



The Town of St. Marys

# **SIGNAGE & WAYFINDING STRATEGY**

DECEMBER 2018 - DRAFT FINAL

SKA



DECEMBER 2018

•

**Town of St. Marys**  
**“Signage & Wayfinding Strategy”**

**Town of St. Marys:**

**Project Management:**

Kelly Deeks-Johnson

Trisha McKibbin

Brett O'Reilly

•

**Stempski Kelly Associates Inc.**

*Design, Landscape Architecture, Planning*

*Rural, Destination & Amenity Landscapes*

Sean Kelly, Stasia Stempski,  
Melissa Barker, Megan Thomas, Katie Shkut

© 2018. *Stempski Kelly Associates Inc. All rights reserved.*

*No part of this publication may be reproduced in any form or by any means without the written permission of Stempski Kelly Associates Inc.*

Print Date: December 2018



# TABLE OF CONTENTS

1. HOW TO USE THIS PLAN	<b>1</b>
1.1 Potential Use Scenarios	2
2. INTRODUCTION	<b>3</b>
2.1 An Overview	4
2.2 Introduction to Wayfinding	5
2.3 Components of the Signage System	6
2.4 Town Characteristics	7
2.5 Vision	8
2.6 Guiding Principles	9
2.7 Goals and Objectives	11
3. FOUNDATIONS	<b>13</b>
3.1 Context	14
3.2 Document Review	15
3.3 Focus Group Results	16
3.4 Inventory and Analysis	19
Existing Signs and Evaluation	19
Routes and Trails	23
3.5 Needs, Gaps & Benefits	24
3.6 Foundation Findings	25
4. VISUAL IDENTITY BRANDING & STYLE	<b>27</b>
4.1 Inspiration and Theme Development	28
4.2 Style Guide	30
4.3 Community Concept Review- Results	32
5. DESTINATION SELECTION	<b>35</b>
5.1 Refine Destination Criteria	36
5.2 Final Destination List	38
6. SIGN TYPES & DESIGNS	<b>39</b>
6.1 Sign Types	40
6.2 Colour Palettes	42
6.3 Family of Signs	43
6.4 Signs per Colour Palette	45
7. IMPLEMENTATION	<b>47</b>
7.1 Implementation of the Plan	48
7.2 Sign Placement Standards	52
7.3 Destination Abbreviations	55
7.4 Sign Details	57
7.5 Sign Placement	62
7.6 Budget and Phasing	66
6. APPENDICES	

*(This page is intentionally left blank)*



# HOW TO USE THIS PLAN

*The “How to Use this Plan” section describes who should be using this plan and how they can effectively and properly implement it.*

# 1.1 POTENTIAL USE SCENARIOS

The implementation of this Strategy should be consistent and collaborative among various Town departments, staff members, public members, the Business Improvement Area (BIA), and service groups. Due to the nature of signs, they can be installed by various departments or community groups. Therefore, this Strategy should also be a public document and reference guide. The following 'roles' indicate how this Strategy could be used in various scenarios.

## **Town of St. Marys Staff**

Operation staff can consult the Strategy to determine connection between new developments or other Town places/destinations. Location of future wayfinding elements should be appropriately located and incorporated into the whole system.

## **Project Manager**

Consult the Strategy for guiding principles and character of wayfinding elements. As projects are developed, the Strategy indicates the type of wayfinding sign that might be considered. The Strategy offers a summary of options and addresses 'physical element' considerations for specific siting and strategic locations.

## **Department Managers**

While a variety of places/spaces and activities within the Town may be organized into specific departments (Economic Development, Public Works, Parks & Recreation, etc.), managers of those departments will benefit from referencing the wayfinding section of the Strategy, thereby gaining awareness of the peripheral or tangential topics that might be identified, celebrated or considered at any particular place. Included in this should be particular events within the communities.

## **Community Service Group Leader**

Service Groups may consult the strategy as they develop programs to match community needs, their activities, and resources (parks, commercial areas, destination features, etc.) within the town.

## **Sign Fabricator, Graphic or Design Consultant**

The Strategy offers guidance for wayfinding features; placement, materials, and aesthetics. Sign fabricators and design consultants should refer to the Strategy for the overall aesthetic, colour, and design prior to further design development or fabrication of signs.





# INTRODUCTION

*This introduction provides general information on wayfinding and aligns guiding principles with a vision for the Town of St. Marys Signage & Wayfinding Strategy.*

## 2.1 AN OVERVIEW

This Wayfinding Strategy was developed to guide St. Marys current signs, future evaluations, sign designs and overall aesthetic. The Strategy aims to help shape an understanding and appreciation for the community and the Town of St. Marys.

The Strategy will recommend ways the Town can design and implement new directional signs and how people can orient themselves within the Town, through thoughtful wayfinding approaches. Suggestions for signage and wayfinding are meant to be durable, flexible, sensitive and reflect the mission of the Town of St. Marys. The Strategy is dedicated to developing concepts that are appropriate for the urban and rural landscape approaching the Town. It attempts to encompass wayfinding from all aspects and potentials: physically, intellectually, and even emotionally.

The Strategy means to simplify and organize efficiency, it also needs to suggest methods to reach different people of varied backgrounds, all parts of the community and Town, ages, needs, and expectations. It must also be valuable into the future. Therefore, it must be insightful, anticipating the future, based upon the past. This Strategy has been devised to be a flexible tool with allowances for amendments.

Much rests on keeping an inventory up to date. This is true for businesses and services, but also for elements that support 'place', including signs, street furniture, paths, natural areas, programs, and websites.

This Wayfinding Strategy is a reference book. It is important to emphasize that the Strategy will only work if it is carried out with persistent and insightful leadership and an institutional memory. The Strategy has been developed and produced, but now, it must also be read and used. The elements and strategies described here may be put into place and look great initially, but they are meant to continue to look great and work for decades.

It is inevitable that the communities will grow and their limits will evolve. Perceptions will be altered and expectations will evolve with shifts in the cultural context. However, the land and features of the Town shall always remain desirable and will always be destinations of considerable attraction. It is necessary to check from time to time that good plans are implemented and less-than-good plans are rethought and readjusted.

## 2.2 INTRODUCTION TO WAYFINDING

### **What is Wayfinding?**

Wayfinding is the process of using information to find one's way in the built and natural environment. Wayfinding design is the process of organizing information to help users find their way. This information is usually spatial and environmental and often is the result of a deliberate plan.

Traditional "signage design" is only one part of wayfinding. To do its job well, a good wayfinding plan accesses all of the environmental issues that affect the user's ability to find their way. A wayfinding design approach can yield a high quality communications solution because it can identify sources of confusion in the subject environment. Confusions may be operational, organizational, having to do with nomenclature, or a result of staff provided direction. A wayfinding design can then resolve the issues and evolve into an appropriate solution.

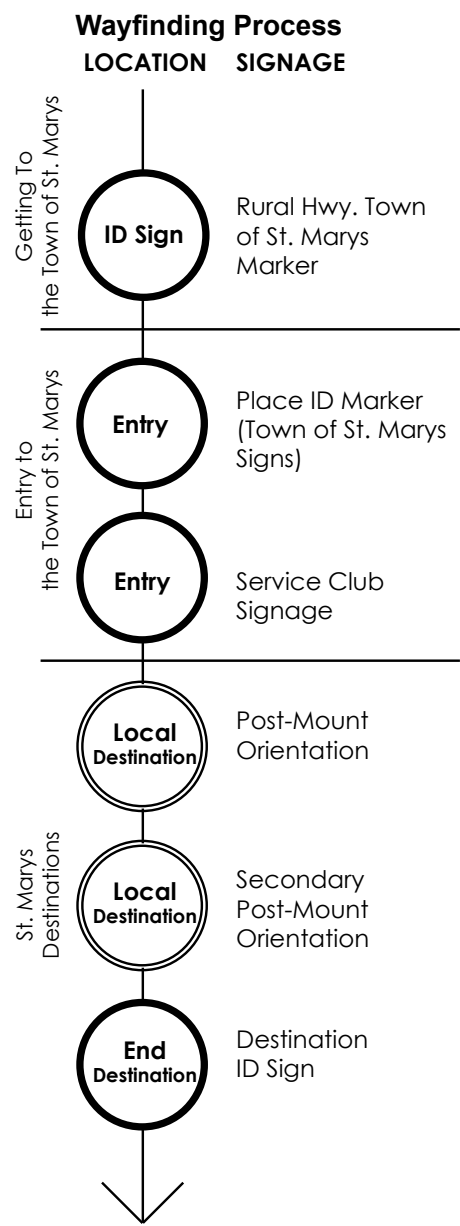
### **Wayfinding in the Town of St. Marys**

The geography of St. Marys presents a substantial wayfinding challenge. The logic of how structures, elements, or spaces are arranged affects the user's ability to understand and remember where (s)he is in the environment. The naming, describing/interpreting, and general organization of the parts of the Town is critical to orientation and signage guideline. Names of places within the Town, must be coordinated on-site. Symbols, identity, and other aspects of design (colour, materials, placement, etc.) play an important role in successful wayfinding.

The intent of this plan is to limit the number and type of signs in the landscape and provide a clear, organized set of sign elements, which can be an effective, commonly expected, and cost-efficient solution to wayfinding design. Limiting the number of signed routes will keep the plan organized and efficient when navigating the landscape.

# 2.3 COMPONENTS OF THE SIGNAGE SYSTEM

Care has been taken in studying the Town and its usage. Several elements can be used to “unveil” the journey and users experience “getting to, being in, and arriving at a destination” in the Town. These steps are demonstrated in the schematic diagram and predominantly consist of “gateway, entry, and destination” elements.



## 2.4 TOWN CHARACTERISTICS

The Town of St. Marys is portrayed and communicated through interpretation and wayfinding as well as leadership. Some popular characteristics and qualities that relate to built elements and community identity in the Town might include the following:

Historic	Picturesque
Vibrant	Creative
Serene	Rail
Stonetown	Culture
Architecture	Polite
Thriving	Healthy
Baseball	Desirable
Quaint	

## 2.5 VISION

The intent of this Strategy is to develop beautiful, sustainable, efficient places that will facilitate meaningful, memorable, and pleasant interactions by residents, employees and visitors alike.

Wayfinding is the process of reaching a destination, in both familiar and unfamiliar environments, using bits of organized information. Care has been taken in studying the Town and its usage.

### **INFORMATION CATEGORIES \***

**ENTRY** identifies major and minor entrances (gateways) to the Town.

**ORIENTATION** identifies direction, adjacencies, routes, and proximities to areas, places, and things.

**IDENTIFICATION** indicates destination, place or feature name. Eg: Community Gateway

**INTERPRETIVE** instructs or provides for display of information. Eg: Service Group Signage

**REGULATION** indicates rules of etiquette or safety precautions.

**TEMPORARY** identifies temporary potential hazards, work in progress, special events, unique conditions. May overlap with regulatory messages.

*\* The scope of this plan essentially focuses on the 'orientation and identification' of the Town of St. Marys communities and destinations*

## 2.6 GUIDING PRINCIPLES

Each element of interpretation and wayfinding in the Town will need to fit in its unique context. The following guiding principles provide a foundation for this Strategy, and are relevant to other elements within and around the Town of St. Marys.

### **Be Appropriate**

All sign elements in Town and around the peripheral should be in scale to the intended location and user.

### **Be of Consistent Attitude**

Everything seen and experienced by the public should reflect a consistent attitude and philosophy of the Town. Signs and built elements should compliment the Town's context, location, aesthetic and brand.

### **Engage All Senses**

When appropriate, use materials for colour, texture, light, sound, and scale to tell or enhance a story of place.

### **Embrace Change**

Remember things will age, change, and even decay over time. Allow these natural properties to be part of the aesthetic message, and prepare for them in the early design stages.

### **Fit the Historic Context**

The design of signs and markers should draw from the historical elements of the Town and the community without replicating them. They should fit historical context and character of the downtown but take initiative to find innovation and transcend the current status.

### **Use Character Befitting the Place**

The character of signs should fit within the aesthetic of the Town. An effort should be made to retain the rural, naturalistic, and heritage environments that residents and visitors now enjoy.

### **Structures are Informative**

Sign design and style can have their own interpretation, delivering a different interpretation and message to each user. The function of words and pictures are in addition to this message, this provides a unique and cohesive message per each individual sign.

## **Place Only a Few, Harmonious Signs**

Built elements, physical markers, and man-made items in the Town's landscape, have the potential to distract from the immersive quality of the downtown, buildings, streets, and natural heritage, which are the main character-defining elements of the place. Though some visitors appreciate or even sometimes long for more information than what is provided, others feel as though they are in the way or resent the intrusion of signs. Given the need for balance, we strongly suggest as few signs as possible, logically placed, and harmonious with each other and the sites they are placed within.

## **Be Unobtrusive**

Locate signs or markers in the landscape so that they are surrounded by vegetation when possible, appearing as if they have been there for many years, (even when they are new).

## **Be Polite**

All signs and built structures should have "good manners." They should be stable, warm, and even imperfect, as though they have been influenced by the human hand and mind of a craftsman. They should not interrupt or shout their presence or their message. They can be tasteful, humble, and visible as the background to gardens; complementing, enhancing, and not overshadowing the Town landscape.

## **Cluster and Incorporate**

Wherever possible, wayfinding markers should be located near and incorporated into the design of other built elements do not litter the landscape with signs. Designs of structures and buildings might allow wayfinding, and interpretation to be integrated. Consolidate regulatory information on a smaller number of signs, or absorb regulatory information on kiosks or orientation panels.

## **Maintain Consistent Leadership**

Essential to the implementation of the Town's identity, is the leadership that promotes it, the attitude embodied in the leadership, and the funds that maintain this identity. Equally essential are implementation and maintenance, adoption, ownership, and consistency of this Strategy. We strongly assert there be a staff member for the Town who has the responsibility, authority, and resources (budget and staff) necessary to maintain the identity of the Town in all forms of media (signage, brochures, website, etc.) and design.



## 2.7 GOALS & OBJECTIVES

### Goals

The Town of St. Marys Signage & Wayfinding Strategy will:

- Ensure wayfinding elements and facilities are consistent with the growing enjoyment of the Town by citizens of the community and beyond;
- Acknowledge that non-structured visitation, tourism and recreational use of the Town is consistent with the mission of conservation, education, and recreation;
- Acknowledge the cultural and naturalistic influence upon which the Town was founded in its recommendations and implementation of this Strategy.

### Objectives

To achieve the above goals, the Town of St. Marys will:

- Use wayfinding features appropriate to the ambiance of the Town and limestone;
- Utilize styles and materials for wayfinding elements that are compatible with existing heritage and natural characteristics;
- Allow visitors to experience, and create opportunities for solace or connection with community members in a rural community setting; and
- Offer degrees of interpretation to match users and their interests.

*(This page is intentionally left blank)*



# FOUNDATIONS

*This section provides the background information required to shape the Strategy, introduce document review, focus group results, and highlight key travel routes & destinations.*

## 3.1 CONTEXT

The Town of St. Marys is located in Southern Ontario, where the Thames River and Trout Creek merge. With a population of approximately 7, 000 residents, the town is characterized by its many limestone buildings, heritage, and proximity to the rivers. People are drawn to St. Marys for the architecture, recreation, and history, with visitors travelling from all over to visit, including the neighbouring urban areas of Stratford and London.

Through this Foundations chapter, the following gathered information will inform the overall Strategy, including hierarchy of destinations, key routes, sign location, and overall sign designs. The Foundation information includes document review, focus group results, evaluation of destinations, routes into Town, and key decision nodes.

*Note: All maps have been prepared by SKA, adapted from mapping provided by the Town of St. Marys.*

## 3.2 DOCUMENT REVIEW

### DOCUMENT REVIEW

The past document review identified desires, concerns and recommendations towards community improvement. Several documents contain applicable information supporting the Town of St. Marys Wayfinding Strategy, including:

#### **Municipal Cultural Plan (2013)**

The Municipal Cultural Plan outlines an existing inventory of the Town's history, cultural events, destinations, and activities which contribute to the overall local culture. The plan also accounts for large urban areas surrounding St. Marys and how they would impact the Town's culture. Overall, the Signage & Wayfinding Strategy can assist the Town's cultural efforts by creating;

1. A design that is respective of the Town's culture, historic buildings, and local context.
2. Signed routes to orient visitors to key cultural destinations.
3. A display of yearly annual events.

#### **Recreation & Leisure Services Master Plan (2017)**

The Recreation & Leisure Services Master Plan outlines provisions and requirements for St. Marys recreational facilities. Within the 2017 Master Plan, wayfinding is outlined as a necessary component of active transportation. The Wayfinding Strategy will complement the Recreation Master Plan by providing signage to direct people to and identify the recreation and leisure amenities available. This can include sports fields, trail heads, water access points, etc.

#### **Heritage Conservation District Plan (2012)**

The Heritage Conservation District Plan outlines the historical qualities and design elements for the numerous historic buildings within the defined district area. Façade signage is a key component of the overall building façade and are specific per store, while wayfinding signs are streetscape/landscape elements that can serve multiple destinations. The Wayfinding Strategy signage will be respectful of the Conservation District, and have appropriate scale, colour and messaging and remain functional for vehicular speeds.

## 3.3 FOCUS GROUP RESULTS

### DOCUMENT REVIEW

On July 10th, 2018 SKA held a stakeholder workshop to determine preferences for the Wayfinding Strategy. Participants included Town staff from various departments including Building & Development, Public Works, Economic Development, Administration, and Corporate Communications, plus a BIA representative. Participants were given three participatory activities which included a Visual Preference Survey (VPS), Exercise 1 and Exercise 2, each intentionally designed to draw out information to inform and guide the Strategy.

### VISUAL PREFERENCE SURVEY

The focus group members were shown a series of slide images and were asked to rank each image as preferred or not preferred. Slides were shown for approximately 7-10 seconds, requiring participants to rank images based on first reactions. The images were broken down into different sections including, but not limited to; colour, style, and different materials.

### EXERCISE 1: THEMING EXERCISE

The focus group members were broken into two groups, each tasked with selecting 12 images from over 50 image cards. Selected images were intended to best represent the character and unique personality of St. Marys. The preferred 12 images were divided into two groups; 6 “Top Images” and 6 “Runner Up” images. Participants were also asked to title their image selection, characterize their images, and describe the reasoning behind image selection.

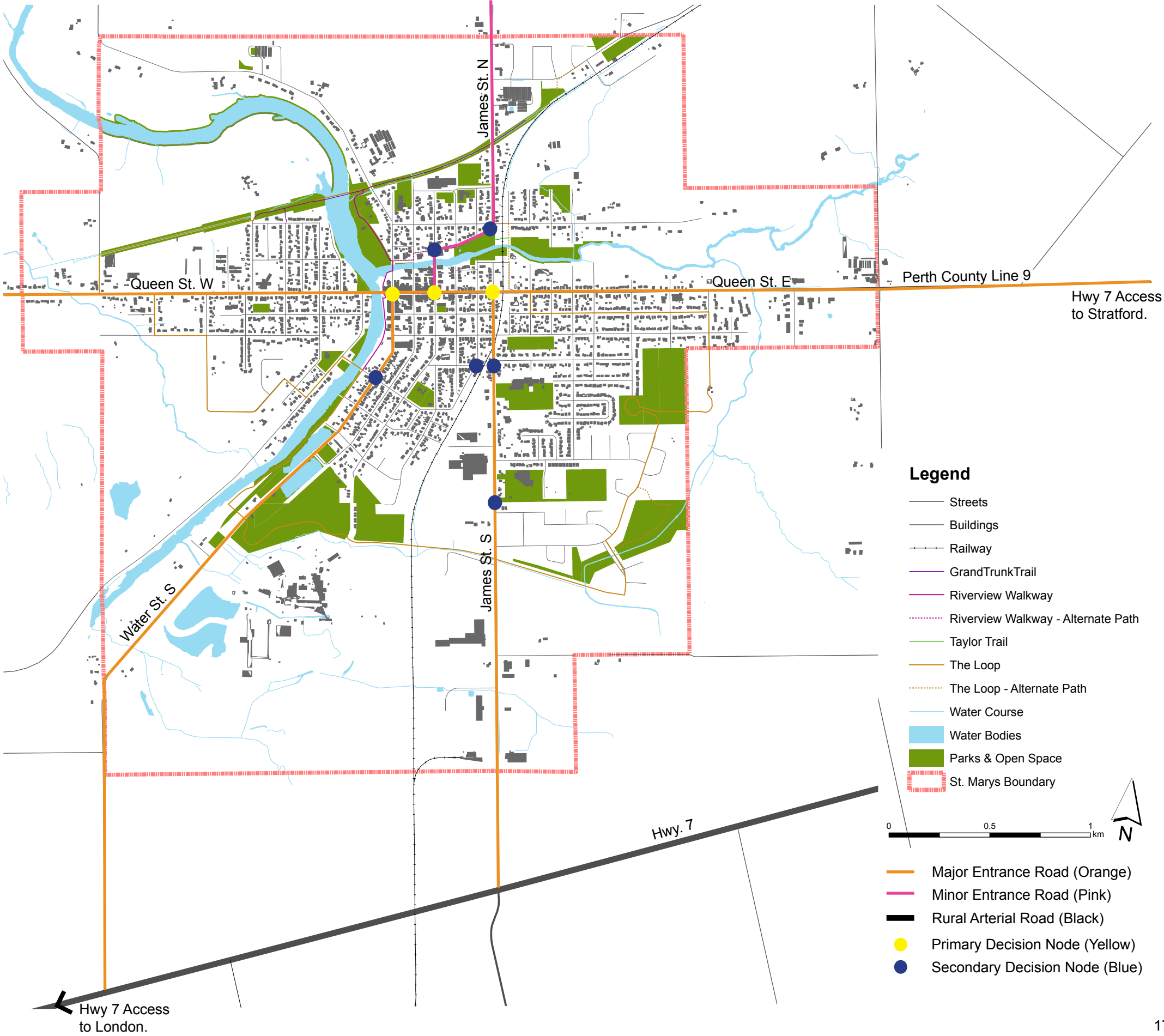
### EXERCISE 2: DESTINATION MAPPING

This second exercise included identifying destinations and travel routes. Participants were split into two groups and each group was given a map of the Town and asked, based on their experience and opinion, to locate key destinations based on three levels of hierarchy: primary, secondary, and tertiary. Groups were also asked to highlight routes they felt were the primary routes into Town, plus routes to the destinations.

