

DATE: May 6, 2019**FILE:** 6130-20/Seal Bay**TO:** Chair and Directors
Electoral Areas Services Committee**FROM:** Russell Dyson
Chief Administrative OfficerSupported by Russell Dyson
Chief Administrative Officer***R. Dyson*****RE: Seal Bay Park Signage Update****Purpose**

To update the Electoral Areas Services Committee on the development of the Seal Bay Park signage plan for information purposes.

Executive Summary

In accordance with action item 6.1 of the Seal Bay Nature Park and Forest Management Plan (2019), the parks department has engaged in the development of new signage for Seal Bay Park.

These new park signs will improve navigation and safety in the park; increase awareness of key park attractions; provide language learning opportunities; highlight the presence of the K'ómoks First Nation (KFN); and create a new consistent approach to CVRD park signage.

Highlights to date:

- Taiji Brand Group was engaged in January of 2019 to design the new park signs. Corporate Communications, Parks and a representative of KFN Lands Committee worked collaboratively on conceptual design options. Design options took elements from both CVRD and KFN graphic standards guides to create a partnered look and feel within the signage.
- Parks has worked closely with the KFN Lands Committee to rename trails within Seal Bay Park. These trail names will be displayed on the new signage in both English and Sliammon (First Nation Coast Salish). Phonetic translations of the Sliammon language will also be provided.
- Trails within the park that have been previously named after key individuals have been retained. This includes Don Apps Trail, Coupland Loop, Grieves Trail and Melda's Marsh Trail. These trails will not have a First Nation's translation.
- Trails to be closed as per the Seal Bay Nature Park and Forest Management Plan will not be signed.
- Trail naming was done in accordance with the policy criteria as developed under the CVRD 'Naming of Regional District Public Facilities' policy 7900-00.
- Conceptual sign options and proposed trail names were reviewed by Chief and Council on April 29, 2019. The trail names and option three of the conceptual sign options were approved by Chief and Council. KFN Chief Nicole Rempel will be providing verification of all Sliammon translations and phonetics being used in the new signage.
- Sign installation is planned to be completed by September of 2019.

Prepared by:

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Concurrence:

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Concurrence:

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Doug DeMarzo
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Community Services**Stakeholder Distribution (Upon Agenda Publication)**

KFN	✓
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Attachments: Appendix A – “CVRD Signage Program Park Signage, Taiji Brand Group”
Appendix B – “Proposed trail names”

