally supporting local business. Sign faces are constructed of high density polyurethane which has good longevity and requires less ongoing maintenance or replacement.

**Recommendations:**

THAT the report from the Director of Community Planning dated June 11, 2009 regarding Community Tourism Program Funds – Vehicular Wayfinding Signage be received for information;

And That Council direct Staff to proceed with the implementation of a combination signage system where 'Type 1' signage will be used at community entry points and 'Type 2' signage will be used to identify the downtown core using existing Union of British Columbia Municipalities Community Tourism Program funds.

  
G/A. JACKSON

NG/dd  
Attachments

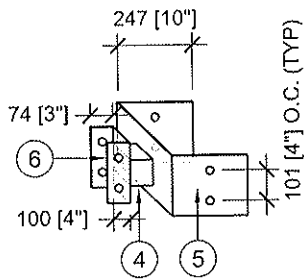
**COMMUNITY TOURISM PROGRAM  
FUNDS – VEHICULAR WAY-FINDING  
SIGNAGE**

**MANAGER OF OPERATIONS:**

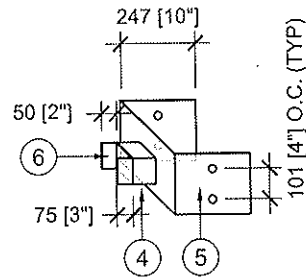
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**CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:**

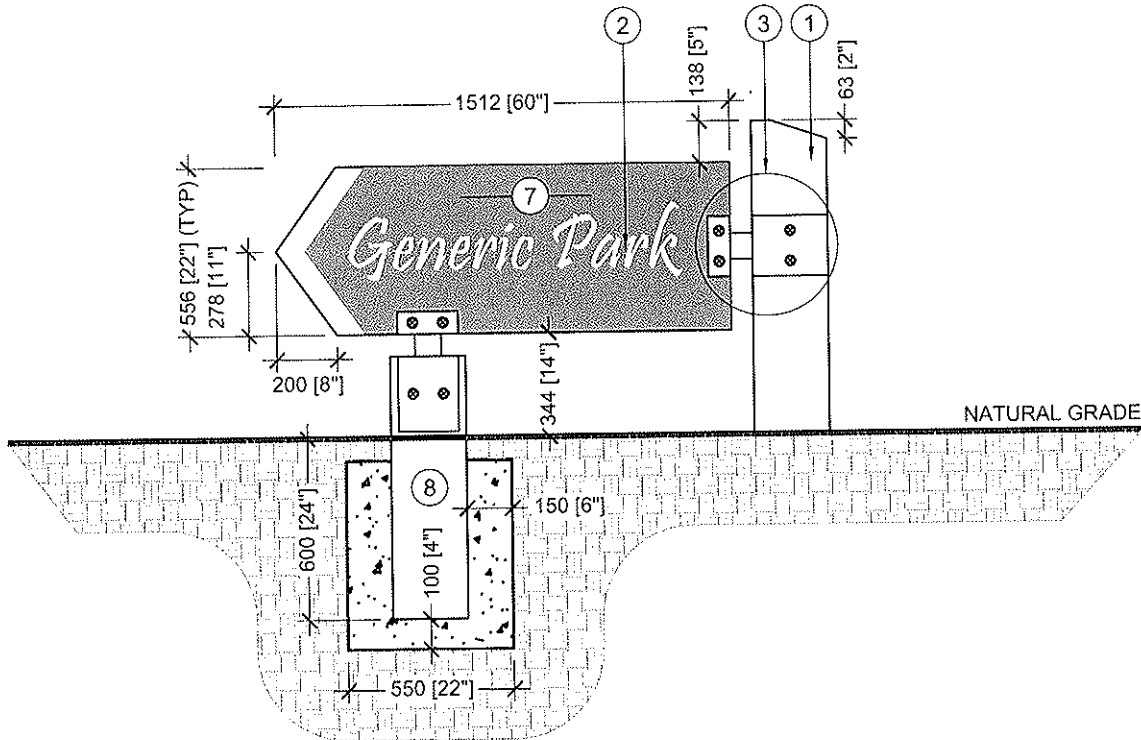
  
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F. MANSON, C.G.A.



