



## **TRAILS COMMITTEE**

**Electronic Meeting  
Tuesday, October 11, 2022 AT 4:30 PM**

### **AGENDA**

Page

#### **1. CALL TO ORDER**

#### **2. DECLARATION OF PECUNIARY INTEREST**

#### **3. MINUTES**

- 3 - 6            i) Trails Committee Minutes  
                    Re: September 20th, 2022  
                    Recommended Action: THAT the minutes from September 20th, 2022,  
                    be adopted as presented.

#### **4. ADOPTION OF AGENDA**

- i) Trails Committee Agenda  
Re: October 11th, 2022  
Recommended Action: THAT the agenda for October 11th, 2022, be  
adopted as presented.

#### **5. BUSINESS ARISING FROM THE MINUTES**

- i) Presentation from M. Brodeur  
Re: Simcoe Muskoka District Health Unit "On the Move" Link: [Simcoe Muskoka On The Move \(simcoemuskokahealth.org\)](https://simcoe.ca/muskoka-on-the-move)  
Recommended Action: For information.
- 7 - 110        ii) Trails Signage  
                    Link: [https://rto7.ca/RT07/media/RT07-Public-Documents/RT07\\_signmanual\\_revDec2017\\_FINAL\\_annotated.pdf](https://rto7.ca/RT07/media/RT07-Public-Documents/RT07_signmanual_revDec2017_FINAL_annotated.pdf)

- 111 - 112        iii) Draft 2023 Work Plan

Recommended Action: For discussion.

**6. NEW AND UNFINISHED BUSINESS**

- i) Trails Committee Process  
Re: Application and Timing for Next Committee Term  
Recommended Action: For information/discussion.
- ii) Presentation from M. Brodeur  
Re: Partner Engagement  
Recommended Action: For information.

**7. NEXT MEETING**

Next meeting will be for discussion.

**8. ADJOURNMENT**





**TRAILS COMMITTEE  
ELECTRONIC MEETING  
TUESDAY, SEPTEMBER 20, 2022 AT 4:30 PM**

**MINUTES**

**Present:**

**Freida Baldwin  
Joel Andrews  
Denise Steeves  
Mary Brodeur  
Kristyn Tinney  
Jessica Klug, Councillor**

**Regrets:**

**Karen Chaplin**

**Also Present:**

**Sherry Desjardins, Director of Recreation & Community Services**

**1. CALL TO ORDER**

- i) **The meeting was called to order at 4:35 p.m.**

**2. DECLARATION OF PECUNIARY INTEREST**

None was declared.

**3. MINUTES**

- i) **Trails Committee Minutes**

**Re: May 31st, 2022**

Moved by D. Steeves and Seconded by F. Baldwin

Action: THAT the minutes from May 31st, be adopted as presented.

**4. ADOPTION OF AGENDA**

i) **Trails Committee Agenda**  
**Re: September 20th, 2022**

Moved by F. Baldwin and Seconded by J. Andrews

Action: That the agenda for September 20th, 2022, be adopted as presented.

F. Baldwin asked to add: Request from Ganaraska hiking trail under announcements.

CARRIED

**5. BUSINESS ARISING FROM THE MINUTES**

i) **Trails Audits**

The committee discussed the need to finish audits for Discovery Harbour, Tom Coffin, Payette trails. Many committee members agreed to finish them up depending on timing.

Action: S. Desjardins & J. Klug to suggest dates and times for the remainder of trails audits.

The outstanding theme from the audits completed thus far is the need to address trail signage.

Action: S. Desjardins and F. Baldwin to share resources collected, relative to standards, pricing, best practice etc to be shared with the committee for discussion at the next meeting.

ii) **Update from S. Desjardins, Director of Recreation and Community Services**  
**Re: Trail Map**

Action: A. Jones will be finishing up the changes to the printed map soon for circulation purposes and posting on the Town website. Midland is not updating their side of the map at this time. A. Jones will carry on with updating the online map in the spring of 2023.

Town of Town of Penetanguishene  
Trails Committee Minutes

iii) **2023 Workplan**

Action: Items to consider for 2023 work plan include:

- Signage (standards and capital planning)
- Meeting with other municipal trails committees, (beginning of 2023 for signage project to share symbology and terminology, discuss education initiatives etc...)
- Continue partnerships (ongoing)
- Guidance to activation transportation/trails specialist with successful recruitment in 2023 (focus on education and sharing of SDMHU resources)
- Familiarization walk/ride of trails to highlight a trail and/or provide brochures and education. Do one a month, option to partner with other trails committees and move around to municipalities
- Outreach and communications town pages and link club pages
- Maintain a "wish list" of projects to pull from

**6. NEW BUSINESS**

i) **Town Website Review**

Please see link: [Town website review](#)

Website review comments:

- Trails etiquette is missing
- Should have more PDFs and plans available such as cycling strategy and/or rec master plan
- should have info promoting active transportation, benefits of cycling culture (consider link to SMDHU site)
- New copy of the trails map should be added once updated by A. Jones
- Remove "The Great Trail" from intro

Action: M. Brodeur will share "on the move" website and info at the next meeting.

**7. NEXT MEETING**

The next meeting will be held on Tuesday, October 11th, 2022 at 4:30 p.m.

**8. ANNOUNCEMENTS AND INQUIRIES**

Town of Town of Penetanguishene  
Trails Committee Minutes

F. Baldwin provided information to the committee that the Ganaraska Hiking Trail is a 550km trail from Port Hope to Glen Huron, which includes the loop in Simcoe County but there is a gap between Wye River and Tiny Trail. With development in Harbourpointe subdivision and development of Thompson Road she is looking for the next steps on how to connect the trail from Murray Road through the County Forest. The suggestion was made to present to Council.

**9. ADJOURNMENT**

The meeting adjourned at 5:20 p.m.

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CHAIR

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RECORDING SECRETARY

# RTO7 Wayfinding Signage Standards and Specifications

Bruce, Grey & Simcoe Counties  
December 15, 2017





Regional Tourism Organization 7: Bruce, Grey, and Simcoe Counties - Ontario

REGION 7 Tourism Wayfinding Signage Standards & Specifications Manual

Table of Contents

<b>Section 1</b> <b>Reference Information</b>	1-1.1 Introduction 1-2.1 Sign Hierarchy/ Reference Elevations - Vehicular 1-2.2 Sign Hierarchy/ Reference Elevations - Veh. Continued 1-2.3 Sign Hierarchy/ Reference Elevations - Pedestrian 1-3.1 Schedules: Colours, Vinyls, & Graphic Processes 1-3.2 Schedules: Universal Graphic Icons 1-3.3 Schedules: Universal Graphic Icons - Prohibitory 1-4.1 Text: Typography Specifications 1-4.2 Text: Nomenclature & Maximum Text Requirements 1-5.1 Specified Vendor Information 1-6.1 Fabrication General Requirements and Maintenance Recommendations 1-7.1 General Installation Requirements and Considerations 1-8.1 Installation Specifications	<b>Section 5</b> <b>Vehicular Trail/Route Wayfinding Signs</b>	5-1.1 Vt-1 Vehicular Trailblazer Directional 5-1.2 Vt-1 Vehicular Trailblazer Directional, Const. Details 5-1.3 Vt-1a/b Vehicular Trailblazer/Active Transportation 5-2.1 Vt-2a Urban Vehicular Route Marker 5-2.2 Vt-2b Rural Vehicular Route Marker 5-2.3 Vt-2a/b Urban & Rural Vehicular Route Marker/Active Transportation 5-3.1 Vt-3a Urban Vehicular ID & Regulatory 5-3.2 Vt-3b Rural Vehicular ID & Regulatory 5-3.3 Vt-3 Vehicular ID & Regulatory Graphic Details
<b>Section 2</b> <b>Community Header</b>	2-1.1 Community Header Typical Details 2-1.2 Community Header Typical Details, Over-sized Signs 2-2.1 Community Header Variations	<b>Section 6</b> <b>Ped. Urban/Rural/Trail Wayfinding Signs</b>	6-1.1 Pw-1a Urban Walking Tour Guide 6-1.2 Pw-1b Rural Walking Tour/Trail Guide 6-1.3 Pw-1a/b Urban & Rural Trail Marker/Active Transportation 6-2.1 Ah-3 Street Name ID
<b>Section 3</b> <b>Highway Vehicular Signs</b>	3-1.1 Vh-1 Directional 3-1.2 Vh-1 Directional; Const. Details 3-2.1 Vh-2 Assurance 3-2.2 Vh-2 Assurance; Const. Details 3-3.1 Vh-3 Community Amenity 3-3.2 Vh-3 Community Amenity; Const. Details 3-4.1 Ah-2 Community ID	<b>Section 7</b> <b>Pedestrian Directory Signs</b>	7-1.1 Pd-1a Urban Pedestrian RTO 7 Map Directory 7-1.2 Pd-1a Urban Pedestrian RTO 7 Map Directory; Graphic Insert Details 7-2.1 Pd-1b Rural Pedestrian RTO 7 Map Directory 7-3.1 Pd-1c Wall-Mounted Pedestrian RTO 7 Map Directory 7-4.1 Pd-2 Urban Pedestrian Community Map Directory 7-4.2 Pd-2 Urban Pedestrian Community Map Directory; Graphic Insert Details
<b>Section 4</b> <b>Urban Vehicular Signs</b>	4-1.1 Vu-1 Urban Directional 4-1.2 Vu-1 Urban Directional; Const. Details 4-2.1 Vu-2 Core Directional 4-2.2 Vu-2 Core Directional, Const. Details 4-2.3 Vu-2 Core Directional, Alternate Installation and Layouts 4-2.4 Vu-2 Core & Active Transportation Directional 4-3.1 Vu-3 Parking Lot ID (Non-Illuminated) 4-3.2 Vu-3 Parking Lot ID; Const. Details	<b>Section 8</b> <b>Pedestrian Directory Signs</b>	8-1.1 Pi-1 Interpretive Marker, Large 8-2.1 Pi-2 Interpretive Marker, Small
<b>Sign Number Legend</b>		<b>Appendix A</b> <b>Pay-to-Play Signs</b>	A1-1.1 Pay-to-Play Wayfinding Introduction A1-1.2 Pay-to-Play Wayfinding Guidelines A1-2.1 Pay-to-Play Sign Hierarchy/Elevations A2-1.1 Ah-1 Rural Highway Pay-to-Play Directional A2-1.2 Ah-1 Rural Highway Pay-to-Play Directional; Const. Details A2-2.1 Au-1 Urban Vehicular Pay-to-Play Directional A2-2.2 Au-1 Urban Vehicular Pay-to-Play Directional; Const. Details A2-2.3 Au-1 Urban Vehicular Pay-to-Play Directional; Alternate Installation A2-2.4 Au-1 Urban Vehicular Pay-to-Play Directional/Active Transportation



CHANGED

## RTO 7 Wayfinding Introduction

The Regional Tourism Organization 7, is dedicated to the promotion and advancement of tourism-based opportunities within Bruce, Grey, and Simcoe counties. While each RTO7 community and county has unique visitor experiences, amenities and attractions that cater to specific interests and needs, it is very important to note that visitors do not notice community, county or regional boundaries. To address this, the Region 7 Wayfinding System has been specifically developed to meet primary and specific tourist-based requirements.

Accordingly, this tourism-based wayfinding system has been designed to provide a powerful visual aesthetic that will provide directions and assurance to the region's visitors - ensuring that they stay on the prescribed system and can effectively find a specific point of interest. Satisfying these basic requirements is essential to ensure that a visit to Region 7 is memorable, and satisfying.

Urban-level sign types afford the ability to incorporate respective municipal brands/visual identities on the 'community header' graphic panels. This unique design provides Region 7 communities with an opportunity to project their unique identities while maintaining region-wide consistency that is essential for visitors.

It is important to note that if used appropriately, this system will provide communities within the Region 7 and its tourism operators with an effective, cost effective promotional platform that will provide visitors with reasons to stay within the region. The effectiveness of this system is only limited by the willingness of Region 7 tourism agencies and operators to establish a network of communication and cooperation to ensure that the a region-wide connectivity is achieved and maintained.

This document provides a complete, phased Region 7 signage implementation program, and to ensure region-wide fabrication and installation consistency - a comprehensive specification package for all sign types.

### A Note on Accessibility

This revision (Nov 2017) is intended to bring the RTO7 system in line with current best practices for accessibility in signage, including the applicable areas of the Design for Public Spaces Standard (DPSS), a part of Ontario's Accessibility for Ontarians with Disabilities Act (AODA).

Where no DPSS standard exists, we supplemented best practices from our own experience or commonly accepted guidelines from other jurisdictions (Parks Canada, Americans with Disabilities Act, CSA etc.).

RTO7 supplies these guidelines as a design toolkit for interested municipalities and other partners in the region to use. While RTO7 wishes to supply designs which are compliant with all current regulation, responsibility for compliance with AODA regulations rests with the organization installing and maintaining signs.

### Note to document:

Changes made to this document in February 2016 are marked or outlined in magenta.

Changes made December 2017 to address accessibility issues are marked or outlined in red.



Existing Bruce County Signs

Vehicular - Highway

- Vh-1  
Sign Type: Rural Directional
- Purpose:  
Vehicular-level sign designed to provide directional information to Region 7 communities. This sign should be placed at junction points where the traveller has a decision of which way to turn.
- Notes:
1. Sign text has been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
  2. For legibility sign units should have no more than 4 text lines.
  3. All destinations should be town names or specific rural public destinations deemed significant to tourism by the county. (e.g. waterfronts, historical sites, fair grounds, etc.
  4. Sign units should be installed a maximum 300 meters before required turn.
  5. Destinations should be listed the following order  
-First: All left turn destinations in descending order from nearest to farthest  
-Second: All right turn destinations in descending order from nearest to farthest  
-Third: All straight ahead destinations in descending order from nearest to farthest.

- Vh-2  
Sign Type: Assurance
- Purpose:  
Vehicular-level sign designed to provide travel assurance and travel distance information to Region 7 communities. This is NOT a directional sign. It should be installed at interims between junction points to notify traveller of distances to junctions ahead.
- Notes:
1. Sign text has been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
  2. For legibility sign units should have no more than 2 text lines.
  3. Installation locations and frequency are site specific.  
Installations are to be determined by the level and type of existing MTO-level directional signage, i.e. the distance between the existing sign elements and the respective signage information.
  4. Destinations should be listed in descending order – from nearest to farthest.

- Vh-3  
Sign Type: Information – Community Amenities
- Purpose:  
Vehicular sign designed to provide generic tourism-based destinations available in specific Region 7 communities.
- Notes:
1. Sign text and tab size have been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
  2. Installation locations and type of amenity tabs are community specific. The sign unit is designed to accept a maximum of five amenity tabs.
  3. Signage locations are to be determined by available installation area and distance from an indicated community.

Vehicular - Urban

- Vu-1  
Sign Type: Urban Directional
- Purpose:  
Vehicular-level sign designed to provide directional information to amenities within Region 7 communities.
- Notes:
1. Sign text has been developed for optimal viewing at posted speeds of 50 km/hr - maximum.
  2. Install within a community at traffic intersections or decision points where multiple directions are required.
  3. For legibility sign units should have no more than 4 text lines.
  4. All destinations should be public tourism based.
  5. Installation space permitting, sign units should be installed 50-75 metres before required turn.
  6. Destinations should be listed the following order  
-First: All left turn destinations in descending order from nearest to farthest  
-Second: All right turn destinations in descending order from nearest to farthest  
-Third: All straight ahead destinations in descending order from nearest to farthest.

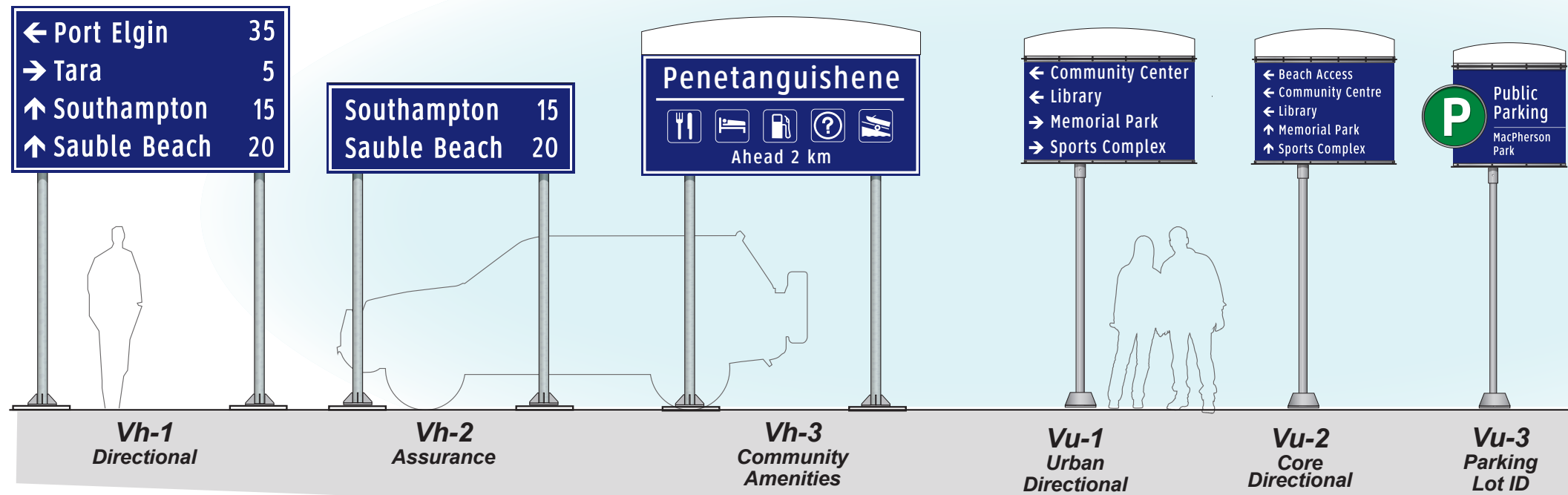
- Vu-2  
Sign Type: Urban Core Directional
- Purpose:  
Combination vehicular/pedestrian-level directional sign unit designed to provide directional information to amenities within Region 7 communities.
- Notes:
1. Designed for speeds posted speeds of 50 km/hr – maximum.
  2. Install within a community at traffic intersections or decision points where multiple directions are required.
  3. For legibility sign units should have no more than 5 text lines.
  4. All destinations should be public destinations deemed significant to tourism by the county, e.g. beach access, parks, museums, recreational facilities, community amenities, etc.
  5. Installation space permitting, sign units should be installed a maximum 25 meters before required turn.
  6. Destinations should be listed the following order  
-First: All left turn destinations in descending order from nearest to farthest  
-Second: All right turn destinations in descending order from nearest to farthest  
-Third: All straight ahead destinations in descending order from nearest to farthest.

- Vu-3  
Sign Type: Parking Lot Identification/Directional

Purpose:  
Vehicular-level sign used to identify downtown public parking lots.

- Notes:
1. Sign unit has been developed for optimal viewing at posted speeds of 50 km/hr - maximum.
  2. Install immediately before, or adjacent to a public parking lot.

Installation instructions:  
The Vu-1, Vu-2 and Vu-3 signtypes should be installed to not create a barrier or obstruction to the sidewalk or trail. The post must be mounted so as not to obstruct the horizontal clearance of the path of travel: trails require 1 m of horizontal clearance (DPSS 80.9(1)1), and sidewalks require 1.5 m. (DPSS 80.23.1)





**Vehicular - Tour/Trail Routes**

● **Vt-1**

Sign Type: Trailblazer Directional

Purpose:  
Vehicular-level directional sign unit designed to provide directional information to special interest destinations.

Notes:

1. Designed for a posted speed limit of 80km/h.
2. Signs may be used in both rural and urban locations.
3. Install only at traffic intersections/decision points where directions are required.
4. For legibility, sign units should have no more than 2 text lines.
5. Sign units should be installed maximum 50m before the entrance to the destination.

**Installation instructions:**

The Vt-1, Vt-2, and Vt-3 sign types should be installed to not create a barrier or obstruction to the sidewalk or trail. The post must be mounted so as not to obstruct the horizontal clearance of the path of travel: trails require 1 m of horizontal clearance (DPSS 80.9(1)1), and sidewalks require 1.5 m. (DPSS 80.23.1)

● **Vt-2a and Vt-2b**

Sign Types: Urban Vehicular Route Marker  
Rural Vehicular Route Marker

Purpose:  
Vehicular sign to provide directional and assurance pertaining to driving tour routes on highways and roads.

Notes:

1. Designed for a posted speed limit of 80 km/h.
2. Signs may be used in both rural and urban locations.  
Note: Specific details have been developed for rural and urban installation sites.
3. Sign unit should be installed within 500m of the destination, and/or at the destination's entrance.

● **Vt-3a and Vt-3b**

Sign Types: Urban Vehicular - Pedestrian Destination Identification & Regulatory  
Rural Vehicular - Pedestrian Destination Identification & Regulatory

Purpose:  
Vehicular sign for use on side roads leading to a trail head or trail parking area.

Notes:

1. Designed for a posted speed limit of 50km/h.
2. Signs may be used in both rural and urban locations.  
Note: Specific details have been developed for rural and urban installation sites.
3. Installation should be determined by:  
a. required directional arrows, the occurrence of decision points  
b. the arrival at a destination.

● **Ah-2**

Sign Type: Community Identifier

Purpose:  
Vehicular-level sign designed to provide welcoming notice that one has arrived in a particular community.

Notes:

1. Sign text has been developed for optimal viewing at posted speeds of 80 km/h.
2. Sign units should have no more one primary message and one secondary message

● **Ah-3**

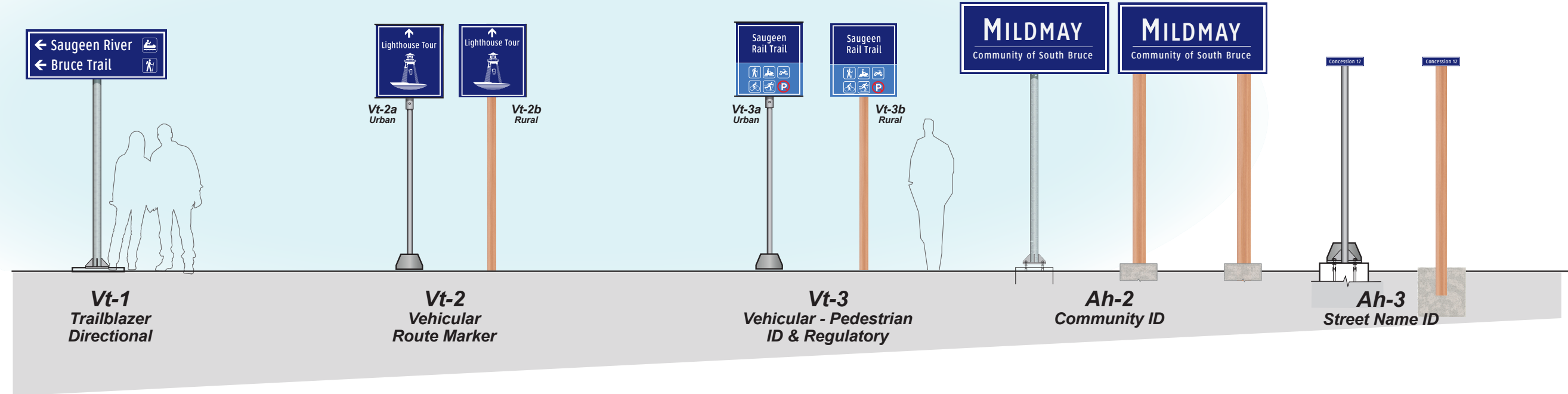
Sign Type: Street Name ID

Purpose:  
Street Name ID blades to be used for navigation and emergency response in active transportation environments.

Notes:

1. Optimized for viewing at 50 km/h speed-limits.
2. Must be used in AT environments only.
3. Sign units should have one message only (the official street name), and must be on a single-line.
4. Sign width is determined by length of street name.

**CHANGED**



ADDED

Pedestrian - Urban and Rural Wayfinding

Pw-1a and Pw-1b

Sign Types: Urban Walking Tour Guide  
Rural Walking Tour Guide

Purpose:  
Pedestrian-level sign designed to provide directional and assurance for a specified special interest route within walkable community areas.

Notes:

- Signs may be used in both rural and urban locations.  
Note: Specific details have been developed for rural and urban installation sites.
- Installation should be determined by:
  - required directional arrows, the occurrence of decision points,
  - the need for user assurance.

Installation instructions:

The Pw-1a and Pw-1b signtypes should be installed to not create a barrier or obstruction to the sidewalk or trail. The post must be mounted so as not to obstruct the horizontal clearance of the path of travel: trails require 1 m of horizontal clearance (DPSS 80.9(1)1), and sidewalks require 1.5 m. (DPSS 80.23.1) Note that in the case of these signs, they are already specified to be mounted 0.6 m (2') from the path or trail edge, so it is unlikely that their placement will create any issues.

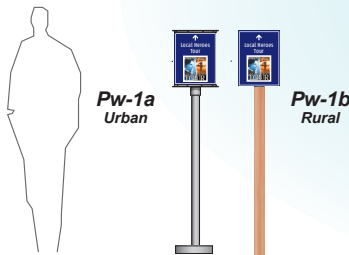
Graphic layout:

The full colour graphic image should avoid designs with overprinting (text over images) wherever possible. Colour contrast for text must be high, and any text height should be 25 mm or higher. If a wayfinding icon is used, it should be 150 mm or larger (ADA2010 703.6.1). Text must use a sans-serif font (DPSS 80.9(1)1).

Messages:

There is a strict DPSS requirement for this sign type. If it is used as a trailhead to a public trail, it must have the following messages:

- length of the trail
- type of surface to be encountered
- average and minimum trail width
- average and minimum trail running and cross slope
- location of amenities, where provided (DPSS 80.9(1)5)



Pw-1  
Pedestrian  
Walking Tour Guide

Pedestrian - Urban and Rural Directories

Pd-1a

Sign Type: Urban Pedestrian RTO7 Map Directory

Purpose:

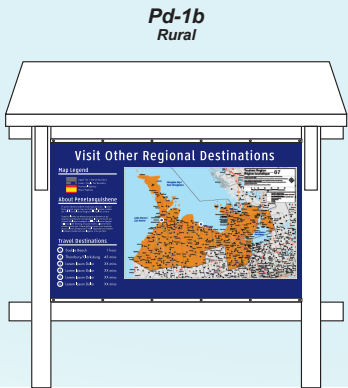
Pedestrian-level information/orientation panel for downtown community areas for the display of overall RTO7 regional information. Opposite side should be formatted to provide specific community information.

Notes:

- Sign unit should be installed at areas that conform with the following:
  - Confirmed tourist stopping areas, e.g., Visitor Information Centres, urban gathering areas, RTO7 identified parking areas, gas stations at primary RTO7 entry points or with extended hours.
  - Sufficient ambient light (min 10 fc) to provide illumination for legibility and safety. Panel should be oriented towards light source.
  - Parking should be adjacent to the panel and not require visitors to cross thoroughfares.
- The inclusion of private tourism-oriented destinations will be at the discretion of the individual community. If this level of information is to be included, the following is strongly recommended:
  - To ensure conformity and avoid conflict, strict guidelines for the display of private businesses must be developed by the respective community.
  - If private business are included, the community must review the panel annually to ensure accuracy. If businesses are no longer in operation, the panel should be updated and replaced immediately.
  - This level of information should only be included on the community panel.



Pd-1a  
Urban



Pd-1b  
Rural

Pd-1b

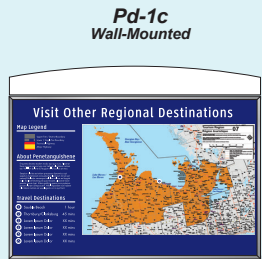
Sign Type: Rural Pedestrian RTO7 Map Directory

Purpose:

Pedestrian-level information / orientation sign for use at trail heads for the display of overall RTO7 regional information. Opposite side should be formatted to provide specific community or amenity, e.g. trail, information.

Notes:

- Sign unit should be installed at areas that conform with the following:
  - Locate in rural areas confirmed to be frequented by tourists, e.g. trail heads, look-offs or primary points of interest, Visitor Information Centres, etc.
  - Parking should be adjacent to the panel and not require visitors to cross thoroughfares.
  - Sufficient ambient light (min 10 fc) to provide illumination for legibility and safety. Panel should be oriented towards light source. Note: this requirement may not be available in many rural locations; Orient signs without access to power source for optimum daylighting from sun.
- The inclusion of private tourism-oriented destinations will be at the discretion of the individual community. If this level of information is to be included, the following is strongly recommended:
  - To ensure conformity and avoid conflict, strict guidelines for the display of private businesses must be developed by the respective community.
  - If private business are included, the community must review the panel annually to ensure accuracy. If businesses are no longer in operation, the panel should be updated and replaced immediately.
  - This level of information should only be included on the community panel.



Pd-1c  
Wall-Mounted

Pd-1c

Sign Type: Wall-Mounted Pedestrian RTO 7 Map Directory

Purpose:

Pedestrian-level information / orientation sign of overall RTO7 regional information.

Notes:

- This unit should be located in commercial areas confirmed to be frequented by tourists in which it may be mounted to an existing wall or structure, e.g. shopping areas, gas stations at primary Region 7 entry points or with extended hours, Visitor Information Centres
- This unit should be considered:
  - Where independent installation space is not available.
  - Where there is sufficient interior or exterior wall space on an existing structure.
  - Installation should not affect the structural or visual integrity of a building.
- Private businesses are not recommended to be included on this panel. At the discretion of the installing community, generically described private business groups may be included. (e.g. 'Boat Tours' rather than naming all companies that may run this type of business)

Pd-2

Sign Type: Urban Pedestrian Community Map Directory

Purpose:

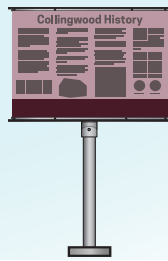
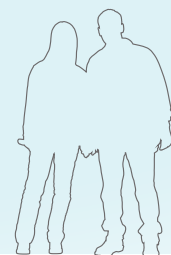
Pedestrian-level information and orientation sign for display of immediate community information. Opposite side should provide general RTO7 orientation information relative to the specific community.

Notes:

- Installation requirements should conform to Pd-1a unit guidelines.
- The inclusion of private tourism-oriented destinations should conform to Pd-1a, note 2.



Pd-2  
Pedestrian  
Community Map  
Directory



Pi-1  
Interpretive  
Marker  
Large

Pi-2  
Interpretive  
Marker  
Small

Pedestrian - Interpretive/Information

Pi-1 and Pi-2

Sign Types: Interpretive Marker - Large  
Interpretive Marker - Small

Purpose:







Pedestrian-level element designed to provide interpretative information.

Notes:

- Size of panel should be determined by the level of interpretive assets, i.e. text, maps and imagery.
- Sign unit should be installed at areas that conform to the following:
  - Installation site is relevant to the respective panel's content.
  - Parking should be adjacent to the panel and not require visitors to cross thoroughfares.
  - Sufficient ambient light (min 10 fc) to provide illumination for legibility and safety. Panel should be oriented towards light source.








Paint Coating Finishes

All paint finishes shall be protected with a minimum of 2 coats clear graffiti-resistant acrylic polyurethane top coat.

P1a		Matthew's MP00891 Acrylic Polyurethane stock colour exterior grade architectural coating or approved equal.
P1b		Alupanel Stock Colour 5002 Ultramarine blue (prefinished substrate) or approved equal stock aluminum composite panel finish (when applicable surface is specified)
P2a		Matthew's MP18071 Acrylic Polyurethane stock colour exterior grade architectural coating or approved equal
P2b		Alupanel or Alumilite Stock Colour - Silver Metallic (prefinished substrate) or approved equal stock aluminum composite panel finish (when applicable surface is specified)
P4		Matthew's Acrylic Polyurethane exterior grade architectural coating or approved equal; colour varies: match majority of colour at edge of adjacent graphic panel.
P5		Matthew's 44202SP/282202SP 'Natural White' Acrylic Polyurethane exterior grade architectural coating or approved equal

Vinyl Film Applique Finishes

Vinyl film is to be used on all signs with the exception of signs that contain full colour graphics, text that is less than 1 1/2" cap height or graphic elements that have any dimension that is less than 1/4".

V1		3M 3290 'White' Engineer Grade Reflective Sheeting film
V2		3M Opaque graphic film series 7725 'Kelly Green' 7725-46
V3		3M Opaque graphic film series 7725 'Sapphire Blue' 7725-37
V4		3M Opaque graphic film series 7725 'Geranium' 7725-63
V5		3M Opaque graphic film series 7725 'Olympic Blue' 7725-57 (Pantone 7461C)
V6		3M Opaque graphic film series 7725 'Satin Aluminum' 7725-120 (Pantone 877C)
V7		3M Opaque graphic film series 7725 'Matte White' 7725-10

Graphic Print Processes

All signs that are not able to be produced using solid coloured vinyl films will require a graphic print process. Options are given here to allow a range of choices to suit budget requirements.

Typically it will be more cost effective to match the durability of the production method with the expected longevity of sign content. For instance the information on an interpretive panels is not likely to change and so a long term production method should be chosen for this type of panel.

General Requirements:

- All graphic files for print shall be provided by owner.
- No fastening hardware shall penetrate the face of any graphic unless otherwise noted. If a substrate requires direct mechanical fastening, ensure a substrate thick enough to fasten to without penetrating face is used.
- Panels shall be designed to fit within std. 4x8 sheet constraints to maximize cost effectiveness and eliminate instances of visible seams.
- Any substrates with non-solid cores shall be concealed from view.
- All plywood substrate edges, concealed and visible, shall be sanded smooth and sealed. P1 finish.
- All aluminum-based substrate edges, concealed and visible, shall be eased and free from barbs prior to printing.
- Inks applied to surface (e.g. direct print & screen print) rather than impregnated into material (e.g. phenolic resin) shall be protected with a minimum of 2 coats graffiti-resistant clear finish. Ensure chosen finish is compatible with graphic ink used.
- A graphic proof shall be submitted for all graphic layouts for client approval

Pantone Match Print Graphic Colours

	Green: Pantone 2756 C
	Dark Blue: Pantone 2756 C
	Red: Pantone 200C
	Light Blue: Pantone 7461C

Graphic Print Options

Option 1

For use in permanent installations such as interpretive panels where a 10 year minimum exterior warranty is required.

G1a

1/4" Thick IZone or Folia exterior grade solid phenolic resin graphic panel or approved equal.

A phenolic resin panel < 1/4" thick may be substituted if adhered to a rigid weatherproof substrate of min. 4mm ( 3/16 ") thick to prevent any warp, pucker, or sag in the graphic. Solid core aluminum composite panel

G1b

1/2 -3/4" Thick IZone or Folia (pending structural requirements) exterior grade solid phenolic resin graphic panel or approved equal.

A phenolic resin panel min. 1/4" thick may be substituted if adhered to an approved rigid weatherproof substrate of min. 3/4" thick to prevent any warp, pucker, or sag in the graphic. 10mm corrugated or honeycomb plastic core aluminum composite panels are an approved substrate.

Option 2

For use in installations that only require a 3 to 5 year life span.

G2

Digitally printed graphics on vinyl applique. Inks must be UV resistant and rated for exterior use with no visible fading or degradation for a minimum of 3 years.

Printed graphics should be applied to a suitable substrate such as painted aluminum or factory finished aluminum composite panel.

All printed vinyl is to have a UV-resistant, anti-graffiti clear overlamine applied to the face.



form:media

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Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:	Schedules: Colours, Vinyls, & Graphic Processes		FINAL DOCUMENT
Drawing set:	Design Specifications Manual	Date:	December, 2017
		Scale:	NTS

Page:	1-3.1
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Signage Symbols

All symbols should be reproduced from original electronic artwork. Production files for required symbols shall be provided by the client.

Shown is a list of icons recommended for use in Region 7 signage.

For additional symbols for destinations/accommodations not shown here, refer to the Ontario provincial standard icons used by TODS\* and/or the (1990) "Kings Highway Guide Signing Policy Manual". Note some of the standard icons used by the Province may be subject to copyright (including but not limited to Farmer's Market, Winery, and organization logos such as Provincial Parks).

\*As referenced on Page 13 of Book 1 of the Ontario Traffic Manual for Book 9 "Tourism and Commercial Signs."



S-001  
Airport



S-002  
All-terrain vehicles



S-003  
Arrow



S-004  
Turn ahead arrow\*  
\*This symbol is not recommended



S-005  
Beach



S-006  
Boat launch



S-007  
Boat tour



S-008  
Bicycle trail



S-009  
Campground



S-010  
Canoe access or rentals



S-011  
Cross-country ski trail



S-012  
Downhill skiing



S-013  
Fishing



S-014  
Food service




S-015  
Gas station




S-016  
Golfing




S-017  
Horseback riding  
(rental, guided tour)




S-018  
Hospital




S-019  
Ice skating




S-020  
Information




S-021  
Litter receptacle




S-022  
Lodging




S-023  
Marina




S-024  
Motorbike trail




S-025  
Parking




S-026  
Pets on leash




S-027  
Picnic area




S-028  
Post office




S-029  
Lighthouse




S-030  
Library




S-031  
Museum




S-032  
Pick up pet litter




S-033  
RV campground




S-034  
Restrooms




S-035  
Restroom – Wheelchair-  
accessible




S-036  
Restroom – Mens




S-037  
Restroom – Womens




S-038  
Restroom – Family




S-039  
Restroom – Mens (WA)




S-040  
Restroom – Womens (WA)




S-041  
Baby Changing Station




S-042  
In-line Skating




S-043  
Sailing




S-044  
Skateboarding




S-045  
Snowmobile trail




S-046  
Snowshoeing




S-047  
Swimming



S-048  
Trailhead



S-049  
Wheelchair-accessible



S-050  
Farmers' Market



Signage Symbols – Prohibitory

All symbols should be reproduced from original electronic artwork. Production files for required symbols shall be provided by the client.



PS-001  
No Alcoholic Beverages



PS-002  
No All-terrain vehicles



PS-003  
No Automobiles



PS-004  
No Bicycling



PS-005  
No Boat Launching



PS-006  
No Camping



PS-007  
No Campfires



PS-008  
No Diving



PS-009  
Do Not Feed Animals  
(Ducks)



PS-010  
No Food or Drink



PS-011  
No Fishing



PS-012  
No In-line skating



PS-013  
No Jet Ski/  
Personal Watercraft



PS-014  
No Littering



PS-015  
No Motorboats



PS-016  
No Motorbikes



PS-017  
No Parking



PS-018  
No Pets



PS-019  
No Picnicking



PS-020  
No Recreation Vehicles



PS-021  
No Skating



PS-022  
No Skateboarding



PS-023  
No Smoking



PS-024  
No Snowmobiling



PS-025  
No Swimming



PS-026  
No Trailers



PS-027  
No Trucks



PS-028  
No Waterskiing



form:media

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Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:

Schedule: Universal Graphic Icons - Prohibitory

FINAL DOCUMENT

Drawing set:

Design Specifications Manual

Date:

December, 2017

Page:

1-3.3

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Typography

Font substitutions are not permitted.  
If the fabricator does not have these fonts, it is their responsibility to purchase them.

Clearview Highway 2-W

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



Text: Destination Nomenclature

Standard Destination Nomenclature

Careful consideration should be given to destination names that are included on wayfinding signage. If possible, standard names should be agreed upon and used consistently throughout Region 7.

Some factors that should be considered when assigning a name for use on a sign are:

- Will the name fit on the sign?
- Is the name one that is commonly used and understood by the public?
- Is the name concise and easily understood by a first-time visitor?
- Will the name fit on one-line directional signs?
- If the name is long can it be abbreviated without sacrificing comprehension?
- Will the name remain the same for a long period of time?

Common Destinations

Below is a list of recommended destination nomenclature. This list is only partial and can be added to as required. Only items listed with abbreviated alternatives may be abbreviated if deemed necessary to fit on a line.

- Airport
- Arena or \_\_\_\_\_ Arena or Sports Complex ('Sport Cplx' if abbreviation is required)
- Beach or Beach Access
- Boat Cruises
- Boat Launch
- Campground
- Community Centre ('Commun Ctr' if abbreviation is required)
- Curling Club
- Downtown
- Galleries
- Marina
- Museum or \_\_\_\_\_ Museum (Abbreviate name if required. e.g. : "Bruce Co Museum")
- Public Library or \_\_\_\_\_ Library (Abbreviate name if required. e.g. : "Bruce Co Library")
- Public Park or \_\_\_\_\_ Park (Abbreviate name if required. e.g. : "Bruce Co Park")
- Rail Trail
- Sports Field
- Theatre
- Visitor Centre

Common Street Abbreviations

Below is a list of recommended abbreviations if required to fit on a line. No periods may be used. The first letter of the word should always be capitalized.

- |              |       |
|--------------|-------|
| • Avenue     | Ave   |
| • Baseline   | Bsln  |
| • Boulevard  | Blvd  |
| • Circle     | Cir   |
| • Close      | Cl    |
| • Concession | Conc  |
| • Cove       | Cove  |
| • Crescent   | Cres  |
| • Court      | Crt   |
| • Drive      | Dr    |
| • Extension  | Ext   |
| • Glen       | Glen  |
| • Grove      | Grove |
| • Haven      | Haven |
| • Hill       | Hill  |
| • Highway    | Hwy   |
| • Line       | Line  |
| • Lane       | Ln    |
| • Loop       | Loop  |
| • Market     | Mkt   |
| • Path       | Path  |
| • Pier       | Pier  |
| • Parkway    | Pkwy  |
| • Place      | Pl    |
| • Point      | Pt    |
| • Road       | Rd    |
| • Ridge      | Ridge |
| • Row        | Row   |
| • Run        | Run   |
| • Sideroad   | Sdrd  |
| • Street     | St    |
| • Terrace    | Terr  |
| • Townline   | Tline |
| • Trail      | Trl   |
| • Walk       | Walk  |
| • Way        | Way   |
| • Woods      | Wd    |

Character Lengths

Below is the approximate number of characters that will fit on one line of a given sign type.

- |      |   |
|------|---|
| Vh-1 | 12 characters per line / 15 maximum*                                      |
| Vh-2 | 12 characters per line / 15 maximum*                                      |
| Vh-3 | 12 characters per line / 15 maximum*<br>Secondary message - 29 characters |
| Vu-1 | 12 characters per line / 15 maximum*                                      |
| Vu-2 | Primary message – 8 characters<br>Secondary message – 12 characters       |
| Vu-3 | 14 characters per line  |
| Vt-1 | 13 characters per line  |
| Vt-2 | 12 characters per line  |
| Vt-2 | 12 characters per line  |
| Pw-1 | 12 characters per line  |
| Pw-2 | 12 characters per line  |

\* Reduced letterspacing may be required to achieve maximum character lengths. Kerning or tracking should be done carefully so as to not impede legibility. If kerning alone with proper legibility still does not allow enough space, abbreviations may be used.

Message Loads

Below is the maximum number of destinations that will fit on a given sign type.

- |      |                |
|------|----------------|
| Vh-1 | 4 destinations |
| Vh-2 | 2 destinations |
| Vh-3 | 1 destinations |
| Vu-1 | 4 destinations |
| Vu-2 | 5 destinations |
| Vu-3 | 1 destinations |
| Vt-1 | 2 destination  |
| Vt-2 | 1 destination  |
| Vt-3 | 1 destination  |
| Pw-1 | 1 destination  |
| Pw-2 | 1 destination  |

***Fabrication General Requirements***

**General Notes**

All workmanship is to be square and true with a high degree of architectural finish. It will be the responsibility of the contractor to inspect all raw materials for defects prior to fabrication.

