VICTORIA WAYFINDING STRATEGY

Step 1: Analysis Report

VISUAL VICTORIA—Re-Imagining Our Public Space
CITY OF VICTORIA, DRAFT 3, NOVEMBER 1, 2016
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This document was created by and for The City of Victoria in Association with:

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Wayfinding helps you find your way from one place to another... orienting yourself in space determining a route to your destination, reassuring you that you are going the right way—and confirming that you have arrived.
1.1 What is this document?

This Victoria Citywide Wayfinding Strategy has been created by the City of Victoria to facilitate transportation around the city, primarily by pedestrians, cyclists and transit users.

This document is the first step in preparing the strategy and outlines the goals and purpose of the work, background research, area analysis, public consultation input and recommendations at the outset. It acts as a summary of Assessment phase containing input to the project team, and, ultimately, with the recommendations at the end, provides guidance for the Visioning and Design phases of the project which follow.

**Project Phases**

**Assessment (now)**
- Visioning (late fall 2016)
- Concept Design (winter 2017)
- Final Design (spring 2017)

1.2 What is wayfinding?

Wayfinding refers to systems that help people find their way from one place to another.

It encompasses orientating yourself in space, determining a route to your destination, reassuring you that you are going the right way and confirming that you have arrived.

Many elements contribute to city wayfinding, from landmarks to maps to hand held GPS systems, to asking for directions from a friendly stranger. Good wayfinding is a blend of art and science. It’s built upon principles of predictability, consistency, accuracy and legibility. It requires assisting people to create their own mental maps of their environment.

The addition of a wayfinding system adds clarity to our physical environment. When executed well, wayfinding systems give pedestrians the confidence to navigate without fear while encouraging curiosity and exploration. They have the feeling of arriving at their destination without any sense of anxiety, and feeling more informed about the journey.
02

INVENTORY & ASSESSMENT PHASE
2.1 Aims + Objectives

The aim of this project is to efficiently and elegantly direct and assist visitors and residents in navigating their way to key attractions, destinations, public parking and other services and amenities within Victoria.

When paired with the Victoria Downtown Public Realm Plan, also underway as part of the “Visual Victoria” project, it will help to convey a memorable and positive image of Victoria based on its rich history and vision for the future, while enhancing its unique identity and supporting vitality, accessibility and usability.

Integrating with the Downtown Public Realm and Streetscape Plan, the Victoria Wayfinding Strategy will provide specific guidance on design, siting and overall approach to wayfinding system elements. The strategy will focus on the “on-street system” — the signage and other directional, mapping, identification and information you engage with as you move through the city — and include considerations for integrating with print and digital media.

Specifically, the purpose of this plan will be to:

- Provide strategic direction for the implementation of a citywide wayfinding system
- Connect major City-wide attractions and destinations and provide key points of entry into the downtown and a focal point for business activity;
- Legibility for all forms of transportation but with a special emphasis on wayfinding for those walking and cycling;
- Supports a primary user group of local visitors and tourists that move through the city each day;
- Focus on the downtown core and along key corridors connecting to major city wide attractions and destinations;
- Development of a clear and coherent wayfinding strategy that integrates with the principles of the overall public realm strategy to provide a meaningful, hierarchical approach to wayfinding and signage that can be applied consistently across the City.

Final Deliverables

- Detailed mapping of wayfinding and signage locations to guide movement through the downtown core and between key destinations;
- Specifications and drawings for the design and fabrication of each type of proposed wayfinding sign type/element including materials, templates, dimensions, branding and identity, fonts, colour, graphics and modular components;
- Phasing plan for implementation of key wayfinding infrastructure and investments including preliminary cost estimates for fabrication and installation of wayfinding signage.
2.1 Aims + Objectives

Enhanced public realm experience

Visitors and locals alike benefit from a wayfinding system’s ability to make complex spatial information clear and legible so it virtually fades into the background—allowing them to focus on public events, art, architecture, retail and local character, etc.

Encourage alternative modes of transportation

A goal of the Victoria wayfinding system is to encourage multi-modal transportation. It can inform everyone about previously unknown assets in the community, highlight time saving benefits of walking or cycling versus driving or waiting for buses.

Build community identity

Creating a positive wayfinding experience goes a long way toward reinforcing Victoria as a positive, inclusive and welcoming place for newcomers and visitors.
2.2 Research

2.2.1 BACKGROUND DOCUMENT REVIEW

The following background and policy documents reviewed and their relevance to wayfinding summarized on the following pages:

- Official Community Plan 2012 (updated 2016)
- Downtown Core Area Plan 2011
- Downtown Victoria Beautification Strategy 1992
- Downtown Beautification Plan Kit of Parts 2002
- Downtown Beautification Plan Map 2013
- Downtown Beautification Plan Inventory 2014
- Harbour Pathway Master Plan 2008
- David Foster Way Proposal 2013
- Greenways Plan + Map 2003
- Harbour Vitality Principles 2014
- Pedestrian Master Plan - Final Report 2008
- Bicycle Master Plan 1995
- CRD Pedestrian & Cycling Master Plan 2011
- Interim Cycling Destination Wayfinding Guidelines 2014
- Public Input to Bike Lanes 2016
- City of Victoria Communications Guidelines
- Art in Public Places Policy & Guidelines
- Capital Regional District - Cycling Destination Wayfinding Guidelines 2014

People who were more likely to walk after consulting the map.

SOURCE: Moving Forward: Opportunities for Vancouver’s Digital Wayfinding Map, Robert W. White, UBC SCARP MSc Planning Candidate, 2014
2.2 Research

2.2.1 BACKGROUND DOCUMENT REVIEW—CONT’D

Victoria is the capital of British Columbia and is located on the southern tip of Vancouver Island. Victoria is home to over 80,000 residents with a total of 400,000 residents in the total Greater Victoria Region.

Victoria is a key destination for over 3 million tourists each year who come to enjoy the surrounding natural beauty, walk through its compact and unique downtown, and explore the historic old town area as well as other key attractions, special events and destinations in and around the downtown core. Victoria’s downtown is the City’s calling card and a major contributor to its livability. Victoria also has one of the Country’s largest Heritage Conservation Areas which encompasses a significant portion of the downtown and many of the City’s principal attractions. Past public and private investments in City’s urban fabric have created and revitalized a number of walkable districts in and around the downtown core with distinct visual identities and strong destinations or both visitors and residents.

Increased population and job growth coupled with strong and growing numbers of visitors have placed continued pressure on the City’s public spaces. At the same time, due to lack of a current coherent strategy, public realm improvements and districting have resulted in some lack of consistency in approach to public space design and infrastructure. As such, the overall purpose of this process is to develop a coordinated plan that aligns limited City, private and other stakeholder resources into a cumulative program of public space improvement.

