City of Richmond

Draft Community Wayfinding Strategy

The following strategy is currently a work in progress and will be refined through further consultation.

October 02, 2024

Richmond

Part A

Community Wayfinding Strategy

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Part A

Community Wayfinding Strategy



Image courtesy of Tourism Richmond

Introduction

Richmond provides residents and visitors with a captivating blend of natural beauty, historic charm, and modern culture. With countless attractions, sights, and experiences to enjoy, navigating the city with ease is essential to fully appreciate all that Richmond has to offer.

Effective wayfinding can help people explore Richmond and find their way to desired locations. Wayfinding describes the range of methods and tools used to orient and find your way through a city. Although it is often considered synonymous with signage, signs are only one of the tools that contribute to a successful wayfinding experience. In addition to signage, wayfinding success is defined by architectural features and landmarks, verbal instructions, printed materials, electronic content, and interactive technologies.

The City of Richmond recognizes the importance of wayfinding in shaping the experience of Richmond for both residents and visitors. The development of a comprehensive community wayfinding strategy will guide future wayfinding investments that, when implemented, will enhance the Richmond landscape through the use of a common, visual language. This is accomplished by combining the integration of wayfinding principles and best practices with the unique opportunities and needs of Richmond, creating a tailor-made wayfinding strategy.

This wayfinding strategy is designed to provide a unified approach to navigation, simplifying movement through the city whether on foot, in a car, on a bike, or on public transport. This strategy is not just about direction; it's about creating a connected, vibrant community where people can live, work, and thrive. It's an investment in making the city a more intuitive and welcoming destination that considers the diverse needs of residents, visitors, local businesses, and the community.

Introduction

The recommendations in this strategy are derived from a needs assessment and gap analysis report, best practices review, and extensive public engagement. The strategy is organized in sections, each building on the next, with a series of strategic wayfinding recommendations and future vision for wayfinding in Richmond.



Section 1
Finding Your Way: What Is Wayfinding?

Describes how people find their way through places, and the tools which can help them find their way more easily, to create a more efficient and enjoyable journey.



Section 2
Where Are We Now:
Opportunities For The Richmond Wayfinding Experience

Identifies the needs and challenges of Richmond's current wayfinding experience, focusing on areas where improvements would allow people to more easily find their way through the city.



Section 3
Wayfinding Guiding Principles

Identifies key principles needed to develop an effective wayfinding system in Richmond, including clarity, consistency, accessibility, and cultural relevance, to meet the diverse needs of the city's population.



Section 4
Wayfinding Strategic Recommendations

Provides strategic recommendations and a roadmap for the development and implementation of a comprehensive wayfinding strategy for Richmond.



Section 5
Where We Want to Be:
The Future Richmond Wayfinding Experience

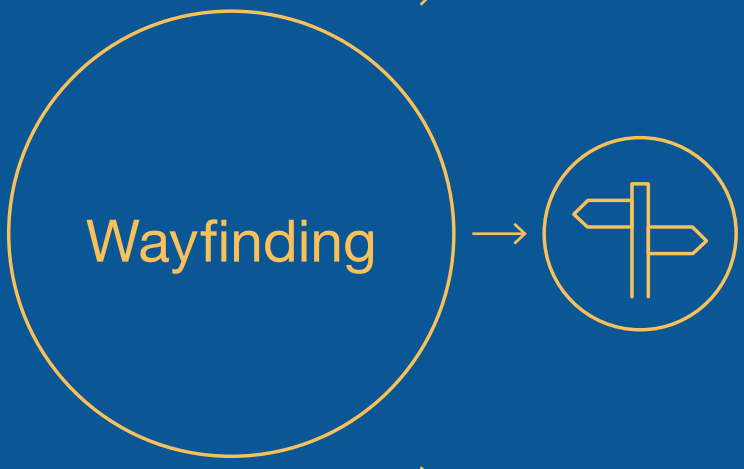
Presents a future vision for Richmond, transformed by an effective wayfinding system that makes it easier for people to navigate through the city. It emphasizes the broad benefits of wayfinding, including enhanced accessibility, safety, and a boost to local tourism, enriching the overall Richmond experience.

01

What is Wayfinding?

Wayfinding refers to how we orient ourselves, identify routes and navigate successfully to our destinations. It is the process of moving through a place and includes reaching a specific destination or exploring new areas. Our ability to find our way through a city, for example, shapes our experience of the city by allowing us to learn about and access attractions and areas of interest. While the needs of a resident might be different from those of a visitor, both share the common goals of reaching their destinations easily and understanding what the city has to offer.

Wayfinding can be broken down into three parts – each part allowing people to answer three questions that shape their ability to navigate.



Orientation

provides information regarding the individual's current location, answering the question of "Where am I?".

Direction

provides information about the route an individual needs to take, answering the question of "Where do I go?".

Destination

provides information confirming that the individual has successfully reached their destination, answering the question "Have I arrived?".

As we move through a city, we often feel a sense of place — that the city, or places within the city, have an identity or character. This sense of place, is about telling the story of the place and is known as placemaking. Placemaking is about understanding the history, personality and character of the place and wayfinding is a key contributor to that experience. For example, wayfinding could help you navigate to City Centre and identify key destinations, while other placemaking elements could communicate the dynamic, urban vibe of the area.

One of the simplest ways to support both wayfinding and placemaking is through signage. Signage can direct people through a place, identify a place and tell the story of the place.



Example of signage in support of wayfinding (Roosevelt Island)

Clear directional information allows people to orient themselves, directs and identifies key destinations.



Example of signage in support of placemaking (Canalside)

While maps allow people to orient themselves to their surroundings, design elements drawn from the personality and character of the place support placemaking.

Signage and Beyond

Signage helps navigation by providing information on the three primary wayfinding needs: orientation, direction and destination, allowing individuals to find their way from a point of entry all the way to a specific location. In a city, signage not only aids in navigation but helps create a sense of place, in support of the city's story, and also by acting as a representation of the city's values, identity and character.

A comprehensive signage program includes a range of sign types including directories, directional signs, identification signs, maps, and trail signs. It considers various modes of transportation including pedestrian, vehicular, cycling and public transit.

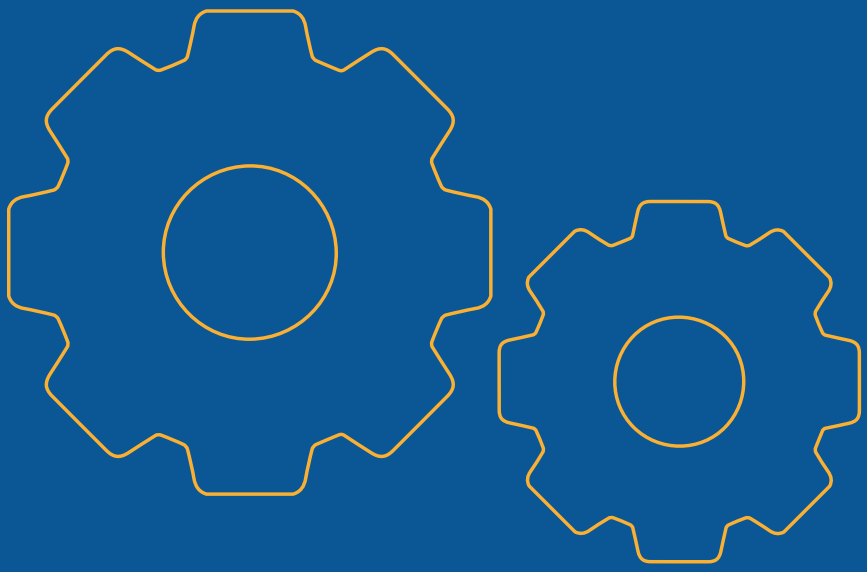
Wayfinding is not just about signs. It's a whole system that uses many different elements to help people find their way. These include noticeable buildings, landmarks or public art, spoken directions, maps and brochures, and digital tools and technology. All these parts work together to make navigation easier and provide identity and character to a city.

Digital content in particular, presents an opportunity to provide a personalized wayfinding experience, offering significant value. Whether through an online map, a mobile application, a digital kiosk or a QR code on a static sign, digital information creates an elevated experience through dynamic content, and presentation of multiple layers of information that may not be possible on static signage. The personalization provided by digital content also has the ability to create a more accessible and inclusive experience by allowing users to increase size or contrast of content or show information in multiple languages.

While the value of digital content is clear when you consider how many of us rely on Google Maps, Waze, and other apps for navigation, it is important to recognize that signage plays an additional and complementary role. Signage provides specific information, such as the exact entrance to a destination and allows the city to communicate directly with residents and visitors. It helps unify the city and serves as a physical representation of the city's character and identity. It is also worth noting that not everyone has access to smartphone and mobile data, so signage helps create a more equitable and inclusive city.



Typha by Puya Khahili and Charlotte Wall



Tools Built from Strategy

Regardless of the wayfinding tool used, whether it be a sign, a landmark, or an app, it is important to have a wayfinding strategy applied across these tools. This strategy addresses how we communicate directions, what information needs to be provided, informational needs at different points in a person's journey, how areas are grouped and organized, and what language, nomenclature, and terminology we use. Such strategic decisions are realized and carried forward using a range of tools — both static and digital.

The strategy should focus on supporting the identity of the place by using signs and symbols that reflect the local culture and environment, ensuring that everyone can navigate easily, no matter what tool they prefer to use.

The wayfinding strategy serves as the foundation from which tools are applied to help people find their way. The strategy defines how we think and what we want to accomplish, while tools such as signage are how we will accomplish it.



Image courtesy of Tourism Richmond

02

Where Are We Now: Opportunities for the Richmond Wayfinding Experience

An effective wayfinding strategy responds to the particular needs and challenges of an environment while boosting existing opportunities. Key observations regarding the current Richmond experience have been developed from a public engagement process as well as from a needs assessment and gap analysis report.

1. Opportunity: Enhance intuitive wayfinding and accessibility.

The current wayfinding system can be improved for better ease of use and to ensure that signage across the city meets accessible and inclusive design best practices.

2. Opportunity: Establish a unified Richmond character and identity.

The character and identity of Richmond and its individual neighbourhoods can be communicated and supported by wayfinding and a signage program with visual language that is consistent from one location to another.

3. Opportunity: Leverage existing road network.

The existing grid-based road network provides support for an intuitive wayfinding experience.

4. Opportunity: Implement clear destination hierarchy.

A destination hierarchy is used on signage to present the appropriate information in order of importance and proximity. Key or primary destinations are presented first followed by secondary and then tertiary destinations. Implementation of a clear destination hierarchy in Richmond will ensure key destinations are identified and encourage people to discover them.

5. Opportunity: Enhance Richmond's welcome experience.

Enhancing Richmond's gateway signs could provide an elevated welcome experience and strong, positive first impression for visitors, while also supporting community pride.

6. Opportunity: Improve wayfinding in key areas and to key destinations.

City Centre and Steveston were identified during public and stakeholder engagement as example areas within Richmond where wayfinding to priority destinations and parking could be improved through consistent and well-designed wayfinding.

7. Opportunity: Enhance the City Centre wayfinding experience using well-designed and positioned signage.

City Centre is a complex area undergoing much planned or in-progress development. A well-planned and consistent wayfinding experience can strengthen the experience in the City Centre as a key urban area in Richmond.

8. Opportunity: Support neighbourhood and area character and identity.

Richmond consists of many distinct neighbourhoods and areas of interest with unique offerings. Wayfinding can support and strengthen these areas through signage and other wayfinding elements.

9. Opportunity: Ensure that the signage and wayfinding information in Richmond caters to various modes of travel, accommodating the needs of pedestrians, cyclists, drivers, and public transit users alike.

Richmond residents and visitors move through the city in multiple ways, including walking, cycling, on buses and trains, and in vehicles. Wayfinding can support all travel modes while also encouraging the use of active transportation such as walking and cycling to explore the city.

03

Wayfinding Guiding Principles

Informed by extensive community engagement, best practices and endorsed by City Council[1], the following six principles serve as the foundation for the design of an intuitive, accessible, and ultimately successful, wayfinding program in Richmond. The strategic recommendations outlined in Section 4 draw upon these foundational principles.

[1] City of Richmond (October 10, 2023) Community Wayfinding Strategy Guiding Principles Retrieved from City of Richmond website https://citycouncil.richmond.ca/agendas/archives/council/2023/101023_minutes.html

1. Clear and intuitive

- Easy-to-understand language, legible typefaces, and simple graphics should be used.
- Establish consistent use of terminology, nomenclature and visual cues.
- Position and locate signs appropriately to ensure good visibility and legibility.

2. Inclusive and accessible for all backgrounds and abilities

- Employ accessibility best practices regarding contrast, typeface size, and typeface, to ensure improved legibility.
- Where appropriate, include braille or other tactile elements for those who are experiencing sight loss.
- Employ pictograms to support an inclusive and accessible experience, as these display information quickly and universally, transcending language barriers and levels of ability.

3. Encourage discovery and exploration

- Wayfinding and signage can foster a sense of discovery by highlighting key destinations and making users aware of the wide range of attractions proximate to their current location.
- Application of unique graphics or other design elements to create an inviting atmosphere and encourage people to explore the area.

4. Consider the role of technology in navigation and placemaking

- Explore and enhance the interface between physical and digital elements in helping people move through the city.

5. Promote city and neighbourhood character and identity

- Support city place-making with the development of an overarching “Richmond” character for the family of signs.
- Explore opportunities that allow individual neighbourhoods to communicate their own identity (i.e. a sub-brand or differentiating feature).

6. Support local businesses and the economy

- Wayfinding and signage should highlight a range of destinations and attractions, in support of the local economy.

04

Wayfinding Strategic Recommendations

The following eight strategic recommendations are based on the wayfinding guiding principles and opportunities outlined in the previous sections. These recommendations address the specific needs and opportunities identified in the assessment of Richmond's current wayfinding experience. As these are implemented through future wayfinding initiatives over the long term, it is anticipated that the experience of Richmond will become more unified, easy to navigate, and welcoming for all.

Actionable items support each recommendation and are categorized into two groups: those that can be achieved during the design process (Design Framework Related recommendations) and those that can be achieved during implementation (Implementation Related recommendations). Design Framework Related recommendations describe ways in which the strategy is realized through the design of the signage and other tools, such as aesthetic choices, use of colour, typeface legibility etc., many of which are seen in the subsequent Design Framework. Implementation Related recommendations describe items

that relate to the way in which the strategy is rolled-out and applied to environmental conditions, including factors such as placement, identification of key destinations and exact messaging on signage.

The strategic recommendations are applicable across all wayfinding elements and tools, such as signage, printed materials, digital content, and landmark elements. Any items that are signage-specific are identified as such.





Image from Roosevelt Island

1. Welcoming Experience

Provide a sense of welcome for visitors to Richmond that not only orients people to their surroundings but also identifies amenities and attractions available to them. A city with a well-executed wayfinding program projects a positive image of an organized, welcoming, and accommodating place to visit.

Design Framework Related Recommendations

a. Develop a gateway welcome sign, to be applied at identified points of entry, to ensure efficacy and impact.

b. Develop a primary directory sign type to serve as a wayfinding hub positioned at key locations, allowing users to easily orient themselves at the first points of contact with Richmond.

c. Design signage with both durability and ease of maintenance in mind to ensure it remains attractive and appears well cared for, thus presenting a positive first impression.

Implementation Related Recommendations

d. Identify and establish clear entry points via both vehicular entry (such as bridge, tunnel and land access points) and public transit entry (SkyTrain stations).

e. Identify opportunities for the integration of public art and placemaking elements as part of the wayfinding experience to create a sense of community and creative discovery.

2. Accessible and Human-Centred

A well-designed wayfinding program considers the needs of all users, including those with physical, cognitive and sensory disabilities. By putting a focus on human-centred design practices, the wayfinding experience will be intuitive, leading to increased user satisfaction and allowing users to more easily find their way through Richmond.

Design Framework Related Recommendations

a. Meet all accessibility standards as outlined by Accessibility Standards Canada (ASC) and CSA/ASC B651:234, the Richmond Accessibility Plan 2023-2033 and the City of Richmond Enhanced Accessibility Design Guidelines and Technical Specifications.

b. Use best practices and research-based guidelines for readability and legibility. These consider viewing distance, driving speed, text size and orientation, contrast, and typeface choices for those who are experiencing sight loss.

c. Use international symbols, icons and plain language to improve overall clarity and ease of understanding.

Implementation Related Recommendations

d. Where possible, leverage the existing grid-based street network, creating an intuitive method of orientation.

e. Consider the use of an expanded digital experience to enhance accessibility, such as auditory information and digital access through complementary tactile tools and content that adapts to meet specific user accessibility needs.

f. Develop a comprehensive nomenclature list, including destinations and amenities, and ensure consistency across static and digital channels, including Google Maps and other digital sources.

3. Multi-Modal Journeys

Whether walking, biking, using a mobility device, driving or using public transit, people experience Richmond using a range of transportation options. The wayfinding experience needs to allow residents and visitors to move efficiently and freely through Richmond, regardless of their method of travel. A multi-modal strategy supports the overall mobility, livability and environmental sustainability of Richmond.

Design Framework Related Recommendations

a. Develop a clear and intuitive design that meets the wayfinding needs of various transportation modes, considering factors such as sign position, legibility, character sizing, and messaging.

Implementation Related Recommendations

b. Study user journeys considering various modes of travel for both residents and visitors, identifying key decision points and the wayfinding information and tools required for a successful experience.

c. Provide clear signage at transportation hubs and key decision points that show connections between different modes (i.e. the location of and distance to public transportation).



4. Visible and Appropriately Positioned

Careful placement of wayfinding tools ensures visibility, allowing people to easily and effectively find the information they need. Visibility and consistent placement of wayfinding elements enables people to confidently navigate through Richmond and encourages exploration, as they can rely on finding information when needed. Strategic placement also minimizes confusion and ensures that the most crucial information is available precisely when and where it is needed, avoiding information scarcity or overload.

