



October 2010

# ACTIVE TRANSPORTATION WAYFINDING MASTER PLAN

**A System of Signage to Support the Cycling and Pedestrian Realm**

**In The Town of Wasaga Beach**



urban planners & landscape architects

A+a

ADAMS + ASSOCIATES DESIGN CONSULTANTS INC





# TOWN OF WASAGA BEACH ACTIVE TRANSPORTATION WAYFINDING PLAN

October 2010

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## ACKNOWLEDGEMENTS

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## 1.0 Introduction

The Town of Wasaga Beach and the Wasaga Beach Healthy Communities Network, with PLAN by DESIGN and A+a Design Inc., have prepared the Wasaga Beach Active Transportation Wayfinding Master Plan. The plan will provide a long-term strategy for the implementation of a comprehensive wayfinding system for pedestrians and cyclists. Pedestrian wayfinding enables people to navigate (on foot, or using bicycles) through public and private space and to maximize their experience by explaining the environment ahead. If the wayfinding system has made the environment “legible” and it has enhanced the visitors’ experience and made their trip safe and easy, then it has been successful (Grant & Herbes, 2007).

The Wayfinding Plan will enhance and improve the pedestrian realm and make the choice of using non-motorized transportation an easier choice to make. This master plan has been created specifically for the pedestrian realm and does not include the larger, or vehicular, level scale of wayfinding. Vehicular wayfinding begins outside of the Town of Wasaga Beach and leads to the major entrance points into the town. A “Wayfinding and Town Gateways Strategy” for the vehicular realm remains to be completed at this time. It is noted however that the active transportation wayfinding study will assist and inform any future wayfinding that is developed in the Town of Wasaga Beach. In regards to future wayfinding, it is important to use a consistent graphic design language across these wayfinding elements.

Active Transportation is defined as any form of non-motorized travel. In October of 2007 the Healthy Communities Network Committee provided a **Vision for Active Transportation in Wasaga Beach**.

*“The Town of Wasaga Beach, by linking our neighborhoods, our beach, our forests and our facilities through an active transportation network, promotes a healthy active lifestyle for all ages and abilities.”*

*The Healthy Communities Network Committee, October 2007*

The Town of Wasaga Beach Active Transportation (AT) Plan, completed in October of 2008, provides a blueprint to:

- expand the Town’s existing pedestrian and cycling system; and
- construct off road trails, on road bike lanes, signed bike routes and sidewalks;
- construct high quality pedestrian infrastructure; and
- link the land north of the Nottawasaga River to the areas to the south using a series of pedestrian bridges; and
- provide convenient accessible locations for visitors to park cars while accessing the pedestrian and cycling system and improved public transit; and
- identify an opportunity to develop an integrated wayfinding system to be utilized throughout the town and the provincial park; and
- provide opportunities to access the Nottawasaga River through a series of proposed or improved canoe launches; and
- improve pedestrian safety by installing or improving pedestrian crossings; and
- partner with, Ontario Parks and neighbouring municipalities and empower residents in the active transportation network’s development.

The Active Transportation Plan, together with the Active Transportation Wayfinding Master Plan, will help to bring the 2007 vision to fruition by providing orientation for pedestrians and cyclists and helping to promote healthy and active living. On June 7, 2010 the residents, town staff, and other interested people got together to discuss the future of wayfinding for active transportation. Discussing “how to best describe the wayfinding system for pedestrians and cyclists that should exist in Wasaga Beach ten years from now”, a **vision for Active Transportation Wayfinding in Wasaga Beach was drafted**.



## 1.0 Introduction (cont'd)

*“Wasaga Beach’s pedestrian and bicycle wayfinding system will be unique to our community and use a consistent graphic design language, providing orientation and information to visitors and residents and identify all of the Town’s major destinations, recreational trails, major parks, and bicycle and pedestrian routes.”*

*Wasaga Beach Wayfinding for Active Transportation Open House, June 2010*

## 2.0 Pedestrian Wayfinding and Signage – Best Practices

Wayfinding is concerned with “...the ability to identify one’s location and arrive at destinations in the environment” (Prestopnik and Roskos- Ewaldonson, 2000). A successful wayfinding system is based upon a series of connected elements, delivered in a consistent manner and involves the use of sign types and sign standards to ensure consistency of signs, content and accuracy of information. (Grant & Herbes, 2007). The sign types utilized in this wayfinding study are identified below and Section 3.0 of this report provides the necessary signage standards.

### 2.1 Sign Types

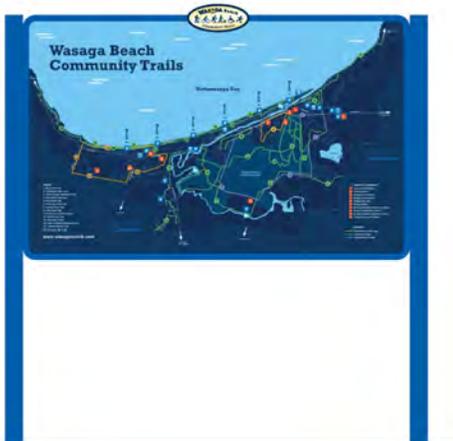
Signage aims to make a complex subject simple for the user. A range of sign types can provide the right information at the right place, taking into account the complexity of the environment (Grant & Herbes, 2007). For Wasaga Beach a system, or family of wayfinding signage, has been developed that uses a standard hierarchy of interrelated signage. This signage focuses on the needs of pedestrians and cyclists. The following types of signage have been developed using a cohesive graphic design language that provides a recognizable 'look and feel'. The 'look and feel' of the pedestrian wayfinding system is unified with other corporate identifiers, such as the town logo.

#### 2.11 Community Trails Logo

The Wasaga Beach Community Trails logo provides a unifying element that will appear on the proposed signage and can be used for other printed materials, such as maps or promotional brochures. The logo provides a simple identifier for the overall system and is representative of the various modes of non-motorized transportation typical to Wasaga Beach.