**DETAIL ISOMETRIC**  
- CUSTOM BRACKET / WOOD SIGN

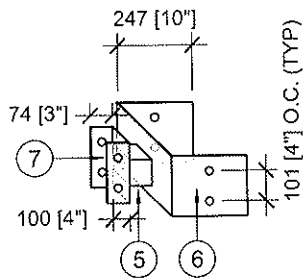


**DETAIL ISOMETRIC**  
- CUSTOM BRACKET / METAL SIGN

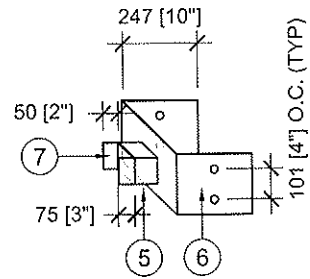


- ① 250 x 250mm(10x10") NATURAL CEDAR TIMBER, LOCALLY MILLED. USE FIRE RETARDENT STAIN PER CURRENT PUBLIC WORKS APPROVED PRODUCTS.
- ② PARK NAME. TEXT SHALL BE 175mm TYPICAL HEIGHT AND 'LOW-RELIEF' TO A DEPTH OF 2cm.COLOUR TO BE CREAM RECESSED BELOW A BLACK FOREGROUND. MATERIALS SHALL BE PLASMA-CUT POWDERCOATED STEEL OR ROUTERED 100mm(4") CEDAR TIMBER. FONT: TRUE TYPE 'PRISTINA'.
- ③ 1/4" GALVANIZED STEEL BRACKET. REFER TO DETAIL ISOMETRIC BLOW-UP. POWDERCOATED OR PAINTED BLACK. CONNECT TO POST AND SIGN PLAQUE WITH (4) FOUR 19mm GALVANIZED BOLTS c/w (4) FOUR GALVANISED WASHERS PER BOLT.
- ④ 75 x 75mm(3x3") SQUARE TUBULAR STEEL CONNECTOR. WELD TO (2) TWO BRACKETS.
- ⑤ 250 x 250mm(10x10") SQUARE TUBULAR STEEL BRACKET (MODIFIED AS SHOWN). WELD TO CONNECTOR. PRE-DRILL PILOT HOLES.
- ⑥ 75 x 100mm(3x4") SQUARE TUBULAR STEEL BRACKET (MODIFIED AS SHOWN). WELD TO CONNECTOR. PRE-DRILL PILOT HOLES. BOLT TO TIMBER SIGN PLAQUE USING (2) TWO 19mm GALVANIZED BOLTS c/w (4) FOUR GALVANISED WASHERS PER BOLT OR WELD TO STEEL SIGN PLAQUE.
- ⑦ SIGN PLAQUE. (26") TYPICAL VERTICAL DIMENSION. HORIZONTAL DIMESION VARIES BY APPLICATION. GRAPHICS SHALL BE 'LOW-RELIEF' TO A DEPTH OF 2cm. COLOUR TO BE 'CREAM' RECESSED BELOW A BLACK FOREGROUND. MATERIALS SHALL BE PLASMA-CUT POWDERCOATED STEEL; OR ROUTERED HIGH DENSITY URETHANE / CEDAR TIMBER.
- ⑧ BURY POSTS TO 600mm(2') BELOW NATURAL GRADE AND BACKFILL WITH RAPID SETTING CONCRETE MIX OR USE 1/4" GALVANIZED POST ANCHORS SET INTO FOOTING - POWDERCOATED / PAINTED BLACK.