Design Framework Related Recommendations

a. Apply industry best practices and consider environmental conditions when locating signage, noting factors such as distance from the curb and existing civil infrastructure.

b. Develop signage placement guidelines to ensure standardized and optimal positioning of signage in future implementations.

Implementation Related Recommendations

c. Develop journey flow methodology based on placement guidelines to identify key intersections and finalize signage locations.

d. Position signage at key points of connection to allow for ease of movement between neighbourhoods.

5. Hierarchy: City, Neighbourhoods, Destinations

Provide clarity to the wayfinding experience by structuring and organizing wayfinding information into several hierarchical layers, derived from the existing layout and character of Richmond. Beginning at the level of the city, introduce the additional levels of neighbourhoods, followed by destinations. Where appropriate, establish graphic opportunities to express character of areas and points of interest within neighbourhoods. This allows wayfinding information to be grouped into more manageable chunks, simplifying the wayfinding experience, while also providing the opportunity for areas to express their unique character and identity.

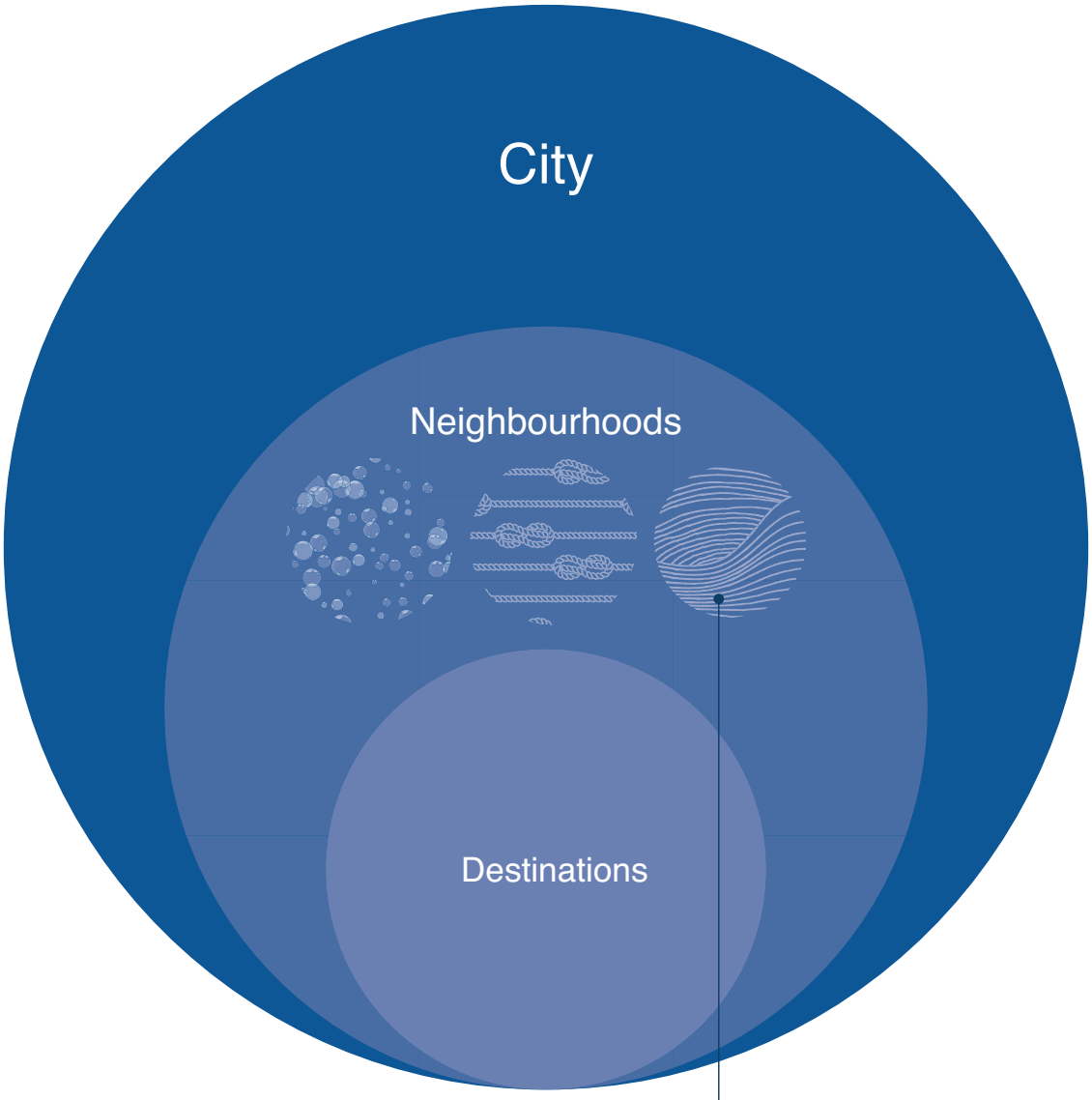
Design Framework Related Recommendations

a. Maintain a consistent design hierarchy throughout the wayfinding system. Use design elements such as typefaces, colours, and patterns to visually indicate the level of information (city, neighbourhood and destination) on each sign.

b. Adjust the level of detail on signs according to their position in the hierarchy. Gateway or entry signage should be more general, while neighbourhood-level signs can offer more specific information.

Implementation Related Recommendations

c. In neighbourhoods or districts, where appropriate, develop a clear information hierarchy and introduce the local area's name and any significant landmarks or attractions within that neighbourhood. An example of a local area could be the Richmond Arts District.



Patterns distinguish the character or a point of interest within the neighbourhoods.

6. Unify and Localize

Develop signage program that provides a unified and coherent visual identity throughout the city, while allowing individual areas and neighbourhoods to communicate their unique character, identity and offerings. By creating a consistent signage program, we will establish a sense of unity that helps users recognize and trust the wayfinding system. At the same time, allowing localized variations permits individual areas to maintain their distinctive character. This approach strikes a balance between cohesion and preserving the unique identity of neighbourhoods, enhancing the overall experience.

Design Framework Related Recommendations

a. Develop a cohesive visual design that represents the entire city of Richmond. This design should include core elements like typeface, colours, and symbols that can be used for physical and digital wayfinding.

b. Ensure that certain core design elements, such as the use of colour, materials, and layout structure, provide a consistent visual language for signage in Richmond.

c. Create design guidelines that outline specific elements unique to each neighbourhood or area. This will add a personalized touch to signage while maintaining a unified structure.

Implementation Related Recommendations

d. Identify areas and develop visual content that can be used in support of these areas, as outlined and allowed by the design framework.

e. Engage local communities and interested parties in the design and selection process, allowing them to contribute ideas and preferences for signage that reflects the identity of their community.

7. Design: Clear, Identifiable and Timeless

Wayfinding elements should have a timeless design, so they do not become dated. A contemporary design that authentically reflects the identity of Richmond should be easily identifiable and eye-catching, without appearing out-of-place in its surroundings. The design should address both static and digital assets and create a unified experience across platforms and products.

Design Framework Related Recommendations

a. Develop an aesthetic direction that is modern and fresh, and strategically introduces moments of fun and playfulness (as defined by previous engagement).

b. Use a simple, clutter-free design that allows for the clear space necessary for legibility.

c. Develop a visual hierarchy (type size and weight, colour, etc.), allowing for clarity of communication.

d. Create a distinctive and recognizable design that sets signage apart from other urban elements, making it easy to identify while ensuring it is still perceived as an integrated part of the Richmond environment.

Implementation Related Recommendations

e. Determine appropriate size and scale of information on signage and digital components based on content type and user requirements.

f. Consider changeability for information such as directories (digital and static) and maps that may require updates from time to time. A panel system can be used, but the longevity of the signage must still be considered.

8. Versatile, Innovative and Adaptable Digital Wayfinding

A forward-looking wayfinding strategy embraces innovation and a holistic approach to enhancing accessibility, usability, and overall navigation. While the previously discussed recommendations may be realized through static signage, digital wayfinding provides a possible future direction. Digital solutions may include a range of technologies and implementations such as online maps, mobile applications, digital kiosks or QR code on a static sign. Wayfinding solutions should consider both practical wayfinding needs (helping users to find their way) as well as explore opportunities to innovate and position Richmond as a leader in the digital wayfinding experience. Digital wayfinding provides an opportunity to create a more accessible and inclusive experience through personalized information and multi-sensory wayfinding cues, such as auditory information, which can help create a more navigable built environment for everyone. Crucially, acknowledging that technology is always changing and advancing, new technologies should be carefully considered as they become available.

Digital Design Recommendations

a. Explore the extent to which digital wayfinding can be supported through Google Maps, Apple Maps, and existing digital infrastructure.

b. Prioritize an intuitive interface, personalized features, and real-time updates to enhance the user experience.

c. Leverage QR codes at strategic locations and signage to provide quick access to local information, maps, and personalized navigation via a wayfinding app. Ensure that QR codes are easy to scan and offer valuable content.

d. Leverage digital content in support of an accessible experience by considering features like screen readers, voice commands, auditory wayfinding cues, adjustable contrast and colour, keyboard navigation, and adjustable text sizes.

e. Establish collaborative opportunities with tech startups and experts to stay at the forefront of wayfinding innovation.

Implementation Related Recommendations

f. Ensure that the digital wayfinding system seamlessly integrates various modes of transportation, including public transit, cycling, rolling, walking, and vehicles.

g. Encourage innovation in wayfinding by exploring cutting-edge technologies such as augmented reality (AR) overlays on mobile apps, interactive 3D mapping, kiosk-based wayfinding systems, or digital placemaking moments such as programmable illuminated elements within signage.

Making the Case for Digital and Static Wayfinding

The strategy developed here can be realized through static signage as well as through digital signage and digital content — indeed many of the points are relevant to both static and digital content. Due to cost considerations, clarity of communication, and simplicity of implementation, static signage and information should serve as the baseline solution, while digital signage and information should be considered when the following requirements are met:

1. Frequent updates are needed or real-time information is available

- This can include event information, public notices, traffic updates, transit information, weather updates or emergency alerts.

2. Additional and relevant secondary information is available

- There may be times when secondary, non-wayfinding information, such as hours of operation or admission details for a key destination, would be useful to communicate to individuals.

3. Clear ownership and source for data and information exists

- While many sources of information exist and many pieces of information could be communicated using digital content, there needs to be a clear understanding of content ownership and source of this information.

4. An elevated and memorable experience is desired

- Interactivity, personalization, and dynamic content have the potential to leave a strong positive impression, suggesting that digital content can elevate the experience in certain locations or instances.

Criteria and Strategy for Destination Inclusion on Signage

Since only a limited amount of information can be displayed on a sign, and to avoid overwhelming users, it is not feasible to include every destination or point of interest. By organizing and layering information based on its importance in a typical wayfinding journey, we can clarify what information is included and where it should appear. Primary destinations will appear more prominent on signage and will be on more signs overall, as compared to secondary and tertiary destinations. Tertiary destinations will be least common, and typically found on a small number of signs, usually located closer to their actual locations or at key decision points.

Examples of primary, secondary and tertiary destinations include:

Primary	Secondary	Tertiary
Signature Park	Community Park	Washrooms
National Historic Site	Trail or Greenway	Bike Share
Key Civic Building	Shopping District	
Canada Line Station		

During the process of implementing wayfinding in a given area of the city, community consultation and user journey mapping will assist in determining the appropriate primary, secondary, and tertiary destinations and sign locations.

Private Institutions and Businesses

While private institutions and businesses may prefer to be included on wayfinding signage, their inclusion presents several challenges:

- There are usually more private institutions and businesses than can reasonably fit on a sign while maintaining legibility and readability.
- Including one private institution or business often raises fairness and ethical concerns, as other businesses would expect to be represented as well.
- Private institutions and businesses sometimes close or re-brand, requiring signage updates, which leads to necessary upkeep and maintenance costs.

For these reasons, businesses are generally excluded from wayfinding signage. However, understanding that private institutions and businesses are key destinations, our hierarchy strategy allows businesses and private institutions to be represented under a broader district or area. A business might be categorized within a specific area, which in turn would be a primary or secondary destination. For example, while the name of a specific restaurant on Food Street would not be included on signage, it could be represented under the umbrella of “Food Street,” which itself could appear on signage.

05

Where We Want To Be: The Future Richmond Wayfinding Experience

A community wayfinding strategy will have a profound impact on how individuals experience Richmond in the future, transforming it into a more navigable and inclusive place. This strategy utilizes intuitive and well-placed wayfinding elements to help residents and visitors easily find their way to Richmond's many destinations. With a focus on accessible and intuitive information, the strategy will allow everyone to explore the city comfortably.

The wayfinding efforts in Richmond will also involve sharing the city's uniqueness and character. This will enhance the visual appeal of the city and weave a cohesive visual language that celebrates Richmond's identity, while allowing individual destinations and neighbourhoods to express their own identities.

While signage will serve as a primary wayfinding tool, digital content such as interactive online maps, QR codes and digital kiosks will provide a deeper, interactive level of content and information. As the strategy is implemented over time, it is anticipated that additional wayfinding elements will be developed, beyond the family of signage outlined in the next section. These elements may include landmarks or public art that help those in Richmond orient themselves and connect to the city. Visitors and residents will have the freedom to choose how to engage with Richmond, whether it be through static signage, digital content, or other wayfinding elements, with the knowledge that their journey will be supported no matter what tools they select and prefer.

It is anticipated that this strategy will be implemented across the city over a period of years using a phased approach. As this occurs, additional work will be required to identify the appropriate wayfinding sign types, locations, and other wayfinding elements for a given area. In areas with protected heritage, such as Steveston, additional work will be required through the implementation process (and which may include separate permits/approvals) to ensure heritage values are preserved and celebrated.

While the aim of this strategy is to help visitors and residents find their way through the city, there is also an opportunity to leverage these design concepts for separate and future projects, such as those related to sharing information about the history or environment of a given area through interpretive signage or at city facilities, among others. Utilizing the strategy in this way can help further unify the experience of Richmond.

As future implementation proceeds, it is anticipated that key areas such as City Centre and Steveston will be further strengthened as vibrant cultural hubs, marked by a clear hierarchy of destinations, paths of travel, points of connection and orientation. The strategy will transform city entrances and introduce wayfinding tools and strategies that make the city more welcoming, help people discover key destinations and attractions, and support multi-modal traffic flow to unite different parts of the city. Overall, Richmond's wayfinding strategy will create an environment that is not only functional but also embodies a sense of cultural richness and pride.

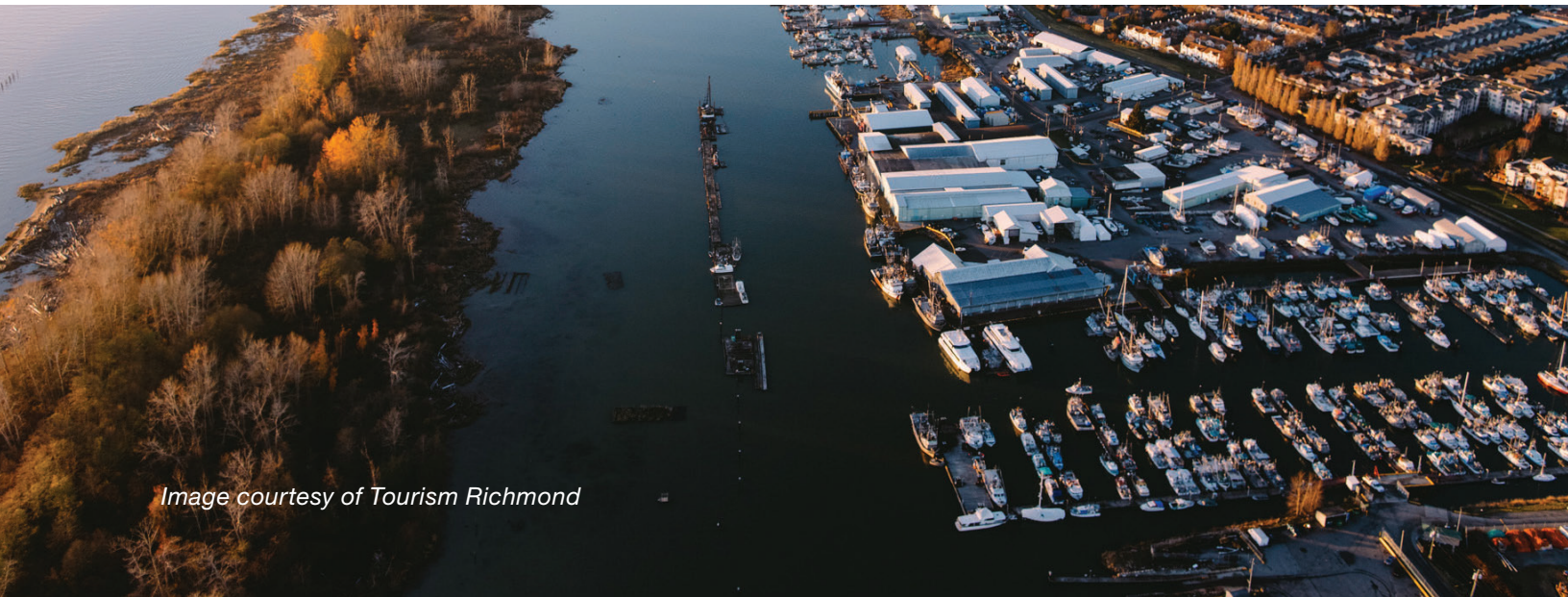


Image courtesy of Tourism Richmond

A wayfinding strategy is expected to have several social, economic and cultural benefits:

Improved Wayfinding



Clear and effective wayfinding signage and systems help residents and visitors navigate the city with ease, reducing confusion and frustration.

