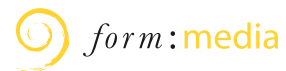


City of Duncan Wayfinding Signage Strategy

Final Design

May 2013



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1.0 Introduction

1.1 *The City of Duncan Wayfinding Goal*

The intent of the City of Duncan's wayfinding program is to provide clear, methodical sequence of directional and identification elements for visitors and residents. Through visually intuitive designs and consistent messaging the wayfinding program will ensure guidance primarily from the TransCanada Highway into the downtown and Duncan's key destinations and attractions.

Consideration will also be given to a sustainable design approach that streamlines the number and type of signs required. As the project progresses, recommendations will be developed that will permit stakeholders to easily revise/amend sign elements to reflect current wayfinding needs.

With respect to wayfinding, directional signage is the most efficient, familiar and accessible method of guiding visitors to a desired destination. A signage system of this nature will also provide the City with the most cost effective wayfinding solution. Related graphic devices such as maps, handouts, web-based resources are all elements of a successful wayfinding strategy that should be considered as needs are defined and budgets become available. Uniformity within these items with the physical wayfinding system must be consistent to ensure its success.

This document presents development designs completed to date. Specifically it addresses:

- Visual identity standard recommendations
- Signage system hierarchy recommendations and designs
- Existing directional signage – and wayfinding gaps

NOTE:

All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations shall be reviewed and adjusted as needed by the client's sign production team to meet all applicable guidelines for each location. Site verification by the client may be required (and is recommended) for final locations of signs. Form:Media will not be responsible for finalizing any locations.




2.0 Visual Identity Recommendations

The Duncan landmark should provide the foundation of the Municipality's visual identity and should be applied cohesively across all mediums, including the wayfinding signage program. This will also assist in the development of an intuitive signage system tailored specifically to the City's needs. Adherence to the *Visual Identity Guidelines Manual* will further the City's brand's potential as a unique and recognizable identity.

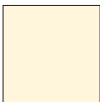


2.1 Colour Standard Recommendations

The Duncan landmark colour palette provides the foundation for the colours used in the wayfinding signage strategy. Additional secondary colours have been introduced to compliment and expand this palette.

PRIMARY COLOUR PALETTE

		
PMS 484 C CMYK 22 91 100 15 RGB 173 54 36 WEB AD3624	PMS 7473 C CMYK 85 22 50 0 RGB 0 150 143 WEB 00968F	PMS Black C CMYK 70 50 30 100 RGB 0 0 0 WEB 000000

SECONDARY COLOUR PALETTE

		
PMS 7499 C CMYK 0 2 15 0 RGB 255 251 240 WEB FF FB F0	PMS 432 C CMYK 49 35 21 70 RGB 56 64 76 WEB 38404C	PMS 286 C CMYK 100 66 0 2 RGB 0 93 170 WEB 005DAA

2.2 Typeface Standard Recommendations

At this stage it is recommended that Scala Sans is used as the primary typeface for the wayfinding signage strategy.

PRIMARY TYPEFACE

Scala Sans
 abcdefghijop 123 AQ *abcdefghijop*
 abcdefghijop 123 AQ **abcdefghijop**

2.3 Visual Vocabulary

There is presently a prevalent vernacular architectural style that can be seen throughout the City of Duncan. This includes, but is not limited to, wood post construction with chamfer edge details, use of natural material finishes, and canted roof lines. Additionally, downtown Duncan has an existing infrastructure of elements finished in black metal.

Examples of these details are shown below.



- Natural wood and stone
- Black metal details
- Canted roof line
- Chamfer edge detail

- Natural wood and stone
- Black metal details
- Canted roof line

- Black metal finish



- Natural wood finish
- Post construction with chamfer edge detail

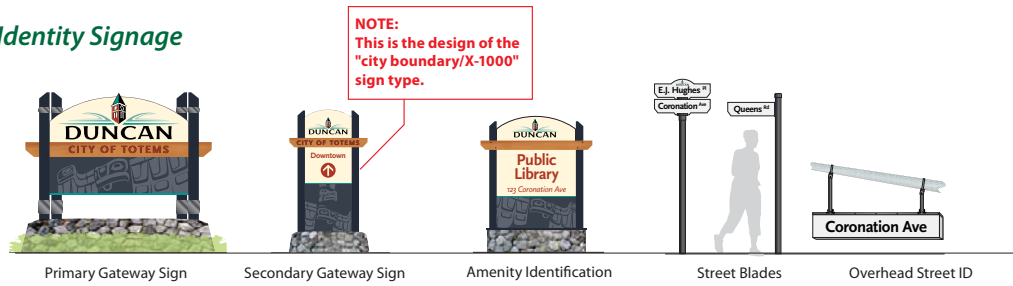
- Post construction with chamfer edge detail

- Black metal finish

To further the development of a comprehensive, visually consistent sign program, and ensure that the Town's investment in new signage is realized, it is recommended that these commonalities are carried through the proposed signage program.

3.0 Signage Hierarchy

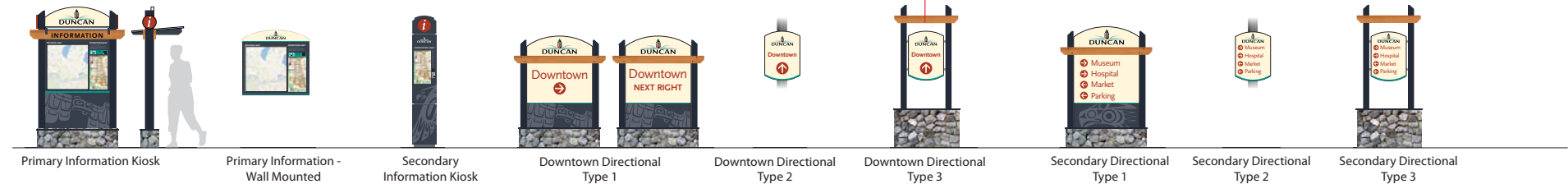
Identity Signage



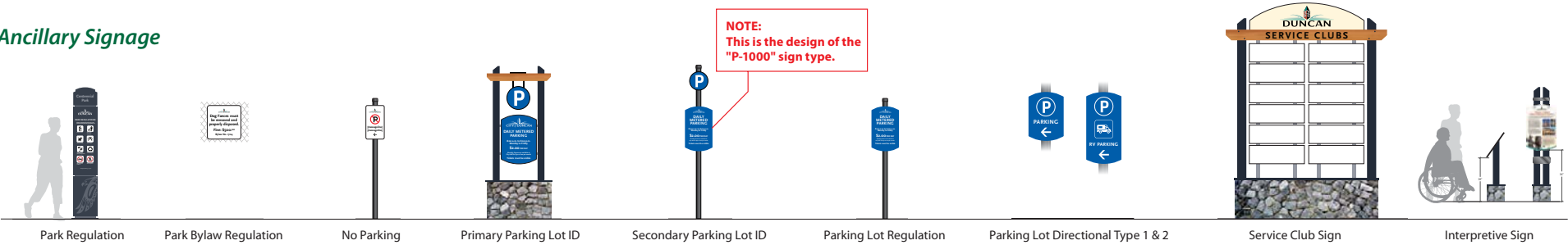
NOTE:
This is the design of the "city boundary/X-1000" sign type.

NOTE:
This is the design of the "X-1000" sign type.

Wayfinding Signage



Ancillary Signage



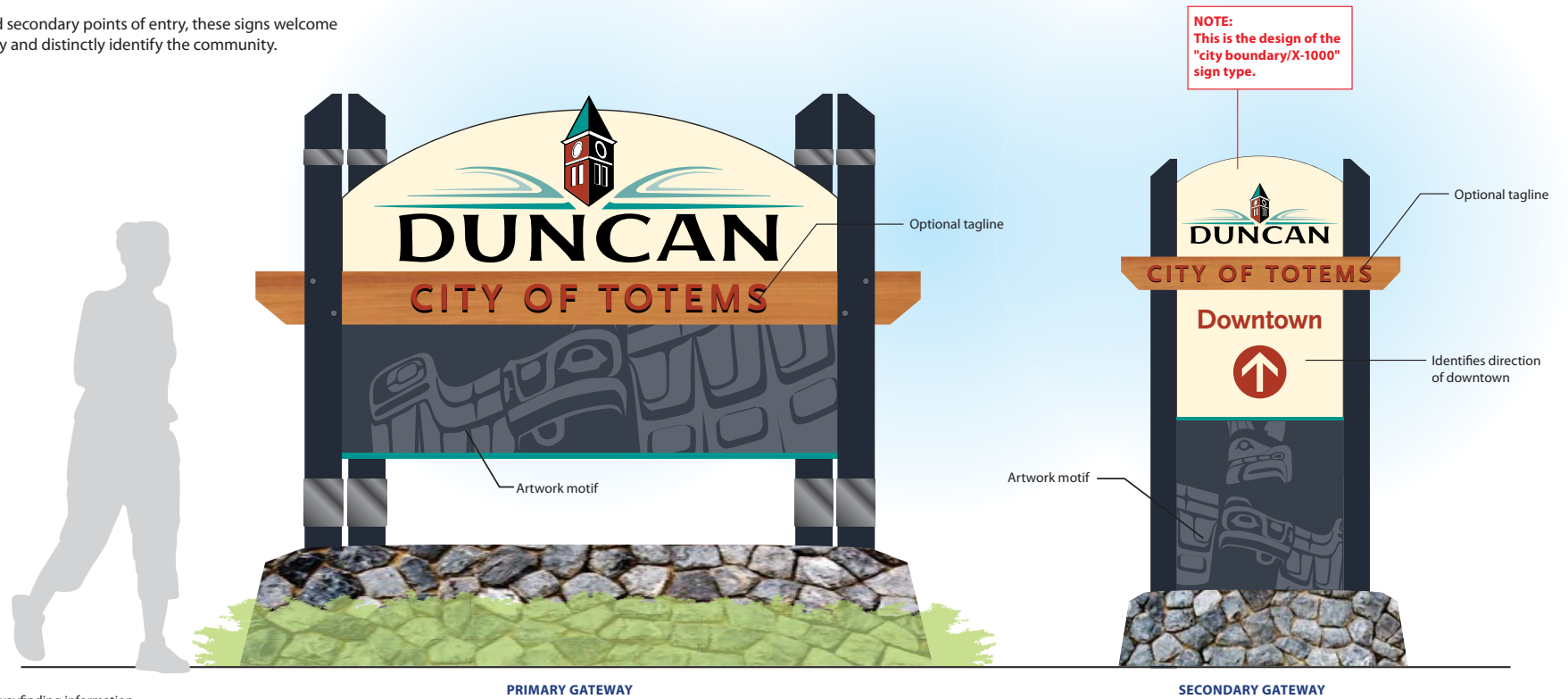
NOTE:
This is the design of the "P-1000" sign type.

