

Wayfinding strategy

12 July 2021





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Table of contents

01	Introduction		
	1.1 Project context	2	
	1.2 What is wayfinding?	3	
	1.3 Traditional wayfinding in a mobile and digital time	5	
	1.4 Changeable digital signs	7	
	2.1 Analysis of existing conditions	9	
	2.3 Existing signs	12	
	2.4 Road jurisdiction	16	
	2.5 Main routes	18	
	2.6 Main entry points	20	
	2.7 Decision points	22	
	2.8 Trails	24	
	2.9 Destinations	26	
03	Sign types		
	3.1 RT07 signage	29	
	3.2 Oro-Medonte community header	32	
	3.3 MCS signage	33	
	3.4 TODS signs	34	
	3.5 Gateway signs	35	
	3.6 Other sign types	36	
04	Recommendations		
	4.1 Recommendations	39	
05	Sign program		
	5.1 Overview	45	
	5.2 Location plan zones	47	
06	Budget and implementation plan		
	6.1 Program estimate notes	68	
	6.2 Program priority	68	
	6.3 Program estimate by sign type	69	
07	Design drawings		
	7.1 Drawings	72	

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01 Introduction



1.1 Project context

This project is a strategic look at wayfinding in the municipality—to determine how best to ensure that visitors and residents alike are able to safely navigate to Oro-Medonte and find its public assets such as parks, arenas, trails, and boat launches. Wayfinding provides a sense of place and makes the entire municipality more welcoming. Wayfinding signage creates tremendous value for visitors, who will better be able to take advantage of your assets, but also for residents (and new residents) who will be more informed about what there is to do.

Signage has many functions. It can attract visitors, provide direction and wayfinding, inform and educate. It links visitors with the available experiences in an area. Destinations invest a lot in marketing and creating experiences but often fail to think about the importance of good signage. To ensure that tourism benefits the local community and economy, visitors to the area need to be given direction to find what they're looking for.

We are not designing a new sign system in this project. There is an existing wayfinding sign system designed for municipalities located in the Regional Tourism Organization 7 (RTO7) several years ago. The guidelines in the *RTO7 Wayfinding Signage Standards and Specifications* document are well used throughout Bruce, Grey and Simcoe counties, with hundreds of signs implemented in many municipalities, both urban and rural. Using the existing RTO7 sign system designs enables access to infrastructure funding, but more importantly, it ties the Township of Oro-Medonte into a wayfinding system that is

consistent throughout the region. Visitors don't know or care about boundaries, and a consistent regional wayfinding system provides a seamless experience for visitors from neighbouring municipalities and beyond.

Some of the primary tasks in the project have been:

- mapping the township assets, and determining which destinations are appropriate to include in the system
- analyzing your routes for the existence and condition of signage
- designing a custom-branded community header for Oro-Medonte, which is part of several sign types in the RTO7 wayfinding system
- deciding which RTO7 sign types are appropriate for Oro-Medonte, noting which new designs may be required outside the existing system
- planning out a complete program of sign installations with recommended locations, messaging, and priority

Wayfinding signage is a large investment for any municipality requiring years of commitment, proper planning, implementation to achieve. This document provides Oro-Medonte the guidance it needs to implement a solid, consistent, functional wayfinding system for years to come. As new assets are added to the township they should follow similar standards.



1.2 What is wayfinding?

Wayfinding is a set of strategies to help point visitors in the right direction. People who return to the same places day after day, month after month, don't need much help finding their way. But visitors and newcomers who are looking for a destination in an unfamiliar place will need some cues to get to their intended destination.

Wayfinding isn't just signs, though signs are often a big part of wayfinding projects. The trail, the location of an exit, the perceived direction of a road, the location of building entrances, the presence of landmarks, and other environmental cues are all very important to wayfinding.

The art of wayfinding is reading the landscape and anticipating the decision points: the places where a visitor may be required to make a decision of which way to go. At or near the decision points, we may need to intervene and guide the visitor on the right path. Decision points could occur at intersections, forks in a trail, or at some change of transportation mode, like in a parking lot where people are getting out of their cars to walk.

Wayfinding is also about destinations, what name to use, when, and whether to use names or symbols or both. Including every possible destination would be impossible, so wayfinding is about prioritizing what destinations to include, at what point in the process, and when, where, and what elements of the system they may appear on.

Sign types

For signs, there are generally six types based on function:

1. **Guidance signs** point the way to a destination (or to several). Destinations may be large (e.g. a downtown area) and small (e.g. a public washroom). Typically directional signs lead the way with the name of a destination—name or symbol or both—and an arrow, but may include trailblazing signs and distance markers.
2. **Identification (ID) signs** identify a place, district, destination, building, etc. ID signs serve two functions: indicating to the visitor that they have arrived at a destination, and also naming that destination.
3. **Information signs** provide additional information not easily delivered with simple messaging and directional information. Information signs may include maps, and content intended to inform, describe, or draw attention to.
4. **Traffic control signs** are typically governed by national or provincial code. Using universally understood colour and shape, these signs signal the driver to changes in driving conditions by providing warning and guidance information.



Identification signs inform a visitor that they have arrived at a destination.



Guidance signs direct the traveller with arrows, and a combination of text and symbols

5. **Regulatory signs** point out things that visitors may, must or may not do in a place. Such signs include site specific information, for example in parks and on trails; others are universal (like speed control) or regional (parking control.)
6. **Interpretive signs** similar in nature to information signs, interpretive signs provide context for the visitor, and inform on the cultural heritage of a place.

For ease of comprehension of message, it is best to avoid combining any of the above in a single sign panel, though some kiosk-like signs may do so.

Modality

People move through the environment using different means, often using more than one mode in a journey. Taking the bus means walking to the bus stop. Getting out for a trail-ride may mean driving your bicycle to the trailhead. Wayfinding signs may be geared to one mode or another, and often wayfinding systems require different sign families to address different modes.

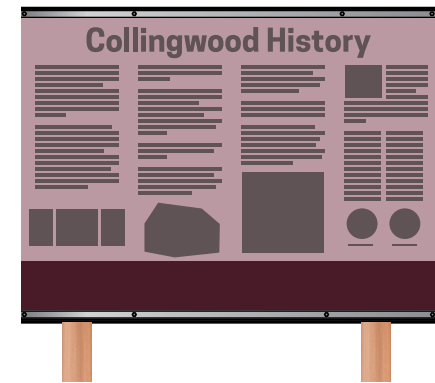
Expectations differ depending on how the user is travelling:

- People in motor vehicles receive information while they are in motion. They need to see, process, and react long before a turn or lane-change is required. Vehicles may be travelling at high speed, and as such, highway wayfinding needs very large type, brief messaging, and very little

graphics. Motor vehicle signs are always single-sided and installed with the sign perpendicular to the path of travel.

- People on bicycles may be travelling between 10–35 km/h depending on fitness level. Cycling wayfinding signs may look similar to road signs, as riders prefer to receive information while in motion. Unlike people in motor vehicles, cyclists may stop to read more detailed information if presented infrequently. Like signs for motor vehicles, cycling signs are generally installed perpendicular to the path of travel.
- Pedestrian wayfinding generally assumes that people are able to stop and read, or process information on a map. Speeds of pedestrians are low (generally less than 5 km/h on flat terrain), but vary significantly by age, fitness, and mobility needs. Pedestrian signs are often installed parallel to the path of travel, so that people must turn to read the signs as they pass.

We must acknowledge that, as a largely rural municipality, Oro-Medonte will likely be inclined more to vehicular modes than the others. Nevertheless, there are many trails and parks in the area, all of which require signage geared more to the other modes.



Information signs combine maps, text, and symbols to communicate information.



Regulatory signs communicate expected behaviour and regulations along with items of interest, such as hours of operation.

1.3 Traditional wayfinding in a mobile and digital time

Why signs?

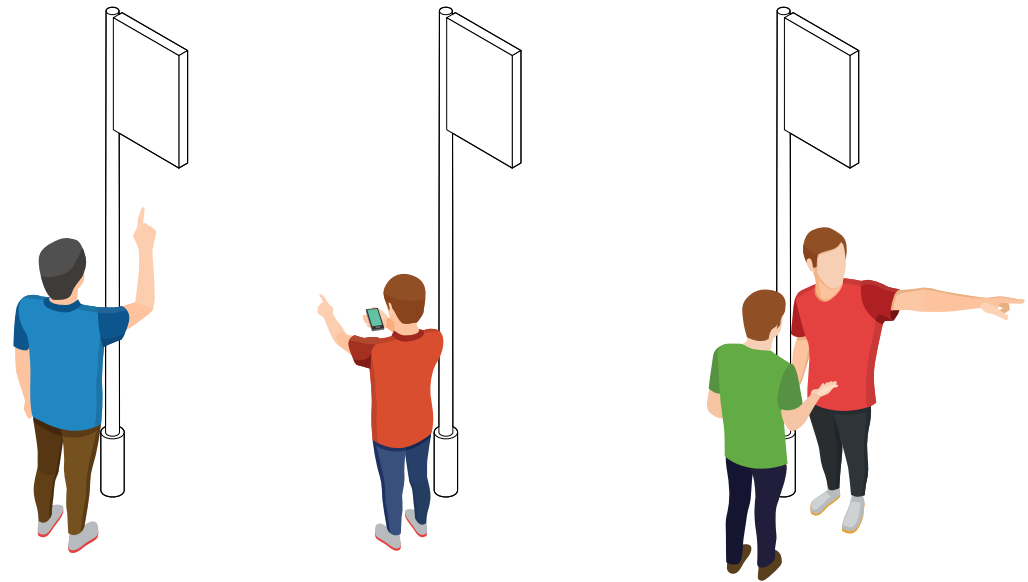
Are signs still necessary? Yes.

Digital wayfinding tools are a supplement to conventional media such as signage. Smartphone adoption continues to grow, and the availability of data connections and databases of points of interest continues to improve. But allowing people to navigate by observing their surroundings, instead of relying on devices, fosters appreciation and knowledge of the environment in a way that digital wayfinding does not.

Despite the availability of GPS to travellers, there's nothing like wayfinding signage to assure you of your destination, or that you're headed in the right direction. It provides a sense of place and a welcoming environment—enabling visitors to arrive at their destination safely, find the services they need or want, and leave with a positive perception of the community. And for residents, signage can instill a sense of community pride and even raise awareness of less-known amenities nearby.

Unlike device-based wayfinding, which is dominated by technology giants Google and Amazon, signage can be designed by municipalities for citizens, reflecting values of inclusion and civic orientation rather than the more commercially-driven approach of the tech giants.

We see digital mapping as serving a different role than sign-based wayfinding we present in this project. Mapping apps are generally best at searching, while carefully curated physical maps are better at providing context and heads-up guidance as



Will people use signs?

Yes, and no. Many people use signs when they are properly designed and sited. Signage is ubiquitous in urban and rural settings, and is universally understood to provide useful information. That said, there is a segment of the population that will not look at signs. Some may not understand the language, others may have poor sight. Some prefer to ask questions, while others choose a heads down approach, using technology instead. Signage will benefit many, but will not serve all.

people move through your place. People moving through a space may have many different goals and destinations. To understand the breadth of wayfinding objectives, we can look at some common scenarios.

Efficient navigation to known destination

The first wayfinding scenario that springs to mind is when someone knows where they want to go—a specific amenity, a community or a street address—but don't know the best route. In this case, their goal is to find a quick and reasonably pleasant route that gets them to their destination. A new resident for example, or a resident unfamiliar with other areas of the region.

Locating a type of service when you don't know the location

A different case might be when someone knows what they want to do but don't know where it is located. For example, someone might want to visit a library, relax in a park, or find a meal, but they do not know exactly where to go.

Looking to explore

Some journeys are less task-driven, and are more of an exploration. Someone may want to explore a part of the city/town/place they don't know well, take a walk to relax, or just see the sights. In this case they may know they are looking for a varied, stimulating environment that is rewarding to walk through, without seeking out a particular amenity or destination.

Evaluating different modes of transport

Another scenario is evaluating what mode of transport to take. Does one walk or drive? Can you park and proceed on foot? Is the path to get there steep or possibly inaccessible? Will multiple car trips be necessary? Which is quicker—walking to a transit terminal serving many routes, or waiting at a bus stop serving a few. Wayfinding is not just choosing a route—it also can guide people to choose one mode or another.

What wayfinding does

When done well, wayfinding makes moving through a place seem effortless and welcoming. When poorly done or nonexistent, people leave feeling confused and frustrated. By making people more comfortable in public spaces, wayfinding may encourage more people to choose sustainable transportation modes (cycling, wheeling, walking, busing) more frequently.

Building a sense of place

Wayfinding can contribute to a sense of place. Unlike the uniform world of online mapping, wayfinding is part of the urban and regional experience; the distinctive street signs of Paris, the hallmark look of the London Underground are powerful indicators of place. Wayfinding tools like signs and maps are a powerful, long-lasting part of a place's image. Unlike a logo or visual identity which is merely applied to objects in the environment, wayfinding is part of the urban fabric, just like roads, street-fronts and public spaces.



1.4 Changeable digital signs

Many municipalities ask about digital signage—screens with changeable messages. Their messages are typically for marketing purposes—bringing users' attention to an event scheduled in an arena, for example. While we understand their purpose and appeal, in general, we find them:

- too infrequently updated
- presenting messages that are of limited interest
- distracting to motorists—lit display is often brighter than the sign it adorns (see photo at right)
- a distraction from more important, permanent sign messages (e.g. the facility's name)

Most importantly, they are very rarely used to provide a wayfinding function. We generally advise against them for the reasons above, though it is certainly possible to integrate them into certain sign types, such as facility ID signs. Changeable digital signage does not typically have a wayfinding function, and was out of scope for this project's study.





02 Discovery

2.1 Analysis of existing conditions

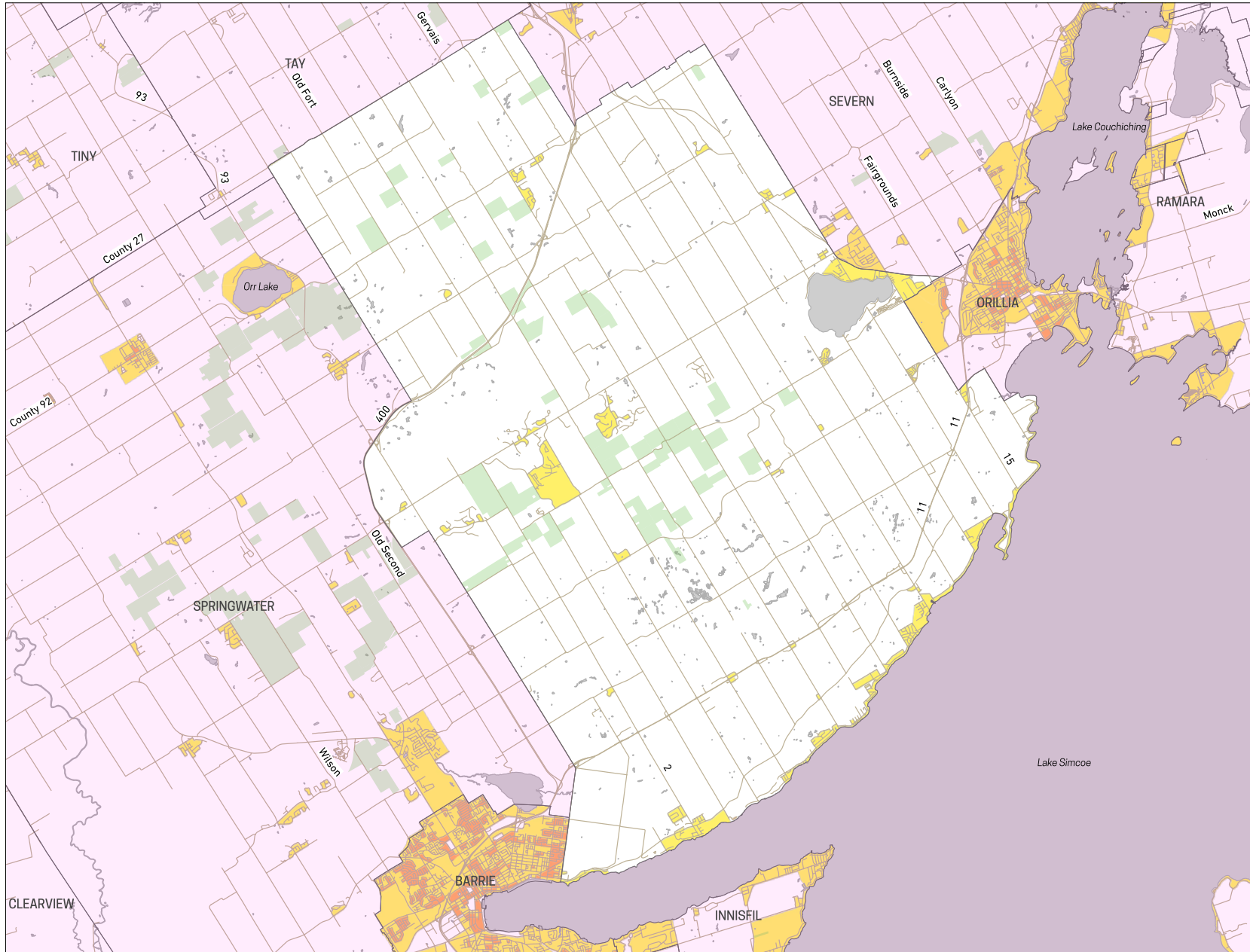
We began our wayfinding analysis with a look at what signs exist already, what problems need to be solved, and what tools we have at hand.

This project took place during the pandemic, which made an in-person audit impossible, but we were able to study the municipality well through a mix of client-supplied GIS data and photographs of existing conditions and Google Streetview. We discussed the issues with municipal staff on several occasions to identify problem areas, get a good local understanding of the geography, the relative importance of destinations, and solve problems together. The maps on the following pages provide the spatial analysis underlying the sign program to follow.

2.2 Density

Oro-Medonte is a low-density municipality with most of the residential concentrations in the south, along the lakeshore, and between the urban centres of Orillia and Barrie. In the northern parts of the municipality there are several other concentrations of suburban density, including Horseshoe Valley.

There are no real urban centres in Oro-Medonte, which means that urban pedestrian wayfinding signs are not currently necessary. Craighurst may eventually require such signage as it develops. Outside of park and trail signs, most wayfinding will be for vehicular travellers. We often recommend addressing clusters of destinations with special case wayfinding —directing people to named places where they can find many assets grouped together within walking distance, such as within a downtown commercial zone, or cultural district. Oro-Medonte does not have such clusters, so our approach requires us signing to destinations individually.



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Client
 Oro-Medonte
 Project number
 20-272
 Map name
 Density

density (D/B)
 suburban (64-1383 dwellings/km²)
 urban (>1383 dwellings/km²)

0 1 2 km

CRS
 WGS 84 / Pseudo-Mercator
 Revision
 2021-07-06T11:50:28.669



2.3 Existing signs

With the exception of the new Craighurst sign (opposite, below) existing signs were largely of a generic white-on-blue type, in the standard language of highway signs. Most were single-panel signs on simple wood posts.

On the following pages, we show some examples of existing signs as well as a map of installed existing signs throughout the municipality. Not surprisingly, there is a concentration of signs of all types in and around settlement areas and other significant nodes of interest. There are a large number of community ID signs spread around the municipality, but relatively few directional signs concentrated near important destinations. There are a few *other* signs on the map—these include signs facing the water in Lake Simcoe and a few other minor types.

The overall takeaway for signage is that while there are a lot of existing signs in Oro-Medonte, there are relatively few wayfinding signs that need to be integrated (or replaced) with the program we recommend later in this document.



Generic community ID

Most communities are currently identified with these standard white-on-blue ID signs. Several, such as the above, have deteriorated and don't leave a good impression.



Craighurst community ID signs

These four new signs identifying Craighurst are clean and fresh, and have an open, welcoming quality for visitors. They employ the current branding.



Common blade-type street signs

Many of the existing directional signs in the municipality were of this type.



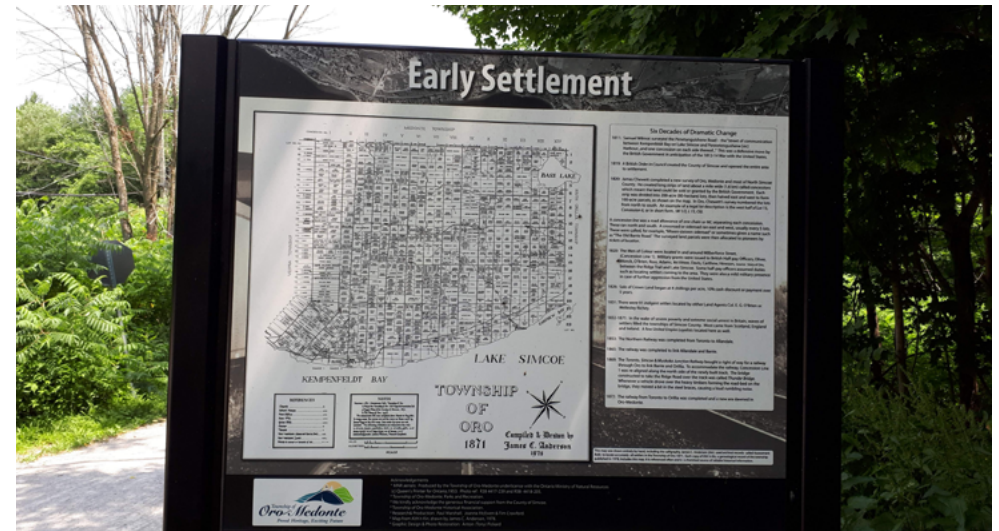
Heritage markers

These point to various heritage sites and interpretive plaques in the municipality. Some are of the simple type above, with others employing Ontario Traffic Manual sign standards.