Of key importance in the Plan and Strategy is the treatment and role played by the Douglas and Government Street corridors.

These two streets play prominent roles within the downtown core serving as the City’s primary mobility and retail corridors respectively. In addition to the look and feel of the City’s public spaces and corridors, Victoria’s compact size, relatively high overall residential and employment density and fine-grained network of streets enables convenient travel on foot, on bicycle and by public transit. These modes of

“Manage the network of roads .... with public realm design that supports walking, giving priority to right-of-way management over increases in road capacity to improve travel efficiency...”

VICTORIA OFFICIAL COMMUNITY PLAN P.52
transportation currently account for an approximately 46% share of resident trips to work each day, which is one of the highest multi-modal rates in Canada. The Official Community Plan targets a 60% pedestrian and cycling mode share by 2041.

The requirements of a busy tourism industry put specific pressure on the need for wayfinding.

A vibrant cruise ship industry attracts over 200 cruise ships each year which unload over 450,000 passengers, many of who will spend time walking through the Downtown and surrounding area. In addition, Clipper Vacations operates a daily, year-round passenger ferry service between Victoria’s Inner Harbour and Downtown Seattle while Black Ball Ferry Line offers daily, year-round passenger and vehicle service between the Inner Harbour and Port Angeles, WA. In combination, both ferry services transport over 750,000 passengers and bring in 127,000 vehicles to Victoria each year. The Inner Harbour also contains several float plane operators who provide daily service between the Inner Harbour to Vancouver BC, Seattle, WA and other destinations. A key aspect of the public realm is a system of wayfinding that supports a primary user group of local visitors and tourists that move through the city each day.

The City of Victoria also recognizes the importance of a renewed wayfinding system as a key tool that can continue to support and strengthen the local economy through its ability to direct local and regional shoppers to key destinations throughout Victoria.
The absence of a wayfinding strategy has resulted in a proliferation and clutter of signage and other informational and interpretive elements that also detracts from the public realm. The issues include:

- Signage clutter depreciates the streetscapes and identity of Victoria
- Lack of clear signage leads to confusion among pedestrians, cyclists and drivers
- In the City OCP, the following hierarchy of transportation and mobility priorities, ranked in descending order, will influence the framing of the Wayfinding Strategy:
  - Pedestrian
  - Cyclists
  - Transit
  - Commercial Vehicle and Goods Movement
  - Single Occupancy Vehicles

Sign clutter is particularly evident in the Inner Harbour area where large numbers of tourists need to be “shown the way”. Creating integrated signage can create a more positive first impression for visitors.
2.2 Research

2.2.2 WAYFINDING SIGNAGE REVIEW

It’s important to understand what exists currently within the city, in terms of wayfinding signage.

Following is an inventory and assessment of select existing signage and wayfinding infrastructure including highlights of commentary provided by the public and stakeholders.

What you thought  What we thought

People appreciate the integrated approach to wayfinding where possible.

This works but ends and people are left lost after the signs run out.

These are an act of genius. Keep doing that.

Inlaid work is best for permanent elements.

This is dated.

Disjointed wayfinding.

Interpretive information can be integrated in more informative ways.

This is useful.

Vehicular info only.
2.2 Research

2.2.2 WAYFINDING SIGNAGE REVIEW—CONT’D

These are too dark and inaccurate.

This works but ends and people are left lost after the signs run out.

Larger pieces of art in public places may assist as wayfinding landmarks.

Useful but limited mapping.

Many styles of Yates Street.

Identity with character.

Integrate identification and regulatory.

Generic MOTI-style signage.

This is cluttered.
2.2 Research

2.2.3 GRAPHIC ENVIRONMENT REVIEW

People get used to certain styles and symbols in finding their way. On top of understanding what visitors and locals see in terms of signage, it’s important to understand the “graphic environment” or brand space within which the new wayfinding system will live.

City of Victoria
The City will be the owner of the wayfinding project which should be recognized on the signage. The City maintains exterior facility signage standards as part of its overall communication standards—reviewed later in this document. Where appropriate—through logo placement and a generally “civic” look and feel.

BC Transit
BC Transit is a key component of the City of Victoria’s transportation infrastructure, with established visual standards for signage, mapping and iconography. As such, those standards may be incorporated into the wayfinding strategy as an asset to increase consistency as users move through the city’s transportation network, (see next pages for more details). Existing and future transit signage infrastructure will be an important factor in planning wayfinding signage placement and integration.

Tourism Victoria
Promoting tourism throughout the City, this agency maintains a number of important tools for newcomers including an iPad app and a tourist map. The map’s icons and visual language for routes and area naming are important clues to integrate into the new wayfinding (see next page).

Distilled Colours
2.2 Research

2.2.3 GRAPHIC ENVIRONMENT REVIEW—CONT’D

In addition, a number of agencies or initiatives are working within the project space and offer information, context and potential tie-in for the new wayfinding work.

**DVBA**
DVBA is a champion for Victoria’s downtown business community. They maintain pedestrian counts, business listings, parking maps, online communications and four heritage walking tours—all of which are in aid of promoting economic sustainability in the downtown area. A wide-ranging palette offers easy tie-ins for graphic accents. DVBA has expressed an interest in how various business areas of the downtown can be promoted through arrival and directional signage.

**GVHA**
Greater Victoria Harbour Authority, a not-for-profit corporation, owns and operates deep water, marina, and upland holdings throughout Victoria’s harbour including Causeway and Ship Point, Fisherman’s Wharf St. floats and Steamship Terminal on Belleville St. They are currently performing an audit of signage around the cruise ship terminal facility and will be preparing new signage for operations, safety and wayfinding with the first two categories being the priority. There may be opportunities for integration of this project’s wayfinding signage within the GVHA properties.

**CREATE VICTORIA**
The City of Victoria is developing a five-year arts and culture master plan in order to help artists, designers, performers, entrepreneurs and innovators who contribute to the arts and culture scene flourish in the community. Dubbed Create Victoria, the plan will align ideas, people and resources around a shared vision and set of goals. Currently the city is asking the public what types of arts and culture they currently participate in, and what the city should make a priority for cultural investment during the next five years.
2.2 Research

2.2.3 GRAPHIC ENVIRONMENT REVIEW—CONT’D

Tourism Victoria (above) and GVHA maps for cruise ship passengers (left) are elements of wayfinding that users will see online and in print. As such, they should be considered as part of the overall mental mapping system that will contribute to users understanding of the city.

**VICTORIA HARBOUR: Walk to Downtown**

**GREATER VICTORIA Harbour Authority**

Greater Victoria Harbour Authority, a not-for-profit corporation, owns and operates deep water, marina, and upland holdings throughout Victoria’s harbour. These properties include Victoria’s Harbour, the Steamship Terminal, Causeway and Ship Point, and Wharf Street marinas.

