

Signage and Wayfinding Program

Designs & Implementation Strategy

April 2023

INTRODUCTION

The District’s first Wayfinding Strategy aims to celebrate the culture of the District and its First Nations neighbours, promote local businesses, including farms, encourage residents and visitors to enjoy the many parks and beaches, encourage active transportation and improve the visual look of the District with clear and consistent signage.

The strategy includes a community-wide wayfinding system that addresses the needs of residents, visitors and businesses using all modes of transportation.

The strategy was born of a number of recent District priorities calling for signage and upcoming signage replacements to address deteriorating signs. The project incorporates the SENĆOTEN place naming initiative and will see the District work closely with the Nations on this work. The strategy also sets the stage for active transportation signage, wayfinding, and much more.

Home to Greater Victoria’s most popular tourism destination, Butchart Gardens, as well as Butterfly Gardens, Gowland Todd Provincial Park, the Brentwood Bay-Mill Berry Ferry, Saanich Peninsula Hospital, Saanich Fairgrounds, Keating Business District, and many much loved farms and businesses, signage and banners will support local businesses by revitalizing the look and feel of village cores and local business hubs as well as helping direct traffic through the District.

Purpose

- 1 Improve wayfinding
 - a Facilitate active transportation through clear route marking
 - b Facilitate park, trail and beach use with clear signage
 - c Facilitate economic development through promotion of businesses, farms, tourism and recreation
- 2 Improve the visual look of the District and build the District’s brand and community character
- 3 Share history and heritage of Central Saanich and support cultural revitalization alongside local First Nations
- 4 Improve accessibility by optimizing legibility of signage
- 5 Improve safety for residents and visitors

CURRENT STATE

The current state of signage in Central Saanich includes an array of sign types, sizes and materials. Signs are installed by various departments and outside organizations, and there is an abundance of small aluminum signage cluttering the District. In some locations, multiple sign posts exist.

The District does not have signage guidelines and brands for permanent signs. The overall brand isn't reflected on current signage; the old logo (the Council Crest) is used at municipal boundaries on small signs.

There is minimal welcome signage and no traditional territory acknowledgment. Villages are not identified.

Trails are not well marked, bike route signage is hard to distinguish, and there is a random approach to farm and business signage that does not attract the eye.

A number of recent priorities require signage:

Plan, Motion

Direction From Plan

Economic Resiliency Action Plan

ACTIONS

- Develop a wayfinding strategy that has a focus on economic development and tourism.
- Incorporate village branding into wayfinding where possible.

Active Transportation Plan

- Improving signage related to bicycle lane and other paths was another consistently suggested improvement.
- It was felt that signage, or alternatively more painted road markings, on bicycle routes would improve safety, wayfinding and communication with vehicle traffic.

Keating Business District Implementation Plan

STREETSCAPE GUIDELINES

- **1.a.i** A cohesive “Keating Cross Road” streetscape (cross sections/transit stops/bikeways and greenways) and public realm development (signage, wayfinding, and public Art)

MARKETING OPPORTUNITIES

- **1.c** Streetscape improvement and other amenities: Providing for more customer-friendly lighting, signage, street furniture, planters, banners, and sidewalk treatment.

CAPITAL PROJECTS

- Streetscape improvements - Keating Cross Road. Community and business input suggested that streetscape beautification improvements would be supported if costs and burden on the taxpayer were reasonable and a clear benefit was evident to the local businesses and community. The OCP supports the development of an improved tourism experience along Keating Cross Road as the major route to Butchart Gardens and often is the first introduction of Central Saanich to visitors. Streetscape improvements are not just aimed at beautification, but also should also improve traffic movement, safety, pedestrian and bike movement, storm water management, and wayfinding.

Keating Parking Strategy

- Wayfinding Signage (Appropriate signage that will increase awareness of on-site parking for customers and employees).
- Develop travel map for Keating Business District: show the nearby transit stops and routes, in tandem with active transportation infrastructure and any available public parking can have a positive impact to trip planning. The District could then distribute that map to businesses of the KBD, as well as post it on the District’s website for the public to access. The map could be potentially used as part of a wayfinding strategy at key locations within the area (such as strip malls, major intersections, etc.).

Plan, Motion	Direction From Plan
SENĆOTEN Naming Initiative (motion)	<ul style="list-style-type: none">– That the DCS work with the WSÁNEĆ Leadership Council and Chief and Council at both Tsartlip and Tsawout First Nation to develop a program for the gradual incorporation of traditional WSÁNEĆ names for key collector and arterial roads within the DCS.
Saanichton Village Design Plan	<p>POLICIES</p> <ul style="list-style-type: none">– Use interpretive signage in parks and open spaces for educational opportunities and connecting people to the history and natural ecology of the community.– Adopting bicycle route signage to provide clear identification for all roadway users of where higher concentrations of cyclists are welcomed and expected.– The District will improve access and create a more enjoyable walking and cycling experience to neighbourhood parks and open spaces through the addition of pedestrian crossings and other public realm improvements (e.g., additional landscaping, seating, bike racks, lighting and wayfinding). <p>PLACEMAKING PROJECTS</p> <ul style="list-style-type: none">– Wayfinding and connectivity to Saanichton Green– Interpretive signage strategy
Official Community Plan	<p>PRINCIPLES</p> <ul style="list-style-type: none">– Foster a sense of community<ul style="list-style-type: none">... There is a strong sense of belonging and neighbourliness, supported by place-making and high-quality urban design. ... utilizes our local history to create a unique sense of place through signage, art and community events.– Advance First Nations Truth and Reconciliation<ul style="list-style-type: none">...Through enhanced collaboration and support, the District will continue to forge strong connections with the WSÁNEĆ Nations, to promote awareness of WSÁNEĆ culture through education, public art, signage and community events, and to consider when it can incorporate Traditional Ecological Knowledge into environmental protection initiatives.