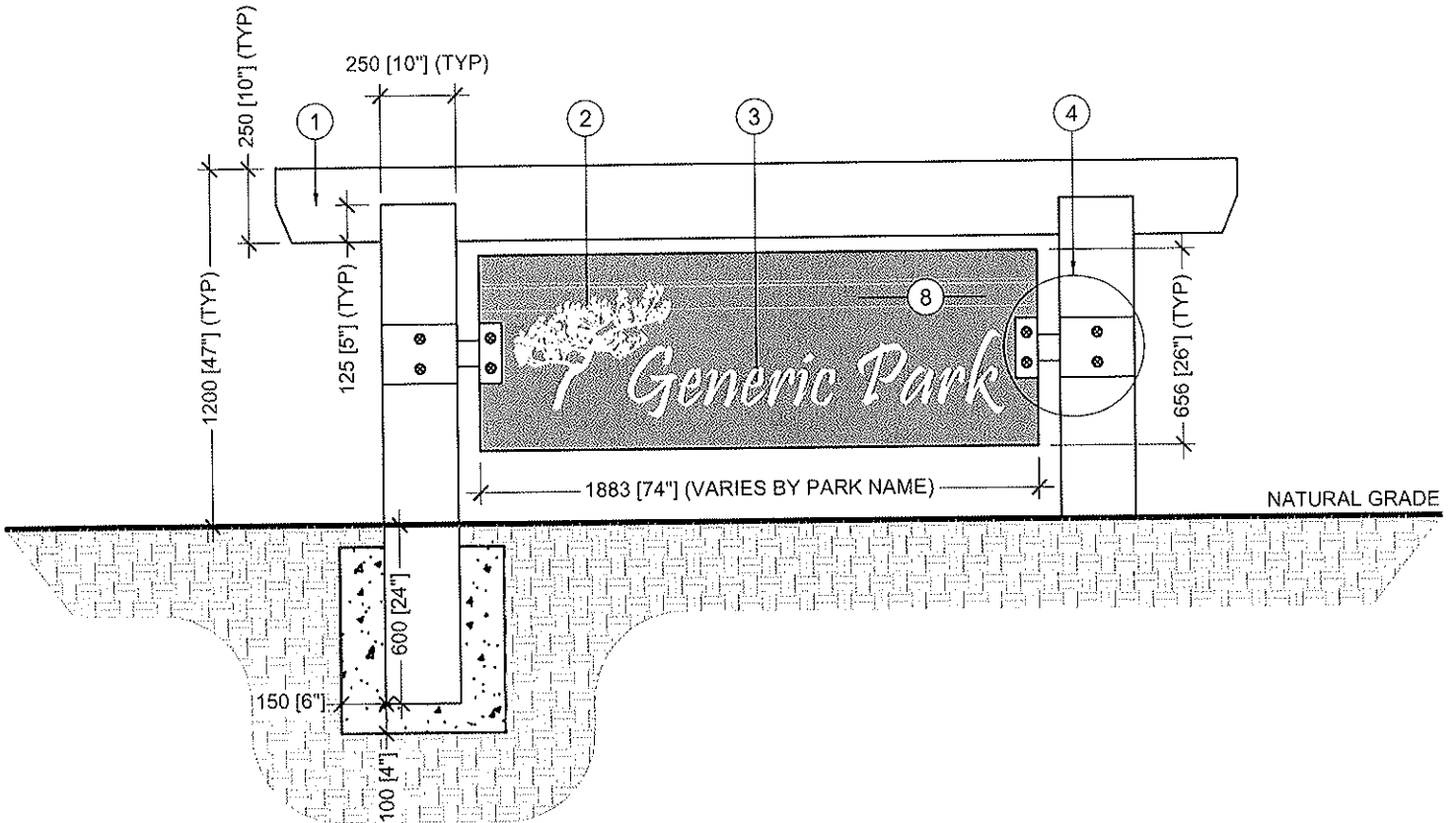
**PARK DIRECTIONAL SIGN STANDARD DETAIL**  
**TEXT AND DIMENSION PLOT SCALE - 1:25 METRIC**



**DETAIL ISOMETRIC**  
- CUSTOM BRACKET / WOOD SIGN



**DETAIL ISOMETRIC**  
- CUSTOM BRACKET / METAL SIGN



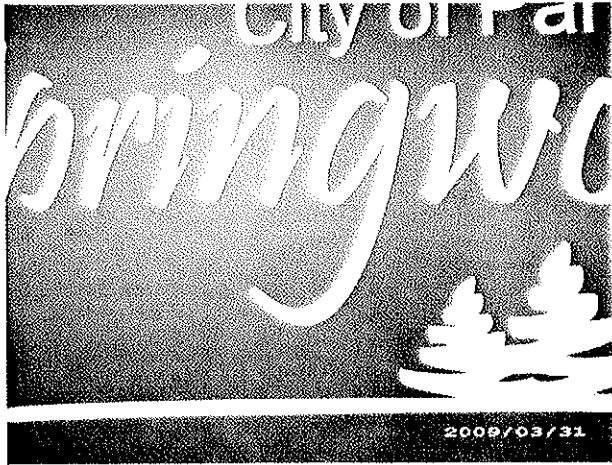
- ① 250 x 250mm(10x10") NATURAL CEDAR TIMBER, LOCALLY MILLED. USE FIRE RETARDENT STAIN PER CURRENT PUBLIC WORKS APPROVED PRODUCTS.
- ② PARK ICON (OPTIONAL). SHALL REFER TO MAIN PARK AMMENITY. GRAPHICS TO BE APPROVED BY MANAGER. ICONS SHALL BE 'LOW-RELIEF' TO A DEPTH OF 2cm. COLOUR TO BE CREAM RECESSED BELOW A BLACK FOREGROUND. MATERIALS SHALL BE PLASMA-CUT POWDERCOATED STEEL OR ROUTERED CEDAR TIMBER.
- ③ PARK NAME. TEXT SHALL BE 250mm TYPICAL HEIGHT AND 'LOW-RELIEF' TO A DEPTH OF 2cm.COLOUR TO BE CREAM RECESSED BELOW A BLACK FOREGROUND. MATERIALS SHALL BE PLASMA-CUT POWDERCOATED STEEL OR ROUTERED 100mm(4") CEDAR TIMBER. FONT: TRUE TYPE 'PRISTINA'.
- ④ 1/4" GALVANIZED STEEL BRACKET. REFER TO DETAIL ISOMETRIC BLOW-UP. POWDERCOATED OR PAINTED BLACK. CONNECT TO POST AND SIGN PLAQUE WITH (4) FOUR 19mm GALVANIZED BOLTS c/w (4) FOUR GALVANISED WASHERS PER BOLT.
- ⑤ 75 x 75mm(3x3") SQUARE TUBULAR STEEL CONNECTOR. WELD TO (2) TWO BRACKETS.
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- ⑧ BURY POSTS TO 600mm(2') BELOW NATURAL GRADE AND BACKFILL WITH RAPID SETTING CONCRETE MIX OR USE 1/4" GALVANIZED POST ANCHORS SET INTO FOOTING - POWDERCOATED / PAINTED BLACK.