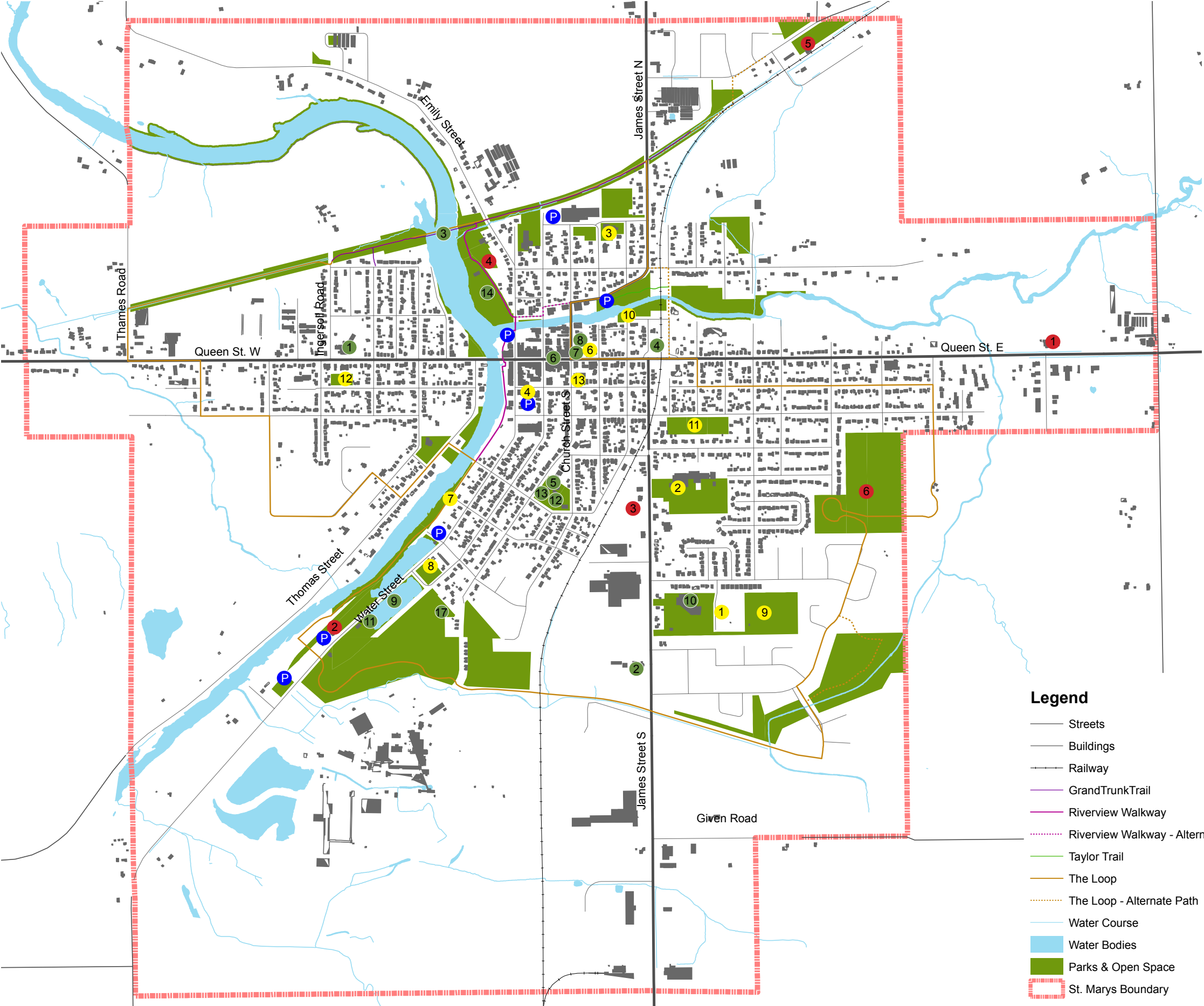
See Appendix A for image results.

ROUTE & DECISION NODES

Participants identified the major and minor roads used entering and navigating around town. These routes then informed the Major and Minor decision nodes (see map below). Routes and nodes illustrate where signs will/need to be located.



DESTINATION MAPPING



- Primary Destinations (green)**
- 1. Hospital
  - 2. Municipal Operations Centre
  - 3. Trestle Bridge
  - 4. Train Station
  - 5. St. Marys Museum
  - 6. Downtown
  - 7. Town Hall/Library
  - 8. Public Washrooms\*
  - 9. Quarry
  - 10. Pyramid Recreation Centre
  - 11. Lind Sportsplex
  - 12. Cadzow/Splash Pad
  - 13. Public Washrooms\*
  - 14. Flats (Milt Dunnell Field)
  - 15. Riverview Walk
  - 16. Loop Trail
  - 17. Canadian Baseball Hall of Fame

- Secondary Destinations (yellow)**
- 1. Little Falls School
  - 2. DCVI
  - 3. Holy Name of Mary School
  - 4. Farmers Market
  - 5. Parking\*
  - 6. Cenotaph
  - 7. River/Fishing\*
  - 8. Teddy's Field
  - 9. Solis Park
  - 10. ParticiPark
  - 11. East Ward Park
  - 12. West Ward Park
  - 13. Lind Park

- Tertiary Destinations (red)**
- 1. Golf Course
  - 2. Tennis/Pickle Ball
  - 3. Skate Park
  - 4. Lawn Bowling
  - 5. Dog Park
  - 6. Cemetery
- \* Indicates items that could be represented by an image/icon.

**Legend**

- Streets
- Buildings
- Railway
- GrandTrunkTrail
- Riverview Walkway
- Riverview Walkway - Alternate Path
- Taylor Trail
- The Loop
- The Loop - Alternate Path
- Water Course
- Water Bodies
- Parks & Open Space
- St. Marys Boundary



## 3.4 INVENTORY & ANALYSIS

### EXISTING SIGNS AND EVALUATION

This section reflects on the Town of St. Marys existing signage and the range of sign types, sizes and configurations. The evaluation focuses on signs that serve Town gateways, destination identification and directional signage found within and around the Town. The Town of St. Marys also recently installed new community service signs, which are located with the existing gateway signs. An image inventory of the existing signs can be found in this section. They are categorized by gateway signs, information panels, directional signs, and identification signage. The following signage conditions are presented around the Town of St. Marys:

#### Gateway Signage:

- Community gateway signage has a consistent look and in good condition;
- Placement of community gateway signs are consistent and in the appropriate location; and
- New community service club signs are generally located in the same area as the gateway signs.

#### Information Panels:

- Information panels are a mixture of colours, formats, and conditions;
- Accessibility approaching panels could be improved; and
- Lack of Town of St. Marys identity / branding.

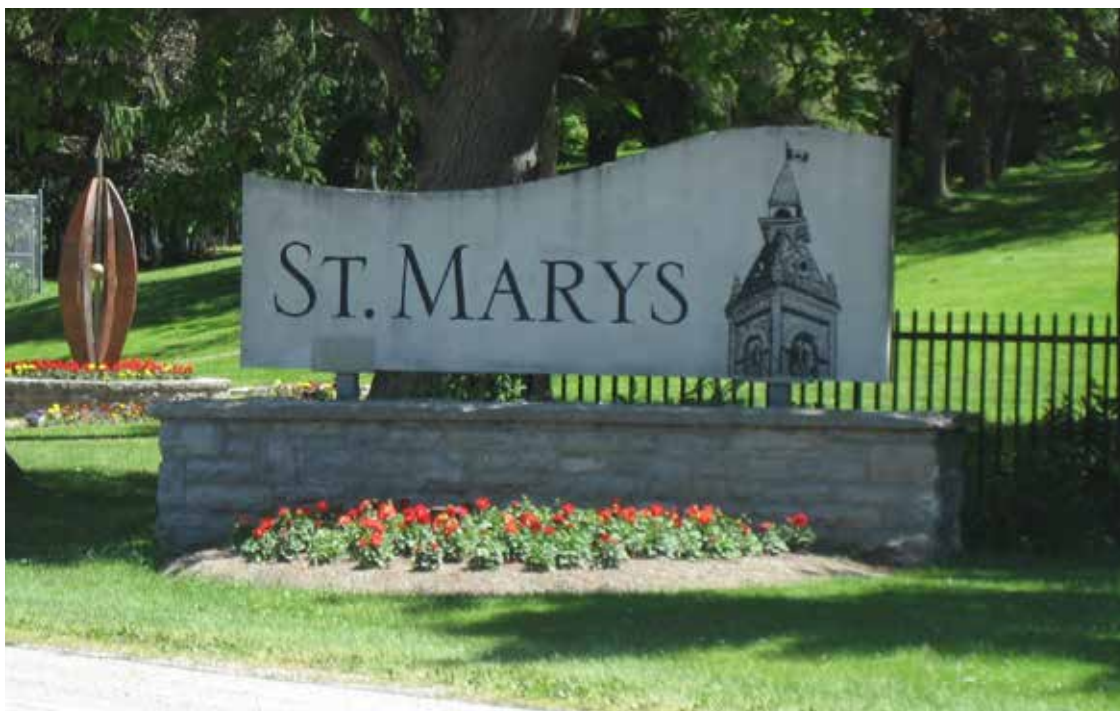
#### Directional Signage:

- Lack of uniformity using a range of colours, sizes, fonts and materials;
- Some directional signage is outdated / poor condition and is in need of replacement;
- Panel size is too small for users to notice signage;
- Font size is too small on certain panels or hidden by other objects (branches, other signs, etc.);
- Inconsistent mounting heights / placement; and
- Multiple signs for the same destination and at the same location.

#### Identification Signage:

- Lack of uniformity: currently using a range of colours, sizes, fonts and materials;
- Lack of Town of St. Marys identity / branding;
- Some identity signage is in poor condition and in need of replacement; and
- Poor graphic layouts result in reduced legibility of signs.

## GATEWAY SIGNAGE



## INFORMATION PANELS



## DIRECTIONAL SIGNAGE





## IDENTIFICATION SIGNAGE



## ROUTES & TRAILS

### **Vehicular Routes:**

The information outlined on the route mapping was gathered from the focus group meeting and site observations. There are four major routes into downtown and one minor route.

### **Rural Arterial Roads:**

Rural arterial roadways are similar to Provincial Highways in terms of roadway speeds (80km/h-100km/h). Highway 7 is located to the South and East side of St. Marys. These rural arterial roads and highways are critical to people accessing the Town because three of the major town routes connect the downtown to Highway 7. On the Route Map, Highway 7 is illustrated with a thick black line.

### **Town Major Routes:**

Local major routes include all paved roads, which are maintained by the Town of St. Marys or the Township of Perth South exterior of the Town limits. Roadway speeds range from 50km/h-80km/h. On the Route Map, these roads have been illustrated with a thick orange line.

### **Town Minor Routes:**

There is only one minor route, this being James St. North. This route is also maintained by the Town of St. Marys or the Township of Perth South. Speed limits are similar to major routes as well. The James St. North access is labeled as a minor route, because many people accessing St. Marys follow Highway 7 to Queen St. E/Perth County Line 9.

### **Pedestrian Routes & Trails:**

There are four trails maintained within the Town, including a few trails with alternative routes. Each trail is identified by a different colour or line type. Each trail is variable in length and difficulty. Trail location and trail access plays a key role in wayfinding and promotion of that particular Town asset.

## AMENITIES & DESTINATIONS

The Town of St. Marys has over 40 destinations listed, all within Town limits. These assets have been subdivided into three categories based on results from the focus group meeting. The categorization of destinations will inform which are a priority on signs, and what are not as critical to include.

## 3.5 NEEDS, GAPS & BENEFITS

This section reflects on background research and comments to highlight the needs and gaps found within the Town of St. Marys regarding the current signage system. The following are not in order of priority:

- In pedestrian focused areas, the existing pedestrian signs downtown are too high for pedestrians but the font is too small for vehicular users;
- There are limited directional signs that identify the numerous destinations within the Town of St. Marys;
- Trail access points (land or water trail) are not clearly identified;
- There is a lack of consistency among directional and identification signage;
- Existing signage lacks uniformity regarding size, colour and overall design of signage. This confuses the identity of the Town of St. Marys;
- The Town's existing signage has minimal branding / logo usage throughout;
- There is a lack of hierarchy among gateway, directional and identification signage;
- Key signs will be required to draw people downtown. This includes drawing Wildwood visitors past the Independent Grocery Store and visitors from London past the Quarry;
- St. Marys has a limited number of access points to the Town, which benefits the Strategy and the number of signs required.

## 3.6 FOUNDATIONS FINDINGS

Moving forward, all the background information gathered will influence the final designs, sign locations, and priority of information displayed. All of these components are the building blocks for the overall strategy. The remaining components to finalize the overall Strategy include detailed designs, sign sizes, and materials.

Sign designs will draw on the shapes, forms, colours, and aesthetic of the VPS images. The overall designs will also consider previously adopted guidelines, especially those documents which highlight wayfinding as an important element.

The limited access routes into Town benefits St. Marys as it reduces the number of primary signs required around peripheral entrances. Conversely, additional signs are required where visitors stop at key destinations which are located at the edge of town (ie. The Quarry and Independent). The intent of these additional signs is to draw visitors past those destinations to explore additional St. Marys attractions. Sign location will also be influenced by the destination exercise and the primary routes through Town.

Finally, the priority of information is a two stage evaluation:

1. What destinations are critical to include on signs (ie. The destination mapping exercise, primary, secondary, and tertiary); and
2. When do destinations start appearing on signs (ie. Which destinations appear on all signs and which start appearing closer to the final destination); example, 'downtown' will be listed on most signs including primary signs at the edge of town, where as 'Lawn Bowling' may only appear on one sign just before the destination.

Each sign will account for the hierarchy of information and when the destination(s) are to be included.

*(This page is intentionally left blank)*





# VISUAL IDENTITY BRANDING & STYLE

*The Visual Identity Branding & Style section provides information on existing identity, logos, and colour palettes in support of the Town of St. Marys Wayfinding Strategy.*

## 4.1 INSPIRATION & THEME DEVELOPMENT

### DESIGN RATIONALIZATION

The design rationalization uses images from the focus group to highlight key design aspects or features that were favoured. Key design considerations are listed below and used in the final sign design.



#### Colour

##### Key Design Considerations

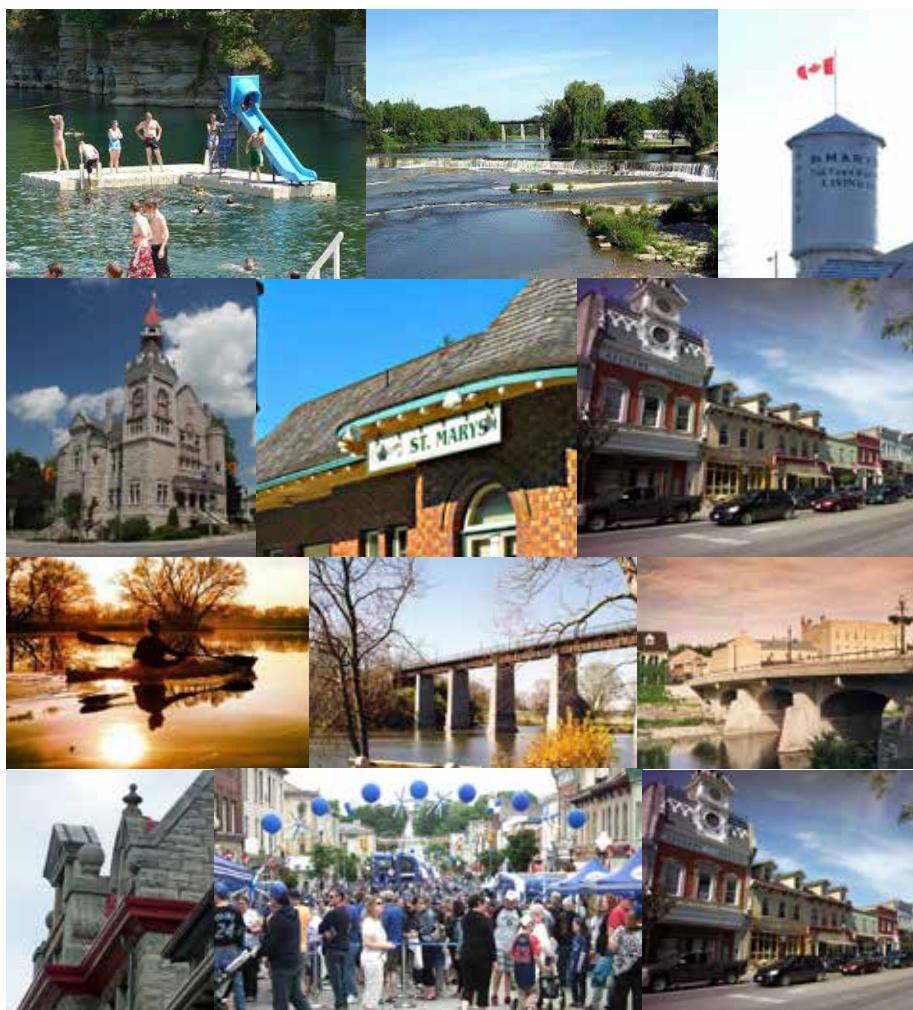
- Preference to green & blue.
- Limited use of highlight/accent colour.
- White font on dark background.



#### Style

##### Key Design Considerations

- Simple form.
- Identity symbols used in a medallion form.
- Block use of colour.
- Light/accent colours used in frames, font, and supporting information.



**Theme Images**  
**Key Design Considerations**

- Key architectural forms;
  - Water Tower
  - Town Hall Tower
  - Bridges
- Emphasis on water and natural environment
  - Falls
  - River
  - Stone

## 4.2 STYLE GUIDE

### CORPORATE LOGO

The Town of St. Marys logo is used to distinguish and create an identity. Elements of, or the whole corporate logo, can be included in sign designs. Use of the corporate logo respects the Logo Usage and Style Guide, while the form of the tower is a derivative of the logo.



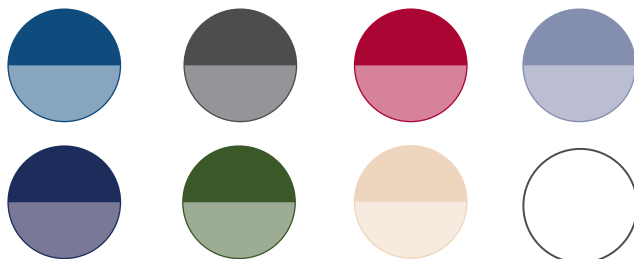
### COLOUR

The colour of signs can impact on how visible they are in the landscape and the legibility for users. The suggested wayfinding palette is informed by the corporate colours and preferred survey images, but also considers colours that would stand out against the limestone buildings downtown.

#### Town Corporate Colours



#### Suggested Wayfinding Colour



## FONT

Key factors for font include:

- Short and fat is better than tall and thin.
- Simple is better than ornate.
- Mixture of upper and lower case is better than all upper.

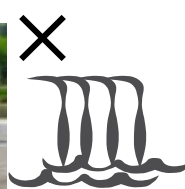
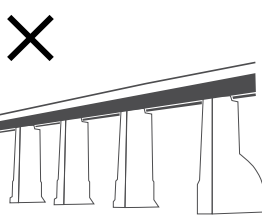
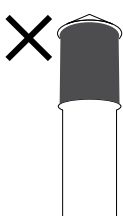
The proposed primary typeface, used on all types of signage, is Corbel or Arial. Both fonts are sans serif typeface and recommended for signage as they provide clear and visible messaging on the signage.

Arial AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890

Corbel AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890

## FORM

Iconic landmarks incorporated into signs need to be easily identifiable. St. Marys has the benefit to have the Town Hall tower, which is still recognizable in a basic form. Other iconic images include the water tower, trestle bridge, and falls. Unfortunately, simplified forms of the water tower, bridge or falls are not strong outlined images.





## 4.3 COMMUNITY CONCEPT REVIEW- RESULTS

### OVERVIEW

Community concept review was held in two forums. The first was a community consultation session on November 8th, 5:30- 7:00pm. The second was an on-line survey, posted and publicly open for two weeks. The intention of both forums was to gather community input and their opinions about the two sign design concepts and the destination list. The following list is a summary of reoccurring comments.

#### Destination List

- Common reoccurring comment and suggestion was to move the Baseball Hall of Fame as a primary destination.