**2.12 Map based signs** – Map based signage is the main orienting element in a pedestrian wayfinding system. In Wasaga Beach they are provided at different scales as three different sign types (WBCT.2, WBCT.4, WBCT.5, see Section 3.0 Signage Standards for Signs details). These signs will indicate to a pedestrian where they are within the town and generally how they can orient themselves based upon their preferred destination or recreational activity. See Appendix 'B' for an overview of the proposed Community Trails Map that will be used for the signs. The benefit of these signs includes:



- allowing for a larger area to be illustrated
- allowing for more destinations to be included
- allowing for the use of symbols to indicate the approximate locations of amenities and facilities
- allowing the viewer to estimate travel time and to comprehend a larger area



## 2.0 Pedestrian Wayfinding and Signage – Best Practices (cont'd)

### 2.13 Directional signs

These are signs that indicate the name of a major destination and point in the direction of the destination. Directional signs are an important part of the overall wayfinding system and contribute to the consistent 'look and feel'. Directional signs that are used in Wasaga Beach will orient pedestrians to; each numbered Beach Area (1-6), public parking locations, and entry exit points along all recreational trails. Directional signs WBCT.3, WBCT.4, WBCT.7, WBCT.8, WBCT.10 are illustrated in detail in Section 3.0 of this report.



### 2.14 Trail Marker signs

Trail or Route Marker signs are provided along the main recreational trails and routes and provide users with reassurance that they are on track while contributing to the recognizable 'look and feel' of the Community Trails System. Pedestrians walking on an identified trail route will follow the markers that have been developed for the hiking trails. Trail marker signs, WBCT.8 are illustrated in Section 3.0 of this report.

### 2.15 Bicycle Route Marker signs

The on-road bicycle system in Wasaga Beach will be implemented over a number of years. One bicycle route has been identified as appropriate to sign at this time (the Community Bicycle Loop incorporating Powerline Road and Zoo Park Road and circumnavigating the Provincial Park). Future bicycle routes should be similarly signed with markers as the on-road bicycle system is developed. An ideal spacing interval for these signs is provided, however markers will need to be field located to be installed where they are most visible and do not interfere with other regulatory signage. These markers can also be applied to existing poles or other street furniture. Bicycle Route Marker signs WBCT.9, are illustrated in Section 3.0 of this report.





## 2.0 Pedestrian Wayfinding and Signage – Best Practices

### 2.15 Identification (Destination) signs

Within the Wasaga Beach Wayfinding System particular destinations have been identified as fundamentally important to the pedestrian. Identification signs are provided to indicate when a user has arrived at a particular destination and to contribute to the recognizable 'look and feel' of the system. Directional signs may announce the destination only, or may also include directional information on the same sign (see WBCT.4 in Section 3.0). The major destinations identified within the wayfinding system include each numbered Beach Area (1-6), and each trailhead location. Identification sign types WBCT.1, WBCT.4, WBCT.5, WBCT.6, WBCT.7 are illustrated in Section 3.0 of this report.





## 2.2 Additional Wayfinding Media

### 2.21 Web Based Trails Mapping

Besides the proposed signage the pedestrian wayfinding solution for Wasaga Beach also includes digital information in the form of online and interactive mapping as well as printable maps of each trail section that are downloadable for interested persons.

A comprehensive digital map of all hiking and biking routes identified within this wayfinding system has been developed. The mapping is linked to an internet based mapping system that is publicly available, geo-referenced and updated regularly. The Wasaga Beach Interactive Trail routes and information can be updated on a regular basis as the wayfinding and active transportation system expands and can be viewed online as either aerial photography or as a traditional road map.



