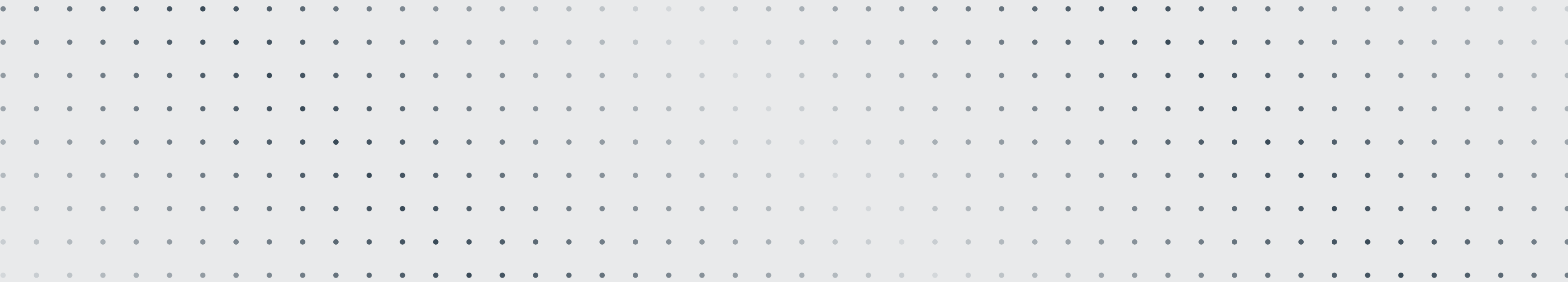


City of Colwood Neighbourhood Wayfinding Strategy Report

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DATE
30 March 2022



CITY OF COLWOOD

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Project Background

The City of Colwood has identified the need to improve its Wayfinding experience at the neighbourhood level and commissioned a comprehensive audit and strategy project that meets the City’s short and long term goals. This project will play an important role in improving the experience of residents and visitors to Colwood, create a sense of place, foster community pride, and bring new connectivity to the City.

The development of a fully-integrated wayfinding strategy will provide immense benefit to the City of Colwood. By improving navigation and dwell times within the City, connecting services and amenities, and promoting an inclusive, resilient, and economically vibrant seaside city, the wayfinding strategy will enhance Colwood’s unique identity and reinforce a connection between the City and its features. In alignment with The City of Colwood’s 2019–2023 Strategic Plan, wayfinding assets will support the mobility, prosperity, governance and vibrancy of the City.

The wayfinding strategy is informed by examination of existing wayfinding assets, research and review of the City of Colwood’s Official Community Plan, Strategic Plan, Transportation Master Plan, Parks & Recreation Master Plan, and COVID-19 Recovery Plan, as well as the CRD’s most recent Regional Growth Strategy.



Introduction

Community focused, active, vibrant, growing.

The City of Colwood is a desirable destination for outdoor recreation, that provides a sense of community and promotes prosperity for its residents.

Whether looking for a family-friendly community to call home, or a great way to spend the day, Colwood is increasingly becoming the popular choice. Improving wayfinding enhances both the resident and visitor experience.



Project Goals

The City of Colwood wayfinding strategy will provide specific direction on the design, placement and overall approach to a robust signage system. The program will focus on improving connections within the City’s neighbourhoods, while reinforcing Colwood’s objectives to promote accessibility, connectivity, and community pride.

Create a Sense of Place

- Enhance the overall image and awareness of Colwood as a destination.
- Create a memorable welcome to Colwood and attract new residents and investment to the City.
- Increase community pride among residents.

Support Economic Development

- Improve the public realm to support and attract business and investment.
- Facilitate strategies that will support the evolving infrastructure of the City.
- Promote feelings of confidence, safety and accessibility that will encourage exploration and discovery, creating new opportunities.

Improve Navigation

- Create a sense of community and connectivity by improving opportunities for navigation on foot, bicycle, transit, or by car.
- Provide a stronger sense of orientation and direction for locals and visitors, and improve traffic circulation.
- Direct people to important destinations, cultural, heritage, and recreational amenities.

Sustainability

- Sensible and innovative approaches to materials, finishes, and design directions.
- Construction methods that will support continued changes over time.
- Modular design to allow for updated information on the existing structure as Colwood grows.

Report Purpose

- Identify existing wayfinding elements, gaps and opportunities.
- Identify key destinations within City limits and advise how to best increase connections between them in order to create more social meeting points and encourage lengthier dwell times.
- Articulate a clear and accessible wayfinding strategy that responsibly leverages existing sign inventory and integrates new recommendations for an improved user experience for citizens and visitors alike.
- Identify additional opportunities to increase the City’s efforts to improve wayfinding around the City.
- Recommendations to create standardized nomenclature.
- Recommendations around the consolidation, revitalization and location of key landmarks and attractions to increase clarity, uniqueness, and engagement.
- Identify the points within the City limits that present the greatest opportunity for effective placemaking to increase civic pride and visitor interest.
- Define how to incorporate the City’s brand elements and the attributes of trailblazing, sustainable, accessible, and fun into the signage and wayfinding.

Section 1

Wayfinding Analysis

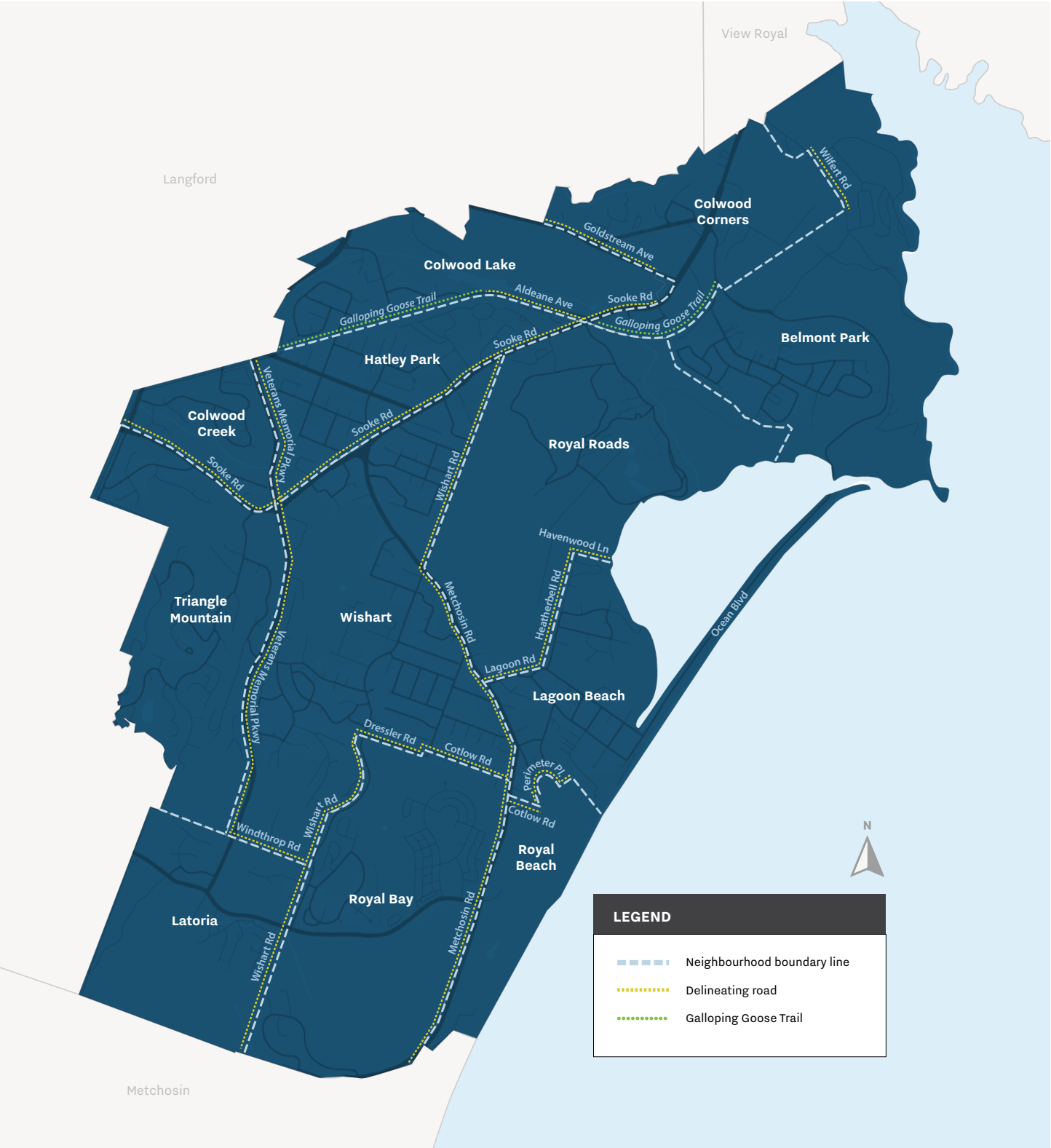


Neighbourhood Designations

Currently 12 neighbourhoods have been defined within the City of Colwood. As the City grows and new developments are implemented, further neighbourhoods may be realized.

Neighbourhood boundaries for wayfinding purposes have been adjusted from those included in past censuses, to better reflect the understanding of residents and the intuitive boundaries created by major roadways and natural features. Neighbourhood names and boundary lines should be finalized prior to the implementation of the signage system as any additions will impact the overall strategy.

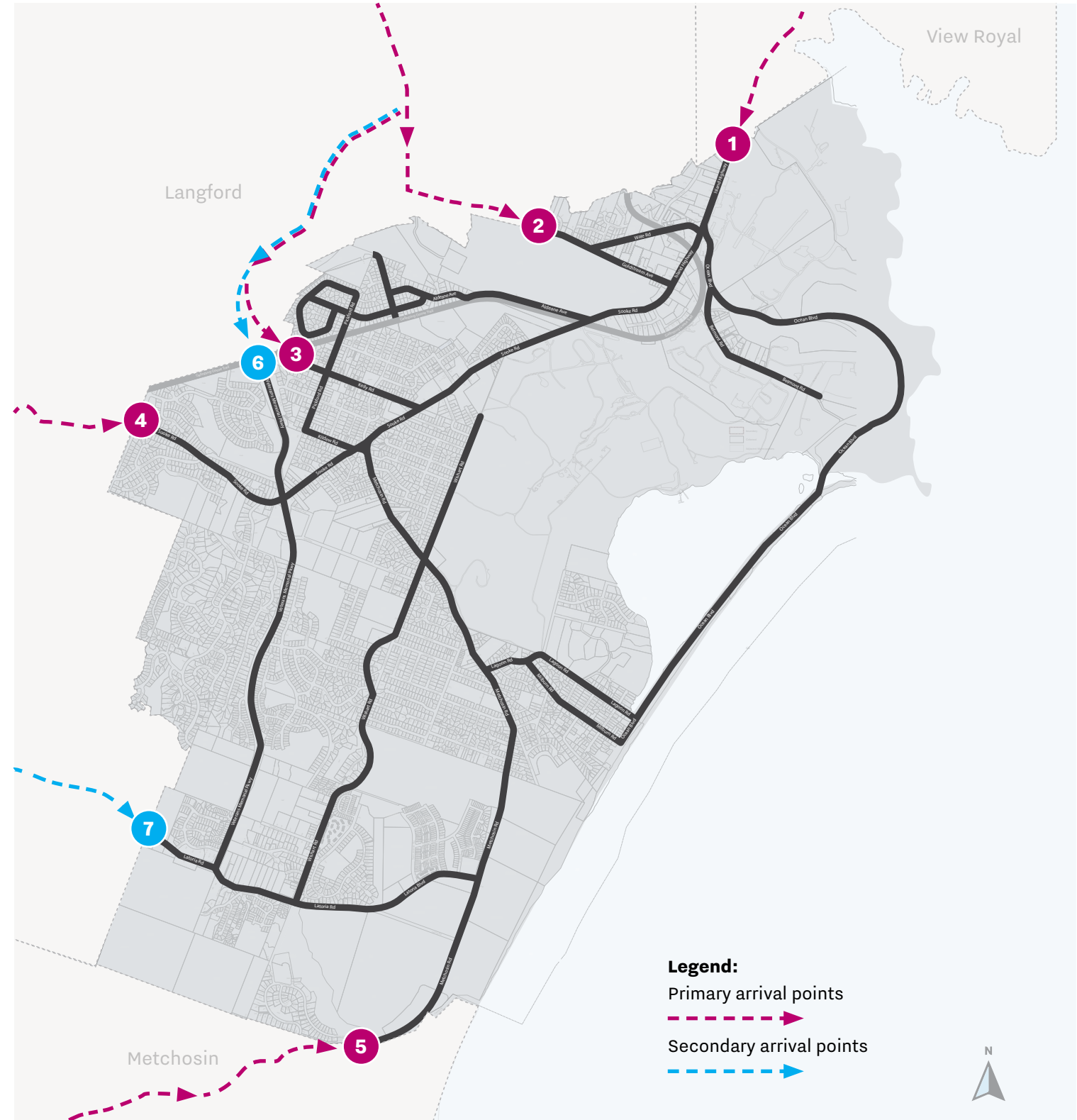
Where possible, neighbourhood boundaries should intersect at roadways or recognizable destination points. Breaking down the neighbourhoods into distinguishable areas can help better define a sense of place and community for visitors and locals.



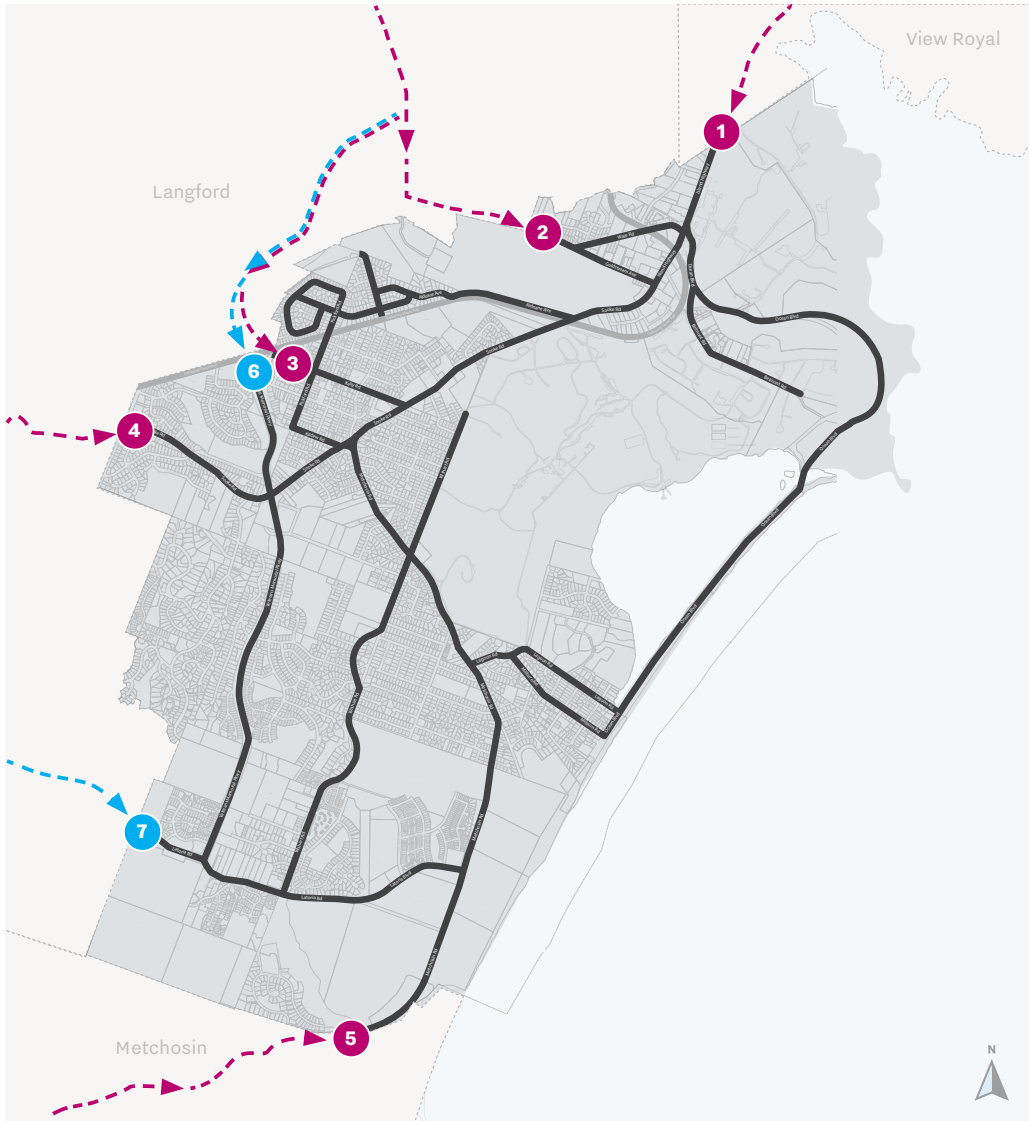
Arrival Experience

- 1 Arriving from Island Highway heading south. This would include individuals coming from the Airport, Swartz Bay Ferry Terminal and most of Greater Victoria.
- 2 Traveling south from up island arriving at the Goldstream entrance from Veterans Memorial. This may include individuals coming from up island, the Highlands and the Langford commercial area by Costco.
- 3 Traveling south east from Veterans Memorial onto Kelly Rd. Connects to a potential neighbourhood hub at Kelly & Sooke roads. It also connects to the large Belmont Market in Langford.
- 4 Traveling east from West Coast Rd. and Sooke Rd. from the most western communities such as Sooke, Jordan River and Port Renfrew.
- 5 Exiting the District of Metchosin, traveling northeast along Metchosin Road, entering Royal Bay and Colwood Waterfront neighbourhoods.
- 6-7 Secondary entry points with minimal distinction between Colwood and surrounding municipalities.

- Observations:**
- Arrival points all include a “Welcome to Colwood” sign at point of entry.
 - Post mounted welcome signs at entry points are small in scale and easy to miss.
 - The main entrance from Island Highway includes a larger welcome sign, however has a different visual language than the other signs.
- Recommendations:**
- Consider areas that will see major growth in the near future and plan for access to be highlighted appropriately.
 - Ensure directions to the City provided online or in other documentation, outline the best arrival options dependent on where individuals are coming from.
 - Consider larger gateway signage at main points of entry 1–5 and smaller gateway signage at supplementary entry points.
 - Apply consistent use of materials, shape and brand to both sign types.
 - Ensure signage locations, size and scale can be easily identified by passing vehicles.



WAYFINDING ANALYSIS
Arrival Experience



ISLAND HIGHWAY HEADING SOUTH.



**GOLDSTREAM AVE. HEADING EAST
TOWARDS SOOKE RD.**



**KELLY RD. HEADING EAST TOWARDS
SOOKE RD.**



**SOOKE RD. HEADING WEST TOWARDS
VETERANS MEMORIAL.**



**METCHOSIN RD. HEADING NORTH
TOWARDS LATORIA RD.**



**VETERANS MEMORIAL HEADING
SOUTH TOWARDS LATORIA RD.**



**LATORIA RD. HEADING EAST
TOWARDS VETERANS MEMORIAL.**

Decision-Making Junctions

Observations:

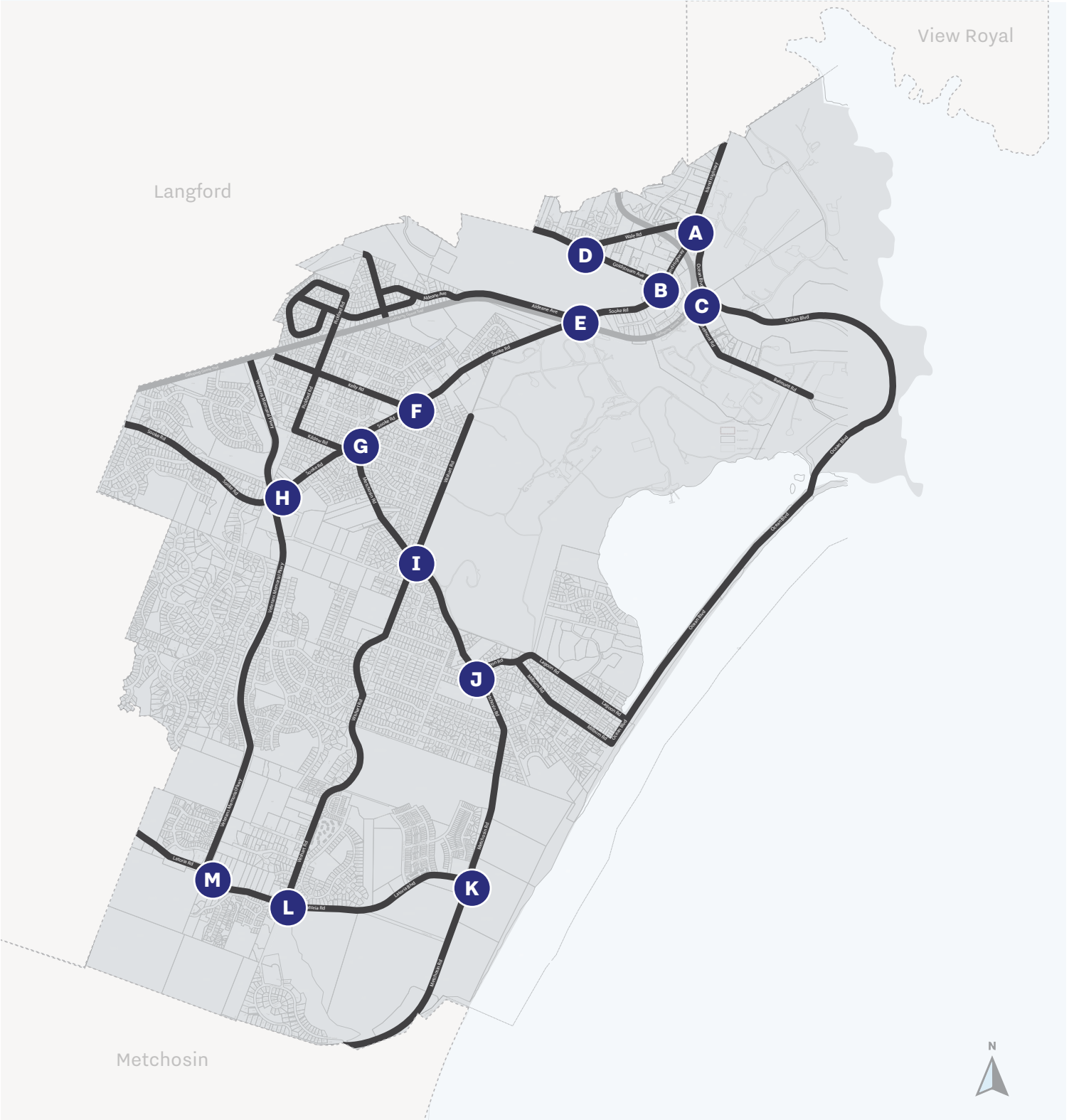
The map to the right shows various decisions-making points for vehicle traffic. These decision-making points are either at major intersections or junctions where neighbourhoods meet or change.

Directional signage is very limited at major intersections such as the Island Highway and Ocean Boulevard junction. Signage was small in scale and easily missed on the busy four lane highway.

Heavy roadwork and construction (which is anticipated to continue on a regular basis, or increase as the City grows) made it difficult to navigate and determine the best routes for certain neighbourhoods and major attractions.

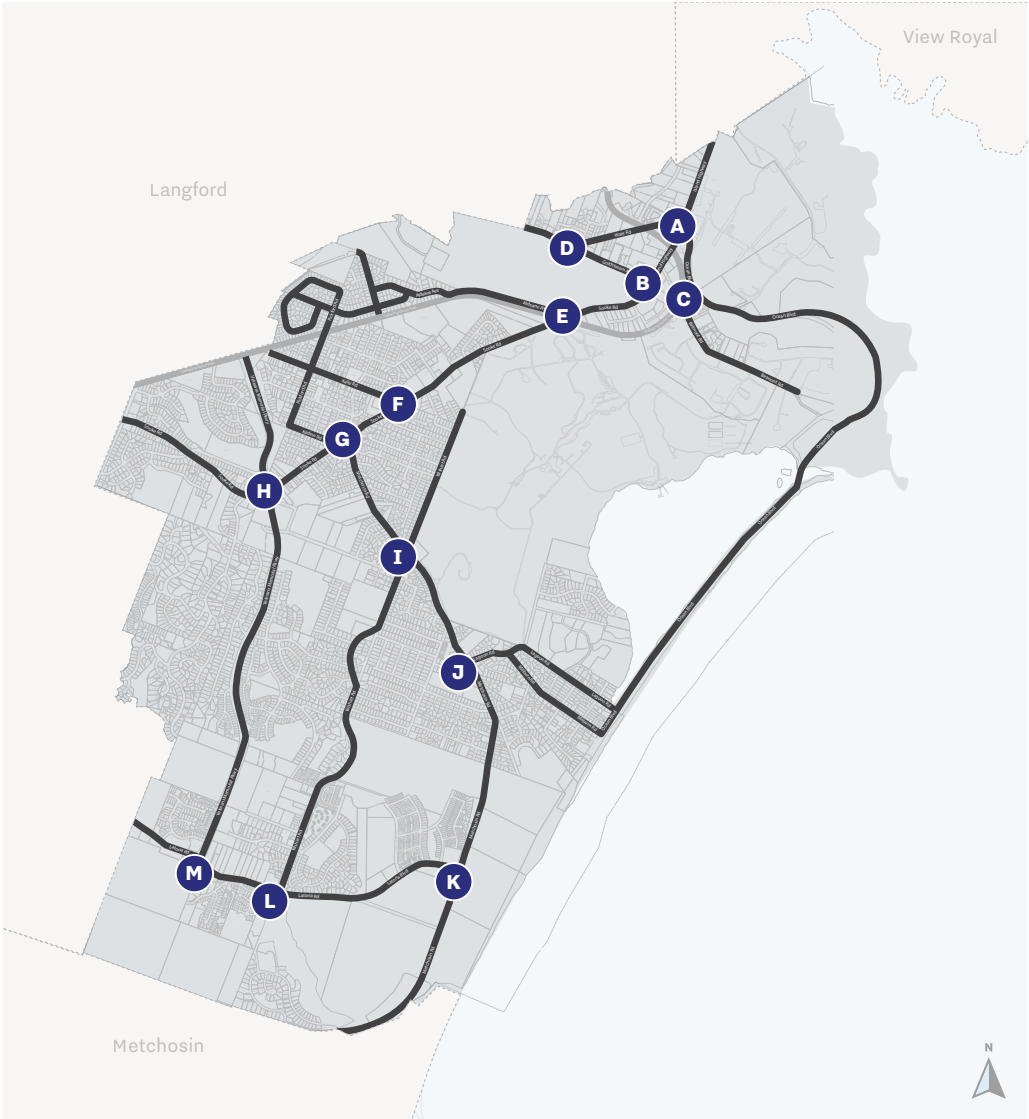
Recommendations:

- Evaluate the impact that proposed signage at key junction points where visitors make decisions will have.
- Existing sign posts and panels could be updated with new text/graphics and re-used at some of the existing sign locations to save on cost.
- Consider temporary signage for areas under heavy construction and development. Temporary signage can mimic the visual aesthetic of the permanent sign family, with cost effective material and construction choices.
- Advocate for signage to be included in the beginning planning and implementation stages for new developments and intersections.



