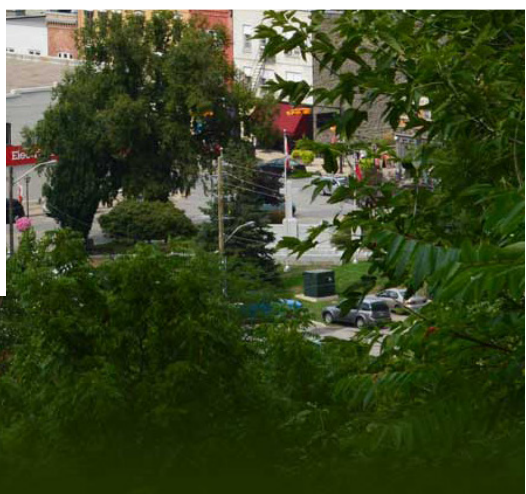


The County of Brant
**WAYFINDING
STRATEGY**

DRAFT
FINAL SKA



December 2018

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**The County of Brant
“Wayfinding Strategy”**



County of Brant:

Project Management:

Alison Newton

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Stempski Kelly Associates Inc.

*Design, Landscape Architecture, Planning
Rural, Destination & Amenity Landscapes*

Sean Kelly, Stasia Stempski,
Nicola Moffat, Melissa Barker, Katie Shkut

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HOW TO USE THIS PLAN

The “How to Use this Plan” section describes who should be using this plan and how they can effectively and properly implement it.

1.1 POTENTIAL USE SCENARIOS

County of Brant Staff

Operations staff consults the Strategy to determine connection between new developments, District Areas, and other County places/destinations. Locations are identified for future wayfinding elements and incorporated into their work.

Project Manager

The plan is consulted for guiding principles and character of wayfinding elements. As projects are considered, the Strategy indicates the type of wayfinding thinking that might be considered for use. The Strategy offers a summary of media options, yet essentially address 'physical elements' for consideration to be sited in specific and strategic locations.

Sign Maker, Graphic or Design Consultant

The Wayfinding Strategy offers guidance for wayfinding features; where to place them, what materials to use, and what they might look like. All destinations from the guidelines content to be approved by the County's project manager.

Department Managers

While a variety of places/spaces and activities within the County may be organized into specific departments (Economic Development, Public Works, Parks & Recreation, etc.), Managers of those departments will benefit from referencing the wayfinding section of the Strategy, thereby gaining awareness of the peripheral or tangential topics that might be identified, celebrated or considered at any particular place. Included in this, should be particular events within the communities. These appeal to a wider audience if it reaches across numerous departments.

Community Service Group Leader

The Strategy may be consulted as service group programs are developed to match County needs, requirements of service group activities, and resources (parks, commercial areas, destination features, etc.) within the County.



INTRODUCTION

The introduction provides information on wayfinding in general and aligns guiding principles with a vision for the County of Brant's Wayfinding Strategy.

2.1 AN OVERVIEW

This Wayfinding Strategy has been commissioned and developed to guide current and future evaluations, descriptions, and designs in order to help shape an understanding of, and an appreciation for the communities of the County of Brant.

The Strategy will recommend ways in which the County can design and implement new place identification and directional signs and ways that people can orient themselves within and about the County through thoughtful wayfinding approaches. Suggestions for signage and wayfinding are meant to be durable, flexible, sensitive and reflection the mission of the County of Brant.

There are many ways to display, demonstrate, preserve, and cultivate the County's important sites. The Strategy is dedicated to concept designs for signage in both urban areas and the surrounding rural landscape. It attempts to encompass wayfinding from all aspects and potentials: physically, intellectually, and even emotionally.

The plan means to simplify and organize efficiently, it also needs to suggest methods to reach different people of varied backgrounds, from all parts of the community and County, all ages, and with a mix of needs and expectations.

It must also be valuable into the future. It therefore must be an insightful Strategy, anticipating the future, based upon the past, but without any assurances. Thus, it has been devised to be a flexible tool with allowances for amendments.

This Wayfinding Strategy is a reference book. It cannot be emphasized enough that the Strategy will only work if it is carried out with a persistent and insightful leadership and an institutional memory. The Strategy has been developed and produced but now it must also be read and used. The elements and strategies described here may be put into place and look great at first, but they are meant to continue to look great and to work for decades. The constructions, programs, and technology that embody the County of Brant's destinations, as we are suggesting they be found, will only be durable and sustainable in as much as they are maintained.

Much rests on keeping an inventory up to date. This is true for businesses and services, but also for elements other than signs: "street" furniture, paths, natural areas, programs, websites, and all elements supporting of 'place'. It is necessary to check from time to time that good plans are implemented and less-than-good plans rethought and readjusted.

It is inevitable that the communities will grow and their limits will evolve. Perceptions will be altered and expectations will evolve with shifts in the cultural context. However, the land and features of the County shall always remain desirable and will always be destinations of considerable attraction.

Still, as the County evolves, we need to view it and sustain it intelligently. Over time, people will necessarily have to make decisions about the best and most sensitive means to treat this place in all of its parts and aspects. The Strategy is one instrument, intended to enable us to do the job well.

2.2 INTRODUCTION TO WAYFINDING

What is Wayfinding?

Wayfinding is the process of using information to find one's way in the built and natural environment. Wayfinding design is the process of organizing information to help users find their way. This information is usually spatial and environmental and often is the result of a deliberate plan.

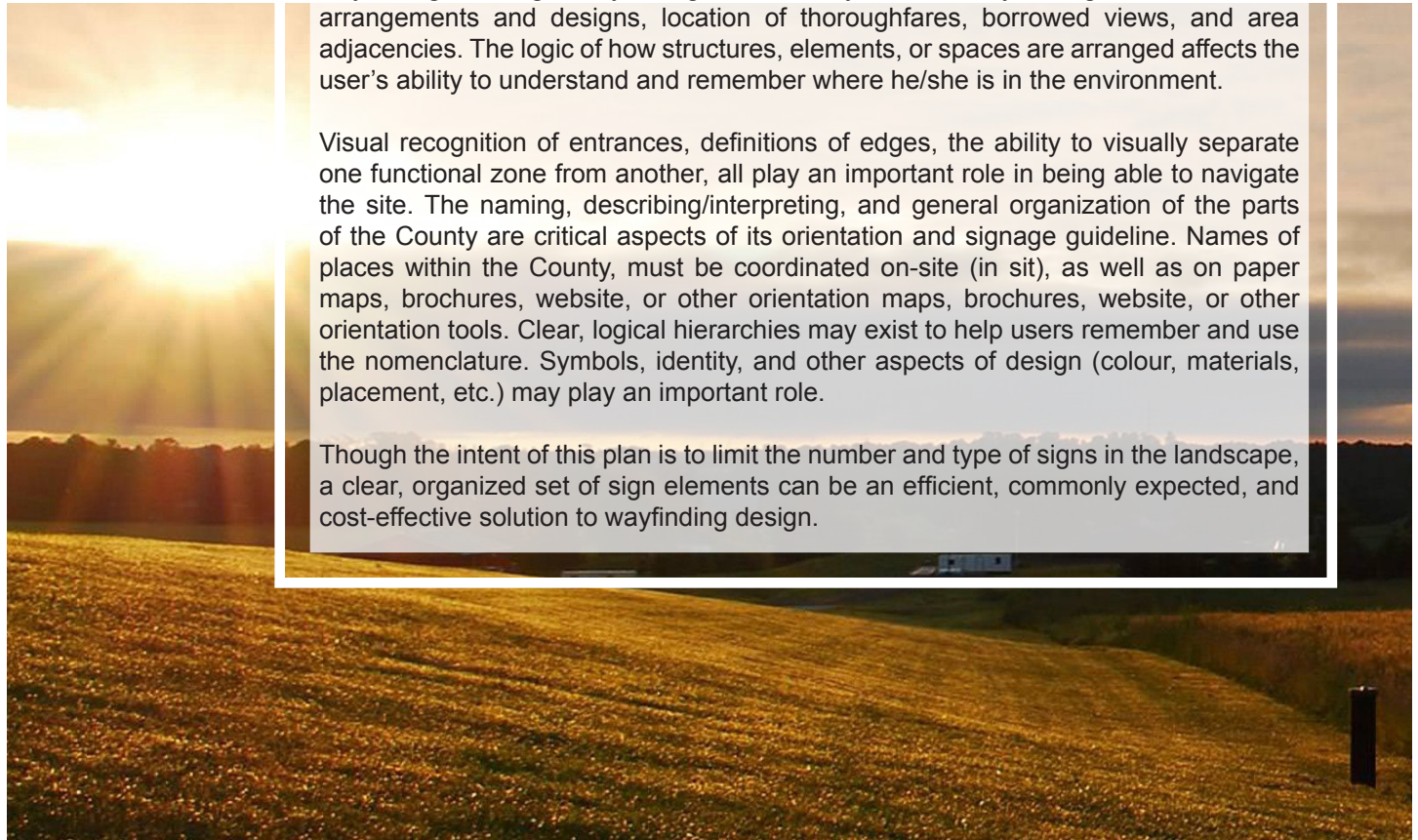
Traditional "signage design" is only one part of wayfinding. To do its job well, a good wayfinding plan addresses all of the environmental issues that affect the user's ability to find their way. A wayfinding design approach can yield a high quality communications solution, because it can identify sources of confusion in the subject environment, which may be operational, organizational, having to do with nomenclature, a result of staff direction-giving, or due to the design of the facility itself. And then it can resolve the issues and evolve an appropriate solution.

