

# WAYFINDING STRATEGY STRATHROY-CARADOC

December 7<sup>th</sup>, 2021

PHASE 2: STRATEGY & DESIGN

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# INTRODUCTION

# INTRODUCTION

The Municipality of Strathroy-Caradoc is looking to develop a comprehensive wayfinding strategy based on its objective identified in the 2018 First Impression Community Exchange Report. The goal is to create a wayfinding system that reinforces the sense of place, identity, and interconnections of the Municipality and its features, and improve navigability and wayfinding within its borders.

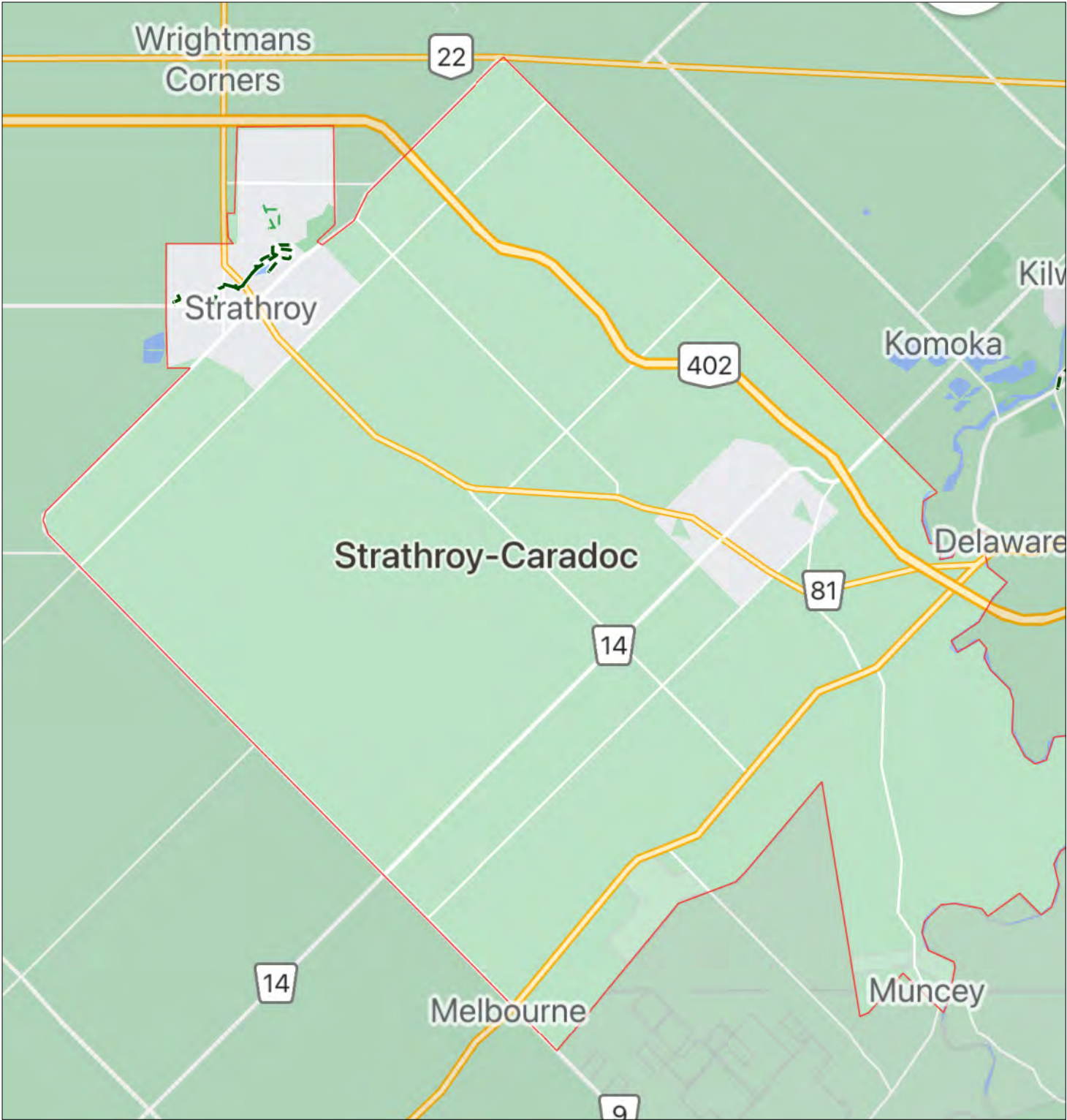
Wayfinding and identity signage have a direct impact on visitors, local residents, local businesses, tourism outfits and the public in general. Since the wayfinding system is utilized by a wide range of users, it must be clear and intuitive for everyone, built on the principles of universal design whilst conveying a “sense of arrival” and “sense of place” unique to the town.

The wayfinding strategy includes:

- An assessment of existing wayfinding signs
- Consideration of entrance signage/ arrival experience
- Stakeholder engagement
- Design of the wayfinding program
- Preliminary cost estimation and Implementation plan

The strategy considers accessibility, culture, and heritage, and the unique features of the Municipality while also considering neighboring Municipality’s and the County signage strategy (if any).

The outcome of this project responds to the needs of visitors and residents using all modes of transportation (pedestrian, cyclists, motorists) and helps them navigate to their destination(s) with ease. This strategy helps improve identifying downtown, parks, trails, town services, and also providing a recognizable cultural identity for the Municipality.





## A. STRATEGY & DESIGN APPROACH

# A. STRATEGY & DESIGN APPROACH

## 1.1 SITE ANALYSIS – SUMMARY OF FINDINGS

On April 6th 2021, the Entro team visited and surveyed Strathroy-Caradoc, by navigating through major roads, and destinations. The purpose was to better understand a visitors experience and identify the concerns with the current wayfinding system.

This journey helped form our understanding of the town's needs and concerns, where gaps are in the signage system, and what areas need to be addressed.

A summary of our findings includes:

- The current wayfinding system does not consider a holistic user journey.
- Information across all levels is not consistent in content, look and feel.
- Wayfinding design is not accessible and inclusive, meeting all accessibility requirements and best practices, while following universal design principles.
- Lack of wayfinding signage at major intersections and travel between each community making it difficult to know the resources and destinations available.

- Each community does not currently have an identity present to help improve the visitor experience, placemaking and wayfinding throughout the town. A clear and consistent identity will help clarify the difference between Strathroy, Mount Brydges and Melbourne.
- Messaging hierarchy does not allow users to classify between directional messaging, identification of destination and campaign messaging (i.e. Shop Downtown)
- New Strathroy-Caradoc brand identity is only visible on the Street Name signs, and some banners throughout downtown Strathroy.





# A. STRATEGY & DESIGN APPROACH

## 2.1 STAKEHOLDER ENGAGEMENT

Through a combination of meetings, 1 stakeholder engagement workshop (on April 2021, with town appointed stakeholders), and observational research, we collected information that helped define the exact requirements and our understanding around the goals and aspirations for wayfinding for Strathroy-Caradoc.

### PURPOSE

Understand current experience	Discovering future experience & vision
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### OUTCOMES

Establish key landmarks & decision points	Resolve confusing & problematic areas	Drive look & feel of signage
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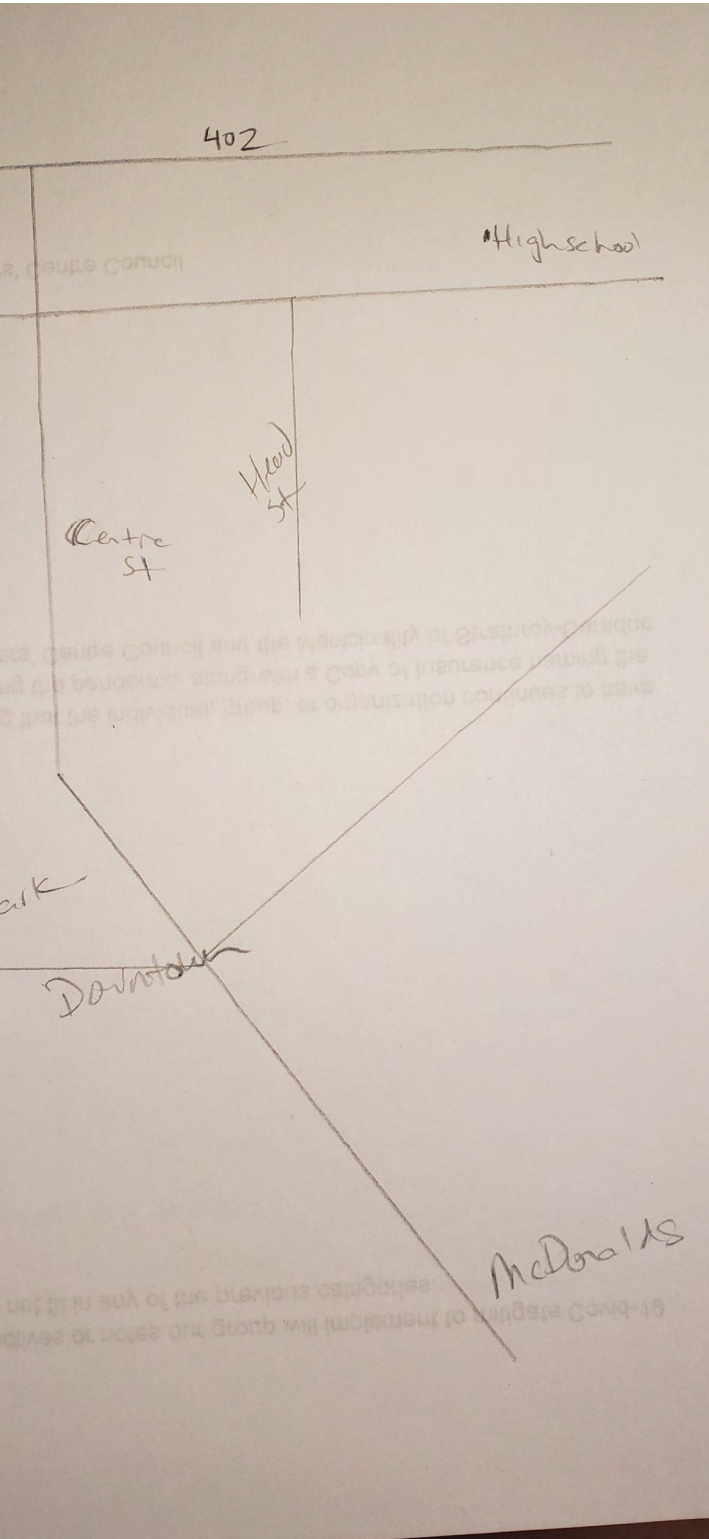
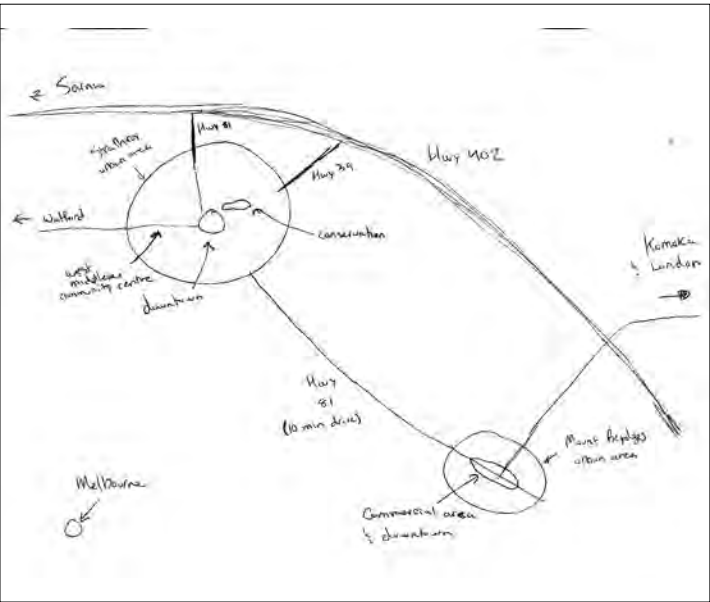
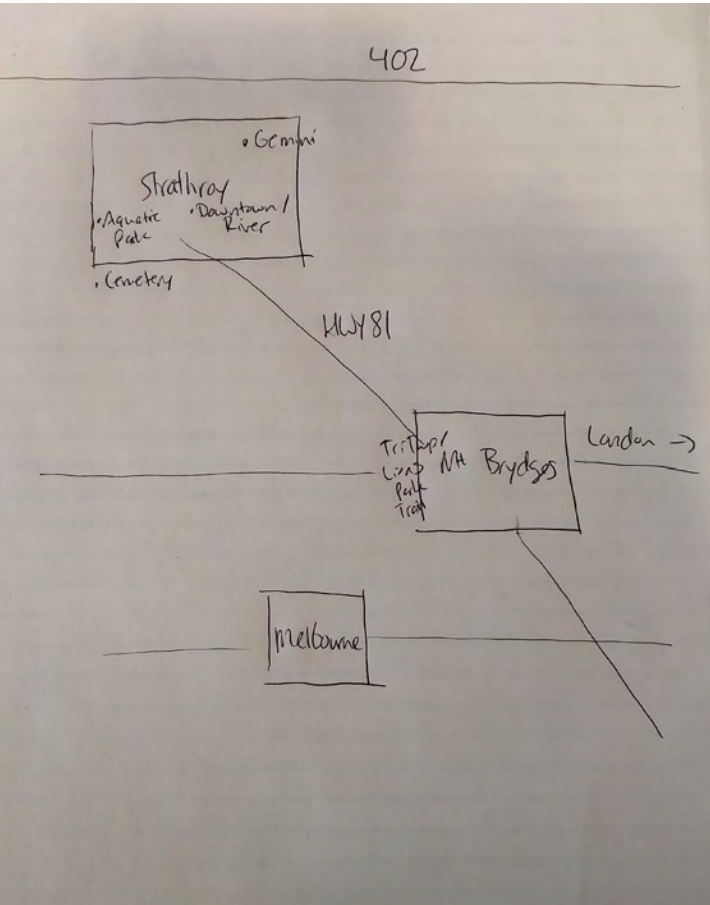
### ACTIVITIES & EXERCISES

Understand current experience	Discovering future experience & vision
Cognitive Sketchmap activity	Key Question Discussion
Experience Mapping Exercise	Visual Mood Board

# A. STRATEGY & DESIGN APPROACH

## 2.2 COGNITIVE SKETCHMAP

- Roadways and highways serve as primary reference points.
- Rivers and natural features provide important, secondary reference points
- Downtown Strathroy, and business district in Mt. Brydges form primary hubs (with Melbourne less represented). These hubs are connected through vehicular paths of travel.
- Recreational facilities (Gemini Sportsplex, Mt. Brydges Arena) and parks/conservation (Alexandria Park, Conservation area) areas most often included destinations.



## A. STRATEGY & DESIGN APPROACH

## 2.3 EXPERIENCE MAPPING EXERCISE

## KEY DESTINATIONS

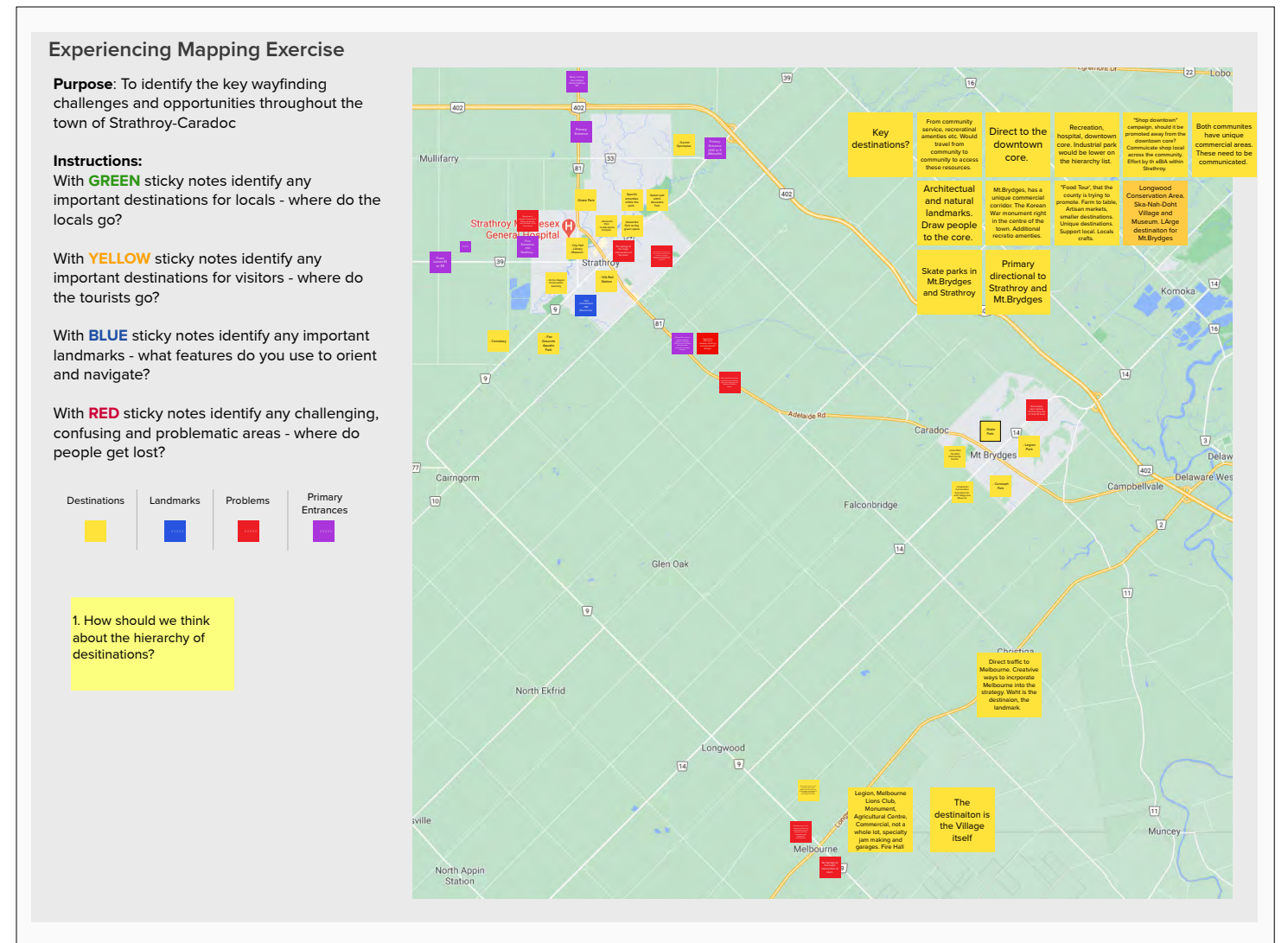
1. Primary commercial and retail zones – Downtown Strathroy and Mt. Brydges commercial area.
2. Recreational facilities – Gemini Sportsplex, Aquatic Park, Lions Caradoc Community Centre, Melbourne Lions Club, Caradoc Community Centre, Skate Parks.
3. Parks and conservation areas – Alexandra Park, Fair Grounds, St. Clair Region Conservation Area, Legion Park, Cenotaph Park, Longwoods Conservation Area.
4. Historic and Cultural Destinations – City Hall, Library, Strathroy Museum, Ska-nah-doh Village and Museum.
5. Local and artisan opportunities – Farm-to-table restaurants, and for tours.

## LANDMARKS

- Silo
- Clock tower
- Korean War Monument

## CHALLENGES

- Lack of signage overall
- Lack of signage at major intersections and entry points
- Messaging hierarchy does not allow users to classify between directional messaging, identification of destination and campaign messaging (i.e. Shop Downtown)
- Clarify the difference between Strathroy and Adelaide MT Bridges
- While communities lack individual identities, an over arching identity for the region is also lacking
- While municipality signage is present, town identification for Mt. Brydges is absent
- Unclear that Melbourne is split between two municipalities
- In need of a clear connection between the three communities displaying how to enter each communities and what major points of interest are they include





# A. STRATEGY & DESIGN APPROACH

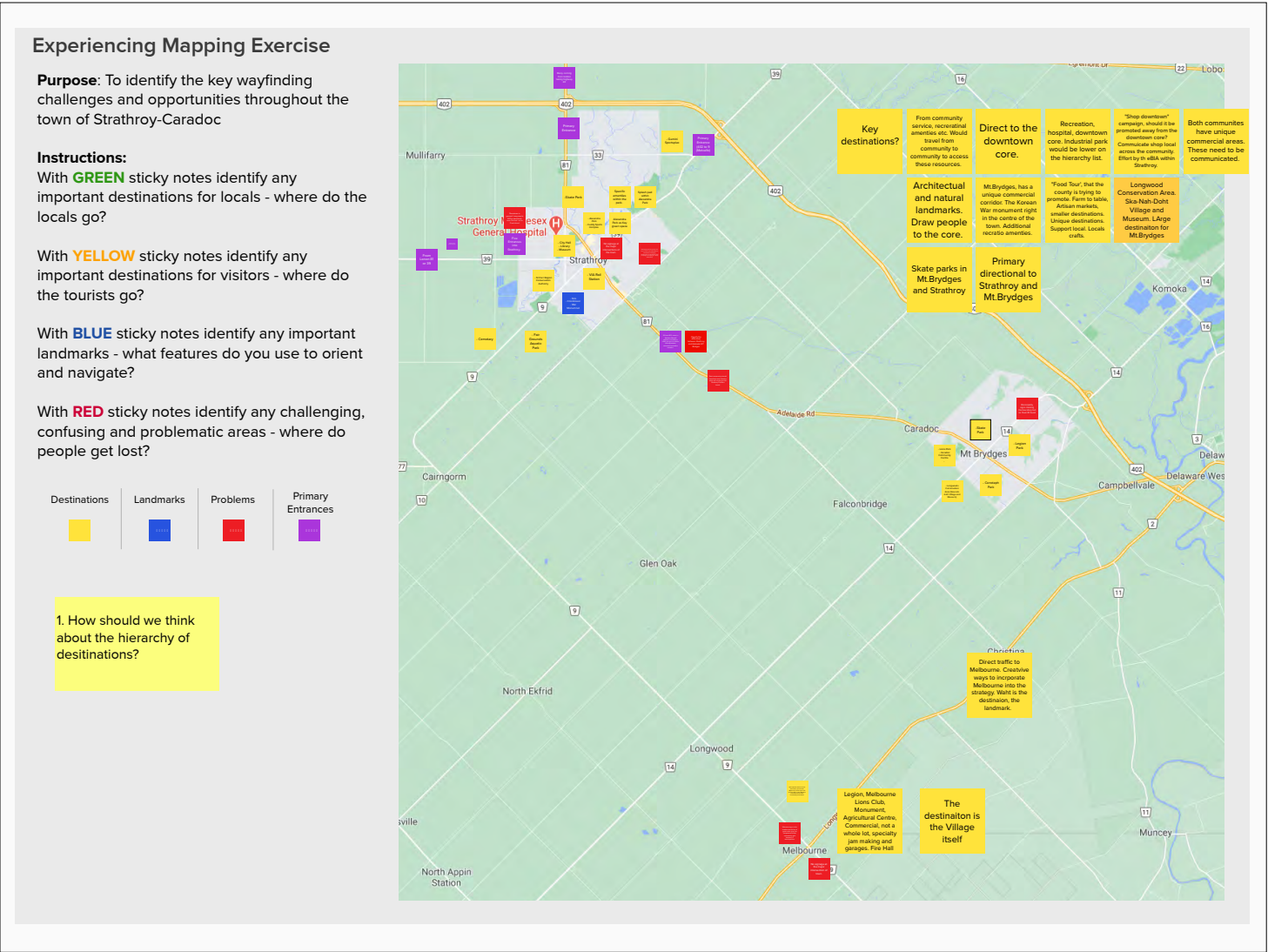
## 2.3 EXPERIENCE MAPPING EXERCISE

### PRIMARY ENTRANCES

- 6 primary entrances into Strathroy-Caradoc
- From London, either 81 (Adelaide Rd) or 39 (Hickory Dr)
- From the Northeast or Southwest, 14 (Glendon Dr)
- From the Southeast, through Melbourne to Strathroy, 9 (Melbourne Rd)
- Exit off the 402, to 81 (Adelaide Rd) or 39 (Metcalf St E.)

### ADDITIONAL OBSERVATIONS

- Commercial information should be shared and communicated across Strathroy, Mt. Brydges and Melbourne
- Melbourne as bedroom community, needs to be creatively folded into the overall wayfinding strategy
- Support local business and opportunities





# A. STRATEGY & DESIGN APPROACH

## 2.4 MOOD BOARD EXERCISE

What should the welcome experience be like for Strathroy-Caradoc?

- Provide welcoming and memorable arrival experience
- Consistent with Strathroy-Caradoc brand, feel and character – balancing rural and urban characteristics
- Avoid over designed, bright or modern design choices
- Consider ways to intelligently present, long, full name in welcoming signage



**POSITIVE**  
“Modern. Similar to the current branding strategy.”  
“Nice vista in the background.”  
“Modern. But does not fit brand essence.”  
“Party beach”



**POSITIVE**  
“High impact”



**POSITIVE**  
“Landscaping softens the sign up”  
“Lack of logo is a positive, no need to change the sign in the future if the brand changes”



**NEGATIVE**  
“‘Rural Hospitality’ useful to use in the wayfinding strategy”



**NEGATIVE**  
“A bit too modernistic. Themes is rural hospitality.”



**NEGATIVE**  
“Institutional. Looks like you are driving into prison.”  
“Blah. Nothing eye-catching to it.”  
“White sign, different colour scheme. Could be appealing. Positive, it’s simple, clear and concise.”



# A. STRATEGY & DESIGN APPROACH

## 2.4 MOOD BOARD EXERCISE

How playful or sophisticated should the program be?

- Leverage brand guidelines
- Mix of materials, natural elements with brand colours (wood/cedar with primary brand blues)
- Avoid overly playful or intricate design choices



POSITIVE

“Functional and clear for all ages and languages”  
“Readability for all”  
“Colours used help break up the sign, not just all one colour is nice”  
“Functional and clear”



POSITIVE



POSITIVE



NEGATIVE

“Could be fun but not appropriate for a comprehensive signage program”  
“Too much wood”  
“Could be damaged by skateboarders”



NEGATIVE

“Too industrial”



NEGATIVE



# A. STRATEGY & DESIGN APPROACH

## 2.4 MOOD BOARD EXERCISE

### How do we identify destinations?

- Ensure consistency across destinations and brand presence
- Provide clear D. Planning Principles – identify amenities and resources available at the destination
- Avoid vertical signage and type



**POSITIVE**  
“Can include many amenities. Alexandra park and all its destinations (splash pad, courts...)”  
“Can create organized D. Planning Principles”  
“Substantial”



**POSITIVE**  
“Like the option to include amenities here”



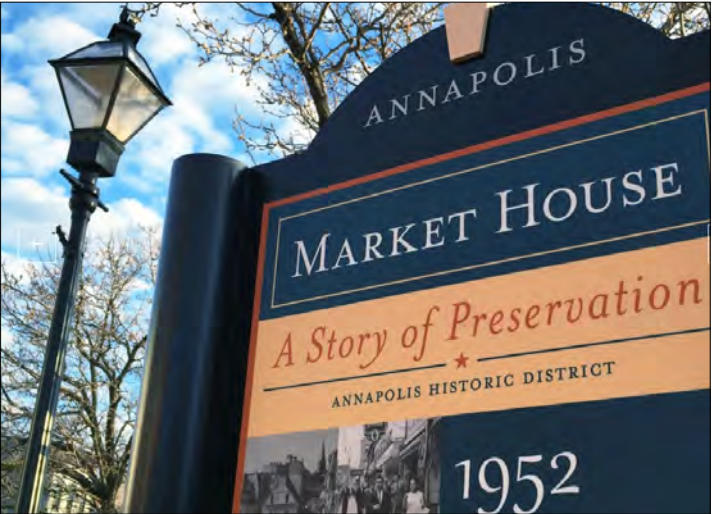
**POSITIVE**



**NEGATIVE**  
“Worried about vertical writing”  
“Avoid vertical signs”



**NEGATIVE**



**NEGATIVE**  
“Too busy”



## A. STRATEGY & DESIGN APPROACH

## 2.4 KEY QUESTION DISCUSSION

## How pedestrian of vehicular focused should the wayfinding program be?

- Both are vehicular and pedestrian signage is needed
- Downtown spaces need clear pedestrian information, while vehicular information to the destinations or between towns is needed
- Transition from driving to walking is key
- Mt. Brydges needs to be readable from a vehicular perspective – it sits at intersection of two main highways
- Downtown Strathroy is more pedestrian focused – it is your destination.

## How should the Strathroy-Caradoc brand be represented?

- Full name on primary sign types
- Imagery or log on secondary sign types

# Key Question Discussion

**Purpose:** Determine appropriateness and direction of several key wayfinding strategies and solutions

**Instructions:** For each of the following questions, which strategy or solution do you feel would best fit the needs and expectations of Strathroy-Caradoc

### How pedestrian or vehicular focused should the wayfinding program be?

- Address both of them. Directional signs need more prominent information. Downloaded by high school seniors. Reduced clutter. Reduce program through the town website.
- Mt Byrdges is a historic town and makes sense as a different personality. The downtown area has a lot of history and it's important to have a sign that says "Welcome to the Town of Mt Byrdges".
- Difference is Mt Byrdges is at the intersection of two main highways. Strathroy
- Downstream from Front and Park Street, should not allow through there if you are any your way somewhere, in your destination.