3.1 Identity Signage

The implementation of these Identity signs would further the goals of the City's visual identity and foster a heightened level of corporate professionalism.

MUNICIPAL GATEWAY SIGN

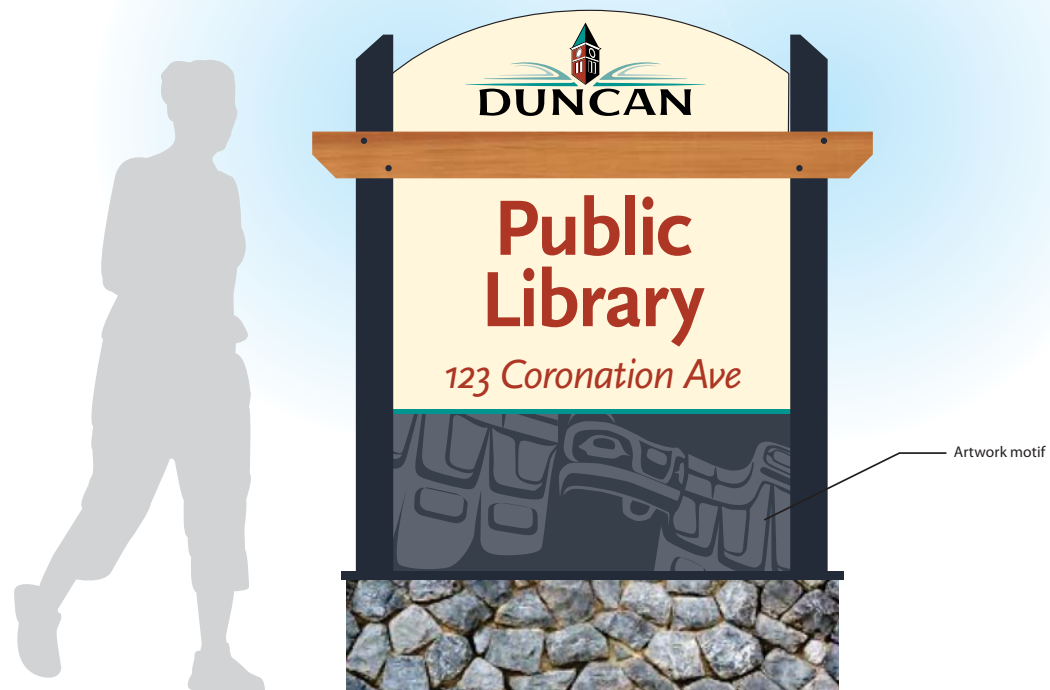
Positioned at primary and secondary points of entry, these signs welcome visitors to the Municipality and distinctly identify the community.



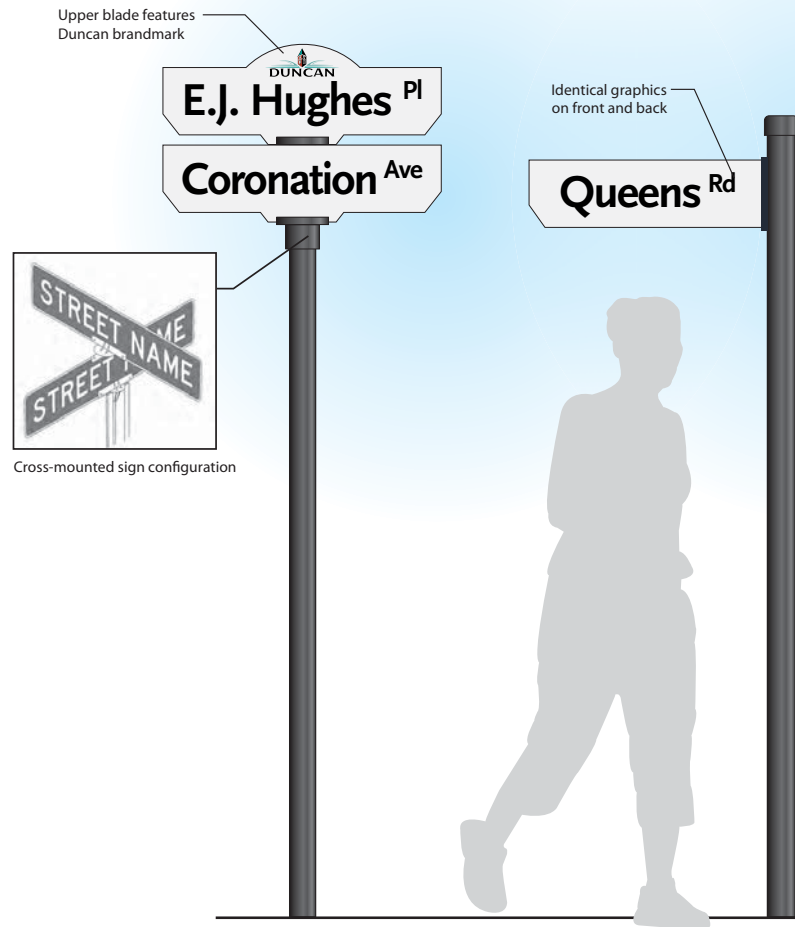
Note: All sign messaging and wayfinding information is for placeholder purposes only.

MUNICIPAL AMENITY IDENTIFICATION

Tying in with wayfinding signage system to ensure user recognition, these sign units will identify municipal buildings, as well as amenities (e.g. parks).



Note: All sign messaging and wayfinding information is for placeholder purposes only.



STREET BLADES

Street identification signs address municipal wayfinding needs and can also reinforce a visual identity. At an initial implementation phase it is recommended that these units be installed only within the Duncan downtown core to provide a sense of arrival.

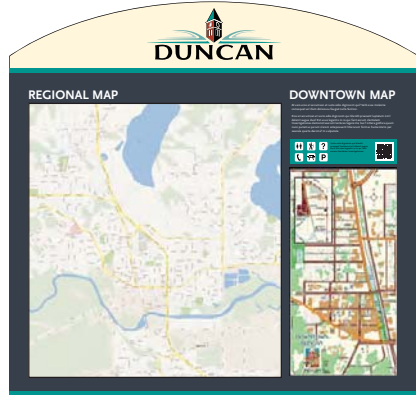


Note: All sign messaging and wayfinding information is for placeholder purposes only.

3.2 Wayfinding Signage

PRIMARY INFORMATION KIOSK

It is proposed that *Primary Information Kiosks* will be located at natural stopping points at the primary entry point into the City from the TransCanada Highway. These units provide orientation maps and directional information as well as details about local amenities for the immediate area or community.