Fig. 2 Wasaga Beach Interactive Community Trails Map – air photo view

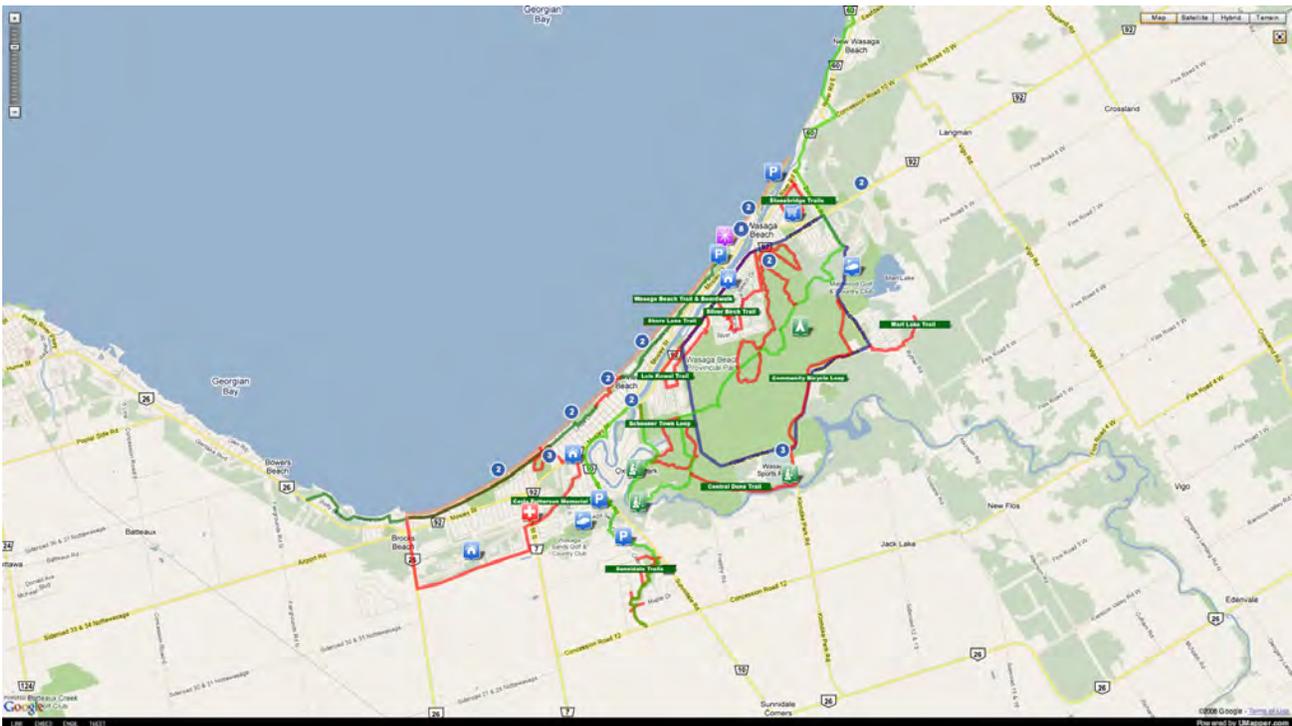


Fig. 3 Wasaga Beach Interactive Community Trails Map – road map view



## 2.21 Web Based Trails Mapping (cont'd)

The interactive mapping allows users to zoom in to get detailed information regarding trail routes and other amenities/features located in the Town and provides an option to view the map in full screen. Icons are shown that represent points of interest and other important locations and users are able to select an icon to get additional information about a trail or point of interest as they are exploring the interactive mapping.



Fig. 4 Web based map features



Fig. 5 Web based map features



## 2.22 The Community Trails Digital Interactive eMap

In addition to the web-based interactive mapping, people will be able to access detailed trail mapping and descriptions of each separate trail as an interactive eMap. These maps are also intended for printing and could be used to develop a brochure based trails map that was branded similarly to the town’s wayfinding and online mapping.

Until recently interactive mapping technology was restricted to elaborate LCD touch screens and informational kiosks, as seen in airports and museums. But, recent improvements to this technology made the creation of the Wasaga Beach Community Trails eMap possible as a .pdf file that can be used by anyone with access to a computer. The eMap functions as a clickable interactive tool to pinpoint exact locations with a mouse and to click to display detailed information. The Healthy Community Network provided photos and descriptions of each trail that have been embedded within the eMap, so that people can relate to and understand the various recreational opportunities available in Wasaga Beach.

Wasaga Beach has developed a comprehensive interactive computer based tool that promotes active transportation, trails and healthy living and this eMap offers visitors and residents the opportunity to plan in advance where to hike, bike, swim, ski or launch a canoe. Interestingly, if the town develops other map based, interactive, or digital tools for tourism, marketing, or event promotion, they can also be linked to this interactive document, thereby increasing the amount of information available to people living in, or planning a trip to, Wasaga Beach.



Fig. 6 Orientation page of the interactive eMap for print and online use



Enter/Exit Full Screen

## HIKE AND BIKE WASAGA BEACH – AN ACTIVE COMMUNITY

### CARLY PATTERSON MEMORIAL TRAIL

**Trail Description**

Carly Patterson Memorial Trail Loop  
 Distance: 10.79km  
 Trail Surface: dirt, asphalt and sidewalk  
 Level of Difficulty: Easy (but includes on road sections)

The Carly Patterson Memorial Trail meanders along Trillium Creek through a mosaic of swamp and upland forests. Snowmelt in the spring creates woodland pools that support breeding habitat for frogs and toads as well as foraging habitat for migrating waterfowl. Several woodpecker species – including the rare Red-headed Woodpecker and Red-bellied Woodpecker – forage and nest along the creek corridor. White-tailed Deer and Wild Turkeys can be seen along the trail. Trillium Creek provides habitat for a handful of small fish species as well as amphibians even though flows can be very low or even intermittent during summer and early fall. (photography and trail description courtesy Wasaga Beach Healthy Communities Network)

Map Design by PLANbyDESIGN copyright 2010 PLANbyDESIGN



Within the eMap moving the cursor over the trail names on the Home Page will show you where the Trail is located.

Clicking on the Trail name will take you to a map and description of that Trail.

The detailed maps provide Trail Access Points, Parking Area locations and other information.

Moving the cursor over the Points of Interest on the Home Page will show you where these Points of Interest are located.

Once you are at a detailed trail map you may navigate using the buttons located on those pages.



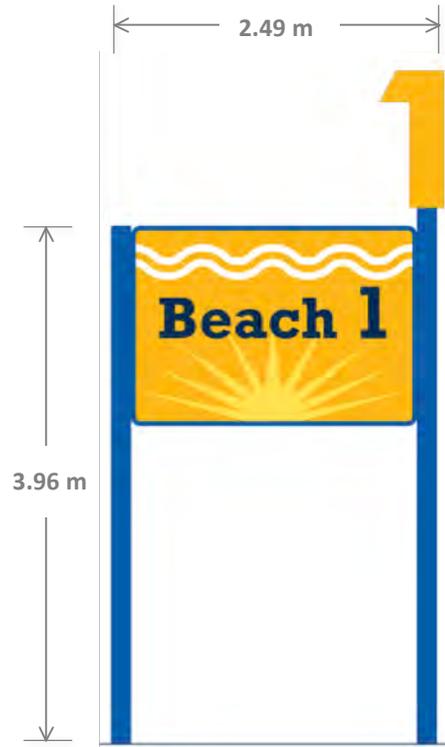
Fig. 7 Instructions for using the eMap

Fig. 8 Detailed page of the interactive eMap for print and online use



### 3.0 SIGN TYPES AND LOCATIONS

#### 3.1 MAJOR BEACH IDENTIFICATION SIGN



SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 1</b>	<b>Major Beach Identification</b> one panel between two posts with large three-dimensional numbers mounted on one post One or Two sided (TBD)	(panel) Beach 1, 2, 3, 4, 5, or 6 Wave Graphic Sun graphic  (three-dimensional icon) large number 1, 2, 3, 4, 5 or 6

**NOTES:**

Overall sign dimension is 98" w x 156" high (not including number).

Two sign faces, 86" w x 60" h each, 3/16" thick aluminum blind fastened to a 86" x 56" - 4" x 2" frame, painted aluminum frame (dark blue) attached to and supported by 2 - painted aluminum square 6" x 6" posts with poured concrete footings.

41" high and 9-1/2" deep beach number closed channel sign

**Sign face:** Painted custom colour assigned to beach number with custom medium blue border and edges.

Dark blue, yellow and white vinyl graphics and text.