### How should the Strathroy-Caradoc brand be

- Prefer logo on the secondary sign. Does not have to say Strathroy Caradoc
- Imagery rather than the words. Long, hyperrealized name imagery is more appealing
- Like the central image. Stamp of the brand for the secondary signs.
- That Secondary and primary is the secondary. This could be the only water park. Municipal and regional support.
- Municipal parking

### How should we tell the story of Strathroy-Caradoc?



# A. STRATEGY & DESIGN APPROACH

## 3.1 SUMMARY OF FINDINGS

### PROVIDE CONNECTIONS BETWEEN HUBS

The downtown Strathroy area, the business district in Mt. Brydges, and Melbourne represent the primary hubs that need to be connected. It is crucial that getting between these areas is intuitive and that people know what services are available in each of these areas. The approach should aim to connect both spatially and commercially.

### ESTABLISH PEDESTRIAN & VEHICULAR WAYFINDING

While vehicular wayfinding information is crucial to direct people to and between primary destinations, pedestrian wayfinding information needs to be considered once the destination is reached. This includes pedestrian wayfinding information within Downtown Strathroy, and the Mt. Brydges business district. Additionally, intuitive vehicular wayfinding information is vital for Mt. Brydges as it sits at the intersection of two main highways.

### CREATE CHARACTER & BRAND IDENTITY

The wayfinding program should establish a genuine and strong visual identity for Strathroy-Caradoc, while also allowing for differentiation between the individual communities. The character of the program should be consistent with the Strathroy-Caradoc brand and strike a balance between urban and rural characteristics, perhaps leveraging wood (cedar) and the primary blue from the brand colours.

### DEFINE RECREATION, CULTURE & NATURE DESTINATIONS

Recreational facilities (i.e. Gemini Sportsplex), cultural destinations (i.e. City Hall) and natural resources, form the primary destination category. The wayfinding program needs to direct clearly and intuitively to similar such destination categories. Additionally, the spatial relationships to these destinations should also be clearly communicated, providing important orientation and directional information.

### MAINTAIN HIERARCHY & CLARITY

The wayfinding program should be clearly structured in directing users to the destinations and providing confirmation of arrival at the appropriate destination. This will create a more intuitive and predictable wayfinding experience.

## **B. ACCESSIBILITY & BEST PRACTICE**

# B. ACCESSIBILITY & BEST PRACTICE

## 1.1 VIEWING DISTANCE & CAP HEIGHTS

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.

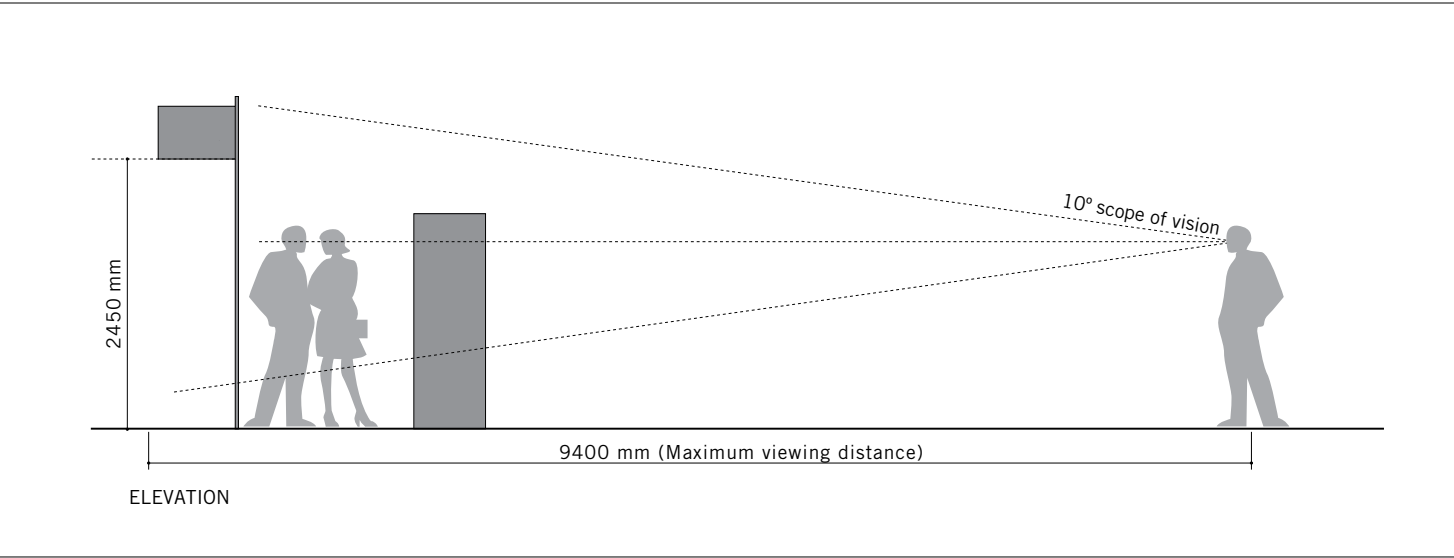
The suggested minimum cap heights for wayfinding signage should be based on the intended viewing distances of the signs. This may also be dependent on existing conditions and sight lines.

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

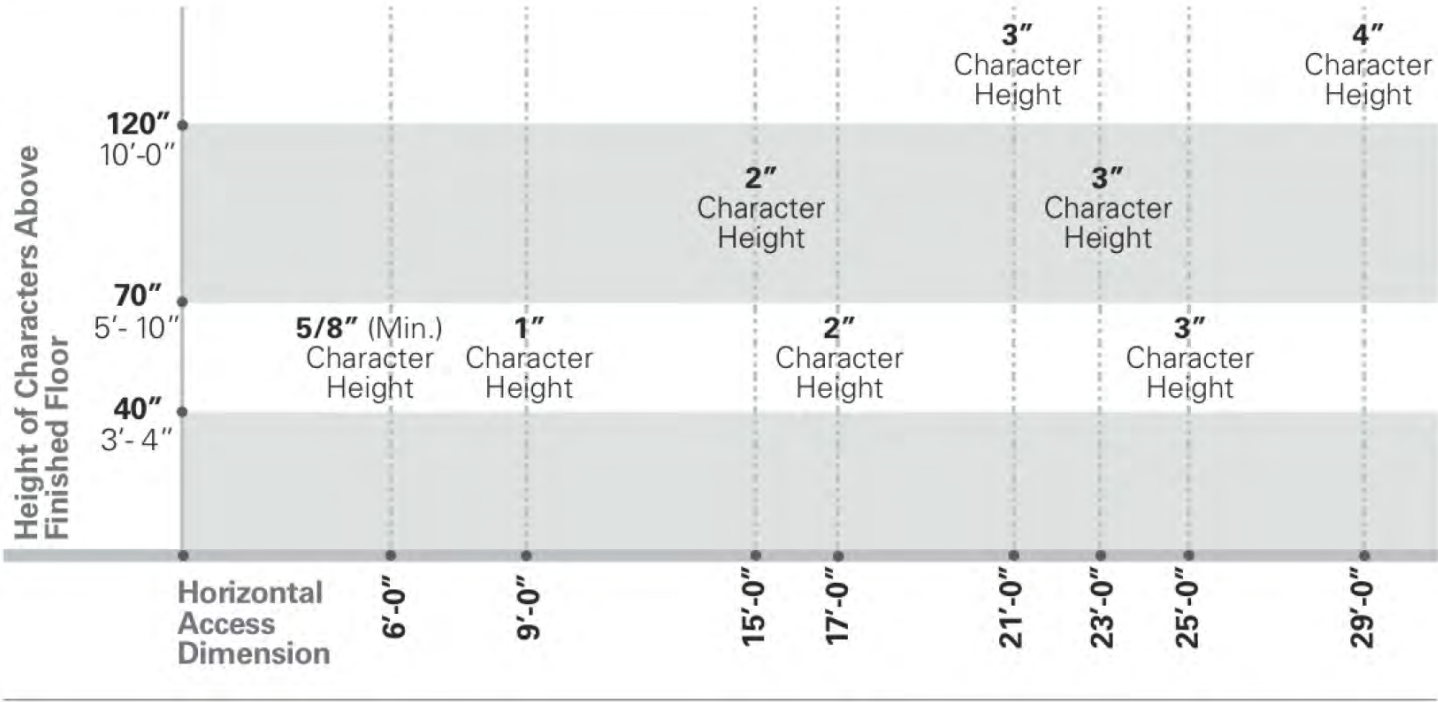
### VEHICULAR SPEED VS CAP HEIGHT

70 kph = 143mm – 190mm  
(5.6" – 7.5")

30 kph = 68mm – 82mm  
(2.7" – 3.25")



### Visual Characters | Sizes



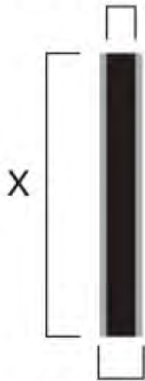
# B. ACCESSIBILITY & BEST PRACTICE

## 1.2 TYPOGRAPHY & ADA COMPLIANCE

(ADA) Stroke weight for typeface used on visual messages should be considered to ensure readability and compliance to accessibility requirements.

### Raised Characters | Stroke Thickness and Character Proportions

10% X min.  
(No min. required, but SEGD recommends no less than 10%)



15% X max.

**Raised Character  
Stroke Thickness**

55% X min.



110% X max.

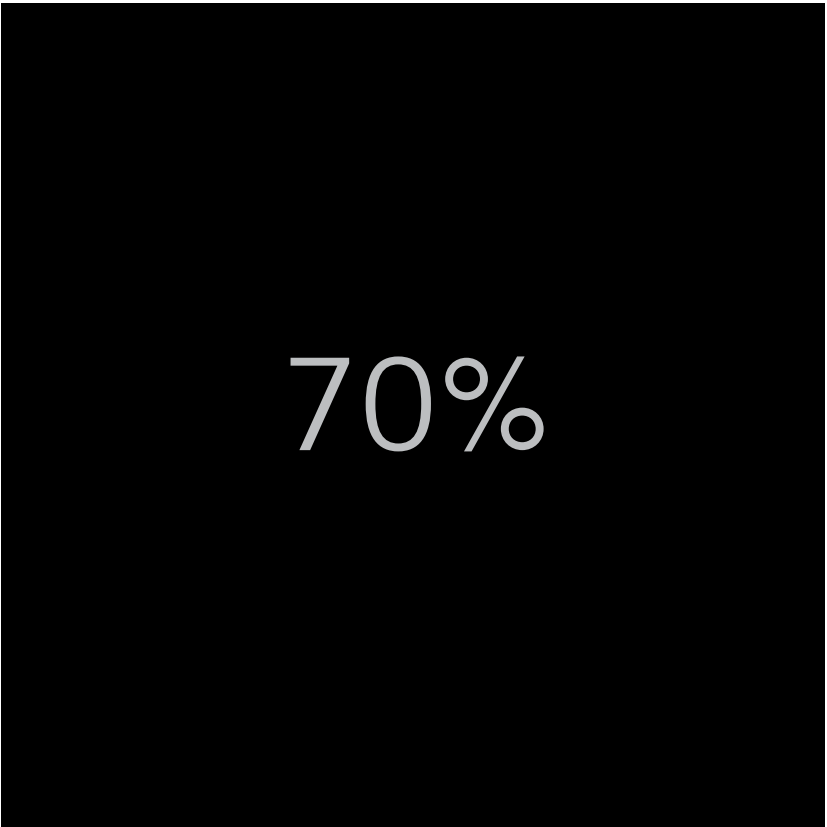
**Raised Character  
Proportions**

**Character Proportions**  
55% to 110% of  
"X" (Cap "I" Height)

# B. ACCESSIBILITY & BEST PRACTICE

## 1.3 READABILITY & LEGIBILITY – CONTRASTS

Text should be presented on a dark background with light letters. Signs should have a foreground/background contrast of 70%. As glare and reflections affect effectiveness of contrast, sign surfaces should be non-glare.



Light characters against dark backgrounds



Dark characters against light backgrounds



## B. ACCESSIBILITY & BEST PRACTICE

### 1.4 READABILITY & LEGIBILITY

Visual and tactile messages should be set in upper and lowercase. Text should be upper and lower case. This helps users with vision impairment to recognize word shapes by touch. The treatment is also helpful for visually able users to read more easily.

Library

LIBRARY

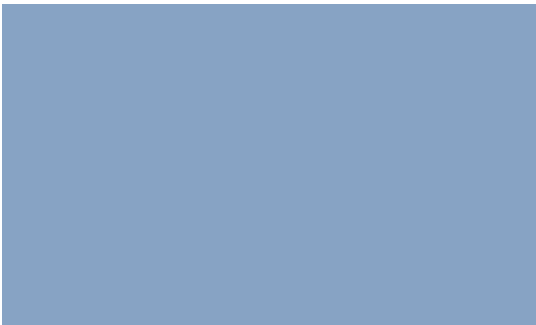
## C. SIGNAGE DESIGN

# C. SIGNAGE DESIGN

## 1.1 COLOUR



**BLUE**  
PANTONE 653 C  
MATTHEWS PAINT:  
MP 03547 OCHO RIOS BLUE



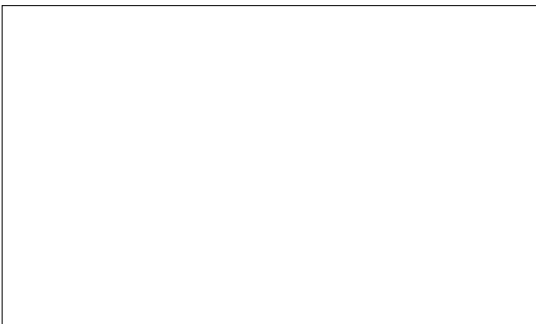
**LIGHT BLUE**  
PANTONE 652 C @ 80%  
MATTHEWS PAINT:  
MP 00344 BABY BOY BLUE



**DARK BLUE**  
PANTONE 2768 C  
MATTHEWS PAINT:  
MP 13740 VANS BLUE MONEY



**WOOD ACCENT**  
TBD



**WHITE**  
WHITE REFLECTIVE VINYL



**STRATHROY LOGO**



**STRATHROY LOGO – FOR WAYFINDING ONLY**

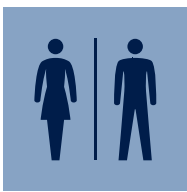
- Primary brand colour used as a background
- Logo reduced to illustration only  
(NOTE: Logo graphic for representation only. Final graphic under refinement)
- Town name and slogan shown at a larger scale on main portion of signs

# C. SIGNAGE DESIGN

## 1.2 PICTOGRAMS



Accessible Access



Washrooms



Men



Women



Universal Washroom



Universal Washroom  
Accessible



Baby Change



Parking



Information



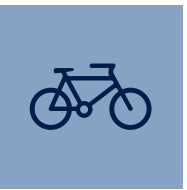
Hotel



Bus



Train



Bike Parking



Hiking Trail



Pool



Playground



Picnic



Concession



Left Arrow



Up Left Arrow



Up Arrow



Up Right Arrow



Right Arrow

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

1. Left
2. Straight-ahead
3. Right

Messages attached to each direction are to be group together, in an alphabetical fashion, with amenities being the last line of the direction.

# C. SIGNAGE DESIGN

## 1.3 TYPOGRAPHY

Font substitutions are not permitted.

It is the responsibility of the appointed fabricator to purchase the fonts.

Regular and Semibold are to be used on signage as indicated on each sign type design drawing.

No additional font styles to be added.

Barlow, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Barlow, SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



# C. SIGNAGE DESIGN

## 1.4 SIGN TYPE LIST

Following a detailed survey of the site area and understanding of the key destinations and culture, we were able to identify key challenges and opportunities that currently exist while navigating the municipality.

Below are some of the key considerations that helped inform the recommend sign type list that will help clarify the signage and wayfinding needs for the municipality:

- Create clear and unique identity.
- Provide clear hierarchy of information to the users at the right time along their journey.
- Promote consistent appearance and placement

### A1.1: PRIMARY ENTRANCE ID

Sign designed to provide a welcoming sense of arrival to and from the community at primary locations which helps define the boundaries of the town.

### A2.1: SECONDARY ENTRANCE ID

Sign designed to provide a welcoming sense of arrival to and from the community at secondary locations which helps define the boundaries of the town.

This sign is a smaller version of the primary town entrance ID to accommodate the smaller roads and pathways.

### A3.1: TOWN SERVICE CLUBS ID

Sign used to identify the club services that are available within each community.

### A5.1: DESTINATION ID

Used for identifying the primary and secondary destinations, placed at the main entrances of the building.

### A6.1: PARK ID

Identification signage is used at park entrances to help provide a sense of arrivals for vehicular and pedestrian visitors.

### A7.1: TRAILHEAD MARKER

Pedestrian level sign for use at pathways to identify a trailhead.

### A8.1: BANNERS

Town banners can be placed throughout the municipality to help build a sense of place and identity. Banners could include the Strathroy-Caradoc logo/identity, the community name or event/festival identification.

### A9.1: PARKING ID

Placed at entrance to parking lot.

### C1.1: MAP DIRECTORY

Pedestrian level information with a Heads-up map that provides orientation to the downtown destinations and community areas. The Heads-up map (i.e. you are here oriented from the viewers path of travel) formatted to provide area specific community information. For example amenity, and trail information.

### B1.1: PRIMARY VEHICULAR DIRECTIONAL

Vehicular level sign designed to provide directional information to destinations within the communities.

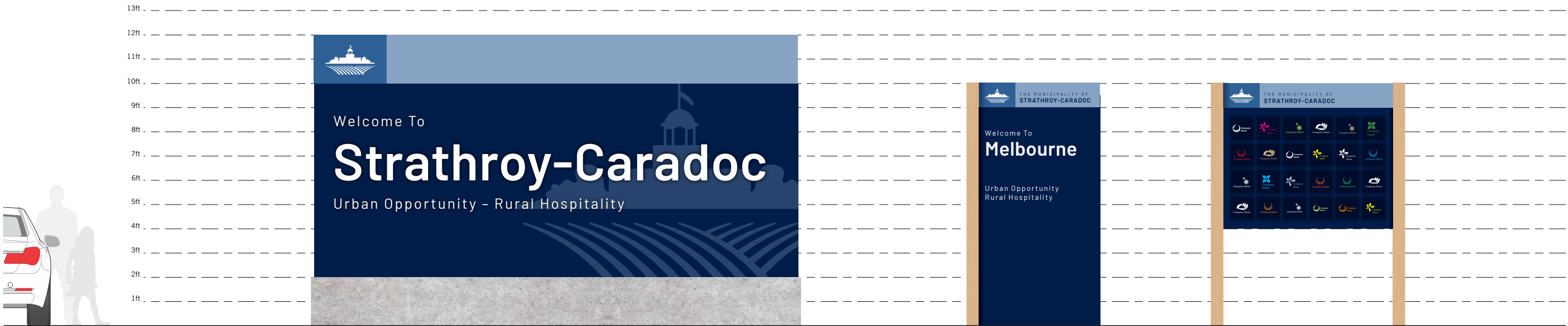
### B2.1: SECONDARY VEHICULAR/ PEDESTRIAN DIRECTIONAL

Combination of vehicular/pedestrian level sign designed to provide directional information to destinations within the communities.

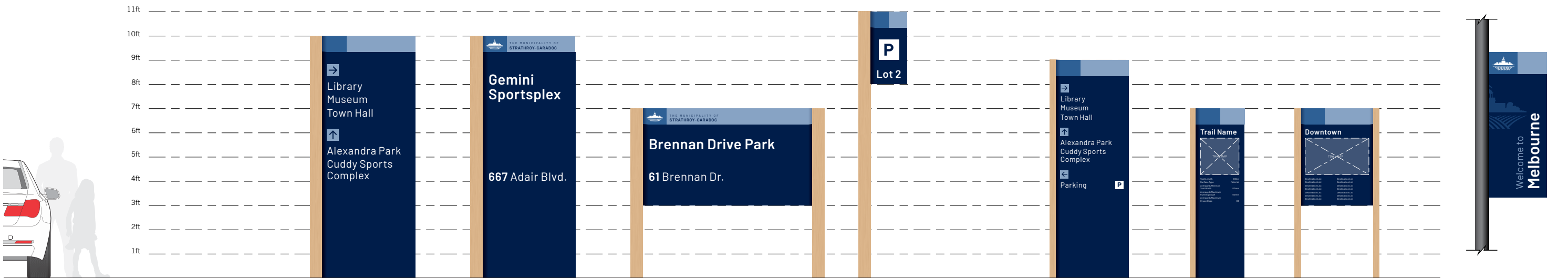
# C. SIGNAGE DESIGN

## 1.5 FAMILY OF PRODUCTS

The wayfinding system has been designed using the brand colours to create a distinct and context specific sign program.