Workmanship and finishing will be inspected before transportation to the site as well as after installation. Responsibility for defects in materials, fabrication or finishing will be assumed by the contractor.

The contractor is fully responsible to obtain all necessary permits and ensure that signs meet current standards.

All fastening hardware is to be stainless steel or heavy coat galvanized steel. Fastening holes in sign faces and structures are to be pre-drilled and deburred prior to paint finishing.

All structural welding is to be executed to best trade practice. Welds must be cleaned and ground smooth as necessary to facilitate proper fit and finishing. Pitted welds will not be accepted.

All painted surfaces are to use an acrylic polyurethane anti-graffiti paint system. Raw aluminum is to be sanded, acid washed and coated with a self etching primer base. Apply a minimum of two coats for each colour. After receiving all colour applications the sign will be sanded smooth with fine sand paper to blend any ridges left by the masking process. Finally the signs will receive a liberal clear coating to achieve a consistent semi-gloss finish.

The contractor is to make every effort to maintain the safety of the work site as well as avoid ongoing unsightly conditions. All refuse and discarded materials are to be removed at the contractor's expense. All disturbed landscaping and hardscaping, e.g., asphalt, concrete, is to be repaired to its original condition after work is completed to the satisfaction of the client.

**Submittals**

Fully detailed shop drawings are to be provided for review and approval. Where signs of the same type are to be produced one typical detail accompanied by a graphic schedule shall be submitted.

Provide physical samples of all materials and finishes for approval prior to fabrication. All vehicular signs must respect MTO regulations. The contractor will be responsible for obtaining all permits and adherence to municipal, county and provincial bylaws.

Where applicable, approved shop drawings must be accompanied by a stamped, approved drawing from a certified structural engineer licensed with the P.E.O.

**Note**  
All of the designs in this drawing set are for reference only. Individual designs may vary prior to award of the contract.

The successful contractor will be provided with production ready design files as well as schedules for quantities and locations. Production files will include all graphics in vector format as well as Pantone colour specifications.

The contractor will be responsible for the formatting of the individual sign units in accordance with the signage schedule.

***Maintenance Recommendations***

Maintenance of all finishes should be done in accordance with product manufacturer specifications.

A manual identifying each sign type and respective maintenance guidelines shall be provided by the sign fabricator.

***Vinyl Applique***

Any questions should be directed to:

**3M Canada**  
1-800-3M HELPS  
(1-800-364-3577)

Monday - Friday  
7:30 a.m. - 6:00 p.m.  
Eastern Standard Time

[www.3m.com](http://www.3m.com)

***Paint***

Any questions should be directed to:

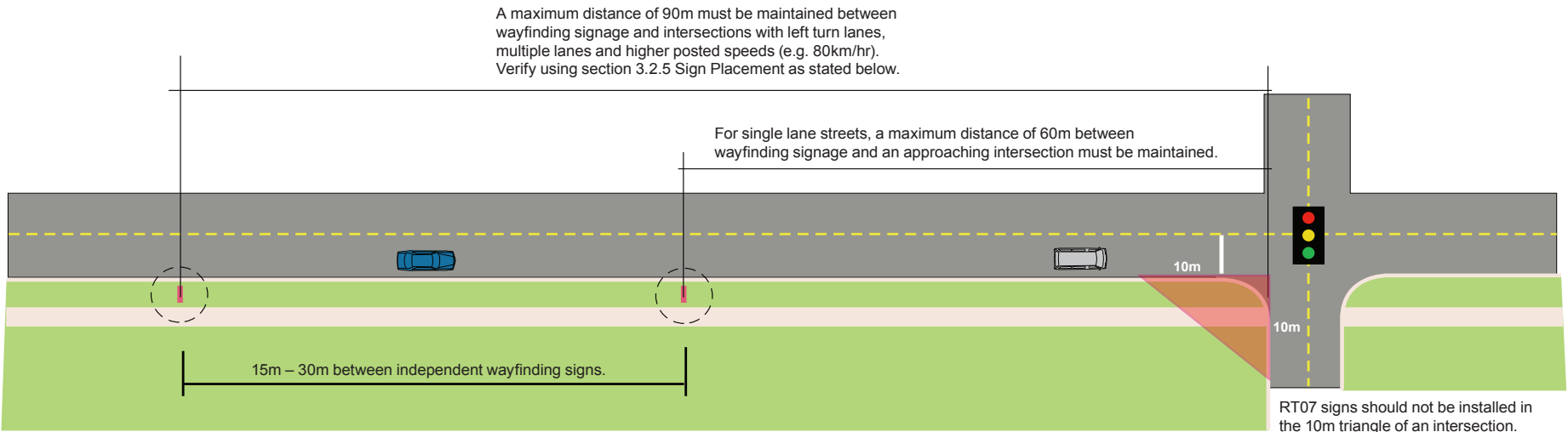
**Matthews Paint Company**  
760 Pittsburgh Drive  
Delaware, OH 43015  
1-800-323-6593

[www.matthewspaint.com](http://www.matthewspaint.com)



General Installation Requirements and Considerations

- 1. Signage should not block sightlines to regulatory and safety signage.
- 2. When traffic safety and regulatory signage is present, do not install wayfinding signs within 15m either direction of traffic safety sign locations.
- 3. Signage should not impede traffic safety sightlines at intersections.
- 4. Underground clearance should be received in writing from the various utilities, prior to installation.
- 5. As per the attached specifications, specified directory panels may be affixed to existing ornamental light standards within urban areas. Permission to proceed with this installation approach must be received from the respective municipality prior to installation.
- 6. Unless forced by site conditions, signs should always be located on the passenger side of the road.
- 7. Signs should be positioned with care given to avoid visual obstructions such as tree canopies, awnings, and existing signs and banners.



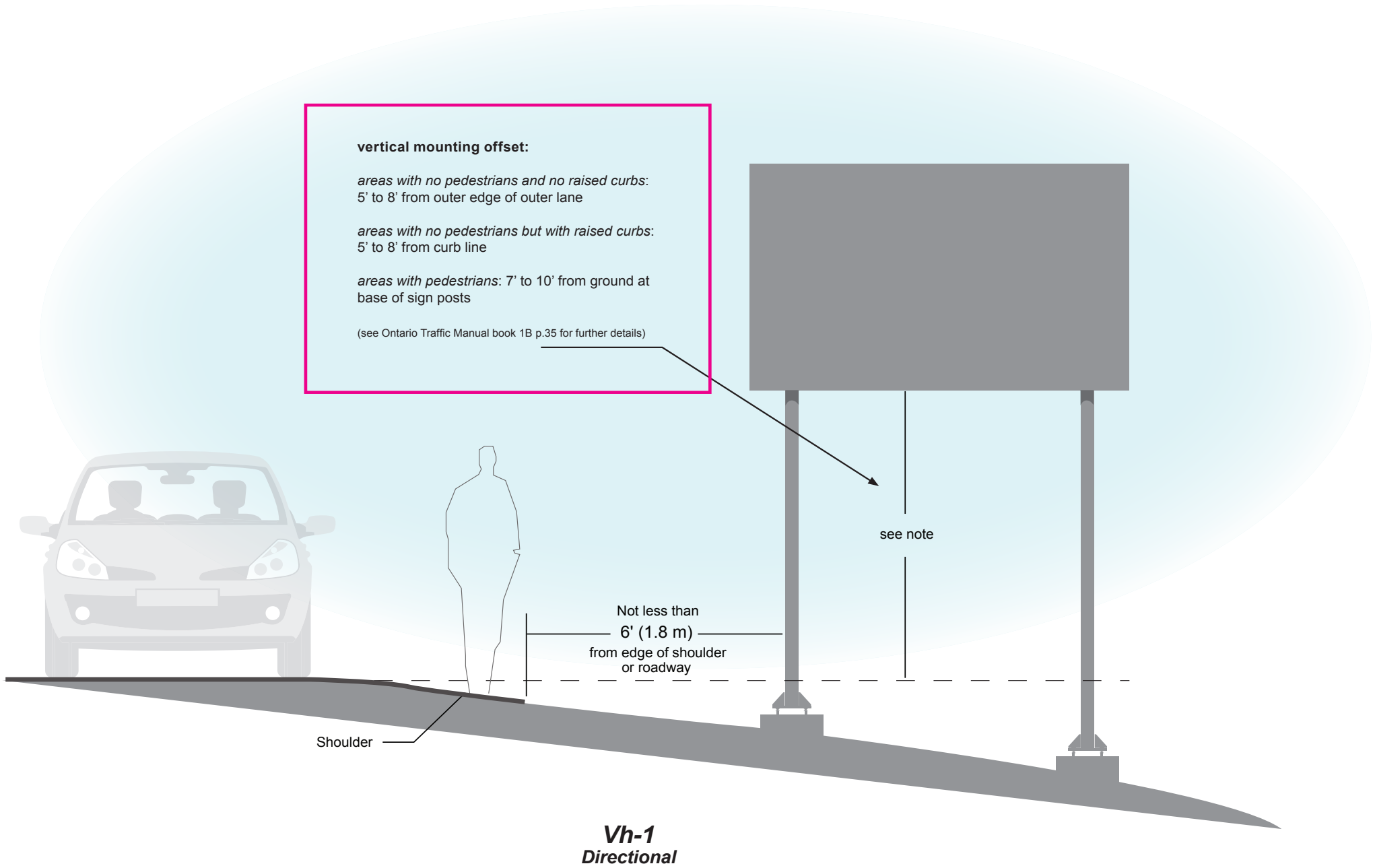
3.2.5 Sign Placement

In order for a sign to be effective, it must be legible at a distance that allows a driver to read it and safely carry out any required actions (e.g., a lane change) before reaching the decision point. A key placement issue for directional and guidance signs is to ensure enough time is available for the driver to check for a gap and change lanes comfortably before reaching a gore or turnoff. In low volume conditions, to encompass the majority of drivers, a distance equivalent to 8 seconds at the assumed operating speed is required, and in high volume conditions, this time should be increased to 10 seconds. If advance signs are used, this increases the distance between where the information becomes available to the driver and the gore.

Highway Signing for Drivers' Needs

Paper Prepared for presentation at the Road Safety Engineering – New Developments and Initiatives Session of the 2004 Annual Conference of the Transportation Association of Canada, Québec City, Québec , September 19 – 22, 2004

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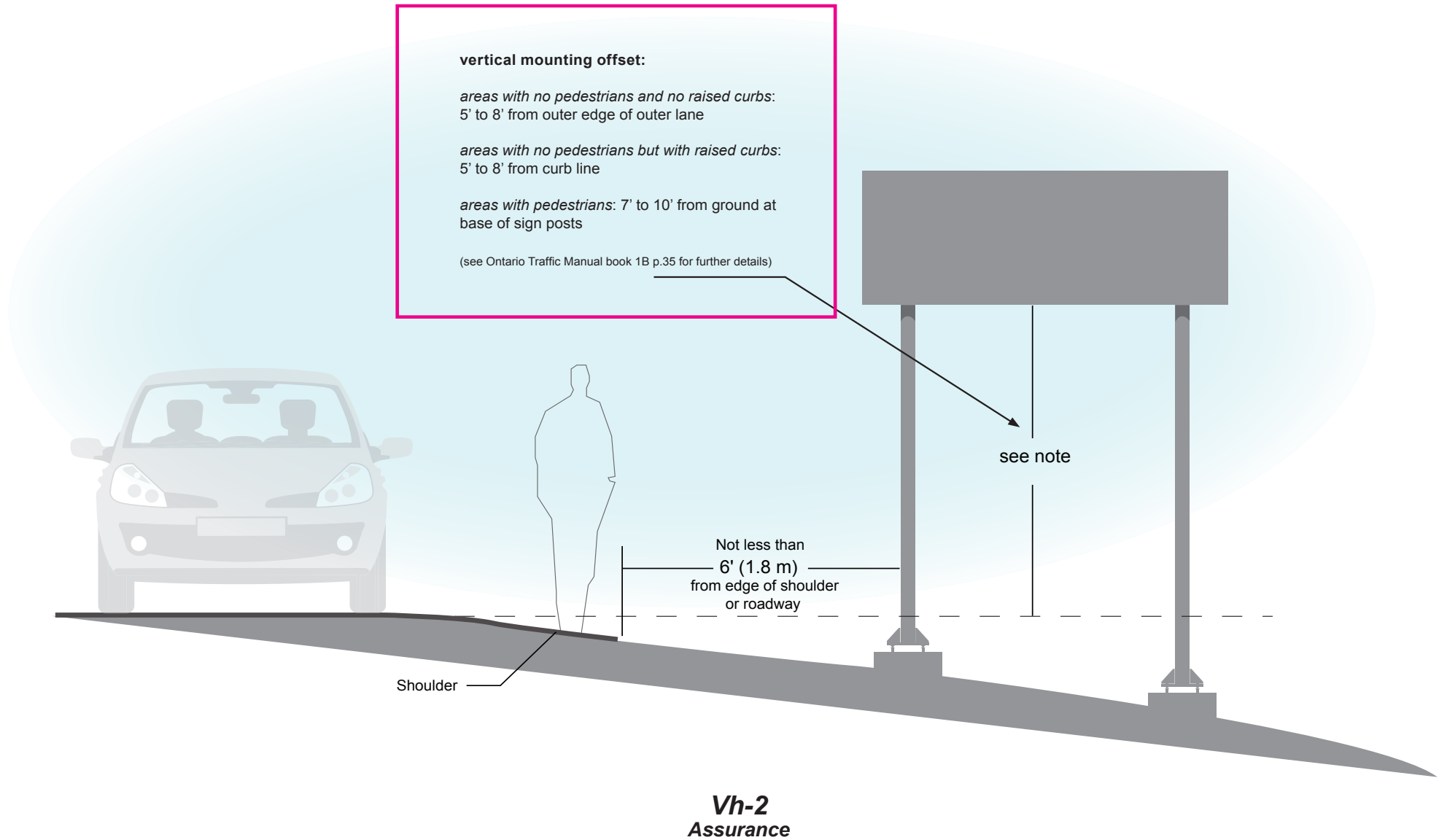
1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Installation Specifications			FINAL DOCUMENT
Drawing set: Design Specifications & Standards Manual	Date: December, 2017	Scale: NTS	

Page: 1-8.1

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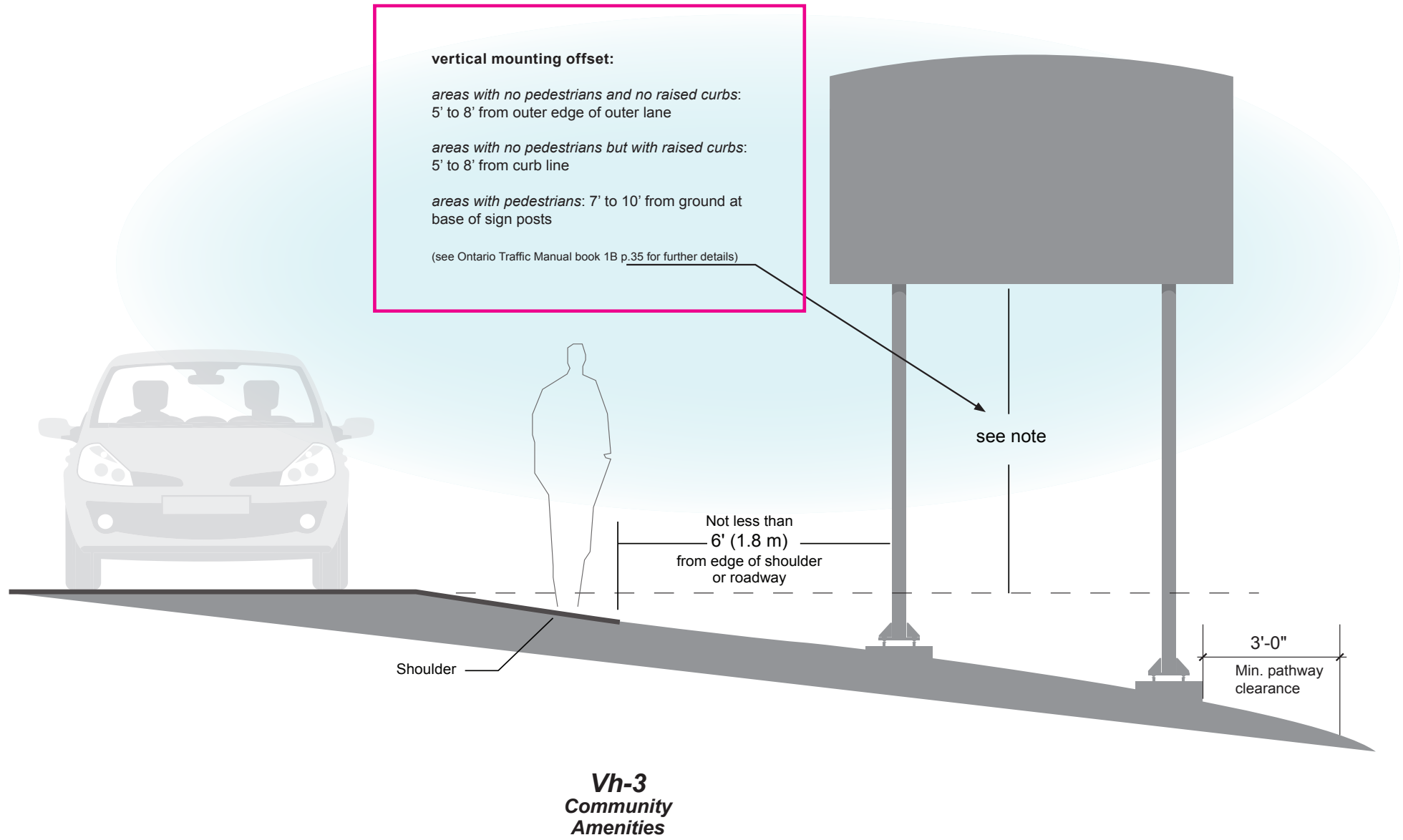
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Tourism Wayfinding Signage, Regional Tourism Organization 7

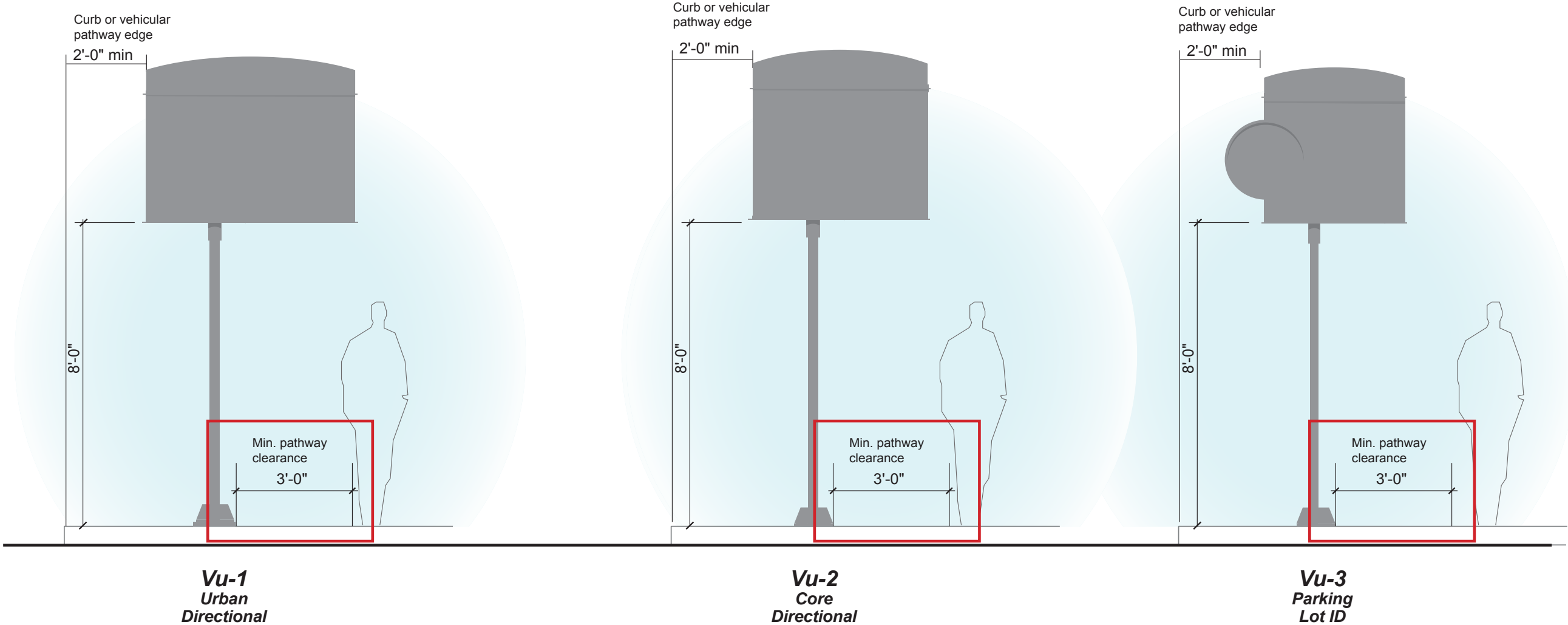
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Drawing set: Design Specifications & Standards Manual	Date: December, 2017	Scale: NTS	

Page: <b>1-8.2</b>
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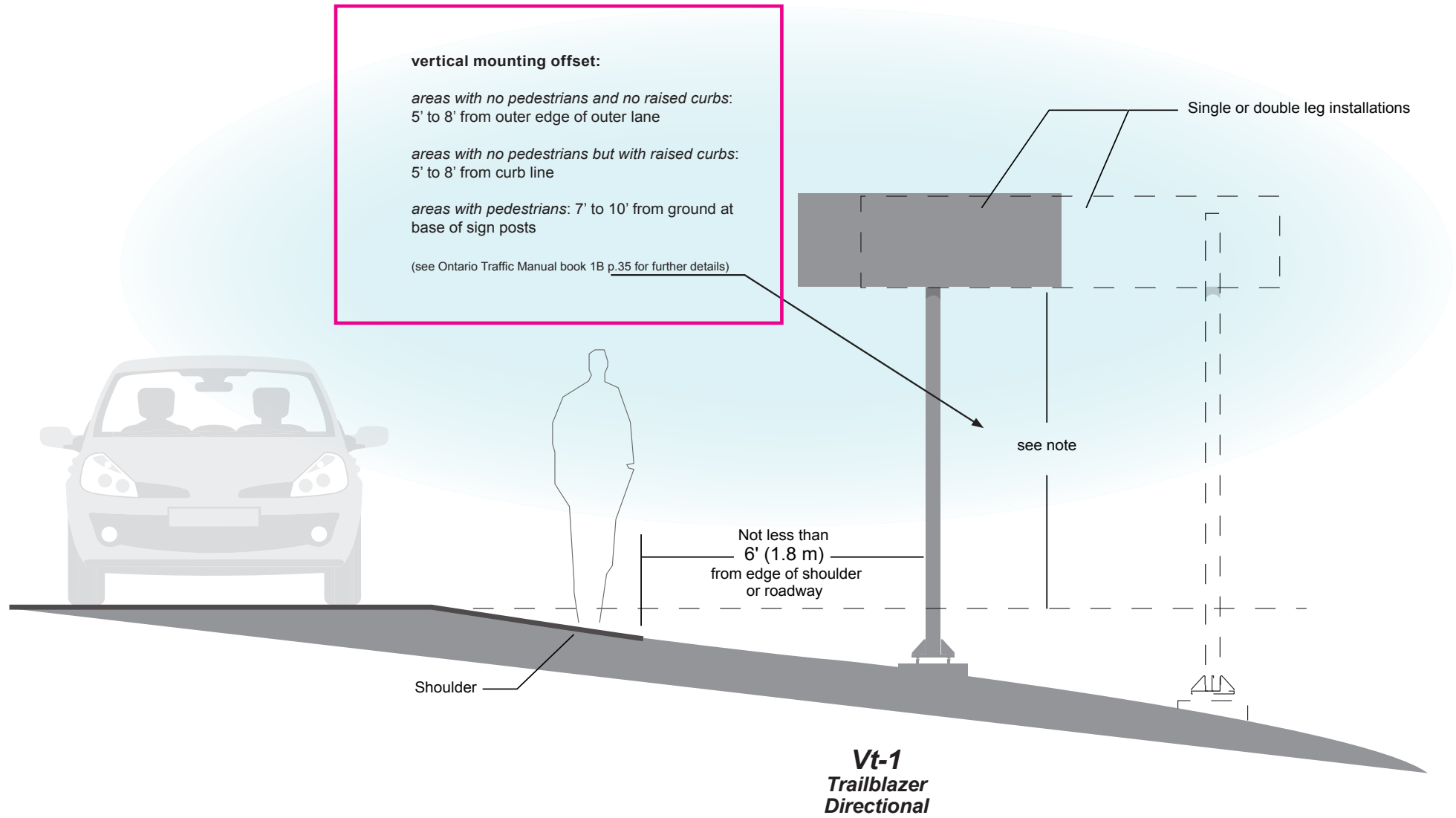
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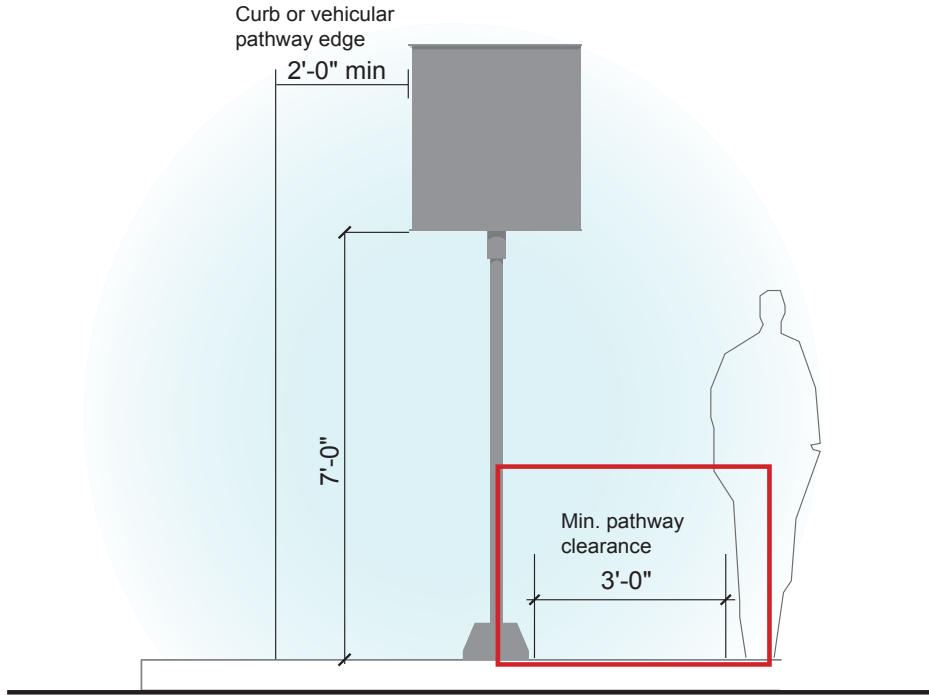
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Urban Locations

**Vt-2a**  
Vehicular  
Route Marker

**Vt-3a**  
Vehicular - Pedestrian  
ID & Regulatory



**vertical mounting offset:**

areas with no pedestrians and no raised curbs:  
5' to 8' from outer edge of outer lane

areas with no pedestrians but with raised curbs:  
5' to 8' from curb line

areas with pedestrians: 7' to 10' from ground at  
base of sign posts

(see Ontario Traffic Manual book 1B p.35 for further details)



Not less than  
6' (1.8 m)  
from edge of shoulder  
or roadway

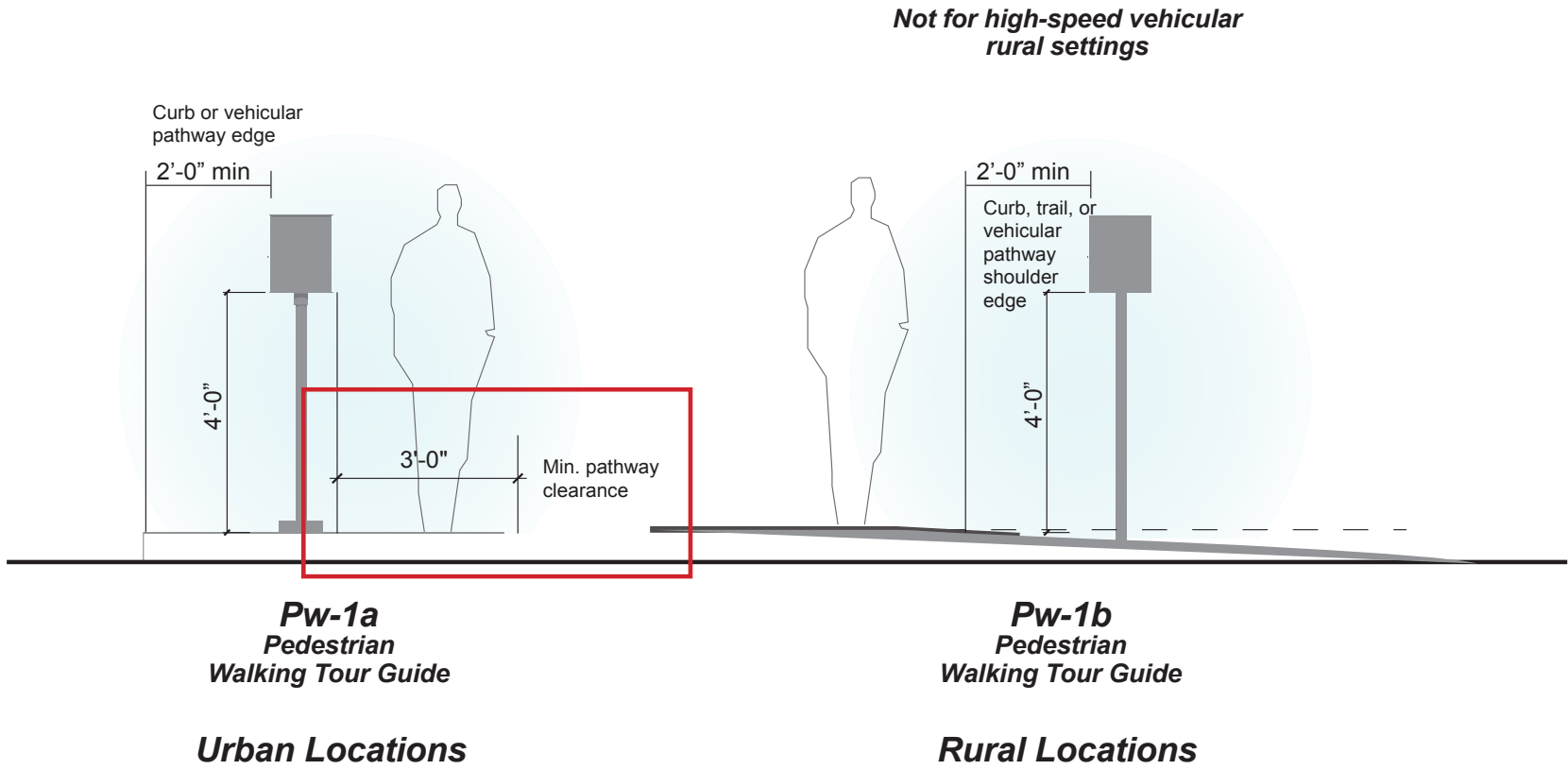
see note

Rural Locations

**Vt-2b**  
Vehicular  
Route Marker

**Vt-3b**  
Vehicular - Pedestrian  
ID & Regulatory

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1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131

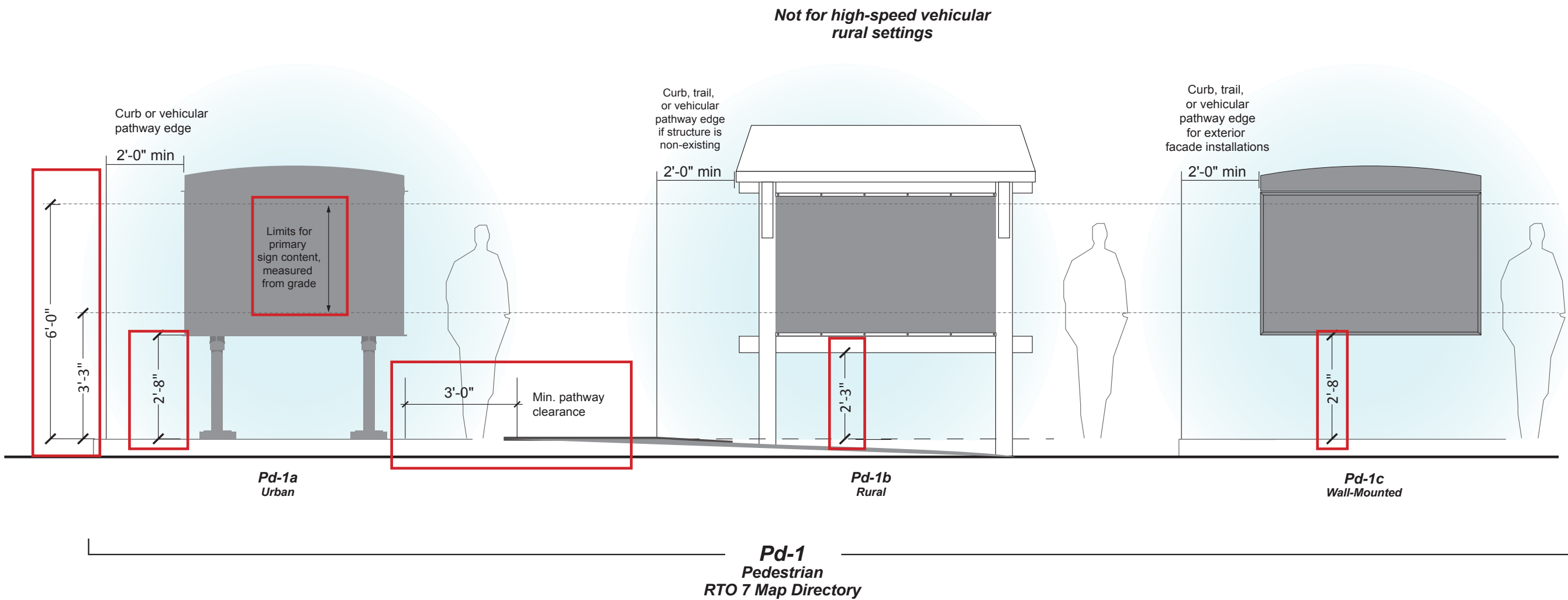
Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Installation Specifications			<b>FINAL DOCUMENT</b>
Drawing set: Design Specifications & Standards Manual	Date: December, 2017	Scale: NTS	

Page: <b>1-8.7</b>
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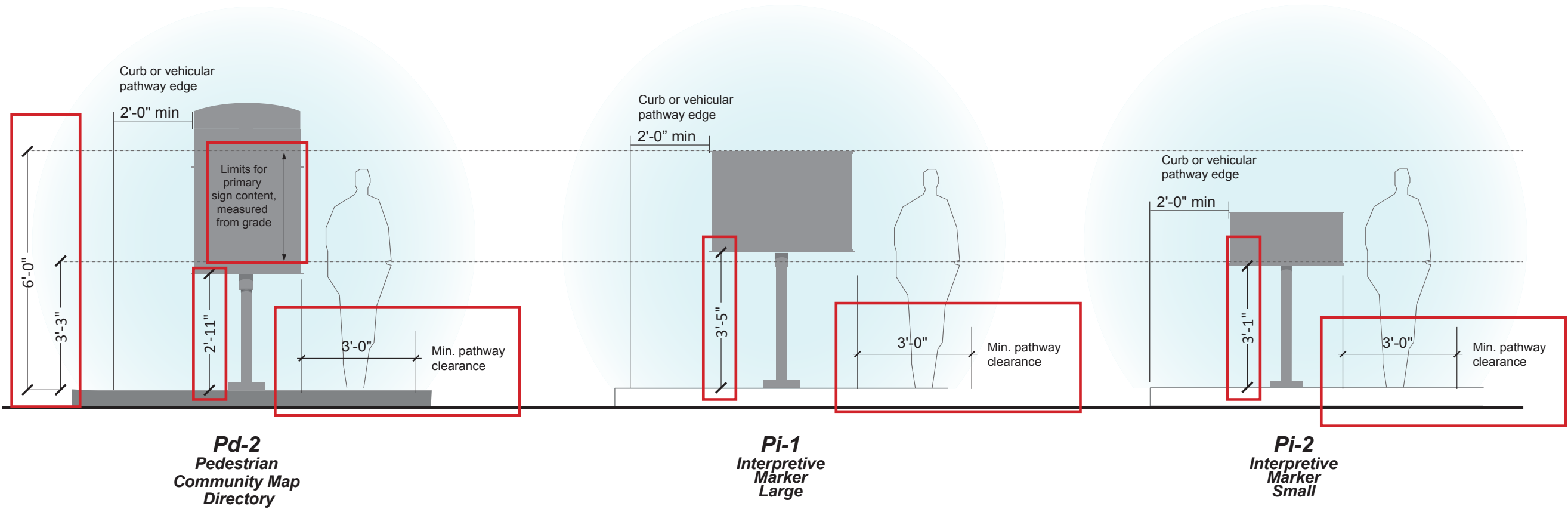
Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:	Installation Specifications	Date:	December, 2017	Scale:	NTS
Drawing set:	Design Specifications & Standards Manual				

FINAL DOCUMENT

Page: 1-8.8

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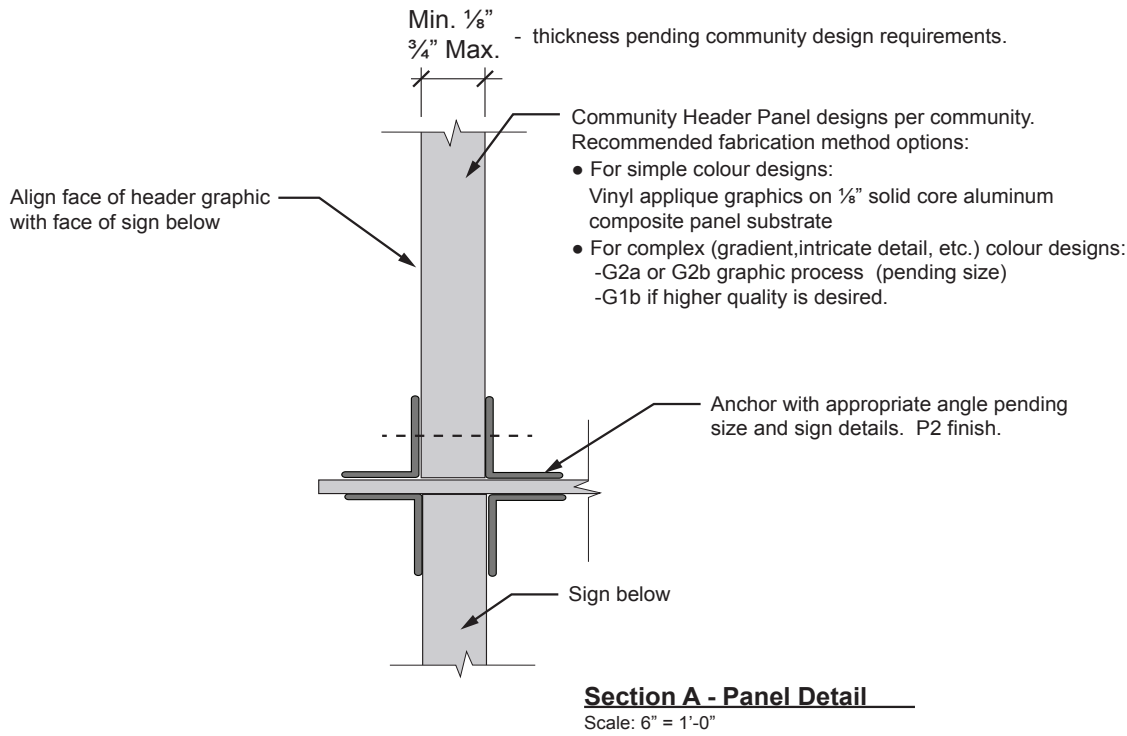
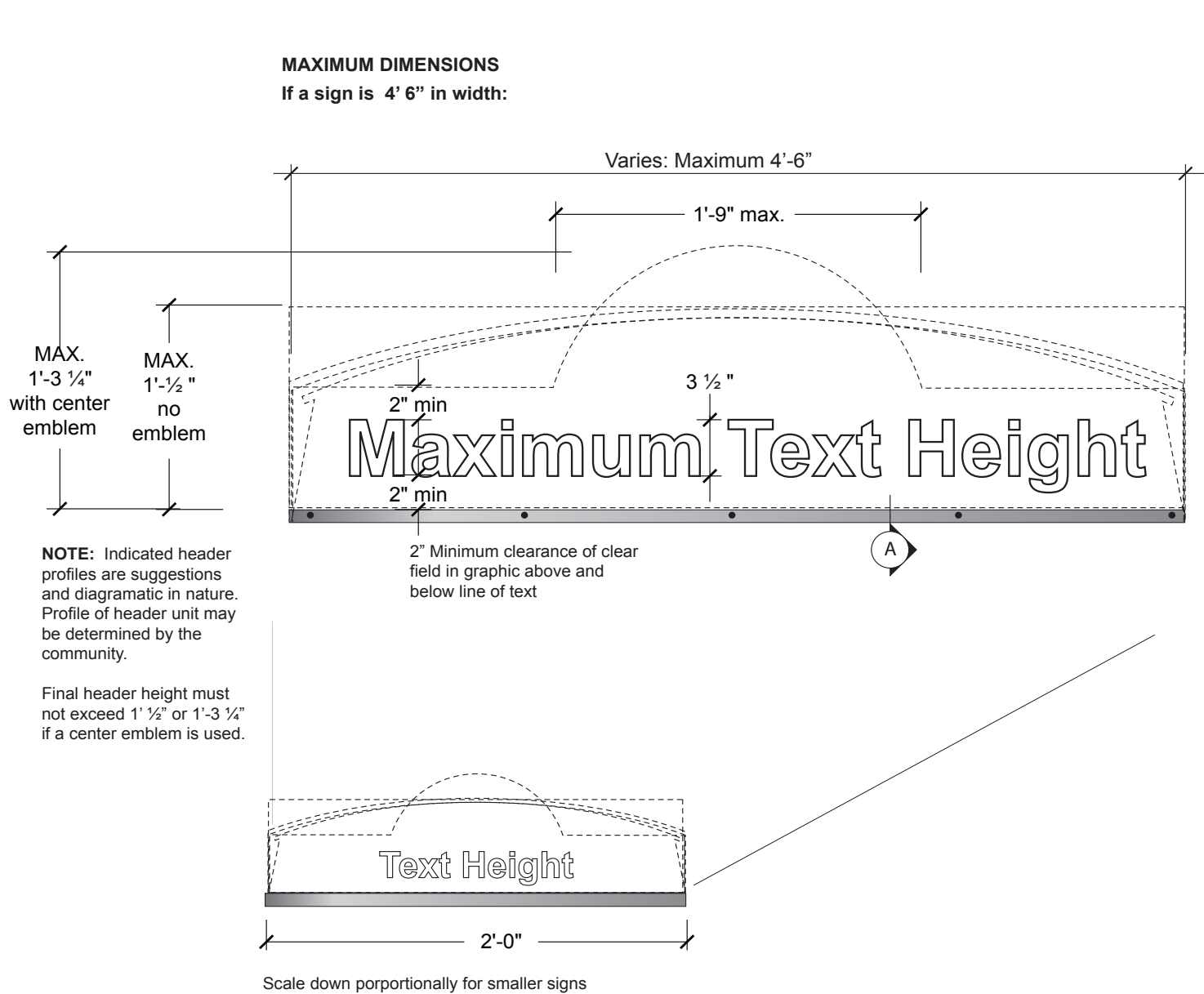
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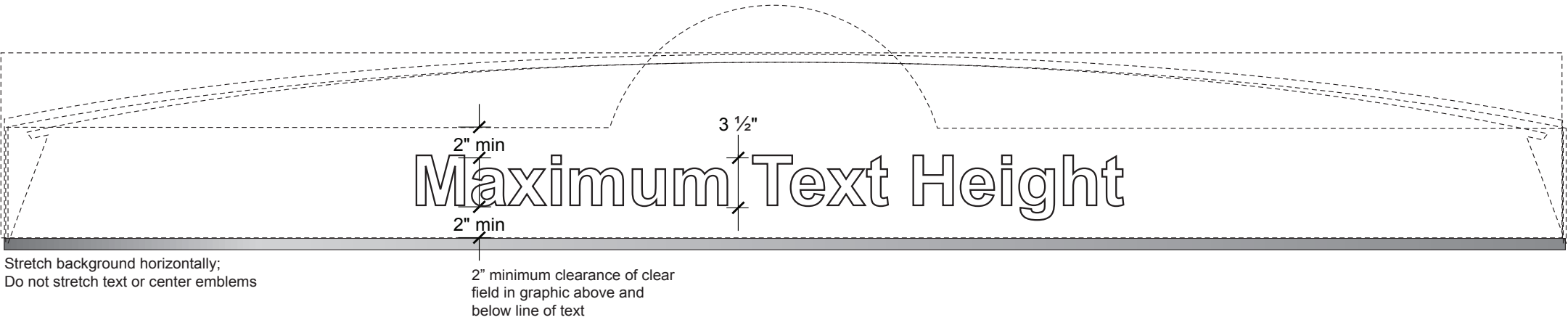
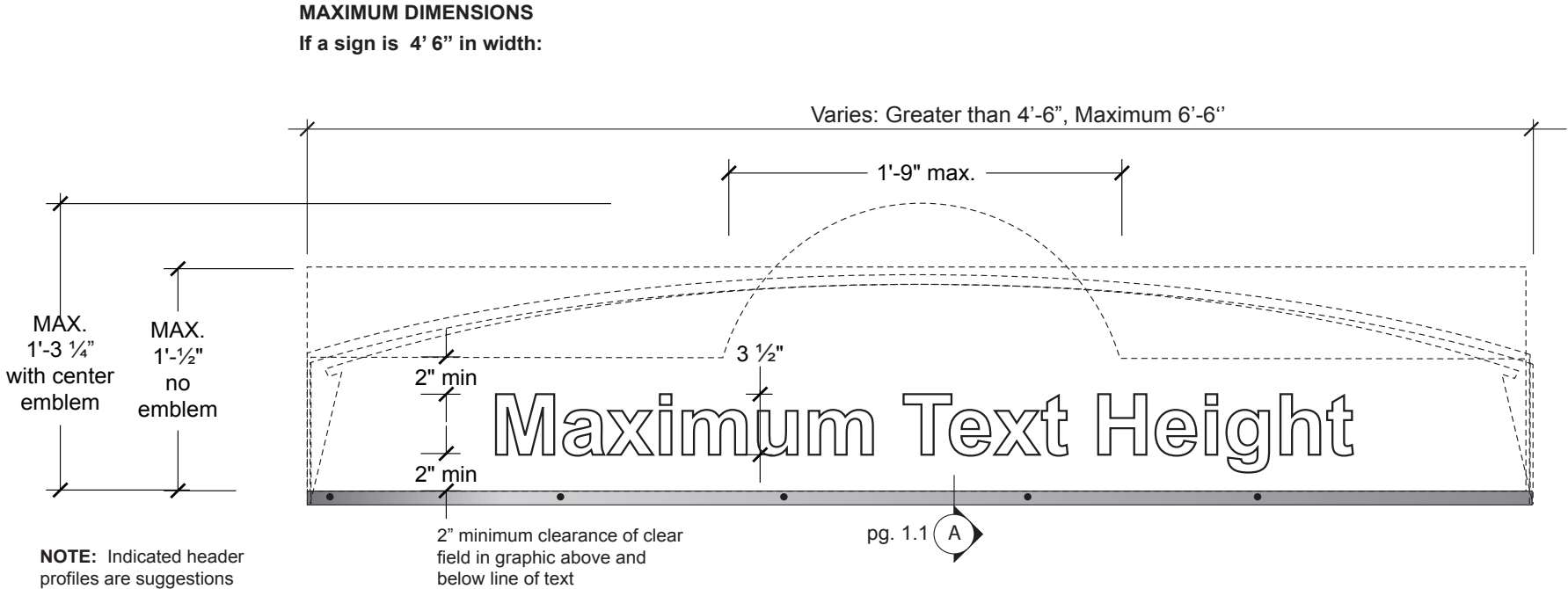
Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:	Installation Specifications	Date:	December, 2017	Scale:	NTS
Drawing set:	Design Specifications & Standards Manual				

FINAL DOCUMENT

Page:  
1-8.9





form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:	Community Headers - Typical Details, Over-Sized Signs		<b>FINAL DOCUMENT</b>
Drawing set:	Design Specifications & Standards Manual	Date:	December, 2017
		Scale:	1 1/2" = 1'-0"

Page:  
**2-1.2**



(Various sizes less than or equal to 4' 6" wide) - scale whole graphic proportionally



(Various sizes greater than 4' 6" wide) - stretch background horizontally, do not stretch text



Do not stretch center emblems



NOTE: Intricate Edge Details:  
Each community should be aware when designing headers that jagged or intricately detailed edges of panels will be more difficult to produce, resulting in a higher cost. Costs may be reduced by adding a background with a simpler shape to the graphic.