WAYFINDING ANALYSIS

Decision-Making Junctions



**ISLAND HIGHWAY AT OCEAN BLVD.
AND WALE RD.**



SOOKE RD. AT GOLDSTREAM AVE.



OCEAN BLVD. AT BELMONT RD.



WALE RD. AT GOLDSTREAM AVE.



SOOKE RD. AT ALDEANE AVE.



SOOKE RD. AT KELLY RD.



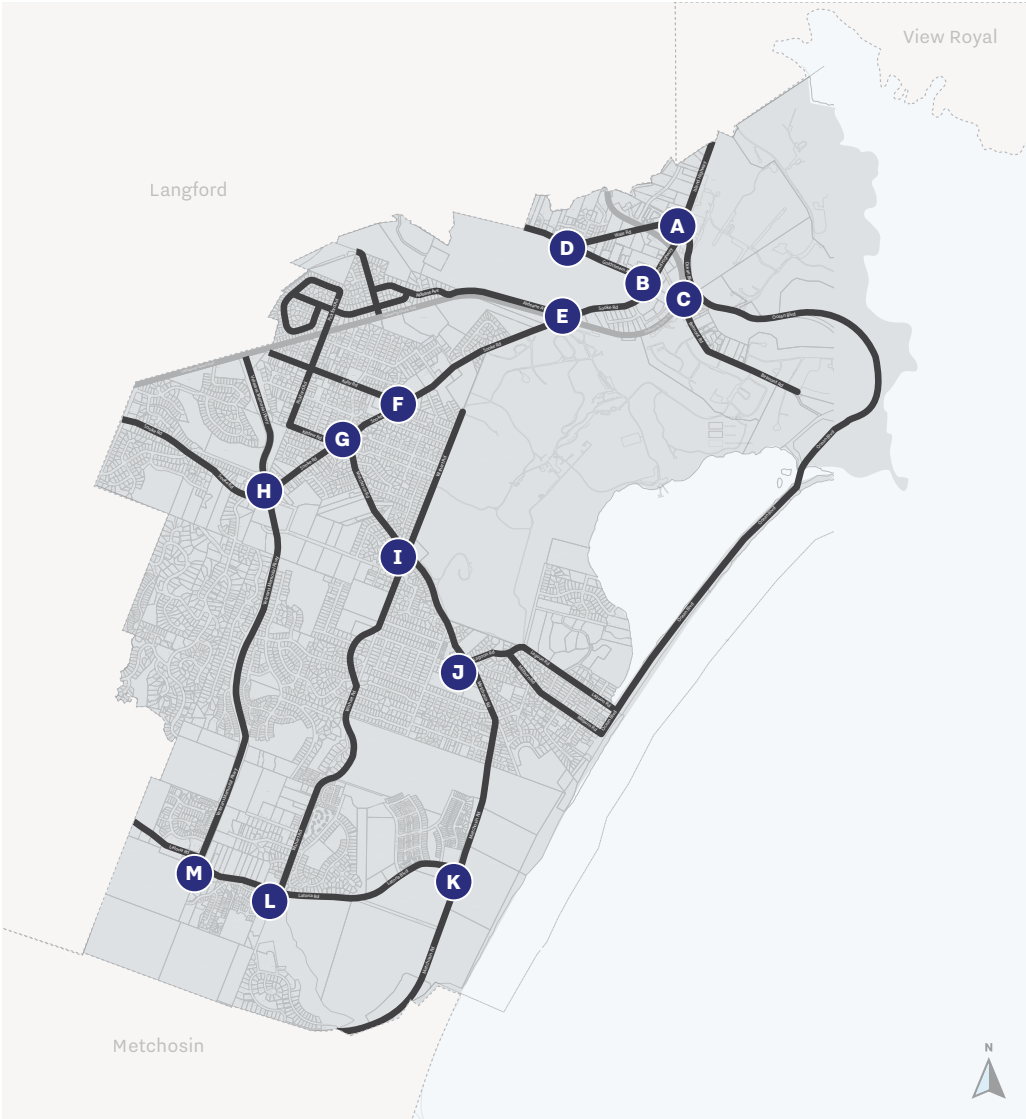
SOOKE RD. AT METCHOSIN RD.



SOOKE RD. AT VETERANS MEMORIAL.

WAYFINDING ANALYSIS

Decision-Making Junctions



SOOKE RD. AT VETERANS MEMORIAL.



METCHOSIN RD. AT WISHART RD.



METCHOSIN RD. AT LAGOON RD.



METCHOSIN RD. AT LATORIA BLVD.



LATORIA RD. AT WISHART RD.



VETERANS MEMORIAL AT LATORIA RD.

Pedestrian & Cycling Routes

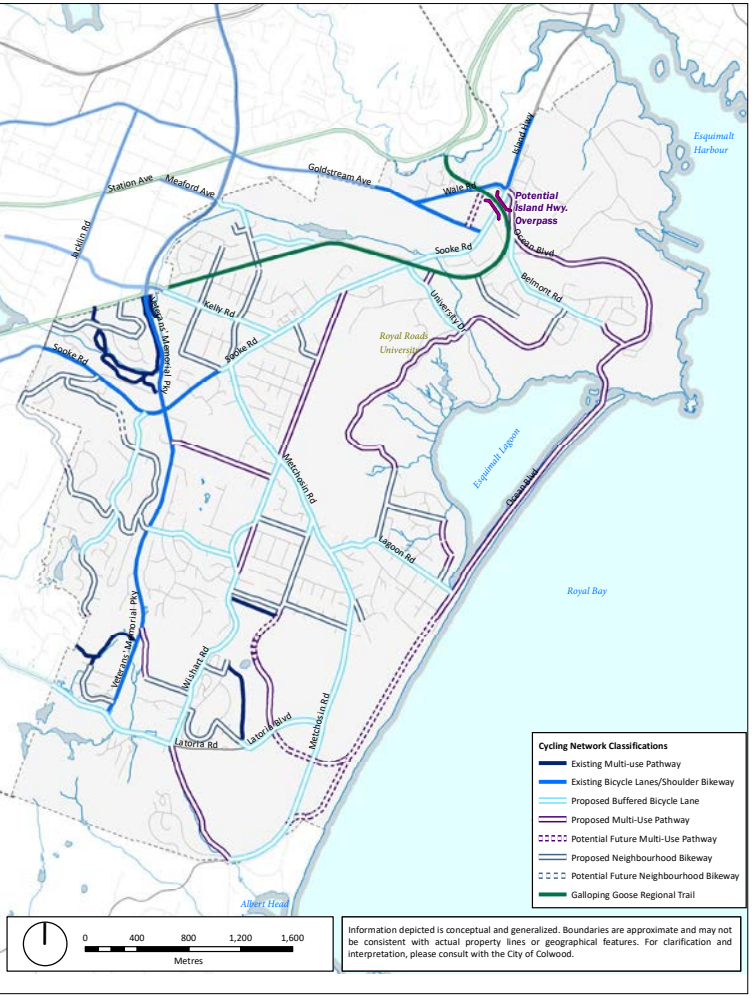
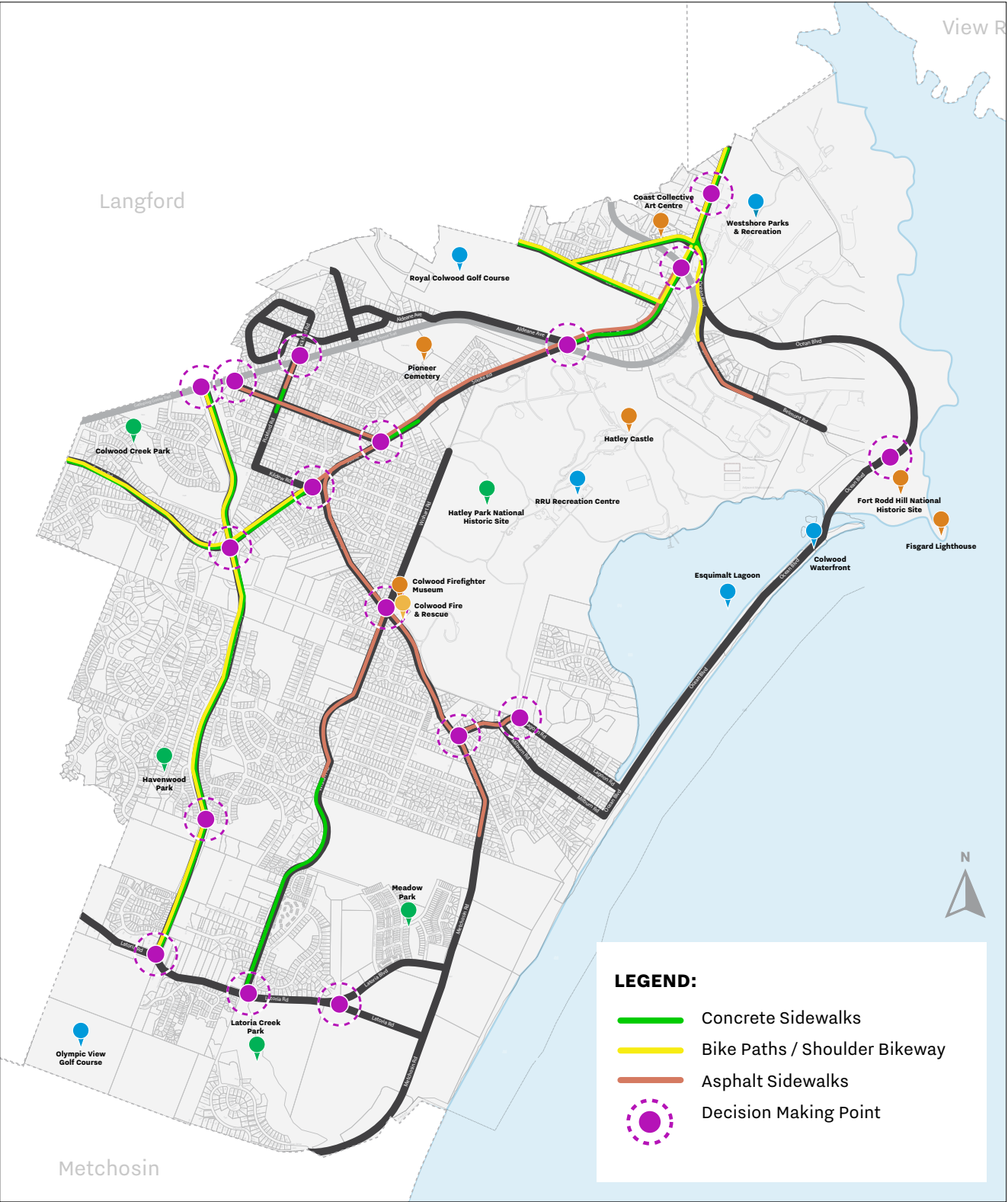
Observations:

The map to the right highlights the current major pedestrian and bike routes throughout the City. Access to many destinations is limited to vehicle traffic because of poor road conditions for cyclists and unmarked pedestrian pathways.

Although the system of active transportation networks is currently disconnected, Colwood has plans to improve active transportation in the future.

Recommendations:

- City wide wayfinding should address both pedestrians and cyclists.
- Install directional signage at key decision making points along the active transportation network.
- Provide maps at key locations where pedestrian/ cyclists enter the active transportation network, or at open spaces where pedestrians commonly dwell.
- Focus on identifying accessible routes to allow the largest number of people to enjoy Colwood paths.



FUTURE INITIATIVES

The map above shows the current and future initiatives for the cycling and multi-use path networks within Colwood.

Section 2

Elements of Style



Branding

Signage is not a direct extension of the brand, but requires a closely considered relationship to it. Although brand standards may not serve wayfinding requirements, signage and the brand must form a visually pleasing, cohesive whole.

With the exception of the primary gateway markers, signage should incorporate the Colwood brand and logo in a meaningful way, its presence should be secondary to the primary function of the sign.



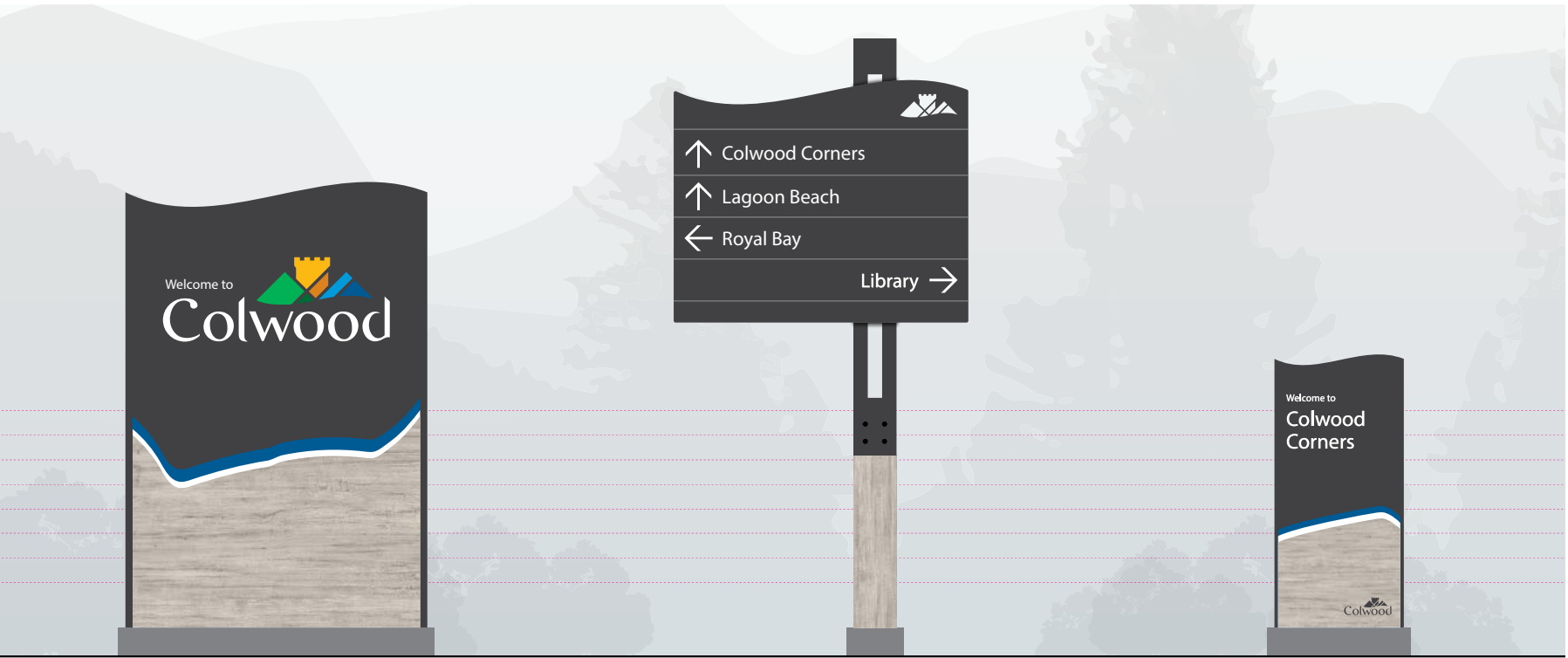
Signage will ensure clear space and other graphics standards are adhered to as identified in the Colwood Visual Identity Guidelines.



Reverse one colour logos can be used as a secondary brand support. Use where the formal logo is not effective.



Logos on the wood texture should use the 90% Process Black colour for optimal contrast.



Primary Gateway Marker

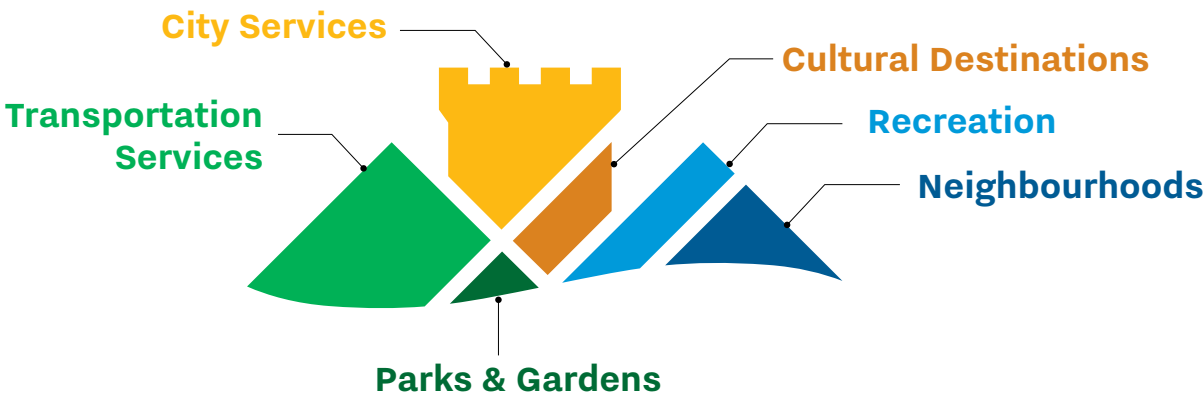
Primary Vehicle Directional

Neighbourhood Marker

Colour

Brand colours are to be used primarily to create visual recognition of the City, relating back to the iconic castle logo mark. Additional accent colours may be needed in future initiatives in which the colour palette should complement the Colwood brand.

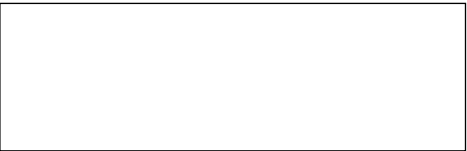
The signage system will include the brand colours to designate destination categories that have been developed.



Colwood Dark Blue - Pantone 7462C
Used as the main accent colour on Gateway & Neighbourhood signage



Colwood Grey - Process Black 90%
Used as the main background colour on all signage



White
Used for lettering on dark materials



Colwood Light Green - Pantone 354C
Used to designate transportation services



Colwood Dark Green - Pantone 349C
Used to designate parks and gardens



Colwood Orange - Pantone 137C
Used to designate cultural destinations



Colwood Yellow - Pantone 124C
Used to designate city services



Colwood Light Blue - Pantone 2925C
Used to designate recreation

Typography

Type is a key element in designing a Wayfinding system, and Colwood’s type standards are important tools to reinforce the brand. The primary brand font Myriad Pro is well suited to wayfinding due to its high legibility at distance and evenly spaced geometry.

Note: Myriad Pro conforms to the Canadian accessibility standards for the built environment (CSA B651-18 National Standard of Canada)

CSA Compliance:

To be CSA compliant, the stroke-width to character height ratio of a capital ‘O’ must be between 1:5 and 1:10 and have a width-to-height ratio between 3:5 and 1:1. This is calculated here for four of Myriad Pro’s weights. The ‘Light’ weight is too thin and therefore non-compliant, but the other three weights fit within the parameters and meet the recommended standards. Please note that anything bolder than ‘bold’ is also non-compliant. Italicized text is also deemed non-compliant, regardless the weight of the type.

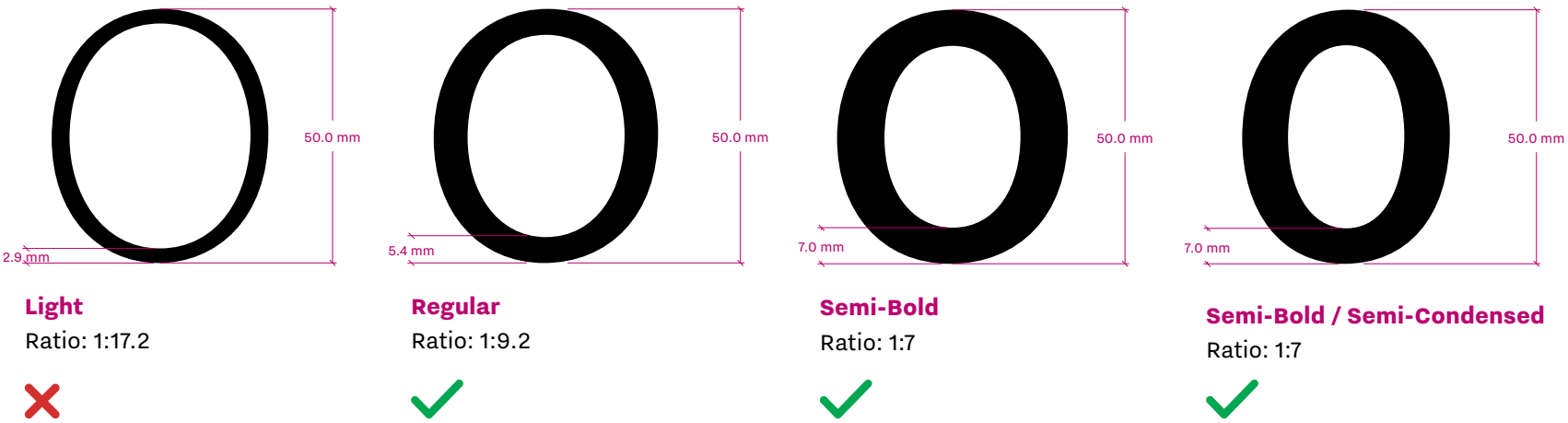
Myriad pro – regular, bold, Semi-bold / semi-condensed, semi-bold / condensed:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 .?!&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 .?!&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 .?!&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 .?!&



Points of Interest & Nomenclature

Using categories allows for information to be imparted at a high level without having to list each destination individually. Five major categories that highlight prominent destinations within the city have been identified. These categories should be consistent across signage and other wayfinding assets, such as the website, to provide consistency and continuity for the overall city experience.

Neighbourhoods

- Belmont Park
- Colwood Corners
- Colwood Creek
- Colwood Lake
- Hatley Park
- Lagoon Beach
- Latoria
- Royal Bay
- Royal Beach
- Royal Roads
- Triangle Mountain
- Wishart

Cultural Destinations

- Coast Collective Art Centre
Note: Location is undetermined at this point.
- Esquimalt Lagoon Bird Sanctuary
- Fort Rodd Hill & Fisgard Lighthouse
- Hatley Castle
- Library
- Royal Roads University
- St. John’s Heritage Church

City Services

- City Hall
- Fire Hall
- Park & Ride

Recreation

- Colwood Waterfront
- Juan de Fuca Golf Course
- Olympic View Golf Course
- Royal Colwood Golf Club
- Westshore Parks & Recreation
- WildPlay Victoria

Parks & Gardens

- Colwood Creek Park
- Esquimalt Lagoon
- Hatley Gardens
- Havenwood Park
- Herm Williams Park
- Latoria Creek Park
- Latoria Walk Park
- Lookout Lake Park
- Matilda Park
- Meadow Park
- Millstream Creek Park
- Murray’s Pond Park
- Ocean View Park
- Outlook Park
- Perimeter Park
- Pithouse Park
Note: Park name will change in the future.
- Royal Beach Park

Pictograms

The purpose of a wayfinding symbol or pictogram is to convey a message that is easily understood by all. Pictograms help support written messaging. The use of recognized pictograms ensures the greatest possible number of people are able to identify a given idea with a minimum of required viewing time.

The pictogram family illustrated here is meant to be a starting point and may be customized during future design development to reflect the City of Colwood’s tone of voice.

Recommendations:

- Use text to support the symbol. Do not use pictograms on their own.
- Be consistent with other public organizations to maximize the clarity of the message being conveyed.
- Use internationally recognized symbols where possible.
- Use a similar style for the graphics so the visual language is recognizable and consistent.

PARKS & GARDENS



TRANSPORTATION / PARKING



CULTURAL DESTINATIONS



RECREATION



CITY SERVICES / AMENITIES



Section 3

Principles & Best Practices



New Communities

The City of Colwood is experiencing significant growth and change with new developments throughout the city and along the Royal Bay waterfront. As these new communities take shape, the city has expressed the desire to help bring awareness to some of these major developments.

Best Practices:

The recommendations outlined in this document are carefully coordinated in order to ensure the success of a city wide wayfinding strategy. Understanding that there will always be some exceptions, it is highly advised to follow the guidelines surrounding major directional signage. Incorporating this initiative must take in to account branding, marketing and traffic mitigation.

Recommendations:

- Use an alternate background colour for the signage to highlight that this is a unique condition.
- Locations should be decided upon strategically and should not take the place of primary directional signage.
- Maintain all best practices in regard to letter size and number of destinations listed.
- New communities should be removed from the permanent signs once direction to those areas is no longer required.



Option 1
Increase the height of the primary directional signs and allow for 1 larger panel to be added to the bottom. This could be a temporary attachment that can be removed and replaced as needed.

Option 2
Create a new sign type that is specific for highlighting new developments and neighbourhoods.

Option 3
Utilize the banner system to highlight new developments, this option allows artwork to be updated easily, and is a cost efficient approach.

Indigenous Inclusion

The City of Colwood continues to work towards reconciliation and building meaningful relationships between Indigenous groups. Signage can act as a vessel to relay territorial recognition, acknowledgment, and story telling, but should be done in a meaningful, collaborative manner, and implemented only after engagement with local First Nations advisors, communities and elders. Cultural inclusion doesn’t necessarily need to be in abundance, but carefully incorporated in a meaningful, respectful way.

Recommendations:

- Work with representatives from Songhees and Esquimalt Nations to determine the appropriate Lekwungen language that describes the neighbourhood.
- Include the Indigenous community as a partner when implementing signage and wayfinding projects.
- Commit to a process of meaningful engagement, which may take time to establish.
- Consider collaborating with local Indigenous artists for artwork and content.



Consider incorporating traditional Lekwungen language on the Neighbourhood signs as a continued effort to acknowledge the Indigenous communities throughout Colwood.

Banners may be used to highlight artwork from local artists and include language or terminology as well.