User-Friendly Experience



A well-designed wayfinding program makes it easier for tourists and newcomers to explore the city, find attractions, and experience its offerings.

Accessibility & Inclusivity



A well-designed wayfinding program considers the needs of all users, including those with disabilities, ensuring a more inclusive and accessible experience.

A Welcoming Experience



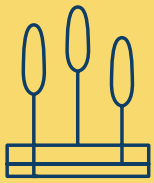
A city with a well-executed wayfinding program projects a positive image of being organized, welcoming, and accommodating, thus improving users' attitudes towards the city.

Economic Benefits



Improved wayfinding encourages people to explore different areas of the city, increasing traffic for local businesses, restaurants, and shops, thus supporting tourism and stimulating the local economy.

Local Culture & Landmarks



Wayfinding can highlight historical sites, cultural landmarks, and local attractions, promoting a sense of identity and pride among residents and visitors.

Multi-modal Transportation



Promoting pedestrian-friendly and alternative transportation, like cycling and public transit, reduces congestion and environmental impact. Wayfinding supports this with clear navigation for walking, cycling, and transit.

Part B

Design Framework

01



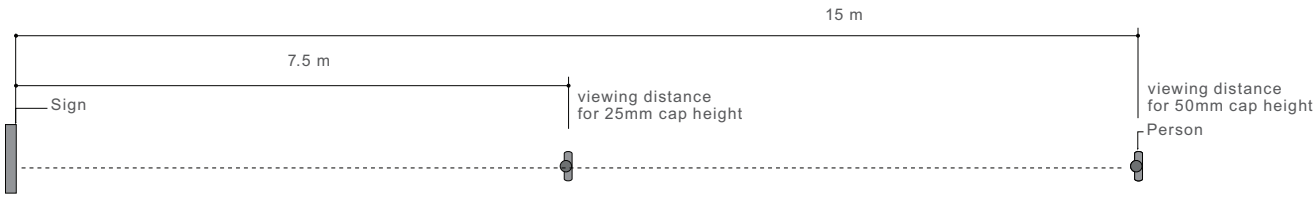
Accessibility & Best Practices

Viewing Distance and Best Practice

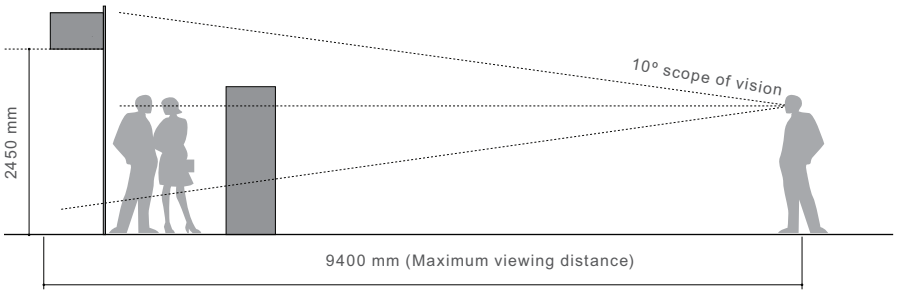
Size of visual messages should be based on targeted reading distance and mounting height to ensure readability and legibility. Information hierarchy should be provided through position, colour, and size to differentiate between various levels of message importance.

The suggested minimum cap heights for wayfinding signage should be based on the intended viewing distances of the signs. This may also be dependent on existing conditions and sightlines.

For example, from a viewing distance of 7.5m, the text on a sign should have a cap height of approximately 25mm.



Plan



Elevation

Field of Vision and Speed of Travel

When placing vehicular signs along the street, it's crucial to consider the field of vision of the human eye. Signs should be mounted within the natural angle of vision, which is about 30 degrees horizontally from the vertical centre line of the eyes.

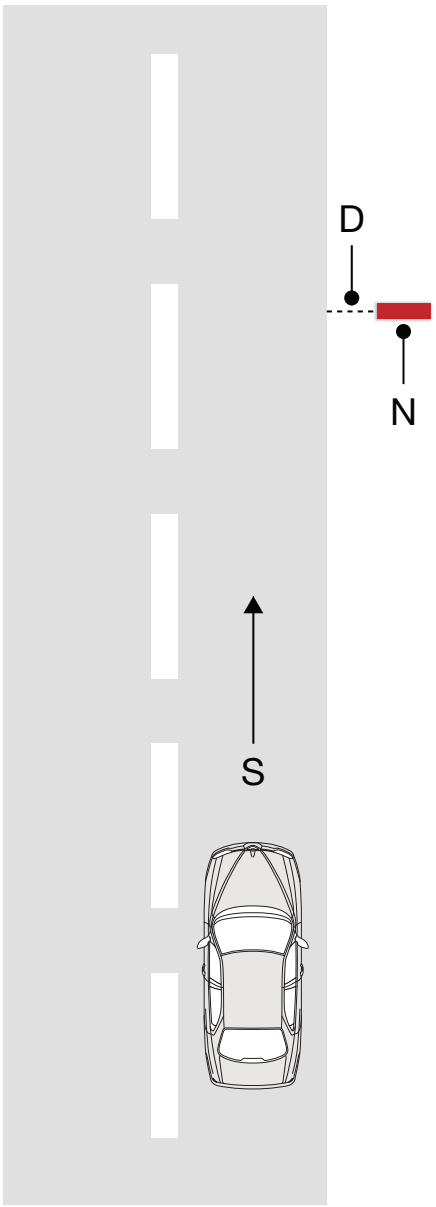
To ensure optimal visibility, the letter height on vehicular signage should be adapted according to the vehicle's traveling speed and viewing distance. The visual character size chart provides suitable recommendations for letter height that align with particular traveling speeds and viewing distances.

As a general rule of thumb text cap-height on roadway signage should be:

70km/h = 143mm – 190mm (5.6" – 7.5")
30km/h = 68mm – 82mm (2.7" – 3.25")

Note: Sign messaging and placement will be considered in the context of specific location conditions and other standard regulatory sign messaging during the phased implementation of the program. Wayfinding signage will be positioned with priority given to traffic signs.

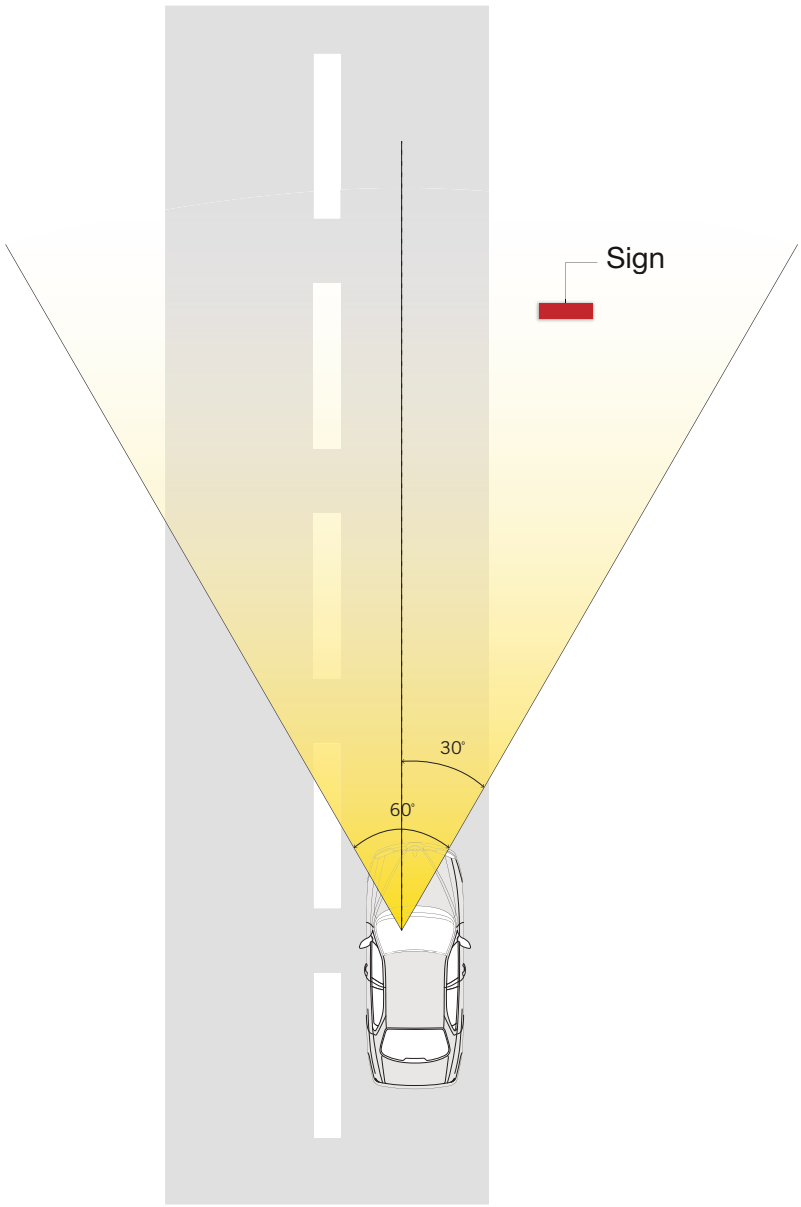
Character height for vehicular signs



$$\frac{(N+6)S}{100} + \frac{D}{10} = H$$

N: Number of Message
S: Speed Limit
D: Setback Distance
H: Height of Letters

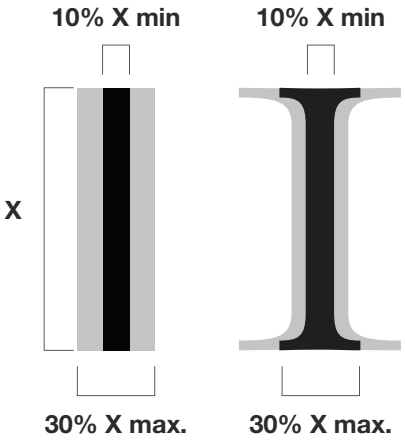
Sign placement and angle of vision



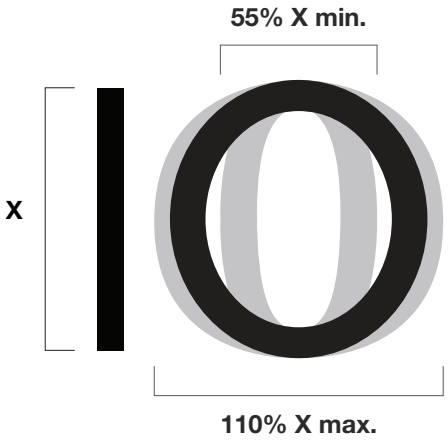
Note: Sign messaging and placement will be considered in the context of specific location conditions and other standard regulatory sign messaging during the phased implementation of the program. Wayfinding signage will be positioned with priority given to traffic signs.

Typography, ADA and CSA Reference

Considering the stroke weight and character spacing for the typeface used in visual messages is essential to ensure readability, compliance with accessibility requirements, and inclusive for individuals with sight loss or reading difficulties. Appropriate stroke weight and visual spacing ensure clear and well-defined characters, promoting easy perception of the text on signage and making it visually impactful.

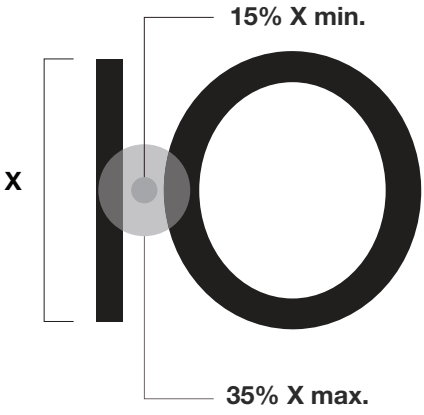


Visual character stroke thickness

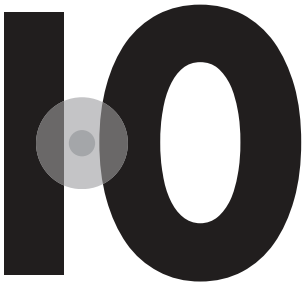


Visual character proportions

Character proportions
55% to 110% of "X" (cap "I" height)



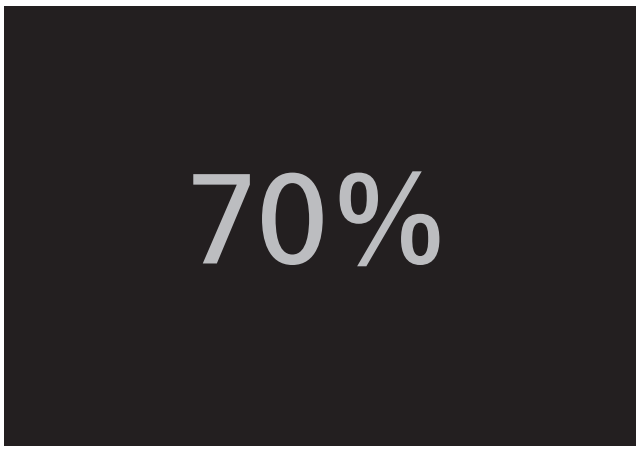
Visual character spacing



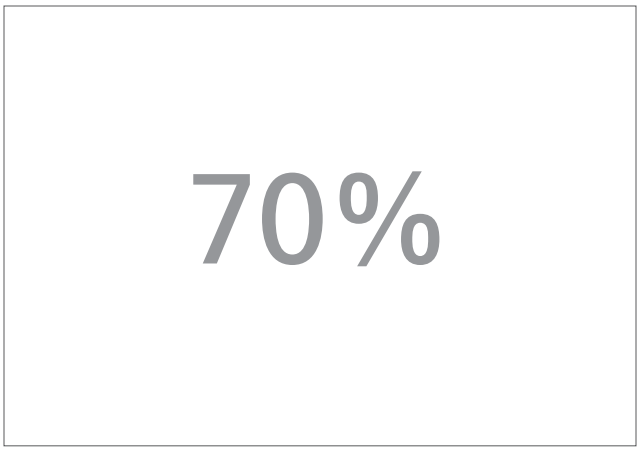
Visual character spacing — Heavy

Readability and Legibility — Contrast

To ensure optimal visibility and legibility, it is recommended to display text on a dark background with light-coloured letters for critical wayfinding information, maintaining a foreground/background contrast of 70% for better readability. However, for neighbourhood or area identification, alternate colour schemes—such as dark text on a light background—may be used for distinction. Non-glare sign surfaces are recommended to minimize glare and reflections.



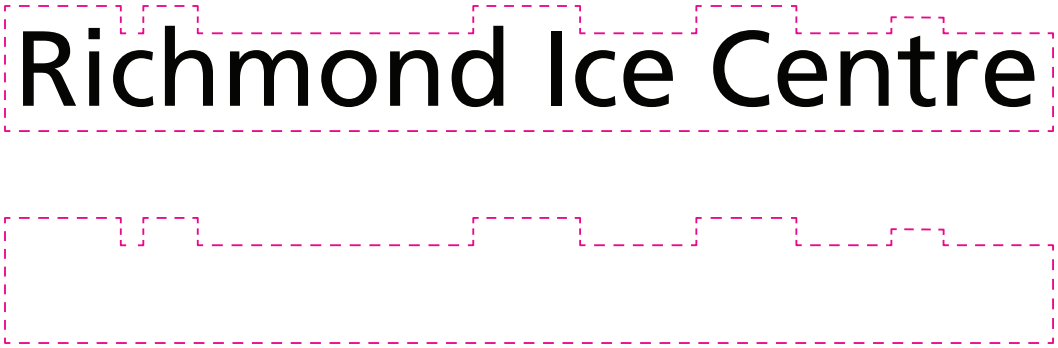
Light characters against dark backgrounds



Dark characters against light backgrounds

Readability and Legibility — Upper vs. Lowercase

Visual messages should be set in upper and lowercase. Mixed-case text on signage enhances readability by aiding word recognition and reducing eye strain, while also providing a more aesthetically pleasing appearance and effectively emphasizing important information.



CSA Recommended



CSA Not Recommended

Nomenclature

Effective wayfinding ensures clarity for users through message organization, hierarchy, and simplified nomenclature.

- To achieve this, terminology should be easily understandable and standardized, promoting consistency.
- Utilizing common language terms in a simple, clear, and consistent manner can reduce message ambiguity, enhance organization, and improve sign readability.
- When identifying destinations on wayfinding signage, it's essential to avoid unnecessary abbreviations.

Pictograms

Incorporate universally recognizable symbols and icons to convey information quickly, especially for multilingual and multicultural audiences. Icons can provide clear direction without relying solely on text. They also present an opportunity to include local charm into the wayfinding, creating a sense of place.



Accessible



Inclusive Washroom



Inclusive Accessible Washroom



Inclusive Accessible Baby Change



Women



Men



Women Baby Change



Men Baby Change



Women Accessible Baby Change



Men Accessible Baby Change



Baby Changing Station



Information



Off Leash Dog Park



Litter Receptacle



Food Services



Pet On Leash



Post Office



Picnic Area



Bicycle Route



Trail



Library



Hospital



Museum



Farmers' Market



Shopping



Marina



Beach



Swimming/Pool



Sailing



Fishing



Train



Bus



Boat Tour



Boat Launch



Airport



Basketball



Tennis



Parking



EV Charging Station



Rideshare

Arrows

The following are the standard set of arrows used for directional signage.



