

Development of a Parks Signage System

**Presentation to General Committee
Lands, Building and Park Construction**

**By:
Parks Development Section
Planning and Urban Design Department**

December 2, 2013



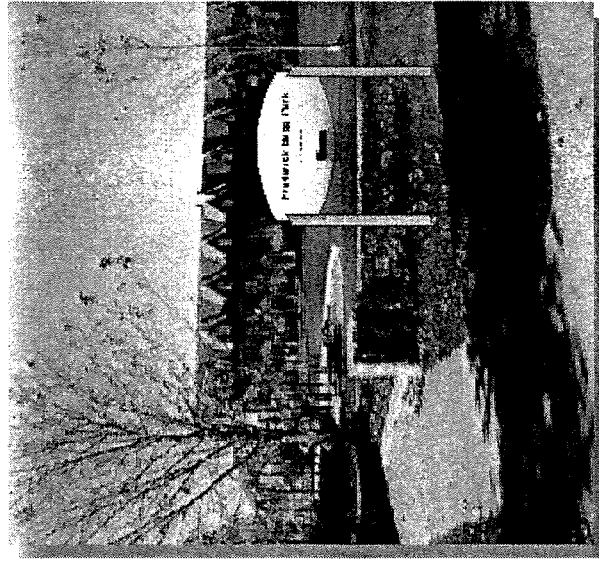
Project Objective

**“To develop a coordinated park signage system
for all new and existing parks in Markham”**

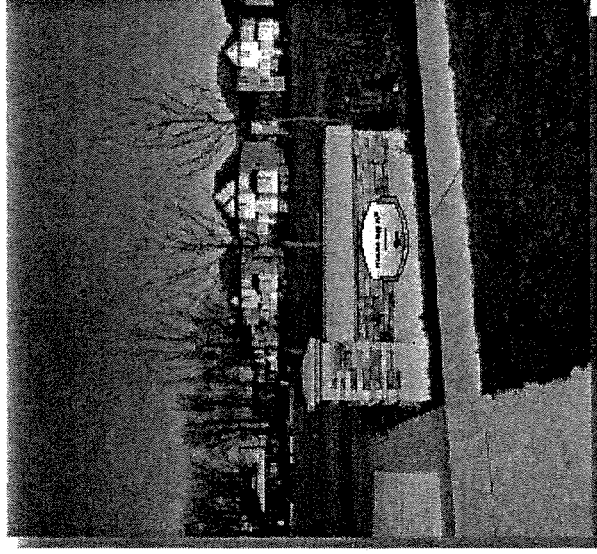


Existing Sign at Briarwood Park

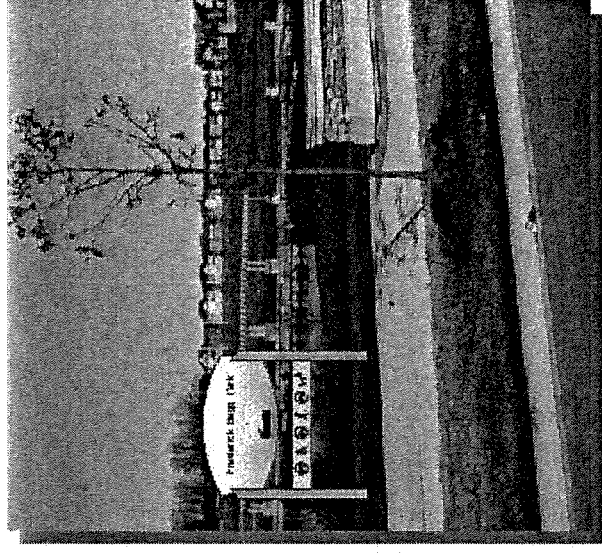
A Signage System for Various Park Requirements