## PARK SIGN STANDARD DETAIL

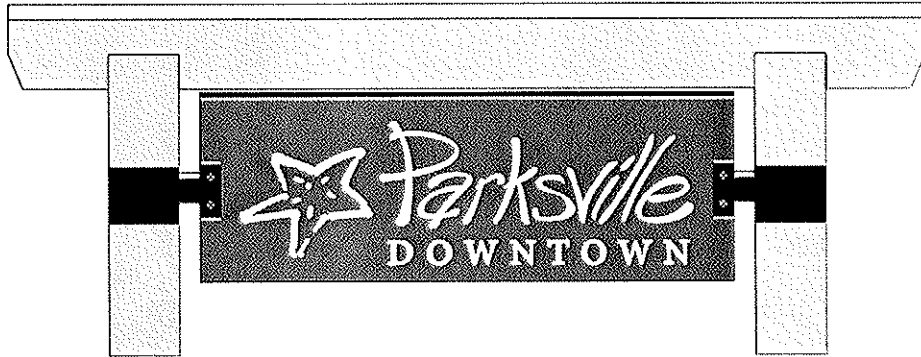
TEXT AND DIMENSION PLOT SCALE 1:25 METRIC



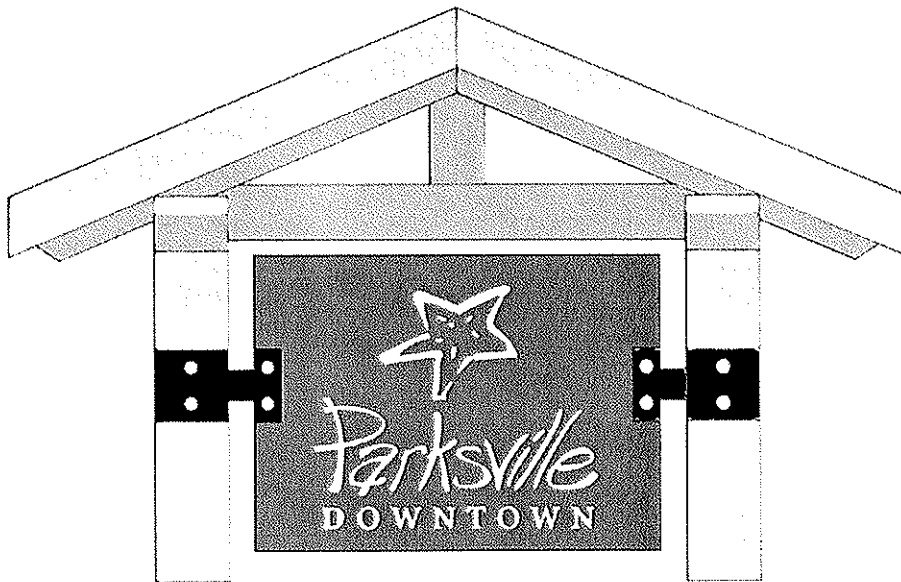
Existing Park Signs



Schedule 'A' – Proposed Sign Concepts

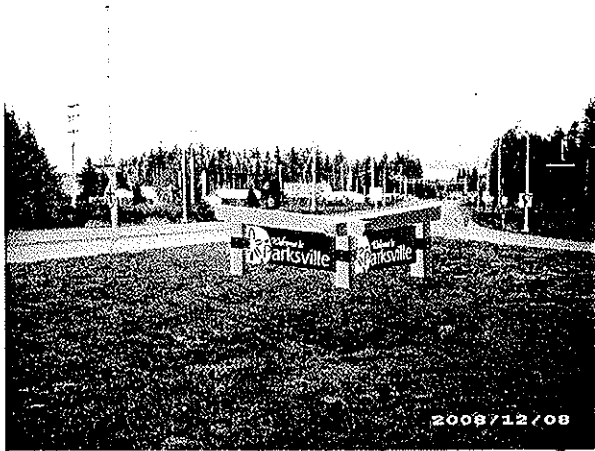


Replacement Concept—Type #1



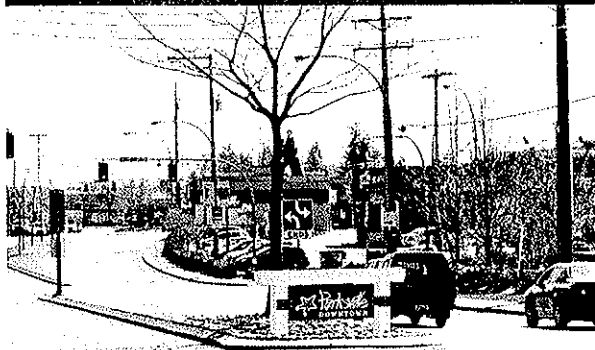
Replacement Concept—Type #2

Schedule 'B' – Proposed New Signs / Type 1



**City of Parksville Welcome Sign**  
'City Centre This Exit'

Located at the intersection of Highway 19A  
(Inland Island Highway) and Highway 4A  
(Alberni Highway)



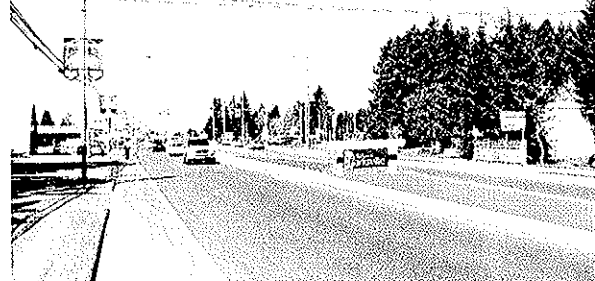
**Welcome to Downtown Sign**  
'Nanaimo Traffic Turn Right on McMillan'