Each community shall be responsible for creating their own header identity within the guidelines provided in Section 2.

The shapes shown are for reference only. Each community may vary the header within the given dimensional constraints to suit their needs.



form:media

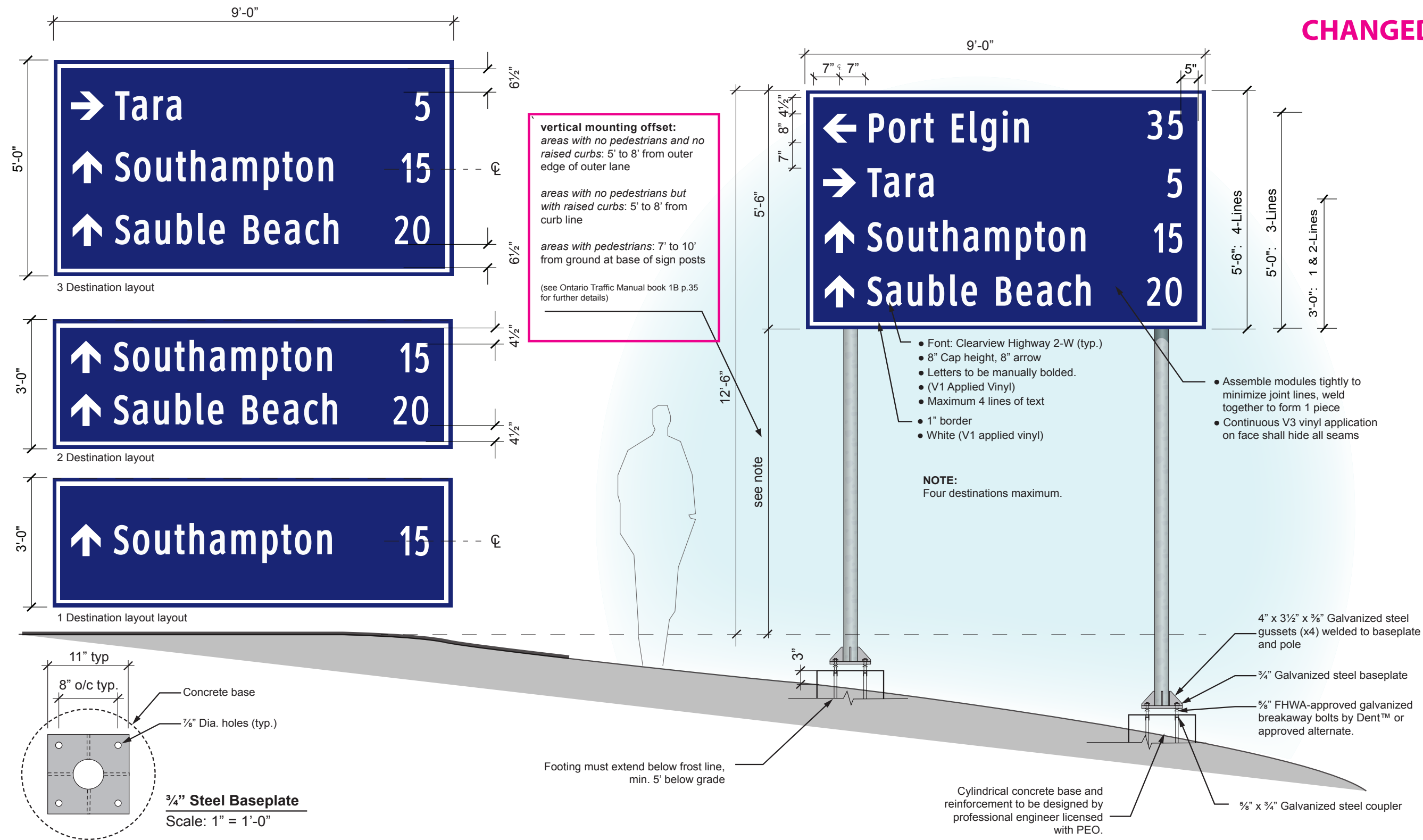
1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Community Headers - Variations		Date: December, 2017		Scale: 1 1/2" = 1'-0"	
Drawing set: Design Specifications & Standards Manual		Date: December, 2017		Scale: 1 1/2" = 1'-0"	

FINAL DOCUMENT

Page:  
2-2.1



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form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Vh-1 Directional

Drawing set: Design Specifications & Standards Manual

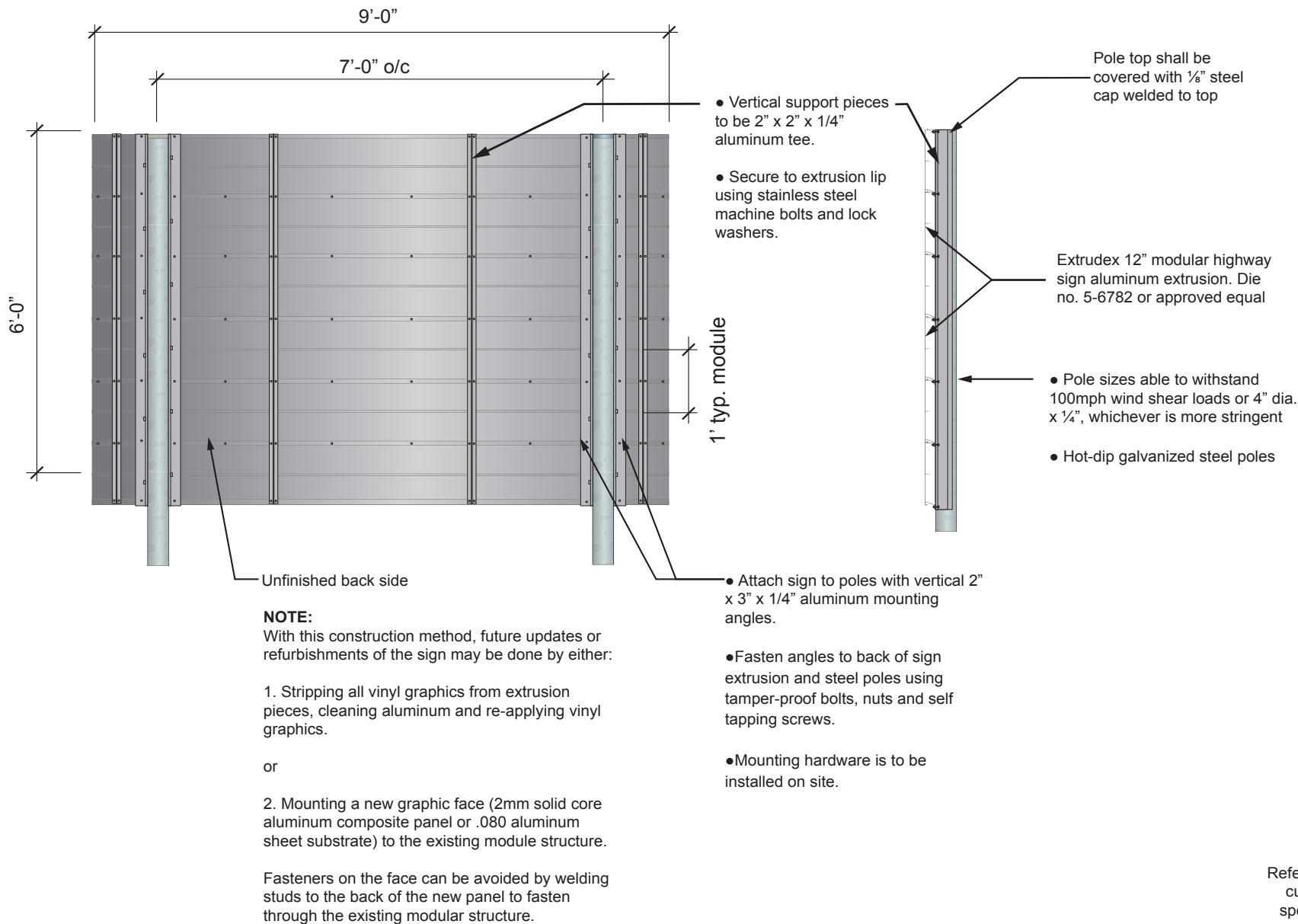
Date: December, 2017

FINAL DOCUMENT

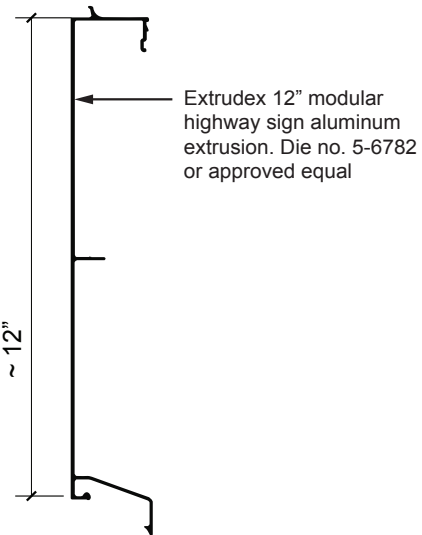
Scale: 1/2" = 1'-0" or as noted

Page:

3-1.1



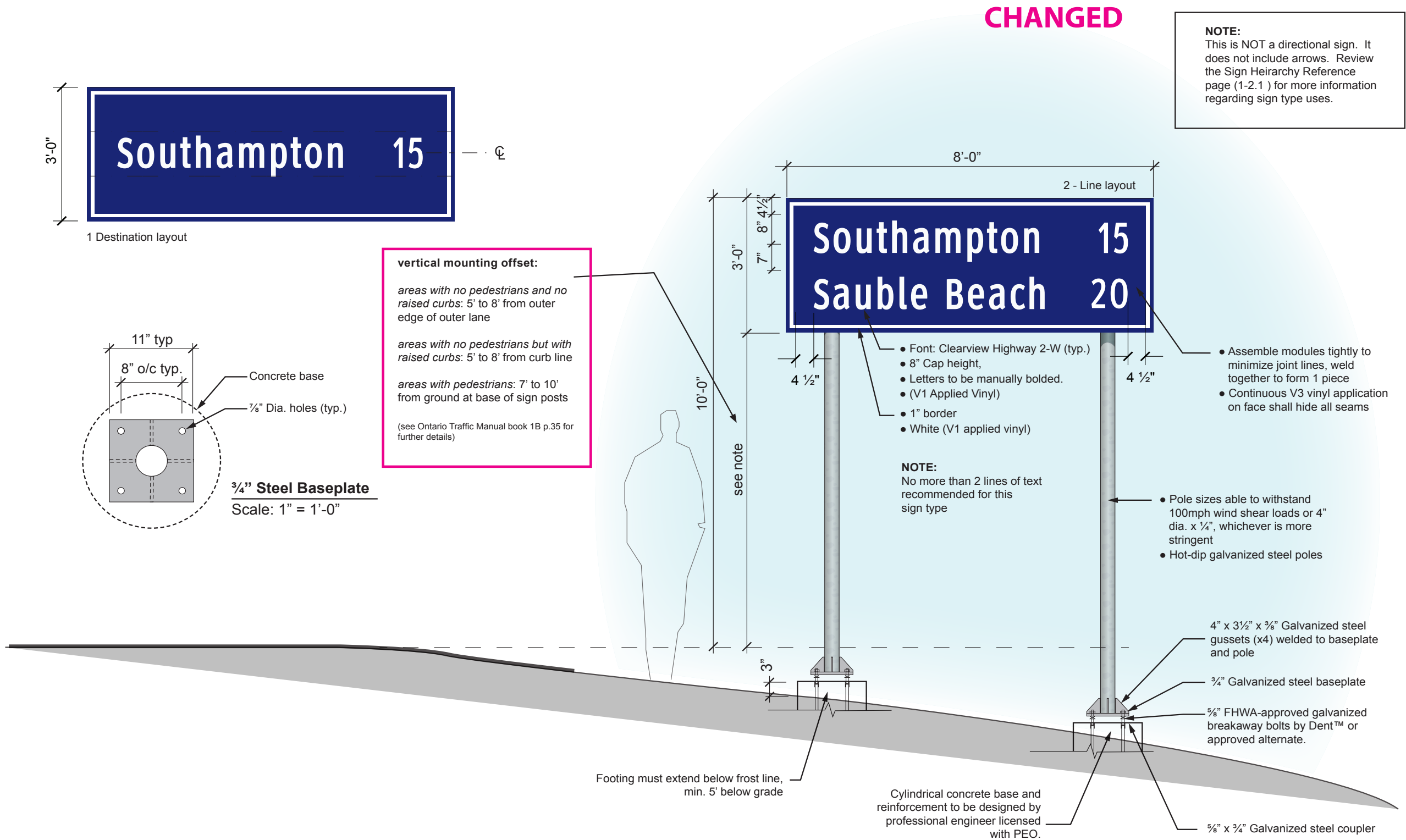
Back view of typical highway sign



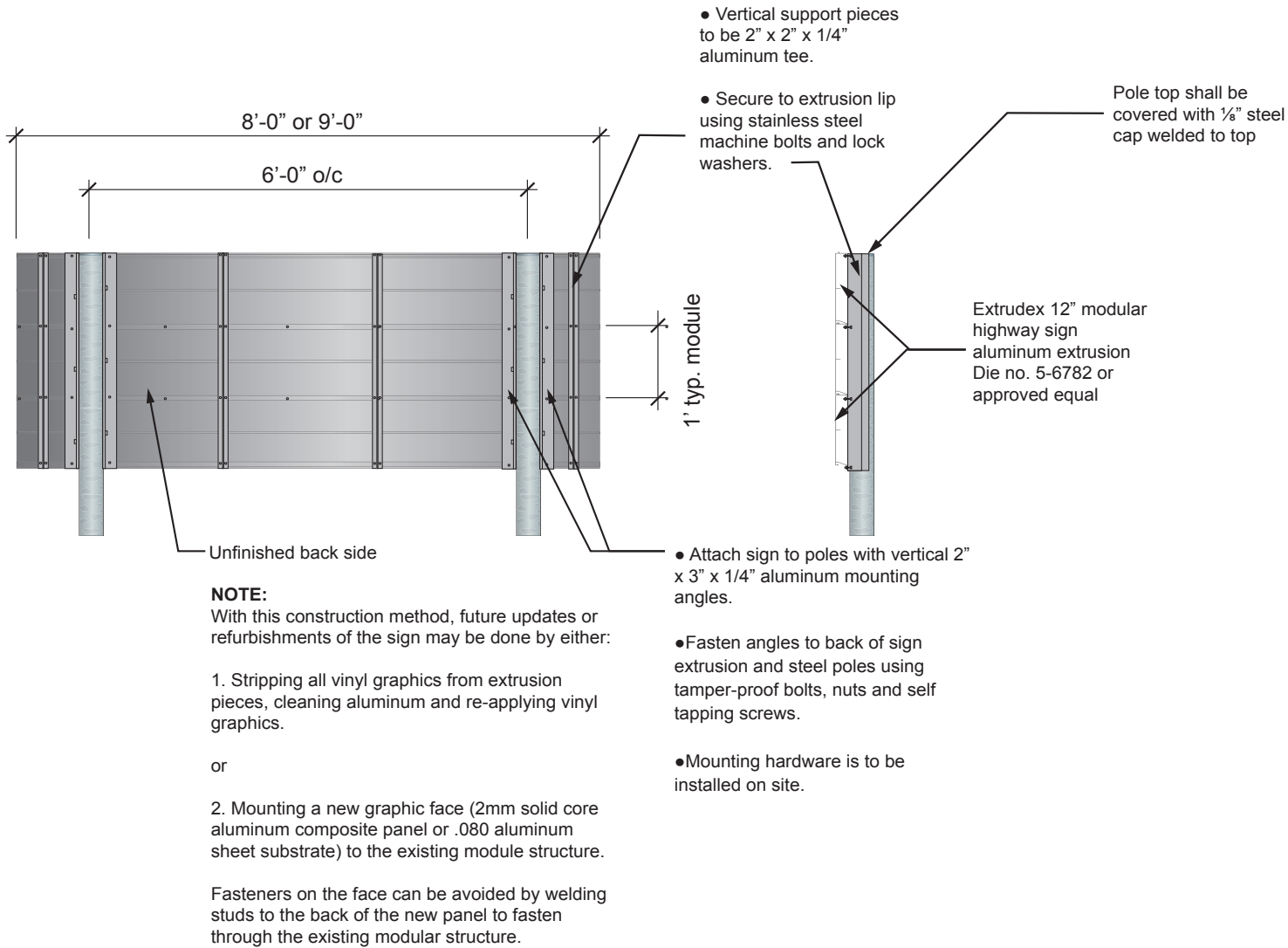
Refer to manufacturer cut sheets for more specific dimensional detail

Aluminum Extrusion Detail  
Scale: 3" = 1'-0"

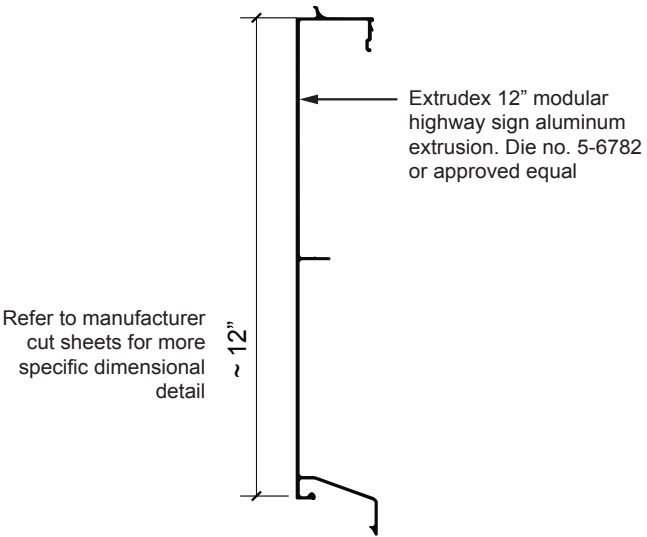




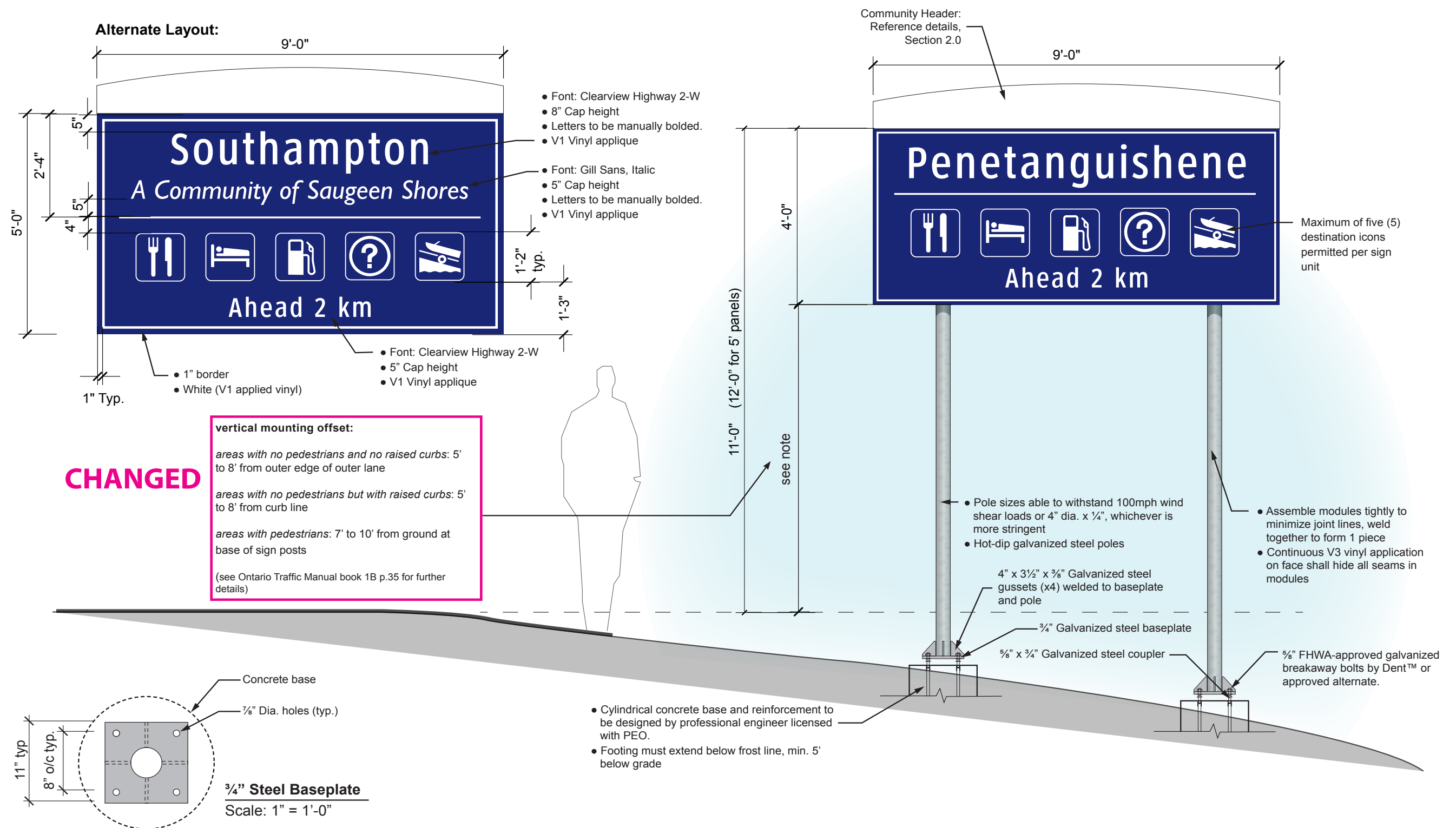


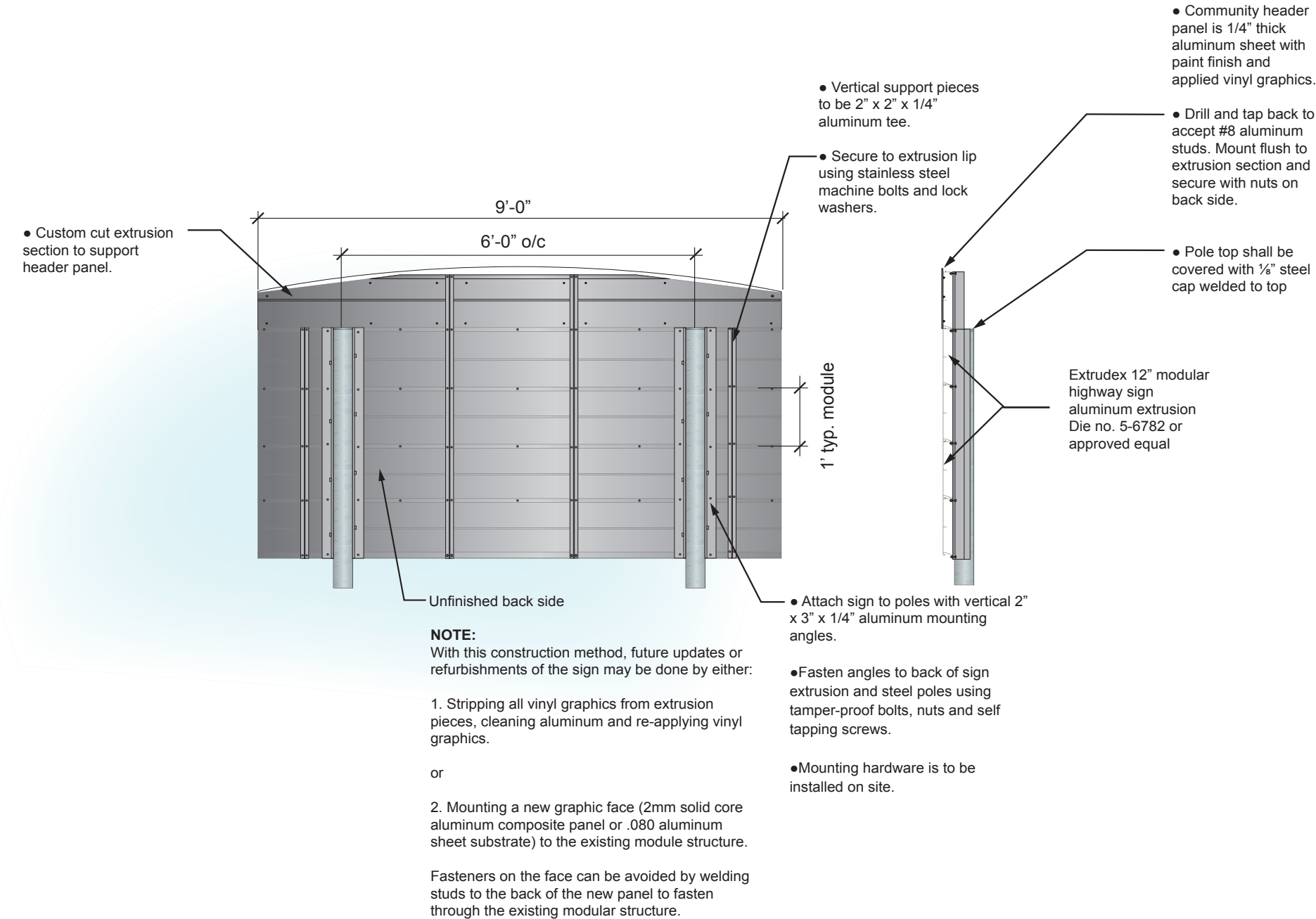


Back view of typical highway sign

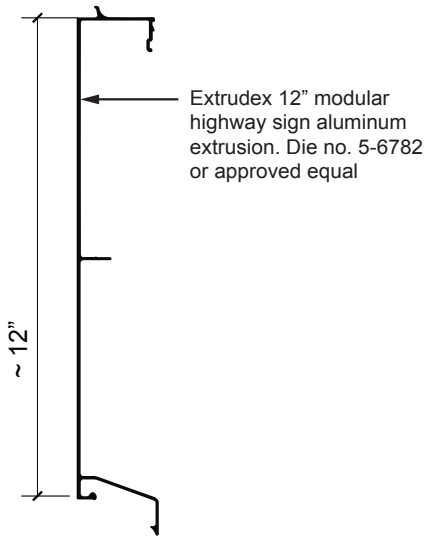


**Aluminum Extrusion Detail**  
Scale: 3" = 1'-0"





Back view of typical highway sign



**Aluminum Extrusion Detail**

Scale: 3" = 1'-0"



form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

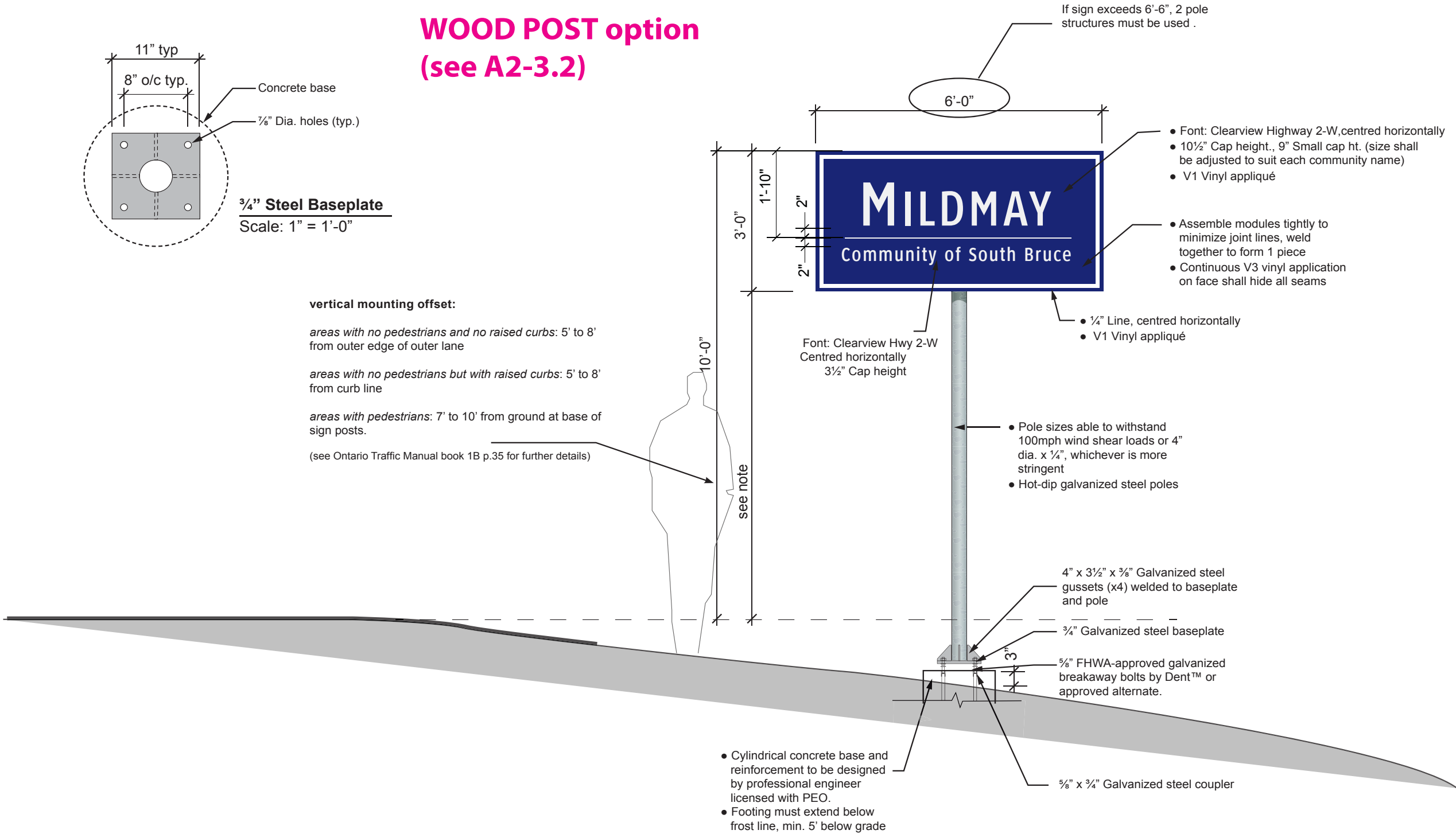
Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Vh-3 Community Amenity; Construction Details			FINAL DOCUMENT
Drawing set: Design Specifications & Standards Manual	Date: December, 2017	Scale: 1/2" = 1'-0"	

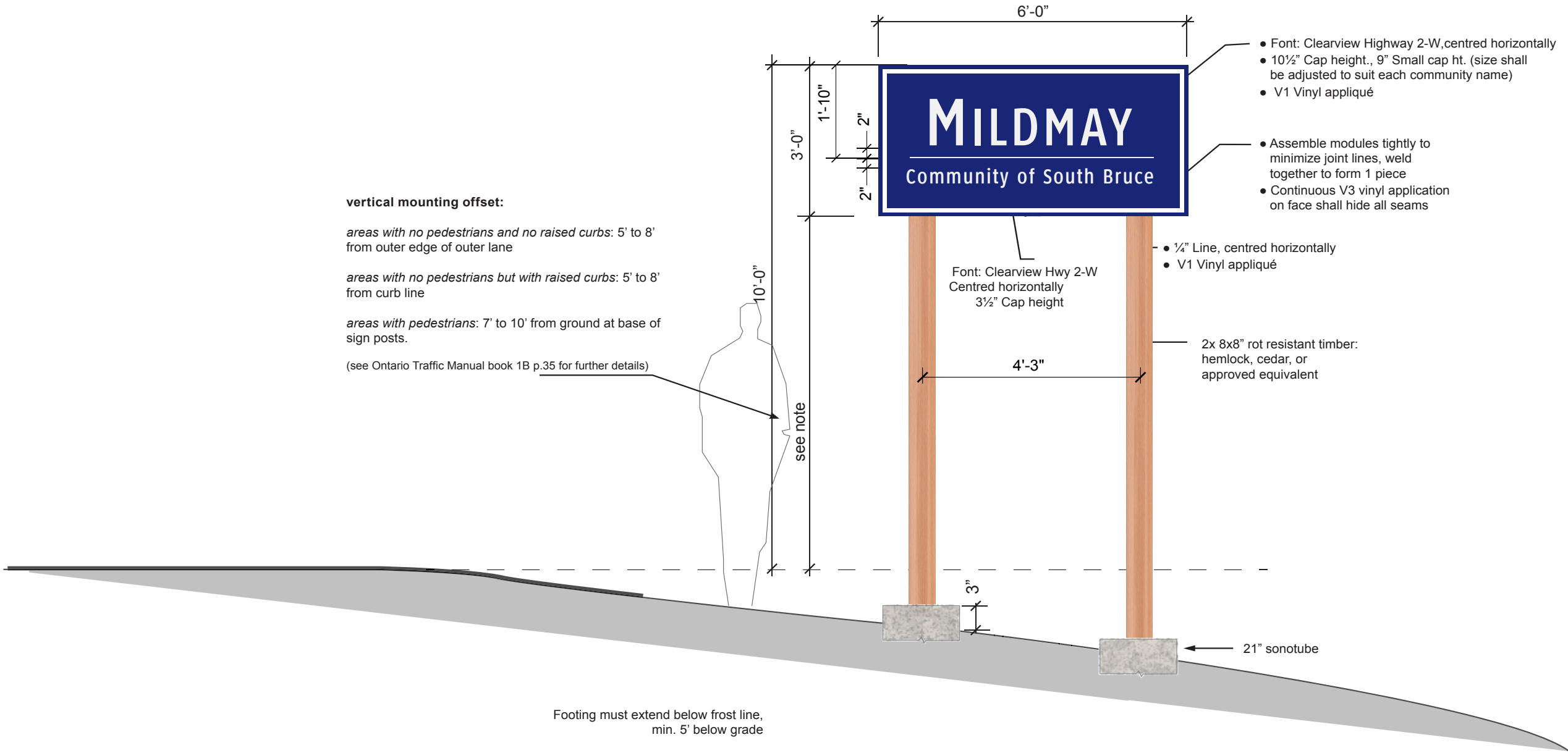
Page: 3-3.2
-------------

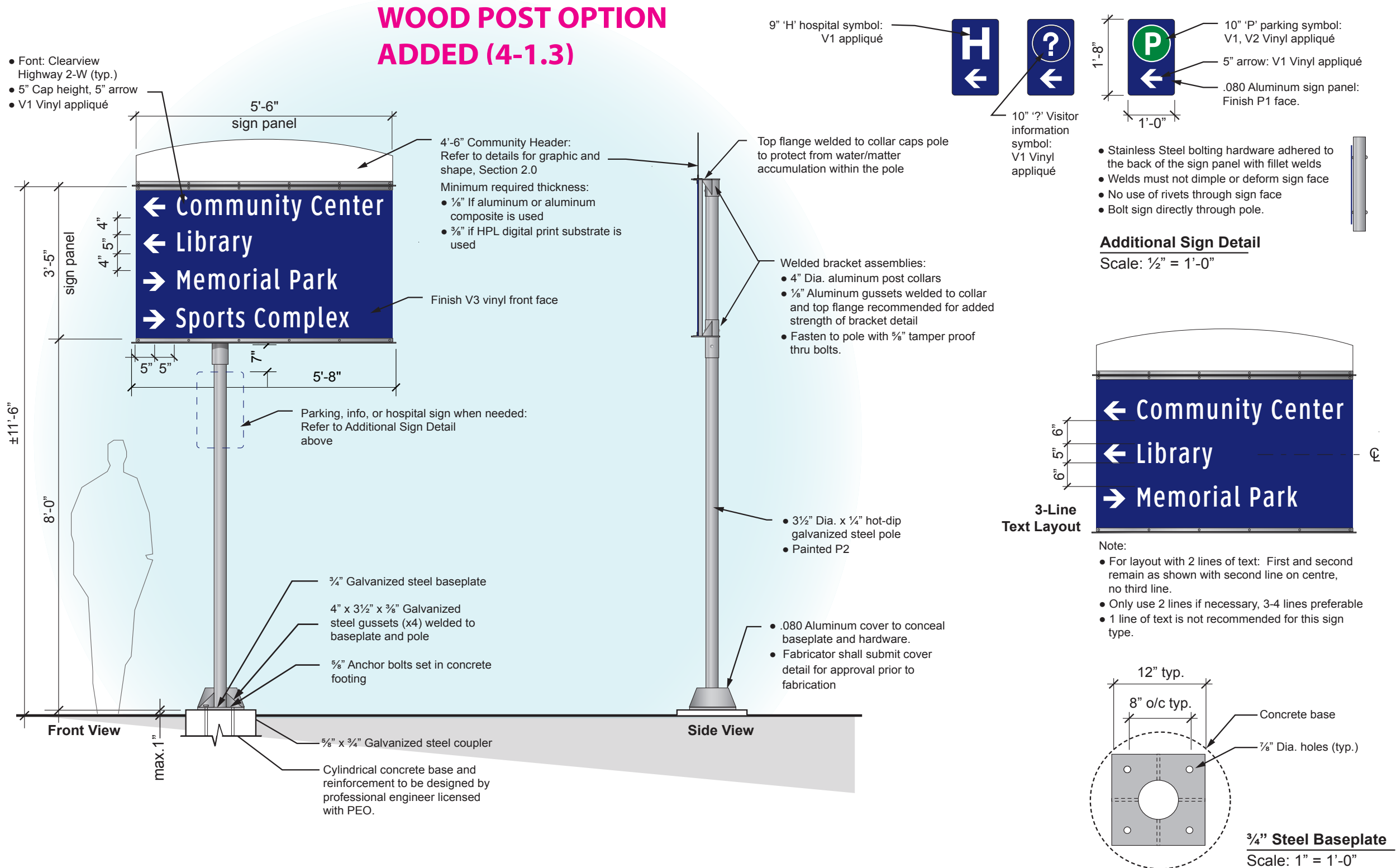
NEW SIGN

WOOD POST option  
(see A2-3.2)



NEW SIGN





form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Vu-1 Urban Directional

Drawing set: Design Specifications & Standards Manual

Date: December, 2017

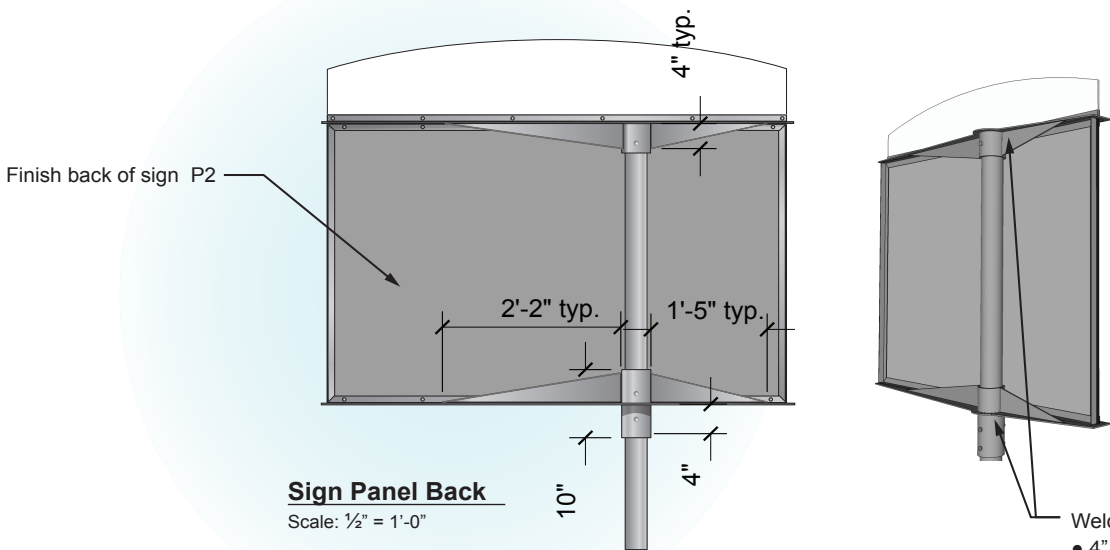
**FINAL DOCUMENT**

Scale: 1/2" = 1'-0" or as noted

Page:

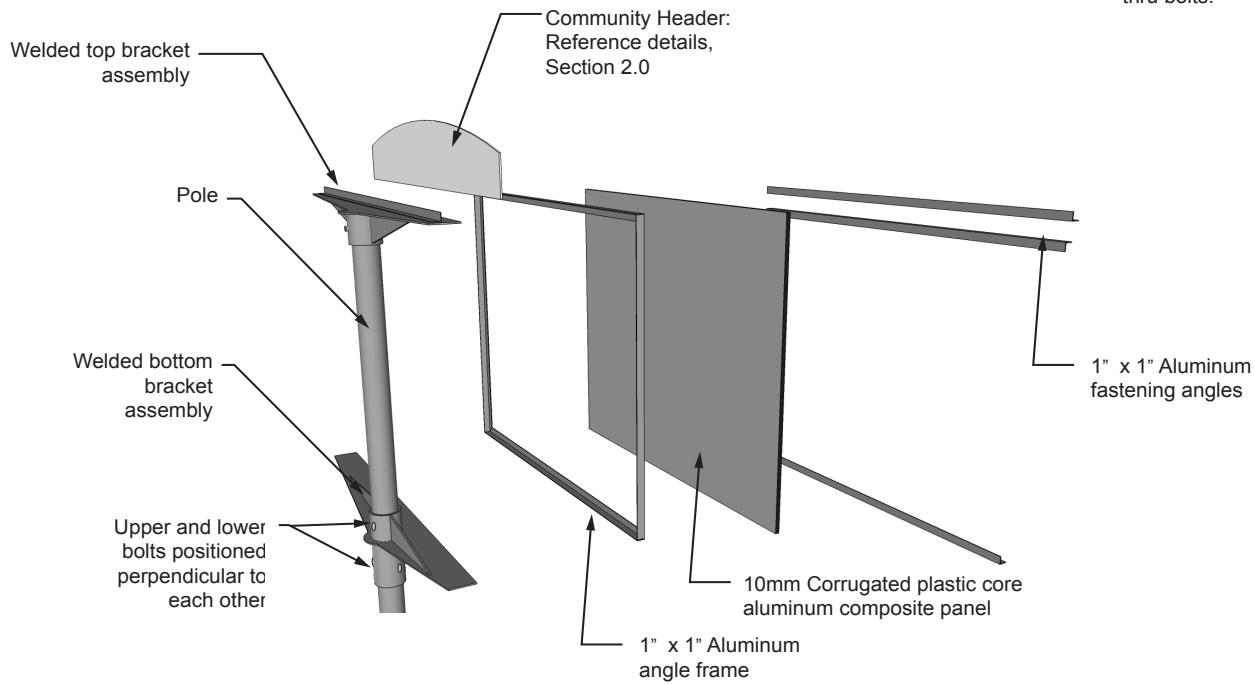
**4-1.1**



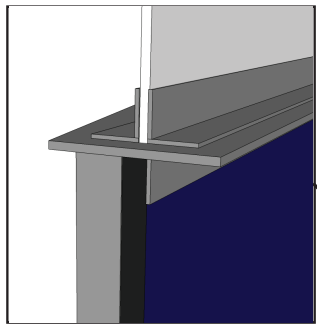


**Sign Panel Back**  
Scale: 1/2" = 1'-0"

- Welded bracket assemblies:
- 4" Dia. aluminum post collars
  - 1/8" Aluminum gussets welded to collar and top flange recommended for added strength of bracket detail
  - Fasten to pole with 5/8" tamper proof thru bolts.