Plan, Motion	Direction From Plan
Official Community Plan (continued)	<p>POLICIES</p> <p>(General policies)</p> <ul style="list-style-type: none">– 2.a re Verdier Node aesthetic– 2.d Incorporating SENĆOTEN place names into signage <p>(Arts and culture)</p> <ul style="list-style-type: none">– 13. re integrating art into creative signage and 16.d developing interpretive signage with WSÁNEĆ nations. <p>(Implementation policies)</p> <ul style="list-style-type: none">– 20. re incorporating SENĆOTEN into signs for roads, places, directional signage and interpretive signage about WSÁNEĆ history and culture– 26. re developing a parks and trails signage program
Welcome to Brentwood Bay sign (motion)	<ul style="list-style-type: none">– That the DCS report on restoring the Brentwood Bay sign location on West Saanich Road. And further that consideration be given to additions to the sign in accordance with the previous direction of Council to adding SENĆOTEN place names and if possible also working with the original artist.
Facility Long-Term Master Plan	<ul style="list-style-type: none">– Some of the wood signage at District facilities and Parks is deteriorating and soon need replacing.
<p>Upcoming Plans Anticipated to Call For Signage:</p> <ul style="list-style-type: none">– Parks Master Plan– Age-Friendly Community Plan– Accessibility Plan	

Design Principles

Accessibility

Signs have been designed to be legible and accessible through high contrast colours, legible fonts and sizes, and minimal wording in favour of pictograms.

Affordability

A new signage family that is low in cost for fabrication and installations, and allows for updates (information panels that can easily be removed and updated). Durable materials and a modular design ensure flexibility and affordability. Resistant to vandalism as possible. The District plans for a phased approach to installation over the coming years.

Culture and Heritage Revitalization

The signs capture the expression of ocean waves and agricultural fields and play on the merger of land and sea. Many of the signs will include SENĆOTEN place names and local indigenous art. Interpretative signage adds stories and educational opportunities to the community to build connections and appreciation for the heritage and natural environment.

Place Making

The signage has been designed to be a tool to establish style and function. It defines a place and pays special attention to cultural and social identities. The signage creates a sense of arrival through welcome signage and banners. Parks signage complements Central Saanich's parks system, which is natural and understated, simple and inviting. Significant parks signs will incorporate local indigenous art and interpretative signs in parks will promote awareness of WSÁNEĆ culture and incorporate traditional knowledge.

IMPLEMENTATION STEPS

Implementation strategy phases are based on the following factors:

- › Greatest impact and brand exposure to the community
- › Grouping of similar sign types for potential cost savings from multiples
- › Paths most traveled, required by first time users (main arteries)
- › Address specific problems and needs (aging signs, etc)
- › Infrastructure changes requiring new signage
- › Project prioritization

Step 1 Design Approval and Cost Refinement

With all components of the signage system design considered and approved, the development of detailed signage specification drawings will be used to procure accurate competitive quotes. Detailed site plans will be developed to accurately identify and place all signage that will be added, deleted, or replaced based on the approved sign audit. Costs associated to these design and project management requirements are factored into each year of the implementation budgeting.

Step 2 Implementation Scheduling

These costs will be incorporated into a multi-year implementation plan which will factor in scheduling recommendations based on priority of need and importance.

Step 3 Reduce Proliferation of Signage

The District would remove existing signs, based on the implementation schedule, and work with the Design firm to consolidate signage as much as possible and not add to the existing number of signs.

Provincial Roads

WATT Consulting was hired in 2021 to review the District’s road signage and create a Road Sign and Pavement Marking Guide.

From the guide: According to discussions held between ICBC and District staff, no specific agreement currently exists with BC Ministry of Transportation & Infrastructure (MoTI) about roles and responsibilities for road signage on provincial roads and/or municipal roads directing traffic to provincial roads. The District staff should communicate with the Area Manager at MoTI to develop maintenance agreements addressing provincial and District responsibilities of roads with regards to road signage maintenance, pavement markings maintenance, and road surface maintenance.

BRAND KEYWORDS

As per the Central Saanich brand guidelines, these keywords have been chosen to drive the direction and vision of the brand design.

Professional
Clean
Simple
Modern
Natural
West Coast
Local
Transformative

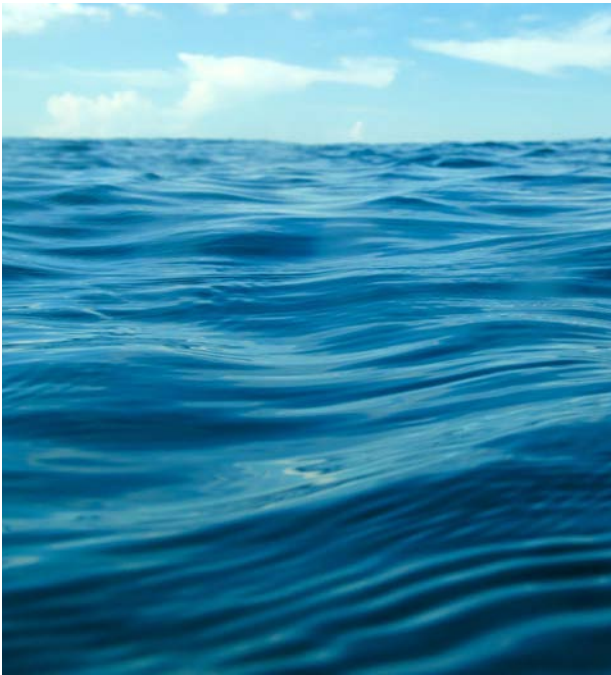
Progressive
Bold
Timeless
Memorable
Fresh
Inspiring
Insightful

Converging Waves

Capturing the expression of the ocean waves and agricultural fields expressed in Central Saanich’s logo, this concept playfully builds on that unique merger of land and sea. It also utilizes the established timeless nautical colours and feel – contrasting crisp white and deep navy with pops of vivid yellow.