Note: Language and artwork shown here are to show design intent only. Banners show artwork from local artist Jamin Zuroski (Namgis Nation)

EXAMPLES BY OTHERS



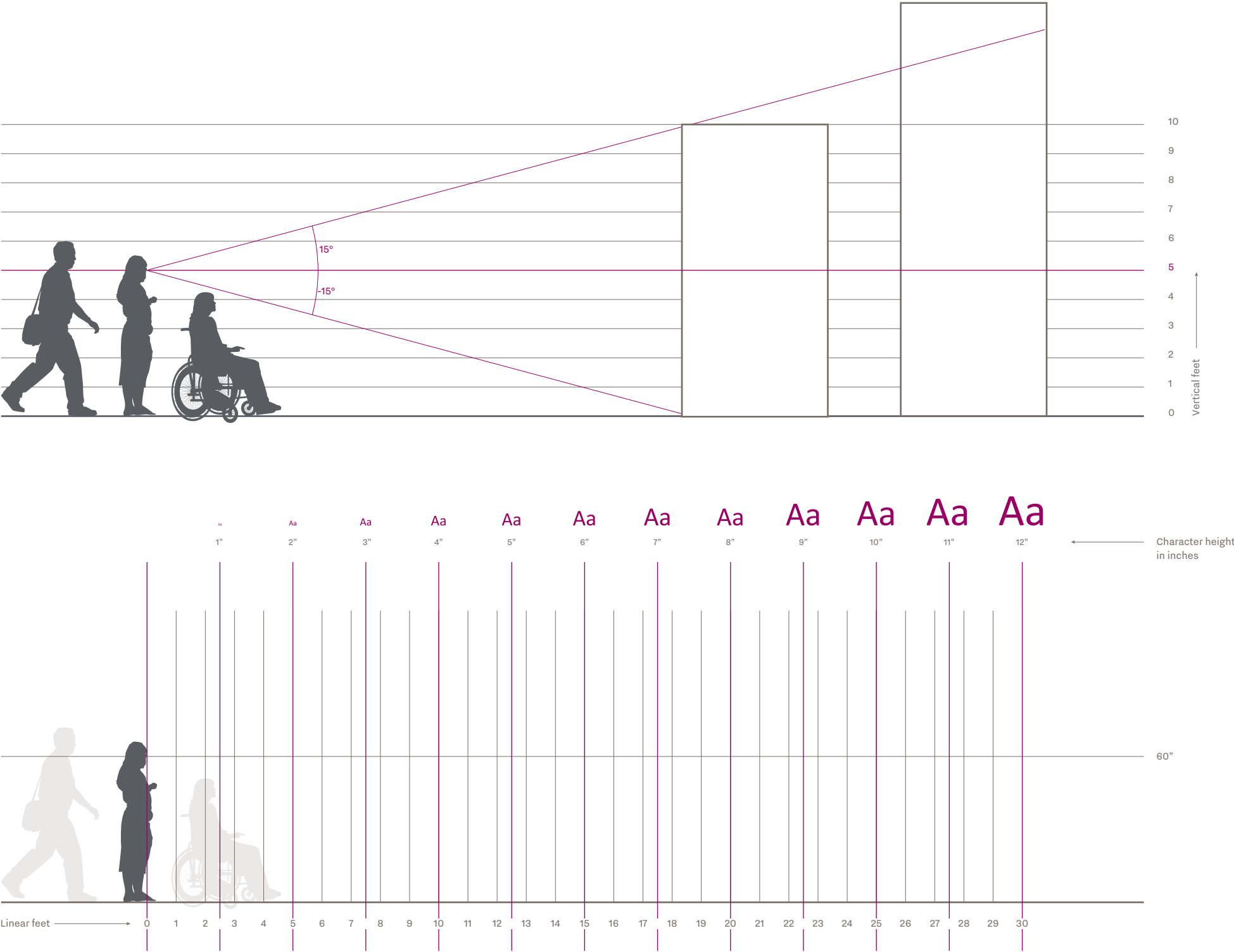
Pedestrian Viewing Distances

In visual cognition, one of the first things processed is the size of an object. As such, the scale must be considered to ensure signs and wayfinding assets are conspicuous within their environments.

Additionally, the scale of an object informs where information can be positioned and viewed easily. People’s sight lines extend approximately in a 30° arc, 15° up and 15° down from eye level. The geometry of required text heights and the positioning required to accommodate these sight lines will inform the size of the signs and assets.

Recommendations:

- All signs must be appropriately sized for the amount of content to be communicated and the distance of the sign to the reader.
- Character cap height must be sized at minimum according to viewing distance as per graphic.



Vehicular Viewing Distances

When driving, proper sizing of signage content is even more important. Where pedestrians process the size of an object first, drivers are balancing many other factors. For good visibility on vehicular signage, keep three elements in mind: speed of travel, viewer reaction time, and viewer distance.

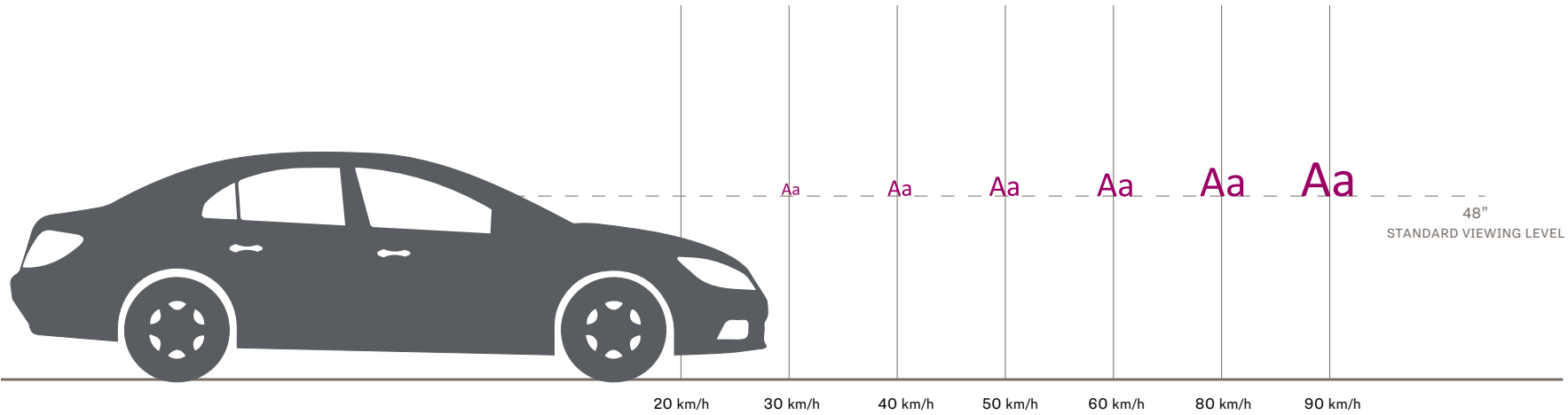
The speed of travel within Colwood consists primarily of residential areas where the speed limit is typically between 30–50 km/h, however there are also stretches of roadway where traffic travels up to 60–70 km/h.

Viewer reaction time represents the amount of time necessary for a driver to see a sign, read its message(s), process the information, and make the necessary choices to maneuver their vehicle in response to that information.

Viewer distance relates to the positioning of signage and choosing the best locations for each sign dependent on its content and function.

Recommendations:

- Limit sign content to necessary information only, to ensure vehicles have adequate time to safely make choices.
- Place signs with long sightlines free of visual obstructions to ensure sign content can be read.
- Refer to Ministry of Transportation and Infrastructure recommendations if concerned about how to implement vehicular-specific signage.



Accessibility

Accessibility in wayfinding should communicate to a broad group of individuals. Sensory and intellectual abilities, languages, literacy levels, and physical abilities should all be taken into consideration.

Recommendations:

- Use simple terminology and language throughout signage and maps.
- Accessible environments for mobility impairments support those who use wheelchairs and other walking aids. Wayfinding supports accessibility with clear signage to limit route lengths, and ideally, all individuals should be able to take the same path of travel. However, if spaces are inaccessible, individuals should be made aware of an alternative option prior to the obstacle.
- Include route information on pedestrian directional signage including approximate distance or travel time.
- Use standard, internationally recognized symbols to supplement text, which is helpful to people with learning disabilities, to children, or to people who do not understand the language used on the sign.
- Ensure high colour contrast is provided between letters/symbols and the background surface of a sign (minimum of 70% contrast).
- Consider the use of reflective paint or vinyl graphics so they are visible in low light conditions.

Digital Solutions for Accessibility

The defining characteristic of the modern world is the ease of accessing information online. Digital solutions should aim to complement the information on the signage, not replace it.

Recommendations:

- Ensure that online information is consistent with the language used on signage and is kept up to date with any changes.
- Be mindful that not everyone uses digital technology.
- Include more information online to supplement what you see on signage.
- Have ownership and oversight of the online presence. Review and update online information on crowd sourced sites like Google Maps and Apple Maps on a regular basis.
- Publish maps online. Maps can vary by specific use, trails, businesses, bike paths etc.

The following resources provide more information about technological tools that assist with navigation and orientation:

- **Blind Square** is a GPS-app developed for people with sight loss that describes the environment and announces points of interest and street intersections.
- **Access Now** is a map application that shares accessibility information for locations based on users’ feedback.
- **Be My Eyes** is a volunteer-based app that connects people with sight loss to sighted volunteers, who can assist with tasks such as checking expiry dates, distinguishing colours, reading instructions or navigating new surroundings.
- **CNIB Foundation** is a non-profit organization that delivers innovative programs and advocacy that empower people impacted by blindness. The foundation is run by a network of volunteers, donors and partners from coast to coast.

Physical Characteristics

Material choices should reflect the community’s eco-friendly, West Coast, and zero waste initiatives. Consideration of the sustainability of the city’s natural environment should be integral to sign construction.

Construction:

Focus on minimally treated material including locally sourced wood or wood alternative. Signage, specifically kiosks and gateway signs, may require concrete foundations and aluminum/steel support structures, but these elements should not be prominent to viewers.

The construction of the sign system, particularly maps, kiosks and fingerposts, should ensure that changes can be easily made to a single destination without altering all the other information on a sign. Consider the use of removable digital prints for maps, or panels that can be removed and replaced on fingerposts without requiring the entire sign to be disassembled. Variations in construction should be minimized to simplify the ongoing management of the system.

Gateway and neighbourhood markers may require illumination depending on the content and surrounding area. Locations identified as problematic at night time may consider internal illumination or down lighting using LEDs. Do not use up-lighting, which contributes to light pollution.

Sustainability:

Environmentally responsible product selections shall be used where possible to reflect the community’s commitment to the environment.

Materials’ life cycle is the basic premise of sustainability. Selection of recyclable and low-environmental impact

material with a long shelf life increases the sustainability of a sign system.

Materials selected should withstand typical weather patterns of the West Coast and be resistant to UV, rot, discoloration, moss, and water damage. Wood posts should be treated accordingly to avoid unnecessary material, replacement, and maintenance.

Lead-free paints with low VOC emissions, or vegetable based inks, should be specified where possible. Where illuminated signage is required, use energy efficient lighting such as LEDs. Explore the viability of solar panel lighting systems, keeping in mind they may not be sufficient alone for West Coast winters.

Where possible, disassemble, recycle or re-use sign components for new purposes when they need to be replaced.

What to Avoid:

It is recommended that the following materials and construction techniques be avoided:

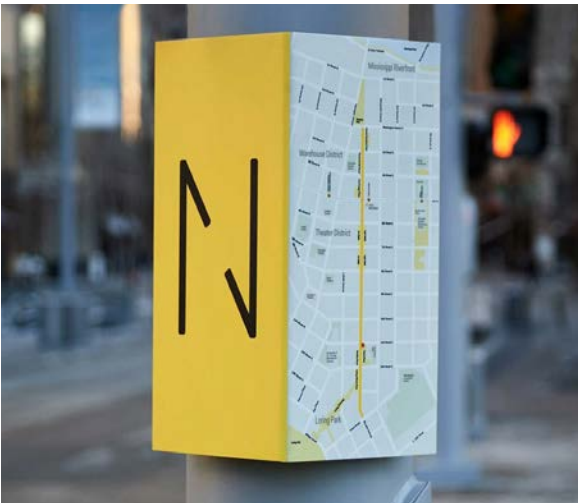
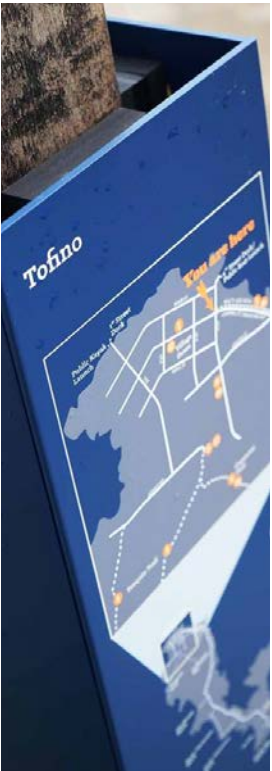
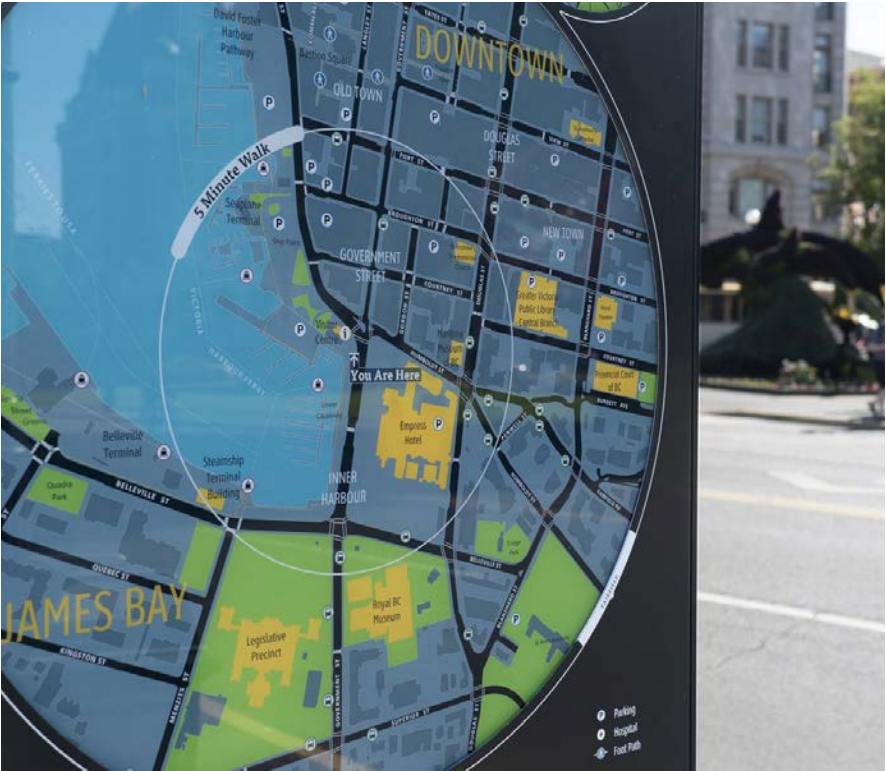
- Coroplast, sintra or other plastic derivatives;
- Materials with glare or shiny finishes;
- Neon or incandescent illumination;

Maps

Maps are powerful tools that help visitors understand the layout of the site, and help visitors with high-level planning for the journey they are about to embark on. Note that maps are not ‘illustrations’ of a site, they are abstracted diagrams designed to help people with their understanding and to help them make coherent decisions regarding their travels.

Recommendations:

- Standardize the design and content of the maps to create a visual / graphic standard.
- Include walking distances and times where applicable
- Include vehicle, pedestrian and cycle routes on the map.
- Include accessible routes and paths of travel.
- Maps should be focused on “need to know” information at point of entry to area.
- Consider including major tourist facing businesses on maps on a case by case situation. Focus should be on City owned or partner amenities such as the CRD.
- Create one approach to maps that takes into consideration the different applications, such as kiosks, print handouts, online and mobile formats.
- Different information can be provided using the same base map for different applications (e.g. filter parks and trails vs points of interest online)
- Consider future development of a high level map showing the neighbourhood boundaries and prominent destinations and more detailed maps for each neighbourhood showing smaller destinations within.
- On signage: include north indicator, do not include advertising, orientate for viewers direction.



Section 4

Schematic Design



Material Inspiration

Pulling inspiration from Colwood’s waterfront and surrounding area, the signage incorporates hints of light wood grain reminiscent of drift wood, juxtaposed with a modern, dark grey painted aluminum, that will withstand the test of time. Pops of colour pulled from Colwood’s visual identity unifies the system, creating city-wide recognition.

Considerations:

- Environmental impact
- Sustainability
- Maintenance required
- Economy



Light Wood Grain



Concrete & Wood



Painted Aluminum



Tone on Tone Hardware

Identifying Colwood

Each neighbourhood has major roadways that are used by the majority of residents to traverse the area. Because the goal of the wayfinding system is to bring more cohesion to the City of Colwood, and help residents navigate within it, incorporating these arteries as a design element of the sign system provides individuality to each area, while connecting it to a tangible, and recognizable item.

Pulling from satellite imagery, major roadways were vectorized and included horizontally on neighbourhood gateway signs. Each sign fits within the larger signage family, but is unique to the individual neighbourhood itself.

Traditional Lekwungen language may be included as a continued effort to acknowledge the Indigenous communities throughout Colwood.

TRIANGLE MOUNTAIN



FULTON ROAD



CITY OF COLWOOD
Sooke Road



BELMONT PARK
Ocean Boulevard



COLWOOD CORNERS
Wale Road



COLWOOD CREEK
Sunridge Valley Drive



COLWOOD LAKE
Aldean Avenue



HATLEY PARK
Veterans Memorial Parkway



LAGOON BEACH
Lagoon Road



LATORIA
Latoria Road



ROYAL BAY
Latoria Boulevard



ROYAL BEACH
Beach Access Road



ROYAL ROADS
University Drive



TRIANGLE MOUNTAIN
Fulton Road



WISHART
Wishart Road

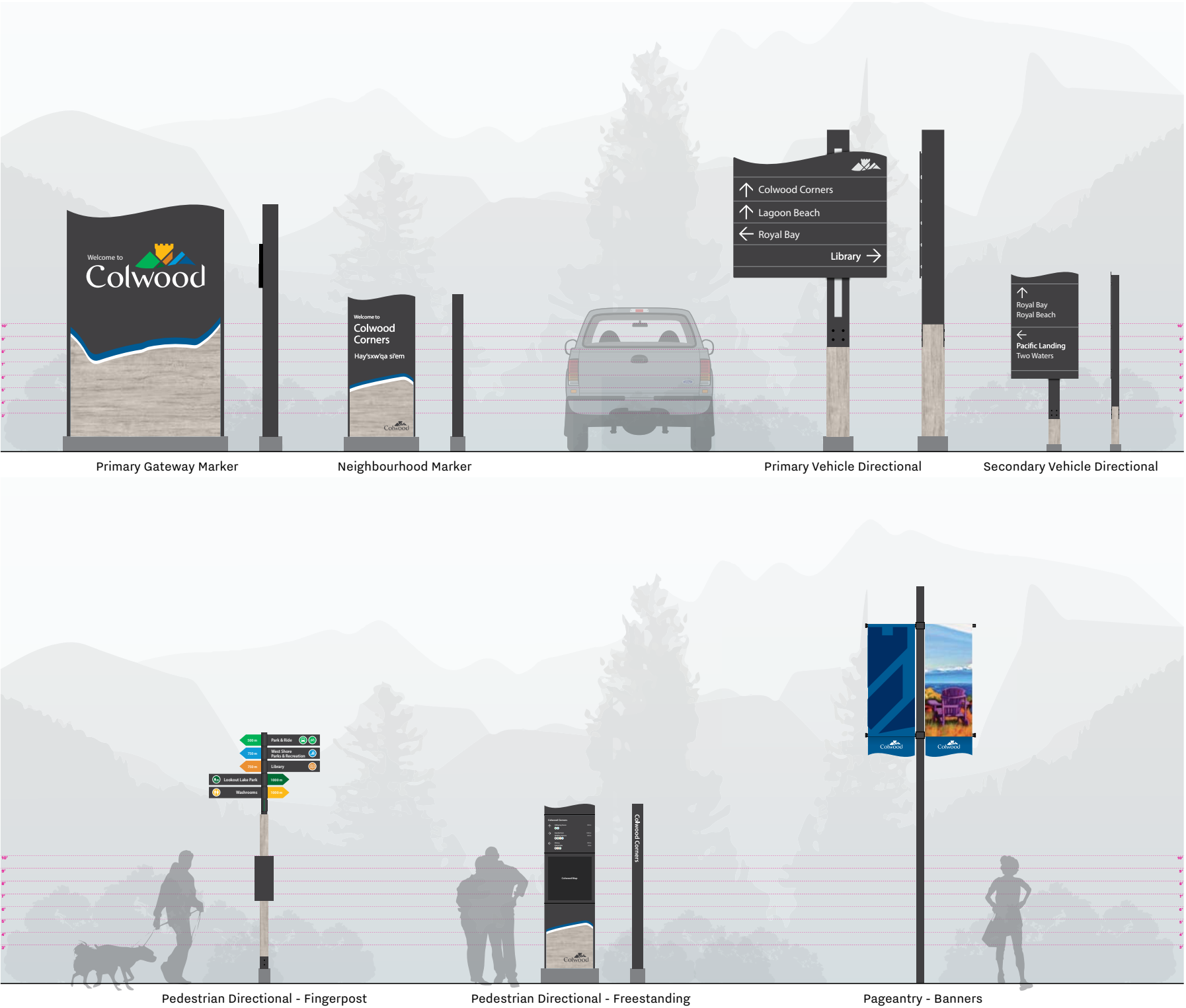
Sign Family

Elements should correlate to each other visually as part of a well-defined and recognizable system through the use of consistent materials, colours, graphics, typography, information hierarchies and nomenclature.

If new sign types are developed in the future to address unique site conditions or content needs, add them to the sign family and detail using the standards within this document.

Recommended Sign Types:

- Gateway Marker
- Neighbourhood Marker
- Vehicle Directional
- Pedestrian Directional - Freestanding
- Pedestrian Directional - Fingerposts
- Street Banners



Gateway Marker

Purpose & Goals:

- Gateway Markers announce to visitors that they have arrived at a place of special significance. They are one of the first elements a visitor encounters upon arrival.
- Gateway Markers confirm arrival at the visitor’s destination, and help reinforce the identity of Colwood from the surrounding communities.

Included Messaging:

- Welcome Message
- City of Colwood logo

Criteria:

- Place Gateway Markers at major entrances into Colwood.
- Ensure signs are located out of roadway allowances.
- Scale Gateway Markers so they are visible from vehicles.
- Signs may vary in size as appropriate for individual locations. Signs at primary entrance points may be larger than those at less frequently used arrival points.
- Gateway signs should be internally illuminated.

Note:

Signage may be supplemented with landscape enhancements and plantings to elevate the arrival experience.



SCHEMATIC DESIGN

Gateway Marker

- A

CONCRETE BASE

 - Cast concrete with sloped edges on top.
- B

PYLON BODY

 - Structure clad in painted aluminum panels.
- C

SIGN PANELS

 - Painted aluminum panels, fastened to Pylon Body.
- D

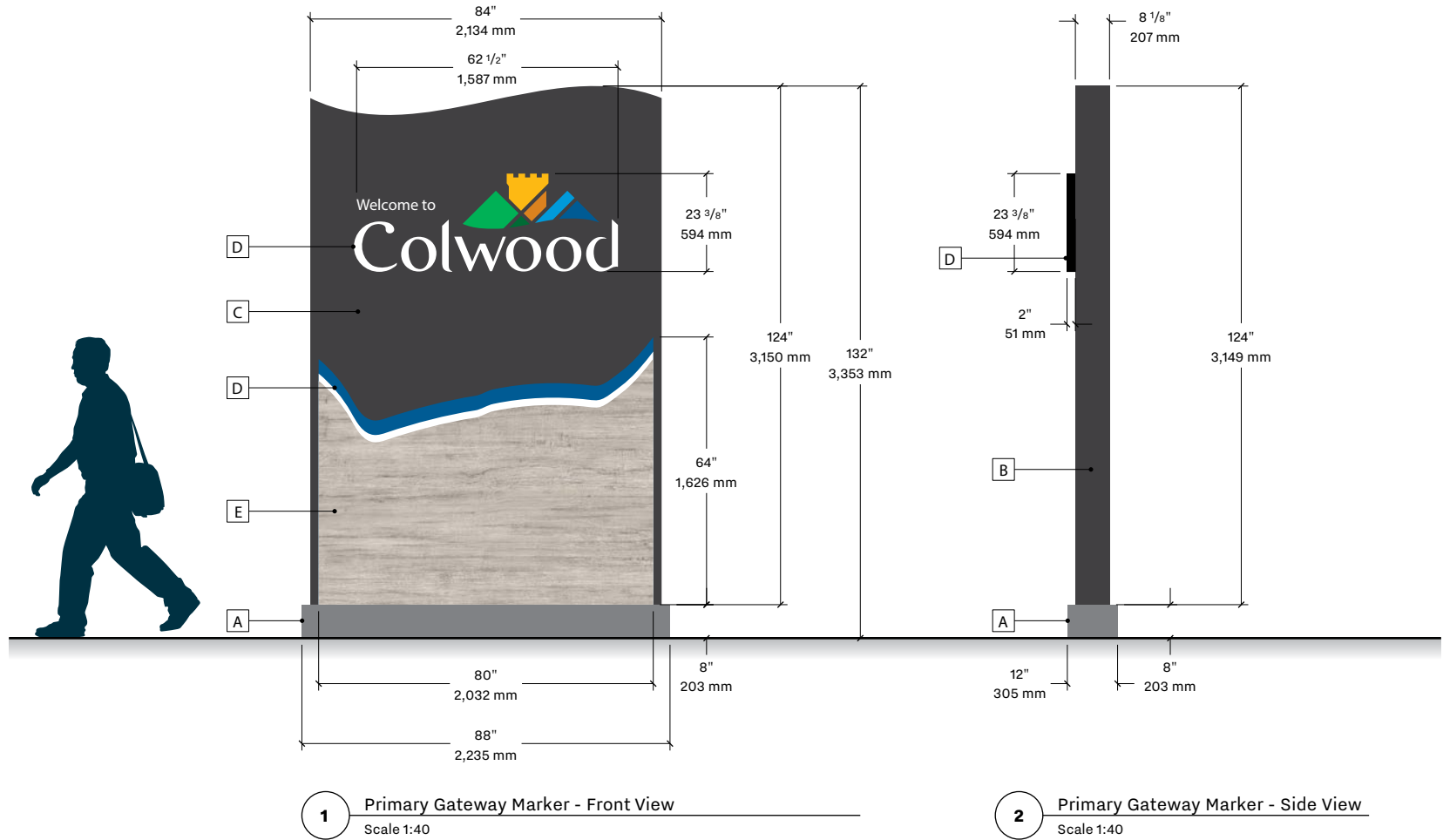
TEXT/GRAPHICS

 - Push-through acrylic letters and graphics.
- E

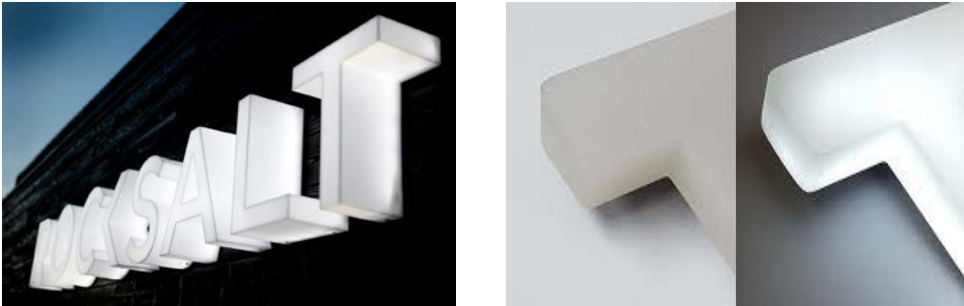
WOODEN ACCENT

 - Trimmed to shape wooden accent, with protective treatment to prevent premature aging.
- NOTES

 - All sign content and installation locations to be confirmed/finalized prior to construction.
 - Dimensions are provided to show relative scale only, and are not intended to be used as final construction details.