CVRD Signage program

Park signage

CREATIVE APPROACH

15 APRIL 2019

TAIJI BRAND GROUP

1145 Maple Bay Road

Duncan, BC V9L 5X1

250.483.4143 | taiji.ca

taiji

Colours

Trail Type



Multi-use trail
Pantone 7760 c



Pedestrian only
Pantone 7715 c



Pedestrian & bike
Pantone 5415 c

Emergency



Bright Orange
Pantone 158 c

Entrance Sign



Beachfront
Pantone 534 c

Feature colours



Pantone 382 c



Beach/ocean
Pantone 5415



Hex #008794

Running loop colours



Pantone 7685 c



Pantone 7475 c



Cultural Feature
Pantone 7609 c



Environmental Feature
Pantone 553 c



**Parking/entrance/
washroom**
Hex #F1C400



Pantone 7490 c



Pantone 1565 c

CVRD

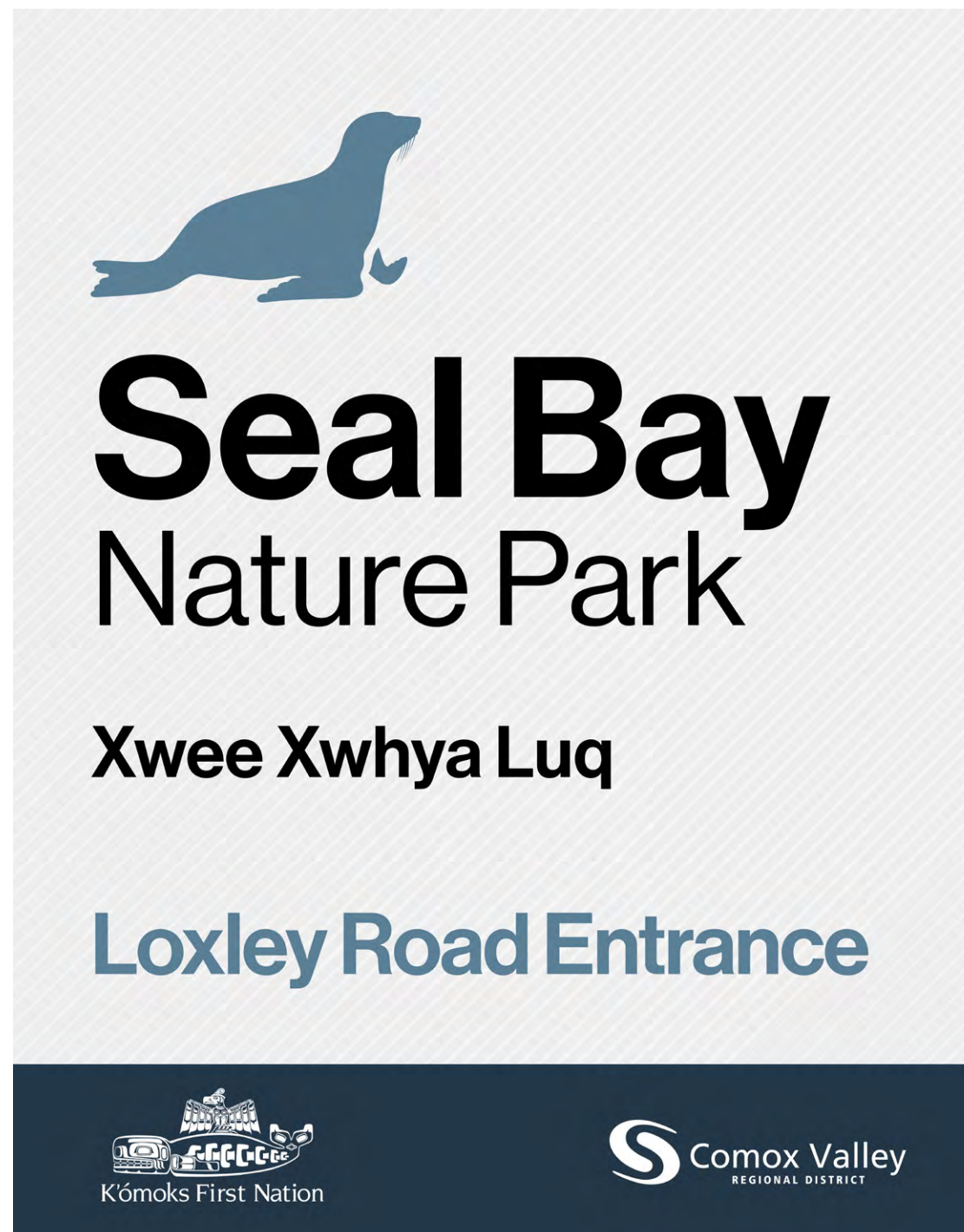
Seal Bay Park
Signage program

Secondary Park Entrance sign

OPTION 1

CVRD

Seal Bay Park
Signage program



- Mounted on 6"x6" post
- Text size requirement– 25mm text height per 15m viewing distance
Designed text size=75mm
- Include park name, entrance name, traditional KFN name and both logos

Sign size: 22"x28"

Secondary Park Entrance sign

OPTION 1

CVRD

Seal Bay Park
Signage program



Trail sign (Hub)

OPTION 1



- Mounted on 8"x 8" post
- Include traditional name with pronunciation, english name, icons, and arrow.