Crisp, uncomplicated shapes contrast with the use of a graphic wave pinstriped pattern. Signs are given a sense of lightness with the use of a stained glass window effect running along their bases. Accents of nautical yellow are strategically placed to draw attention to directional signage.

Navy, White, & Pinstripes



Waves of Water



Waves of Crops



Vertical Rounded Totem Shapes



Pattern & Translucent Colour



Vivid Nautical Yellow

Brand fonts and colours have been used, with the addition of several colours: Navy, Hunter Green, and Nautical Yellow plus the warm tone of natural cedar.

Typography

Neue Haas Grotesk Display, 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Neue Haas Grotesk Display, 65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Colours

PRIMARY PALETTE



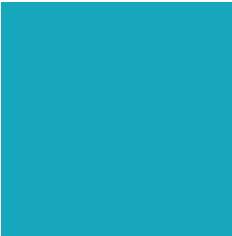
Navy
PMS 5255C



Municipal Blue
PMS 7699C



Green Pastures
PMS 375UP



Ocean Blue
PMS 2228C



Sail White

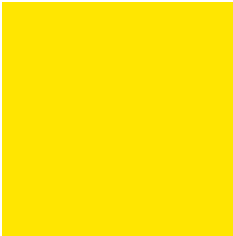
SECONDARY PALETTE



Hunter Green
PMS 627C



Cedar Wood



Nautical Yellow
PMS 109C

FAMILY OF SIGN TYPES

Sign Type Categories

 B1	Directional Sign	 F1	Floor/Ground Sign
 C1	Identity Sign	 T1	Cycling Sign
 D1	Directory Sign	 X1	Business Sign
 N1	Information Sign	 G1	Regulatory Sign
 P1	Park & Trail Sign		



Scale: 1:50

FAMILY OF SIGN TYPES



Scale: 1:50

Village ID

Keating District

The Village ID signs each present distinctive visual styles to represent their personalities while maintaining a visual connection to the Central Saanich sign concept.

Rear elevations present an opportunity to display indigenous art.

This sign format is designed to work along the compact road shoulders and stand out within its environment.

The Central Saanich logo continues to anchor all signage applications.



Front Elevation

Rear Elevation

Side Elevation



Welcome ID

Located at the various thresholds into Central Saanich, these Welcome ID signs are designed to reflect the character of the new brand identity.

A pinstripe graphic of converging waves set on a gradated blend of the blue and green brand colours has been developed to link the various sign types under a distinct theme.