3 Proposed Signage
Scale NTS



4 Pusht-through Arylic Letters
Scale NTS

SCHEMATIC DESIGN

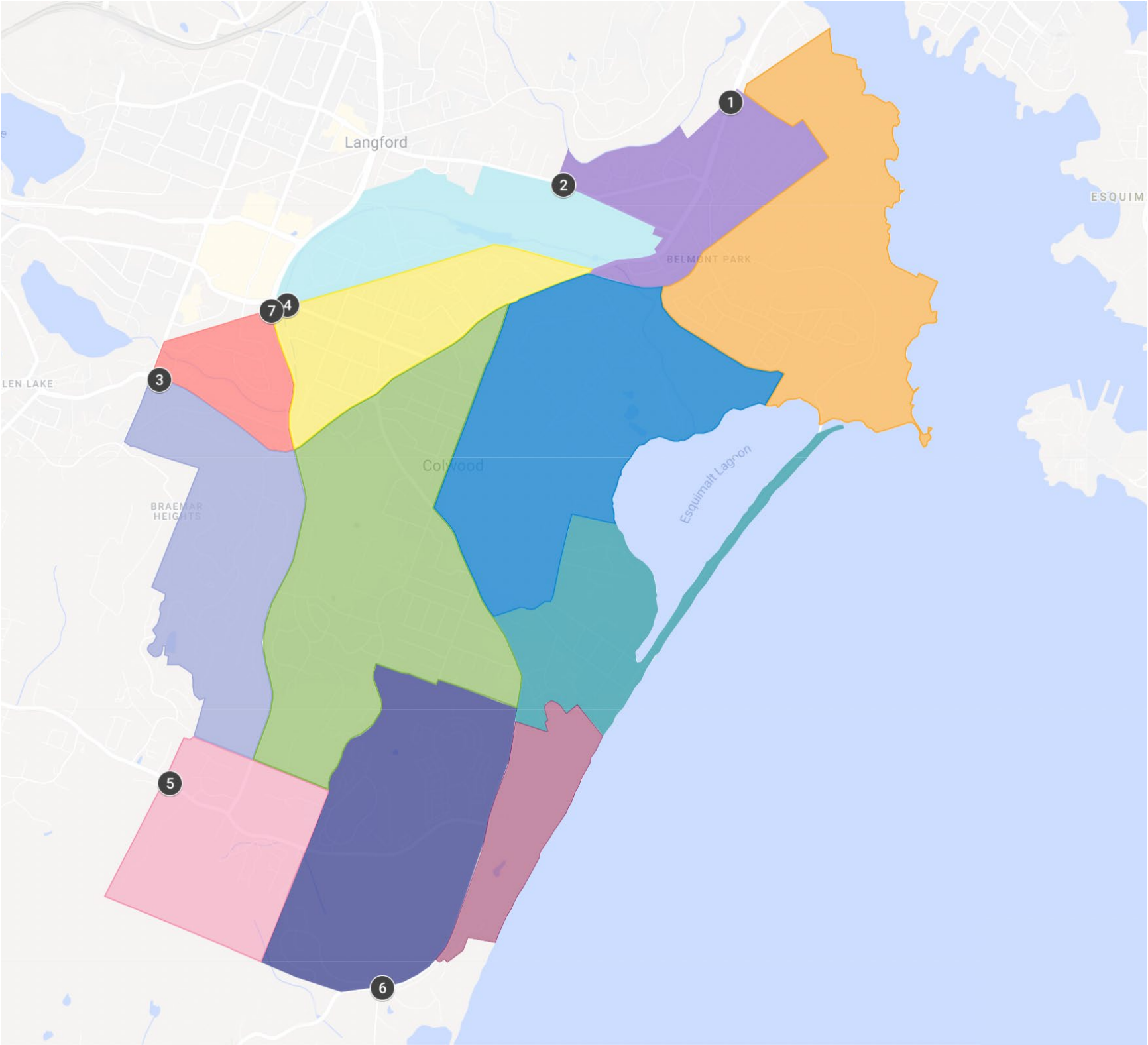
Gateway Marker | Location Plan

G1 Sign Type G1: Gateway Marker
Total Quantity = 7

Neighbourhoods

- Belmont Park
- Colwood Corners
- Colwood Creek
- Colwood Lake
- Hatley Park
- Lagoon Beach
- Latoria
- Royal Bay
- Royal Beach
- Royal Roads
- Triangle Mountain
- Wishart

The full location plan can be viewed online at the following link:
www.google.com/maps/d/u/1/edit?mid=16Y1o_vvRRh1ymNuUYV8z1zw_NrMlXWuV&ll



Neighbourhood Marker

Purpose & Goals:

- In the hierarchy of naming and sign types, neighbourhood entrance signs are smaller than the gateway signs and identify the entrance point to neighbourhoods.
- Neighbourhood markers confirm arrival at the visitors destination, and help to foster feelings of community and connectedness.

Included Messaging:

- Welcome Message
- Neighbourhood Name
- City of Colwood logo

Criteria:

- Place Neighbourhood Markers at boundary entrances adjacent to roadways for arriving visitors.
- Ensure signs are located out of road way allowances.

Note:

Signage may be supplemented with landscape enhancements and plantings to elevate the arrival experience.



SCHEMATIC DESIGN

Neighbourhood Marker

- A

CONCRETE BASE

•

Cast concrete with sloped edges on top.
- B

PYLON BODY

•

Structure clad in painted aluminum panels.
- C

SIGN PANELS

•

Painted aluminum panels, fastened to Pylon Body.
- D

TEXT/GRAPHICS

•

Kiss-cut reflective vinyl, applied to Sign Panels.
- E

WOODEN ACCENT

•

Inlaid acrylic and wood.

•

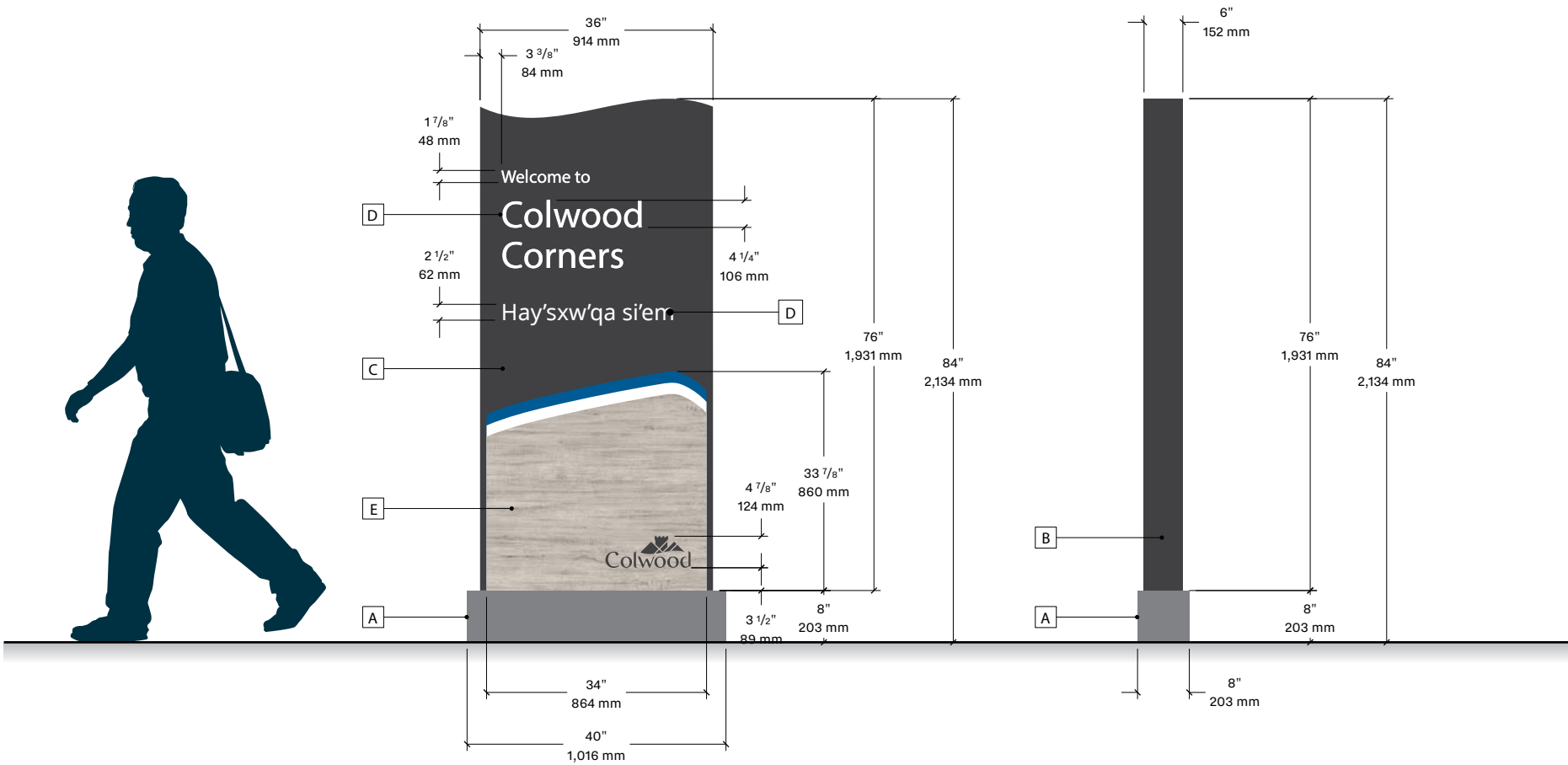
Painted Colwood logo.
- NOTES

•

All sign content and installation locations to be confirmed/finalized prior to construction.

•

Dimensions are provided to show relative scale only, and are not intended to be used as final construction details.



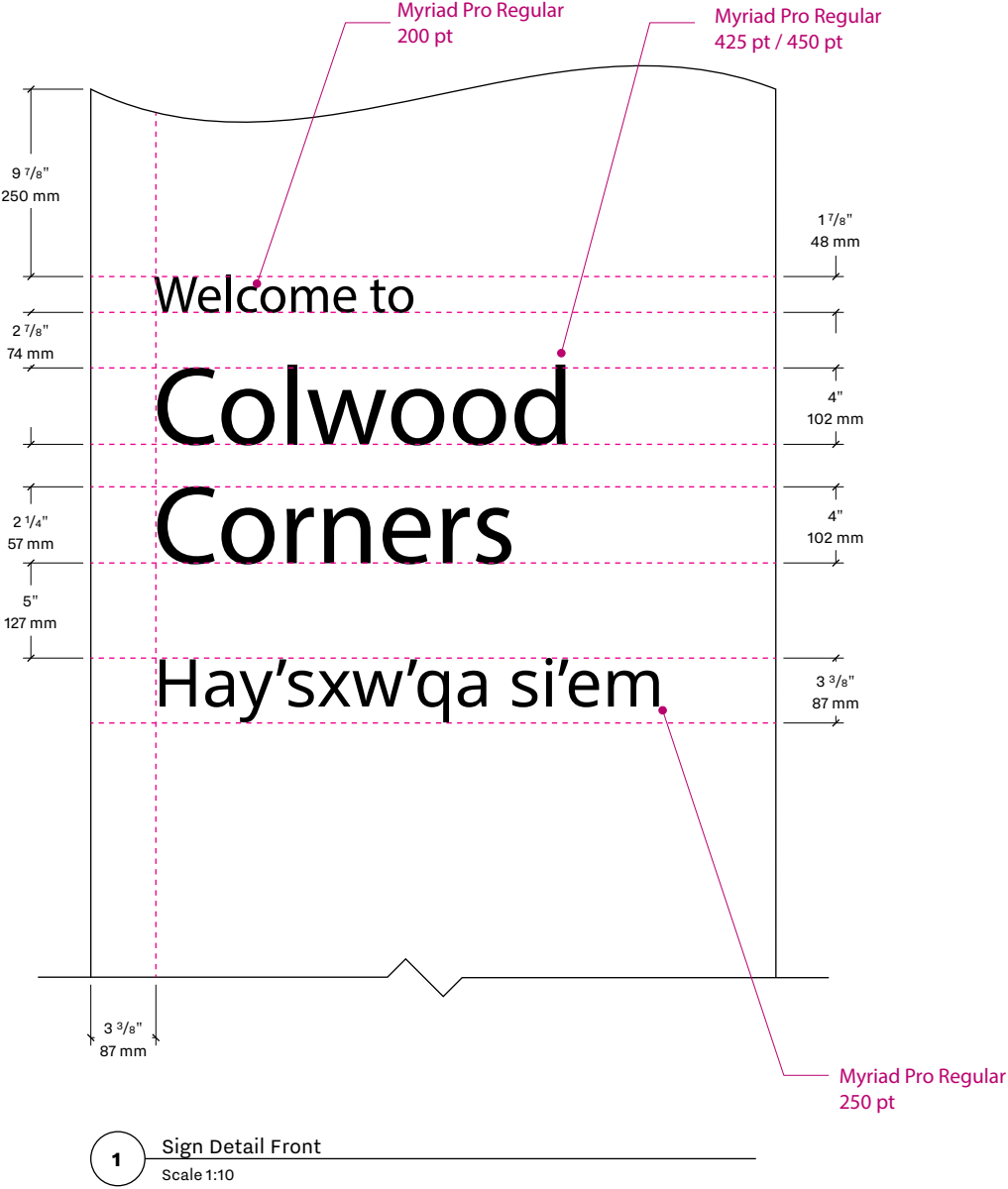
1 Neighbourhood Marker - Front & Side View
Scale 1:25



2 Proposed Signage - Lagoon Beach
Scale NTS



3 Proposed Signage - Belmont Park
Scale NTS



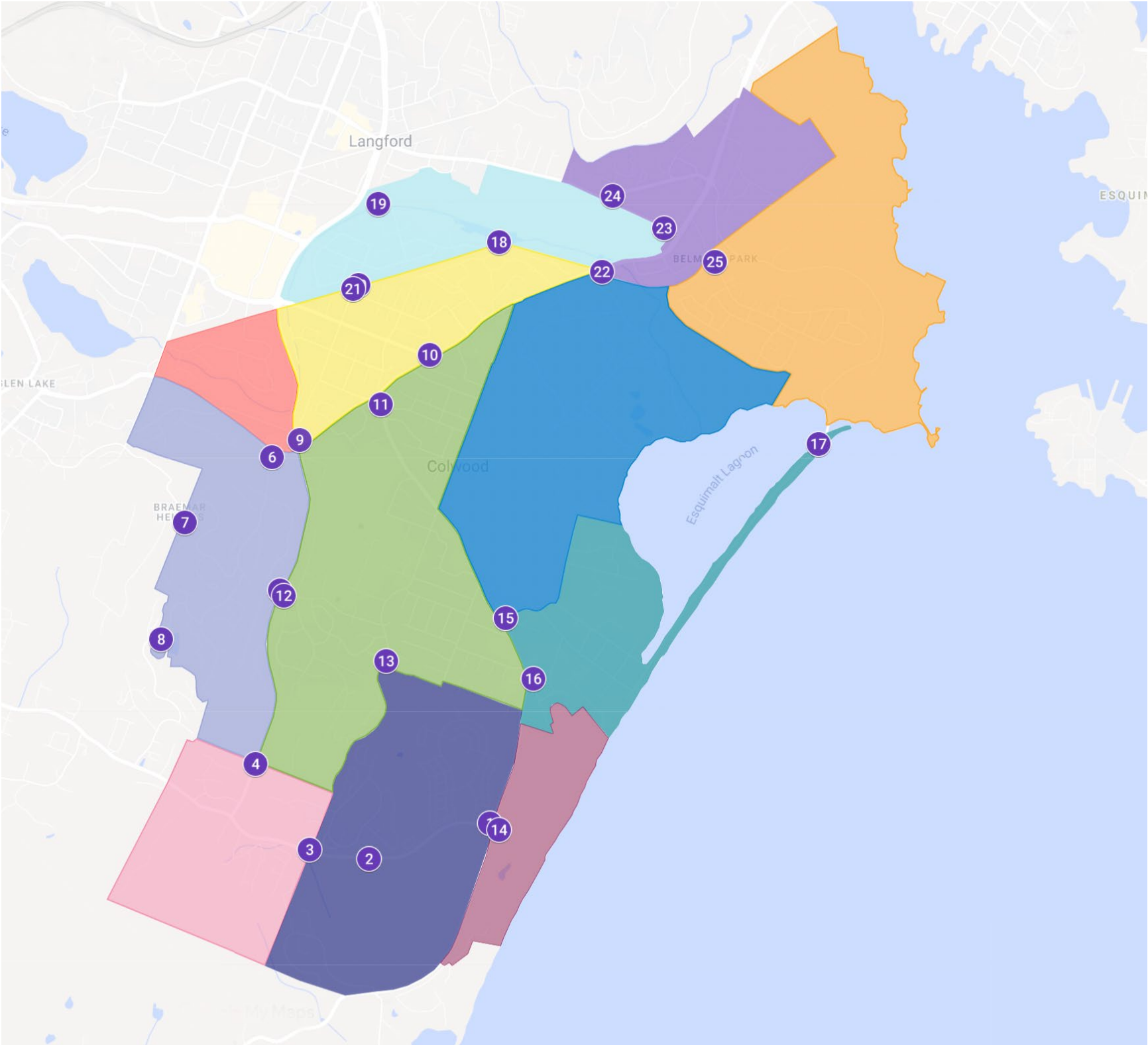
Neighbourhood Marker | Location Plan

N1 Sign Type N1: Neighbourhood Marker
Total Quantity = 25

Neighbourhoods

- Belmont Park
- Colwood Corners
- Colwood Creek
- Colwood Lake
- Hatley park
- Lagoon Beach
- Latoria
- Royal Bay
- Royal Beach
- Royal Roads
- Triangle Mountain
- Wishart

The full location plan can be viewed online at the following link:
www.google.com/maps/d/u/1/edit?mid=16Y1o_vvRRh1ymNuUYV8z1zw_NrMlXWuV&ll



Primary Vehicle Directional

Purpose & Goals:

- Vehicle directional signage helps visitors make decisions on their direction of travel.
- These signs should include limited information, only pointing to the most important destinations and services within the immediate route of travel.

Included Messaging:

Neighbourhoods

- Colwood Corners
- Lagoon Beach
- Royal Beach

Cultural Destinations

- Esquimalt Lagoon Bird Sanctuary
- Fort Rodd Hill & Fisgard Lighthouse
- Hatley Castle
- Library
- Royal Roads University
- St. John’s Heritage Church

City Services

- City Hall
- Park & Ride

Recreation

- Colwood Waterfront
- Juan de Fuca Golf Course
- Olympic View Golf Course
- Royal Colwood Golf Club
- Westshore Parks & Recreation
- WildPlay Victoria

Parks & Gardens

- Havenwood Park
- Herm Williams Park
- Meadow Park

Criteria:

- Place at decision making points at major intersections.
- Place out of road allowance.
- Consider reflective lettering or illumination possibilities.
- Do not use Primary Vehicle Directional signs within neighbourhood boundaries.

Note:

Signage may be supplemented with landscape enhancements and plantings to elevate the arrival experience.



SCHEMATIC DESIGN

Primary Vehicle Directional

- A

CONCRETE BASE

 - Cast concrete with sloped edges on top.
- B

WOODEN POST

 - Square wooden post.
 - Mounted with exposed hardware to Concrete Base.
 - Metal post mounted to top.
 - Colwood logo debossed into post. (Option 2)
- C

METAL POST

 - Engineered aluminum support structure with vertical cutout.
- D

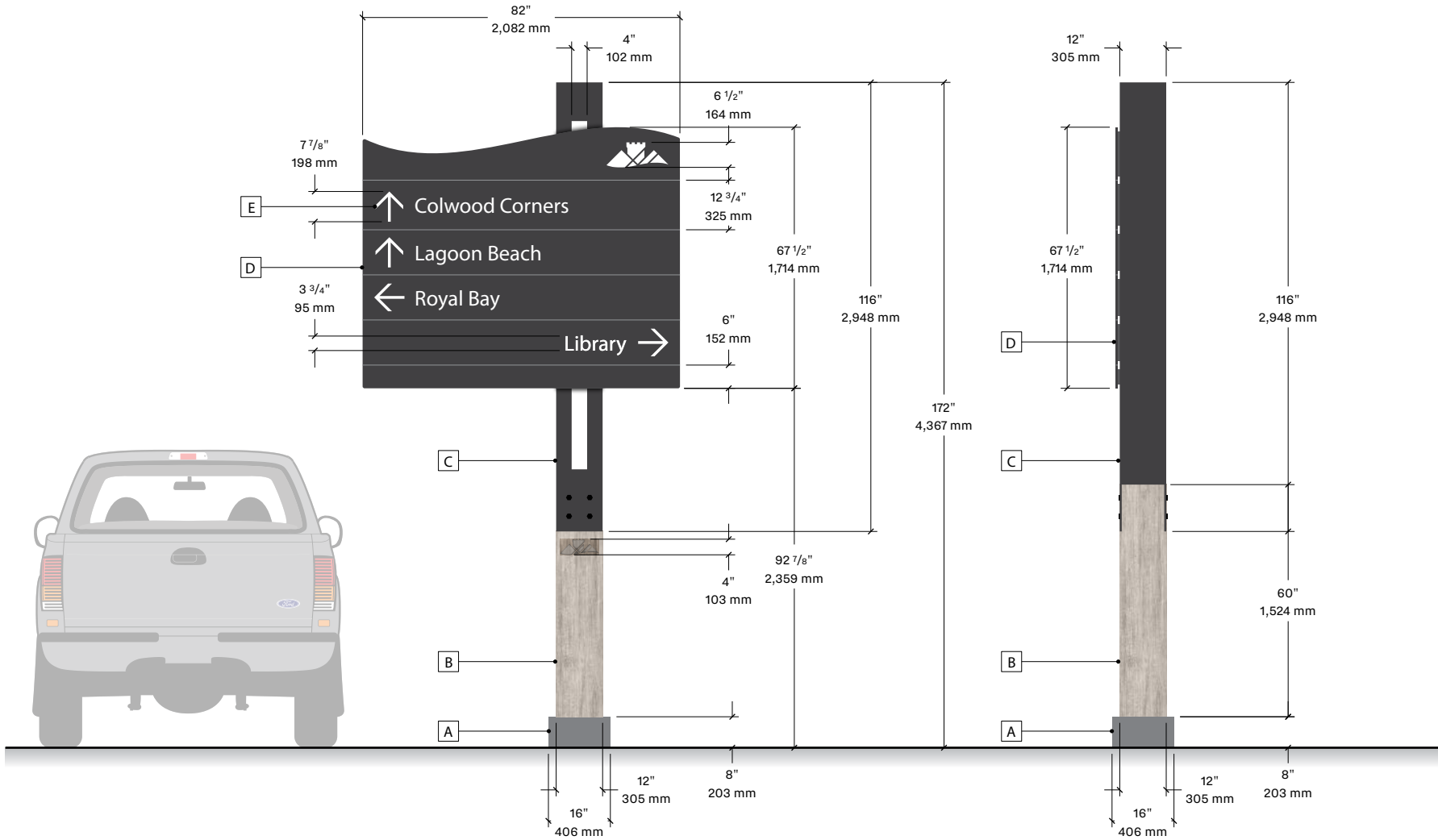
SIGN PANELS

 - Modular, aluminum panels cut to shape and painted.
 - Mounted to Metal Post with hidden hardware.
 - Colwood logo cutout from top panel. (Option 1)
 - Colwood logo applied as kiss-cut vinyl. (Option 3)
- E

TEXT / GRAPHICS

 - Kiss-cut reflective vinyl, applied to Sign Panels.
- NOTES

 - All sign content and installation locations to be confirmed/finalized prior to construction.
 - Dimensions are provided to show relative scale only, and are not intended to be used as final construction details.



1 Primary Vehicle Directional - Front & Side View
Scale 1:40



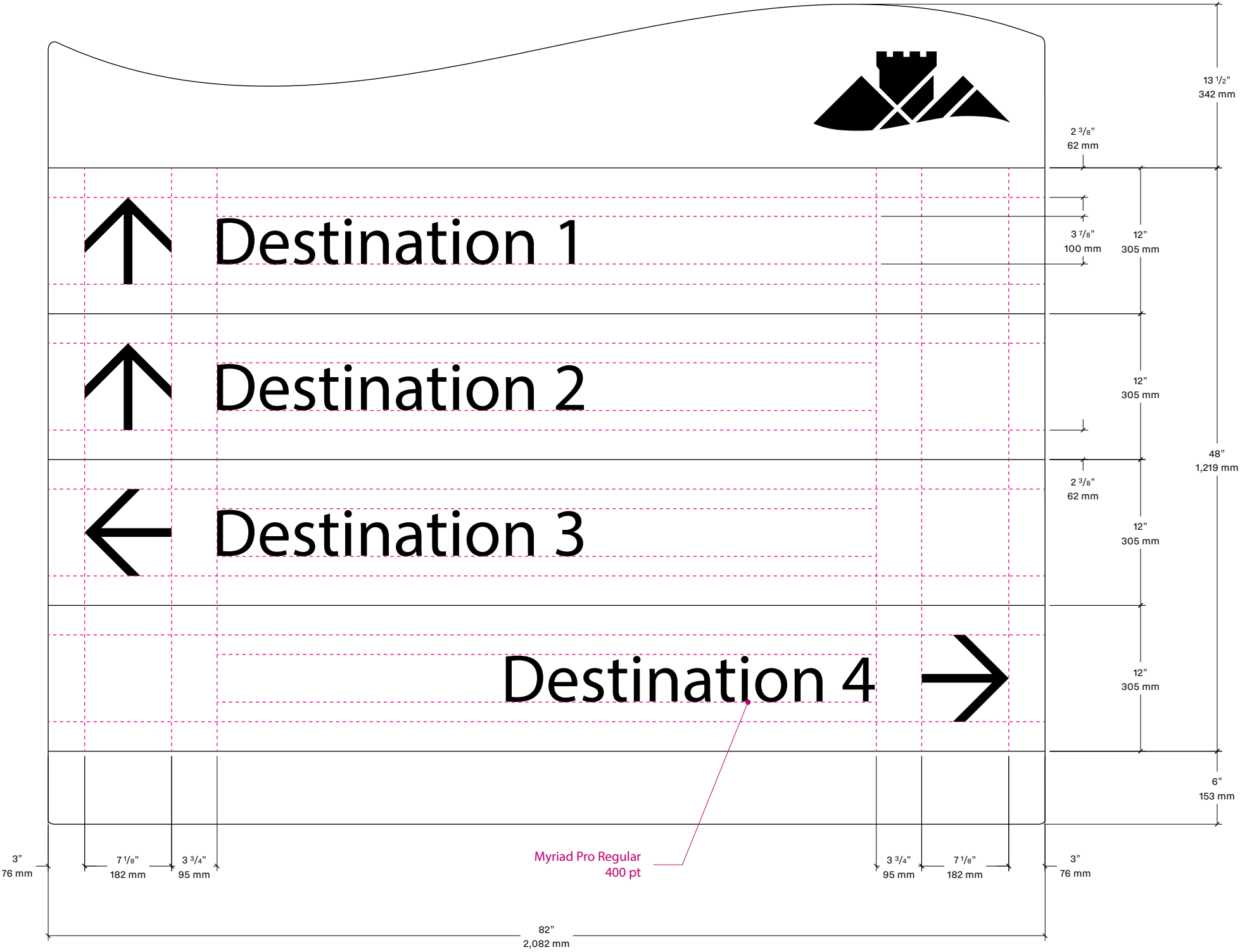
2 Proposed Signage
Scale NTS

SCHEMATIC DESIGN

Primary Vehicle Directional

NUMBER OF DESTINATIONS

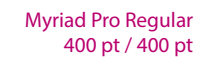
- When single line destinations are included on a Primary Vehicle Directional four destinations will be the maximum that can be included on sign.



3 Sign Detail Front - Single Line
Scale 1:10

Primary Vehicle Directional

- When multi-line destinations are included on a Primary Vehicle Directional two or three destinations may be the maximum that can be included on sign.