Sign size: 7.5" x 7"

CVRD

Seal Bay Park
Signage program

Feature sign (Hub)

OPTION 1



- Mounted on 8"x 8" and 4"x4" post
- Include english name and distance marker

CVRD

Seal Bay Park
Signage program

Sign size: 7.5" x 2.25" or 3.5"x1.5"

Trail sign & Feature sign (Hub)

OPTION 1

CVRD

Seal Bay Park
Signage program



Directional sign

OPTION 1



- Mounted on 4" x 4" post
- Include traditional name, english name, icons and arrow

Sign size: 3.5" x 3.5"

CVRD

Seal Bay Park
Signage program

Directional sign

OPTION 1

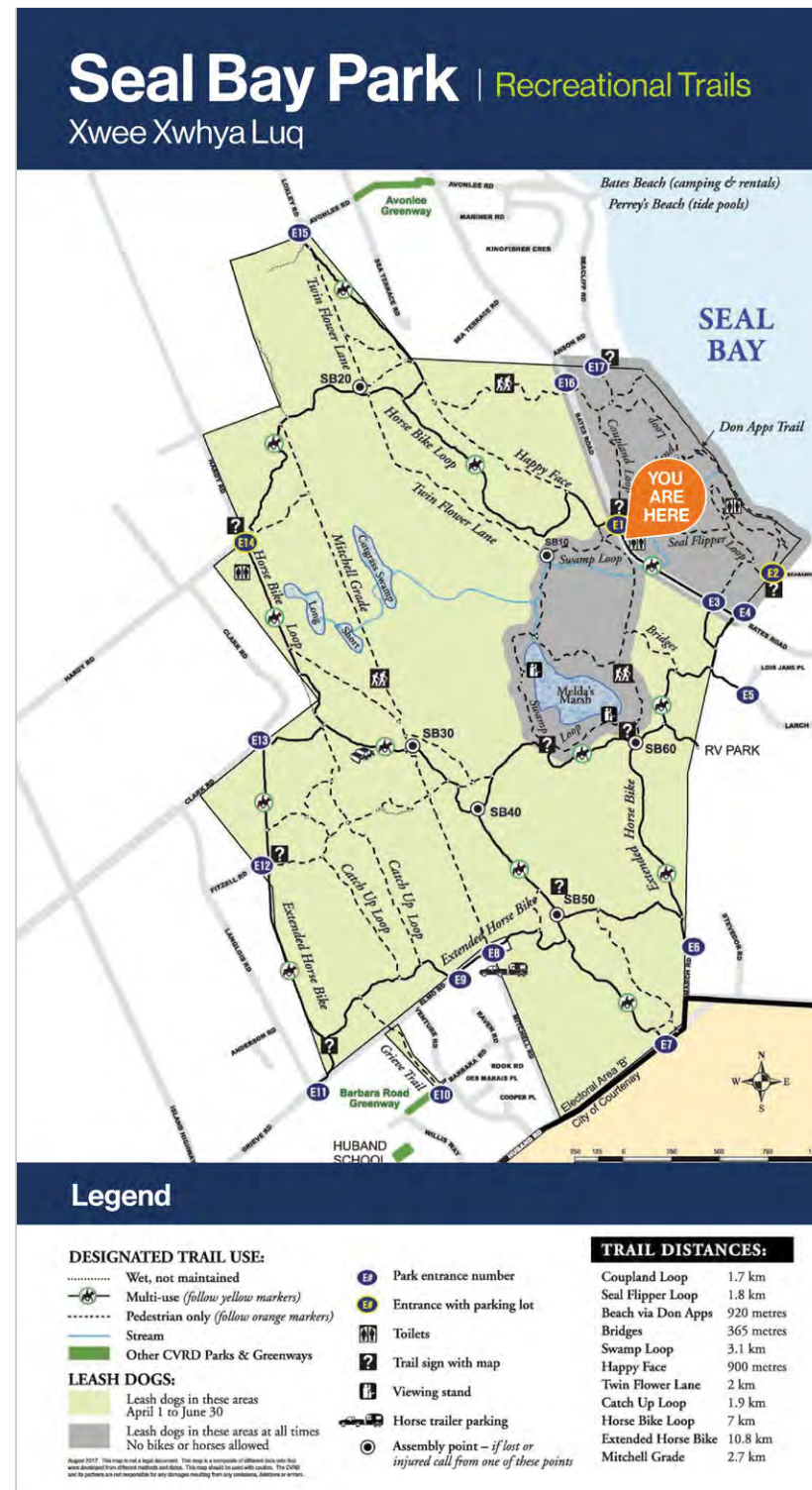
CVRD

Seal Bay Park
Signage program



OPTION 1

Seal Bay Park Signage program



- Mounted on 8"x 8" post
- Include park name, traditional name, map and legend

Sign size: 7.5"x13.7"

**Regulations
(Hub)**

OPTION 1

CVRD

Seal Bay Park
Signage program

Trail Etiquette



Walkers & cyclists only, motorized vehicles not permitted

To access Driftwood Rd. trail users must pass through Driftwood Estates common property.