Front Elevations

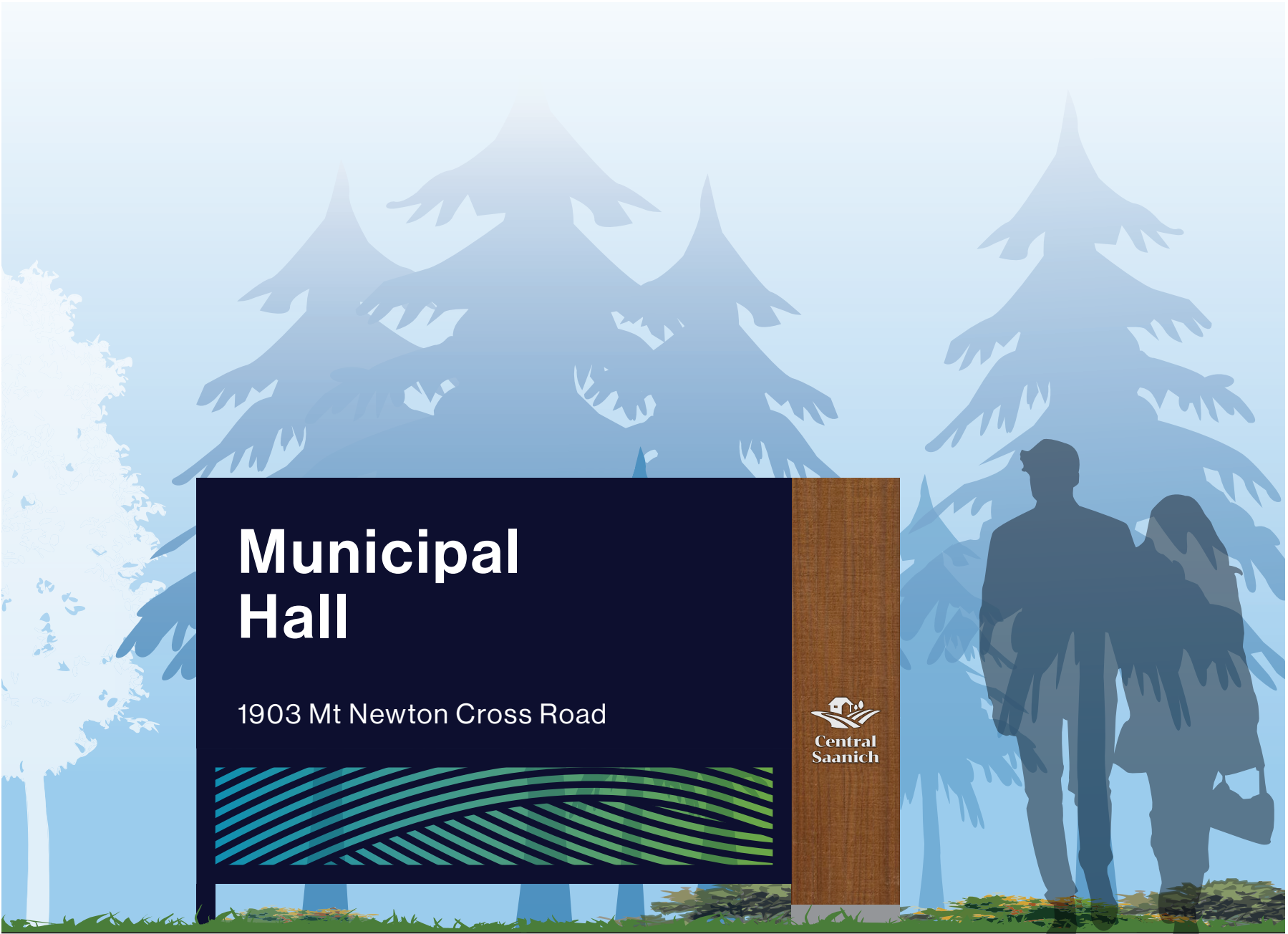
Primary Facility ID

A pinstripe graphic of converging waves continues to anchor the Central Saanich signs in the form of a shimmering semi-translucent panel.

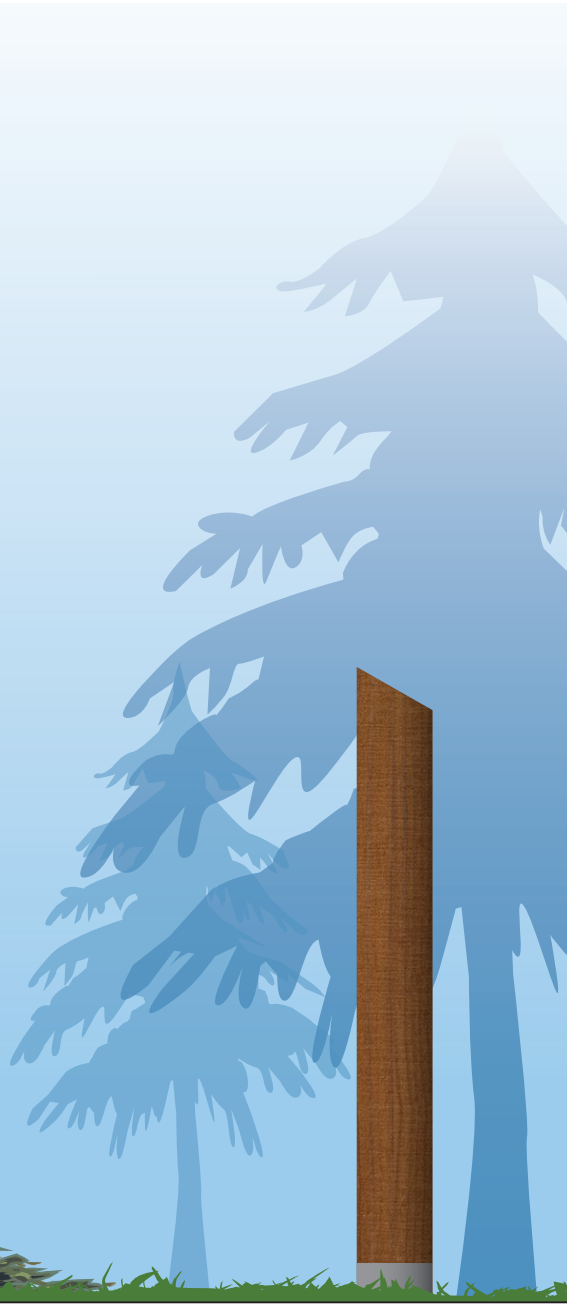
Larger signs such as these introduce a bold wooden side post which displays the brand logo.

A structured type format grid layout will ensure a consistent family feel across all signs.

Plan View



Front Elevation



Side Elevation



Secondary Facility ID

In applications where it is better suited to apply a sign to a wall, the pinstripe pattern is relocated to be the top accent stripe, allowing the Central Saanich logo to act as the visual anchor in the bottom right corner.



Front Elevation

Primary Vehicle Directional

Building on the same design theme concept, these signs stand on a thick wooden post and are capped with an eye catching spot of vibrant yellow.

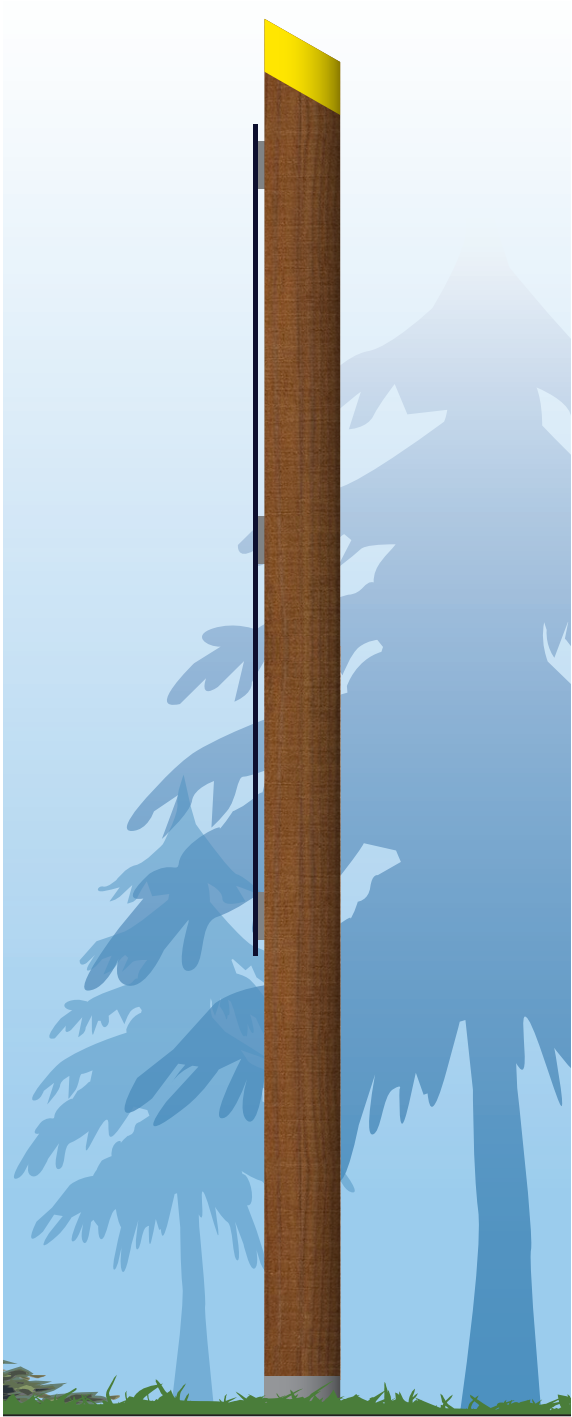
A taller sign face allows for the display of content at suitable scale for legibility.