A Parkette Setting



A Feature Entrance Wall



A Neighborhood Park Setting

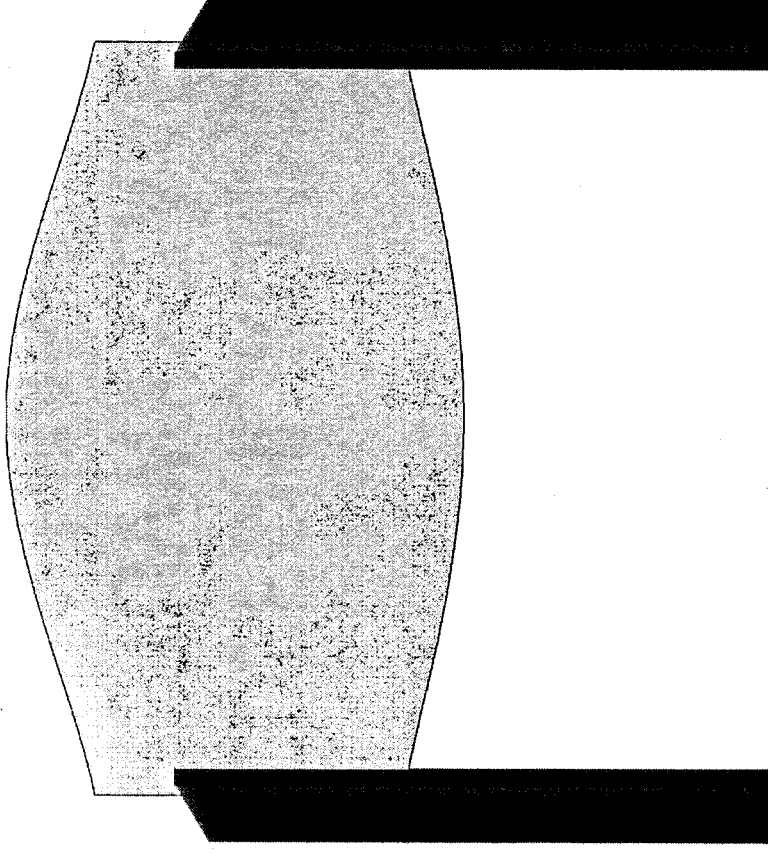
Motto

- City motto translates into a “Design Theme”

Leading While Remembering

Shape of the Sign

- Modern, with a nod to tradition.
- Enlivens the sign with motion and visual interest.



Font

- Modern with “traditional” accents.
- “Humanist”, modern, and timeless.
- Readable from a reasonable distance and from a moving vehicle.

Outer Loop NF

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÁÂÃ
abcdefghijklmnopqrstuvwxyz
1234567890(\$£€.,!?)

Sign Information

- **Name of Park**
- **Identification of Entrance**
- **Address**
- **By Laws**
- **Logos**
- **Trespassing Statement**
 - *Authorities can remove and prohibit entry to any person engaged in prohibited activities under the Trespass to Property Act.*
- **Markham Logo**

Three Design Options

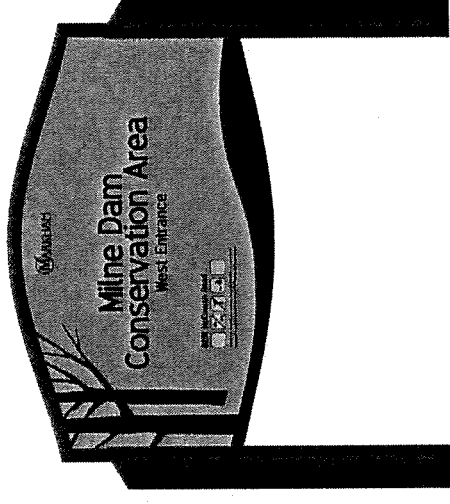
- Each is strong and distinctive in its own right.
- Each has special characteristics, from “contemporary” to “traditional”
- Suitable for all parks: urban squares to conservation parks



Design Option 1



Design Option 2



Design Option 3

Design Option 1

- Inspired by Markham's official tree
- Three large Bur Oak leaves on sign background



Design Option 2

- Bur Oak leaves grow from a branch
- Introduces a variety of stronger colors to represent seasons



Design Option 3

- Bur Oak tree silhouettes are inspired by “Group of Seven” paintings.
- Lower border suggest an undulating landform.