#### Comment Highlights- Concept A

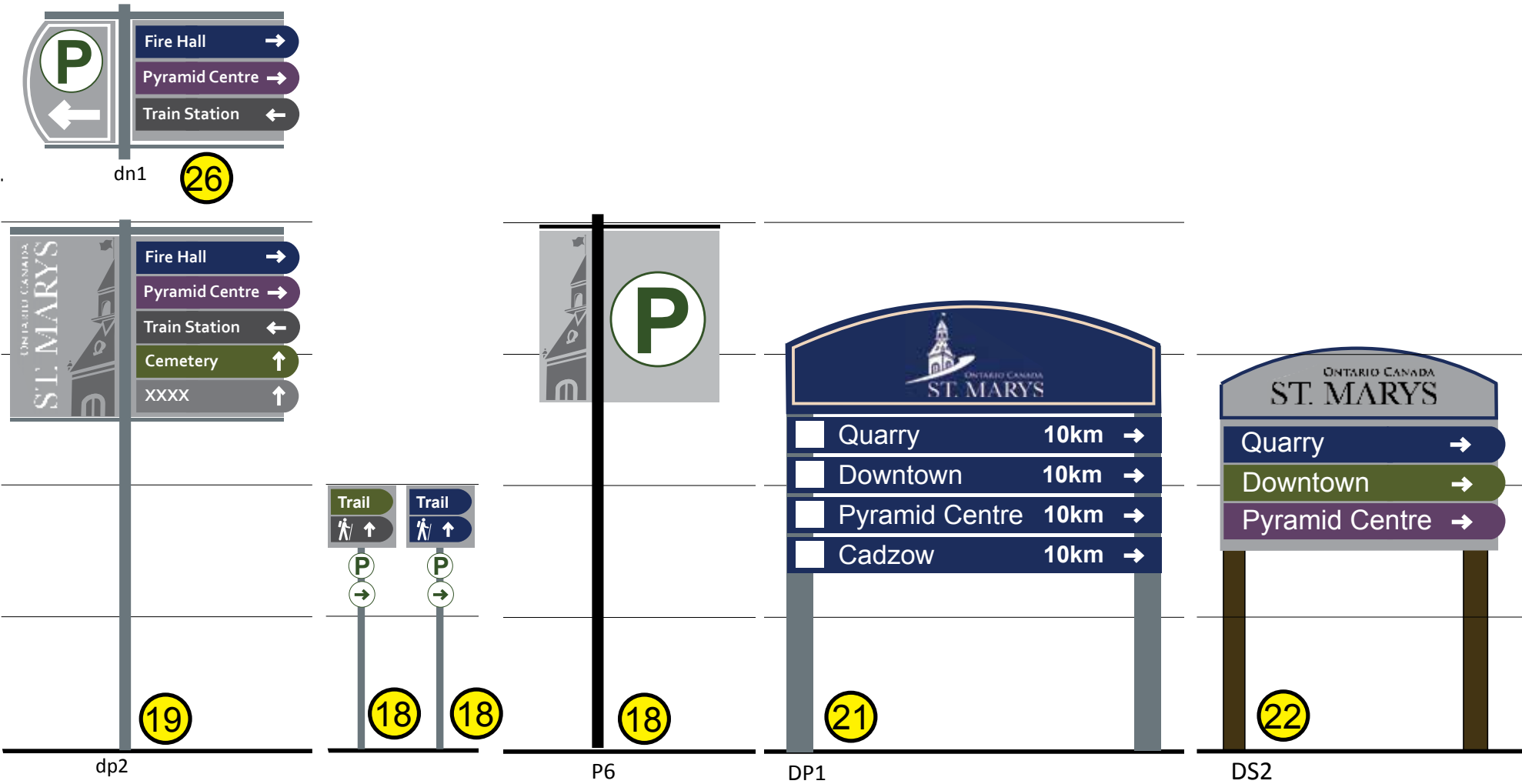
- Mixed opinion of various colours.
- Positive responses to parking direction & inclusion of the address.
- Preference to have arrows to the left side.
- Preference for corporate colours.
- Preference for taller trail signs.
- Natural green better for trails.
- Parking symbol too large.

#### Comment Highlights- Concept B

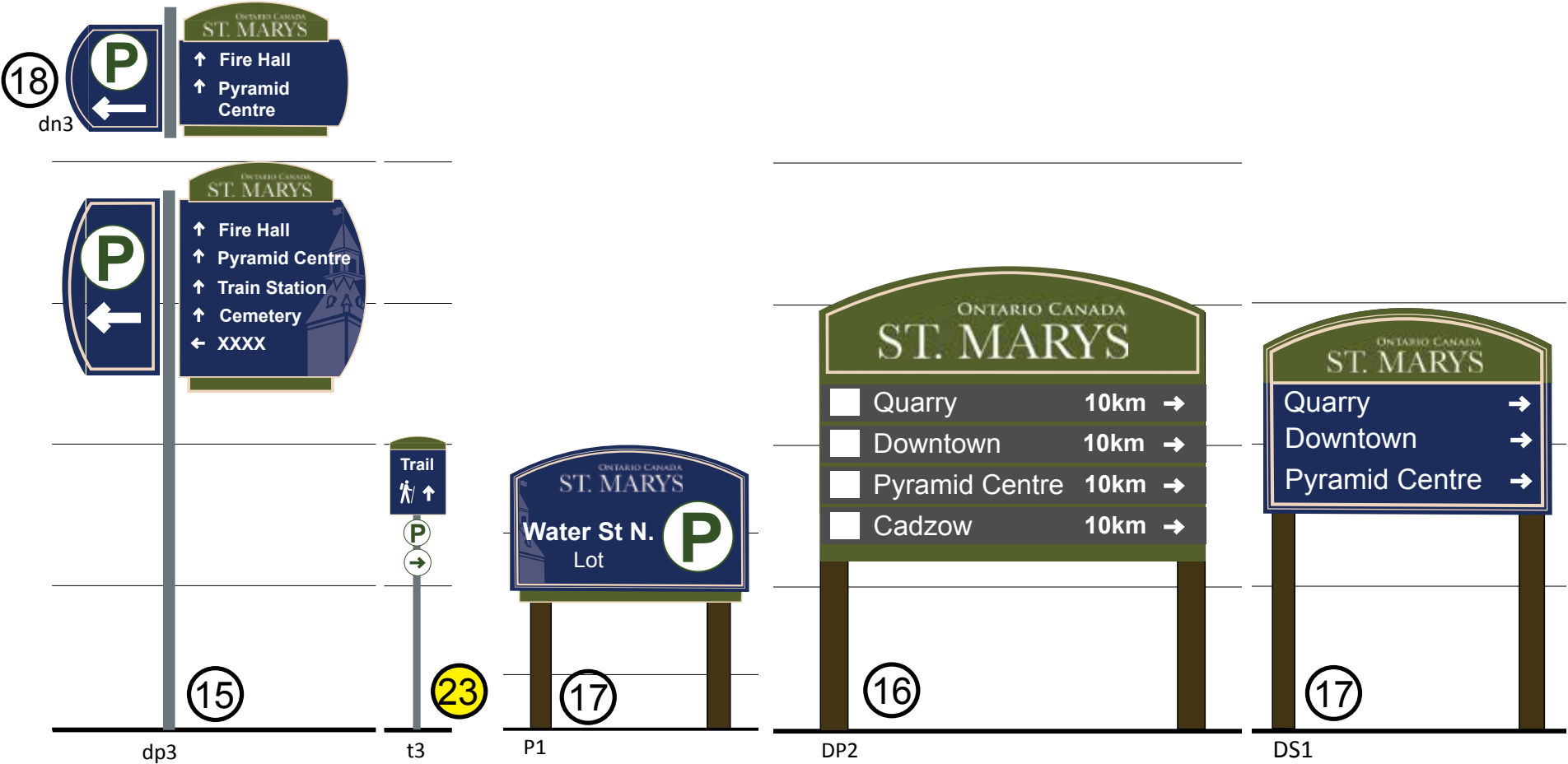
- Preference for corporate colours.
- Preference to have arrows to the left side.
- Dislike the green.
- Preference for blue primary and secondary signs.

The following page highlights the most selected sign for each concept and the total votes received. The yellow indicates the top voted sign overall per category.

CONCEPT A RESULTS



CONCEPT B RESULTS



*(This page is intentionally left blank)*





# DESTINATION SELECTION

*Destination Selection outlines guidelines and the rationale behind how destinations are classified. The classification then illustrates where destinations need to start appearing on signs, and which destinations take priority.*

## 5.1 REFINE DESTINATION CRITERIA

### STEP 1 ELIGIBLE CRITERIA

The final destination list is derived from the focus group exercise. It is organized into primary, secondary, and tertiary destinations. The purpose of primary, secondary, and tertiary is to emphasize the importance of destinations.

### STEP 2 DETERMINE DESTINATION RANKING

To determine the destination's ranking it must be split into levels using the objective criteria listed below.

Different destinations will have different levels of importance for different user groups based on where they are within the system. However, to follow a clear and appropriate system of messaging, it is important to follow a logical system of destination identification based on scale in terms of both size and jurisdictional location. For instance, a local neighbourhood park that most users will be familiar with, will have less importance on a main route than a destination park that appeals to a larger group of users who may not know where it is.

The ranking system is split into the levels further explained on the following page.

**LEVEL 1 DESTINATIONS:**

These are identified as a major destination and recognized regionally and receive directional information to their locations on vehicular signs. Destinations serve visitors with primary information (ie. visitor centres, museums). Typically, these destinations have designated parking and are accessible. Destinations may include municipal offices, visitor centres and commercial districts.

**LEVEL 2 DESTINATIONS:**

These are identified as secondary destinations and are recognized on small scale navigational information. Destinations are popular local attractions with appeal to some out of town visitors. Signage for destinations would be located at the nearest decision point closest to attraction. Destinations may include civic facilities, recreational sites, historic sites and cultural venues. Typically these destinations are within a ten to fifteen minute walking distance.

**LEVEL 3 DESTINATIONS:**

These destinations are frequented by local residents. Information on signage should begin within five to ten minute walking distance of attraction or the last turn. Signage should have generic messaging, the use of symbols is recommended. Destinations would include local attractions and activities.

**LEVEL 4 DESTINATIONS:**

Captures a variety of public entities and amenities that do not meet the criteria of Level 1-3.

## 5.2 FINAL DESTINATION LIST

The final destination list is organized into primary secondary and tertiary categories, then each destination is assigned a level. This final list informs when destinations start appearing on signs and which destinations have priority.

### PRIMARY

- L1 Quarry
- L1 Pyramid Rec. Centre
- L1 Downtown
- L1 Trestle Bridge
- L1 Train Station
- L1 Baseball Hall of Fame
- L2 Flats (Milt Dunnell)
- L2 Cadzow Park/Splash Pad
- L2 Public Washrooms
- L2 St. Marys Museum
- L2 Lind Sportsplex
- L2 Town Hall/Library
- L2 Public Washrooms
- L2 Hospital
- L3 Riverview Walkway
- L3 Loop Trail
- L4 Municipal Operations Centre (MOC)

### SECONDARY

- L2 Farmers Market
- L2 Parking
- L2 Cenotaph
- L2 River/Fishing
- L3 Teddy's Field
- L3 Solis Park
- L3 ParticiPark
- L3 East Ward Park
- L3 West Ward Park
- L3 Lind Park
- L3 Little Falls School
- L3 DCVI
- L3 Holy Name of Mary School

### TERTIARY

- L1 Golf Course
- L3 Tennis/Pickle Ball
- L3 Skate Park
- L3 Lawn Bowling
- L3 Dog Park
- L3 Cemetery



# SIGN TYPES & DESIGNS

*Sign Types & Designs outlines the various sign categories, where they are typically located, the final family of signs, and colour palette options.*

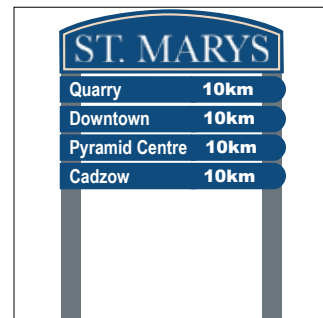
## 6.1 SIGN TYPES

Various sign types are required at specific locations to ensure the proper function of a wayfinding system. This includes the size of each sign relative to road speeds, and the appropriate quantity of information to ensure people are able to understand and process the displayed sign. The following sign types outline their primary function, ideal road speeds, and destination listing organization.

### DIRECTIONAL

#### Directional Primary (Rural highway, road) (DP)

These markers will be the first introduction to wayfinding along major routes leading to St. Marys. The signs will be placed in a rural setting and designed at a larger scale to provide clarity along higher speed roadways. A maximum of four destinations will accommodate visual comprehension at higher speeds. Signs are standardized with a modular design to allow flexibility in adding/subtracting orientation panel. Destinations should be listed as follows: first left turn, then right turn and then straight ahead, with destinations in the same direction listed in order of occurrence. Signs include arrows and with optional distances and graphics (ie. camping, museum, etc.).



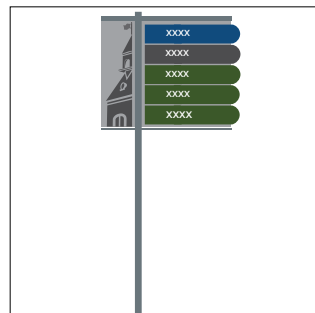
#### Directional Secondary (Urban) (DS)

These markers will provide orientation (understanding your location) and direction to facilities and assets that are located within a specific community. These signs will be the first signs upon entering the community and are scaled ideally for slower vehicular speeds. Signs will be standardized with a modular design to allow flexibility in adding/subtracting directional panel. A maximum of four destinations suit driving conditions upon entering a community. Destinations should be listed as follows: first left turn, then right turn and then straight ahead. Signs include arrows with optional logos.

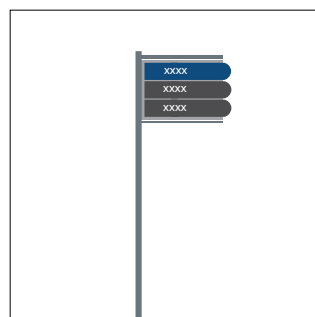


**Directional Pedestrian (Post Mount)****(dp)**

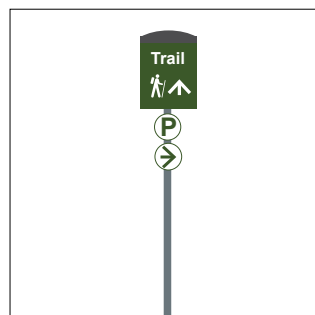
Designed for both the pedestrians and drivers, these signs are smaller in scale, and can accommodate up to five destinations on one panel. Located within the pedestrian scaled streetscape of a downtown area, these signs can be installed as independent structures or installed on existing poles, walls or other vertical surfaces. Directional arrows should speak to the driver first to limit confusion for one way traffic routes.

**Directional Neighbourhood****(dn)**

These specific signs will be located along routes that deviate from the primary travel route and will assist a driver with navigation through a neighbourhood to the intended destination. Smaller in scale, these signs will typically only include one or two destinations, but with a maximum of three.

**Trail (t)**

Trail signs are to be located at the entrance of the trail, along the route, and where the trail changes direction. These are smaller scale signs for recreational trails and pedestrian use. Depending on the trail and how they are indicated, trail branding images can be used on the signs (ie. Loop trail icon).



## 6.2 COLOUR PALETTES

Two colour palettes are proposed for the Town of St. Marys Wayfinding Strategy. Exterior grade sign paint should be used for metal substrates (or approved powder-coat alternative). All paint surfaces shall be protected with a graffiti-resistant polyurethane clear-coat finish with a gloss sheen. High visibility reflective vinyl films will be utilized where required.

Messaging Blade Sign colours will have three specific categories. Civic destinations will be P1, Recreation/Park destinations will be P4, and Service destinations will be either P2 or P5. Refer below for colour palette key.

### MESSAGING BLADE SIGNS

#### Option 1 Colour Palette

- P1** CMYK: PANTONE 534C
- P4** CMYK: C=3 M=3 Y= 0 K= 69  
Hex: #D4D4F
- P2** CMYK: PANTONE 194C

#### Option 2 Colour Palette (Recommended)

- P1** CMYK: PANTONE 534C
- P4** CMYK: C=3 M=3 Y= 0 K= 69  
Hex: #D4D4F
- P5** CMYK: C=33 M=0 Y= 53 K= 65  
Hex: #3B5829

### DESIGN DETAIL COLOURS

- P6** CMYK: C=0 M=10 Y= 20 K= 7  
Hex: #EED6BE
- P5** CMYK: C=33 M=0 Y= 53 K= 65  
Hex: #3B5829
- P7** CMYK: C=15 M=5 Y= 0 K= 51  
Hex: #6A767C
- P8** CMYK: C=15 M=5 Y= 0 K= 51  
Hex: #6A767C
- P9** CMYK: C=15 M=5 Y= 0 K= 51  
Hex: #6A767C

### MESSAGING BLADE CATEGORIES & COLOUR

Civic Destinations- blade panel



Recreation/Park Destinations- blade panel



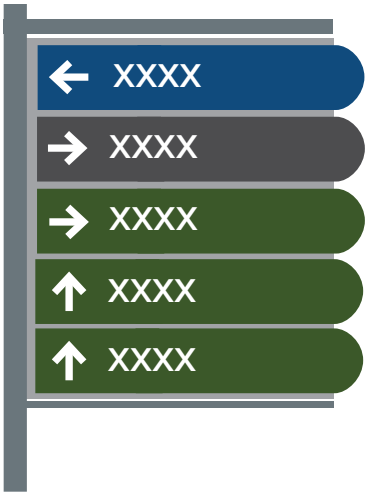
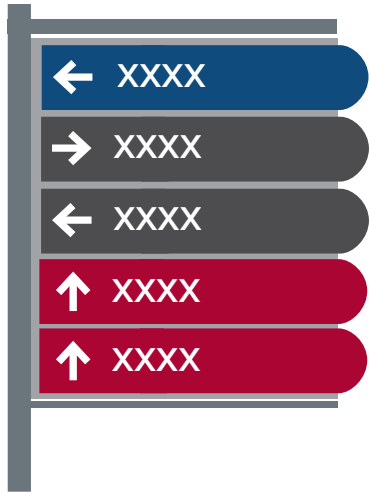
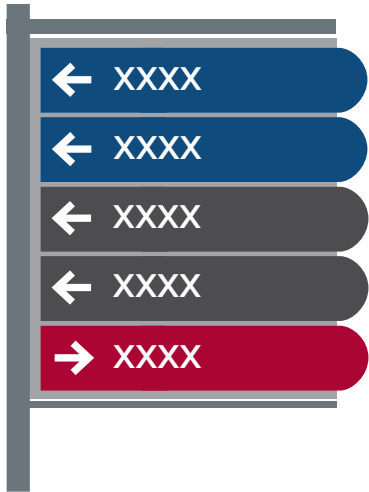
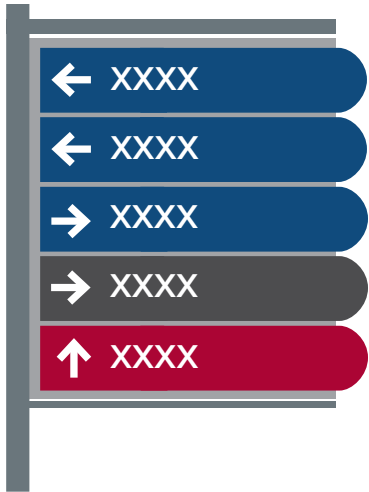
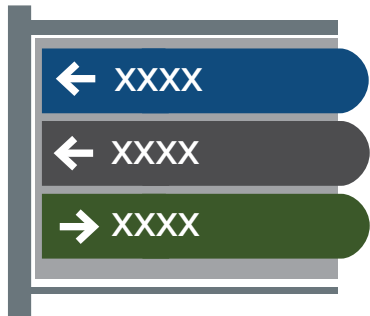
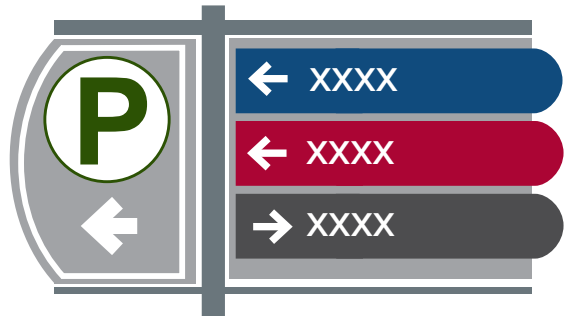
Service Destinations- blade panel



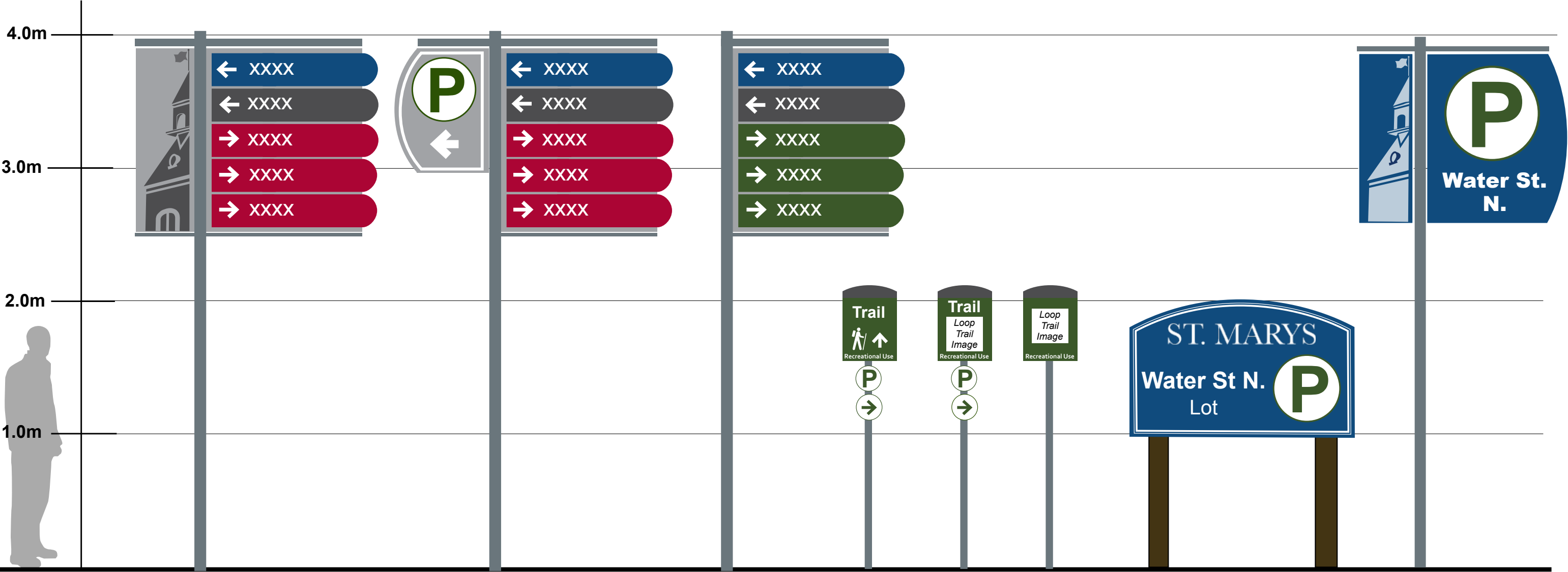


# 6.3 FAMILY OF SIGNS

The following family illustrates the overall design and layout of the final sign designs informed by the community consultation. The family does not represent the final colour combinations, rather the overall size, layout and form. Two colour palettes are outlined following the family of signs.