FAMILY OF PRODUCTS – VEHICULAR  
SCALE 1:50



FAMILY OF PRODUCTS – PEDESTRIAN/VEHICULAR  
SCALE 1:50

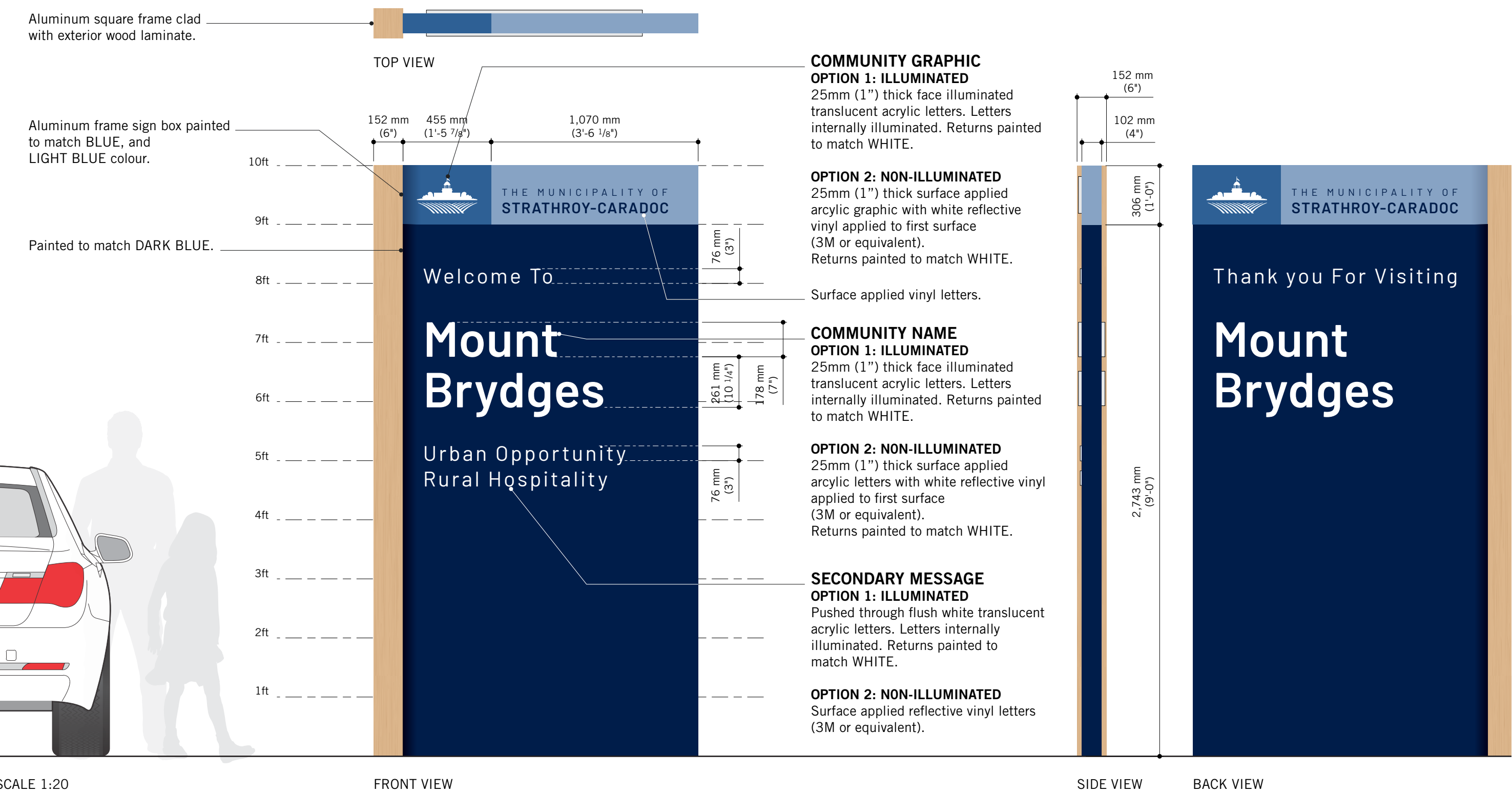
C. SIGNAGE DESIGN

A1.1 – PRIMARY ENTRANCE ID



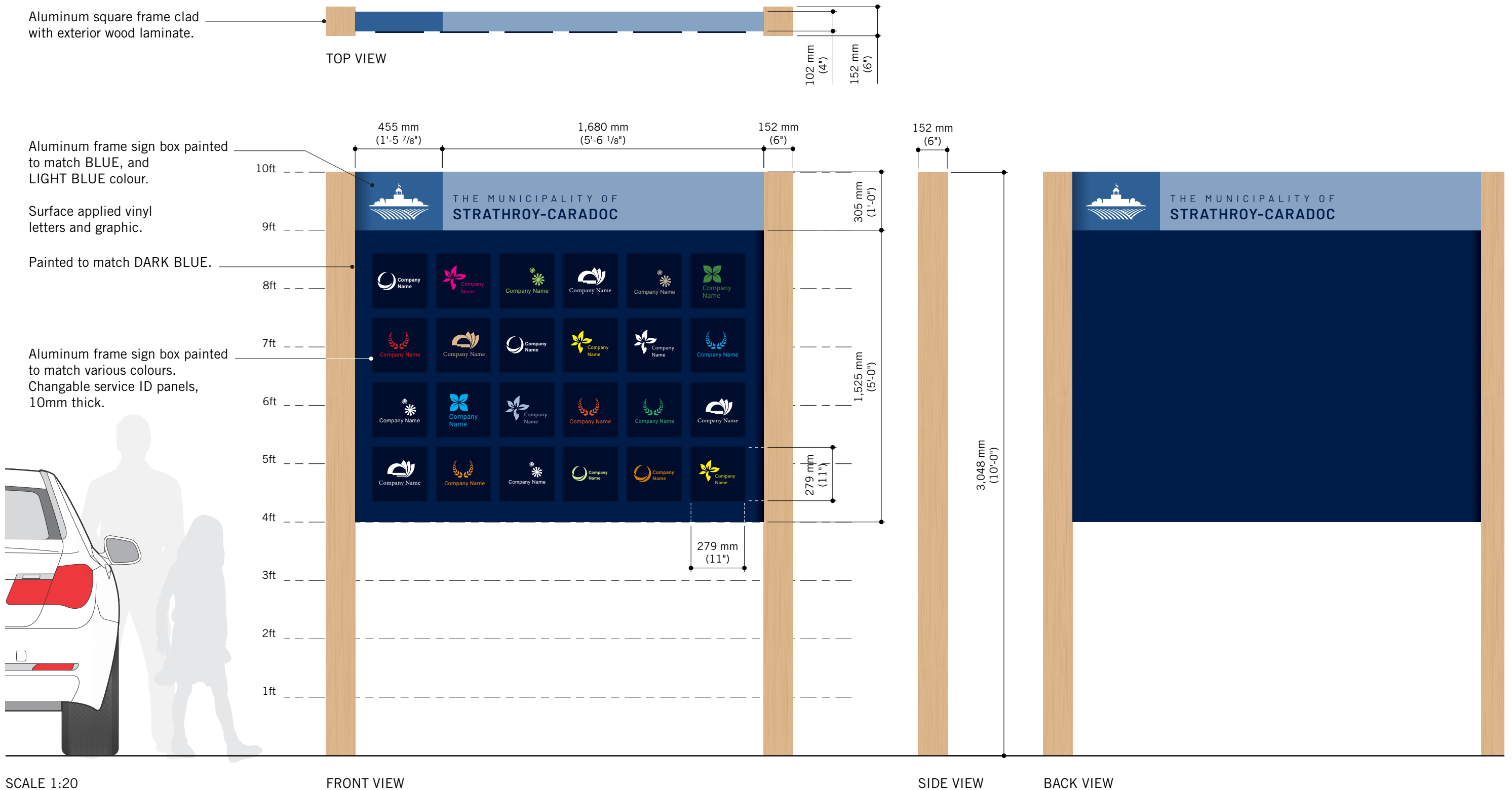
C. SIGNAGE DESIGN

A2.1 – SECONDARY ENTRANCE ID



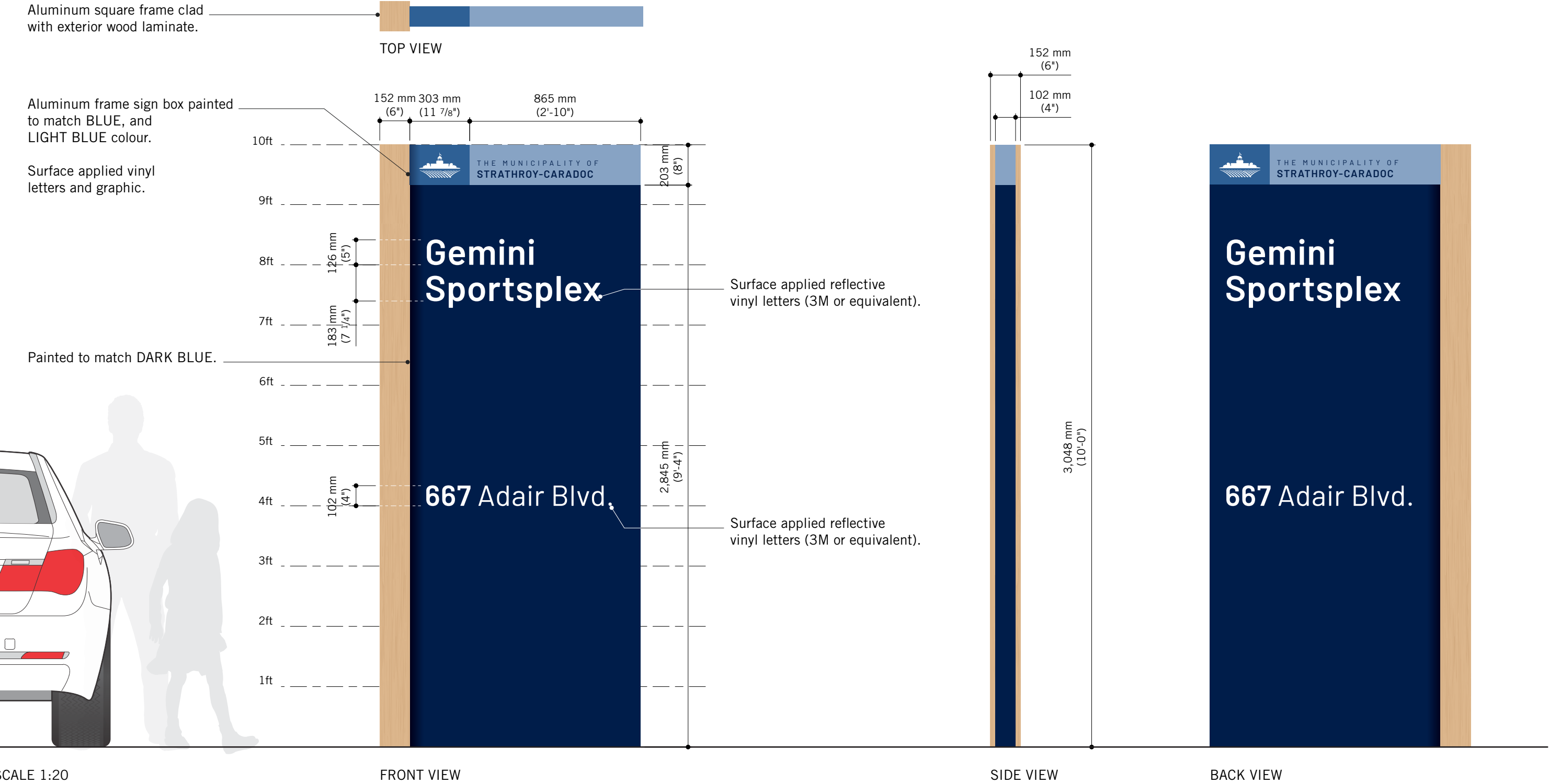
### C. SIGNAGE DESIGN

### A3.1 – TOWN SERVICE CLUBS



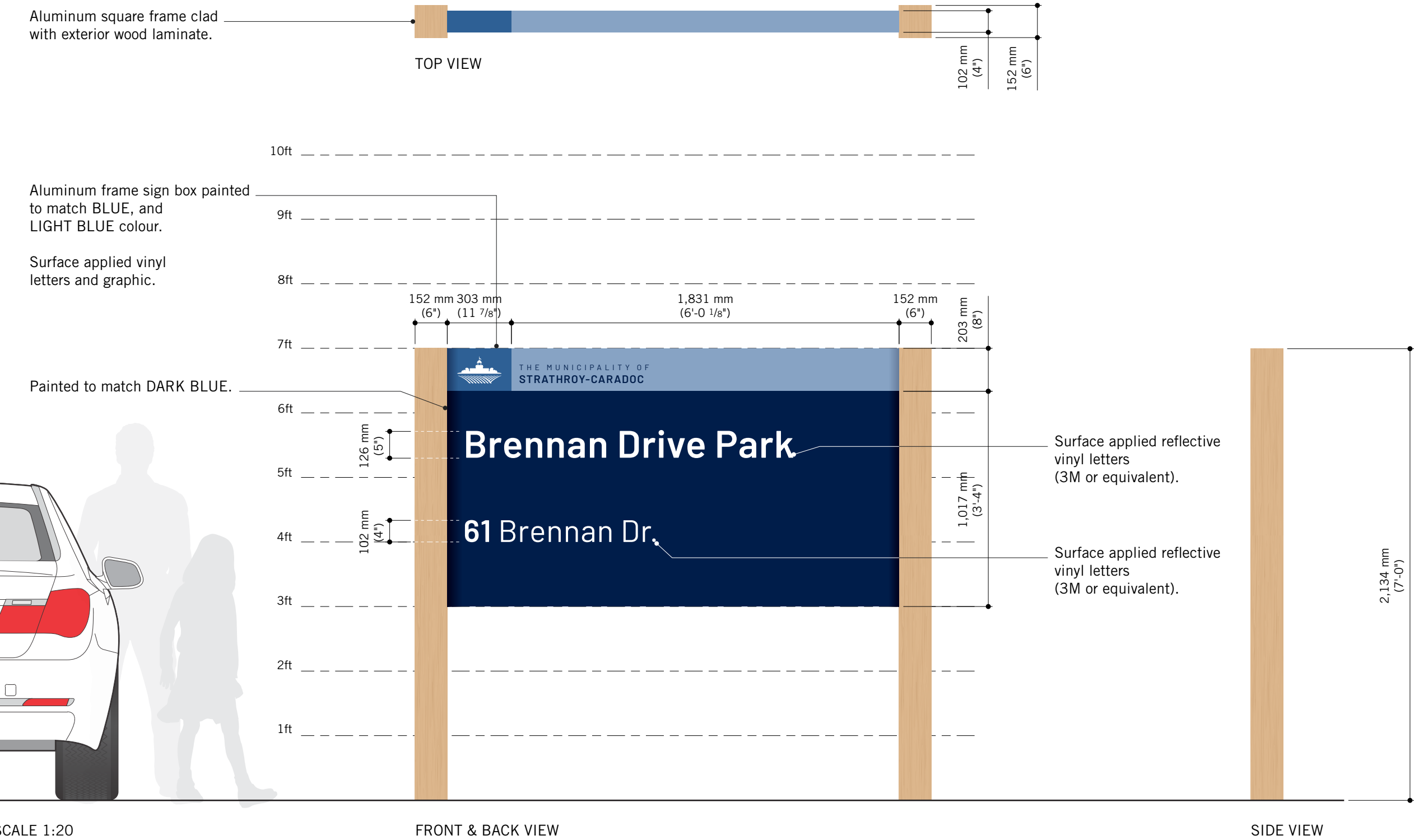
# C. SIGNAGE DESIGN

## A5.1 – DESTINATION ID



# C. SIGNAGE DESIGN

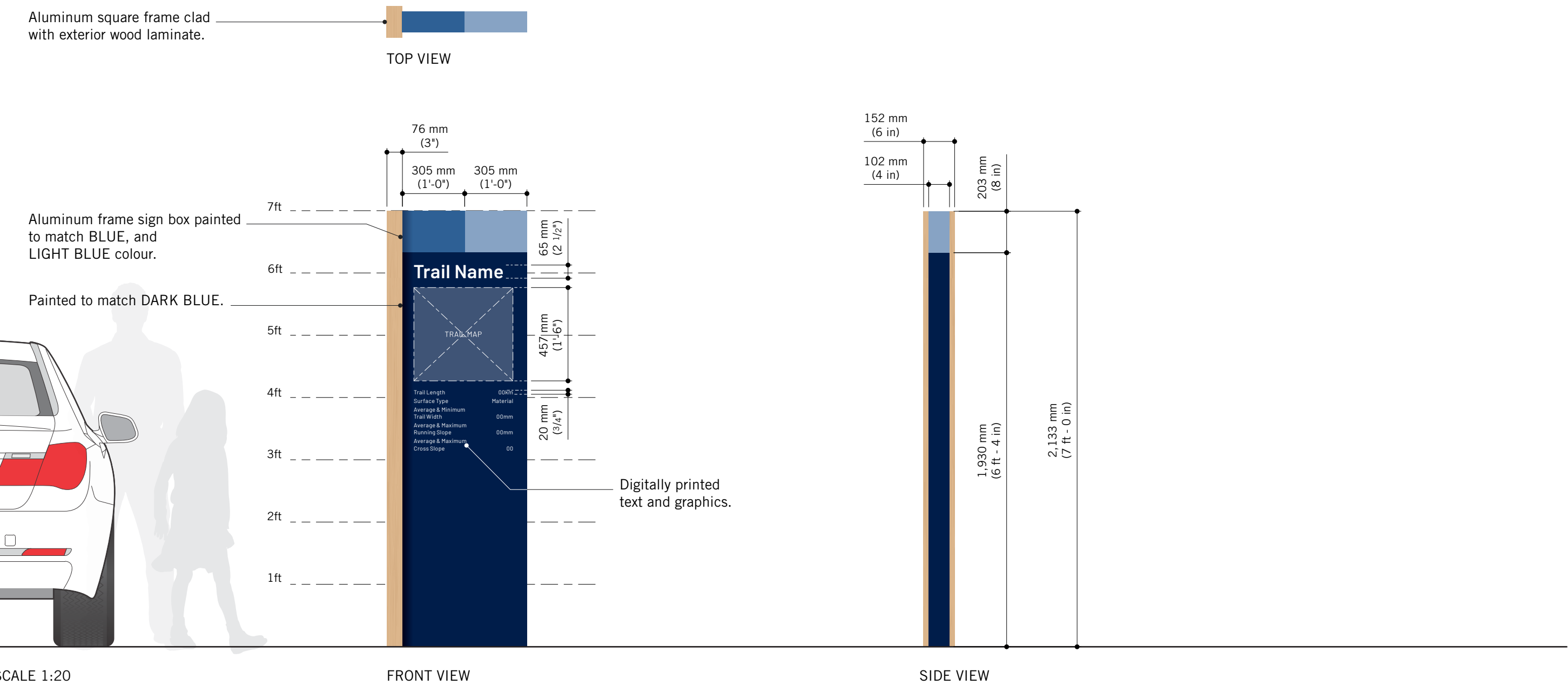
## A6.1 – PARK ID





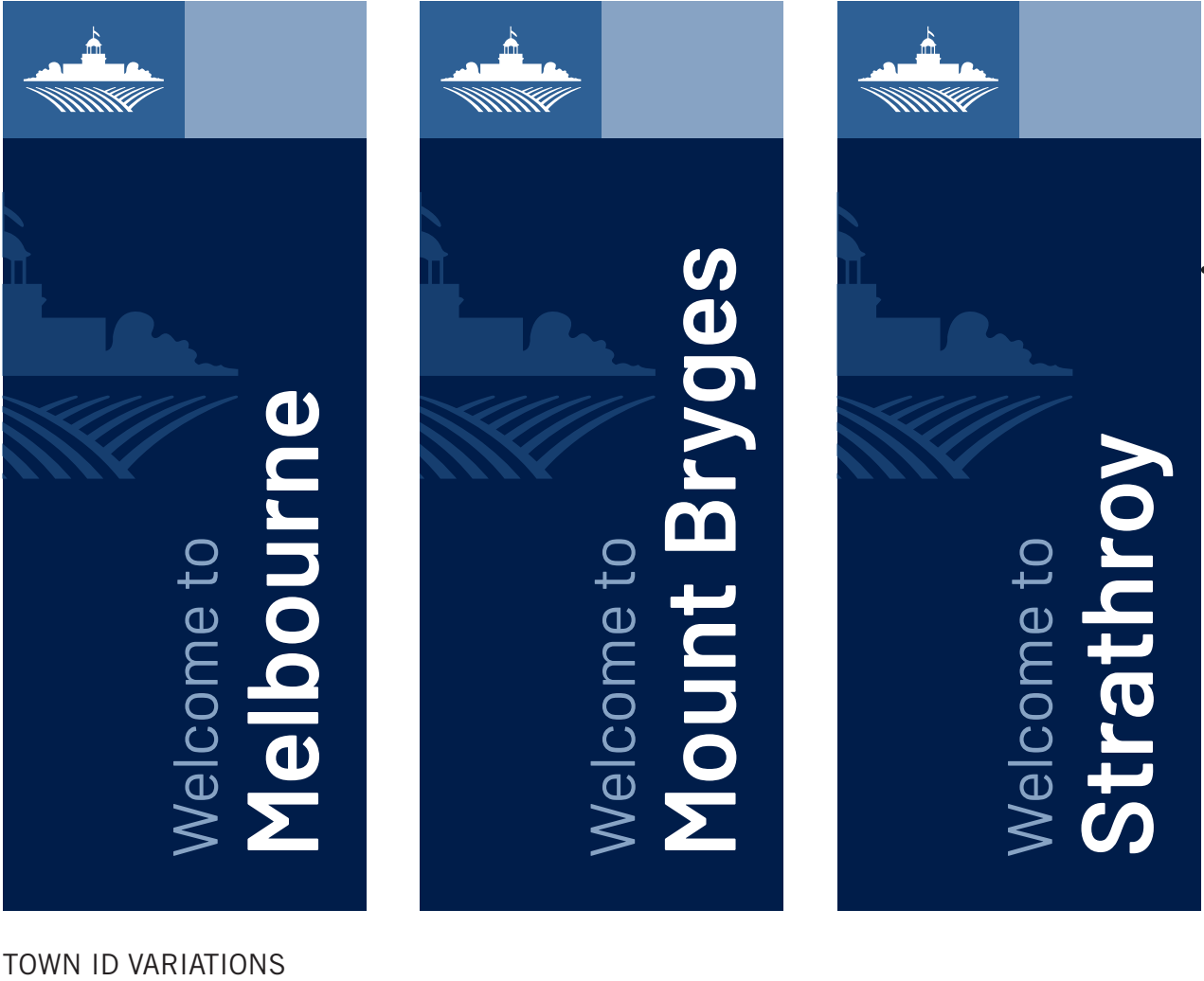
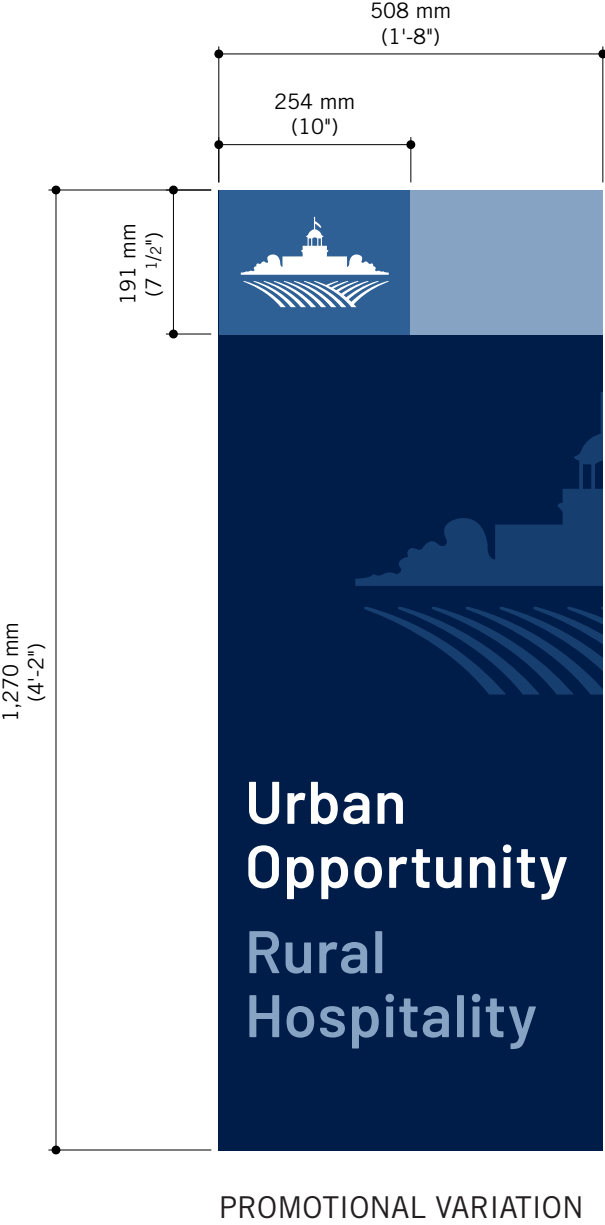
C. SIGNAGE DESIGN

A7.1 – TRAILHEAD ID

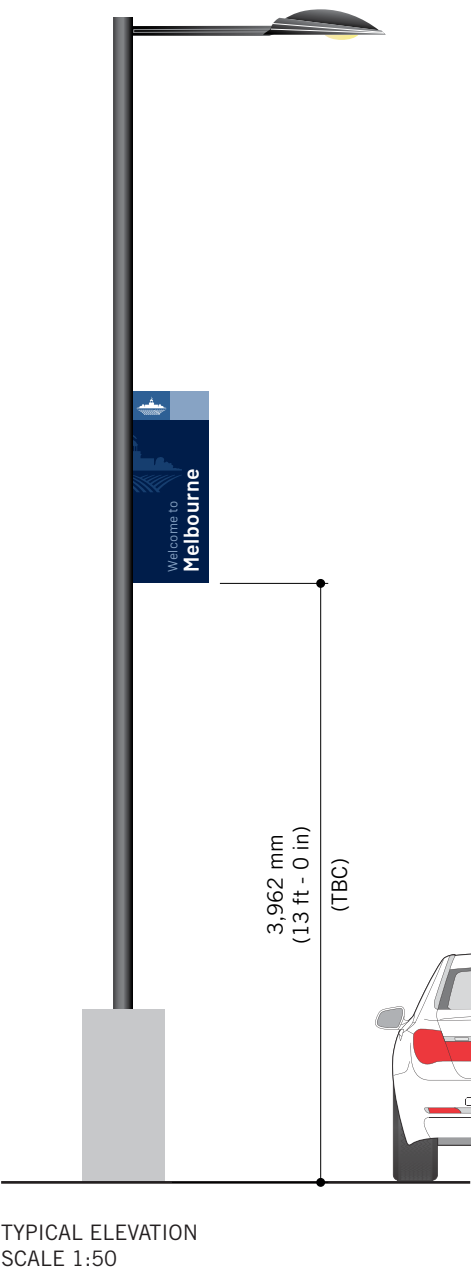


C. SIGNAGE DESIGN

A8.1 – BANNERS



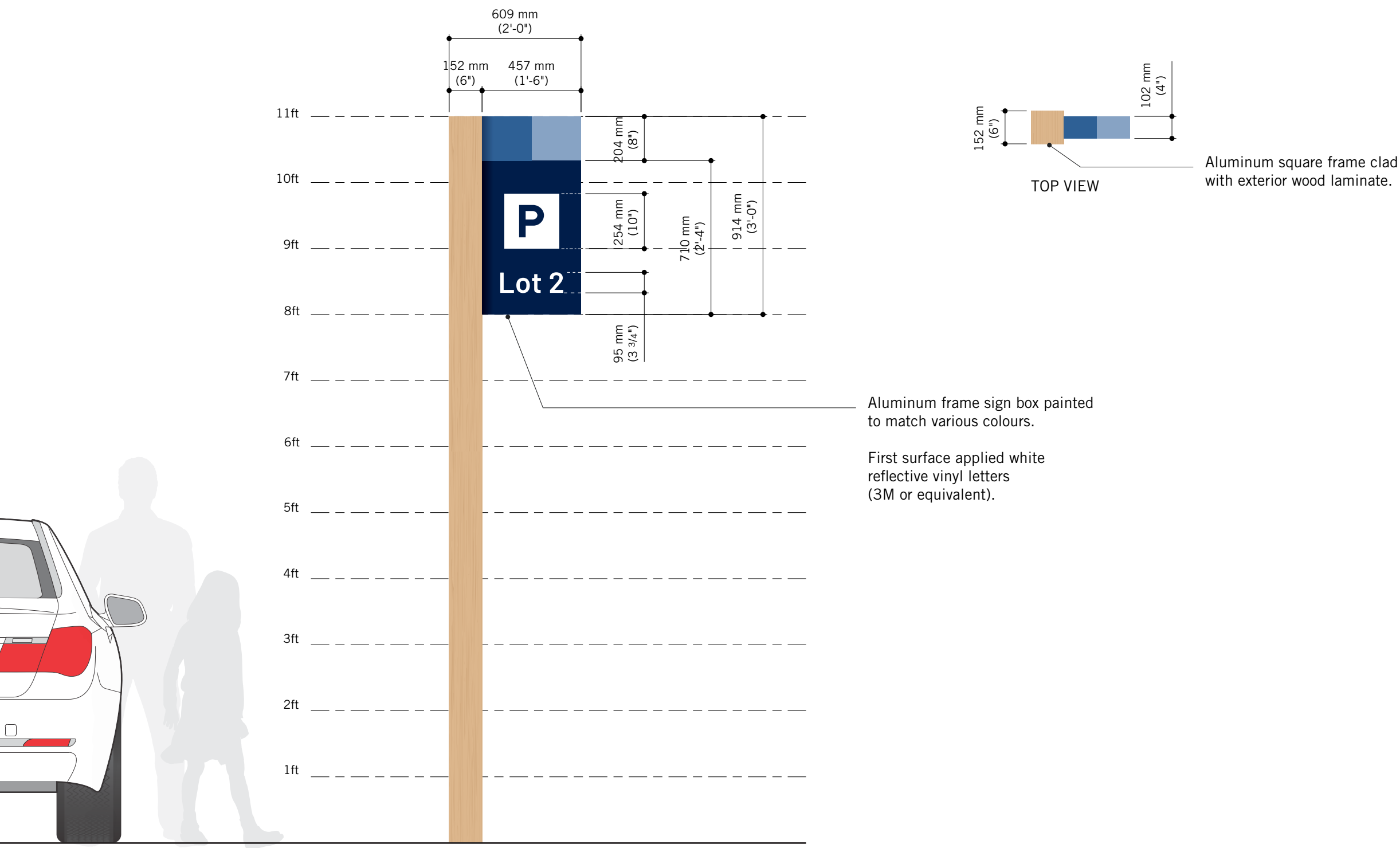
Digitally printed graphics mounted to existing posts.  
OPTION for space to be used for event or campaign.