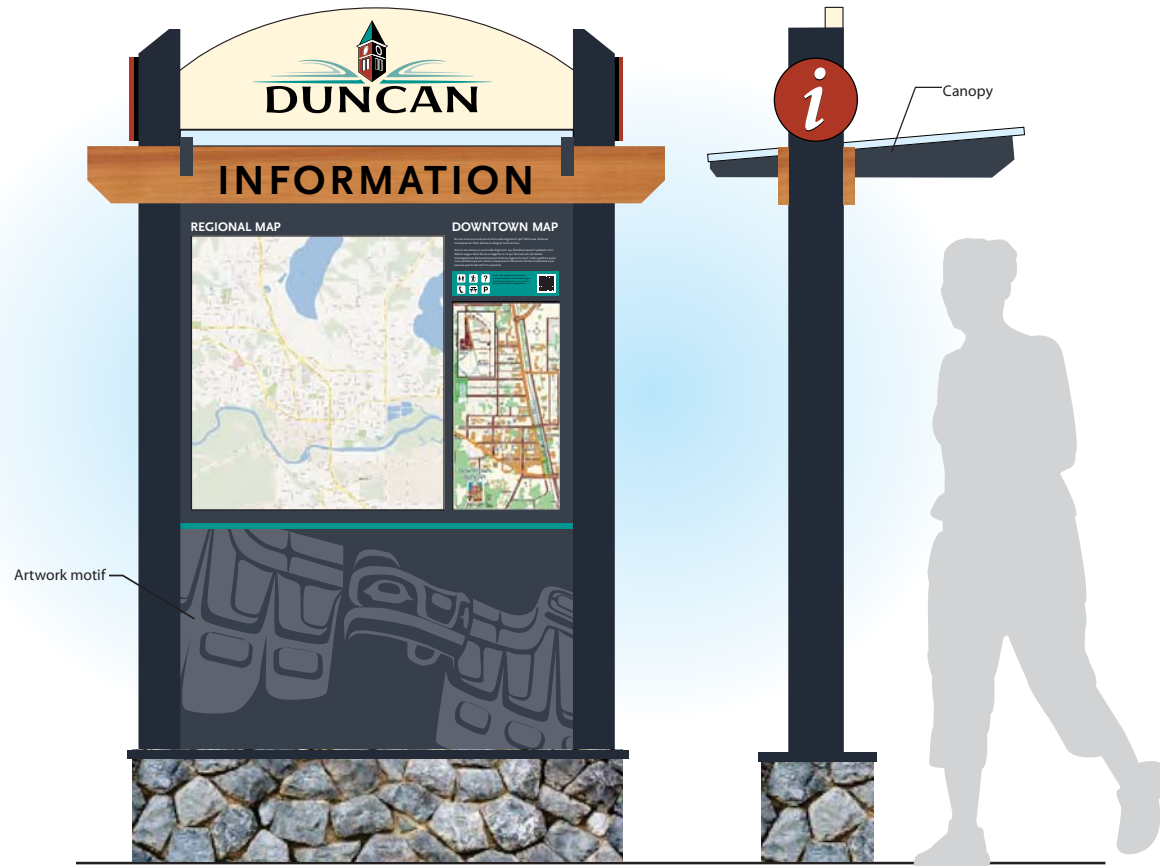
Note: Fabrication method can be prescribed to allow for changeable information graphics if required.

TYPE 1 - WALL-MOUNTED

Note: All sign messaging and wayfinding information is for placeholder purposes only.

FRONT VIEW

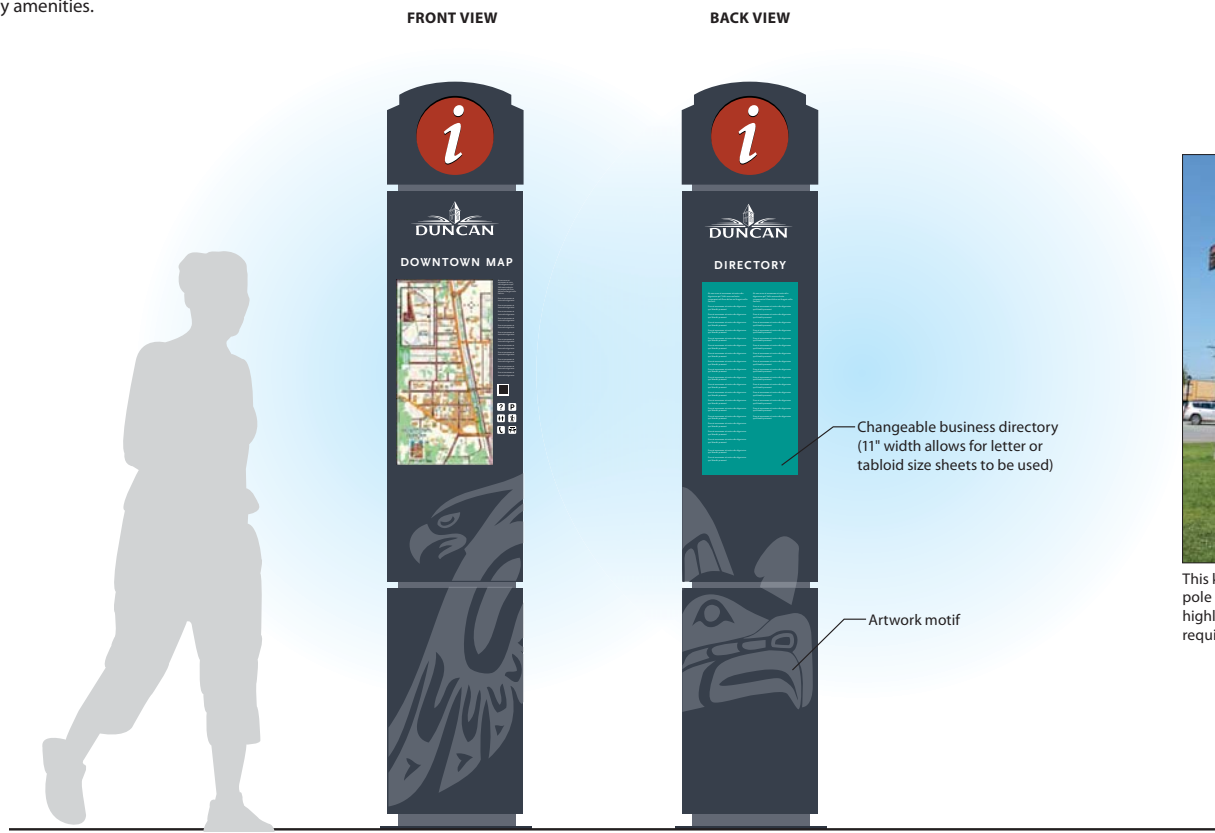
SIDE VIEW



TYPE 2 - KIOSK

SECONDARY INFORMATION KIOSKS

These units will provide orientation maps and related information in areas where larger kiosks are impractical and/or within pedestrian areas. Content will pertain to downtown attractions and nearby amenities.



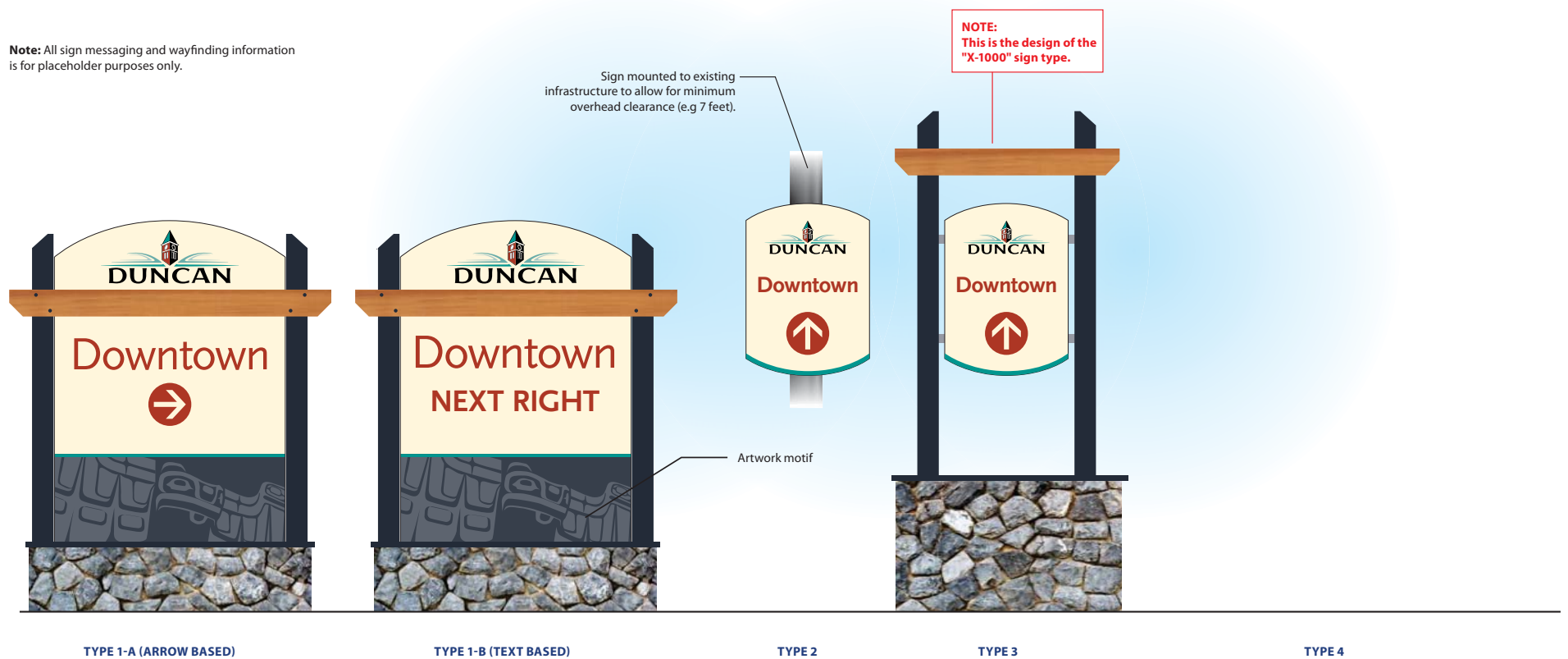
This kiosk design is inspired by local totem pole structures. The tall, vertical forms are highly visible and have minimal spatial requirements.