DIRECTIONAL NEIGHBOURHOOD

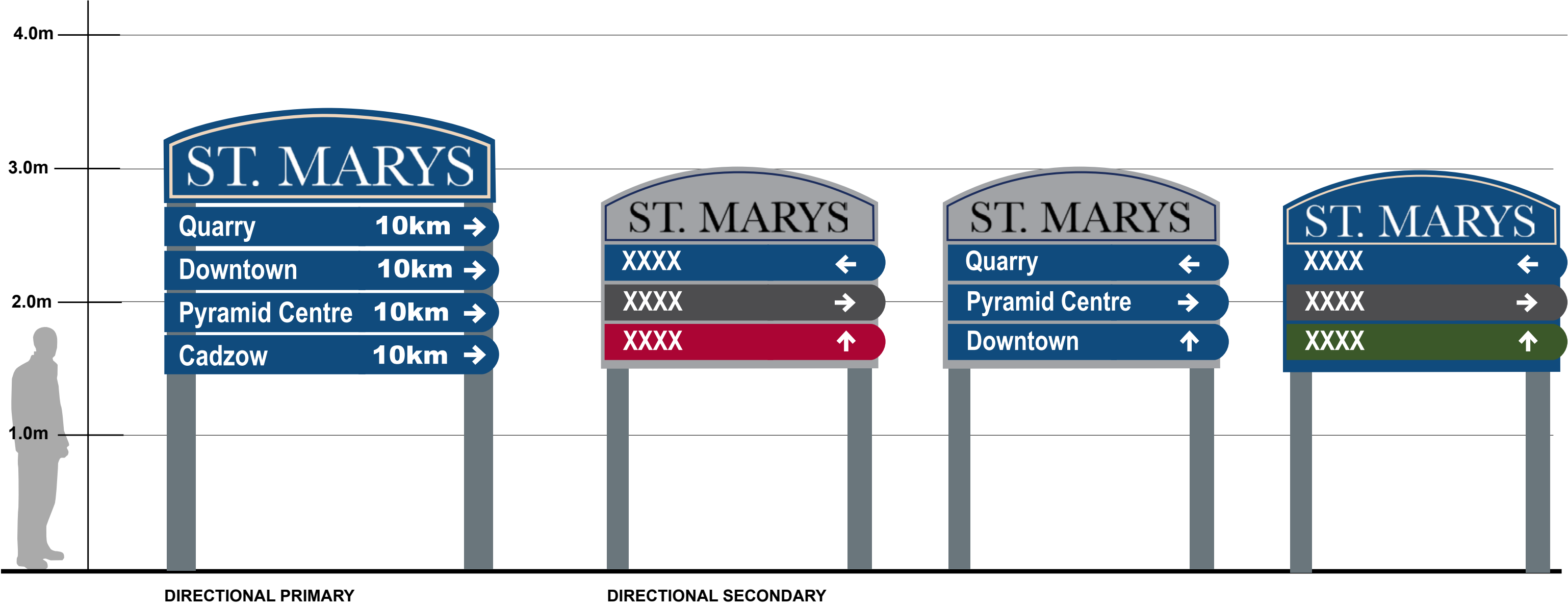


DIRECTIONAL PEDESTRIAN

TRAIL

PARKING

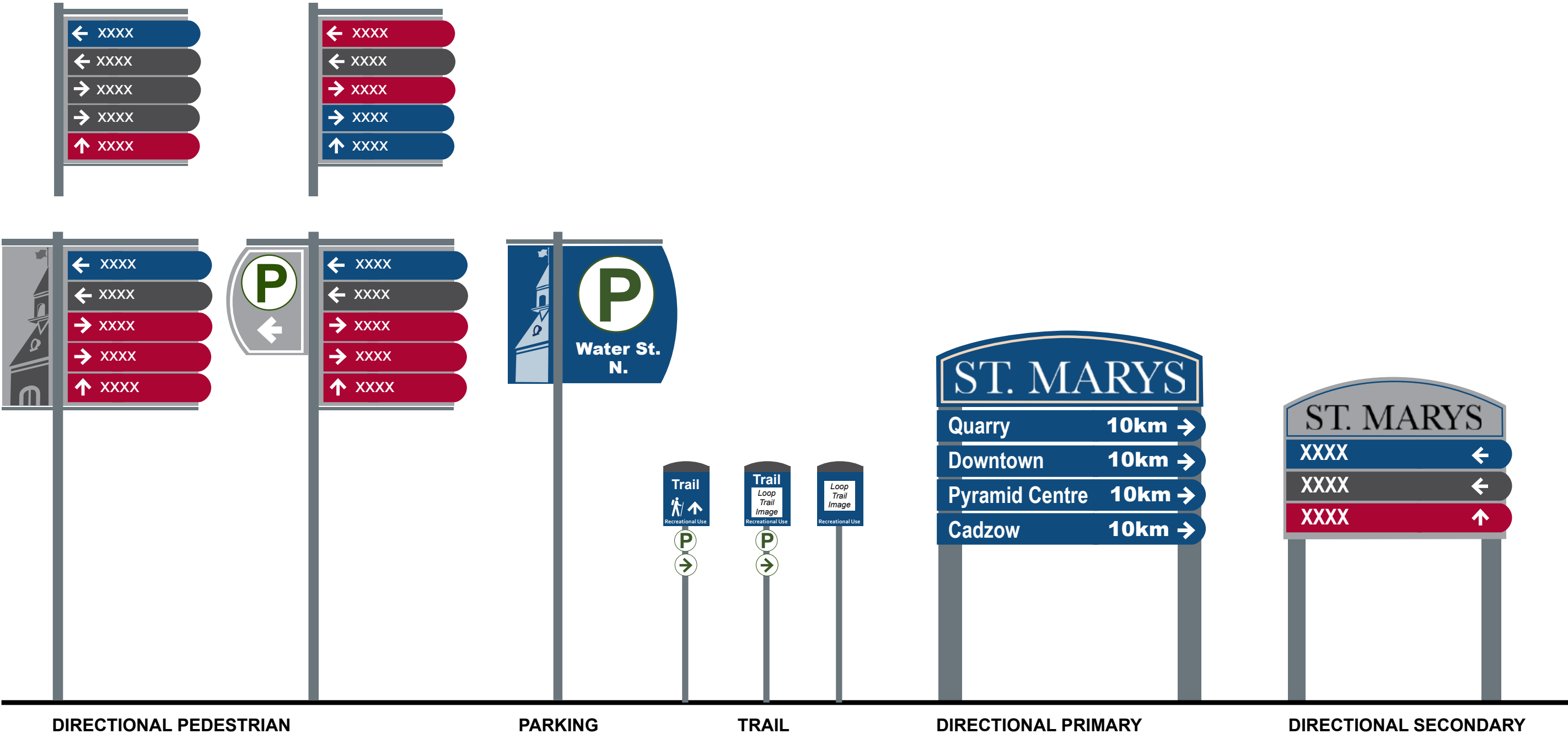
FAMILY OF SIGNS



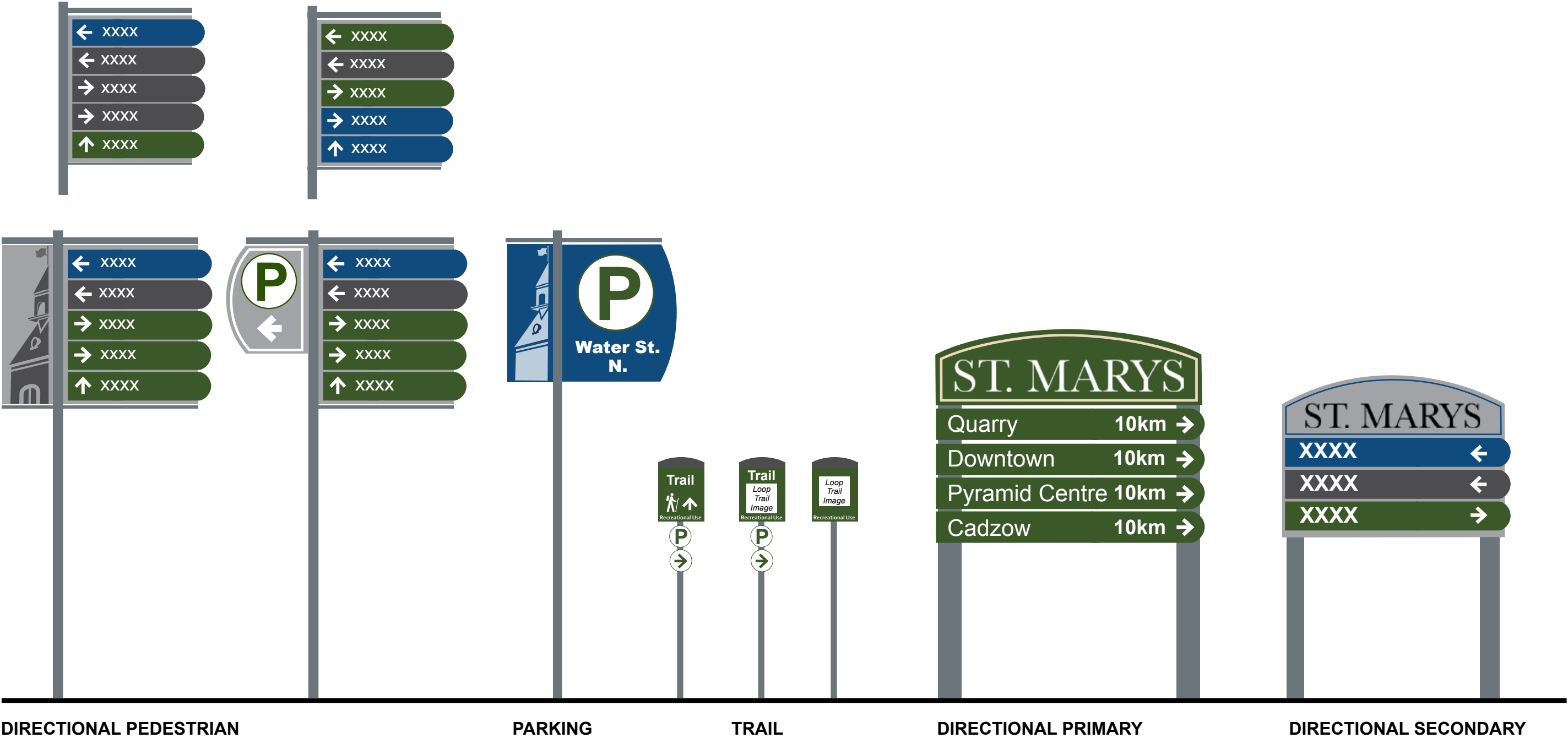
# 6.4 SIGNS PER COLOUR PALETTE

Two colour palette options are provided and illustrate how they are applied to the family of signs. Both are based on the corporate colours with slight deviations. The first option highlights the used of the corporate red, while the second option utilizes green. The order of colour can also follow a logical organization system using categorized destinations (refer to Section 5.3 Sign Details for the colour categorization).

## OPTION 1:



OPTION 2: (preferred option)





# IMPLEMENTATION

*This section provides information regarding the placement of Town signage through standards and aerial maps as well as phasing of the Wayfinding Strategy.*

## 7.1 IMPLEMENTATION OF THE PLAN

The implementation plan for the Wayfinding Strategy is flexible to accommodate available budgets, needs, advancements in manufacturing techniques and materials, and ongoing review to determine overall success. The plan requires coordination on three fronts:

1. Management: organizing, directing, and overseeing progress,
2. Installation: fabrication and installation of wayfinding signs, and
3. Maintenance: yearly review of the system, and associated upkeep, operation (re. staff assignments), and materials.

### 1. Management: Managing the Wayfinding Strategy

The strategy requires a management system that will launch the program, manage implementation, and monitor success. A specific point person (Manager) and a review committee (staff members, stakeholder representatives, and citizens) should be assigned with the Wayfinding Strategy Implementation Plan, and report to a Town department head (eg. Economic Development) for coordination with Council.

Tasks and Responsibilities of the manager and team might include:

1. Review the Wayfinding Strategy to become familiar with recommendations set forth in the plan;
2. Consult with various Town departments, stakeholder groups and operating committees to introduce the strategy, and review recommended destinations, confirm and adjust priorities;
3. Identify any available grants and or partnership opportunities for the Wayfinding system;
4. Initiate and manage the sign fabrication and installation tender process;
5. Review/acquire required permits from the Town, MTO or other permit regulatory agencies;
6. Select a contractor for sign fabrication and installation, and manage yearly installation contracts;
7. Co-ordinate the removal of old signs that would be impacted by new signs;
8. Present capital and operating budgets for review, consideration and approval in yearly budget allocations;
9. Consult with various agencies that may have insight to the effectiveness of installed signs;
10. Establish a method to monitor the success of the Wayfinding system (eg. through questionnaires, record of complaints, or positive feedback from user groups);
11. Design a means to record yearly installations and adjustments required for the ongoing success of the program; and
12. Maintain a database of installed signs and year of installation.

### 2. Maintenance: Maintaining the System

The wayfinding system requires monitoring of yearly installations and the physical maintenance of individual signs. Responsibility for maintenance will be divided between the Town and the sign contractor.

Town Responsibilities:

- Prior to the installation of base plant material, planting beds or features that require consistent maintenance, the Town should evaluate labour and budget capacity. The lack of or ability to maintain a landscape around signs should be considered in the decision process;
- Signs should be reviewed post installation to ensure quality control regarding painted finishes, hardware, and adherence to contractual obligations by the sign contractor;

- Signs should be monitored regularly to ensure that they are safe, free of visual obstruction, they are clean from any debris or vandalism, and that fasteners and hardware are in good working order;
- Repairs of any damage outside of the contractors obligations; and
- Notification of any deficiencies or revisions required for the enhancement of future sign production in terms of sign design.

**Sign Contractor Responsibilities:**

- Signs will be maintained as per specifications outlined in the contract by the sign contractor,
- Deficiencies will be made correct by the contractor; and
- Notification of any deficiencies or revisions required for the enhancement of future sign production in terms of sign fabrication.

### **3. Installation: Installing the System**

As an ongoing, phased project, the selection of a qualified sign contractor will be integral to the success of the sign installation. The following notes should be considered in any Town request related to sign installation:

**General Recommendations:**

To ensure consistency in standards, quality control, and monitoring of success, it is recommended the selected contractor be retained with a renewable yearly agreement at the Town's discretion.

The initial year of sign installation should be dedicated to 'prototype' model development to flush out any issues or problems with sizing, colours, fabrication methods etc. as well as a means for general public feedback. One of each sign type should be selected for the inaugural year. A yearly review with the contractor to monitor revisions, adjustments, price changes etc. should be completed prior to the following annual sign installations.

Updated drawings should be made available to the Town on a yearly basis, as required, to reflect changes as signs are implemented.

**Bidding Process:**

A Request for Quotation (RFQ) initiates the bidding process and final selection of a sign contractor. The Town should follow their own procurement procedure for each RFQ. The following outlines an industry standard process with some specific considerations relevant to the Wayfinding Strategy.

**Bid packages should include:**

- Relevant information from the Wayfinding Strategy (eg. sign locations, design intent guidelines and standards, specifications, etc.);
- Required destination names, distances and logos for each sign;
- Standard Town contract information;
- Unit price schedule with separate installation and warranty costs;
- Unit pricing for prototype sign development;
- Provision for permit, insurance, bonding, WSIB, etc.;
- Request for detailed design drawings; and
- Optional provisional unit cost to accommodate alternative materials and manufacturing techniques.

**Materials:**

Materials recommended for the Strategy are reminiscent of the theme and are cohesively used throughout the signs. Any materials specified in the bid or tender process should be approved by Public Works. Generally, materials for signs will include:

**Sign panels:**

Sign panels can be either alumicore with a polyurethane coating. All painted surfaces are to use an acrylic polyurethane anti-graffiti paint system. Aluminium / Stainless Steel is to be sanded, acid washed and coated with a self etching primer base. For each colour being applied, a minimum of two coats is recommended. Once all colour applications have been applied, the sign will be sanded with fine sand paper to create a smooth finish and remove any ridges left by the masking process. Finally, clear coating will be used on the signs to achieve a consistent semi-gloss finish.

**Fasteners:**

All fastening hardware is to be stainless steel or high grade powder coated steel finish. Fastening holes in sign faces and structures are to be pre-drilled and deburred prior to paint and finishing. Structural welding will be completed using the best trade practices. To achieve proper fit and finishing, welds must be cleaned and ground smooth.

**Footings & Posts:**

Post and footing size should be based on sign size, wind loads and geotechnical conditions. Shop drawings should be approved by an Ontario licensed structural engineer. All signs along Provincial roads need to comply with MTO standards and use 'breakaway' sign supports. Wood posts and structural elements should be pressure treated. Metal posts, brackets and base covers should be aluminum.

**Lighting:**

Lighting should typically be limited to gateway signs and approved by an Ontario licensed electrical engineer. Electrical source should be considered as a 'case-by-case' basis.

**Shop Drawings and As Built Drawings:**

The signage designs found in this document are for reference only and illustrate the general intent of wayfinding markers for St. Marys. Detailed shop drawings should be provided to the Town's Wayfinding Strategy Project Manager for approval. The selected contractor will be responsible for preparing and submitting detailed drawings to the Town to ensure that the sign design intent is maintained.

The contractor should provide shop drawings for the prototypes to accurately reflect the design intent as illustrated in the Wayfinding Strategy. Prior to fabrication, contractors / sign fabricators are to provide physical samples of all materials and finishes for approval. All approved shop drawings must be stamped by a certified structural engineer. Upon finished installation, the contractor will supply 'As Built' drawings to reflect any adjustments to note for future fabrication.



**Prototype Development:**

Prototypes should be installed in various locations, including a prototype of each sign type. The use of prototypes will establish unit pricing for future production, and highlight any necessary changes/refinements prior to committing to a design.

Any adjustments to the fabrication will be made based on the performance (for a specified period of time – minimum one year) of the prototype signs. Once accepted, the Town will 'sign off' on the approved sign fabrication details. All detailed shop drawings and as built drawings will become property of the Town.

Upon completion of signage installation, the contractor will provide to the Town a manual outlining the maintenance guidelines specific to each sign type. It is recommended these manuals be followed in order to keep the signage maintained.

**Provisional Pricing:**

As a provisional item, the contractor may provide alternative pricing based on different construction materials or manufacturing techniques. The contractor should provide an explanation re. differences in pricing, performance, and quality associated with the alternative for consideration.

**Workmanship:**

All workmanship is to be completed with a high degree of precision and finish. It is the responsibility of the contractor / sign fabricator to inspect all materials prior to fabrication in order to ensure there are no defects. Any defects found in the materials, fabrication or finishing will be the responsibility of the contractor / sign fabricator to assume. All work will be inspected prior to transportation to the site and upon installation. The contractor / sign fabricator is fully responsible to obtain the necessary permits required (eg: MTO regulations), adhere to Municipal, Town and Provincial bylaws, as well as ensuring all signs meet the current set signage standards.

**Site Requirements:**

The contractor / sign fabricator is to make every effort to maintain the work site by avoiding ongoing unsightly conditions and ensuring safety requirements are met. All discarded materials will be left to the contractor / sign fabricator to be removed and disposed of at their own expense. Landscaping and hardscaping disturbed at the site will be repaired to its original condition by the contractor / sign fabricator once work is completed.

**Ministry of Transportation (MTO) Note:**

All signage to be located along MTO governed roadways must comply with 'breakaway' sign supports, as specified by the MTO. These columns will have perforations in both front and back, allowing them to shear off at the footings if struck by a vehicle. Under normal conditions these supports will withstand wind forces, but will yield and tear during a collision while forming a hinge on the back, allowing the sign to fall backwards away from the vehicle. Please refer to the MTO Sign Support Manual for further details on breakaway sign supports. The Primary Directional Signs fall under MTO requirements.

## 7.2 SIGN PLACEMENT STANDARDS

The review of the standards have identified guidelines for the Town of St. Marys signage system. The following section showcases a number of schematic drawings of signage standards that are followed along local, regional and provincial roadways in the Town of St. Marys. Note these are conceptual diagrams and general in nature. Each placed sign should be site verified prior to installation.