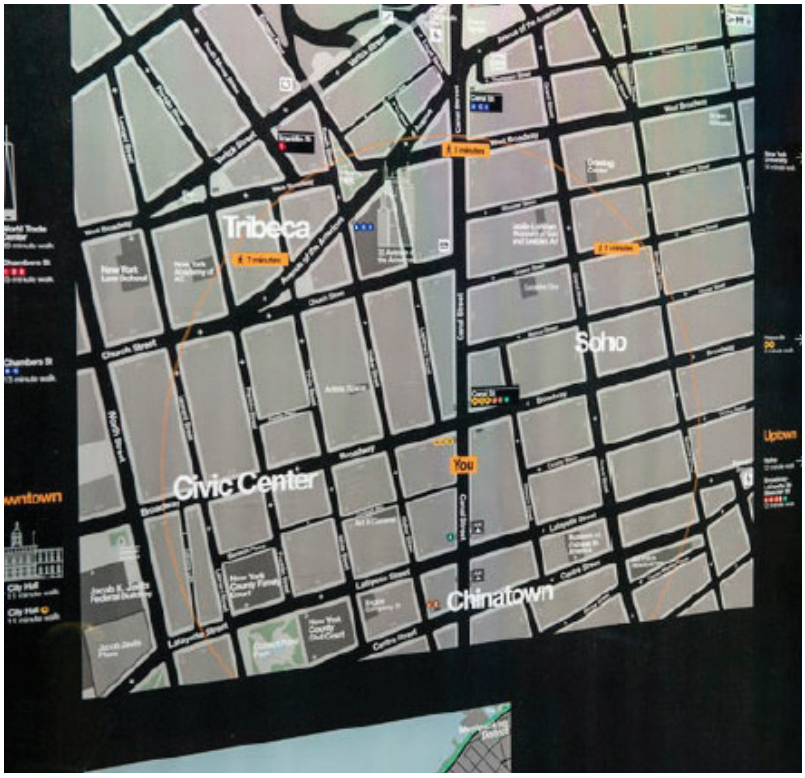
Left Right Up-ahead Up-left Up-right

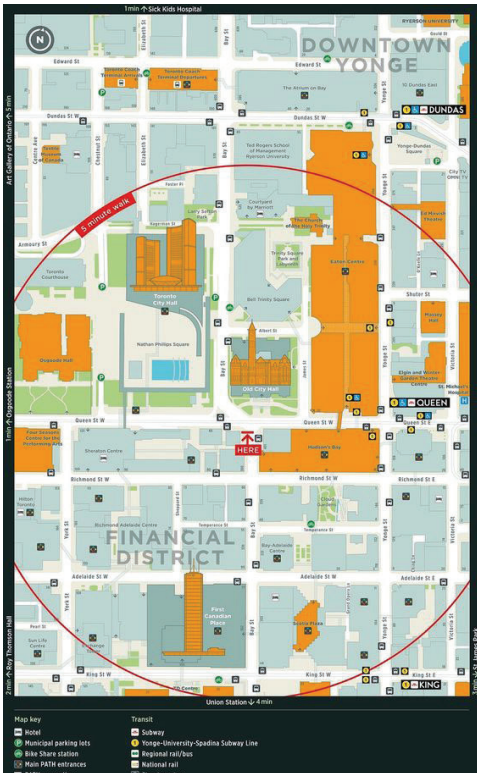
If multiple arrows are applied to a directional sign in a vertical stack, they are to be in the following order:

1. Left
2. Right
3. Up-ahead
4. Up-left
5. Up-right

Heads-Up Map

“Heads-up” orientation corresponds to the direction the user is facing (WalkNYC). Map is rotated to match the user’s viewpoint based on sign location.





02

Wayfinding Signage Design & Guidelines

Typography

The Frutiger typeface family has been selected for use on all wayfinding and signage applications. Frutiger is a sans serif typeface that is easy to read in both upper and lower case. It performs well on screen and is machine readable for language translation software and apps.

Frutiger Regular

Frutiger Regular is used for listing destinations on directional and directory signage.

Frutiger Bold

Frutiger Bold is used for identifying neighbourhoods on signage.

Typeface substitutions are not permitted.
It is the responsibility of the appointed fabricator to purchase the typefaces.
Regular and Bold weights are to be used on signage as indicated on each sign type design drawing. No additional typeface styles to be added.

Materials Index

Wood-Stamped Concrete
Combines the warm texture and appearance of wood with the durability and low maintenance of concrete, offering a long-lasting solution.

Anti-Graffiti Coating
Protects sign surfaces from vandalism, allowing graffiti to be easily removed without damage, maintaining the sign's appearance and reducing maintenance costs.

Painted Aluminum Sign Box and Changeable Panels
Aluminum is a sustainable building material known for its longevity and infinite recyclability. Its lightweight, durable, and corrosion-resistant properties make it an ideal choice for outdoor signage, while changeable panels offer the flexibility needed for easy updates.

White Translucent Acrylic Push-Through Logo for Welcome ID Signs
This integrated design has internally illuminated letters, providing a sleek, modern appearance with enhanced nighttime visibility and low maintenance.

Reflective Vinyl Text for Vehicular Directionals
Reflective vinyl ensures signage is visible to drivers in low-light conditions by reflecting vehicle headlights, improving legibility and safety.

Changeable Digitally Printed Vinyl for Localization Patterns
Allows for customizable designs, reflecting local artwork or seasonal updates without altering the structure of the sign.

Digitally Printed Text and Graphics for Pedestrian Signage
Provides high-quality, customizable images and text. This UV-resistant printing method keeps colours vibrant over time and is cost-effective for pedestrian signage.

Brand Identity

Where the Richmond logo is used in wayfinding, a reversed version is recommended.



City of Richmond logo in reverse



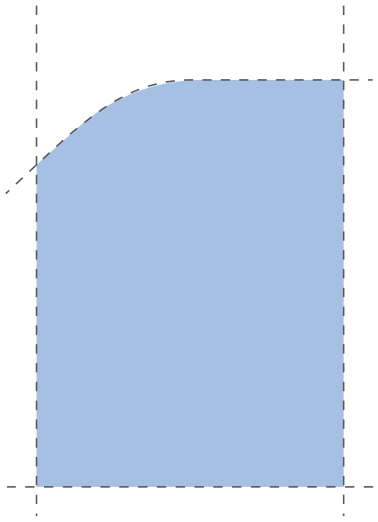
City of Richmond logo in reverse + slogan

Form Inspiration

The form and shape of the signage family is inspired by both the curve of the heron logo and ocean waves, as a nod to Richmond's coastal surroundings.



Heron form – City of Richmond logo



Wayfinding sign form inspiration

Family of Products – Colour Option 1

Family of Products – Colour Option 1

Design Approach:

- Brand colours from both the City of Richmond and Tourism Richmond are used in this option. The blue colour of the information panel has been darkened to improve legibility for the wayfinding program.

- Richmond's brand yellow is chosen as an accent colour for signage, complementing the primary blue, drawing attention, and serving as a beacon for wayfinding. It provides a high level of contrast with the blue and aligns with Richmond's core brand colours, ensuring consistency and legibility.

- Natural tones thoughtfully complement Richmond's diverse landscapes (cityscapes, waterfronts, farmlands, and rural areas) creating a visually cohesive and inviting atmosphere. These tones enhance the city's rich emphasis on art and heritage, integrating seamlessly with the environment. By minimizing visual clutter, the wayfinding system maintains a clear and unobtrusive presence, offering a subtle contrast that stands out without overpowering the surroundings.

- Natural tones are less prone to fading, which reduces the frequency of maintenance needs over time and ensures the wayfinding system remains in good condition longer.

- This option celebrates the elements and form of the heron logo while allowing flexibility and providing means to future-proof against potential brand evolutions.

Colour Option 1

The City of Richmond offers many stunning views, including lively cityscapes, tranquil waterfronts, beautiful farmlands, peaceful rural areas, and cascading mountains. The colours chosen for the wayfinding program are inspired by both the surrounding landscape, and the City of Richmond and Tourism Richmond brand colours.









Colours used for the wayfinding program

City of Richmond Brand Colours

RED
PMS 485C
CMYK 0,95,100,0

Yellow
PMS 137C
CMYK 0,35,90,0

Light Blue
PMS 3005C
CMYK 100,34,0,2

Green
PMS 355C
CMYK 94,0,100,0

Corporate Colour

Blue
PMS 647C
CMYK 100,56,0,23

Blue
PMS 485C
CMYK 0,95,100,0

Adjusted to be darker to improve legibility and display above the minimum required 70% contrast between message and background.

This achieves 80% contrast.

Tourism Richmond Brand Colours

Golden Sunrise
PMS 124 C
CMYK 0,30,100,0

Deep Blue
PMS 316 C
CMYK 93,56,52,36

Orca Black
PMS Black C
CMYK 0,0,0,100

Spirit Bear White
PMS White C
CMYK 0,0,0,0

Secondary Colours

Beachfront Sand
PMS 2001 C
CMYK 0,3,48,0

Shore Blue
PMS 563 C
CMYK 50,10,29,10

Lichen Green
PMS 2276 C
CMYK 48,23,74,2

Salmon Red
PMS 7608 C
CMYK 20,80,75,20

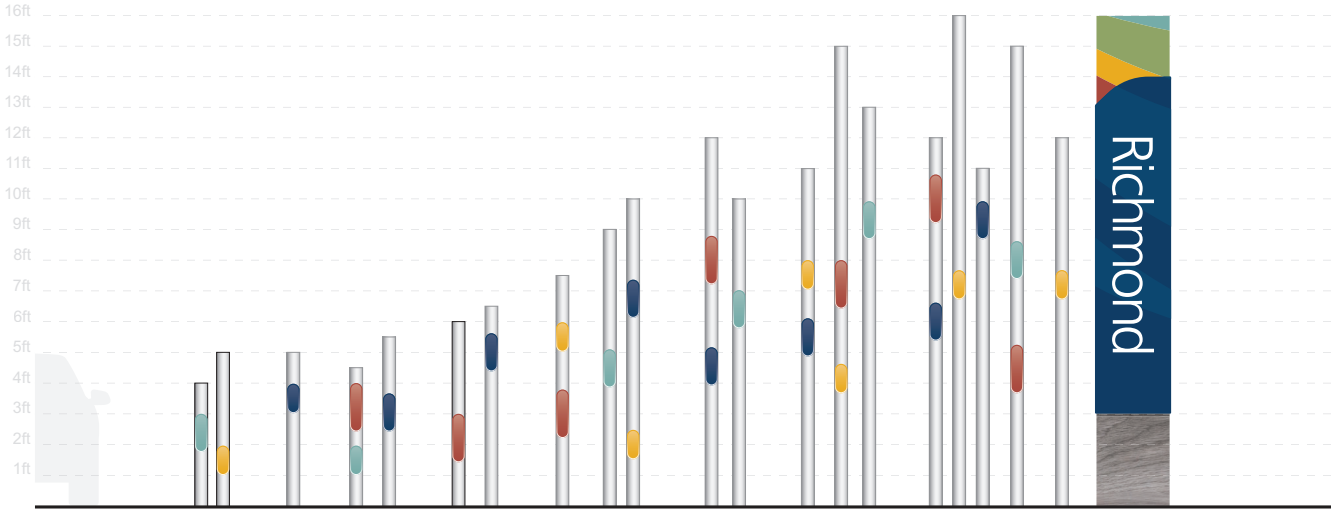
Winter Night Grey
PMS 425 C
CMYK 0,0,0,85

Family of Products – Colour Option 1

The following is an overview of the six sign types that form the wayfinding family of products for Richmond.

These have been categorized by function:
- “A” sign types for gateway entry signage
- “B” sign types for directional signage
- “C” sign types for directory signage

Note: Refer to the individual signage type description pages for additional details and recommended use of each sign type.



A1 Welcome ID Vertical + Light Poles

Family of Products
Scale 1:75



A2 Welcome ID Horizontal



B1 Vehicular Directional

B2 Vehicular Directional – On Post

B3 Pedestrian Directional

C1 Pedestrian Directory

Family of Products
Scale 1:50

Localization Elements on Signage

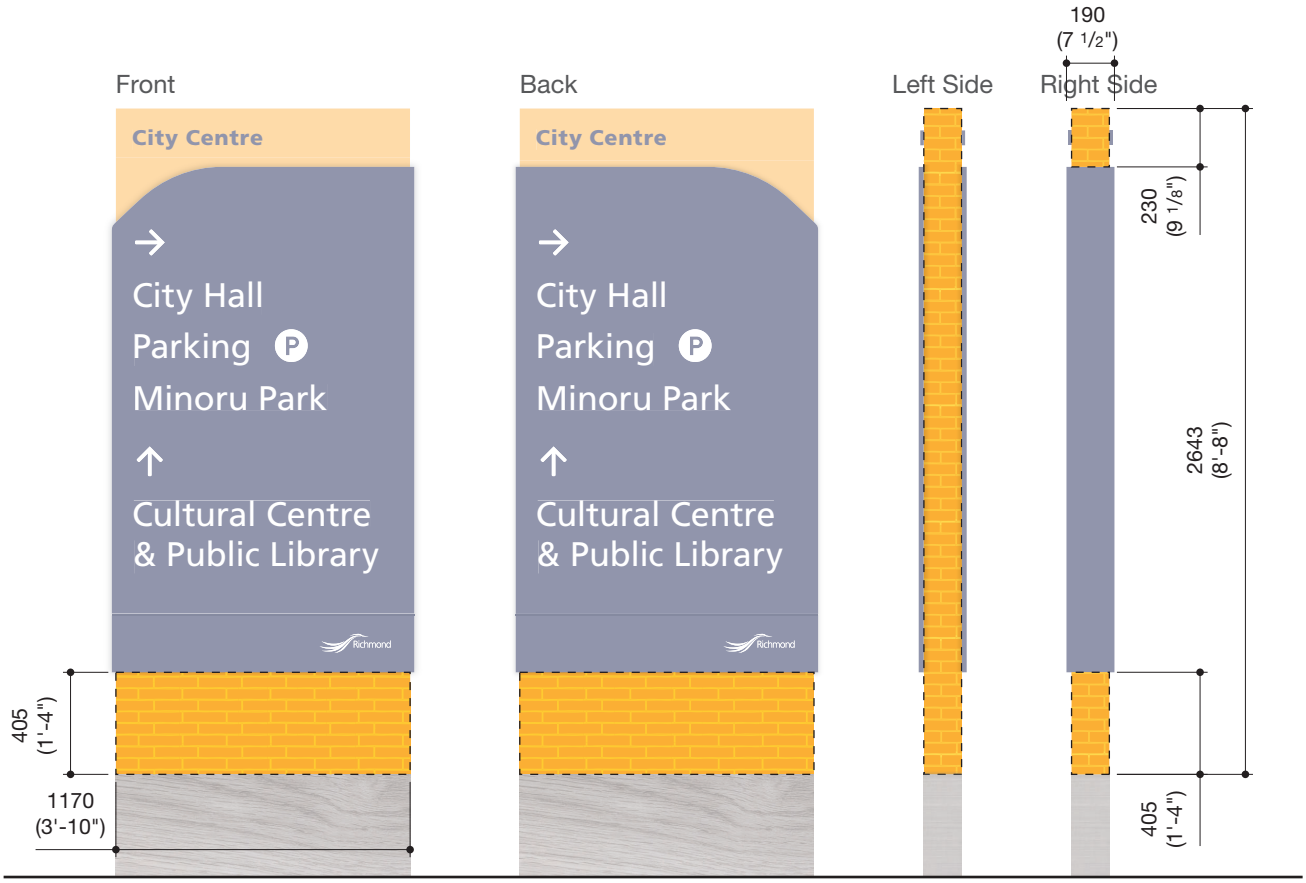
Localized design elements are crafted to capture the unique character of different areas, including landmarks and cultural features.

While the primary goal of the wayfinding program is to provide clear navigational guidance and maintain a consistent visual identity across the city, the tailored localization on signage highlights specific references relevant to each area, enhancing the connection between users and their surroundings.

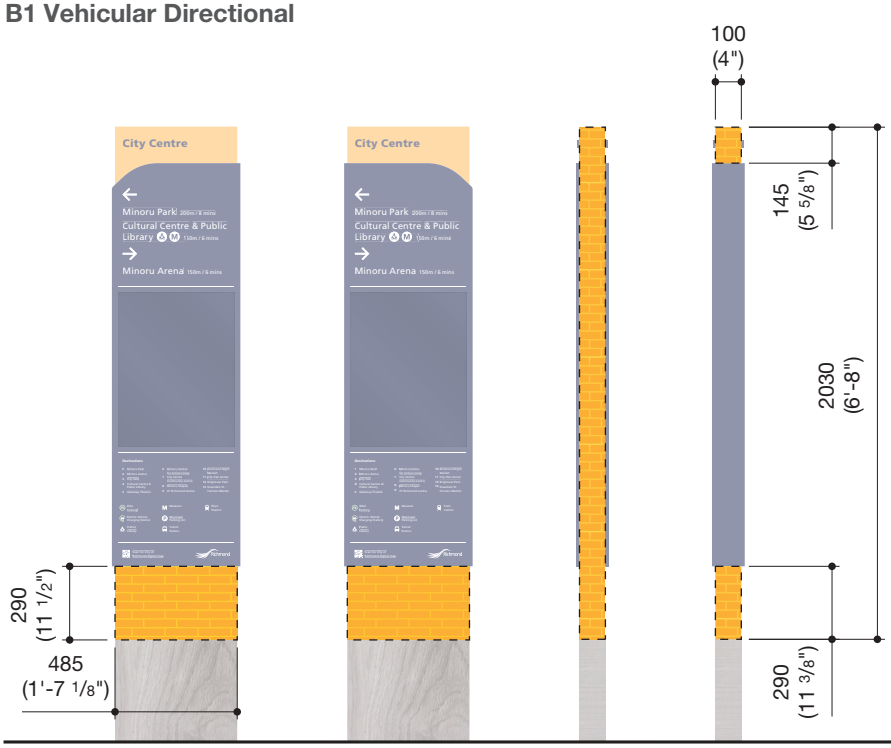
It is crucial that this element of localization does not detract from the functionality and clarity of the wayfinding signage program. The design and placement of localized elements should be balanced with the practical considerations needed to ensure the signage provides clear and easy-to-read guidance without overwhelming users.