Note: All sign messaging and wayfinding information is for placeholder purposes only.

DOWNTOWN DIRECTIONAL

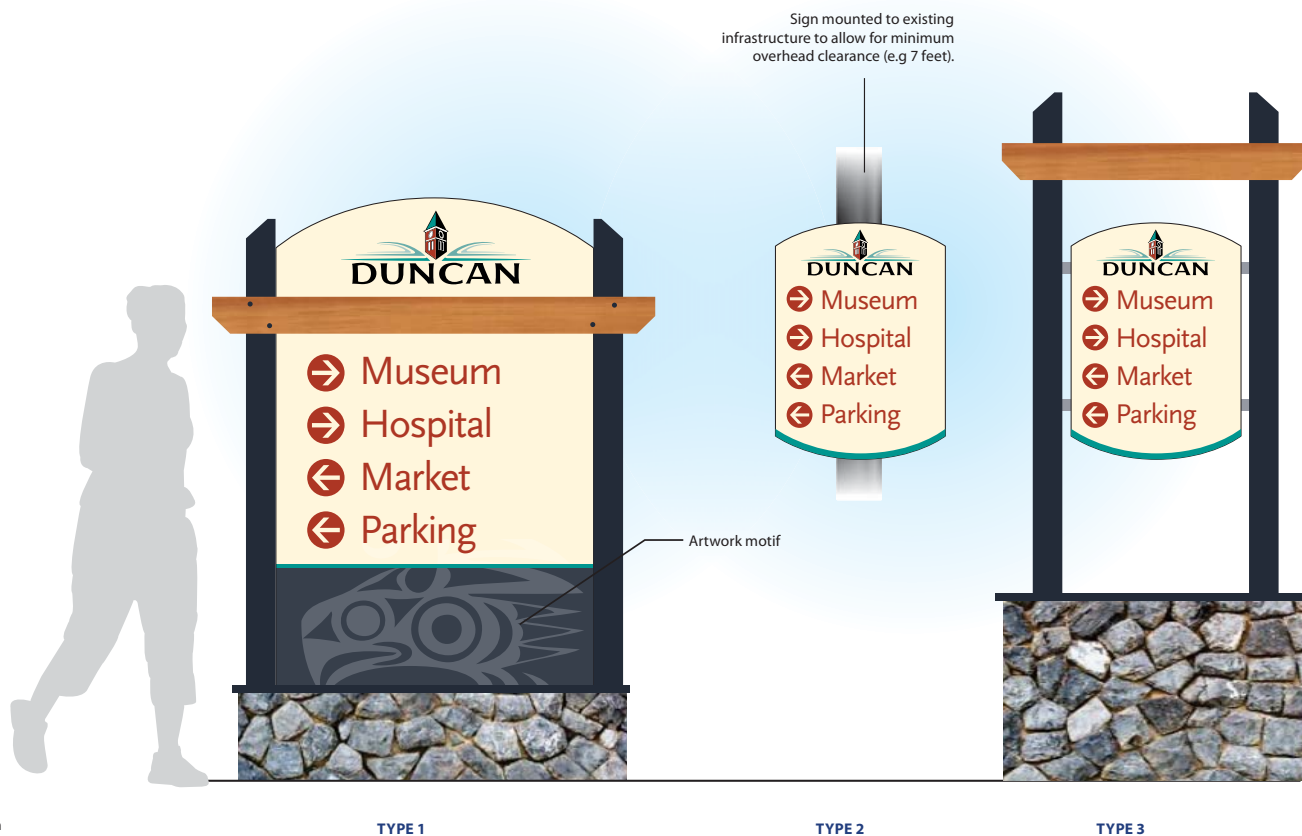
Where there is a gap in the existing provincial signage, the *Downtown Directional* signage will provide directional information to downtown Duncan. The prime goal of these items is to direct vehicular travellers from the TransCanada Highway to the downtown via a logical and efficient route.

Note: All sign messaging and wayfinding information is for placeholder purposes only.



SECONDARY DIRECTIONAL

These sign elements can serve to provide vehicular level directions and/or pedestrian level directional signs. From the latter perspective these signs would direct users to specific destinations within the downtown core area.



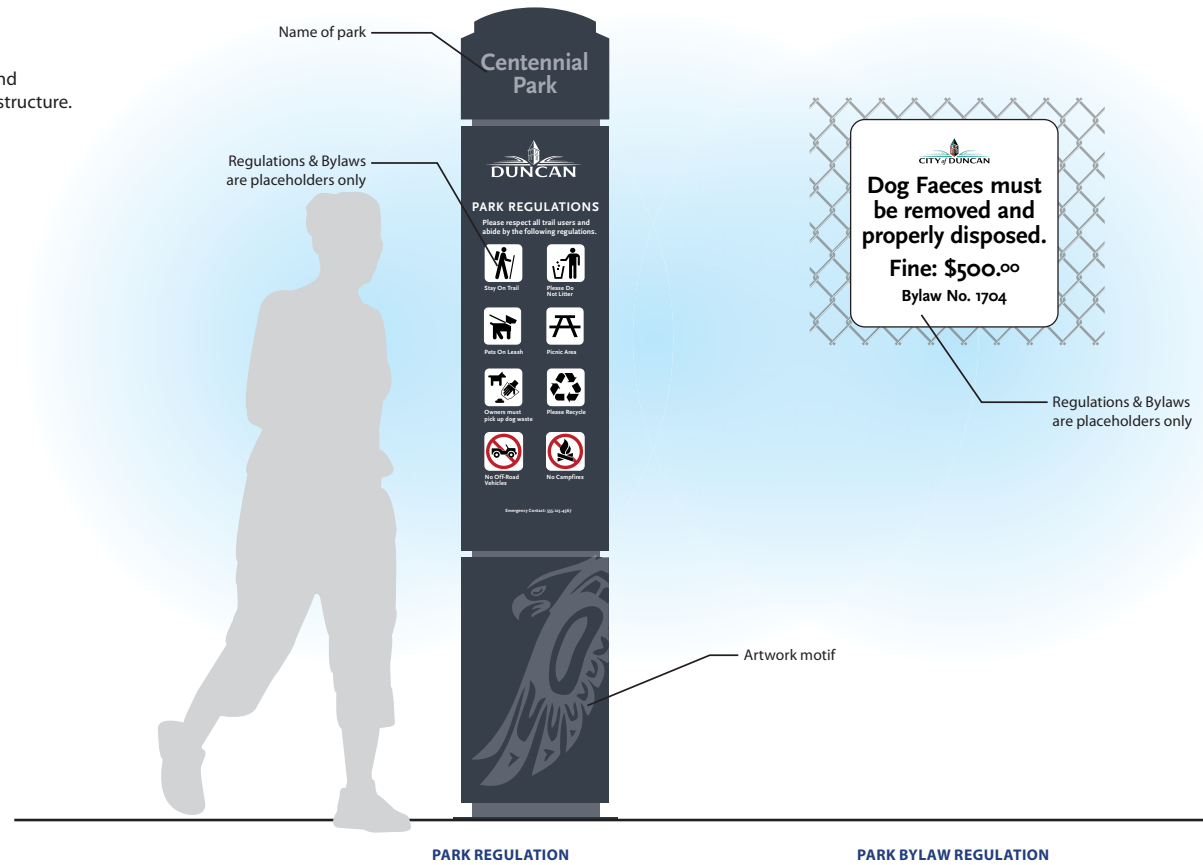
Note: All sign messaging and wayfinding information is for placeholder purposes only.

3.3 Ancillary Signage

The following sign types will provide a comprehensive system for the City. Often overlooked, these signs fulfil specialized signage requirements not addressed by the wayfinding and identity sign types.

REGULATORY SIGNS

Regulatory sign units should be developed with the overarching brand aesthetic. This is important to identify them as part of the City's infrastructure.



Note: All sign messaging and wayfinding information is for placeholder purposes only.

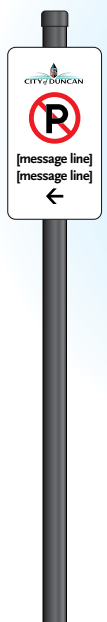
PARKING SIGNAGE

These sign types are designed to identify specific parking areas within the downtown core. Directional and regulatory sign elements may also be implemented as needed.

Note: All sign messaging and wayfinding information is for placeholder purposes only.

NOTE:
This is the design of the "P-1000" sign type.

Sign mounted to existing infrastructure to allow for minimum overhead clearance (e.g 7 feet).



