Minutes – Council – May 30, 2024

Minute No. 303
Report – Standing Policy Committee on Property and Development – May 9, 2024

Item No. 1 Wayfinding Signage at City Hall

COUNCIL DECISION:

Council concurred in the recommendation of the Standing Policy Committee on Property and Development and adopted the following:

1. That Public Service be directed to report back to the Standing Policy Committee on Property and Development with the following:

    A. A proposed sign that is redesigned to fit within the existing budget allocation of $35,000.

    B. A redesigned sign to be consistent with other City signage, using both official languages and braille.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Standing Policy Committee on Property and Development – May 9, 2024

DECISION MAKING HISTORY:

Moved by Councillor Rollins,

That the recommendation of the Standing Policy Committee on Property and Development be adopted.

Carried

Councillor Eadie and Mayes were absent from the vote on the above motion.

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 22, 2024, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Property and Development and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On May 9, 2024, the Standing Policy Committee on Property and Development did not concur in the recommendation of the Winnipeg Public Service and submitted the following to the Executive Policy Committee and Council:

1. That Public Service be directed to report back to the Standing Policy Committee on Property and Development with the following:

    A. A proposed sign that is redesigned to fit within the existing budget allocation of $35,000.

    B. A redesigned sign to be consistent with other City signage, using both official languages and braille.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

COUNCIL DECISION:

On April 25, 2024, Council concurred in the recommendation of the Standing Policy Committee on Property and Development and adopted the following:

Report – Standing Policy Committee on Property and Development – May 9, 2024

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

1. That an extension of time 30 days be granted for the Winnipeg Public Service to report back with a mock-up of the signage and the budget implications for the installation of wayfinding signage in the Courtyard of the City Hall campus as well as directional signage in both the Susan A. Thompson Building and the Council Building, in both official languages, as well as Indigenous languages that are commonly used within the City of Winnipeg.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On April 16, 2024, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Property and Development and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On April 11, 2024, the Standing Policy Committee on Property and Development concurred in the recommendation of the Winnipeg Public Service and submitted the following to the Executive Policy Committee and Council:

1. That an extension of time 30 days be granted for the Winnipeg Public Service to report back on the matter.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Standing Policy Committee on Property and Development – May 9, 2024

DECISION MAKING HISTORY (continued):

COUNCIL DECISION:

On March 21, 2024, Council concurred in the recommendation of the Standing Policy Committee on Property and Development and adopted the following:

1. That an extension of time 30 days be granted for the Winnipeg Public Service to report back with a mock-up of the signage and the budget implications for the installation of wayfinding signage in the Courtyard of the City Hall campus as well as directional signage in both the Susan A. Thompson Building and the Council Building, in both official languages, as well as Indigenous languages that are commonly used within the City of Winnipeg.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On March 12, 2024, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Property and Development and submitted the matter to Council.

On March 7, 2024, the Standing Policy Committee on Property and Development concurred in the recommendation of the Winnipeg Public Service and submitted the following to the Executive Policy Committee and Council:

1. That an extension of time 30 days be granted for the Winnipeg Public Service to report back on the matter.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Standing Policy Committee on Property and Development – May 9, 2024

DECISION MAKING HISTORY (continued):

COUNCIL DECISION:

On December 14, 2023, Council concurred in the recommendation of the Standing Policy Committee on Property and Development and adopted the following:

1. That the Public Service be directed to report back in 90 days with a mockup of the signage and the budget implications for the installation of wayfinding signage in the Courtyard of the City Hall campus as well as directional signage in both the Susan A. Thompson Building and the Council Building, in both official languages, as well as Indigenous languages that are commonly used within the City of Winnipeg.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

ADMINISTRATIVE REPORT

Title: Wayfinding Signage at City Hall

Critical Path: Standing Policy Committee on Property and Development – Executive Policy Committee – Council

AUTHORIZATION

Author	Department Head	CFO	CAO
B. Erickson	G. Patton	C. Kloepfer	M. Jack

EXECUTIVE SUMMARY

Wayfinding signage is an important tool in helping visitors navigate facilities. Given the many members of the public who attend City Hall every day, an effective system for wayfinding is warranted. This report presents recommendations to improve wayfinding at City Hall in assisting individuals find their way easily and effectively.