A8.1 – BANNERS  
SCALE 1:10

C. SIGNAGE DESIGN

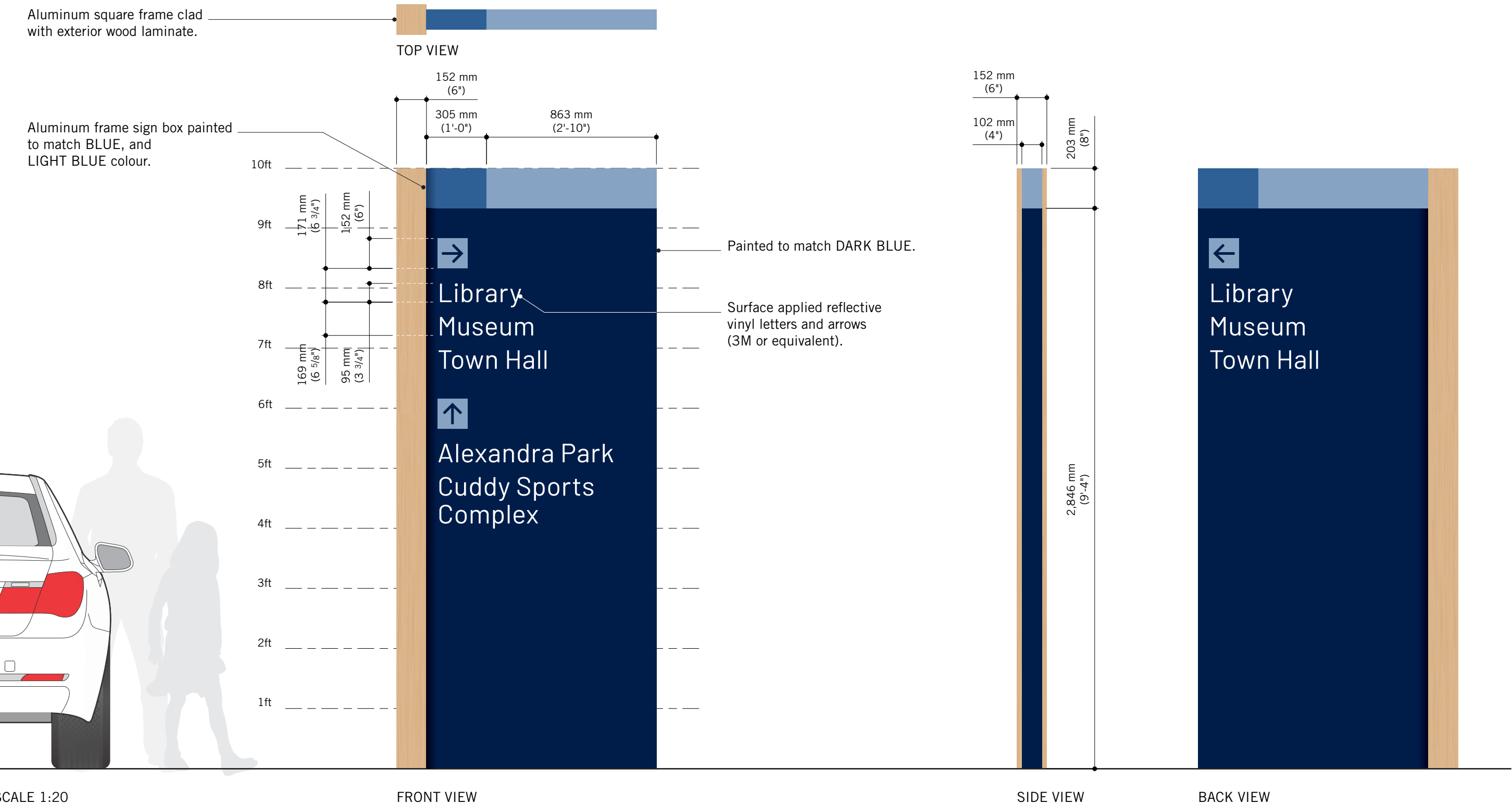
A9.1 – PARKING ID



SCALE 1:20 A9.1 – PARKING ID

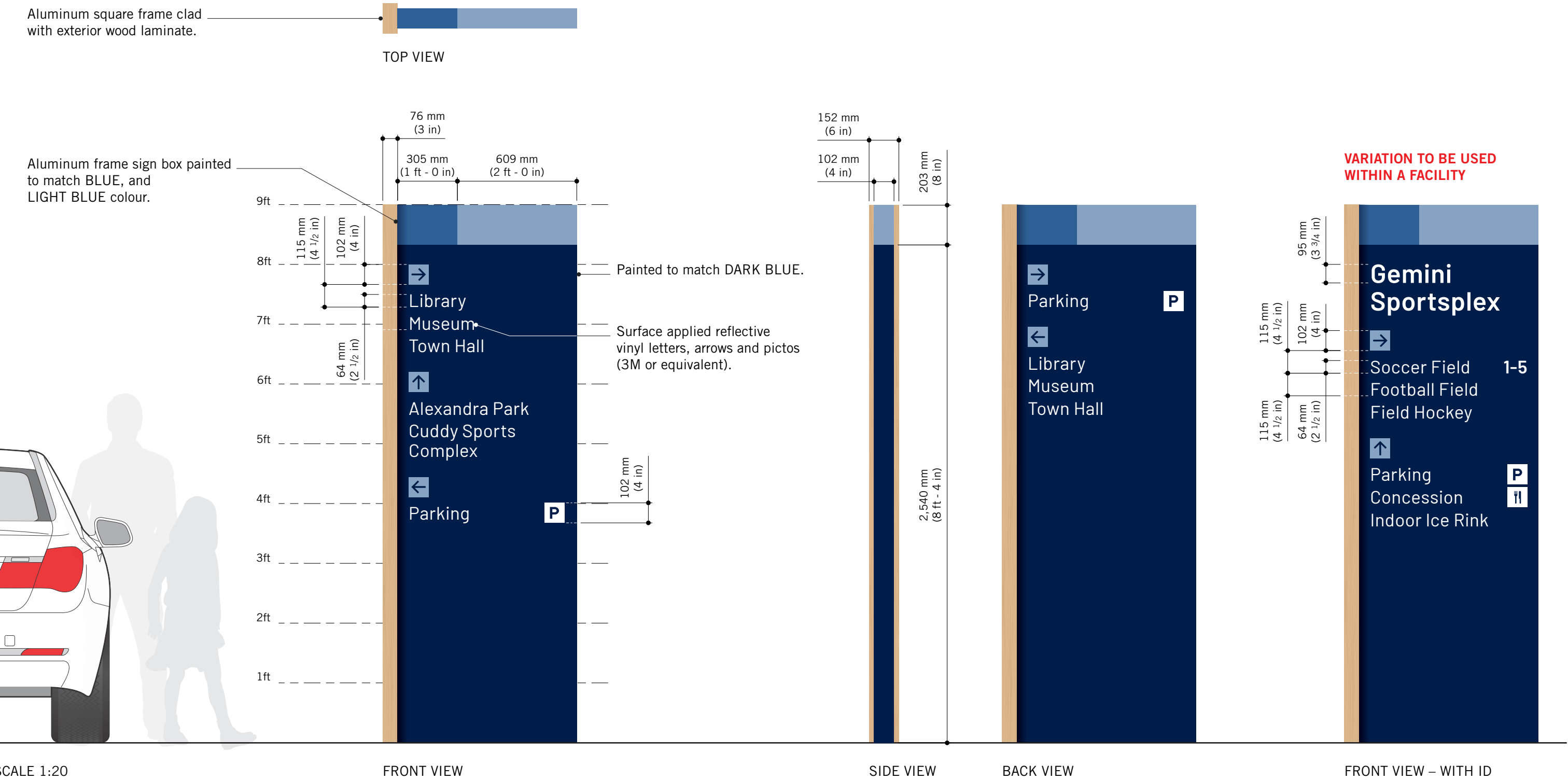
# C. SIGNAGE DESIGN

## B1.1 – PRIMARY DIRECTIONAL



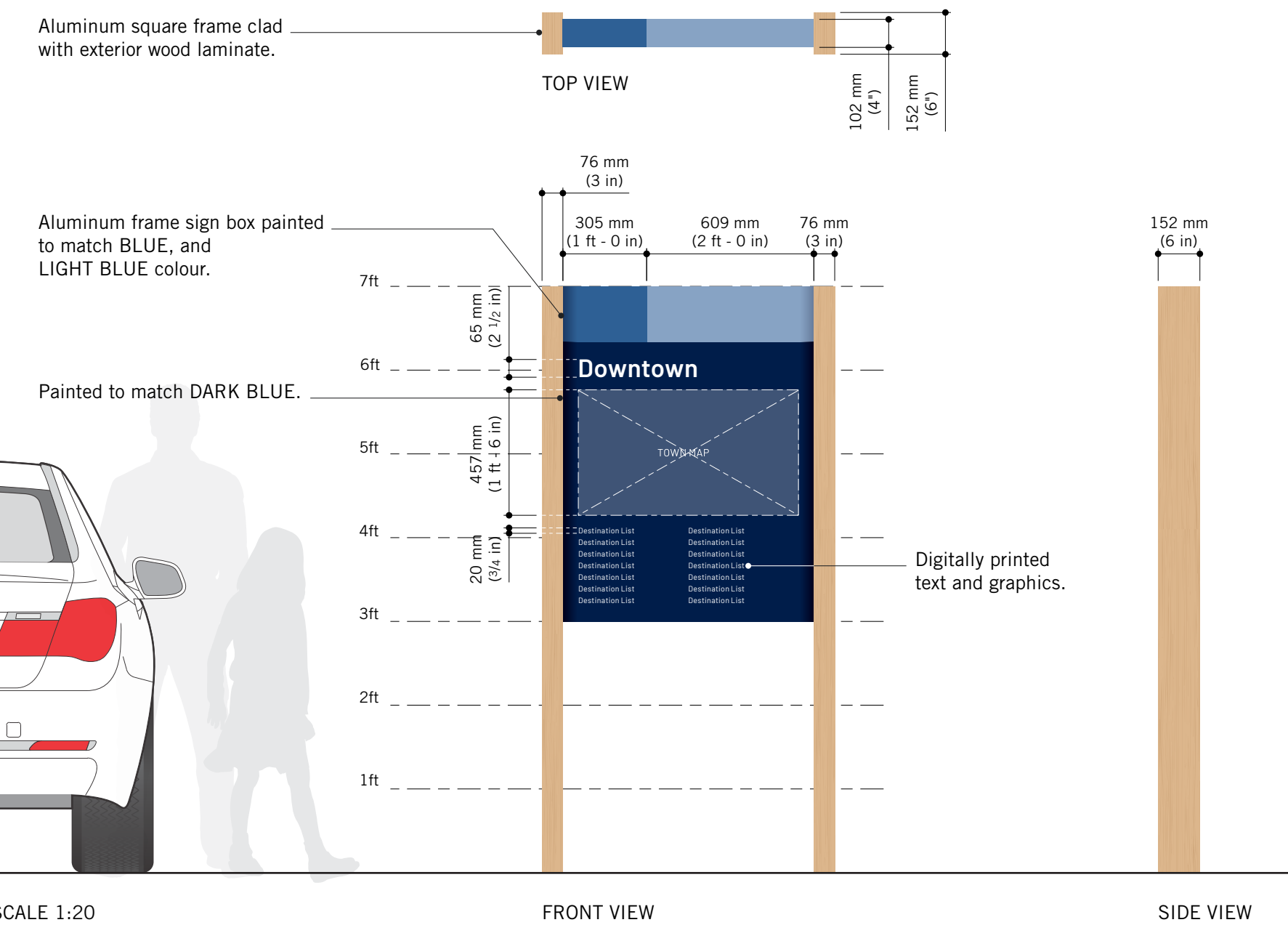
# C. SIGNAGE DESIGN

## B2.1 – SECONDARY DIRECTIONAL



# C. SIGNAGE DESIGN

## C1.1 – MAP DIRECTORY



## **D. PLANNING PRINCIPLES**

# D. PLANNING PRINCIPLES

## 1.1 NOMENCLATURE

Good wayfinding provides clarity for users by relying on message organization, message hierarchy and simplified nomenclature.

Terminology should be understandable for a first-time user and should accommodate all user groups. Simple, clear and consistent nomenclature—using common language terminology—can reduce message ambiguity and provide better organization and sign readability.

Careful consideration should be given when destinations are identified on wayfinding signage.

Avoid abbreviations when possible. The following are a list of recommended abbreviations that may be used when needed to make destinations fit on signs.

### COMMON DESTINATIONS & THEIR ABBREVIATIONS

[Name] Arena	Arena
Cemetery	
City Hall	
[Name] Community Centre	Community Centre
[Name] Conservation Area	Conservation Area
Downtown	
Fire Hall	
Hospital	
Legion	
[Name] Museum	Museum
Public Library	Library
[Name] Park	Park
[Name] Dog Park	Dog Park
[Name] Sports Complex	Sports Complex
[Name] Train Station	Train Station
The Town of [Name]	[Name]

### COMMON STREET ABBREVIATIONS

Avenue	Ave
Boulevard	Blvd
Circle	Cir
Concession	Conc
Cove	Cove
Crescent	Cres
Court	Crt
Drive	Dr
Glen	Glen
Hill	Hill
Highway	Hwy
Line	Line
Lane	Ln
Loop	Loop
Market	Mkt
Path	Path
Pier	Pier
Parkway	Pkwy
Place	Pl
Point	Pt
Road	Rd
Ridge	Ridge
Row	Row
Sideroad	Sdrd
Street	St



# D. PLANNING PRINCIPLES

## 1.2 PRIMARY DESTINATIONS

Establishing a clear message hierarchy helps in providing information quickly, efficiently and at the point where it is needed for the users along their journey.

Not all information on the signage should be given equal importance as messages in some locations are more important than others.

This recommended message hierarchy provides a guideline on how message is listed in order of importance and appropriateness.

The following are the recommended Primary Destinations:

- Town Services that attract Visitors to SC and its communities
- Conservation Parks / Areas
- Community parks
- Areas of Cultural and heritage value
- These destinations are frequently listed throughout the signage system where appropriate.

TOWN	NAME	LOCATION OR LEGAL DESCRIPTION	TYPE	HIERARCHY
Melbourne	The Town of Melbourne		Town Service (Visitor) - Melbourne	PRIMARY
Mt. Brydges	Caradoc Community Centre	565 Lions Park Dr.	Mt Brydges Community Parks	PRIMARY
Mt. Brydges	Lions Park	618 Lions Park Dr.	Mt Brydges Community Parks	PRIMARY
Mt. Brydges	Mount Brydges Legion Park	2500 Veterans Dr, Mount Brydges, ON N0L 1W0	Mt Brydges Community Parks	PRIMARY
Mt. Brydges	Longwoods Conservation Area (Ska-nah-doh't Village and Museum)	8348 Longwoods Rd, Mount Brydges, ON N0L 1W0	St. Clair Region Conservation Area	PRIMARY
Mt. Brydges	Downtown		Town Service (Visitor) - Mt Brydges	PRIMARY
Mt. Brydges	Tri Township Arena	22647 Adelaide Rd, Mount Brydges, ON N0L 1W0	Town Service (Visitor) - Mt Brydges	PRIMARY
Mt. Brydges	Library	22501 Adelaide Rd, Mount Brydges, ON N0L 1W0	Town Service (Visitor) - Mt Brydges	PRIMARY
Strathroy	Clark Wright Conservation Area	7282 Walkers Dr, Strathroy, ON N7G 3H4	St. Clair Region Conservation Area	PRIMARY
Strathroy	Mill Stream Conservations Area	22035 Gibson Rd, Mount Brydges, ON N0L 1W0	St. Clair Region Conservation Area	PRIMARY
Strathroy	Strathroy Conservation Area	245 Head St N, Strathroy, ON N7G 4L7	St. Clair Region Conservation Area	PRIMARY
Strathroy	Alexandra Park	154 Caradoc St. N.	Strathroy Community Parks	PRIMARY
Strathroy	Cuddy Sports Complex	96 Kittridge Ave E, Strathroy, ON N7G 2A8	Strathroy Community Parks	PRIMARY
Strathroy	Fair Grounds Aquatic Park	334 Metcalfe St. W.	Strathroy Community Parks	PRIMARY
Strathroy	Gemini Sportsplex	667 Adair Blvd.	Strathroy Community Parks	PRIMARY
Strathroy	Saulsbury Street Park	480 Saulsbury St.	Strathroy Community Parks	PRIMARY
Strathroy	Victoria-Centennial Park	Victoria St.	Strathroy Community Parks	PRIMARY
Strathroy	West Middlesex Memorial Centre	334 Metcalfe St. W.	Strathroy Community Parks	PRIMARY
Strathroy	Yorkview Community Park/Henk VanDyk Soccer Complex	175 York St.	Strathroy Community Parks	PRIMARY
Strathroy	Downtown		Town Service (Visitor) - Strathroy	PRIMARY
Strathroy	Hospital	395 Carrie St, Strathroy, ON N7G 3J4	Town Service (Visitor) - Strathroy	PRIMARY
Strathroy	Museum	34 Frank St, Strathroy, ON N7G 2R4	Town Service (Visitor) - Strathroy	PRIMARY
Strathroy	VIA Rail Stop	Metcalfe St W and Albert St	Town Service (Visitor) - Strathroy	PRIMARY
Strathroy	City Hall	52 Frank St, Strathroy, ON N7G 2R4	Town Service (Visitor) - Strathroy	PRIMARY
Strathroy	Library	34 Frank St, Strathroy, ON N7G 2R4	Town Service (Visitor) - Strathroy	PRIMARY
Strathroy	Cenotaph (War Monument)	[Outside Museum]	Town Service (Visitor) - Strathroy	PRIMARY

# D. PLANNING PRINCIPLES

## 1.3 SECONDARY DESTINATIONS

The following are the recommended Secondary Destinations:

- Town Services that are primarily for Residents
- Neighbourhood Parks and Parkettes
- This information should be included in directional signage along the main circulation areas while approaching these destinations.
- Residents become familiar with their surrounding and do not rely heavily on directional signage for wayfinding.
- Destination IDs at these locations become critical in confirming and providing a sense of arrival.

TOWN	NAME	LOCATION OR LEGAL DESCRIPTION	TYPE	HIERARCHY
Melbourne	Agricultural Centre		Town Service (Residents) - Melbourne	SECONDARY
Melbourne	Commercial Shopping		Town Service (Residents) - Melbourne	SECONDARY
Melbourne	Fair Grounds & Community Hall		Town Service (Residents) - Melbourne	SECONDARY
Melbourne	Legion		Town Service (Residents) - Melbourne	SECONDARY
Melbourne	Melbourne Lions Club		Town Service (Residents) - Melbourne	SECONDARY
Melbourne	Monument		Town Service (Residents) - Melbourne	SECONDARY
Mt. Brydges	Lions Club	580 Lions Park Dr	Areas Maintained by Parks and Rec	SECONDARY
Mt. Brydges	Applewood Park	King St. Plan M41 Lots 59-1 & 60-1	Mt Brydges Neighbourhood Parks	SECONDARY
Mt. Brydges	Churchill Street Park	Plan M9 Lot 8, Plan 33M502 Block 19	Mt Brydges Neighbourhood Parks	SECONDARY
Mt. Brydges	Glover Crescent Park	Plan M8 Lots 20 & 21	Mt Brydges Neighbourhood Parks	SECONDARY
Mt. Brydges	Lioness Park	2257 Church St, Mount Brydges, ON N0L 1W0	Mt Brydges Neighbourhood Parks	SECONDARY
Mt. Brydges	Mount Brydges Cenotaph Park	22501 & 22503 Adelaide Rd.	Mt Brydges Neighbourhood Parks	SECONDARY
Mt. Brydges	Optimist Park	2287 Bentim Rd, Mount Brydges, ON N0L 1W0	Mt Brydges Neighbourhood Parks	SECONDARY
Strathroy	115 English St	115 English St	Areas Maintained by Parks and Rec	SECONDARY
Strathroy	Centre Rd at Hwy 402	Centre Rd at Hwy 402	Areas Maintained by Parks and Rec	SECONDARY
Strathroy	Fire Hall	23 Zimmerman St	Areas Maintained by Parks and Rec	SECONDARY
Strathroy	Second Street	Second St between Water Reservoir and Adair Blvd	Areas Maintained by Parks and Rec	SECONDARY
Strathroy	St. Clair Region Conservation Authority	Pincombe Mill Pond surroundings on Head St N	Areas Maintained by Parks and Rec	SECONDARY
Strathroy	St. Clair Region Conservation Authority	Victoria St at Metcalfe St W	Areas Maintained by Parks and Rec	SECONDARY
Strathroy	Strathroy Water Reservoir	113 Second St	Areas Maintained by Parks and Rec	SECONDARY
Strathroy	Strathroy Water Tower	100 Head St S	Areas Maintained by Parks and Rec	SECONDARY
Strathroy	Brennan Drive Park	61 Brennan Dr.	Strathroy Neighbourhood Parks	SECONDARY
Strathroy	DeRuiter Drive Park (Rotary Memorial Trail)	Plan 33M464 Block 30	Strathroy Neighbourhood Parks	SECONDARY
Strathroy	Frances Street Park	Plan 282 Pt. Lots 49 & 50	Strathroy Neighbourhood Parks	SECONDARY
Strathroy	High Street Park	109 High St. W.	Strathroy Neighbourhood Parks	SECONDARY
Strathroy	Mackinlay-Paul Park	188 Front St W #164, Strathroy, ON	Strathroy Neighbourhood Parks	SECONDARY
Strathroy	Park Street Park	Plan M18 Block A	Strathroy Neighbourhood Parks	SECONDARY
Strathroy	Southfield Drive Park	Plan M17 Block A	Strathroy Neighbourhood Parks	SECONDARY
Strathroy	Strathroy Dog Park	500 York St.	Strathroy Neighbourhood Parks	SECONDARY
Strathroy	Cemetery	585 Metcalfe St W	Town Service (Residents) - Strathroy	SECONDARY

# D. PLANNING PRINCIPLES

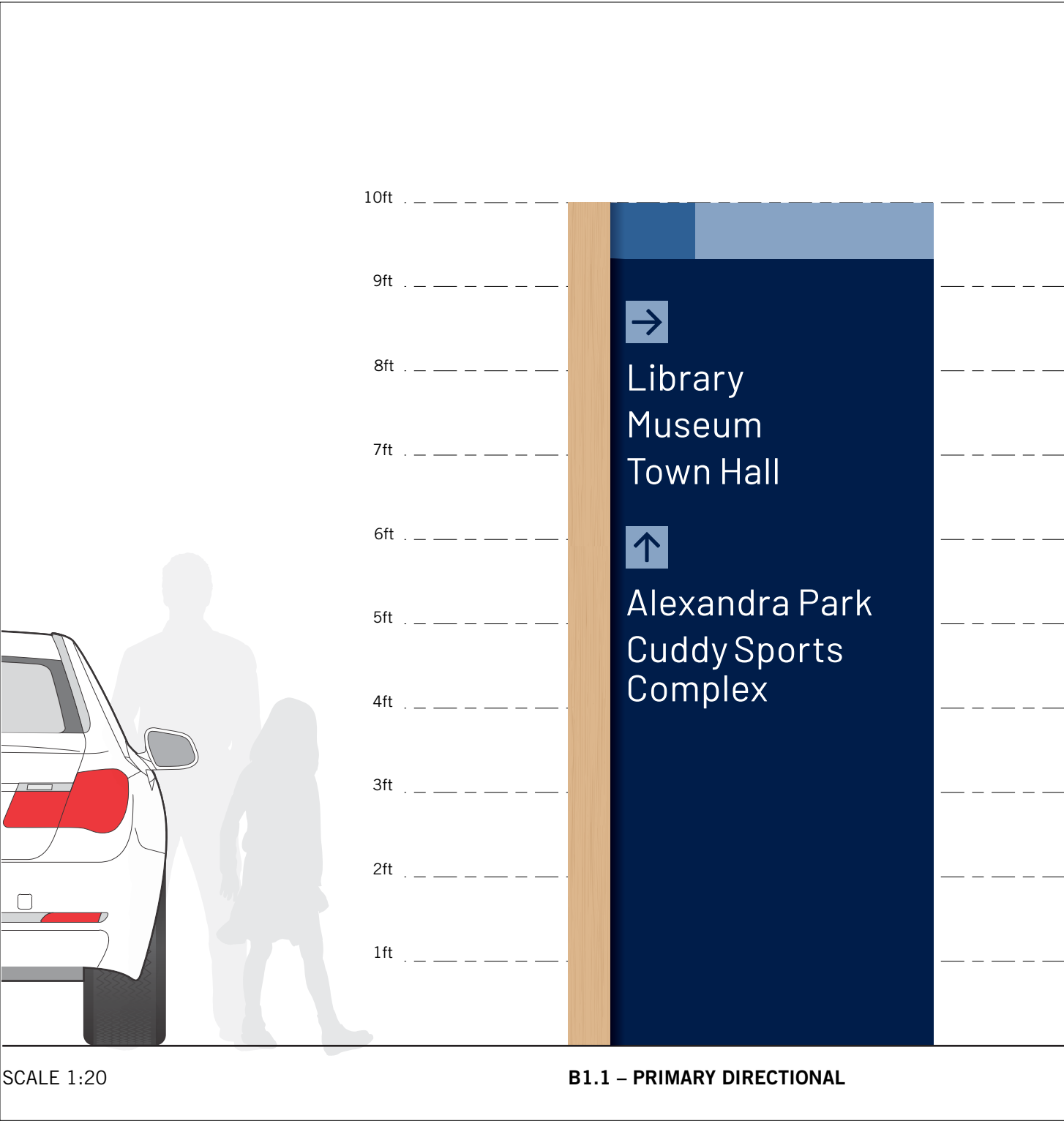
## 2.1 INFORMATION HIERARCHY – PRIMARY

B1.1 Primary Directional signage provides directional information to primary destinations throughout the town.

Secondary destinations could be listed as needed when these destinations are in close proximity to the sign.

Destinations should be listed in the following order:

- First:** All right turn destinations listed in alphabetical order.
- Second:** All straight ahead destinations listed in alphabetical order.
- Third:** All left turn destinations listed in alphabetical order.





# D. PLANNING PRINCIPLES

## 2.2 INFORMATION HIERARCHY – SECONDARY

B2.1 Secondary Directional signage provides directional information to primary and secondary destinations throughout the town.

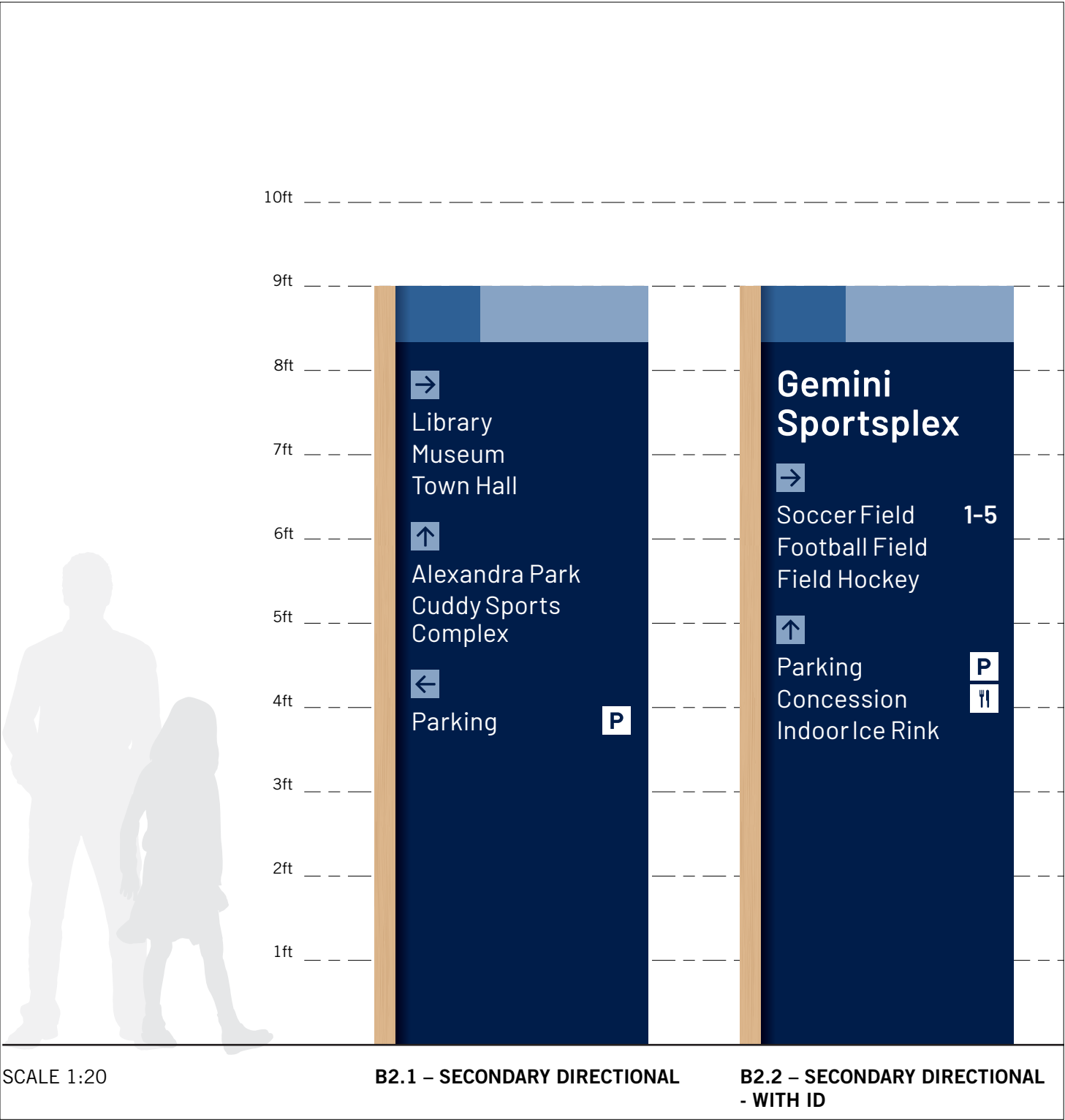
Primary destinations should be listed as needed to maintain continuity between B1.1 and B2.1 sign placement.

B2.1 signage should be used for pedestrian traffic or roadways if the speed limit is 30km/hr or below.

Destinations should be listed in the following order:

- First:** All right turn destinations listed in alphabetical order.
- Second:** All straight ahead destinations listed in alphabetical order.
- Third:** All left turn destinations listed in alphabetical order.

A B2.2 sign may be used within a destination to help navigate the visitor throughout the space. An A5.1 or A6.1 identification sign should always be applied at the entrance, while a B2.2 sign may be placed within the destination to direct to surrounding secondary destinations within the site.