Gateway signs

All the current gateway signs are white-on-blue, and did not employ the municipality's current branding. There are several types in use, with no real consistency.



Interpretive signs

Various interpretive signs are found along trails and at certain heritage sites, several in the style such as the above.



Interpretive signage locations

Interpretive signs are largely installed along the Oro-Medonte Rail Trail, which is a good location—people moving at lower speeds on foot or on bicycle, or about to set out on the trail at staging areas.



Recreation sign—paddling on Bass Lake

At Bass Lake there is a new sign indicating paddle routes. The sign is within the RT07 style.



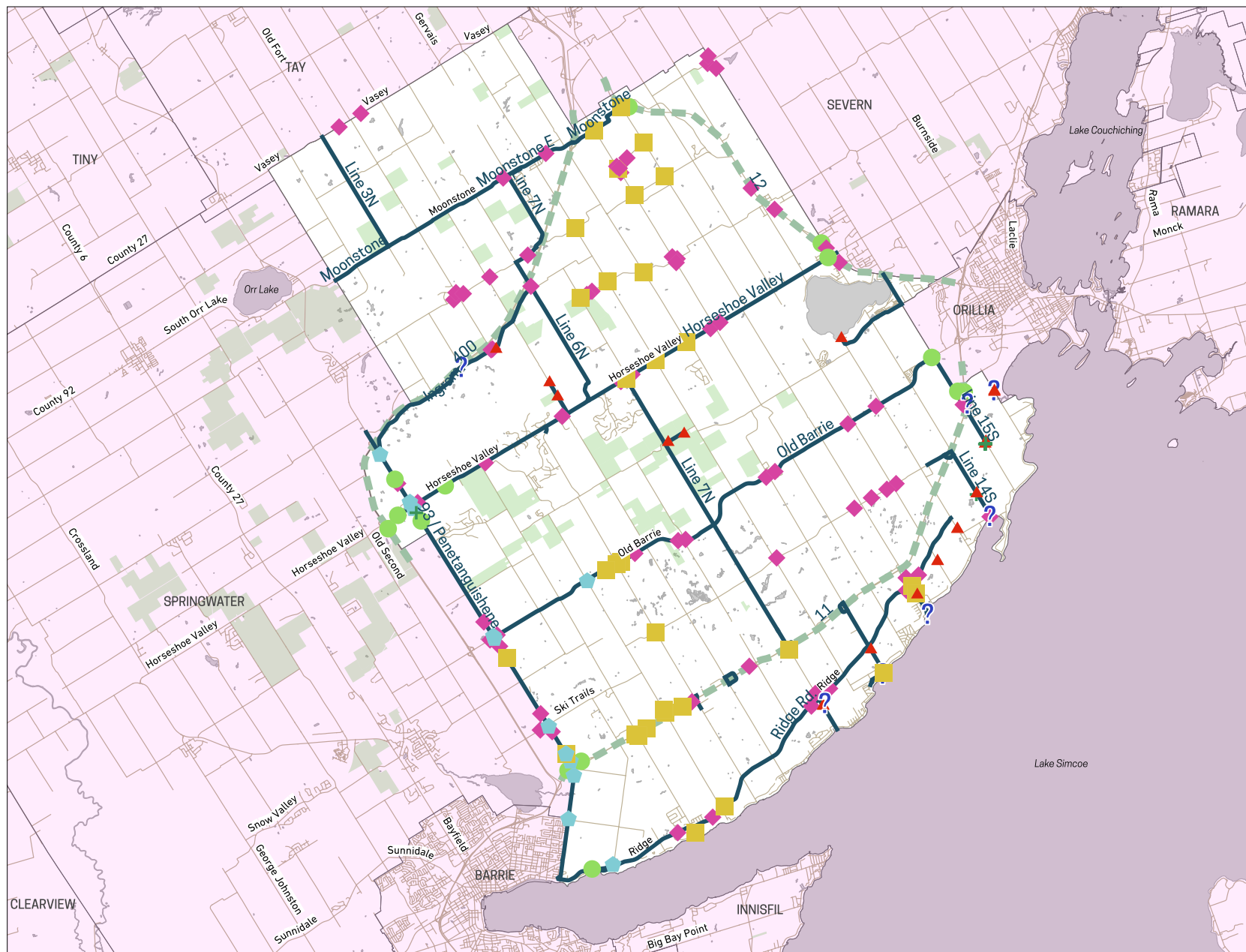
Waterside community ID signs

In a few locations, population centres are identified on signs facing the lake and the boat launch area.



Industrial park signs

Forest Home has a temporary-looking ID sign, including a photographic bird's eye view of the site.



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Client
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 Project number
 20-272
 Map name
 Existing signs

- Existing signs
- + Interpretive
 - ◆ Community Name
 - Directional
 - Gateway
 - ⬠ Heritage
 - ▲ Trailhead
 - ? Other



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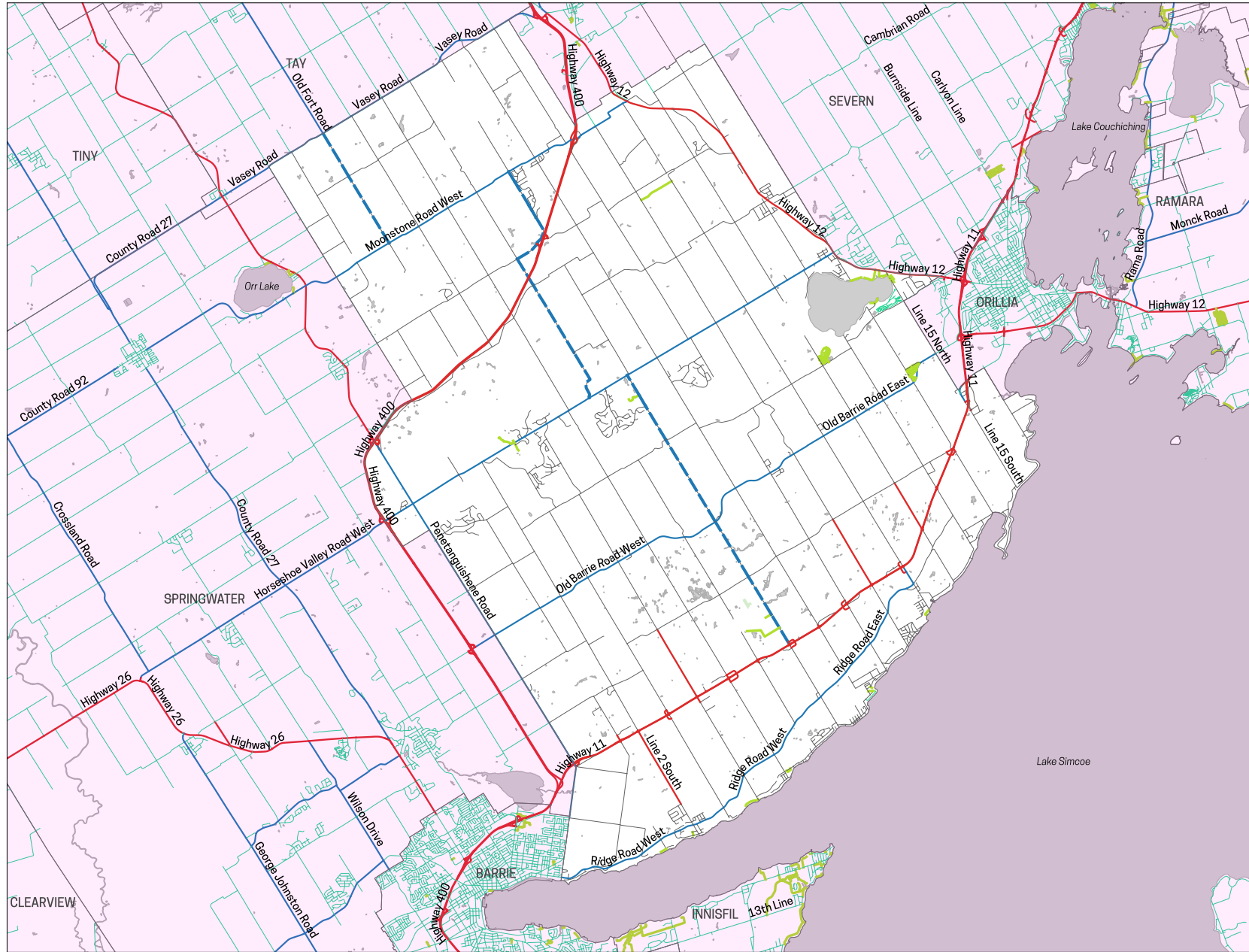
2.4 Road jurisdiction

Road jurisdiction matters a great deal to the implementation of wayfinding systems. In the case of Oro-Medonte, the most important roads are owned by the province, by Simcoe County, and by the township itself. The township may install signs in its own rights-of-way, and it may ask permission of the county to install signs in its ROW. The province has typically been inflexible with municipal wayfinding systems, permitting only Ontario Traffic Manual signs, as well as sanctioned Tourism-oriented directional signs (TODS). For the purposes of the sign programming in this report, we assume that we have flexibility to sign municipal roads, but are limited in what we can do on roads owned by the province.

All sign installs will require an approval process depending on the ownership of the road.

The map opposite shows the ownership structure of roads running through Oro-Medonte, with the MTO-owned roads in red.

It's important to note that existing signage in Oro-Medonte is currently installed and replaced by the road owner: e.g. community ID signs on county roads are installed and replaced by Simcoe County.



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- Client
 Oro-Medonte
 Project number
 20-272
 Map name
 Road jurisdiction
- roads (jurisdiction)
 Oro-Medonte
 MTO
 Simcoe
 Simcoe (future)
 private
 other municipalities



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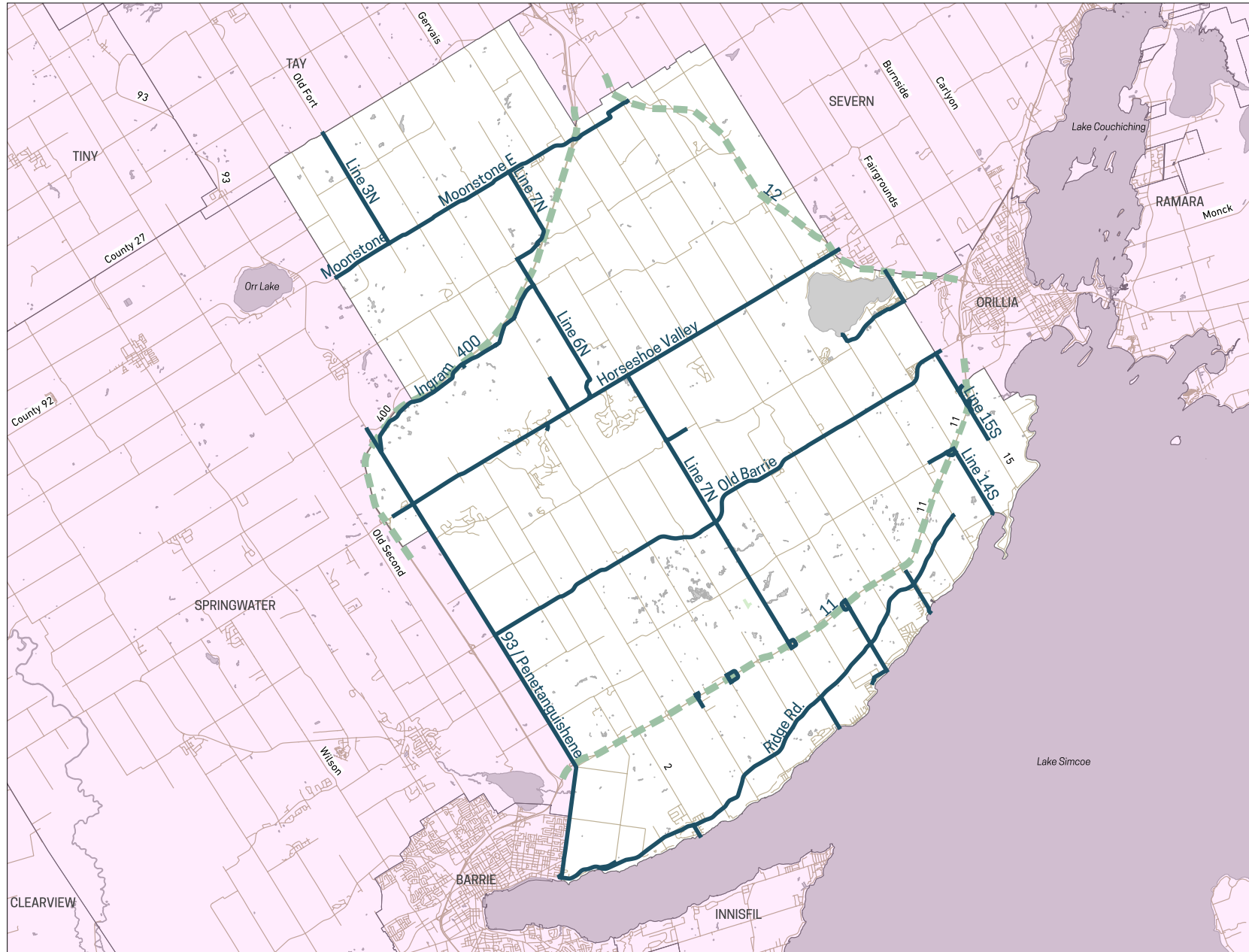


2.5 Main routes

The Township of Oro-Medonte is a large geography—we can't sign along every road in the municipality, and so it's an important exercise to determine what are the most important roads for the municipality to focus efforts on. The roads selected on the map opposite were selected in discussion with municipal staff based on their fulfilling one or more of the following criteria:

- higher-traffic
- well used by visitors
- make important connections to destinations or parking

This is to ensure the efficiency of the system—signs should be seen and usable by as many people as possible and provide a strong purpose.



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Client
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 Project number
 20-272
 Map name
 Road routes

routes
 main
 no wayfinding



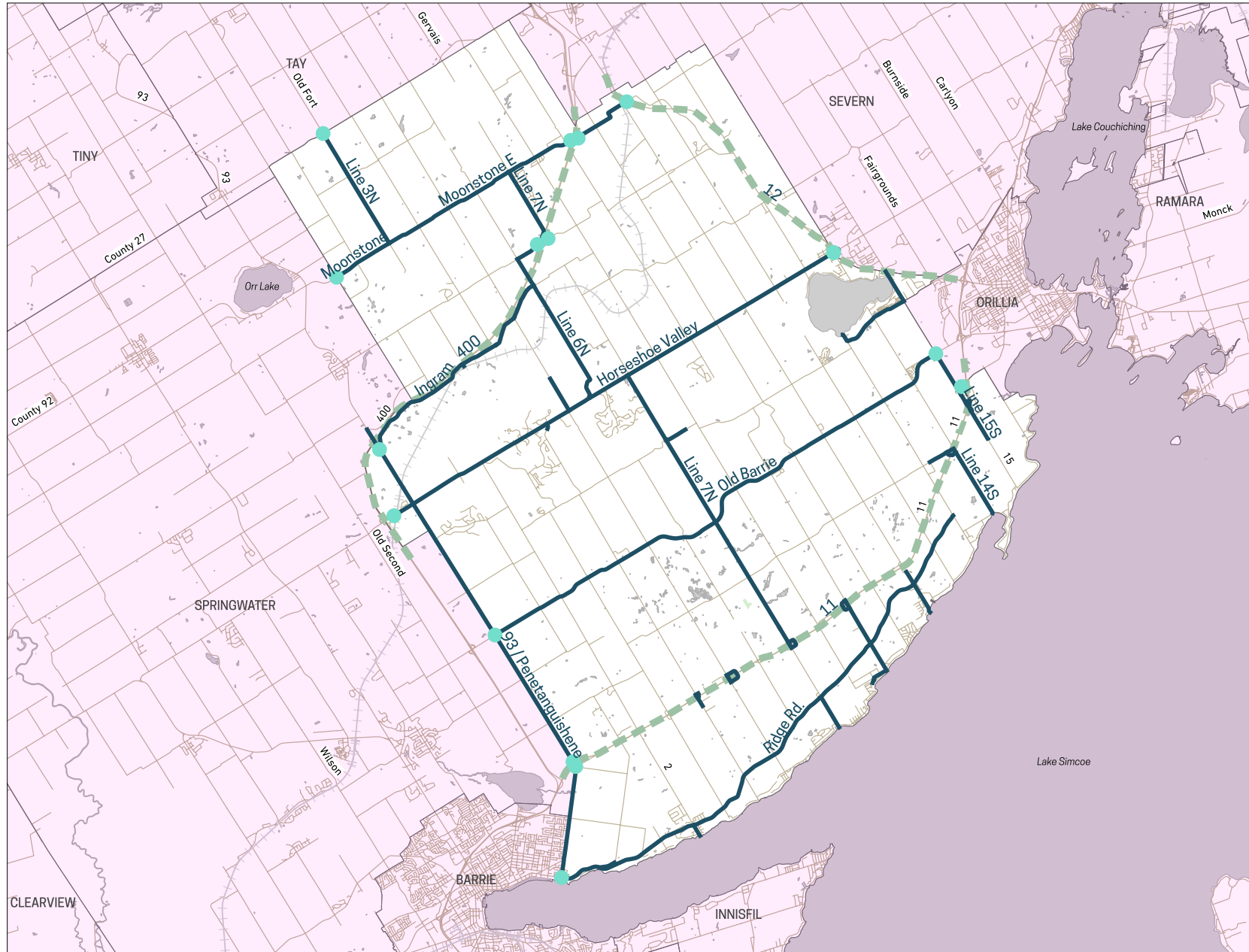
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2.6 Main entry points

After the provincial highways (400, 11, 12) we consider the county roads to be the main entry points to the municipality. We take this into account, as they are the places where gateway signs may be necessary to let visitors know they have crossed a threshold, from one municipality to another.

Many tertiary entry points exist, on any township roads which provide access to the municipality, excepting those that only serve residential enclaves—the latter do not need gateway signage of any kind.



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Client
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 Project number
 20-272
 Map name
 Main entry points

route_points
 ● entry

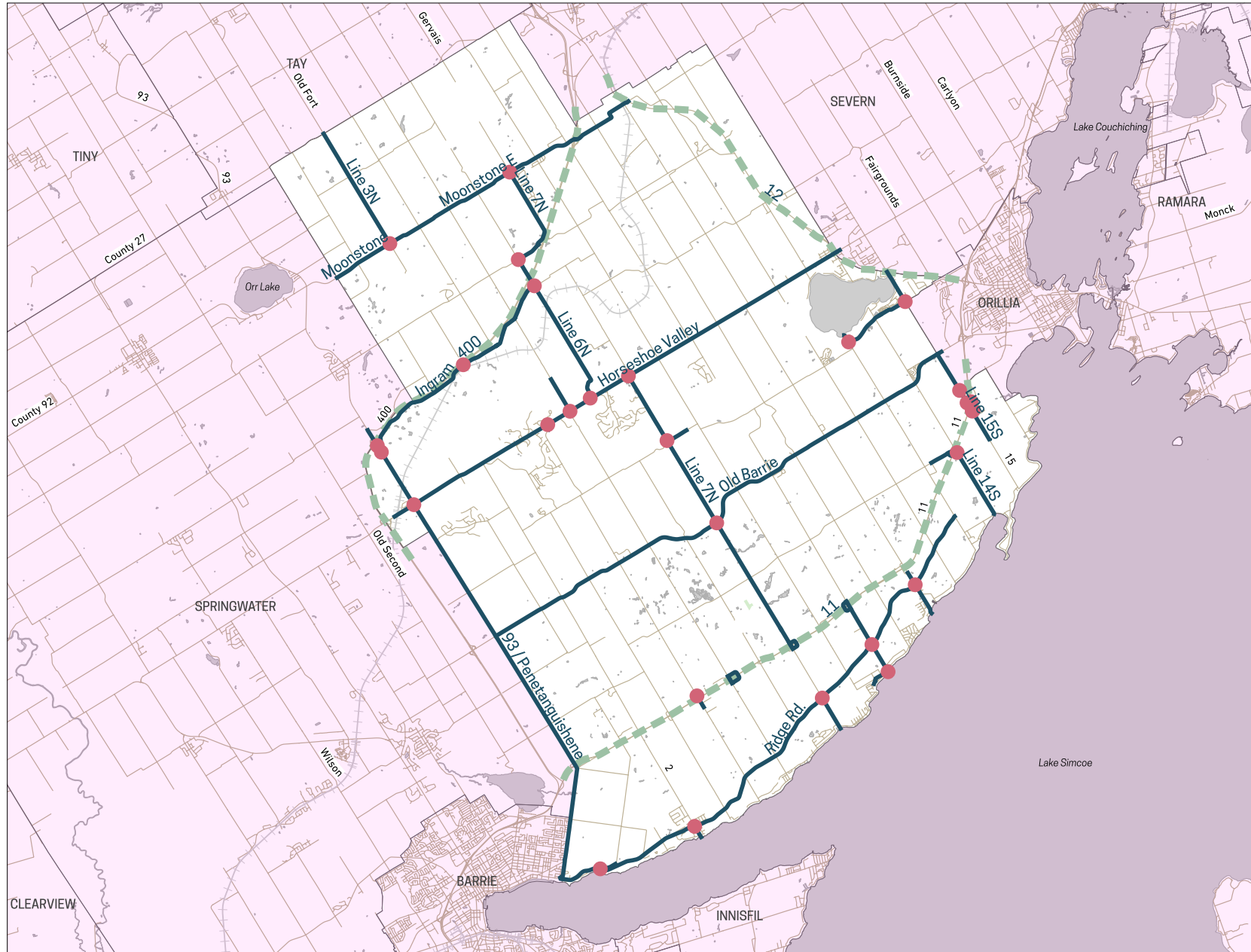


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2.7 Decision points

Directional signs are placed where people need the information—at a decision point. Decision points tend to be around intersections, or where people make the change from one mode of transportation to another, such as parking lots or trailheads. On the map opposite, there is a decision point marked wherever primary routes cross.