**Beach number channel sign:** Painted custom colour assigned to beach all sides.

#### 3.2 COMMUNITY TRAILS ORIENTATION MAP

SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 2</b>	<b>Orientation Map 1 panel</b> One panel between two posts One sided	(WBCT logo) Wasaga Beach Community Trails  Orientation map/trails and legend

**NOTES:**

Overall sign dimension is 86" w x 84" high (not including logo).

One sign face, 78" w x 48" h, 3/16" thick aluminum blind-fastened to a 78" w x 45" h - 2" x 2" painted aluminum frame (dark blue) frame, attached to and supported by two - painted aluminum square 4" x 4" posts with poured concrete footings.

One - 12-1/4" w x 5-5/8" h x 1/4" thick oval Wasaga Beach Community Trails logo with digital graphics, affixed to top centre of sign face, blind-fastened to sign face.

**Sign face:** Painted custom medium blue border, and edges with applied digital map graphics.

Back of sign is painted dark blue.





### 3.3 LARGE BEACH DIRECTIONAL SIGN



SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 3</b>	<b>Large Beach Directional</b>	(panel) Beach 1, 2, 3, 4, 5, or 6 Wave Graphic
	One large rectangular panel with second round arrow below	(lower panel) Directional Arrow
	One sided	

**NOTES:**

Overall sign height is 171.5"

Two square sign faces, 30"w x 30"h, 3/16" thick, two circular sign faces, 15" diameter mounted back-to-back on a painted aluminum square 6" x 6" post with poured concrete footing.

41" high and 9-1/2" deep beach number closed channel sign mounted perpendicular to other sign faces, facing south

Note: Bottom wayfinding sign shown in rendering described as sign WBCT.7 – Medium Directional Sign

**Beach number channel sign:** Painted custom colour assigned to beach all sides.

**Top sign face:** Painted custom colour assigned to beach number with custom medium blue border, back and edges.

Dark blue and white vinyl graphics and text.

**Round, Middle sign face:** Painted custom dark blue both sides and edges with white vinyl arrow graphic.





### 3.4 LARGE BEACH IDENTIFICATION SIGN

SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 4</b>	<b>Large Trail Identification (Beach)</b>	(top panel-identification) Beach 1, 2, 3, 4, 5, or 6 Wave Graphic WBCT logo
	three panels, between two posts	(middle panel-information) Trail map
	one or two sided (TBD)	(bottom panel-directional) Wasaga Beachside Trail and Boardwalk (Appropriate pictograms, e.g. walking, biking, etc.) Directional Arrows (as appropriate) Beach 1, 2, 3, 4, 5, and/or 6 (as appropriate) (distance to each beach)



#### NOTES:

Overall sign dimension is 38" w x 90" high (not including logo).

six sign faces, three per side mounted back-to-back in pairs, 30" w x 18" h each, 3/16" thick aluminum blind-fastened to 3 - 30" w x 15" - 2" x 2" painted aluminum frame (dark blue), attached to and supported by 2 - painted aluminum square 4" x 4" posts with poured sona tube concrete footings.

two - 9" w x 4-1/8" h x 1/4" thick oval Wasaga Beach Community Trails logos with digital graphics, affixed to top centre of sign face, blind-fastened to top sign face.

**Top sign face:** Painted custom colour assigned to beach number with custom medium blue border and edges.

Dark blue and white vinyl graphics and text.

**Middle sign face:** Painted custom medium blue both sides and edges.

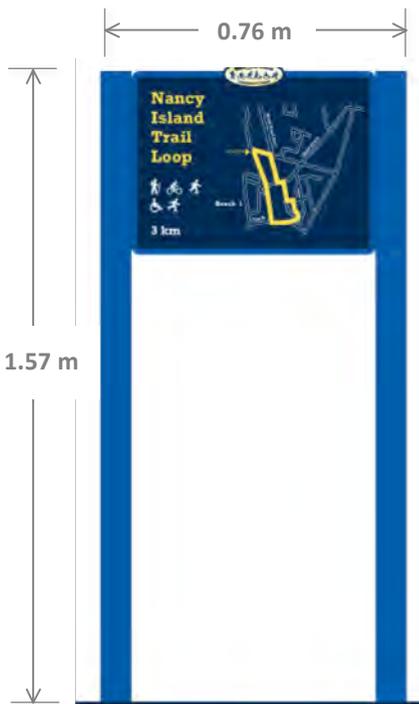
Applied digital graphics for map

**Bottom sign face:** Painted custom dark blue with medium blue border and edges.

Yellow and white vinyl graphics and text.



### 3.5 MEDIUM TRAIL IDENTIFICATION SIGNS (Shore Lane Trail and Multi-Use Trail Loops)



SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 5</b>	<b>Medium Trail Identification (Loops and Shore Lane Trail)</b> one panel between two posts one sided	WBCT logo Trail Name Orientation map with trail and legend (Appropriate pictograms, e.g. walking, biking, etc.) (distance of trail)

**NOTES:**

Overall sign dimension is 30" w x 62" high (not including logo).

1 sign face, 24"w x 18"h, 3/16" thick aluminum blind-fastened to a 24"w x 15" - 2" x 2" painted aluminum frame (dark blue), attached to and supported by 2 - painted aluminum square 4" x 4" posts with poured sona tube concrete footings.

1 - 6"w x 6"h x 1/4" thick oval Wasaga Beach Community Trails logo with digital graphics, affixed to top centre of sign face, blind-fastened to top sign face.

**Sign face:** Painted custom medium blue both sides and edges.

Applied digital graphics for map

### 3.6 SMALL TRAIL IDENTIFICATION SIGNS



SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 6</b>	<b>Small Trail Identification</b> Sign on single post one sided	WBCT logo Trail name (Appropriate pictograms, e.g. walking, biking, etc.) (distance of trail)

**NOTES:**

Overall sign dimension is 12" w x 62" high (not including logo).