NO PARKING



PRIMARY PARKING LOT ID



SECONDARY PARKING LOT ID



PARKING LOT REGULATION



PARKING LOT DIRECTIONAL TYPE 1



Indicates that RV parking is available

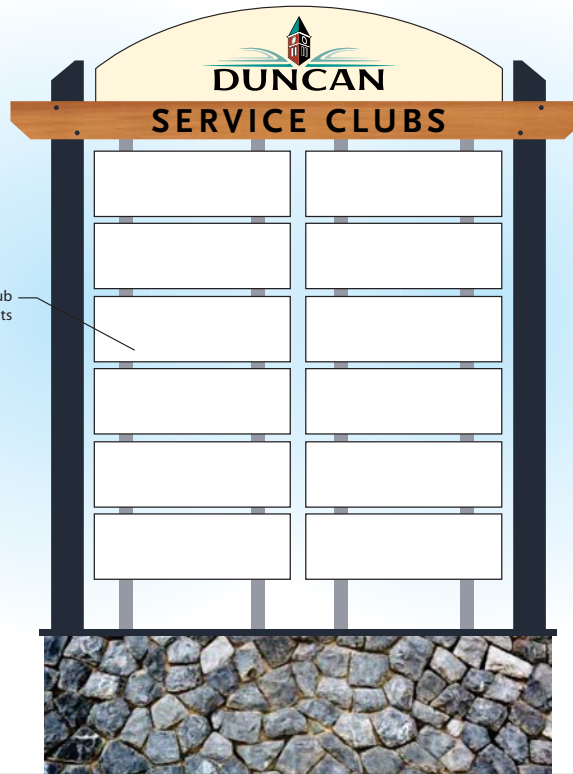
PARKING LOT DIRECTIONAL TYPE 2

SERVICE CLUB SIGN

Although these units are independent from the City, a clean corporate design for these elements is recommended. Annual maintenance is often deferred resulting in signs that can look deteriorated. As these signs are typically installed at the approach to a community they do have the potential of furthering an initial, strong positive image for the Municipality.



Existing Service Club sign



Standardized service club plaque size - modular units

Note: All sign messaging and wayfinding information is for placeholder purposes only.

INTERPRETIVE SIGNAGE

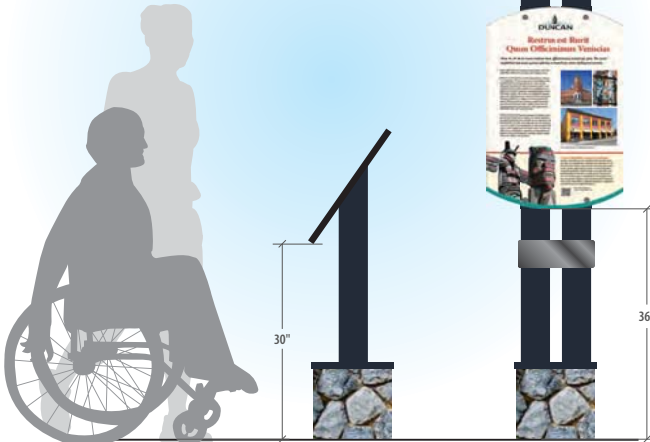
To meet the project’s stated requirements, these guidelines address the design of interpretive panels that can be developed for a range of purposes.

Because sign elements commemorating historical and heritage sites are designed to tell unique and engaging stories specific to Duncan, they shall be considered a type of interpretive signage.

Sample Interpretive Display

Panels shall be mounted to existing wall surfaces or freestanding structure at 90 degree angle. Alternatively, panels can be mounted at a 30°-45° angle on shorter pedestals. Mounting structures shown here are conceptual only but can be detailed upon approval.

An unobstructed viewing distance of 3 feet is recommended.



Sample Graphic

General Design Requirements

To ensure graphic quality and visual consistency across all interpretive panels within Duncan, the following guidelines shall be adhered to:

- Typographic standards, shown on following page.
- All graphic prints must be at a resolution of 300 dpi, relative to final printed display size. Lambda print process is recommended for sharpest text appearance.
- Main story word count shall not exceed 200 words.
- All typefaces shall be legally licensed, and adhere to respective usage guidelines.
- QR (Quick Response) codes shall be used when applicable, to allow smartphone access to online content. QR codes could also link to online audio transcripts for individuals with visual impairments.
- The shape of the panel shall be consistent, regardless of size.
- Colours must conform to the colour palette shown in the *Visual Identity Standards*.
- If a word gets hyphenated at the end of a paragraph line, it is best to shift that word to the next line.
- Use high contrast colours for text and background (i.e. black text on pale yellow) to ensure a contrast ratio of 75% or above. If using coloured text, restrict it to things like titles and subheads.
- Placing text over an image is not recommended, but if text is placed over an image, the image shall be 20% opacity or less and be monochromatic.
- Panels shall be mounted at 90 degree angle to floor or ground surface.
- In determining proper sign placement, consider user safety, viewing height and try to minimize glare and shadows. All display locations shall offer an unobstructed viewing distance of 3 feet.

Typographic Hierarchy for Interpretive Graphics

Opposite is the proposed typographic hierarchy for Duncan interpretive panels. In accordance with the *Duncan Visual Identity Standards*, the two typefaces used are Scala Sans and Minion Pro.

Minimum text sizes and leading amounts are noted for each division of the hierarchy. These sizing and spacing guidelines ensure comfortable legibility at a viewing distance of 3 feet or less. In consideration of individuals with visual impairments, a minimum text size of 18pt should be maintained, regardless of sign size.

This hierarchy also helps to establish typographic consistency and reinforces the order in which viewers navigate content.

Suggested text lengths are shown on the preceding page.

Mirum est Notare

Main Title:
Minion Pro Bold 96pt • leading 96pt

Lorem ipsum dolor sit amet consectetur.

Précis:
Scala Sans Bold Italic 40pt • leading 48pt

Lorem ipsum dolor sit amet consectetur.

Body Text:
Scala Sans Bold 24pt • leading 28pt

Lorem Ipsum Dolor Ait Amet




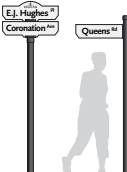
















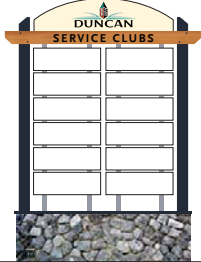
Subhead:
Minion Pro Bold 32pt • leading 38pt

Exerci tation ullamcorper suscipit lobortis nisl, ut aliquip ex ea.

Caption:
Scala Sans Bold 18pt • leading 21pt

4.0 Preliminary Costing

A Class C cost estimate has been developed below. **Please note that taxes, installation and below-grade footing costs have not been included in price estimates.**

								
Primary Gateway Sign \$ 4,200.00	Secondary Gateway Sign \$ 2,400.00	Amenity Identification \$ 2,500.00	Street Blades \$ 800.00 (includes 2 blades, 1 post)	Overhead Street ID \$ 600.00				
								
Primary Information Kiosk \$ 3,200.00	Primary Information - Wall Mounted \$ 1,700.00	Secondary Information Kiosk \$ 2,000.00	Downtown Directional Type 1 \$ 2,500.00	Downtown Directional Type 2 \$ 250.00 (existing post not included)	Downtown Directional Type 3 \$ 2,200.00	Secondary Directional Type 1 \$ 2,200.00	Secondary Directional Type 2 \$ 850.00 (existing post not included)	Secondary Directional Type 3 \$ 2,200.00
								
Park Regulation \$ 2,000.00	No Parking \$ 600.00 (includes post)	Primary Parking Lot ID \$ 2,400.00	Secondary Parking Lot ID \$ 800.00 (includes post)	Parking Lot Regulation \$ 700.00 (includes post)	Parking Lot Directional Type 1 & 2 \$ 200.00 (existing post not included)	Service Club Sign \$ 2,800.00 (service club attachments by others)		

5.0 Signage Audit

From January 25 – 26, 2012 Form:Media staff conducted a comprehensive audit of the City of Duncan. The audit examined existing municipal-based identity and directional signage, and vehicular circulation patterns. This activity provided insight into primary City destinations and how visitors and residents are arriving at their respective destinations. In tandem with this information existing signage levels were examined to determine if they are adequate to their design and purpose.

These details have been combined in this Section to form the following gap analysis. This review provides valuable insight into what and where new wayfinding and identity elements are required to complete an effective signage program.

The overall intent of the City of Duncan wayfinding strategy is to limit the number of signs throughout the project area while providing a clear, methodical sequence of directional elements to all destinations. A wayfinding system of this nature can provide an efficient, cost effective solution. Related graphic devices such as maps, handouts, the associated websites, as well as the potential development of smartphone applications, are all elements of a successful wayfinding strategy. Uniformity within these elements is critical to the success of the system, e.g. printed maps must be consistent with installed panel maps and graphics.

Representing secondary routes into Duncan – Government Road, Trunk Road (east of the TransCanada) and Beverly Street, are used by locals and residents who are familiar with the area. Their inherent understanding of the region and the City makes for largely intuitive navigation to desired destinations. The primary wayfinding challenge for the City of Duncan is providing visitors with an understanding of the downtown core's proximity with the TransCanada Highway; a short drive of under 5 minutes. A parallel issue is the provision of reasons to leave the TransCanada, i.e. associated opportunities, and attractions.

