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# CONTENTS

## 01 ABOUT THIS PROJECT
- 1.1 What is this Document? ................................................................. 3
- 1.2 What is Wayfinding? ........................................................................ 3
- 1.3 Aims and Objectives ........................................................................ 4

## 02 INVENTORY & ASSESSMENT PHASE
- 2.1 Wayfinding Signage Review ............................................................... 7
- 2.2 Wayfinding Integration ...................................................................... 8
- 2.3 Engagement Summary ....................................................................... 12
- 2.4 What We Heard ................................................................................ 14

## 03 THE WAYFINDING SYSTEM
- 3.1 Core Concepts .................................................................................. 17
- 3.2 Sign Clearance Summary ................................................................... 27
- 3.3 Sign Type Selection .......................................................................... 28
- 3.4 Sign Types .......................................................................................... 29
- 3.5 Maps .................................................................................................. 46
- 3.6 Map Feature Specifications ................................................................. 50

## 04 IMPLEMENTATION GUIDE
- 4.1 Process Overview ............................................................................. 55
- 4.2 Location Plan ..................................................................................... 56
- 4.3 Wayfinding Content ......................................................................... 60
- 4.4 Example: Downtown Implementation ................................................. 63
- 4.5 Example: David Foster Harbour Pathway .......................................... 68
- 4.6 Example: Thin Pylon Directional Content .......................................... 70

## 05 SIGN DESIGN DRAWINGS
- 5.1 Graphic Standards .......................................................................... 73
- 5.2 Thin Pylon ......................................................................................... 74
- 5.3 Wide Pylon ....................................................................................... 82
- 5.4 Finger Post ......................................................................................... 95
- 5.5 Flag Sign .......................................................................................... 99
- 5.6 Finger Board ................................................................................... 104
- 5.7 Bus Shelter Map .............................................................................. 106
- 5.8 Wall Mounted Signs ....................................................................... 110
- 5.9 Transit Post ...................................................................................... 112
- 5.10 Street Sign ..................................................................................... 116

## 06 PHASING
- 6.1 Defining Priorities .......................................................................... 119
- 6.1 Phasing Plan .................................................................................... 121
01

ABOUT THIS PROJECT.
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 intended to be used as a reference for anyone working on wayfinding projects within the City of Victoria. The information provided includes an overview of the process and reasoning behind the wayfinding system along with descriptions of the individual components of the system and how they are to be used in a variety of contexts. Recommendations and suggested work-flow processes are provided to inform the implementation of the system. Sign construction drawings are provided to a level of detail that should allow any sign fabricator to reproduce wayfinding elements that fit seamlessly into the system. Phasing schedules indicate which areas of the city are priority candidates for the new wayfinding system and the schedule by which they should be implemented.

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.
The broad aim of the Wayfinding Strategy 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.

Implemented alongside the Downtown Public Realm Plan, the Wayfinding Strategy aims to contribute to 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.

The Wayfinding Strategy provides specific guidance on design, siting and overall approach to wayfinding system elements. The strategy focuses 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.
1.3 Aims and 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.
INVENTORY & ASSESSMENT

It’s important to understand the signage and wayfinding that currently exists and to find out how residents and visitors are used to finding their way through the city.

82%
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
2.1 Wayfinding Signage Review

Through community open houses Phase I of the wayfinding strategy process established an understanding of existing wayfinding tools within the city and how residents are used to interacting with them.

The wayfinding strategy incorporates an inventory and assessment of existing signage and wayfinding infrastructure with community consultation into how residents and visitors interact with existing city wayfinding. Pictured here are a selection of examples with commentary provided by the public and stakeholders.

**What you 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
- This is useful
- Disjointed wayfinding
- Vehicular info only

**What we thought**
- Interpretive information can be integrated in more informative ways
- The wayfinding strategy incorporates an inventory and assessment of existing signage and wayfinding infrastructure with community consultation into how residents and visitors interact with existing city wayfinding.
2.2 Wayfinding Integration: BC Transit

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 Wayfinding Integration: 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.

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.

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 user’s 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.

Inventory & Assessment Phase
2.2 Wayfinding Integration: Bike Routes

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.

Principles 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.
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 AAA Bicycle Network.
2.3
Engagement Summary

The public, City 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?
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 (e.g. 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, e.g. farmers’ markets**
- **History buffs**—“can there be an interpretive component?”

**Destinations** fall into a variety of categories and the responses were distilled into a list of places that we heard people feel visitors, newcomers and long time residents will want to use the system to find.
Victoria’s 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 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

**First Nations place naming**

We heard from many people that the wayfinding system should incorporate First Nations place naming, language and potentially artwork. The City of Victoria has therefore been consulting with representatives of the Sognhees and Esquimalt Nations in order to determine the best ways to do that. Further in this document, options for recognizing this important relationship to the land are outlined in the drawings for the Thin and Wide Pylons.

*Butch Dick, Killer Whale Transforming to a Sea Wolf*
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?

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?

As part of the public engagement process 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.
03

THE WAYFINDING SYSTEM

This section discusses key wayfinding terms and the core concepts underlying them. An understanding of these concepts will be valuable when applying the wayfinding strategy to a new area.
3.1 Core Concepts

Introduction

The overall wayfinding strategy considers a visitor’s journey through the city and the factors which determine the quality of that journey. The following terms and principles describe situations that affect travel through the city and discuss how they are addressed within the wayfinding strategy. The goal is that, by applying these principles throughout the city, every potential journey may be supported by a consistent wayfinding infrastructure.

Progressive Disclosure

The wayfinding system functions as a trail of breadcrumbs, always providing a traveller with enough information to reach the next ‘crumb’.

A wayfinding system needs to provide relevant information at the appropriate time and place. The principle of Progressive disclosure is about giving people just the right amount of information just when they need it without overloading their ability to retain everything before they arrive at the next point of reference within the system.

When this manual refers to the need to consider the principle of progressive disclosure it refers to the concept of maintaining a continuous flow of consistent information. For example: If a pylon sign indicates that City Hall is 600m to the North, a directional sign 200m along that path must also indicate City Hall as a destination, confirming for the traveller that they are going the right way and that their destination is 400m to the North from that point. This maintains the principle of progressive disclosure, ensuring that people are not left hanging as they journey through the city.
3.1 Core Concepts

Destinations

Within the wayfinding system a destination is any defined location to which a person may be directed. This includes not only specific destinations, but also neighbourhoods and precincts.

Destinations within a wayfinding system can be as broad as the city itself or as specific as a square meter of pavement. The core characteristic of a destination is that it have a defined location and a consistently used name. Naming is a critical component of wayfinding as the places described within the wayfinding system must be easily identifiable by the users of that system. To that end, a great deal of effort had been expended to gather local consensus and cross reference multiple sources of information to arrive at the list of destinations and place names to be used for the City of Victoria wayfinding system.

When implementing the wayfinding system it is necessary to understand how destinations function in relation to each other. It is important, for instance, where wayfinding signs may be directing a person to downtown, from an adjacent neighbourhood, that they switch to identify when that person has arrived in the downtown area. The following pages give further details on how destination hierarchy is used to determine how information is organized within the wayfinding system.
3.1 Core Concepts

Place Naming

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.

People intuitively understand places by breaking them down into progressively smaller, more specific areas which we understand are contained within the larger, more general ones. The wayfinding system conforms to this habit by observing the most common names for different areas of the City of Victoria. It should be noted that generalized places such as Downtown are still considered destinations from any point that is not within that area, just as Victoria itself is considered a destination from anywhere outside the city limits. Three levels of area names are used to describe different types of locations within the wayfinding system.

Neighbourhoods:
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, these regions are usually identified with the largest text, overlaying wider areas.

Precincts:
Neighbourhoods are made up of several precincts, such as Inner Harbour or commercial centres of neighbourhoods such as James Bay Village. Precincts can be divided into three basic categories:
- Open space nodes based around a square, park or other public space, eg. Centennial Square, Beacon Hill Park, or Bastion Square;
- Linear nodes based around a main road, eg. Douglas Street;
- Transport nodes, eg. The Wharf Street floats or a major transit junction.
On maps precincts are named in smaller type than Neighbourhoods.

Specific 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 “Central Public Library”, public washrooms or a ferry terminal.
### 3.1 Core Concepts

**Destination Hierarchy**

To determine a destination’s place within the wayfinding system, a tier system is used to differentiate destinations according to a predefined set of criteria.

A destination’s wayfinding tier describes to how widely it is referred to within the wayfinding system. It is also used to determine how that destination is referenced by each sign type. The diagram above shows how different signs use Tiers to determine what destinations are indicated on the sign. For example, the orange area on the pylon indicates that destinations listed on the directional portion of the sign need to be at least Tier 2 to be show on the sign. For more detailed information about how tiers are used to determine sign content review the sign type descriptions in section 3.3.

Higher tier destinations are automatically included in subsequent tiers; i.e. a Tier 2 destination will also be referenced by Tier 3 & Tier 4 wayfinding, but not by Tier 1 signing. For example, the Central Branch Library is a Tier 2 destination and will be indicated by Pylon directional signs which are designated for Tier 2 destinations. It would also be shown on fingerposts, which are Tier 3 directional signs and all walking maps, which are Tier 4 areas. It would not, however, be shown on the area overview map, which only references Tier 1 destinations.

In any situation where destinations of the same tier may conflict with one another the destination that is closer to the sign location in question should be given priority.
3.1 Core Concepts

**Tier 1**
Tier 1 destinations are the most widely referenced within the wayfinding system. They are shown on the citywide overview maps and may be referenced by the off-map tabs where the destination falls outside of the map extent. City neighbourhoods (e.g. Downtown, Fernwood, James Bay, etc.) are included within this Tier. Tier 1 destinations typically meet at least three of the following criteria:
- Occupy a large geographic area
- A large number of visitors per year
- Open to the public year round, at least 3 Days/week.
- Government, Cultural, Historical or Natural Destination
- Nationally / Internationally recognized

**Tier 2**
Tier 2 describes the most visually prominent position within the wayfinding system. These destinations are prominently displayed on all wayfinding signs within a moderate radius. Adjacent precincts are included in this tier. Tier 2 destinations typically meet at least two of the following criteria:
- A significant number of users per year
- Government, Cultural, Historical or Natural Destination
- Regionally Recognized
- Citywide pathways such as David Foster Harbour Pathway.

**Tier 3**
Tier 3 destinations are primarily community hubs and local amenities. Any non-motorized transportation feature (footpath, bicycle parking, etc) or public park that does not qualify as a Tier 2 destination is automatically included in Tier 3. Tier 3 destinations typically meet at least two of the following criteria:
- Organization or location offering public services / amenities.
- Government, Cultural, Historical or Natural Destinations
- Locally administrated
- Community infrastructure elements

**Tier 4**
Tier 4 destinations are any amenities that do not otherwise meet the criteria of tiers 1-3. This may, for instance, include bus stops, public artwork, community gardens, places of worship, local information kiosks, or public washrooms.

Refer to the Destination List on the following page for a summary of Victoria destinations organized by wayfinding tier.
3.1 Core Concepts

Destination List

The destination list for the City of Victoria wayfinding strategy is based on stakeholder input and community consultation. As the city develops this list should be updated and maintained accordingly.

While this list is non-exhaustive, it comprises every destination included in the wayfinding system as of Phase 1 implementation. Destination categories are provided to give a sense of where additional destinations should be placed within the hierarchy whenever they are added to the system.
## 3.1 Core Concepts

<table>
<thead>
<tr>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
<th>Tier 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Destination Categories</strong></td>
<td>Neighbourhoods Major Attractions</td>
<td>Large City Parks Public Buildings Precincts Transportation Terminals Connections to CRD Bike Routes</td>
<td>Small City Parks Public Buildings Shopping Areas City Bike Routes</td>
</tr>
</tbody>
</table>
Wayfinding Contexts

A particular location may function as a hub, arrival point, and decision point, depending on the characteristics of the space and the individual attempting to use it. The intersection of Belleville and Government Street may function as an arrival point for someone looking for the B.C. Legislature, but as a decision point for a visitor walking from the steamship terminal to a shop on Government Street.