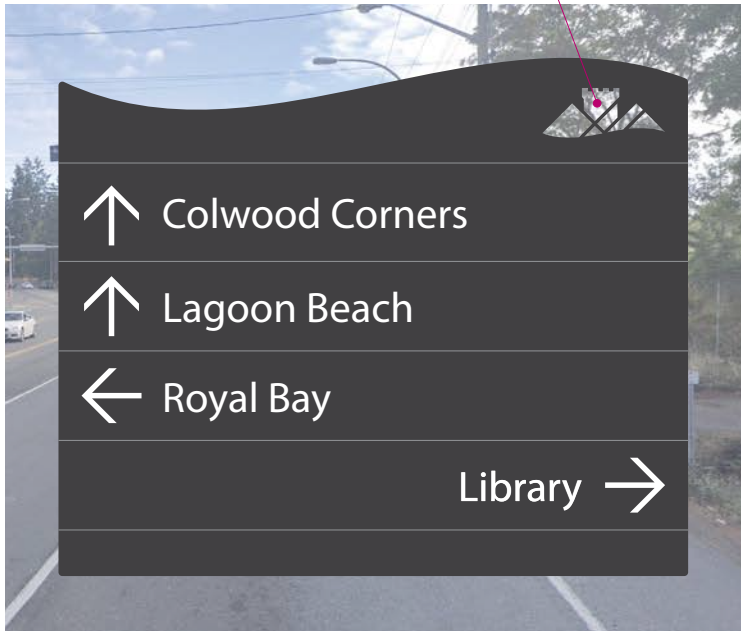


4

SCHEMATIC DESIGN

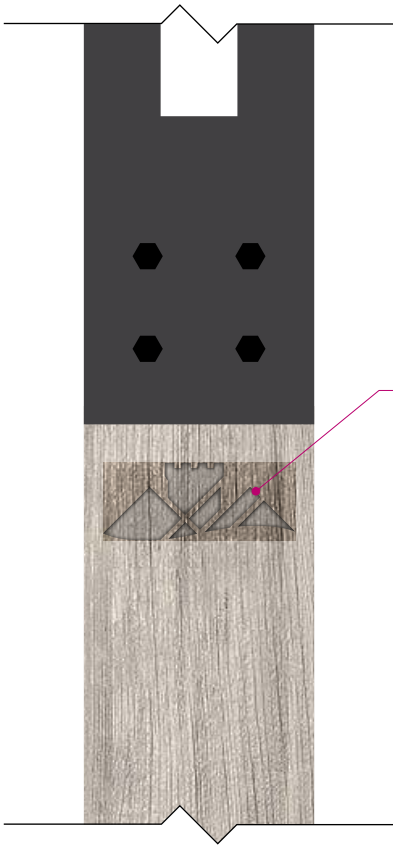
Primary Vehicle Directional

Option 1:
Colwood logo cutout from
aluminum panel, allowing
background to show through.



5 Primary Vehicle Directional - Logo Option 1
Scale 1:25

Option 2:
Colwood logo debossed into
wooden post as a subtle design
element.



6 Primary Vehicle Directional - Logo Option 2
Scale 1:10

Option 3:
Colwood logo applied to aluminum
panel with kiss-cut vinyl as a more
cost-effective solution.



7 Primary Vehicle Directional - Logo Option 3
Scale 1:25

SCHEMATIC DESIGN

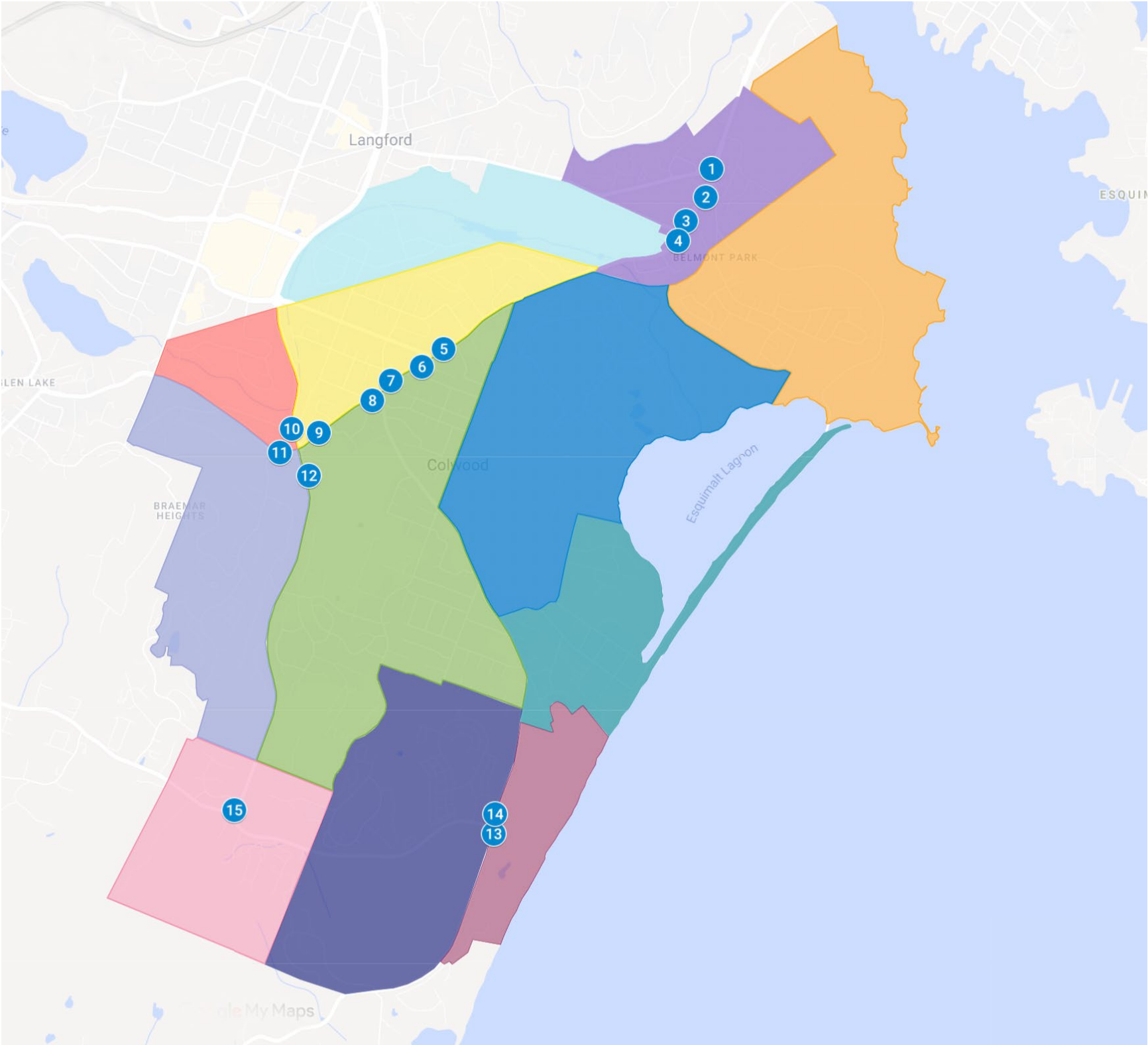
Primary Vehicle Directional | Location Plan

D1 Sign Type D1: Primary Vehicle Directional
Total Quantity = 15

Neighbourhoods

- Belmont Park
- Colwood Corners
- Colwood Creek
- Colwood Lake
- Hatley Park
- Lagoon Beach
- Latoria
- Royal Bay
- Royal Beach
- Royal Roads
- Triangle Mountain
- Wishart

The full location plan can be viewed online at the following link:
www.google.com/maps/d/u/1/edit?mid=16Y1o_vvRRh1ymNuUYV8z1zw_NrMlXWuV&ll



Secondary Vehicle Directional

Purpose & Goals:

- Secondary Vehicle directional signage helps to reassure visitors they are on the right path of travel.
- Secondary Vehicle directional will provide more information within individual neighbourhoods. As you move throughout the area, secondary destinations will be directed to accordingly.

Included Messaging:

Cultural Destinations

- Esquimalt Lagoon Bird Sanctuary
- Fort Rodd Hill & Fisgard Lighthouse
- Hatley Castle
- Library
- Royal Roads University
- St. John’s Heritage Church
- Coast Collective Art Centre

Note: Location currently does not have a physical location, but should be considered in the future should a location be determined.

City Services

- City Hall
- Fire Hall
- Park & Ride

Recreation

- Colwood Waterfront
- Juan de Fuca Golf Course
- Olympic View Golf Course
- Royal Colwood Golf Club
- Westshore Parks & Recreation
- WildPlay Victoria

Parks & Gardens

- Colwood Creek Park
- Havenwood Park
- Herm Williams Park
- Meadow Park

Criteria:

- Place at decision making points near desired destinations, services and points of interest.
- Place out of road allowance and ensure sightlines are considered for all traffic in the area
- Use within neighbourhood boundaries.



SCHEMATIC DESIGN

Secondary Vehicle Directional

- A

CONCRETE BASE

- Cast concrete with sloped edges on top.
- B

WOODEN POST

- Square wooden post, in driftwood finish.
 - Mounted with exposed hardware to Concrete Base.
 - Metal post mounted to top.
- C

METAL POST

- Engineered aluminum support structure.
- D

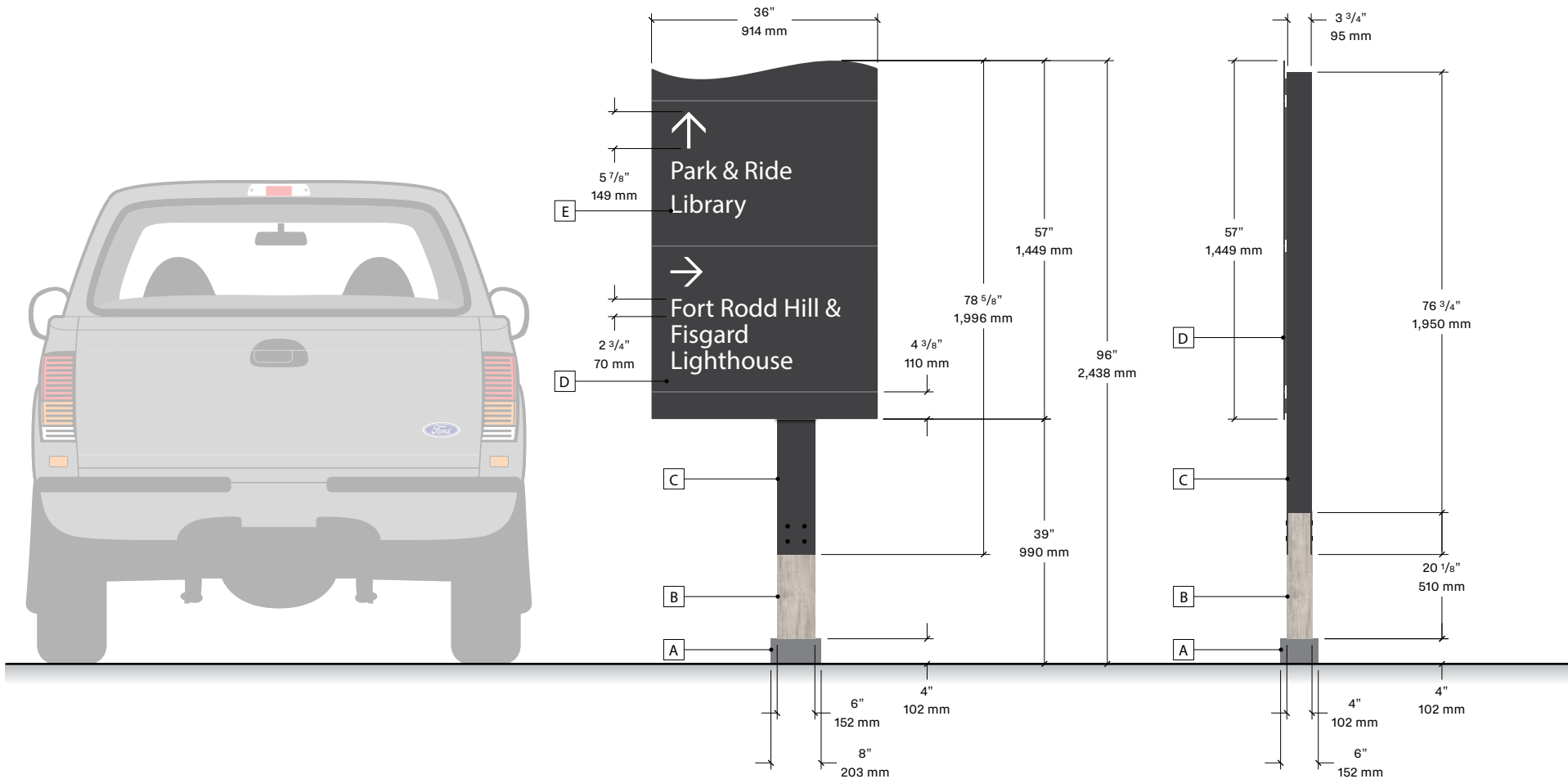
SIGN PANELS

- Modular, aluminum panels cut to shape and painted.
 - Mounted to Metal Post with hidden hardware.
- E

TEXT / GRAPHICS

- Kiss-cut reflective vinyl, applied to Sign Panels.
- NOTES

- All sign content and installation locations to be confirmed/finalized prior to construction.
 - Dimensions are provided to show relative scale only, and are not intended to be used as final construction details.



1 Secondary Vehicle Directional - Front & Side View
Scale 1:25



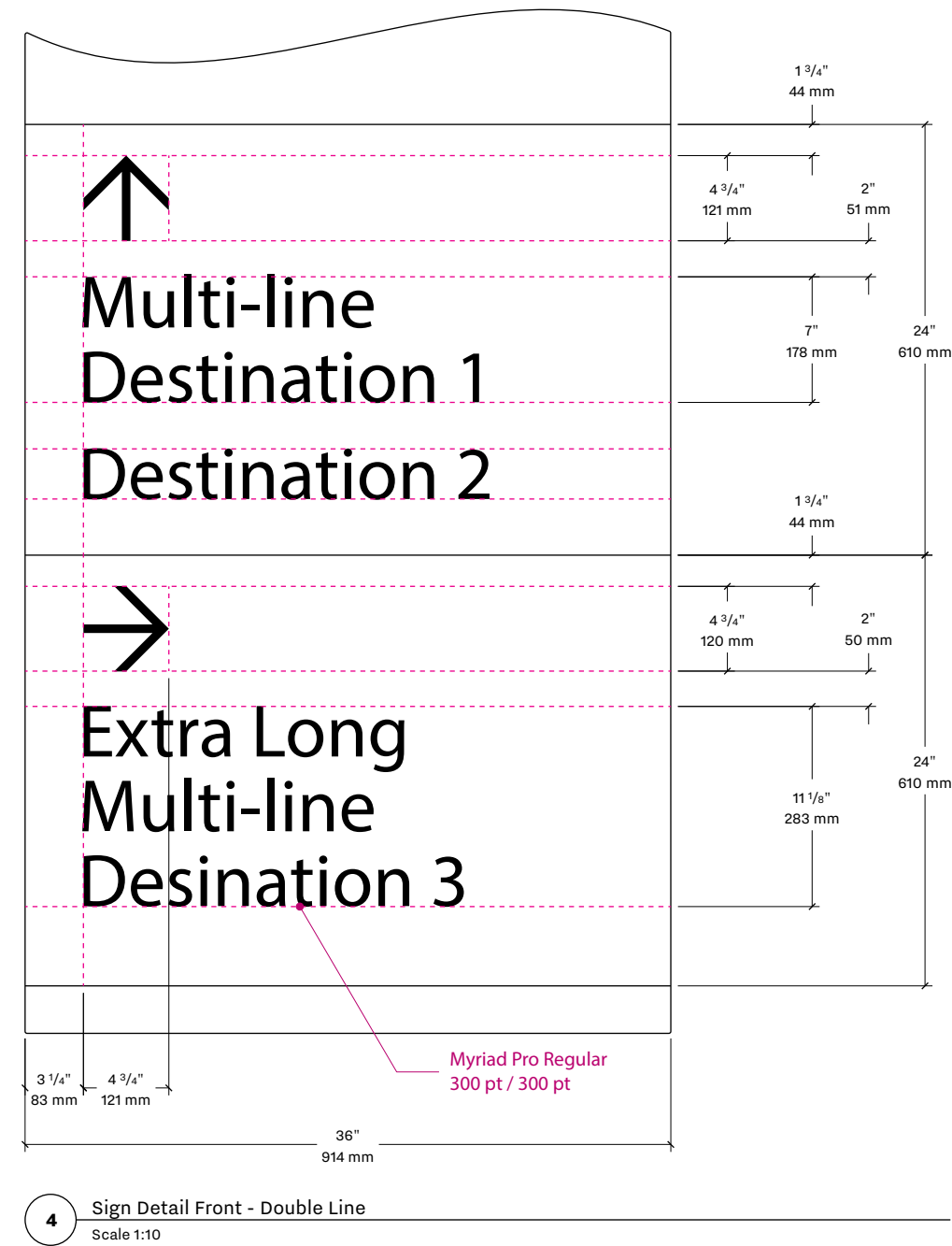
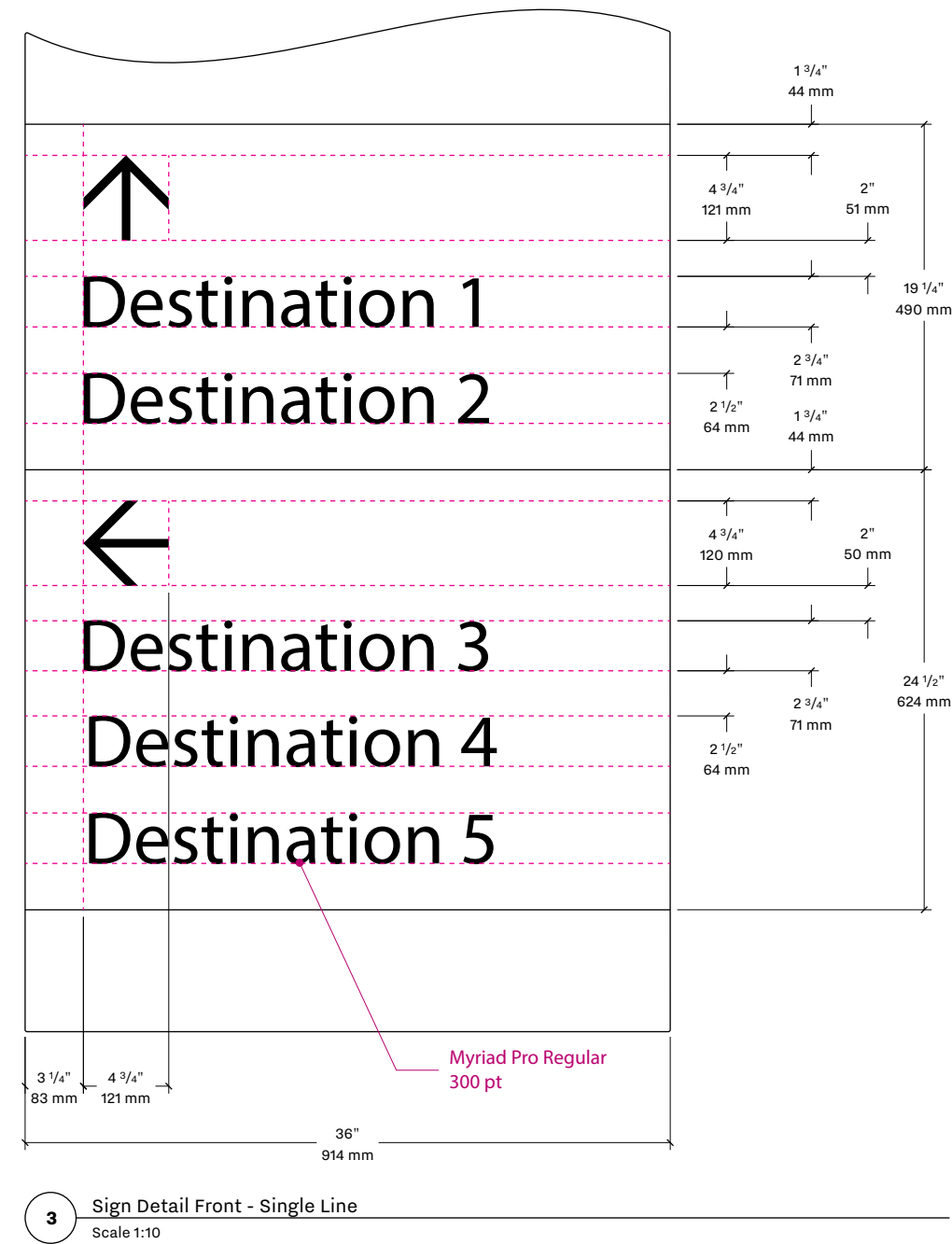
2 Proposed Signage
Scale NTS

SCHEMATIC DESIGN

Secondary Vehicle Directional

NUMBER OF DESTINATIONS

- When single line destinations are included on a Secondary Vehicle Directional five to six destinations will be the maximum that can be included on sign.
- When double-line and longer destinations are included on a Secondary Vehicle Directional three or four destinations may be the maximum that can be included on sign.



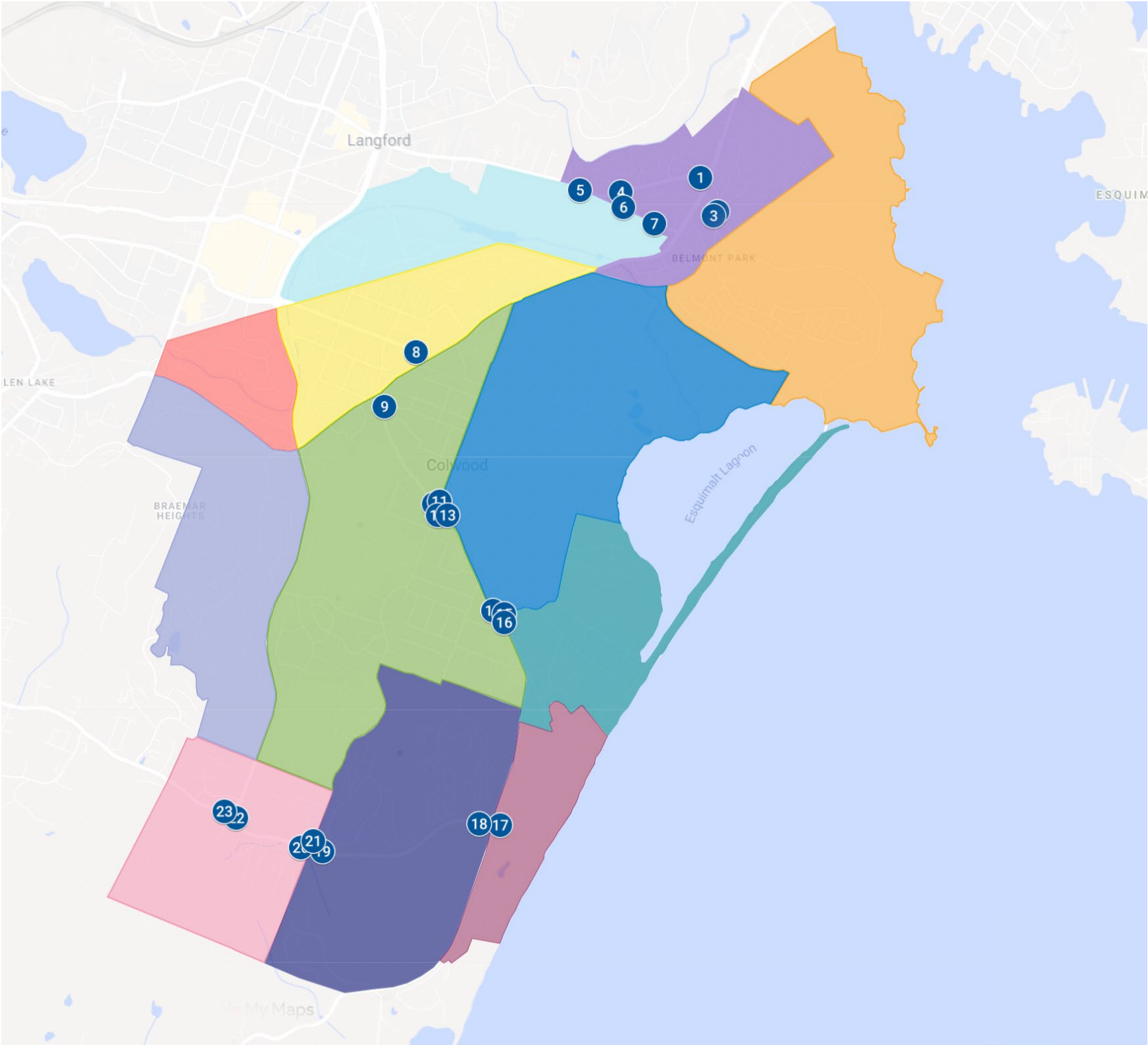
Secondary Vehicle Directional | Location Plan

D2 Sign Type D2: Secondary Vehicle Directional
Total Quantity = 23

Neighbourhoods

- Belmont Park
- Colwood Corners
- Colwood Creek
- Colwood Lake
- Hatley Park
- Lagoon Beach
- Latoria
- Royal Bay
- Royal Beach
- Royal Roads
- Triangle Mountain
- Wishart

The full location plan can be viewed online at the following link:
www.google.com/maps/d/u/1/edit?mid=16Y1o_vvRRh1ymNuUYV8z1zw_NrMlXWuV&ll



Pedestrian Directional Map Kiosk

Purpose & Goals:

- Pedestrian Directional signs help visitors make decisions on their next path of travel.
- Pedestrian Directional signs provide the opportunity to provide more information on specific destinations, potentially exposing visitors to unknown adventures.
- Maps and Kiosks help visitors orientate themselves to the environment & provide opportunity to convey more detailed information.
- Maps kiosks may be accompanied by paper brochures, or links to online information.

Included Messaging:

- See page 18 for all destinations

Included Map:

- City-wide map of Colwood

Criteria:

- Place Directional Map Kiosks adjacent to areas where visitors can pause and orientate themselves. Place out of major traffic routes. Place Pedestrian Directional Map Kiosks signs at decision making points.
- Scale so visible from a distance, but legible at close distance.
- Panels should be double sided and orientated to point to the destination.
- Consider content carefully; not all pedestrian directional signs should include all destinations.

Note:

Signage may be supplemented with landscape enhancements and plantings to elevate the arrival experience.