RECOMMENDATIONS

1. That this report be received as information.

REASON FOR THE REPORT

At it's December 14, 2023, meeting Council concurred in the recommendation of the Standing Policy Committee on Property and Development and adopted the following:

That the Public Service be directed to report back in 90 days with a mock-up of the signage and the budget implications for the installation of wayfinding signage in the Courtyard of the City Hall campus as well as directional signage in both the Susan A. Thompson Building and the Council Building, in both official languages, as well as Indigenous languages that are commonly used within the City of Winnipeg.

IMPLICATIONS OF THE RECOMMENDATIONS

There are no direct implications to receiving this report as information. The Public Service will pursue installation of new wayfinding signage, as outlined herein, for the Courtyard and main floors of the Council and Susan A. Thompson Buildings at City Hall at an estimated cost of up to $56,500. The Council-approved 2024-2027 Multi-Year Operating Budget includes $35,000 in funding for wayfinding signage at City Hall. The Assets and Project Management Department intends to fund the remaining amount (estimated at $21,500) from within existing resources.

HISTORY/DISCUSSION

Wayfinding signage is a system for guiding people through spaces and can include Identification, Informational, Regulatory, and Directional signage components. Some benefits include making visitors feel comfortable and less overwhelmed in a new setting, as well as empowering them to find what they are looking for without having to ask for assistance. Proper signage also helps staff remain on task without interruptions from visitors seeking directions.

To understand how wayfinding signage at City Hall could improve visitor experiences, the Public Service undertook (1) a review of existing signage, (2) consulted with Campus stakeholders, and, (3) utilized direct observation to understand how the public moves through the complex and where people require assistance. The scope of this work was restricted to areas most commonly accessed by the public, which includes the Courtyard and main floors of the Council and Susan A. Thompson Buildings.

Each public entrance at City Hall has an adjacent security desk with Commissionaires often the first point of contact for visitors. They, along with other staff, provide directions. However, enhanced directional signage could improve wayfinding for visitors. Directional signage guides people from Point A to B confirming their progress along the way. It uses text and symbols (e.g. arrows or lines on walls, floors, etc.) and is placed at junctions where people have to choose which direction i.e., at "Decision Points". Below is a summary of City Hall's "Decision Points" and corresponding recommendations on how to better guide visitors. See *Appendix A - Location of Updated Directional Signage* for proposed locations of new/enhanced signage.

1. **Courtyard**

Wayfinding at City Hall begins in the Courtyard which is currently the location with the least amount of signage information. Visitors must choose between the Council building to the south or the Susan A. Thompson Building (SATB) to the north. Despite both buildings clearly being labelled above the entrance, people unfamiliar with the complex often default to the Council Building even if they have correspondence directing them to the SATB. This is likely because the Council Building is closer to the path of travel, and appears welcoming with an entrance flanked by flags, ramps, and stairways, and has clearer sightlines into the building.

Recommendations:

New wayfinding signage be installed in the Courtyard to better direct people to their correct building destination. Signage should be fully accessible (i.e., meet Winnipeg's Accessibility Design Standard [WADS]) and affixed to a suitable base for stability/approachability. The Public Service recommends an illuminated, double-sided sign that is durable, weather-appropriate, vandal resistant, and complementary to the heritage character of the complex. This sign may include English, French, Braille, Dakota, Michif, Anishinaabemowin, Cree, Inuktitut, Ojibwe-Cree, and Dene translations as feasible. Final materials/colours will be chosen with sign fabrication to ensure buildability. See *Appendix B - Courtyard Sign Mock Up* for the current draft design (subject to further revisions and finalization).

Estimated Class 4 Cost: $50,000

2. **Council and Susan A. Thompson Building Foyers**

Despite both buildings having name signage above their main exterior entrance, visitors can overlook same and may become confused between the two facilities inside either.

Recommendations:

Install new building name signage on the interior of both buildings in a location easily seen upon entry (e.g. on Security Desk, wall adjacent to entry, etc.)