One sign face, 12"w x 18"h, 3/16" thick aluminum blind-fastened to a painted aluminum square 3" x 3" post with poured sona tube concrete footing .

One - 6"w x 6"h x 1/4" thick oval Wasaga Beach Community Trails logo with digital graphics, affixed to top centre of sign face, blind-fastened to top of sign face.

**Sign face:** Painted custom dark blue with medium blue border, and edges

White and yellow vinyl graphics and text.



### 3.7 MEDIUM TRAIL DIRECTIONAL SIGNS



SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 7</b>	<b>Medium Directional</b> Sign on single post One or Two sided (as required)	WBCT logo Destinations (as appropriate) Directional arrows (distance of destination [optional])

**NOTES:**

Overall sign dimension is 12" w x 62" high (not including logo).

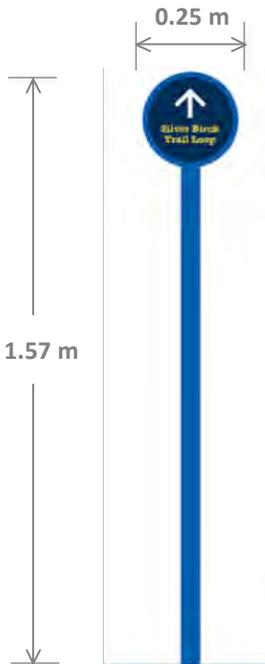
one sign face, 12"w x 18"h, 3/16" thick aluminum blind-fastened to a painted aluminum square 3" x 3" post with poured sona tube concrete footing .

one - 6"w x 6"h x 1/4" thick oval Wasaga Beach Community Trails logo with digital graphics, affixed to top centre of sign face, blind-fastened to top of sign face.

**Sign face:** Painted custom dark blue with medium blue border, and edges

White and yellow vinyl graphics and text.

### 3.8 SMALL TRAIL DIRECTIONAL AND TRAIL MARKER SIGNS



SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 8</b>	<b>Small Directional / Trail Marker</b> Sign on single post two sided (as required)	Name of trail Directional arrow

**NOTES:**

Overall sign dimension is 10" w x 62" high

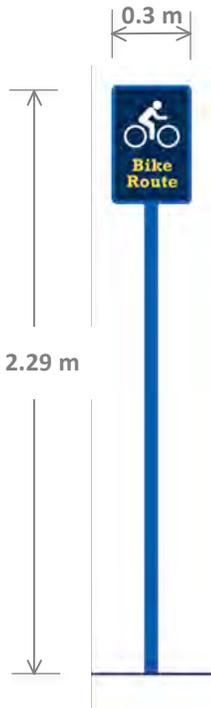
one sign face, 10" in diameter, 3/16" thick aluminum blind-fastened to a painted aluminum square 2" x 2" post with poured sona tube concrete footing .

**Sign face:** Painted custom dark blue with medium blue border, and edges

White and yellow vinyl graphics and text.



### 3.9 BIKE ROUTE INDICATOR SIGN



SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 9</b>	<b>Bike Route Indicator</b> Sign on single post one sided Bike Route	Wasaga Beach town logo Bike pictogram Bike route

**NOTES:**

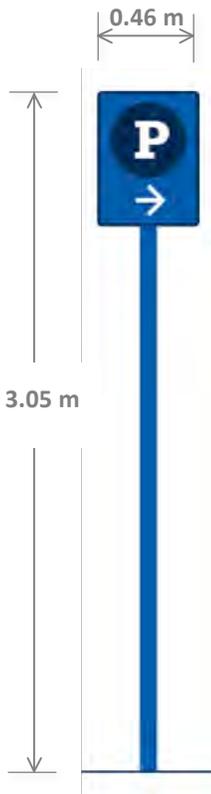
Overall sign dimension is 12" w x 90" high

one sign face, 12"w x 18"h, 3/16" thick aluminum blind-fastened to a painted aluminum square 2" x 2" post with poured sona tube concrete footing .

**Sign face:** Painted custom dark blue with medium blue border, and edges

White and yellow vinyl graphics and text.

### 3.10 PUBLIC PARKING DIRECTIONAL SIGN



SIGN NUMBER	SIGN TYPE	CONTENT
<b>WBCT. 10</b>	<b>Public Parking Directional</b> Sign on single post one sided	"P" in circle Directional Arrow

**NOTES:**

Overall sign dimension is 18" w x 120" high

one sign face, 18"w x 24"h, 3/16" thick aluminum blind-fastened to a painted aluminum square 3" x 3" post with poured sona tube concrete footing .

**Sign face:** Painted custom medium blue with dark blue border, and edges

White and dark blue vinyl graphics and text.



## 4.0 Community Trails Gateways

To support the active transportation and wayfinding system in Wasaga Beach a layout for “gateways” or resting nodes along the system has been prepared. These resting areas will provide community-gathering locations for bike rides and/or hikes and allow the town to provide visitors with information about Community Trails and Active Transportation in Wasaga Beach. The installation of four to six of these features along the trails system will provide a bold statement regarding the town’s dedication to healthy living and building a connected and safe pedestrian and bicycle system.

A layout plan for the gateways is provided in figure 10 and indicates the primary features to be accommodated at these locations. Bicycle lock ups, benches, drinking fountains and an information/community bulletin board providing specific information about the development of trails and bicycle routes in Wasaga Beach, are shown on the layout. This information sign could be developed by the Healthy Communities Network (HCN) and should be used to highlight the work the town and HCN have done and to inform residents and visitors of the existing trails in Wasaga Beach and plans for future trails and bikeways.

Other signage is suggested to be installed in these locations and is shown on the conceptual layout plan in figure 10. The locations of the trails entering and leaving the plaza space are shown, but are located only conceptually as locations for trails connections will vary depending upon which gateway is being constructed. The intent of indicating the pathways on the layout is to stress the importance of having these features located on the trails system where they can be accessed by bicycle and foot traffic. Pathway connections should be wide enough for parks maintenance vehicles (2.0m 3.0m), but the gateways themselves should be located along the trails system. It will be necessary for the Town to prepare tender and construction documentation to have these gateways constructed and information is provided in the phasing plan as to when this will be appropriate to initiate.