A structured type format grid layout will ensure a consistent family feel across all signs.

Plan View



Front Elevation



Side Elevation

Secondary and Tertiary Vehicle Directional

Secondary signs are a scaled down version of the Primary Vehicle Directional sign, intended for locations where vehicle speeds are slower which allows the reduced text size to still be legible.

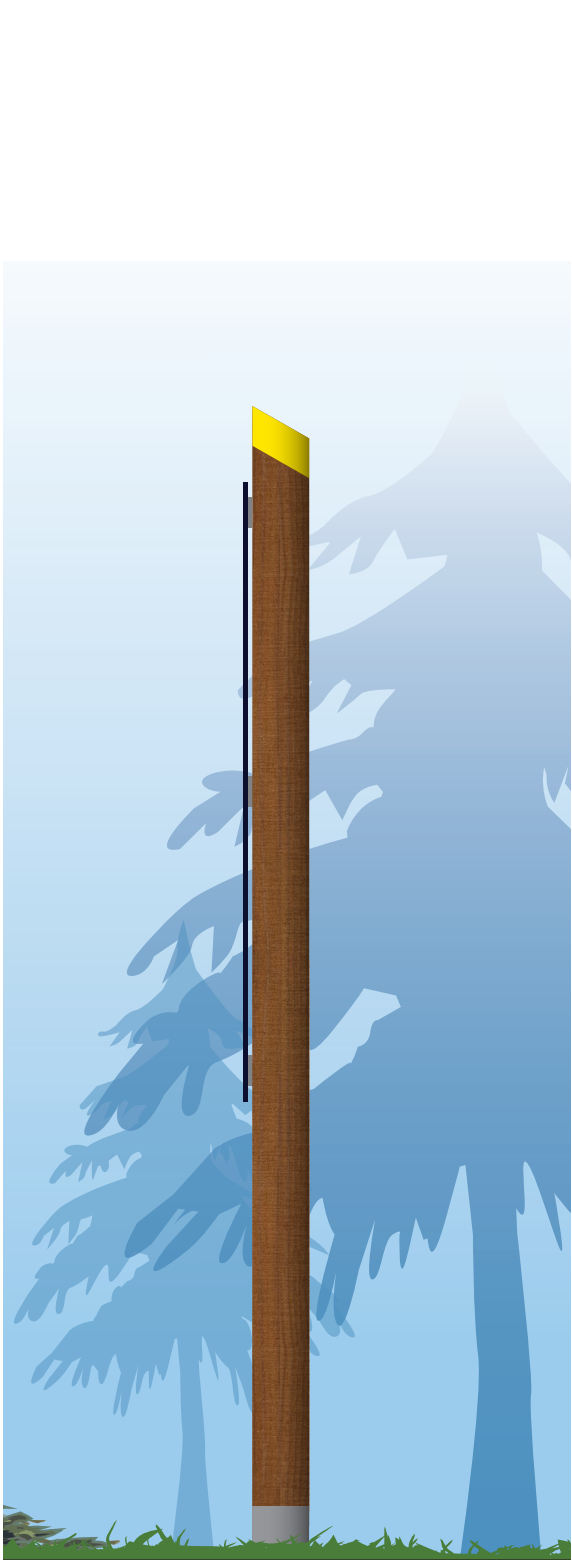
A tertiary size is used where a smaller amount of information is needed, and is affixed to existing posts when possible.

Sign face content uses the same format as the primary sign at a proportionately reduced size.

Plan View



Front Elevations



Side Elevation – Secondary



Primary Park ID

This sign type is designed to give recognition to indigenous people and the land. For these signs the thematic wave pattern has been replaced by commissioned indigenous art works.

The background colour has been changed from Navy Blue to a Hunter Green to help distinguish the park program.