- Please stay on trail until you reach Driftwood Rd.
- Do not litter

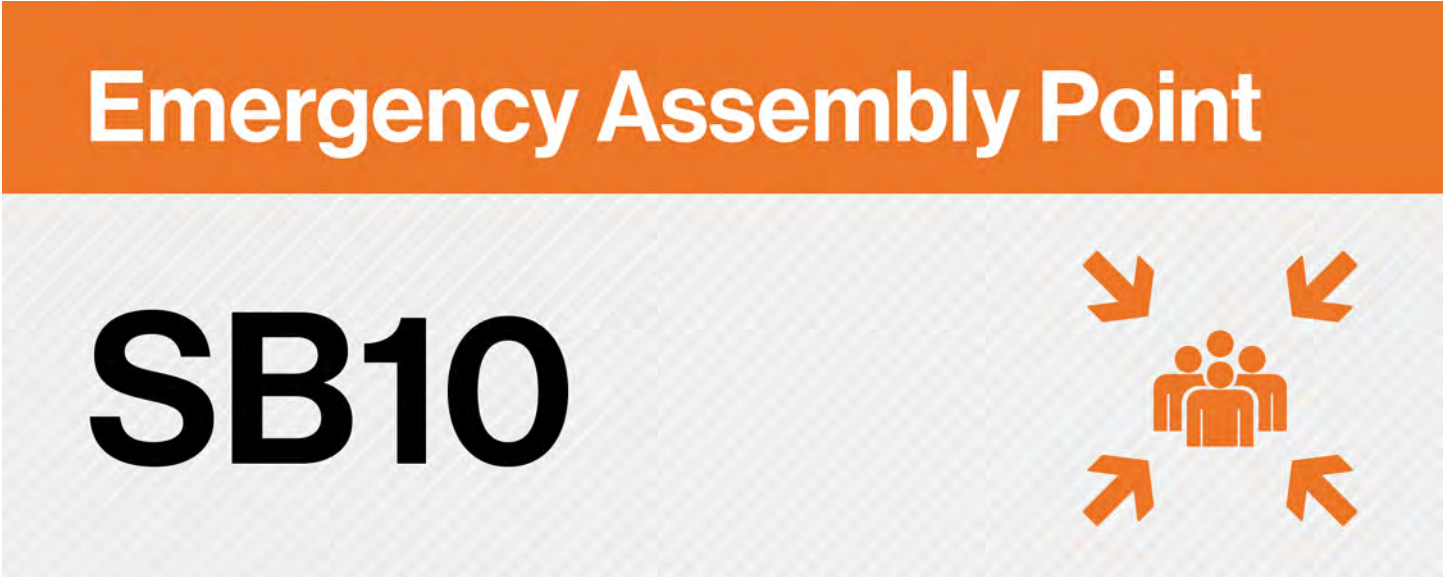


- Mounted on 8”x 8” post
- Include hazards, trail regulations and icon legend (description about icons on trail signs)

Sign size: 7.5”x7.5”

**Emergency
Assembly Point
(Hub)**

OPTION 1



- Mounted on 8”x 8” post
- Include bright orange (PMS 158) for visibility, assembly point code and icon

Sign size: 7.5”x 3”

CVRD

Seal Bay Park
Signage program

Map, Regulations & Emergency Assembly Point (Hub)

OPTION 1

CVRD

Seal Bay Park
Signage program



Boundary sign

OPTION 1



- Mounted on 8"x8" or 4"x 4" post
- Include boundary, icon, CVRD and KFN logo

Sign size: 7.5"x 4.5" or 3.5"x 2.5"

CVRD

Seal Bay Park
Signage program

Boundary sign

OPTION 1

CVRD

Seal Bay Park
Signage program



Kiosk

OPTION 1

CVRD

Seal Bay Park
Signage program

Seal Bay Park | Recreational Trails

Xwee Xwhyh Luq



Welcome!