Transportation hubs are locations where many travelers transition from one mode of transportation to another or multiple common routes converge to create an area of particularly high traffic. These could be intentionally planned spaces such as centralized parking lots or transit-intensive areas along Douglas Street, or organically occurring points resulting from a concentration of localized destinations. In either case, these locations serve as key opportunities to efficiently address many different types of journeys.

Arrival points occur wherever one type of journey comes to a natural end and people are then left to decide what to do next. The cruise ship terminal at Ogden Point is an example of this, with travelers literally fresh off the boat looking to orient themselves in a new place. Other examples include the intersection of Wharf and Government Street and other such area gateways. Wayfinding at these locations should present a spectrum of local options with an overview of the general area.

Decision points occur wherever a change in direction is required to reach a previously-signed destination. Decision points are critical elements of the wayfinding system as missing or misunderstanding a decision is one of the main ways people become lost. Wayfinding at decision points serves to confirm routes, provide options and clarify complex spaces. For example, it is not currently easy to “read” the landscape to follow the David Foster Harbour Pathway, and there are a number of decision points on it.
Primary & Secondary Pathways

Most wayfinding locations will have a hierarchy of pathways where foot traffic flows through the area. This hierarchy will inform the placement and orientation of wayfinding elements within the space.

Identifying primary and secondary pathways will require observation of how pedestrian traffic moves through the area. It is important to consider these pathways when selecting a specific location for a sign. Generally, the face of the sign should be placed perpendicular to the highest flow of pedestrian traffic. For sites with particularly high traffic supporting signage should be located to address secondary pedestrian pathways.

Highest traffic flow determines the location of primary signage. In cases where it is deemed necessary, such as high volume intersections, locating secondary signage diagonally across the intersection is the most efficient means of addressing all pathways.

Signage placement will also consider environmental factors observed in the site survey. These include sight lines, available footprint area, and alignment with buildings and existing street infrastructure elements. Factors specific to each sign-type are discussed in the following section.
3.1 Core Concepts

Page Intentionally Left Blank
3.1 Core Concepts

3.2 Sign Clearance Summary

This diagram is included to provide a quick reference for the placement of the three sign types with engineered footings (the thin and wide pylons and the finger post sign). This diagram is intended to show the minimum distances between signs and nearby structures. It does not illustrate recommended sign locations. Please refer to the specific sign type descriptions for recommended placement criteria.
3.3
Sign Type Selection

What sign is best for a location?

Most locations will afford a number of options for sign types and locations. Choosing the best will depend on the role of that location in the wider area.

The first consideration when selecting sign-types for a site is the location type. Locations identified as important transportation hubs or arrival points will require a wayfinding pylon. Additional supporting signage, in the form of bike route or finger-post directional signs, may be required nearby where bike traffic requires faster wayfinding decisions or several directions may be selected from at an adjacent corner or intersection, as shown on the next page. Locations identified as decision points will typically make use of directional signage such as the finger post or flag signs and should incorporate bicycle signage where identified pathways intersect with city bike routes.
3.4 Sign Types

Introduction

This section addresses the intended function of each sign-type within the wayfinding system, how to position it on-site, and how to determine what destinations it is suited to address.

Consistent positioning, and messaging standards are critical to ensuring that pedestrians can easily locate and understand wayfinding signs throughout the city. This section is intended to be used as a reference when planning and implementing the wayfinding strategy within an area.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Suggested Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flag Sign</td>
<td>Directional Sign for bike routes and pedestrian pathways.</td>
</tr>
<tr>
<td>Finger Board</td>
<td>Directional Sign for bike routes and pedestrian pathways.</td>
</tr>
<tr>
<td>Thin Pylon</td>
<td>Overview sign for hubs and arrival points.</td>
</tr>
<tr>
<td>Wide Pylon</td>
<td>Feature sign for major hubs/attractions</td>
</tr>
<tr>
<td>Bus Shelter Map</td>
<td>Area overview sign at transportation hubs</td>
</tr>
<tr>
<td>Transit Post</td>
<td>Area overview sign at transportation hubs</td>
</tr>
<tr>
<td>Finger Post</td>
<td>Directional sign for pedestrian wayfinding</td>
</tr>
<tr>
<td>Street Sign</td>
<td>Replace existing street signs</td>
</tr>
<tr>
<td>Wall-Mounted Maps</td>
<td>Replace existing maps at city parkades</td>
</tr>
</tbody>
</table>
3.4 Sign Types

Thin Pylon

Usage
The Thin Pylon will be the preferred sign type for any wayfinding location identified as a transportation hub or major arrival point. Typically they should be found at major destinations, public gathering places, and at significant transportation junctions where people transition from one form of transportation to another. The Pylon will provide directional information for nearby destinations, a map showing all destinations and features within a 5-8 minute walking radius and an overview map showing the location’s context within the wider neighbourhood.

Content
The Thin Pylon is always two-sided. From top to bottom the content for each side includes the sign location name on the beacon, the neighbourhood name, directional signing, an overview map, and a detailed map.

Sign Name
If the sign is located at a specific destination the name listed on the sign beacon will be that of the destination. If the sign is not located at a particular destination the beacon may indicate the precinct or street where the sign is found. The neighbourhood name will be the same for all signs in the area, e.g. “Downtown”.

Directional Signing
The Thin Pylon has space for up to nine directionally indicated destinations. Typically these will be shown as ahead, to the right or two the left with distances indicated to the nearest 10 meters. Destinations that are behind the viewer should be located on the opposite side of the sign. For each direction destinations should be listed by distance starting with the nearest on top.

Tier 1 & 2 destinations are given priority on Pylon directional signs. To determine which destinations are indicated make a list of all destinations within 1Km of the sign location (NB: Area destinations such as precincts, adjacent neighbourhoods and major streets should be included as well as specific destinations). If there are more than nine destinations listed, Tier 1 destinations will be automatically included, while Tier 2 destinations should be ranked by distance with the farthest ones being dropped from the sign. If there are fewer than nine destinations Tier 3 destinations may be included if applicable or the space may be left blank.

Maps
Both the overview map and the detail map should be centered on the sign location and rotated to match the sign orientation for a heads up presentation. This sign has a total of four maps.
Placement
Specific placement of the pylon on the street will consider a number of factors including (in priority order):
• available footprint for the sign;
• direction and volume of foot traffic;
• existing infrastructure;
• existing signs and traffic management devices;
• curb, building, and street furniture alignment;
• available sight-lines;
The sign must not impede the movement of pedestrians along established pathways, nor visually interfere with existing traffic management signs.

Rotation:
The pylon should generally be rotated to face the primary flow of traffic it is intended to address. The pylon is rotated around its central axis with a rotation of 0° indicating the sign faces north-south. For consistency, ‘Side A’ should generally be considered the north side and ‘Side B’ the south, meaning that rotation angles will typically be noted as between 0° - 90° and 270° - 359° (As seen above when rotated 90° to face east-west Side A should face east).

Clearance:
The pylon must have a minimum clear space of 500mm on each side and 1,000mm in front of both faces to allow for accessible viewing of the information. When placed on a sidewalk the pylon should have a minimum of 1,500mm of clear space to one side (enough for two wheelchairs to pass in opposite directions). The sign should never be placed in an orientation that would cause a pedestrian to stand less than 500mm from the street while reading it.

3.4 Sign Types
3.4 Sign Types

Wide Pylon

Usage
In addition to its function as a wayfinding device, the wide pylon is designed to communicate something of the character of Victoria at signature destinations. It is envisioned as a highly visible element to be used in open spaces where its larger footprint will not interfere with the passage of pedestrians around it. The pylon will provide directional information for nearby destinations, a map showing all destinations and features within a 5-8 minute walking radius and an overview map showing the location’s context within the wider neighbourhood.

Content
The wide pylon is always two-sided. From top to bottom the content for each side includes the sign location name on the beacon, the neighbourhood name, directional signing, an overview map, and a large circular detailed map of the nearby area.

Sign Name
The Wide Pylon should always be located at a specific destination and the name listed on the sign beacon will be that of the destination. The neighbourhood name will be the same for all signs in the area, e.g. “Downtown”.

Directional Signing
The Wide Pylon has space for up to nine directionally indicated destinations. Typically these will be shown as ahead, to the right or two the left with distances indicated to the nearest 10 meters. Destinations that are behind the viewer should be located on the opposite side of the sign. For each direction destinations should be listed by distance starting with the nearest on top.

Tier 1 & 2 destinations are given priority on Pylon directional signs. To determine which destinations are indicated make a list of all destinations within 1Km of the sign location (NB: Area destinations such as precincts, adjacent neighbourhoods and major streets should be included as well as specific destinations). If there are more than nine destinations listed, Tier 1 destinations will be automatically included, while Tier 2 destinations should be ranked by distance with the farthest ones being dropped from the sign. If there are fewer than nine destinations Tier 3 destinations may be included if applicable or the space may be left blank.

Maps
Both the overview map and the detail map should be centered on the sign location and rotated to match the sign orientation for a heads up presentation. The tabs indicating destinations and neighbouring precincts outside of the area shown on the detail map should be separated by no less than 20°. Where this creates a conflict, the nearer of the two destinations should take precedence. This sign has a total of four maps.

Designed for greater visual interest, with opportunities to include interpretive information, the wide pylon is intended as a feature piece for use in a few key locations throughout the city.
### 3.4 Sign Types

Pylon rotation diagram. The pylon rotates around its central axis. Rotation angle will typically be 0°-90° or 270°-359°.

**Placement**

Specific placement of the pylon on the street will consider a number of factors including (in priority order):

- available footprint for the sign;
- direction and volume of foot traffic;
- existing infrastructure;
- existing signs and traffic management devices;
- curb, building, and street furniture alignment;
- available sight-lines;

The sign must not impede the movement of pedestrians along established pathways, nor visually interfere with existing traffic management signs.

**Rotation:**

The pylon should generally be rotated to face the primary flow of traffic it is intended to address. The pylon is rotated around its central axis with a rotation of 0° indicating the sign faces north-south. For consistency, ‘Side A’ should generally be considered the north side and ‘Side B’ the south, meaning that rotation angles will typically be noted as between 0° - 90° and 270° - 359°.

**Clearance:**

The pylon must have a minimum clear space of 500mm on each side and 1,000 in front of both faces to allow for accessible viewing of the information. When placed on a sidewalk the pylon have a minimum of 1,500mm of clear space to one side (enough for two wheelchairs to pass in opposite directions). The sign should never be placed in an orientation that would cause a pedestrian to stand less than 500mm from the street while reading it.
3.4 Sign Types – First Nations Place Naming

There are a few options for incorporating First Nations place names into the wayfinding signs.

First Nations Place Naming

Option I: This option allows for general area recognition incorporating Lekwungen language, orthography and information relating to the place being named, adjacent to area overview maps. This is the recommended option because it allows for a broader recognition of area as well as interpretive information without creating wayfinding confusion. This option is also more accessible to a variety of readers that it is lower down on the face of the sign. The map key is retained and moved to the lower area of the sign face adjacent to the City of Victoria logo and other miscellaneous content areas.

Sample content only.
3.4 Sign Types – First Nations Place Naming

First Nations Place Naming

**Option 2:** This option “twins” English place names with Lekwungen place names, where applicable, and applies to Beacons on Thin and Wide Pylons. This requires developing, tracking and maintaining two additional sub-types of signs, with taller Beacons in order to accommodate the extra information. This option is not recommended for that reason and also as it may not be possible to apply consistently across the City where “twinning” is not the appropriate strategy for naming wayfinding areas and significant First Nations places. Further, the additional words in key area indentification portions of the sign may cause legibility issues or naming confusion especially in visitors or people less familiar with English as a first language.