Wayfinding in the County of Brant

Wayfinding/orientation in the County of Brant addresses a complex site, many potential entrance portals. The County and its communities present a substantial wayfinding challenge. Wayfinding in the County is affected by the logic of the structural arrangements and designs, location of thoroughfares, borrowed views, and area adjacencies. The logic of how structures, elements, or spaces are arranged affects the user's ability to understand and remember where he/she is in the environment.

Visual recognition of entrances, definitions of edges, the ability to visually separate one functional zone from another, all play an important role in being able to navigate the site. The naming, describing/interpreting, and general organization of the parts of the County are critical aspects of its orientation and signage guideline. Names of places within the County, must be coordinated on-site (in sit), as well as on paper maps, brochures, website, or other orientation maps, brochures, website, or other orientation tools. Clear, logical hierarchies may exist to help users remember and use the nomenclature. Symbols, identity, and other aspects of design (colour, materials, placement, etc.) may play an important role.

Though the intent of this plan is to limit the number and type of signs in the landscape, a clear, organized set of sign elements can be an efficient, commonly expected, and cost-effective solution to wayfinding design.



Related graphic devices such as brochures, fliers, maps, ads, hand-outs, website, as well as the strategic placement of sculpture, art, exhibits, and even computerized information from kiosks or via Personal Digital Assistants (PDAs), are all potential elements in a successful strategy. Printed maps must agree with posted site maps. Driving, walking, and biking, instructions must agree with how the County sites are actually accessed. Type size and contrast must all be legible.

People visiting the County of Brant will bring with them unique abilities, limitations, and memories, which should be accommodated by the wayfinding strategy. The number of visitors, sight, mobility limitations, emotional state of the user, and the fact that the site may be entirely new to some visitors all must be taken into account when developing a strategy.

Special needs populations, cultural and ethnic minorities, and the elderly must be able to orientate themselves in the County with a minimum of live assistance. Information must adhere to the latest edition of regulatory accessibility guideline for Ontario.



2.3 WAYFINDING GOALS & OBJECTIVES

Goals

The County of Brant's Wayfinding Strategy will:

- Ensure that wayfinding elements and facilities are consistent with the growing enjoyment of the County by citizens of the communities, county, and beyond;
- Acknowledge that non-structured visitation, tourism and recreational use of the County is consistent with the mission of conservation, education, and recreation;
- Acknowledge the cultural and naturalistic influence upon which the County was founded in its recommendations and implementation.

Objectives

To achieve the above goals, the County of Brant will:

- Use wayfinding features appropriate to the ambiance of the County;
- Utilize styles and materials for wayfinding elements that are compatible with existing heritage and natural characteristics;
- Allow visitors to experience a sense of removal from 'places away', and create opportunities for solace or connection with community members in a rural community setting;
- Offer degrees of interpretation to match users and their interests; and
- Consider multi-media methods of communicating orientation, directional, interpretive, regulatory and in some cases interpretive information.

2.4 VISION FOR SIGNAGE & WAYFINDING

The intent of these guidelines is to develop beautiful, sustainable, efficient places that will facilitate meaningful, memorable, and pleasant interactions by residents, employees and visitors alike.

Wayfinding is the process of reaching a destination, in both familiar and unfamiliar environments, using bits of organized information. Care has been taken in studying the County and its usage.

INFORMATION CATEGORIES **

ENTRY identifies major and minor entrances (gateways) to the County.

ORIENTATION identifies direction, adjacencies, routes, and proximities to areas, places, and things.

IDENTIFICATION indicates destination, place or feature name. Eg: Community Gateway

INTERPRETIVE instructs or provides for display of information. Eg: Service Group Signage

REGULATION indicates rules of etiquette or safety precautions.

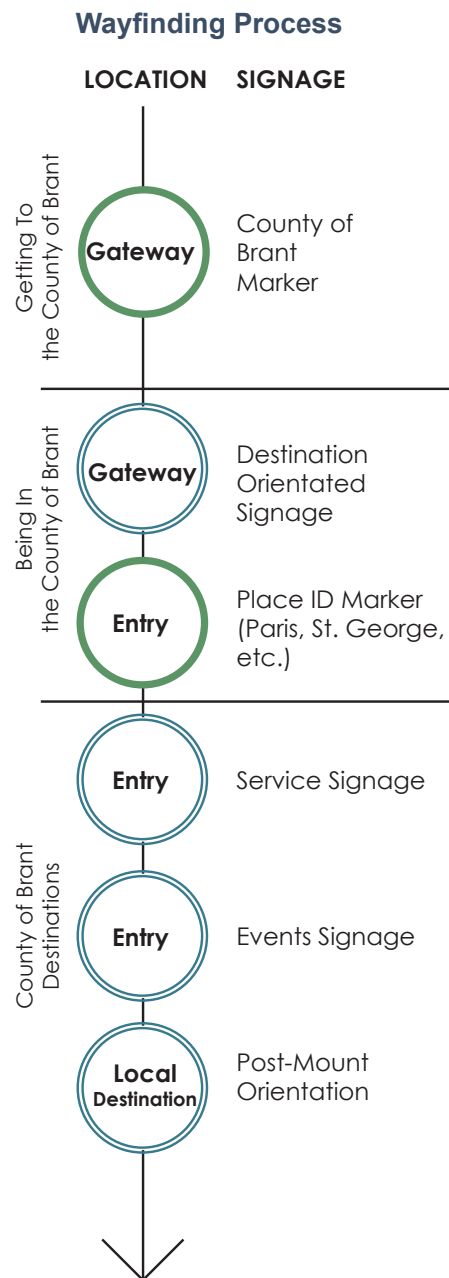
TEMPORARY identifies temporary potential hazards, work in progress, special events, unique conditions. May overlap with regulatory messages.

*** The scope of this plan essentially focuses on the 'entry, orientation, and identification' of the County of Brant's communities and destinations*



2.5 COMPONENTS OF THE COUNTY OF BRANT SIGNAGE SYSTEM

Care has been taken in studying the County and its usage. Several elements can be used to “unveil” the journey and experience in “getting to, being in, and arriving at a destination” in the County. These are demonstrated in the adjacent schematic diagram and predominantly consist of “gateway, entry, and destination” elements.