Four possible locations for the community gateways are provided below. However, final locations shall be at the discretion of the Manager of Parks and Recreation and the Wasaga Beach Healthy Communities Network.

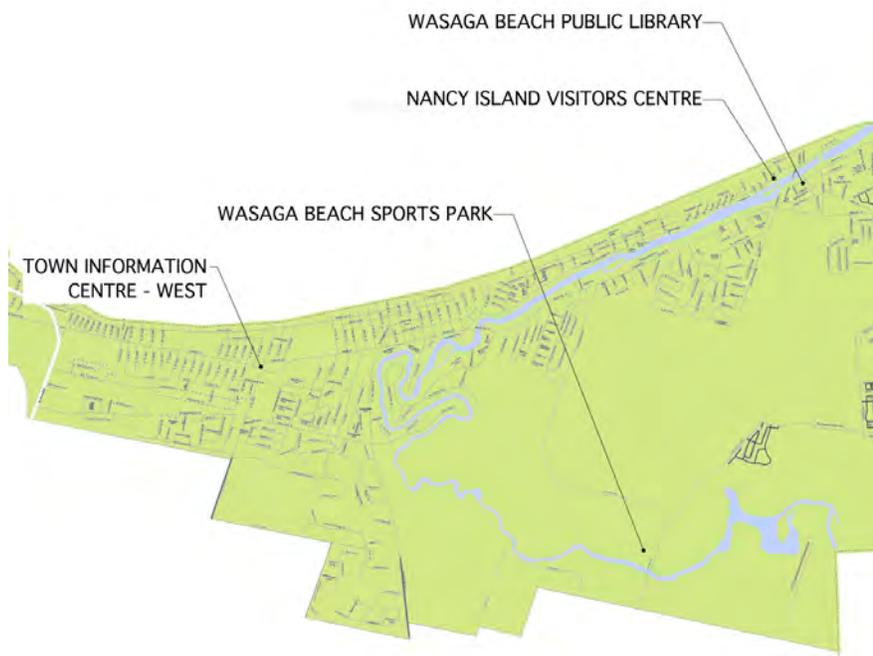
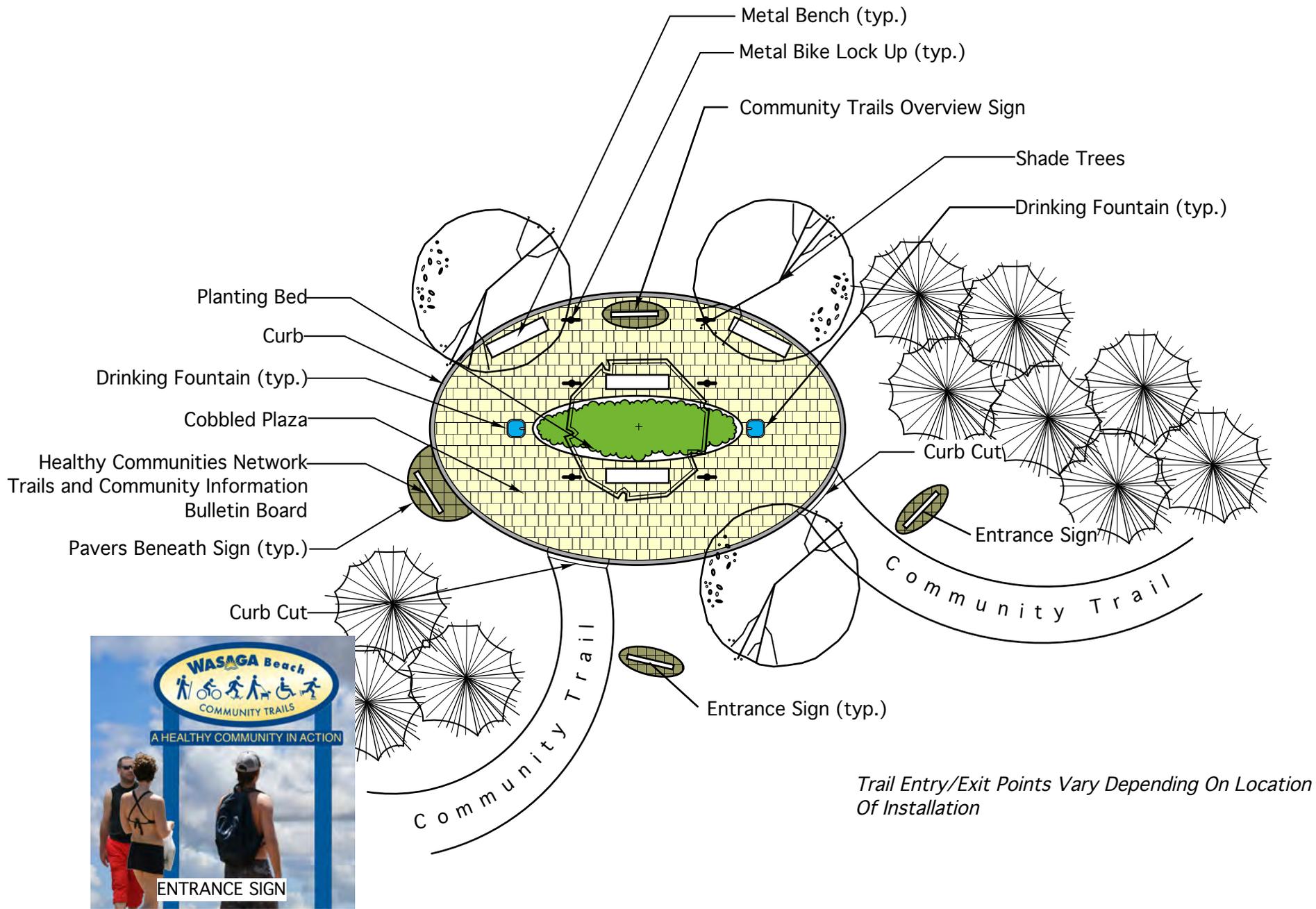


Figure 9  
SUGGESTED LOCATIONS FOR THE COMMUNITY TRAILS GATEWAYS



# COMMUNITY TRAIL GATEWAY LOCATIONS

## Resting Plaza and Water Station

Fig. 10



## 5.0 Wayfinding Implementation Plan

### PHASE ONE PROJECT INITIATION:

#### SELECTING A SIGN FABRICATOR AND DEVELOPING THE WAYFINDING PROTOTYPE SIGNS

**SIGN DOCUMENTATION PACKAGE:** This report include signage standards and design guidelines that will provide prospective sign fabricators with the necessary information to prepare estimates and shop drawings for the fabrication of the individual signs. The sign documentation provides adequate direction for the signage contractor to develop shop drawings for sign fabrication, including construction and installation specifications so that responsibility for warrantee and sign integrity will fall to the fabricator and not the town.