**SHIP POINT Night Market**

Set against the stunning backdrop of the Inner Harbour, the Night Market boasts local artisans, food vendors, and performers. The Night market operates every Friday and Saturday night during the summer months.

**STEAMSHIP Terminal**

A landmark 1924 heritage terminal on the Inner Harbour, this iconic building hosts the Robert Bateman Centre, the Steamship Grill & Bar, Starbucks, retail, and exhibit space.

**FISHERMANS Wharf**

A docks experience that lets visitors wander among working fishing vessels, float homes, and a thriving marina. Eateries and access to tours and marine adventures can be found there.

**POINTS OF INTEREST**

- **Shopping Areas**
- **Victoria West**
- **Chinatown**
- **Downtown**
- **James Bay Village**

**VICTORIA HARBOUR: Walk to Downtown**

**SHIPPING Areas**

- **Chinatown**
- **Downtown**
- **James Bay Village**

**Victoria West**

- **Government House**
- **Main Street**
- **Quadra Street**
- **Douglas Street**
- **Blanshard Street**

**Chinatown**

- **Traditional Territory of the Esquimalt & Songhees Nations**
- **Breakwater Wall Mural**
- **Chinatown on Fisgard**

**Downtown**

- **Canadian West Coast Art and British Imports**
- **Travelers' Rest**

**DOWNTOWN**

- **Canadian West Coast and British imports, souvenirs, the Bay Centre**

**Greater Victoria Harbour Authority**

A not-for-profit corporation, owns and operates deep water, marina, and upland holdings throughout Victoria’s harbour. These properties include Ogden Point, Fisherman’s Wharf, the Steamship Terminal, Causeway and Ship Point, and Wharf Street marinas.

**Greater Victoria Harbour Authority, a not-for-profit corporation, owns and operates deep water, marina, and upland holdings throughout Victoria’s harbour. These properties include Victoria’s Harbour, the Steamship Terminal, Causeway and Ship Point, and Wharf Street marinas.**
In terms of BC Transit’s role in wayfinding and trip planning, notable standards include the colour palette and icons associated with local and regional transit routes as well as the arrangement of information presented on bus schedules, stops and maps.

**Different maps perform different functions, as expressed by these preceding three versions of the city. It will be important to adhere to the principles of wayfinding in order to generate map styles which are the most useful for citywide navigation.**

Important considerations are how much information to give in order to allow users to understand a general picture of their entire journey as well as giving them clarity around the micro decision of which way to turn in order to begin—or in the case of a transit map—“which bus route do I need and where do I catch that bus?”
2.2 Research

2.2.4 WAYFINDING INTEGRATION WITH BC TRANSIT

As noted, developing a comprehensive wayfinding strategy for the City of Victoria will necessarily involve integrating several established systems and visual standards.

As a critical element of the city’s transportation network, B.C. Transit warrants special consideration. Existing standards can inform the new wayfinding strategy and points of connection should be identified to maintain consistency for travelers as they transition from one means of transport to another.

VISUAL STANDARDS

The visual standards and symbols employed by B.C. Transit represent a familiar information set for local users and a quickly recognizable one for visitors to the city. It is recommended that wherever possible, the wayfinding strategy should align with these standards at all points of reference between the two systems.

ONLINE INFORMATION SYSTEMS

Users of B.C. Transit are able to access information from a number of sources, from smart phones to printed schedules. These systems compliment on-site wayfinding and their effect on a users journey through the city should be considered, however their level of adoption and use is mixed and it is important on-site wayfinding function independently from these sources.

Online maps at bctransit.com are Googlemap overlays.
2.2 Research

2.2.5 MINISTRY OF TRANSPORTATION AND INFRASTRUCTURE (MOTI)

Among other services, BC’s Ministry of Transportation and Infrastructure plans transportation networks, provides transportation services and infrastructure throughout the province and has jurisdiction over highway signs, markings and maps.

The 2010 Catalogue of Standard Traffic Signs outlines signage for highways, particularly for vehicles. Users of the citywide system will encounter MOTI-style signs, therefore naming and general approach should be factored in. In addition, MOTI owns much of the Belleville Terminal site and is a partner in developing wayfinding systems within that area.

In terms of the graphic environment inhabited by MOTI materials, they are designed primarily for the safety and efficiency of vehicular traffic. Clearview typeface, which is recommended in their standards, is engineered to allow highly recognizable English characters for fast, easy legibility of the sign’s message. For vehicles, they note that uses of other typefaces reduces sign authority and consistency.

This information is considered at this time in order to understand the graphic environment that users of the wayfinding system will already understand or be immersed in. We will look for ways to integrate symbols, colour and typography—where possible—in order to create a new wayfinding system that resonates with existing wayfinding strategies.

There are a number of highway identification signs and signage oriented to motorists which could be improved. In other jurisdictions, they have consolidated and enveloped such signage in the local wayfinding signage brand. While outside the scope of this project, further study on this could be a recommendation that emerges from this project.

In terms of audiences and purposes, this wayfinding system is directed primarily towards pedestrians, cyclists and transit users—encouraging multi-modal transportation. Therefore while it is important to be aware of vehicle traffic standards, this information should not be the primary focus of wayfinding, particularly with regards to pedestrians and cyclists.
The City of Victoria is embarking on #BIKETORIA, an ambitious project to create an All Ages and Abilities (AAA) cycling network.

The network will be implemented over four phases which, when completed, will provide over 24 kilometers of enhanced bicycle infrastructure including separated bike lanes along key City streets and corridors, and a minimum grid of 5.4 km of protected bike lanes in the downtown core by the end of 2018. This wayfinding system will be an important component in the success of the Biketoria initiative in that it will assist cyclists of all ages and abilities in being able to find and navigate their way through the new bicycle infrastructure, as it grows.
2.2 Research

2.2.7 WAYFINDING AND BICYCLES—CRD

In 2014, the Capital Regional District (CRD) prepared wayfinding signage guidelines to assist municipalities within its district in preparing systems for cyclists.

The document Interim Cycling Destination Wayfinding Guidelines, which is part of the CRD’s Pedestrian and Cycling Master Plan, notes that the intention “is to allow municipalities to streamline signage slowly, over time, replacing signage at their discretion on an as-needed basis as funding becomes available, in order to increase legibility for cyclists navigating our region.”

Related objectives within the PCMP are:
Objective 3: to promote regional consistency, continuity and connectivity,
   Strategy 3.1: Develop common standards for pedestrian and cycling design guidelines
   Strategy 3.2: Develop a common wayfinding signage system

“Inter-municipal regional-scale trips are more likely to be completed by bicycle than by foot because of the distances involved; therefore, it is of higher priority at this time to ensure that cyclists encounter information in a standardized way across the region.” —CRD Interim Cycling Destination Wayfinding Guidelines, 2014

The wayfinding system proposed should be compatible, clear and recognizable by users traveling through or from other jurisdictions. Principals in place for wayfinding signage for the remainder of the CRD, Province and continent should be followed. This is particularly important for cyclists who will be traveling through multiple jurisdictions on roadways with other traffic at comparable speeds.

