



CITY OF
ST. CATHARINES

Corporate Report

Report from Planning and Development Services, Planning Services

Date of Report: May 9, 2013

Date of Meeting: May 27, 2013

Report Number: PDS-140-2013

File: 68.46.19

Subject: “Walk Your City” Pedestrian Wayfinding Signage

Recommendation

That Council receive for information purposes the report from Planning and Development Services dated May 9, 2013 regarding “Walk Your City” Pedestrian Wayfinding Signage. FORTHWITH.

Summary

This report provides an overview of the “Walk Your City” signage initiative. The report also describes a planned new Walk St. Catharines pedestrian wayfinding signage program.

Background

At its meeting of July 9, 2012, Council directed staff to prepare a report on the “Walk Your City Campaign” which provides signs for estimated walking times to popular destinations. Staff consequently researched the program and brought the idea to the Downtown Development and Revitalization Committee for comment.

Report

The “Walk Your City” campaign was launched by a community group in Raleigh, North Carolina in early 2012 as a means to promote walkability and better communicate spatial relationships. The campaign involved posting a number of simple signs which provide walking directions and walking times to popular destinations such as parks, transit and shopping districts. The intent of the campaign was to promote walking in the community as an alternative to personal vehicles for all trips.

The campaign was well received and has since been replicated or modified in other communities including London, Ontario and Rochester, New York.

The City’s Downtown Development and Revitalization Committee (DDRC) have been exploring opportunities for public realm improvements in the Downtown and members had previously identified a need for pedestrian wayfinding signage. The “Walk Your City” concept was presented to the DDRC for consideration and a wayfinding

subcommittee was formed. At their meeting of April 18, 2013 the DDRC voted to launch a “Walk St. Catharines” pedestrian wayfinding signage initiative in summer 2013.

The 2013 phase of the “Walk St. Catharines” initiative will include the installation of 25 new signs in and around the downtown which will identify walking times between popular destinations. The precise location for all signs will be determined in conjunction with staff from the Transportation and Environmental Services and Economic Development and Customer Service departments. Signs will be installed around locations that generate large numbers of pedestrians and will provide directions to important destinations such as Market Square, Montebello Park, and the Transit Terminal.

The signs will each be one square foot in size and printed on metal panels as indicated in Appendix 1. If the initiative is well received, it can be expanded with additional signs in around the downtown or other neighbourhoods.

Financial Implications

The 25 signs will be produced and installed with funds from the Transportation and Environmental Services 2013 Operating Budget which covers road signage. Total cost is estimated at under \$1000.

Conclusion

The Walk St. Catharines initiative will be launched in summer 2013 as an inexpensive and flexible tool through which to promote the Downtown’s assets and promote walkability. The initial launch will include 25 metal wayfinding signs and this number could be expanded if successful.

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IT'S A
__ MINUTE
WALK TO

it's not too far....