2.6 CHARACTERISTICS THE COUNTY WANTS TO PRESENT TO THE PUBLIC

The County of Brant is portrayed and communicated through interpretation and wayfinding as well as leadership. Some popular characteristics and qualities that relate to built elements and community identity in communities of similar scale to the County of Brant might include the following:

- Integrity
- Sustainability
- Desirable
- Intelligence (smart)
- Harmony (part of a whole family, yet each part may be unique)
- Elegance (but earthy)
- Reflective of place
- Culture
- Tended (cared for)
- Natural
- In good taste
- Conscientious
- Polite
- Inclusive
- Respectful (of natural and human desires and needs)
- Healthy
- Historic (part of a proud continuum)
- Suitable/Presentable
- Needs attention but is uncomplaining
- Interesting, compelling, full of depth (makes you want to be around and maybe know more/learn something)
- Open for Business
- Rural



2.7 GUIDING PRINCIPLES

Each element of interpretation and wayfinding in the County will need to fit in its unique context. The following guiding principles which provide a foundation for this Wayfinding Strategy, and are relevant to other constructed elements within the County of Brant.

Be appropriate

All elements of signs in the County should be in scale to the intended use and participant.

Be of consistent attitude

Everything seen and experienced by the public should reflect a consistent attitude and philosophy of the County. Signs and built elements should compliment the County context, though not necessarily follow precise design mandates. Publications (fliers, brochures, announcements, websites, etc.) should have a harmonious design and voice indicating that they emerge from and represent the County. Signs and built elements should complement the County context, though not necessarily follow precise design mandates.

Engage all senses

When appropriate, use materials for colour, texture, light, sound, and scale to tell or enhance a story of place. Embrace change remembering that things will age, change, and even decay over time. Allow these natural properties to be part of the aesthetic message, and prepare for them in the early design stages.

Fit the historic context

The design of signs and markers should draw from the historical elements of the County and it's communities without replicating them. Designs can harken backward, but take initiative to find innovation. They should fit historical context, but transcend it.

Use character befitting the place

The character of signs should fit within the character of the County. An effort should be made to retain the rural, naturalistic, agricultural and heritage environment that residents and visitors now enjoy.



Structures are pedagogical

We need to rely on words and pictures only after other elements won't tell the story. Style is a story and sets up expectations. Also, a structure can allow people to circulate in one direction, but not in another. It can frame, inhibit, or enhance views. It can allow one to sit, or not, and encourage places for people to converse acoustically, or not.

Place only a few, small, harmonious signs

As signs, markers and other built elements are physical, man-made items in the County landscape they do have the potential to distract from the immersive quality of the downtown districts and to stand out in contrast to the buildings, streets, natural heritage, which are the main character-defining elements of the place. Though some visitors appreciate or even sometimes long for more information than is provided by the settings of the County, others feel as though they are in the way or at least resent the intrusion of signs - an attitude typical to most 'new' commercial districts. Given the need for balance, we strongly suggest that there are as few signs as possible in the rural landscape, that they are as small as logical, and that they are harmonious with each other and with the sites they are placed within.

Be unobtrusive

Locate signs or markers in the landscape so that they are surrounded by vegetation when possible, appearing as if they have been there for many years, (even when they are new).

Be polite

All signs and built structures should have "good manners". They should be stable, warm, and even imperfect as though they have been influenced by the human hand and mind of a craftsman. They should not interrupt or shout their presence or their message but should "speak" when spoken to. Signs within the County might declare the presence of the County without loud graphics or colours. They can be tasteful, humble, and visible as the background to gardens; complementing, enhancing, and not overshadowing the County landscape.

Cluster and incorporate

Wherever possible, wayfinding markers should be located near and incorporated into the design of other built elements so that we do not litter the landscape with signs. Designs of structures and buildings might allow wayfinding and interpretation to be integrated. Consolidate regulatory information on a smaller number of signs, or absorb regulatory information on kiosk or orientation panels.

Use positive language

When possible, regulations should be stated in positive language, emphasizing what is desired instead of what is not to be done.

Communicate effectively

Wayfinding relies on communication. In order to communicate effectively, the County must portray a recognizable identity, complemented and reinforced by consistent leadership.

Maintain consistent leadership

Essential to the implementation of an identity for the County is the leadership that promotes it, the attitude embodied in the leadership, and the funds that maintain this identity. Equally essential are implementation and maintenance, ensuring adoption, ownership, and consistency of this Plan. We strongly assert that there be a staff member for the County who has the responsibility, authority, and resources (budget and staff) necessary to maintain the identity of the County in all forms of media (signage, brochures, website, etc.) and design.

Terms/ Vocabulary:

Branding: A trademark or distinctive name, to impress firmly. A mark indicating identity or ownership.

County: a subdivision of a county, often serving as a unit of local government.

Community: an area or population that identifies as a group, and share common values, goals, ideas, etc.

Tourism: an economic development activity that diversifies the economy so that communities are no longer dependent on one or two industries.



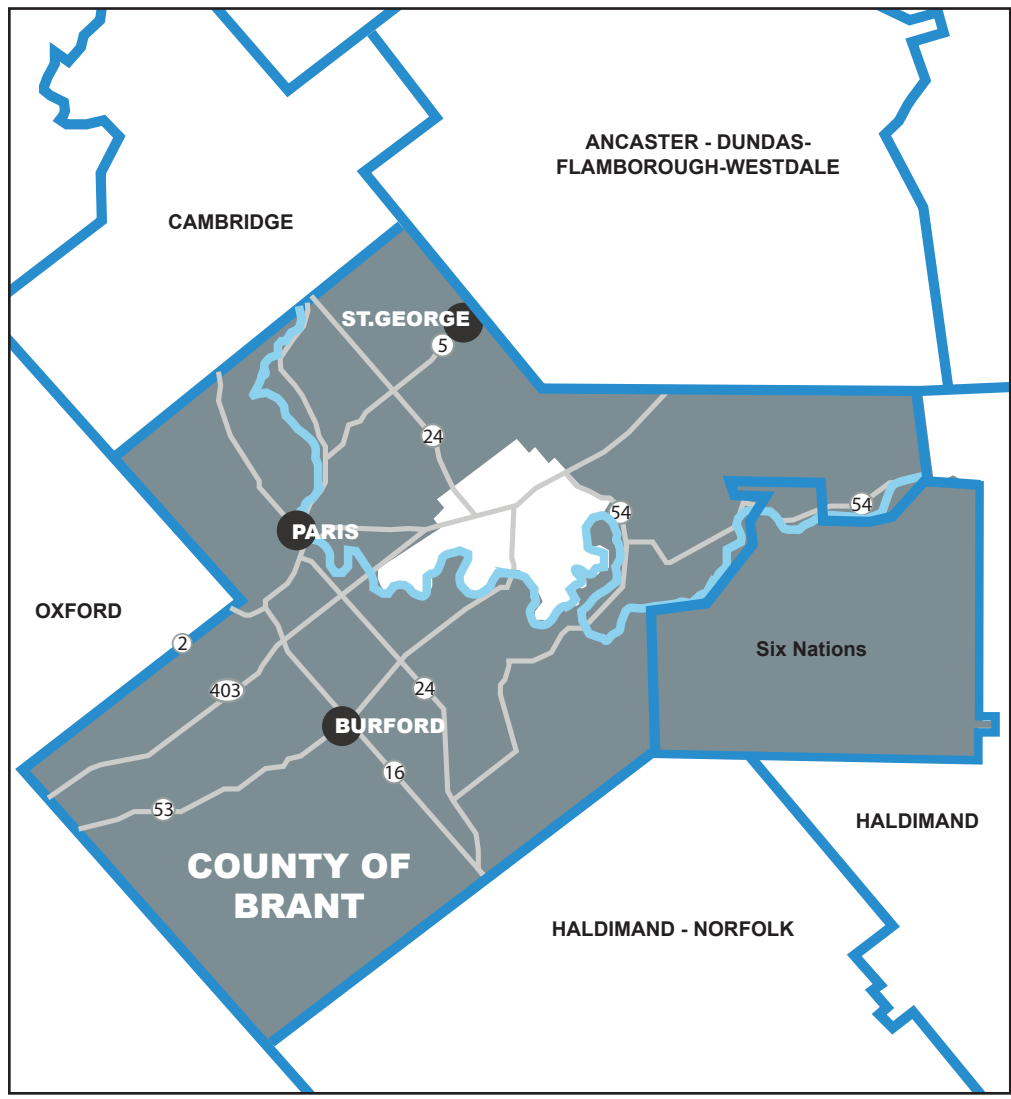
FOUNDATIONS

This section provides a brief background description of recent County of Brant's documents relevant to the Wayfinding Strategy effort and includes graphic maps and images of physical infrastructure for the communities of the County of Brant.