![Diagram of sign types](image-url)
3.4 Sign Types

Fingerpost

Usage
The fingerpost sign is intended to support the information provided by the pylon signs by providing directional information between wayfinding locations at key decision points. The fingerpost should be the preferred sign for use at any decision point on a pedestrian journey through the city. Applying the principle of progressive disclosure, any instance where a person must diverge from their current direction to reach a previously signed destination needs to be marked by a fingerpost or similar directional wayfinding queue.

Fingerpost blades are intended to point in the recommended direction of travel for the indicated destination. As such, they should never point directly at obstacles such as adjacent buildings or fenced off areas even if that is the actual direction of the indicated destination.

Content
The fingerpost sign can accommodate a total of 6 individual blades with a maximum of three pointing in any single direction and a maximum of two at the same height. In general destinations should be ordered by distance with the closest on top, however blades pointing in the same direction may not be separated by an empty space.

The finger-post directional sign is the primary support feature for building connections between destinations and different areas of the city and for clarifying decision points along those pathways.

The first priority in determining the content of the fingerpost sign is the principle of progressive disclosure. Any wayfinding sign that points in the direction of the fingerpost must have that information supported by the content on the fingerpost. If, for instance, a pylon sign indicates that the way to the Central Library is to the East and 600m away, a fingerpost 400m to the East of that pylon must include the Central Library among its indicated destinations with a correspondingly updated distance of 200m.

If there is space for additional directional content generate a list of all Tier 1, 2, & 3 destinations within 600m of the sign. For fingerposts priority is given to destinations by distance. For example, a Tier 3 destination that is 150m from the sign will be given preference over a Tier 2 destination that is 500m away. If a significant number of destinations are omitted from the sign as a result of this process consider whether a pylon might be appropriate for the location. If there are fewer than 6 destinations indicated simply install the fingerpost with as many blades as required. Do not increase the radius for destinations indicated on the sign as opportunities for confusion increase with distance.
3.4 Sign Types

Placement
The diagrams on this page illustrate the limits of where and how the fingerpost may be installed in several contexts, but do not indicate recommended placements. Specific placement of the fingerpost on the street must consider a number of factors including:

- Available clearance for the sign;
- Existing infrastructure;
- Existing signs and traffic management devices;
- Available sight-lines;
- Curb, building, and street furniture alignment;
- Direction and volume of foot traffic;

The sign must not impede the movement of pedestrians along established pathways, nor visually interfere with existing traffic management signs.

Rotation:
The fingerpost may have blades installed at any angle without changing the orientation of the base, however to assist with assembly and installation the rotation of the sign is considered to be the position of the topmost blade in clockwise relation to due north. The position of other blades should be given in relation to the top most blade.

Clearance:
The fingerpost must have a minimum clear horizontal space of 500mm from the tip of any blade to the street or any other object of similar height (nearby buildings, street lamps, etc.). There must be a minimum of 1,200mm clear on at least one side of the post and the base must have at least 500mm clear on all sides.

In situations where there is no suitable location for a fingerpost sign, the use of a Flag Sign which may be secured to existing infrastructure is an alternative option. Fingerpost blades are not intended to be attached independently to other infrastructure.
3.4 Sign Types

Bus Shelter Maps

Usage
Bus Shelter Maps effectively function as pylon signs within the wayfinding system. If no other wayfinding element has been installed nearby, all major junctions where two or more transit routes intersect should have a Bus Shelter Map installed. In situations where there are no other wayfinding signs to be found within a significant distance (large residential areas, for instance), wayfinding signs mounted at transit stops can provide an efficient means to increase the system’s coverage at a point where individuals beginning a journey are likely to encounter it.

Content
The location title on bus shelter wayfinding should follow any existing BC transit conventions for stop identification. I.E. If Transit schedules refer to a stop as ‘City Hall’, do not title the transit wayfinding ‘Centennial Square’. Where no BC transit naming exists for a stop, transit wayfinding locations may be identified in relation to a nearby destination or the nearest street that crosses the route for that stop.

Transit Shelter Maps have a generous amount of space for directional content, however it is recommended that a maximum of five destinations be listed per direction. Indicated destinations should be selected using the same criteria as for pylons, prioritizing Tier 1 & 2 destinations, and adding nearby Tier 3 destinations if there is space available on the sign.

Note: If a Bus Shelter Map is installed in such a way that it faces a building or other obstruction, the forward directional arrow ↑ should not be used. Instead use ↖ or ↗ to indicate the most efficient route around the obstacle.

Placement
Whenever possible Bus Shelter Maps should be installed such that they face the flow of pedestrians travelling along the sidewalk. This will ensure that they are noticeable by more individuals than just those waiting for a bus. If the walls of a shelter are glass a two sided frame should be used so that the map may be read from either side of the glass.
3.4 Sign Types

Adjusting Map Size

In most cases, bus shelter signs will use prefabricated frames provided by others (see technical drawings on p.106 for specifications). However, because transit shelters vary in size and construction, other methods may be used to display the sign. Within reasonable limits, this sign has been designed to be resized to fit a variety of frame dimensions. When this is necessary, the layout and spacing of the directional content will remain fixed and the size of the Detailed Walking Map will be adjusted. Note, that while the size of the area shown will change, the scale of the map remains constant.

The minimum and maximum sizes shown here are not absolute, however at dimensions larger or smaller than those shown the layout of content is likely to become incredibly awkward and larger frames will be correspondingly more expensive and may compromise the structure of the shelter itself when installed.
3.4 Sign Types

Transit Post Signs

Transit infrastructure affords several opportunities to integrate with city wayfinding at locations where people are naturally going to look for points of reference as they move through the city.

Usage
Transit Post Signs are intended to support wayfinding with mapping and directional information mounted to bus stop ID posts. For each route, the nearest stop to any Tier 1 or Tier 2 destinations should be provided with a transit post sign unless there is another wayfinding sign within easy view of the stop. In situations where there are no other wayfinding signs to be found within a significant distance (large residential areas, for instance), wayfinding signs mounted at transit stops can provide an efficient means to increase the systems coverage at a point where individuals beginning a journey are likely to encounter it.
3.4 Sign Types

The main map side of the transit post sign should always face in the same direction as the one of the faces of the bus-stop sign. If pedestrian traffic flow is predominantly from one direction, ensure that the sign aligned with the side that faces in that direction.

Content
For consistency, the location title on transit wayfinding should follow existing BC transit conventions for stop identification. I.E. If Transit schedules refer to a stop as ‘City Hall’, do not title the transit wayfinding ‘Centennial Square’. Where no BC transit naming exists for a stop, transit wayfinding locations may be identified in relation a nearby destination or the nearest street that crosses the route for that stop.

Transit post signs have limited directional space. Destination priorities may be determined according to the same standards as for pylon signs, prioritizing Tier 1 & 2 destinations, and adding nearby Tier 3 destinations if there is space available on the sign.

Placement
Transit Post signs can be placed at any bus stop with a steel post. These may be used at transit junctions and wherever major routes intersect. Additionally transit post signs are recommended as in-fill signs for residential areas where no other wayfinding is to be found nearby.

As shown above, the map face of the Transit Post Sign should always be parallel with one of the two faces of the BC Transit Bus Stop ID sign above. If one of those faces is clearly the more common direction of approach for pedestrians, ensure the map side of the sign faces that way.

Note: The Area Overview map for the Transit Post Sign varies from others in the system in that it is half the size at 1:20,000 scale. The only labels this map should include are Neighbourhood names.
3.4 Sign Types

Flag Sign
(Mixed Use)

The large typeface and presentation of information in a single panel make the flag sign ideal for situations where the information might be viewed from a variety of vantage points. It may also be used to affix pedestrian wayfinding to existing infrastructure in locations where clearances are not sufficient for other sign types.

The flag sign is designed to provide information on local destinations that is legible both to pedestrians and cyclists. It uses the same directional conventions as the thin and wide pylons, but with larger type to allow for legibility at greater distances and from a variety of vantage points. The flag format allows the sign to address two directions, increasing its wayfinding utility as compared to the fingerboard sign. It is ideal for mixed use pathways where traffic travels in all directions and takes multiple forms.
3.4 Sign Types

Content
Using the specified type size and spacing, the flag sign may accommodate as many destinations as will fit on the available space. Typically this will be between 3 and 5 destinations, depending on the number of directions indicated and the length of the place names. The spacing may not be adjusted to accommodate additional destinations as this will make the information too dense to be understood by a moving cyclist.

Side A:
This is the side facing the primary direction of travel for the bike route, it should only indicate destinations that are on or near the bike route in the direction of travel the sign addresses. For bike route signing distances for CRD and City of Victoria destinations refer to the table on page 37. Depending on the extent of the route in question it may be appropriate to indicate major destinations outside of municipal boundaries (e.g. the University of Victoria). If the sign is being used on a pedestrian only pathway, follow the procedure described for Side B.

Side B:
Because this side does not face the direction of travel it may be used as either a bike sign or a pedestrian sign (if located adjacent to a sidewalk or mixed use path). If used as a pedestrian sign the icon on the top should be changed from a bike to a walking figure. In this case, the same destination criteria as the thin pylon may be used (note: even when using this sign as a pedestrian sign, the type size and spacing should remain unchanged). If using this side as a bike sign follow the same procedure noted for Side A, but addressing the opposite direction of travel.

Placement
Flag signs must be used wherever two bike routes cross paths, both to identify the intersecting route as well as any key destinations along that route. They may also be placed in proximity to any decision points where a cyclist must turn away from the route to get to a local destination. The exact placement will be determined contextually according to CRD guidelines: "Decision signs should be located at a safe stopping distance before the turn. Transportation Association of Canada (TAC) guidance on stopping distances cannot be reproduced here in full, but is available in the TAC Geometric Design Guide (1999), Chapter 3.4, Table 3.4.5.1."

Rotation
The base orientation for this sign is with the axis of the flag at 0° with Side A facing East and Side B facing West. The flag should always be perpendicular to the direction of the bike route with the flag oriented away from the road or pathway.

Clearance
The base of the sign must have 500mm clear on all sides. In situations where the blade of the sign extends towards a roadway (for instance if the sign is placed on a boulevard with traffic on either side) there must be 1,000mm clear from the edge of the sign to the nearest available space for motorized vehicles to ensure that it is not struck by passing commercial vehicles.
### 3.4 Sign Types

#### Wall-mounted Signs

Wall-mounted signs are functionally identical to Bus Shelter Signs. They are mounted in a frame, intended to be affixed to an existing surface at significant arrival points.

**Usage**

The main intended use for wall-mounted signs is to provide wayfinding at city parkades, where people commonly begin on-foot journeys through the downtown core. These signs are flexible and can be installed anywhere where there is sufficient wall space and a safe place for individuals to stop and review the map. Significant arrival points where a pylon sign might not be feasible are good candidates for wall-mounted signs.

**Content**

Content for wall mounted signs is determined in the same manner as for Pylon signs. It is important to note that, unless a wall mounted sign is immediately adjacent to a corner with an available pedestrian pathway, the forward arrow ‹, is not an appropriate directional marker to use as it will ambiguously appear to direct people to go through or into the structure it is affixed to. Instead, the diagonal arrows, ↖ and ↗, should be used to indicate the most efficient pathway around the wall or building to reach the indicated destination.

**Placement**

Wall mounted signs may be affixed to any vertical surface sufficient area to accommodate them. There should be a minimum of 1.5 meters of clear, pedestrian only space in front of the sign to allow for people passing behind an individual who has stopped to consult the sign to do so safely, without moving into traffic.
Finger Board
(Mixed Use)

Usage
Finger board signs are designed to clarify and support the information provided by flag signs. Because some decision points may be complex or ambiguous, finger boards are intended to identify the exact location where a turn is required. They are designed to be flexible and may be affixed to existing posts or other street elements. They may be double-sided if affixed to posts.