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Client
 Oro-Medonte
 Project number
 20-272
 Map name
 Decision points

route_points
 ● decision
 routes
 — main
 — no wayfinding

0 3 6 km

CRS
 WGS 84 / Pseudo-Mercator
 Revision
 2021-06-23T17:10:37.700

fathom

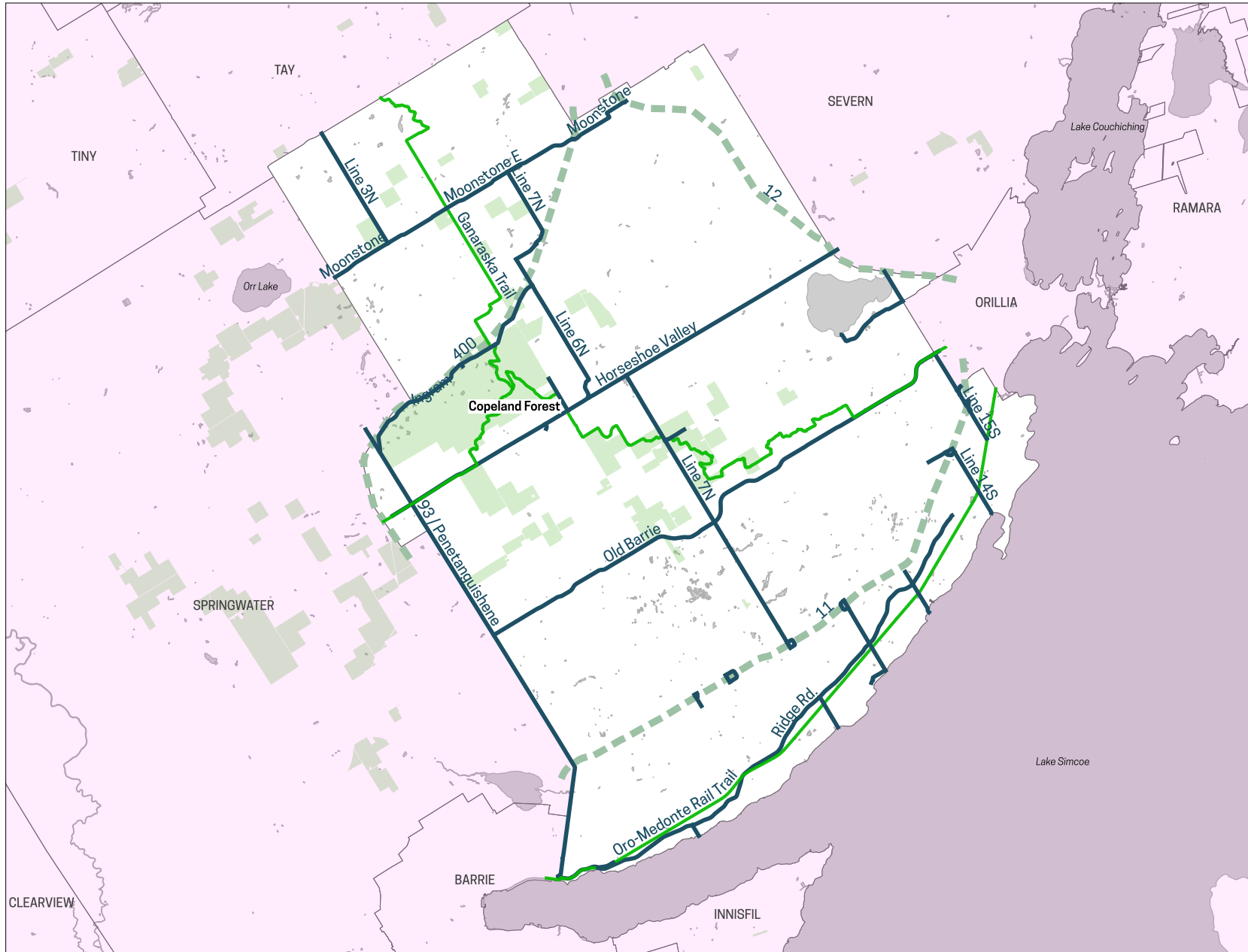


2.8 Trails

For this project we're not focusing specifically on trail wayfinding, but Oro-Medonte does feature several significant trail assets which are very popular recreationally (e.g. Copeland Forest trails and other county forest trails) or offer a long-distance experience useful for both recreation and transportation (e.g. Oro-Medonte Rail Trail and Ganaraska Trail). The main trails criss-crossing the municipality are shown in the map opposite. Please note that only major trails were considered in this project, based on higher use or strategic importance to the municipality as a whole. In some cases, we have signed to specific trail access points, leaving others unaddressed for now.

Parking was identified as a major concern for trail users, and our program addresses major trail parking lots with signage. Working with community user groups and the County of Simcoe for future signage opportunities will be key to manage these parking locations and ensure they are well signed.

We have discussed the need for rail and road crossing signs during this project, and noted the need to improve essential connections for trail users to improve trail user safety, identify sanctioned crossings, and prescribe expected user behaviour. No such signs exist currently.



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 Dartmouth, NS
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Client
Oro-Medonte
 Project number
 20-272
 Map name
Trails

routes
 — main
 — no wayfinding
 — trail



CRS
 WGS 84 / Pseudo-Mercator
 Revision
 2021-07-06T14:46:37.692

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2.9 Destinations

The wayfinding system we're working with in this project is based on destinations—directing people along a set of main routes to specific places. Selection of those destinations to direct people to was a large part of our analysis. Early in the process, we decided to focus only on municipal and civic assets, avoiding wayfinding to private businesses and sites. We selected destinations which fit in the following categories of public interest:

- transportation
- parks and conservation areas
- trailheads
- industrial parks
- heritage and cultural sites
- administrative buildings
- boat launches
- retail concentrations (i.e. Craighurst)
- other municipal recreation amenities

Please note that we did not include every single asset in the above categories. Each destination needed to be in-demand enough to visitors from outside the municipality, or from neighbouring communities. For example, small parks of neighbourhood interest only were not included.

As this is a plan with implications for several years in the future, we also included a few assets which are in

development to ensure they are considered for future wayfinding signs once implemented.

We also included several settlement areas which were large enough to merit identification in signage. These were selected for the plan based on higher population densities or concentration of businesses.



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Client
 Oro-Medonte
 Project number
 20-272
 Map name
 Destination points

points-of-interest
 ● destinations
 ● settlement areas



CRS
 WGS 84 / Pseudo-Mercator
 Revision
 2021-07-12T10:25:45.558





03 Sign types

3.1 RT07 signage

We're working with the existing RT07 wayfinding sign designs in this system, endorsed by the Township of Oro-Medonte Council. The system presents some 31 sign types available for use by participating municipalities, with signs appropriate for urban & rural areas, highways, public spaces, trails, and interpretive sites. *Not all of the sign types make sense for the context of Oro-Medonte, and therefore we have selected a subset of the available types for the sign program for the program in this document.*

This set of sign types are the most used in the program. They are recommended for roads owned by Oro-Medonte or by the county. They will not be usable on provincial roads—see MCS signs later in this document for an option for directional signs on MTO routes.

Though the RT07 wayfinding system was originally designed with metal posts, wooden post variants have been added for some rural applications. *We have selected the wooden post option for all applicable sign types, but some signs do not have wood options.*



Rural directional route marker (Vt-2b)

Vehicular sign to provide directional and assurance pertaining to driving tour routes on highways and roads. This sign is available in a wood and metal post.



Rural vehicular, pedestrian destination ID & regulatory (Vt-3b)

Vehicular sign for use on side roads leading to a trail head or trail parking area. This sign is available in a wood and metal post.



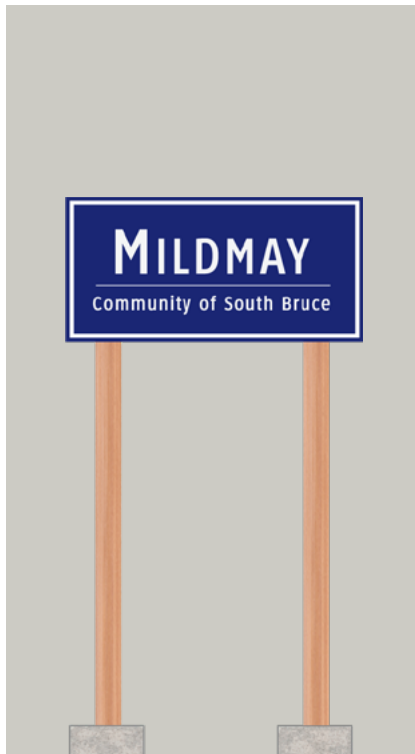
Urban directional (Vu-1)

Vehicular-level sign designed to provide directional information to amenities within Region 7 communities. This sign is available in a wood and metal post.



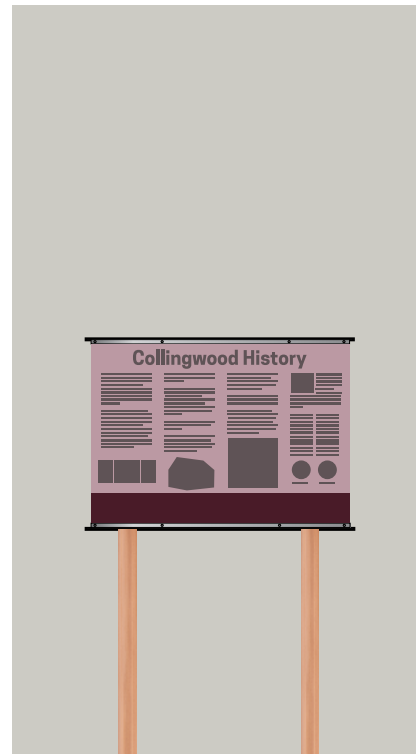
Parking lot ID (Vu-3)

Vehicular-level sign used to identify public parking lots. There is only a metal post version of this sign—the RTO7 guidelines do not currently have a wood post option available..



Community ID (Ah-2)

Vehicular-level sign designed to provide welcoming notice that one has arrived in a particular community. This sign is available in a wood and metal post.



Interpretive marker (Pi-1)

Pedestrian-scale sign designed to provide interpretive information. Unlike the other signs in the system, the layout is very flexible, with only broad guidelines for type size and colour contrast for accessibility. The Pi-1 does not need to be in RTO7 blue. This sign is available in a wood and metal post.



Trailblazer directional (Vt-1)

Vehicular-level directional sign unit designed to provide directional information to special interest destinations. This sign is available in a wood and metal post.



AT trailblazer directional (Vt-1b)

Designed to provide directional information to special interest destinations on active transportation trails. Metal and wood post options are available.

3.2 Oro-Medonte community header

Several RT07 sign types allow for custom-branded headers. We have provided a recommended design for these headers to marry the Township of Oro-Medonte's logo with these signs. The header at right fits the guidelines for height, and ensures a balance between the branding and the functionally important directional messaging. The notched design of the header is designed to reference the new Craighurst community ID signs (see page 12).

The brand's blue colour has been modified here to match the standard dark blue required for the sign, and we have modified the logo to fit the space available while still including all of the original elements.

Of the RT07 sign types selected for this strategy, only the Urban directional (Vu-1) and Parking ID (Vu-3) carry this custom header.



3.3 MCS signage

Some of the more important road connections in Oro-Medonte are owned by the Ministry of Transportation (MTO). MTO typically does not allow custom wayfinding on its roads, permitting only standardized tourism-oriented directional signage (TODS) signs on major highways such as the 400. Smaller highways, fortunately, have a program called MCS (municipal / community services) which permits standardized signs to be installed to direct people to municipally-owned assets of various kinds, such as:

- town halls and municipal buildings
- arenas, sports complexes, pools
- parking lots
- community centres
- lighthouses
- libraries
- parks

According to the “Municipal / Community Services Signs” memo of 2013, the list above is not exhaustive, and other municipally-owned amenities may be considered. There are a few municipal assets reachable from highways 11 and 12 for which these MCS signs will be very useful. Importantly, requests for MCS signs require that directional signs on the connected municipal roads are already in place before the MCS signs are installed.

MCS signs are sized 450x450mm on 60 km/h routes, or 600x600mm at faster speeds (pictogram only).

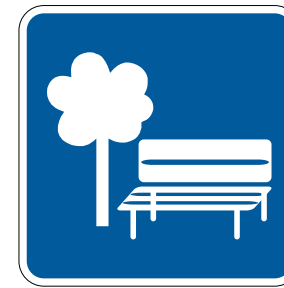


MCS-type marker

Sign includes only a pictogram and directional arrow. No text is allowed.



Boat launch



Park



Community centre

Some of the permitted pictograms for the MCS program are neither common, nor legible.

3.4 TODS signs

Tourism-oriented directional signage (TODS) is a “pay-to-play” system provided by a private company on behalf of MTO, to allow businesses and organizations to get access to wayfinding on provincial roadways. Such organizations essentially rent space on provincial highway signs on an annual basis, paying a fee to market their destination and ensure that travellers are directed to their site.

We see TODS as a way to complement the RT07 sign system in a few places. While the MCS program mentioned earlier allows for simple, generic wayfinding to municipal-owned destinations, it does not allow any privately-owned destinations or clusters. TODS signs have criteria for which institutions and sites are allowed, and a retail cluster like Craighurst may be eligible for such signs, to direct visitors off of Highway 400. This could be a great way for Craighurst businesses to promote their location.

The space for such signs is limited, and the criteria are very prescriptive. To qualify as a “rural downtown” for a TODS signs, a community needs to have at least 25 retailers, covering at least four from a selection of ten allowable North American Industry Classification System (NAICS) codes. There are some exceptions for rural areas with very small populations. See the [TODS website](#) for the detailed and current criteria. Note that TODS is an application process and space and locations are not guaranteed.



TODS trailblazer sign

Note: example is not in Oro-Medonte

3.5 Gateway signs

To provide residents with a sense of place, and visitors to Oro-Medonte with a feeling of welcome, we suggest installing gateway signs at the main road entrances into the municipality. The township recently completed a project to design gateway signs for the Craighurst community. We suggest using a similar design to identify the municipality, in order to provide a consistent sign language everywhere. These signs, pictured at right, are not from the RTO7 wayfinding system, but the white on dark blue provides a similar look and feel.

There are quite a few entrances into Oro-Medonte. For high-speed routes (11, 12) we suggest a scaled-up design with larger text and branding to accommodate vehicles at faster speeds (we refer to this as Gw-1). Then, a sign similar to that on the right would be Gw-2, a medium size sign for moderate vehicle speeds on major township and county roads. Lastly, secondary entrances on low-traffic township roads could have a third, more generic and simple gateway type (Gw-3) which is less expensive to produce and install.



Gw-2 Gateway sign (sample)

Signs identifying Craighurst have been installed at its four main entry points. We're suggesting developing similar signs to identify the municipality at its boundaries.



Gw-1 Gateway sign type (sample)

We propose a large-scale design appropriate for identifying the municipality to people in vehicles travelling at high speed.



Gw-3 Gateway sign type (sample)

For minor entrances on low traffic routes, we suggest a simpler, more generic sign type design, perhaps in line with the RTO7 Ah-2 type.

3.6 Other sign types

Facility ID (FI)

Currently, the Oro-Medonte arena, industrial parks, and other destinations are not well identified. This means when a visitor arrives at the gate or entrance of any of these facilities, it may not provide a clear welcome to say they've reached the place they're looking for.

The RTO7 wayfinding signage standards does not include a facility ID sign type. We recommend Oro-Medonte engaging with a sign designer to develop a new facility ID sign. Creating facility ID signs will greatly enhance wayfinding but also extend the township's brand to these sites making it clear who owns and operates them, and building pride of place.

There are some destinations in which the municipality has an economic development interest, but does not own, such as industrial parks. The eventual design will need to take this into account, to ensure the signs do not indicate ownership where it does not exist.

Trail crossing (TC)

We recommend the design and implementation of a new trail-crossing sign for wherever trails cross over roads (TC signs are included in our sign program, but no design exists currently).

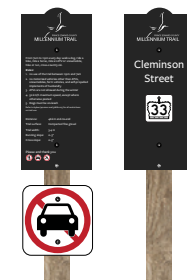
Overall, trail signage will require a more detailed conversation between trail groups and the township to develop a complete system, make shifts between

on and off-road segments of trail, etc. Such signage is apparently being developed in RTO7 which could offer Oro-Medonte opportunities for collaboration.



FI—Facility ID sign type (sample)

Such a sign type identifies the facility for visitors arriving, and communicates brand and ownership as well.



TC—Trail crossing (sample)

Provides safety and wayfinding messages for trail users crossing roads.

04 Recommendations



4.1 Recommendations

The following list contains nine broad recommendations related to wayfinding:

1. Municipal/Community Services signage

Municipal/community services (MCS) signage provides users of provincial roads with directional guidance to municipal facilities such as civic buildings, community centres, parks, arenas, etc. which are not eligible for MTO, TODS or Logo Signing Program. MTO's regional traffic office will determine the eligibility of proposed signage requests.

We recommend that the township request MCS signage to direct visitors to municipal assets from appropriate provincial roads (11, 12). Using provincial wayfinding programs such as MCS provides options where customized signage is prohibited while also directing travellers to community infrastructure from important provincial arteries.

2. Tourism signage

Tourism-oriented directional signing (TODS) assists visitors with locating attractions, businesses and services throughout Ontario's provincial roadways. This program is delivered by the Ministry

of Heritage, Sport, Tourism, and Culture Industries and the Ministry of Transportation. The types of businesses and organizations who may qualify to apply include:

- Accommodations
- Golf courses
- Campgrounds
- Tourism-designated outlet malls
- Regional/local travel information centres
- Conservation areas
- Natural sites and trails
- Historical sites
- Museums
- Water theme parks
- Zoos and animal displays
- Spas
- Public beaches
- Rural downtowns

Whereas MCS signs provide only a generic

pictogram and arrow (no destination name is allowed), TODS signs allow for a named destination.

We would recommend that Craighurst apply for TODS signage should it meet the criteria for rural downtown areas. As Oro-Medonte's only retail centre, increasing tourism to downtown Craighurst could be advantageous for both businesses and the township. Current TODS pricing is available from [Canadian TODS Limited](#). Many tourism businesses in the township already make use of the TODS signs.

3. Gateway signage

Gateway signage serves to welcome road users at main entry points as well as entry points into Oro-Medonte's communities. These signs will be derived from the design of Craighurst's gateway signage design in style, but will be tailored to legibility criteria based on road speed limits.

We propose three gateway sign types, one small and generic, one akin to your Craighurst sign, and one larger sign for high speed roads similar to the Craighurst sign in style. Large gateway signs are reserved for MTO roads, medium gateways for

busier medium-speed county roads, and the small gateway for minor low-traffic, low-speed routes. These three sign types will sufficiently meet your needs—both present and future—without creating additional and unnecessary sign types.

4. RT07 signage variants

We recommend the use of the wooden post variants of RT07 signs wherever possible. This variant will complement not only the proposed gateway signs, but also the natural and agricultural environment of Oro-Medonte. Only some of the RT07 designs allow wooden posts—we have selected them where possible.