**CONSTRUCTION MATERIALS:** A list of construction materials is been provided with each sign type and will allow the town to get accurate quotes for each sign. Once the quotes have been received, the town can select the preferred sign fabricator.

**COMPETITIVE BID PROCESS:** The sign documentation consists of Design Standards, Sign Types, Graphic Standards, and Sign Location Plans that should be issued with a “Request for Quotation” so that the Town can select a preferred manufacturer. Bidders will be required to submit shop drawings and the additional details required for sign fabrication and installation, as final responsibility for warrantee and sign integrity will fall to the fabricator and not to the town. Prior to issuing the “Request for Quotation” it would be advisable to forward the package to the Wayfinding Signage Consultant for a review for completeness. Bidders will be requested to provide unit costs for fabrication and installation of each sign type. Included in the bidders cost should be the development of sign prototypes in adequate number to allow the town review of materials, durability, and quality for sign off prior to the fabrication of any signs. It should also be noted in the Request for Quotation that it is the town’s intention to enter into agreement that is renewable on an annual basis, at the town’s discretion, with a standard review and approval of any necessary unit cost adjustment.

**SELECTION OF FABRICATOR:** The town will review the submitted competitive quotations for signage fabrication and installation. Submitted bids should outline a unit cost for each sign type and installation as well as the required shop drawings to adequately demonstrate the fabrication, construction and installation of each sign type. Following bid submission the Town may wish to engage the Wayfinding Signage Consultant to review the submissions and provide guidance relating to the completion of the bids and differing levels of service.

**SIGN PROTOTYPES:** Following the selection of a signage fabricator the successful bidder shall proceed with fabricating signage prototypes for town review and sign off. Prototypes of the signs should be provided in adequate varieties to allow the town to review the materials, durability and quality. During this phase of signage development it would be advisable to follow a systematic sign off process that allows for input on the signs at different milestones during prototype development. For example, review for accuracy the digital art work for the sign, material and colour samples, signage fabrication, and signage installation to ensure the signs meet the designers intent and an adequate level of quality in regards to fabrication.



## 5.0 Wayfinding Implementation Plan (cont'd)

**TOWN SIGN OFF ON PROTOTYPES:** Sign off on prototypes will be required before any fabrication of final signs is undertaken. The town shall select various test sites for prototype installation allowing for field inspection, prior to the fabrication of multiple units of signage. Once the town is satisfied with the prototypes, approval to the fabricator can be issued to allow for the fabrication of multiple units of signage on an ongoing basis. At any point during the prototype development phase that the town determines the prototypes do not meet the intent of the wayfinding master plan, or the fabricators submitted bid, the town may reissue a new or revised 'Request for Quotation' rendering the contract with that bidder null and void.

### **PHASE TWO IMPLEMENTATION: INSTALLING THE WAYFINDING SYSTEM**

**PHASED SIGNAGE INSTALLATIONS (per year):** A prioritized list of wayfinding signage projects has been included in this report, Refer to **Section 6.0 Priority Projects** for an overview. This list of projects should be followed to develop an informed but flexible yearly phasing plan. A committee or designated staff persons should be empowered to coordinate the yearly installations under the direction of the manager of parks and recreation and will need to develop a list of proposed signage installations for each year. The list of annual installations will be formed by the prioritized project listing provided in this report, accurate cost estimates for each sign and installation provided during the competitive bid process, budget and fund availability, and an understanding of any new or complimentary town initiatives relating to wayfinding or active transportation.

**BUDGET APPROVAL (per year):** Accurate costing for annual signage installations can be developed from the unit costs provided by the selected fabricator. Following budget approval the fabricator can be forwarded a list of signs and location plans for those signs so that manufacture and installation of the signs can be initiated. Establishing a deadline to approve the budget for wayfinding signage will result in the most efficient phasing strategy. A deadline for budget approval will allow the selected sign fabricator to anticipate the timing for sign production each year and coordinate the installations to occur when field conditions are most suitable for sign installation.



## 6.0 Wasaga Beach Active Transportation Wayfinding Plan – Priority Projects

### WAYFINDING MASTER PLAN – PRIORITY PROJECTS

#### 1<sup>st</sup> Phase – 2 - 4 months

- ✓ Confirm any overlapping town or county initiated vehicular, trails or tourism related wayfinding
- ✓ Issue “Request for Quotation” to signage fabricators
- ✓ Review submitted bids
- ✓ Award signage fabrication contract to preferred bidder
- ✓ eMap to go live on town website
- ✓ Digital file of Community Overview Map to be reviewed with signage fabricator for accuracy and any necessary editing.
- ✓ Prototype signs to be built

#### 2<sup>nd</sup> Phase – 1 - 2 months

- ✓ Prototype signs to be installed (town and HCN to choose locations)
- ✓ Town sign off on prototype installations