From a wayfinding perspective it will be important to delineate single, defined routes from the southern and northern approaches to the City. To ensure success it will be critical to help visitors to successfully navigate from the TransCanada corridor into the City and provide a clear indication of destinations. A consistent reinforcement of the wayfinding system along the prescribed routes and destination locations will ensure the visitor understands and remembers where they are. The consistent reinforcement of attractions and their correlation with one another will also be critical aspects of this wayfinding plan. This approach will foster a full comprehension of Duncan's amenities and their locations, thus encouraging people to stay longer in the City's downtown.

Section 3 proposes a clear, logical signage hierarchy to guide visitors and provide Municipal identification. The proposed City of Duncan brand identity and associated design elements (e.g., colour, materials, signage placement, etc.), will provide an important role in the development of the City's wayfinding and identity system. This phase of the wayfinding initiative is primarily directed towards establishing an approved signage hierarchy and isolating a preliminary approach to directing visitors into Duncan's downtown.



Note: In some circumstances two different signs may be recommended for the same post.

GENERAL RECOMMENDATIONS

Following are Recommendations that pertain to existing directional signage elements found within the project area.



GATEWAY SIGNS

The existing high-quality gateway elements on the TransCanada Highway reinforce the 'City of Totems' theme. It is recommended that these sign elements remain in place for their intended lifespan.



DOWNTOWN DUNCAN DIRECTIONAL

Well located. Graphic is consistent with other Duncan Business Improvement Area Society applications, but is hard to read at a vehicular level.



OLD TOWN DUNCAN DIRECTIONAL

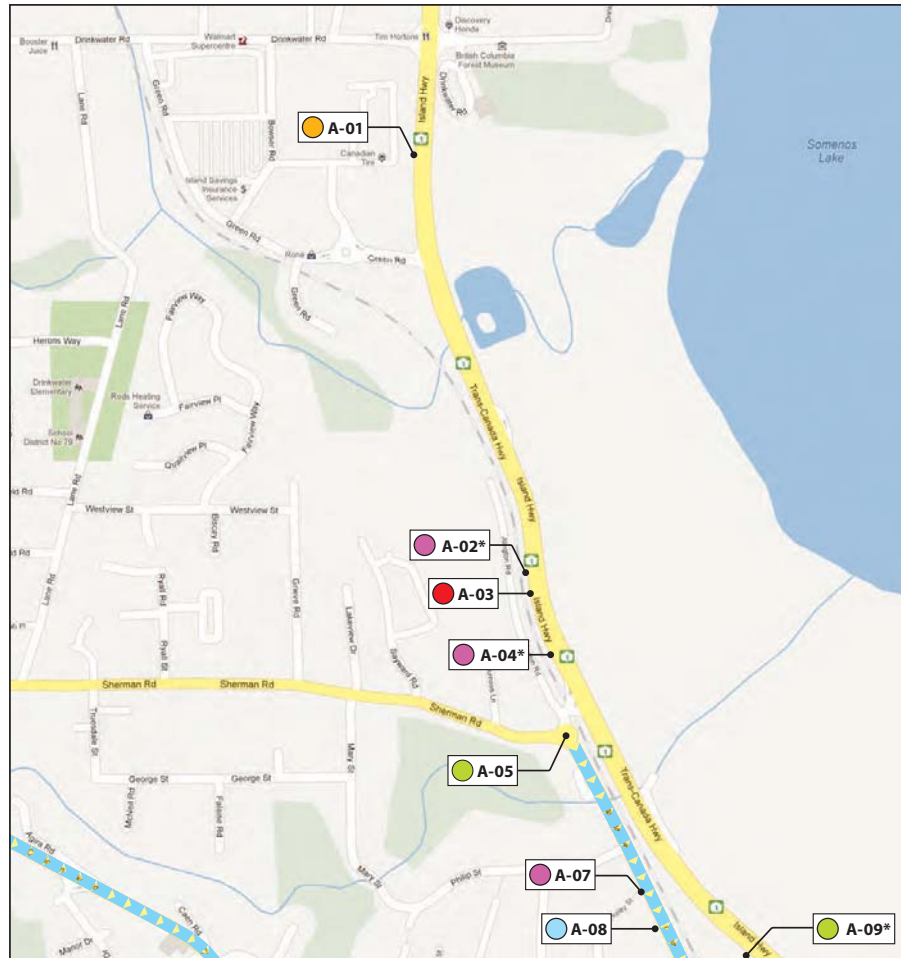
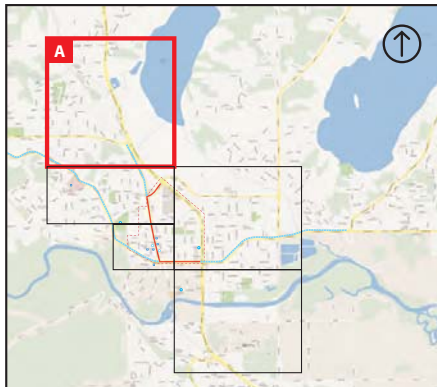
Generally well located. Sign is too small for vehicular traffic. Colour does not stand out and installations are inconsistent.



VISITOR CENTRE

It is assumed that these elements are administered by the Province and are outside the project scope. However, the V.I.C. will be an important venue to assist in getting visitors downtown. Coordinating this destination with the wayfinding system will be important.

Map A



Above: North of Drinkwater Rd.

Wayfinding Recommendations

- New Sign Element
- Remove Existing Sign
- Retain Existing Sign
- Replace Existing Sign
- Replace at end of lifespan
- * Requires MTI approval

Map Legend

- Primary Decision Point
- Site of Interest
- Primary Vehicular Route
- Secondary Vehicular Route
- - - Downtown Study Area

Map A: Existing / Proposed Signage Locations and Recommendations



A-01 V.I.C. Directional Sign
 1. Retain existing sign.



A-02 M.T.I Directional Sign
 1. Currently directs travellers to the Sherman Rd./Canada Ave roundabout.
 2. Recommend that MTI removes this sign.



A-03 Gateway Sign
 1. Well located and designed gateway marker.
 2. As noted, this element shall remain until it requires replacement.
 3. Existing dark green sign background shall be re-painted to match Pantone 484 C.



A-04 M.T.I Directional Sign
 1. Recommend that MTI removes this sign.



A-05 Proposed Sign Location
 1. Install Downtown Directional Type 2 sign.



A-06 M.T.I Directional Sign
 1. Outside the project area.
 2. Optional long range Downtown Directional sign possibility.



A-07 Existing Directional
 1. Remove existing sign.



A-08 Existing City ID
 1. Identifies Duncan city limits.
 2. Replace with Secondary Gateway Sign.

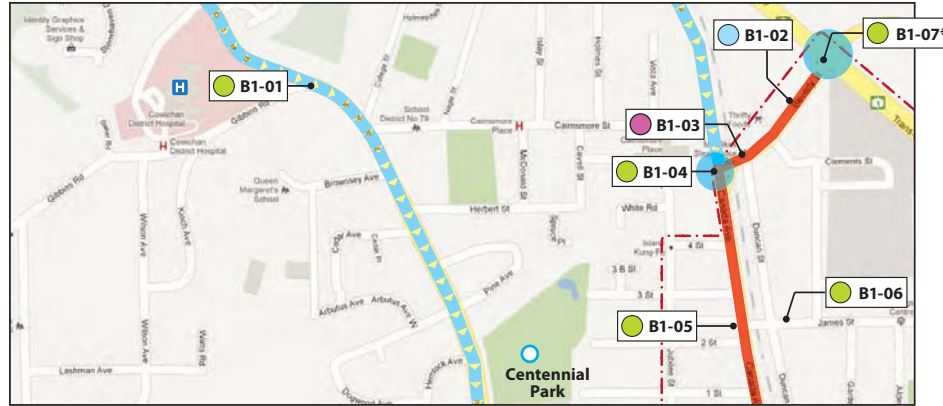
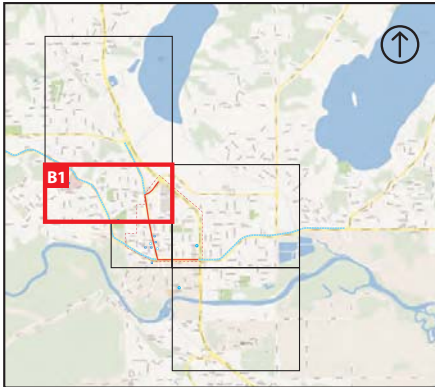


A-09 Proposed Sign Location
 1. Recommend that MTI installs a sign to direct travellers to Beverly St. exit.
 2. Sign messaging shall serve the purpose of A-02 and A-04.

Destinations

- ↑ Victoria
- Downtown Duncan

Map B1



Wayfinding Recommendations

- New Sign Element
- Retain Existing Sign
- Remove Existing Sign
- Replace Existing Sign
- * Requires MTI approval
- Replace at end of lifespan

Map Legend

- Primary Decision Point
- Site of Interest
- Primary Vehicular Route
- - - Secondary Vehicular Route
- - - Downtown Study Area

Map B1: Existing / Proposed Signage Locations and Recommendations



B1-01 Proposed Sign Location

1. Install Secondary Gateway Sign.



B1-02 Existing Directional

1. Replace with Downtown Directional T-2 sign with left-pointing directional arrow.



B1-03 Existing Directional

1. Remove the "Downtown Duncan" sign.



B1-04 Proposed Sign Location

1. Good location for Secondary Directional T-1.

Destinations

- ← Downtown
- ← Museum
- ← City Hall
- ← Shops



B1-05 Proposed Sign Location

1. Possible location for Downtown Directional T-2 sign and Parking Lot Directional T-1.
2. Install both signs on same pole if possible.