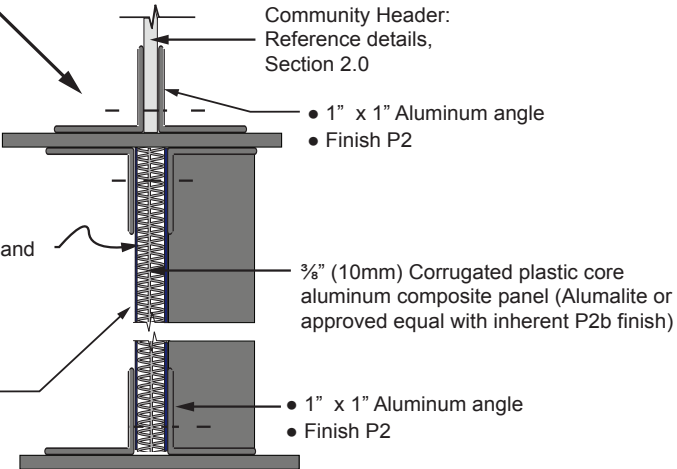
**Sign Panel Exploded Perspective**  
Scale: NTS



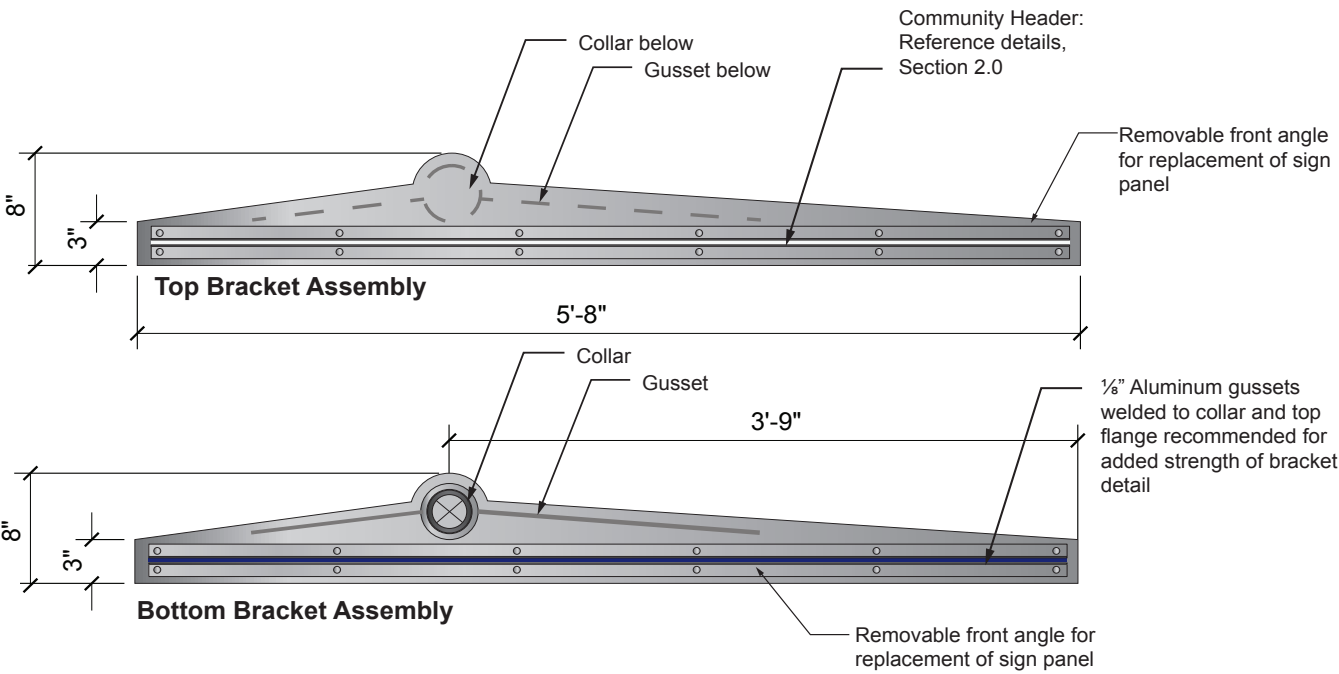
**3D End Detail**

- Edge behind:
- Min. .080 aluminum edgeband on end to hide composite panel core
  - Finish V3 vinyl

- Finish V3 vinyl front face
- 1" x 1" Aluminum angle
  - Finish P2

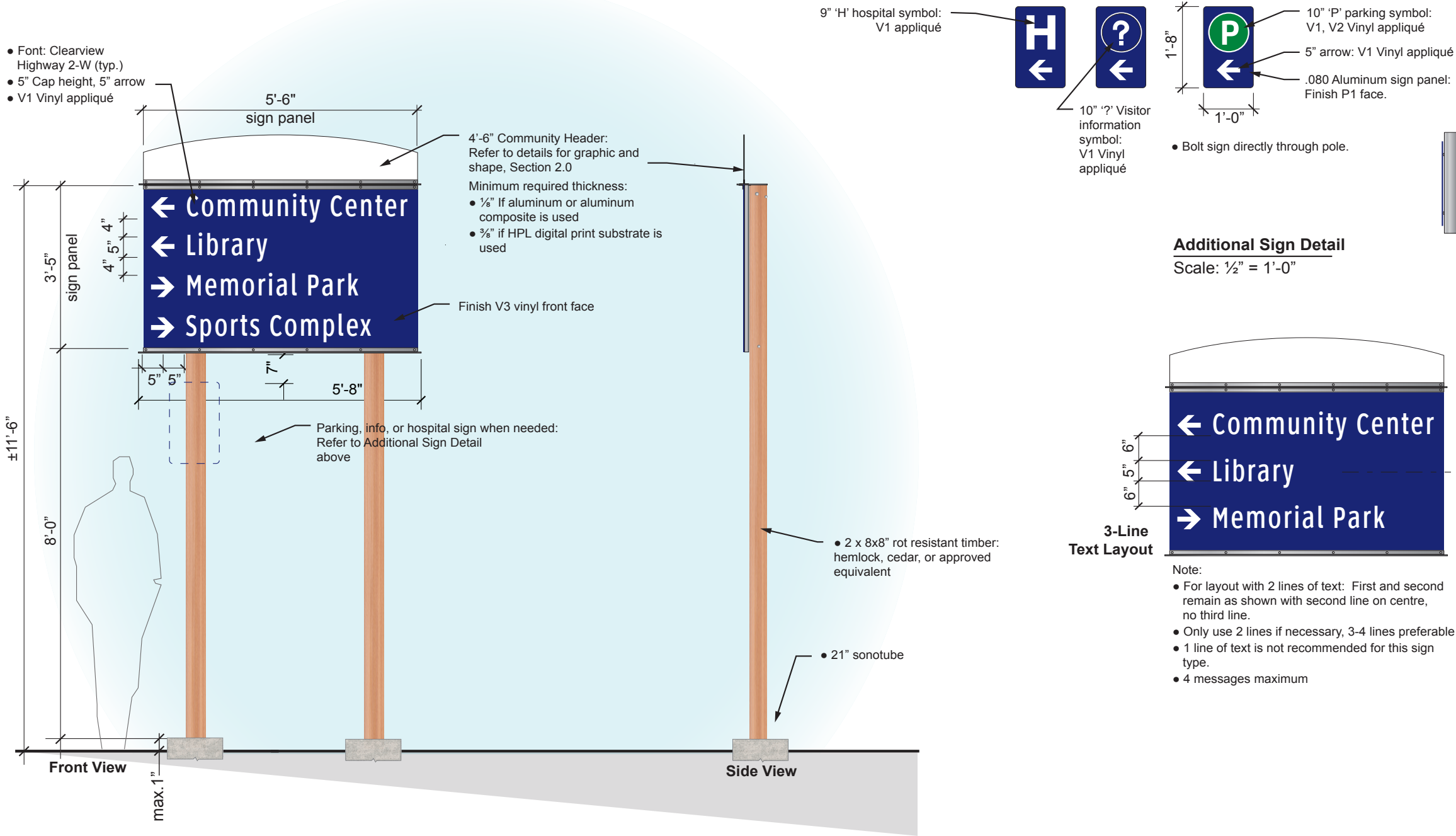


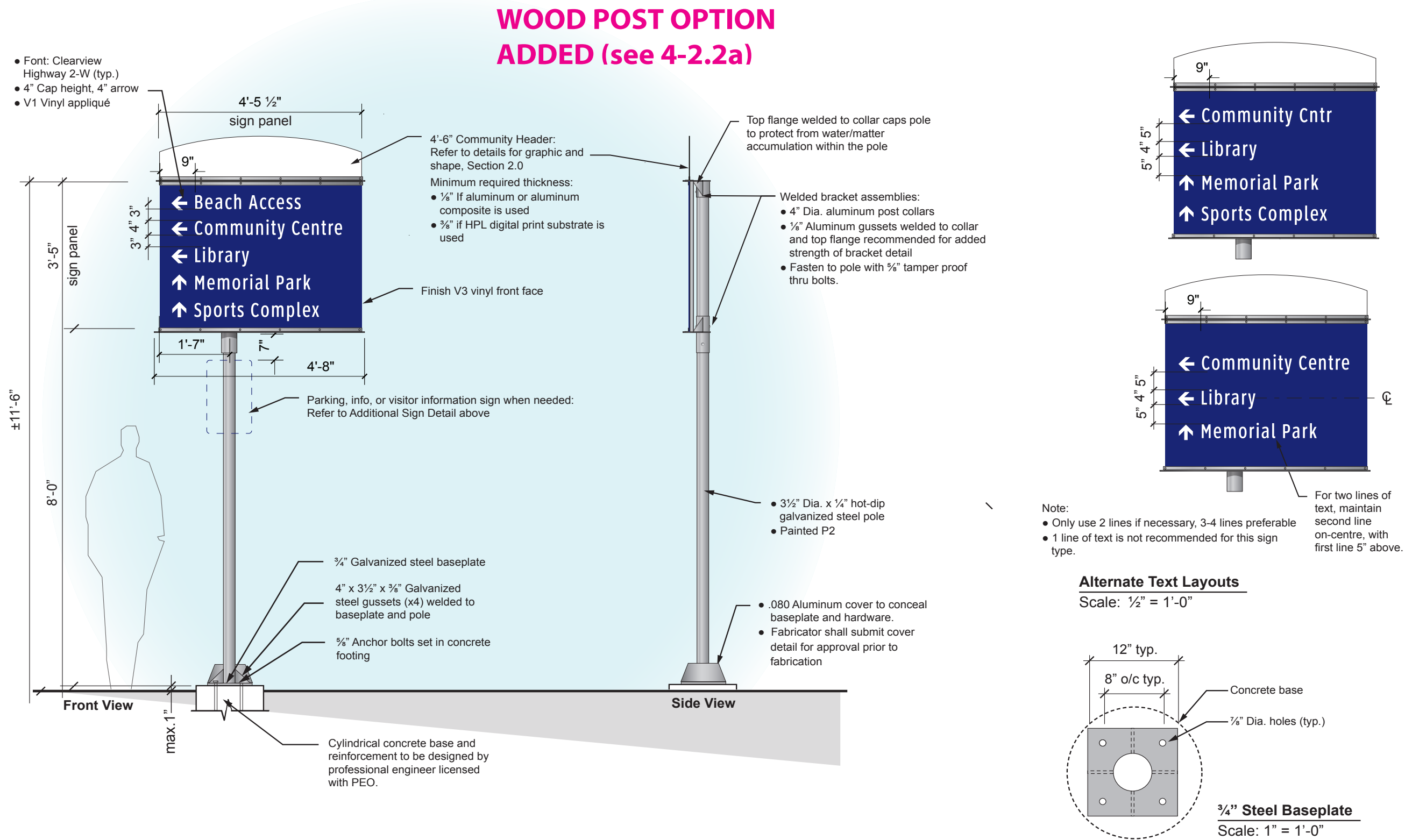
**Section A - Sign Panel Section Detail**  
Scale: 6" = 1'-0"



**Bracket Assemblies**  
Scale: 1" = 1'-0"

ADDED





form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Vu-2 Core Directional REVISED

Drawing set: Design Specifications & Standards Manual

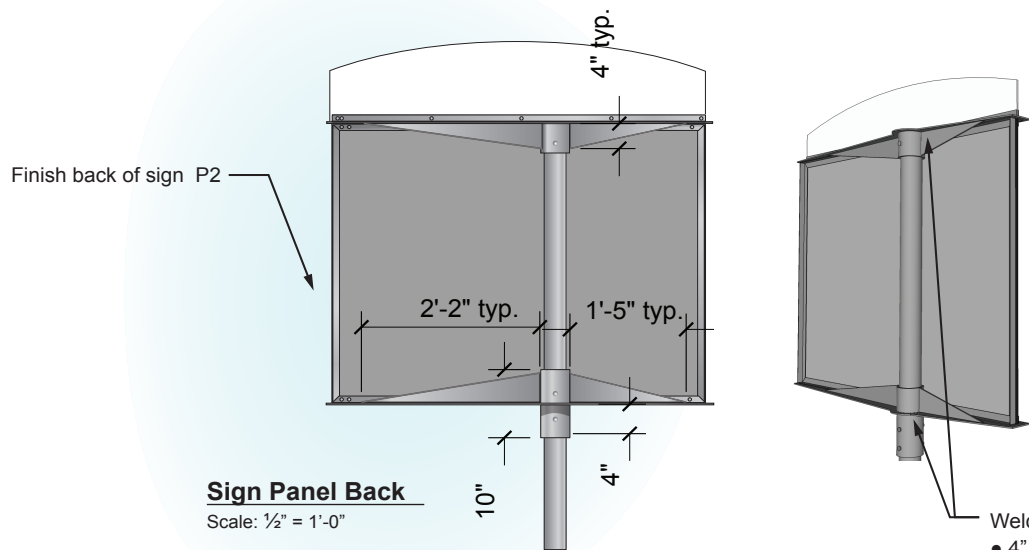
Date: December, 2017

**FINAL DOCUMENT**

Scale: 1/2" = 1'-0" or as noted

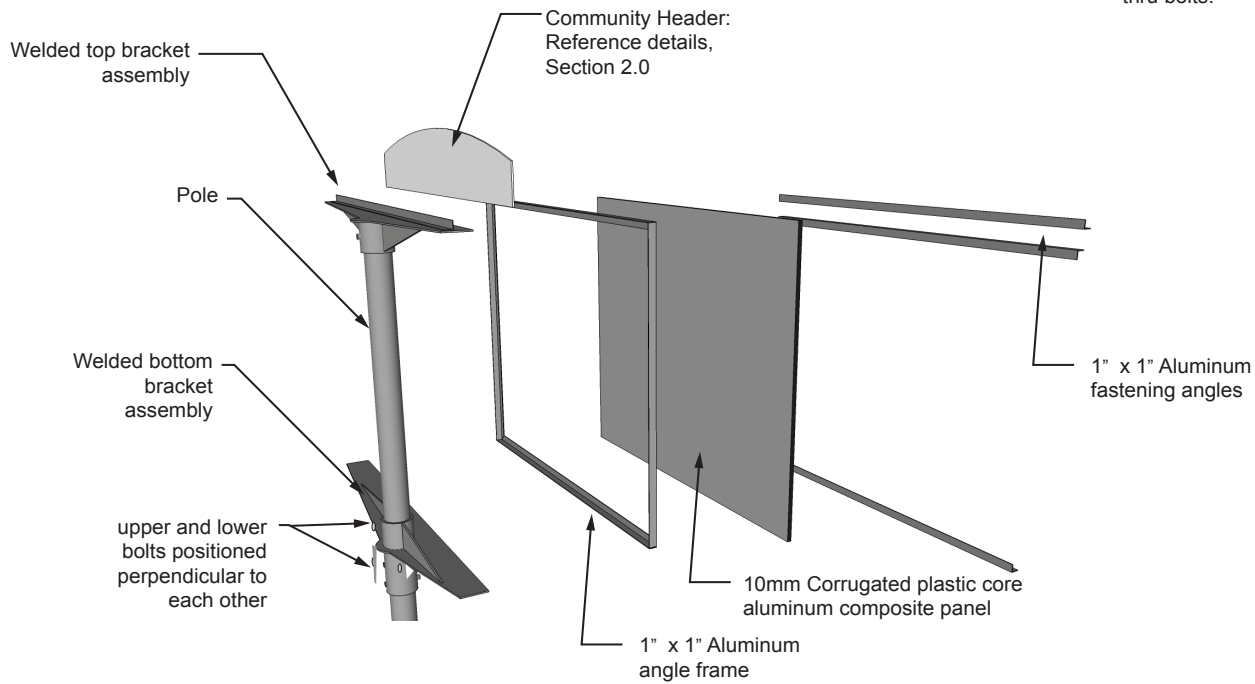
Page:

4-2.1

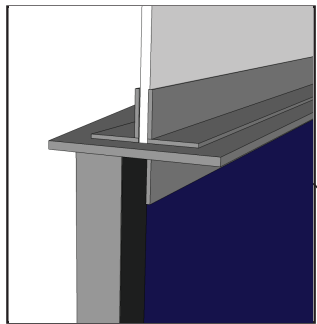


**Sign Panel Back**  
Scale: 1/2" = 1'-0"

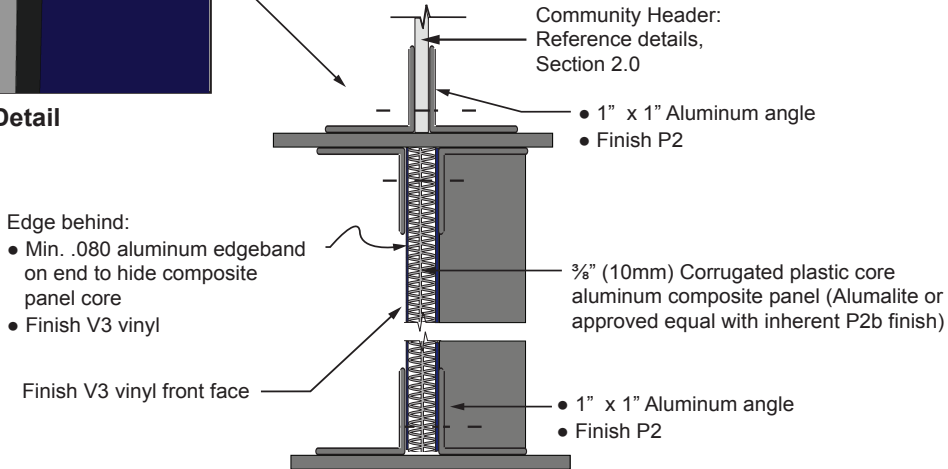
- Welded bracket assemblies:
- 4" Dia. aluminum post collars
  - 1/8" Aluminum gussets welded to collar and top flange recommended for added strength of bracket detail
  - Fasten to pole with 5/8" tamper proof thru bolts.



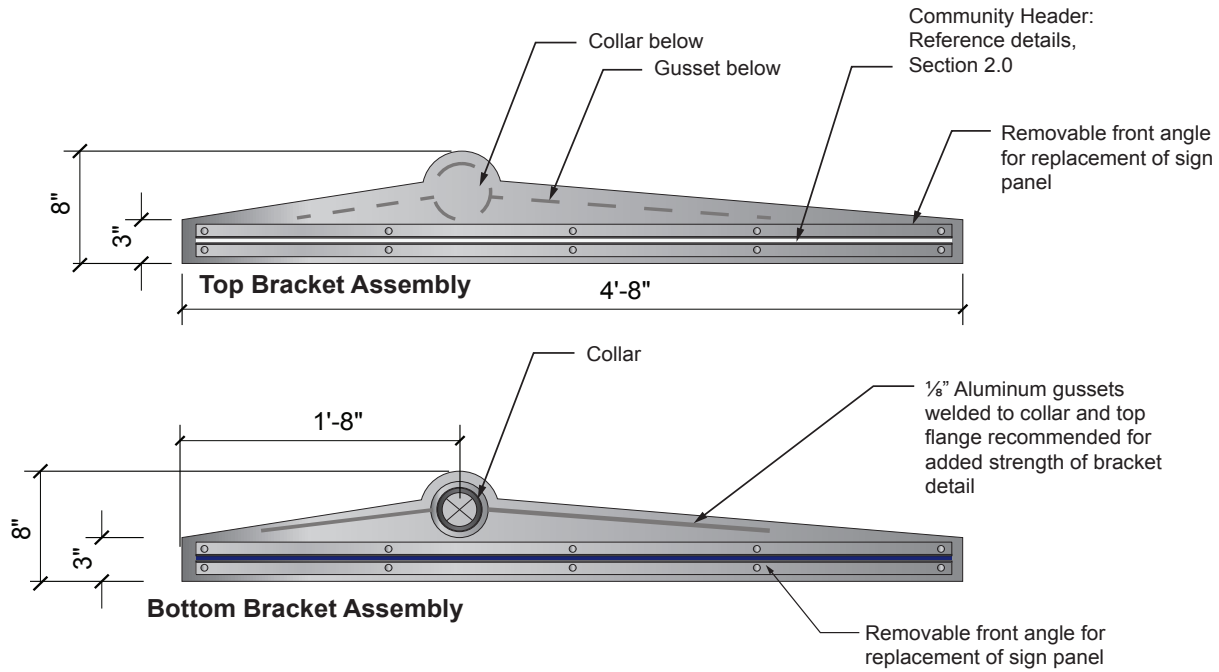
**Sign Panel Exploded Perspective**  
Scale: NTS



**3D End Detail**



**Section A - Sign Panel Section Detail**  
Scale: 6" = 1'-0"



**Bracket Assemblies**  
Scale: 1" = 1'-0"



form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Vu-2 Core Directional; Construction Details

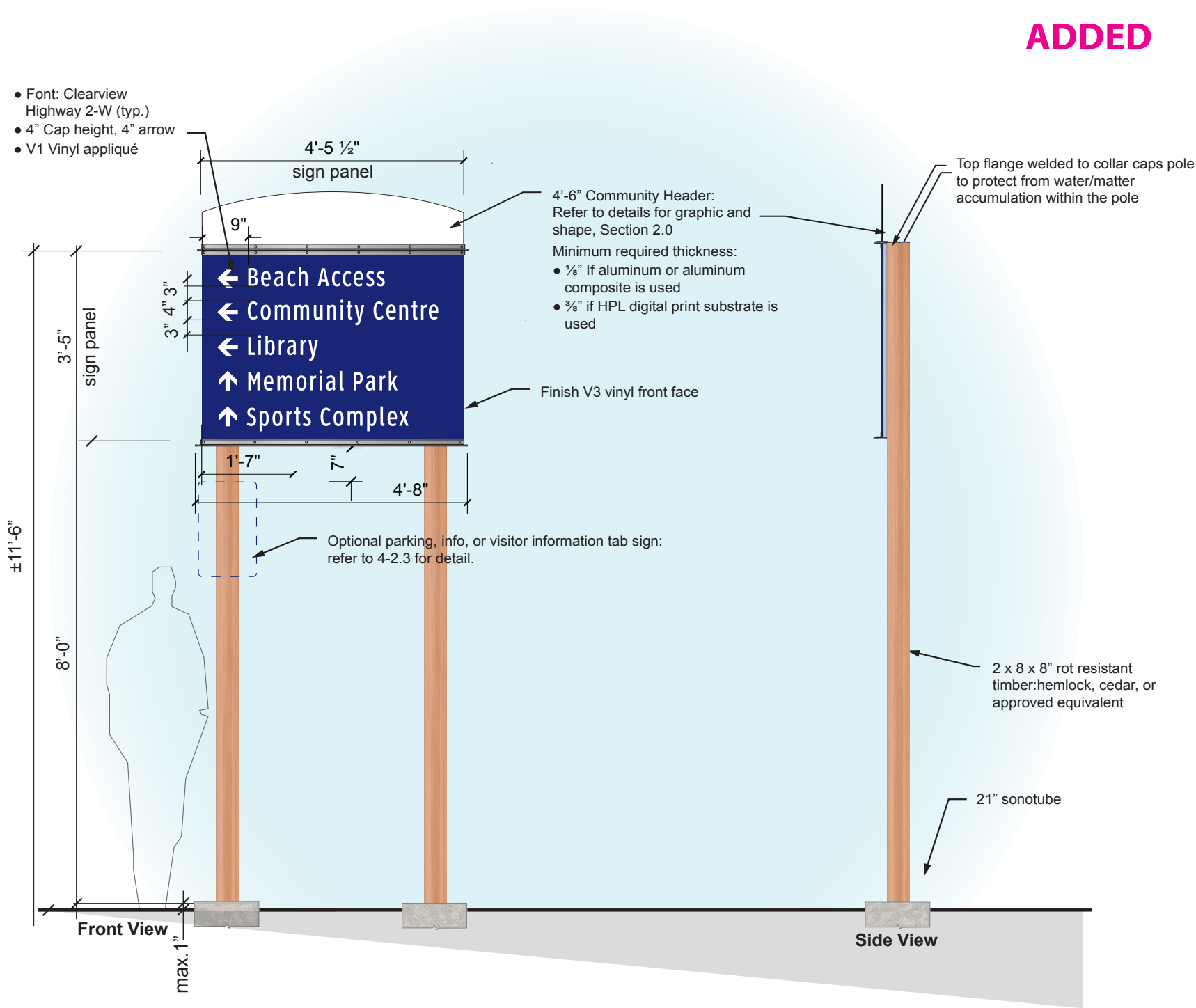
**FINAL DOCUMENT**

Drawing set: Design Specifications & Standards Manual

Date: December, 2017

Scale: 1/2" = 1'-0" or as noted

Page: **4-2.2**



ADDED

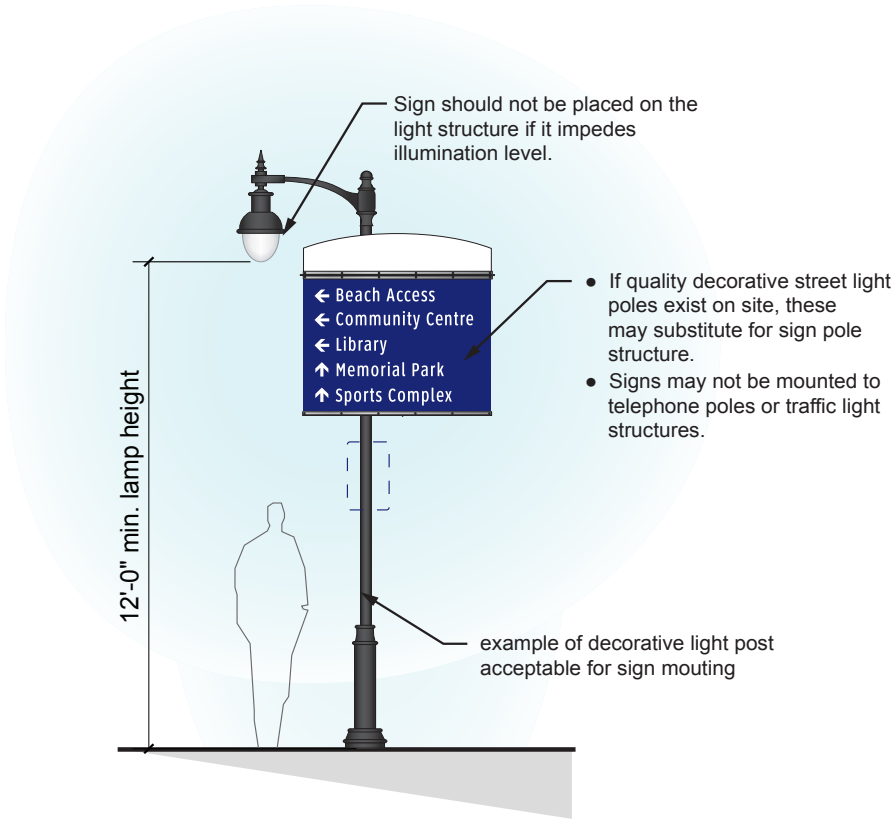


Note:

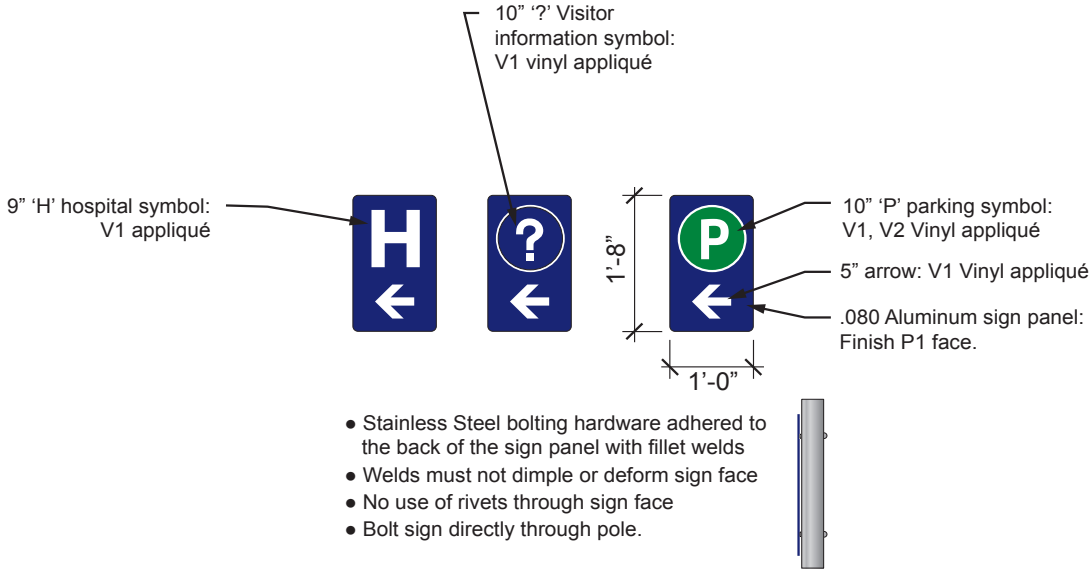
- Only use 2 lines if necessary, 3-4 lines preferable
- 1 line of text is not recommended for this sign type.

For two lines of text, maintain second line on-centre, with first line 5" above.

Alternate Text Layouts  
Scale: 1/2" = 1'-0"



**Alternate Installation**  
Scale: 1/4" = 1'-0"



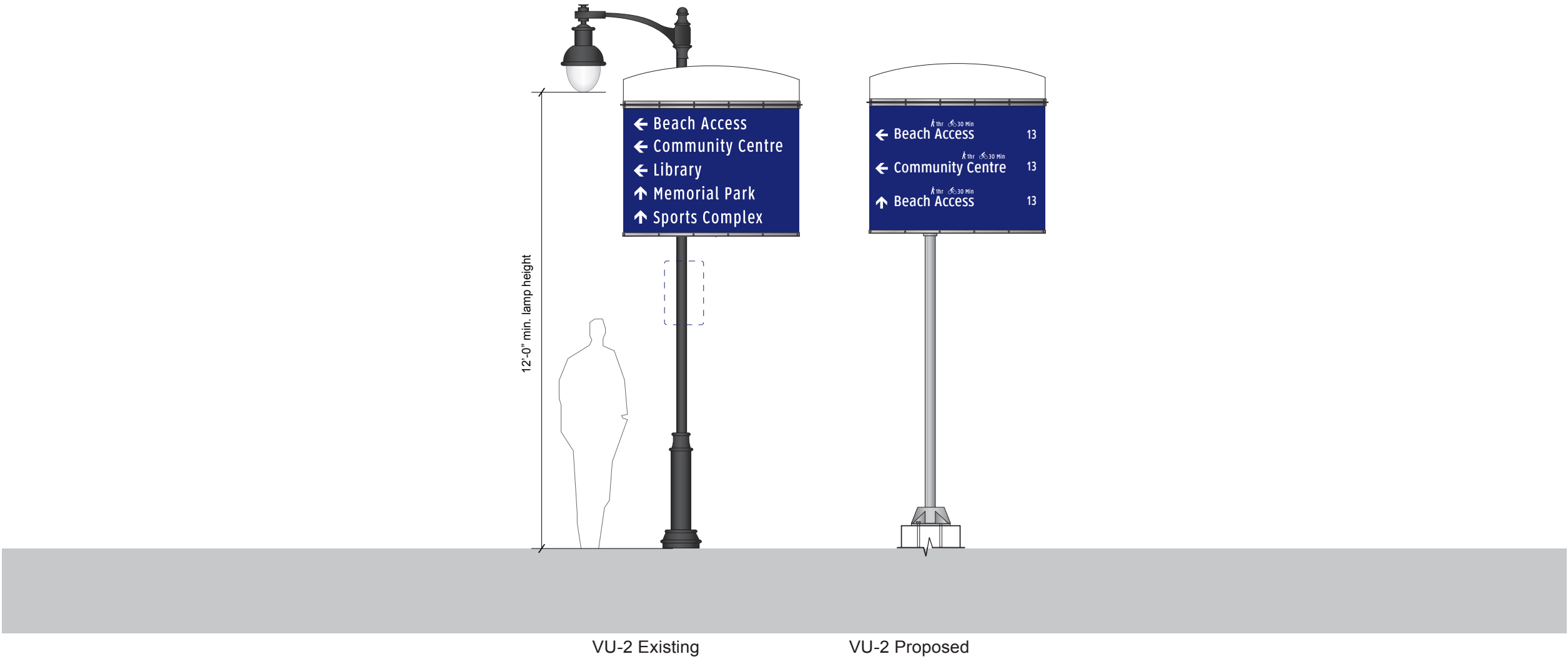
**Additional Sign Details**  
Scale: 1/2" = 1'-0"

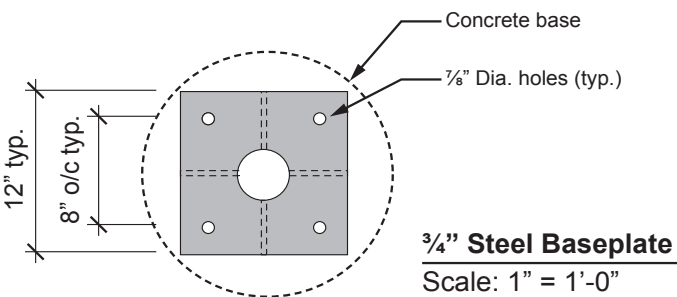
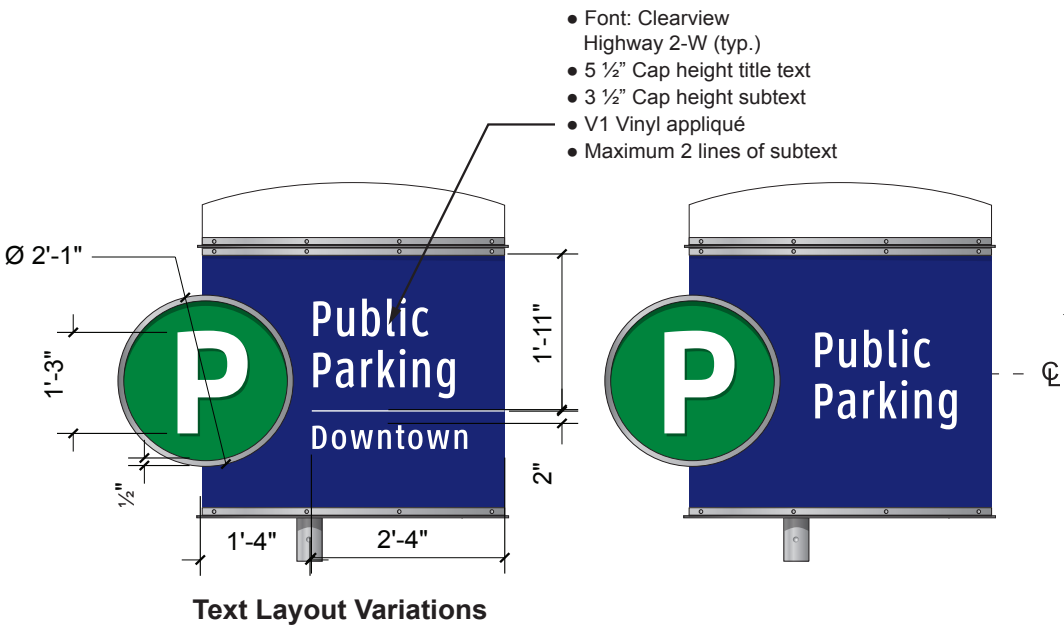
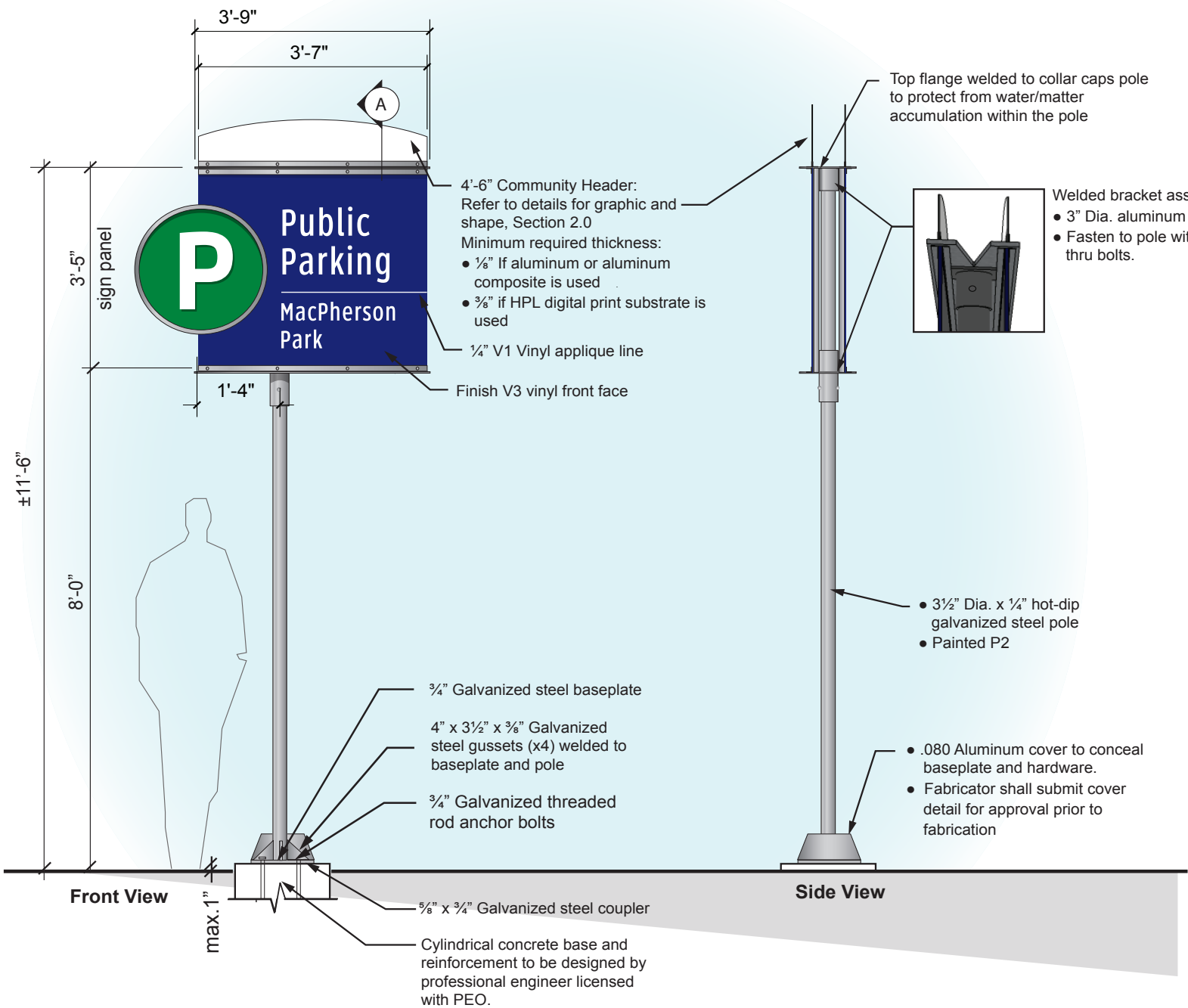