Plan View



Front Elevation



Side Elevation



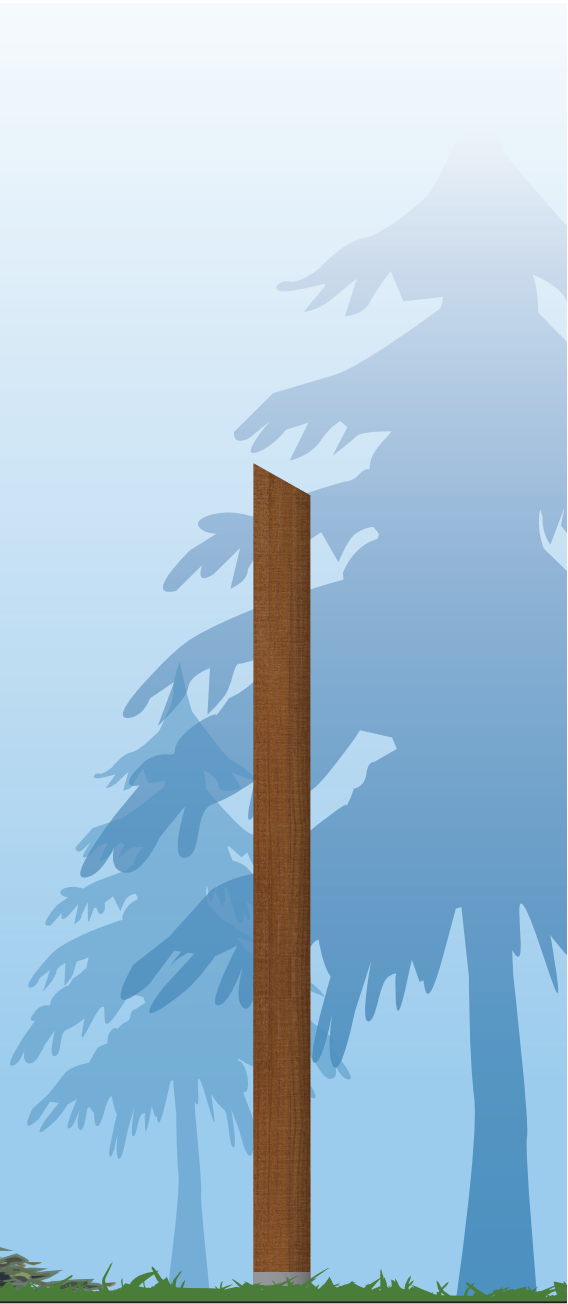
Secondary Park ID

These signs are intended to both identify the park and merge all the features and regulatory information into one sign and location, where possible.

Plan View



Front Elevation



Side Elevation

Tertiary Park ID

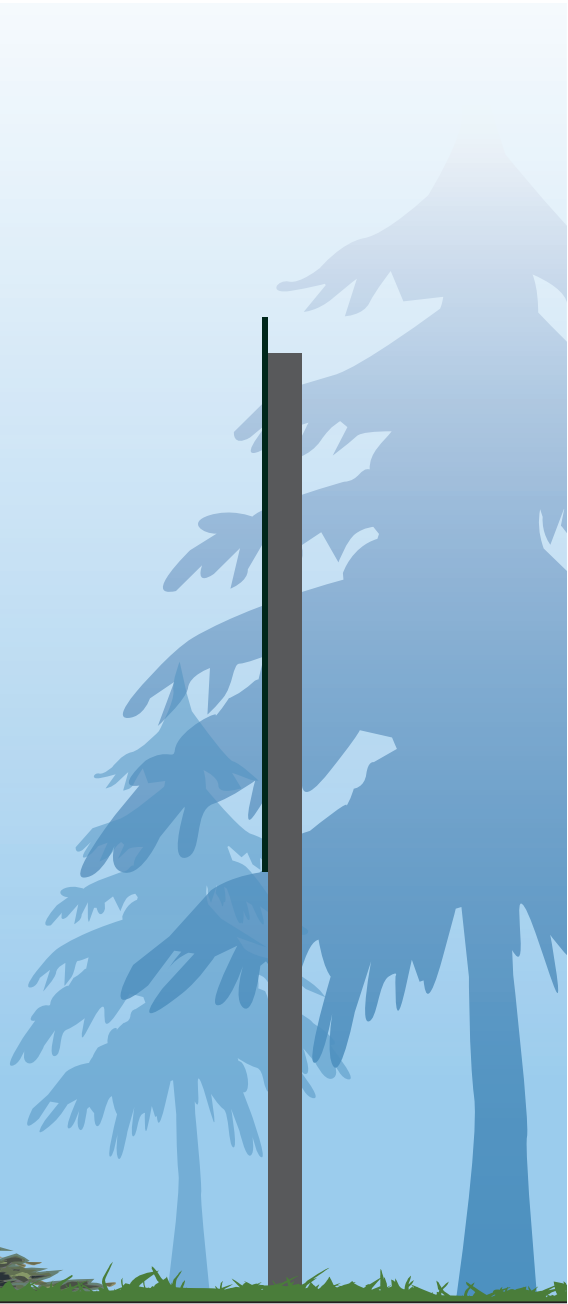
For smaller parks, the same content provided in the Secondary Sign design is scaled down to suit a single post mount.

The post is comprised of a metal I-beam with wood accents anchored to the fronts and backs.

Depending on the size and complexity of the park, a map may not be necessary.



Front Elevation



Side Elevation

Park Information Kiosk

Located in primary parks, these kiosks are designed to display the park map and amenities as well as posted information.



Front Elevation



Side Elevation

Village & Art Program Pageantry

Each village is highlighted with identification banners which repeat the distinct design elements introduced in the entry ID signs.

Colourful banners which showcase the artwork of local talent are also introduced to add warmth and personality to the Central Saanich district.

Banners are affixed to existing street light poles.