Explore these forested trails cleared and improved mostly thanks to local residents. The trail straight ahead is one such example.

Russ and Maureen Coupland upon their retirement from Angus cattle farming in the Ottawa Valley, began volunteering in the park in 19984. Alongside Done and Sylvia Apps, Murray McLeod, Cliff Ginger and others, Russ and Maureen filled mud holes, cleared rocks, dug ditches and posted signs to keep folks from getting lost. With Don Apps, Russ also engineered and constructed the dam at Melda's Marsh. Walk Coupland Loop in memory of a WWII section leader, farmer, and community-minded nature lover—Russ Coupland.

From this loop you can wander down the twists and turns of the Don Apps trail to the beach. As you enjoy the fern-laden ravine imagine Done on his miniture excavator smoothing out the trail in 1985 under the watchful eyes of park stewards Melda Buchanan and Phil Capes. For your benefit and enjoyment, Russ and Murray McLeod fortified the trail with vast wooden retaining walls and railings.





Legend

DESIGNATED TRAIL USE:

- W: Not maintained
- M: Multi-use (yellow markers)
- P: Pedestrian only (yellow markers)
- S: Stream
- Other CVRD Parks & Greenways

LEASH DOGS:

- Leash dogs in these areas April 1 to June 30
- Leash dogs in these areas at all times No bikes or horses allowed

Trail entrance number

Entrance with parking lot

Toilets

Trail sign with map

Viewing stand

Horse trailer parking

Assembly point - if lost or injured call from one of these points

TRAIL DISTANCES

Coupland Loop	1.7 km
Seal Hipper Loop	1.8 km
Beach via Don Apps	930 metres
Bridges	905 metres
Swamp Loop	5.1 km
Happy Trail	900 metres
Twist Flower Lane	2 km
Catch Up Loop	1.9 km
Horse Bike Loop	7 km
Extended Horse Bike	10.8 km
Mitchell Grade	2.7 km

Visitor Information

- LEVEL OF DIFFICULTY:** Coupland Loop—Easy, Seaciffe and Don Spps Beach Trail—Moderate (steep).
- DANGER!** Trails may be unsafe during strong winds due to falling branches and trees. Trails may be slippery when wet or frozen.
- LEASHING REQUIRED:** Swamp Loop and all trails this side (east) of Bates Road. All park trails during fawn season April 1 to June 30.
- BEAR IN MIND:** You are hiking in bear and cougar country. Be sure to hike in a group and make noise. Whistle, talk or carry noise-makers to alert wildlife of your presence. Keep children and pets close at all times.
- OPEN** 5am to 1pm. NO overnight parking or camping
- HELP US MANAGE THE PARK:** Report concerns or ideas to communityservices@comoxvalleyrd.ca or 250-334-6000 www.comoxvalleyrd.ca

Est experio nsequeriam qui remolentia nem eture omnihilitem sundici mendiantie conseratem volonibus, sequis dolorem im re.

Park Notices

- Includes welcome message, comox logo, KFN logo, map & legend, visitor information, brochure rack (holds 5) and notice board

Sign size: 72”x 48”

Kiosk

OPTION 1

CVRD
Seal Bay Park
Signage program



**Parking lot
sign**

OPTION 1



- Mounted on 6"x6" post
- Include icon and regulations

Sign size: 5.5"x8.75" and 5.5" x 7"

CVRD

Seal Bay Park
Signage program

Parking lot sign

OPTION 1

CVRD

Seal Bay Park
Signage program



Trail sign
(Hub)