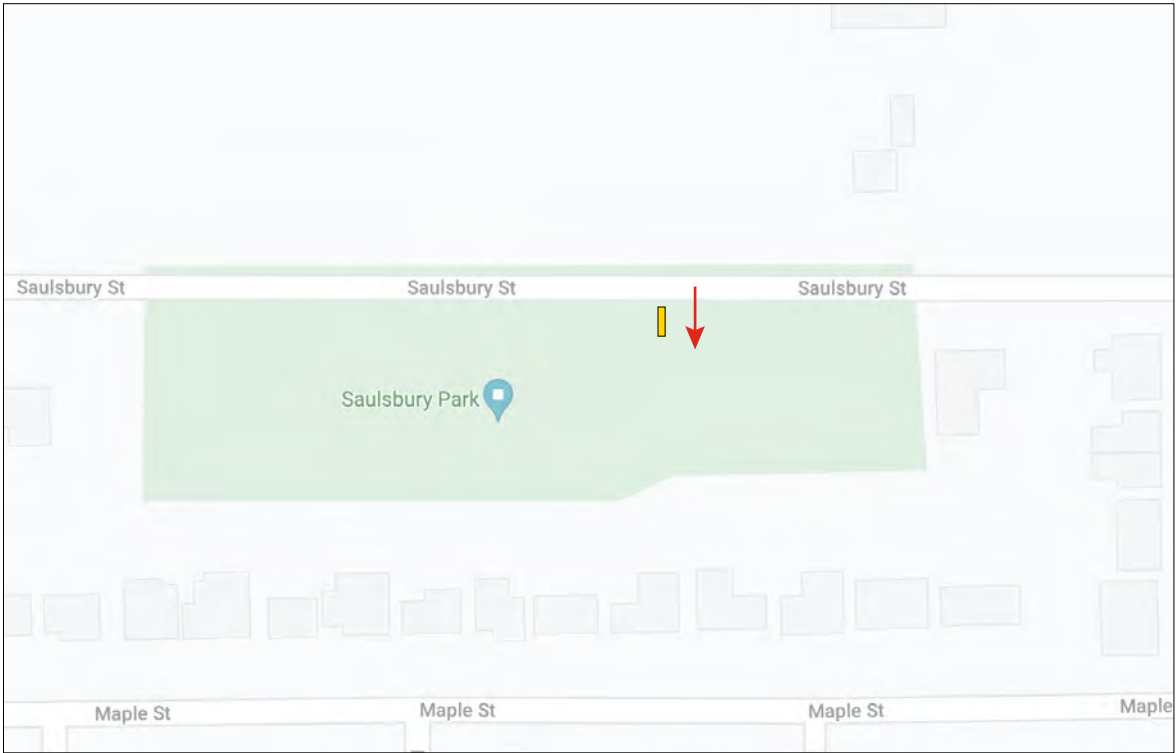
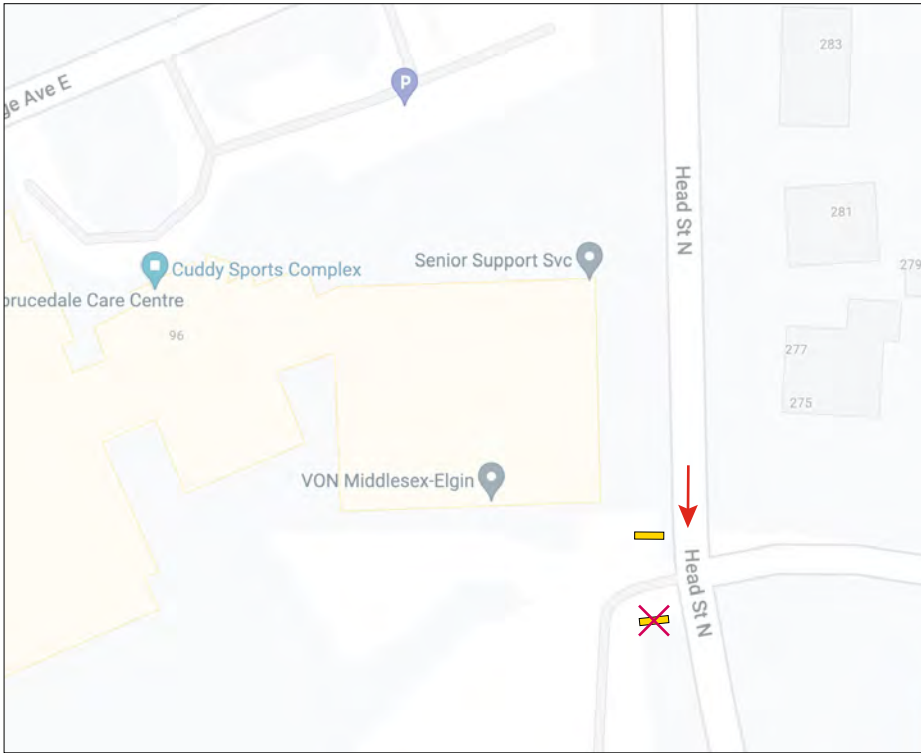
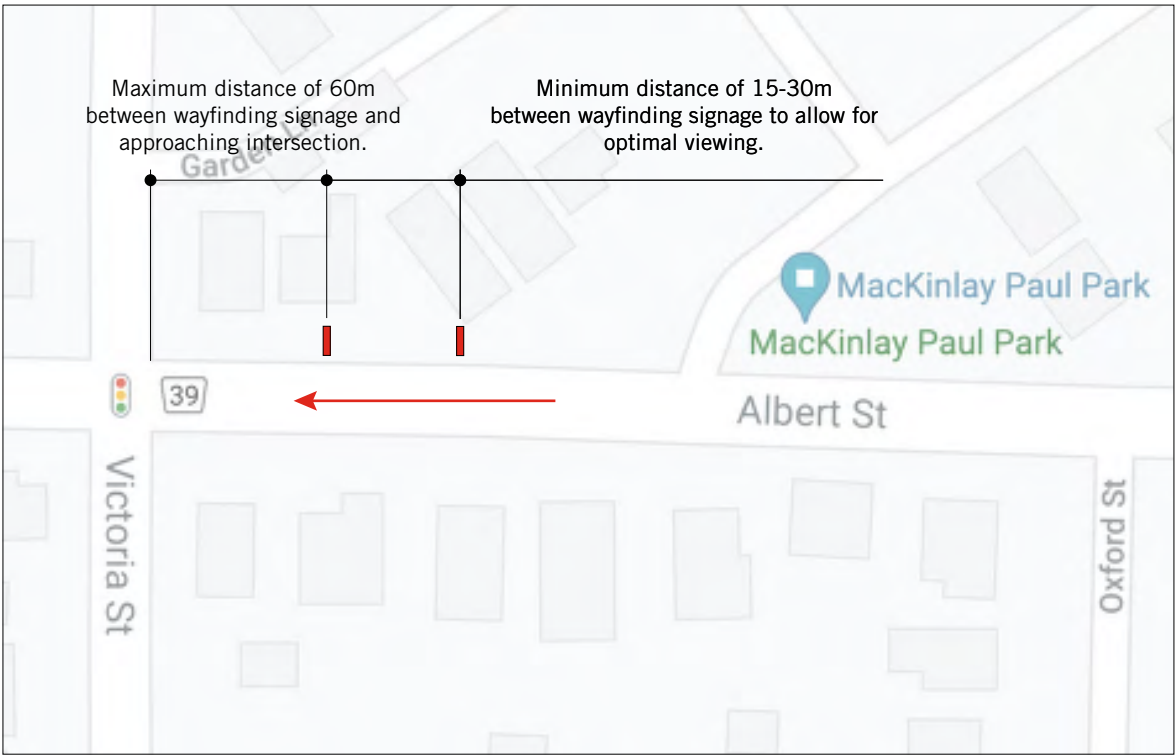
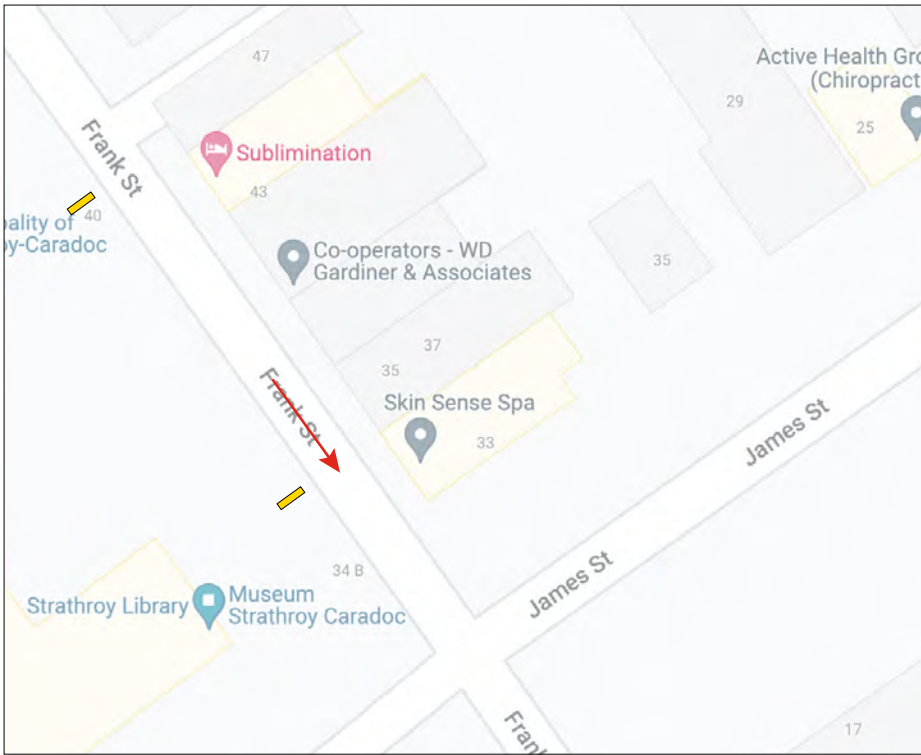


# D. PLANNING PRINCIPLES

## 3.1 GENERAL PLACEMENT GUIDELINES FOR SIGNAGE

Appropriate clearances should be maintained when locating signage along:

- Paths and curbs
- Street furniture landscape
- Trees and visual obstruction of foliage are to be considered.
- Heritage sites
- Maintain minimum distances from curb
- Maintaining sight triangles and vehicular viewing angles
- Not obstructing existing vehicular or safety signage
- Not obstruct existing circulation of spaces (ex. not block or intrude on bus stops, accessible requirements, 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

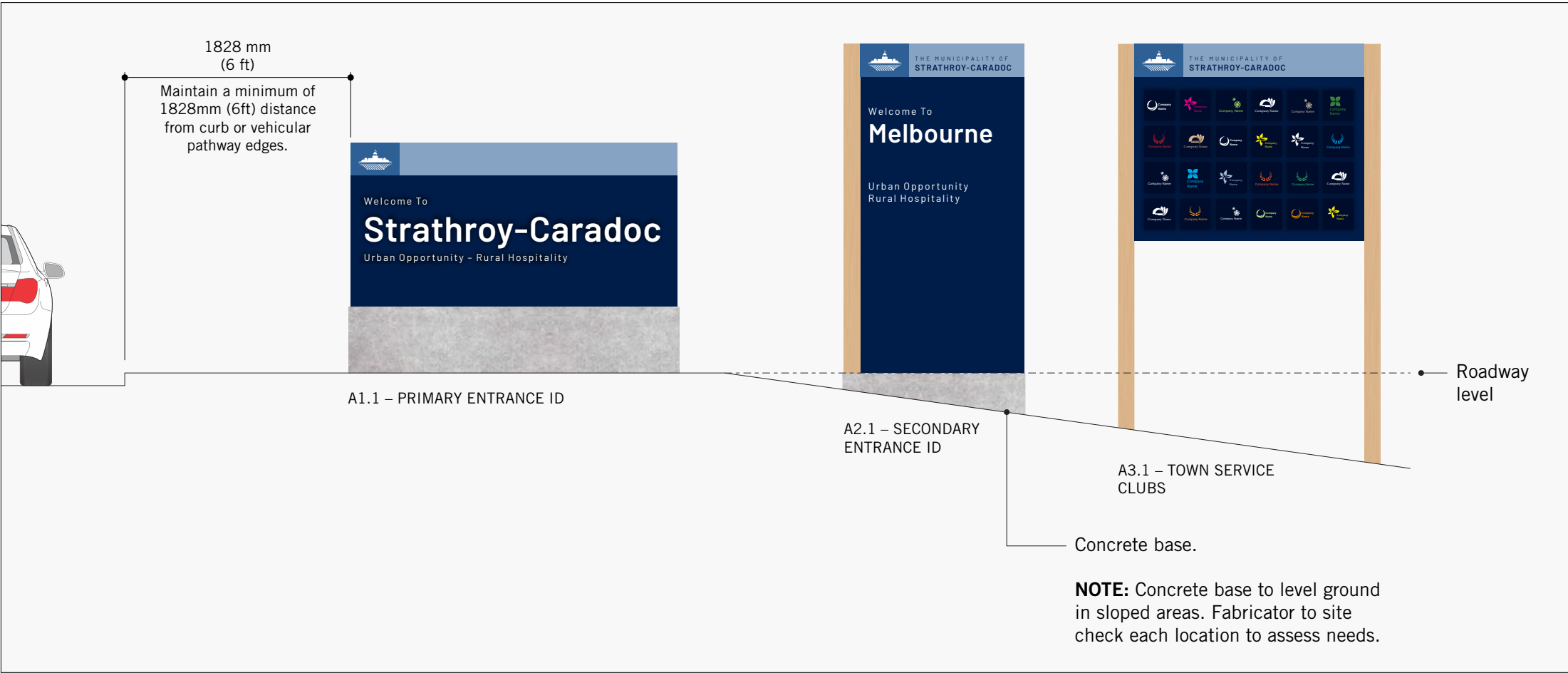
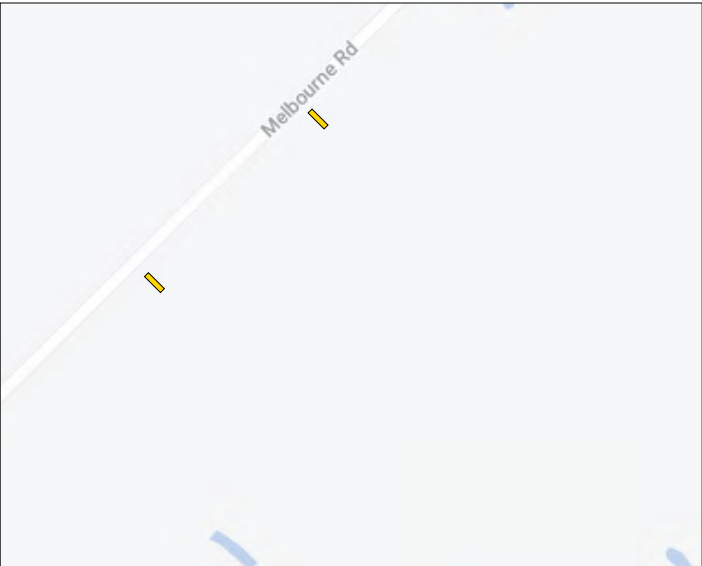


# D. PLANNING PRINCIPLES

## 3.1 GENERAL PLACEMENT GUIDELINES FOR SIGNAGE

Signs along roadways and pathways are to be placed perpendicular to the path of travel. The signage should display information on both sides, with a welcome message as they enter a community and a thank you message as they leave.

The Town Service ID should always be placed 15-30 metres away from the Town Entrance ID and must be visible along the path of travel as you enter each community.





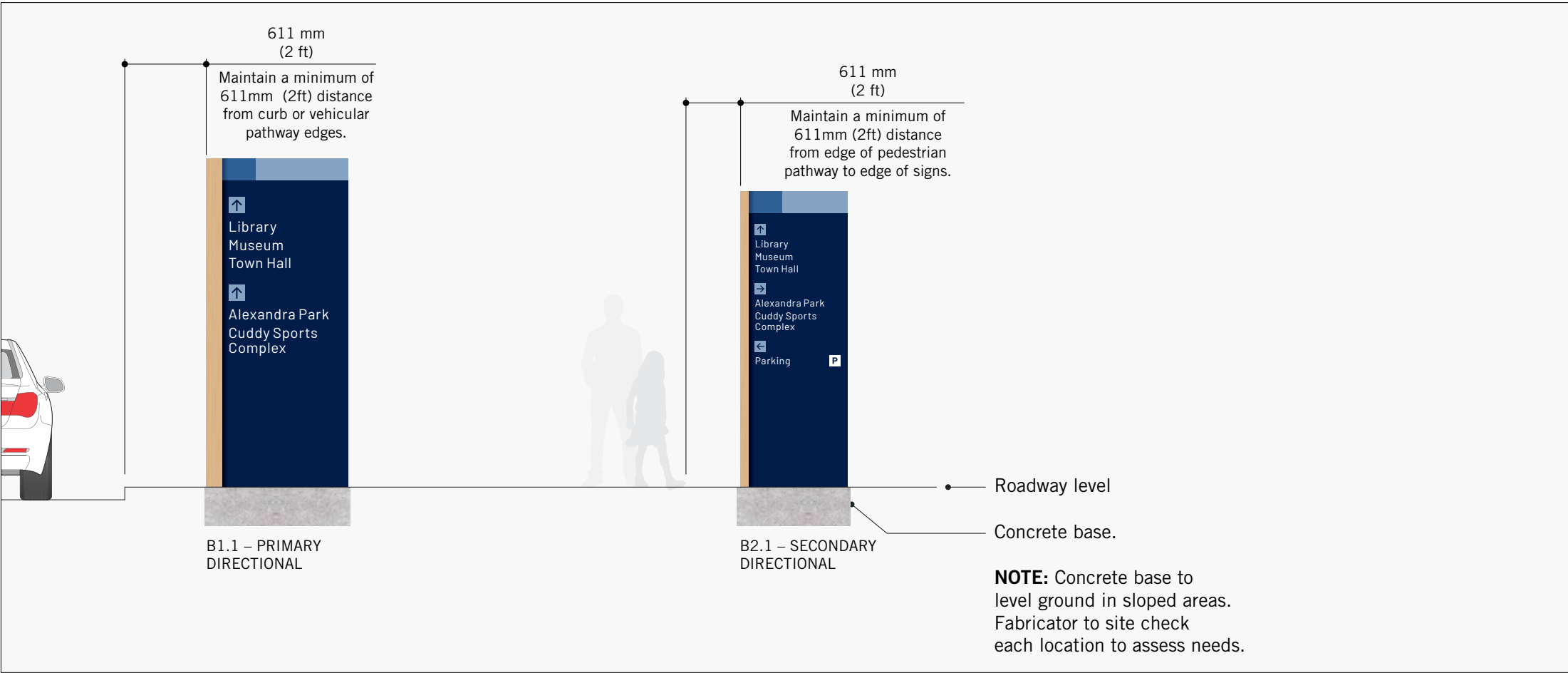
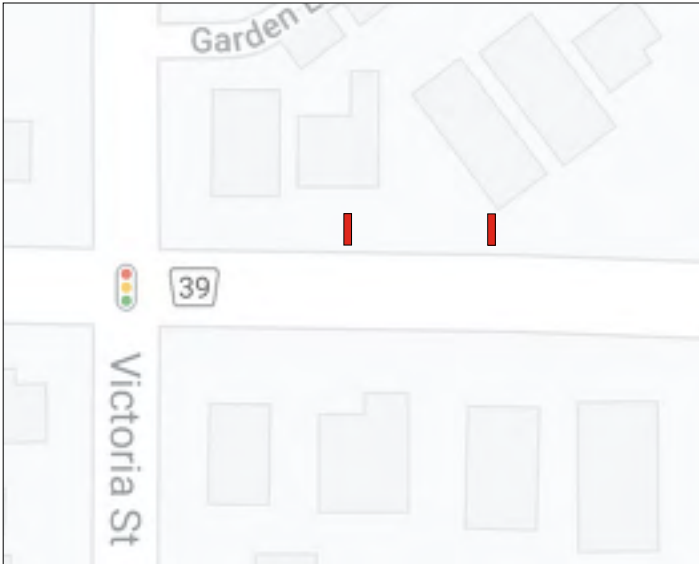
# D. PLANNING PRINCIPLES

## 3.1 GENERAL PLACEMENT GUIDELINES FOR SIGNAGE

Directional signage are to be located in close proximity to the decision nodes and should be clearly visible along roadways and pathways. The sign should be oriented perpendicular to the path of travel for all modes of transport.

The signage should display information on both sides, and its placement should allow for motorists to be able make a decision and make the necessary manoeuvre to continue on the appropriate path of travel to their destination.

It is critical that the directional signage has clear sight-lines and as much as possible located consistently on the same side of the route or travel. This creates predictability and makes it easy for users to locate signage when they are looking for information to support their journey.



# D. PLANNING PRINCIPLES

## 3.1 GENERAL PLACEMENT GUIDELINES FOR SIGNAGE

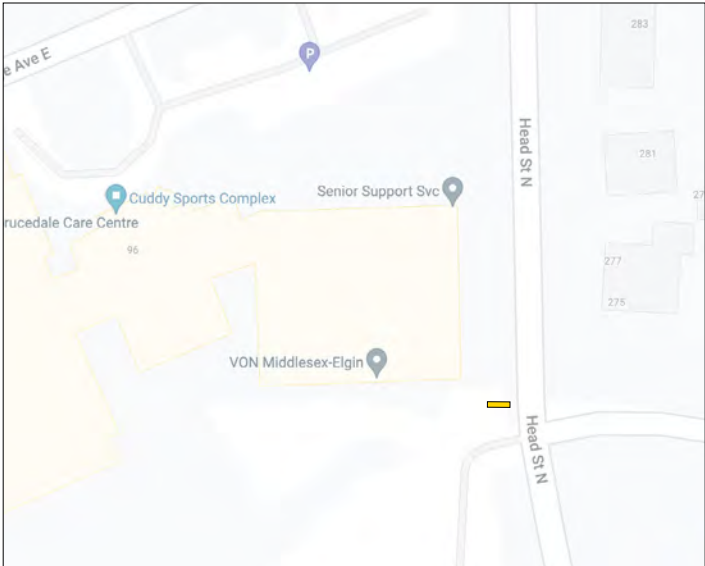
When signage is used to identify a building, park or parking (A5.1, A6.1 & A9.1) they should be place perpendicular to the path of travel at the main entrance.

When identifying trailhead (A7.1) they should be placed adjacent to the trail entrance. The sign should be oriented parallel to the main path of travel facing the users as they approach the trail entrance.

Directory maps for pedestrians (C1.1) should be placed parallel to the path of travel.

If the entrance to the park or a parkette is not clearly visible, the sign can be angled to face the busiest intersection so users can clearly identify the park.

As a general rule, the sign should be the first thing that users encounter.



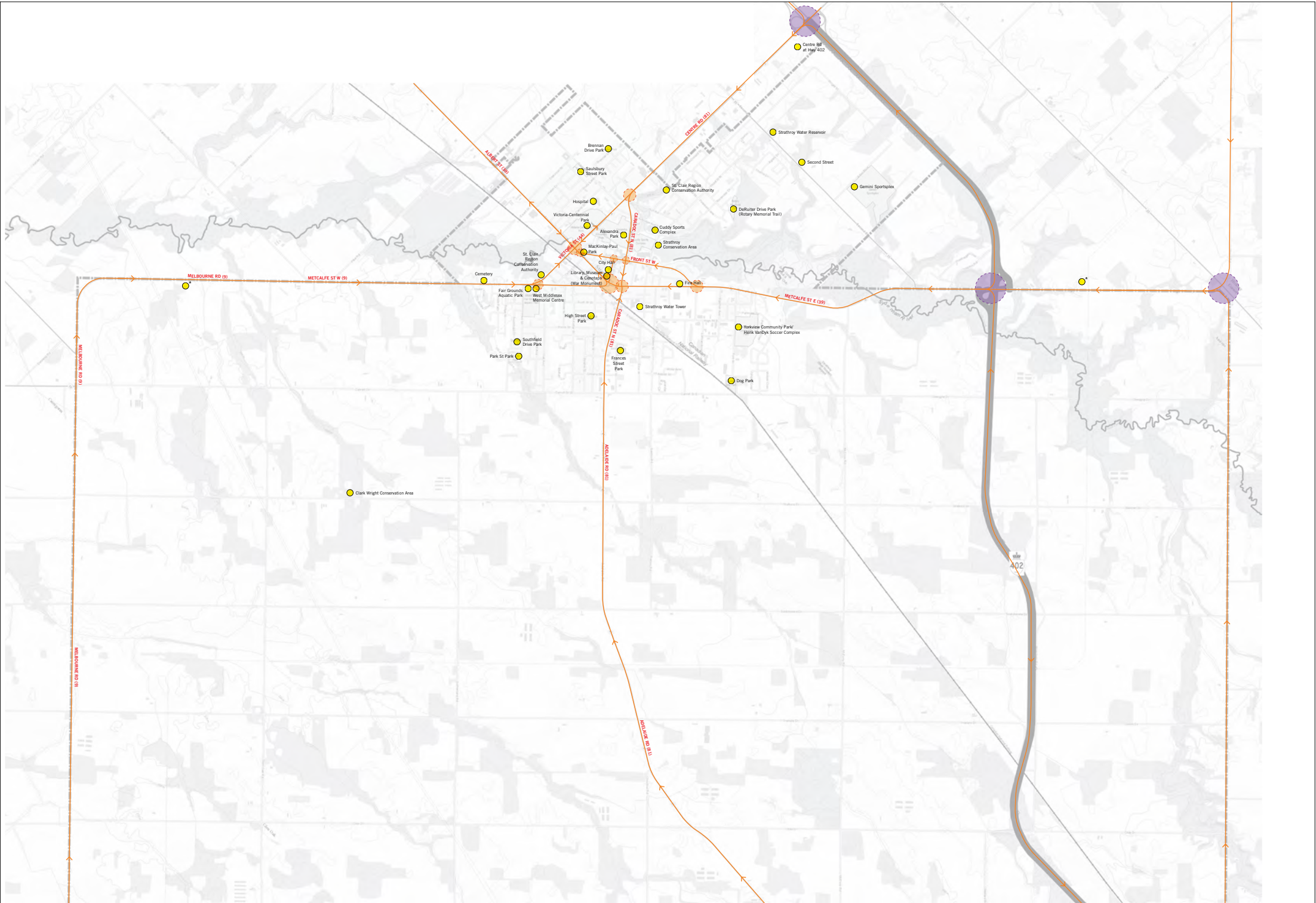


# D. PLANNING PRINCIPLES

## 4.1 PRELIMINARY CIRCULATION & KEY DESTINATIONS

Decision Nodes are locations where the flow of traffic diverge and users are required to make a choice about which way to go. These locations are critical in assisting motorists, cyclists and pedestrians to ensure a seamless wayfinding journey.

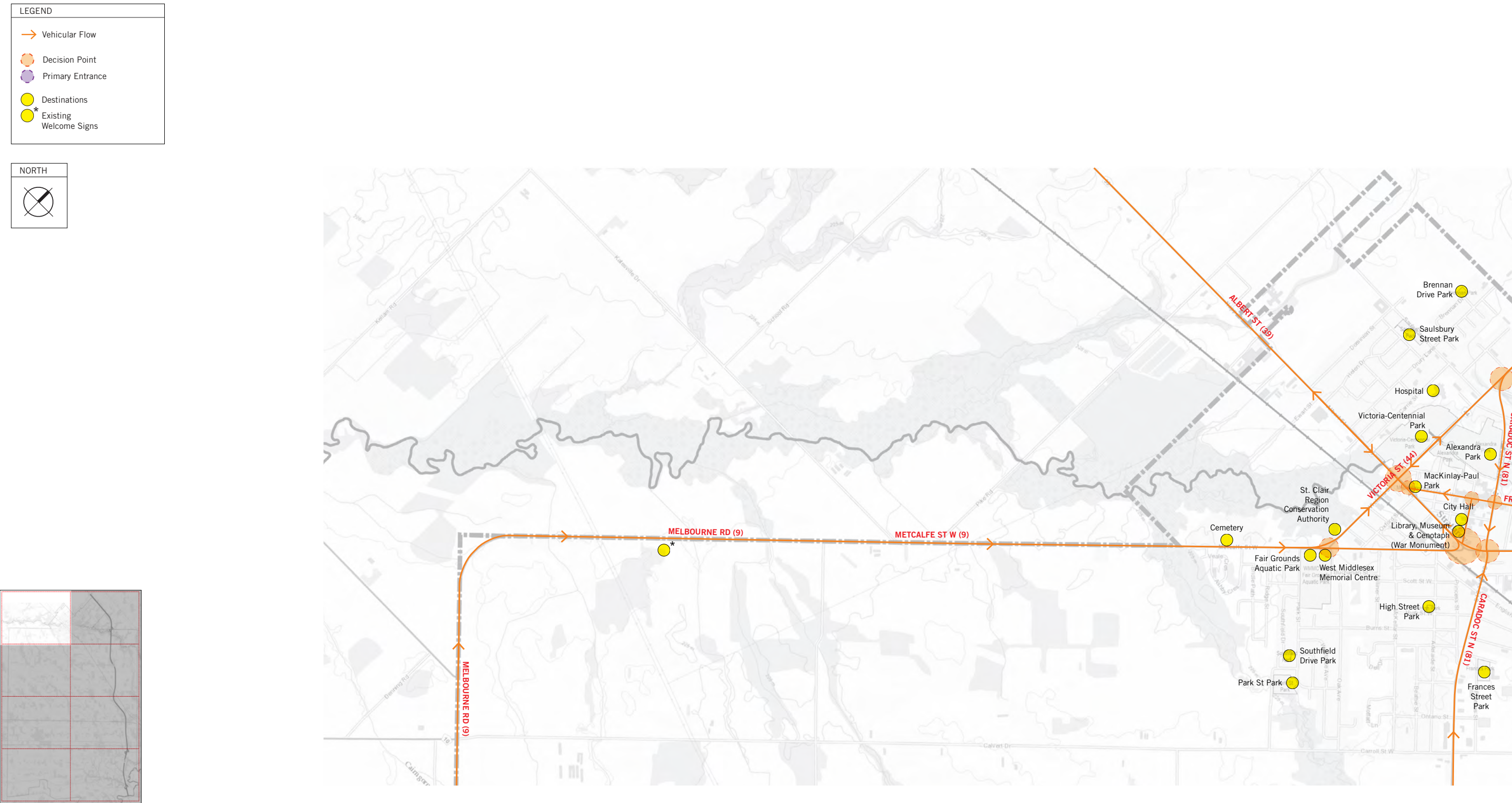
This circulation plan is a preliminary schematic representation of the traffic flow that users typically take to get to their destination within Strathroy-Caradoc. Identifying these decision nodes along the traffic flow provides the basis for signage placement strategy.