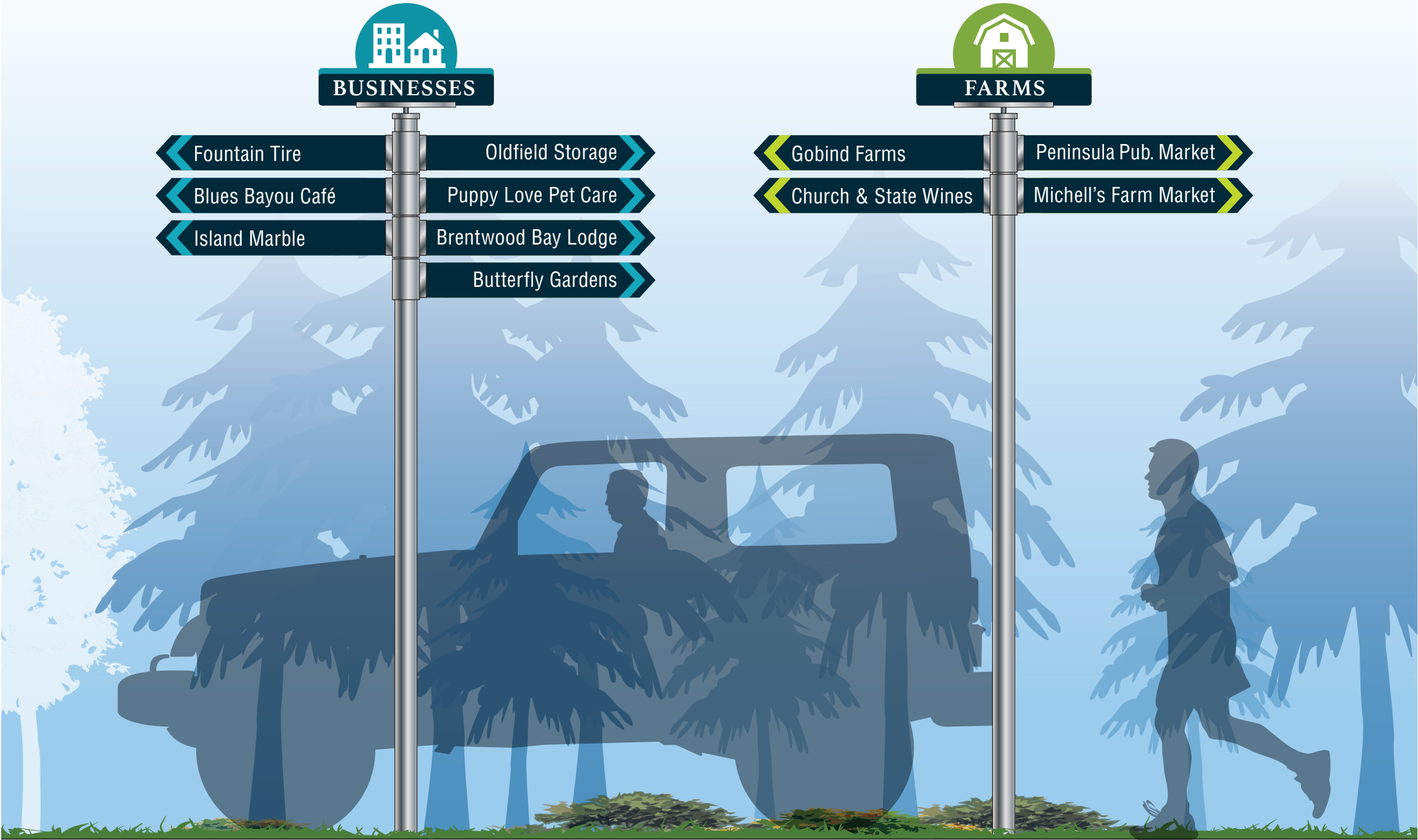
Community Pageantry

Art Program Pageantry

Retail & Farm Directional

The pay-per-use program utilizes separate business and farm sign posts at predetermined locations.

Business and farm signs have a unique topper graphic and colour palette for easy recognition. Sign panels are reflective white text on a painted dark blue background. Sign blades and text are changeable as required.



Front Elevation

Cycling Trail Sign Program

Working from the CRD Cycling Destination Wayfinding Guidelines, this program maintains the continuity of user experience while adding informational and safety components.



Path ID, Points of Interest, and Regulatory

Within parks and beach areas, signage has been designed to assist users to identify and navigate through trails.

Signs will be designed to amalgamate all relevant information, including regulatory and bi-law onto one sign form.

The inclusion of Emergency Locator Codes will ensure all users can get emergency assistance when needed.

Interpretive Sign content layout is flexible to suit the subject matter. Signs are to be exterior grade graphic panels with wood posts and applied exterior rated digital graphic panels.