OPTION 2
ONE COLOUR

CVRD
Seal Bay Park
Signage program

Trail Type



Pantone 7760 c

Emergency



Bright Orange
Pantone 158 c

Entrance Sign



Beachfront
Pantone 534 c

Feature colours



Pantone 382 c



Beach/ocean
Pantone 5415



Hex #008794

Running loop colours



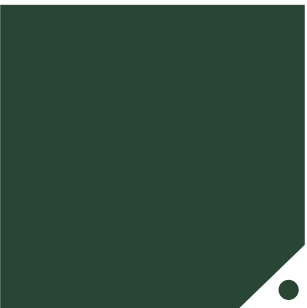
Pantone 7685 c



Pantone 7475 c



Cultural Feature
Pantone 7609 c



Environmental Feature
Pantone 553 c



**Parking/entrance/
washroom**
Hex #F1C400



Pantone 7490 c



Pantone 1565 c

**Trail sign
(Hub)**

OPTION 2
ONE COLOUR

CVRD

Seal Bay Park
Signage program



- Mounted on 8”x 8” post
- Include traditional name with pronunciation, english name, icons, and arrow.

Sign size: 7.5” x 7”

Trail sign & Feature sign (Hub)

OPTION 2
ONE COLOUR

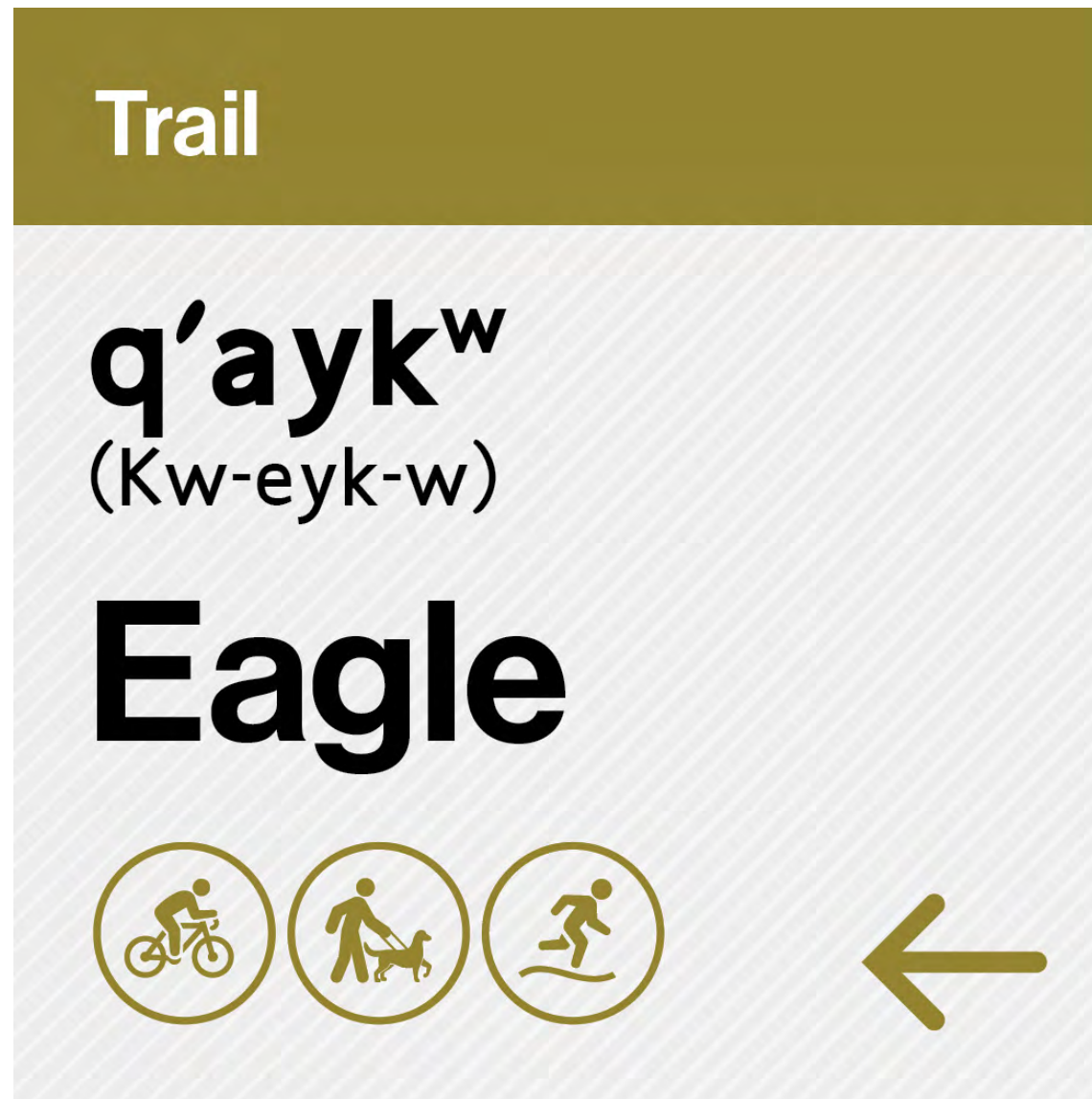
CVRD

Seal Bay Park
Signage program



Directional sign

OPTION 2
ONE COLOUR



- Mounted on 4" x 4" post
- Include traditional name, english name, icons and arrow

Sign size: 3.5" x 3.5"

CVRD

Seal Bay Park
Signage program

Directional sign

OPTION 2
ONE COLOUR

CVRD

Seal Bay Park
Signage program



Colours

OPTION 3

CVRD
Seal Bay Park
Signage program

Trail Type



Multi-use trail
Pantone 7760 c



Pedestrian only
Pantone 7715 c



Pedestrian & bike
Pantone 5415 c

Feature colours



Pantone 382 c



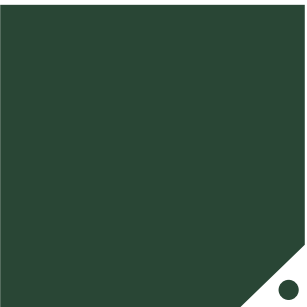
Beach/ocean
Pantone 5415



Hex #008794



Cultural Feature
Pantone 7609 c



Environmental Feature
Pantone 553 c



**Parking/entrance/
washroom**
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Emergency