# D. PLANNING PRINCIPLES

## 4.1 PRELIMINARY CIRCULATION & KEY DESTINATIONS



# D. PLANNING PRINCIPLES

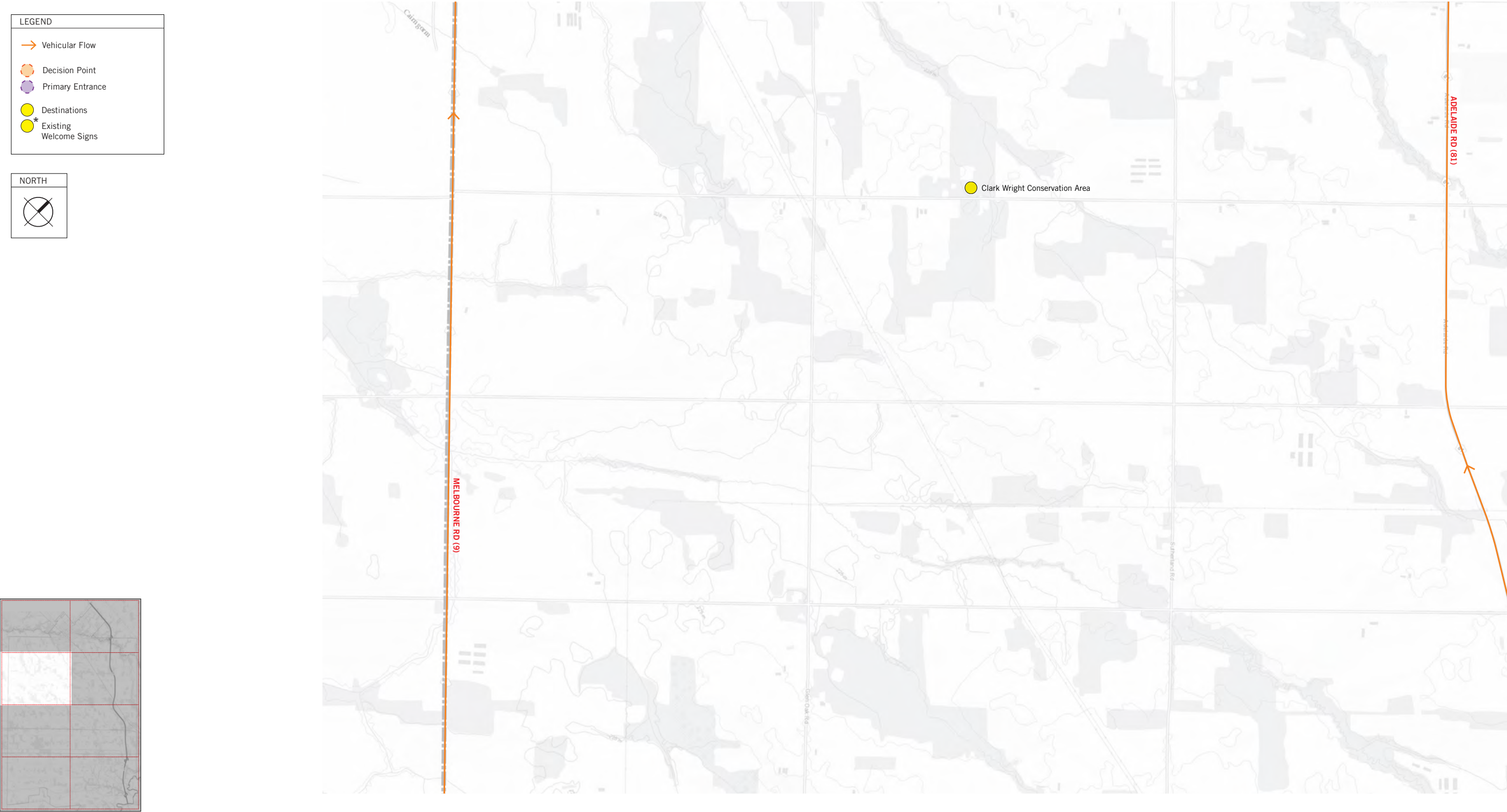
## 4.1 PRELIMINARY CIRCULATION & KEY DESTINATIONS





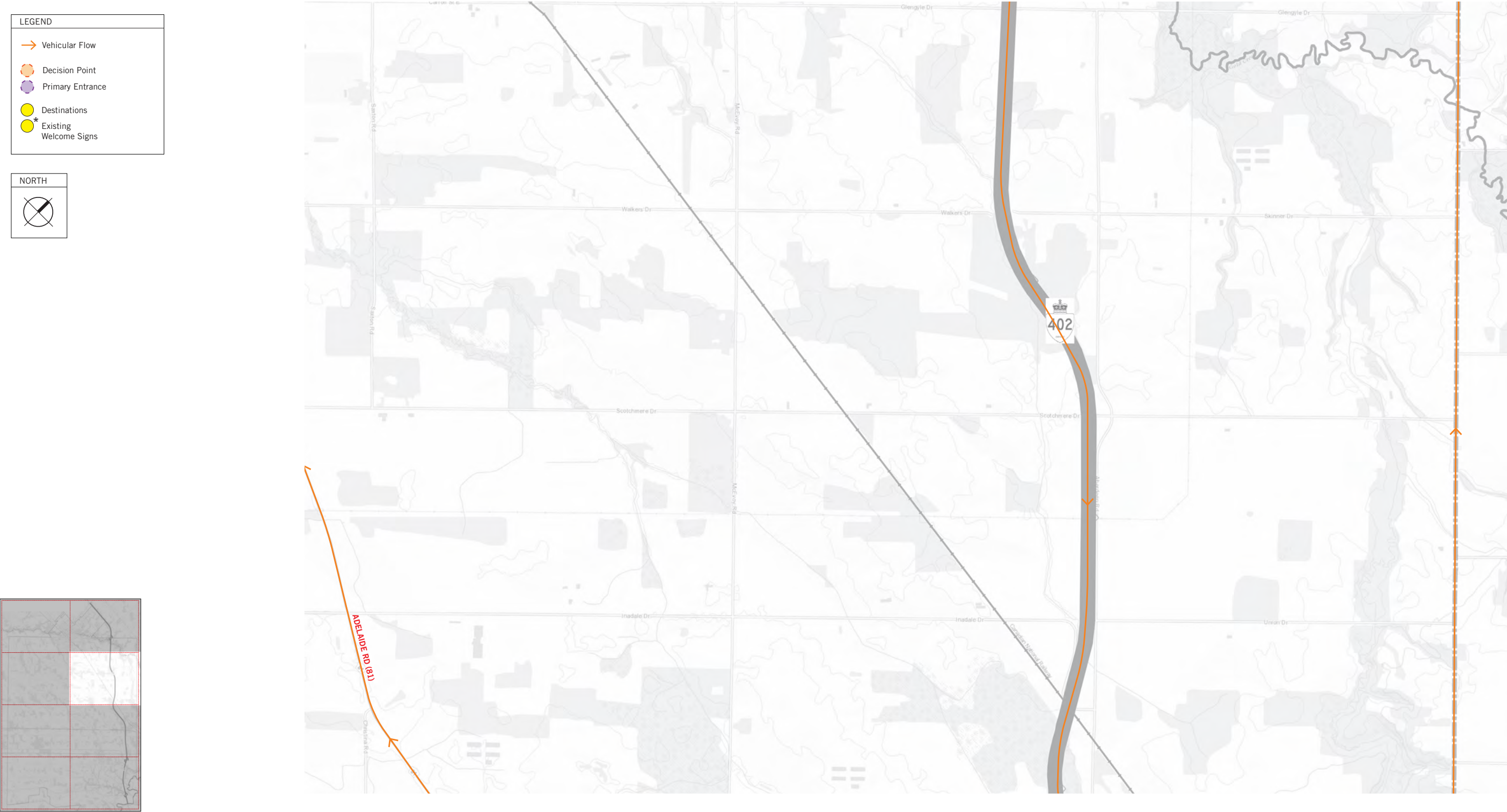
# D. PLANNING PRINCIPLES

## 4.1 PRELIMINARY CIRCULATION & KEY DESTINATIONS



# D. PLANNING PRINCIPLES

## 4.1 PRELIMINARY CIRCULATION & KEY DESTINATIONS








# D. PLANNING PRINCIPLES


## 4.1 PRELIMINARY CIRCULATION & KEY DESTINATIONS


LEGEND

 Vehicular Flow


 Decision Point

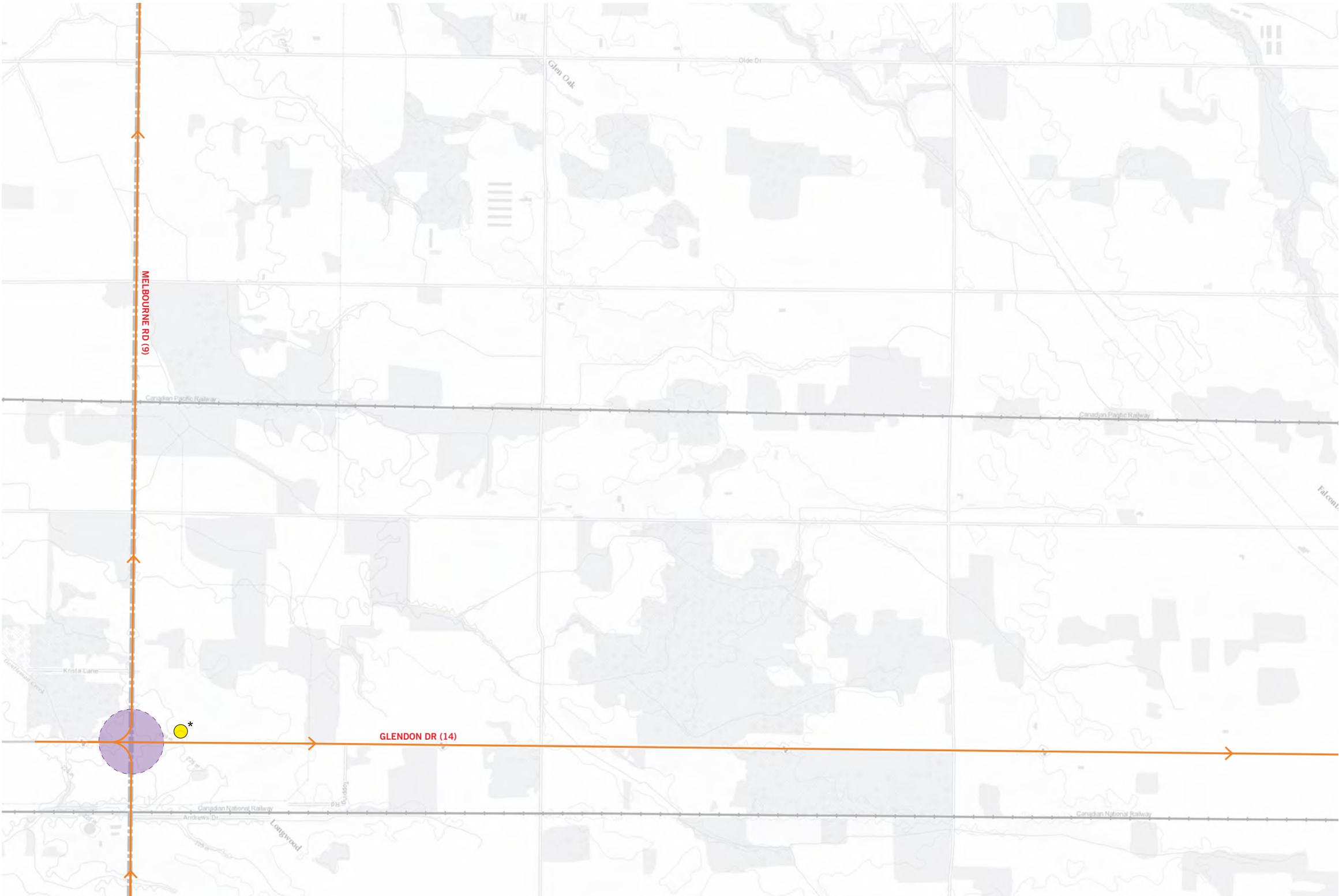
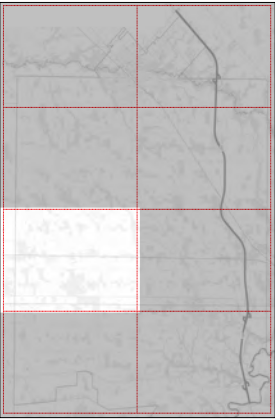
 Primary Entrance

 Destinations

 Existing Welcome Signs

NORTH










# D. PLANNING PRINCIPLES


## 4.1 PRELIMINARY CIRCULATION & KEY DESTINATIONS


LEGEND

 Vehicular Flow


 Decision Point

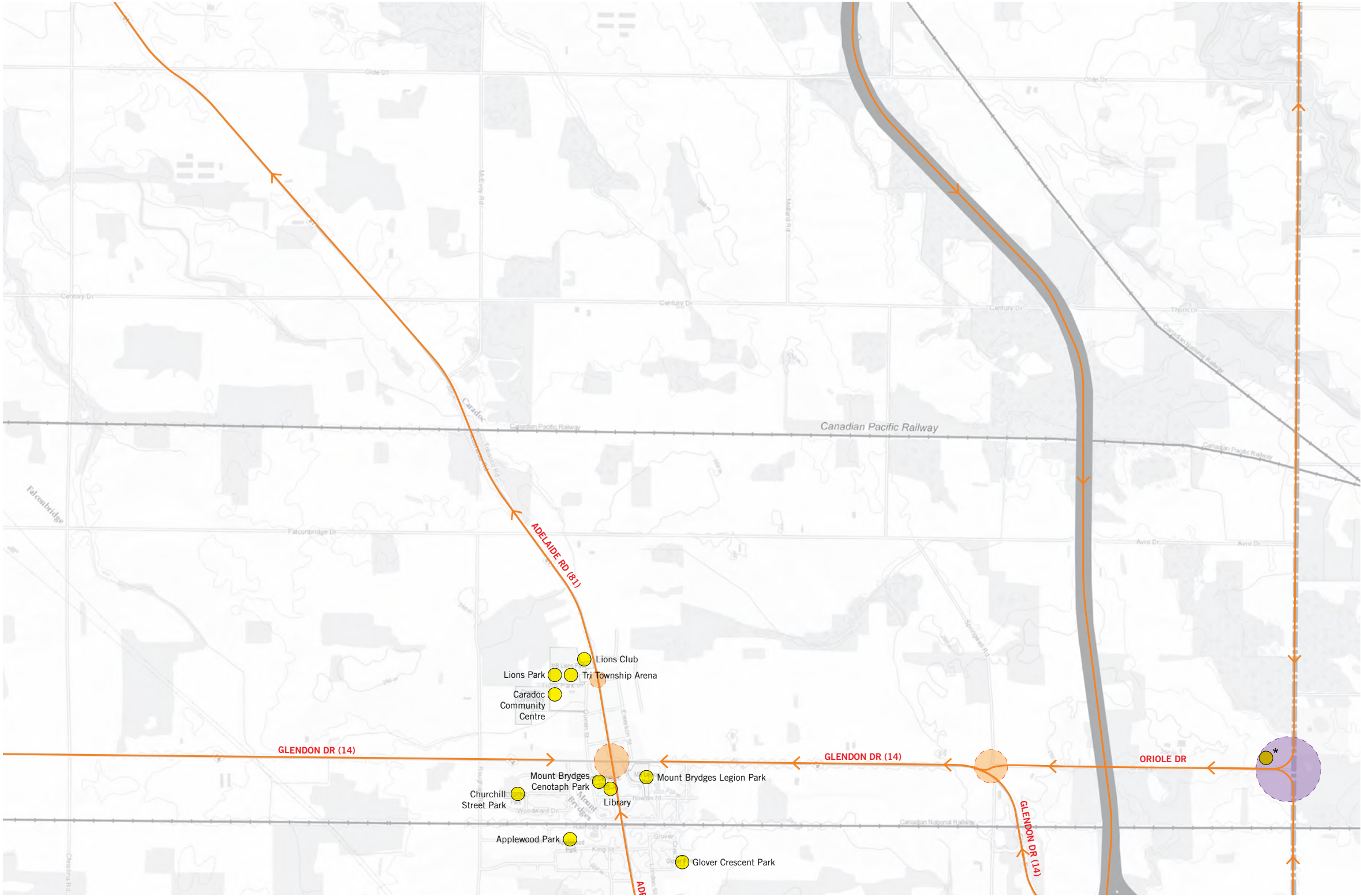
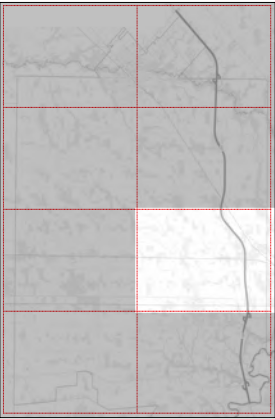
 Primary Entrance

 Destinations

 Existing Welcome Signs

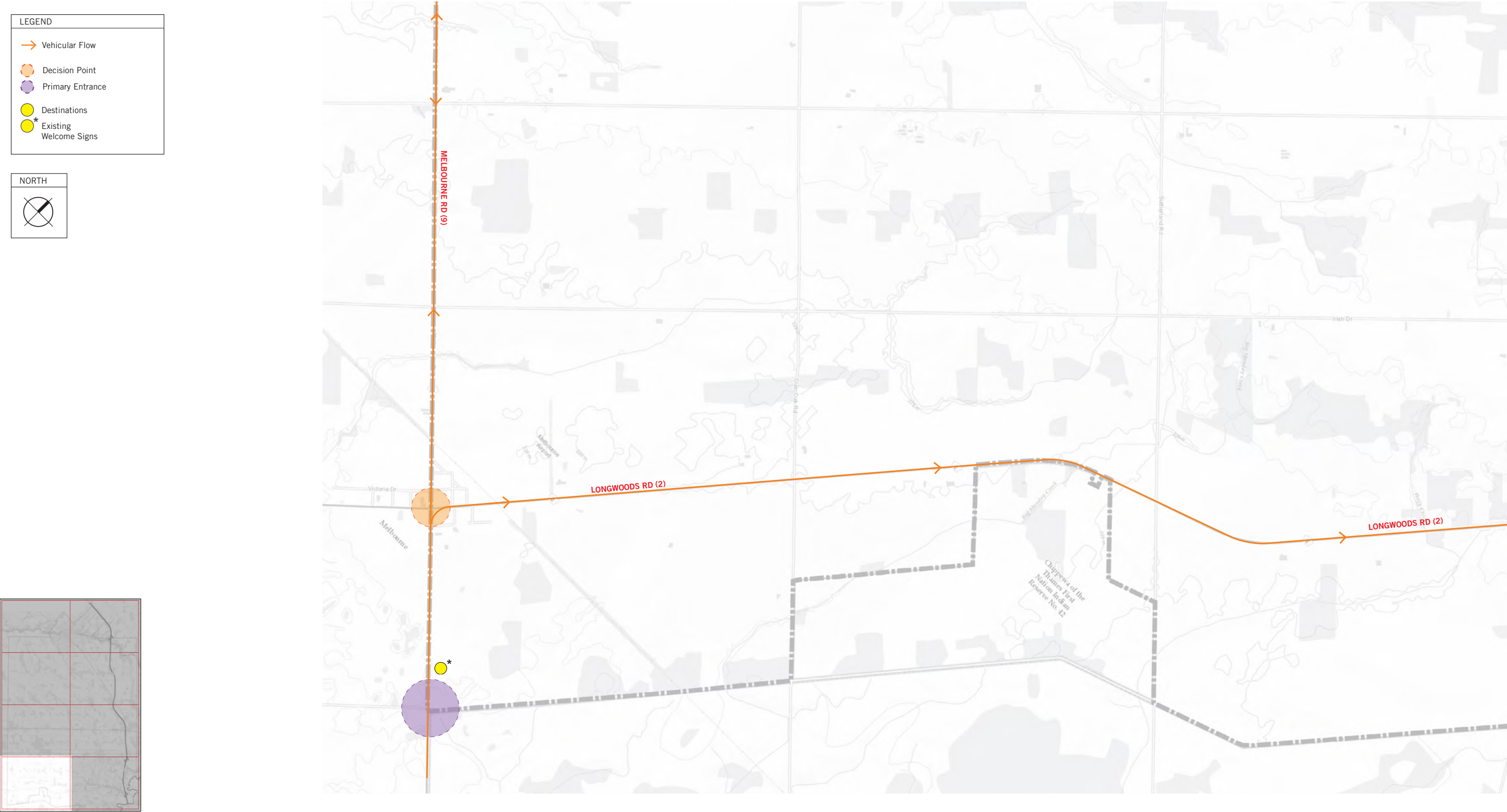
NORTH





# D. PLANNING PRINCIPLES

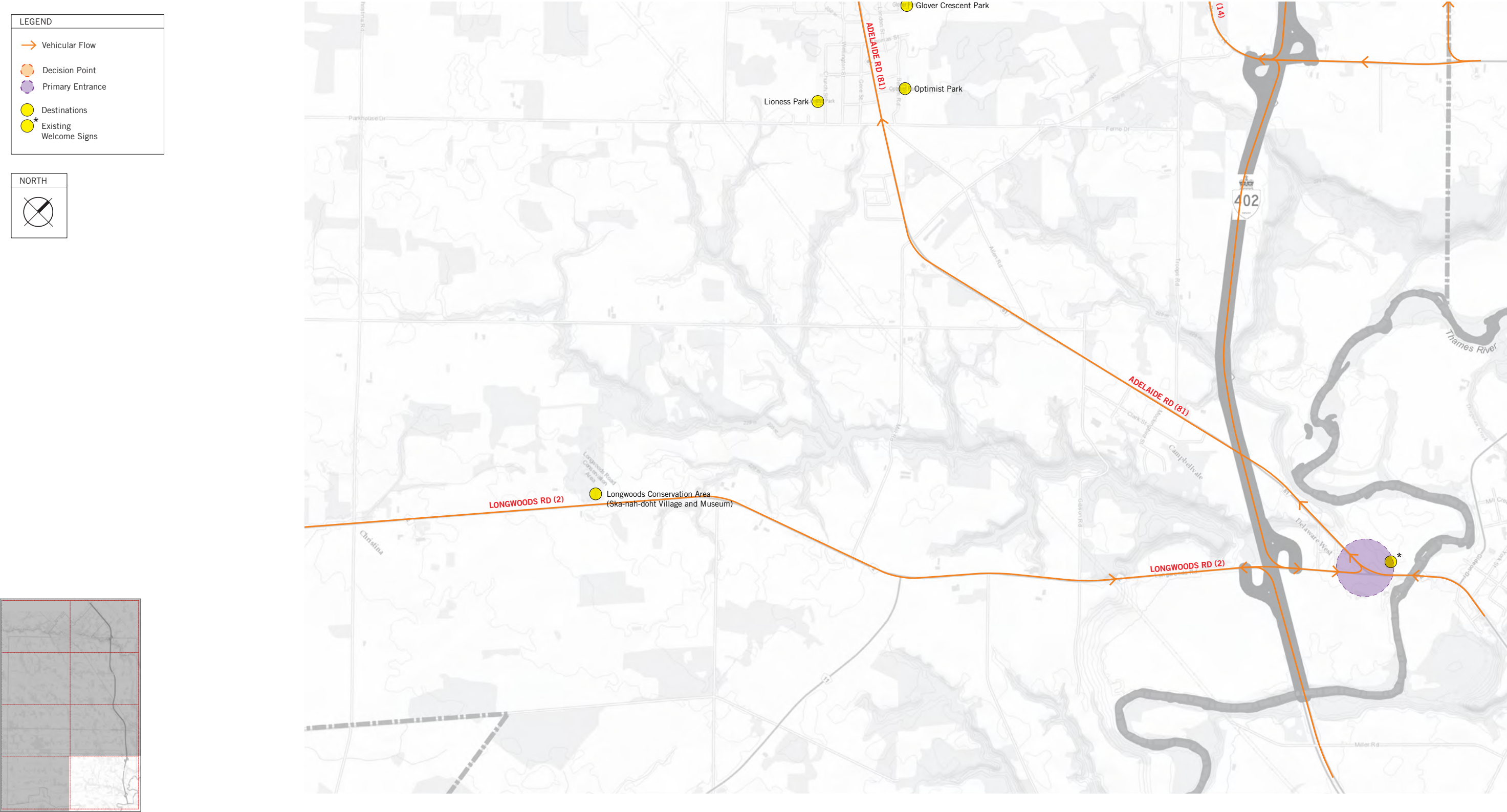
## 4.1 PRELIMINARY CIRCULATION & KEY DESTINATIONS





# D. PLANNING PRINCIPLES

## 4.1 PRELIMINARY CIRCULATION & KEY DESTINATIONS





# D. PLANNING PRINCIPLES

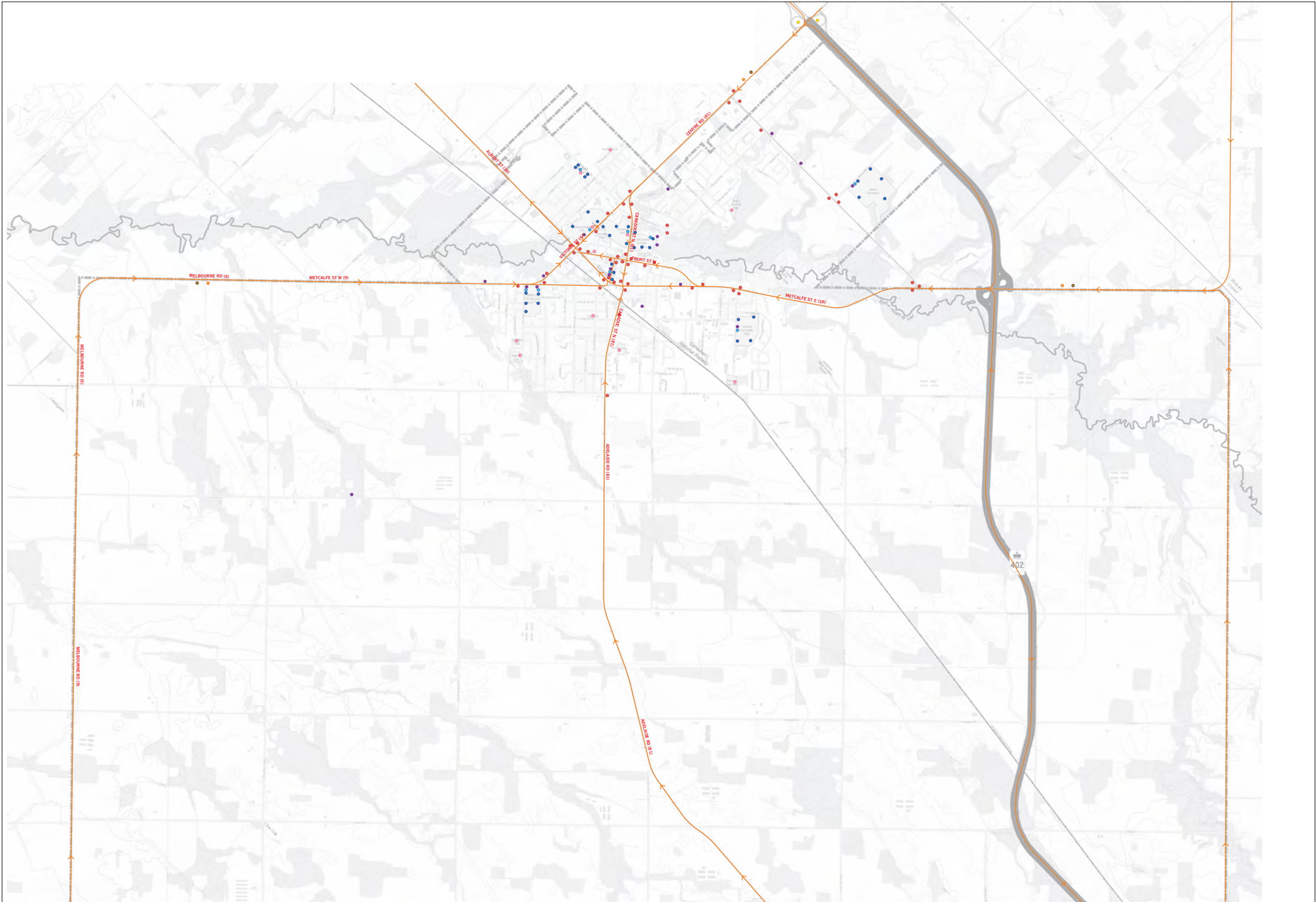
## 5.1 PRELIMINARY LOCATION PLANS

The signage program for Strathroy-Caradoc has a total of 11 signtypes that serve a specific purpose in providing the correct information at the appropriate time along the users journey.

The location planning of the signtypes evolve as a response to the following questions:

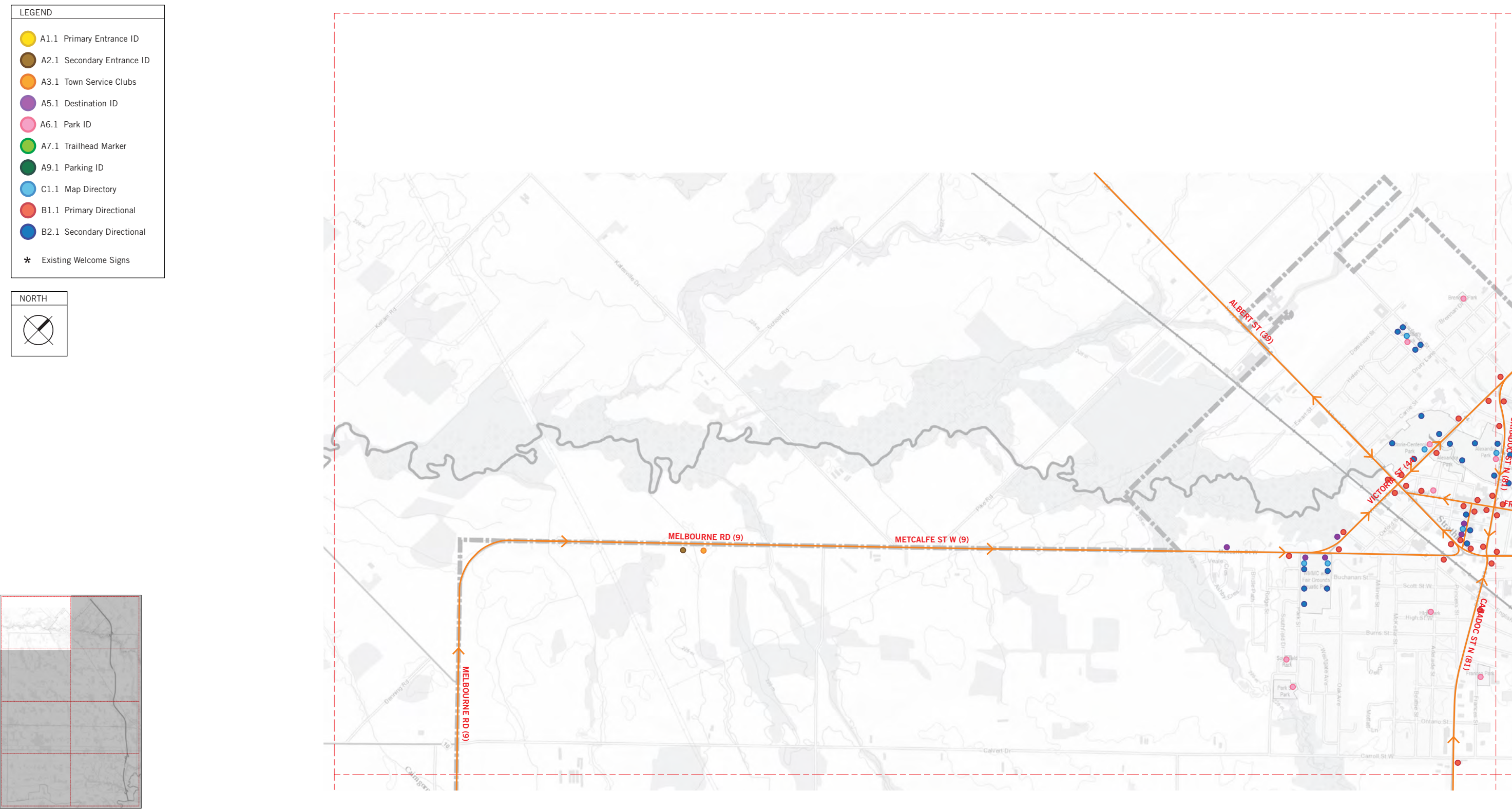
- 1. Identify the need for signage
- 2. Where will the sign be located?
- 3. What is the primary function of the sign? (Identify appropriate sign type)
- 4. What additional signage is required to support the primary need? (Identify appropriate sign type)
- 5. What is the environment where the sign will be located in?