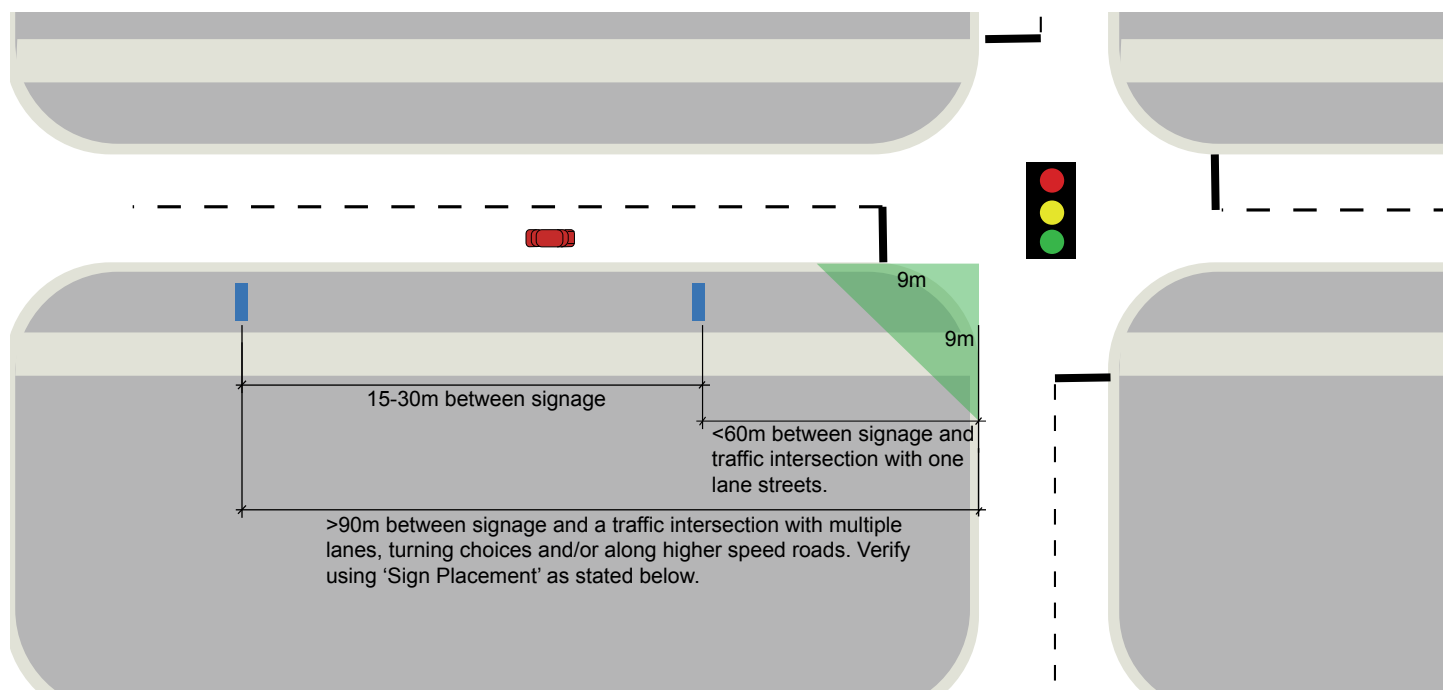
### General Standards

- Do not install signage within 15m of a traffic safety sign if present;
- Signs should be located on passenger side of the road unless forced by site conditions;
- Placement of signs should avoid visual obstructions to existing elements ie. trees, signs and banners;
- Signs should not be located within 9m of an intersection site triangle;
- Signs should be limited to no more than four to five destinations to allow for users to process information;
- Destination locations to the left should always be placed in the top slot followed by the destinations to the right then straight ahead;
- Ensure sign elements do not impose on pedestrian travel routes or create unsafe situations for pedestrians and/or those with disabilities;
- Overhanging objects over pathways, trails or exterior walks should not be lower than 2.4m; and
- If signage is mounted on a wall it may act as a protruding hazard. Protruding objects should not protrude more than 100mm unless detectable at or below 680mm above ground surface.

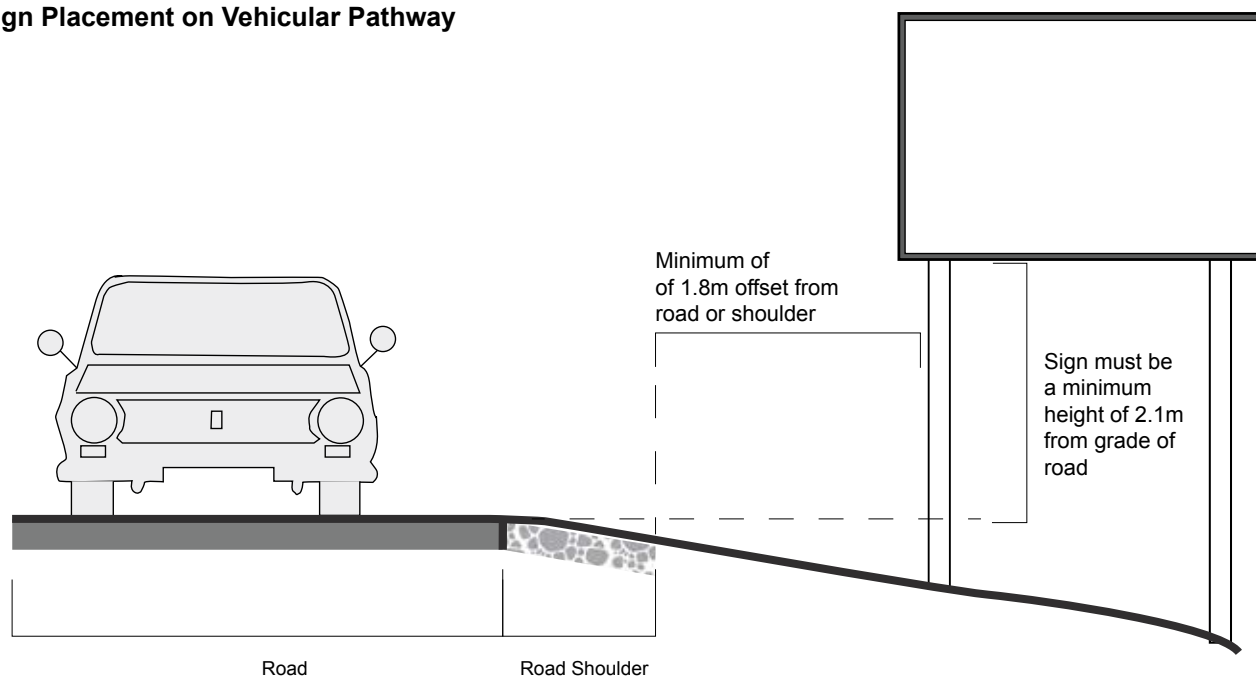
### Directional Sign Placement

The placement of directional signage is key and should provide the driver enough time before a turnoff or intersection. In low volume traffic, a distance equivalent to 8.0 seconds at assumed operating speed is required. In high volume traffic, time should be increased to 9.8 seconds. If advance signs are used, this increases the distance between the available information and decision point (ie. turning lanes).

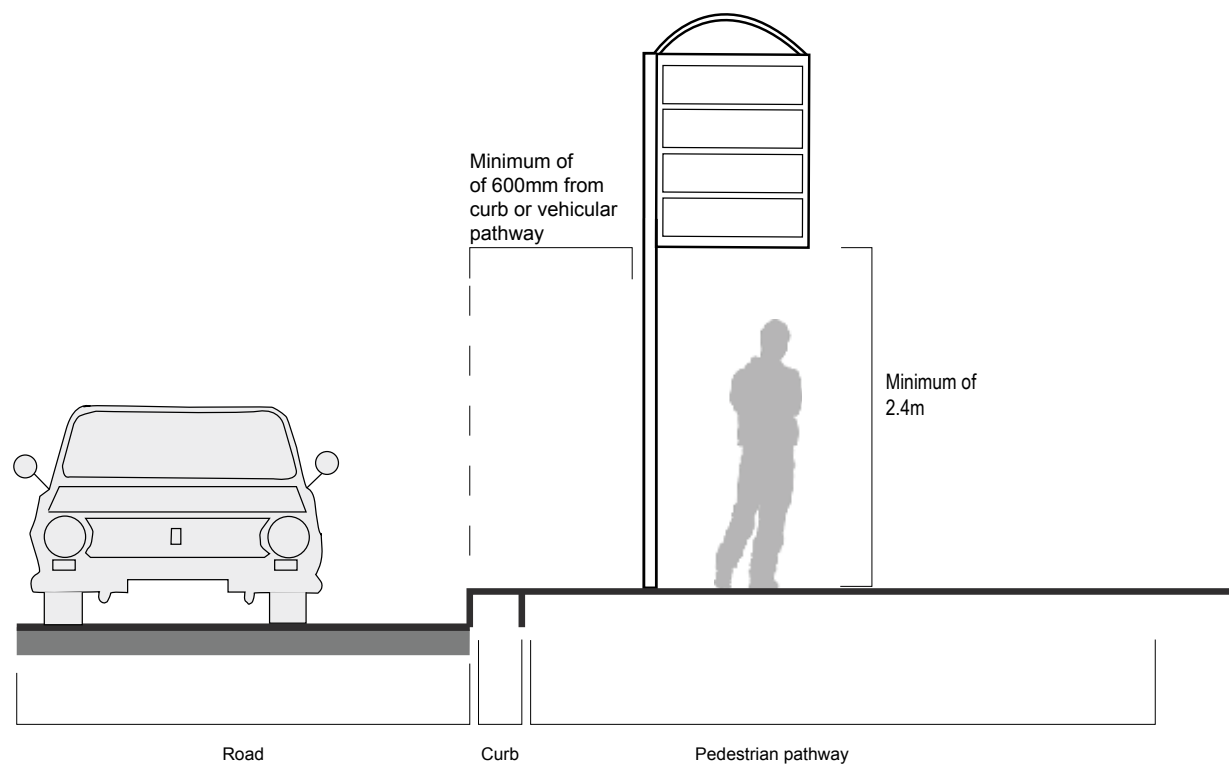
## Directional Sign Placement



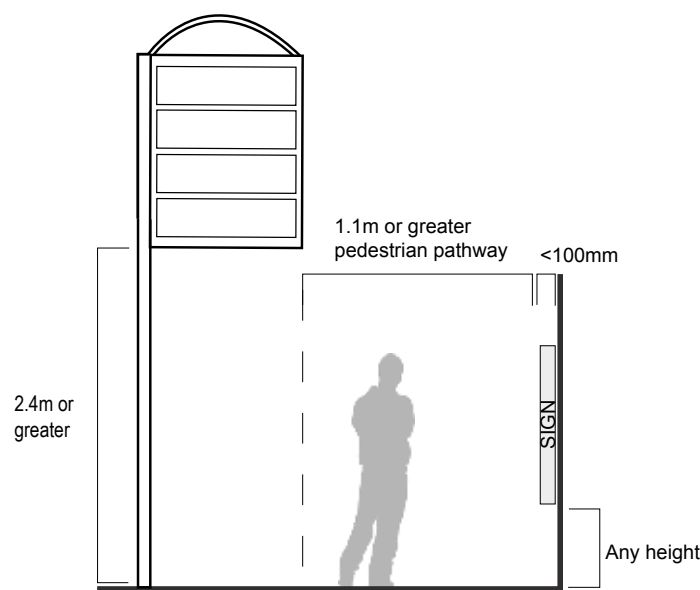
## Sign Placement on Vehicular Pathway



Sign Placement on Pedestrian Pathway



Overhead Sign on Pedestrian Pathway



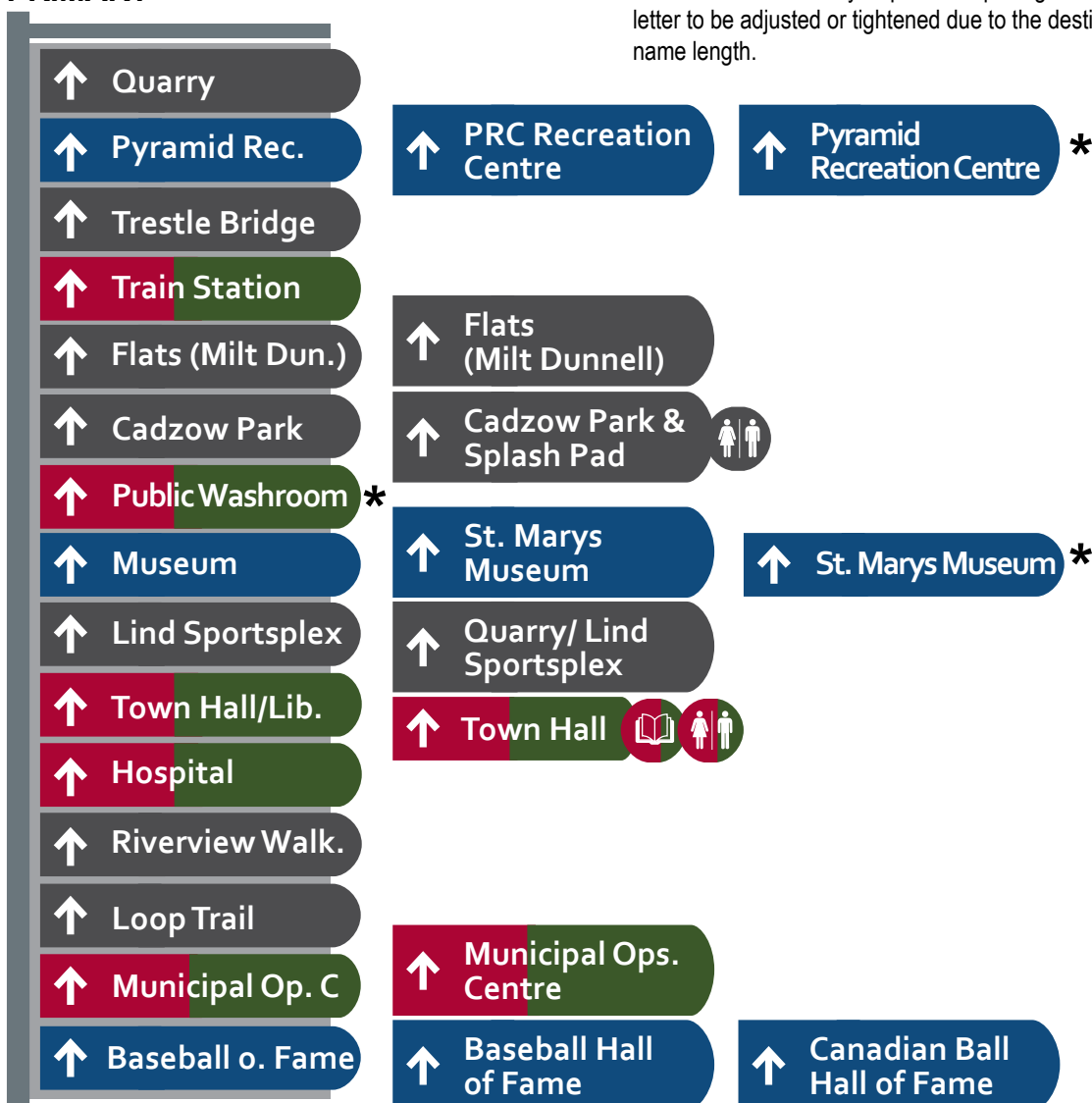
## 7.3 DESTINATION ABBREVIATIONS

The legibility of a destination name has several overriding factors including: text height, typeface, and colour contrast. The length of name and destination abbreviations also need to be considered, especially when destination names are too long to be accommodated on the sign. Destination names on two lines offers one solution, but does take away space on the sign for a different name. If a name is abbreviated then it needs to be similar enough to the original name for users to understand or make the connection (i.e. recreation vs. rec.).

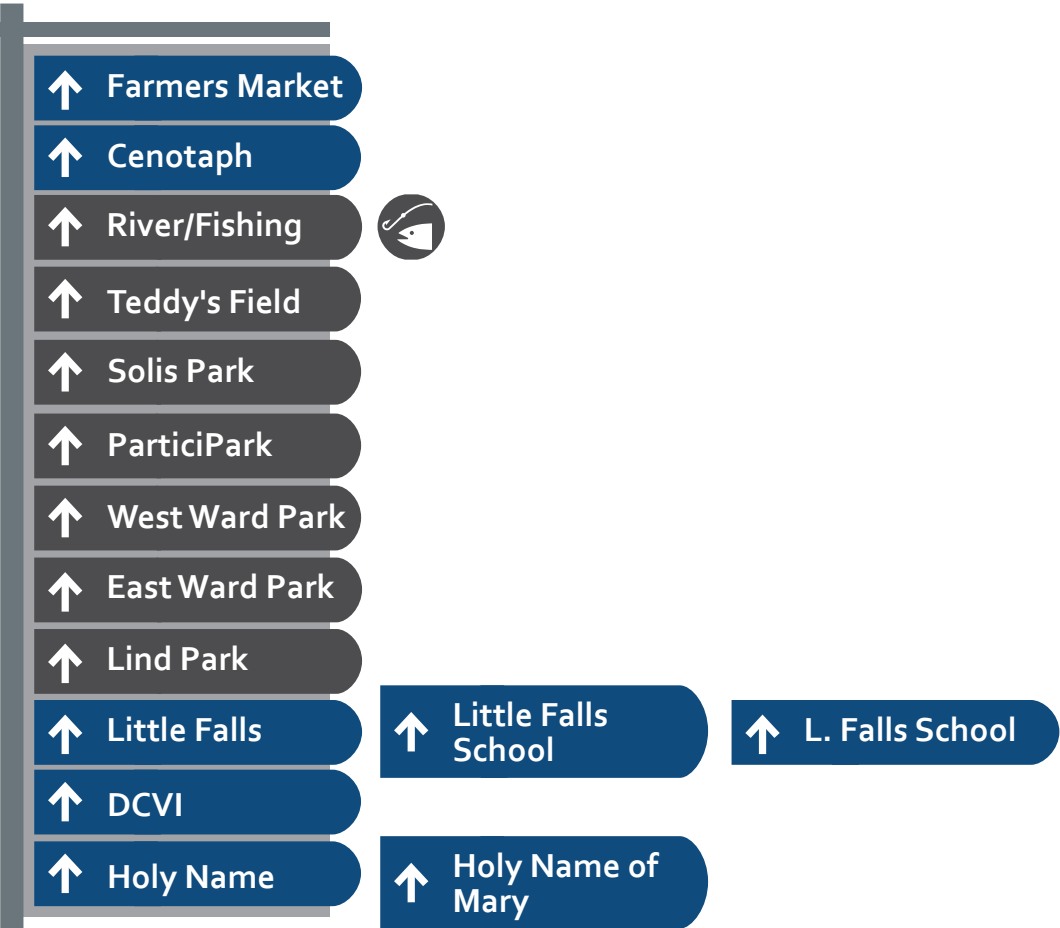
The following graphics illustrate each destination name on the proposed concept and alternatives if required. Symbols were incorporated where possible to limit text or destinations that are representative in an icon.

### PRIMARY

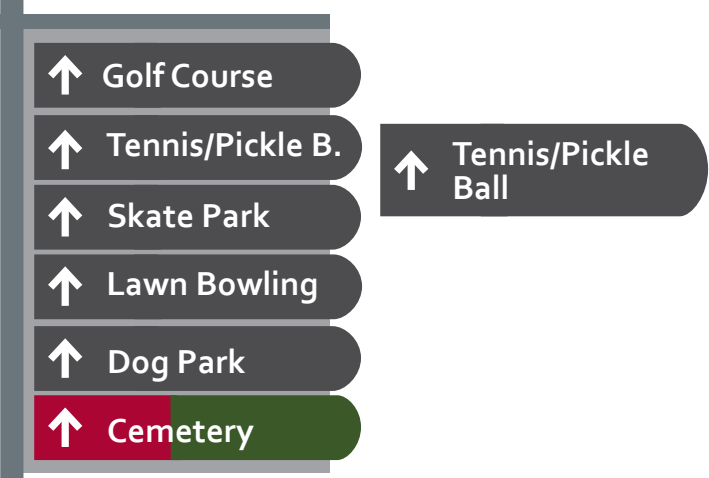
Note: blades with \* may require the spacing between each letter to be adjusted or tightened due to the destination name length.