SCHEMATIC DESIGN

Pedestrian Directional - Map Kiosk

- A

CONCRETE BASE

 - Cast concrete with sloped edges on top.
- B

PYLON BODY

 - Structure clad in painted aluminum panels.
 - Name of neighbourhood sign is located in applied in kiss-cut vinyl.
- C

SIGN PANELS

 - Painted aluminum panels, fastened to Pylon Body.
- D

TEXT/GRAPHICS

 - Kiss-cut vinyl, applied to Sign Panel surface.
- E

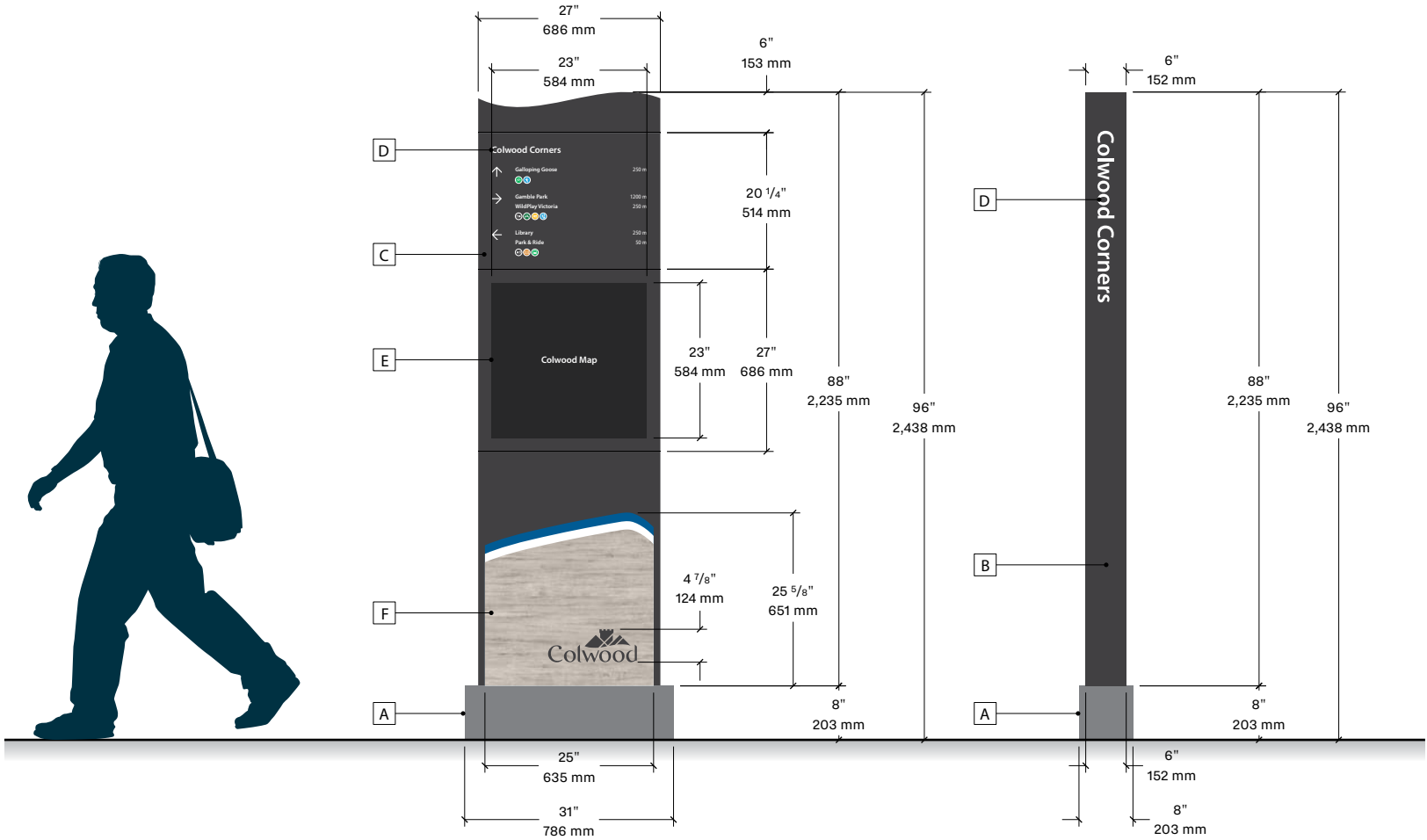
MAP

 - Digitally printed graphic with anti-graffiti overlamine applied.
 - Applied to Sign Panel Surface.
- F

WOODEN ACCENT

 - Inlaid acrylic and wood.
 - Painted Colwood logo.

- NOTES
- All sign content and installation locations to be confirmed/finalized prior to construction.
 - Dimensions are provided to show relative scale only, and are not intended to be used as final construction details.



1 Pedestrian Directional - Map Kiosk - Front & Side View
Scale 1:25



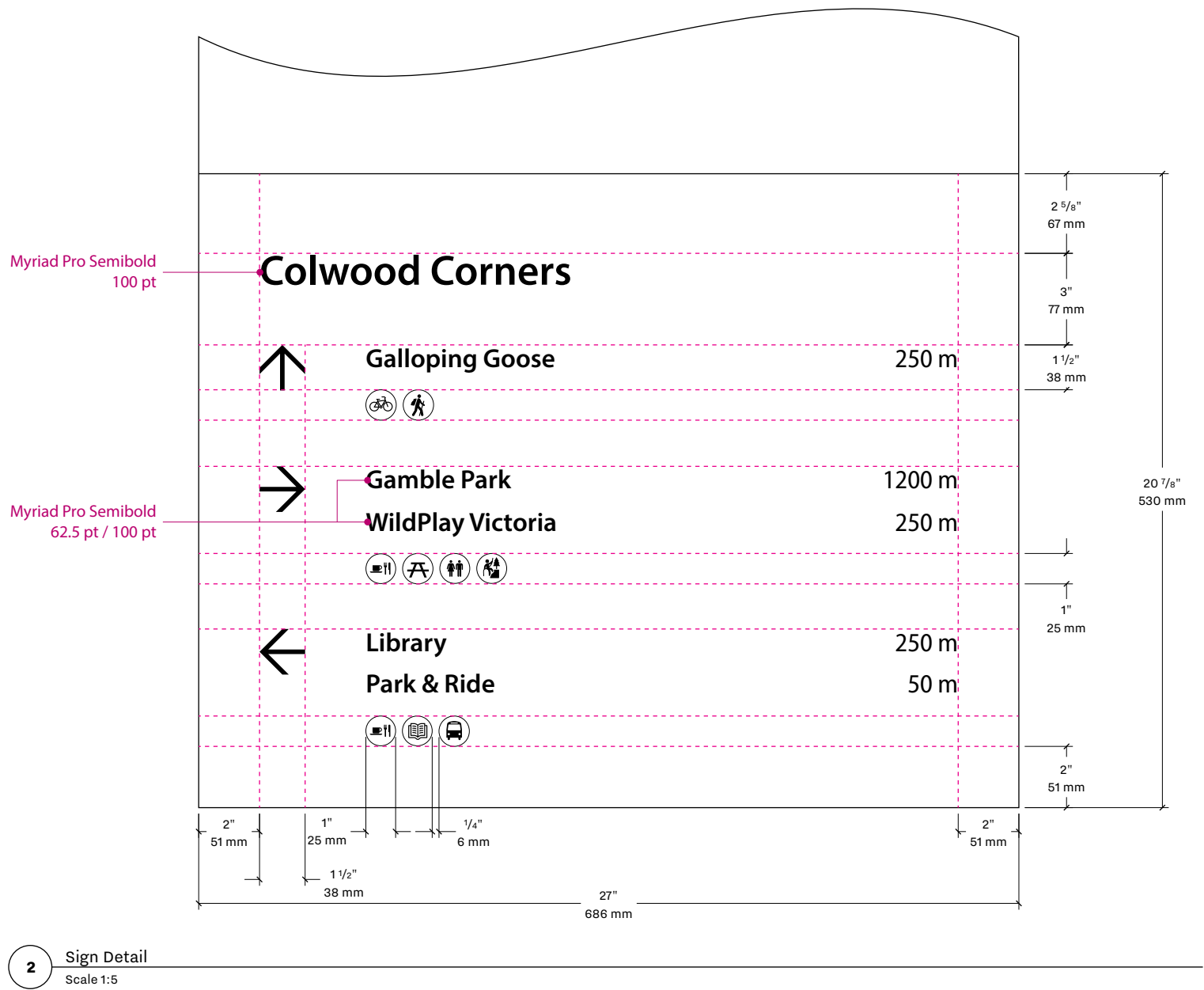
2 Proposed Signage
Scale NTS

SCHEMATIC DESIGN

Pedestrian Directional - Map Kiosk

NUMBER OF DESTINATIONS

- Depending on number of directions required, five to six destinations may be the maximum that can be included on sign.



SCHEMATIC DESIGN

Pedestrian Directional - Map Kiosks | Location Plan

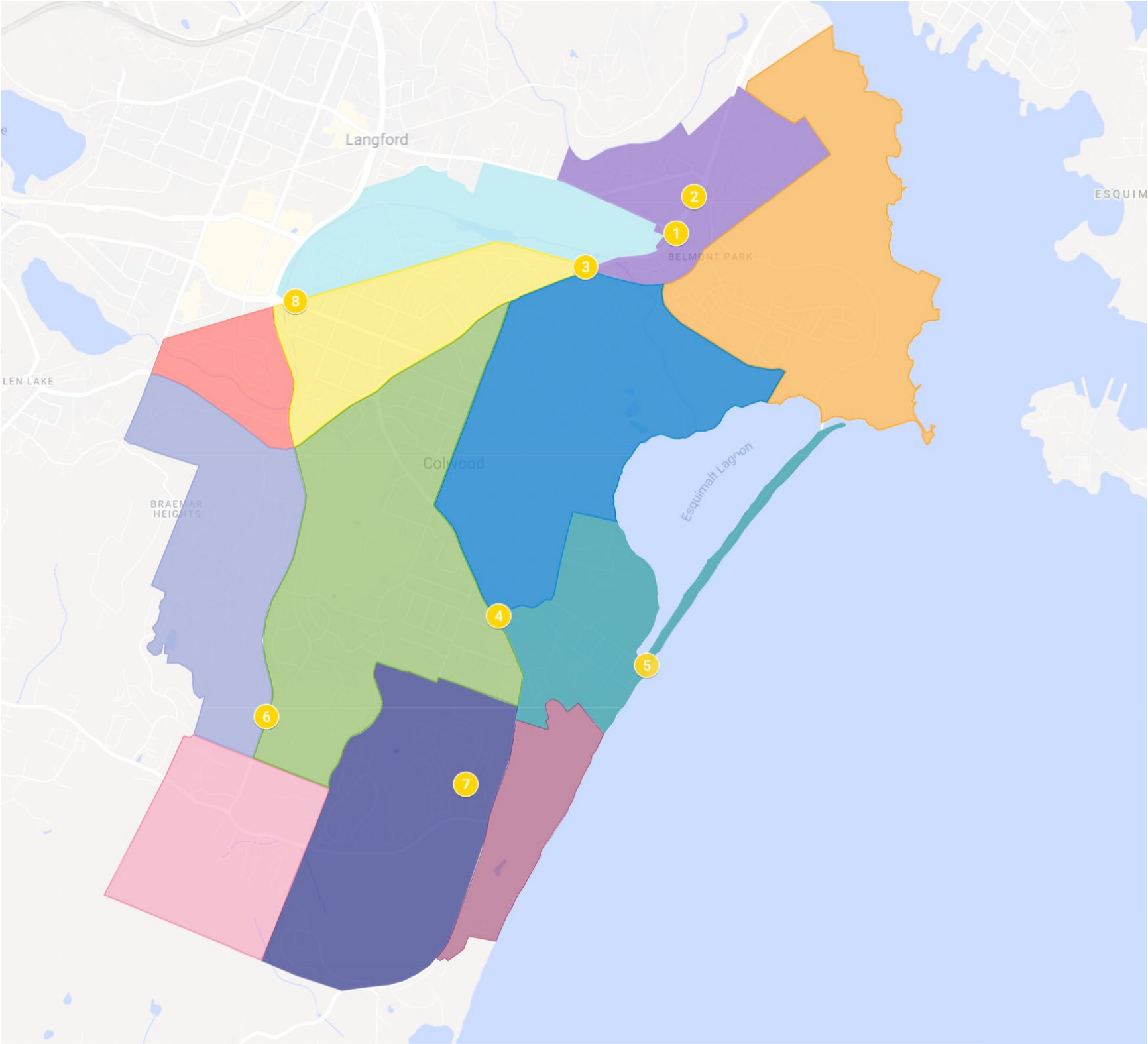
PD1 Sign Type PD1: Pedestrian Directional - Map Kiosk
Total Quantity = 8

Neighbourhoods

- Belmont Park
- Colwood Corners
- Colwood Creek
- Colwood Lake
- Hatley Park
- Lagoon Beach
- Latoria
- Royal Bay
- Royal Beach
- Royal Roads
- Triangle Mountain
- Wishart

The full location plan can be viewed online at the following link:

www.google.com/maps/d/u/1/edit?mid=16Y1o_vvRRh1ymNuUYV8z1zw_NrMlXWuV&ll



Pedestrian Directional Fingerposts

Purpose & Goals:

- Optimal for decision making points that have multiple destinations in various directions.
- Ideal for multi-use pathways and trails.

Included Messaging:

- See page 18 for all destinations.

Included Map:

- City-wide map of Colwood

Criteria:

- Place Pedestrian Directional signs at decision making points.
- Place signs primarily in urban areas, or business zones.
- Scale so visible from a distance, but legible at close distance.
- Include pictograms where appropriate.
- Panels should be double sided and orientated to point to the destination
- If sign is placed in path of travel, ensure clearance of 7’6” to avoid pedestrians colliding with panels.
- Consider content carefully; not all pedestrian directional signs should include all destinations.



SCHEMATIC DESIGN

Pedestrian Directional - Fingerposts

- A

CONCRETE BASE

 - Cast concrete with sloped edges on top.
- B

WOODEN POST

 - Square wooden post.
 - Mounted to concrete base with hardware painted to match sign panels.
 - Metal post mounted to top.
- C

METAL POST

 - Round, painted aluminum post with cap.
- D

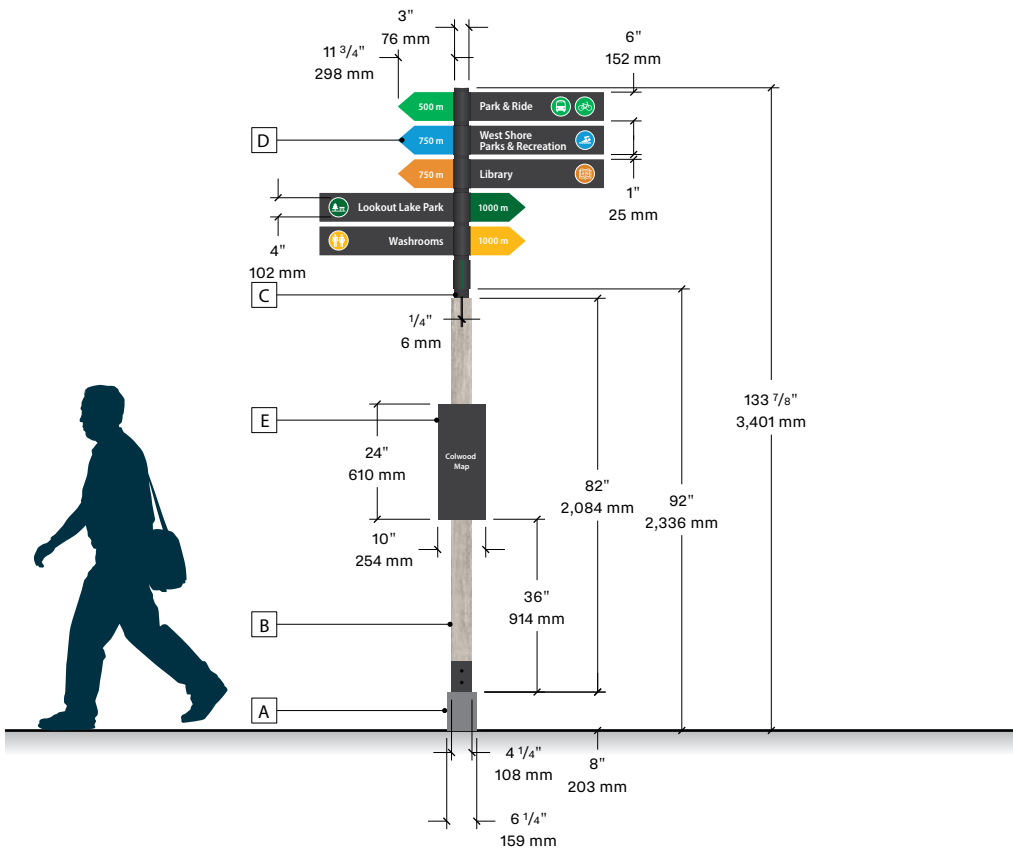
SIGN PANELS

 - Painted aluminum panels cut to shape.
 - Text and graphics kiss-cut reflective vinyl.
 - Mounted to round pole and individually removable.
- E

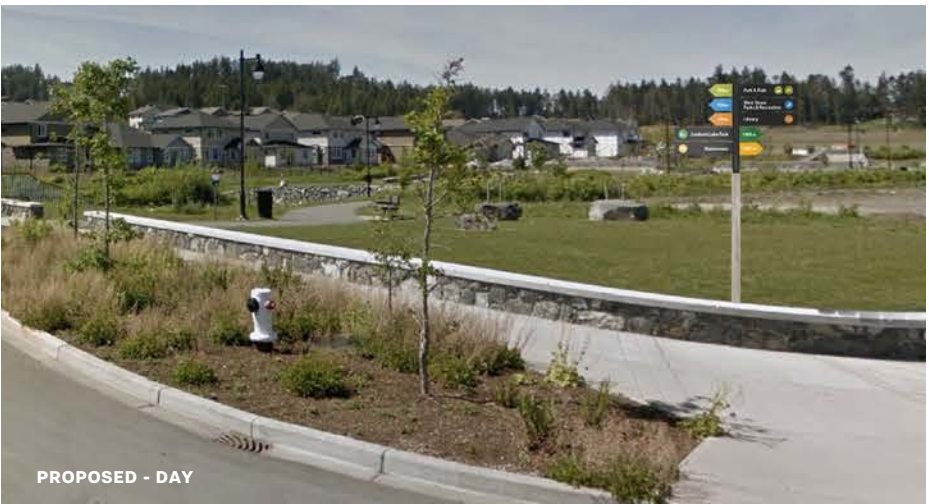
MAP PANEL

 - Painted aluminum panel.
 - Mounted to wooden post with no visible hardware on panel face.
 - Digital print map to vinyl and apply to panel with grafitti-resistant laminate.
- NOTES

- All sign content and installation locations to be confirmed/finalized prior to construction.
 - Dimensions are provided to show relative scale only, and are not intended to be used as final construction details.



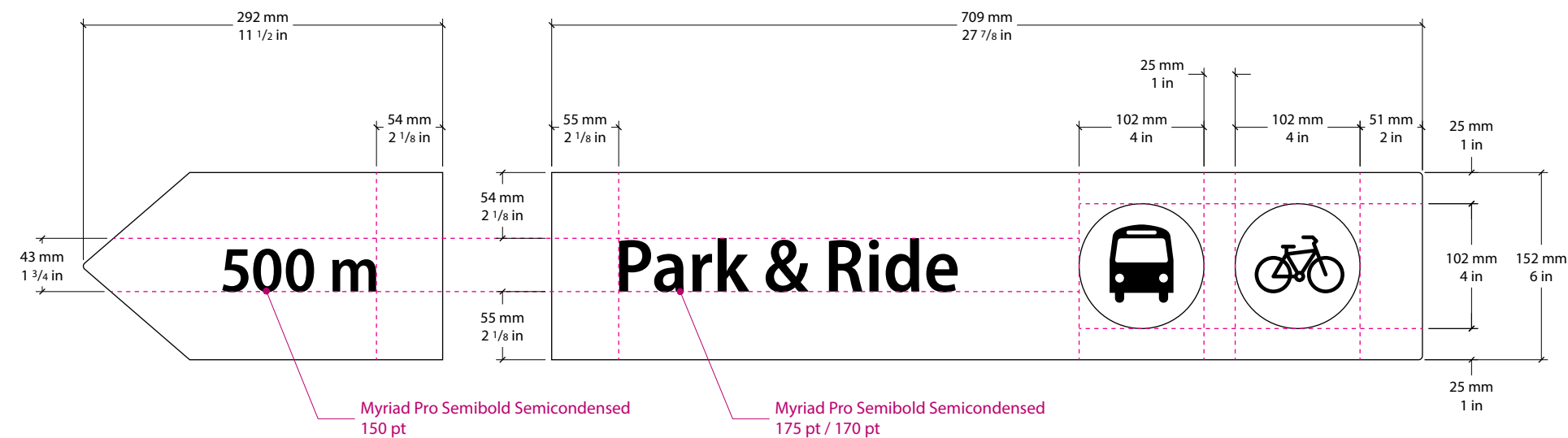
1 Pedestrian Directional - Fingerpost - Front View
Scale 1:40



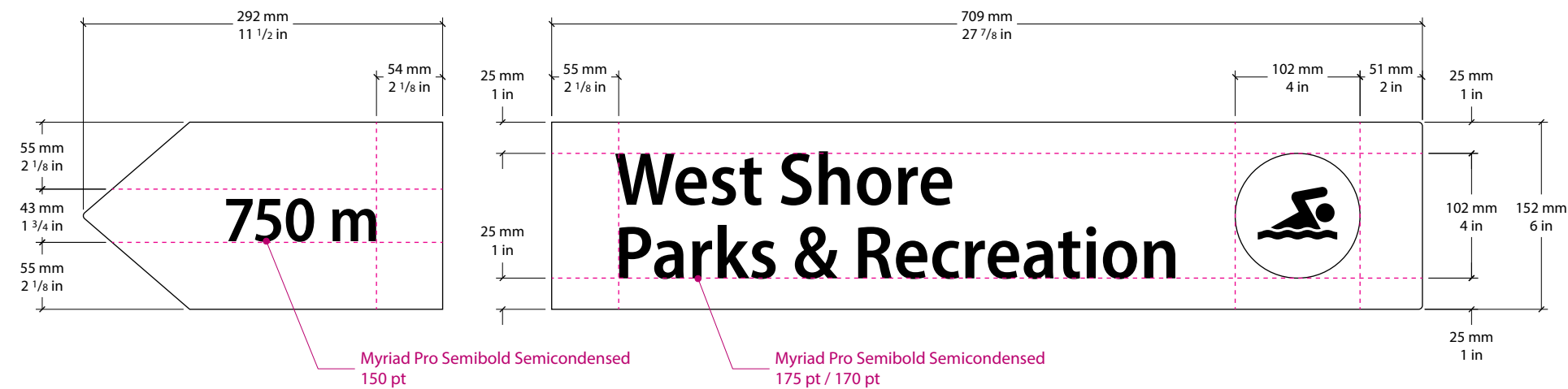
2 Proposed Signage
Scale NTS

SCHEMATIC DESIGN

Pedestrian Directional - Fingerposts



3 Sign Detail Front - Single Line
Scale 1:5



4 Sign Detail Front - Double Line
Scale 1:5

SCHEMATIC DESIGN

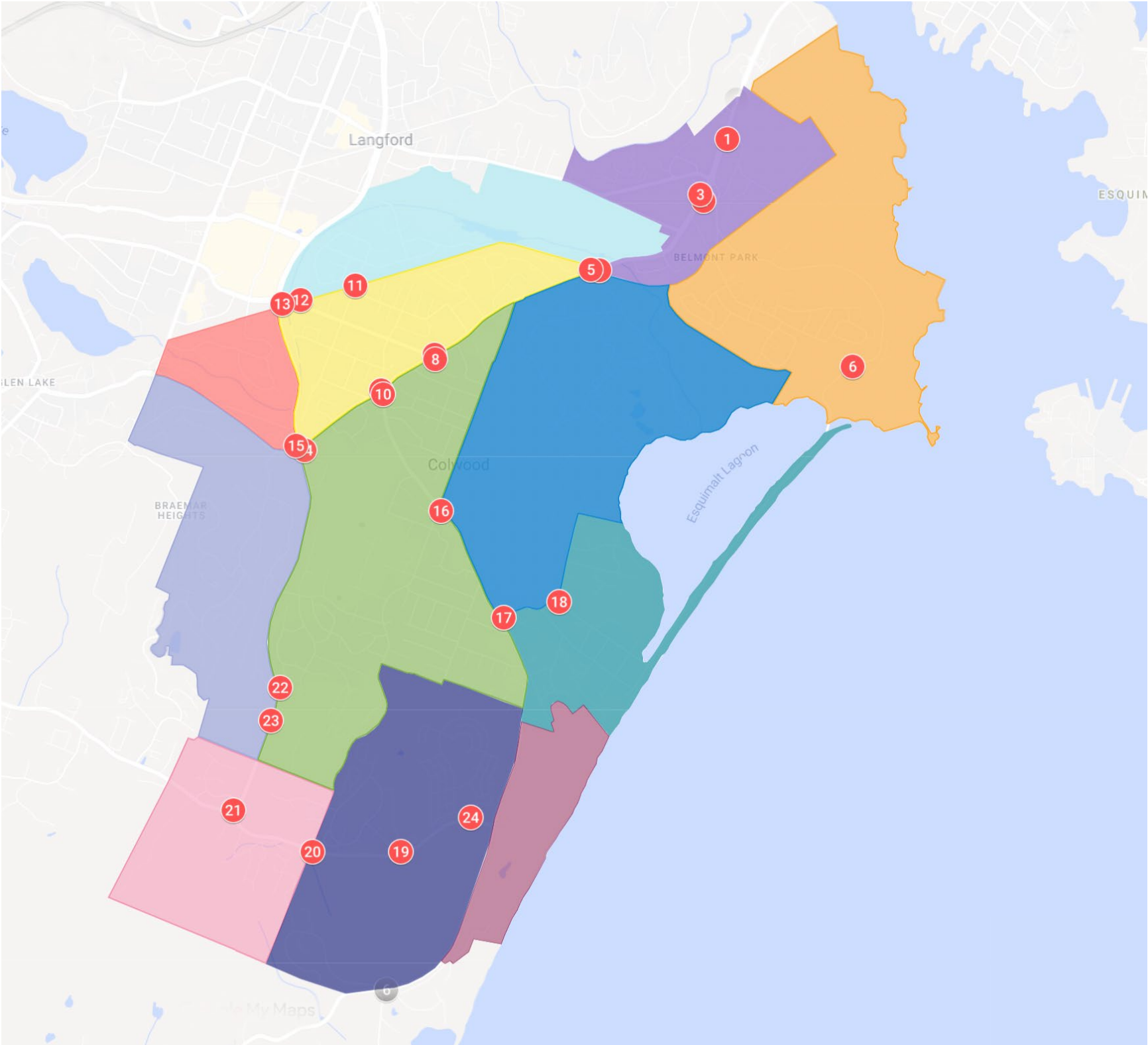
Pedestrian Directional - Fingerposts | Location Plan

PD2 Sign Type PD2: Pedestrian Directional - Fingerposts
Total Quantity = 24

Neighbourhoods

- Belmont Park
- Colwood Corners
- Colwood Creek
- Colwood Lake
- Hatley Park
- Lagoon Beach
- Latoria
- Royal Bay
- Royal Beach
- Royal Roads
- Triangle Mountain
- Wishart

The full location plan can be viewed online at the following link:
www.google.com/maps/d/u/1/edit?mid=16Y1o_vvRRh1ymNuUYV8z1zw_NrMlXWuV&ll



Pageantry - Banners

Purpose & Goals:

- Banners offer a unique opportunity to beautify the city and create a strong community sense of place.
- Helps to reinforce where the visitors and residents are traversing through the City or a particular neighbourhood.
- Helps define the neighbourhood boundaries between one another.

Included Messaging:

- City of Colwood logo
- Neighbourhoods
 - Belmont Park
 - Colwood Corners
 - Colwood Creek
 - Colwood Lake
 - Hatley Park
 - Lagoon
 - Latoria
 - Royal Bay
 - Royal Beach
 - Royal Roads
 - Triangle Mountain
 - Wishart

Optional Messaging:

- Neighbourhood name / Colwood logo paired with community art or imagery.
- Neighbourhood name / Colwood logo paired with local business advert.

Criteria:

- Fabric banner placed on existing light poles.
- Banners may be more heavily branded than wayfinding signage.
- Place at consistent intervals.
- Place at neighborhood boundaries, along major roads within neighbourhoods, and the highlight special areas such as business zones.