3.1 CONTEXT

The County of Brant, located in southern Ontario, is comprised of a number of communities. Home to vibrant, friendly neighborhoods, businesses and established farming industry with a population approximately 35,000 residents. Through the Wayfinding Strategy 23 communities of the County have been reviewed and important information (primary roads, destinations, decision nodes etc.) identified on maps found in the Foundations section.

Note: All maps have been prepared by SKA, adopted from the County of Brant.



3.2 DOCUMENT REVIEW

DOCUMENT REVIEW

The review of past documents identifies desires, concerns and recommendations towards community improvement. Several documents have been reviewed containing applicable information supporting the County of Brant Wayfinding Strategy, including:

The Official Plan (2012)

The Official Plan establishes a framework for managing the County's growth projected to the year 2031 and guides the physical, social and economic development of the communities. The review of the Plan outlines areas where wayfinding signage can aid in improving the community. The Official Plan focuses on various areas that relate to signage:

- To encourage tourism and recreation opportunities by promoting and investing in the Grand and Nith Rivers and their shorelines, walking trails, cycling trails, natural heritage, built heritage, resources, cultural heritage landscapes, restaurants, accommodations, businesses and special events;
- To improve connectivity within the County, and connections with the City of Brantford and surrounding municipalities;
- To enhance the financial sustainability of the County by promoting recreational and related tourism opportunities;
- To incorporate heritage promotion and education in tourism documents/ initiatives.

County of Brant Recreation Master Plan – 2016 GSP Group

The County of Brant has established a framework to prioritize future developments and improvements to parks, open spaces, recreation programs, facilities and services and tourism in the community. The review of the Recreation Master Plan outlines areas where wayfinding signage can aid in the improvement of these developments:

- Signage has become a priority for future development of trail routes;
- Capacity of supporting facilities for high traffic volumes for river access and tourism, need multi-lingual signage;
- Using signage and other decorative elements allow for place-making to inspire and capture the essence of a community.

County of Brant Tourism Review & Go Forward Plan – 2016 Russel Press

The document highlights specific strategies to promote tourism assets, networks and partners throughout the County. The review of the Tourism Review & Go Forward Plan highlights areas where signage would be beneficial, such as:

- Strategies to develop and cultivate support networks recommend to create a future delivery of a wayfinding signage strategy for visitor traffic within the County of Brant;
- To help expand visitor support and services across the County by the use of wayfinding signage.

County of Brant Accessible Public Spaces Design Standards – 2013

The purpose of this document is to provide standards and guidelines for all new public spaces regarding the Integrated Accessibility Standards Regulation. Reviewing the document, signage design standards have been highlighted and should include:

- Signage that should be simple, uncluttered and incorporate plain language;
- Graphic and universal symbology is helpful to those with limited literacy level and those who speak a different language;
- The use of sharp, contrasting colours can make signage easier for everyone to read.

Signaids Government of Ontario

The Accessibility for Ontarians with Disabilities Act (AODA) have produced standards and guidelines for signage to be compliant. The County of Brant Wayfinding Strategy follows the recommended guidelines such as:

- Font style characters must be a sans serif and not italic, oblique, script, highly decorative or of other unusual forms;
- Font characters should be upper and lower case letters.

By-Law Number 121-08

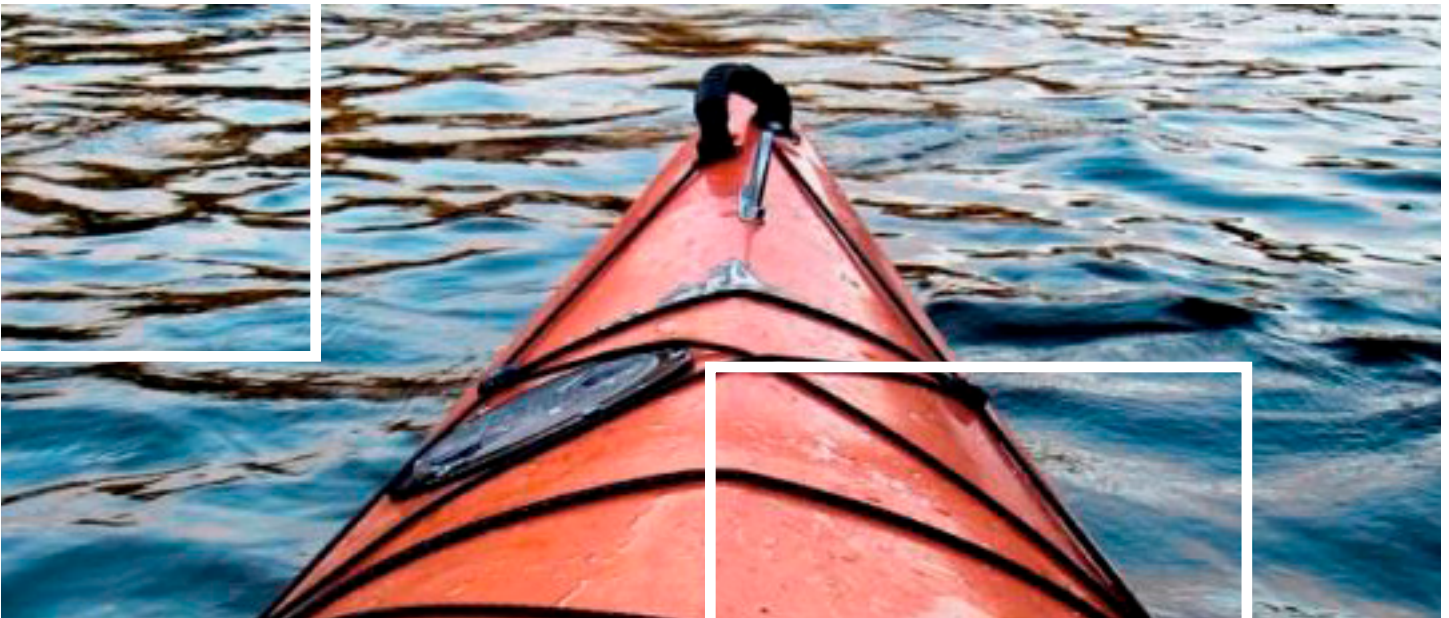
Signs posted in the County of Brant must follow the guidelines/restrictions under the Signage By-Law Number 121-08 when sizing, locating and outlining signs. Through the review of the document signs are prohibited when:

- Signs are on, over or partly over a street (except for an official sign or otherwise authorized by the County of Brant);
- On a provincial highway, or on a property that is fronting a provincial highway except subject to Ministry of Transportation requirements;
- In a location where the sign may interfere with or damage any above or below ground municipal or utility services.