This following preliminary location plan provides a general guideline that could be used to determine future implementation of the signage program for Strathroy-Caradoc.



# D. PLANNING PRINCIPLES

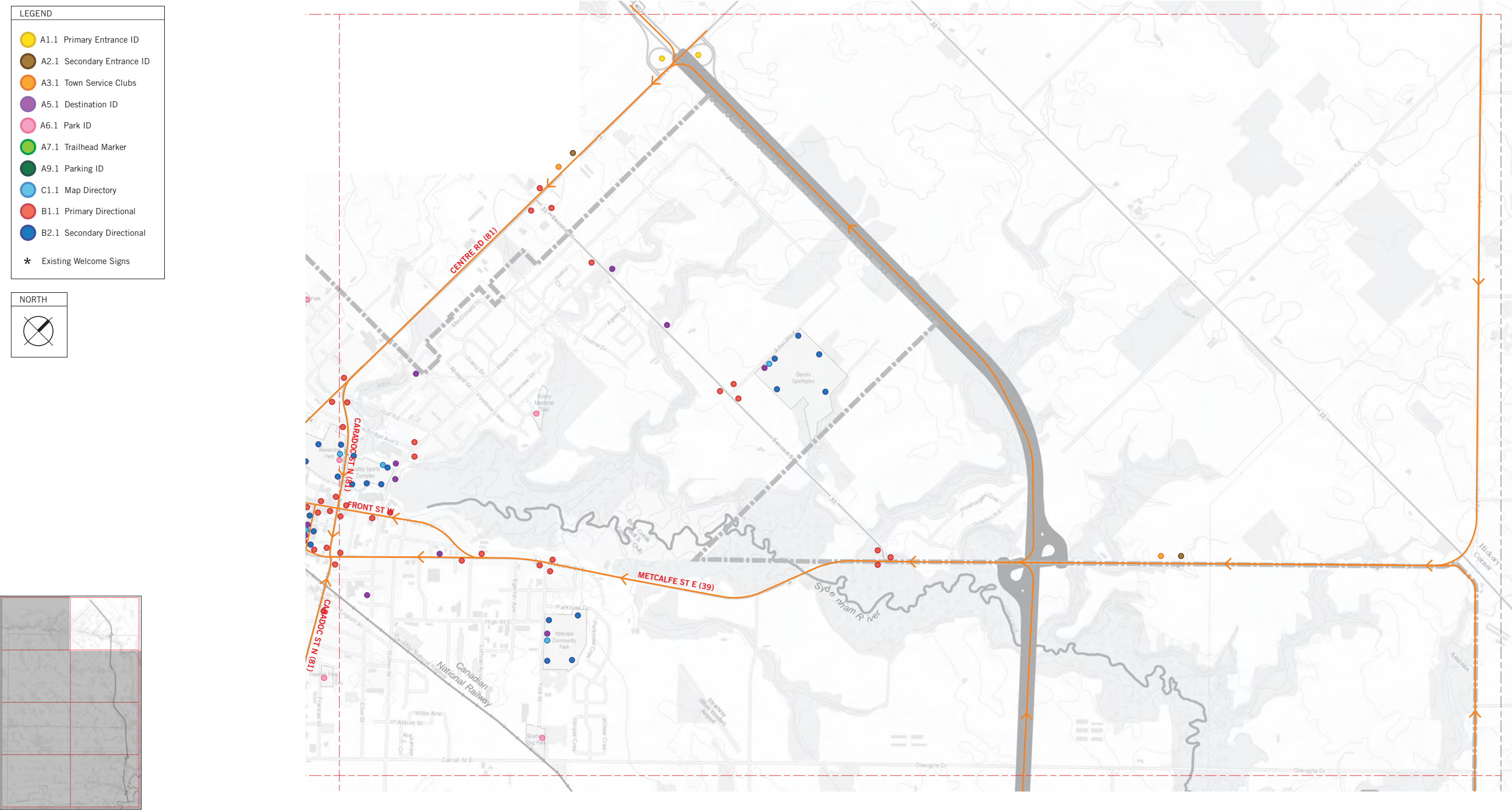
## 5.1 PRELIMINARY LOCATION PLANS





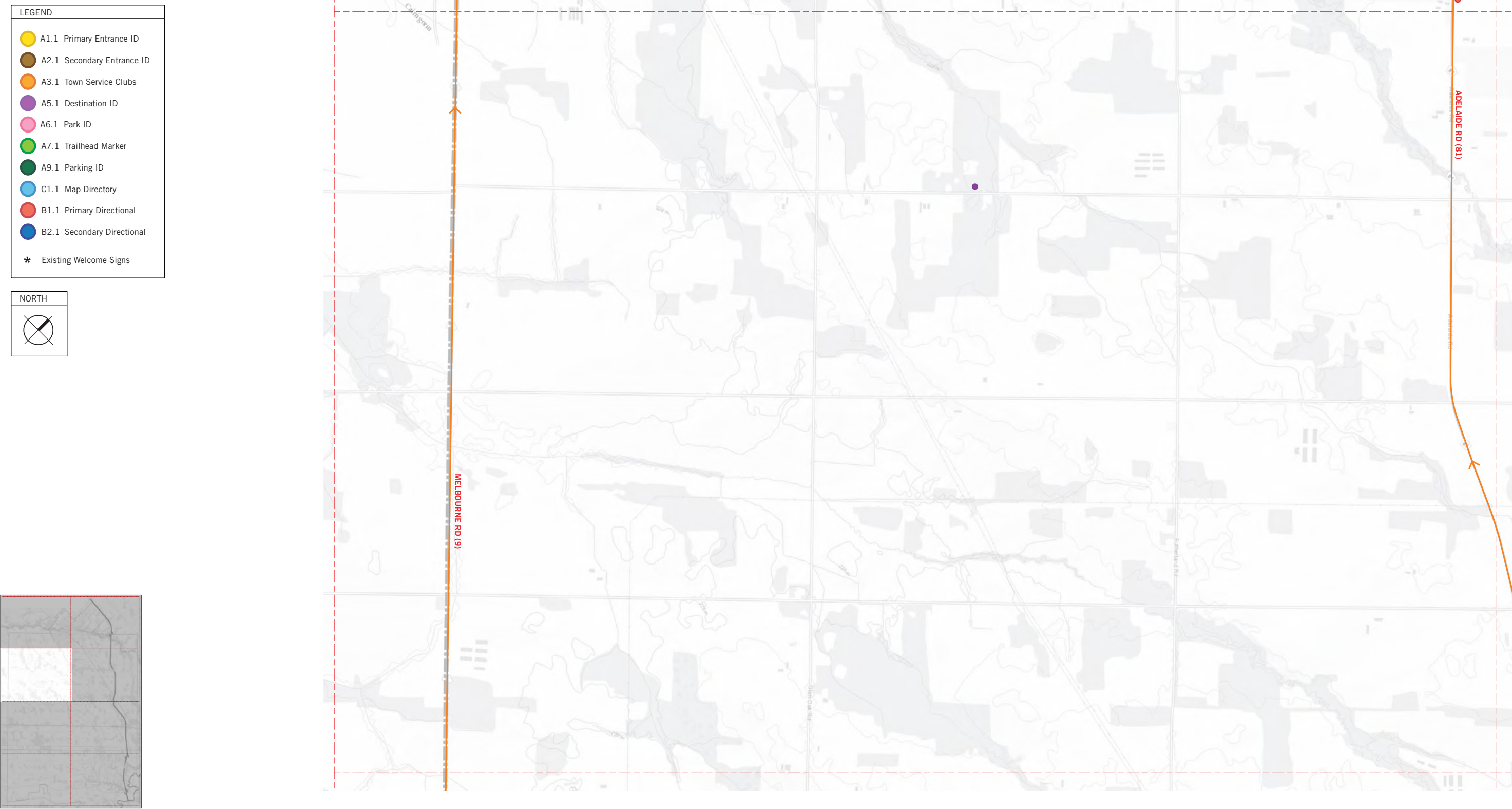
# D. PLANNING PRINCIPLES

## 5.1 PRELIMINARY LOCATION PLANS



# D. PLANNING PRINCIPLES

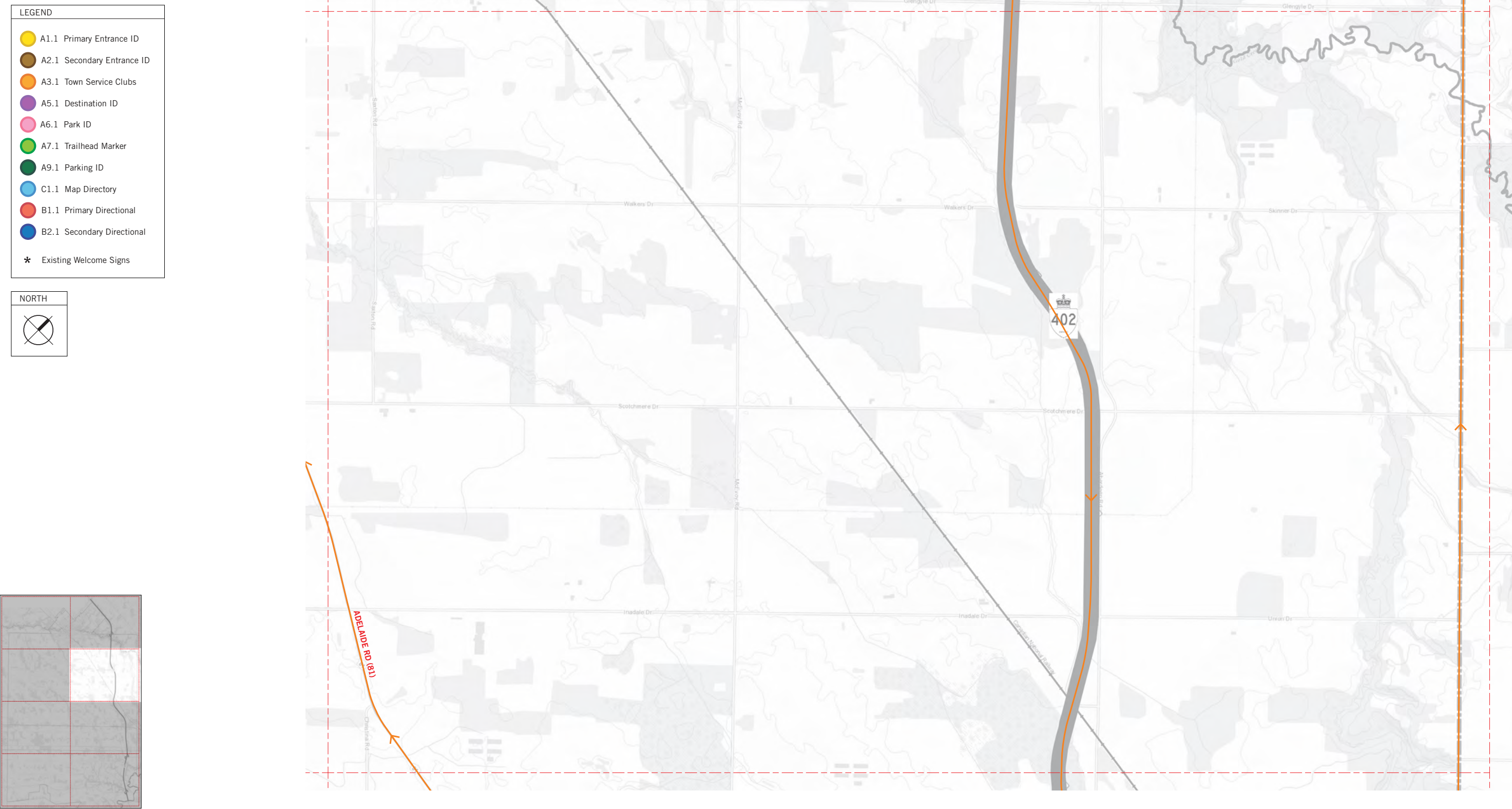
## 5.1 PRELIMINARY LOCATION PLANS





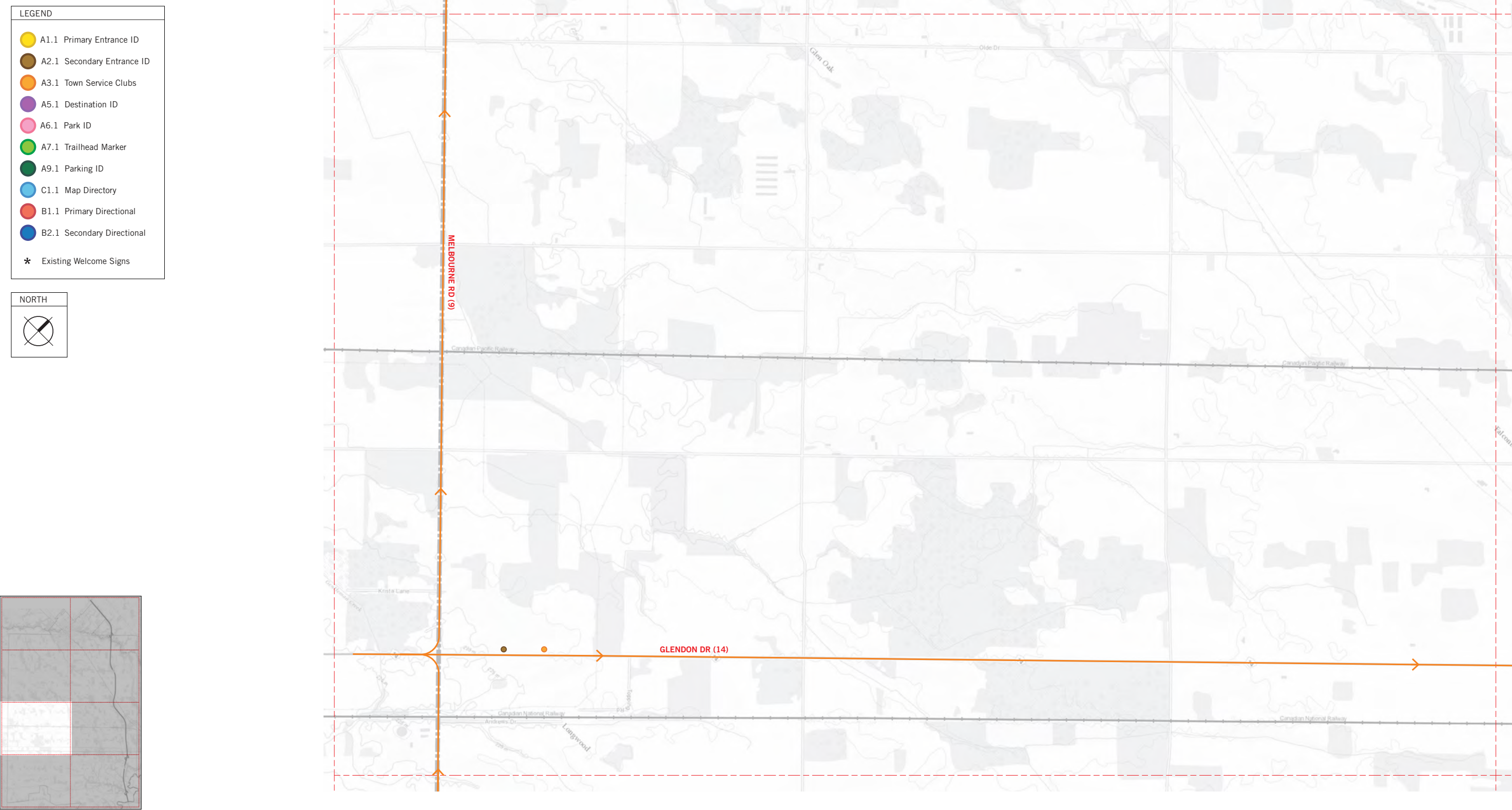
# D. PLANNING PRINCIPLES

## 5.1 PRELIMINARY LOCATION PLANS



# D. PLANNING PRINCIPLES

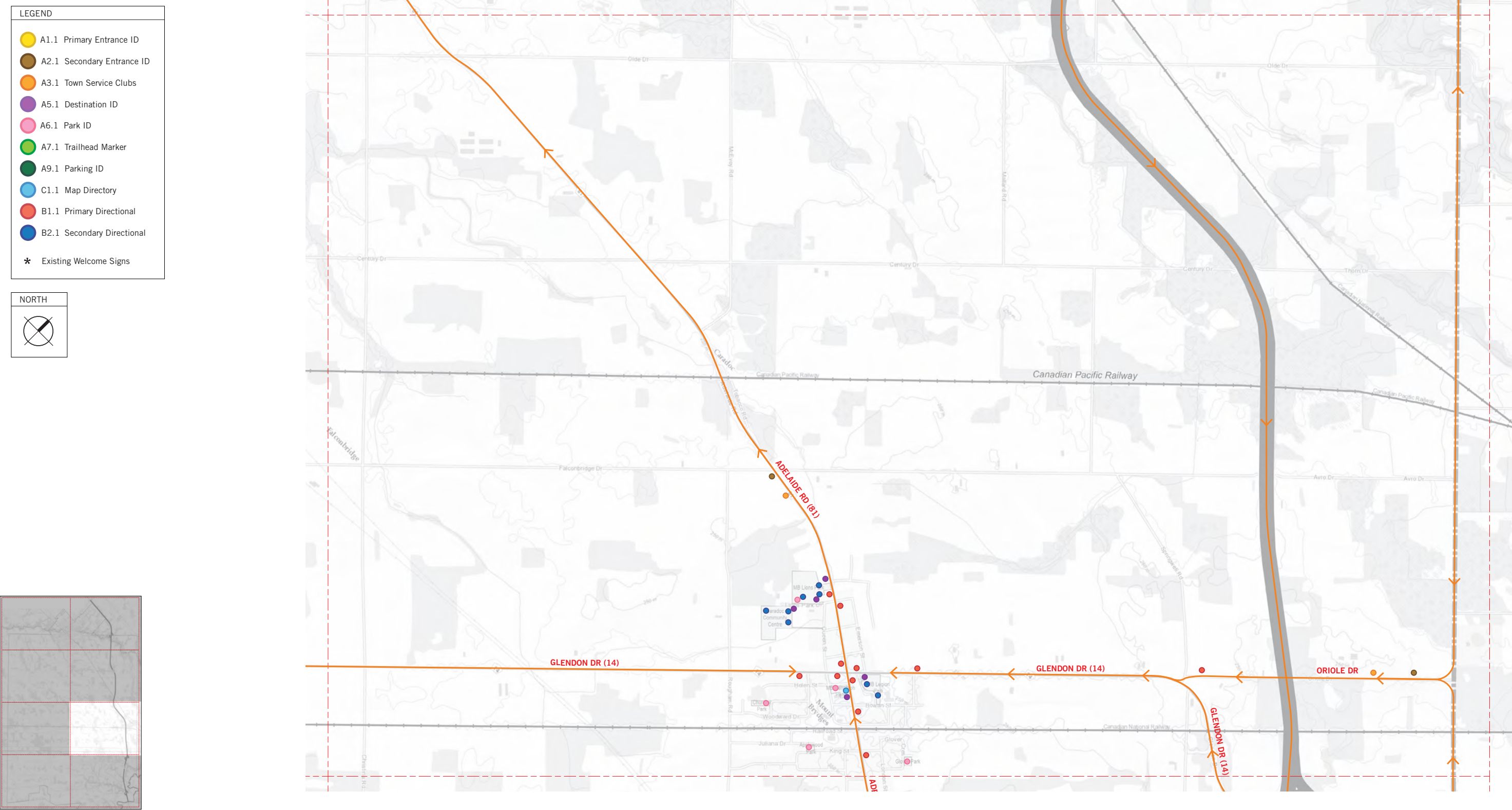
## 5.1 PRELIMINARY LOCATION PLANS





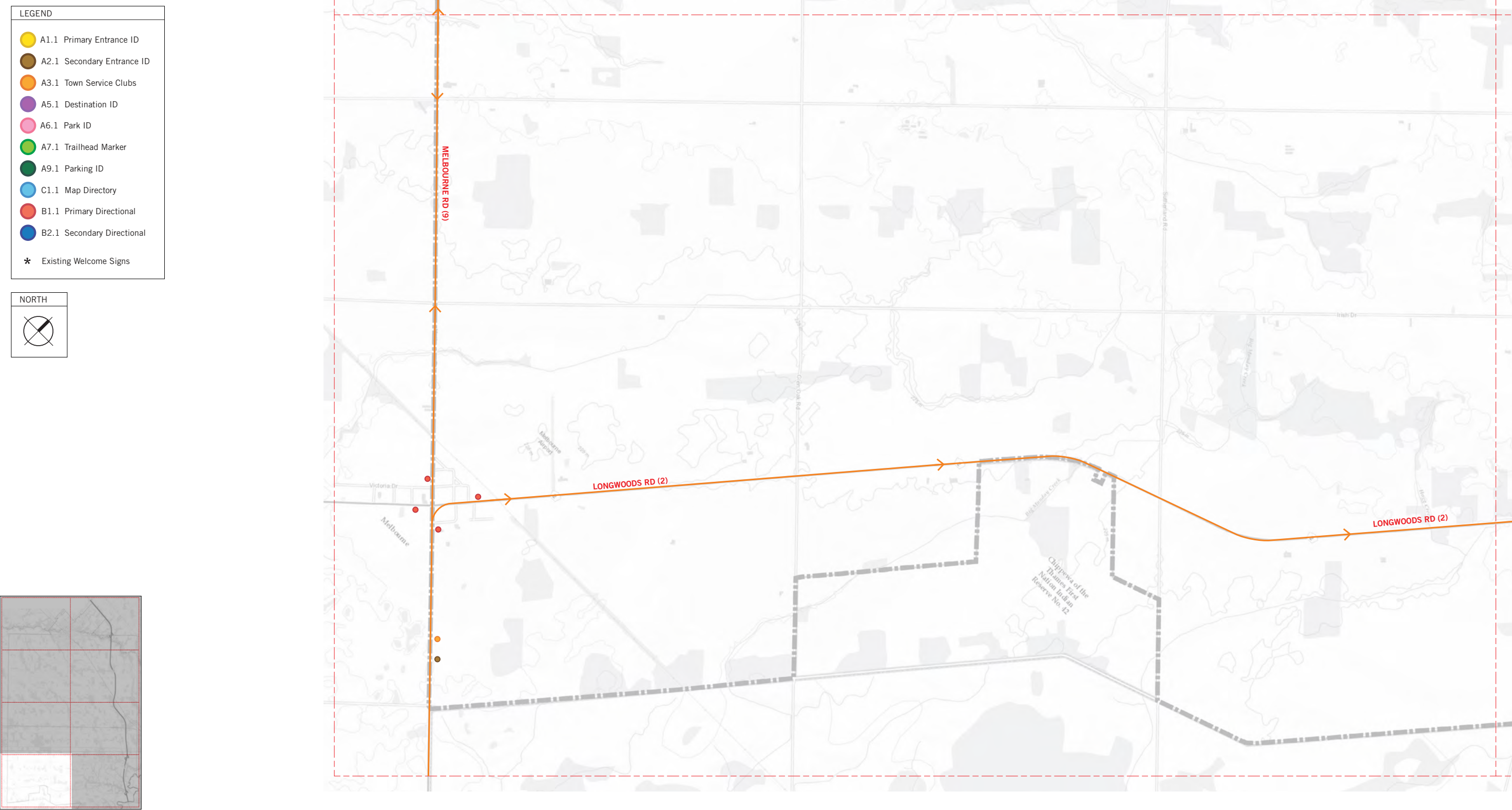
# D. PLANNING PRINCIPLES

## 5.1 PRELIMINARY LOCATION PLANS



# D. PLANNING PRINCIPLES

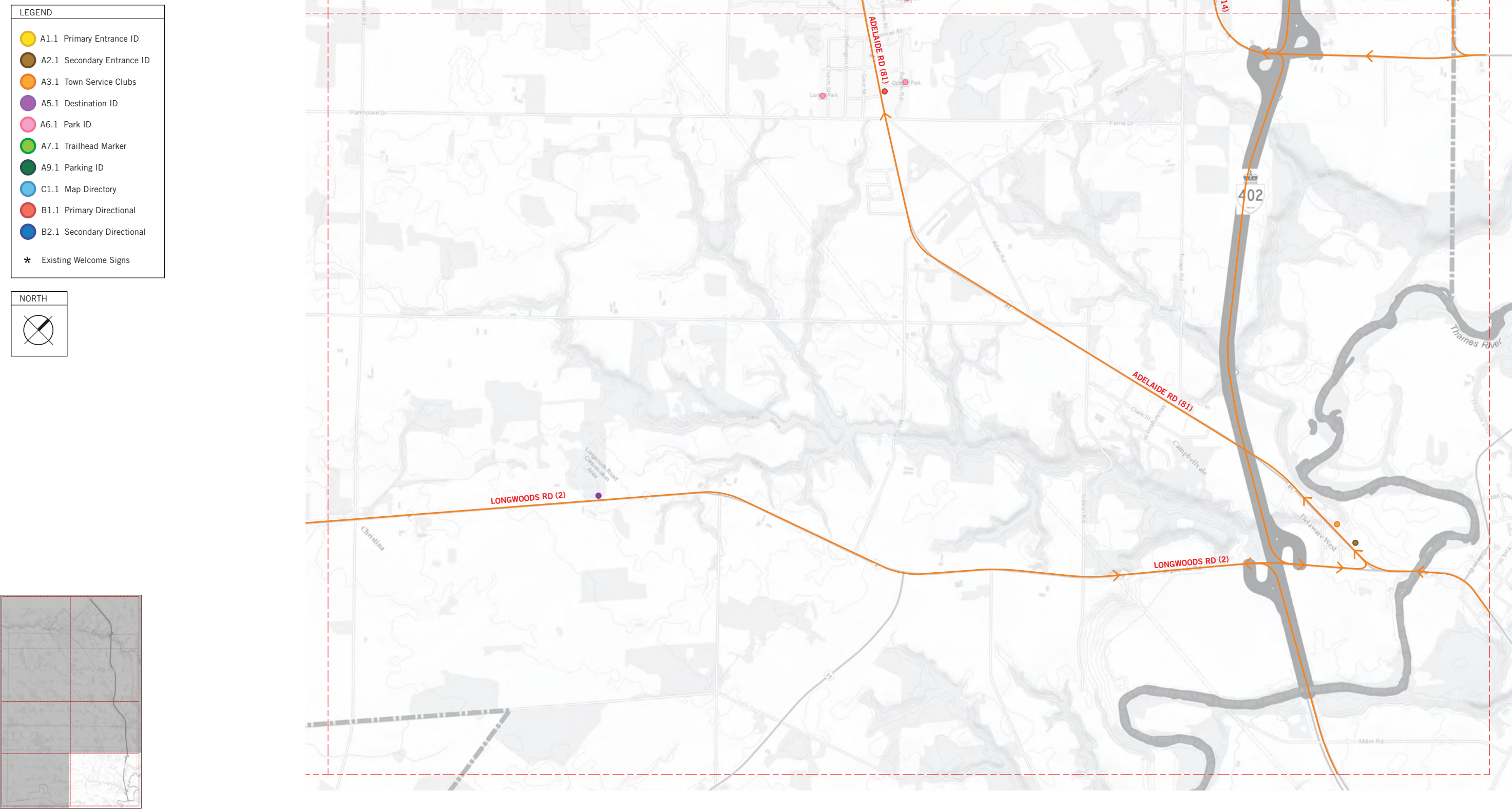
## 5.1 PRELIMINARY LOCATION PLANS





# D. PLANNING PRINCIPLES

## 5.1 PRELIMINARY LOCATION PLANS



## **E. IMPLEMENTATION & COST ESTIMATE**



# E. IMPLEMENTATION & COST ESTIMATE

## 1.1 PRELIMINARY COST ESTIMATE

TOTAL PROGRAM COST ESTIMATE (ALL PHASES)				
Sign Type	Description	Est. Unit Fabrication Cost NOTE: Cost are subject to change based on time of implementation. Cost below includes installaion.	Est. Sign Quantity	Extended Cost (illuminated options)
A1.1	Primary Entrance ID	\$32,000.00	2	\$64,000.00
A2.1	Secondary Entrance ID	\$10,000.00	8	\$80,000.00
A3.1	Town Service Clubs	\$7,500.00	8	\$60,000.00
A5.1	Destination ID	\$8,000.00	21	\$168,000.00
A6.1	Park ID	\$7,000.00	16	\$112,000.00
A7.1	Trailhead Marker	\$6,500.00	3	\$19,500.00
A8.1	Banners (Flex Face Vinyl)	\$850.00	50	\$42,500.00
	With Supports	\$1,000.00		
A9.1	Parking ID	\$3,500.00	5	\$17,500.00
C1.1	Map Directory	\$5,750.00	10	\$57,500.00
B1.1	Primary Directional	\$7,500.00	65	\$487,500.00
B2.1	Secondary Directional	\$6,400.00	43	\$275,200.00
		ALL PHASES TOTAL:		\$1,383,700.00

**NOTE:** Proposed sign quantities are for planning purposes only. Final sign quantities TBC by Strathroy-Caradoc prior to execution per phase.