Bright Orange
Pantone 158 c

Entrance Sign



Beachfront
Pantone 534 c

Running loop colours



Pantone 7685 c



Pantone 7475 c



Pantone 7490 c



Pantone 1565 c

**Trail sign
(Hub)**

OPTION 3



- Mounted on 8”x 8” post
- Include traditional name with pronunciation, english name, icons, and arrow.

Sign size: 7.5” x 7”

CVRD

Seal Bay Park
Signage program

Trail sign &
Feature sign
(Hub)

OPTION 3

CVRD

Seal Bay Park
Signage program



Directional sign

OPTION 3



- Mounted on 4”x 4” post
- Include traditional name, english name, icons and arrow

Sign size: 3.5” x 3.5”

CVRD

Seal Bay Park
Signage program

Directional sign

OPTION 3

CVRD

Seal Bay Park
Signage program



Proposed trail names for Seal Bay Regional Park with translated Sliammon (mainland Comox)
Language names

English Name	Sliammon
Multi-Use Trails	
1. Forest Loop	ʔayigən
2. Douglas Fir	ḡayənay
3. Maple	paqəjɛ
4. Red Alder	ḡixay
5. Western Hemlock	qoʔay
6. Cottonwood	qʷaqʷaley
7. Red Cedar	taxamay
8. Spruce	tʰačá ʔpay
Pedestrian Only Trails	
9. Wren	čúču
10. Upland (or away from the water)	θičim
11. Your spirit	qaymɛxʷanən
12. Owl's Grove	xɛxnɛq
13. Creek Loop	qʷaqʷtɛm
14. Salal berry place	t'akay
15. Huckleberry	tó ʔxʷəm
16. Eagle	q'aykʷ
17. Sasquatch	t'ai
18. Squirrel	kʷakʷaju
19. Black Bear	mɛxat
20. Deer	qɛgaθ
21. Sky	ʔoqʷ
22. Land that faces the ocean	čɛ́ tayin
23. Ravine	saʔpɛt
24. Fern	tagəkʷayin
25. In the Shade	tʰajit
26. Passage in Between	kwatawɪ
27. Twinflower (use translation for Having flowers)	qʷasaʔəm
28. Seal Loop	ʔasxʷ
29. Raven	ḡoho