Ministry of Transportation (MTO) Review

The Ontario Traffic Manual Book 8: Guide and Information Signs is the primary document used by the Ministry of Transportation when sizing, locating and outlining signs. Through review of the document, it was found that the category 'highways of 90km/h or less' and 'freeways' are relevant to the County of Brant's situation. The applicable MTO criteria regarding the County of Brant's Wayfinding Strategy includes:

- Qualifications of a destination
- Low-Speed Roadway Identification Signs
- Signage location dependent of road speeds
- Downtown and Business Area Signs
- Boundary and Enhanced Boundary Signs
- Decorative Municipal Display Signs
- Service Club Signs
- Destination Signs



3.3 STAFF INTERVIEWS

Key informant staff were interviewed to gain insight into needs, concerns and issues that should be considered for the County of Brant Wayfinding Strategy. Thoughts about types of signs, destinations and style were generally agreed upon. The following summarizes the main concerns:

Desired Outcome

The general consensus was that the signage program assist visitors to Brant County with wayfinding to tourist destinations. An awareness of being in Brant County was also important, as there is currently a lack of understanding about the County's boundaries.

Wayfinding signs to include:

- *Community identification and signs for tourism and recreation* should be included in the wayfinding strategy. It was suggested that recommendations be provided for the inclusion of community service group signs with community identification signs.
- Destinations that support *tourism or visitor activities* were favoured over local and community driven destinations (neighbourhood parks, schools, etc). This included destinations and attractions within urban centres and around the County.
- *Cobblestone homes and historical walking tours* might miss the traditional 'destination' or trail route, but should be given some consideration for wayfinding.
- Places of worship and educational institutions were not seen as important to include. However, it was noted that *many places of worship also support halls or services* that might be considered 'visitor friendly'. This would also be the case with those educational institutions that may offer a broader range of recreational assets available for community use. These destinations might be considered on individual merits.
- *Future transit stations and routes* (Greyhound and taxi services to Brantford) should be considered for wayfinding.
- More specialized services that support visitors such as *bike repair stations, portage access points and vehicle charging stations* should also be considered as these services become more readily available.
- *A future information kiosk* is being developed near/at the Arlington Hotel, and should be considered as an information centre.
- *Linking with neighbouring communities* both within and beyond the County boundary was identified as a possible consideration for wayfinding.

Priorities

Priorities identified by the interviewees for the Wayfinding Strategy included the following:

- Promoting and directing visitors to the main urban centres (Paris, St. George and Burford) and the Grand River;
- Pedestrian movement within the major urban centres;
- Destinations that support tourism;
- Brant County itself, with clear directional signage off the highways into the County, especially surrounding Brantford.

Design Parameters

Design: Thoughts about respecting tradition and local historical context while promoting a fresh and contemporary feel was supported by all the interviewees.

Signs should be easy to read, (from the road) unified, uncluttered with simple identifiable messaging, logos and symbols. Distance markers and arrows were favoured. The County of Brant logo should be included, and the colour palette should compliment the Brant Logo. The wayfinding strategy should layer upon past community improvement efforts (ie Paris CIP).

Materials should support the design intent, should be low maintenance and cost effective. Specific installation and placement guidelines should follow both MTO and County standards / By-laws.

Phasing should begin with the higher density areas in terms of destinations and areas with the highest visitation rates. A multiple year phasing plan would be best. A 'pay to play' program might be considered also. A layered approach might accommodate future growth re. new roads and traffic patterns.

Alternative messaging (eg QR code) might also support the wayfinding signs – Helpful for specific audience messaging such as temporary road closures, or detours for cyclists; poor river conditions, or temporary exhibit closures.

The wayfinding signs might include some opportunity for communities to show individuality through a unique quality on their community ID sign. Suggestions included incorporating colours from the community crests and logos.

Good Examples

The following are examples of some wayfinding signs that the interviewees found to be successful:

- Grey Bruce – easy to follow signs; attractive
- Norfolk County– clear, simple and concise; effective distance markers
- Township of Centre Wellington – Traditional style with contemporary spin

Signs of Success

The group generally felt that the success of the wayfinding strategy could be measured in terms of visitor satisfaction. Currently, a common complaint from tourists is the lack of directional signage. The BIA might have some feedback from local business's in terms of customer satisfaction.

3.4 INVENTORY

3.4.1 EXISTING SIGNS AND EVALUATION

This section reflects on the County of Brant's existing signage and the range of sign types, sizes and configurations. The evaluation focuses on signage that serve county gateways, community gateways, identification and directional signage found within and around the various communities. The County of Brant is also in the process of updating their cemetery signs, park signs, facility signs, trail signs and launch signs. An image inventory of existing signs can be found in this section. Images have been numbered and located on existing signage maps. The following signage conditions are presented around the County of Brant:

Gateway Signage (county and community)

- Existing county boundary signage is inconsistent using a range of different terminology, mounting heights, sign panel sizes and use of logo;
- County boundary signage has minimal branding / identity associated with the County;
- Placement of county gateway signs is inconsistent and visitors may be unaware of entering the County of Brant;
- Major highways ie. 403 lack sufficient gateway markers into the County surrounding Brantford;
- Generally, community gateway signage has a consistent look using a standard sign panel;
- Some community signs use the County logo while others are the standard MTO sign panel;
- Community gateway signs, in general, are in good condition;
- Larger communities ie. Paris, Burford St. George, have multiple entrance signs into the community and clutter the entryway;
- Placement of community gateway signs are consistent with a minimum of two signs per community. Some communities close to Brantford, do not have any community gateway signage and seem to be absorbed by the City.

Identification Signage

- Lack of uniformity using a range of colours, sizes, fonts and materials;
- Lack of County of Brant identity / branding;
- Some identity signage is in poor condition and is need of replacement;
- Poor graphic layouts reducing legibility of signs.

Directional Signage:

- Lack of uniformity using a range of colours, sizes, fonts and materials;
- Some directional signage is outdated / poor condition and is in need of replacement;
- Panel size is too small for users to notice signage;
- Inconsistent mounting heights / placement;
- Mix of multiple sign systems at a single location creating a cluttered disorganized information.
- Use of TOD signs along provincial roadways (Hwy. 403 and Hwy 24) include a few tourism attractions such as golf courses, camp grounds, local artisans, agri-business, and the OLG slots. The Brant Conservation park is included on the TOD program.

The following section reflects on the existing signage inventory in the County of Brant and evaluates the current condition of the gateway, identification and directional signage found. Referring to the maps and images found on the next few pages, the following criteria based on a priority ranking, has been included to evaluate sign replacement.