SECONDARY

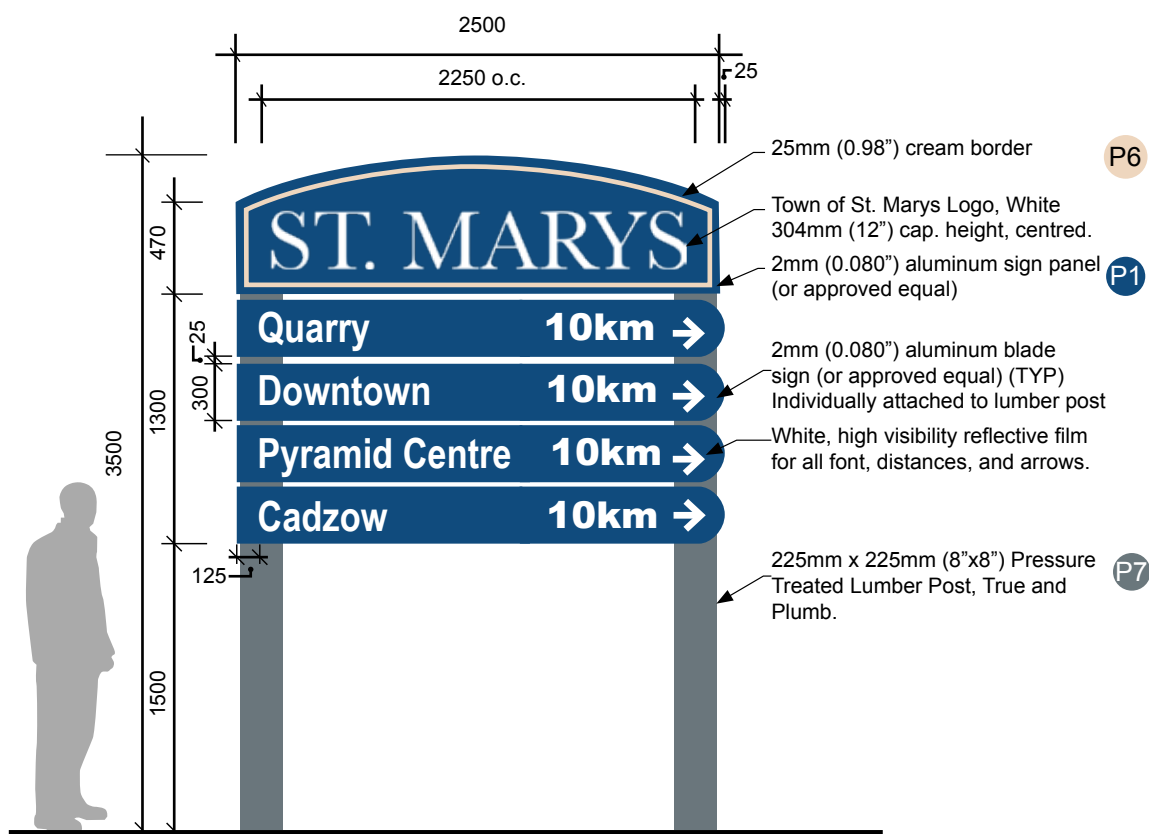


TERTIARY



# 7.4 SIGN DETAILS

## DIRECTIONAL PRIMARY



Optional Colour Scheme

### Notes:

Destination Blade Messaging

Font Sizes: 152mm (6") cap. height minimum

Font Style: Arial, Narrow Bold

Layout: Text horizontally justified left on panel

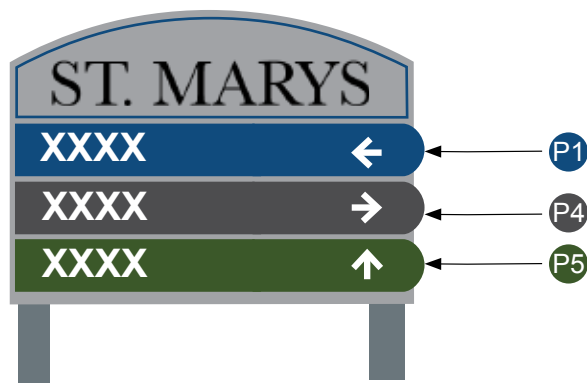
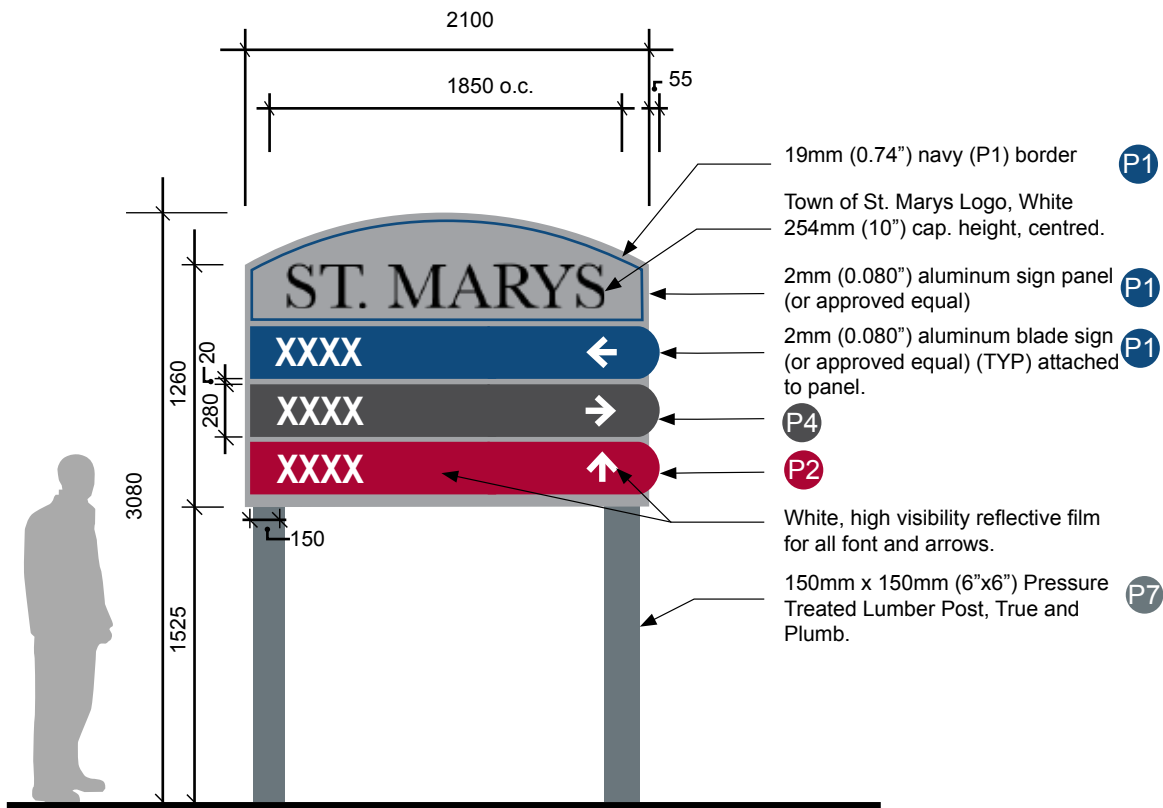
### Distance & Arrow

Font Sizes: 127mm (5") minimum

Font Style: Arial, Black

Refer to page 61 for colour palette specifications.

## DIRECTIONAL SECONDARY



Optional Colour Scheme

### Notes:

Destination Blade Messaging

Font Sizes: 127mm (5") cap. height minimum

Font Style: Arial Narrow Bold

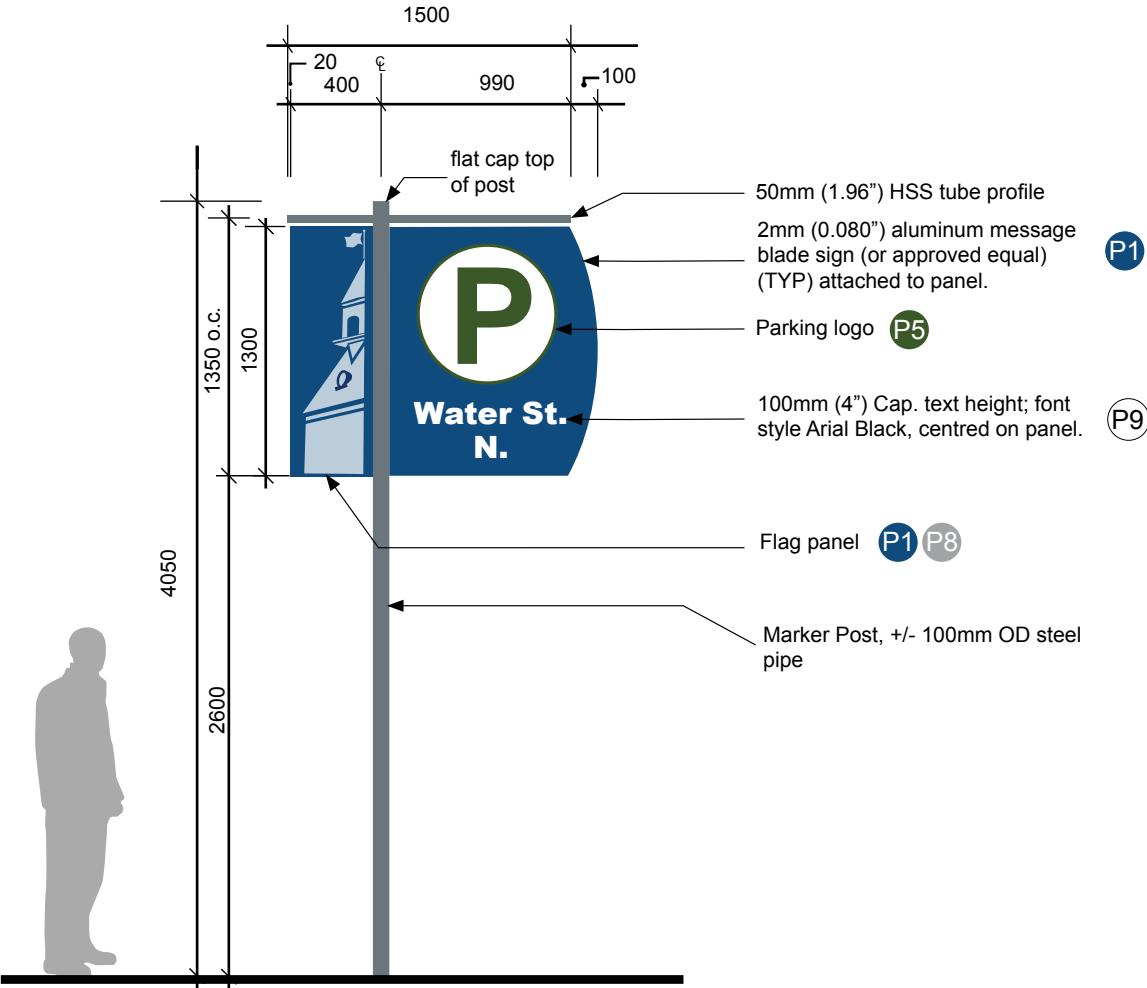
Layout: Text horizontally justified left on panel

Arrow Size: 127mm x 127mm (5"x5") minimum  
Refer to page 61 for colour palette specifications.



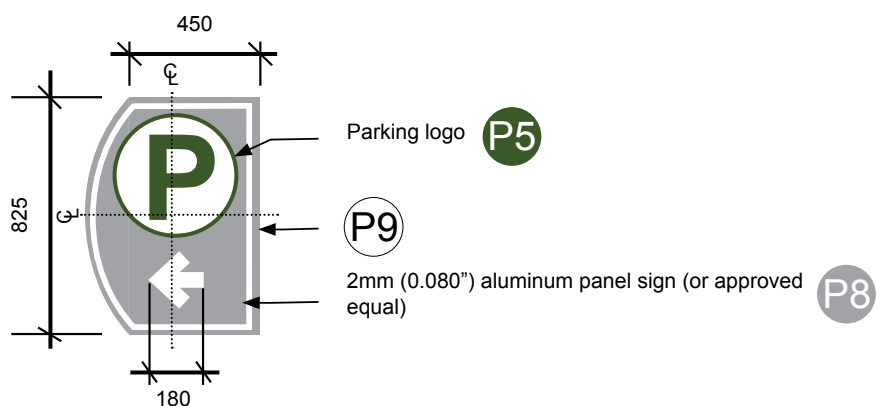
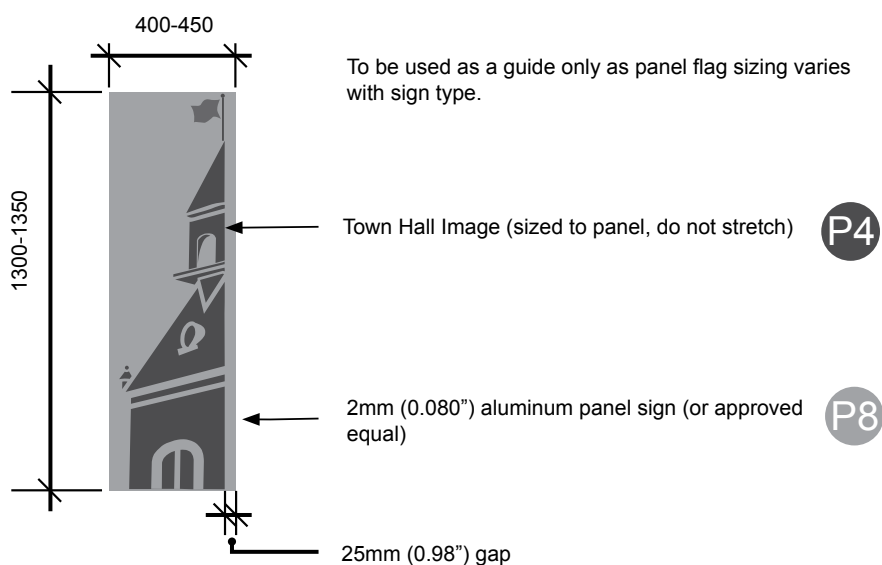


PARKING

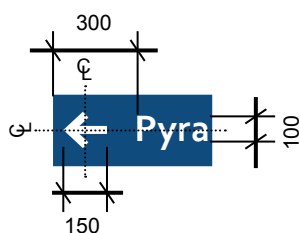


## OPTIONAL PANEL FLAGS AND DETAILING

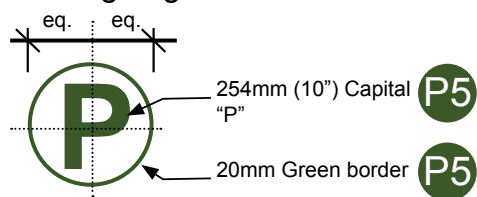
### Optional Panel Flags



### Messaging Blade



### Parking Logo

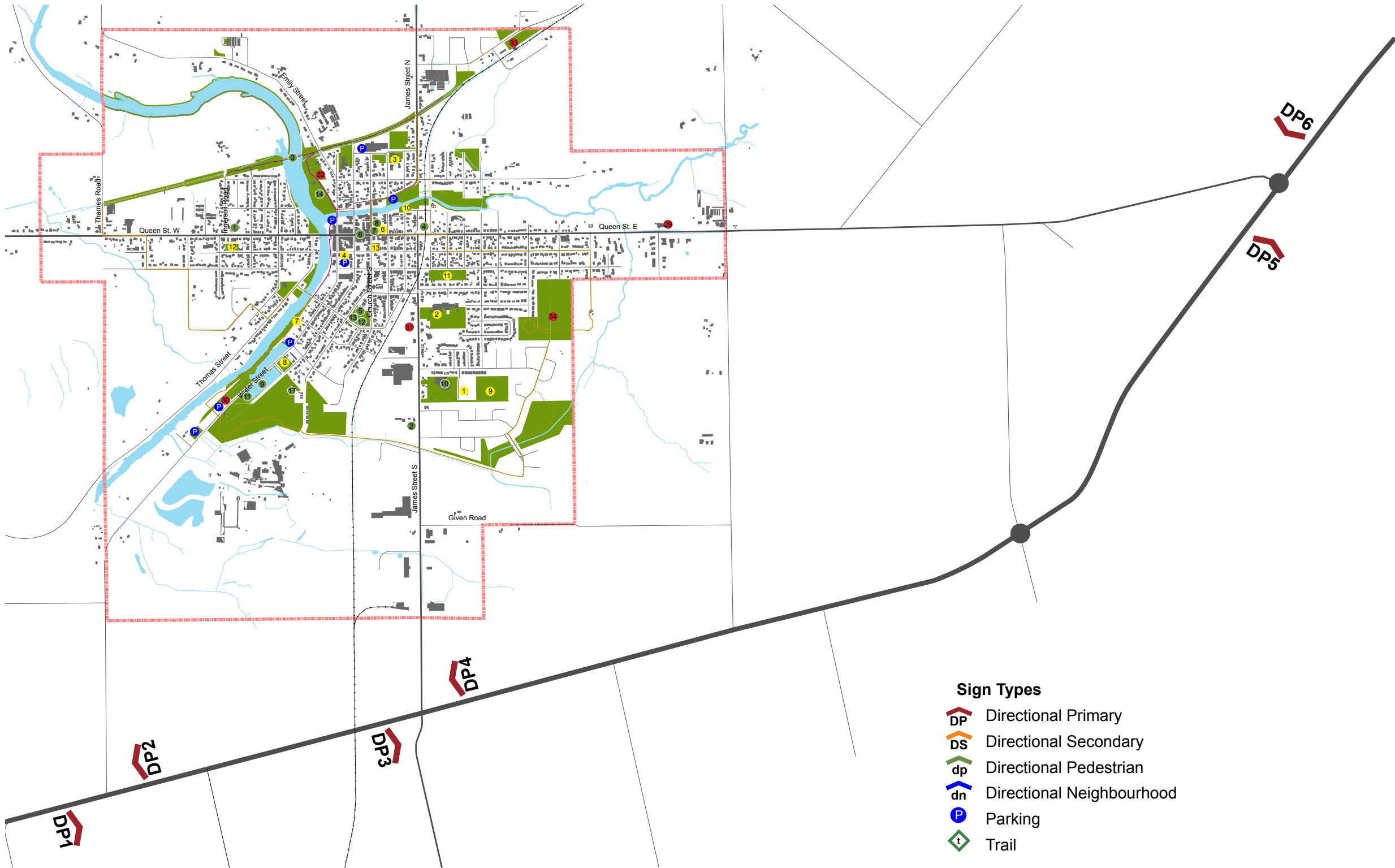


# 7.5 SIGN PLACEMENT

The immediate and following map outlines where individual signs are required and direction of the sign. These placements work in conjunction with the destination criteria. The corresponding sign information, direction and phase can be found in Section 5.5 Budgets & Phasing.

A Town staff member should ground-truth each sign location and follow the previously outlined placement standards, or incorporate ground-truthing in the sign tender/ bid process.

## HIGHWAY 7 SIGNS



**Map of Downtown Hamilton**

**Sign Types Legend:**

- DP: Directional Primary
- DS: Directional Secondary
- dp: Directional Pedestrian
- dn: Directional Neighbourhood
- P: Parking
- t: Trail

**Map Labels:**

- Thames Road
- Queen St. W
- Ingerson Road
- Emily Street
- James Street N
- Queen St. E
- Church Street
- Thomas Street
- Water Street
- James Street S
- Given Road

**Sign Locations (Numbered):**

- 1: DS3 (Queen St. E)
- 2: dn3 (James Street S)
- 3: dn15 (James Street N)
- 4: dn12 (James Street N)
- 5: dn12 (James Street N)
- 6: dn14 (Queen St. E)
- 7: dn11 (Church Street)
- 8: dn7 (Church Street)
- 9: dn6 (Church Street)
- 10: dn10 (Church Street)
- 11: dn10 (Church Street)
- 12: dn10 (Church Street)
- 13: dn10 (Church Street)
- 14: dn10 (Church Street)
- 15: dn10 (Church Street)
- 16: dn10 (Church Street)
- 17: dn10 (Church Street)

63

NORTH INTERIOR TOWN MAP

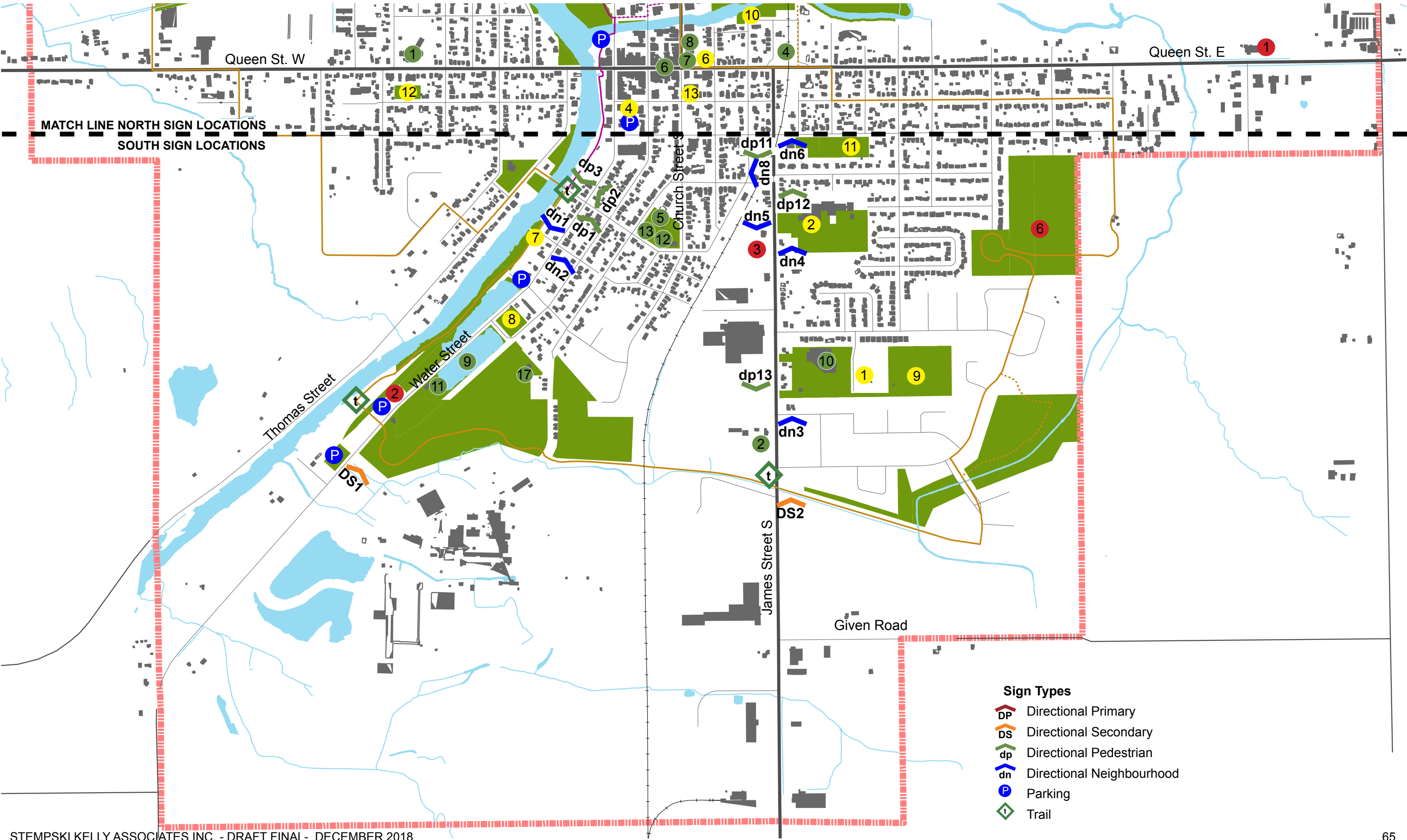


Sign Types

- DP Directional Primary
- DS Directional Secondary
- dp Directional Pedestrian
- dn Directional Neighbourhood
- P Parking
- T Trail



SOUTH INTERIOR TOWN MAP



## 7.6 BUDGETS & PHASING

The following recommendations will assist the Town of St. Marys in allocating implementation priority for the Wayfinding Strategy. The Town may involve many departments, depending on priorities but many different sign projects can occur concurrently. The following priorities should be considered as a strategic guide that could inform phasing. Key priorities should be addressed as shown.

Recommended Priority:

1. Remove missing directional signage in need of repair or update and reflect poorly on community pride and image and should have priority for removal. Disrepair might include signs with peeling paint and message appliques; fading sign panels, warped or damaged structures, or those that have a tired and neglected (end of life) appearance.
2. Prioritize destinations that are most important. Due to the close proximity of destinations, there are select signs that would require multiple destinations listed, beyond the recommended five per sign.  
  
Filling the gaps by installing new signage that fills a wayfinding 'gap' and/or completes an existing route, including directional signs laid out in this plan.
3. Phasing should be organized and implemented in cycles that are manageable and realistic financially for the Town. Phasing should be done intentionally, to ensure links are complete (ie. the initial appearance of a destination on a sign continues until the destination is reached). Phasing can also include incremental introduction of destinations on the signs, but it would require destination panels to be removable. Priorities should be reviewed and adjusted on a yearly basis.
4. Identification of new amenities and trails will have signage included as part of their construction activities. These signs complete the celebration of the new amenities through identity and access, and contribute to community pride.