Located west of McMillan on Highway 19A



**Welcome to Downtown Sign**

Located east of McVickers Street on High-  
way 19A



**City of Parksville Sign**

Located west of the 'Orange Bridge'  
spanning the Englishman River

Schedule 'C' – Proposed New Signs / Type 2 Downtown



**Downtown Welcome Sign**

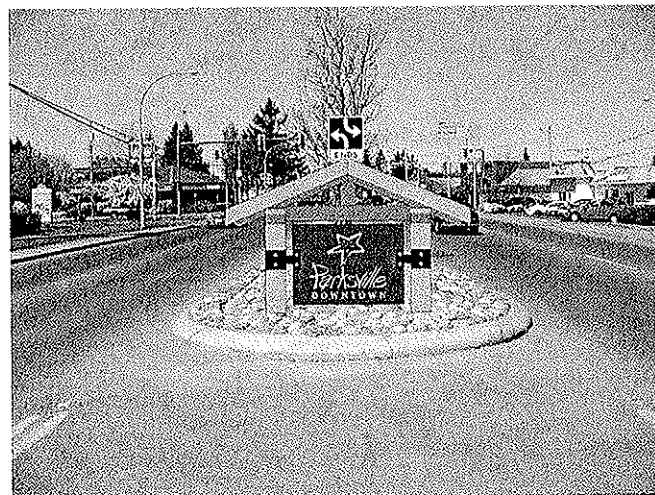
Located at the intersection of Highway 19A (Inland Island Highway) and Highway 4A (Alberni Highway)



**Welcome to Downtown Sign**

'Nanaimo Traffic Turn Right on McMillan'

Located west of McMillan on Highway 19A



**Welcome to Downtown Sign**

'Qualicum Traffic Turn Right on McVickers'

Located east of McVickers Street on