This can be further enhanced through technology, such as QR codes on pedestrian signage, which can offer additional information or context about the localized elements without detracting from the primary navigation function.

By focusing on these aspects, signage can effectively reflect the unique character of different areas while remaining functional and helpful for navigation.



B1 Vehicular Directional



C1 Pedestrian Directory

Localization Surface Area on Signage
Scale 1:30

Localization Elements on Signage

These examples visually demonstrate how signage can effectively reflect the unique character of different areas while remaining functional and helpful for navigation.

For example, a sign located in the City Center on Food Street might showcase imagery related to the cuisine found along that strip.

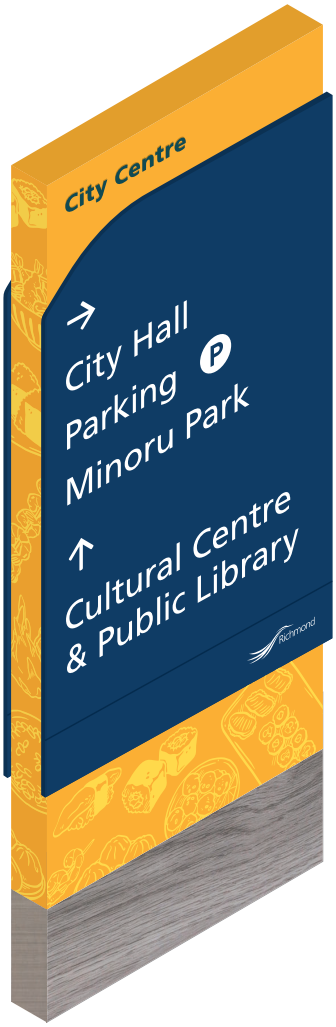


Neighbourhood.

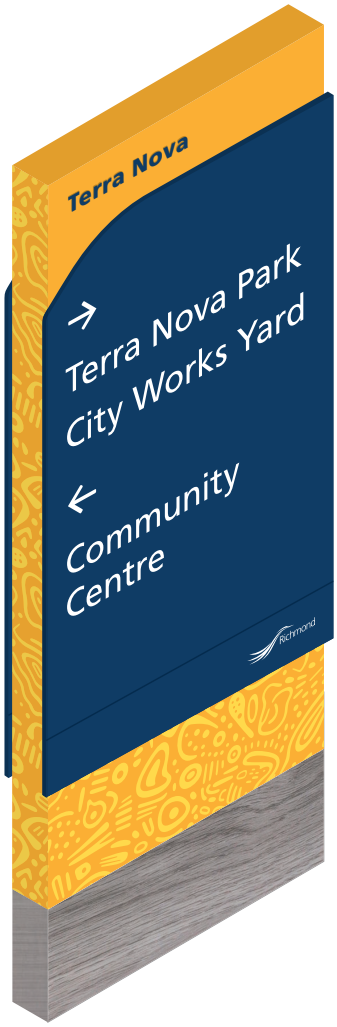
Pattern describing the character or a point of interest within a neighbourhood.

The patterning is an opportunity for engagement with local artists.

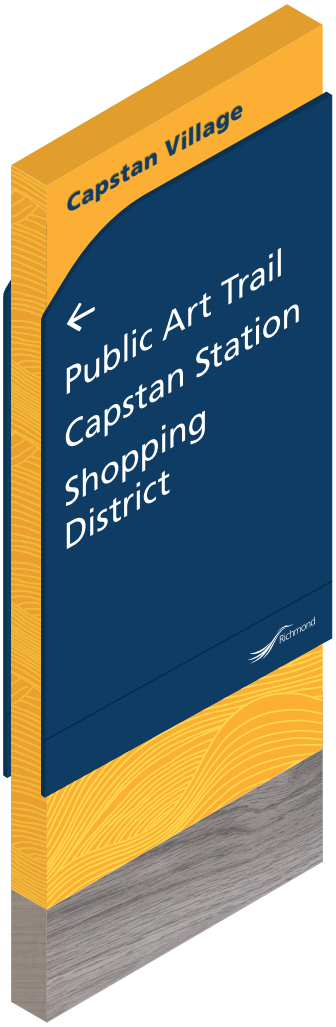
B1 Vehicular Directional
NTS



Example 1



Example 2



Example 3

B1 Vehicular Directional – Localization Element on Signage
NTS

Note: Messaging and graphics are for representation only.

Expanding Localization Beyond Signage

To build a comprehensive placemaking program with localized signage elements, the focus should be on creating an environment that reflects each neighbourhood's unique character while strengthening overall community identity.

This can be achieved by weaving local design elements into various aspects of the public realm, including signage (as illustrated in previous page), street furniture, and public art, to craft a cohesive and engaging atmosphere.

By engaging residents, artists, and even local businesses in the design process ensures that the program resonates with the community's essence.

Example Case Study

Nicollet, Minneapolis
Identity and signage for Central Avenue and destinations in downtown Minneapolis.

A brand identity and comprehensive program of signage, wayfinding, and environmental graphics for Nicollet that capture the spirit of the street and its place in the city. The Nicollet logo is treated as a pattern and used in various applications, including ground graphics, street furniture design, and print and digital media.

Refer to project: https://www.pentagram.com/work/nicollet/story



Project by Pentagram

Family of Products – Colour Option 2: Brand Forward

Family of Products – Colour Option 2: Brand Forward

Design Approach:

- This design option is a brand-forward approach, prominently featuring the City's brand colours, the heron logo and slogan.
- These bright colours align with the Richmond brand. However, brightly coloured backgrounds have the potential to visually overwhelm and detract from the wayfinding content of the sign.
- The vibrant colours, when applied to large surface areas, may lose their appeal over time as they are more prone to fading and could require frequent maintenance.

Colour Option 2

City of Richmond Brand Colours

RED
PMS 485C
CMYK 0,95,100,0

Yellow
PMS 137C
CMYK 0,35,90,0

Light Blue
PMS 3005C
CMYK 100,34,0,2

Green
PMS 355C
CMYK 94,0,100,0

Corporate Colour

Blue
PMS 647C
CMYK 100,56,0,23

City of Richmond Logo

Richmond
Island City by Nature

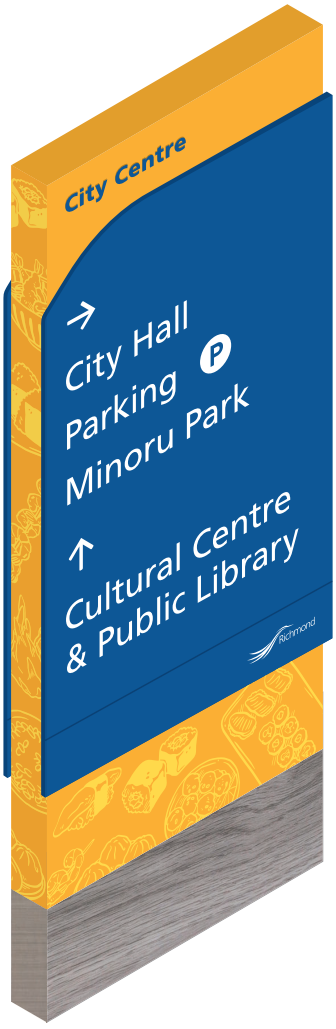
City of Richmond logo + slogan

Richmond
Island City by Nature

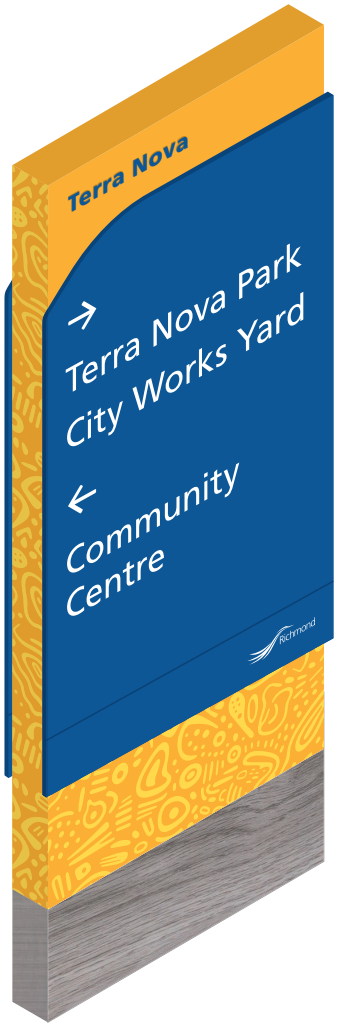
City of Richmond logo in reverse + slogan

Localization Elements on Signage

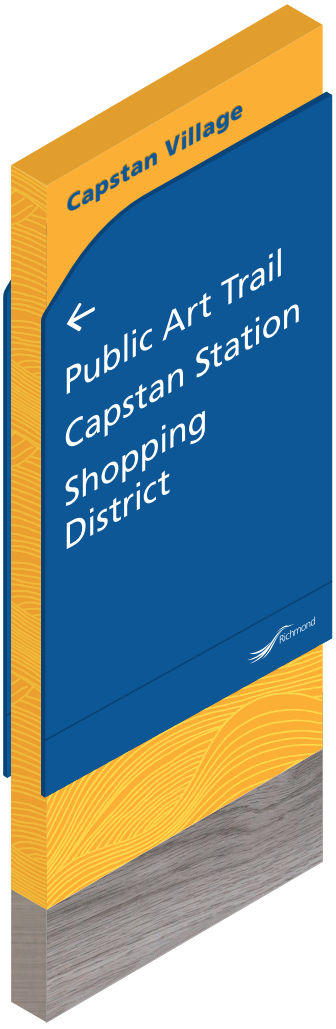
The approach to localization for this option will follow the same strategy as outlined in Colour Option 1.



Example 1



Example 2



Example 3

B1 Vehicular Directional – Localization Element on Signage
NTS

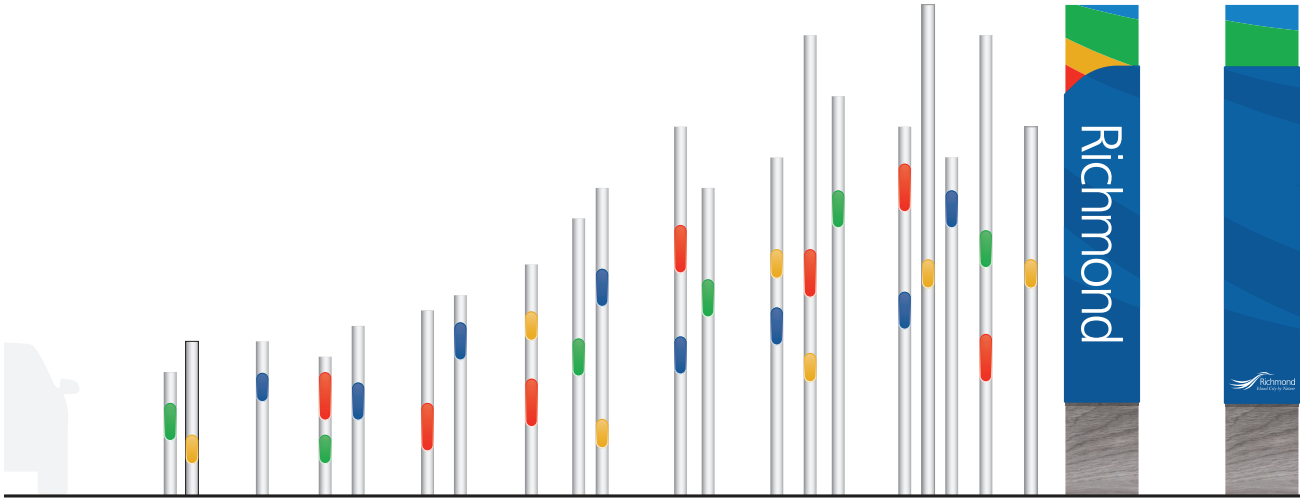
Note: Messaging and graphics are for representation only.

Family of Products – Colour Option 2

The following is an overview of the 6 sign types that form the wayfinding family of products for Richmond.

These have been categorized by function:
- “A” sign types for gateway entry signage
- “B” sign types for directional signage
- “C” sign types for directory signage

Note: Refer to the individual signage type description pages for additional details and recommended use each sign type.



A1 Welcome ID Vertical + Light Poles **Side View**

Family of Products
Scale 1:75



A2 Welcome ID Horizontal



B1 Vehicular Directional

B2 Vehicular Directional – On Post

B3 Pedestrian Directional

C1 Pedestrian Directory

Family of Products
Scale 1:50

Comparing Colour Option 1 & Colour Option 2



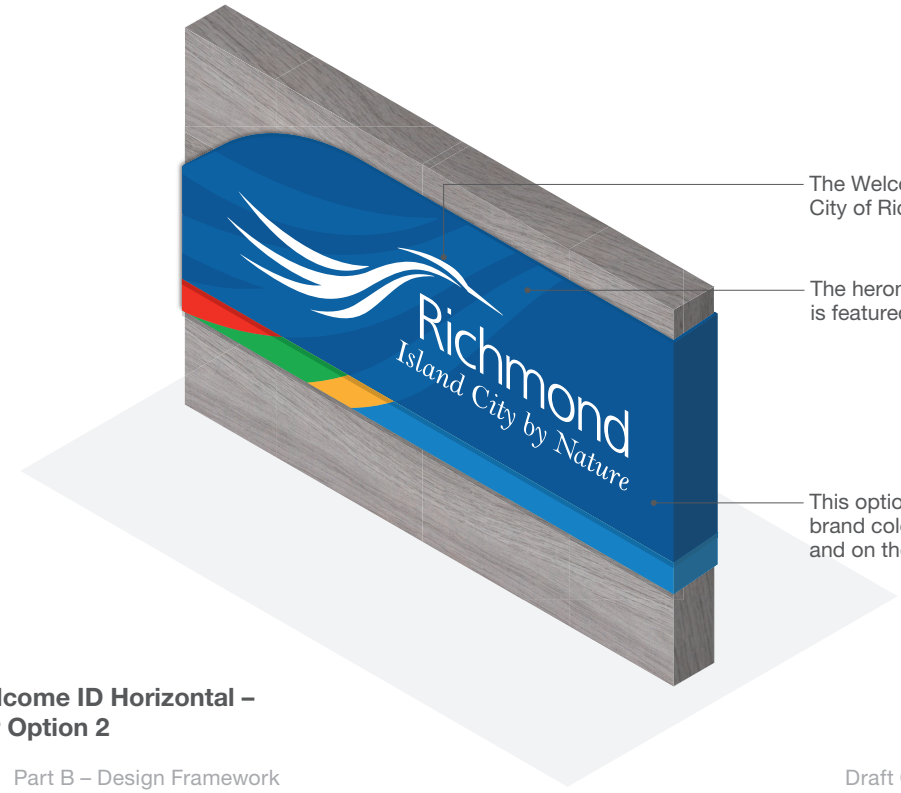
The Welcome ID prominently displays a welcoming message along with the City of Richmond wordmark.

The heron from the City of Richmond logo is featured as a graphic on the signage panel.

The background blue is adjusted to a darker shade to achieve a high level of contrast (80%), ensuring visibility and readability.

The colours for the bottom band are inspired by Richmond's surrounding landscape and the City of Richmond and Tourism Richmond brand colours.

A1 Welcome ID Horizontal – Colour Option 1



The Welcome ID prominently showcases the City of Richmond logo along with slogan.

The heron from the City of Richmond logo is featured as a graphic on the signage panel.

This option highlights the City of Richmond's brand colours, displayed in the background and on the graphic band at the bottom.

A1 Welcome ID Horizontal – Colour Option 2

Comparing Colour Option 1 & Colour Option 2

Here we can see how the two colour options work in the Richmond streetscape, alongside the existing blue fixtures.

Note: Locations are for illustrative, colour-study purposes only.
Actual locations and messages of signs TBD.