Content
The white heading area of the sign is reserved for route identification. In any case where the direction the fingerboard is indicating follows the route or transitions to a different route, the name of that route should be indicated as the sign’s heading. If the turn indicated is pointing to a nearby destination, but does not follow an official route the heading area may be left blank. The bike icon should not be used where a route does not permit cyclists.

The Finger Board sign can indicate up to three destinations across one or two lines each. The height of the sign may be adjusted as required to maintain the spacing of the destination text. Because fingerboards are intended to support the information provided by flag signs, a fingerboard should only include destinations that where listed on the preceding flag sign along the route. In the situation where a significant destination is nearby, but not directly on a route a fingerboard may be used to indicate a turn at the point where the route most closely passes the destination. In this case, only one destination should be indicated on the sign.

Placement
The finger board sign should be placed immediately before the turn it is indicating, wherever possible. A right turn must be indicated on the near side of a street intersection, while a left turn may be indicated on the opposite side if necessary. The exact height of the sign may vary depending on the structure it is mounted on, however it should be placed as close to eye level as possible. At locations where heavy pedestrian traffic is likely, the signs should be mounted at a minimum height of 2.0m.

For pedestrian pathways, such as the David Foster Harbour Pathway, the signs may be affixed to fences, railings or existing posts to reinforce the route at intersections where the way forward is not clear.
### 3.5 Maps

**Introduction**

The base map for the City of Victoria wayfinding strategy is defined as a set of specifications and visual assets that can be applied to the most current geo-spatial data available.

This section provides an overview of the maps used by the City of Victoria wayfinding system along with map extent scales and assets included as part of the mapping system. The assets are presented independent of software and platform to provide a graphical understanding of the wayfinding system.

<table>
<thead>
<tr>
<th>Map Type</th>
<th>Scale</th>
<th>Extent</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITY-WIDE</td>
<td></td>
<td>This map shows the entire GVRD</td>
<td>The city-wide map is maintained as an MXD projection of the City of Victoria GIS system. This is used to generate the base maps for all city wayfinding signs.</td>
</tr>
<tr>
<td>AREA OVERVIEW</td>
<td>1:10,000</td>
<td>The area overview will show a 20 minute walking radius with the approximate total width of a 30 minute walk.</td>
<td>Neighbourhood labels, major streets and high level destinations. It will also be possible to show any bike routes or footpaths that significantly traverse the displayed area.</td>
</tr>
<tr>
<td>DETAILED WALKING MAP</td>
<td>1:1,650</td>
<td>The detail map will show a walking radius of 5 minutes with the total width of an 8-10 minute walk.</td>
<td>Content will include area and neighbourhood names, all street names and destinations, as well as transportation options such as bus stops, parkades and pedestrian pathways.</td>
</tr>
</tbody>
</table>
3.5 Maps

**City-Wide Map**

This shows the approximate extent of the city-wide map. The small circle shows the area covered by the average detailed walking map, and the large circle shows the area displayed on an area overview map.
3.5 Maps

Area Overview Map

The area overview map shows the area within 1 - 1.5km of the sign location. A 20 minute walking radius is shown at approximately 1km from the sign location.
3.5 Maps

Detailed Walking Map

The detailed walking map shows the area within 400 - 600m of the sign location with a 5 minute walking radius shown at approximately 280m from the sign location. All destination and street labels within the area are shown. Nearby destinations and neighbourhoods may be indicated by directional tabs set around the edge of the map.
3.6 Map Feature Specifications

Mapping specifications for the wayfinding strategy are designed to be flexible. These standards can be applied to the most current GIS data available and used to reproduce consistent maps as information changes over time.

This section provides general area, line-weight and typeface specifications that can be applied using any computer software capable of editing graphical assets. Because the wayfinding system must remain consistent across all phases of implementation it is critical that these standards be maintained even as technology and information change over time.

Links to purchase typefaces used:

ClearviewADA Condensed Regular and Bold
http://www.terminaldesign.com/fonts/clearviewada-condensed-complete-family/

ClearviewText Medium
http://www.terminaldesign.com/fonts/clearviewtext-complete-family/

Tisa Pro Bold
https://www.myfonts.com/fonts/fontfont/tisa-pro/

Huronia Pro
https://www.rosettatype.com/Huronia
Overview Map Areas

Water Area
Layer type: Polygon
Fill: C0 M20 Y100 K0
Stroke: C8 M6 Y6 K0 / 0.044 mm / Solid

Building Area
Layer type: Polygon
Fill: C60 M40 Y50 K40
Stroke: C8 M6 Y6 K0 / 0.044 mm / Solid

Featured Destination Area
Layer type: Polygon
Fill: C0 M20 Y100 K0
Stroke: C0 M49 Y99 K0 / 0.088 mm / Solid

Park Land Area
Layer type: Polygon
Fill: C50 M0 Y100 K0
Stroke: C8 M6 Y6 K0 / 0.044 mm / Solid

Victoria Parcel Lines
Layer type: Lines
Fill: None
Stroke: C8 M6 Y6 K0 / 0.044 mm / Solid

City Block Area
Layer type: Polygon
Fill: C50 M0 Y100 K0
Stroke: C8 M6 Y6 K0 / 0.044 mm / Solid

Road Base Area
Layer type: Base Map
Fill: C94 M70 Y50 K40
Stroke: None

Detailed Walking Map Areas

Water Area
Layer type: Polygon
Fill: C0 M20 Y100 K0
Stroke: C8 M6 Y6 K0 / 0.088 mm / Solid

Building Area
Layer type: Polygon
Fill: C60 M40 Y50 K40
Stroke: C8 M6 Y6 K0 / 0.044 mm / Solid

Featured Destination Area
Layer type: Polygon
Fill: C0 M20 Y100 K0
Stroke: C0 M49 Y99 K0 / 0.088 mm / Solid

Park Land Area
Layer type: Polygon
Fill: C50 M0 Y100 K0
Stroke: C8 M6 Y6 K0 / 0.176 mm / Solid

Victoria Parcel Lines
Layer type: Lines
Fill: None
Stroke: C8 M6 Y6 K0 / 0.353 mm / Solid

City Block Area
Layer type: Polygon
Fill: C50 M0 Y100 K0
Stroke: C8 M6 Y6 K0 / 0.353 mm / Solid

Foot Path
Layer type: Lines
Stroke: C8 M6 Y6 K0 / 1.148 mm
Dash: 6.35dash / 2.8gap / 2.1dash / 2.8gap

Ferry Route
Layer type: Polygon
Stroke: C8 M6 Y6 K0 / 0.389 mm
Dash: 2.34dash / 1.2gap

Crosswalks
Layer type: Lines / Polygon
Stroke: C8 M6 Y6 K0
Stroke: C8 M6 Y6 K0 / 0.397 mm / Solid
This section provides a step-by-step process for choosing sign locations and scheduling content when bringing the wayfinding system to a new neighbourhood.*

*The following directions assume a familiarity with the tools and concepts underlying the wayfinding strategy. For additional information on core concepts and sign types please refer to section 3.1 & 3.3.
4.1 Process Overview

The purpose of this process is to ensure that effective locations are chosen for wayfinding signs, and that those signs are installed in a consistent manner across a wide variety of situations.

There are two primary exercises involved in implementing the wayfinding system. The first is to determine where the most effective locations for wayfinding signs will be, the second is to determine what information should be put on each individual sign. These tasks are described step-by-step in the following sections.

4.2 Developing a Location Plan
This stage involves gathering available data and making on-site observations which will, in-turn form the basis for selecting specific wayfinding locations.

4.3 Wayfinding Content
Once a location plan has been approved, site specific map extents and content can be identified.

4.4 Example: Downtown Implementation Plan
Demonstrates the wayfinding implementation process as applied to the Downtown neighbourhood.
4.2
Developing a Location Plan

Steps 1-3

Preparing an area map

The goal of this process is to get a sense of where people are going and how they are getting there in order to place wayfinding information where it will be most effective.

Step 1: Get a base map
When a neighbourhood is selected for integration into the wayfinding system, use current GIS data to generate a map showing the entire area with at least 0.5-1Km of the surrounding area.

Step 2: Note destinations
Overlay all destinations within the area onto the base map (using GIS data if available) noting destination tiers by colour if possible. Any sign locations from prior implementations of the wayfinding system should also be noted along with their messaging content.

Step 3: Overlay routes
Overlay any transportation routes that intersect with the area. This should include BC Transit routes and bike paths by default as well as any pedestrian only walkways such as Fantan Alley and DFHP. Infrastructure elements that traverse natural barriers such as bridges and overpasses should also be included.
Steps 4-5

Outlining a wayfinding network

The placement of individual signs will be based on a framework of arrival points, transportation hubs, and decision points throughout the city.

Step 4: Identify major hubs and arrival points

Hubs and arrival points are locations where people travelling through the city tend to collect, either by design in places like bus loops or large parking lots, or through a confluence of common routes and destinations. Highlight these locations on the base map.

The best method of identifying hubs and arrival points is through an objective measure of foot traffic through an area, either by directly counting individuals or estimating based on available information. Where these data are unavailable a preliminary neighbourhood walk-through may be helpful. Assumptions can be made using transit routes, bike lanes and commercial corridors as a guide for identifying particular locations and pathways as candidates for on-site review.

Step 5: Identify decision points

Once major hubs have been identified, common pathways between them and to nearby destinations can be inferred. Generally these will take advantage of the shortest distance possible, however routes supported by the wayfinding system must also consider safety and accessibility, preferring routes with features such as crosswalks and curb-drops to pathways with potential barriers. Similarly, supported wayfinding routes for bicycles should prefer to stay on the bike path for as long as possible with decision points identified where the path most closely approaches a destination.

Once identified, draw these pathways on the map. Decision points should be indicated where pathways intersect with existing routes or pass nearby destinations. Additionally, locations that have been identified as potentially confusing during public consultation or during a preliminary walk-through of the area should be noted for consideration during the location survey.

At this point, you have a preliminary location plan and are ready to conduct site surveys for the proposed sign locations.
4.2 Developing a Location Plan

Steps 6-7

Conducting a site survey

An on-site inventory of built and environmental elements at proposed wayfinding locations is necessary to determine the sign type and specific placement most appropriate for each proposed sign location.

Step 6: Location survey

Once a preliminary location plan has been created a detailed tour of the neighbourhood will need to be conducted, including site surveys for each proposed sign location. The tour should take the transportation form appropriate to the proposed wayfinding routes being addressed; i.e. When assessing a location for pedestrian wayfinding, walk the proposed route, when assessing for cycling wayfinding, ride through on a bike. At each point where a wayfinding location has been proposed, stop and do a survey of the area. The site survey will return the following information:

- Photographs of the proposed sign location;
- Rotation Angle (See section 3.3 for specific sign rotation references);
- Direct observation of pedestrian movement to determine the highest traffic areas for the location;

The site survey will be used to determine what sign types the location is able to accommodate and recommend potential installation placements based on observations and the wayfinding requirements of that site. Typically hubs and arrival points will require a pylon sign or a map mounted to existing infrastructure such as a bus shelter, possibly with secondary supporting signage nearby. Decision points will make use of directional signs such as finger-posts or bicycle signs as appropriate.

Step 7: Clutter reduction

Reducing the visual clutter within an area will increase the effectiveness of all remaining signs and ensure that wayfinding information is presented consistently throughout the city. Part of the neighbourhood tour will involve an inventory of existing signage which may conflict with or be redundant to the new wayfinding signs. Take a photo and note the location of any signs to be considered for removal once the new wayfinding system is implemented.
Step 8: Specific placement schedule
Once all the information has been collected it will need to be assembled to be made available to the various departments responsible for producing artwork, fabricating and installing the wayfinding elements. This information should include:

- A unique sign ID (Coordinate with GIS systems to assign this ID)
- Sign-type
- Photo of proposed location
- GPS Coordinates for the installation location
- Rotation angle (assume North =0°, to be confirmed)
- Slope of pavement/surface at proposed location
- Additional notes re: site conditions.