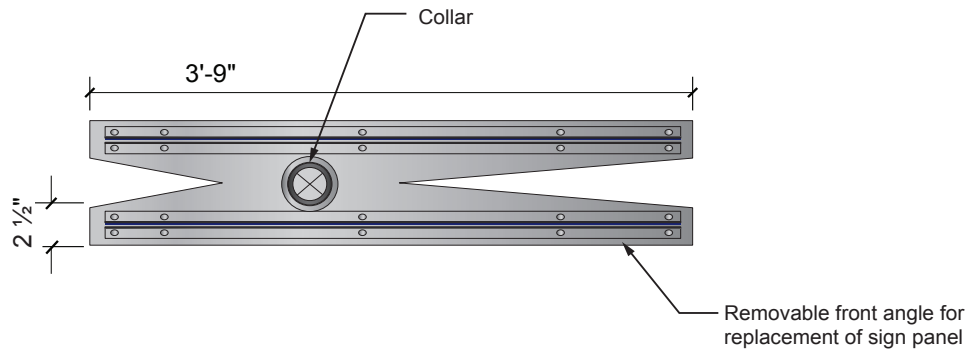
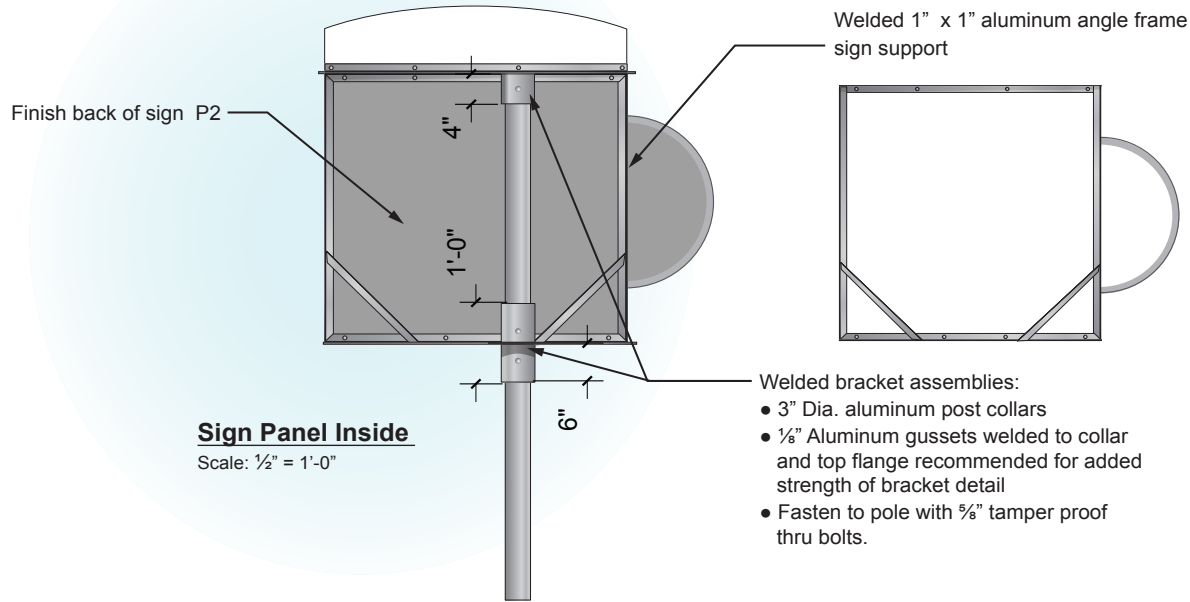
Sign Type Layouts: Revised for Active Transportation

CORE & CYCLING DIRECTIONAL: VU-2

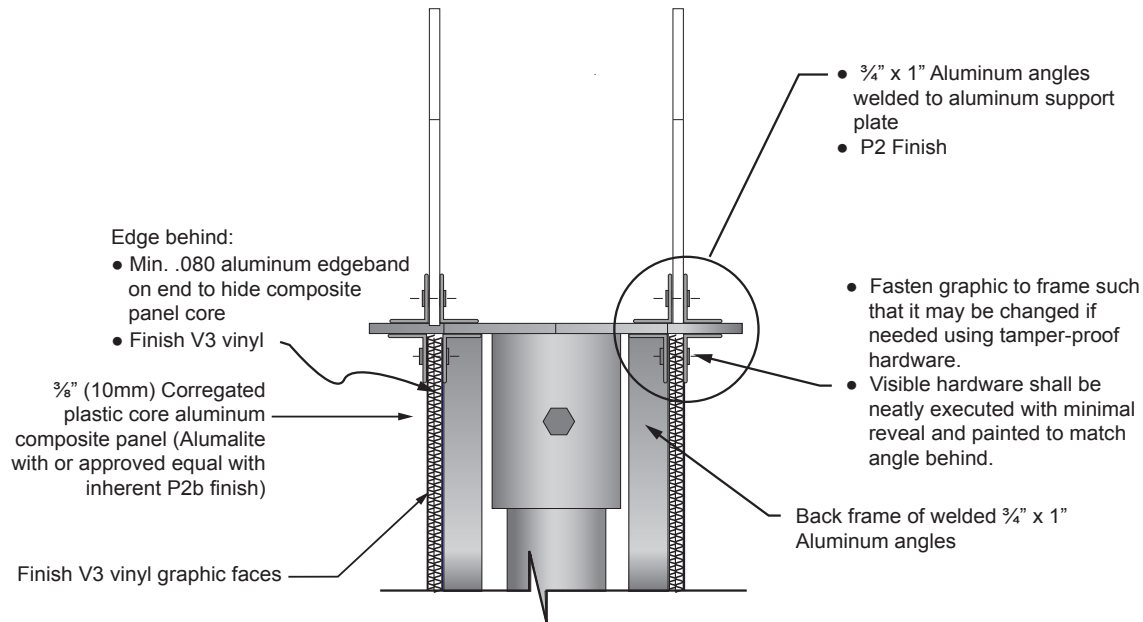
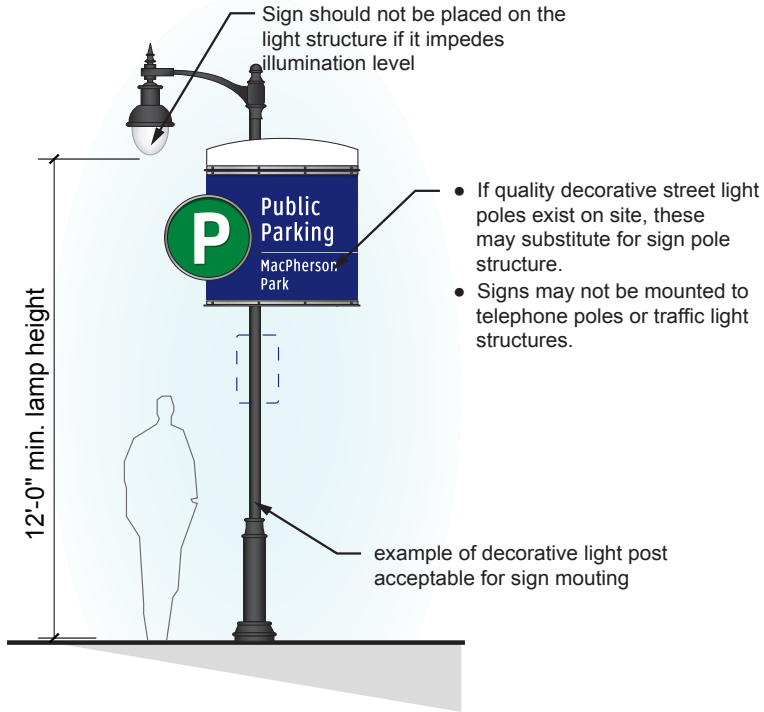
Inside Community Core with Distance and Cycling







**Alternate Installation**  
Scale: 1/4" = 1'-0"

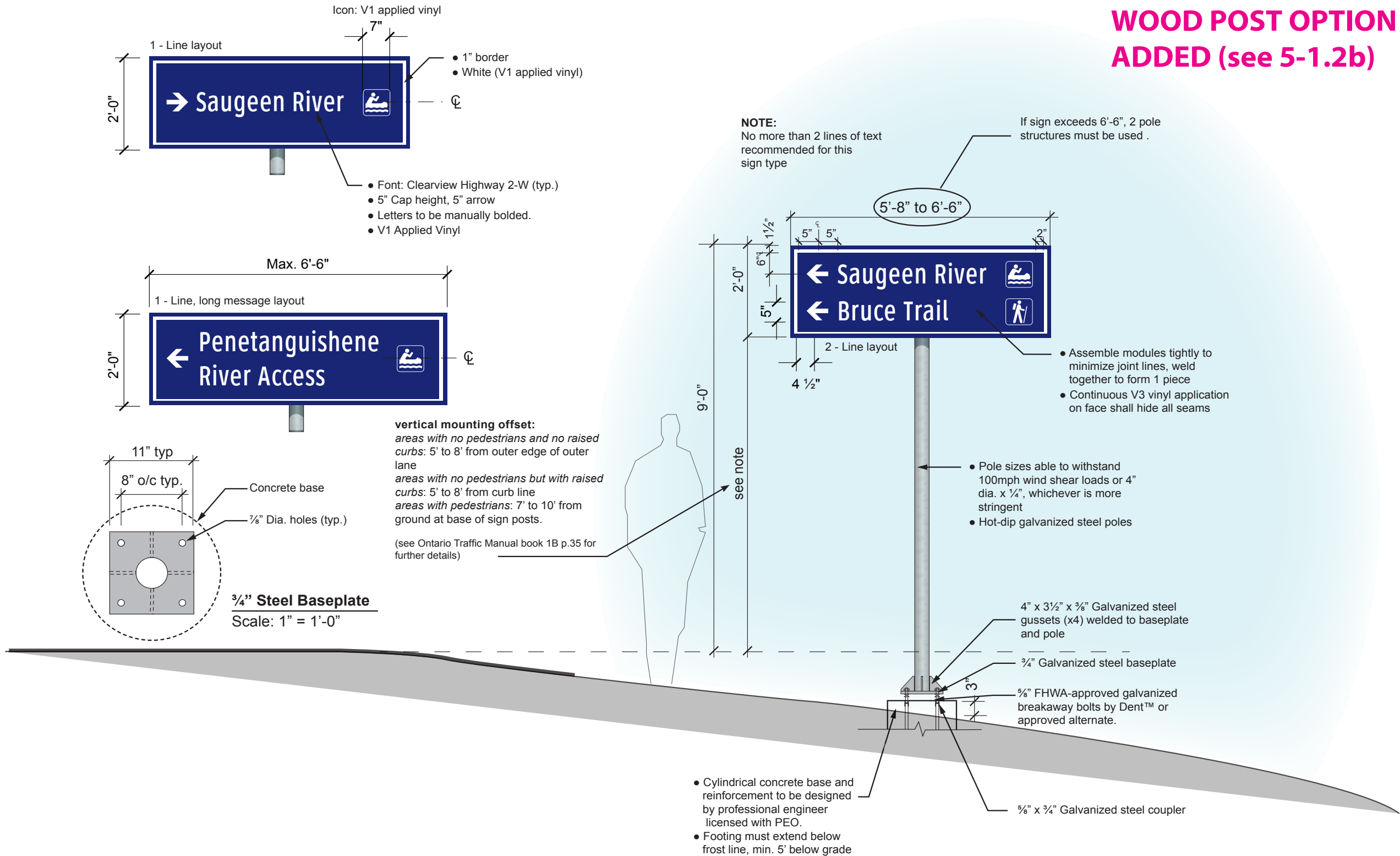


form:media

Tourism Wayfinding Signage, Regional Tourism Organization 7

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Drawing: Vu-3 Parking Lot ID; Construction Details	FINAL DOCUMENT	
Drawing set: Design Specifications & Standards Manual	Date: December, 2017	Scale: 1/2" = 1'-0" or as noted



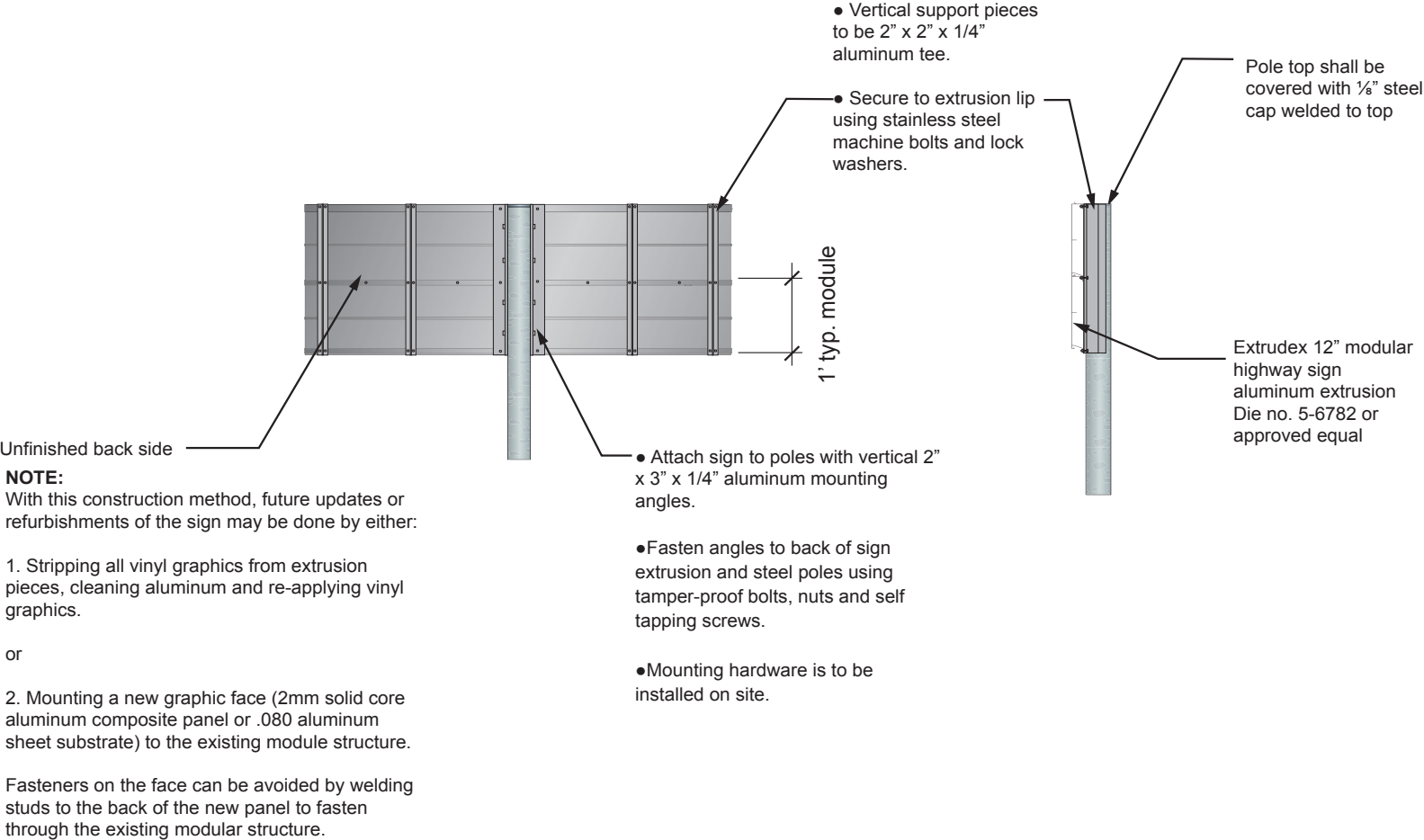
form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

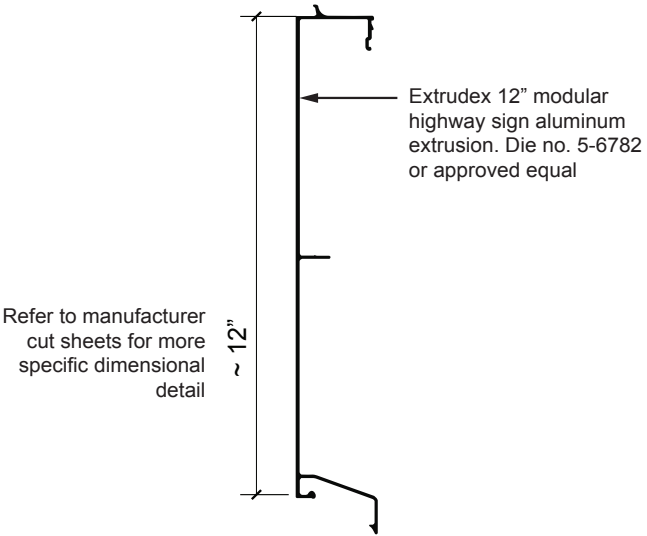
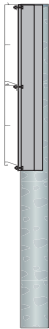
Drawing:	Vt-1 Vehicular Trailblazer Directional		FINAL DOCUMENT
Drawing set:	Design Specifications & Standards Manual	Date:	December, 2017
Scale:	1/2" = 1'-0" or as noted		

Page:	5-1.1
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Back view of typical highway sign

If sign width exceeds 6'-6":  
2 pole structures must be used



**Aluminum Extrusion Detail**  
Scale: 3" = 1'-0"

ADDED

**alternative wood-post option**  
to be considered in areas with no  
pedestrians / no curbs only

**vertical mounting offset:**  
*areas with no pedestrians and no raised curbs:* 5'  
to 8' from outer edge of outer lane  
*areas with no pedestrians but with raised curbs:* 5'  
to 8' from curb line  
*areas with pedestrians:* 7' to 10' from ground at  
base of sign posts  
(see Ontario Traffic Manual book 1B p.35  
for further details)

**NOTE:**  
No more than 2 lines of text  
recommended for this  
sign type

If sign exceeds 6'-6", 2 pole  
structures must be used .

5'-8" to 6'-6"

← Saugeen River  
← Bruce Trail



2 - Line layout

4 1/2"

- Assemble modules tightly to  
minimize joint lines, weld  
together to form 1 piece
- Continuous V3 vinyl application  
on face shall hide all seams

- 8 x 8" Rot resistant timber:  
hemlock, cedar, or approved equivalent

16" Sonotube



**form:media**

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:  
Vt-1 Vehicular Trailblazer Directional

**FINAL DOCUMENT**

Drawing set:  
Design Spec and Standards Manual

Date:  
December, 2017

Page:  
**5-1.2a**



WOOD POST OPTION  
ADDED (see 5-1.3a)

ALTERNATE option 1  
added

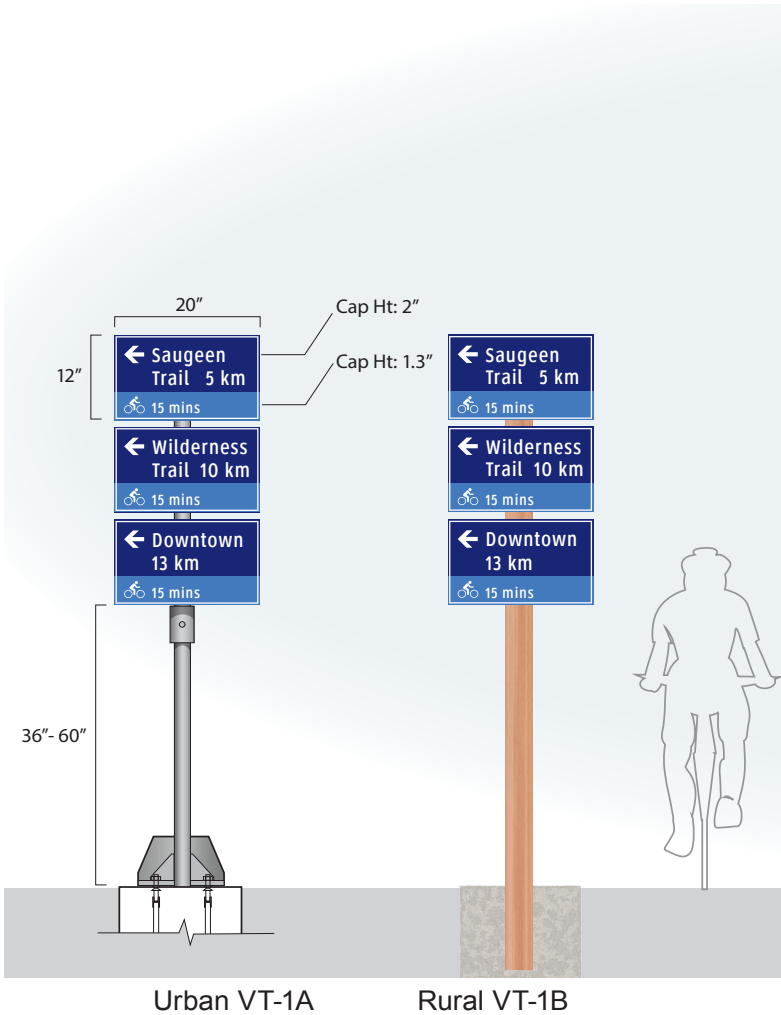
Option 1 alternate layout:



Sign Type Layouts: Revised for Active Transportation

TRAILBLAZER DIRECTIONAL: VT-1A & VT-1B

Proposed  
Trailblazer Cycling Directional  
Option 1



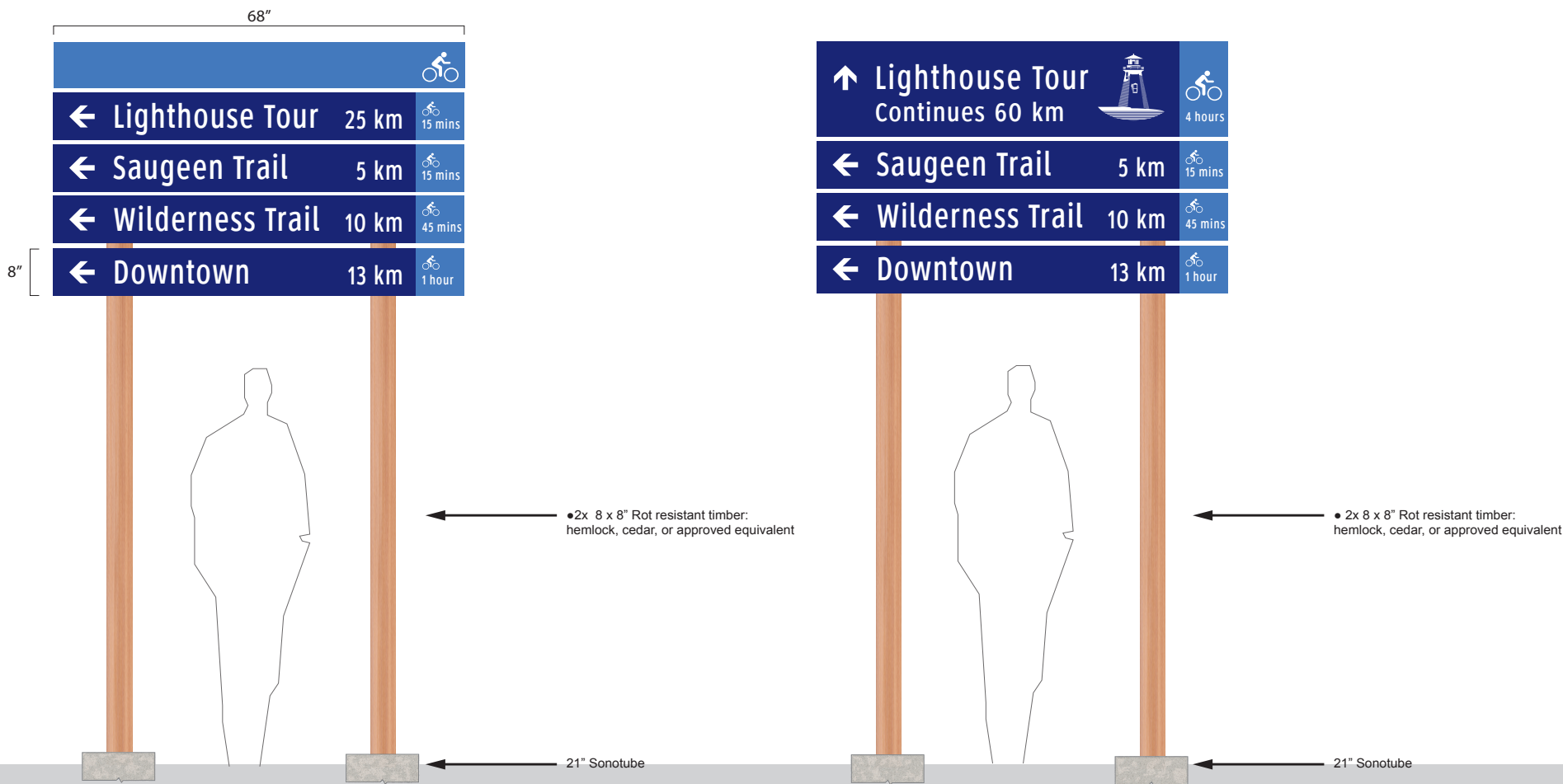
Proposed  
Trailblazer Vehicular and Cycling Directional  
Option 2



Proposed  
Trailblazer Vehicular and Cycling Directional  
Option 3

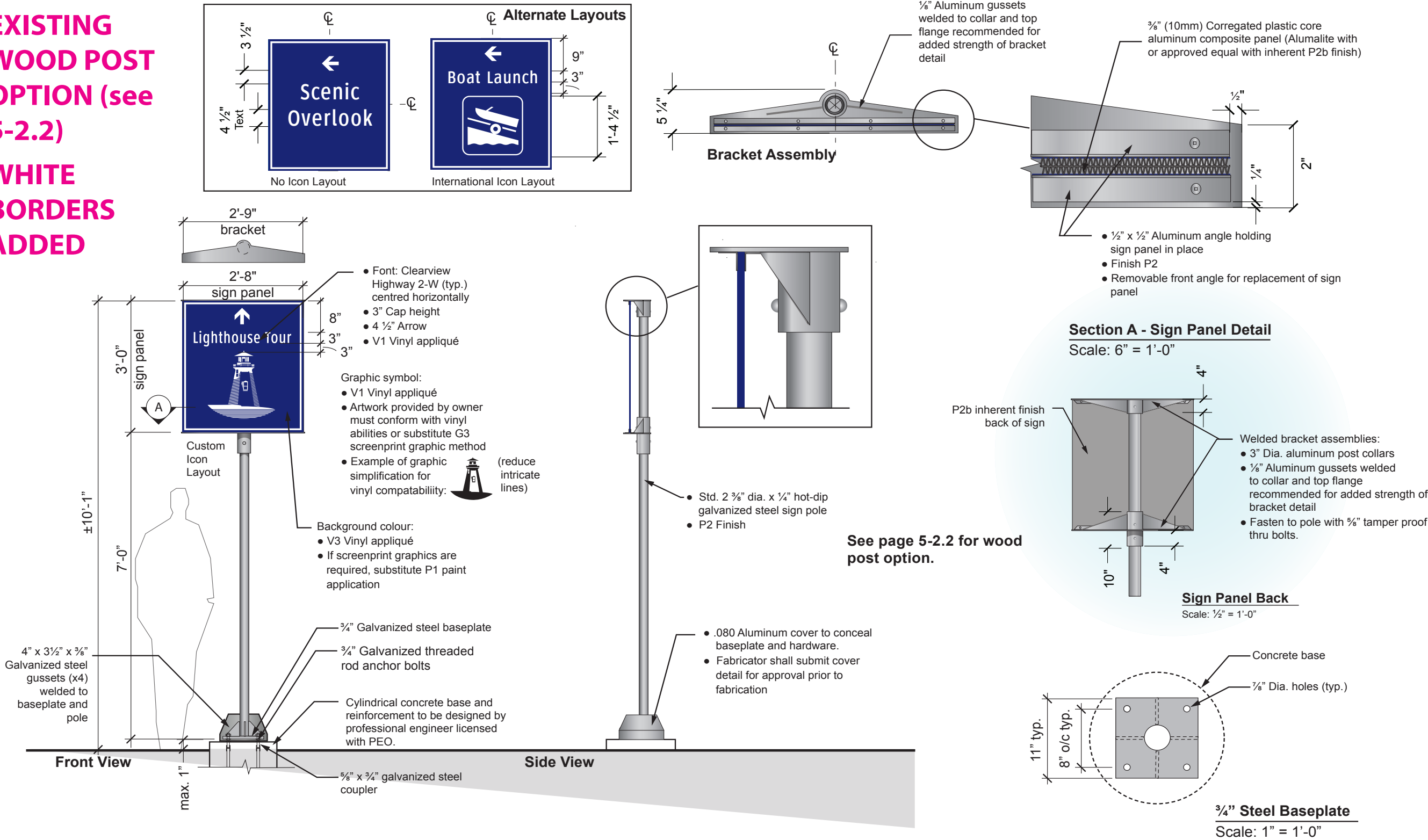


ADDED



**EXISTING  
WOOD POST  
OPTION (see  
5-2.2)**

**WHITE  
BORDERS  
ADDED**



form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Vt-2a Urban Vehicular Route Marker

Drawing set: Design Specifications & Standards Manual

Date: December, 2017

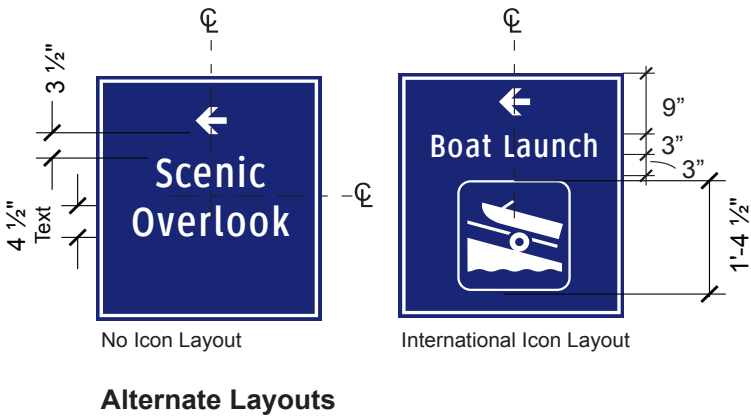
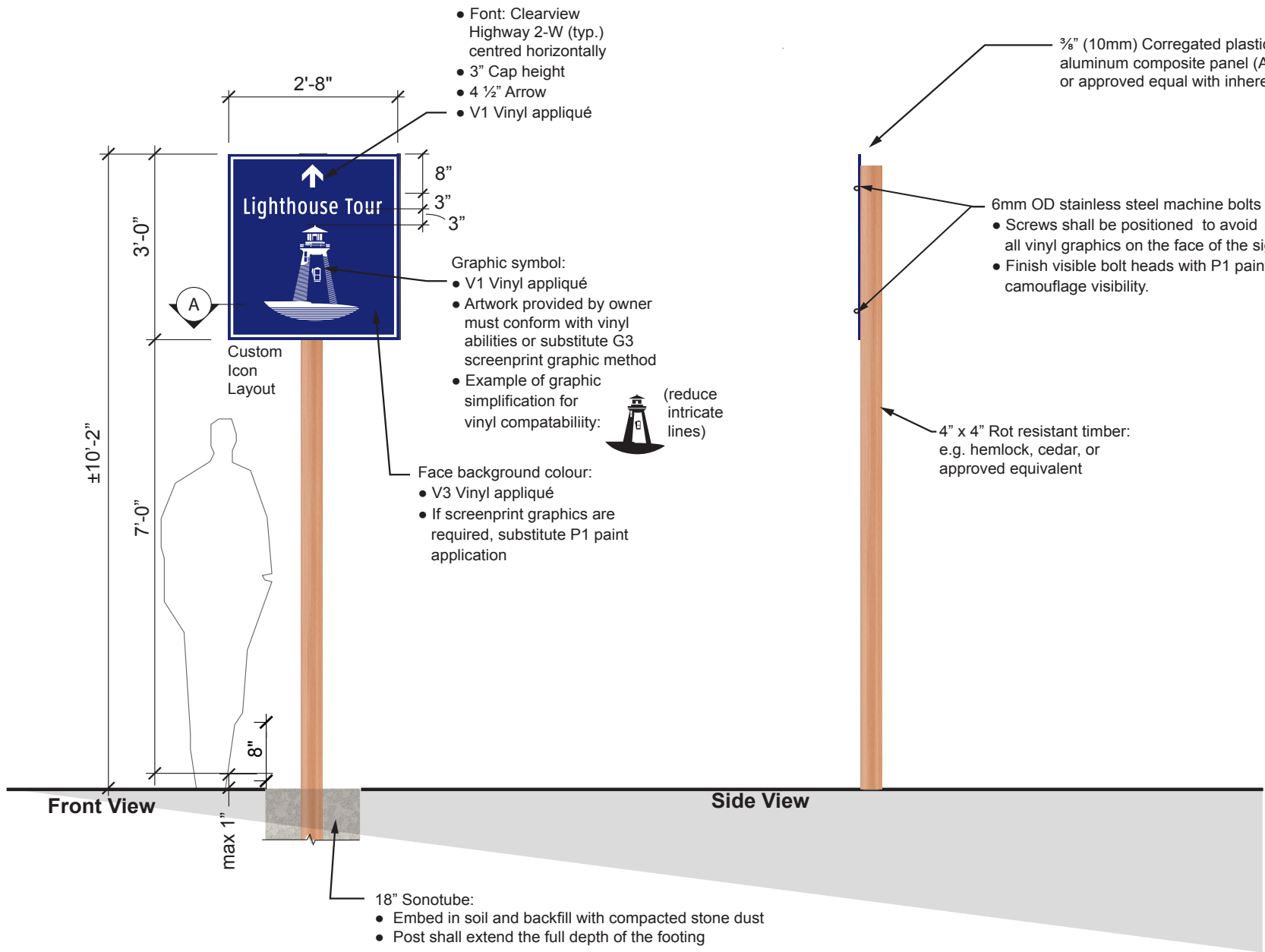
**FINAL DOCUMENT**

Scale: 1/2" = 1'-0" or as noted

Page:

**5-2.1**

WHITE  
BORDERS  
ADDED



form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Vt-2b Rural Vehicular Route Marker

FINAL DOCUMENT

Drawing set: Design Specifications & Standards Manual

Date: December, 2017

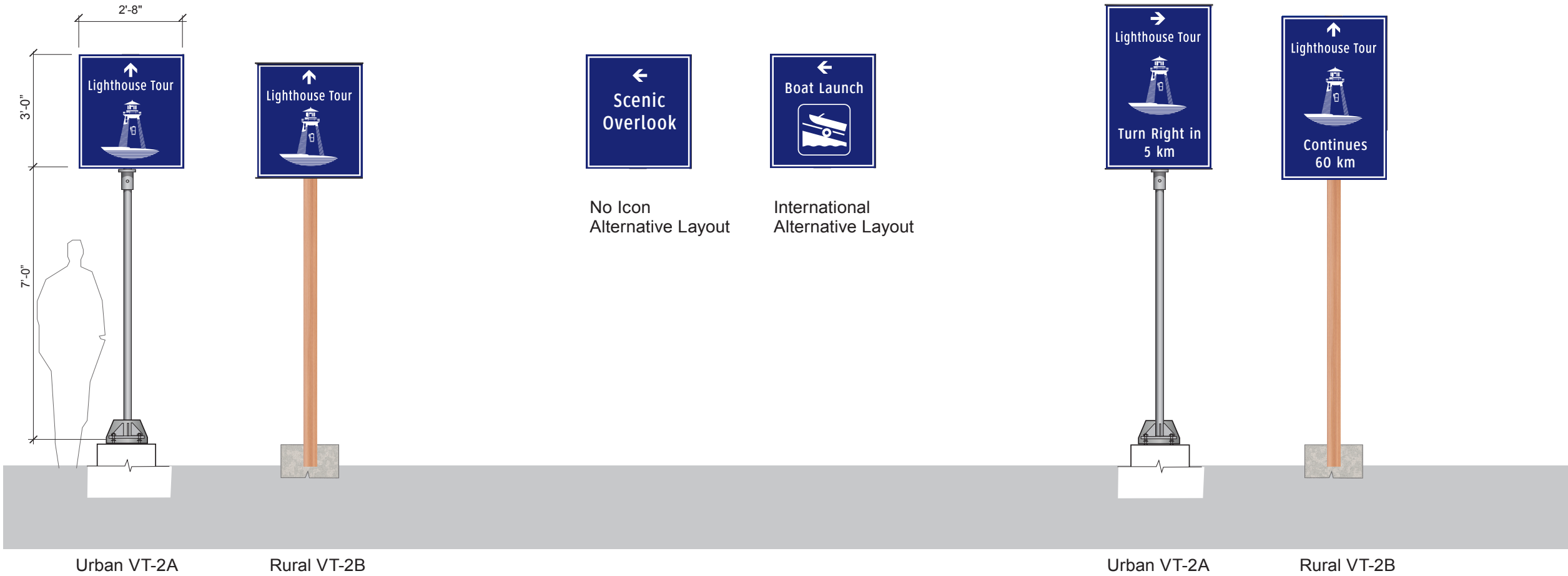
Scale: 1/2" = 1'-0" or as noted

Page:

5-2.2

WHITE  
BORDERS  
ADDED

Sign Type Layouts: Revised for Active Transportation



form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Vt-2a/b Urban & Rural Route Marker/AT

FINAL DOCUMENT

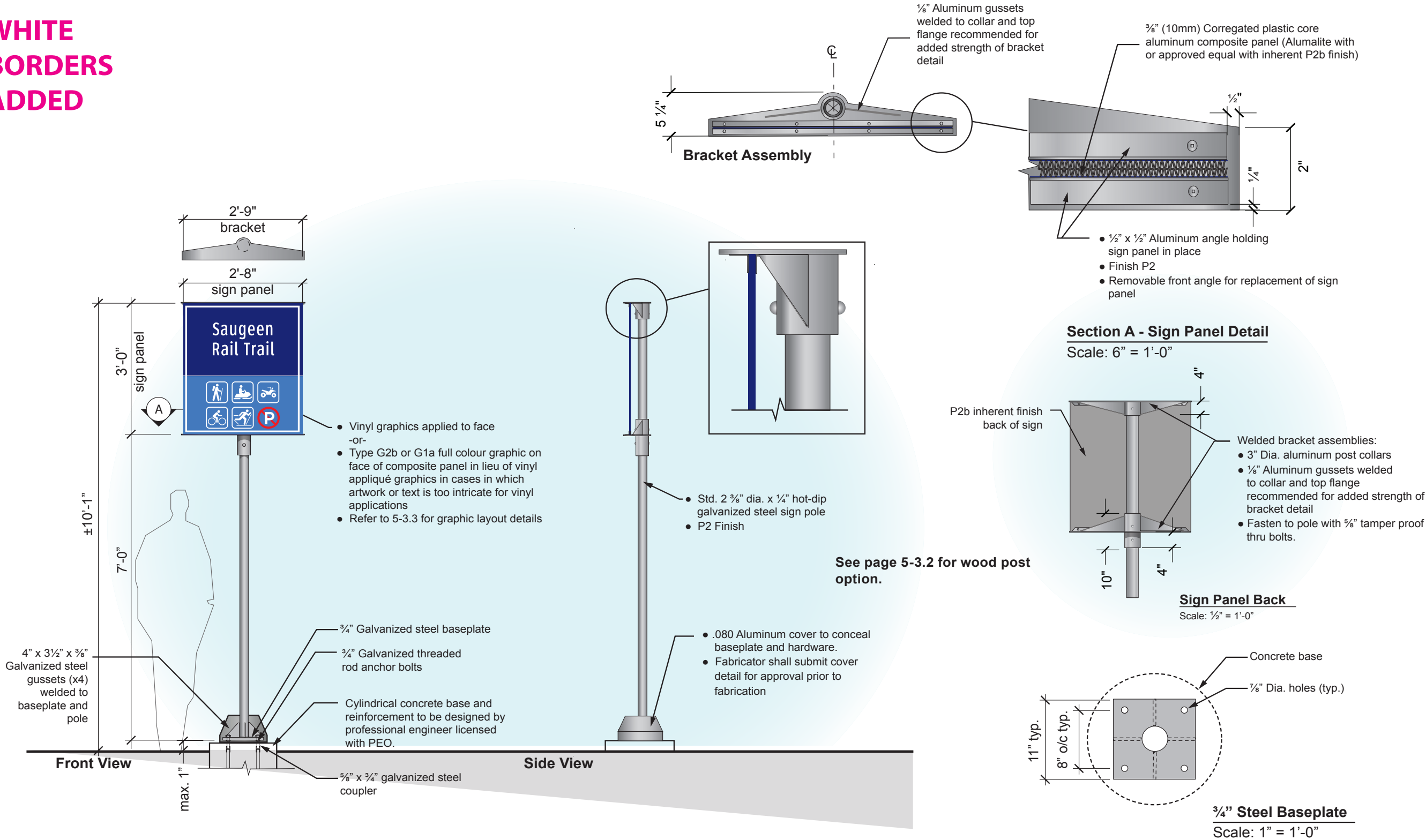
Drawing set: Design Spec & Standards Manual