Colour Option 1



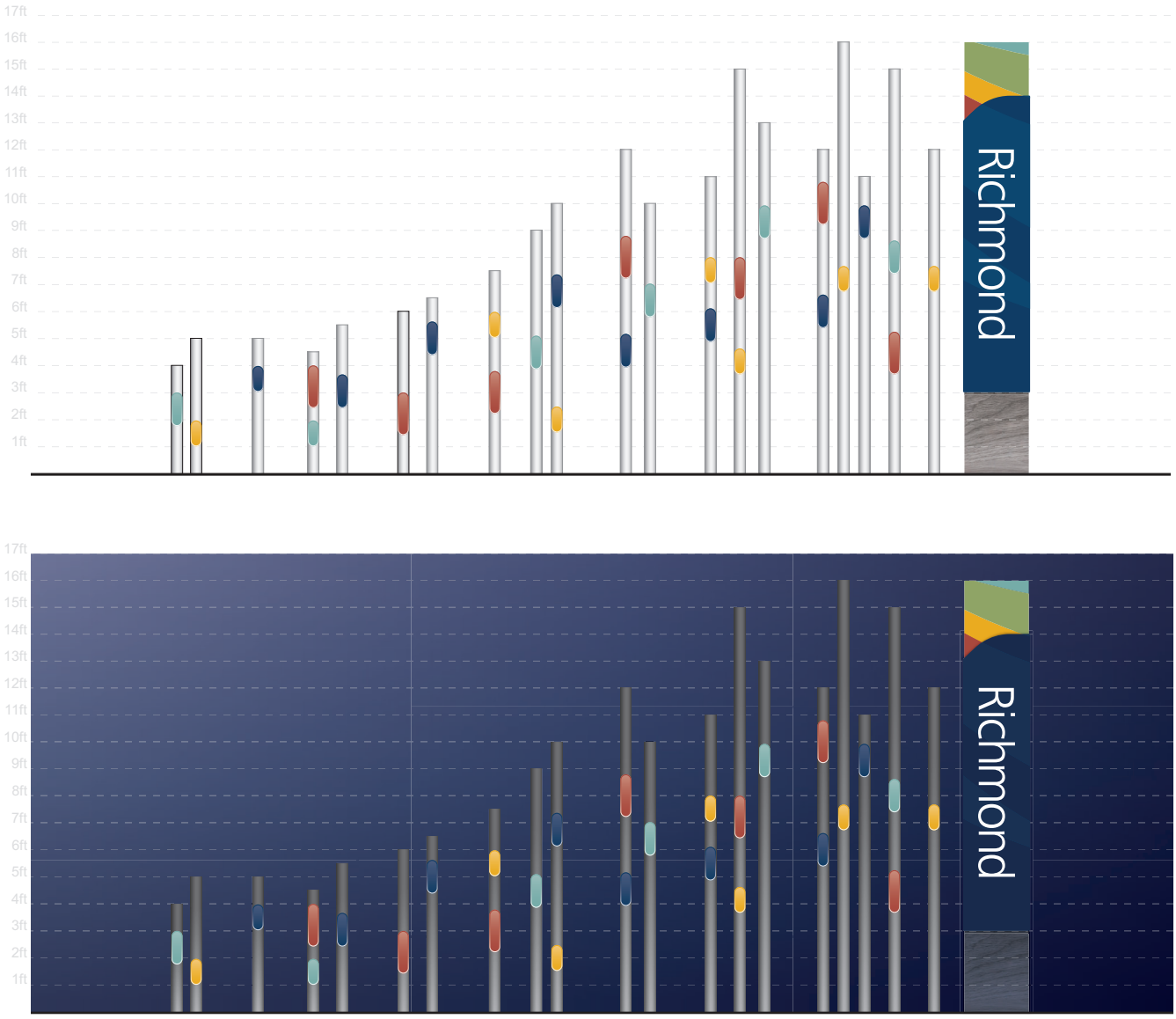
Colour Option 2

Detailed Signage Drawings

Colour Option 1 Shown in Detail Drawings

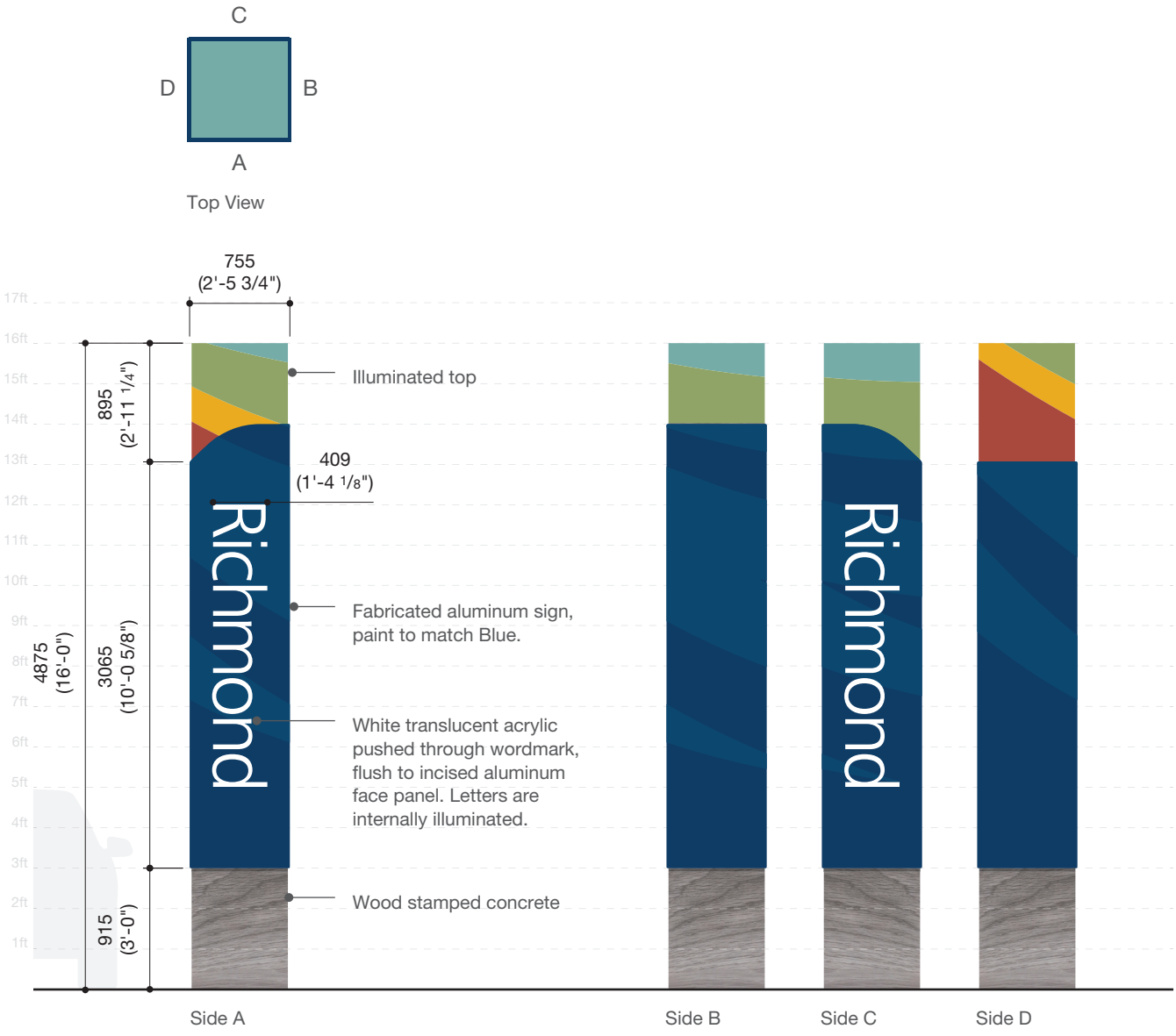
Gateway Entry Signage

Designed to provide a welcoming sense of arrival at primary access locations, these signs help define the boundaries of the City of Richmond. The A1 and A2 gateway entry sign types are developed for use at each entrance based on scale, importance, and available real estate.



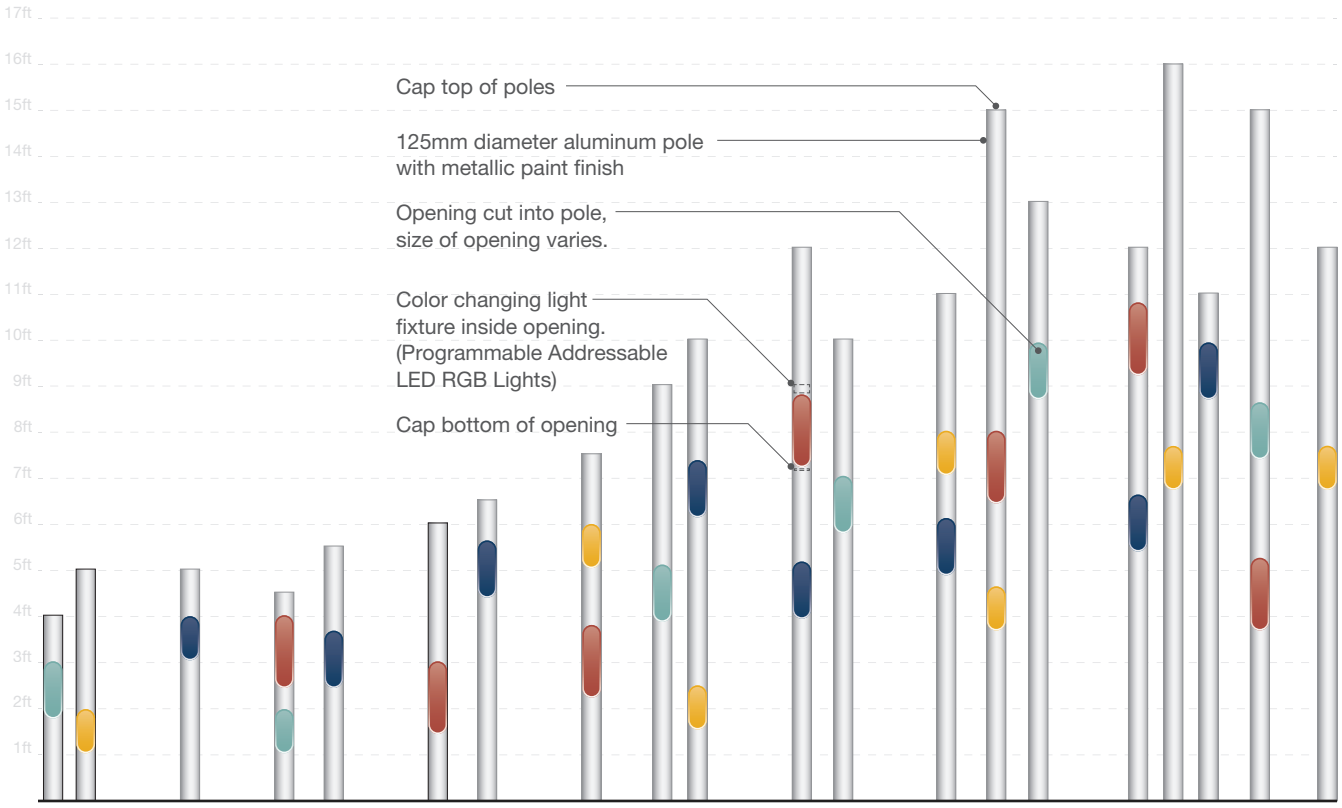
A1 Welcome ID Vertical + Light Poles
Scale 1:75

Displaying a city name vertically enhances visibility and recognition from a distance, much like book spines in a library. Unlike wayfinding information, which needs quick readability from various angles, a vertical orientation helps make the city name more prominent and memorable. Integrated illumination further enhances visibility at night and in inclement weather.

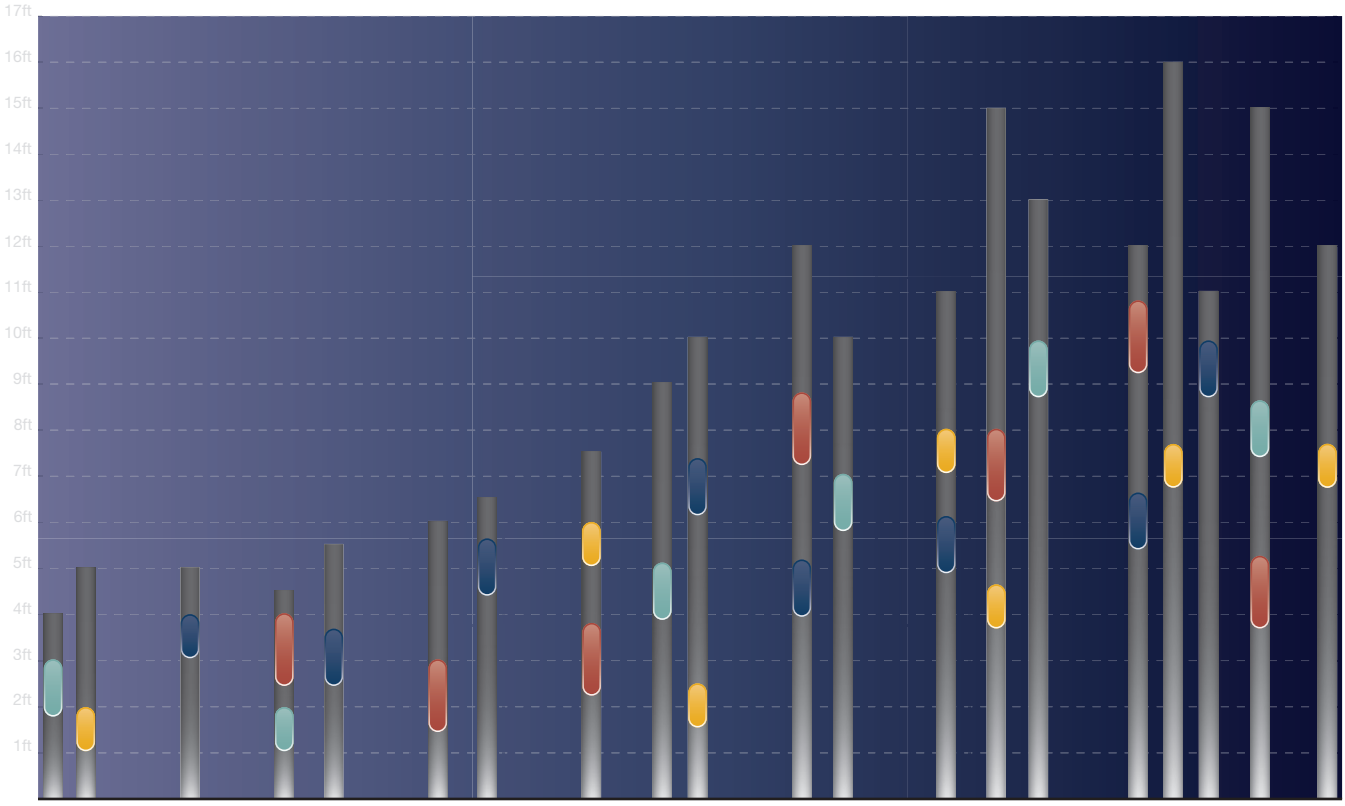


A1 Welcome ID Vertical
Scale 1:50

A1 Welcome ID signage features illuminated poles that can be placed along the approach to primary access points in Richmond, creating a sense of arrival. These poles have cut-out openings with programmable colour changing lights, allowing them to display specific colours based on events, seasons, and other occasions.

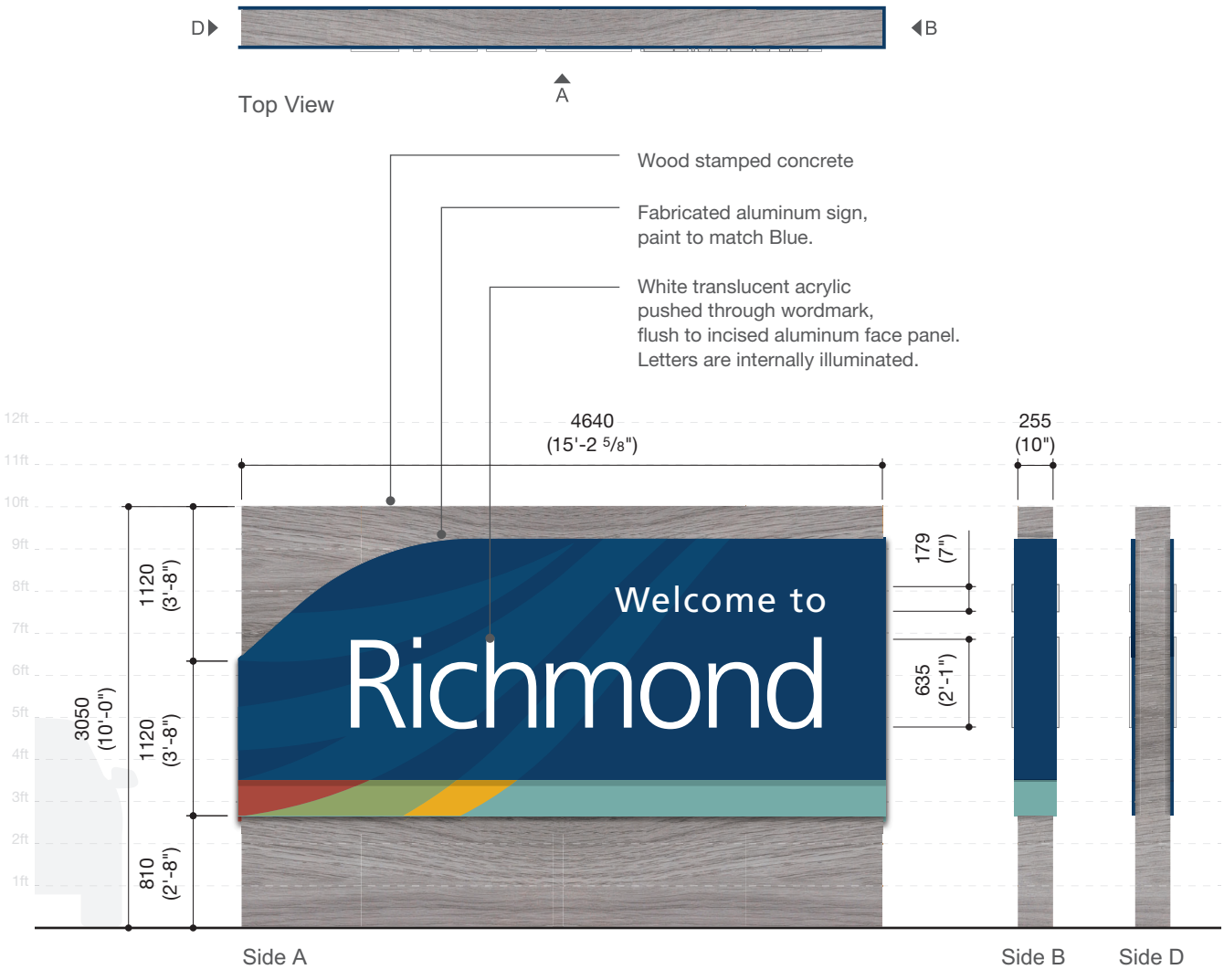


A1 Light Poles
Scale 1:50



A1 Light Poles – Nighttime View
Scale 1:50

A smaller-scale sign designed for entrances that are less prominent or have limited space, where it is more suitable than the larger welcome sign variation.



A2 Welcome ID Horizontal
Scale 1:50

Illumination can be integrated into the signage design to enhance the welcome experience at night and during inclement weather.