NB: Once the specific sign placements have been approved installation of the sign foundations and footings can proceed immediately. This work should be well underway as artwork production begins as any complication requiring a sign location to be moved may necessitate changes to the map and directional content. See section 3.5.
4.3
Determining Wayfinding Content

Step 1
Organize the Information

Once the location plan has been completed every sign proposed for the area should have a designated location on the street. Once a sign has been located in this manner, the messaging for that sign can be determined.

This section details how to identify what information should go on the sign, whether as directional information with distances marked, or included on the map. In general, more destinations and information will be contained in the map than can fit on the area afforded for directional information on signs.

Before you begin:
As part of the sign location scheduling process, proposed sign locations will have been entered into VicMap GIS data and given a unique ID number. Messaging information for signs should be stored digitally alongside production artwork and any other sign specific assets in a folder associated with that sign’s ID number. Ensure that this file structure has been created and is available for use.

Step 1: Start with the location plan for the area
When determining the messaging for all signs in a neighbourhood it can be helpful to have a printed map for reference. If possible begin with a view of the neighbourhood showing all sign locations and destinations in the area. Alternately the location plan produced during the sign placement process may also be used.
4.3 Wayfinding Content

Steps 2-4

Identify Required Messaging

Step 2: Identify required content
Each sign type will have different content requirements. The example shown here is a mini pylon sign, which includes all categories of information which might be shown on a sign. Refer to the sign type library in section 3.3 for the content criteria of each sign type.

Step 3: Naming the sign
All signs in the wayfinding system, with the exception of the finger post, have identification headers where a primary sign identification is displayed. This is the most prominent indication of place and should reflect the sign's particular location. In general signs will take the name of a nearby point of reference. Signs located within or directly adjacent to a destination should be identified with the destination name. If there is no destination near enough to obviously connect with a wayfinding location another point of reference may be used such as a street or precinct name.

Different sign types may have additional identification features or criteria (bicycle signs are identified by route name for instance). These are noted in the sign type library in Section 3.3.

Step 4: Choosing Destinations for Directional Messaging
Draw a circle on the reference map centered on the sign location. For pedestrian maps this should have 250m radius, whereas for bicycle signs a 500m-1Km radius is appropriate. This circle will provide the basis for what is included as directional information on the sign. Different sign types will have varying capacities for directional indications. Pylons, for instance may accommodate up to nine, while bicycle finger boards typically only address one to three. Choosing which destinations are indicated will typically prioritize nearby destinations first, but should also consider specific sign type criteria (section 3.3), and core wayfinding concepts in general (section 3.2).
4.3 Wayfinding Content

Step 5-6

Maps & Additional Content

Step 5: Maps & Off-Map Destination Tabs

Location specific detail and overview map extents will be produced for each sign that requires them, based on the information provided in the sign location plan. For detail maps where off-map destination tabs are available they may be used to indicate Tier 1 or 2 Destinations (see 3.2.3) that are just beyond the borders of the map extent. When determining content for these tabs Tier 1 destinations will generally take priority over Tier 2 destinations. These destinations should be indicated only where the destination can be accessed by travelling in a straight line beyond the area shown on the map. Tier 1 destinations may be indicated if they are within 1Km of the map extent, Tier 2 destinations if they are within 300m.

Step 6: Additional Content: First Nations Place Naming

Messaging beyond wayfinding information has been proposed for some sign types, such as indications of ecologically significant areas or First Nations place naming. This will usually be location specific and will need to be collected on a case-by-case basis. If an appropriate place name has been identified for the area indicated by the circle in the Overview Map, content on First Nations place-naming should be written.
4.4 Example: Downtown Implementation Plan

Printed from VicMap, this map of Downtown Victoria shows an overlay of basic transportation infrastructure. The will form the basis of the wayfinding plan.

For each bus route, the nearest stop to any Tier 1 or Tier 2 destinations should be provided with a wayfinding sign.

Steps 1-3: Make an area base map
4.4 Example: Downtown Implementation Plan

Step 4: Identify Hubs and Arrival Points

With the map and a fair amount of local knowledge, general pylon locations have been selected. The radii show the approximate area that will be covered by the detailed maps on each pylon. Note that each pylon has 1-3 other pylons within its radius. This wayfinding distribution...
Step 5: Identify Decision Points

A basic location plan has been completed. Now that a network of pylons has been proposed the next step is to look for holes in the system where someone traveling between pylons might have an unclear choice. Supporting signage should be proposed for those locations. In order to verify these assumptions a site survey is required to choose installation locations for the sign foundations.
With the location plan established, a general plan emerges of wayfinding locations and supported routes. The numbered locations are sites where a survey should be done in order to ensure that signage is feasible in that location and to recommend a particular site for the required signage. This page shows a photo assessment of the pylon locations. A full location plan survey will also photograph and recommend locations for supporting signs and assess the indicated routes in full for clutter reduction.

**NOTE:** These images, obtained through Google maps, are not current. Site photos of actual current conditions are required when creating a scheduled implementation plan.
4.4 Example: Downtown Implementation Plan

Identify all street features and signage which may be redundant or out of date. Photograph and note these elements as candidates for clutter reduction. Include as complete an inventory as possible. At this stage in the process it will be better to question feature that does not need to be removed than miss one that could be. Final decisions to remove or retain individuals elements will be made after further analysis.
This new City pathway will be implemented over the next number of years and requires both permanent and flexible signage. During the pre-construction and construction phases, flexible and economical signage will continue to perform an important connective role for the route.

The David Foster Harbour Pathway route will be constructed over time and crosses boundaries from City-owned property to other jurisdictions, including that of the Greater Victoria Harbour Authority (GVHA). These two facts provide both opportunities and challenges for signing. Therefore, several sign types from the City wayfinding strategy are recommended for different uses:

**Temporary Signage:**
Because of their economical nature and ability to be added to a variety of existing poles and other infrastructure, adapted Bike Route Signs, (without the bicycle symbol), and Fingerboards should be applied for areas of the pathway that are not completed yet or currently under construction.

**Permanent Signs:**
As permanent features of the pathway are implemented, and budget or potential cost-sharing arrangements are in effect, more permanent signage should be planned. As noted previously in this document, Fingerpost signs and Thin Pylons can be added for pedestrian wayfinding along pathways.

The signs function as “breadcrumbs” leading pedestrians along the pathway where the way is not clearly demarked by landscape architecture. For example, note sign locations 1 and 2 recommended on the next page.

The locations noted on the next page are samples only. Ideally, the pathway needs to be walked to note where it is not clear which direction a person goes next and either a Fingerpost or Fingerboard would be applied to direct forward along the way.
1 / 2: Wharf Street Marina Bridges
Affix flag sign to lamppost on north end of wooden bridge and fingerboard at south end. Because the route is unclear past Redfish Bluefish, affix a Fingerboard on metal railing pointing south.

3-5: Ship Point Marina
Because this area is undergoing redevelopment planning, signage should be as temporary as possible and later replaced with Fingerposts and a Thin Pylon. Flag signs on existing lamppost and Fingerboards on metal railing pointing south and north.

6, 7, 8: Laurel Point Path
An existing small-format sign shown in the photo, below left, should be replaced with a finger post sign. As funds permit, a Thin Pylon would be useful in this location as the map will help pedestrians understand the geography of the area and other destinations beyond the DFHP.

9: Fisherman's Wharf
Pedestrians are confused when walking from Fisherman’s Point toward Ogden Point as they exit the ramps from the wharf, therefore a Fingerpost directing them further on the DFHP would be ideal in this location.
4.6 Sample Directional Content

This example shows directional messaging for Side A of a pylon sign at the intersection of Belleville & Government St.

In order to determine content for the pylon the list of destinations was consulted. Because this side of the pylon is facing south destinations, to the north are addressed on the Side B. At this location there are enough Tier 1 and Tier 2 destinations within 1Km to fill the directional area and no Tier 3 destination are included. Destinations are ordered based on direction; Forward, Right, and then Left; and by distance, with nearer destinations listed first. The map is rotated to match the orientation of the pylon and will be flipped 180° for Side B.
Wayfinding Location: Belleville & Government Street
This intersection was identified as an location for wayfinding signage to be installed.

Specific Location*
A specific site is identified for a thin pylon sign. Side A is rotated 350° from 0° (North).

* In some locations optimal sign placement may require a Statutory Right of Way. Refer to the City of Victoria “Schedule F-Standard Forms of Statutory Right of Way” if necessary.
This section provides detailed descriptions and dimensions to inform the fabrication of wayfinding signs. These designs are intended to facilitate the generation of shop drawings so that wayfinding signs maintain a uniform appearance even when manufactured at different locations.
5.1 Graphic Standards

Intro content here.

Content Here.

Links to Purchase Typefaces Used:

Clearview ADA Condensed Regular and Bold
http://www.terminaldesign.com/fonts/clearviewada-condensed-complete-family/

Clearview Text Medium
http://www.terminaldesign.com/fonts/clearviewtext-complete-family/

Tisa Pro Bold
https://www.myfonts.com/fonts/fontfont/tisa-pro/

Huronia Pro
https://www.rosettatype.com/Huronia

Colour

Black
CMYK: C78 M68 Y67 K90
Pantone: Process Black
Matthews Paint 16 MP59647 Black is Back

White
CMYK: C0 M0 Y0 K0
Pantone: Process White
Matthews Paint 1 MP32071 White Wonder

Blue
CMYK: C60 M16 Y22 K0
Pantone: 630C
Matthews Paint 110 MP01816 Bobby Blue

Yellow
CMYK: C0 M20 Y100 K0
Pantone: 108C

Typography

Aa Bb Cc Dd Aa Bb Cc Dd
1 2 3 4 5 6 7 8
Clearview ADA Condensed Regular and Bold (CID Bicycle/Pedestrian Wayfinding)

Aa Bb Cc Dd Ll Rr Ss Tt
1 2 3 4 5 6 7 8
Clearview Text Medium (BC Ministry of Transportation Signage Guidelines)

Aa Bb Cc Dd Ll Rr Ss Tt
1 2 3 4 5 6 7 8
Tisa Pro – Bold (contemporary serif relates to history and heritage with personality)

Aa Bb Cc Dd Aa Bb Cc Dd
1 2 3 4 5 6 7 8
Huronia Pro Regular and Bold
THIN PYLON SIGN

1.1 OVERVIEW - FRONT

ELEVATION
1:20
1.2 OVERVIEW - SECTION A-A

**THIN PYLON SIGN**

1.2 OVERVIEW - SECTION A-A

- **2 GA. THICK ALUMINUM BEACON,** WELDED AND Sanded TO SEAMLESS FINISH; SECURED TO HSS STEEL POST WITH COUNTERSUNK SS TAMPERPROOF SCREWS
- **3"X3"X1/8" HSS STEEL TUBE WELDED TO STEEL TUBE POSTS**
- **3"X3"X1/4" HSS STEEL TUBE GALVANIZED WITH HIGH ZINC PRIMER; REMOVE SHARP EDGES**
- **27MMX27MM ALUMINUM ANGLES WELDED TO POSTS**
- **10 GA. ALUMINUM PAN FACE**

**SECTION A-A**

1:2
THIN PYLON SIGN

1.3 OVERVIEW - SIDE AND SECTION

2 GA. THICK ALUMINUM BEACON, WELDED AND Sanded TO SEMLESS FINISH; SECURED TO HSS STEEL POST WITH COUNTERSUNK SS TAMPERPROOF SCREWS