5. Facility identification

Oro-Medonte should engage a sign designer to develop a facility ID sign type to identify such destinations as the arena, industrial parks. Currently, no such sign exists making these facilities much less visible and approachable to visitors. Creating facility ID signs will also have the added benefit of enhancing wayfinding as well as extending the township's brand to these sites.

6. Trail crossing signage

We recommend the design and implementation of a new trail-crossing sign for wherever trails cross over roads (TC signs are included in the plan, but no design exists).

Overall, trail signage will require a more detailed conversation between the township, county, and user groups to develop a complete system, make shifts between on and off-road segments of trail, etc. Such signage is apparently being developed in RT07 which could offer Oro-Medonte opportunities for collaboration.

7. Interpretive signage

To date, interpretive signage has been installed somewhat ad hoc with out an overall interpretive strategy or consistent look and feel. Existing interpretive signs (such as those along the Oro-Medonte Rail Trail) should be replaced with RT07 Pi-1 when signs wear out. Following the best practices established in the RT07 guidelines for type-size, colour contrast, etc. will create signage that is not only consistent throughout the township but also be highly legible and adhere to AODA standards. Prior

to designing and developing content for new panels, we would advise developing a comprehensive interpretive plan for the municipality—either as an internal exercise or with the help of an interpretive consultant, to establish what themes and stories are most important to Oro-Medonte.

Areas of interest may be natural, cultural, or historical in nature, and such a broad planning exercise may include engagement with local First Nation elders, leaders of communities of interest, as well as local subject matter experts.

8. Destination criteria

Within this program we have selected a set of municipally-owned or civic destinations to direct visitors and residents to. Criteria include:

- Specific sites
- Civic/publicly owned assets
- Retail/cultural clusters
- Accessible by road or trail
- Open year round
- Consistent opening hours/season
- Within the boundary of the township

Specific destination



Bayview Beach



beaches

Retail/cultural clusters



Craighurst



Chelsea's
Chocolates

Civic/publicly owned



Oro-Medonte
Community Arena



Loobies

Accessible by road or trail



Copeland Forest



A waterfall 3km off
the trail

Destination criteria

Destinations should be chosen using consistent criteria to ensure that they are a good candidate for wayfinding programs.

9. Operations and maintenance

While signs are durable and generally take care of themselves, they have annual maintenance requirements, and they have a natural lifespan. The township should not invest in new signage without also assigning responsibility for its upkeep to a specific staff member.

Consider the following ongoing responsibilities:

- Sign panels should be checked annually for damage and wear, and cleaned, repaired or replaced as needed.
- Trees and shrubs around signs must be cut so that they doesn't obscure visibility for drivers or pedestrians.
- Wayfinding signs may need adjustment over time—destinations come and go, routes change, destinations are renamed. Ensure those changes are always reflected in your signage.
- Signs are typically warranted for 5–10 years. Maintain a schedule to check signs' lifespan.
- Consider a reserve to deal with needed sign

maintenance: currently, signs on township and county roads are replaced as needed.

In an average year, 3–5% of Oro-Medonte's municipal regulatory and warning signs need replacement or repair. This may be extrapolated to estimate the wear and damage of wayfinding signage.

If visitors see useful, well kept wayfinding signage, they will feel welcomed. Broken, obscured, or unusable wayfinding signage will reflect poorly on your administration.

05 Sign program



5.1 Overview

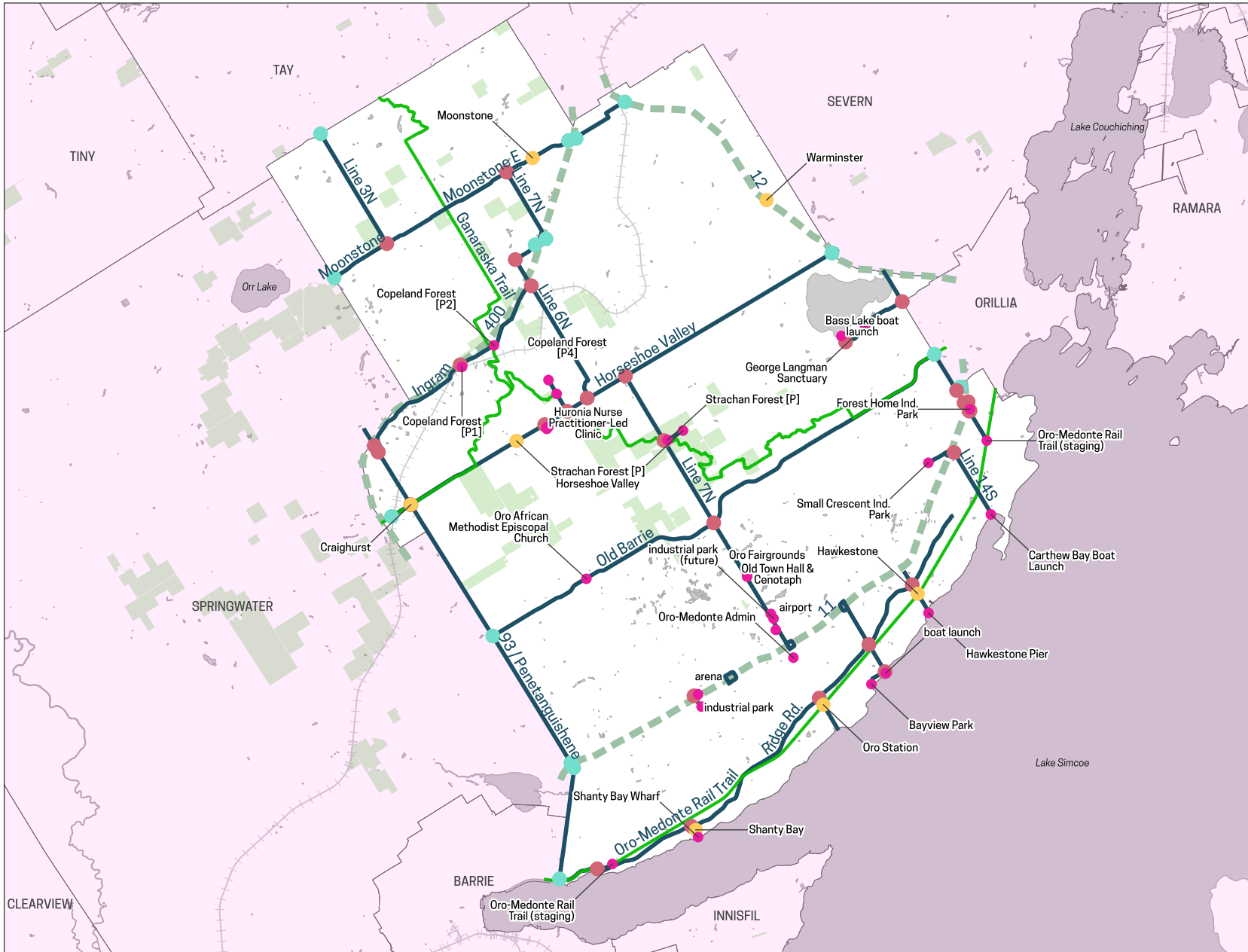
The following plans show our recommended program of wayfinding signs. The sign locations and messages reflect the decisions made in the discovery phase of this project—they:

- are located along our selection of main routes
- address all important decision points on those routes
- identify certain destinations to let people know they've arrived (e.g. parks, trails, parking lots)
- alert visitors that they have entered Oro-Medonte

The program provided here is divided into four priorities to allow for implementation budgets to be spread over time. It may seem like a lot of signs, but Oro-Medonte is geographically large, with many access points, and destinations are spread out. There are many complex intersections—especially the flyovers along Highway 11—necessitating a fair number of signs to reach certain destinations. Each priority level is indicated with sign icons in one of four colours, and the quantities and budget estimates are detailed in the following chapter.

The locations provided in this plan are notional for planning and budgeting purposes, and should not be examined at a site plan level. Put another way, we have not examined each sign location's site to determine if they are blocked by existing trees or buildings, or whether a specific road's curve necessitates installing a sign further back from an intersection. When implementing a sign program of this type, Oro-Medonte should work with a reputable sign fabricator/installer to select suitable site-specific locations to ensure *Manual of Uniform Traffic*

Control Devices for Canada (MUTCD-C) guidelines are followed, that other necessary road signs are respected, and that the land on which signs are installed is appropriate.



fathomstudio
 1 Starr Lane
 Dartmouth, NS
 B2Y 4V7

fathom

Client
Oro-Medonte
 Project number
 20-272
 Map name
Everything

- points-of-interest
- destinations
 - settlement areas
- route_points
- decision
 - entry
- routes
- main
 - no wayfinding
 - trail



CRS
 WGS 84 / Pseudo-Mercator
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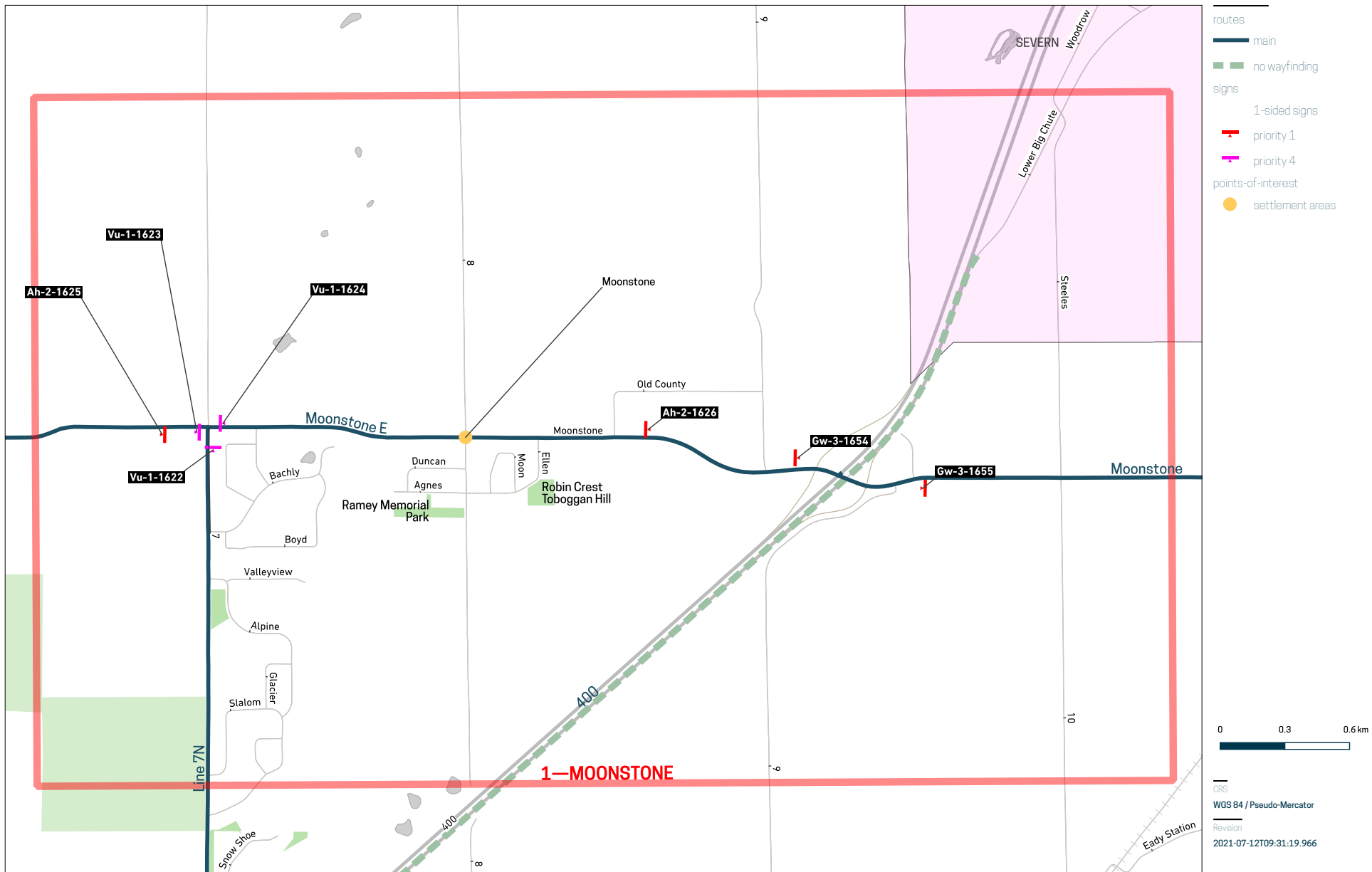
5.2 Location plan zones

The location plan and message schedule that we have developed for the new wayfinding strategy in the Township of Oro-Medonte focus on eight primary zones of activity as well as the primary and secondary routes of travel through the township, points of entry, and trails.

Central to developing the location plan and identifying gaps in current signage was the identification of significant assets in Oro-Medonte. Primary routes (in blue) and decision points—where routes intersect—provided a framework for developing an efficient wayfinding strategy. Destinations such as Craighurst, Copeland Forest, and the arena, to name a few, were also considered to provide necessary wayfinding primarily for visitors to the township. Other public assets such as trails have also been considered, forming the final layer of the wayfinding strategy. On the following pages we show the detailed zones.

A message schedule follows, detailing the messaging recommended for each sign in the program.

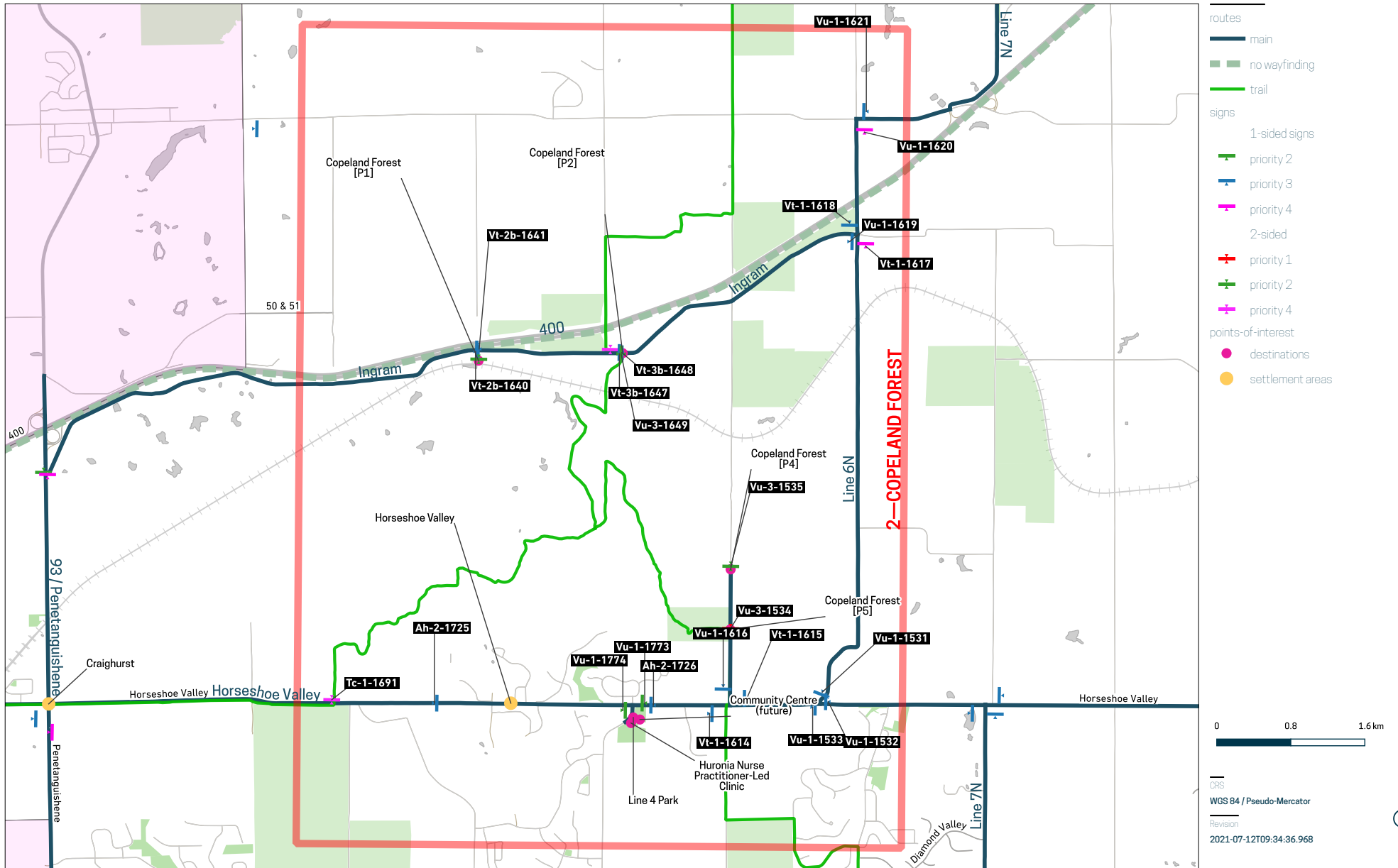
Detail plan 1—Moonstone



Detail schedule 1—Moonstone

sign	priority	implementation note	intent note	message	orientation
Vu-1-1622	4			--> Moonstone	SE
Vu-1-1623	4	requires consideration of new developments (e.g. community ctr)		--> Copeland Forest --> Horseshoe Valley	SW
Vu-1-1624	4		destinations are a bit far	<-- Copeland Forest <-- Horseshoe Valley	NE
Ah-2-1625	1	replace existing as needed		Moonstone	SW
Ah-2-1626	1	replace existing as needed		Moonstone	NE
Gw-3-1654	1			Welcome to Oro-Medonte	NE
Gw-3-1655	1			Welcome to Oro-Medonte	SW

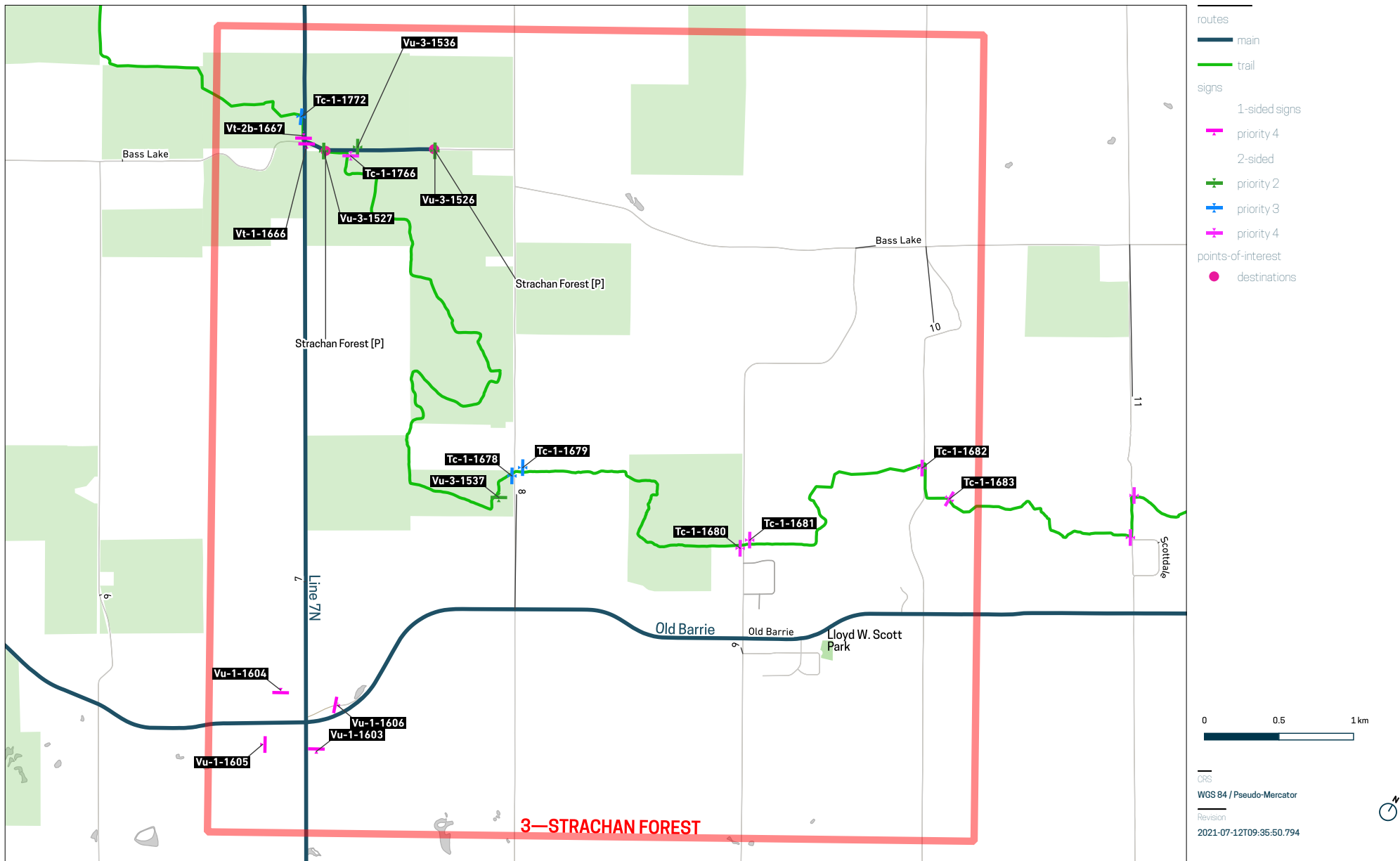
Detail plan 2—Copeland Forest



Detail schedule 2—Copeland Forest

sign	priority	implementation note	intent note	message	orientation
Wu-1-1531	3			--> Copeland Forest (P4, P5) --> Horseshoe Valley --> Craighurst	N
Wu-1-1532	3			--> Copeland Forest (P1, P2) ^-- Horseshoe Valley ^-- Craighurst	NE
Wu-1-1533	3			<-- Copeland Forest (P1, P2)	SW
Wu-3-1534	1			Public Parking Copeland Forest P5	SE
Wu-3-1535	2			Public Parking Copeland Forest P4	SE
Vt-1-1614	3			<-- Copeland Forest (P4, P5) [S-048]	SW
Vt-1-1615	3			--> Copeland Forest (P4, P5) [S-048] ^-- Horseshoe Valley ^-- Craighurst	NE
Wu-1-1616	3			<-- Copeland Forest (P1, P2) --> Craighurst --> Horseshoe Valley	NW
Vt-1-1617	4			<-- Copeland Forest (P1, P2) [S-048]	SE
Vt-1-1618	3			--> Copeland Forest (P1, P2) [S-048] ^-- Horseshoe Valley ^-- Craighurst	NW
Wu-1-1619	3			--> Copeland Forest (P4, P5) [S-048] --> Horseshoe Valley --> Craighurst	SW
Wu-1-1620	4		low-priority? few destinations	--> Moonstone	SE
Wu-1-1621	3			<-- Copeland Forest <-- Horseshoe Valley	NE
Vt-2b-1640	3			--> Copeland Forest	SW
Vt-2b-1641	3			<-- Copeland Forest	NE
Vt-3b-1647	3			Copeland Forest Ganaraska Trail	SW
Vt-3b-1648	3			Copeland Forest Ganaraska Trail	NE
Wu-3-1649	2			Public Parking Copeland Forest P2	NE
Tc-1-1690	4			[sign design required]	NW
Tc-1-1691	4			[sign design required]	NW
Ah-2-1725	3			Horseshoe Valley	SW
Ah-2-1726	3			Horseshoe Valley	NE
Wu-3-1760	2				NW
Wu-1-1773	2			<-- Line 4 Park <-- Community Centre <-- Huronia Clinic ^-- Craighurst	NE
Wu-1-1774	2	confirm messaging after community ctr. is complete		--> Line 4 Park --> Huronia Clinic --> Community Centre ^-- Copeland Forest (P4, P5) [S-048]	SW