Priority Replacement

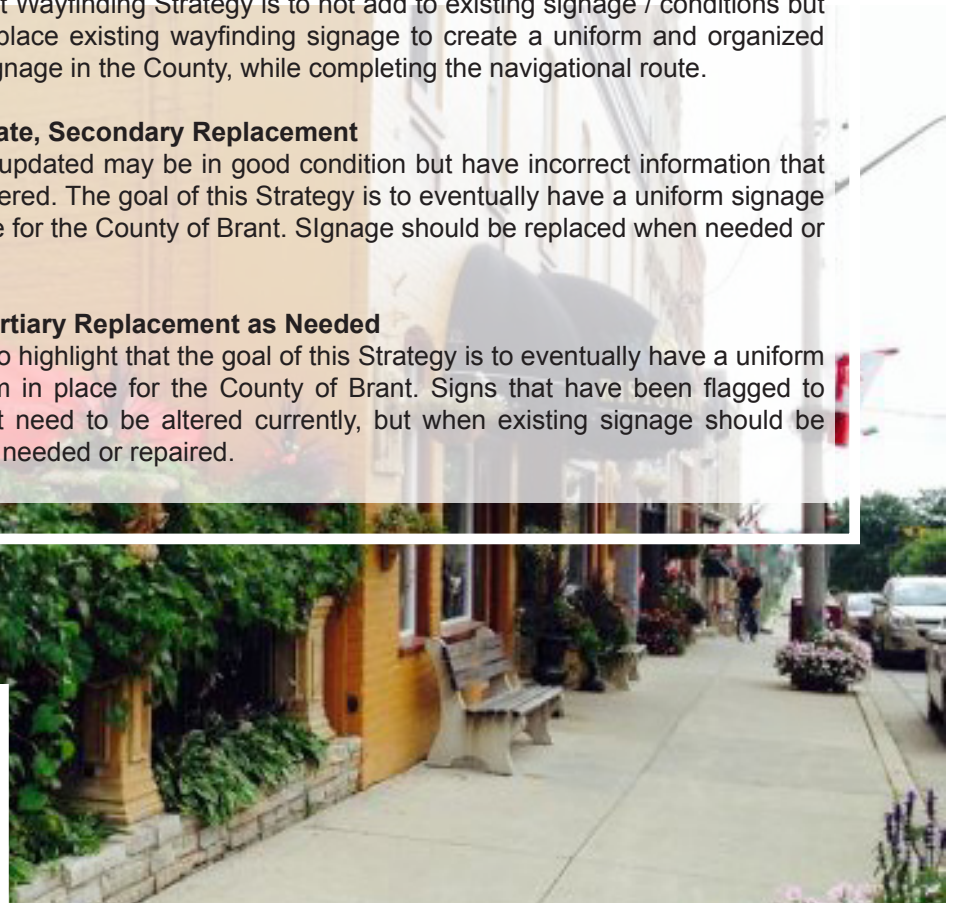
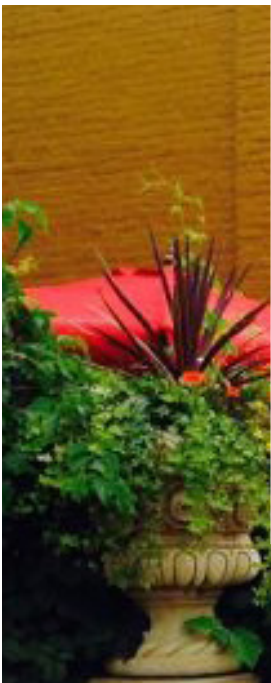
Signage to be replaced may be in poor condition, requires maintenance or repair or is not effective for the County of Brant. It is important to highlight that the focus of the County of Brant Wayfinding Strategy is to not add to existing signage / conditions but to remove / replace existing wayfinding signage to create a uniform and organized approach to signage in the County, while completing the navigational route.

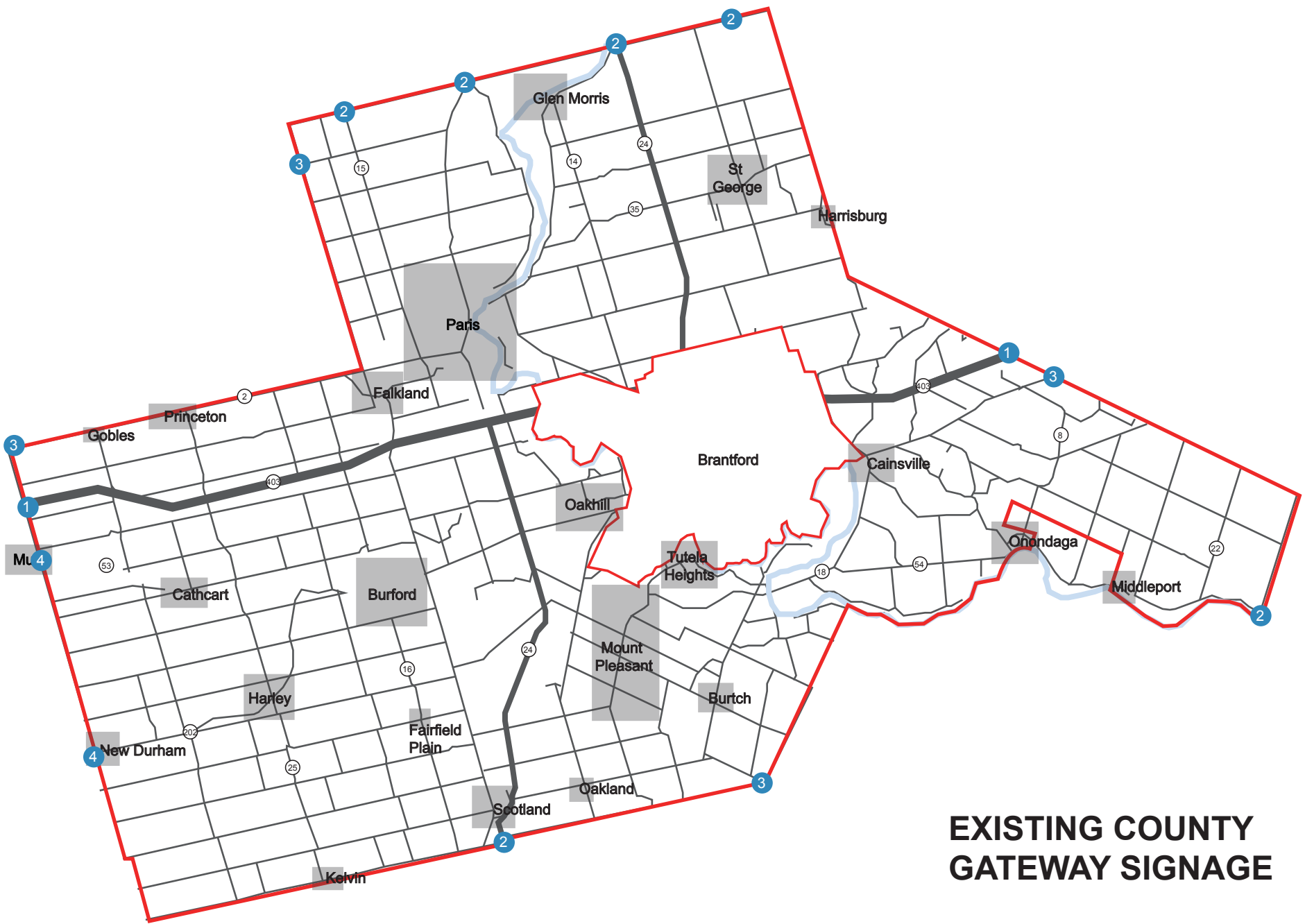
Requires Update, Secondary Replacement

Signage to be updated may be in good condition but have incorrect information that needs to be altered. The goal of this Strategy is to eventually have a uniform signage system in place for the County of Brant. Signage should be replaced when needed or repaired.