SCHEMATIC DESIGN

Pageantry - Banners

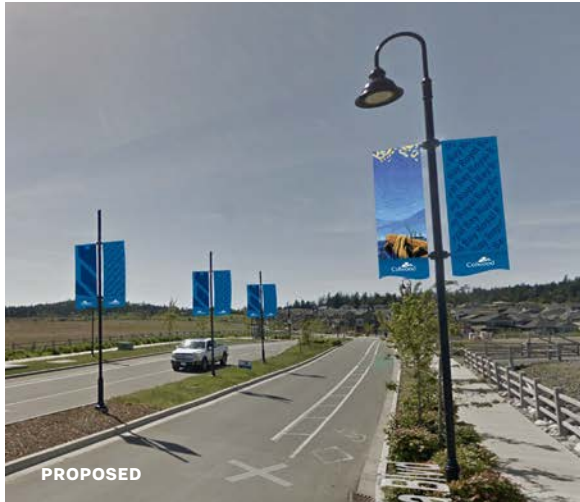
- A

BANNER

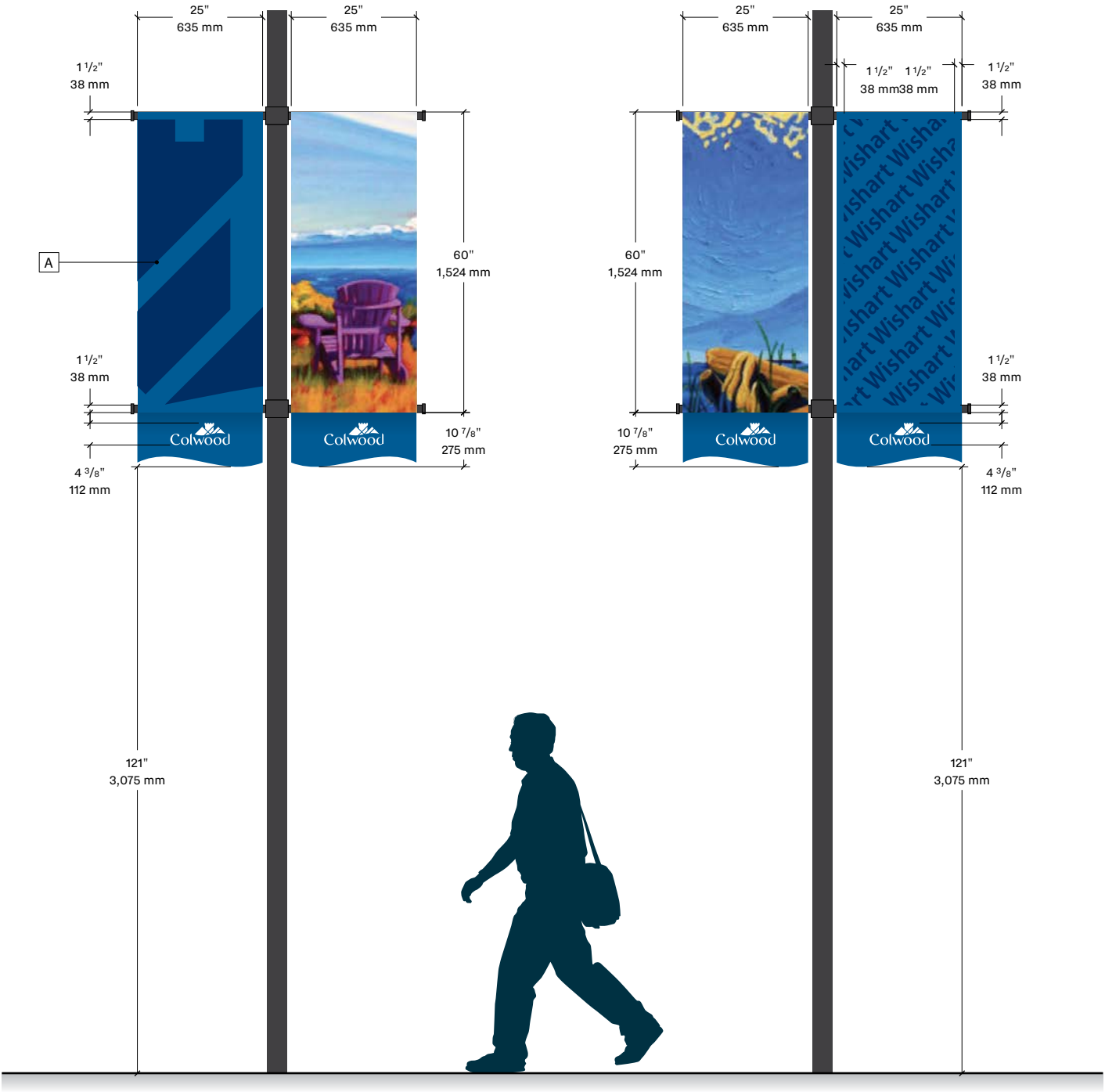
 - Nylon banners printed single-sided, sewn back-to-back with a blackout liner.
 - Digitally printed text and graphics with UV inks.
 - Banners are double-sided.

NOTES

 - All sign content and installation locations to be confirmed/finalized prior to construction.
 - Dimensions are provided to show relative scale only, and are not intended to be used as final construction details.



1 Proposed Signage
Scale NTS



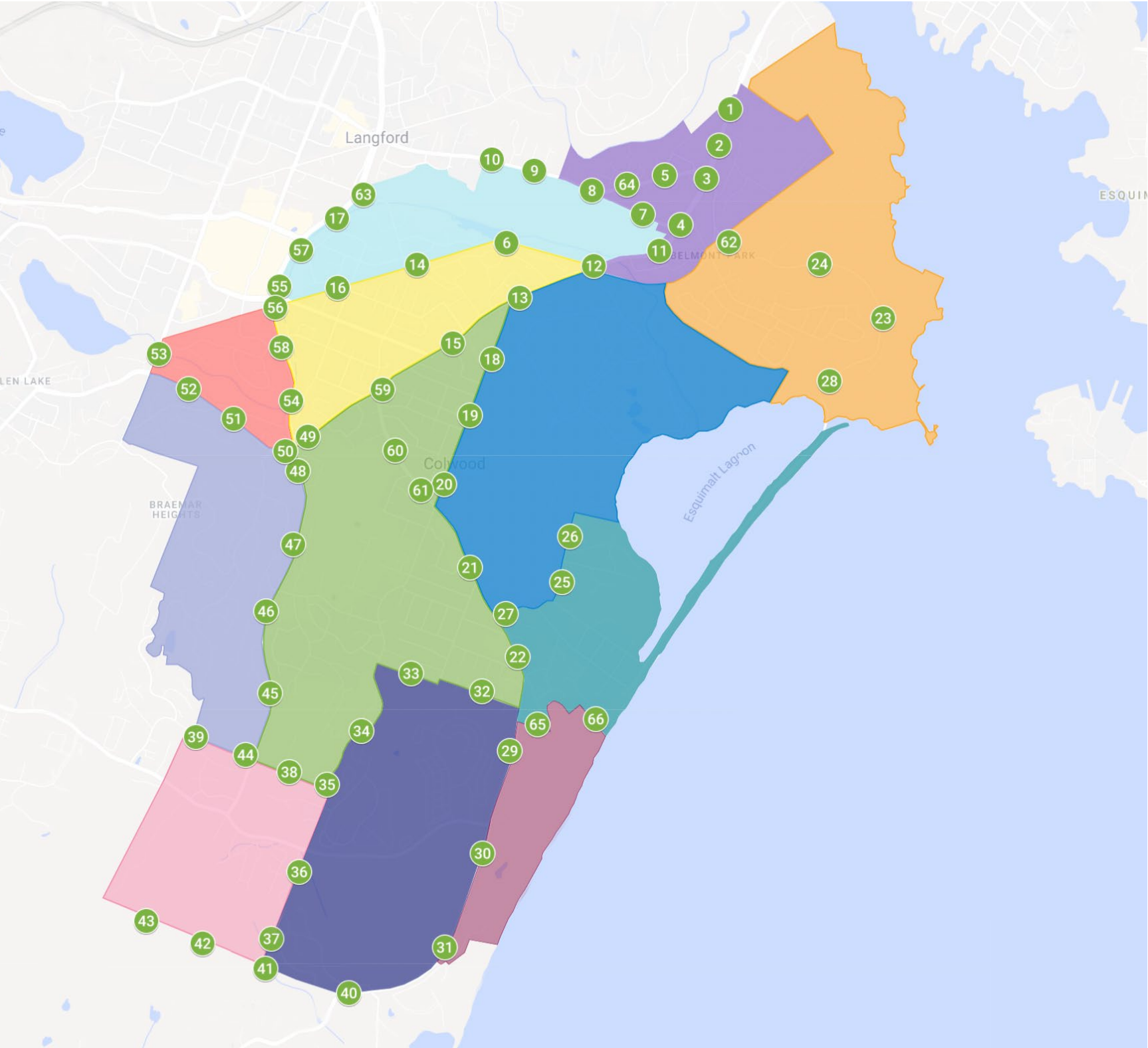
2 Pageantry - Banners - Front View
Scale 1:30

B Sign Type B: Pageantry - Banners
Total Quantity = 66

Neighbourhoods

- Belmont Park
- Colwood Corners
- Colwood Creek
- Colwood Lake
- Hatley Park
- Lagoon Beach
- Latoria
- Royal Bay
- Royal Beach
- Royal Roads
- Triangle Mountain
- Wishart

The full location plan can be viewed online at the following link:
www.google.com/maps/d/u/1/edit?mid=16Y1o_vvRRh1ymNuUYV8z1zw_NrMlXWuV&ll



Destination Identification

Purpose & Goals:

- Destination Identification signs provide confirmation that a Visitor has arrived at the correct location.
- They can also be used to provide information on the amenities and services offered.

Included Messaging:

- Destination name
- Available public amenities (washrooms, etc)
- Sub-destinations or services available

Optional Messaging:

- Address
- Hours of operation
- Contact information

Note: optional messaging should be applied in a manner that it can be easily updated without changing the whole sign

Criteria:

- Place Destination Identification signage where visible for visitors upon arrival.
- Consider use for destinations with community ownership that may benefit from more prominent signage than road way signs. These may include some parks, community centres, recreation centres, or museums.
- Do not use Destination Identification signs for privately owned businesses.



SCHEMATIC DESIGN

Destination Identification

- A

CONCRETE BASE

 - Cast concrete with sloped edges on top.
- B

PYLON BODY

 - Structure clad in painted aluminum panels.
- C

SIGN PANELS

 - Painted aluminum panels, fastened to Pylon Body.
- D

TEXT/GRAPHICS

 - Face-lit channel lettering.
- E

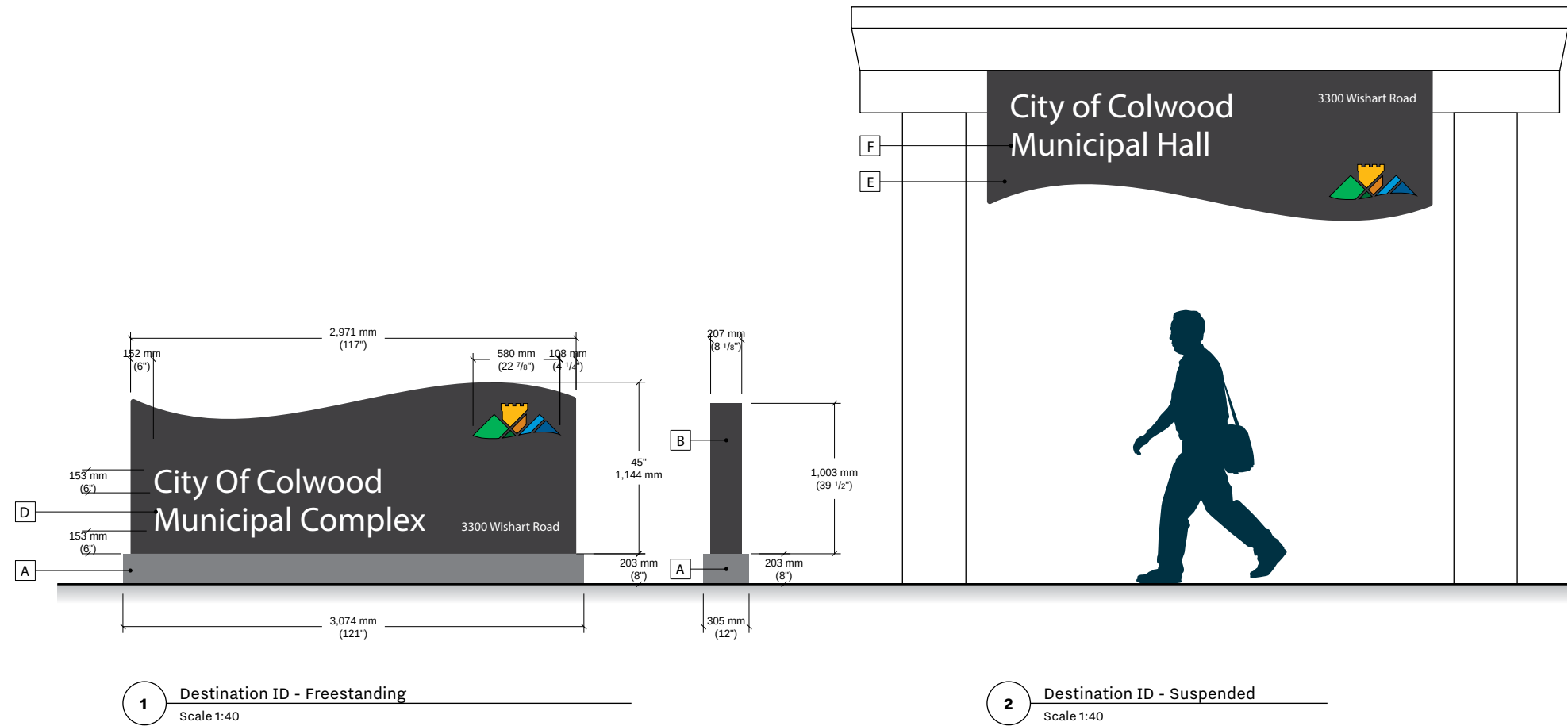
WALL MOUNTED SIGN

 - Painted aluminum panel, mechanically fastened to building facade, or appropriate structure with no visible hardware on panel face.
- F

TEXT/GRAPHICS ON SUSPENDED SIGN

 - Kiss-cut vinyl, applied to Sign Panel surface.

- NOTES
- All sign content and installation locations to be confirmed/finalized prior to construction.
 - Dimensions are provided to show relative scale only, and are not intended to be used as final construction details.



3 Proposed Signage
Scale NTS

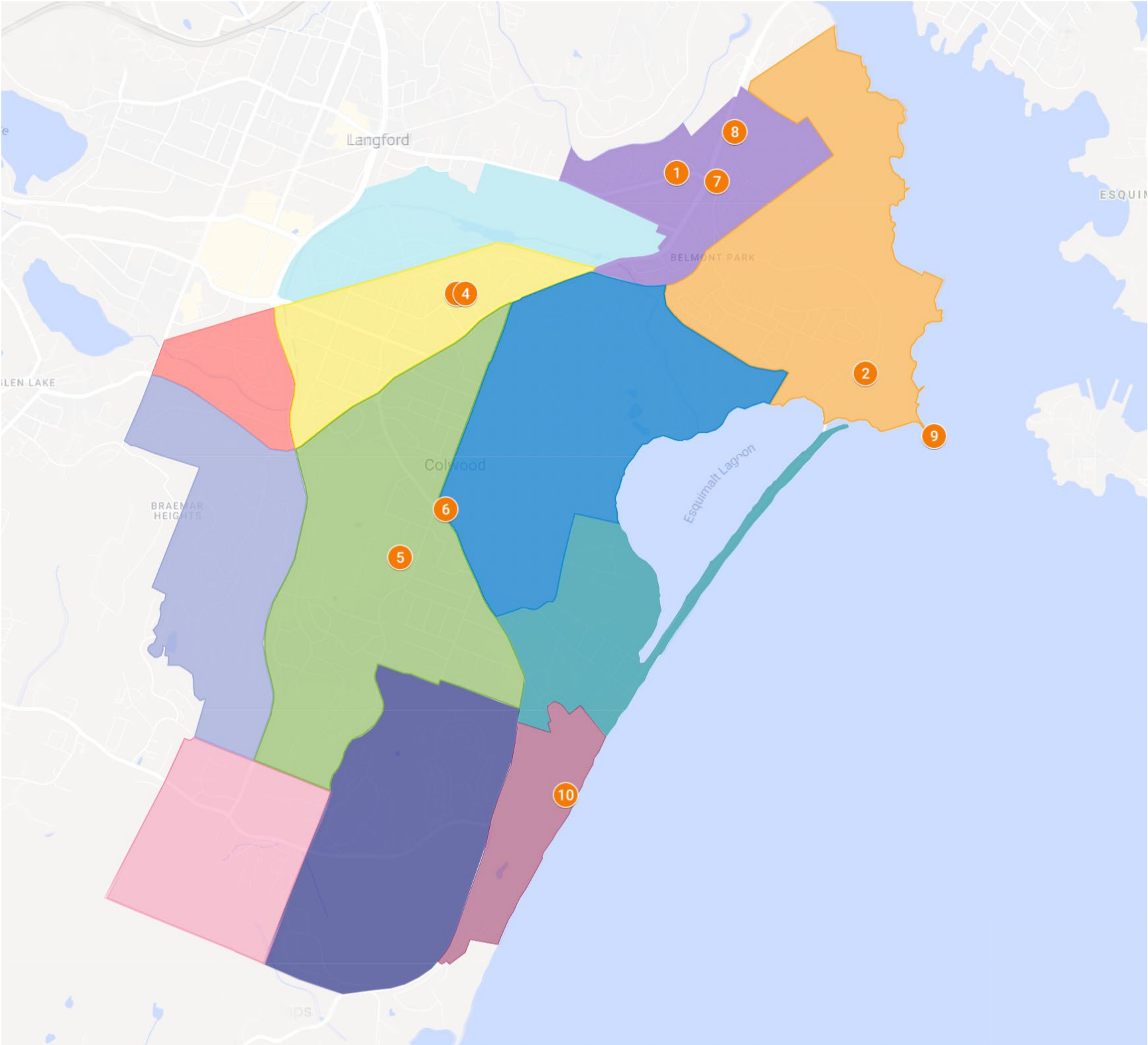
Destination Identification | Location Plan

ID Sign Type ID: Destination Identification
Total Quantity = 10

Neighbourhoods

- Belmont Park
- Colwood Corners
- Colwood Creek
- Colwood Lake
- Hatley Park
- Lagoon Beach
- Latoria
- Royal Bay
- Royal Beach
- Royal Roads
- Triangle Mountain
- Wishart

The full location plan can be viewed online at the following link:
www.google.com/maps/d/u/1/edit?mid=16Y1o_vvRRh1ymNuUYV8z1zw_NrMlXWuV&ll

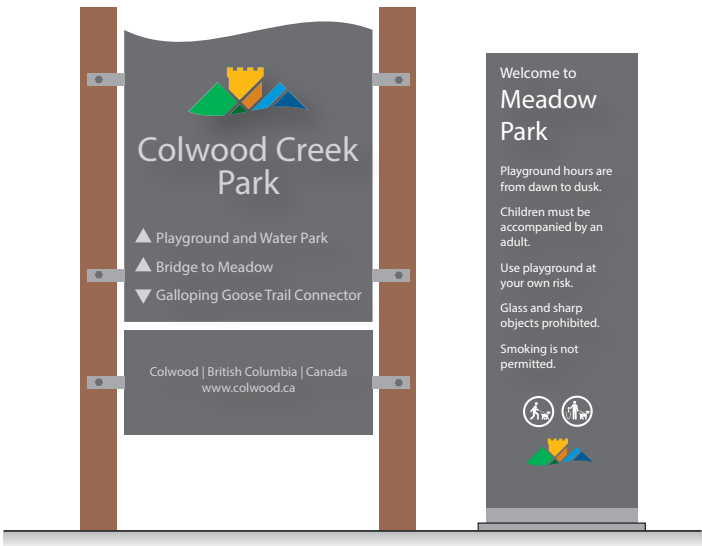


Park Signage

The pilot project for updated park signage in Colwood has been well-received by the community, and visitors alike.

Recommendations:

- Consider using an arrow with a tail to better represent points of direction.
- Include a map on the reverse side of identification signs where applicable.
- Ensure text height on signs is optimal for the desired viewing distance.
- The use of dimensional letters is a nice design inclusion, but can be challenging to clean and maintain, consider using flat panels for exposed signage.
- Consolidate regulatory messaging to one sign to reduce visual clutter.
- Incorporate park or trail maps at key orientation and decision making points.
- Consider including simplified, smaller maps on trail marker signs.
- Consider progress markers on some trail locations.
- Ensure wood is weather treated or sealed, and regularly inspected and resealed.



Existing park signage standards



Recommendations to match proposed designs

Section 5

Site Audit



SITE AUDIT

Existing Signage

Key issues in the signage and wayfinding experience in Colwood include:

Sense of place & orientation



Sign clutter



Lack of continuity



Scale & Size



Observations:

- Majority of post mounted welcome signs are very small in scale and easily missed on the roadways.
- Some signs are obstructed by trees / vegetation.
- The two sign styles vary in their use of materials, design and size.
- Brand application is relatively consistent.
- Small scale signage contributes to a lackluster experience when entering the city.
- Driftwood art installment is a nice initiative and well received by the community.

Recommendations:

- Signage at the primary entrance points could be larger with a more defined welcome message and visual impact. These signs should set the tone for the type of experience the City wants to elicit.
- Signage for the secondary entrance points should retain similar design solutions and be smaller in scale.
- Apply consistent use of materials, shape and brand throughout.
- Art installations such as the Colwood drift wood sculpture on Kelly Rd. are interesting local initiatives and bring a sense of whimsy to the city. These projects should be treated separately from the overall signage strategy, allowing for a clear distinction between official city wayfinding and artistic placemaking.



ART INSTALLATION VS. GATEWAY SIGNAGE

The Colwood driftwood installment is a great artisan contribution to the city, however this should not take the place of a formal gateway sign. It is important that the wayfinding strategy use consistent visual cues in order to provide effective and efficient navigation throughout the city.

SITE AUDIT

Pedestrian Directional

Observations:

- Pedestrian scale signage is minimal, except where implemented for regional trail systems in coordination with other jurisdictions.
- Interesting initiatives for natural, locally sourced signs such as the directional driftwood signs at the Colwood Waterfront have been implemented, however the material is disintegrating, the structure is starting to come apart, and the messaging has been weathered to the point it is illegible.
- Mixed styles, colours and graphic treatments are used.
- Some directional information is confusing or inaccurate, such as the Galloping Goose Trail signage at the Wale Rd. intersection. The arrow is pointing to the left when it should point straight ahead.
- There is no clear distinction between vehicular or pedestrian directional signs, although size of text required and dwell times vary greatly for each audience.
- Pathway signage doesn't indicate accessible routes for wheelchairs and/or strollers (only pedestrians and bikes).
- The use of maps was minimal, which made it hard for visitors to orientate themselves.

Recommendations:

- Ensure sign placement is oriented correctly.
- Consolidate messaging to one sign where possible and nest information together for destinations in the same direction.
- Identify accessible routes for wheelchairs and/or strollers onto signage.
- Incorporate maps at key decision making points for more a better sense of location.
- Expand the sign family to include specific directional signs tailored to pedestrian traffic.
- Include walk times and/or distances to key locations.



TRAIL SIGNAGE AT WALE ROAD
In the instance above, Directional for the Galloping Goose trail is pointing to the left, when the trail is actually directly ahead.



SITE AUDIT

Vehicular Directional

Observations:

- Lack of directional signage at key decision making points.
- Signs are often paired with other road designations and rules causing visual clutter and confusion.
- Varying sign styles, graphic treatments and messaging.
- New development advertising and directional signs are often placed in locations where key destination information is located, causing confusion and missed turns.
- It is difficult to distinguish if the green directional signs like the “Colwood City Hall” example are meant for pedestrians or vehicular traffic.
- Text is too small for people to read while driving.
- Directional signage overlooks neighbourhoods and is inconsistently applied to destinations.

Recommendations:

- Consolidate directional and other road regulations whenever possible.
- Use the “less is more” approach and only place signs at key decision making points.
- Use consistent messaging and reduce name length where possible.
- Develop a strategic location plan that defines the hierarchy of information between vehicular needs vs. pedestrian applications.
- Ensure effective sightlines.
- Consistent use of materials, shape, font, and size.
- Incorporate a zoning colour strategy where applicable.
- Separate advertising messages from wayfinding.
- Use permanent signage for direction to established locations.
- Regulate developer signage and provide standards and guidelines for temporary implementation.



SITE AUDIT

Park Signage

Observations:

- Newly implemented signage was consistent in the use of the templates and graphic standards.
- Lack of orientation at park entrances. This can include maps, or signs directing to destinations within the parks themselves.
- Some inconsistencies with messaging on flag signage. Some instances have regulatory information such as the Colwood Creek Park sign and others such Haven Park have directional messaging.
- Arrow choice not ideal as triangles without lead lines can be ambiguously interpreted as to which direction they are pointing.
- Some signs appear as though they have not been regularly cleaned and maintained.
- Park regulations are often scattered and placed on multiple signs with varying visual language.
- Some signs are outdated and used the old Colwood branding.

Recommendations:

- Consider using an arrow with a tail to better represent points of direction.
- Include a map on the reverse side of identification signs where applicable.
- Ensure text height on signs is optimal for the desired viewing distance.
- The use of dimensional letters is a nice design inclusion, but can be challenging to clean and maintain, consider using flat panels for exposed signage.
- Consolidate regulatory messaging to one sign to reduce visual clutter.
- Some existing structures could be re-used, such as the base on which the Latoria Creek Park sign sits.
- Incorporate park or trail maps at key orientation and decision making points.
- Consider including simplified, smaller maps on trail marker signs.
- Consider progress markers on some trail locations.
- Ensure wood is weather treated or sealed, and regularly inspected and resealed.



SITE AUDIT

Neighbourhood Signage

Observations:

- Similar to the Gateway signage, there are various styles, material and construction methods.
- There is a lack of unifying elements across the signage system.
- Neighbourhood names don't correlate with the naming conventions presented online.
- Being in such close proximity to the ocean, the recently erected "Welcome to the Waterfront" sign is already showing signs of weathering.
- Some signs, particularly those found in proximity to the waterfront, show major signs of weathering, discolouration, and disrepair.

Recommendations:

- Ensure naming conventions are used consistently across all platforms.
- Use a colour strategy that correlates with each neighbourhood.
- Place signs at the most common entrance and exit points within each neighbourhood, with appropriate sightlines from the roadway taken into consideration.
- Use consistent construction methods, materials, shape, and font.
- Potentially incorporate icons with the neighbourhood names to differentiate the areas.
- Include City of Colwood brand elements as a secondary element on neighbourhood signs.



SITE AUDIT

Destination Identification

Observations

- It is difficult to distinguish what are Colwood amenities outside of parks.
- Inconsistent use of standards is a common occurrence due to various sign systems in use.
- Where City Hall incorporates some of the newer standards, other destination such as the Colwood Community Hall and Colwood Fire and Rescue use older standards, or designs created in isolation.
- Some signs do not have the right size or placement to be effective.

Recommendations

- Place Destination Identification signage where it is visible to visitors upon arrival.
- Use a similar visual language for signage.
- Do not use Colwood branded Destination Identification signs for privately owned businesses.
- Incorporate any zoning or neighbourhood identifying styles if applicable.