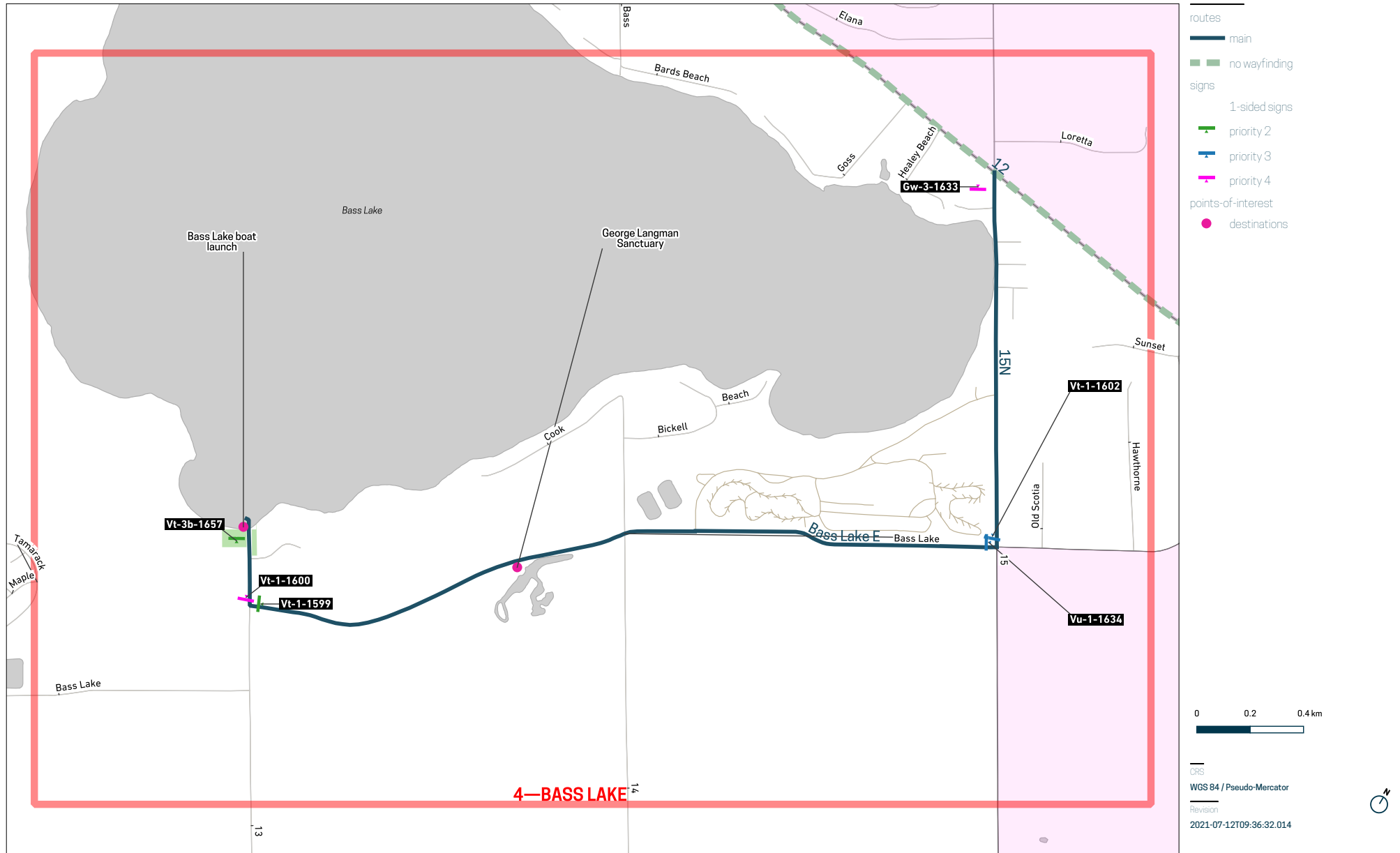
Detail plan 3—Strachan Forest



Detail schedule 3—Strachan Forest

sign	priority	implementation note	intent note	message	orientation
Vu-3-1526	2			Public Parking Strachan Forest	SW
Vu-3-1527	2			Public Parking Strachan Forest	SW
Vu-3-1536	2			Public Parking Strachan Forest	NE
Vu-3-1537	2			Public Parking Strachan Forest	SE
Wu-1-1603	4			<- Oro African Methodist Episcopal Church ^-- Strachan Forest [S-025]	SE
Wu-1-1604	4			--> Oro African Methodist Episcopal Church ^-- Old Town Hall ^-- Oro Fairgrounds ^-- Airport [S-001]	NW
Wu-1-1605	4			<- Strachan Forest [S-025] --> Old Town Hall --> Oro Fairgrounds --> Airport [S-001]	SW
Wu-1-1606	4			--> Strachan Forest [S-025] <- Old Town Hall <- Airport <- Oro Fairgrounds	E
Vt-1-1666	4			--> Strachan Forest	SE
Vt-2b-1667	4			<- Strachan Forest	NW
Tc-1-1678	3			[sign design required]	SW
Tc-1-1679	3			[sign design required]	NE
Tc-1-1680	4			[sign design required]	SW
Tc-1-1681	4			[sign design required]	NE
Tc-1-1682	4			[sign design required]	SW
Tc-1-1683	4			[sign design required]	E
Tc-1-1766	4				SE
Tc-1-1772	3				SW

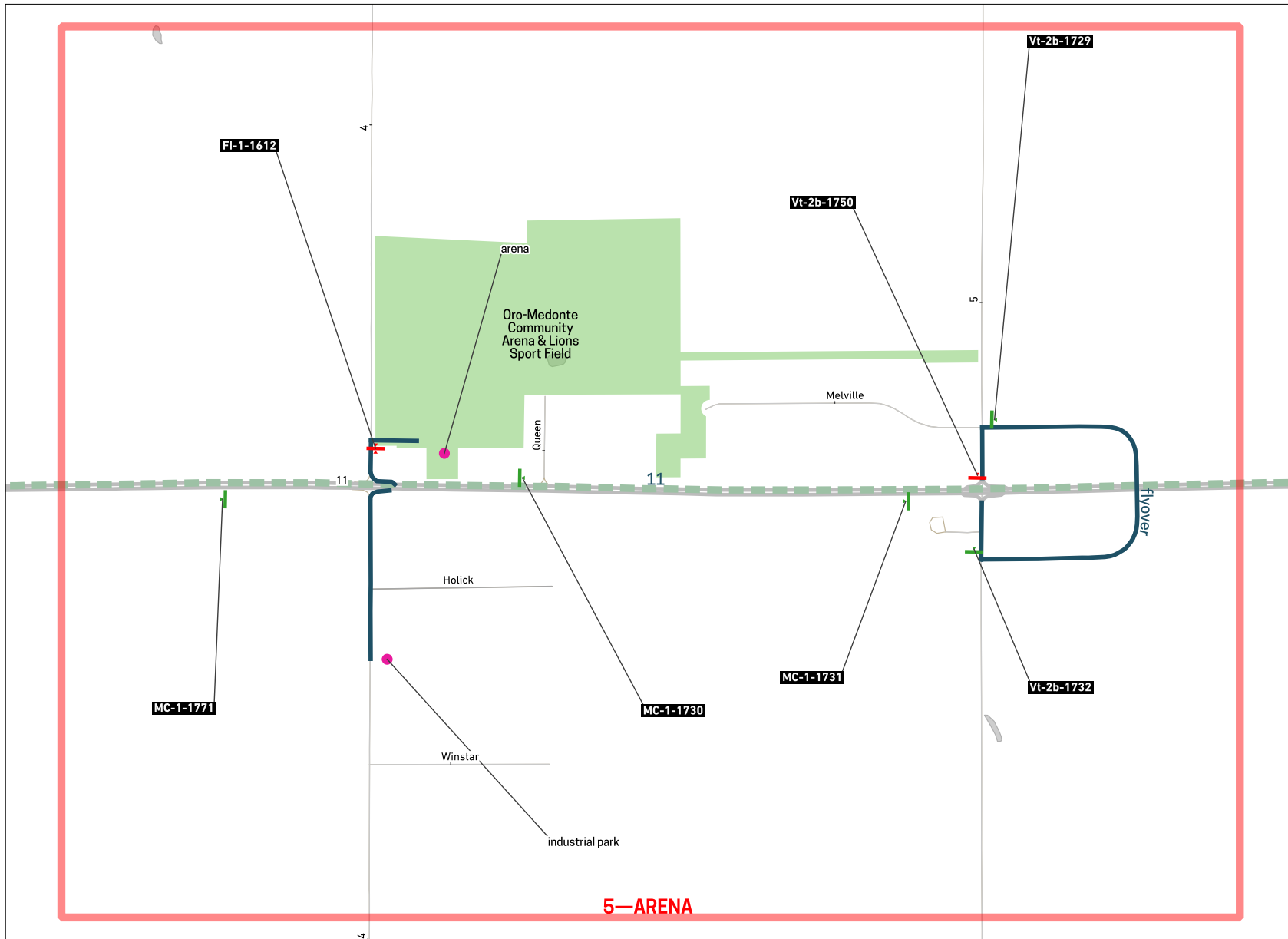
Detail plan 4—Bass Lake



Detail schedule 4—Bass Lake

sign	priority	implementation note	intent note	message	orientation
Vt-1-1599	2			--> Bass Lake Boat Launch [S-006]	NE
Vt-1-1600	4			<- George Langman Sanctuary	N
Vt-1-1602	3			--> George Langman Sanctuary --> Bass Lake Boat Launch	N
Gw-3-1633	4			Welcome to Oro-Medonte	NW
Wu-1-1634	3		assurance for those entering from Orillia; may provide enough branding (avoiding a Gw-2 here)	^-- George Langman Sanctuary ^-- Bass Lake Boat Launch	NE
Vt-3b-1657	2			Bass Lake Boat Launch	SE

Detail plan 5—Arena



- routes
 - main
 - no wayfinding
- signs
 - 1-sided signs
 - priority 1
 - priority 2
 - 2-sided
 - priority 1
- points-of-interest
 - destinations



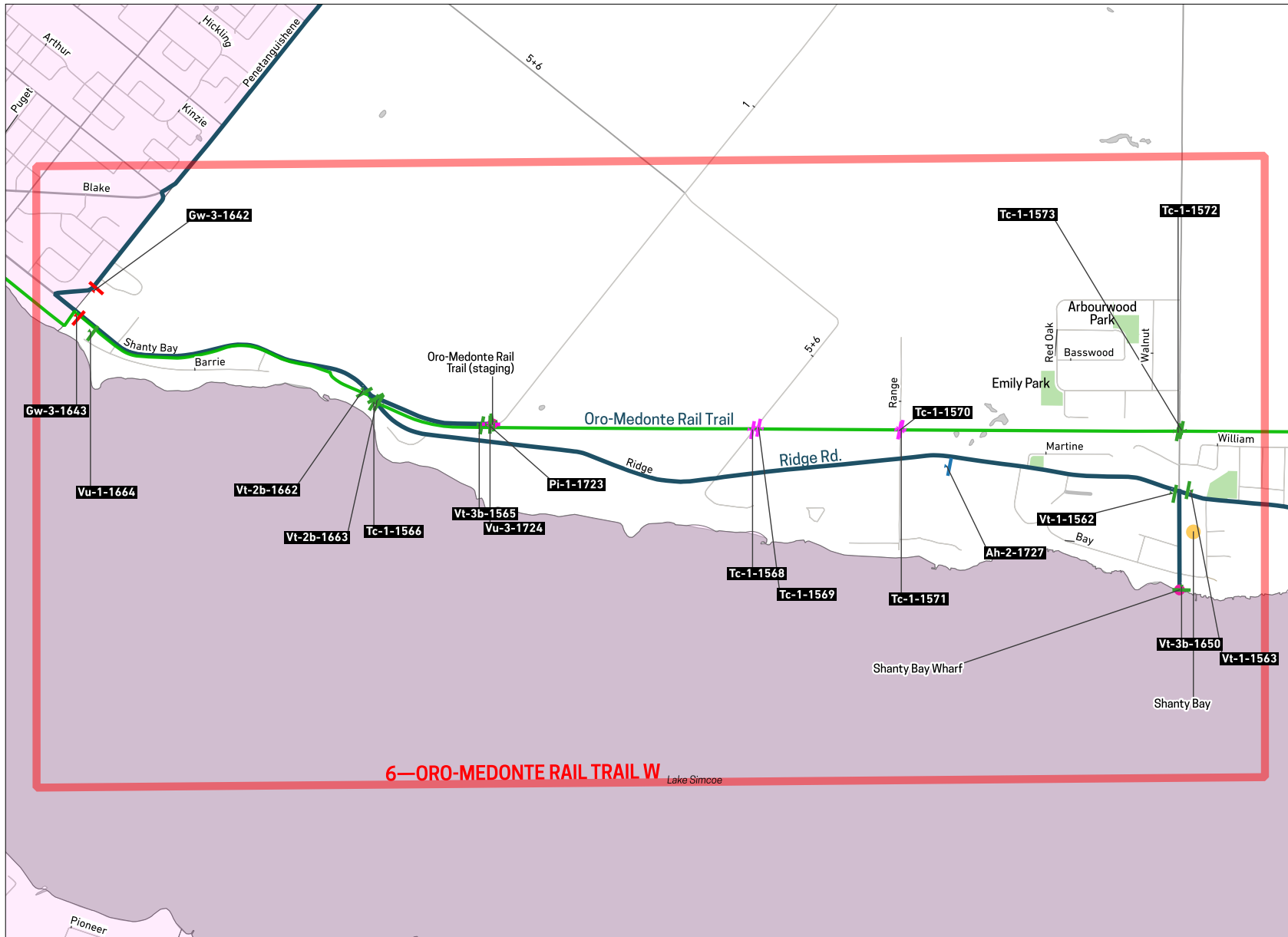
CRS
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 Revision
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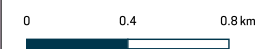
Detail schedule 5—Arena

sign	priority	implementation note	intent note	message	orientation
Fl-1-1612	1			--> Community Arena --> Lions Sport Field	SE
Vt-2b-1729	2			<-- Arena & Lions Sport Field [ICON?]	NE
MC-1-1730	2			[Multi-sport complex icon] -->	NE
MC-1-1731	2			[multi-sport complex icon] -->	SW
Vt-2b-1732	2			<-- Arena & Lions Sport Field	NW
Vt-2b-1750	1			--> Arena & Lions Sport Field	NW
MC-1-1771	2			[industrial park icon] -->	SW

Detail plan 6—Oro-Medonte Rail Trail W



- routes
 - main
 - trail
- signs
 - 1-sided signs
 - priority 1
 - priority 2
 - priority 3
 - priority 4
 - 2-sided
 - priority 2
 - priority 4
- points-of-interest
 - destinations
 - settlement areas



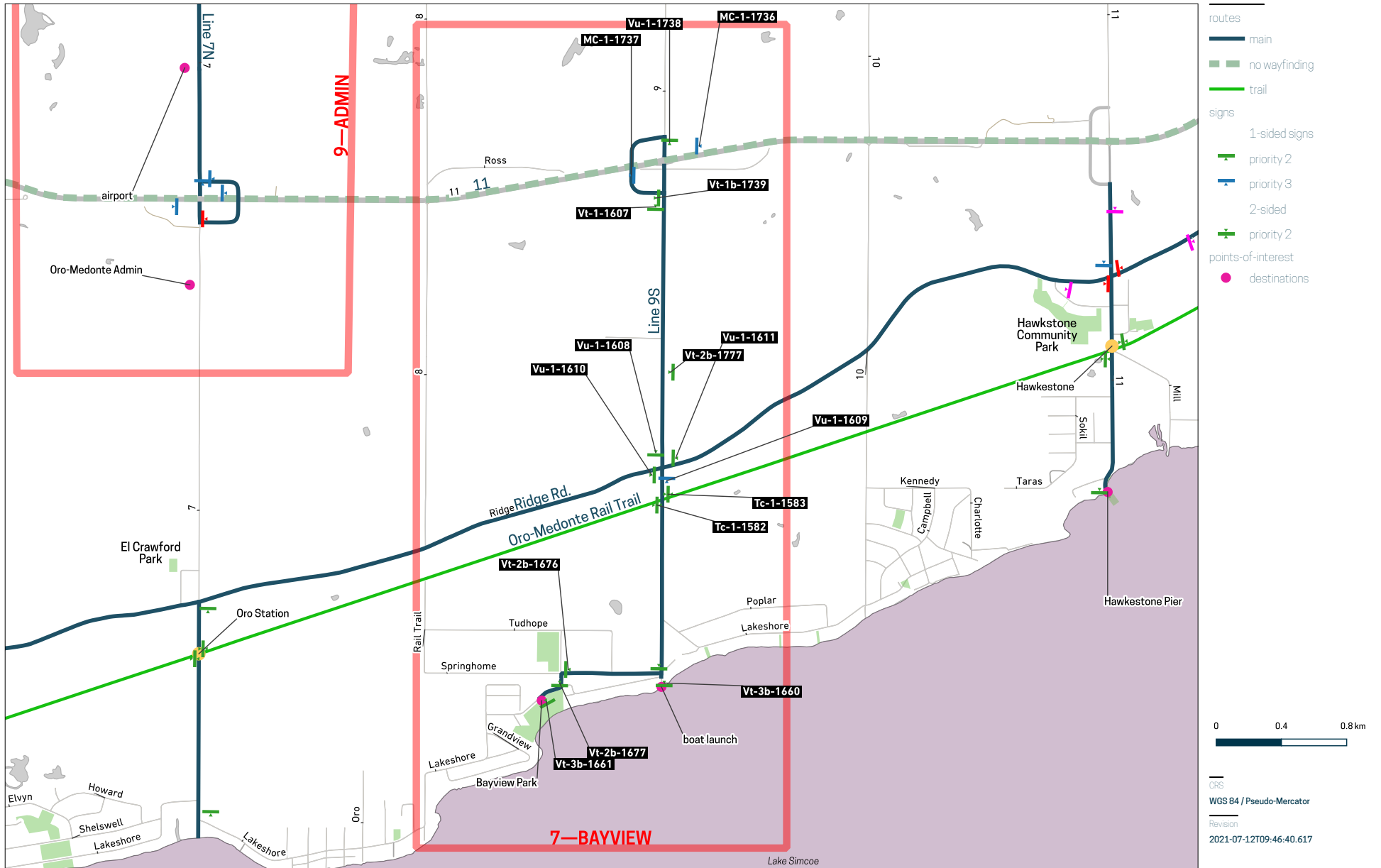
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Detail schedule 6—Oro-Medonte Rail Trail W

sign	priority	implementation note	intent note	message	orientation
Vt-1-1562	2			--> Shanty Bay --> Shanty Bay Wharf [S-006]	W
Vt-1-1563	2			<-- Shanty Bay <-- Shanty Bay Wharf [S-006]	E
Vt-3b-1564	2			Oro-Medonte Rail Trail	NE
Vt-3b-1565	2			Oro-Medonte Rail Trail	W
Tc-1-1566	2			[sign design required]	W
Tc-1-1567	2			[sign design required]	E
Tc-1-1568	4			[sign design required]	W
Tc-1-1569	4			[sign design required]	E
Tc-1-1570	4			[sign design required]	W
Tc-1-1571	4			[sign design required]	E
Tc-1-1572	2			[sign design required]	W
Tc-1-1573	2			[sign design required]	E
Gw-3-1642	1			Welcome to Oro-Medonte	S
Gw-3-1643	1			Welcome to Oro-Medonte	W
Vt-3b-1650	2			Shanty Bay Boat Launch	NW
Vt-2b-1662	2			<-- Oro-Medonte Rail Trail [S-025]	NW
Vt-2b-1663	2			--> Oro-Medonte Rail Trail [S-025]	SE
Vu-1-1664	2			^-- Oro-Medonte Rail Trail [S-025] ^-- Shanty Bay Wharf	W
Pi-1-1723	4	replace only as needed	replace existing interpretive "black settlement in oro township"	[reuse content from existing]	SE
Vu-3-1724	2			Public Parking Oro-Medonte Rail Trail	SW
Ah-2-1727	3	replace existing as needed		Shanty Bay	W