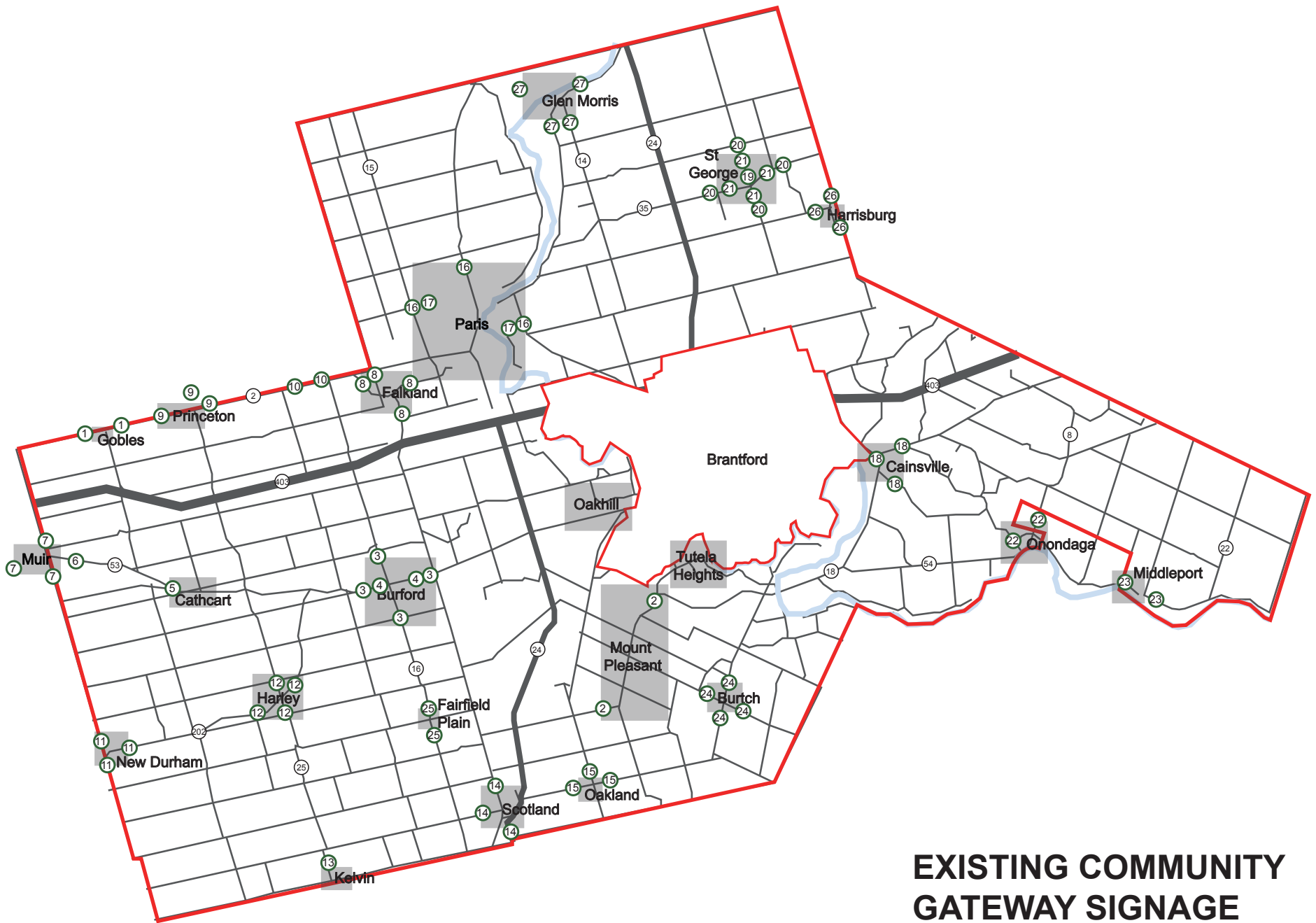
To Remain, Tertiary Replacement as Needed

It is important to highlight that the goal of this Strategy is to eventually have a uniform signage system in place for the County of Brant. Signs that have been flagged to 'remain' do not need to be altered currently, but when existing signage should be replaced when needed or repaired.





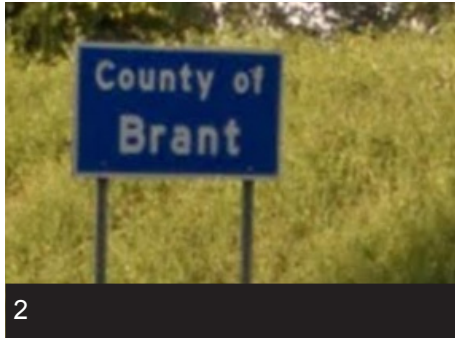
EXISTING COUNTY GATEWAY SIGNAGE



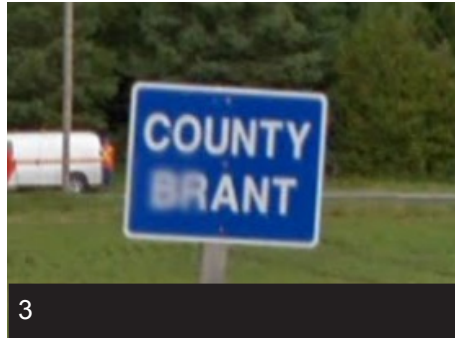
EXISTING COMMUNITY GATEWAY SIGNAGE



1



2



3

COUNTY SIGNAGE

GATEWAY

The few existing County signs are in reasonable condition. However, the following should be considered:

- lack of County branding;
- do not support a sense of arrival;
- not consistent;
- limited messaging;
- lack of Community Gateway Signs;



4



2



3



4

COMMUNITY GATEWAY SIGNAGE

A variety of Community gateway signs represent the many communities within the County. Most follow a standard design, and include County branding. Most are also in reasonable condition.

Inconsistencies include:

- random event signs, regulation signs, and the occasional service sign;
- Service club signs that are not consistent with other signs;
- distinct gateway signs found in various conditions (St George is in good repair, Paris is in poor condition)



5



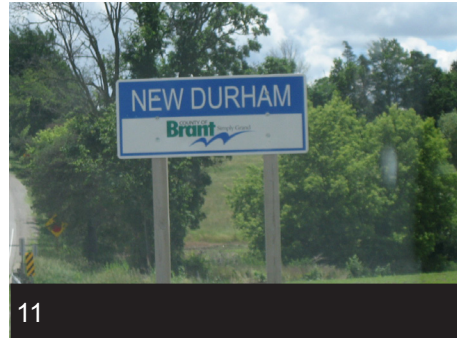
6



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11



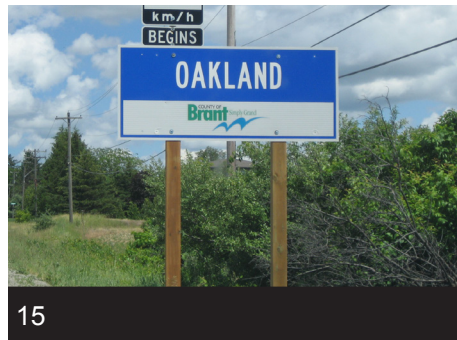
12



13



14



15



16



17



18



1 (Oxford sign located in Oxford)



7 (Oxford sign, located in Oxford)



9 (Oxford sign, located in Oxford)

IDENTIFICATION SIGNAGE ('Border' communities)

These signs identify communities located on the Brant / Oxford border line, and are owned and maintained by Oxford.



19



20



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27

COMMUNITY GATEWAY SIGNAGE

Signs in poor repair and ineffective messaging should be given priority for replacement. Those in good repair should become integrated with future phasing plans.

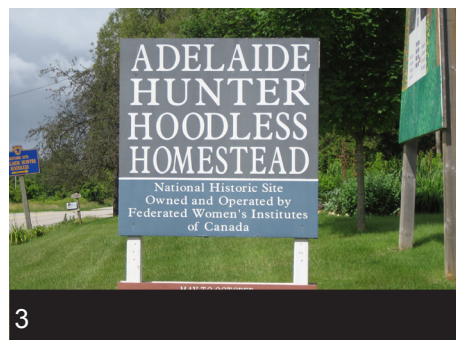
Unique Community signs (St. George - the Friendly Village) should be respected and maintained as required by the community. Replacement should only be considered in consultation with the community representatives. Additional signs for service clubs and annual event might be considered if requested by the community.



1



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3

IDENTIFICATION SIGNAGE

Specific destination signs have been included as reference only. For the purpose of this strategy, it is relevant to note current place identification as a terminus to a proposed route. Without a final place identification, the route becomes incomplete.