B1-06 Proposed Sign Location

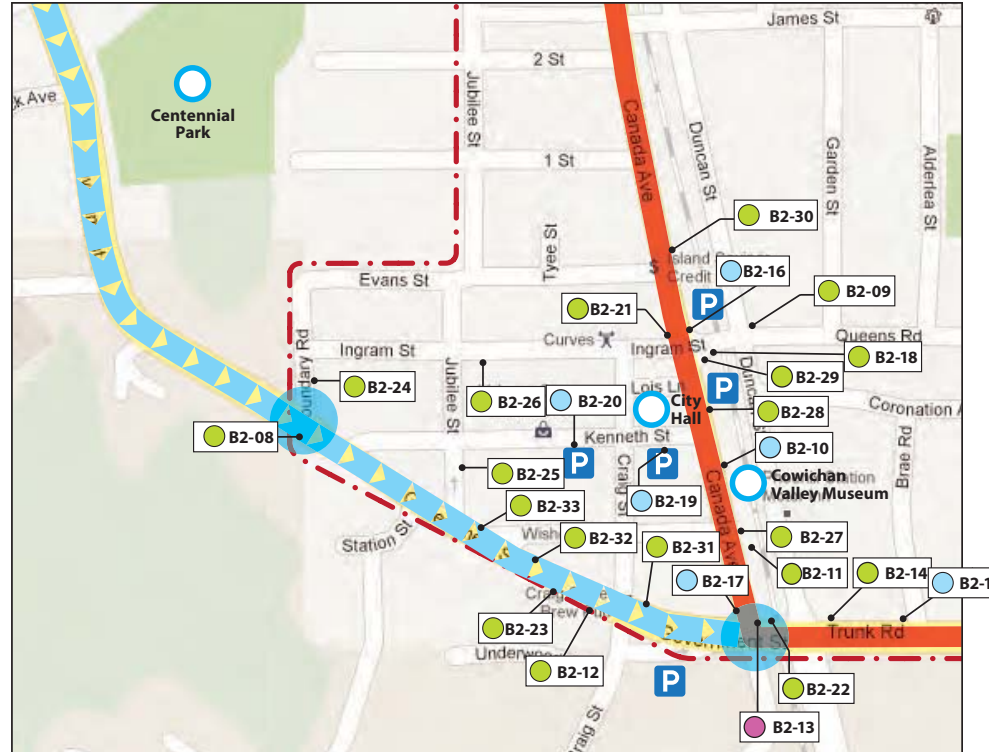
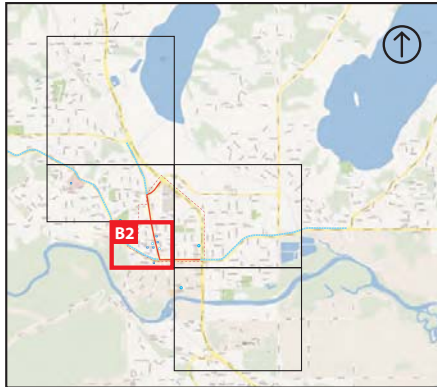
1. Possible location for Downtown Directional T-2 sign.



B1-07 Proposed Sign Location

1. Possible location for MTI overhead sign indicating direction of downtown (right-arrow).

Map B2



Wayfinding Recommendations

- New Sign Element
- Retain Existing Sign
- Remove Existing Sign
- Replace Existing Sign
- * Requires MTI approval
- Replace at end of lifespan

Map Legend

- Primary Decision Point
- Primary Vehicular Route
- Site of Interest
- ▶ Secondary Vehicular Route
- - - Downtown Study Area

Map B2: Existing / Proposed Signage Locations and Recommendations



B2-08 Proposed Sign Location
1. Possible location for Downtown Directional T-2 sign and Parking Lot Direction T-1 sign with left-pointing arrow.



B2-09 Proposed Sign Location
1. Good location for Parking Lot Directional T-1.



B2-10 Existing Sign Location
1. Replace existing map graphic with wall-mounted information graphic.



B2-11 Proposed Sign Location
1. Good location for Information Kiosk – Primary or Secondary to be determined.



B2-12 Proposed Sign Location
1. Location for Secondary Directional T-2 sign.
Destinations
← City Hall
← Museum
← Shops
↑ Parking



B2-13 Downtown Directional
1. Consider removing Museum sign (see B2-21).



B2-14 Proposed Sign Location
1. Install Downtown Directional T-2 sign.



B2-15 Existing Sign Location
1. Replace with Secondary Directional T-2 sign.
Destinations
← City Hall
← Museum
← Shops
↑ Hospital



B2-16 Existing Parking Sign
1. Replace with Secondary Parking Lot ID sign for metered parking.



B2-17 Existing Parking Sign
1. Consider replacing with Parking Lot Directional T-2 sign with RV icon and left-pointing arrow.



B2-18 Proposed Sign Location
1. Install double-sided Primary Parking Lot ID sign.
2. Sign face shall be parallel to train tracks.



B2-19 Proposed Sign Location
1. Replace existing signage with Secondary Parking Lot ID signage (quantity = 2).



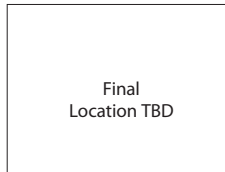
B2-20 Proposed Sign Location
1. Replace existing signage with Secondary Parking Lot ID signage (quantity = 2).



B2-21 Proposed Sign Location
1. Consider mounting Parking Lot Directional T-1 sign to existing light standard.



B2-22 Proposed Sign Location
1. Install Secondary Directional T-2 sign on existing light standard.
Destinations
→ City Hall
→ Museum
→ Shops
↑ Hospital



B2-23 Proposed Sign Location
1. Install Parking Lot Directional T-1 sign near 'Stot Lot'.



B2-24 Proposed Sign Location
1. Install Parking Lot Directional T-1 with right-pointing arrow.



B2-25 Proposed Sign Location
1. Install Parking Lot Directional T-1 with right-pointing arrow.



B2-26 Proposed Sign Location
1. Install Parking Lot Directional T-1 with up-pointing arrow.



B2-27 Proposed Sign Location
1. Install Parking Lot Directional T-1 with up-pointing arrow, on same post as existing crosswalk sign (if possible).



B2-28 Proposed Sign Location
1. Install Parking Lot Directional T-1 with right-pointing arrow.



B2-29 Proposed Sign Location
1. Install Parking Lot Directional T-1 with right-pointing arrow.



B2-30 Proposed Sign Location
1. Install double-sided Primary Parking Lot ID sign at entrance to parking lot.



B2-31 Proposed Sign Location
1. Install Downtown Directional T-2 with right arrow and Parking Lot Directional T-1 with right arrow.
2. Install both signs on same post if possible.

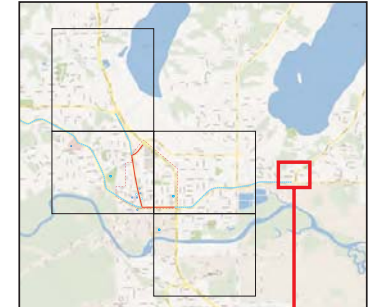
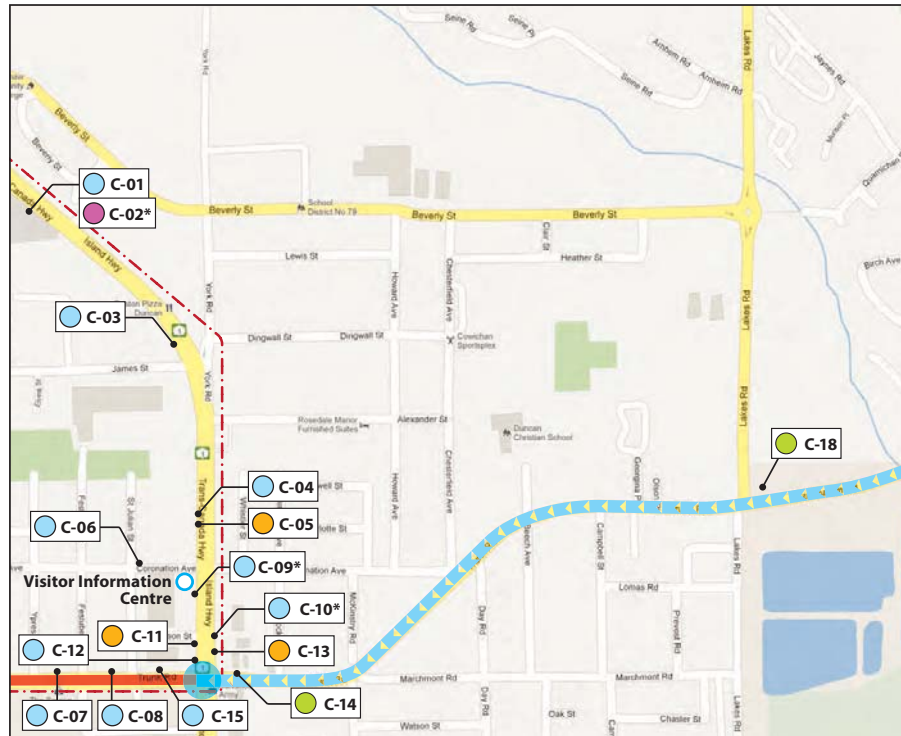
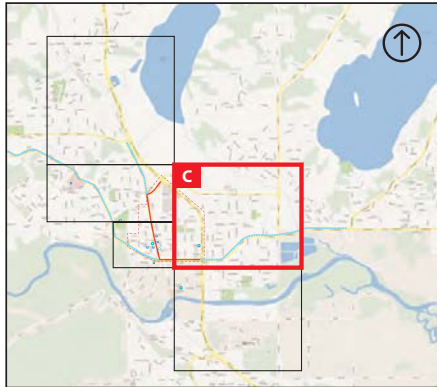


B2-32 Proposed Sign Location
1. Install Downtown Directional T-2 with right arrow and Parking Lot Directional T-1 with right arrow.
2. Install both signs on same post if possible.