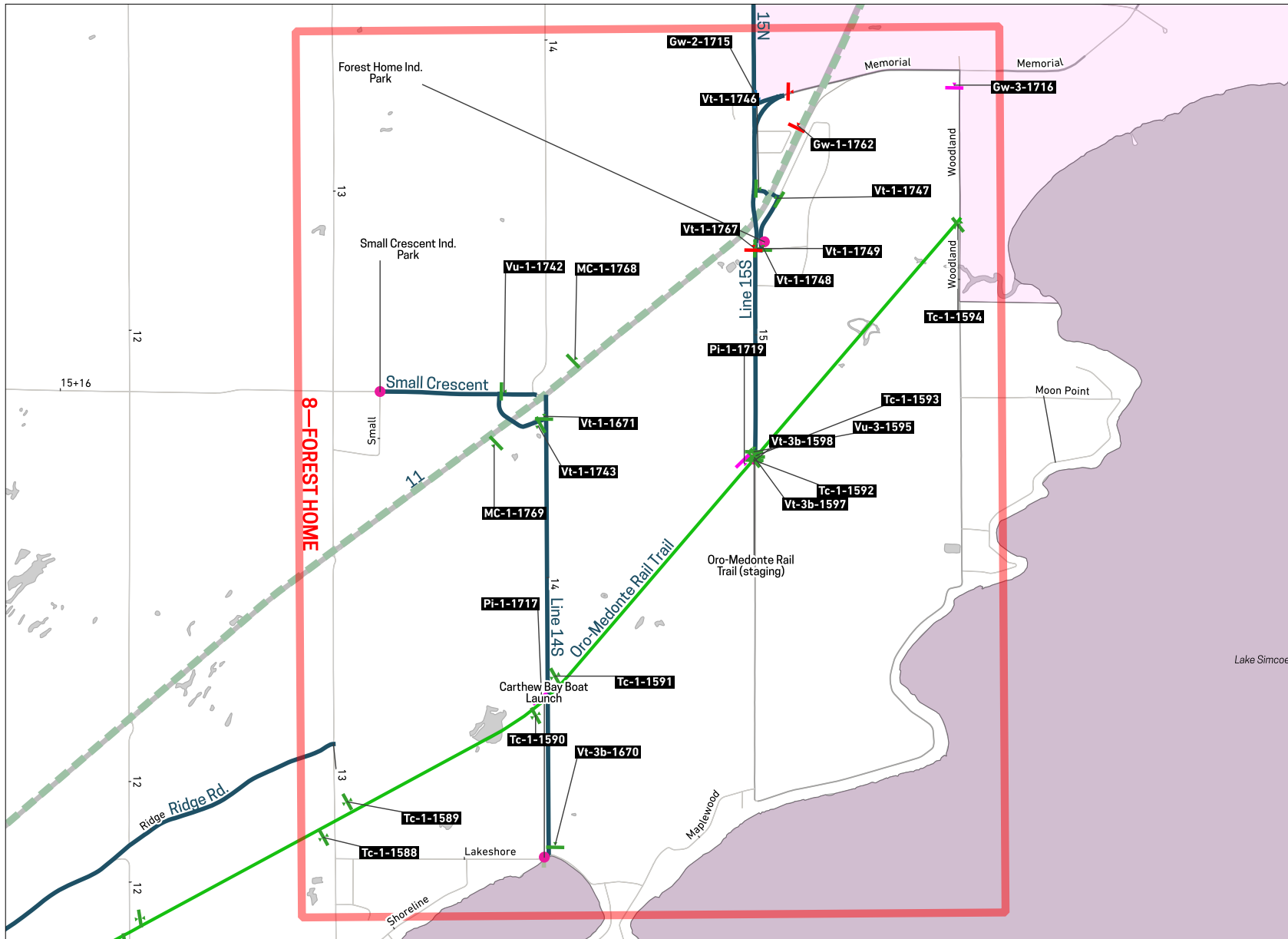
Detail plan 7—Bayview



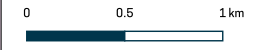
Detail schedule 7—Bayview

sign	priority	implementation note	intent note	message	orientation
Tc-1-1582	2			[sign design required]	SW
Tc-1-1583	2			[sign design required]	NE
Vt-1-1607	2			^-- Bayview [S-005] ^-- Boat launch [S-006]	NW
Wu-1-1608	2			^-- Bayview [S-005] ^-- Boat launch [S-006]	NW
Vu-1-1609	3			--> Hawkestone	SE
Wu-1-1610	2		could be downgraded to trailblazer directional	--> Bayview [S-005] --> Boat launch [S-006] ^-- Hawkestone	SW
Vu-1-1611	2			<-- Bayview [S-005] <-- Boat launch [S-006]	NE
Vt-3b-1660	2			Boat Launch	NW
Vt-3b-1661	2			Bayview Memorial Park	NW
Vt-1-1675	2			--> Bayview Park [S-005] ^-- Boat launch [S-006]	NW
Vt-2b-1676	2			<-- Bayview Park [S-005]	NE
Vt-2b-1677	2			--> Bayview Park [S-005]	NW
MC-1-1736	3			[park icon] -->	NE
MC-1-1737	3			[park icon] -->	SW
Vu-1-1738	2			<-- Bayview Park [S-005] <-- Boat Launch [S-006]	SE
Vt-1b-1739	2			--> Bayview Park [S-005] --> Boat Launch [S-006]	SW
Vt-2b-1777	2	check location	to BMP from Burl's Creek grounds	--> Bayview Park [S-005]	SW

Detail plan 8—Forest Home



- routes
 - main
 - no wayfinding
 - trail
- signs
 - 1-sided signs
 - priority 1
 - priority 2
 - priority 3
 - priority 4
 - 2-sided
 - priority 2
- points-of-interest
 - destinations



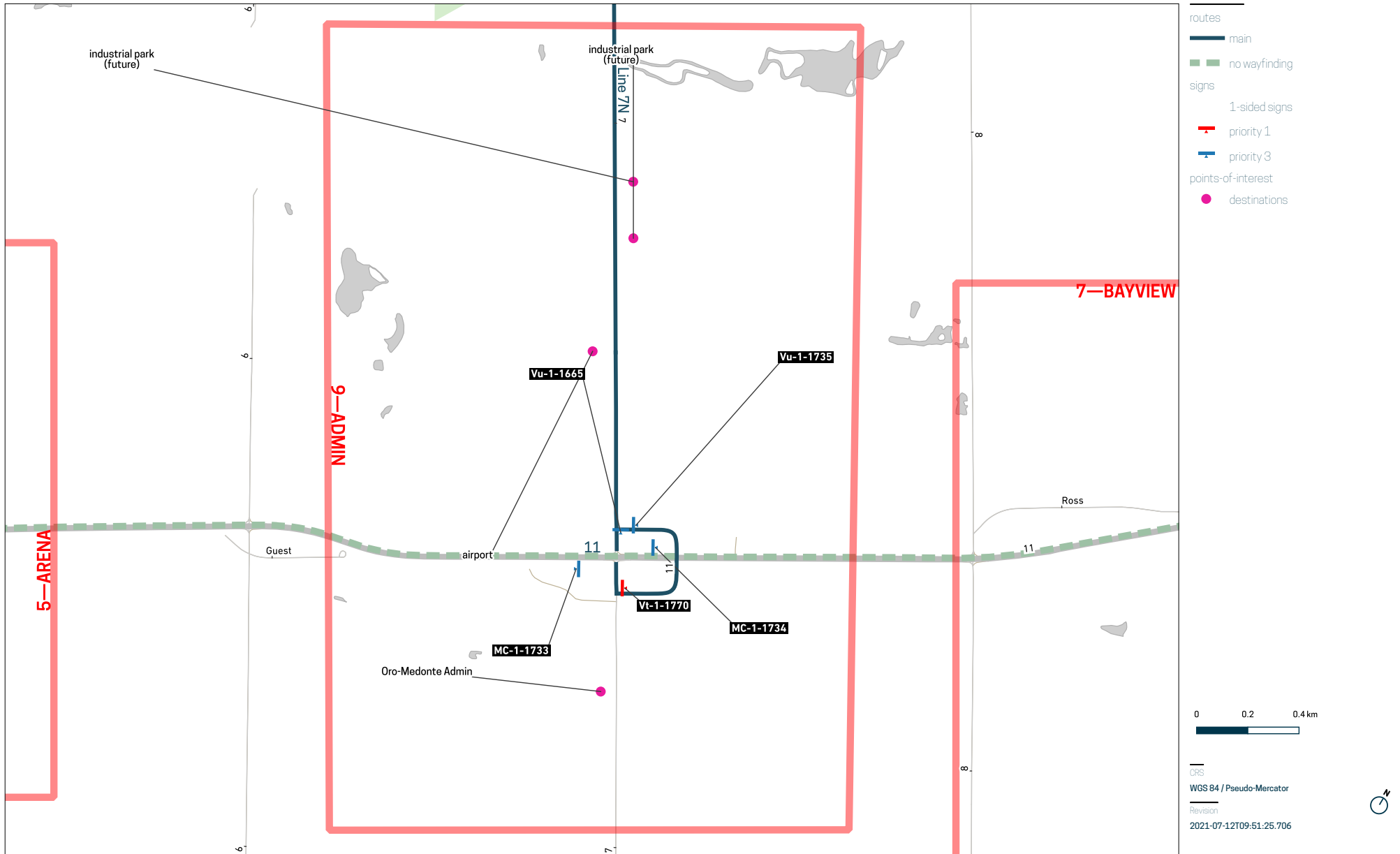
CRS
 WGS 84 / Pseudo-Mercator
 Revision
 2021-07-12T09:48:03.965



Detail schedule 8—Forest Home

sign	priority	implementation note	intent note	message	orientation
Tc-1-1588	2			[sign design required]	SW
Tc-1-1589	2			[sign design required]	NE
Tc-1-1590	2			[sign design required]	SW
Tc-1-1591	2			[sign design required]	NE
Tc-1-1592	2			[sign design required]	S
Tc-1-1593	2			[sign design required]	N
Tc-1-1594	2			[sign design required]	N
Vu-3-1595	2			Public Parking Oro-Medonte Rail Trail	NW
Vt-3b-1597	2			Oro-Medonte Rail Trail	NW
Vt-3b-1598	2			Oro-Medonte Rail Trail	SE
Vu-1-1658	1			<- Oro-Medonte Rail Trail [S-025] --> Forest Home Industrial Park	NE
Vt-3b-1670	2			Carthew Bay Boat Launch	NW
Vt-1-1671	2			--> Small Crescent Industrial Park ^-- Carthew Bay [S-006]	NW
Gw-2-1715	3			Welcome to Oro-Medonte	NE
Gw-3-1716	4			Welcome to Oro-Medonte	NW
Pi-1-1717	4	replace only as needed	replace existing interpretive "Lakeshore Carthew Siding"	[reuse content from existing]	E
Pi-1-1719	4	replace only as needed	replace existing interpretive "McPhee Landing"	[reuse content from existing]	E
Vu-1-1742	2			<- Carthew Bay Wharf ^-- Small Crescent Industrial Park	NE
Vt-1-1743	2			--> Carthew Bay Wharf	SW
Vt-1-1746	2			--> Forest Home Industrial Park <- Oro-Medonte Rail Trail [S-025]	NE
Vt-1-1747	2			--> Forest Home Industrial Park --> Oro-Medonte Rail Trail [S-025]	W
Vt-1-1748	2			--> Oro-Medonte Rail Trail [S-025]	NW
Vt-1-1749	2			<- Oro-Medonte Rail Trail [S-025]	NE
Gw-1-1762	1	replace existing gateway on 11			N
Vt-1-1767	1			<- Forest Home Industrial Park ^-- Oro-Medonte Rail Trail [S-025]	NW
MC-1-1768	2			[industrial park icon] -->	N
MC-1-1769	2			[industrial park icon] -->	S

Detail plan 9—Admin



Detail schedule 9—Admin

sign	priority	implementation note	intent note	message	orientation
Vu-1-1665	3			--> Oro-Medonte Admin Building ^-- Airport [S-001] ^-- Industrial Park ^-- Old Town Hall ^-- Oro Fairgrounds	SE
MC-1-1733	3			[airport icon] --> [industrial park icon] --> [town hall icon] -->	SW
MC-1-1734	3			[airport icon] --> [industrial park icon] --> [town hall icon] -->	NE
Vu-1-1735	3			--> Airport [S-001] --> Industrial Park	NE
Vt-1-1770	1			<-- Oro-Medonte Admin Building	NE



06 Budget and implementation plan

6.1 Program estimate notes

The estimates in the following tables have been prepared based on historical sign fabrication amounts for similar signs in the RT07 wayfinding system. Estimates are provided for budgetary purposes only, and are not a replacement for pricing received in a competitive tender. The following estimates include fabrication of the signs, delivery, and installation. We assume that fabrication and

installation will be done by a private fabricator, under contract to Oro-Medonte.

The below grade component of the estimates is based on an average of normal installation types (soil, location, etc.)—these may vary considerably depending on the site conditions of the final sign installations.

Lastly, we have heard from some fabricators that

sign prices have not shifted substantially, but others are seeing big increases. The 33% “Covid multiplier” here reflects the high degree of uncertainty over supply right now. We are showing historical values as well, as pricing may return to normal before Oro-Medonte implements the signs in this plan.

6.2 Program priority

The sign program we’re recommending in this report has been split into priority levels to help with Oro-Medonte’s budgeting. Priority for given signs were determined in discussion with municipal staff, based on need, logical divisions by geography and sign type, as well as future development considerations.

The table below outlines number of signs and

expected cost for each of the priorities, as well as a total for the entire program. Individual signs are marked with a priority level in the prior chapter.

As mentioned in “4.1 Recommendations” on page 39, signs have a life span. They may be warranted for 5 years by the fabricator, but they may be in the ground for 20 years. When implementing signage, we recommend also

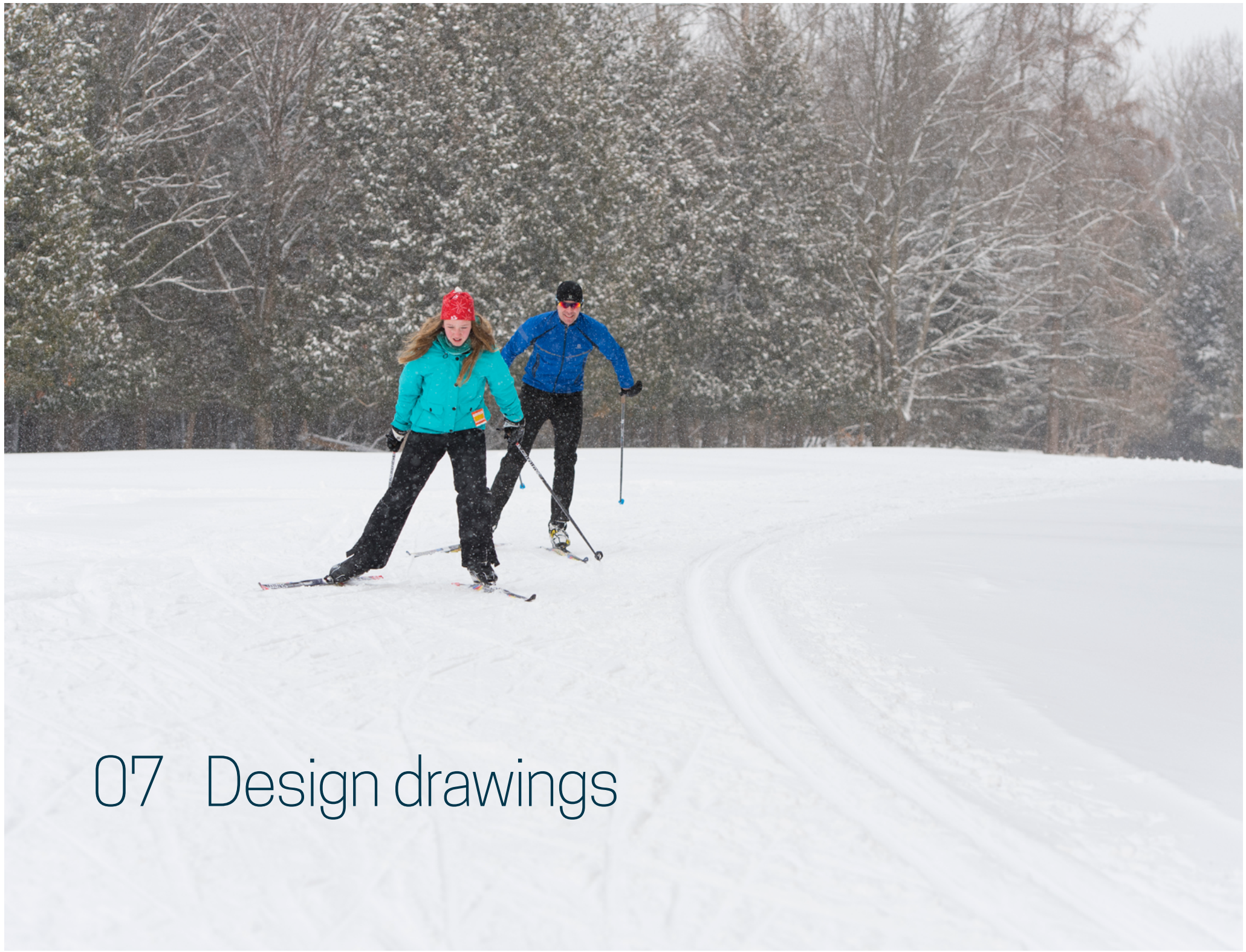
including a reserve fund to deal with eventual maintenance and replacement. Such a reserve may not be supported within current funding models.

budget priority	quantity	subtotal	Covid premium (33%)	total
1—primary	23	\$138,430	\$45,682	\$184,112
2—secondary	86	\$154,275	\$50,911	\$205,186
3—tertiary	39	\$96,798	\$31,943	\$128,741
4—low priority	49	\$110,398	\$36,431	\$146,829
program total	197	\$499,901	\$164,967	\$664,868

6.3 Program estimate by sign type

The table below outlines the quantity of each sign type that we have included in the program, as well as a program total.

code	variant	type	design state	quantity	historical estimate	subtotal	
Ah	2	community ID	RT07 template	11	\$2,937	\$32,307	
Gw	1	gateway large	needs design	5	\$15,000	\$75,000	
Gw	2	gateway medium	needs graphic layout only	6	\$12,000	\$72,000	
Gw	3	gateway small	needs design	22	\$3,000	\$66,000	
Pi	1	large interpretive marker	RT07 template	4	\$2,348	\$9,392	
TD	1	TODS sign	MTO standard	2	\$1,530	\$3,060	
Tc	1	trail crossing	needs design	43	\$1,200	\$51,600	
Vt	2b	rural directional route marker	RT07 template	14	\$611	\$8,554	
Vt	3b	rural vehicular, pedestrian destination ID & regulatory	RT07 template	12	\$688	\$8,256	
Vt	1	trailblazer directional	RT07 template	28	\$1,020	\$28,560	
Vt	1b	AT trailblazer directional	RT07 template	1	\$1,500	\$1,500	
Vu	3	parking lot ID	RT07 template	10	\$3,897	\$38,970	
Vu	1	urban directional	RT07 template	29	\$3,438	\$99,702	
MC	1	MCS signage	MTO standard	9	\$0	\$0	
FI	1	facility ID	needs design	1	\$5,000	\$5,000	
		program total		197		\$499,901	
		Covid multiplier				33.00%	
		Covid premium				\$164,967	+
		2021 budget amount				\$664,868	=

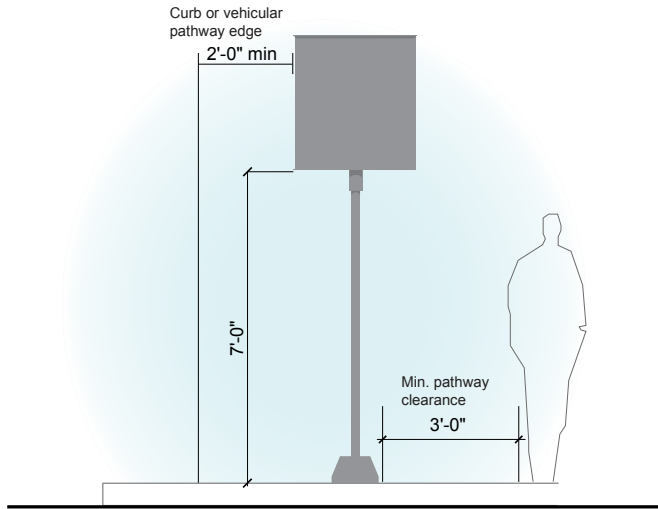


07 Design drawings

7.1 Drawings

The RTO7 wayfinding system is detailed in a large guidelines document *RTO7 Wayfinding Signage Standards and Specifications*, with specs, drawings and other elements to guide sign fabricators. To aid in evaluating the signs and for future sign implementation, we have included the relevant existing drawings here for sign types we have recommended for your convenience. The RTO7 wayfinding system is periodically updated, and if there are any discrepancies, we recommend referring to the latest document [as provided by the RTO7](#).