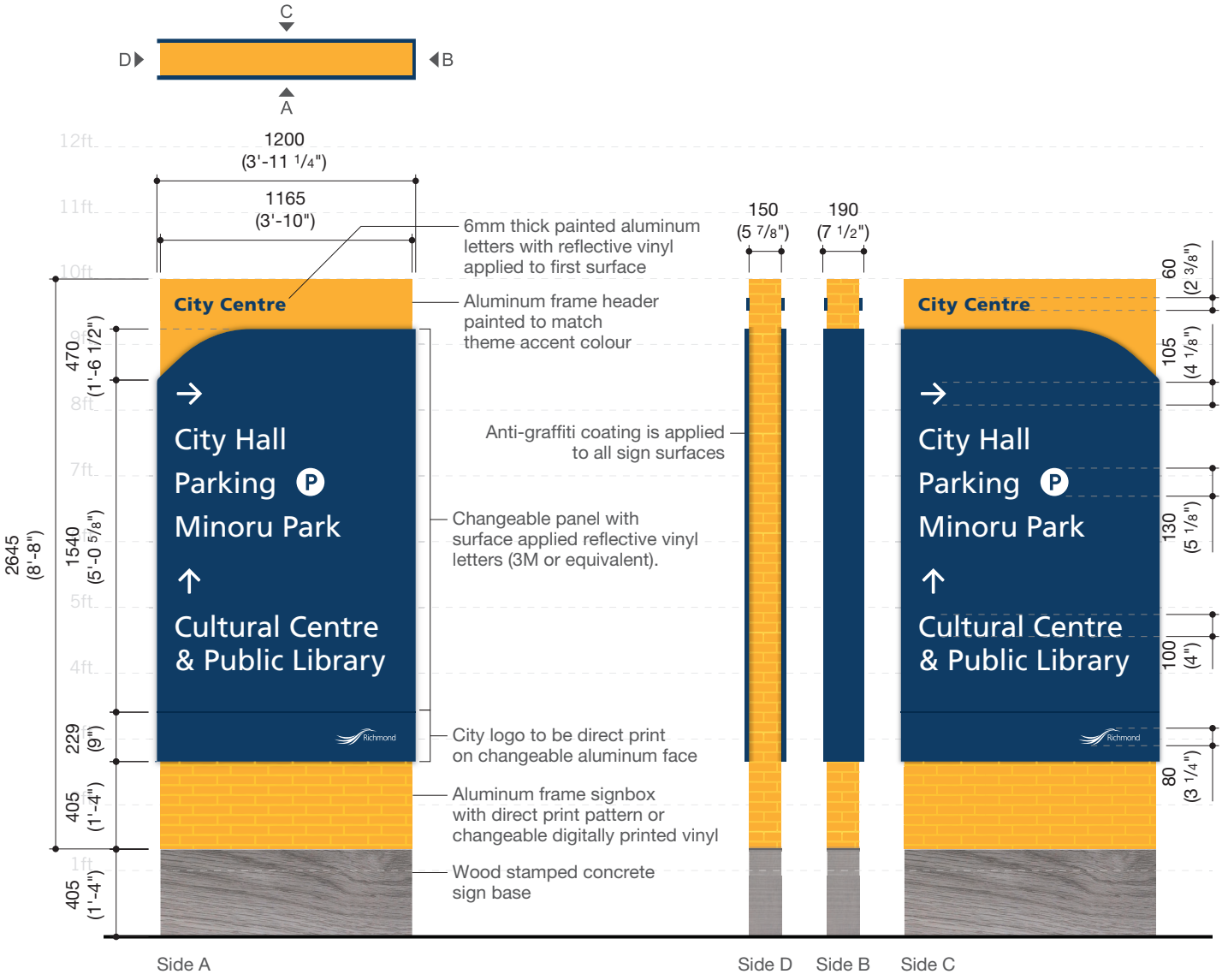


A2 Welcome ID Horizontal – Nighttime View
Scale 1:50

Vehicular Directional

B1 Vehicular Directional sign (double sided where necessary) directs public to primary and secondary destinations. This sign is primarily intended for streets where speed limit is 50km/hr more. This sign could also serve pedestrians and cyclists.

This sign type is placed before a decision node and should be clearly visible along roadways and pathways.

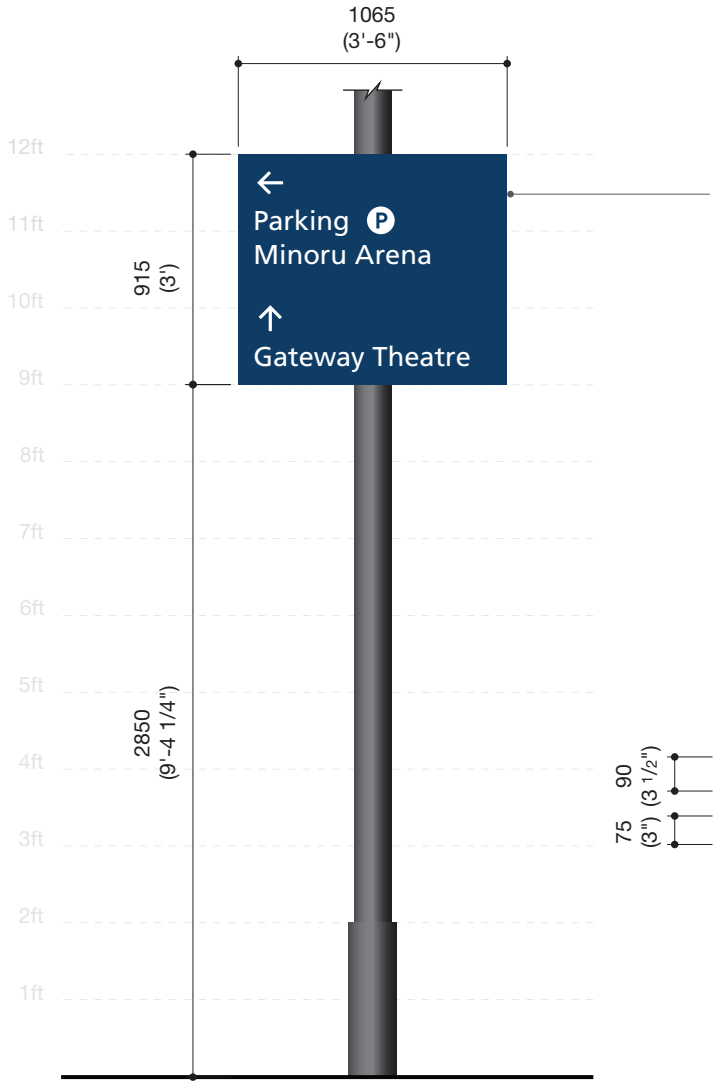


B1 Vehicular Directional
Scale 1:30

Post-Mounted Directional

Post-mounted directional sign (double sided where needed) is a combination of vehicular/ pedestrian level sign designed to provide directional information to destinations. This sign is to be used in areas where the speed limit is 40km/hr. or below.

The B2 sign could also be used as an alternative to B1 on streets with a narrow surrounding space.



B2 Post-Mounted Directional
Scale 1:30

Painted aluminum sign, face painted to match Blue and returns to be painted in theme accent colour.
Graphics and text to be direct print.

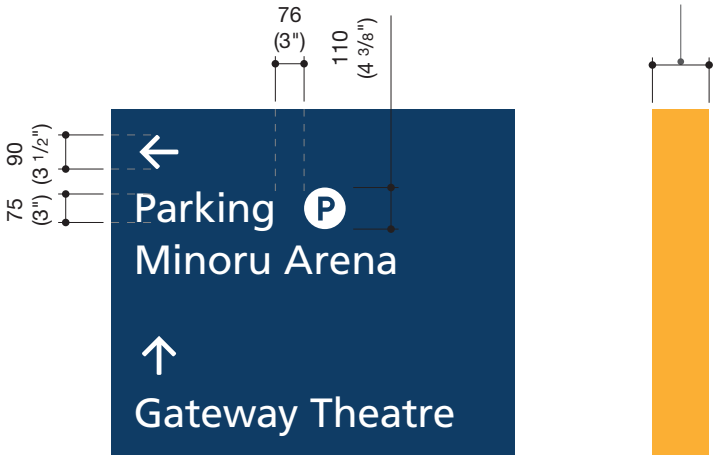
Mounted to post using appropriate hardware. Paint to match existing post.

Fabricator to verify site conditions and recommend suitable hardware.



Top View

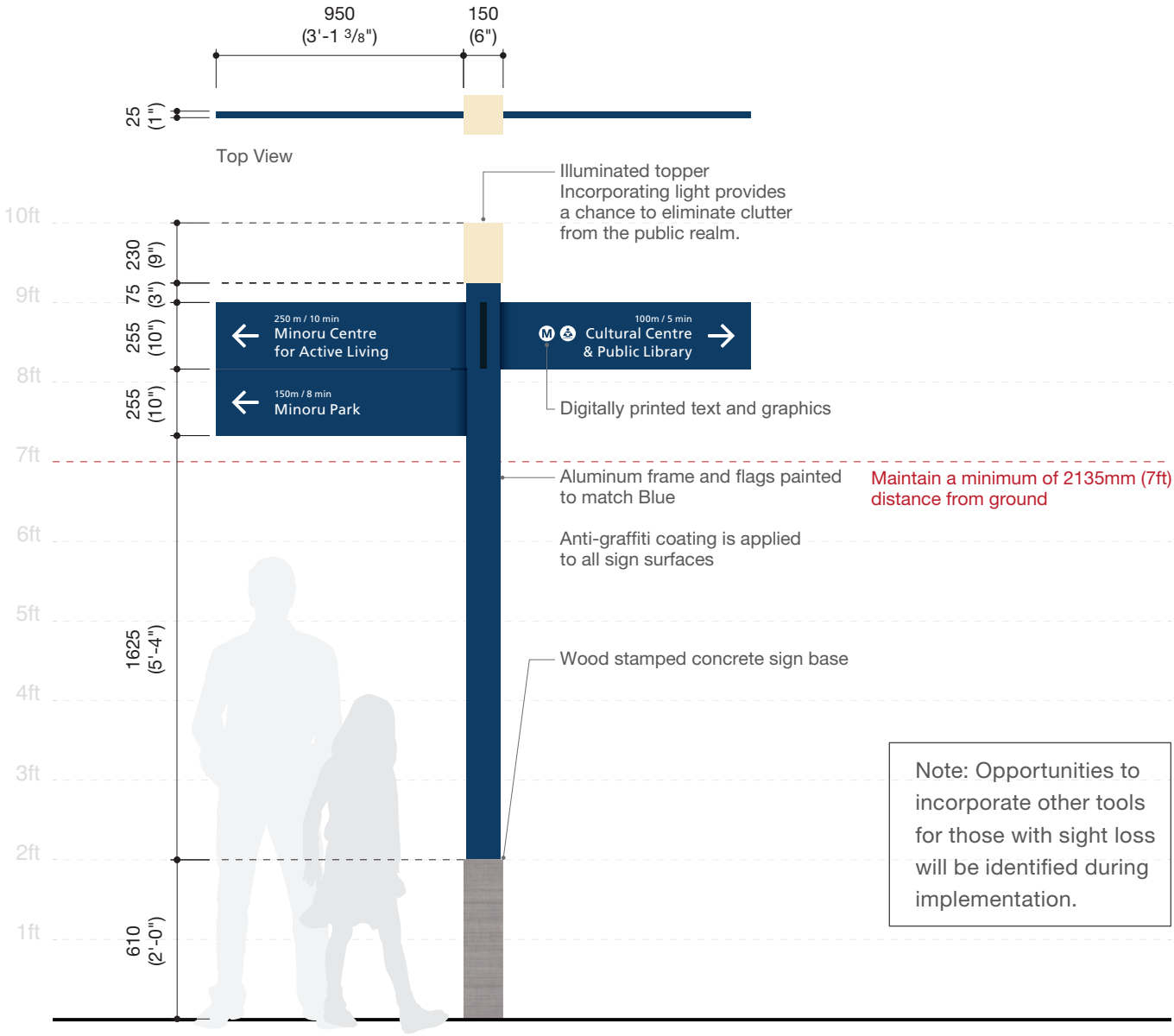
Note: Width of the sign is to be site verified prior to installation



Detail
Scale 1:20

Pedestrian Directional

Pedestrian level sign to provide directional information to users for both primary and secondary destinations. This sign also serves other active modes of transport that users may engage in i.e. bicycles, in-line skates, etc. The addition of an illuminated topper ensures the sign is readable at all times and can replace the need for freestanding lighting in the immediate area, thus eliminating street clutter.

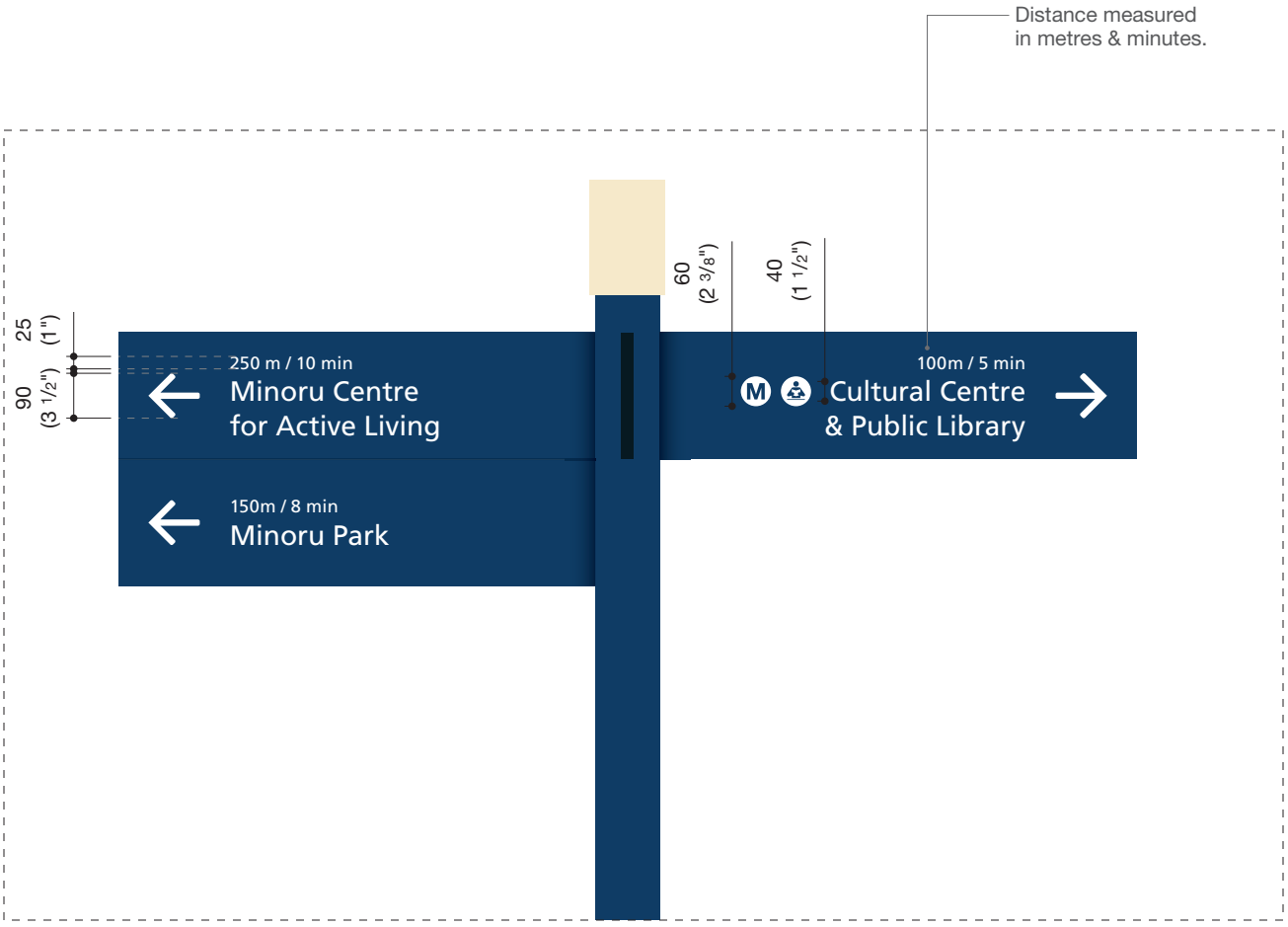


B3 Pedestrian Directional
Scale 1:25

Route planning becomes easier when users are presented with distance to their destination. This is also helpful encouraging users to visit a destination if they know that it is in proximity.

- Using minutes could be a more familiar way to assess proximity to destinations. Similar to how we navigate using Google/Apple maps.

- Using meters could be a more inclusive way identify proximity to destination as speed to travel is not a constant. Time of travel to the destination would be different for a person walking to a destination as opposed to someone using a wheelchair.