Cost are subject to change based on time of implementation. Cost indicated includes installation. Engineer Review & Stamp could incur additional cost.

# E. IMPLEMENTATION & COST ESTIMATE

## 2.1 PRELIMINARY COST ESTIMATE – PHASE 1

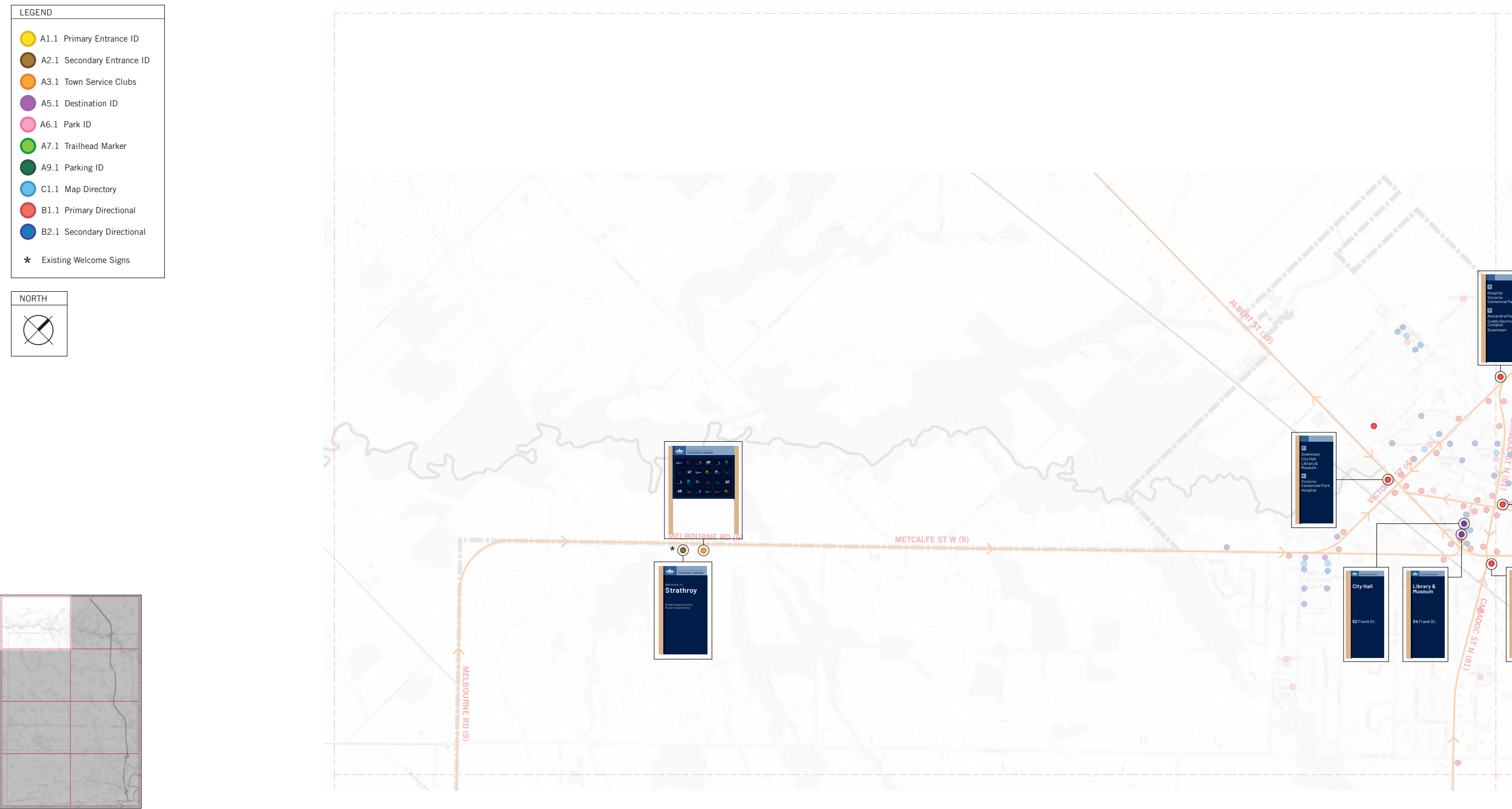
PHASE 1 (2022)				Budget: \$200k
The goal of Phase 1 is to consistently identify each community, as well as start to include signage leading to the downtown core.				
A2.1	Secondary Entrance ID	\$10,000.00	8	\$80,000.00
A3.1	Town Service Clubs	\$7,500.00	8	\$60,000.00
A5.1	Destination ID	\$8,000.00	2	\$16,000.00
B1.1	Primary Directional	\$7,500.00	5	\$37,500.00
A8.1	Banners (Flex Face Vinyl) QTY to be confirmed by Strathroy Caradoc based on budget allowance per phase	\$850.00	0	TBD
			TOTAL:	\$193,500.00

**NOTE:** Proposed sign quantities are for planning purposes only. Final sign quantities TBC by Strathroy-Caradoc prior to execution per phase.

Cost are subject to change based on time of implementation. Cost indicated includes installation. Engineer Review & Stamp could incur additional cost.

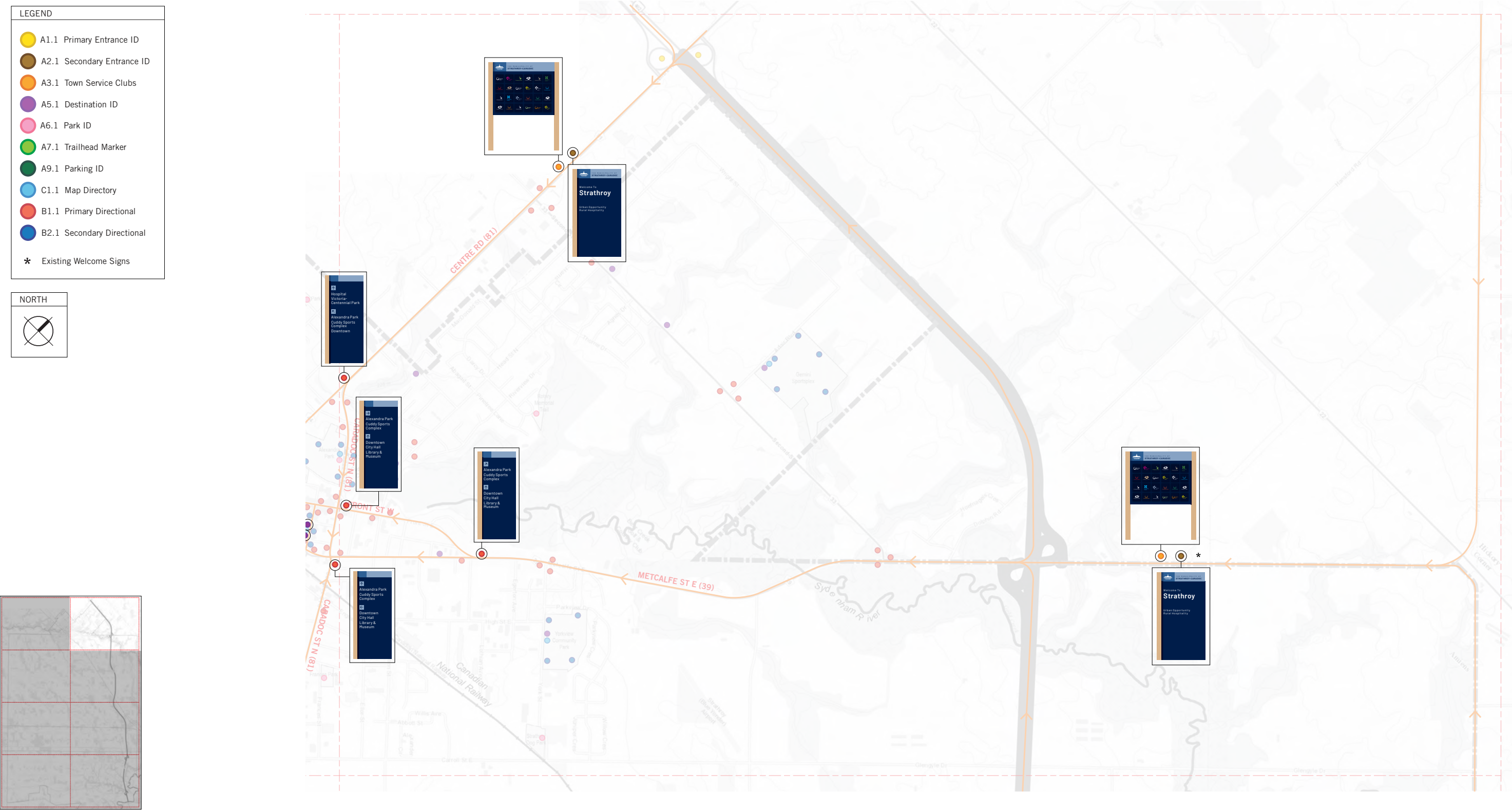
# E. IMPLEMENTATION & COST ESTIMATE

## 2.2 PHASE 1 (2022) – PRELIMINARY LOCATION PLAN



# E. IMPLEMENTATION & COST ESTIMATE

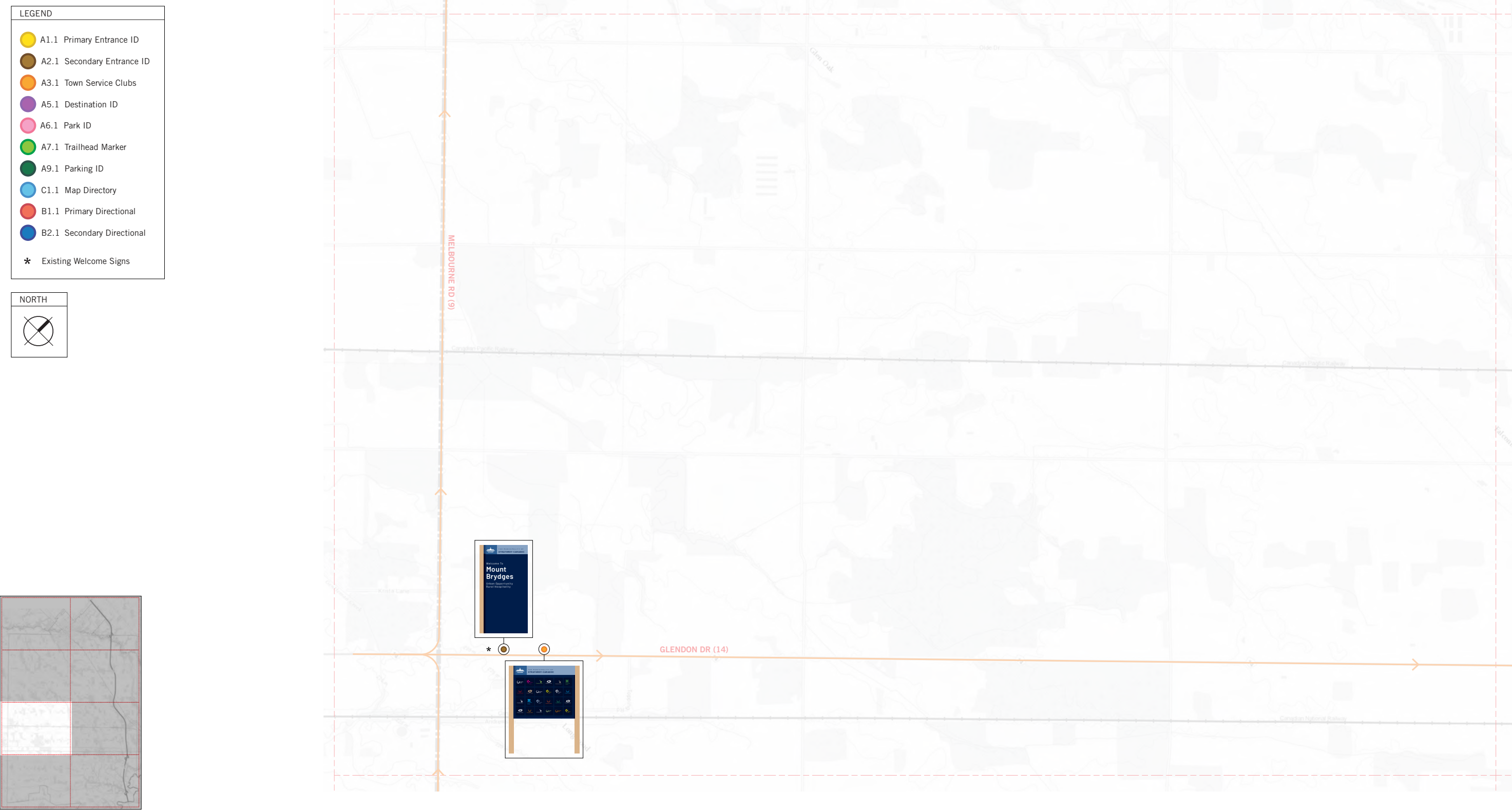
## 2.2 PHASE 1 (2022) – PRELIMINARY LOCATION PLAN





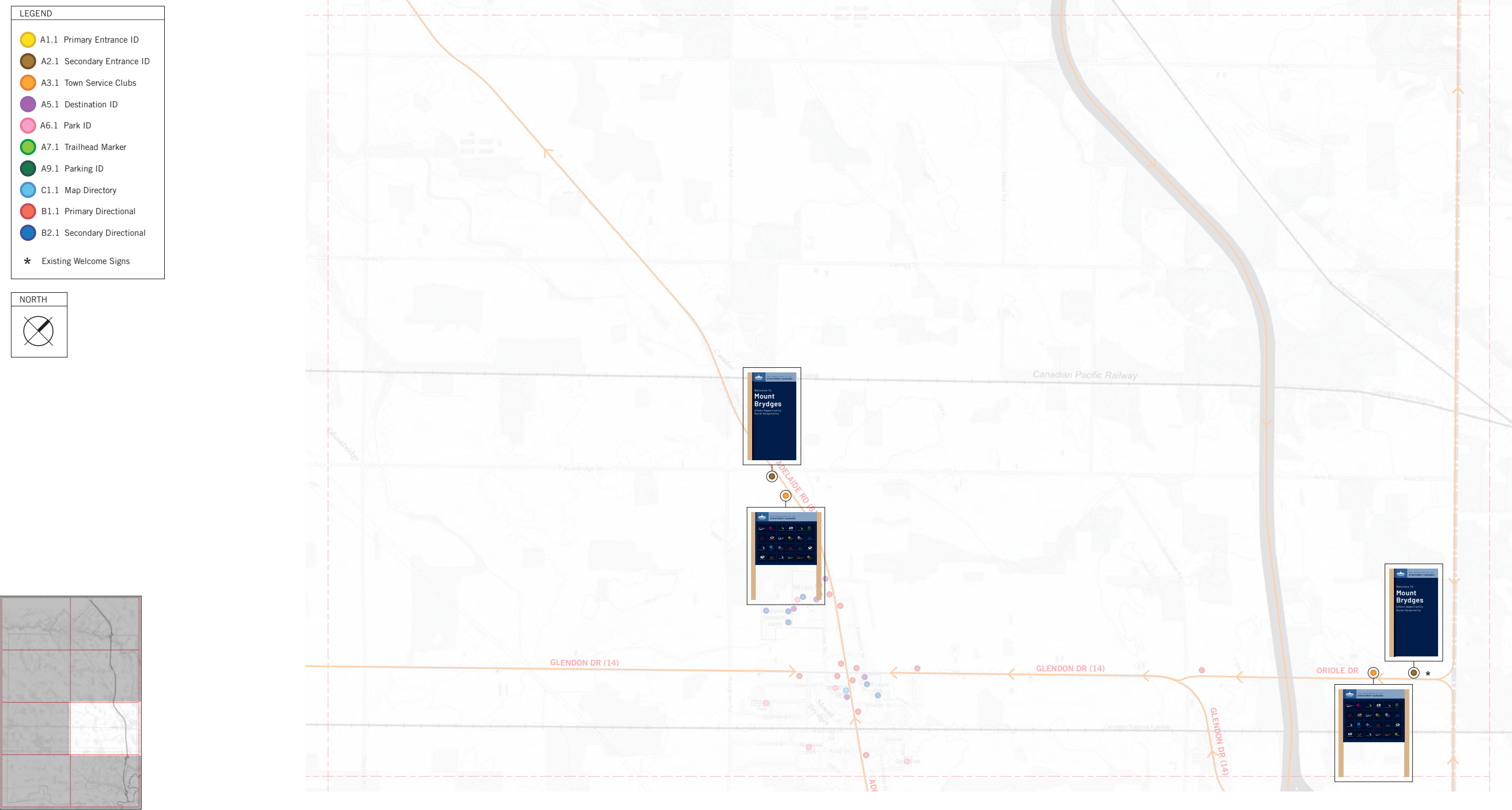
# E. IMPLEMENTATION & COST ESTIMATE

## 2.2 PHASE 1 (2022) – PRELIMINARY LOCATION PLAN



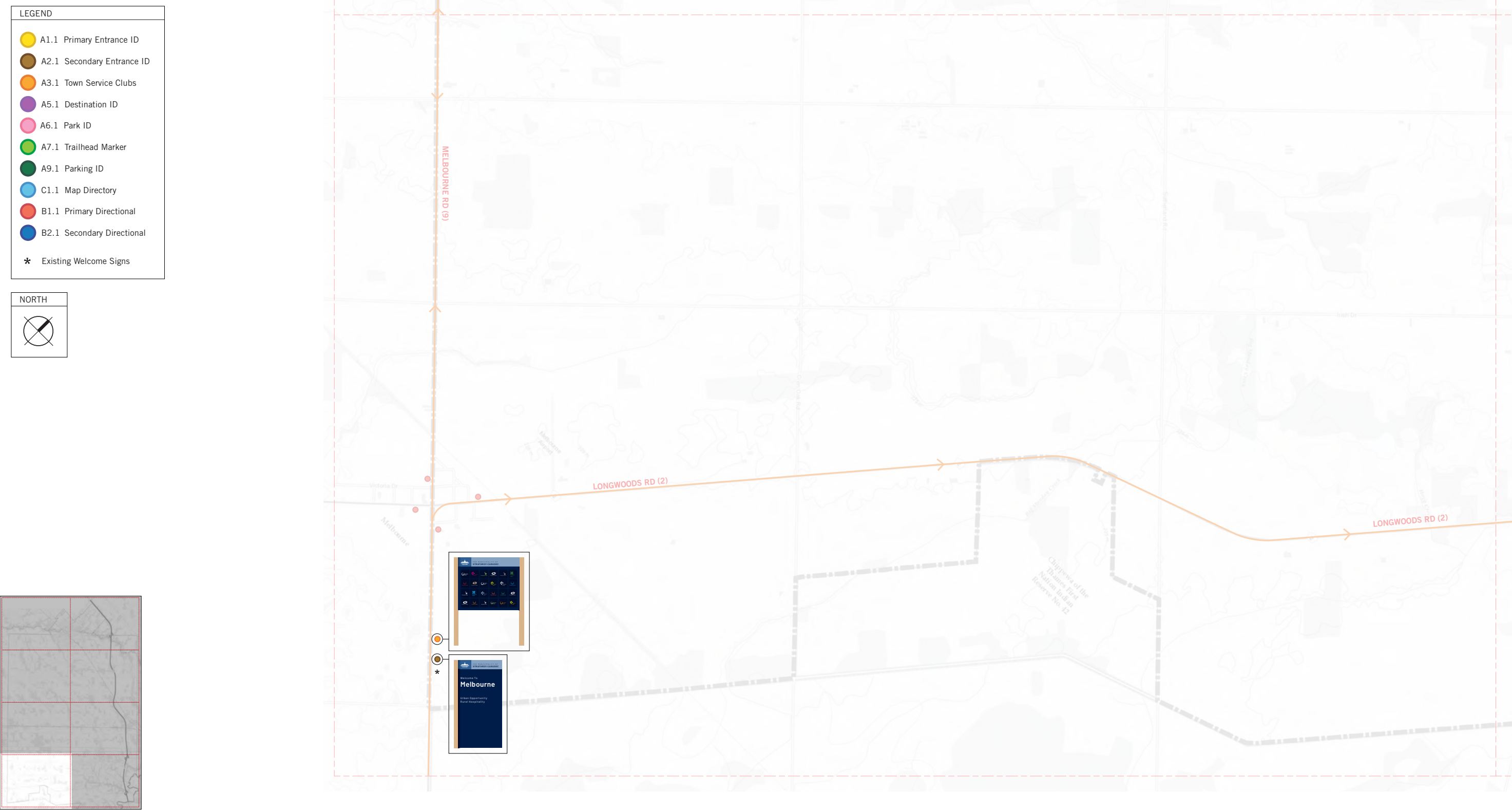
# E. IMPLEMENTATION & COST ESTIMATE

## 2.2 PHASE 1 (2022) – PRELIMINARY LOCATION PLAN



# E. IMPLEMENTATION & COST ESTIMATE

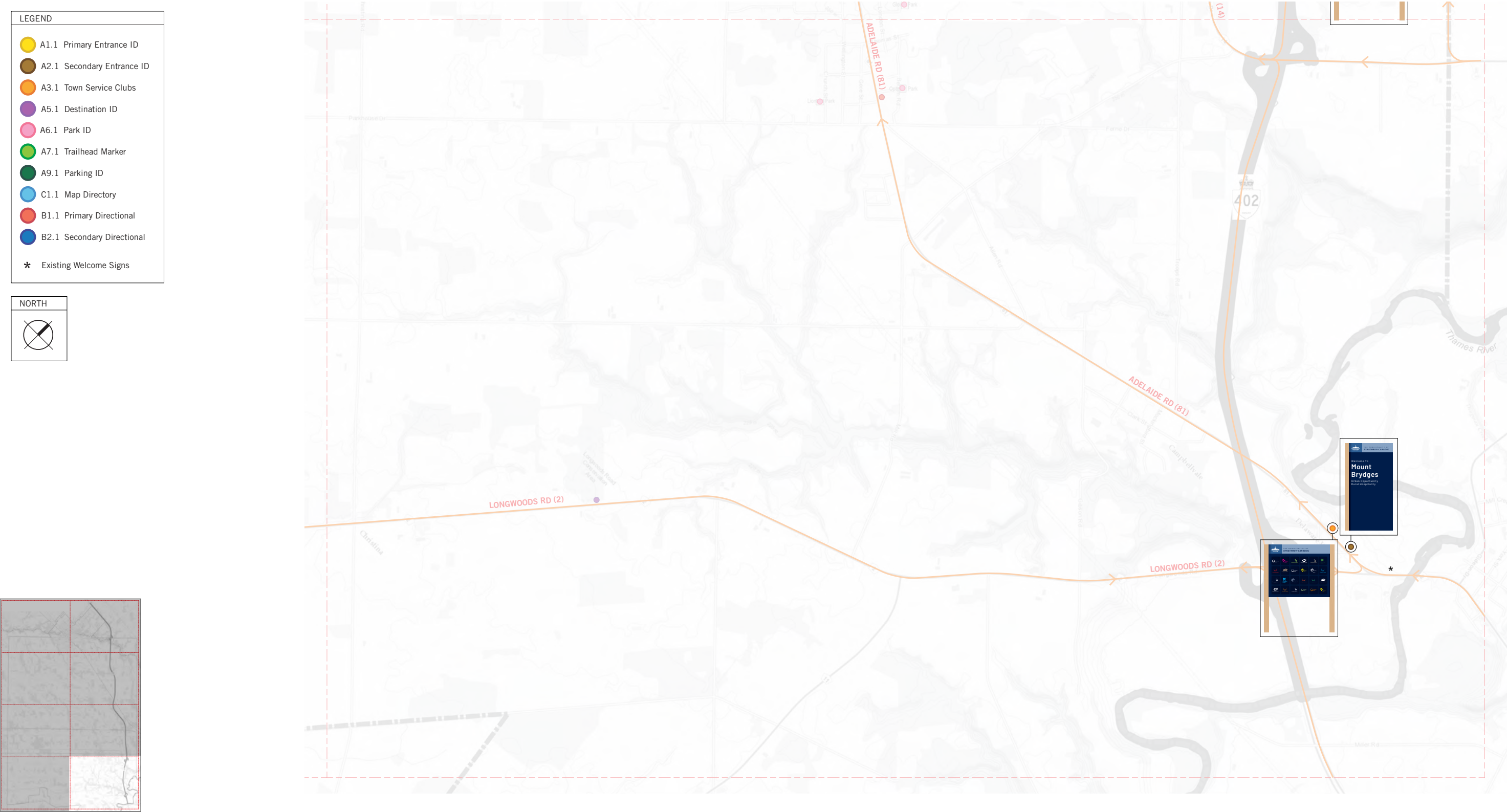
## 2.2 PHASE 1 (2022) – PRELIMINARY LOCATION PLAN





# E. IMPLEMENTATION & COST ESTIMATE

## 2.2 PHASE 1 (2022) – PRELIMINARY LOCATION PLAN



# E. IMPLEMENTATION & COST ESTIMATE

## 3.1 PRELIMINARY COST ESTIMATE – PHASE 2

PHASE 2				
A5.1	Destination ID	\$8,000.00	8	\$64,000.00
A6.1	Park ID	\$7,000.00	5	\$35,000.00
A7.1	Trailhead Marker	\$6,500.00	3	\$19,500.00
C1.1	Map Directory	\$5,750.00	5	\$28,750.00
B1.1	Primary Directional	\$7,500.00	25	\$187,500.00
B2.1	Secondary Directional	\$6,400.00	18	\$115,200.00
A8.1	Banners (Flex Face Vinyl) QTY to be confirmed by Strathroy Caradoc based on budget allowance per phase	\$850.00	0	TBD
			TOTAL:	\$449,950.00

**NOTE:** Proposed sign quantities are for planning purposes only. Final sign quantities TBC by Strathroy-Caradoc prior to execution per phase.

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# E. IMPLEMENTATION & COST ESTIMATE

## 3.2 PRELIMINARY COST ESTIMATE – PHASE 3

PHASE 3				
A5.1	Destination ID	\$8,000.00	8	\$64,000.00
A6.1	Park ID	\$7,000.00	5	\$35,000.00
A9.1	Parking ID	\$3,500.00	5	\$17,500.00
C1.1	Map Directory	\$5,750.00	5	\$28,750.00
B1.1	Primary Directional	\$7,500.00	25	\$187,500.00
B2.1	Secondary Directional	\$6,400.00	15	\$96,000.00
A8.1	Banners (Flex Face Vinyl) QTY to be confirmed by Strathroy Caradoc based on budget allowance per phase	\$850.00	0	TBD
			TOTAL:	\$428,750.00

**NOTE:** Proposed sign quantities are for planning purposes only. Final sign quantities TBC by Strathroy-Caradoc prior to execution per phase.

Cost are subject to change based on time of implementation. Cost indicated includes installation. Engineer Review & Stamp could incur additional cost.



# E. IMPLEMENTATION & COST ESTIMATE

## 3.3 PRELIMINARY COST ESTIMATE – PHASE 4

PHASE 4				
A1.1	Primary Entrance ID	\$32,000.00	2	\$64,000.00
A5.1	Destination ID	\$8,000.00	3	\$24,000.00
A6.1	Park ID	\$7,000.00	6	\$42,000.00
B1.1	Primary Directional	\$7,500.00	10	\$75,000.00
B2.1	Secondary Directional	\$6,400.00	10	\$64,000.00
A8.1	Banners (Flex Face Vinyl) QTY to be confirmed by Strathroy Caradoc based on budget allowance per phase	\$850.00	0	TBD
			TOTAL:	\$269,000.00

**NOTE:** Proposed sign quantities are for planning purposes only. Final sign quantities TBC by Strathroy-Caradoc prior to execution per phase.

Cost are subject to change based on time of implementation. Cost indicated includes installation. Engineer Review & Stamp could incur additional cost.

**THANK YOU**