Please note that the drawings predate this report and have not been updated or modified during this project.



Urban Locations

Vt-2a
Vehicular
Route Marker

Vt-3a
Vehicular - Pedestrian
ID & Regulatory

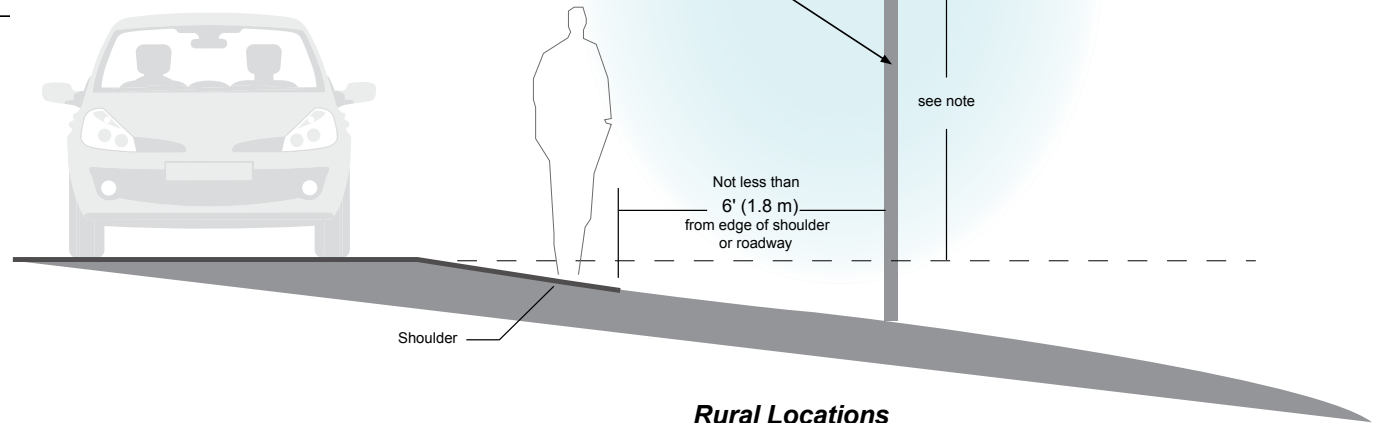
vertical mounting offset:

areas with no pedestrians and no raised curbs:
5' to 8' from outer edge of outer lane

areas with no pedestrians but with raised curbs:
5' to 8' from curb line

areas with pedestrians: 7' to 10' from ground at
base of sign posts

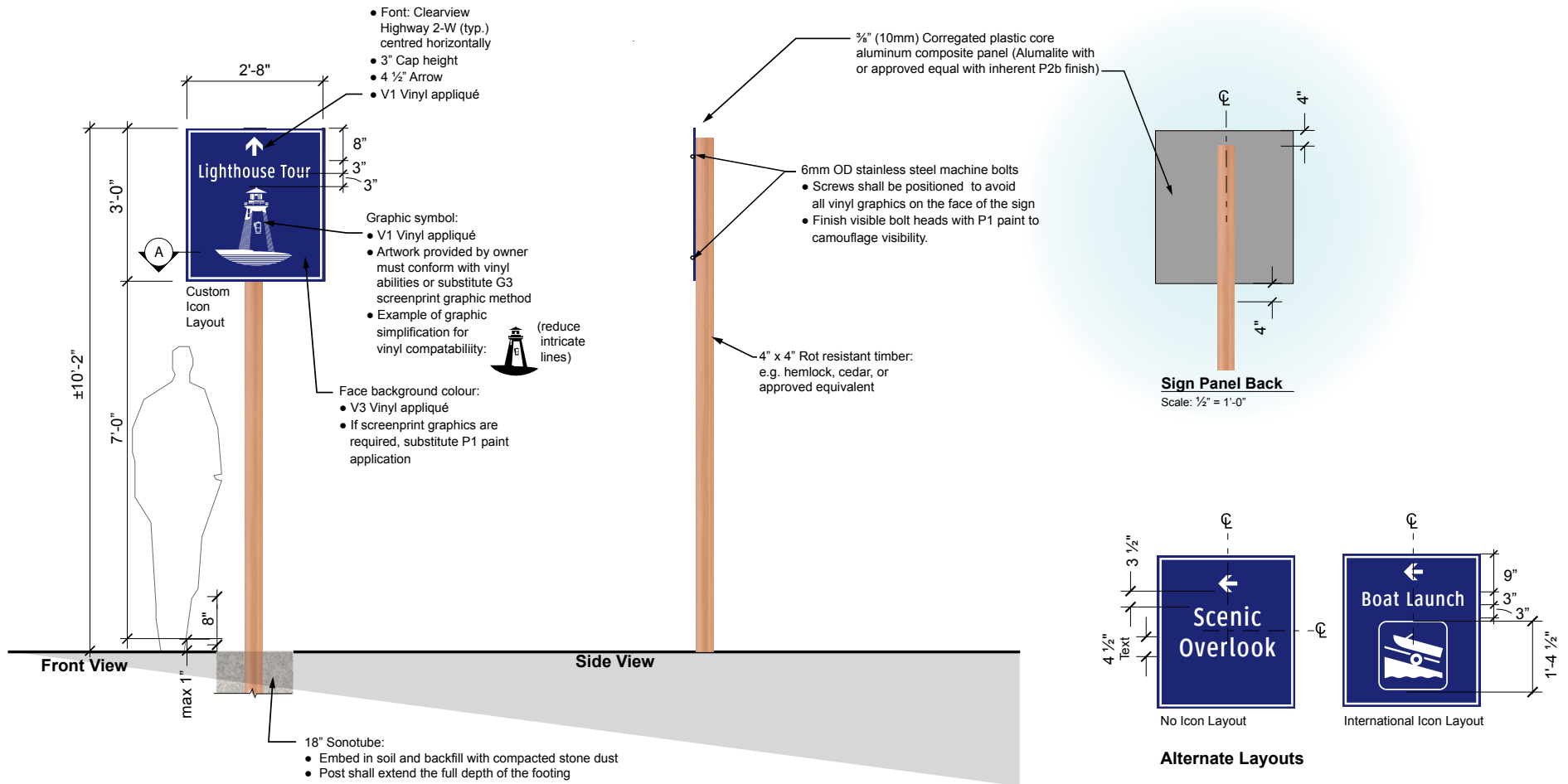
(see Ontario Traffic Manual book 1B p.35 for further details)



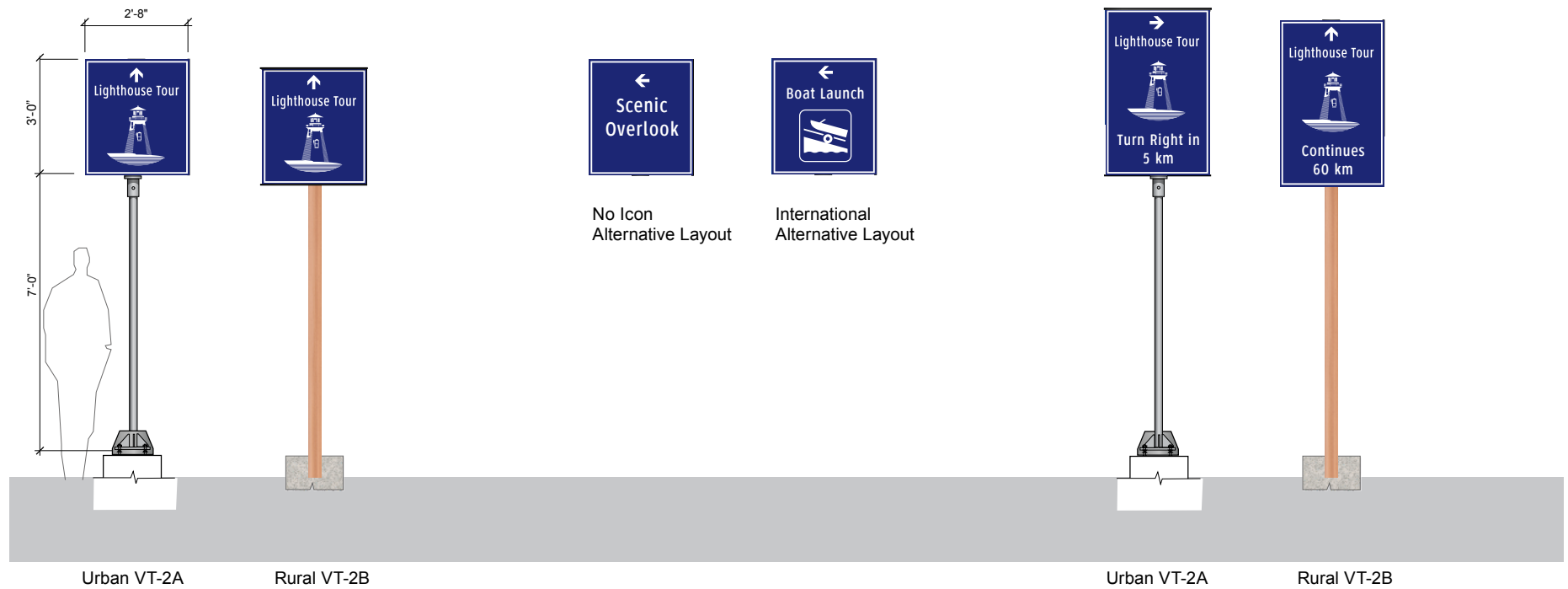
Rural Locations

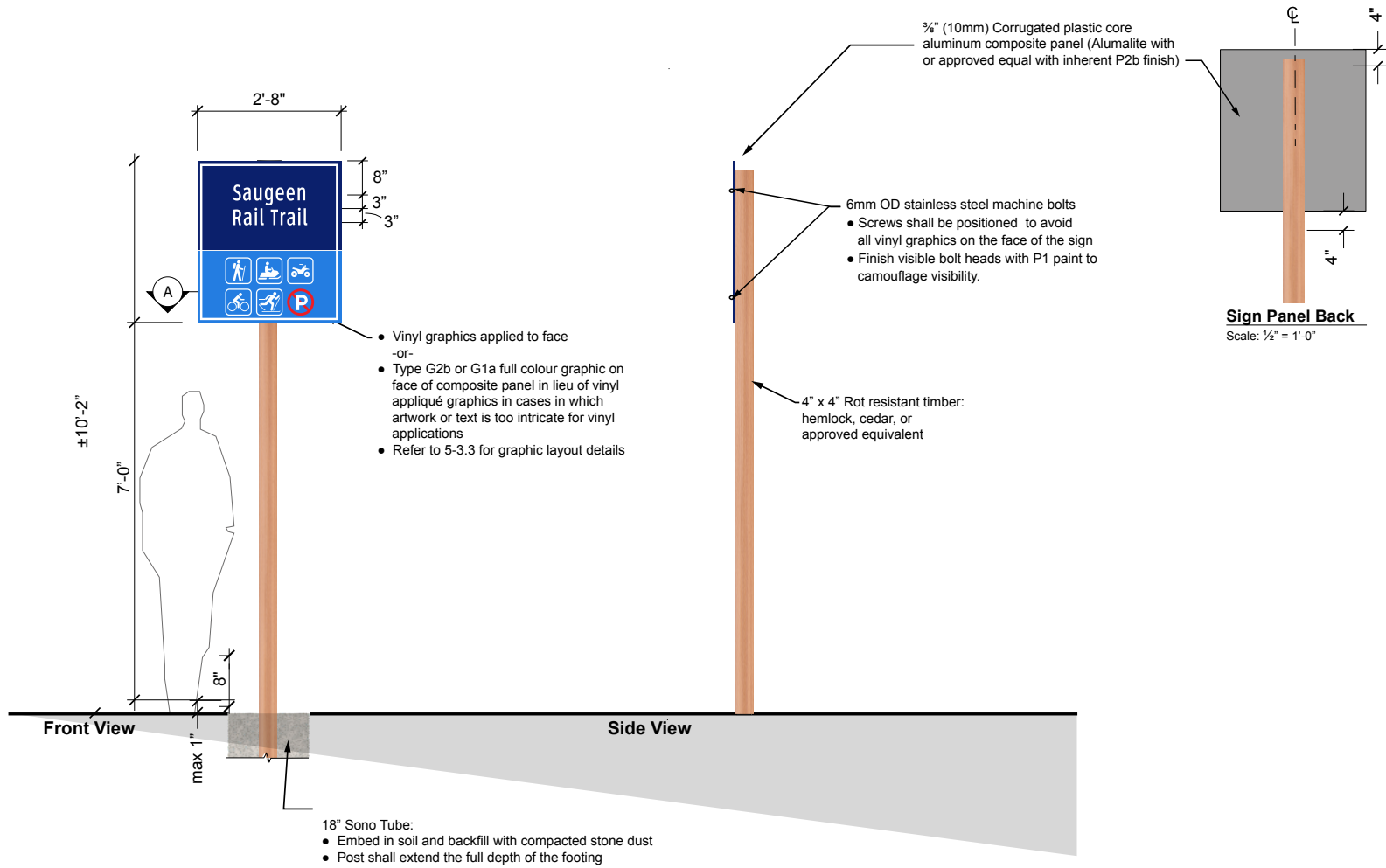
Vt-2b
Vehicular
Route Marker

Vt-3b
Vehicular - Pedestrian
ID & Regulatory

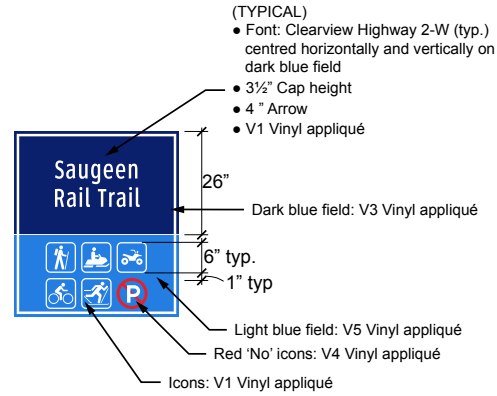
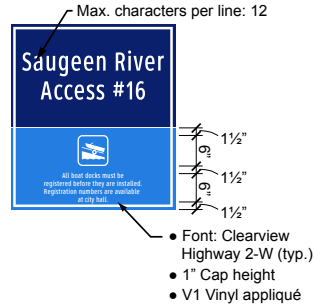


Sign Type Layouts: Revised for Active Transportation



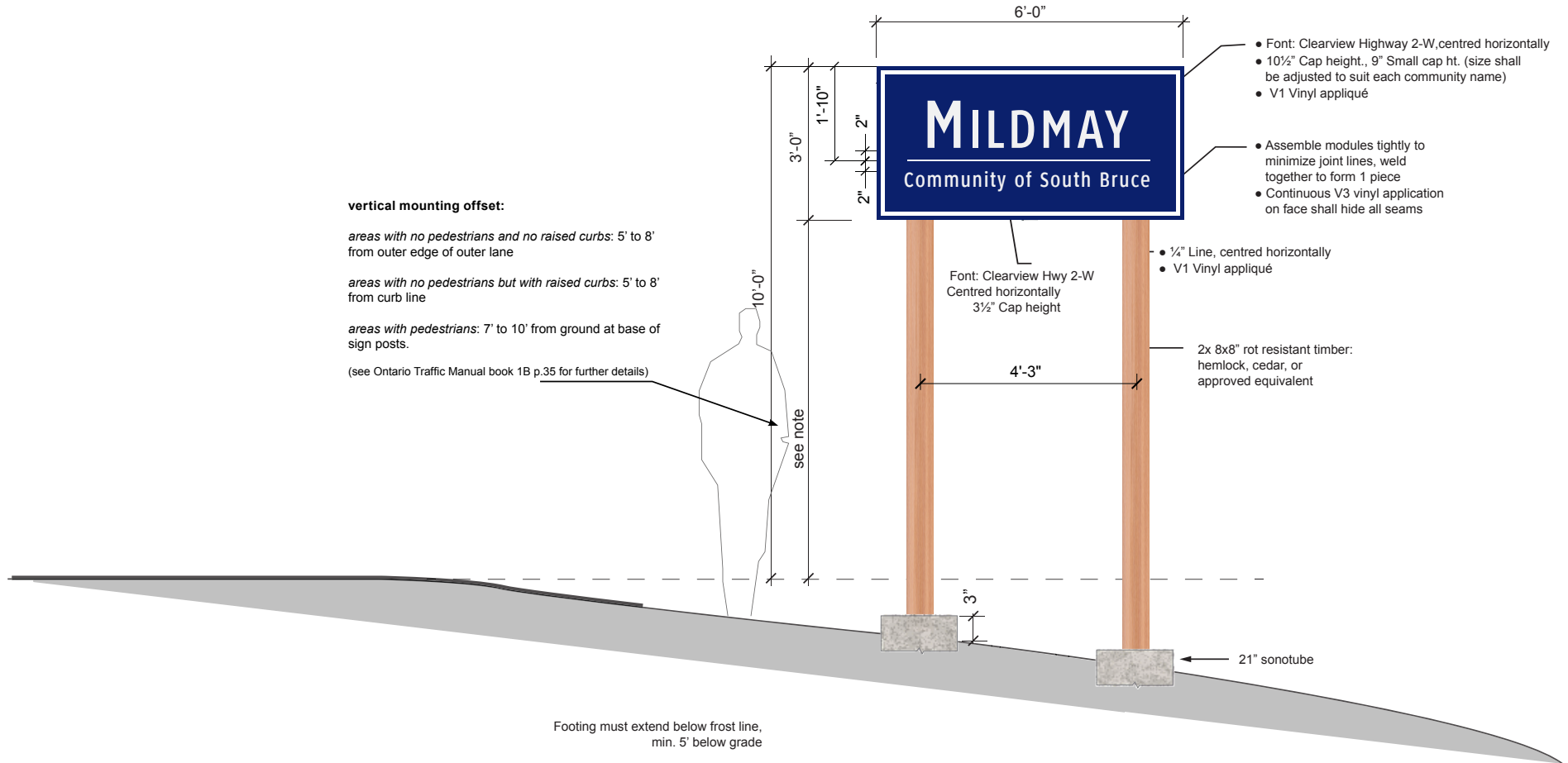


Panel Layouts:

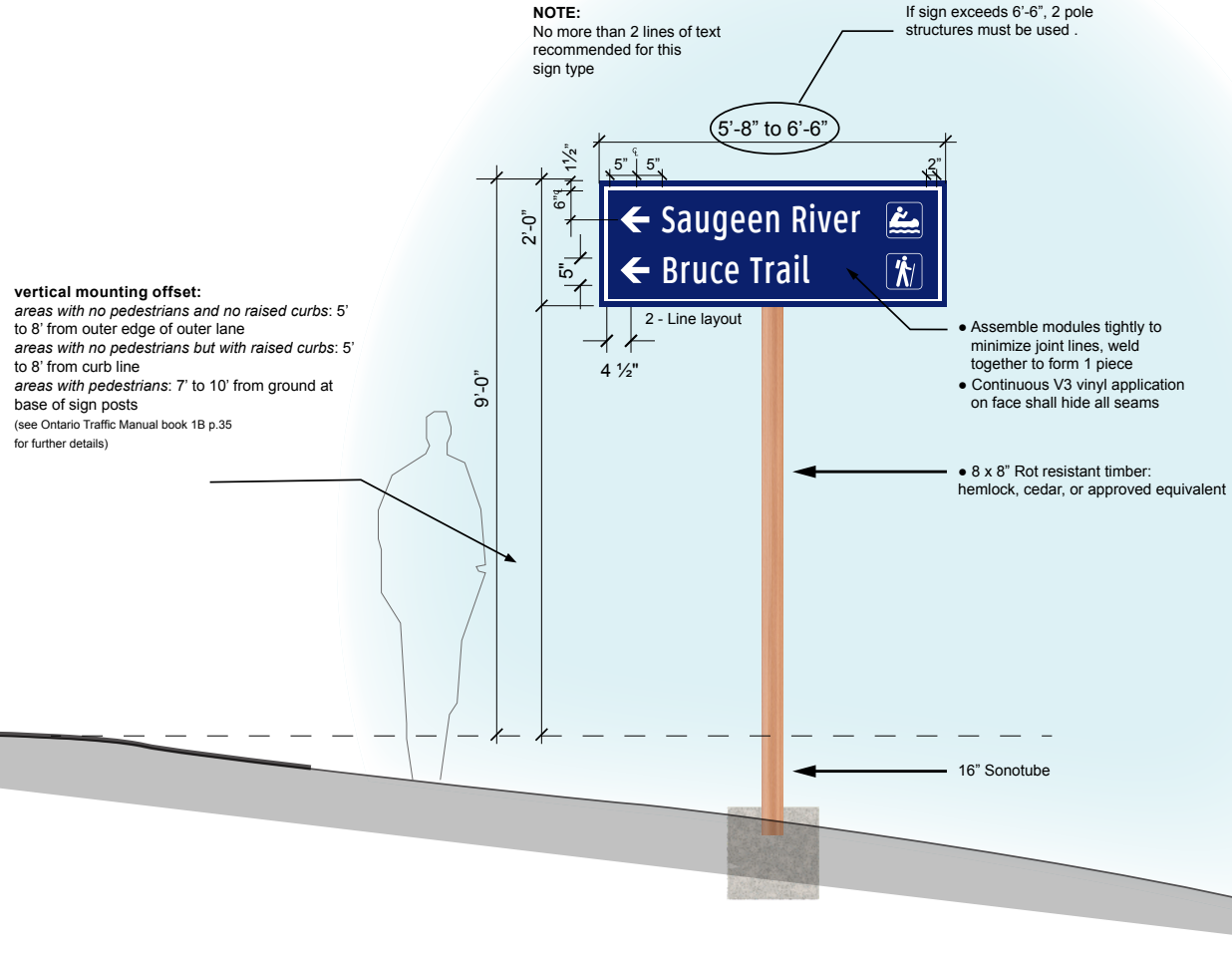


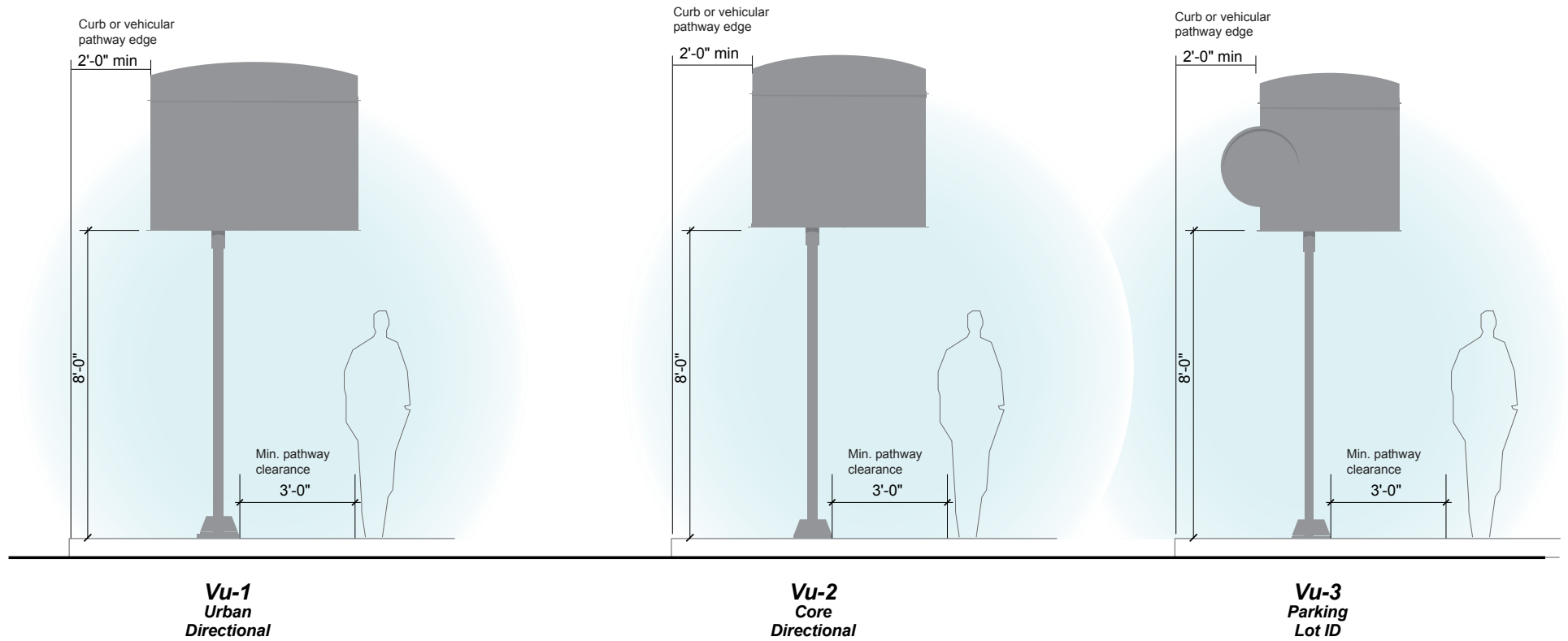
Notes:

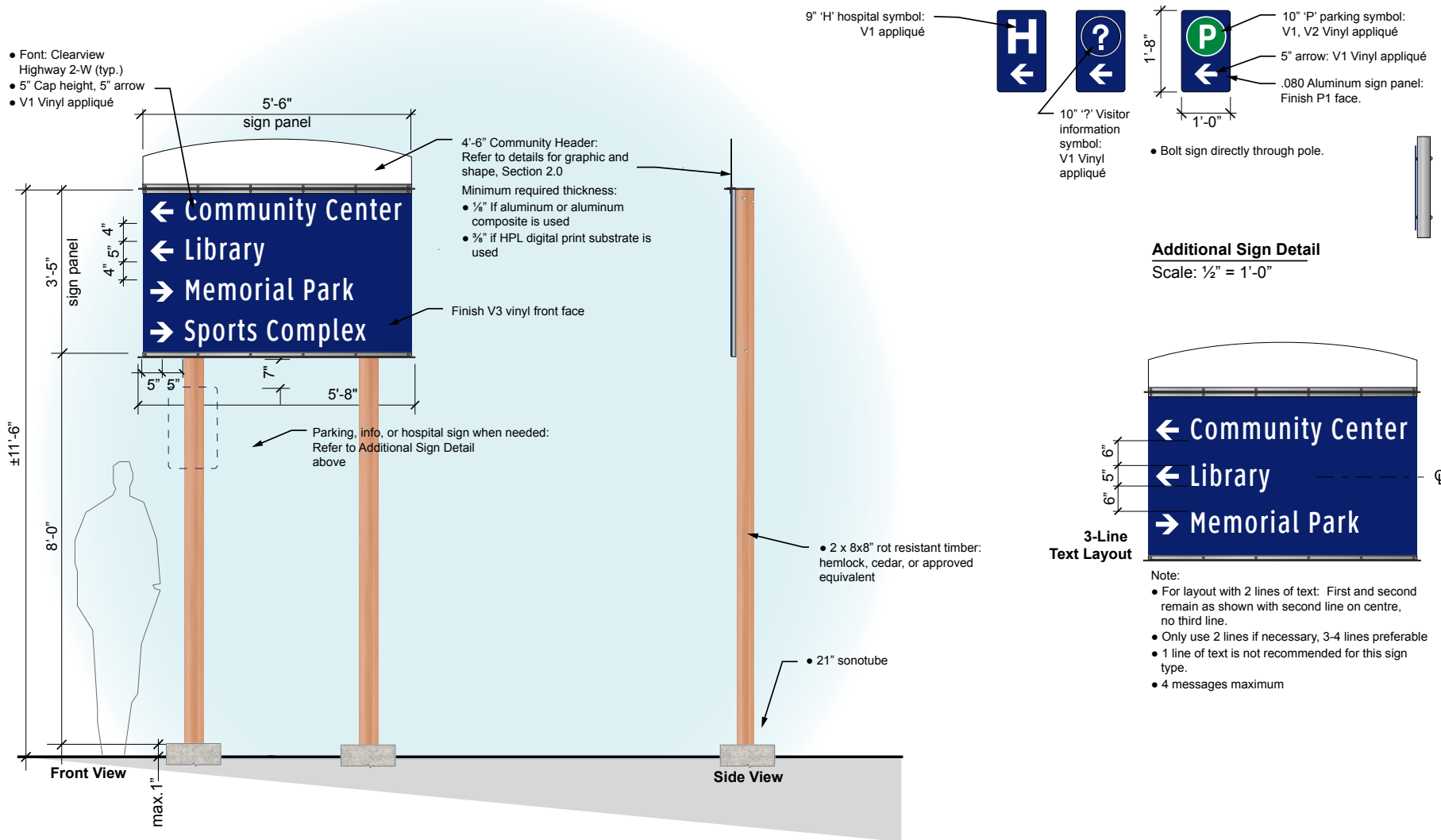
- A maximum of six (6) regulatory/activity icons are permitted
- Main text shall not exceed (2) lines.
- Regulatory subtext (for pedestrain level) should not exceed (4) lines.
- The Vt-1 Vehicular Trailblazer Directional should be used for associated wayfinding purposes.
- The Vt-3 sign unit should only be used as a directional element (with an arrow) if the amenity or destination is remote from the parking area / installation site.
- Straight arrows (↑) should NOT be used.

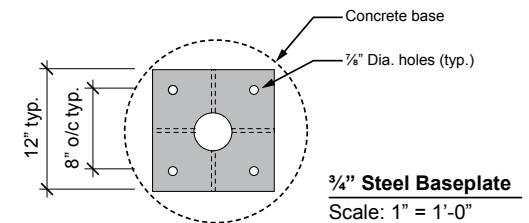
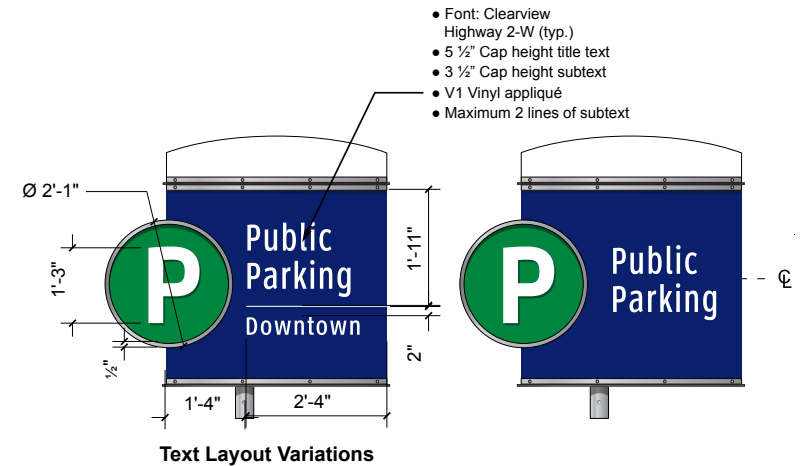
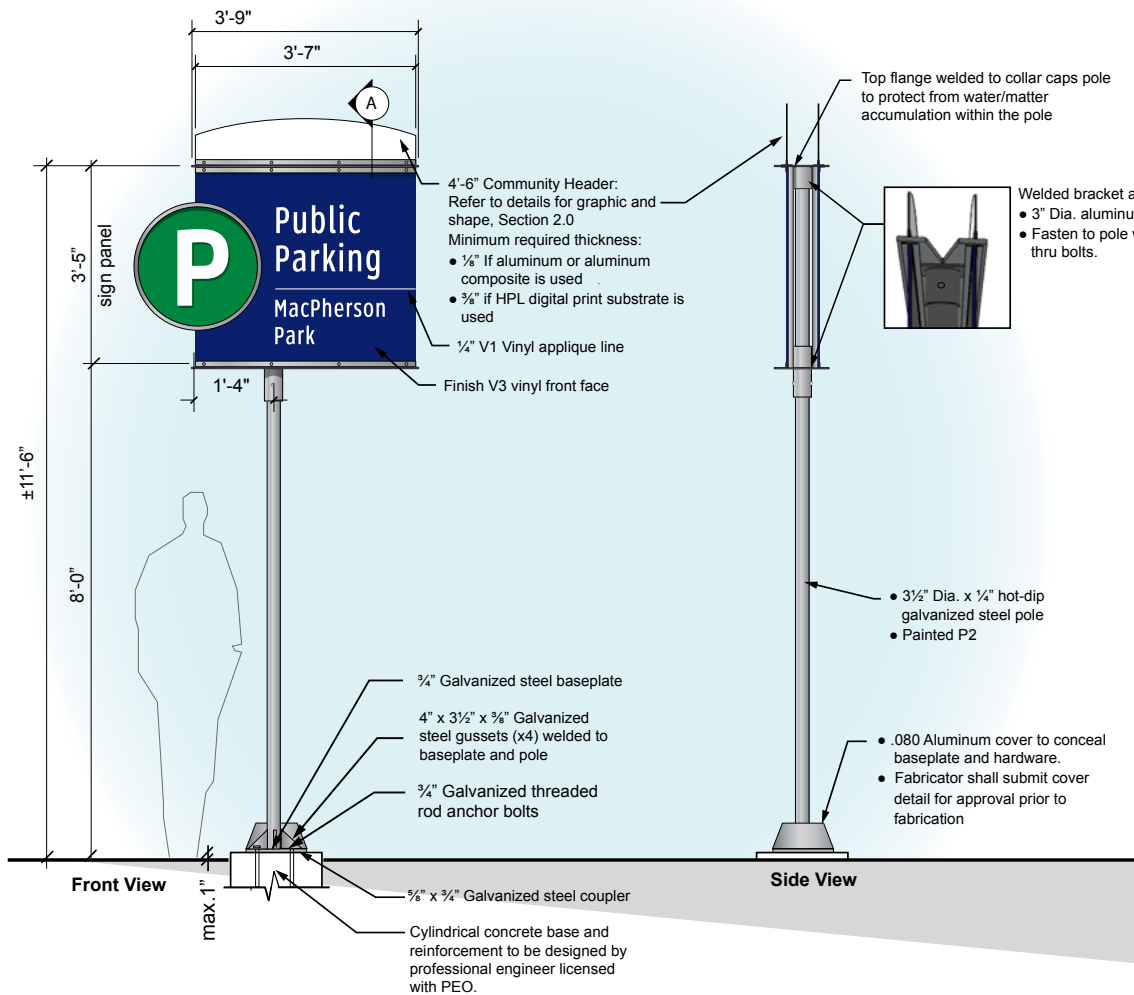


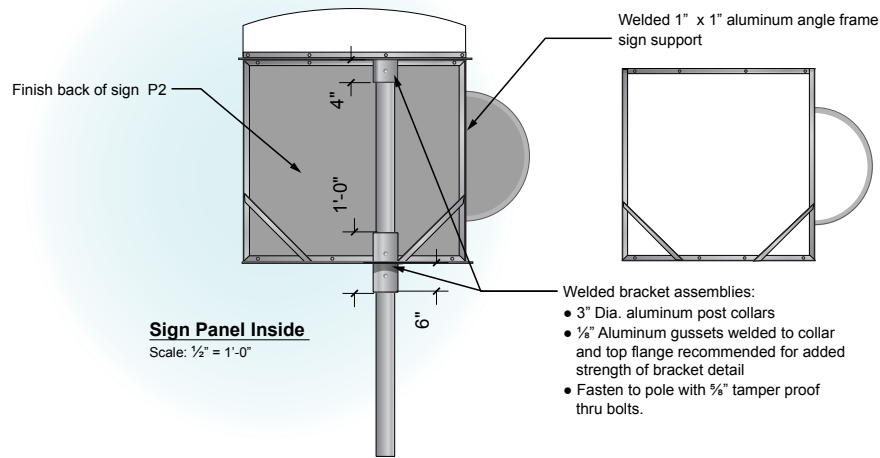
alternative wood-post option
to be considered in areas with no
pedestrians / no curbs only



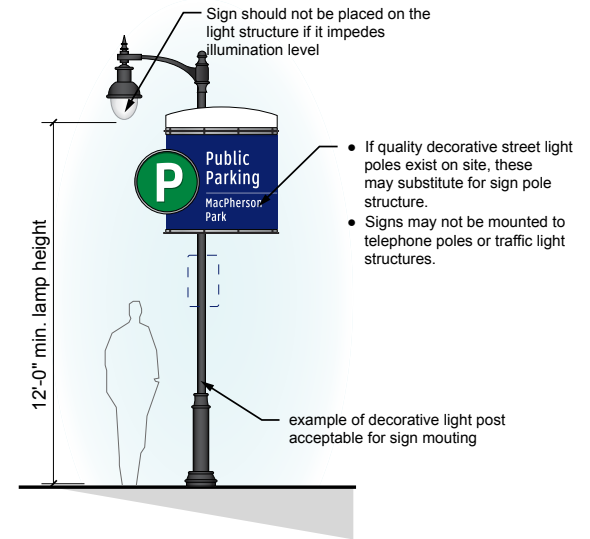




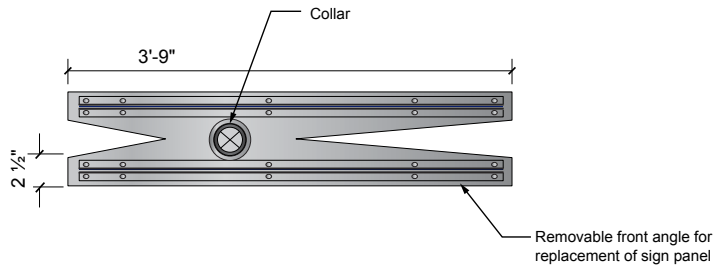




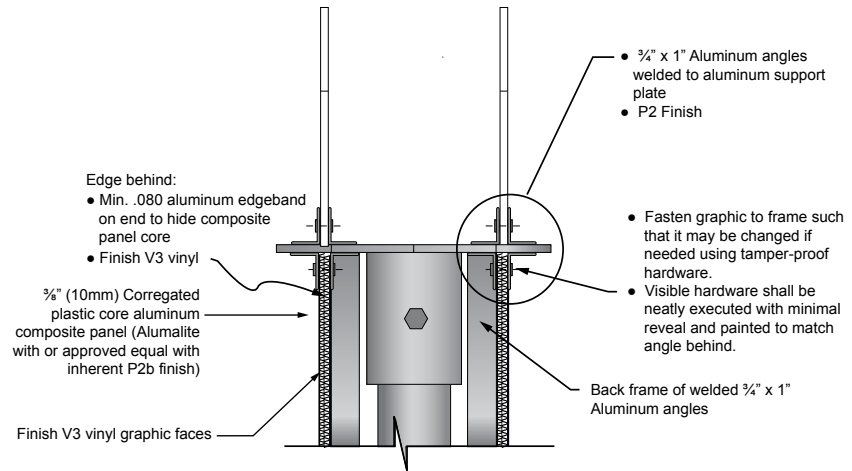
Sign Panel Inside
Scale: 1/2" = 1'-0"



Alternate Installation
Scale: 1/4" = 1'-0"



Bracket Assemblies
Scale: 1" = 1'-0"



Section A
Scale: 3" = 1'-0"

Option 1 alternate layout:



Sign Type Layouts: Revised for Active Transportation

TRAILBLAZER DIRECTIONAL: VT-1A & VT-1B

Proposed
Trailblazer Cycling Directional
Option 1

Proposed
Trailblazer Vehicular and Cycling Directional
Option 2

Proposed
Trailblazer Vehicular and Cycling Directional
Option 3