Front Elevation
Park Trail ID

Front Elevation
Trail Marker/Directional

Front Elevation
Information Pole Sign

Front Elevation
Regulatory Sign



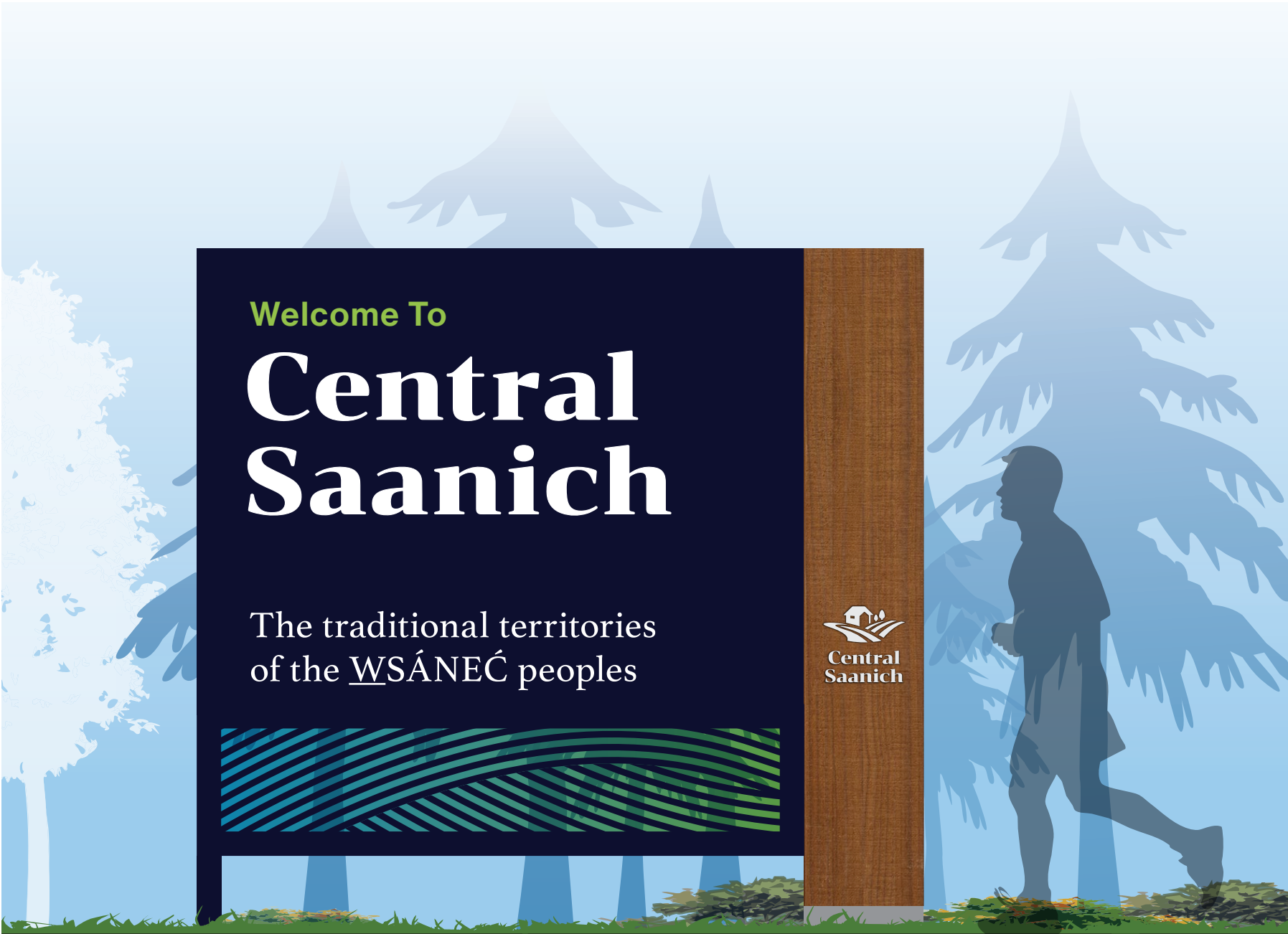
Front Elevation
Point of Interest Marker

Side Elevation
Point of Interest Marker

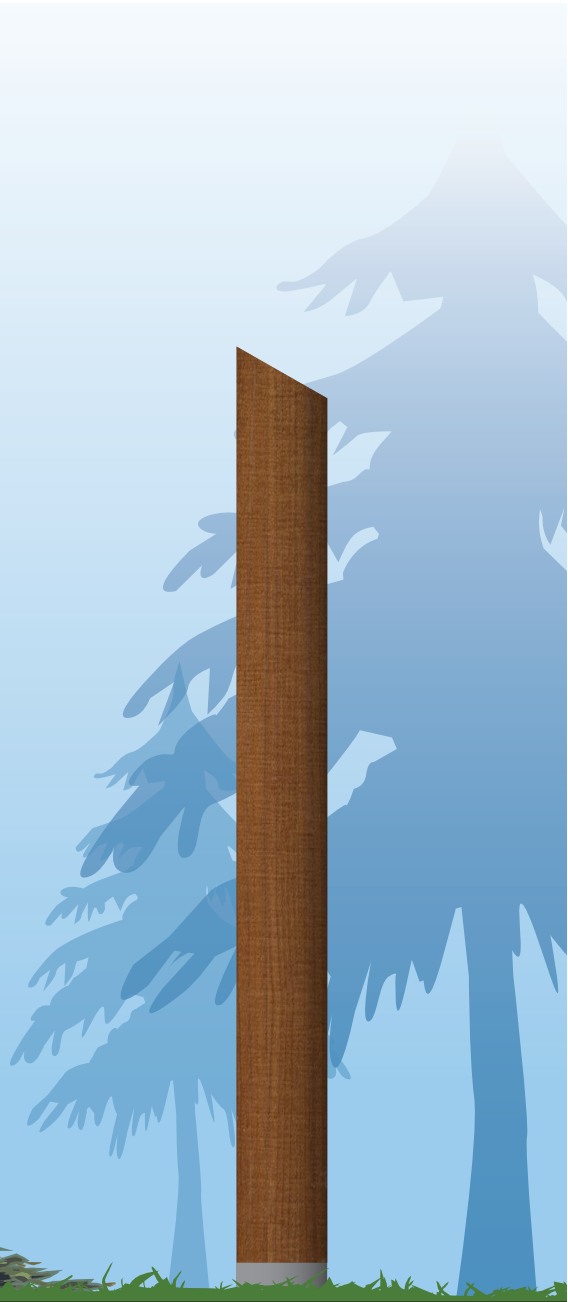
Primary
Welcome ID

A larger entry ID sign has been designed as a future option, if economic development grant money was available, offering better text legibility at driving speeds for visitors traveling on the Patricia Bay Highway.

Plan View



Front Elevation



Side Elevation

Village
Information
Kiosks

To help pedestrians navigate Brentwood Bay, Saanicton, and Keating, information kiosks are proposed to be added in public gathering areas that are conspicuous and accessible.

A map and legend will identify key points of interest and finger post signs will help travelers navigate the streets within each village.



Front Elevation
Information Station



Side Elevation
Information Station