The following charts outline each sign that corresponds with the sign placement mapping. For each sign outlined, there is a priority (primary, secondary, or tertiary), the level of destination, destination name, and indication if the sign can be implemented individually or needs to be part of the whole network.

Due to the quantity of destinations on specific signs, destinations are subdivided by priority. Within each priority, the destinations are then listed as left, right, then straight. All destinations are listed to assist the Town in determining which destinations are important and where they start to appear on signs.

Note, Network vs. Independent refers to whether the sign must be installed as part of the network (ie. removal would break the link to the next sign), or if the sign can be installed independently of the whole system and not affect a link. The Directional Primary signs are independent because they are the first sign on the network periphery. If the Directional Primary signs are installed independently, they must be installed after the whole network is in place, then there are existing links to connect into.



## SIGN, DIRECTION & DESTINATIONS

The following charts outline specific information per sign, including turning direction, destinations, each destination category (primary, secondary or tertiary) and level. All of the possible destinations that could appear on each sign are listed below. Certain signs exceed the five destination maximum. Therefore this requires the Town to critically consider which destinations are priority and should be included. All of the destinations were listed to provide all of the information based on the preferred destination list.

\* Indicate destinations that may be represented with an info graphic, rather than text.

Reference	DIREC.	Category	Level	Destination	Network	Independent
Directional Primary						
DP1	←	Primary	L1	Baseball Hall of Fame		X
	←		L1	Quarry		
	←		L1	Downtown		
	↑		L1	Pyramid Rec. Centre		
DP2	→	Primary	L1	Baseball Hall of Fame		X
	→		L1	Quarry		
	→		L1	Downtown		
DP3	←	Primary	L1	Pyramid Rec. Centre		X
	←		L1	Downtown		
DP4	→	Primary	L1	Pyramid Rec. Centre		X
	→		L1	Downtown		
DP5	←	Primary	L1	Pyramid Rec. Centre		X
	←		L1	Downtown		
	←	Tertiary	L1	Golf Course		
DP6	→	Primary	L1	Pyramid Rec. Centre		X
	→		L1	Downtown		
	→	Tertiary	L1	Golf Course		
Directional Secondary						
DS1	→	Primary	L1	Baseball Hall of Fame	X	
	↑		L1	Quarry/ Lind S.Plex		
	↑		L1	Downtown		
	↑		L3	Riverview Walkway + Loop Trail*		
	↑	Secon.	L3	Teddy's Field		
	↑	Tertiary	L3	Tennis/ Pickle Ball		
	DS2	←	Primary	L1		
←		L1		Municipal Op. Centre		
↑		L3		Pyramid Rec. Centre		
↑		L4		Downtown		
↑		L1		Train Station		
↑		L1		Trestle Bridge		
DS3	↑	Primary	L1	Train Station	X	
	↑		L1	Downtown		
	↑		L1	Pyramid Rec. Centre		
	↑		L1	Trestle Bridge		
	→	Tertiary	L1	Golf Course		

## Directional Pedestrian

dp1	←	Primary	L3	Riverview Walkway + Loop Trail*	X	
	→		L2	Cadzow Park + W*		
dp2	→		L2	St. Marys Museum	X	
	↑		L1	Downtown		
	↑		L1	Train Station		
	↑		L1	Trestle Bridge		
	↑		L2	Flats (Milt Dunnell)		
	↑		L2	Town Hall/Library* + W*		
	↑	Secon.	L2	Farmers Market + P*		
dp3	←	Primary	L1/L2	Quarry/ Lind S.Plex	X	
	←		L1	Baseball Hall of Fame		
dp4	→		L1	Downtown	X	
	→		L2	Flats (Milt Dunnell)		
	→		L1	Trestle Bridge		
	→		L2	Town Hall/Library* + W*		
	→		L1	Train Station		
	→		L3	Riverview Walkway + Loop Trail*		
	→	Secon.	L2	Farmers Market + P*		
dp5	→	Primary	L2	Cadzow Park + W*	X	
	→		L2	St. Marys Museum		
dp6	←		L3	Riverview Walkway + Loop Trail*	X	
	↑		L1/L2	Quarry/ Lind S.Plex		
	↑		L1	Baseball Hall of Fame		
	↑	Secon.	L2	River/Fishing*		
dp7	→	Primary	L2	Town Hall/Library* + W*	X	
	→		L1	Train Station		
dp8	→		L1	Pyramid Rec. Centre	X	
	↑		L1	Trestle Bridge		
	↑		L2	Flats (Milt Dunnell)		
dp9	←	Primary	L1	Baseball Hall of Fame	X	
	←		L1/L2	Quarry/ Lind S.Plex		
dp10	→		L2	Flats (Milt Dunnell)	X	
	→		L1	Trestle Bridge		
	←	Secon.	L2	Farmers Market + P*		
dp11	←	Primary	L2	Flats (Milt Dunnell)	X	
	←		L1	Trestle Bridge		
dp12	→		L1/L2	Quarry/ Lind S.Plex	X	
	→		L2	Cadzow Park + W		
	→		L2	St. Marys Museum		
	→		L1	Baseball Hall of Fame		
	↔		L3	Riverview Walkway*		
	↑		L2	Town Hall/Library*+W*		
	↑		L1	Train Station		
	→		L2	Farmers Market + P*		
	↑	Secon.	L2	Cenotaph		
dp13	←	Primary	L2	Cadzow Park + W	X	
	←		L2	St. Marys Museum		
dp14	↑		L2	Flats (Milt Dunnell)	X	
	↑		L1	Trestle Bridge		
	←	Secon.	L3	Lind Park		

dp8	←	Primary	L1	Train Station	X	
	→		L1	Pyramid Rec. Centre		
	←	Secon.	L3	ParticiPark		
	↑	Tertiary	L1	Golf Course		
dp9	←	Primary	L1	Pyramid Rec. Centre	X	
	→		L1	Train Station		
	↑		L1	Downtown		
	↑		L2	Town Hall/Library*+ W*		
	↑		L2	Flats (Milt Dunnell)		
	↑		L1	Trestle Bridge		
	↑		L1	Baseball Hall of Fame		
	→	Secon.	L3	ParticiPark	X	
	↑		L2	Cenotaph		
dp10	←	Primary	L1	Downtown	X	
	←		L2	Town Hall/Library*+W*		
	←		L2	Flats (Milt Dunnell)		
	←		L1	Trestle Bridge		
	↑		L1	Train Station		
	←	Secon.	L2	Cenotaph	X	
	→	Tertiary	L1	Golf Course		
dp11	→	Primary	L2	Cadzow Park + W	X	
	→		L2	St. Marys Museum		
	↑		L1	Pyramid Rec. Centre		
	↑		L4	Municipal Op. Centre		
dp12	←	Primary	L2	Cadzow Park + W	X	
	←		L2	St. Marys Museum		
	←		L1	Baseball Hall of Fame		
	↑		L1	Downtown		
	↑		L1	Train Station		
	↑		L2	Town Hall/Library + W		
	↑		L1	Trestle Bridge		
dp13	→	Primary	L1	Pyramid Rec. Centre	X	
	↑		L4	Municipal Op. Centre		
	←	Secon.	L3	Little Falls School		
	←		L3	Solis Park		

## Directional Neighbourhood

dn1	→	Secon.	L2	River/Fishing*		X
	↑		L3	Teddy's Field		
	→	Tertiary	L3	Tennis/ Pickle Ball		
dn2	←	Secon.	L2	River/Fishing*		X
dn3	→	Primary	L1	Pyramid Rec. Centre	X	
	→	Secon.	L3	Solis Park		
	→		L3	Little Falls School		
dn4	→	Secon.	L3	DCVI		X
	←	Tertiary	L3	Skate Park		
dn5	←	Secon.	L3	DCVI		X
	→	Tertiary	L3	Skate Park		
dn6	←	Secon.	L3	East Ward Park		X
dn7	→	Secon.	L3	East Ward Park		X
dn8	←	Primary	L2	Cadzow Park + W*	X	
	←		L2	St. Marys Museum		
	←		L1	Baseball Hall of Fame		
dn9	←	Secon.	L2	Farmers Market + P	X	
	←		L3	Lind Park		
dn10	→	Secon.	L2	Farmers Market + P	X	
	→		L3	Lind Park		
dn11	←	Secon.	L3	Holy Name of Mary		X
dn12	→	Secon.	L3	Holy Name of Mary		X
dn13	→	Tertiary	L3	Cemetery		X
	↑		L1	Golf Course		
dn14	←	Tertiary	L3	Cemetery		X
dn15	→	Tertiary	L3	Dog Park		X
dn16	←	Primary	L1	Trestle Bridge	X	
	←		L2	Flats (Milt Dunnell)		
	←	Tertiary	L3	Lawn Bowling		

## BUDGET

The outlined budget offers two scenarios, the first as a conservative budget and the second as a generous budget. Two possibilities are outlined due to variable factors between concepts and the manufacturing process. Finalization of materials, posts (new vs. use existing), and installation can all influence changes in pricing.

Sign	Quantity	Unit	Unit Price: Conservative	Sub-total Conservative:	Unit price: Generous	Sub-total Generous:
A Directional Primary (DP)	6	each	\$ 4,500.00	\$ 27,000.00	\$ 6,500.00	\$ 39,000.00
B Directional Secondary (DS)	3	each	\$ 4,500.00	\$ 13,500.00	\$ 6,500.00	\$ 19,500.00
C Directional Pedestrian (dp)	13	each	\$ 3,500.00	\$ 45,500.00	\$ 5,500.00	\$ 71,500.00
D Directional Neighbourhood (dn) <i>Single sided</i>	16	each	\$ 2,250.00	\$ 36,000.00	\$ 3,500.00	\$ 56,000.00
E Trail Head (t) <i>Does not include interior trail markers</i>	5	each	\$ 950.00	\$ 4,750.00	\$ 2,500.00	\$ 12,500.00
F Parking	7	each	\$ 1,500.00	\$ 10,500.00	\$ 3,500.00	\$ 24,500.00

sub-total Conservative:	\$ 137,250.00	sub-total Generous:	\$ 223,000.00
contingency - 10%	\$ 13,725.00	contingency - 10%	\$ 22,300.00
<b>Conservative Budget:</b>	<b>\$ 150,975.00</b>	<b>Generous Budget:</b>	<b>\$ 245,300.00</b>

### Notes:

- 1) Budget estimates include sign manufacturing, supply, and install. HST additional
- 2) Estimates based on new construction. Use of existing posts would influence overall pricing.
- 3) Estimates variable and dependent on final designs.
- 4) Estimates reflect an overall total. Phasing is a possibility.

*(This page is intentionally left blank)*

# 6

## APPENDICES

## VISUAL PREFERENCE SURVEY

The results of the VPS were calculated, and a weighted average (WA) recorded. A perfect score (all stakeholders voting 4) would result in a WA of 4.00, therefore the higher the weighted average, the greater appreciation for the photo shown. The following pictures are broken down by respective category and included if they met the following criteria:

If images from a large category (>8 images/category):

- Top 5 images included
- Weighted average must be greater than 2.50

If images from a small category (<=8 images/category):

- Top 3 images included
- Weighted average must be greater than 2.50

Important to note:

- If the top image from a category has a weighted average of less than 2.50, only the top image will be included but the low WA will be noted by the picture.
- If within a category there are pictures with the same WA in the top 5, all images with said score will be included and counted as a "tie." For example: WA's of 3.76, 3.40, 3.40, 3.25, 3.20, 3.00 all 6 pictures would be included in the "Top 5" results and both images with the score of 3.40 would be counted as "Image 2."



## COLOUR

1



2



3



APPENDICES

4



5



## STYLE

1



2



3



4



5



## DRAFT MATERIALS, STONE

1



2



3



## MATERIALS, STAINLESS STEEL

1



2



3



## MATERIALS, APPLIED COLOUR

1



2



3





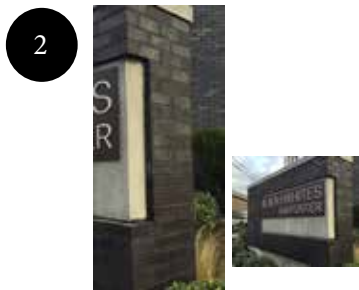
## MATERIALS, SANDBLASTED/3D



## MATERIALS, CONCRETE



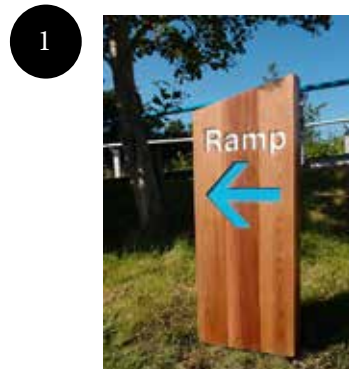
## MATERIALS, MASONRY



## MATERIALS, CORTEN STEEL



## MATERIALS, WOOD



**Note:** None of the Corten Steel images met the minimum 2.50 Weighted Average requirements. This image was the highest ranked with a WA of 2.00.

# THEMING EXERCISE RESULTS

## Top 6 Images Group 1 “A Walking Tour of St. Marys”

- Most iconic, photographed locations
- Essential visitor destinations



## Top 6 Images Group 2 “Historical Vibrance”

- Serene & recreation
- Landmark, visual, picturesque
- Stonetown
- Historical architecture
- Vibrant festivals and events
- Downtown - destination, visual





### Runner Up Images Group 1 *“Things To Do in St. Marys”*

- Possible visitors itinerary
- Events (streets festivals, etc.)
- Architecture/heritage walking tours
- Watersports (wildwood, etc.)

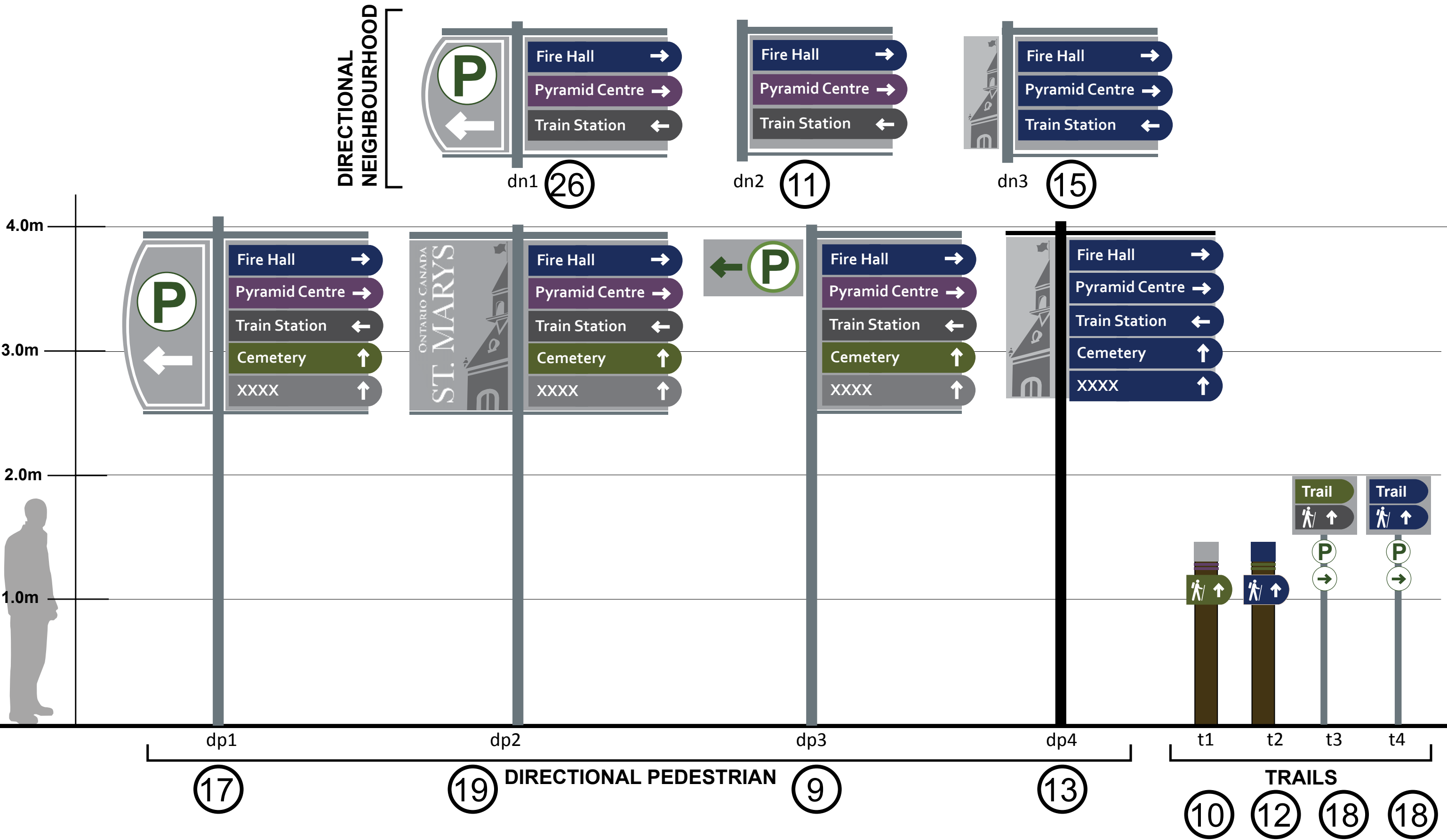


### Runner Up Images Group 2 *“Living and Playing”*

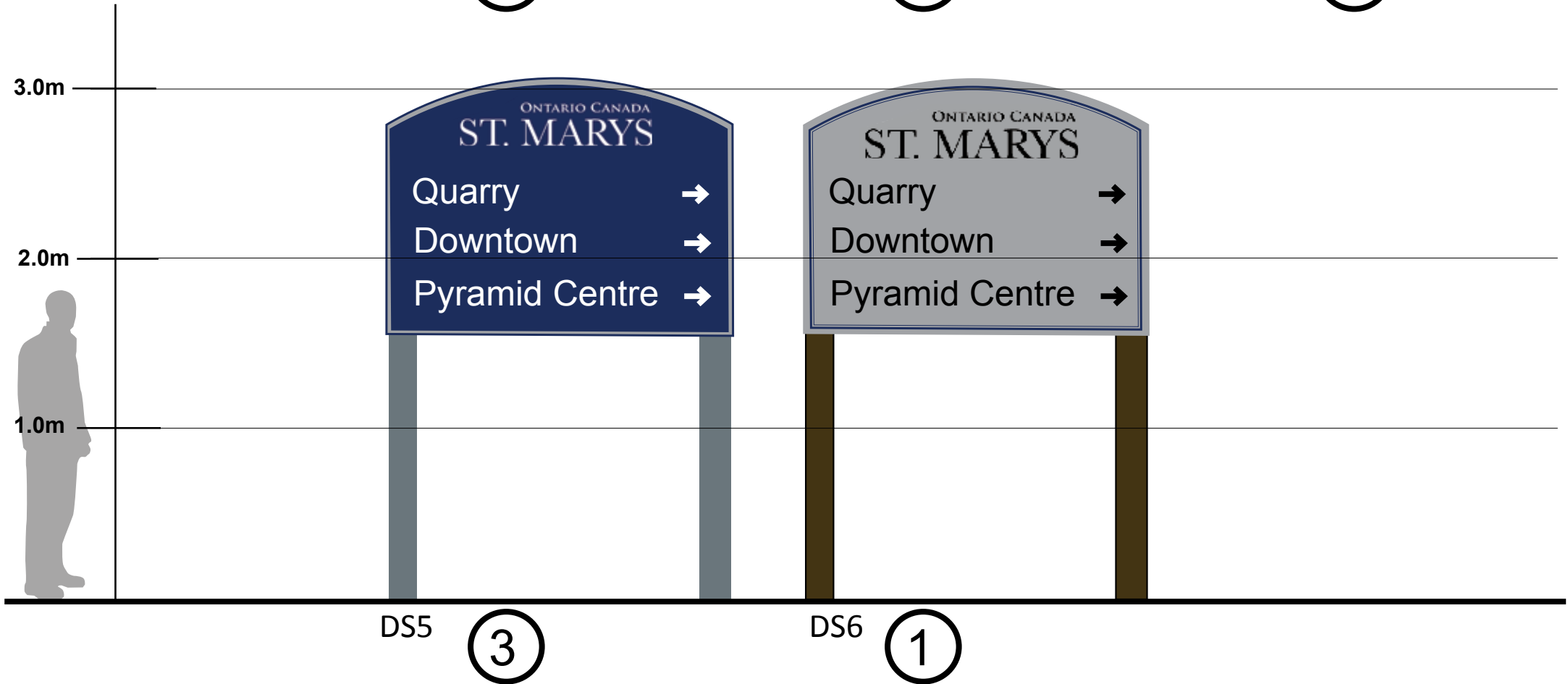
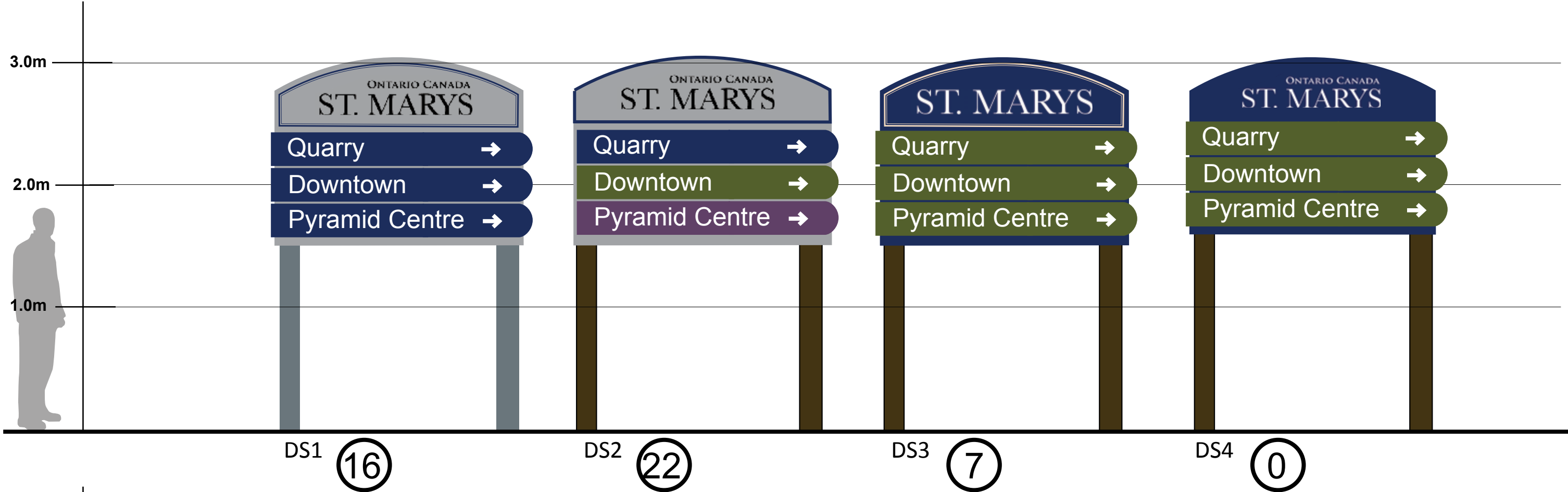
- The ‘fun’ of living in St. Marys
- Transportation - historical train station
- Thriving residential community
- Rich baseball culture
- Church community
- A creative community