Signage System For Everyday Trips By Bike
For a variety of reasons including speed and distance traveled by cyclists, the recommendations focus on signage rather than maps. A number of sign types are outlined, as shown below. Any signs that contain maps are extremely simple and designed to be read without stopping for the convenience of cyclists.

![Signage System Diagram]

Decision sign: On the approach to a decision point, decision signs point the direction to central destinations.

Confirmation sign: After a turn, confirmation signs reassure cyclists of their directions and confirm additional destinations reached along that route.

Map type signs should be oriented dihedral to the orientation of the depiction. The signs shown are illustrate of possible approaches.
2.2 Research

2.2.8 DAVID FOSTER HARBOUR PATHWAY

The principal goal of the David Foster Harbour Pathway is to create a major public amenity for the entire city that will provide continuous public access to the harbour waterfront, with the exception of those properties currently requiring water access. A key objective of the project is the completion of gaps in the existing harbour pathway.

The Harbour Pathway will complement and extend those sections of waterfront pathway that exist, such as the Inner Basin causeway, rather than replacing them. David Foster Harbour Pathway is more than just a waterfront route. It connects residents and visitors with key destinations in our city, from award-winning restaurants to marine-based tourism activities, and everything in between.

“Wayfinding tell us how to get to specific destinations, but sometimes it is the route itself that should be expressed.” — COMMUNITY SURVEY

Once complete, the Harbour Pathway will extend over five kilometres from Rock Bay to Ogden Point. Special sites will be created along the pathway, increasing downtown public spaces, drawing people to the waterfront to gather with friends and family and take in the Capital City’s signature community celebrations.

There are several different sign types currently used on the pathway, some of which correspond to the City of Victoria guidelines and others more in keeping with previous work by GVHA (see two examples at right). A system of 49 signs is envisioned which include informational, left/right arrows, “to DVHW” directional and split pathway.

Because of the unique nature of this feature on the city landscape, it may be useful to create sign types which are specific to mapping out this route as well as noting key destinations which can be accessed from the pathway.

Current signs are written and designed with the intent of describing the system that will be in place in the future. The new wayfinding system will perhaps need to incorporate temporary or movable signage as well, as the pathway develops physically over a longer period of time.
2.2 Research

2.2.9 CITY FACILITY SIGNAGE STANDARDS

The City of Victoria maintains exterior facility identification signage standards as part of its Communication Guidelines. The guidelines provided are intended to guide facility operators, tenants and staff of City-owned facilities in the procurement of exterior building and property signage. The City of Victoria is mindful of the importance of a coordinated graphic image, and it considers the display of its graphics an important element in its civic appearance.

Through the establishment of a signage program the City of Victoria wishes to achieve a number of objectives:

• Mark civic facilities with the new City of Victoria logotype
• Provide efficient, contemporary wayfinding information where applicable, within the venues
• Deliver a readable and understandable message to the intended viewer
• Establish a cohesive and distinctive image for the City
• Establish visual and verbal consistency for signs
• Maximize the effectiveness of each individual sign, as well as the collective statement
• Reduce overall procurement and maintenance costs

The standards contain guidelines on typography, sign proportion, graphic symbols and icons, styles for arrows, colours, materials and layout. Purposes include regulation, parking or traffic control, civic facility identification, park identification, construction site identification, parkade wayfinding. As a footnote, it is currently unclear what the relationship between the park identification signs in this package bears on the recently installed parks signs noted on the previous page.

Bearing the logo of the City, these signs function to remind the public “that individual civic buildings are part of a larger organization with common practices and shared purposes. Well designed and maintained signs create a positive atmosphere and image. Signs, in essence, reflect and convey the commitment to, and quality of, service provided by the City.” The new wayfinding system design should adopt similar goals and strategies.
2.2 Research

2.2.10 WAYFINDING INTEGRATION WITH CITY PARKS

In 2016, the City of Victoria is in the process of collecting community feedback on a draft Parks and Open Space Master Plan.

This process will result in an updated vision, management and investment plan for parks and open spaces over the next 25 years, including upgrades to existing parks, and new or improved amenities in existing and new parks.

Current park signage samples are shown here:

While design of signage specifically for parks is outside the scope of this project, it is important to understand the current standards and approach to identifying and naming parks as destinations.

- **ID Signage:** Park ID signage is typically located at primary park entries. There are a couple of different styles throughout the system. Older ID signage is typically white painted letters engraved on wood, mounted either horizontally, or as a vertical post marker. Between 2008 – 2015 new park ID signage was installed in a number of locations (+/- 35) and these newer ID signs have a black metal frame and customizable photo strip on the top.

- **On-street Signage:** In some locations, on-street wayfinding signage is required to direct people to parks or greenways that are difficult to find. Typically these are on a green background, as per other on-street signage. In 2015, the engineering department also installed wayfinding signage to mark mid-block greenway connections for pedestrians and cyclists.

- **Beacon Hill Park:** Typical wayfinding signage within the park is on engraved/painted wooden signs. There is no wayfinding map installed in the park, but the City currently provides a wayfinding map for Beacon Hill Park in a printed brochure, which was created in 2007, see below.
2.2 Research

2.2.11 VICMAPS GIS INTEGRATION

The City of Victoria maintains VicMap, an interactive mapping system.

VicMap provides users with a wide range of data and uses, and enables citizens to directly download raw data sets from the map. It includes search capabilities including by address, intersection, parcel identification, park or neighbourhood. Because users can add text, lines and shapes to maps to print or share with others, there is an opportunity for this wayfinding project to use VicMap to create the visual wayfinding maps.

The technical side of this requires further investigation in the next “Visioning” phase of the project, however there are several potential benefits: heads-up mapping and an in-house system which is easily maintained and updated as well as a digital resource that can be used for future print or mobile App uses.

Heads Up Mapping

This means that all maps are facing up in accordance with the direction the map viewer is pointing. It means that maps need to be rotated at least four ways in order to function facing north, south, east or west. This approach to map orientation is recommended as the most effective way to assist map users where they are unable to physically turn the map themselves, as you would in a printed or hand-held-digital map. In the past, most map signs consistently placed North at the top which is less helpful in deciding which way to go if you don’t know which way you are facing. Further investigation is underway, but the use of VicMaps as a base should allow for “heads up” mapping on signs. A sample of heads up mapping is shown on page 25.

People who were more likely to walk after consulting the map.

82%

People who found the ‘heads up’ format easy to use.

87%

People who wanted a printed map in addition to the physical map stand.