Date: December, 2017

Page:

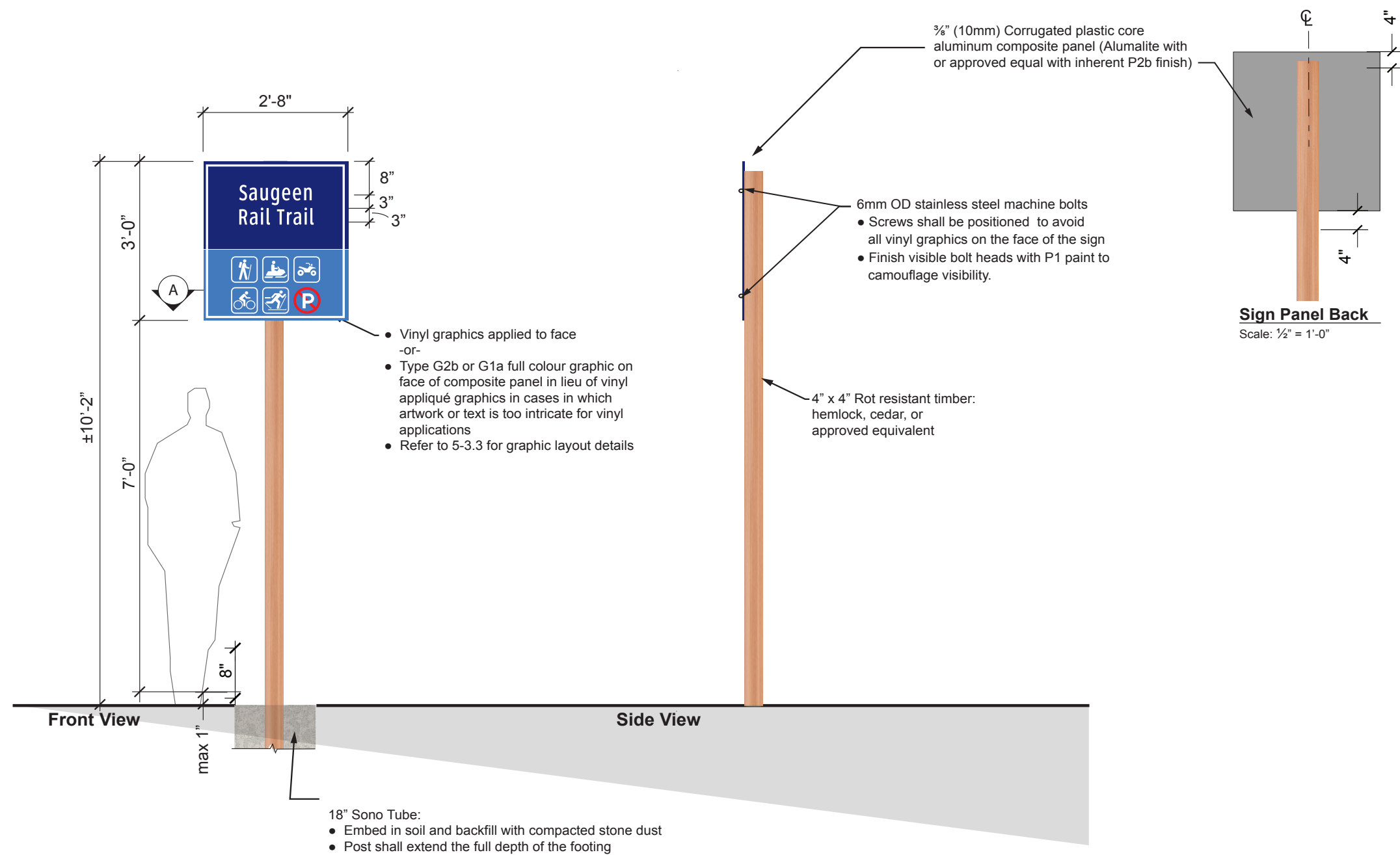
5-2.3

WHITE  
BORDERS  
ADDED

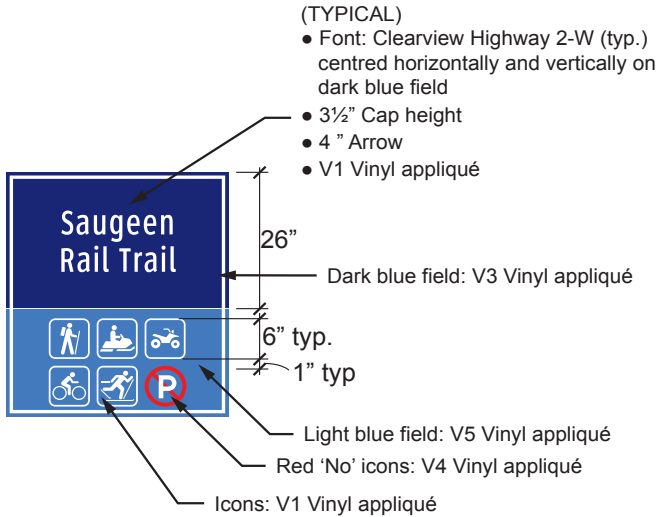
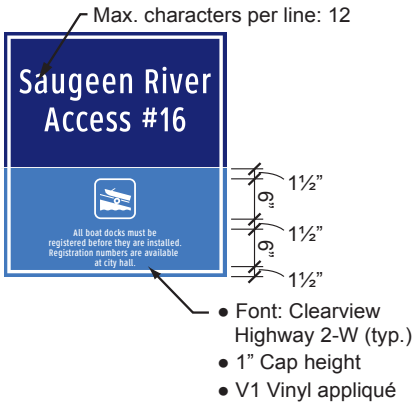




## WHITE BORDERS ADDED

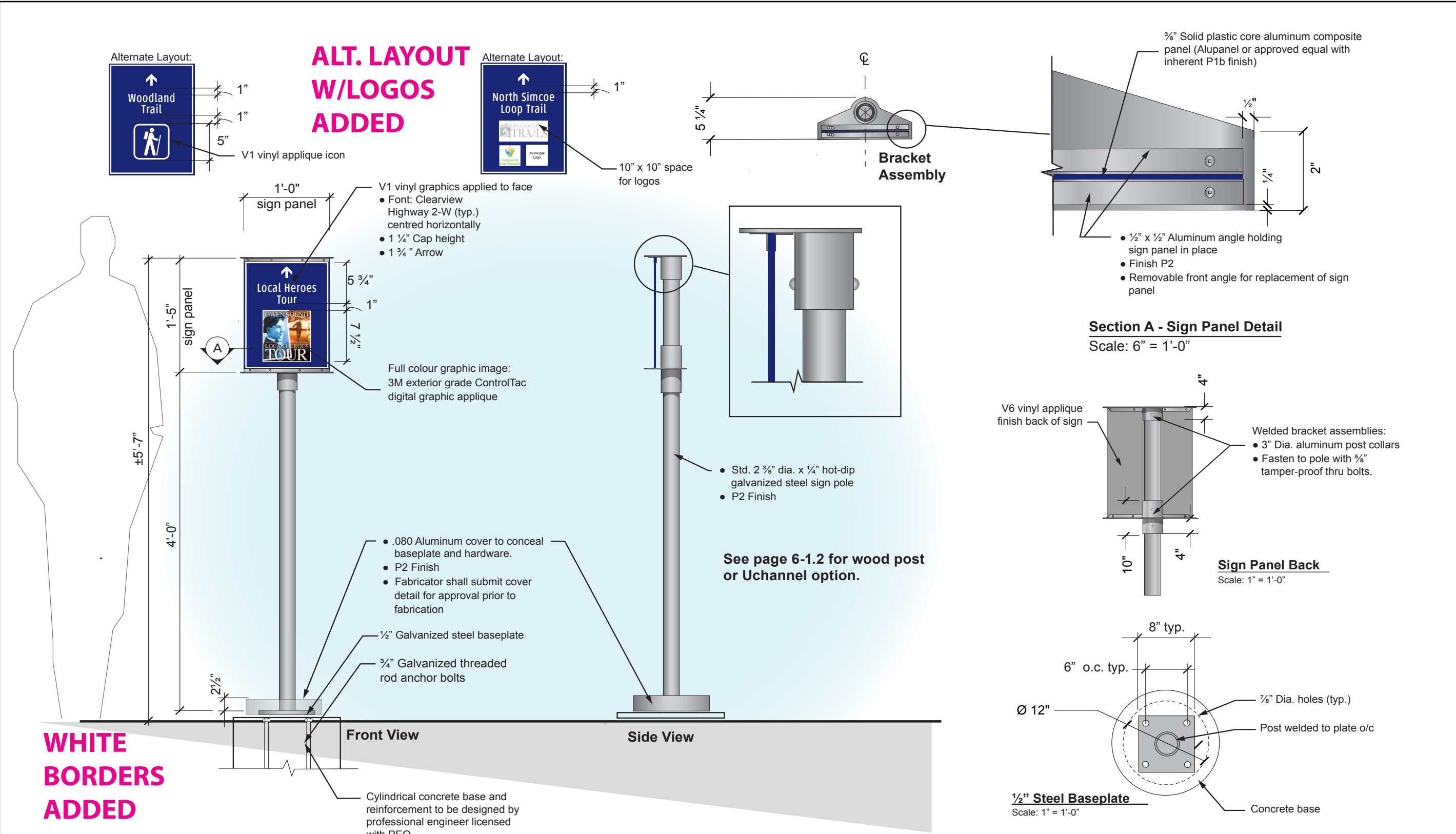


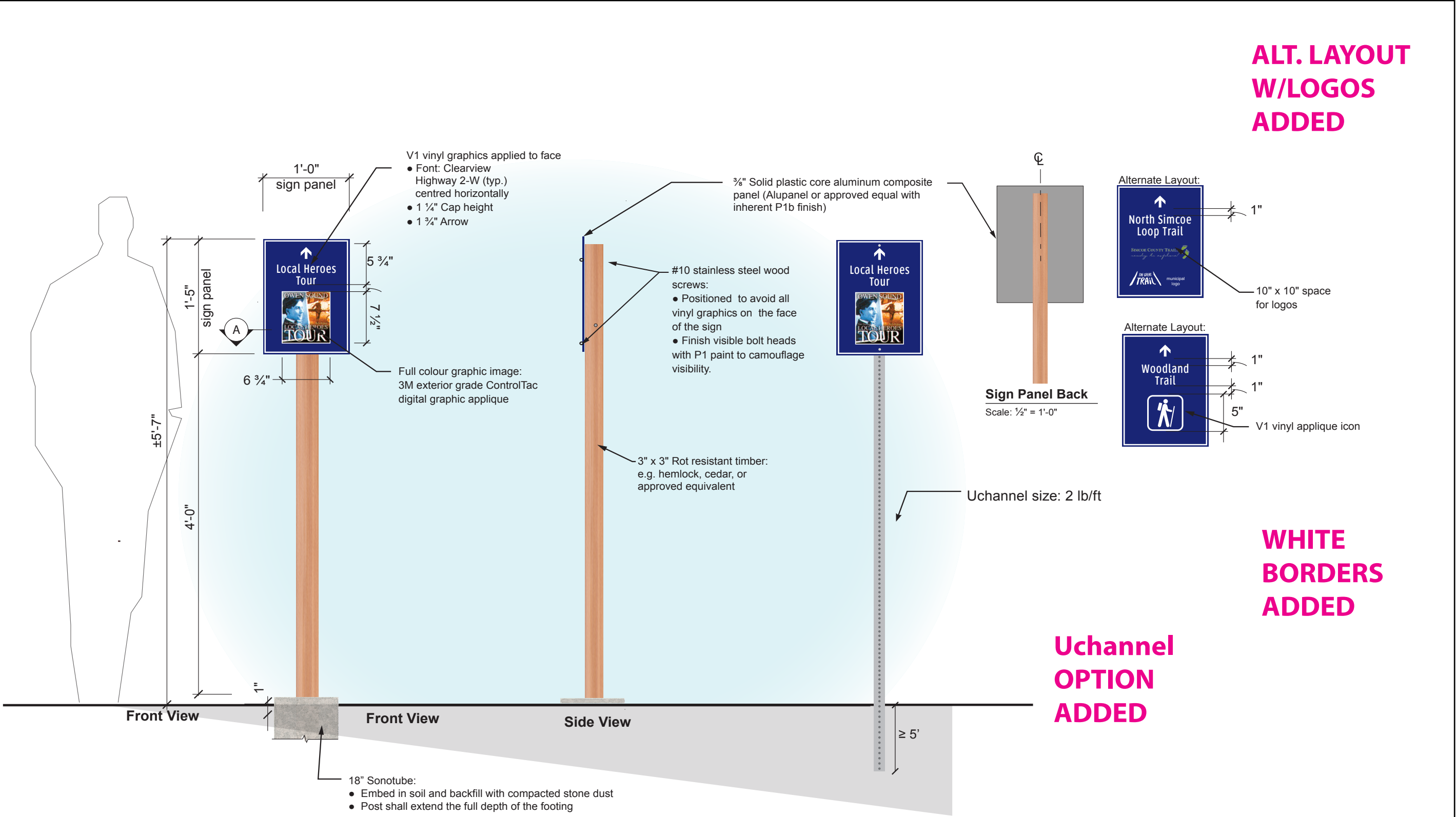
Panel Layouts:



- Notes:
- A maximum of six (6) regulatory/activity icons are permitted
  - Main text shall not exceed (2) lines.
  - Regulatory subtext (for pedestrain level) should not exceed (4) lines.
  - The Vt-1 Vehicular Trailblazer Directional should be used for associated wayfinding purposes.
  - The Vt-3 sign unit should only be used as a directional element (with an arrow) if the amenity or destination is remote from the parking area / installation site.
  - Straight arrows (↗) should NOT be used.

WHITE  
BORDERS  
ADDED





Sign Type Layouts: Revised for Active Transportation

TRAIL MARKER: PW-1A & PW-1B

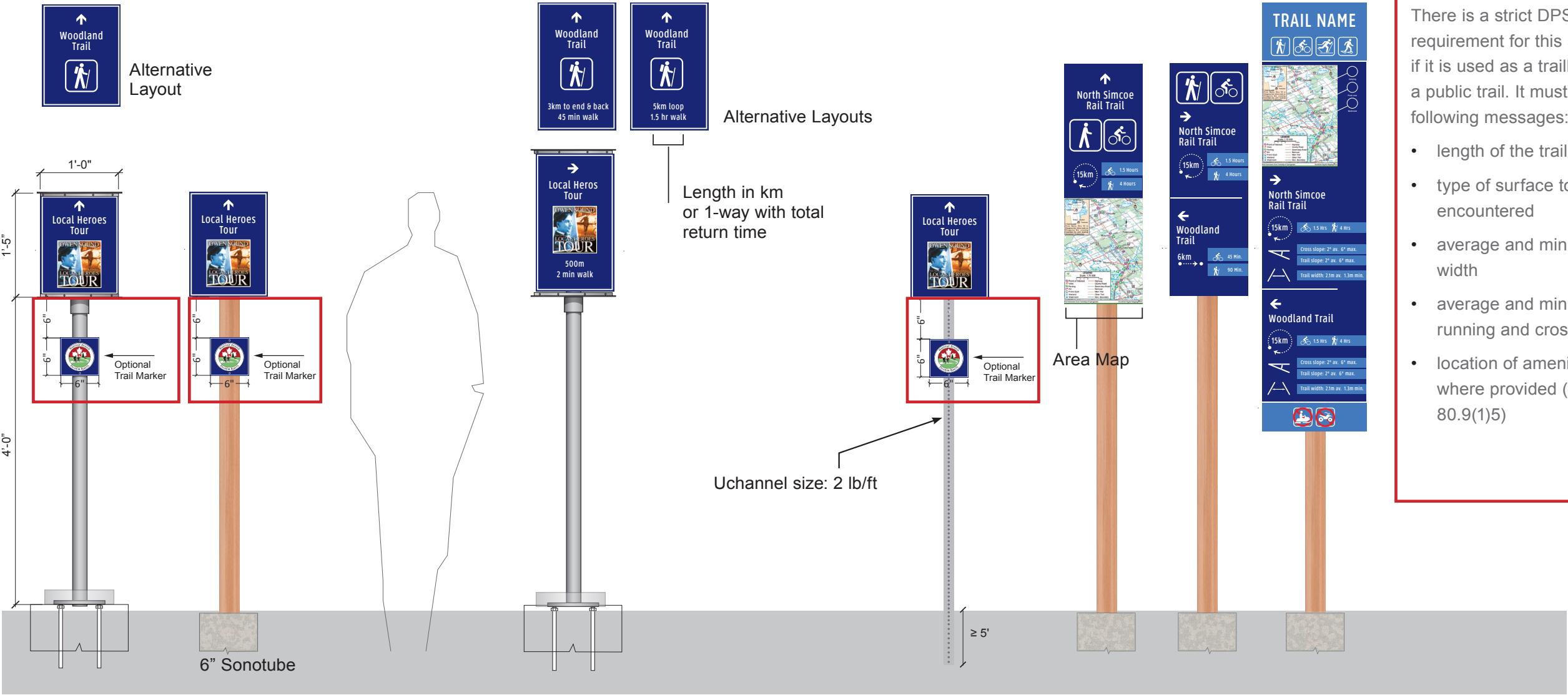
Existing Urban & Rural  
Walking Tour and Trail Guide

Proposed  
Walking Tour and Trail Guide

Proposed Alternative Layouts  
with Area Maps with the inclusion of  
Cycling Distances

ADDED

CHANGED



There is a strict DPSS requirement for this sign type if it is used as a trailhead to a public trail. It must have the following messages:

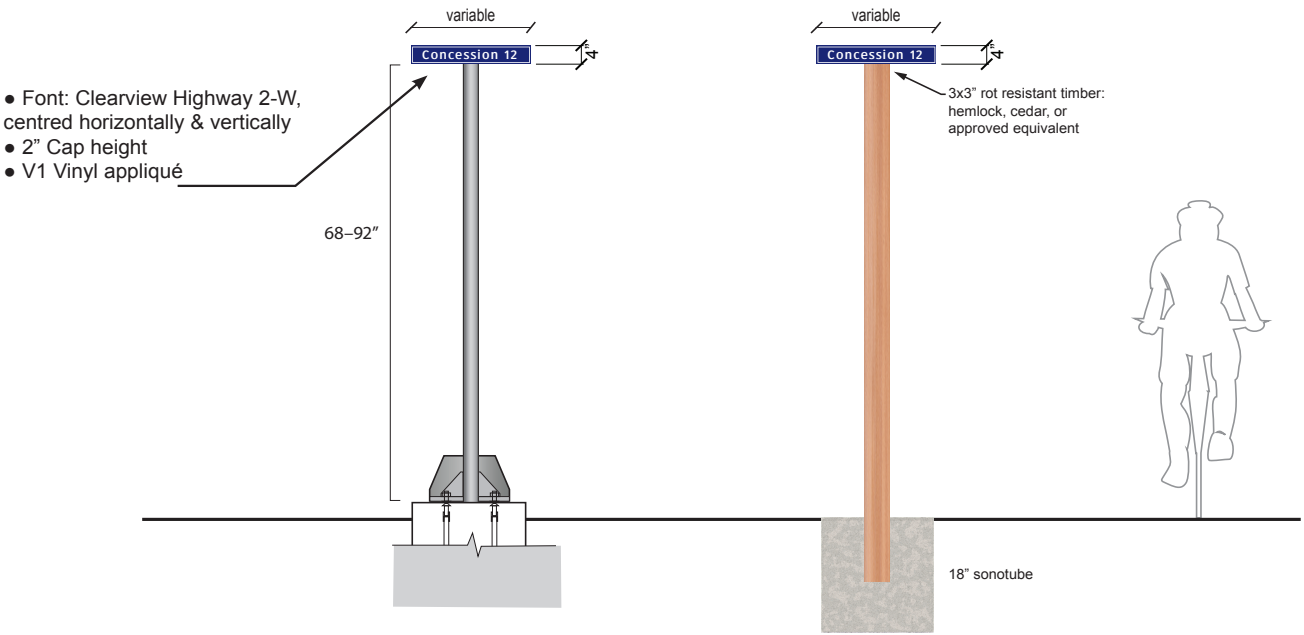
- length of the trail
- type of surface to be encountered
- average and minimum trail width
- average and minimum trail running and cross slope
- location of amenities, where provided (DPSS 80.9(1)5)

Urban PW-1A Rural PW-1B

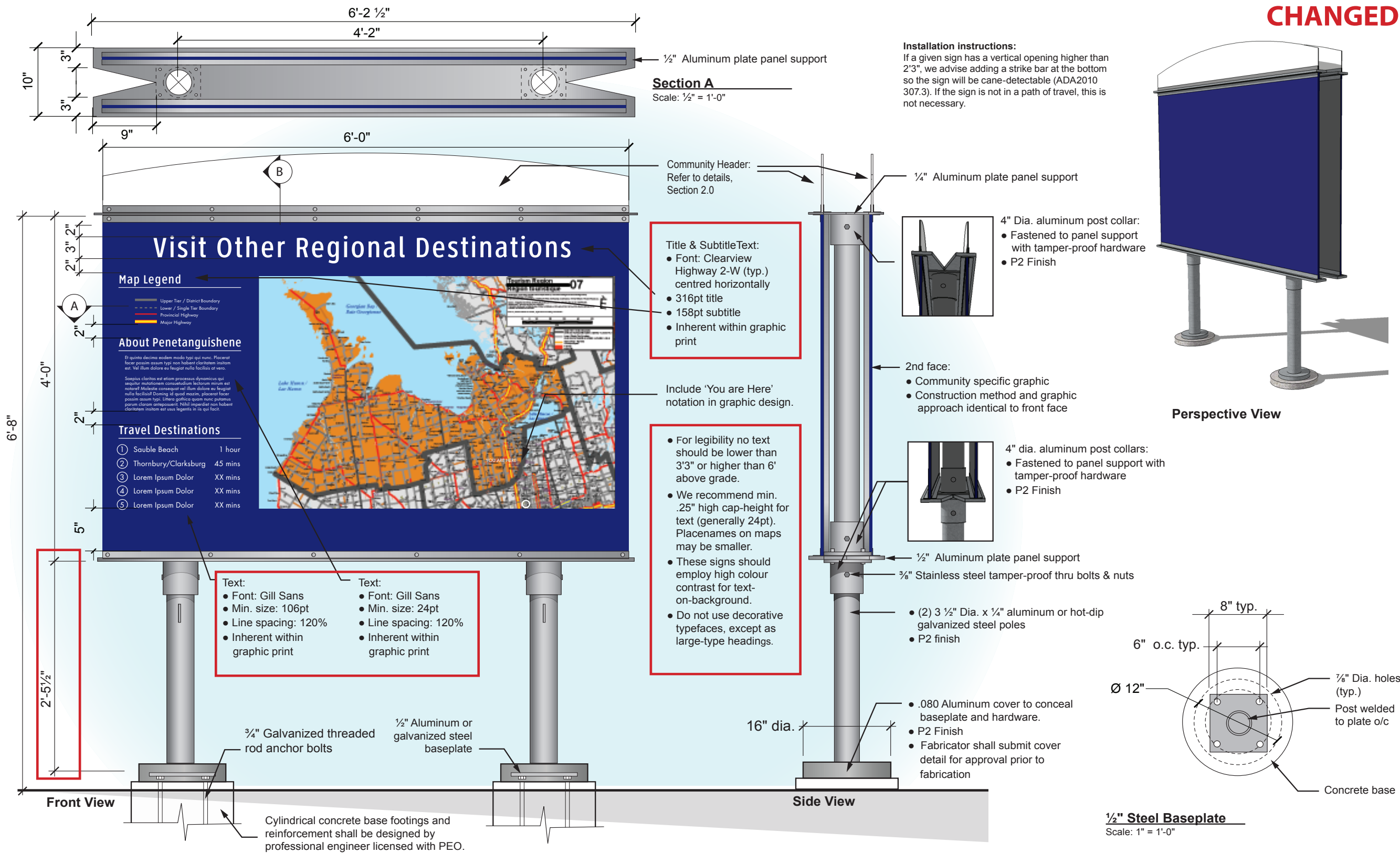
NEW SIGN

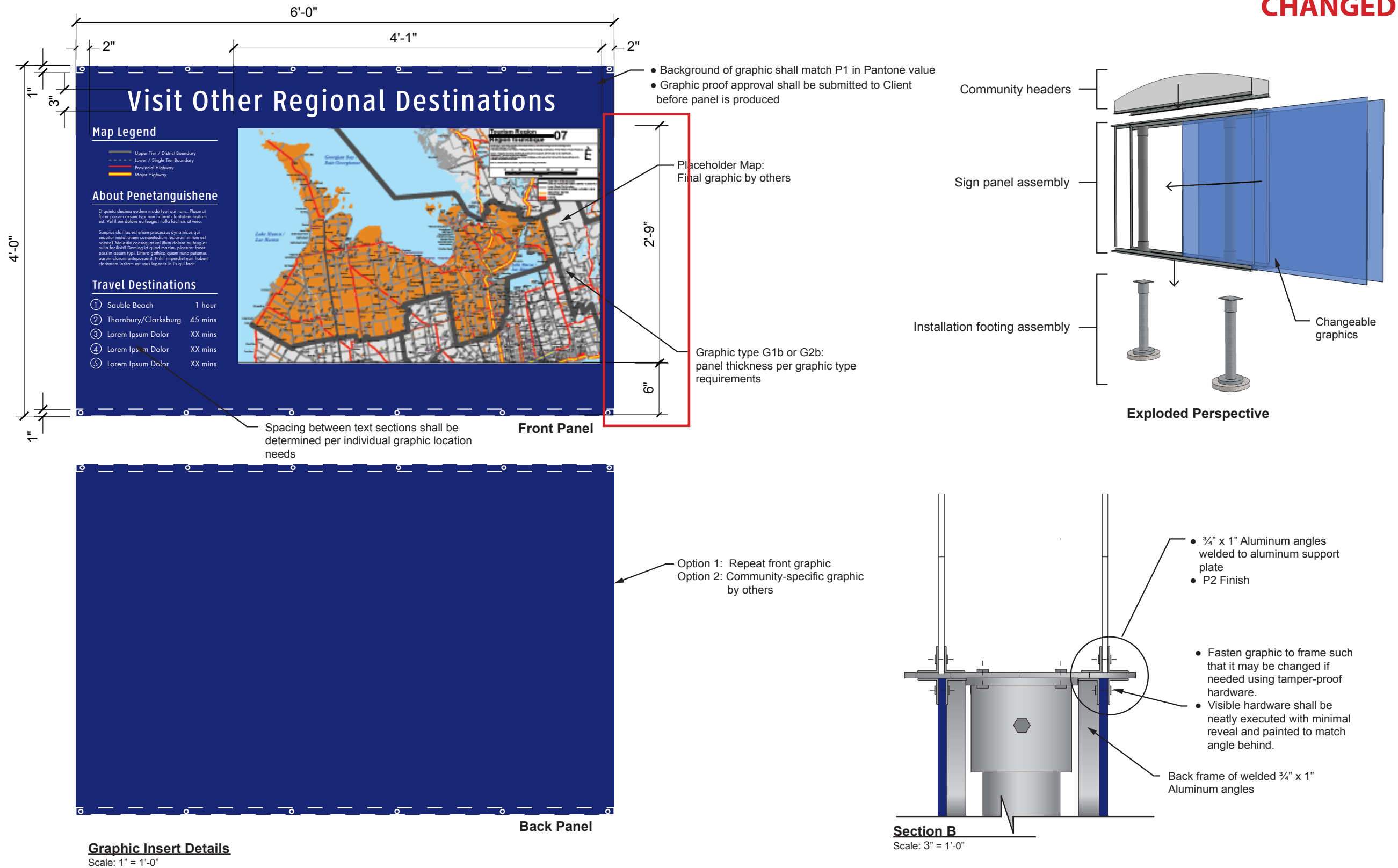
Sign Type Layouts: Street Name

To be used for navigation and emergency response.  
For active transportation environments ONLY.









form:media

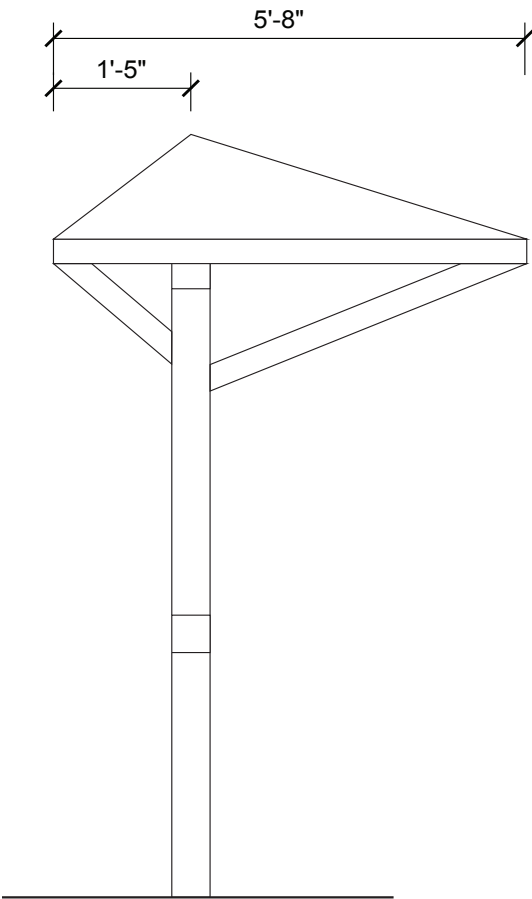
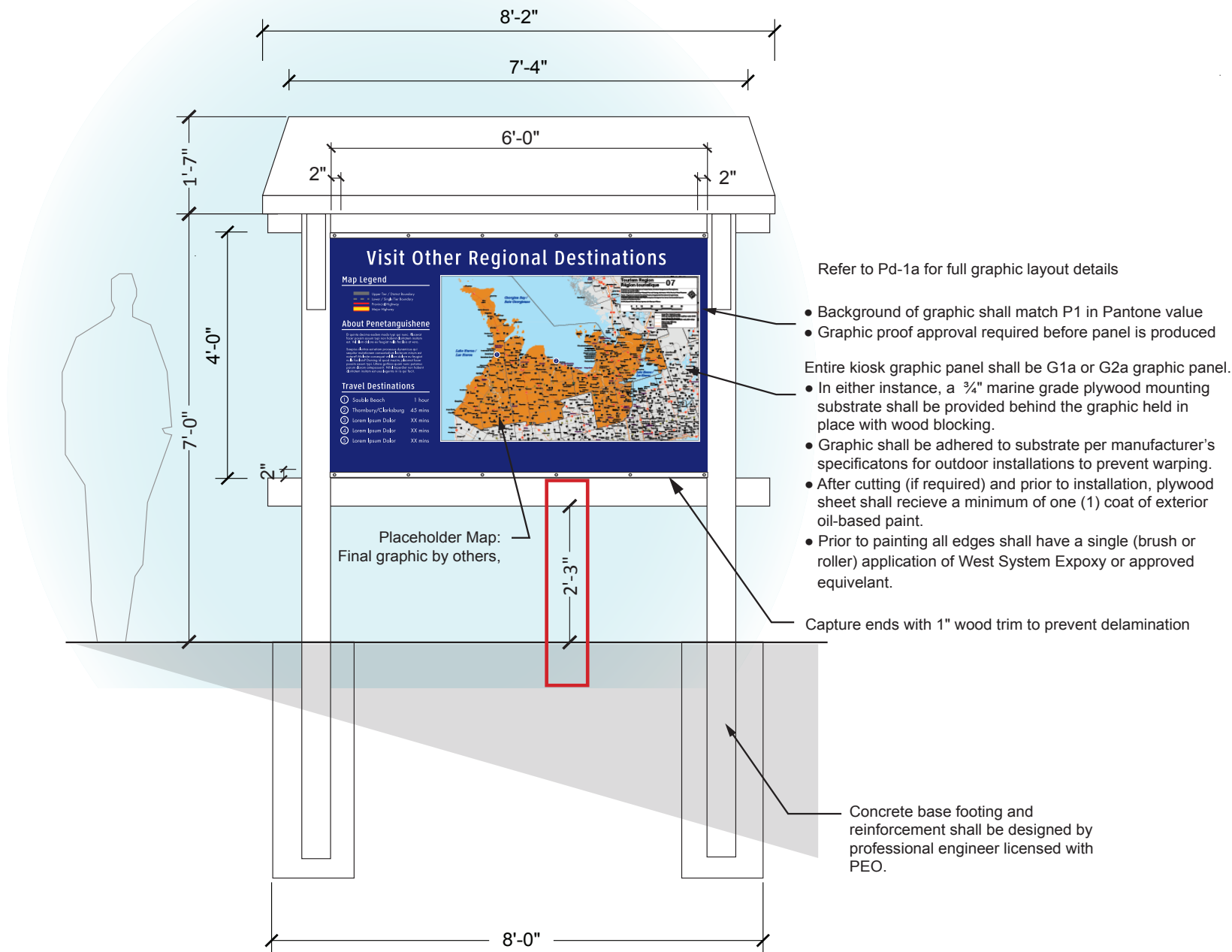
1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Pd-1a Urban Pedestrian RTO 7 Map Directory, Graphic Insert Details **FINAL DOCUMENT**  
Drawing set: Design Specifications & Standards Manual Date: December, 2017 Scale: 1" = 1'-0"

Page: 7-1.2

CHANGED



**Example of Bruce County Trail Kiosk**

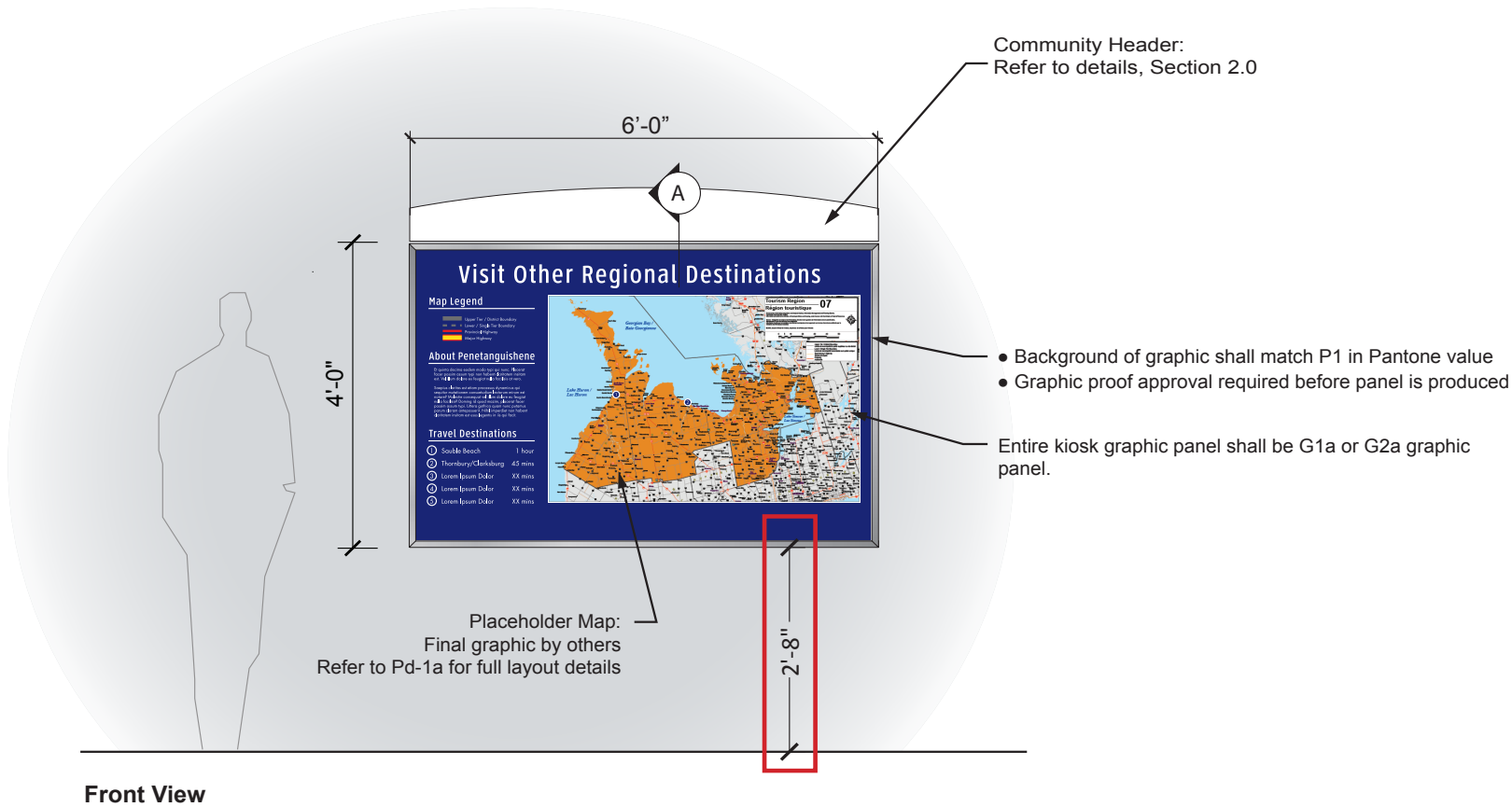
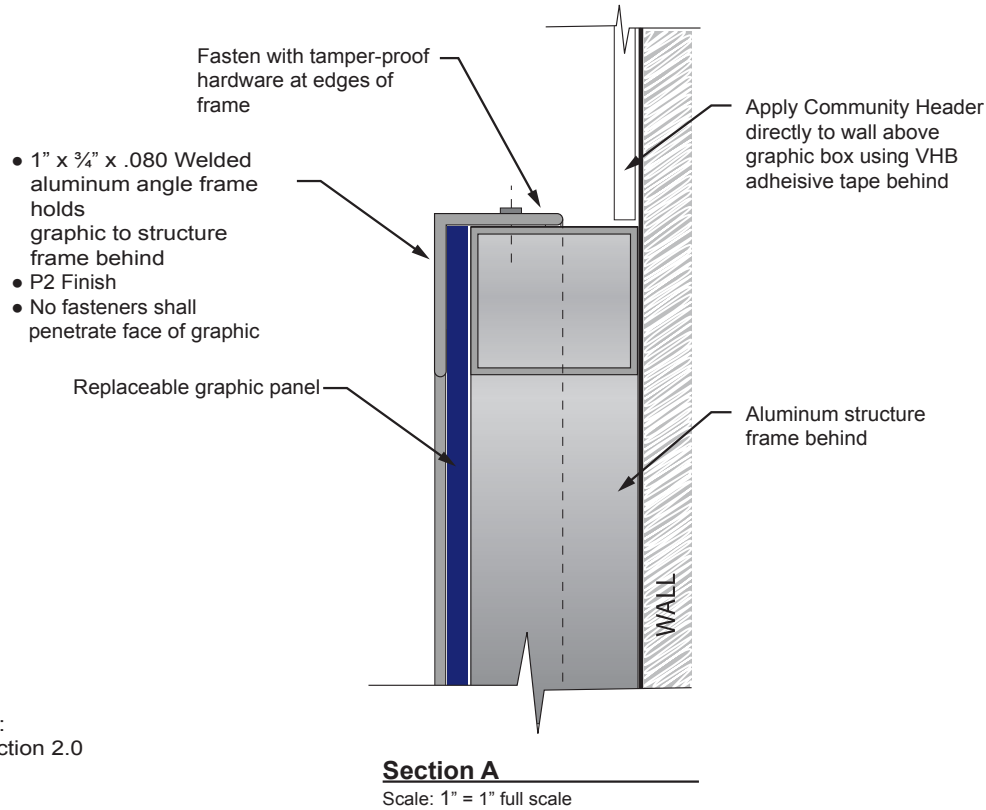
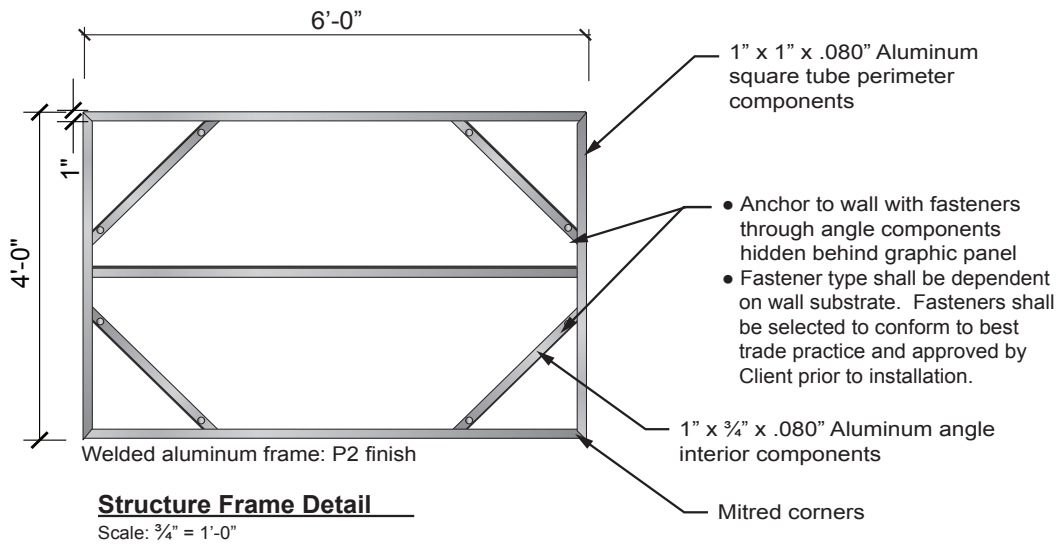
Dimensions are approximate.

Kiosk structure shall be constructed to match existing kiosks in each community.

Kiosk design by Others.

If the map directory is to be placed in an existing kiosk unit, the fabricator shall be responsible for confirming the installation area prior to fabrication.