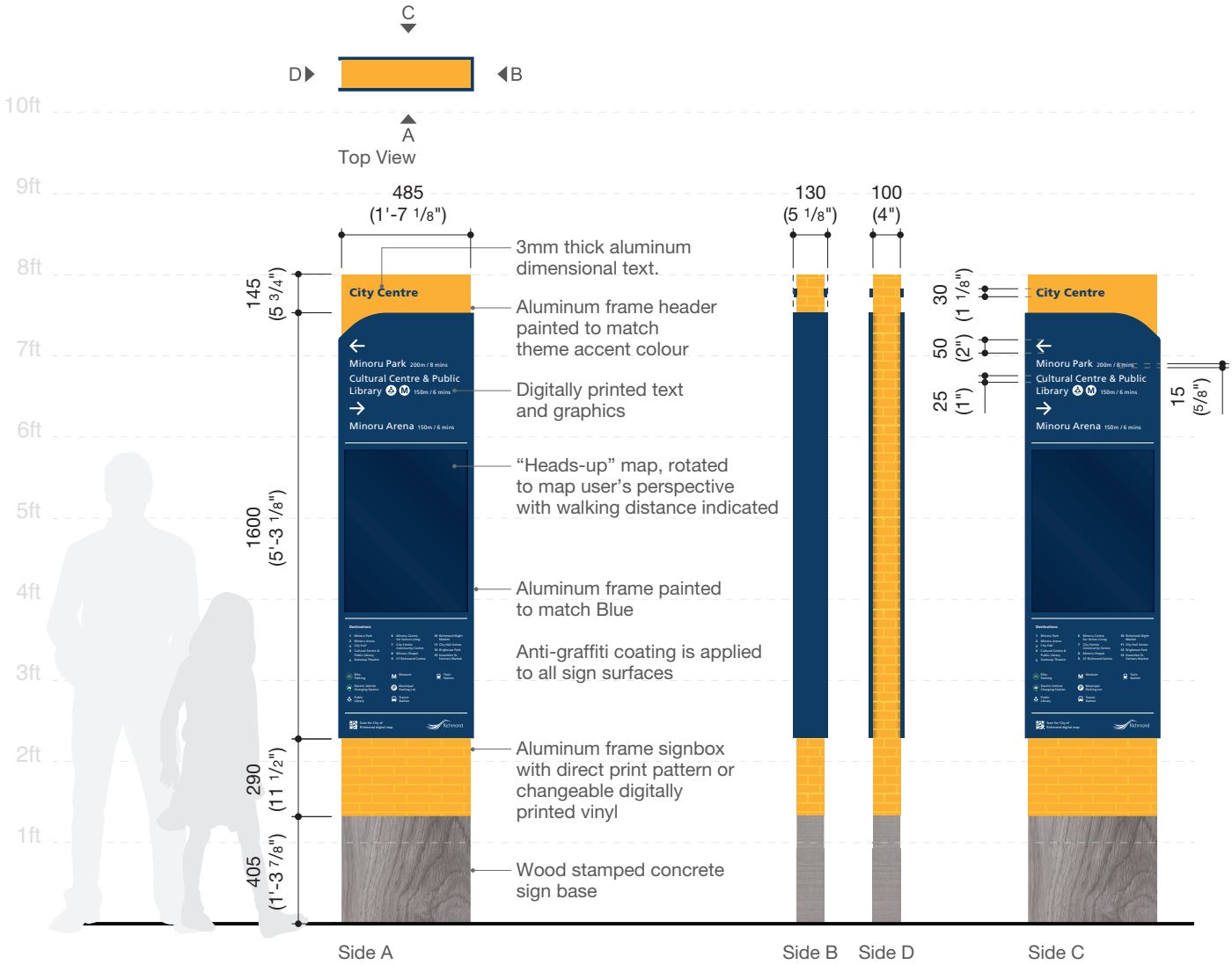


B3 Pedestrian Directional – Detail
Scale 1:15

Pedestrian Directory

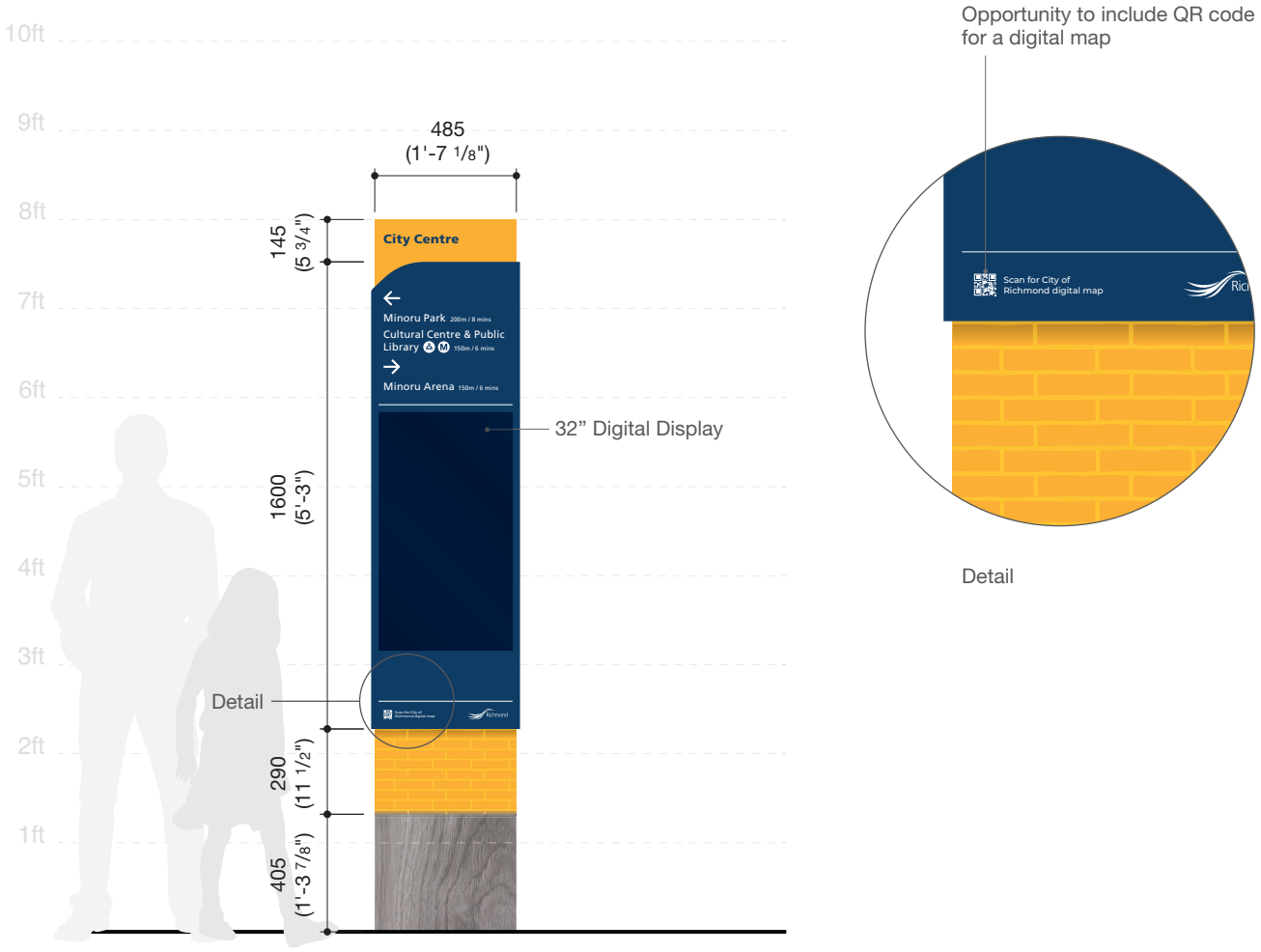
Pedestrian level information to help visitors orient themselves of their surroundings. The “Heads-up” map indicates the surrounding area with all primary and secondary destinations including public amenities.

Where appropriate, walking time and distance to destinations should also be indicated. The “Heads-up” map is always rotated/oriented to match the user’s perspective, and it varies based on the placement of this sign. Digital tools, such as QR codes, and tools for greater accessibility, will be considered.



C1 Pedestrian Directory
Scale 1:25

An alternative option is pedestrian directories that feature digital map displays to facilitate easy navigation. Strategically placed QR codes on signage allow for quick access to local information, maps, and personalized navigation through a wayfinding app. Auditory and other tools will also be explored during implementation to increase accessibility of pedestrian directories for all users.



C1 Pedestrian Directory – Digital Option
Scale 1:25

03



Signage Placement Guidelines

Signage Placement Guidelines – Overview

As a general rule of thumb, a minimum clearance of 1.5m from the curb should be maintained when placing signage. This ensures sidewalks and pathways remain clear for the unobstructed movement of mobility devices, sidewalk snowplows, and sweepers, which is critical for defining the proper position and placement of signs.

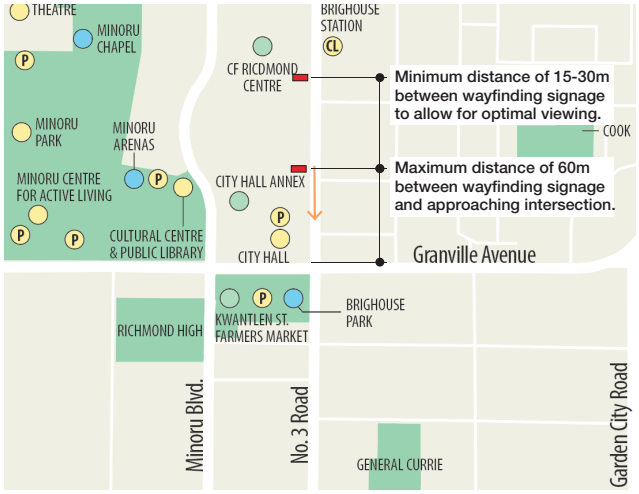
The following should be considered for signage placement:

- Paths and curbs
- Street furniture landscape
- Trees and visual obstruction of foliage are to be considered.
- Heritage places and assets
- Archaeology, if ground disturbance is required
- Maintaining minimum distances from curb
- Maintaining sight triangles and vehicular viewing angles
- Not obstructing existing vehicular or safety signage
- Not obstructing the existing circulation of spaces (e.g., do not block or intrude on bus stops, accessible pathways, etc.).
- Sign should be positioned to avoid visual obstructions such as tree canopies, awning, and existing signs and banners
- Unless otherwise instructed, signs should be placed on the passenger side of the road
- When traffic safety and regulatory signage is present, do not install wayfinding signs within 15m of sign locations
- Sign placement should not impede or reduce existing sidewalk space

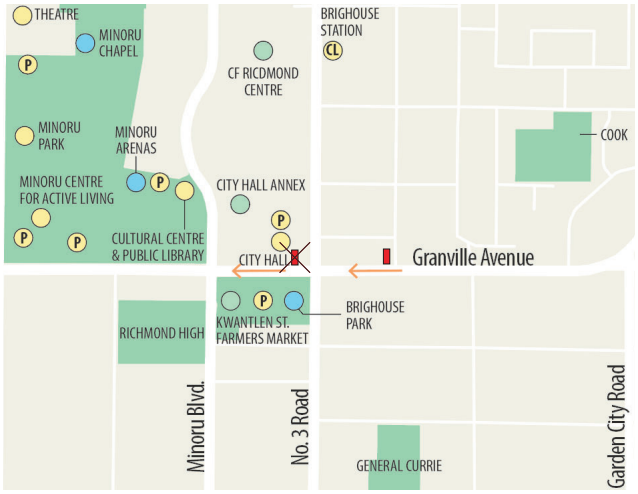
Note: Sign placement will be developed in consideration of other regulatory traffic and warning signs on a case-by-case basis. 15m minimum spacing is indicated but may need to be increased in some locations. This will be assessed as part of detailed technical reviews during implementation.

Signage Placement Guidelines – Overview

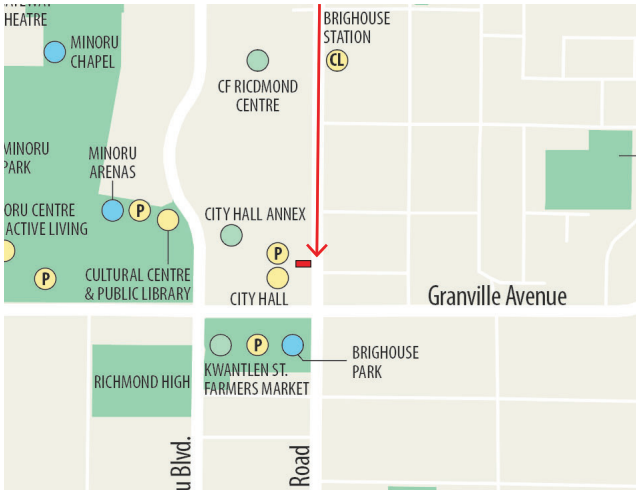
Signage must be positioned to avoid urban clutter while providing all road users—drivers, cyclists, and pedestrians—with adequate decision-making time. Consistent message placement helps all users quickly find the information they need.



Vehicular directional signs should be placed a maximum of 60m from an approaching intersection. For optimal viewing distance, directional signage should be positioned 15-30m from an intersection to give motorists sufficient time to make decisions and avoid conflicts with traffic signs.



Directional signs should be placed before intersections or decision nodes to allow drivers adequate time to maneuver and continue their appropriate path to their destination.

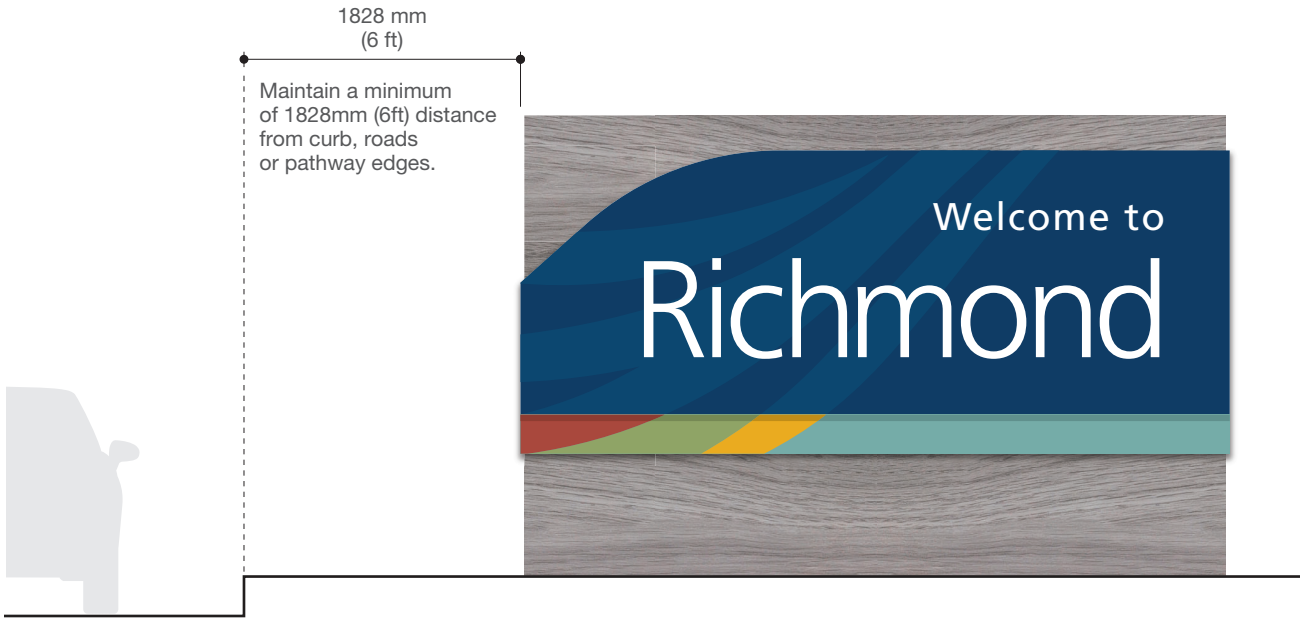


Signs should be placed perpendicular to the path of travel to enhance visibility for all users.

Signage Placement – Identification Signage

Identification signage should be placed perpendicular to the path of travel at the main entry points into the city. As a general rule, the sign should be the first thing users encounter upon arrival.

Signs along roadways and pathways should also be positioned perpendicular to the path of travel. The signage should display information on both sides, including a welcome message as users enter. It is recommended that signs maintain a minimum distance of 6 feet from the edge. Where possible, signage should have clear sightlines and be located consistently to create predictability and make it easy for users to find information to support their journey.







Note: For illustrative purposes only.
Actual placement and messaging of signage to be determined.

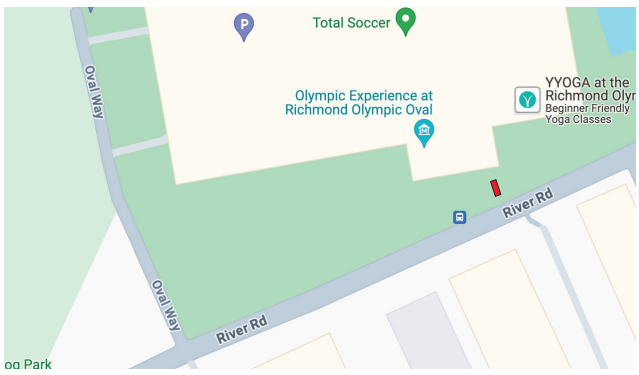
Signage Placement – Directional/Directory Signage

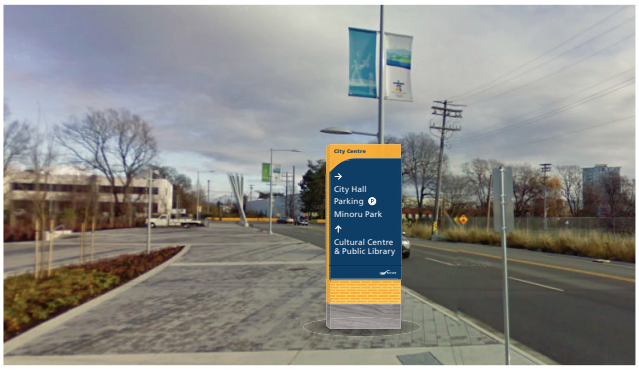
Directional signage must be positioned before decision nodes to give users sufficient time to navigate effectively. The signage should be oriented perpendicularly to the path of travel for all modes of transport, including pedestrians and cyclists.

Where necessary, signage should display information on both sides and must be clearly visible along roadways and pathways. It is recommended that signs maintain a minimum distance of 610mm from the edge.

Whenever possible, directional signage should have clear sightlines and be consistently located to create predictability, making it easier for all users—drivers, cyclists, and pedestrians—to find the information they need to support their journey.







Note: For illustrative purposes only.
Actual placement and messaging of signage to be determined.

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