40%

“The City’s base mapping should be available to community groups who want to build information layers onto them.”
2.3.1 NAMING HIERARCHY

A critical element of this wayfinding system is naming places, landmarks and areas in a way that users can relate to. Place names are important to identify where a place is in relation to a wider area:

**Areas:** These describe Victoria in the broadest terms, dividing it into large but easily recognizable regions often dictated by geography, such as Downtown or Victoria West. On maps, areas are usually the largest text, overlaying wider areas, as in “Marylebone” on the example below.

**Precincts:** Areas are made up of several precincts, such as Inner Harbour or commercial centres of neighbourhoods, eg. James Bay Village. Precincts can be divided into three basic categories: 1) open space nodes based around a square, park or other public space, eg. Centennial Square or Beacon Hill Park; 2) linear nodes based around a main road, eg. Douglas Street or, 3) transport nodes, eg. Wharf Street floats. On the sample below, precincts are named in smaller type than areas, as in “Marylebone Village” or “Baker Street”.

**Destinations:** These describe specific locations such a building, amenity or station. There are numerous graphic means for identifying different types of destinations but these are the most fine-grained graphic elements on a map, such as “Paddington Street Gardens”, public washrooms or underground stops on the map sample below.

Example of “heads up” mapping from Legible London with the “you are here” notation pointing a specific direction and a 5 minute walking radius shown as a circle.
2.3 Project Area Analysis

2.3.1 NAMING HIERARCHY–CONT’D

The area and precinct naming structure, outlined in draft form below, will be evaluated and revised during Phase 2 of the project: Concepts and Options. While specific naming is part of the implementation process to be determined at this time, the following naming of areas and precincts was distilled from OCP, DVBA, BC Transit, Google maps and other sources noted previously.

<table>
<thead>
<tr>
<th>Areas</th>
<th>Precincts</th>
<th>Destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOWNTOWN</td>
<td>Bastion Square</td>
<td>Bastion Square Public Market</td>
</tr>
<tr>
<td>VICTORIA WEST</td>
<td>Broad Street</td>
<td>Trounce Alley</td>
</tr>
<tr>
<td>JAMES BAY</td>
<td>Design District</td>
<td>Phillips Brewing &amp; Malting</td>
</tr>
<tr>
<td>NORTH PARK</td>
<td>Fabulous Fort</td>
<td>Royal BC Museum</td>
</tr>
<tr>
<td>BURNSIDE</td>
<td>Government Street</td>
<td>Fantan Alley</td>
</tr>
<tr>
<td>FERNWOOD</td>
<td>Chinatown</td>
<td>St Ann's Academy Auditorium</td>
</tr>
<tr>
<td>ROCKLAND</td>
<td>Humboldt Valley</td>
<td>Market Square</td>
</tr>
<tr>
<td>JUBILEE</td>
<td>Lower Johnson St (Lojo)</td>
<td>BC Legislature</td>
</tr>
<tr>
<td>GONZALES</td>
<td>Inner Harbour</td>
<td></td>
</tr>
<tr>
<td>FAIRFIELD</td>
<td>Victoria West Village</td>
<td>West Song Walkway</td>
</tr>
<tr>
<td>HILLSIDE/QUADRA</td>
<td>Dockside Green</td>
<td>Galloping Goose Trail</td>
</tr>
<tr>
<td></td>
<td>Beacon Hill Park</td>
<td>Ogden Point</td>
</tr>
<tr>
<td></td>
<td>James Bay Village</td>
<td>Cruise Ship Terminal</td>
</tr>
<tr>
<td></td>
<td>North Park Village</td>
<td>Helijet Terminal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Royal Athletic Park</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mayfair Town Centre</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Selkirk Village</td>
</tr>
<tr>
<td></td>
<td></td>
<td>North Park Village</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Craigdarroch Castle</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stadacona Village</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jubilee Village</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ross Bay Village</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cook Street Village</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quadra Village</td>
</tr>
</tbody>
</table>

The naming chart below is proposed in this Phase for evaluation. This hierarchy requires careful consideration and input in order to better understand geographic associations.

This list shows sample destinations only for the purposes of understanding and evaluating the wayfinding naming hierarchy. See page 35 for further discussion of destinations.

Some destinations are also routes and will require a distinct, linear graphic style on maps and signs.
2.3 Project Area Analysis

2.3.2 DESTINATIONS

Parks, Open Spaces, Recreation Facilities
The OCP outlines parks, open spaces and recreation facilities that can be included as destinations on signage.

Example:
Holland Point Park
Fernwood Community Centre
2.3 Project Area Analysis

2.3.2 DESTINATIONS—CONT’D

Education, Arts and Cultural Facilities
The OCP outlines additional facilities which would likely be of interest as destinations.

Example:
Point Ellice House
Art Gallery of Greater Victoria
Royal Theatre
2.3 Project Area Analysis

2.3.2 DESTINATIONS—CONT’D

Heritage Landmark Buildings
The OCP has identified visually prominent heritage buildings. In addition to being named as destinations, these may act as wayfinding landmarks, and may considered for 3D visualization on maps, as shown in the example below from the Legible London wayfinding project.

Example:
Christchurch Cathedral
Victoria Conservatory of Music
Fairmont Empress Hotel

Wayfinding maps in London (inset below) and Vancouver, among others, utilize axonometric views of architecturally unique buildings or monuments in order to help people to orient themselves in their environment. This practice is useful for many people who have a hard time reading maps and should be used, if possible, within the Victoria system.
2.3 Project Area Analysis

2.3.3 MID-BLOCK WAYFINDING

Unique features such as through-block-walkways provide interesting opportunities for walking travel. These should be indicated on all pedestrian level elements of the system. Helping people connect to and navigate through Victoria's unique system of lanes and mid block passages will help improve the walking experience for locals and visitors alike.
2.3.4 BICYCLE COUNTS

Sign locations can be planned with assistance from bicycle traffic counts published in May 2016 by the Capital Regional District (CRD). In addition to major trails, such as the Galloping Goose, bikes are seen in numbers on streets where there are buffered areas or even “no facilities” as noted. In terms of signage design, cyclists share some of the requirements of pedestrians and some of the requirements of vehicles. This applies to the position of information on the sign and the size of key text for reading at distance/speeds. This applies also to the new separated bike lanes which are being planned as part of the Biketoria project.
2.3.5 CITY SIGN ZONES

Part of the work of the wayfinding strategy will be determining rules for locating different sign types. The City of Victoria designates various Sign Zones (as noted on VicMap) and shown here. It’s important to adapt the scale of wayfinding signage to different areas. Areas and corridors noted as Arterial Commercial, for example give us clues as to the best locations for more significant wayfinding signage. On the other hand, it will be important to not “over-sign” in residential areas, noted here in the light yellow background colour.
2.4 What We Heard

A key component of Phase 1 of this project was to collect and summarize key issues, opportunities and big ideas identified by the public, stakeholders and City staff, which is synthesized based on topic areas, below.