2-3MM THICK EMBOSSED TEXT; LETTERS ARE 55MM HIGH; FONT FAMILY 'CLEARVIEW ADA CONDENSED' IN BOLD

OPTIONAL: ADD CITY OF VICTORIA DOGWOOD EMBLEM

THREE PIECES CAST IRON PLATES PAINTED WITH MARINE GRADE SEMI-GLOSS BLACK PAINT; MATTHEWS PAINT 16 MP59647 BLACK IS BACK

BOTTOM PANEL SITS ≈50MM AFF; HSS POSTS SECURE INTO BASE BELOW GROUND

27MMX27MM ALUMINUM ANGLES WELDED TO POSTS ACTING AS BUMPER SUPPORTS TO PANELS

10 GA. ALUMINUM PAN FACE

3”X3”X1/8” HSS STEEL TUBE WELDED TO STEEL TUBE POSTS

27MMX27MM ALUMINUM ANGLES WELDED TO POSTS

FIXING SCREWS FOR LOWER PANEL

SCREWS AS LOCKING PINS FOR UPPER PANELS

6-7MM CAST IRON PLATE WITH 2-3MM RAISED TEXT

CAST IRON PLATE STITCH-WELDED TO 3”X3”X1/4” HSS STEEL TUBE GALVANIZED WITH HIGH ZINC PRIMER; REMOVE SHARP EDGES
THIN PYLON SIGN COMPONENTS

1.4 BEACON AND DESTINATIONS

**BEACON ELEVATION**
1:5

POWDER COATED 2 GA. THICK ALUMINUM BEACON, WELDED AND SANDED TO SEAMLESS FINISH

CUT VINYL TEXT: 3M SERIES 100-22 MATTE BLACK

30MM HIGH TEXT IN BLACK;
FONT FAMILY ‘TISA PRO’ IN BOLD

300m

EMPRESS HOTEL
DOUGLAS STREET
ST ANN’S ACADEMY

150m

VICTORIA HARBOUR FERRY
ROYAL BC MUSEUM
BC LEGISLATURE

300m

ST ANNS ACADEMY

150m

NEIGHBOURHOOD

19MM HIGH TEXT IN BLUE;
FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN REGULAR

18MM HIGH TEXT IN WHITE;
FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN REGULAR

25MM HIGH ARROWS IN BLUE

10 GA. ALUMINUM PAN FACE

2.5PT THICK WHITE Graphic LINES

FULL-COLOUR, HIGH-RESOLUTION PRINT TO SERIES 180 3M CONTROLTAC GRAPHIC FILM, OR SIMILAR WHITE, PERMANENT ADHESIVE VINYL.
MINIMUM OUTDOOR LIFESPAN OF COLOUR AND ADHESION: 7 YEARS

FILM WRAPS EDGES OF PAN FACE

GRAFFITI-RESISTANT OVERLAMINATE:
3M SCOTCHGUARD GRAPHIC AND SURFACE PROTECTION FILM 8991 OR SIMILAR

**DESTINATION ELEVATION**
1:5

25MM HIGH TEXT IN WHITE;
FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN BOLD

150m

VICTORIA HARBOUR FERRY

18MM HIGH TEXT IN WHITE;
FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN REGULAR

25MM HIGH ARROWS IN BLUE

10 GA. ALUMINUM PAN FACE

2.5PT THICK WHITE GRAPHIC LINES

FULL-COLOUR, HIGH-RESOLUTION PRINT TO SERIES 180 3M CONTROLTAC GRAPHIC FILM, OR SIMILAR WHITE, PERMANENT ADHESIVE VINYL.
MINIMUM OUTDOOR LIFESPAN OF COLOUR AND ADHESION: 7 YEARS

FILM WRAPS EDGES OF PAN FACE

GRAFFITI-RESISTANT OVERLAMINATE:
3M SCOTCHGUARD GRAPHIC AND SURFACE PROTECTION FILM 8991 OR SIMILAR

GOUVERNMENT STREET SHOPS
BASTION SQUARE
FISGARD STREET, CHINATOWN

100m

450m

1.0km
THIN PYLON SIGN COMPONENTS

1.6 DETAILED WALKING MAP

Content Space Here

Bus Stop
Ferry
Hospital
Information
Foot Path

10 GA. ALUMINUM PAN FACE

8MM HIGH TEXT IN WHITE;
FONT FAMILY “CLEARVIEW ADA CONDENSED” IN BOLD

5MM HIGH TEXT IN WHITE;
FONT FAMILY “CLEARVIEW ADA CONDENSED” IN REGULAR

FULL-COLOUR, HIGH-RESOLUTION PRINT TO SERIES 180 3M CONTROTLAC GRAPHIC FILM, OR SIMILAR WHITE, PERMANENT ADHESIVE VINYL. MINIMUM OUTDOOR LIFESPAN OF COLOUR AND ADHESION: 7 YEARS

FILM WRAPS EDGES OF PAN FACE

GRAFFITI-RESISTANT OVERLAMINATE: 3M SCOTCHGUARD GRAPHIC AND SURFACE PROTECTION FILM 8991 OR SIMILAR

NEIGHBOURHOOD MAP ELEVATION
1:5
THIN PYLON SIGN COMPONENTS

1.5 FIRST NATIONS PLACE NAMING / AREA OVERVIEW MAP

Option 1

16MM HIGH TEXT IN WHITE; FONT FAMILY ‘HURONIA PRO BOLD’ FOR FIRST NATIONS NEIGHBOURHOOD OR AREA PLACE NAME; 9MM HIGH ‘CLEARVIEW ADA CONDENSED REGULAR ’ FOR ENGLISH VERSION OF PLACE NAME IN BLUE; ±30 WORDS OF DESCRIPTION OF THE NAME OR PLACE HISTORY IN 30PT/36PT FONT FAMILY ‘HURONIA PRO REGULAR’ UPPER AND LOWER CASE IN WHITE

FULL-COLOUR, HIGH-RESOLUTION PRINT TO SERIES 180 3M CONTROLTAC GRAPHIC FILM, OR SIMILAR WHITE, PERMANENT ADHESIVE VINYL. MINIMUM OUTDOOR LIFESPAN OF COLOUR AND ADHESION: 7 YEARS

FILM WRAPS EDGES OF PAN FACE

GRAFFITI-RESISTANT OVERLAMINATE: 3M SCOTCHGUARD GRAPHIC AND SURFACE PROTECTION FILM 8991 OR SIMILAR

WHERE FIRST NATIONS PLACE NAMING IS NOT AVAILABLE, THE AREA ADJACENT TO THE CITY MAP SHOULD BE LEFT CLEAR
THIN PYLON SIGN COMPONENTS

BEACON AND DESTINATIONS WITH OPTION FOR LEKWUNGEN “TWINNING”

Option 2

POWDER COATED 2 GA. THICK ALUMINUM BEACON, WELDED AND SANDED TO SEAMLESS FINISH

CUT VINYL TEXT: 3M SERIES 100-22 MATTE BLACK

30MM HIGH TEXT IN BLACK; FONT FAMILY ‘TISA PRO’ IN BOLD

TWIN OF PRECINCT NAME 19MM HIGH TEXT IN BLUE; FONT FAMILY ‘HURONIA PRO’ BOLD (WITH SOME ORTHOGRAPHIC MODIFICATIONS REQUIRED)

TWIN OF NEIGHBOURHOOD NAME 13MM HIGH TEXT IN BLUE; FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN REGULAR

FULL-COLOUR, HIGH-RESOLUTION PRINT TO SERIES 180 3M CONTROLTAC GRAPHIC FILM, OR SIMILAR WHITE, MATTE-FINISH PERMANENT ADHESIVE VINYL. MINIMUM OUTDOOR LIFESPAN OF COLOUR AND ADHESION: 5 YEARS

GRAFFITI-RESISTANT OVERLAMINATE: 3M SCOTCHGUARD GRAPHIC AND SURFACE PROTECTION FILM 8991 OR SIMILAR
THIN PYLON SIGN COMPONENTS

1.7 LOWER PANEL

POWDER COATED 10 GA. ALUMINUM PAN FACE WITH SCREEN PRINTED GRAPHIC IN WHITE

LOWER PANEL ELEVATION
1:5

LOGO COLOUR DETAIL
1:5
WIDE PYLON SIGN

OVERVIEW

Option 1

Option 2

INNER HARBOUR

DOWNTOWN

↑ FAIRMONT EMPRESS 150m
DOUGLAS STREET 300m
ST. ANN’S ACADEMY 700m

↓ VICTORIA HARBOUR FERRY 150m
ROYAL B.C. MUSEUM 450m
B.C. LEGISLATURE 500m

↓ GOVERNMENT ST. SHOPS 100m
BASTION SQUARE 450m
FIGGARD ST., CHINATOWN 1.0km

INNER HARBOUR

DOWNTOWN

↑ FAIRMONT EMPRESS 150m
DOUGLAS STREET 300m
ST. ANN’S ACADEMY 700m

↓ VICTORIA HARBOUR FERRY 150m
ROYAL B.C. MUSEUM 450m
B.C. LEGISLATURE 500m

↓ GOVERNMENT ST. SHOPS 100m
BASTION SQUARE 450m
FIGGARD ST., CHINATOWN 1.0km
WIDE PYLON SIGN

1.1 OVERVIEW - FRONT

INNER HARBOUR

3"x3" HSS STEEL TUBE GALVANIZED WITH HIGH ZINC PRIMER;
WELDED TO HSS STEEL TUBE POSTS

BEACON, P. 1.5

DESTINATIONS, P. 1.6

FIRST NATIONS PLACE NAMING (OPTIONAL), P. 1.5

AREA OVERVIEW MAP, PP. 1.7-8

3"x3" HSS STEEL TUBE GALVANIZED WITH HIGH ZINC PRIMER;
WELDED TO HSS STEEL TUBE POSTS

DETAILED WALKING MAP, PP. 1.7-8

ADDITIONAL CONTENT SPACE, P. 1.9

ADDITIONAL CONTENT SPACE PANEL SITS ≈50MM AFF;
HSS POSTS SECURE INTO BASE BELOW GROUND;

SITE-SPECIFIC FOUNDATION TO BE CONFIRMED
FOLLOWING SURVEY AND STRUCTURAL ENGINEERING

PATCH SURFACE TO MATCH EXISTING GROUND PLANE

5/0 GAUGE ALUMINUM BASE PLATE WITH
3/4" DIA. GALVANIZED READY RODS

ELEVATION
1:20
1.2 OVERVIEW - SECTION A-A

- 25mm white frosted acrylite 'LED'; mitered edges welded with seamless finish secured to aluminum angles with SS tamperproof screws.
- LED Lumipanel fixed to top of HSS posts.
- Fixing screws for lower panel and beacon.
- 27mmx27mm aluminum angles welded to posts.
- 2 pcs 3"x3"x1/8" welded HSS steel tubes welded to steel tube posts.
- 10 ga. aluminum pan face.
- 2 pcs 3"x3"x1/4" welded HSS steel tubes galvanized with high zinc primer; remove sharp edges.