SITE AUDIT

Pageantry - Banners

Observations:

- There are a valuable number of banner locations throughout the City.
- Current messaging doesn't convey any information about upcoming events, brand character, or neighbourhood identification.
- Banner positioning is often too high on posts which reduces the readability of banner content.
- Royal Bay is doing a good job of incorporating their banner program into an overall neighbourhood identifier, however their system may not be tied into city branding.

Recommendations:

- Refine and make the height of the banners consistent.
- Keep banner hardware and leverage existing locations, while adding new sites to neighbourhoods if the sign program requires it.
- Consistent use of materials, shape, and font.
- Create a scheduled banner program that integrates community initiatives and artwork with timely branded messaging.
- Banners can be used to enhance a sense of place, and help to define neighbourhood boundaries. Changes in colour and artwork can be used to create identities for individual neighbourhoods.



METCHOSIN RD. NEIGHBOURHOOD DELINEATION
Metchosin Rd, is a great example of well defined boundary lines. There is a great opportunity here to use banners as a way to highlight the boundary of the Wishart South and Sea Side Boundaries.

SITE AUDIT

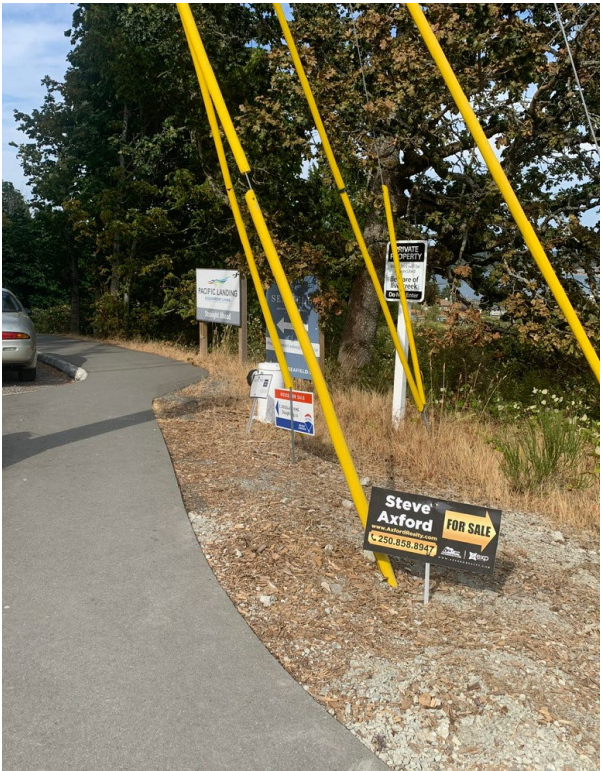
Sign Clutter

Observations:

- As is typical for any town of this size, there are a lot of different privately owned businesses that have signs that will not match the city standard.
- When a large number of these signs are placed in the same area, the visual noise created makes it difficult for anyone to determine what they're looking at and find the information they're looking for.
- When these signs are placed near important municipal information, that information can be ignored or missed due to visual noise.
- It is understandable that during this unprecedented time there is more information required and more challenges managing signage. Many temporary signs were implemented in response to COVID 19 to aid in short term recovery and economic prosperity.

Recommendations:

- Determine which signs should adopt the new sign standard and how they should be incorporated into existing signage.
- Determine which MOTI signs might be able to be consolidated into city signs.
- Ensure local businesses and developers are adhering to existing advertising and temporary signage bylaws, and that superfluous signs are removed.
- Through planning and careful coordination, sign clutter can be alleviated by consolidating information to provide clearer communication.
- Consider implementing time limitations for temporary signage so outdated and irrelevant signs are removed accordingly.

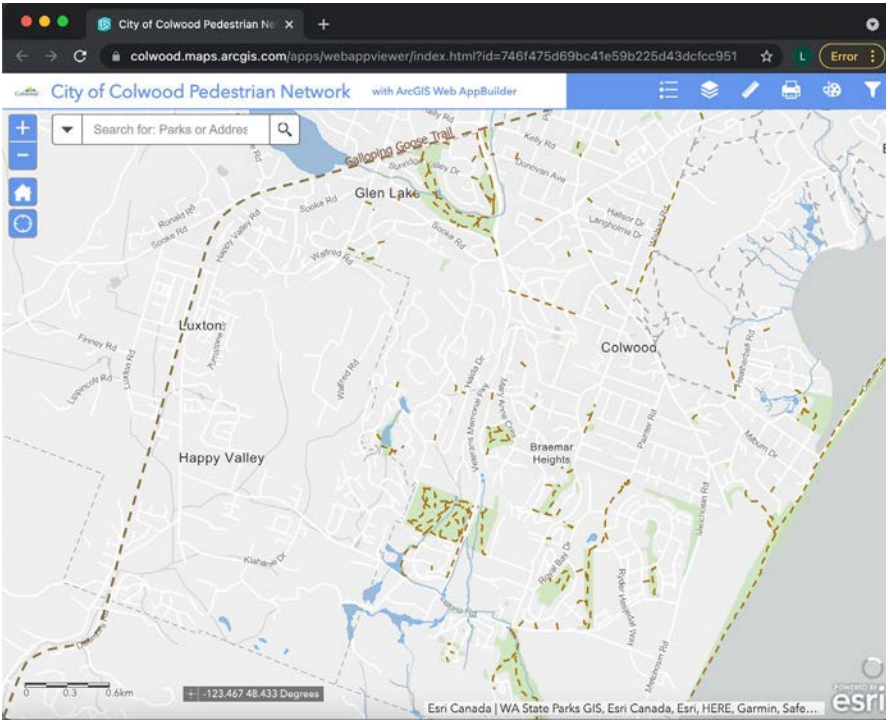


SITE AUDIT

Maps

Observations:

- While covering main paths of travel and visiting key intersection we were unable to find city focused map kiosks.
- Maps at the Galloping Goose Trail intersections include helpful information for users including a “You Are Here” marker, trail amenities and route navigation. Visually the maps lacked colour and contrast.
- The boundaries, street names and landmarks are difficult to identify on the Neighbourhood Map found on the City’s website
- The Colwood GIS maps include a substantial amount of detail. Although this system is extremely powerful and informative, it is only viable if you have access to a wifi connection, mobile device or computer and know how to properly navigate the program.
- The Colwood Community Green Map handout is a nice example of incorporating art and visual interest, however by listing and highlighting so much information, it becomes hard to read and visually distracting. The underlying aerial view of the city also adds to the visual noise.



Section 6

Reference Documents



REFERENCE DOCUMENTS

City of Colwood Signage Bylaws

Although the City of Colwood can implement signs without adhering to bylaws, implementation may be delegated to developers as the city grows in the future. Therefore, it is important for developers and other individuals who implement signage to understand local bylaws and regulations. Following the proper regulations will help mitigate any unforeseen additional costs or re-structuring of the signs themselves. It also protects the integrity, longevity and financial investment of the signage system.

The following is a high-level overview of key points found in the City of Colwood's Sign Bylaw (Bylaw No. 60). Zoning Maps and the respective Bylaw section should be reviewed together in detail.

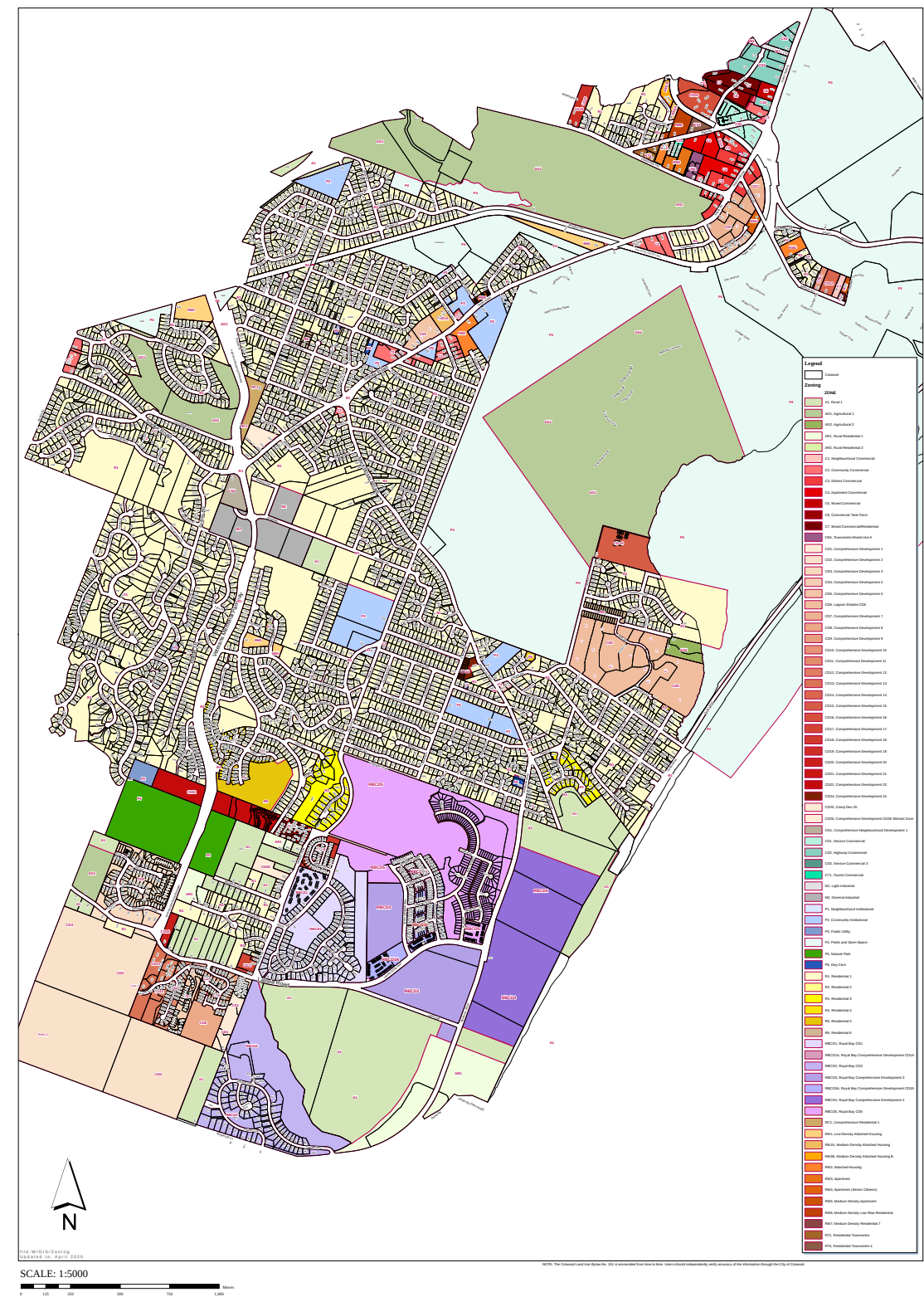
Notwithstanding Section 3 (see full Bylaw No. 60), the following signs may be erected, placed, constructed, altered or maintained on a lot without a permit.

- a. Two unlighted temporary signs of not more than 1.5 m² (16.2 ft²) each or one unlighted temporary sign of not more than 3 m² (32 ft²).
- b. Lighted or unlighted directional signs of not more than 0.4 m² (4.2 ft²).
- c. Traffic control devices.
- d. "No Trespassing" signs.
- e. Site signs.
- f. Window signs.
- g. **Signs erected by the City of Colwood, the Government of British Columbia or the Government of Canada.**
- h. Signs authorized by Council resolution advertising a community event or authorized by agreement with the City for bus shelter signs.



Image Credit: City of Colwood - Official Community Plan, page 11

Sign Districts



SIGN DISTRICT A

SIGN DISTRICT A includes all lands within the following zones:

- Agricultural 1 (AG1)
- Agricultural 2 (AG2)
- Rural 1 (A1)
- Rural Residential 1 (AR1)
- Rural Residential 2 (AR2)
- Residential 1 (R1)
- Residential 2 (R2)
- Residential 3 (R3)
- Residential 4 (R4)
- Residential 5 (R5)
- Comprehensive Development 1 (CD1)
- Comprehensive Development 2 - Area 1 (CD2 - Area 1)
- Daycare (P6)

SIGN DISTRICT B

SIGN DISTRICT B includes all lands within the following zones:

- Mobile Home Park (RH1)
- Low Density Attached Housing (RM1)
- Medium Density Attached Housing (RM1A)
- Medium Density Attached Housing B (RM1B)
- Attached Housing (RM2)
- Apartment (RM3)
- Apartment (Senior Citizens) (RM4)
- Medium Density Apartment (RM5)
- Medium Density Low Rise Residential (RM6)
- Towncentre Seniors Residential (RTS-2)
- Comprehensive Residential 1 (RC1)
- Park and Open Space (P4)

SIGN DISTRICT C

SIGN DISTRICT C includes all lands within the following zones:

- Neighbourhood Commercial (C1)
- Apartment Commercial (C4)
- Commercial Tank Farm (C6)
- Mixed Commercial / Residential (C7)
- Service Commercial 3 (CS3)
- Light Industrial (M1)
- General Industrial (M2)
- Neighbourhood Institutional (P1)
- Community Institutional (P2)
- Public Utility (P3)

SIGN DISTRICT D

SIGN DISTRICT D includes all lands within the following zones:

- Community Commercial (C2)
- District Commercial (C3)
- Mixed Commercial (C5)
- Comprehensive Development 2 - Area 2 (CD2 - Area 2)
- Comprehensive Neighbourhood Development 1 (CN1)
- Service Commercial (CS1)
- Highway Commercial (CS2)
- Tourist Commercial - Motel (CT1)

REFERENCE DOCUMENTS

Permitted Sign Types

Free Standing Signage

Free Standing Signage is permitted in Sign Districts A, B, C, and D when in accordance with the regulations in this Section:

Sign District A:

- a. No sign shall be located within 3 m (9.8 ft) of any lot boundary with another lot.
- b. No sign shall exceed a height of 1.5 m (4.3 ft) above finished grade.
- c. Sign area shall not exceed 0.3 m² (3.2 ft²) for a one-sided sign or 0.3 m² (3.2 ft²) per side for a two-sided sign.
- d. No sign shall be lighted.
- e. No sign shall have more than 2 advertising faces.
- f. No sign shall be located in a side or rear yard area required under the Zoning Bylaw.

Sign District B:

- a. Total sign area of all Free Standing Signs on a lot shall not exceed 2 m² (21.5 ft²) if one-sided, or 4 m² (43 ft²) if multi-sided.
- b. No sign shall exceed a height of 4 m (13.1 ft) above finished grade.
- c. No sign shall be located within 3 m (9.8 ft) of any lot boundary with another lot.
- d. No sign shall have more than 2 advertising faces.

Sign District C:

- a. Sign area shall not exceed 4.2 m² (45 ft²) if one-sided or 8.4 m² (90 ft²) if multi-sided.
- b. No free standing sign shall exceed a height of 6 m (19.7 ft).
- c. No sign or part thereof shall be located within 1.5 m (4.9 ft) of any lot boundary with another lot.
- d. Rotating or revolving signs are not permitted.
- e. Notwithstanding Section 11 (a), one Electronic Message Centre may be permitted on a lot zoned P1, P2, or P3 only, on the conditions that the Electronic Message Centre is physically integrated into the sign area of a Freestanding Sign permitted by this bylaw provided.
 - i. The electronic message centre can be no more than 40% of the sign area;
 - ii. Each message must remain static for a minimum of 10 seconds;
 - iii. The sign must not use scrolling, fading, flashing, or animated display;
 - iv. The electronic message centre must be monochromatic display and must include automatic dimming features to reduce light intensity in lower ambient light conditions;
 - v. The sign shall not be visible from adjacent residential uses; if visible from adjacent residential uses the sign must be turned off from 10PM to 7AM every day of the week;
 - vi. For traffic safety, electronic message centres shall not be located within 100 m of a signalized intersection.

Sign District D:

- a. Where the gross floor area of a building on the lot is 1,500 m² (16,157 ft²) or less, the sign area of each sign shall not exceed 5.5 m² (59 ft²) if one-sided or 11 m² (118 ft²) if multi-sided.
- b. Where the gross floor area of buildings on the lot is more than 1,500 m² (16,147 ft²), the sign area of each sign shall not exceed 7.5 m² (80 ft²) if one-sided or 15 m² (160 ft²) if multi-sided.
- c. No sign shall exceed a height of 6 m (19.7 ft).
- d. No sign or part thereof shall be located within 1.5 m (4.9 ft) of any lot boundary with another lot.
- e. Rotating on-sided or two-sided signs are not permitted.

Directional Signage

Directional Signage is permitted in Sign Districts C, and D when in accordance with the regulations in this Section:

Sign District C:

- a. Sign area of each Directional Sign shall not exceed 0.9 m² (9.7 ft²) per sign.

Sign District D:

- a. The sign shall not exceed 0.9 m² (9.7 ft²) per sign.



ABOVE
Sample Free Standing Signage (left) and Directional Signage (right).

REFERENCE DOCUMENTS

Ministry of Transporation Authorities

Ministry of Transportation & Infrastructure
Permits and Approvals Manual

As parts of Sooke Road and Veterans Memorial Parkway are Provincial Highways, the City of Colwood will benefit from working closely with the Ministry of Transportation & Infrastructure’s recommendations and guidelines to ensure signage is safe and viable.

Certain signs, depending on size and location, may require a permit. Further coordination between the City and Ministry of Transportation & Infrastructure is recommended to ensure support of Colwood wayfinding initiatives. The following is a high level overview of the regulations and processes that should be followed.

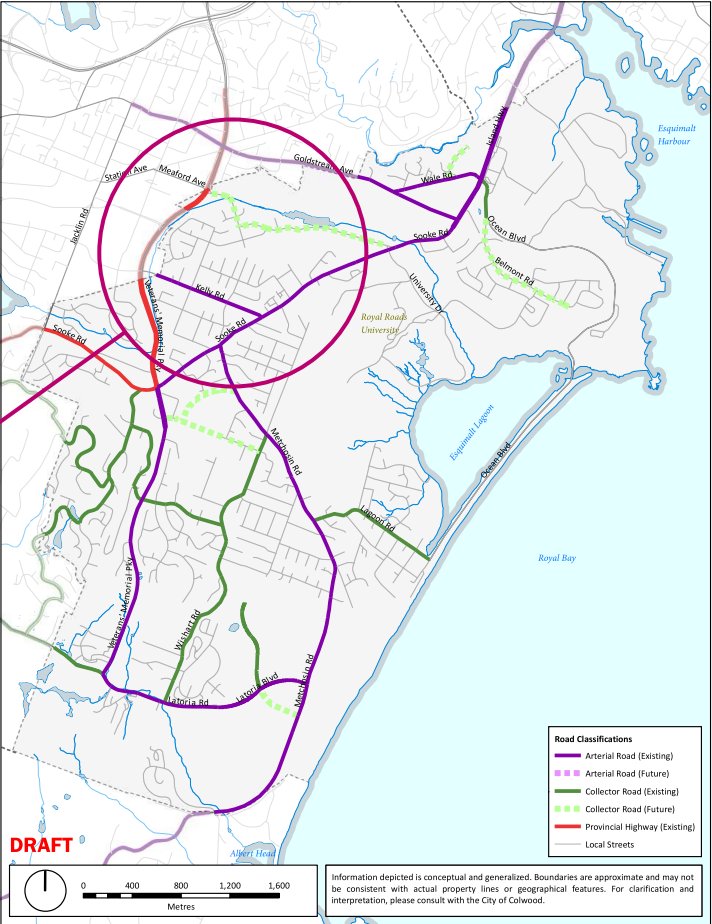
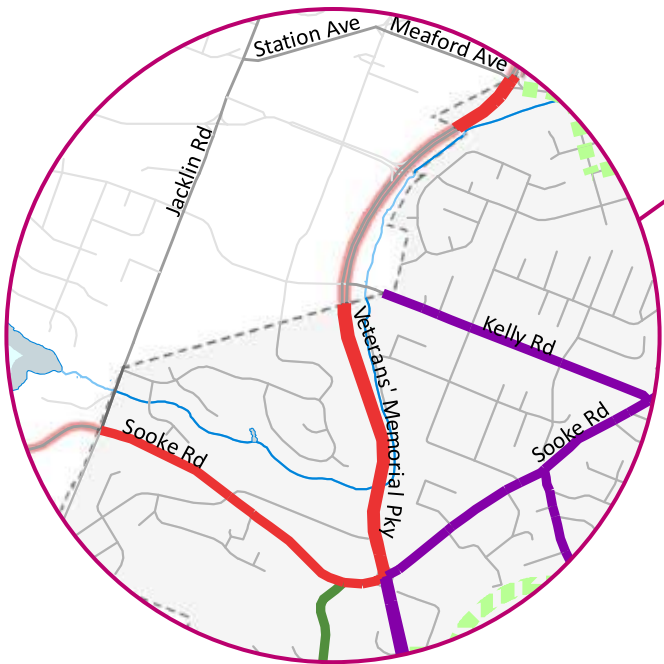
- The Ministry operates under the principle that highways are safest for motorists when they are relatively free of distractions. For this reason, private signs along BC highways are typically not permitted with some exceptions such as signs to point out services and attractions at highway exits, and for directions.
- Signs to point out emergency services, such as local radio stations and fire protection are permitted and require you to fill out a permit application. Likewise, hunting zone boundaries, regional district boundaries and other location markers may be posted, with a permit.
- To reduce the chance of driver distraction, the Ministry does not issue permits for advertising.
- To apply for permission to install a sign along any highway or road:
 1. Submit your application, with a supporting plan and details, to the Ministry district office.
 2. Ministry staff will supply you with a confirmation that they received your application, and assign a file number to your proposal.
 3. Your proposal will be reviewed, including a site visit and consultations if necessary.
 4. Ministry staff will contact you with a decision, or a request for more information.
 5. If your proposal is successful, you will receive a permit.

Standard Ministry Protocol

- If the location of a sign is within 1.5m from a Ministry designated road or highway, it is recommended that further coordination between Colwood and the Ministry take place.
- At locations where sign supports could be hit by vehicles, they should be located behind appropriate barriers or have breakaway footings.
- The authority for the placement of traffic signs and other traffic control devices on all streets and highways in British Columbia is contained in various Provincial acts and municipal by-laws.
- Some legislation providing authorization for signs may be found in the Ministry of Transportation and Highways Act Sec 14, and the Motor Vehicle Act Sect 119, 135 (2), 146, 208, 209 and 214.
- Jurisdiction for traffic control devices is as follows:
 - **Municipalities:** All streets except arterials as defined in Section 27 of the Highway Act.
 - **Ministry of Transportation and Highways:** All arterial highways and public highways in unorganized areas.

Ministry of Transportation & Infrastructure
Contact Information:

- Vancouver Island District Office: (250) 952-4515



PROVINCIAL HIGHWAYS

The red lines shown here denote the parts of Sooke Rd. and Veterans Memorial that are classified as Provincial Highways.

REFERENCE DOCUMENTS

Parks

Local, regional and national parks may be considered destinations for the purpose of the Colwood wayfinding strategy.

Regional Parks

- Any signage planned within Regional Parks or Parks Reserves—such as the Galloping Goose Trail—should defer to the CRD for guidelines. The CRD Parks and Environmental Services division will be able to assist with any questions or concerns regarding park specific policies and procedures.

National Parks

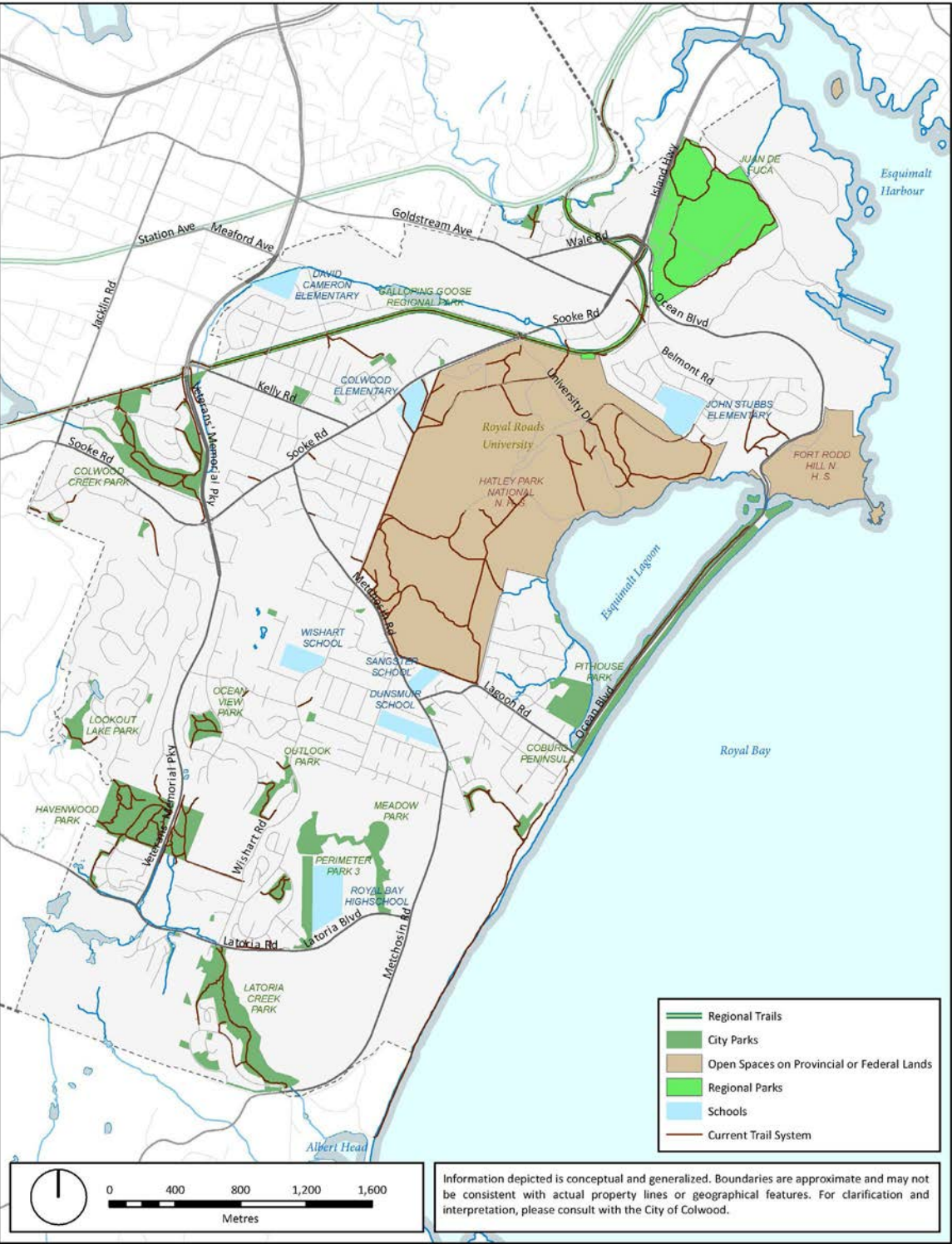
- Federal Parks or historic sites—such as Fort Rodd Hill—have their own set of signage standards. It is not recommended to place new signs on National Park Land. Planning and administration of the park is the responsibility of Parks Canada.

Provincial Parks

- There are no Provincial Parks located within the City of Colwood.

Local Parks

- Local Parks include small water accesses, trails, playgrounds and sports fields. These parks are planned and administered by local government and the Parks & Recreation Master Plan that was created for this purpose. Local Park signage references Colwood’s Signage Standard when new or replacement signage is required.



Thank You.