Estimated Class 3 Cost: $1,500

3. Council Building Security Desk

All persons entering the Council Building are greeted by Commissionaires to discuss their visit and are verbally directed. Given the low number of Decision Points in this building, no further directional signage is recommended at this time.

4. Susan A. Thompson Building (SATB) Security Desk

All persons entering the SATB are greeted by Commissionaires to discuss their visit and are verbally directed. Existing directional signage should be updated/improved, especially with reference to locating Bill Payment and service counters.

Recommendations:

Replace directional signage on the main floor for more clarity (clearer names, more legible, etc.). See *Appendix C - Updated Inserts for Existing Signs*

Estimated Class 3 Cost: $5,000

Final Considerations:

The December 14, 2023, Motion requests the new wayfinding signage include commonly-spoken Indigenous languages. The proposal included in this report provides for such solely on new exterior signage (specifically the Courtyard Sign, which will be adjacent to the Gakina Gidinawemaaganidim Mural and Dakota, Treaty One and Metis Nations flags flying at City Hall). Following consultations, the Public Service is planning to include seven languages in the signage; including Dakota, Michif, Anishinaabemowin, Cree, Inuktitut, Ojibwe-Cree, and Dene.

- The inclusion of additional languages on existing signage would constitute a policy change that should be implemented via Council directive.

- New signage requires all applicable permits, including a Heritage Permit for the proposed Courtyard sign given City Hall has a Municipal Heritage Designation. Urban Design Review will also be applicable to the Courtyard Sign. Conceptual designs as per this administrative report were provided for initial feedback; formal reviews will occur once signage design is finalized.

- Given the estimated cost of the proposed Courtyard sign exceeds the single source limit, a public tender may be required for refined signage design, fabrication, and installation. As such, concept shown are subject to change.

Recommendations Beyond the Scope of this Project

The scope of this project focused on public wayfinding in the areas of City Hall open to public access.

While some areas for improvement have been identified, there may also be benefit to wayfinding signage being reviewed as part of any future security review of the City Hall Campus. This may also include private staff areas on other levels in addition to main floor public areas.

FINANCIAL IMPACT

Financial Impact Statement

Date: March 19, 2024

Project Name:

Wayfinding Signage at City Hall

First Year of Program **2024**

	2024	2025	2026	2027	2028
Capital					
Capital Expenditures Required	$ 56,500	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	56,500	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - (Enter Description Here)	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ -	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery	1,868	-	-	-	-
Net Cost/(Benefit)	$ (1,868)	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	(1,868)	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments: Capital expenditures consist of an estimated $54,632 amount for wayfinding signage in and around City Hall + short-term financing charges and corporate admin fees of $1,276 and Municipal Accommodations admin/project management overhead of $593. The latter two amounts are offset by equal recoveries in the current budget of the Corporate Finance Department and Municipal Accommodations Division respectively.

Mike McGinn Mar. 19, 2024

Mike McGinn, CPA, CA
Manager of Finance

CONSULTATION

This Report has been prepared in consultation with:

- City Clerk's Department
- Customer Service & Communications Department

OURWINNIPEG POLICY ALIGNMENT

Goal: Leadership and Good Governance
Objective: Promote trust and government responsiveness through meaningful, inclusive and informed community engagement.
Policy: 1.7 and 1.19 Equitable Service Access
Enforce compliance with building codes and property maintenance standards, to ensure housing quality, safe building occupancy, and extended building lifecycles.

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

Consideration was given to whether this report connects to the Climate Action Plan, and its Goals and Objectives, and it was determined that Plan is not applicable to this report.

WINNIPEG POVERTY REDUCTION STRATEGY ALIGNMENT

Consideration was given to whether this report connects to the Winnipeg Poverty Reduction Strategy (PRS) and its Goals and Objectives, and it was determined that the PRS is not applicable to this specific report.

SUBMITTED BY

Department: Assets and Project Management
Division: Municipal Accommodations
Prepared by: Jenn Hansell, Superintendent of Planning & Portfolio Management
Date: March 19, 2024
File No: MA2024-035
Attachments:
Appendix A – Location of Updated Directional Signage

Appendix B – Courtyard Sign Mock Up

Appendix C - Updated Inserts for Existing Signs