SECTION A-A
1:5
1.3 OVERVIEW - SIDE AND SECTION

2 GA. THICK ALUMINUM BEACON, WELDED AND SANDED TO SEAMLESS FINISH; SECURED TO HSS STEEL POST WITH COUNTERSUNK SS TAMPERPROOF SCREWS

2-3MM THICK EMBOSSED TEXT; LETTERS ARE 55MM HIGH; FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN BOLD

OPTIONAL: ADD CITY OF VICTORIA DOGWOOD EMBLEM

THREE PIECES CAST IRON PLATES PAINTED WITH MARINE GRADE SEMI-GLOSS BLACK PAINT; MATTHEWS PAINT 16 MP59647 BLACK IS BACK

BOTTOM PANEL SITS ≈50MM AFF; HSS POSTS SECURE INTO BASE BELOW GROUND
1.4 OVERVIEW - SECTION B-B

6-7MM CAST IRON PLATE WITH 2-3MM RAISED TEXT

CAST IRON PLATE STITCH-WELDED TO 2 PCES 3"X3"X1/4" HSS STEEL TUBES GALVANIZED WITH HIGH ZINC PRIMER; REMOVE SHARP EDGES

27MMX27MM ALUMINUM ANGLES WELDED TO POSTS ACTING AS BUMPER SUPPORTS TO PANELS

10 GA. ALUMINUM PAN FACE

2 PCE 3"X3"X1/8" HSS STEEL TUBES WELDED TO EACH OTHER AND TO STEEL TUBE POSTS

27MMX27MM ALUMINUM ANGLES WELDED TO POSTS

FIXING SCREWS FOR LOWER PANEL

SCREWS AS LOCKING PINS FOR UPPER PANELS
WIDE PYLON SIGN COMPONENTS

1.5 BEACON

BEACON ELEVATION
1:5

40MM HIGH TEXT IN BLACK;
FONT FAMILY ‘TISA PRO’ IN BOLD

25MM WHITE FROSTED ACRYLITE ‘LED’;
MITERED EDGES WELDED WITH SEAMLESS FINISH
SCREENPRINTED GRAPHICS
## Wide Pylon Sign Components

### 1.6 Destinations

#### NEIGHBOURHOOD

<table>
<thead>
<tr>
<th>Up</th>
<th>Destination</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FAIRMONT EMPRESS</td>
<td>150m</td>
</tr>
<tr>
<td></td>
<td>DOUGLAS STREET</td>
<td>300m</td>
</tr>
<tr>
<td></td>
<td>FAIRFIELD HEALTH CENTRE</td>
<td>700m</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Right</th>
<th>Destination</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right</td>
<td>VICTORIA HARBOUR FERRY</td>
<td>150m</td>
</tr>
<tr>
<td></td>
<td>ROYAL B.C. MUSEUM</td>
<td>450m</td>
</tr>
<tr>
<td></td>
<td>B.C. LEGISLATURE</td>
<td>500m</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Left</th>
<th>Destination</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left</td>
<td>GOVERNMENT ST. SHOPS</td>
<td>100m</td>
</tr>
<tr>
<td></td>
<td>BASTION SQUARE</td>
<td>450m</td>
</tr>
<tr>
<td></td>
<td>FISGARD ST., CHINATOWN</td>
<td>1.0km</td>
</tr>
</tbody>
</table>

- Full-colour, high-resolution print to Series 180 3M Controtac Graphic Film, or similar white permanent adhesive vinyl.
- Minimum outdoor lifespan of colour and adhesion: 7 years.
- Film wraps edges of pan face.
- Graffiti-resistant overlaminates: 3M ScotchGuard Graphic and Surface Protection Film 8991 or similar.
- 26mm high text in white; font family 'Clearview ADA Condensed' in bold.
- 10 ga. aluminum pan face.
- 25mm high text in blue; font family 'Clearview ADA Condensed' in regular.
- 26mm high arrows in blue.
WIDE PYLON SIGN COMPONENTS

1.5 FIRST NATIONS PLACE NAMING

Option 1

SEE THIN PYLON DETAILS, P. 79 FOR TYPICAL GRAPHIC TREATMENT
WIDE PYLON SIGN COMPONENTS

BEACON - WITH OPTION FOR LEKWUNGEN “TWINNING”

Option 2

PRECIINCT NAME

xwsʒyq’əm

40MM HIGH TEXT IN BLACK; FONT FAMILY 'TISA PRO' IN BOLD

TWIN OF PRECIINCT NAME 25MM HIGH TEXT IN BLUE; FONT FAMILY 'HURONIA PRO' BOLD (WITH SOME ORTHOGRAPHIC MODIFICATIONS REQUIRED)

BEACON ELEVATION
1:5
WIDE PYLON SIGN COMPONENTS
DESTINATIONS - WITH OPTION FOR LEKWUNGEN “TWINNING”

Option 2

DESTINATIONS ELEVATION
1:5

26MM HIGH TEXT IN WHITE; FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN BOLD
TWIN OF NEIGHBOURHOOD NAME
19MM HIGH TEXT IN BLUE; FONT FAMILY ‘HURONIA PRO’ BOLD

2.5PT THICK WHITE GRAPHIC LINES
WIDE PYLON SIGN COMPONENTS

1.7 MAP PANEL

10 GA. ALUMINUM PAN FACE WITH CIRCLES CUT OUT FOR 2 MAP PANELS

FULL-COLOUR, HIGH-RESOLUTION PRINT TO SERIES 180 3M CONTROLTAC GRAPHIC FILM, OR SIMILAR WHITE PERMANENT ADHESIVE VINYL. MINIMUM OUTDOOR LIFESPAN OF COLOUR AND ADHESION: 7 YEARS

FILM WRAPS EDGES OF PAN FACE

GRAFFITI-RESISTANT OVERLAMINATE: 3M SCOTCHGUARD GRAPHIC AND SURFACE PROTECTION FILM 8991 OR SIMILAR

ELEVATION
1:10
WIDE PYLON SIGN COMPONENTS

1.8 MAP PANEL

2 GA. WATERJET CUT SS PANEL SCREWED THROUGH ALUMINUM PAN FACE WITH FLAT HEAD COUNTERSUNK SCREWS

DIGITALLY-PRINTED TRANSLUCENT VINYL FILM;
SECOND-SURFACE APPLICATION;
LIGHT TRANSMITTING QUALITIES

7MM ANTI-GLARE TEMPERED GLASS WITH EASED EDGES AND 2.7MM BEVELED RING AROUND EDGE TO FIT IN FLUSH TO ALUMINUM PANEL;
GLASS OFFSET 3MM FROM EDGE DIA. OF CUT PANEL

10 GA. ALUMINUM PAN FACE WITH CIRCLES CUT OUT FOR 2 MAP PANELS; ANY EXPOSED HARDWARE IS MOUNTED FLUSH TO THE FACE OF THE PANEL

FULL-COLOUR, HIGH-RESOLUTION PRINT;
FILM WRAPS EDGES OF PAN FACE

EXPLODED DETAIL
NTS

2 GA. WATER JET CUT SS RING WITH BEVEL (MATCHING TEMPERED GLASS)

10 GA. ALUMINUM PAN FACE WITH CIRCLES CUT OUT

COUNTERSUNK SS SCREWS

7MM TEMPERED GLASS WITH BEVEL

EXPLODED DETAIL - MAP ASSEMBLY
NTS
WIDE PYLON SIGN COMPONENTS

1.9 ADDITIONAL CONTENT SPACE

8MM HIGH TEXT IN WHITE; FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN BOLD

5MM HIGH TEXT IN WHITE; FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN REGULAR

POWDER COATED 10 GA. ALUMINUM PAN FACE WITH SCREEN PRINTED GRAPHIC IN WHITE

ELEVATION
1:10

LOGO COLOUR DETAIL
1:5
FINGERPOST SIGN
OVERVIEW
OVERVIEW

ELEVATION 1:20

PAINTED STEEL POST TOPPER; MATTHEWS PAINT 110 MP01816 BOBBY BLUE

CUSTOM POWDER COATED SIGN BRACKET EXTRUSION, SECURED TO STEEL POST WITH SS HARDWARE; PAINTED MATTE BLACK; MATTHEWS PAINT 16 MP59647 BLACK IS BACK

12 GA. THICK ALUMINUM PANEL SCREWED TO BRACKET WITH SS HARDWARE;

DOUBLE-SIDED GRAPHICS: 3M ENGINEER GRADE REFLECTIVE 7930 WITH DIGITALLY-PRINTED TRANSLUCENT INKS; LAMINATE APPLIED TO ENTIRE SURFACE; 3M 1170 PROTECTIVE OVERLAY FILM [3M MCS WARRANTY]

2.5” DIAMETER CLEAR-COATED GALVANIZED STEEL POST [USE EXISTING WHERE APPLICABLE]

1/2” SS HEX HEAD BOLT

CONCRETE BASE; SITE-SPECIFIC FOUNDATION TO BE CONFIRMED FOLLOWING SURVEY AND STRUCTURAL ENGINEERING
FINGERPOST SIGN

DETAIL

ALUMINUM BLADE
1:5

CUSTOM EXTRUDED SIGN POST BRACKET
1:5

BRACKET - SIDE ELEVATION
1:5

BRACKET - FRONT ELEVATION
1:5

BRACKET - PLAN
1:5

ASSEMBLY DETAIL
1:5

53MM HIGH TEXT IN WHITE;
FONT FAMILY ‘CLEARVIEW ADA CONDENSED’
IN REGULAR

25MM HIGH TEXT IN YELLOW;
FONT FAMILY ‘CLEARVIEW ADA CONDENSED’
IN REGULAR

BRACKET SUITS STANDARD
2 3/8” DIA. SIGN POST

HOLDS 12 GA. ALUMINUM STOCK

POINT OF INTEREST

2min

EQ

EQ
FINGERPOST SIGN

ASSEMBLY

EXPLODED AXONOMETRIC

ANTS

FULL SHEET REFLECTIVE VINYL GRAPHICS APPLIED BOTH SIDES; 3M REFLECTIVE VINYL SCOTCHLITE WHITE 680-10 PRINTED CMYK

ANTI-GRAFFITI/UV-RESISTANT OVERLAMINATE

12 GA. THICK ALUMINUM PANEL

POINT OF INTEREST

2min
Victoria Citywide Wayfinding Strategy

OVERVIEW

2 3/8” DIAMETER CLEAR-COATED GALVANIZED STEEL POST
(USE EXISTING WHERE APPLICABLE)

SLEEVE CAST INTO CONCRETE BASE;
SITE-SPECIFIC FOUNDATION TO BE CONFIRMED
FOLLOWING SURVEY AND STRUCTURAL ENGINEERING

PAINTED STEEL POST TOPPER;
MATTHEWS PAINT 110 MP01816 BOBBY BLUE

CUSTOM POWDER COATED SIGN BRACKET EXTRUSION,
SECURED TO STEEL POST WITH SS HARDWARE;
PAINTED MATTE BLACK;
MATTHEWS PAINT 16 MP59647 BLACK IS BACK

12 GA. THICK ALUMINUM PANEL

SINGLE- OR DOUBLE-SIDED GRAPHICS, 3M ENGINEER GRADE REFLECTIVE 7930 WITH
DIGITALLY-PRINTED TRANSLUCENT INK5;
LAMINATE APPLIED TO ENTIRE SURFACE;
3M 1170 PROTECTIVE OVERLAY FILM [3M MCS WARRANTY]

2 3/8” DIAMETER CLEAR-COATED GALVANIZED STEEL POST
(USE EXISTING WHERE APPLICABLE)

1/2” SS HEX HEAD BOLT

SLEEVE CAST INTO CONCRETE BASE;
SITE-SPECIFIC FOUNDATION TO BE CONFIRMED
FOLLOWING SURVEY AND STRUCTURAL ENGINEERING

INNER HARBOUR

JOHNSON STREET BRIDGE
CITY HALL
DOUGLAS ST.
VANCOUVER ST.

650m
750m
200m
1.1Km

MATTHEWS PAINT 110 MP01816 BOBBY BLUE
MATTHEWS PAINT 16 MP59647 BLACK IS BACK
FLAG SIGN

GRAPHIC DETAIL

Inner Harbour

Johnson Street Bridge 650m
City Hall 750m
Douglas St. 200m
Vancouver St. 1.1Km via Fairfield Rd.