CHANGED



form:media

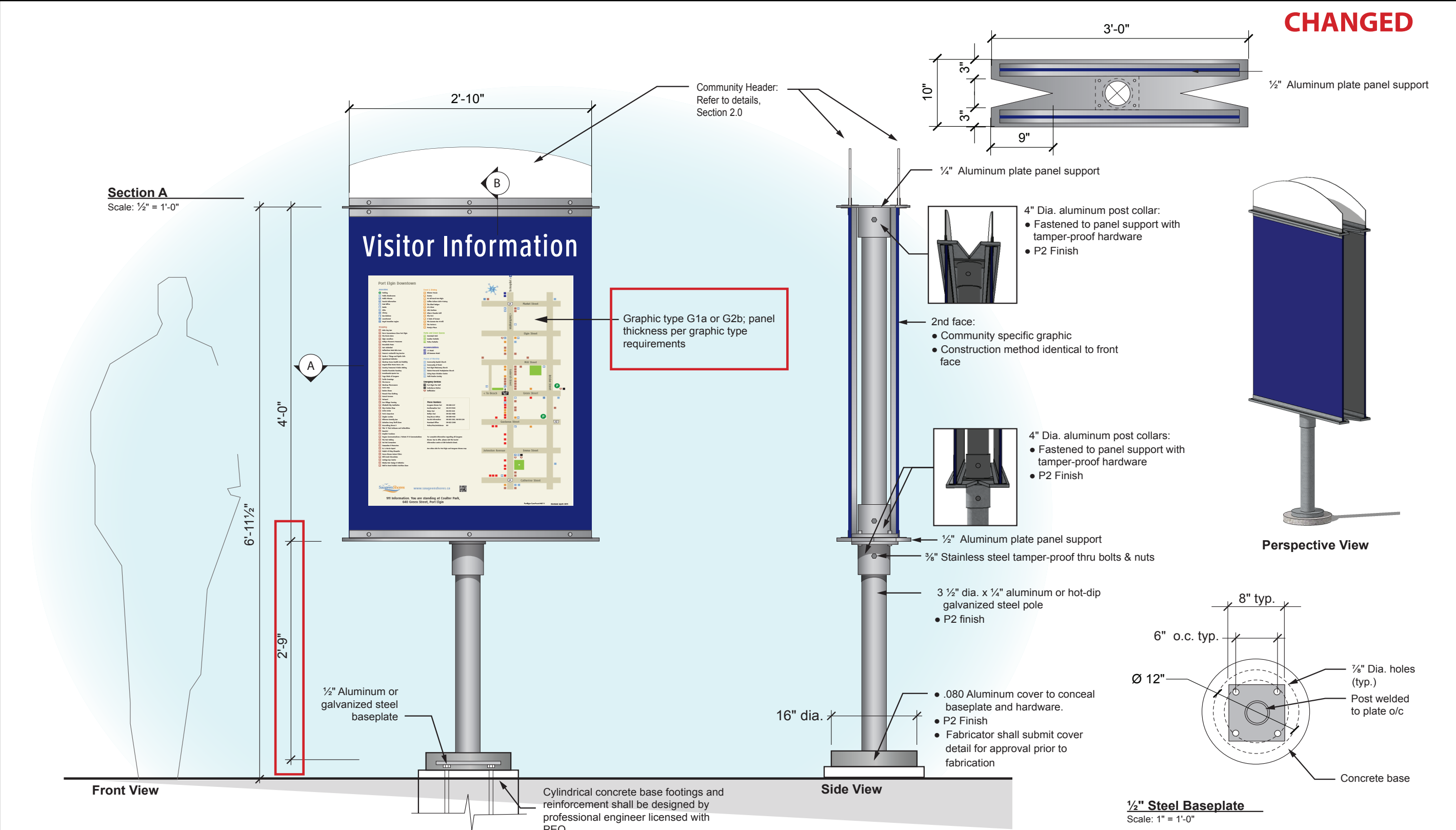
1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

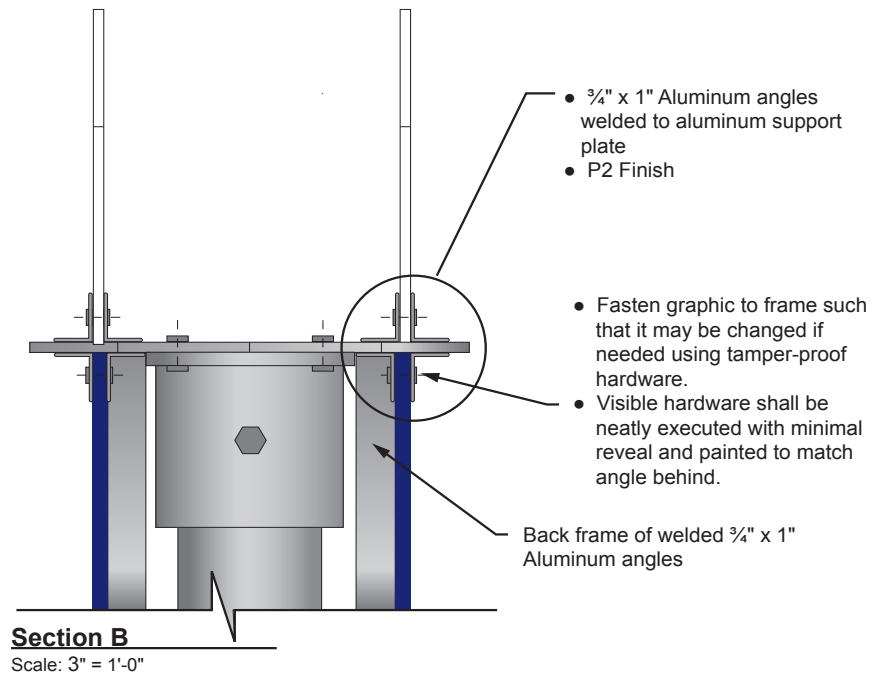
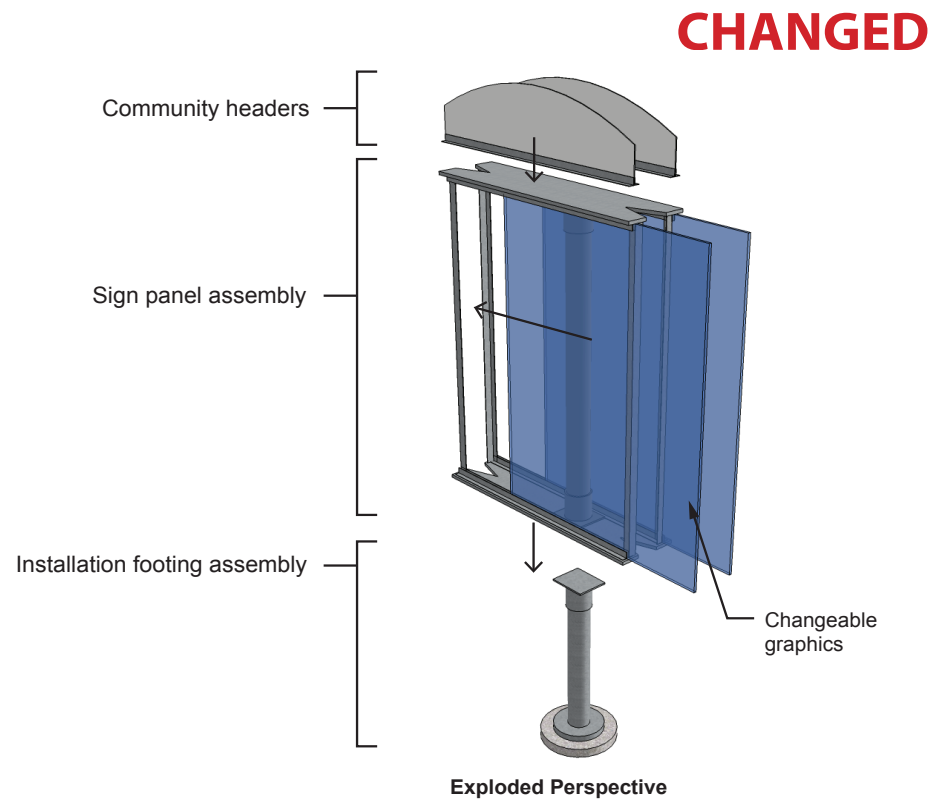
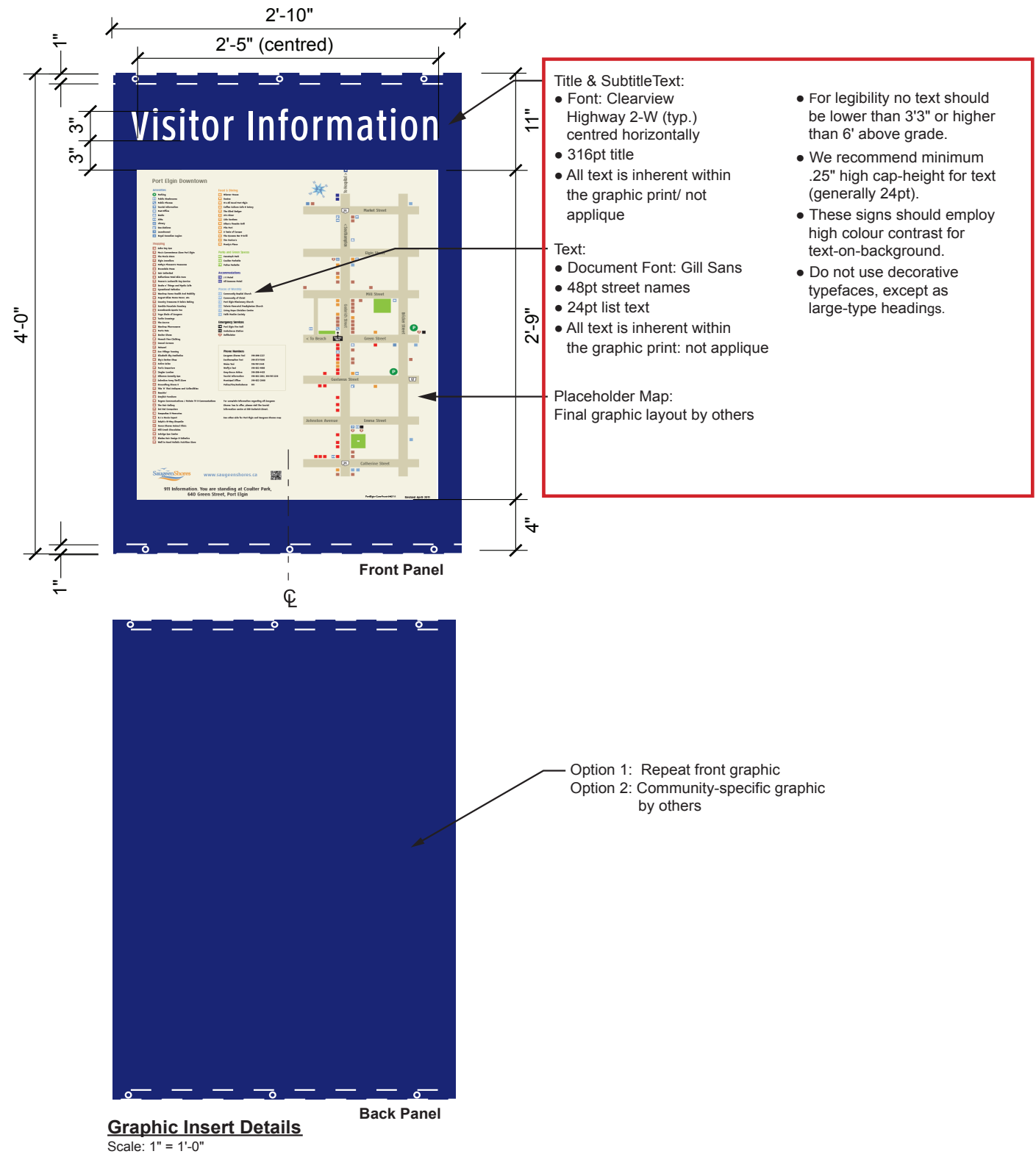
Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Pd-1c Wall-Mounted Pedestrian RTO 7 Map Directory			FINAL DOCUMENT
Drawing set: Design Specifications & Standards Manual	Date: December, 2017	Scale: 3/4" = 1'-0"	

Page: 7-3.1
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form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

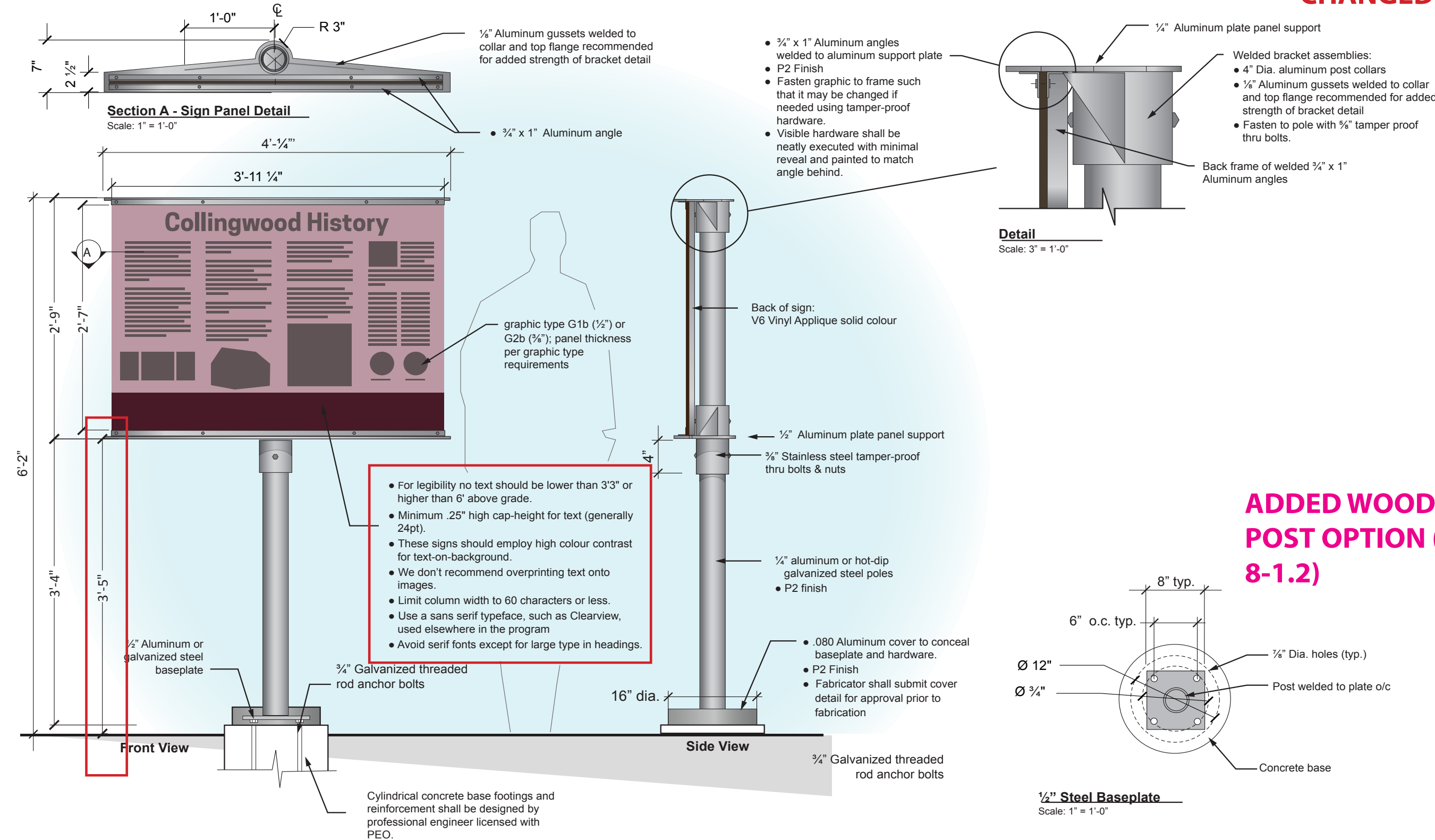
Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: Pd-2 Urban Pedestrian Community Map Directory, Graphic Insert Details **FINAL DOCUMENT**  
Drawing set: Design Specifications & Standards Manual Date: December, 2017 Scale: 1" = 1'-0"

Page: 7-4.2



CHANGED



ADDED WOOD  
POST OPTION (s  
8-1.2)



form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:  
Pi-1 Interpretive Marker, Large  
Drawing set:  
Design Specifications & Standards Manual

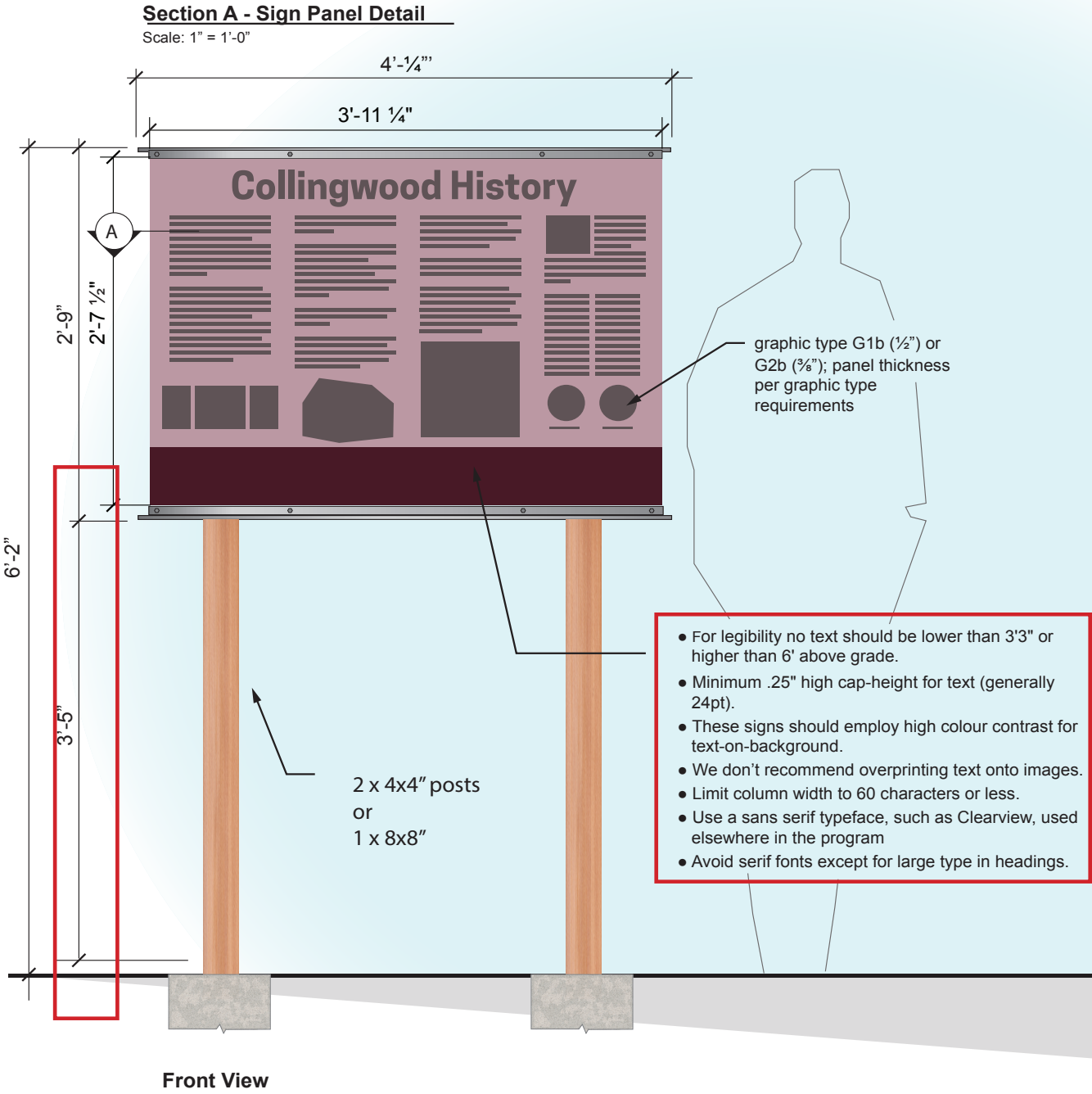
Date:  
December, 2017

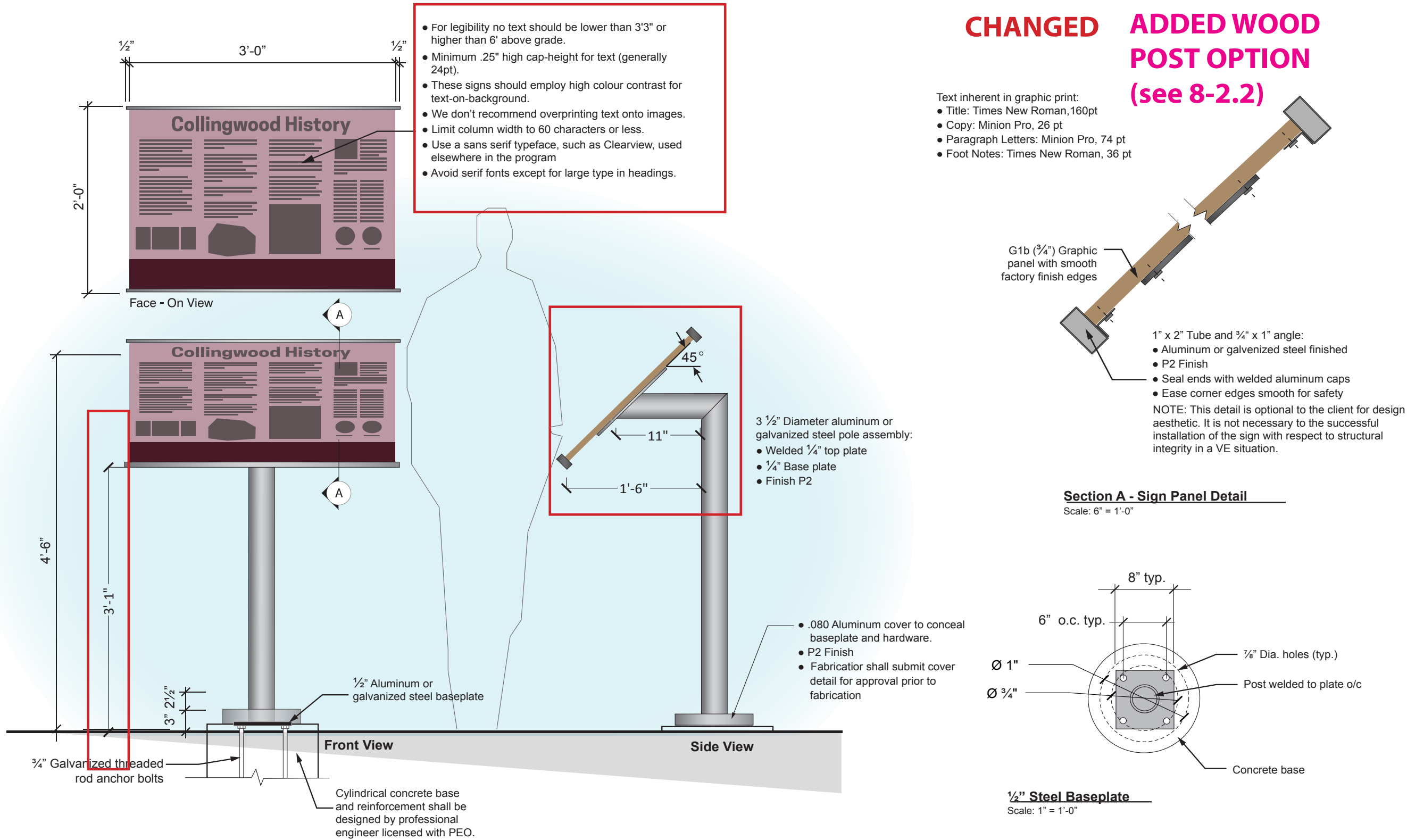
FINAL DOCUMENT

Scale:  
1" = 1'-0"

8-1.1

CHANGED





form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131 | 47 Fraser Avenue, Toronto, ON M6K 1Y7 t 289.807.0131 f 416.588.7401

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:  
Pi-2 Interpretive Marker, Small

Drawing set:  
Design Specifications & Standards Manual

Date:  
December, 2017

**FINAL DOCUMENT**

Scale:  
1" = 1'-0"

8-2.1

Table of Contents

<b>Section A1</b> <i>Reference Information</i>	A1-1.1 Introduction
	A2-1.2 Pay-to-Play Signage System Administration Guidelines
	A1-2.1 Sign Hierarchy / Reference Elevations
<b>Section A2</b> <i>Pay-to-Play Sign Type Details</i>	A2-1.1 Ah-1 Rural Highway Pay-to-Play Directional
	A2-1.2 Ah-1 Rural Highway Pay-to-Play Directional, construction details
	A2-1.3 Au-1 Rural Highway Pay-to-Play Directional, wood post
	A2-2.1 Au-1 Urban Vehicular Pay-to-Play Directional
	A2-2.2 Au-1 Urban Vehicular Pay-to-Play Directional, construction details
	A2-2.3 Au-1 Urban Vehicular Pay-to-Play Directional, alt. construction details
	A2-2.3a Au-1 Urban Vehicular Pay-to-Play Directional, wood post
	A2-2.4 Au-1 Urban Vehicular Pay-to-Play / Active Transportation

ALTERED

### Pay-to-Play Wayfinding Introduction

The Pay-to-Play signage system has been established to address private, tourism-based destinations within Region 7 . The Pay-to-Play sign designs have been based on the primary wayfinding system's use of fonts, colours, and panel layout.

However, this aesthetic has been modified to ensure that these signs and their intent while remaining highly visible, are distinguishable from the Region's primary signage program.

To provide user consistency and assist in the removal of unsightly signage clutter, it is highly recommended that this sign system be adopted. To increase its potential, the Pay-to-Play sign program should be used uniformly Region-wide.



Existing Pay-to-Play signs:  
-illegible at speed  
-too close to intersections  
-too many destinations  
-sightlines blocked



## Pay-to-Play Signage System Administration Guidelines

### The Pay-to-Play Signage System

The visual aesthetic of the private business signage or the Region 7 Pay-To-Play system has utilized the design elements, i.e. colours, fonts, and panel appearance of the Region's primary wayfinding system. This visual connection is critical to ensure that visitors recognize both systems as part of an overarching tourism-based signage program.

The Pay-To-Play sign elements are modular. This design will permit easy changes to the system to be completed, e.g. new signs to be added to existing infrastructure and out of date signage removed. This fabrication methodology will ensure the system's viability, while managing future operation costs.

#### Benefits

In addition to synergies with the overarching Region 7 wayfinding system, following are benefits of adopting the Pay-To-Play signage system.

#### Cost effectiveness

It will provide a cost effective approach for Regional tourism operators to ensure attractive, accessible wayfinding signage directions tailored to their establishment. It has the potential to provide a 'level playing field' for Region 7 tourism operators, i.e., whoever has the most fiscal resources at hand is not permitted to install the largest sign.

#### Reduce Visual Clutter

Some intersections of connector roads within Region 7 are littered with tourist attraction-based signage. Although many of these signs are of a high quality, their numbers creates a visual clutter that can reduce the visibility of a single sign unit. With respect to visibility, some private signage has been designed without consideration for travel speeds resulting in text that is illegible. It is also important to note that with respect to this situation, the tourism related signs are also mixed with non-tourism related signage - further adding to the visual pollution and negating effectiveness of all signs.

Through its visual aesthetic and installation guidelines the implementation of the Pay-To-Play system will effectively remove a large portion of this existing visual clutter through the installation of a highly recognizable, well-designed signage system.

### Administration

For the Pay-To-Play signage system to be effective all municipal/county jurisdictions within Region 7 must agree to its implementation. From an administration perspective the following should be seriously considered:

#### Signage By-Laws

All municipalities have existing signage by-laws in place. Most of the signage that is presently in place contravenes these by-laws. To reduce the aforementioned clutter, improve the visual appeal of the Region, and further the effectiveness of the Pay-To-Play signage system, all offending signs should be removed. As required, existing legislation should be amended to permit the installation of the Pay-To-Play signage system elements.

#### Implementation

To project a cohesive professional image throughout Region 7, the visual, structural integrity, (i.e. quality) of the Pay-To-Play signage system must be maintained. Additionally the accuracy of the system's messaging must be reviewed and updated on an annual basis. It is essential that all messages reflect businesses that are in operation. To ensure this critical aspect a jurisdiction-by-jurisdiction, or overarching administering 'body' must be developed. This would require the following to be developed and agreed upon before the Pay-To-Play system is physically initiated:

#### Guidelines

Definitive guidelines that determine what businesses are permitted under this program are an initial step. At a high-level what constitutes a tourism destination needs to be defined, e.g. the type of business, hours of operation, is the business seasonal, or open year-round. These criteria will define the Region 7 Pay-To-Play signage system and again ensure a 'level playing field for all applicable business operators.

#### Business

A definitive set of parameters for each type of tourist destination needs to be developed and agreed upon. Following are some guidelines that need to be established before the system is initiated.

#### Signs Per Business

The number of signs per establishment needs to be determined, e.g. one primary identification unit, and 2 subsequent directional items. The avoidance of straight directional arrows will reduce signage clutter.

In areas, i.e., communities, where there are many tourism-based destinations, guidelines addressing distance should be considered to reduce signage clutter. For example, in such areas only destinations within a 5 kilometer radius will be considered for inclusion on a Pay-To-Play unit.

The above criterion is intended to provide examples of how the Pay-To-Play system's administrative guidelines can be developed. As with all signage programs there will anomalies and unique instances that will require individual attention and decisions.

### Initiation, Procurement, Installation, and Maintenance

As noted, the Pay-To-Play system can be administrated from either a central 'agency' or at an inter-jurisdictional level. The development and adherence to an agreed upon approach will determine the system's success.

At a primary level, the point of contact between the business owner and the administration has to be confirmed. This will require the development of formwork that is necessary to determine if a business can be included within the Pay-To-Play system.

Once a business is deemed appropriate, financial protocols have to be in place to receive funds for the initial signage fabrication and its subsequent annual maintenance.

The receipt of funds has to initiate the initial fabrication and installation of individual business panels. This could be undertaken by the following approaches.

1. The fabrication/installation methodology of these sign units will permit this to be completed by county/municipal sign shops.
2. The establishment of a standing offer with a private contractor to fabricate, install, and maintain the required sign elements.

To foster participation in the Pay-To-Play program, it is suggested that a respective administrative body assume responsibility for the fabrication and installation of the sign unit's support structure, and the business owner would pay for their individual business panels.

It is also strongly suggested that all participants in the Pay-To-Play signage program be required to pay a nominal annual maintenance fee. This fee would be accrued and used to replace damaged or severely vandalized signs, remove defunct business signs, and replace signs that have reached their lifespan.

The Pay-To-Play signage within this Appendix should be viewed as a baseline system. It has been developed to provide Regional tourism operators with an affordable, viable wayfinding signage option that is visually connected with the primary signage program. The associated fabrication specifications will ensure visual and structural conformance across Region 7, regardless of where the individual sign units are fabricated.

Due to its design limitations, it is understood that it may not be desirable to all business owners. The opportunity to address requests for upgraded, private tourism-based sign elements should be recognized. To ensure quality and aesthetic integrity, signage fabrication and installation guidelines should be established - confirming signage size, fabrication materials, installation parameters and the number of permissible signs per establishment.



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1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:

Pay-to-Play Signage System Administration Guidelines

Drawing set:

Design Specifications & Standards Manual - Appendix A

Date:

Dec., 2017

Page:

A1-1.2

FINAL DOCUMENT



Pay-To-Play Signs

Ah-1  
Sign Type: Rural Pay-to-Play

Purpose:  
Vehicular-level sign designed to provide a list of private amenity destinations on a rural road. Private business owners shall purchase signs they wish to have their services on.

- Notes:
1. Sign text has been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
  2. For legibility sign units should have no more than (5) destinations.
  3. A minimum of 1 active destination should be identified before a sign is erected.
  4. As other destinations are needed, additional panels (up to five total) may be added below previously installed panels.
  5. If more than 5 destinations request space on a sign unit, eliminate destinations as needed to reach five by including only the destinations in which a left or right turn is required at the sign. If further elimination is needed, use destinations closer in proximity to the sign first.
  6. If a destination is removed at a later date, all remaining signs should be moved up to eliminate any gaps left after removal.

Au-1  
Sign Type: Urban Pay-to-Play

Purpose:  
Vehicular and Pedestrian-level sign designed to provide a list of private amenity destinations within an urban area. Private business owners shall purchase signs they wish to have their services on.

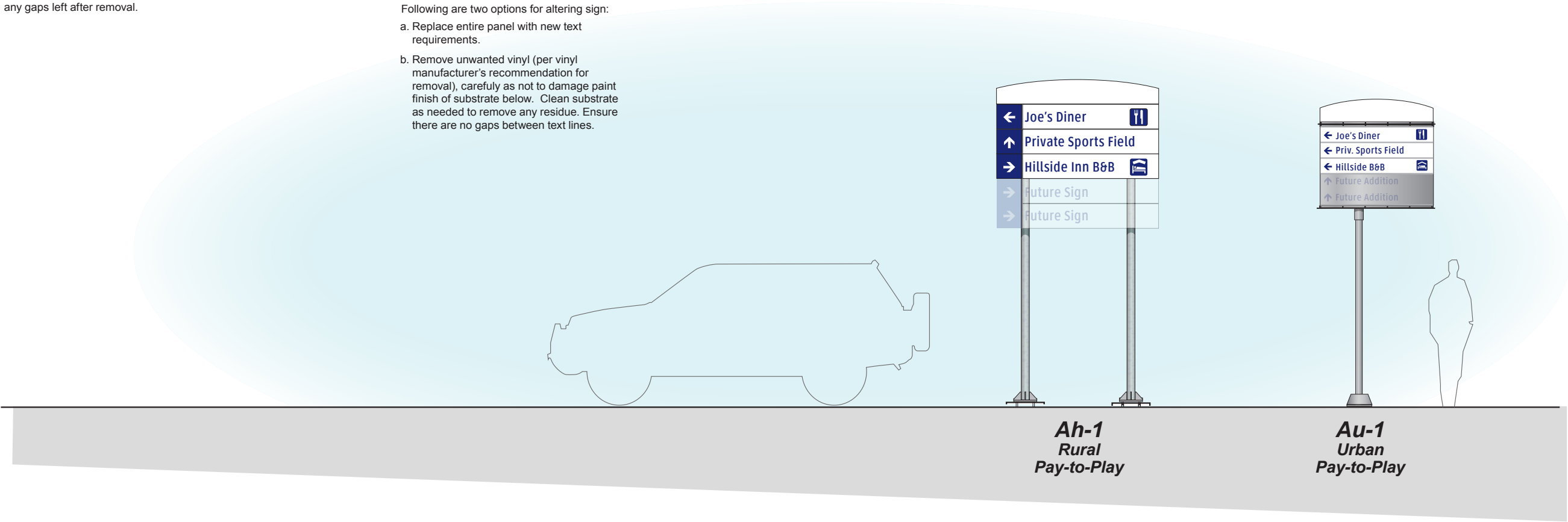
- Notes:
1. Sign text has been developed for optimal viewing at posted speeds of 50 km/hr - maximum.
  2. For legibility sign units should have no more than (5) destinations.
  3. A minimum of 1 active destination should be identified before a sign is erected.
  4. As other destinations are needed, additional panels (up to five total) may be added to the blank panel area below previously installed destination text.
  5. If more than 5 destinations request space on a sign unit, eliminate destinations as needed to reach five by including only the destinations in which a left or right turn is required at the sign. If further elimination is needed, use destinations closer in proximity to the sign first.
  6. If a destination is needed to be removed at a later date, disassemble panel from bracket it is held in. Following are two options for altering sign:
    - a. Replace entire panel with new text requirements.
    - b. Remove unwanted vinyl (per vinyl manufacturer's recommendation for removal), carefully as not to damage paint finish of substrate below. Clean substrate as needed to remove any residue. Ensure there are no gaps between text lines.

NOTE:  
No Pay-to-Play locations shall be established until all Region 7 signs have been placed. Placement of primary Region 7 units shall have precedence over Pay-to-Play signage. The respective administrative body shall allocate locations for Pay-to-Play signs.

STRUC TURE AND PLACEMENT:  
The active transportation tab sign (see drawing A2-2.4) must not be wider than the concrete footing, otherwise cane detection may fail.

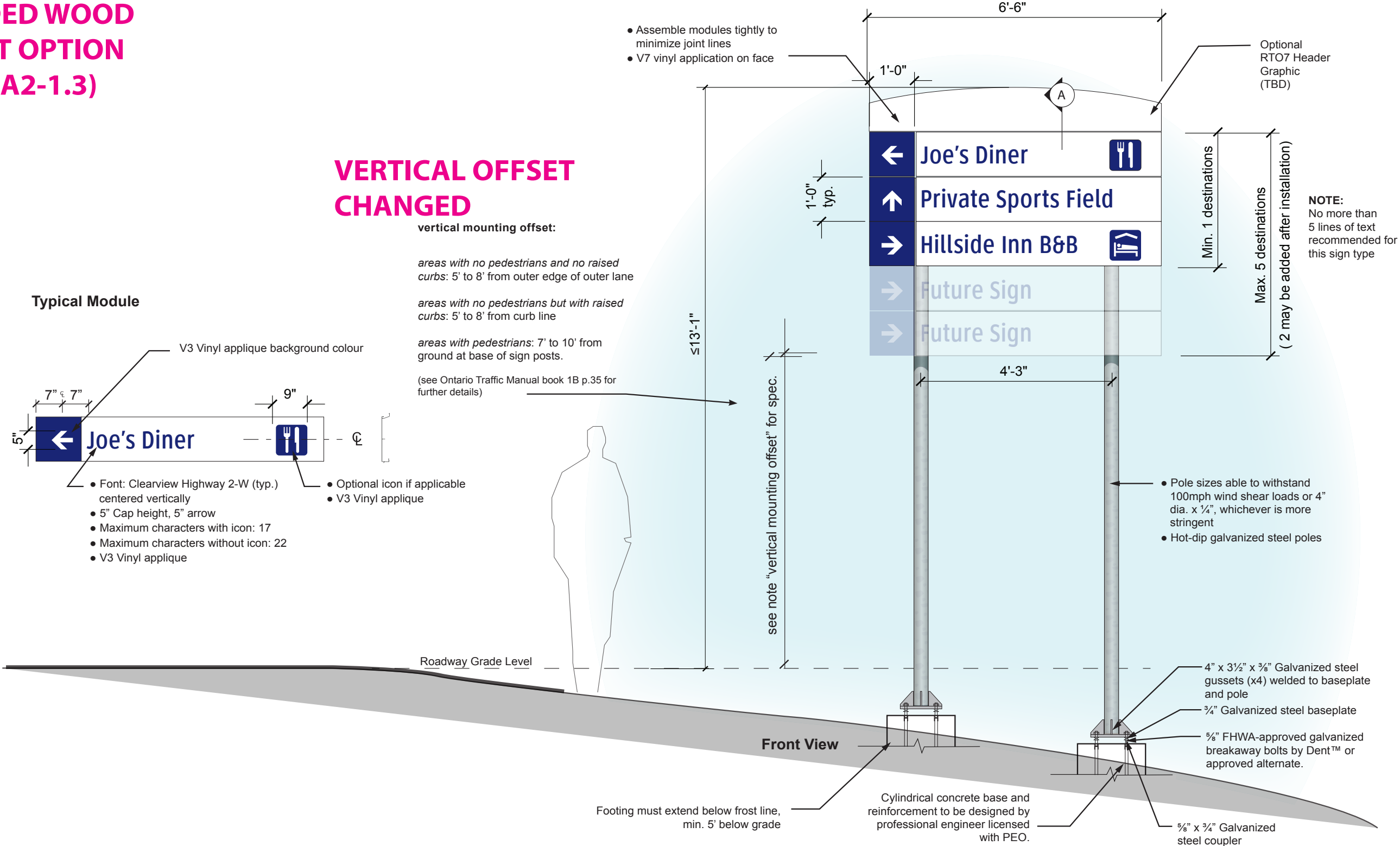
The Au-1 sign type should be installed to not create a barrier or obstruction to the sidewalk or trail. The post must be mounted so as not to obstruct the horizontal clearance of the path of travel: trails require 1 m of horizontal clearance (DPSS 80.9(1)1), and sidewalks require 1.5 m. (DPSS 80.23.1)

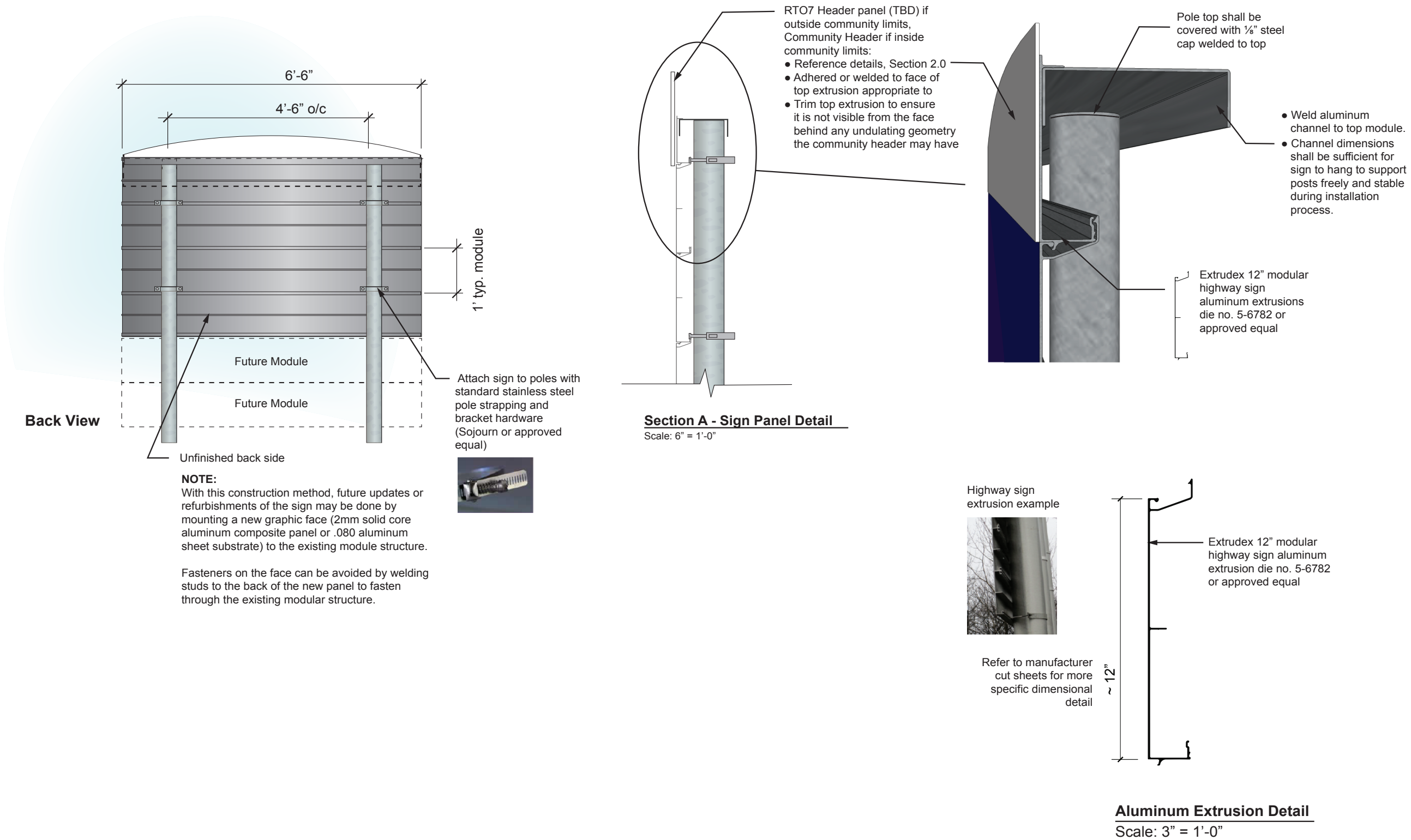
The vertical clearance must be at least 2.1 m. Vt-2a and Vt3a specify 2.1 m, so there is no issue. Signs in rural areas (Vt-2b, Vt-3b) would likely not create an vertical clearance issue as the signs are at least 1.8 m away from the paved shoulder.