2.4.1 PROCESS AND PARTICIPANTS

PUBLIC OPEN HOUSE
» Engaging the public to define a representative cross-section of general and specific issues in the Victoria Downtown area.

STAKEHOLDERS GROUP
» Meeting with downtown Victoria stakeholders to define and understand their concerns.

CITY STUDIO
» Meeting with neighbourhood representatives in the City’s storefront exhibit space.

CITY STAFF
» Meeting with City of Victoria staff to gain better understanding of the city's ongoing processes and dynamics.
2.4 What We Heard

2.4.2 SUMMARY OF RESPONSES

Staff and stakeholders were asked specific questions addressing topics such as the wayfinding work they are currently doing, if any, the needs of their users, capabilities for mapping and potential for overlap of infrastructure. In addition, everyone was asked to comment on the following questions:

- **Audience:** Who is the wayfinding system for? Who are we speaking to?
- **Destinations:** What are they trying to find and where are they getting lost?
- **Brand Character:** Because wayfinding offers graphic information reinforcing a visual brand of the city of Victoria, what words describe that brand?
- **Visual Approach:** In terms of a streetscape design, what is the role of wayfinding signage? How visually dominant a feature should the wayfinding system be?
- **Challenges and Opportunities:** In your own words, what do you envision for the wayfinding project in terms of challenges and opportunities?

2.4.2.1 AUDIENCES

In summary, really it’s for everyone. There’s no doubt that wayfinding will be useful to visitors and newcomers to Victoria. But it’s also helpful to locals, pointing out connections and destinations that are new as well as creating a more robust mental map of their city for locals. Here is a list of what we heard when asking “Who is the wayfinding system for?” It’s important to keep in mind that this system can be for a wide variety of users:

- **Tourists:** out-of-towners; visitors; cruise ship embarkees; explorers of themes (ie. green spaces)
- **Newcomers:** students; temporary workers; new residents
- **Non-English speakers**
- **Locals**—“I don’t know where I’m going”; event goers; regional residents; new transit users; new cyclists
- **Kayak/harbour users**
- **Motorists**
- **Bike tours**
- **Anyone looking for the basics**—“I’m hungry”
- **Locals looking to find new destinations, ie. farmers’ markets**
- **History buffs**—“can there be an interpretive component?”
## 2.4 What We Heard

### 2.4.2 SUMMARY OF RESPONSES—CONT’D

#### 2.4.2.2 DESTINATIONS

Destinations fall into a variety of categories and the responses below are distilled from what we heard people feel visitors, newcomers and even long time residents will want to use the system to find.

This list was compiled by the public and stakeholders and it is not comprehensive nor final. In the next Phase, the list will be clarified and refined through further consultation.

<table>
<thead>
<tr>
<th>Destination Categories</th>
<th>Specific Destinations</th>
<th>Landmarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks and open spaces</td>
<td>Waterfront/Harbour, Belleville Station/Black Ball</td>
<td>Johnson Street Bridge, BC Legislature</td>
</tr>
<tr>
<td>Beaches</td>
<td>Terminal</td>
<td>Inner Harbour</td>
</tr>
<tr>
<td>Community Centres</td>
<td>Tourist Info Centre</td>
<td>Ship Point Marina</td>
</tr>
<tr>
<td>Recreation Centres</td>
<td>Craigdarroch Castle</td>
<td>Clover Point</td>
</tr>
<tr>
<td>Public Restrooms/Toilets</td>
<td>Royal BC Museum</td>
<td>Johnson Street Bridge</td>
</tr>
<tr>
<td>Post-secondary Campuses</td>
<td>Butchart Gardens</td>
<td>Rockland Water Tower</td>
</tr>
<tr>
<td>Seniors Centres</td>
<td>Empress Hotel</td>
<td>St John the Divine Anglican</td>
</tr>
<tr>
<td>Arenas</td>
<td>Beacon Hill Park</td>
<td>Empress Hotel</td>
</tr>
<tr>
<td>Public Schools</td>
<td>Fantan Alley</td>
<td>First Metropolitan United Church</td>
</tr>
<tr>
<td>Dog Off-leash Areas</td>
<td>BC Legislature</td>
<td>Victoria City Hall</td>
</tr>
<tr>
<td>Farmers’ Markets</td>
<td>Public Art Galleries</td>
<td>St Andrew’s Cathedral</td>
</tr>
<tr>
<td>Marinas/Boat Ramps</td>
<td>Fisherman’s Wharf</td>
<td>St Andrew’s Presbyterian Church</td>
</tr>
<tr>
<td>Bridges</td>
<td>Bastion Square Public Market</td>
<td>Victoria Conservatory of Music</td>
</tr>
<tr>
<td>Places of Worship</td>
<td>Ogden Point/Breakwater</td>
<td>Christchurch Cathedral</td>
</tr>
<tr>
<td>Mid-block shortcuts</td>
<td>Trounce Alley</td>
<td>Olympic Mountains</td>
</tr>
<tr>
<td>Major public art installations</td>
<td></td>
<td>Cineplex Odeon Victoria Cinemas</td>
</tr>
<tr>
<td>Community gardens</td>
<td></td>
<td>Belleville Station</td>
</tr>
<tr>
<td>Crosswalks and greenways</td>
<td></td>
<td>Southpark Elementary School</td>
</tr>
<tr>
<td>Special event venues</td>
<td></td>
<td>Orchard Park Apartments</td>
</tr>
<tr>
<td></td>
<td>Market Square</td>
<td>Belfry Theatre</td>
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<tr>
<td></td>
<td>Clover Point</td>
<td>Victoria High School</td>
</tr>
<tr>
<td></td>
<td>Gonzales Beach</td>
<td>View Towers</td>
</tr>
<tr>
<td></td>
<td>Government House</td>
<td>Hillside Mall</td>
</tr>
<tr>
<td></td>
<td>Provincial Court of BC</td>
<td>Empire Capital 6 Theatres (closed)</td>
</tr>
<tr>
<td></td>
<td>Victoria City Hall</td>
<td>Save-on Foods Memorial Centre</td>
</tr>
<tr>
<td></td>
<td>Royal Jubilee Hospital</td>
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<tr>
<td></td>
<td>E &amp; N Roundhouse</td>
<td></td>
</tr>
<tr>
<td></td>
<td>YMCA</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shelters</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Non-motorized Routes</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>David Foster Harbour Way</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Inner Harbour Esplanade</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Songhees Walkway</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dallas Rd Waterfront Trail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Galloping Goose Trail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bike Routes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Harbour Ferries</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2.4 What We Heard

2.4.2 SUMMARY OF RESPONSES—CONT’D

COORDINATION WITH BC TRANSIT NAMING

The naming conventions for major transit routes can reinforce the identities of locations throughout the city and serve to orient transit users as they travel along the pathways between those places. While they are not binding, the naming conventions used by BC Transit should be considered when identifying areas, precincts and destinations. Ideally, the wayfinding strategy will align with these conventions wherever possible to ensure consistency for users as they travel through the city.