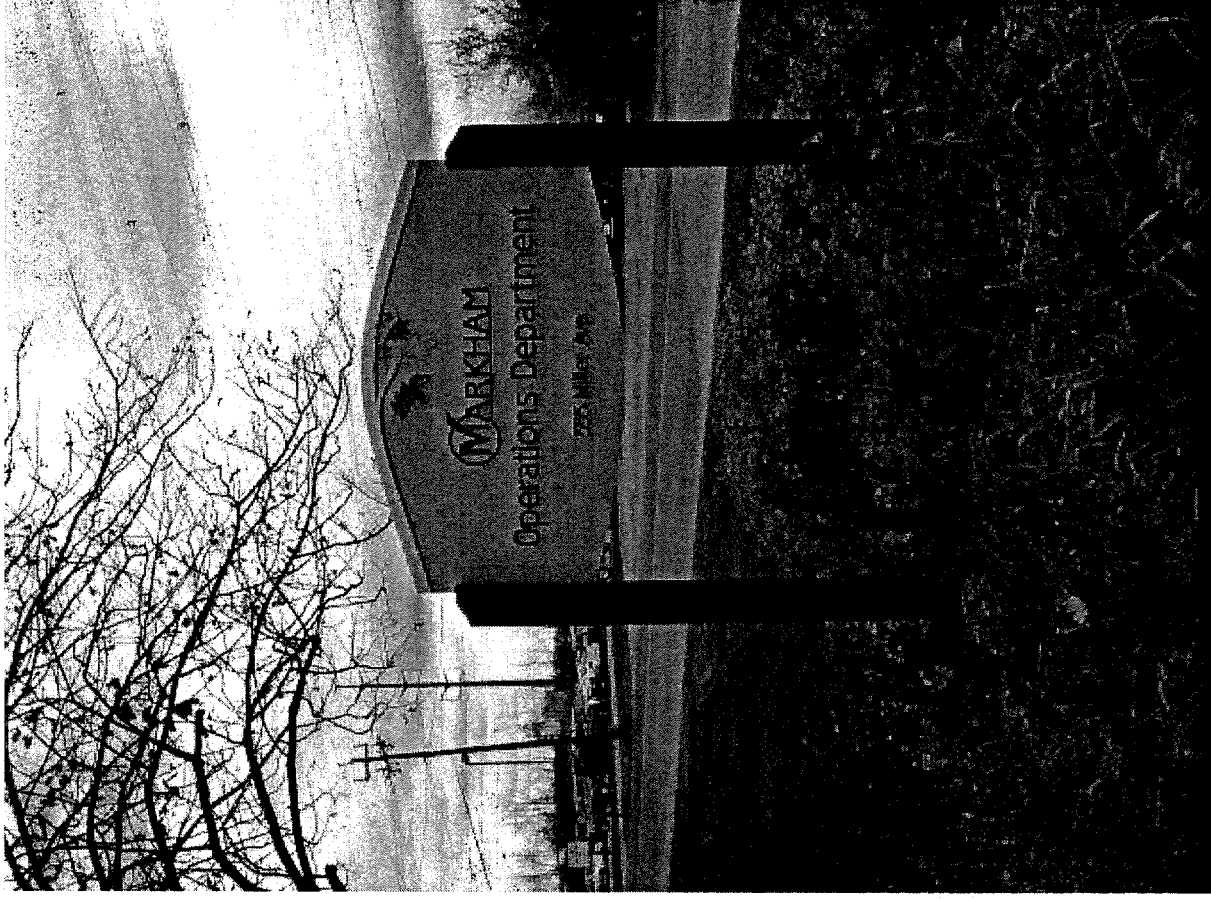


Recommended Option
Classical / Traditional Color Palette



Sign Panel Material

- Permanent heavy duty panels manufactured by others or
- Temporary replacement panels produced in-house
- 6"x6" Wood painted with black satin latex paint.



Financial Planning

- The Design Capital project “Park Signage – Design and Implementation” (ACC # 81-5350-5289-005), which has an available budget of \$23k, will cover additional consulting costs to finalize the design, construction details and “Pilot” signs.
- Annual funding to produce the signs will be requested in the 2015 budget (and future budgets), as required. Current estimation of the cost of a new park sign, supplied and installed by external contractor, would be approximately \$2,500 to \$3,500 per park.
- The total number of parks that have been built since OPA 5 with no signs installed is approximately 105. In addition to this, existing parks (pre OPA 5) are some 145 in number. Most of these existing parks likely have “old style” wood signage what will need to be replaced overtime.
- The preliminary plan for the next 5 years on existing parks will be to install signs at 30 parks per year (\$75,000 - \$105,000 annually)

- The funding for park signage would be as follows:

Type	Funding Source	Quantity	Total Funding Requirements
New Parks	90% Development Charges, 10% Operating Non-Life Cycle	161 ⁽¹⁾	\$402,500 - \$563,500
Existing Parks (no signs)	Development Charges, Operating Non-Life Cycle	105	\$262,500 - \$367,500
Existing Parks (with signs)	Life Cycle, Operating Non-Life Cycle	145	\$362,500 - \$507,500

⁽¹⁾ Quantity is from the Development Charges Background Study from 2013 to 2022

- Funding requests will be considered as part of the annual capital budget process

Next Steps

- Confirm technical specification for sign
- Release RFQ to confirm Supplier and Cost of Production
- Production of a limited number of signs based on current available funding (pilot) in 2014
- Identify new parks to be signed (all parks built or in design since 1998)
- Undertake inventory of parks requiring new signage by Operations Department
- Prepare phased-in multi-year sign replacement program commencing in 2015.

Recommendations

- That Council approves the design direction presented herein in principal and
- That Council approves Next Steps to be taken by staff.