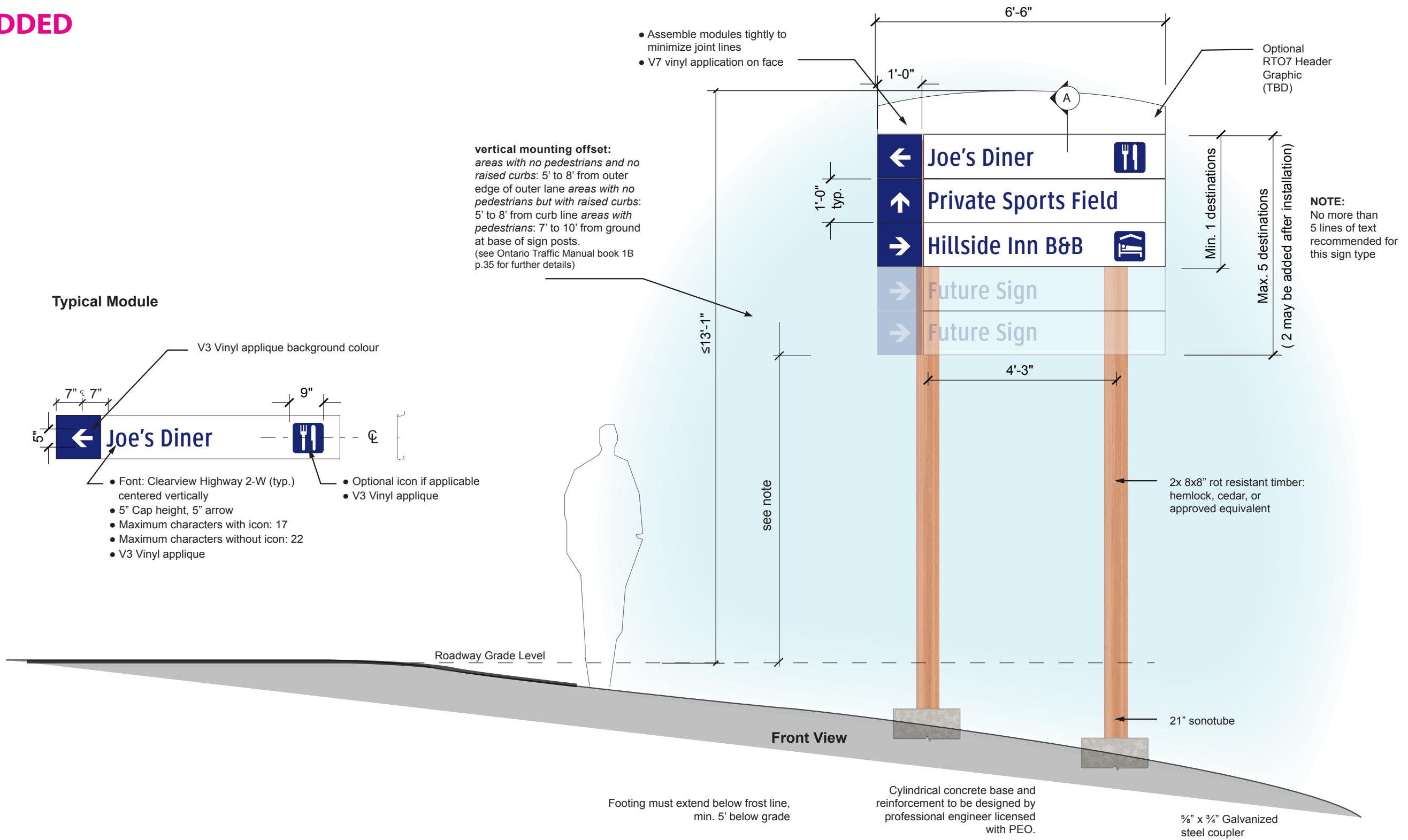
ADDED WOOD  
POST OPTION  
(see A2-1.3)

VERTICAL OFFSET  
CHANGED





ADDED



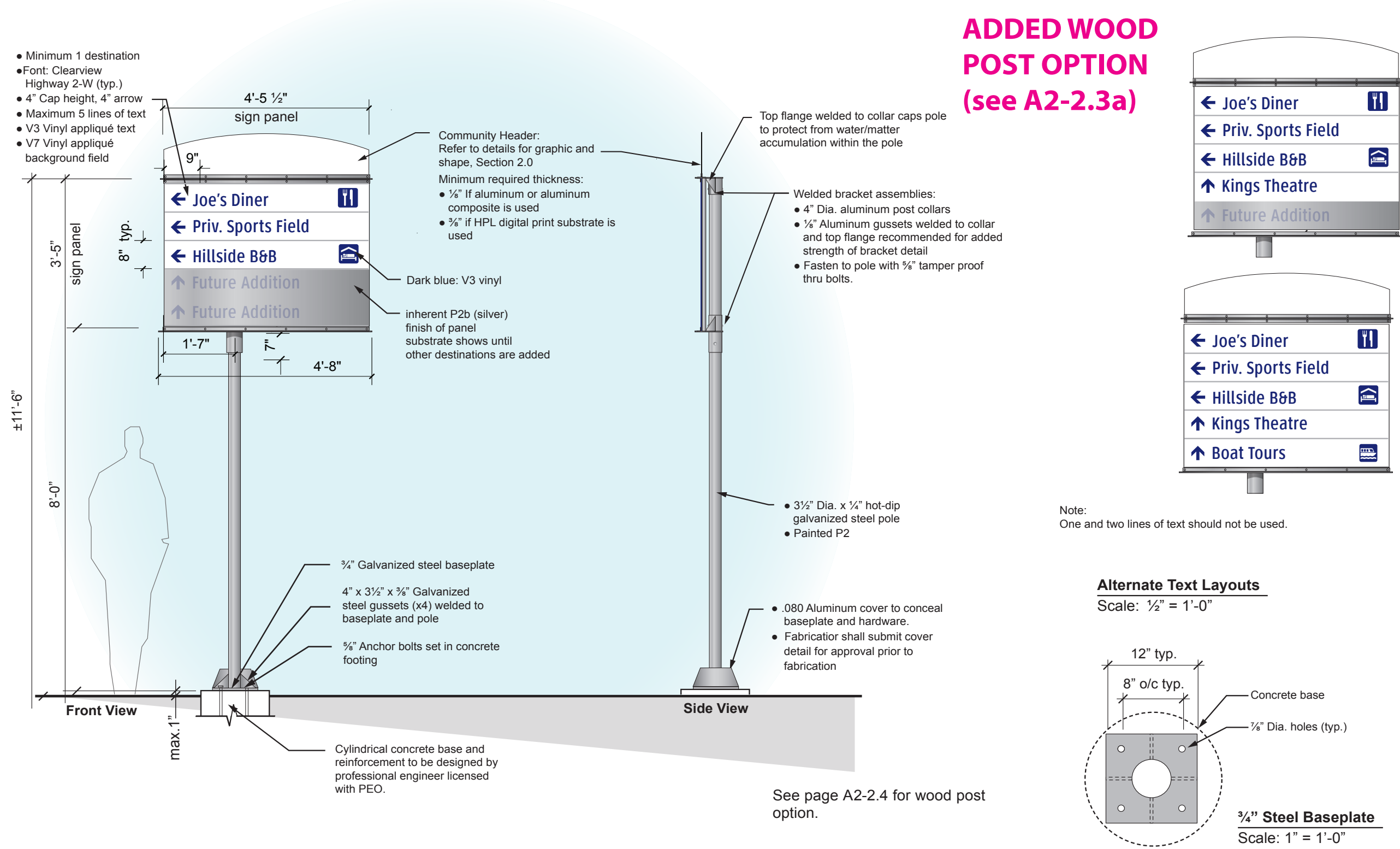
form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447 f 902.465.3131

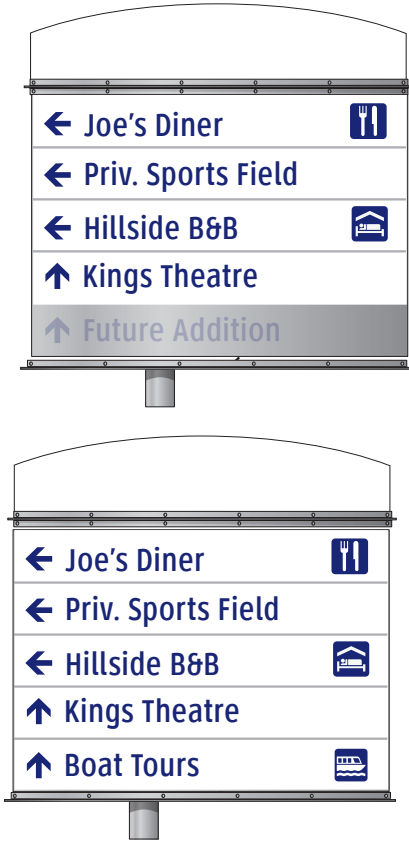
Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing:	Ah-1 Rural Highway Pay-to-Play Directional	FINAL DOCUMENT	Date:	Dec., 2017
Drawing set:	Design Specifications & Standards Manual - Appendix A		Scale:	1/2" = 1'-0"

Page:  
**A2-1.3**

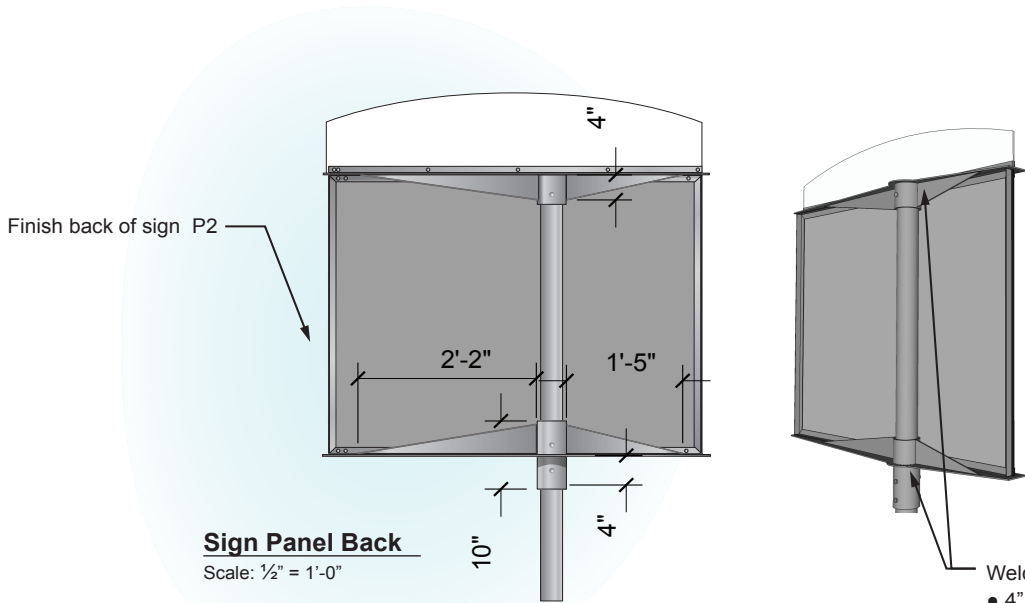


ADDED WOOD  
POST OPTION  
(see A2-2.3a)

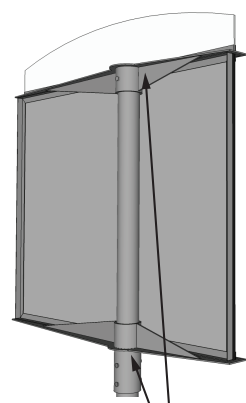


Note:  
One and two lines of text should not be used.

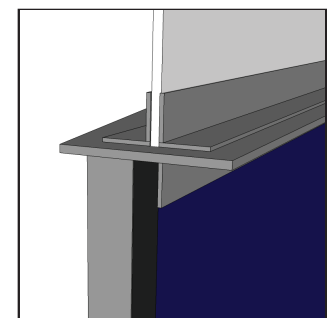




**Sign Panel Back**  
Scale: 1/2" = 1'-0"



- Welded bracket assemblies:
- 4" Dia. aluminum post collars
  - 1/8" Aluminum gussets welded to collar and top flange recommended for added strength of bracket detail
  - Fasten to pole with 5/8" tamper proof thru bolts.

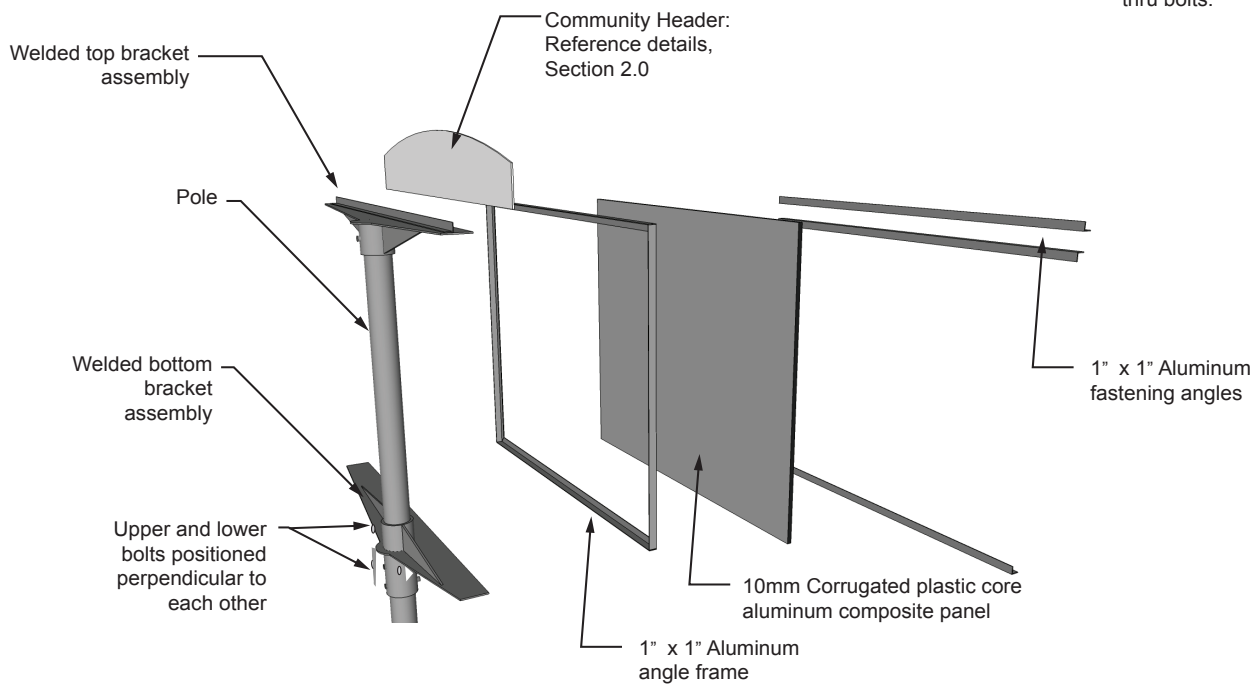


**3D End Detail**

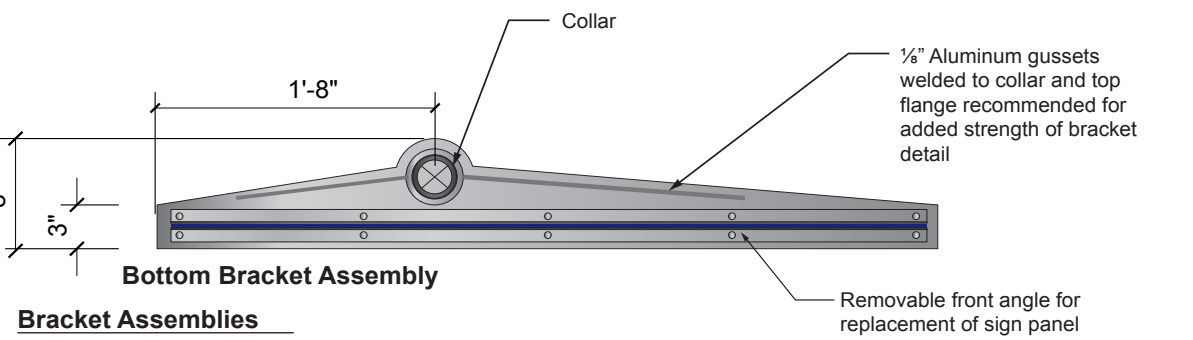
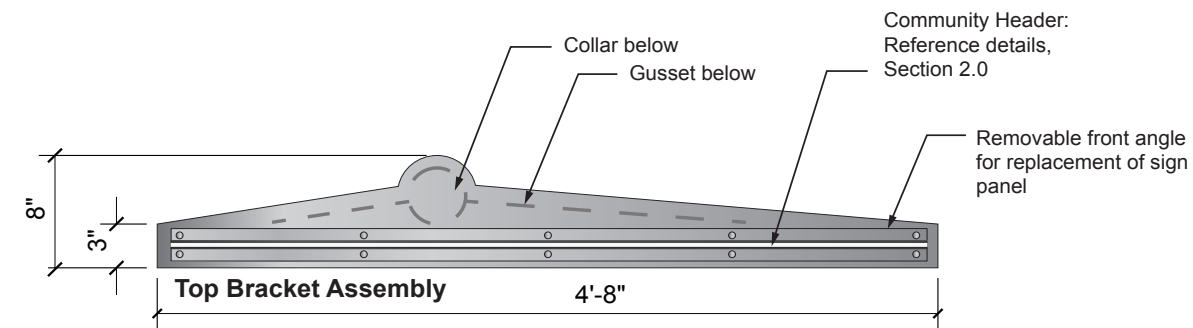
- Edge behind:
- Min. .080 aluminum edgeband on end to hide composite panel core
  - Finish V3 vinyl

- Finish V3 vinyl front face
- 1" x 1" Aluminum angle
  - Finish P2

**Section A - Sign Panel Section Detail**  
Scale: 6" = 1'-0"

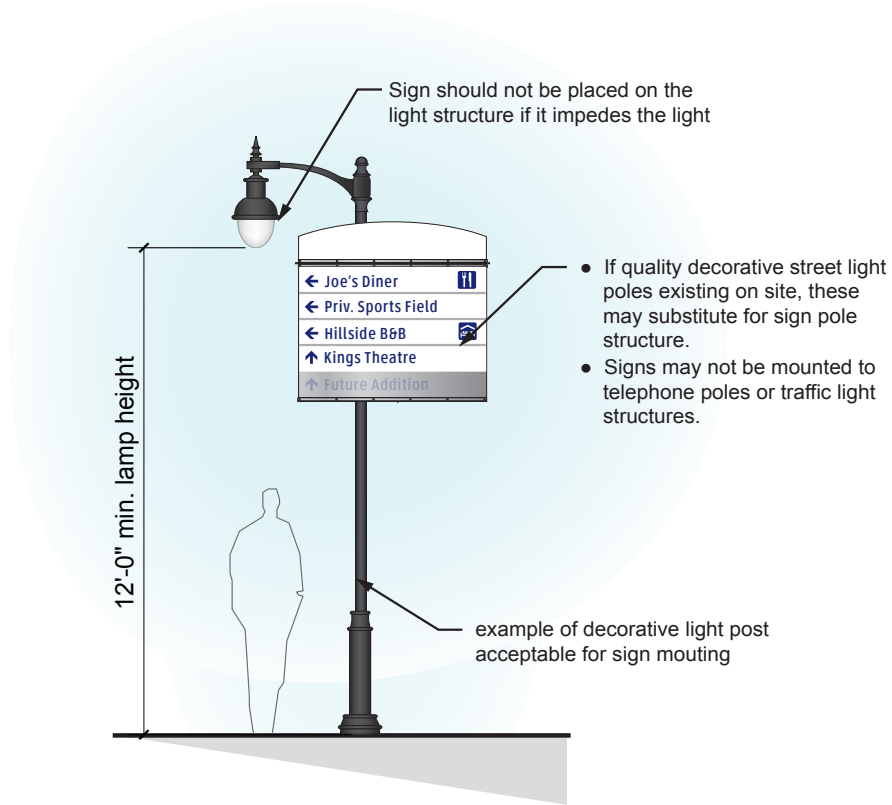


**Sign Panel Exploded Perspective**  
Scale: NTS



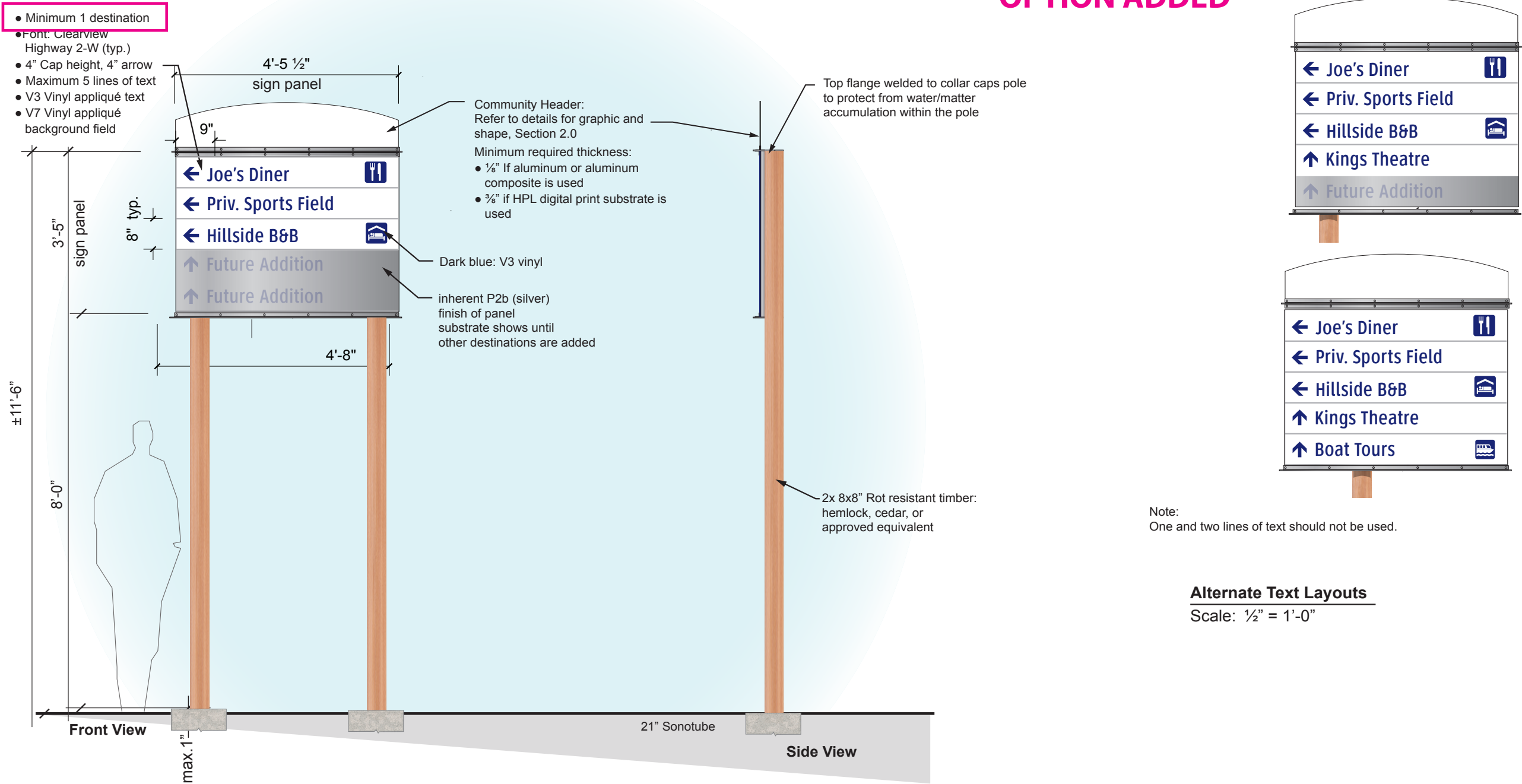
**Bracket Assemblies**  
Scale: 1" = 1'-0"





**Alternate Installation**  
Scale: 1/4" = 1'-0"

WOOD POST  
OPTION ADDED



form:media

1 Starr Lane, Dartmouth, NS B2Y 4V7 t 902.464.4447

Tourism Wayfinding Signage, Regional Tourism Organization 7

Drawing: BU-1 Urban Vehicular Pay-to-Play Directional

FINAL DOCUMENT

Drawing set: Design Spec. & Standards Manual - Appendix A

Date: December, 2017

Page:

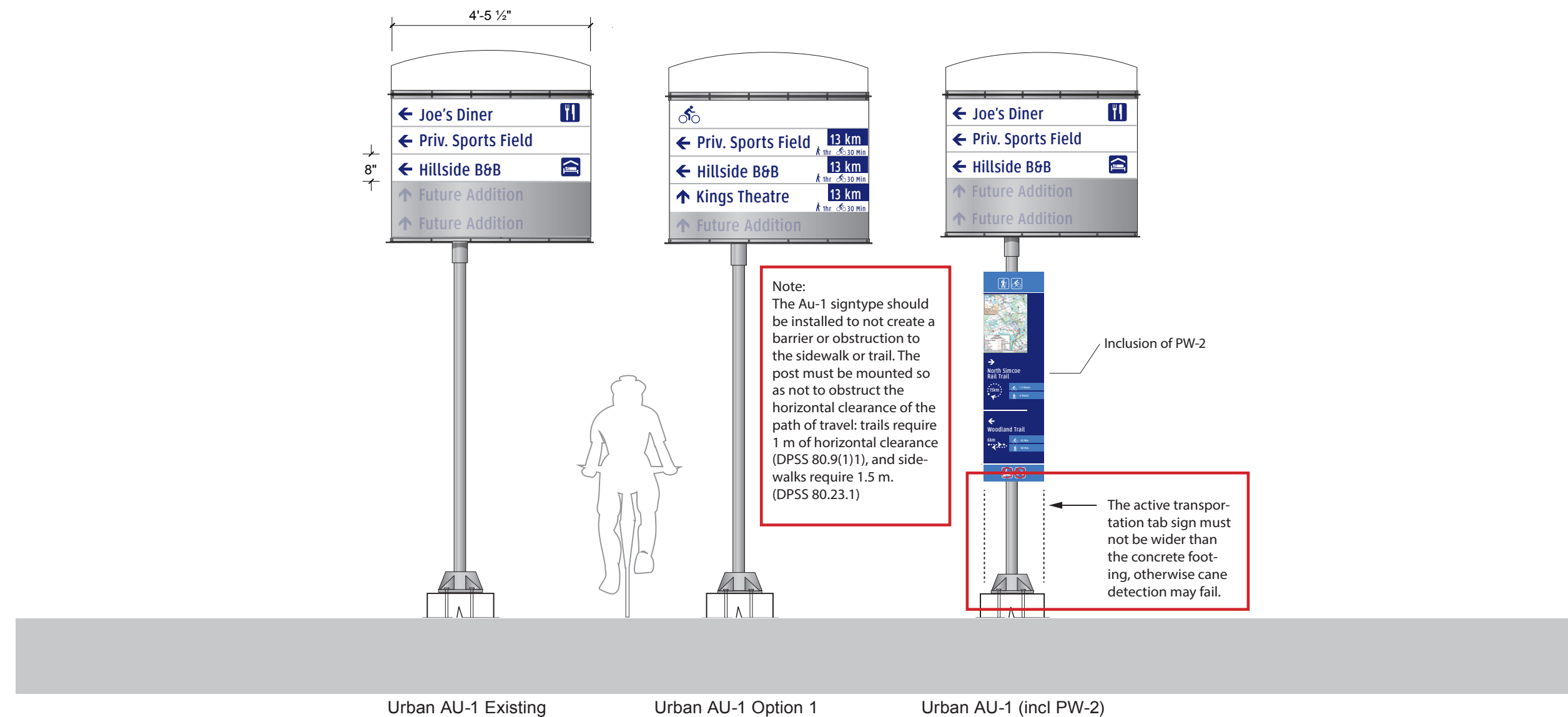
A2-2.3a

CHANGED

## Sign Type Layouts: Revised for Active Transportation

### PAY-TO-PLAY DIRECTIONAL: AU-1

Urban Vehicular and Cycling





# Welcome!

The webinar ***Planning & Designing Signage for Recreational Trails*** will begin shortly.

- Closed Captioning is available
- All attendee cameras and mics are turned off
- Submit questions to Q&A box throughout the presentation
- This session is being recorded and will be available on demand





# TRANS CANADA TRAIL WEBINAR SERIES

## PLANNING & DESIGNING SIGNAGE FOR RECREATIONAL TRAILS

Heidi Tillmanns – Signage Specialist

*National Manager of Infrastructure & Signage, Trans Canada Trail*

August 12, 2022

# Heidi Tillmanns

*National Manager of Infrastructure & Signage for Trans Canada Trail*



Trans Canada Trail is a network of 28,000 + km of trails, connecting Canada from coast to coast to coast. Heidi, with her team, manages thousands of signs along the trail and provides design and project management support to over 500 trail groups across the country.

Heidi is a contributing columnist to the Signs of the Times Magazine, as well as being award Women in Signs award for 2021.

In her 30+ year career in the sign industry she has had the pleasure of working with Loblaw's, Rio Tinto Alcan, Shell International designing and project managing extensive commercial and industrial sign projects.

Heidi works and resides in Dundas, Ontario, with her family – who are her pride and joy.





# Signage



## Signage is the most important part of any trail

- Every sign tells a story
- Critical to the operation of a quality trail system
- Are a highly visible representation of that quality
- Provides positive exposure to the trail to attract more users
- Educates the user, gives reassurance
- Controls trail usage, creating a more environmentally friendly experience
- Easiest way to ensure a positive user experience
- Quickest way to increase a trail's identity & boost public support





## Key Considerations

Different user groups, environments and activities will require different types of signage, but the principles remain the same.

- What type of trail are you planning for? Urban or outback?
- What type of user will view the signs? Cyclists, hikers, equestrians, ATVers or a mix of users
- How are the signs being viewed? Distance, height, speed and angle
- What are the lighting conditions affecting visibility?
- Is there an existing signage family or a design restriction you must adhere to?
- What accessibility conditions should be considered to ensure safe travel?

# Trail Signage Checklist



## Most trails should have the following sign types

- Wayfinding
- Trailhead
- Regulatory, Safety & Cautionary
- Interpretive
- Mile/Kilometre markers
- Acknowledgement
- Miscellaneous



# Wayfinding – Trail Identifiers & Arrows



- Also known as guidance signs, these are any sign types that gives direction to those reading it.
- Necessary to ensure user finds their destination with minimum stress.
- Good wayfinding provides practical information, without the user needing to stop to read the sign

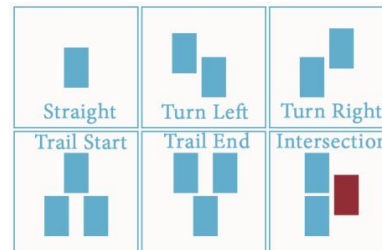
Budget: \$15 - \$500 / km

# Blazes



Offset blazes were first adopted in the early 1970s and are fairly common throughout North America's trail systems. Traditionally created by using a series of 2 x 4" rectangles in specific patterns, these markings communicate and give reassurance to the traveller, similar to the role of wayfinders and arrows.

Blazes are recommended in situations where the installation of an aluminum sign is not possible, such as on outback, rural, rugged trails. If using this system throughout your trail, it is important to communicate this method to your user. Providing a symbol reference on a main trailhead or website will assist your travellers in navigating successfully using this system.





# Cairns



Cairns are carefully arranged piles of stone, usually installed at higher elevations where trees are unavailable for blaze markings. They are also commonly seen in the Arctic region of North America. They too provide wayfinding along a trail. Though interesting, this is not a reliable method for user navigation. Cairns are often altered due to vandalism, wildlife interference and weather, which can quickly throw a traveller off course.





# Trailhead & Kiosk Signage



# Trailhead Signage



## Providing all the information the user needs

- Trailheads are installed at major waypoints, and include large-scale signs with maps, trail use icons, GPS location and any other pertinent information to ensure safe travel. 911 or other emergency information should be displayed.
- Mapping should include a “You are Here” point, a compass rose, and it’s suggested to provide a 5 km reference and a 5+ km mapping reference, if applicable. Additional regional mapping can be included if necessary.
- Warning and hazards should be announced to inform users prior to departure.
- For trails approaching international borders, it is recommended a warning be included on the map.

# Trailhead Signage (continued)



- The term kiosk is often used when a trailhead has a roof detail to provide shelter during inclement weather. Roofs also provide added protection for UV exposure.
- In Canada, it is recommended that Indigenous Land Acknowledgements be included on such signs. Please consult your local band office.
- Designs should be in high contrast to ensure legibility for those with visual impairments and design considerations for those with colour blindness.
- Historical and educational content can be included. However, less is more. Adding QR codes to redirect users to a website allows for extensive content that can be kept current.
- All signage should be designed in conjunction with current building codes and signage by-laws.

Budget: \$1500 - \$50,000



# Regulatory, Safety & Cautionary Signage



- Besides the standard MOT regulatory traffic signs, such as stop and speed limit signs, additional signage is required to warn trail users of any hazards.
- Icons should be to ISO standards
- Safety & cautionary signage is necessary to avoid liability.
- Review of the trail with a Risk Management consultant is advised to ensure all issues are addressed

## Additional Warning Sign Considerations

- ✓ **Parking regulations** – do not leave valuables in car, lock car, park in designated areas, do not park
- ✓ **Wildlife** – do not feed, beware of specific animals, do not leave food in vehicles, bring a bear bell, insect
- ✓ warnings, avoid perfume, no hunting, hunting season warnings
- ✓ **Flora** – beware of poison ivy/oak, endangered species
- ✓ **Water** – bring drinking water, do not drink from water features along trail, do not swim, do not fish
- ✓ **Trespassing** – do not trespass, private lands, noise violations
- ✓ **Pack in Pack out** – how to, disposal sites, washroom locations
- ✓ **Weather warnings** – avalanche, rapid current, change in current, flood zones, heat exhaustion, thin ice, hypothermia, use of sunscreen/insect repellent
- ✓ **Detours** – due to fallen trees, washouts, landslides, floodwaters, ice, snow, construction

# Trail Use Icons



It is important to tell a user what they can't do as much as what they can



- Trail use and standard regulation icons are an easy way to tell travellers the dos and don'ts of the trail
- Adding classification icons the same as those for ski hills advises of the difficulty of the route
- International symbols communicate to those who do not speak or read the local language





# Interpretive Signage

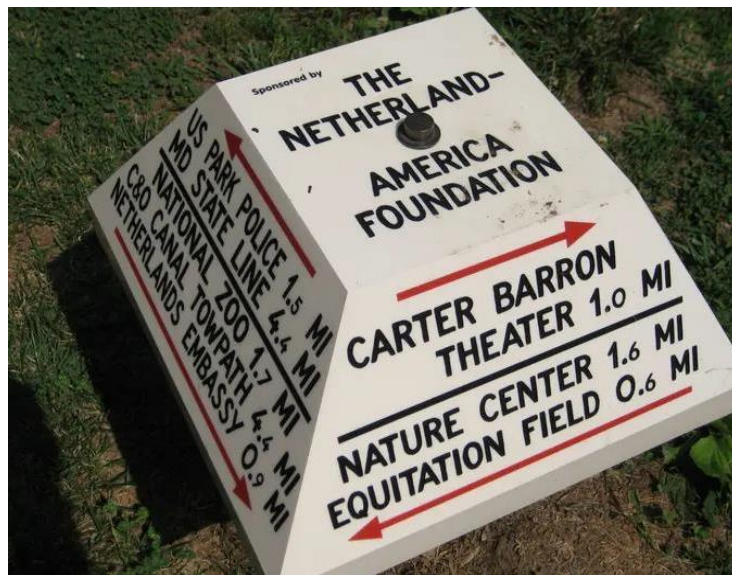


- Placed in specific locations, these signs inform and educate
- Usually contain historical, fauna and flora information, or information about a point of interest
- Are rich with graphics and photos, and can be more creative than the information signs along the trail
- Content should still be clear and easy to read

Budget: \$250 - \$5000



# Mile/Kilometre Markers



- Providing distance information along trails is important in urban areas as well as in the remote backcountry.
- Distance can be marked off on signs, posts, stones or stencils on the pavement.
- Assist in the location of a traveller on a trail in case of an emergency.

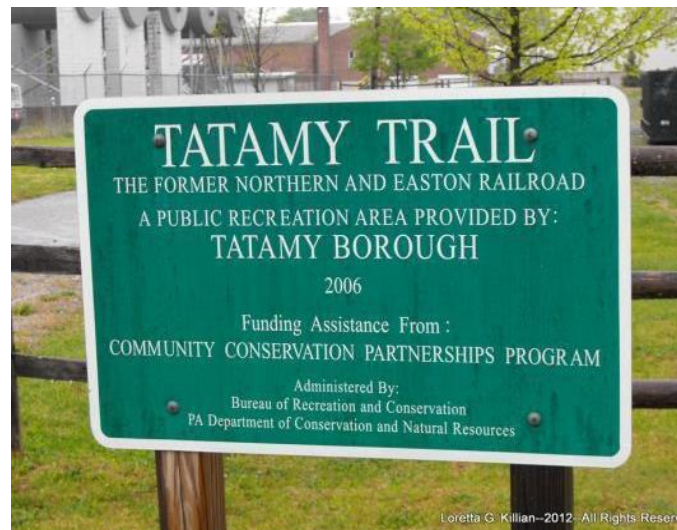


# Acknowledgement Signage



Many trails are managed by local volunteers and are funded by private donations.

Donor acknowledgment is often displayed to honour those who've contributed to the trail over the years.



# Sign Design



Simple is best – there needs to be a balance of artistic talent and technical functionality.

Do you ever look at a very colourful, overcrowded, confusing sign and wonder “what does it say?”

The use of gradated backgrounds, multiple colours, too many words and poor planning makes a sign difficult to read and trail users will lose interest.



# Accessibility



It is important to integrate modern technology into signage to ensure a great user experience for all. These can include:

- Audio interpretive panels
- Tactile graphics and maps
- Interactive panels
- QR codes
- Smart Beacons with self-voicing apps such as Blindsquare

Consulting with AccessNow, CNIB or the Rick Hansen Foundation will provide good guidance on what is best to design effective accessibility signage based on the trail design.



# Creating a Sign Plan



## Think like a trail user

If working on an existing trail, it is best to complete a comprehensive sign audit that captures sign type, size and GPS location.

If creating from scratch, work with the trail construction map and:

- Plan wayfinding at every decision-making point
- Add good directional signage to amenities and points of interest
- Create large scale trailhead signage at all major entrances
- Deal with all warnings and cautions in the appropriate location
- Do not over sign – excess of signage can cause confusion

Creating a sign location plan using mapping software will confirm all of the above factors and provide information to those installing the signs.





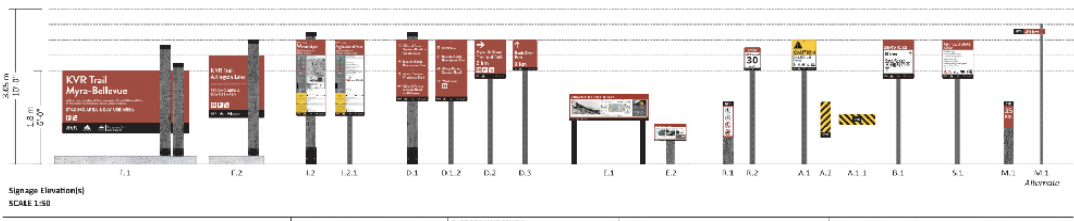
# Sample Sign Plan



## KVR Trail Wayfinding

### Sign Family Development

- Entry Monuments/Gateways (G)
- Facility (F)
- Information Kiosk (I)
- Directional (D)
- Interpretive (I)
- Regulatory (R)
- Advisory (A)
- Business Promotion (B)
- Shared Use Sign/Education (S)
- Distance Markers (M)



**KVR – 270 km**

**Estimated construction costs:**

**\$70,000 - \$80,000 (2021)**

**Design: \$5,000 - \$100,000**

# Sign Materials & Installation

- The majority of trail signage is meant for long-term display and therefore aluminum is the recommended material. It is lightweight, durable and used for all traffic signage. It can withstand Canada's various weather systems and does not rust.
- Other materials can include wood, plastics, plastic/aluminum composite, stone, and other metals.
- It is very important to install signage well. A falling sign can lead to damage and/or injury. It is vital to use an appropriate pole system with tamper-proof galvanized or stainless-steel fasteners.
- With large sign structures, a base must be part of the construction plan, and in some cases, an engineering study must be performed to ensure the sign complies with wind and snow load requirements. Checking with local authorities and research signage by-laws to ensure your installation conforms to building codes.

**These factors should all be considered when planning and designing your trail signage. This ensures fasteners and other factors do not interfere with the messaging on the sign.**

# Additional Resources

Parks Canada Exterior Signage Guidelines

<https://www.pc.gc.ca/en/agence-agency/bib-lib/~media/ABA2B1DBDDCB4CA099842D1CEDC81969.ashx>

Trans Canada Trail – Signage 101 Trailheads & Interpretive Panels

<https://tctrail.ca/signage-101-trailheads-and-interpretive-panels/>

Trans Canada Trail – Signage 101 Installation

<https://tctrail.ca/signage-101-installation-recommendations/>

Trans Canada Trail – Signage 101 Wayfinding

<https://tctrail.ca/signage-101-wayfinding-and-arrows/>

**There are also great resources on other trail organization websites such as Ontario Trails, Waterfront Trust & American Trails**

# Thank You!

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## Trails Advisory Committee Work Plan 2023

	<b>Key Agenda Items / Activities</b>	<b>Q1</b> (Jan, Feb, Mar)	<b>Q2</b> (Apr, May, Jun)	<b>Q3</b> (July, Aug, Sep)	<b>Q4</b> (Oct, Nov, Dec)	<b>As Required</b>
1.	<b>Partnership Development</b> -joint promotions & events (Tiny Township Trails Committee, Midland Active Transportation Committee, Simcoe County Mountain Biking Club, County of Simcoe, Georgian Bay Snowriders)					
2.	<b>Online Trails Map</b> -tidy up recommendations received in 2022 and launch online map					
3.	<b>Signage</b> -standards & capital planning (carryon work commenced in 2022)					
4.	<b>E-Bikes policy</b> -review and consider recommendations to Council					
5.	<b>Communications</b> -more info and links on town website to partners/clubs -outreach/education to promote active transportation (potential partner SMDHU)					

6.	<b>Familiarisation walk/ride event</b> -highlight different trails through a series (ToP or NS initiative) -opportunity to share other info					
7.	<b>Trails Coordinator</b> -review outreach initiatives in Cycling Strategy and make recommendations for prioritizing efforts					
8.	<b>Maintain a 'wish list' of projects</b> -items not to lose site of or consider for grant opportunities					
9.	<b>Develop 2024 Work Plan</b>					