Key route names include:
Royal Oak
Camosun
Oak Bay
Victoria General
Colwood
Uptown
Downtown
Douglas
UVic
Legislature
Beacon Hill
Otter Point
East Sooke
Cedar Hill
Tillicum Mall

Signage showing locations and hours for public washrooms
PHOTO: TIMES COLONIST
2.4 What We Heard

2.4.2 SUMMARY OF RESPONSES—CONT’D

2.4.2.2 BRAND CHARACTER

The visual approach to the wayfinding system will be citywide and therefore indicative of the character of the “Victoria brand”. We asked the question: “What impression of Victoria that should come across in the wayfinding system?”

The following is a list of the answers we have received, organized according to those with the most consensus, from the top.

**Beautiful harbour city setting**

**Walkable**

**Heritage/historic city**

- Express authenticity of place
- Easily accessible—by ferry, by air
- Great climate
- Not just for retirees anymore
- Provincial capital
- “Secret” alleyways
- Amazing cuisine
- Diverse, creative community
- Bikeable
- Architecturally interesting
- First Nations heritage
- Tech industry
- Cultural: music, theatre, film, dance, art
- Sports: cycling, sailing, scuba
- Natural: birds, gardens, ocean, whales

**Historic**

**Walkable**

**Beautiful harbour city**
2.4 What We Heard

2.4.2 SUMMARY OF RESPONSES—CONT’D

2.4.2.3 VISUAL APPROACH

In terms of a streetscape design, what is the role of wayfinding signage? How visually dominant should the wayfinding system be?

Wayfinding can integrate with the public realm in different ways. Examples are shown below which can be considered along a spectrum from quiet wayfinding signage that allows cityscape or architecture to be the focus to colourful and fun design which attracts attention for its expressive qualities.

Thinking of this spectrum, which approach seems more suited to the city of Victoria than others? Should wayfinding signage be “there when you need it” and less visible when you don’t? Should wayfinding signage express some aspect of precinct character through shifts in colour or form from one area to the next? Should wayfinding signage be expressive and attract attention for its form and or colour?

At the Public Open House and City storefront gallery, we asked people to place a dot on the spectrum above to indicate what they felt the visual dominance of wayfinding signage should be within the public realm. While far from a scientific approach, the results we received indicate that a position to the centre-left felt more appropriate for the project.
2.4 What We Heard

2.4.2 SUMMARY OF RESPONSES—CONT’D

2.4.2.4 CHALLENGES, OPPORTUNITIES AND IDEAS

The following are a few additional comments we received that we’ve put in these two categories.

Challenges
- creating consistent, coherent visual language across the city
- legibility balanced with not over-signing (tourists vs. residents)
- balancing regulatory animated/vibrant
- maintenance
- durability
- juxtaposition of “heritage” Victoria with “contemporary” Victoria
- mechanism and funding for implementation
- integrate temporary signage
- maintain a sense of mystery, discovery, adventure
- any address is hard to find: short streets, not a grid
- it’s hard to find or navigate around: Fisherman’s Wharf, art galleries, Fan Tan Alley, mid-block shortcuts, Legislature, breakwater, connections to Vic West, Galloping Goose Trail, West Song Walkway, Theatre Alley, Dragon Alley, cut through from Cook Street to Montrose, Empress Hotel, the Bug Zoo, start or end of David Foster Way, Government House, Trounce Alley, Cormorant St., Amelia St., Herald St. Health (because it’s accessed from Chatham St.), Beacon Hill Park, James Bay near Ogden Point, Fernwood, end of Cook St./Quadra
- one way streets make it confusing
- tourists have trouble finding specific hotels
- bike routes are hard to find and navigate
- hard to find City of Victoria pay parking lots
- bike route from Beacon Hill to Hillside/Quadra is confusing
- hard to feel safe on a bike in most places

Opportunities
- consolidating of existing signage systems
- flexibility—neighbourhoods want to be able to express their own character, ie. funky Fernwood
- simplify messaging, palette of materials and colours
- the city has too many paint colours and zones—need to reduce and simplify
- make clearer bike connection from Hillside/Quadra to Galloping Goose which avoids the traffic near Cecilia Ravine Park
- street furniture should be simplified—too many varieties of form
- reduce clutter
- around cruise ship terminal/James Bay opportunity to educate residents on key destinations along pathways primarily used by tourists
- create permanent markers along harbour pathway
- integrate pathway with key destinations along the route
- create an overarching look of a wayfinding system that is consistent
- express rich materiality related to district
- increase local knowledge
- consider touch screen
- cruise ship tourists end up on Government Street and don’t seem to know how to find what other streets have to offer

Ideas
- placemarks set in ground
- London, New York, Denmark, Madrid, Netherlands, Disneyland,
- recognition of First Nations sites and language in naming
- walking distance circle radius on maps outside transit stations
- heads up map orientation
- digital maps with search abilities
- transit stops with maps showing bus routes/digital indicator of next bus
- maps with businesses paid for by establishments keyed to Hop-on-Hop-off tourist buses
- people in vests assisting tourists with directions
- glow-in-the-dark paths for bikes and sidewalks
- directional information with distances
- include public art on maps
The analysis and input received in Phase I has been synthesized into the set of draft recommendations presented on the following pages. These are organized around the set of guiding principles established for this process and presented below.

This project is a wayfinding project which is distinct from community identity design or character development.

Through focusing on the principles of wayfinding, we can navigate potentially conflicting desires or objectives for the project in order to help ensure the most practical and sustainable outcome.
## 2.5 Principles & Emerging Directions

### 2.5.1 Preliminary Design Recommendations

<table>
<thead>
<tr>
<th>Principle</th>
<th>What We Saw</th>
<th>What We Heard</th>
<th>What We Recommend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Human Scale</strong></td>
<td>Very little wayfinding for people—more for vehicles currently</td>
<td>On one-way streets, signs are missing if you face against traffic</td>
<td>Create street identification signs which work for non-drivers</td>
</tr>
<tr>
<td></td>
<td>Victoria is walkable</td>
<td>Make it work for bikes and non-motorized routes and paths</td>
<td>Show 5-minute walking radius in scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In addition to the downtown and other key tourist destinations, direct people to other key attractions including village centres</td>
<td>Consider sitting/standing height for person in sign design</td>
</tr>
<tr>
<td><strong>Accessible</strong></td>
<td>Maps and signage not coordinated with bus—no info at stops</td>
<td>Many users are elderly or have vision impairments and may be seated for reading from scooters</td>
<td>Sign placement, visual clues and naming tie-in with BC Transit</td>
</tr>
<tr>
<td></td>
<td>Map orientation is north-up which is less user-friendly than “heads up” mapping</td>
<td>Not everyone can read maps</td>
<td>Create flexible heads-up map system coordinated with simple arrows</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wayfinding for all languages</td>
<td>Use internationally recognized icons where possible</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Make it useful for all socio-economic levels</td>
<td>Shelters and public restrooms shown as destinations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Put information where it can be seen from a variety of heights and distances</td>
</tr>
</tbody>
</table>
## 2.5 Principles & Emerging Directions