#### 3<sup>rd</sup> Phase – 1 - 3 months

- ✓ Initiate manufacture of year one signs – see Signage - Short Term Priority Projects
- ✓ Healthy Communities Network initiates design of the “Active Transportation and Healthy Living Signage” for installation at “Community Trails Gateway Locations”
- ✓ Review locations for Community Trails Gateway installations and select location for “Community Trails Gateway – One”
- ✓ Initiate and necessary field survey for “Community Trails Gateway – One”
- ✓ Prepare any necessary construction documentation and cost estimation for Community Trails Gateway - One”
- ✓ Initiate discussions with Ontario Parks for signage proposed on parks property
- ✓ Healthy Communities Network to finalize design of the “Active Transportation and Healthy Living Interpretive Sign”

#### 4<sup>th</sup> Phase – 1 - 3 months

- ✓ Year one signs installed
- ✓ Issue tender for construction of “Community Trails Gateway One”
- ✓ Community Trails Gateway One - constructed

#### 5<sup>th</sup> Phase – Ongoing Project Management

- ✓ Select locations for all Community Trails Gateways. Complete design and construction documentation, and tender each project.
- ✓ Finalizing each year’s list of projects and obtaining an accurate quotation for implementation of the year’s projects for budget purposes.
- ✓ Obtaining budget approval for each year’s projects.
- ✓ Overseeing the yearly Installations of wayfinding signage.
- ✓ Sign-off on yearly Installations of wayfinding signage – issuing payments to signage fabricator.
- ✓ Monitoring any overlapping town or county initiated vehicular, trails or tourism related wayfinding.



## 6.0 Wasaga Beach Active Transportation Wayfinding Plan – Priority Projects

### SIGNAGE – SHORT TERM PRIORITY PROJECTS

- ✓ All Small Trail Identifiers Signs WBCT.6
- ✓ All Small Trail Directional Signs WBCT.8
- ✓ Medium Trail Identifiers Signs WBCT.5
- ✓ Medium Trail Directional Signs WBCT.7
- ✓ Community Overview Maps installed WBCT.2 in primary locations (determined by the Manager of Parks and Recreation)
- ✓ Shore Lane Trail Signage WBCT.5, WBCT.7
- ✓ Community Bike Loop Signage WBCT.9

### SIGNAGE – MEDIUM TERM PRIORITY PROJECTS

- ✓ Parking Directional Signs WBCT.10
- ✓ Large Beach Identification Signs WBCT.4
- ✓ Large Beach Directional Sign WBCT.3
- ✓ Community Overview Maps installed in second phase locations (determined by the Manager of Parks and Recreation)
- ✓ Select location For “Community Trails Gateway – Two” and construct

### SIGNAGE AND SIGNAGE RELATED – LONGER TERM PRIORITY PROJECTS

- ✓ Major Beach Identification Sign (on beach and require agreement with Ontario Parks)
- ✓ Identifying signage requirements of any newly constructed or improved trail projects
- ✓ Coordinating any additional town wayfinding in development with the graphic and design standards outlined in this document
- ✓ Identifying any necessary improvements to the Town of Wasaga Beach Active Transportation wayfinding strategy
- ✓ Identifying funding sources and grant opportunities for Active Transportation Wayfinding and Signage Projects



## 7.0 Operations and Maintenance

### OPERATIONS OVERVIEW

Operations in this case refer to the systematic implementation of the wayfinding system as well as monitoring the success of the program and making any necessary adjustment. Following the implementation strategy provided in Section 6.0 of this report, a staff person or persons should be assigned with managing the wayfinding implementation plan. Reoccurring tasks and responsibilities related to managing the implementation of the plan include:

- ✓ Contracting with a signage fabricator and monitoring the performance of the fabricator
- ✓ Establishing a method to track the yearly implementation provided in this report and making the ongoing adjustment that will be necessary to each years project list to ensure the implementation follows a logical and efficient course towards the completed system
- ✓ Understanding any town initiated or planned active transportation projects that might influence the priority projects designated for a particular year
- ✓ Finalizing each year's list of projects and obtaining an accurate quotation for implementation of the year's projects for budget purposes
- ✓ Obtaining budget approval for each year's projects
- ✓ Overseeing the yearly Installations of wayfinding signage
- ✓ Sign-off on yearly Installations of wayfinding signage – issuing payments to signage fabricator
- ✓ Keeping in touch with neighbouring municipalities and Simcoe County to ensure the town is aware of any other complimentary or related wayfinding or active transportation projects
- ✓ Monitoring the availability of grants and/or partnership opportunities that could help offset costs related to the implementation of the wayfinding system

### MAINTENANCE OVERVIEW

Signage Fabricator Responsibilities: Maintenance of the Active Transportation Wayfinding System will require monitoring each years installations and managing any necessary repairs. The contractual obligations for repair and maintenance that are the signage manufacturer's responsibility should be made very clear and be included in the contract to provide the town with these services. In the case of any repair required due to a failure related to the integrity of the actual sign or the installation of the signs the onus shall be on the signage fabricator to make correct.

Town of Wasaga Beach Responsibilities: Maintenance of the Active Transportation Wayfinding System responsibilities for the town include keeping the installations clean and safe and addressing any vandalism issues that arise. The installations should be monitored to ensure the quality of signage materials, including that finishes and hardware is kept clean functional and in good working order. Monitoring will also be required to provide regular visual inspection for vandalism, theft or any other activity resulting in damage to the signs.



## 8.0 Next Steps

1. Council to receive Wayfinding Master Plan Document.
2. Confirm any overlapping town or county initiated vehicular, trails or tourism related Wayfinding. Where any exists, proposed wayfinding should be graphically integrated with the signage standards provided in this document.
3. As per the implementation strategy provided, town to issue Request for Quotation to select sign manufacturer.
4. Town and sign manufacturer (with wayfinding signage consultant as necessary) to develop and install signage prototypes.
5. Town to investigate initiation of a “Wayfinding and Town Gateways Study” for the vehicular realm to compliment the proposed Active Transportation Wayfinding.
6. Develop an accurate list of signage to be installed from Short Term Signage Priorities (provided in Section 6.0 of this document)
7. Develop an accurate cost estimate for year one installations for budget approval.
8. Tender and construct year one wayfinding signage works.
9. Continue to follow the implementation strategy provided within this report on yearly basis.



Fig. 11 Conceptual Layout Plan