B2-33 Proposed Sign Location
1. Install Downtown Directional T-2 with right arrow and Parking Lot Directional T-1 with right arrow.
2. Install both signs on same post if possible.

Map C



Wayfinding Recommendations

- New Sign Element
- Retain Existing Sign
- Remove Existing Sign
- Replace Existing Sign
- * Requires MTI approval
- Replace at end of lifespan

Map Legend

- Primary Decision Point
- Primary Vehicular Route
- Site of Interest
- Secondary Vehicular Route
- - - Downtown Study Area

Map C: Existing / Proposed Signage Locations and Recommendations



C-01 Service Club Identifier
 1. Consider replacing with new design for Service Club Sign.



C-02 M.T.I Directional Sign
 1. Directs travellers to the James St., Coronation Ave, and Trunk Rd.
 2. Recommend that MTI removes this sign.



C-03 Existing Directional
 1. Sign will be redundant if only the proposed primary northern (Beverly St.) entry point into the City is maintained.
 2. Consider replacing with Downtown Directional T-2 sign.



C-04 Existing Directional
 1. Sign will be redundant if only the proposed primary northern (Beverly St.) entry point into the City is maintained.
 2. Consider replacing with Downtown Directional T-2 sign.



C-05 V.I.C. Directional Sign
 1. Retain existing sign.



C-06 Existing Directional
 1. Consider replacing with Downtown Directional T-2 sign.



C-07 Existing Directional
 1. Replace with Downtown Directional T-2 sign.



C-08 Existing Directional
 1. Replace with Downtown Directional T-2 sign.



C-09 M.T.I Directional Sign
 1. Good location to direct travellers to proposed primary southern route to downtown.
 2. Recommend that MTI changes 'City Centre' to 'Downtown'.



C-10 Existing Directional
 1. Sign will be redundant if only the proposed primary northern (Beverly St.) entry point into the City is maintained.
 2. Consider replacing with Downtown Directional T-2 sign.



C-11 Existing Directional
 1. Retain existing sign.



C-12 Existing Directional
 1. Directs travellers to proposed primary southern route to downtown.
 2. Consider replacing with Downtown Directional T-2 sign.



C-13 V.I.C. Directional Sign
 1. Retain existing sign.



C-14 Proposed Sign Location
 1. Secondary downtown route. Long range Secondary Directional T-2 sign to be considered.
Destinations
 ↑ City Hall
 ↑ Museum
 ↑ Shops
 ↑ Hospital



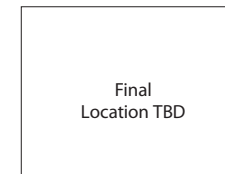
C-15 Existing Directional
 1. Replace with Downtown Directional T-2 sign.



C-16 Proposed Sign Location
 1. Secondary downtown route. Downtown Directional signs required at roundabout.
 2. Outside of City boundary. Long range Downtown Directional T-2 signs to be considered.

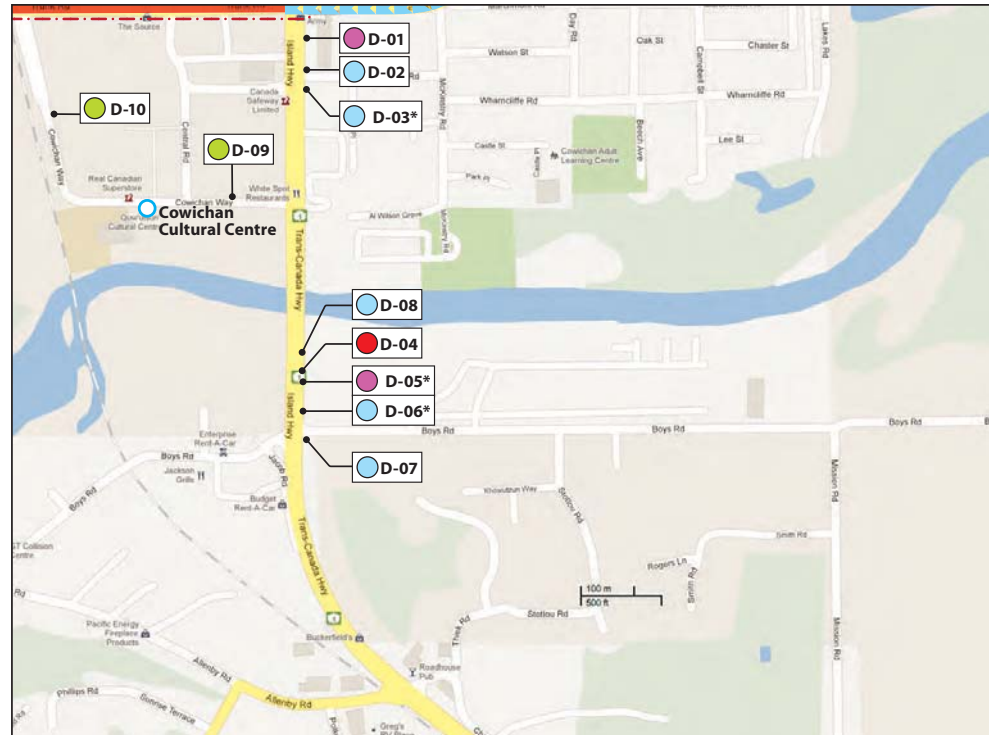
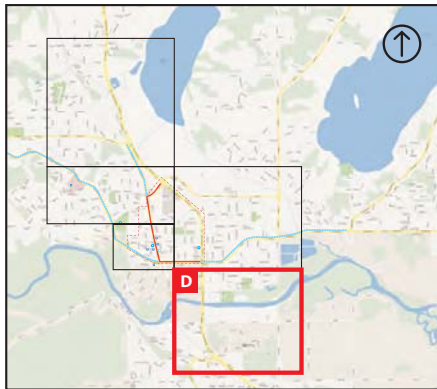


C-17 Proposed Sign Location
 1. Secondary downtown route. Downtown Directional signs required at roundabout.
 2. Outside of City boundary. Long range Downtown Directional T-2 signs to be considered.



C-18 Proposed Sign Location
 1. Install Secondary Gateway Sign.

Map D



Wayfinding Recommendations

- New Sign Element
- Retain Existing Sign
- Remove Existing Sign
- Replace Existing Sign
- * Requires MTI approval
- Replace at end of lifespan

Map Legend

- Primary Decision Point
- Site of Interest
- Primary Vehicular Route
- Secondary Vehicular Route
- - - Downtown Study Area

Map D: Existing / Proposed Signage Locations and Recommendations



D-01 Existing Directional
1. Remove existing signage.



D-02 Existing Directional
1. Replace with Secondary Directional T-2 sign.
Destinations
← City Hall
← Museum
← Market
← Hospital
← Totem Tour



D-03 M.T.I Directional Sign
1. Good location to direct travellers to proposed primary southern route to downtown.
2. Recommend that MTI changes 'City Centre' with 'Downtown'.



D-04 Gateway Sign
1. Well located and designed gateway marker.
2. As noted, this element should remain until it requires replacement.
3. Existing dark green sign background shall be re-painted to match Pantone 484 C.



D-05 Existing Directional
1. Directs travellers to proposed primary southern route to downtown and additional secondary routes.
2. Recommend that MTI removes this sign.



D-06 M.T.I Directional Sign
1. Directs travellers to proposed primary southern route to downtown.
2. Recommend that MTI changes 'Duncan City Centre' with 'Downtown Duncan'.



D-07 Service Club Identifier
1. Consider replacing with new design for Service Club Sign.



D-08 Existing Directional
1. Directs travellers to Quw'utsun Cultural Centre.
2. Consider replacing with Secondary Directional T-2 sign.
Destinations
← Cowichan Cultural Centre
↑ City Hall
↑ Shops
↑ Market



D-09 Existing Directional
1. Install Secondary Directional T-2 sign.
Destinations
↑ Cowichan Cultural Centre
↑ Downtown



D-10 Existing Directional
1. Install Downtown Directional T-2 sign with up-pointing arrow.



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