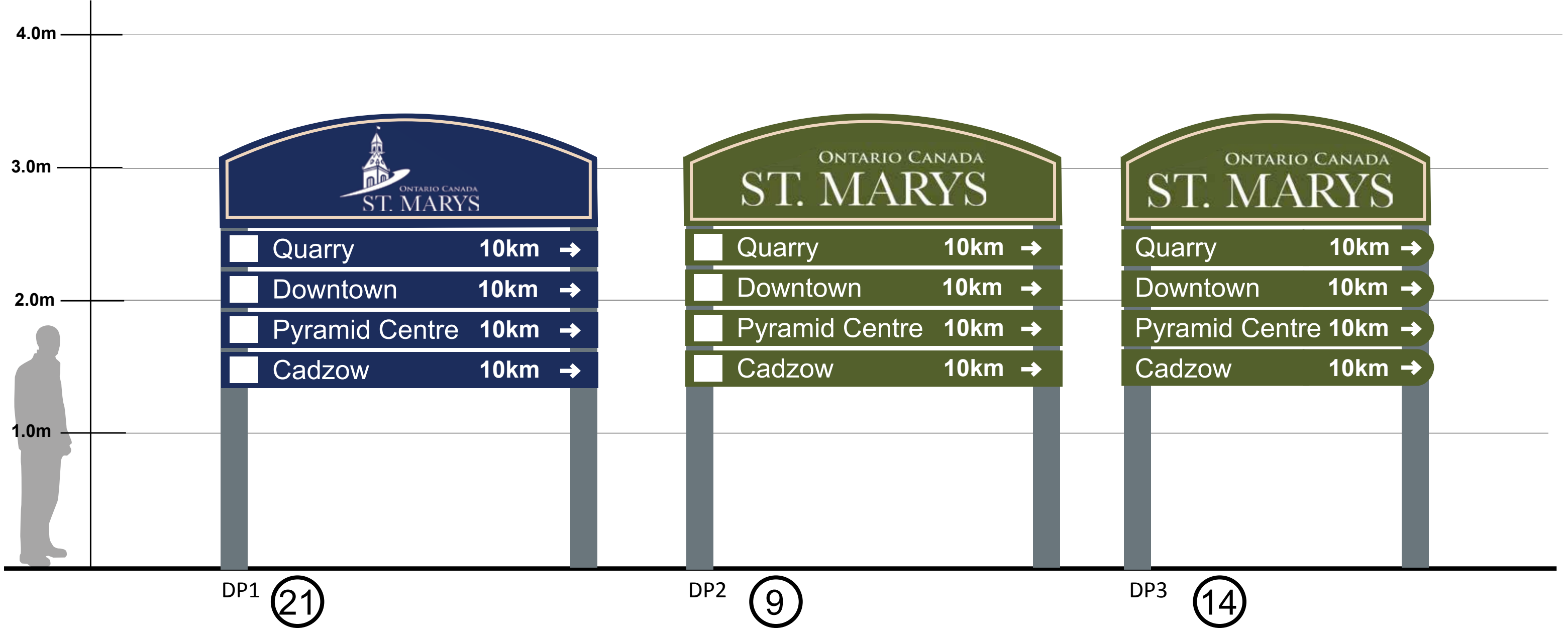
VOTING RESULTS- CONCEPT A



VOTING RESULTS- CONCEPT A

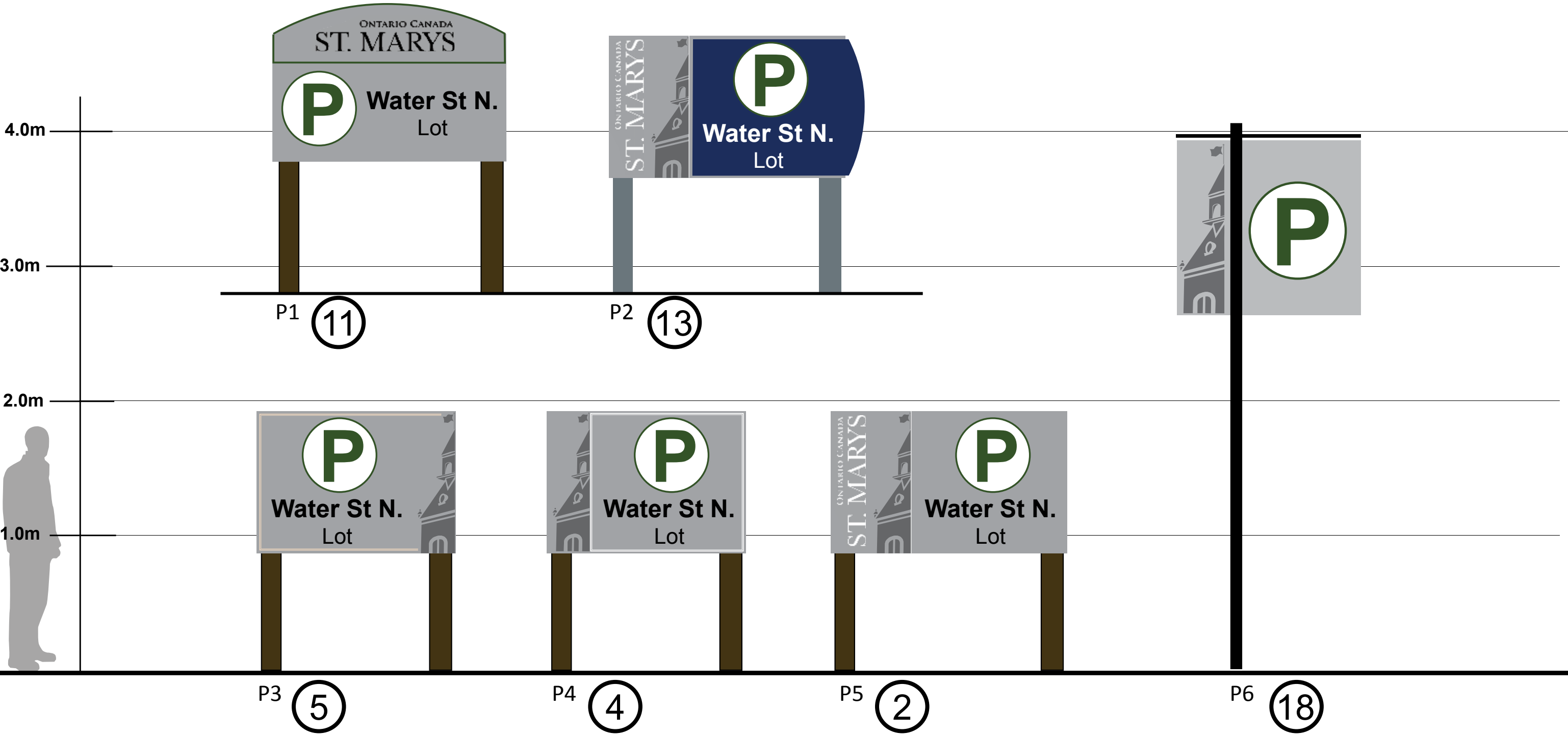


# VOTING RESULTS- CONCEPT A

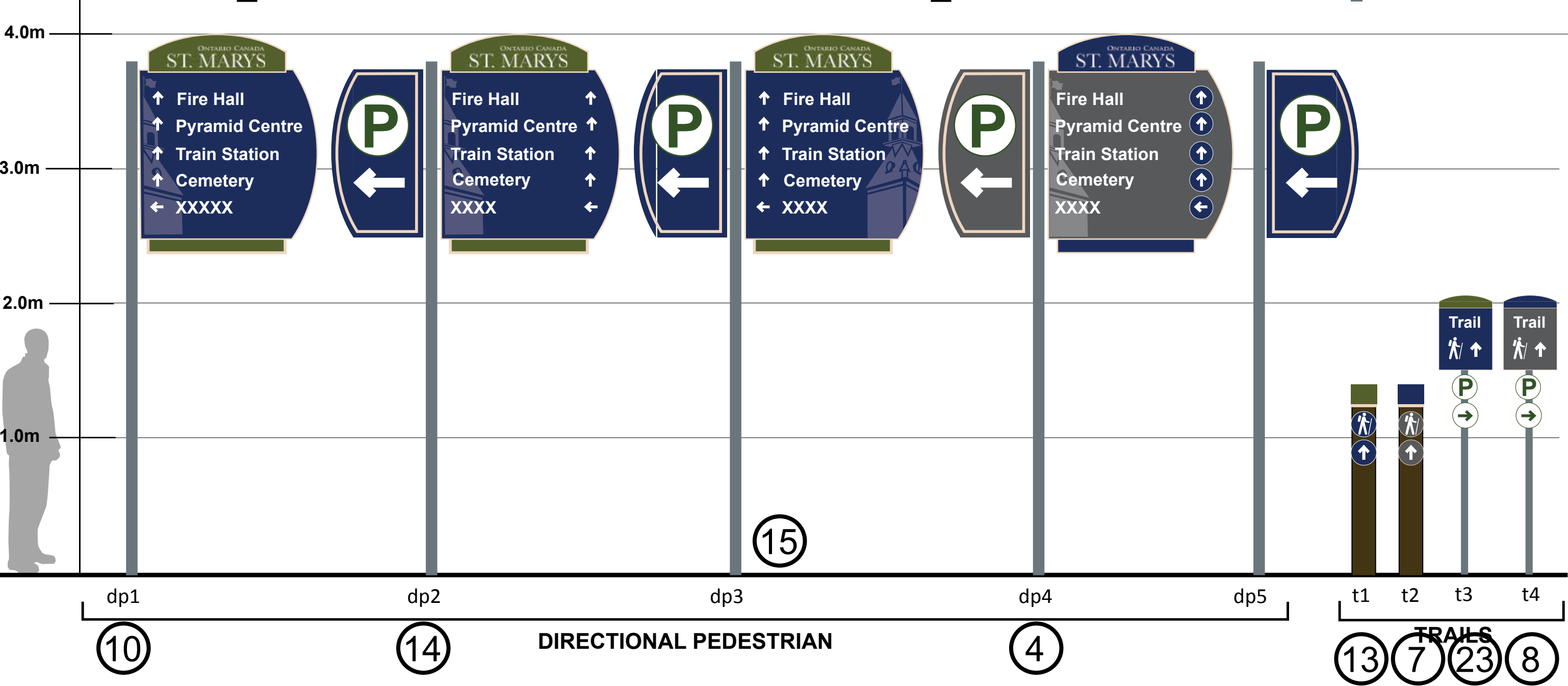
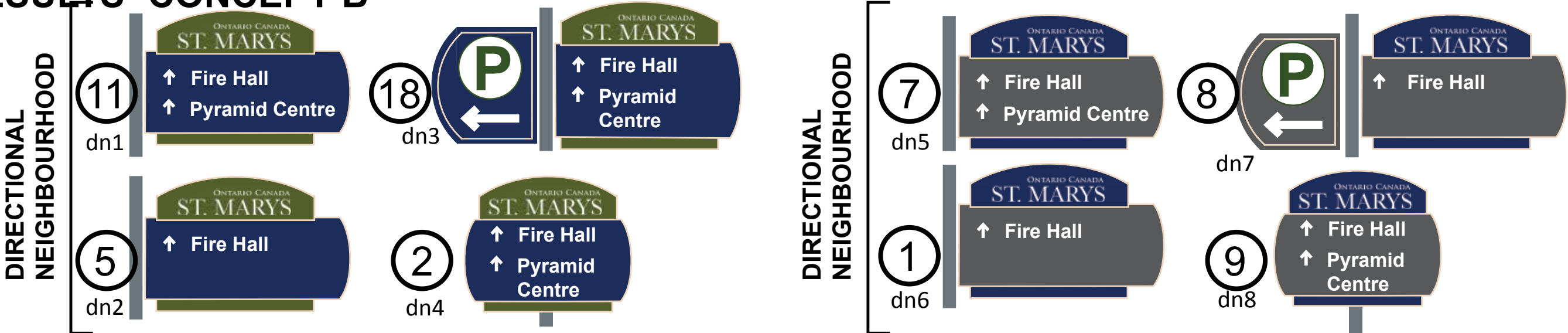




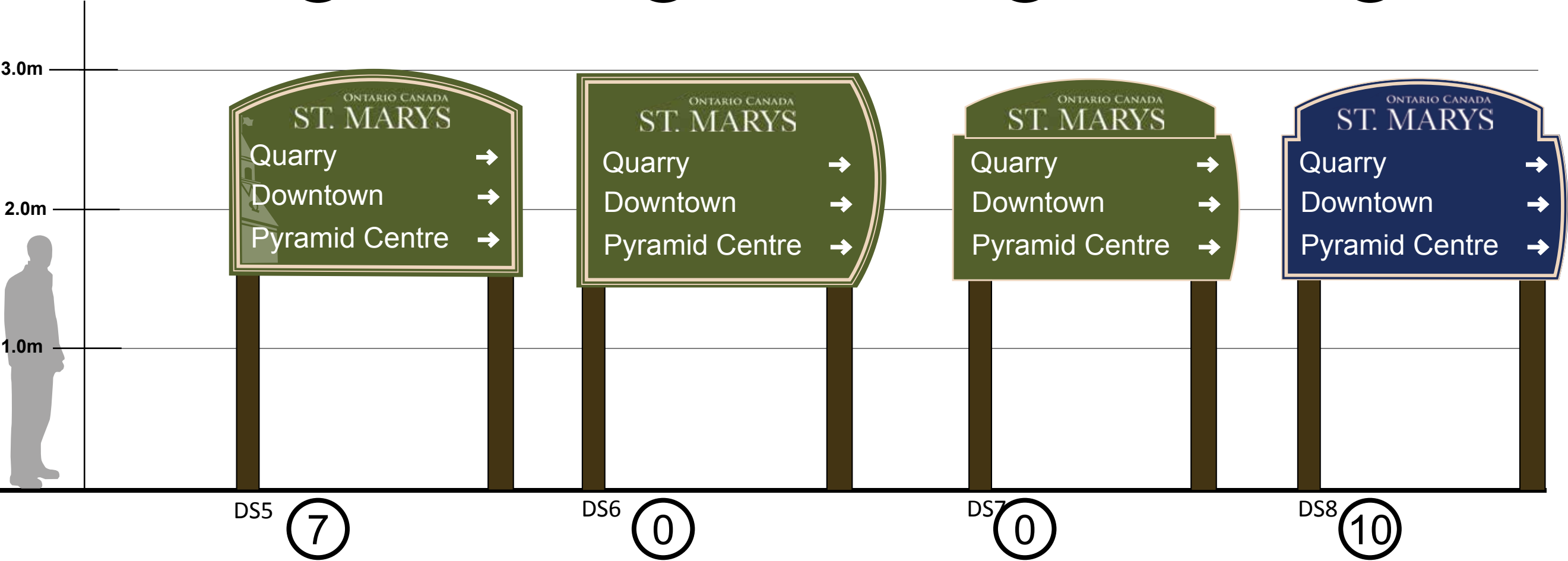
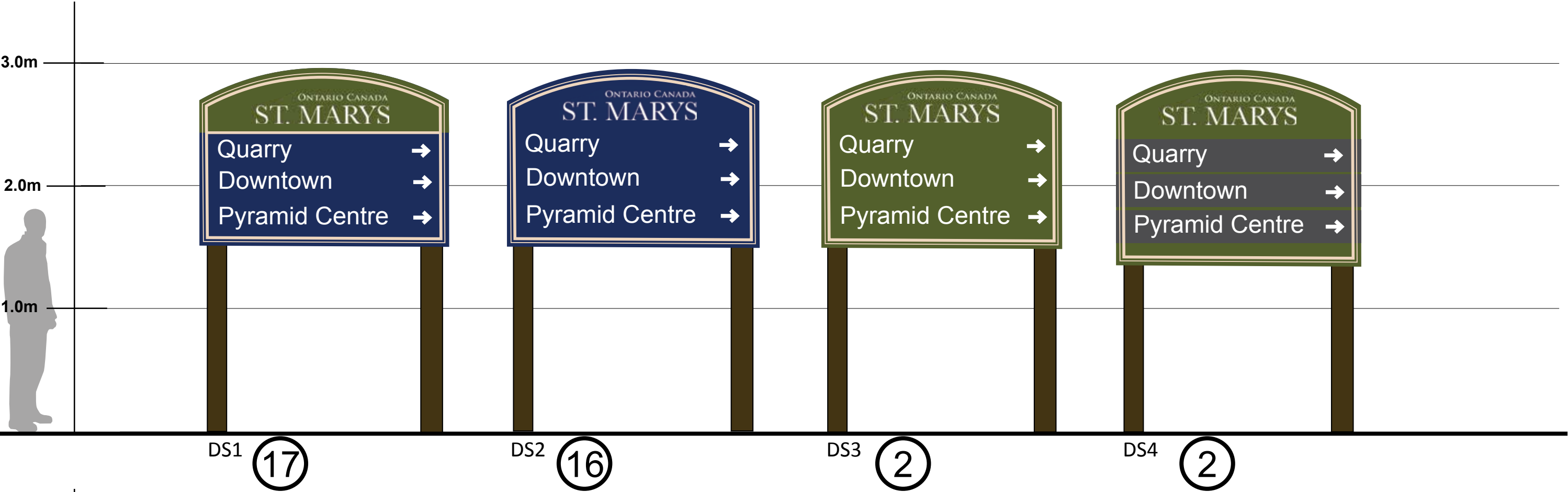
VOTING RESULTS- CONCEPT A



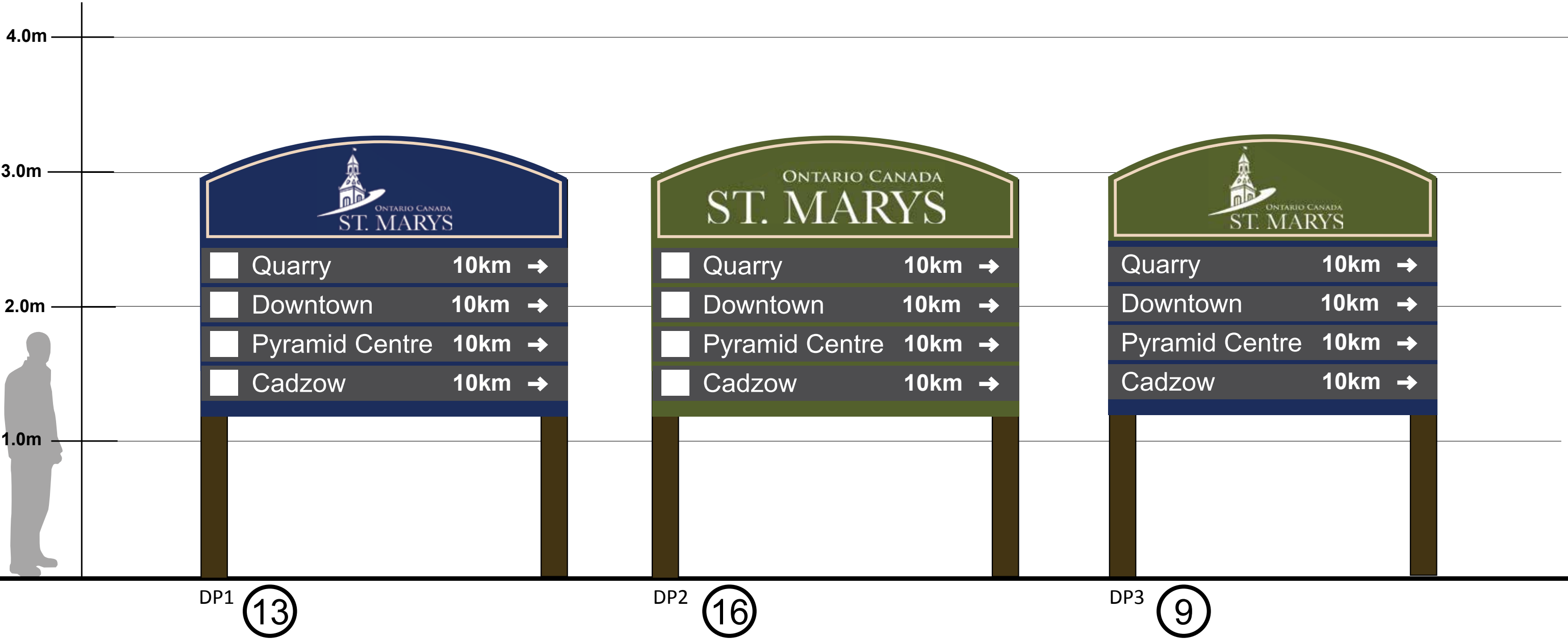
VOTING RESULTS- CONCEPT B



VOTING RESULTS- CONCEPT B



VOTING RESULTS- CONCEPT B



VOTING RESULTS- CONCEPT B