### 2.5.1 Preliminary Design Recommendations—CONT’D

<table>
<thead>
<tr>
<th>Principle</th>
<th>What We Saw</th>
<th>What We Heard</th>
<th>What We Recommend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Predictable</strong></td>
<td>Little consistency from one precinct or street to the next</td>
<td>Too many colours, materials and styles are hard to track and implement in street furniture</td>
<td>Simplify and create consistency across all areas and precincts</td>
</tr>
<tr>
<td></td>
<td>Street sign for traffic change typeface and colour from one area to the next</td>
<td>Street diversity walks a fine line between clutter and charm</td>
<td>Adopt one overall style for the system which can adapt subtly to convey local character</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Aim for a recognizable but simple sign form with subtle expressive element</td>
</tr>
</tbody>
</table>

Blues and greens dominate City of Victoria and BC Transit colour schemes, therefore the use of these colours in signage, icons and maps may provide needed predictability in design.

Accents and highlights can be drawn from related brand colour schemes to provide additional predictable clues.

**Competent**

Traffic light control box signs appear worn and therefore potentially out of date

Ogden Pt/James Bay signs *end* and people get lost

Create system which allows for ease of updating (software, printing and sign structure)

Create continuity in sign placement across all areas, i.e. from cruise ship terminal to downtown
### 2.5 Principles & Emerging Directions

#### 2.5.1 Preliminary Design Recommendations—Cont’d

<table>
<thead>
<tr>
<th>PRINCIPLE</th>
<th>WHAT WE SAW</th>
<th>WHAT WE HEARD</th>
<th>WHAT WE RECOMMEND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTEGRATED</strong></td>
<td>Appealing examples of this are in place in paving (downtown)</td>
<td>People favour integrated paving approaches</td>
<td>Integrated signage such as in paving for permanent identification only, ie. street names, cardinal directions or directions to immobile features, ie. harbour</td>
</tr>
<tr>
<td></td>
<td>Transit shelters offer potential space for integrating signs</td>
<td>They are hard to maintain/update</td>
<td>Directional signage to and from new bikeways, paths and walks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Connect pathways to key destinations</td>
<td>Develop a flexible map insert framing system which can integrate into existing street furniture in order to avoid added clutter</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All of the various wayfinding systems should be integrated</td>
<td>Adopt visual elements which are common to the various wayfinding systems</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Remove and replace outdated, worn and inaccurate signage</td>
</tr>
<tr>
<td><strong>CONTEMPORARY</strong></td>
<td>Classic/heritage look to map cases</td>
<td>Outdated approach to area identification (Vic West/Quadra Village)</td>
<td>Up to date approach to signage structures which will be durable, robust and easy to keep information current</td>
</tr>
<tr>
<td></td>
<td>Generic traffic sign look for directional signage</td>
<td>Investigate touchscreen technology</td>
<td>Use VicMaps for maps and integrate into handheld devices/touchscreen later</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Neighbourhoods outside the downtown would like to convey unique character (ie. funky)</td>
<td>Provide guidelines for determining the role of wayfinding in conveying local character within the city-wide system including suggestions for alternative approaches to art, murals, or more eclectic approaches to gateways and placemaking</td>
</tr>
</tbody>
</table>
### 2.5 Principles & Emerging Directions

#### 2.5.1 Preliminary Design Recommendations—Cont’d

<table>
<thead>
<tr>
<th>PRINCIPLE</th>
<th>WHAT WE SAW</th>
<th>WHAT WE HEARD</th>
<th>WHAT WE RECOMMEND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Legible</strong></td>
<td>Icons on street signs are hard to distinguish at the height they are mounted</td>
<td>Many users are elderly or have vision impairments</td>
<td>Simplify graphic approach to streetsigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Victoria is walkable but confusing to map mentally</td>
<td>Show the entire city as well as a 5-minute walking area map</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Don’t add too many signs/clutter in residential areas</td>
<td>Create flexible sign family with different scales and styles for different areas</td>
</tr>
<tr>
<td><strong>Progressive Disclosure</strong></td>
<td>System not complete enough to see this principle in evidence</td>
<td>Originally a user experience (UX Design) or teaching approach, this means we put just enough information within reach—i.e. the overall shape of the journey and which way to turn to start or continue—but don’t overwhelm the user with having to memorize all the details of the journey at once.</td>
<td></td>
</tr>
<tr>
<td><strong>Authentic</strong></td>
<td>Examples of marking place with stories from history—the Fort, Chinatown, etc.</td>
<td>Express the authenticity of this beautiful city</td>
<td>Create heritage connections through the use of materials which speak of longevity, quality, history</td>
</tr>
<tr>
<td></td>
<td>Use of materials: wood, porcelain tile, metal, stone</td>
<td>Incorporate interpretation</td>
<td>Incorporate snippets of history or ecology as sidebar stories—“Did you know that on this spot...?”</td>
</tr>
<tr>
<td></td>
<td>Authentic heritage comes in various shapes and styles in Victoria</td>
<td>Reference First Nations sites/language</td>
<td>Refer to traditional territory and language of First Nations groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unique mid-block routes are not well-known</td>
<td>Incorporate Victoria’s unique city design with pedestrian-only pathways and “secret routes” for adventure and discovery</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Neighbourhoods are unique, funky and want signage that expresses their creativity</td>
<td>Differentiate between wayfinding and public art or placemaking—provide opportunities for the latter</td>
</tr>
</tbody>
</table>
## 2.5 Principles & Emerging Directions

### 2.5.1 Preliminary Design Recommendations—Cont’d

<table>
<thead>
<tr>
<th>Principle</th>
<th>What We Saw</th>
<th>What We Heard</th>
<th>What We Recommend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sustainable</strong></td>
<td>Wood, porcelain, cast metal and concrete have longevity</td>
<td>Make the signs durable and low-maintenance</td>
<td>Use durable, timeless materials for substrate and temporal digital-printed vinyls under protective surfaces to avoid peeling</td>
</tr>
</tbody>
</table>

Vinyl and chalk get worn away—appear temporary

A number of timeless signage materials and approaches were observed in tours of the city. Certain aspects of these works may provide authentically Victorian city character which speaks to heritage in a sustainable way.