50MM HIGH TEXT IN BLACK;
FONT FAMILY 'TISA PRO' IN BOLD

40MM HIGH TEXT IN WHITE;
FONT FAMILY 'CLEARVIEW ADA CONDENSED'
IN REGULAR

ARROWS IN BLUE

28MM HIGH TEXT IN WHITE;
FONT FAMILY 'CLEARVIEW ADA CONDENSED'
IN REGULAR

FRONT ELEVATION
1:5
FLAG SIGN

GRAPHIC DETAIL - OPTION FOR DAVID FOSTER HARBOUR PATHWAY

David Foster Harbour Pathway

Laurel Pt. 650m
Fisherman’s Wharf 1.2Km
Bastion Sq. 700m
Johnson St. 1.0Km

63MM HIGH PEDESTRIAN ICON IN BLACK
34MM HIGH TEXT IN BLACK; FONT FAMILY ‘TISA PRO’ IN BOLD
40MM HIGH TEXT IN WHITE; FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN REGULAR
ARROWS IN BLUE
28MM HIGH TEXT IN WHITE; FONT FAMILY ‘CLEARVIEW ADA CONDENSED’ IN REGULAR

FRONT ELEVATION 1:5
EXPLODED DETAIL OF DOUBLE-SIDED ASSEMBLY

NTS
**FINGER BOARD**

**OVERVIEW**

**FRONT ELEVATION**

1:5

- **ROUTE NAME**
- **Destination 1**
- **Destination 2**

**BACK ELEVATION**

1:5

- 8 GA. ALUMINUM PANEL
- GRAPHICS: 3M ENGINEER GRADE REFLECTIVE 7930 WITH DIGITALLY-PRINTED TRANSLUCENT INK;
- LAMINATE APPLIED TO ENTIRE SURFACE: 3M 1170 PROTECTIVE OVERLAY FILM (3M MCS WARRANTY)
- 50MM HIGH TEXT IN WHITE; CLEARVIEW CONDENSED IN REGULAR
- COUNTERSUNK TAMPER-PROOF HARDWARE
- SIGN AFFIXED TO FENCE POSTS WITH TAMPER-PROOF U-BOLTS;
- SIGN BRACKETS VARIABLE WITH ALTERNATIVE APPLICATIONS
FINGER BOARD

DETAIL AND ASSEMBLY

EXPLODED AXONOMETRIC

NTS

ELEVATION

1:10

GRAPHICS: 3M ENGINEER GRADE REFLECTIVE 7930 WITH DIGITALLY-PRINTED TRANSLUCENT INKS;

LAMINATE APPLIED TO ENTIRE SURFACE: 3M 1170 PROTECTIVE OVERLAY FILM (3M MCS WARRANTY)

8 GA. ALUMINUM PANEL

MOUNT 700MM AFF TO VERTICAL CENTER

700
BUS SHELTER MAP

OVERVIEW
BUS SHELTER MAP

OVERVIEW - HORIZONTAL GLASS MOUNTED
(LUCID MANAGEMENT GROUP PRODUCT)

8 GA. ALUMINUM FRAME, PAINTED MATTE BLACK; MATTHEWS PAINT 16 MP59647 BLACK IS BACK
DIMENSIONS VARIABLE TO SUIT TRANSIT SHELTER STRUCTURE

GRAPHICS DIGITALLY-PRINTED ON OPAQUE VINYL FILM; SECOND-SURFACE APPLICATION

7MM ANTI-GLARE TEMPERED GLASS

FRONT ELEVATION
1:20
BUS SHELTER MAP

PRODUCT FROM LUCID MANAGEMENT GROUP (LUCIDMANAGEMENTGROUP.COM)

EXPLODED DETAIL OF DESIGN INTENT

NTS

8 GA. ALUMINUM FRAME, PAINTED MATTE BLACK; MATTHEWS PAINT 16 MP59647 BLACK IS BACK

7MM ANTI-GLARE TEMPERED GLASS

GRAPHICS DIGITALLY-PRINTED ON OPAQUE VINYL FILM; SECOND-SURFACE APPLICATION

BACKING MATERIAL

AFFIX TO GAP IN TRANSIT SHELTER GLASS AS SHOWN
Precinct Name Here

NEIGHBOURHOOD

COUNTERSUNK TAMPER-PROOF HARDWARE BOLTED THROUGH MULLIONS INTO ALUMINUM FRAME

FRONT ELEVATION: VERTICAL POST-MOUNTED 1:10

BACK ELEVATION: VERTICAL POST-MOUNTED 1:10
CITY PARKADE SIGN

OVERVIEW
CITY PARKADE SIGN

OVERVIEW

EXISTING CITY PARKADE FRAMES

NTS

FRONT ELEVATION

1:20

25MM THICK PAINTED ALUMINUM FRAME; PAINTED MATTE BLACK; MATTHEWS PAINT 16 MPS9647 BLACK IS BACK

GRAPHICS DIGITALLY-PRINTED ON OPAQUE VINYL FILM; SECOND-SURFACE APPLICATION

USE EXISTING FRAMES IN CITY PARKADES

ALTERNATIVE: USE BUS SHELTER FRAME SIGN TYPE, ADAPTED TO AFFIX ONTO CONCRETE WALLS
TRANSIT POST SIGN

OVERVIEW
EXISTING BUS STOP SIGNAGE

8 GA. ALUMINUM PANELS WITH EASED CORNERS; REAR-MOUNTED SIGN POST MOUNTING BRACKETS

FULL-COLOUR, HIGH-RESOLUTION PRINT TO SERIES 180 3M CONTROLTAC GRAPHIC FILM, OR SIMILAR WHITE, LUSTRE-FINISH PERMANENT ADHESIVE VINYL. MINIMUM OUTDOOR LIFE-SPAN OF COLOUR AND ADHESION: 5-YEARS.

GRAFFITI-RESISTANT OVERLAMINATE: 3M SCOTCHGUARD GRAPHIC AND SURFACE PROTECTION FILM 8991 OR SIMILAR

8 GA. WELDED ALUMINUM PANELS WITH EASED CORNERS

SIGN POST MOUNTING BRACKET WELDED TO INSIDE OF SIGN STRUCTURE; 2 3/8” DIA.

8 GA. ALUMINUM FACE PANEL MOUNTED WITH COUNTERSUNK TAMPER-PROOF HARDWARE

ELEVATION
1:20

PLAN
1:5
TRANSLIT POST SIGN

GRAPHIC DETAIL

Precinct Name Here

Area Name Here

VICTORIA CONVENTION CENTRE  150m
DOUGLAS STREET  400m
ST ANNE'S ACADEMY  1.2km

VISITOR INFORMATION CENTRE  50m
DAVID FOSTER HARBOUR PATHWAY  450m
SHIP POINT MARINA  500m

18MM HIGH TEXT IN BLACK ON WHITE BACKGROUND;
FONT FAMILY 'TISA PRO' IN BOLD

9MM HIGH TEXT IN WHITE ON BLACK BACKGROUND;
CLEARVIEW CONDENSED IN BOLD

9MM HIGH TEXT IN YELLOW ON BLACK BACKGROUND;
CLEARVIEW CONDENSED IN REGULAR

9MM HIGH TEXT IN WHITE ON BLACK BACKGROUND;
CLEARVIEW CONDENSED IN REGULAR

DETAILED WALKING MAP

AREA OVERVIEW MAP

FRONT ELEVATION
1:5
EXPLODED AXONOMETRIC

8 GA. WELDED ALUMINUM PANELS WITH INTERIOR POST-MOUNTING HARDWARE

8 GA. ALUMINUM FACEPLATE MOUNTED TO TRANSIT POST FIXTURE WITH COUNTERSUNK TAMPER-PROOF HARDWARE

FULL-COLOUR, HIGH-RESOLUTION PRINT TO SERIES 180 3M CONTROLTAC GRAPHIC FILM, OR SIMILAR WHITE, LUSTRE-FINISH PERMANENT ADHESIVE VINYL. MINIMUM OUTDOOR LIFE-SPAN OF COLOUR AND ADHESION: 5-YEARS.

OFFSET 5MM FROM EDGES OF FACEPLATE

GRAFFITI-RESISTANT OVERLAMINATE: 3M SCOTCHGUARD GRAPHIC AND SURFACE PROTECTION FILM 8991 OR SIMILAR

EXPLODED ASSEMBLY

Bus Schedule/Info to be coordinated with BC Transit

VICTORIA CONVENTION CENTRE
150m

DOUGLAS STREET
400m

ST ANN'S ACADEMY
1.2Km

VISITOR INFORMATION CENTRE
50m

DAVID FOSTER HARBOUR PATHWAY
450m

SHIP POINT MARINA
500m

EXPLODED AXONOMETRIC

NTS
STREET SIGN

OVERVIEW
Note: This drawing is a graphic recommendation ONLY. City of Victoria is responsible for coordinating compliance with Ministry of Transportation standards.
This section outlines proposed three year phasing for the wayfinding signage system. Determining which signs are implemented in which years is based on a combination of factors including creating critical mass of signage in specific areas, priority audiences and budget.
This section outlines proposed three year phasing for the wayfinding signage system. Determining which signs are implemented in which years is based on a combination of factors including creating critical mass of signage in specific areas, priority audiences and budget.

Implementation of the Way-finding System will occur in Phases. Phase 1 will be implemented over 3 years and will focus on the downtown core and portions of the harbour pathway. These phases should be followed to develop an informed but flexible plan. A committee or designated staff persons should be provided with resources and empowered to coordinate the yearly installations. While this document outlines recommended implementation, the final list of annual installations should be re-evaluated and informed by a combination of factors: the prioritized project listing provided here; final cost estimates for each sign as provided in a competitive tender process; and fund availability. Cost sharing with adjacent authorities as well as any new or complimentary City initiatives may evolve and factor into the implementation phasing. The conclusion of Phase 1 will include a process of review and revision of the system as implemented in order to guide future phases. Neighbourhood Planning may also provide further direction and priorities for implementation.
**Year 1: Downtown and David Foster Harbour Pathway**

Implement as many Wide and Thin Pylons as possible with infill of Fingerpost signs to spread the work over as wide an area as possible. Implement signage along David Foster Harbour Pathway as far as possible within budget.

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**Year 2: Neighbourhood Hubs**

Install Thin Pylons in at least three neighbourhood commercial centres, prioritizing those with the most largest volume of tourist traffic; potentially James Bay, Fernwood and one other, TBD. Ideally every neighbourhood would have one at its commercial centre, if additional resources become available, this should be a priority for Year 2. The fingerpost and flag signs should be used judiciously to connect these signs with downtown signage from year 1. Fingerpost and flag sign hardware may be mounted to existing poles/lamp standards with “Band-it” straps which will allow for more signs to appear without the cost of a pole and concrete base, which accounts for most of the cost of those sign types.

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**Year 3: Connections**

In this phase, the strategy is to infill pedestrian connections between hubs as much as possible with the Transit Stop ID signage, additional Transit Shelter signage; and to infill cycling connections along city bike routes with Flag Signs and directional Finger Board Signs.
## Preliminary Costing

**Preliminary Costing** DRAFT 1 – 17.03.01

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<thead>
<tr>
<th>Year One: Downtown</th>
<th>Qty</th>
<th>Projected Budget</th>
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<tbody>
<tr>
<td>Thin Pylons</td>
<td>6</td>
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<tr>
<td>Fingerposts</td>
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<tr>
<td>Fingerboard or Flag signs</td>
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<td><strong>Year 1 Budget</strong></td>
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<tr>
<th>Year Two: Neighbourhood Hubs</th>
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<tr>
<td>Fingerpost Signs</td>
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<td><strong>Year 2 Budget</strong></td>
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<th>Year Three: Connections</th>
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<th>Projected Budget</th>
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<td>Transit Shelter (LMG Group)</td>
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<td>Transit Stop</td>
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<td>Bicycle Flags</td>
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<td>Bicycle Directional</td>
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<tr>
<td><strong>Year 3 Budget</strong></td>
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* Includes sign fabrication, installation and a 25% contingency allotment.