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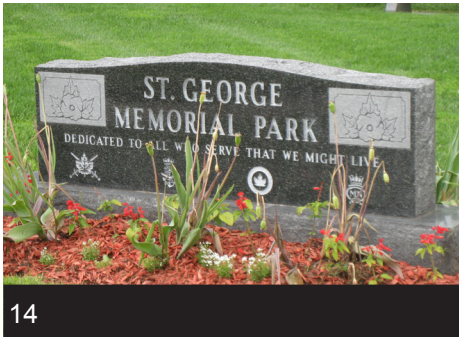
11



12



13



14



15



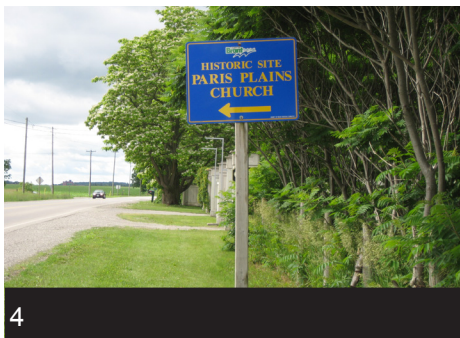
1



2



3



4



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9

DIRECTIONAL SIGNAGE

Minimal directional signage exists in the County of Brant. Signs include directional signs to community assets such as libraries, churches, museums and arenas. In general:

- There are few signs directing traffic between communities;
- Directional signs lack design consistency, are minimally effective in terms of location and visibility;
- Most are in reasonable to poor condition;
- Most are single signs and not part of a larger connected wayfinding route;
- Some destinations are represented on TOD signs (Tourism Oriented Directional) that are located on TOD designated highways and roads;
- Use of basic logos (the museum, conservation parks, and historical logos) are included on some signs.;



1



2



3

Tourism Oriented Directional Signs (TOD)

TOD signs are found on Provincial Highways 403 and 24. There are approximately 44 TOD signs in the County of Brant, that include approximately 31 destinations.



4



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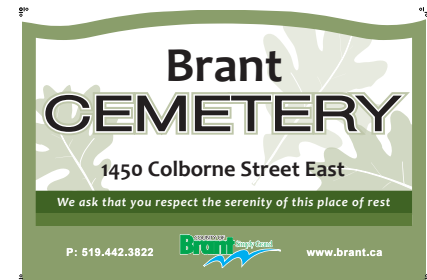
Destinations include mostly private businesses and a few National and Provincially run operations such as The Adelaide Hoodless Historic Site, Mary Maxim, and Brant Conservation Park (Grand River Conservation).

Some signs direct visitors through the County to destinations in neighbouring communities.

Of special note are the signs directing visitors to both neighbouring Oxford County and Norfolk County on Highway 403.

The TOD signs use both standard (golf or camping) and specific (provincial park) destination logos.

Note: Only a few TOD signs are included.



1



2



3

PRIOR COUNTY OF BRANT SIGN CONCEPTS

The County has provided some Destination sign concepts and preferred colour palettes for review and consideration.



4



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6

3.4.2 ROUTES AND TRAILS

Vehicular Routes:

This information is showcased through a Road Classification map with information gathered from the County of Brant Transportation Master Plan. The County of Brant has four main road types that have been highlighted:

Provincial Highways

The County of Brant has two provincial roadways (Hwy 403 and Hwy 24). These roads are maintained and managed by the Ministry of Transportation of Ontario (MTO) and have a speed of 80km/h-100km/h. On the map, these roads have been illustrated using a thick solid blue line.

Rural Arterial Roads

Rural arterial roadways are similar to Provincial Highways in terms of roadway speeds (80km/h-100km/h) however they are not maintained by the Province instead these roads are maintained by the County of Brant. On the inventory map, these roads have been illustrated using a medium solid orange line.

Rural Collector Roads

These roadways are similar to the Rural Arterial Roads in terms of maintenance by the County of Brant. They differ regarding road speeds, Rural Collector Road speeds range from 60km/h-100km/h. These are represented on the inventory map with a solid yellow line.

Rural Local Roads

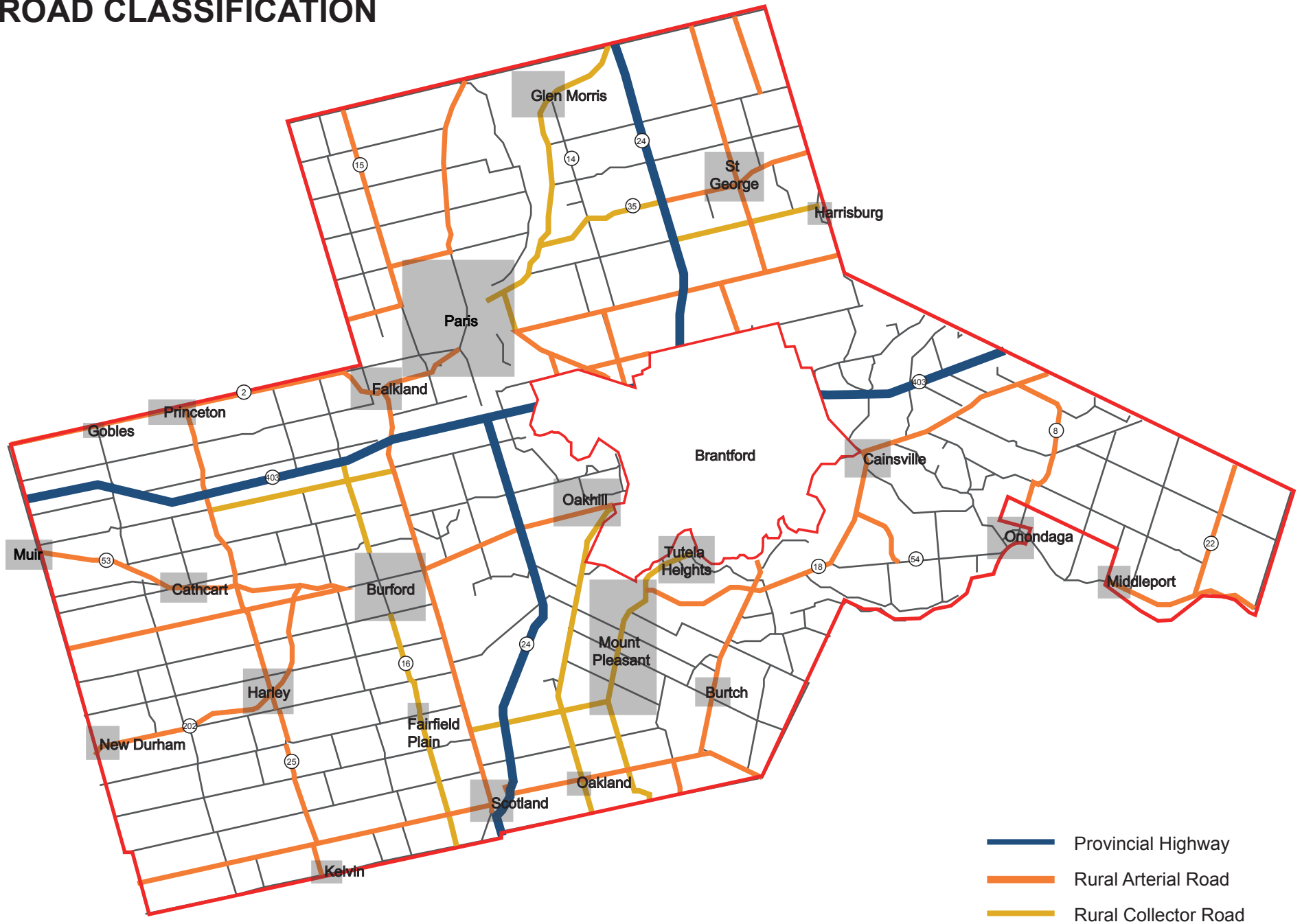
Local roadways include both paved and gravel roads. These are maintained by the County of Brant, while speeds are regulated by the MTO. Roadway speeds range from 50km/h-80km/h. On the inventory map, these roads have been illustrated with a thin solid grey line.

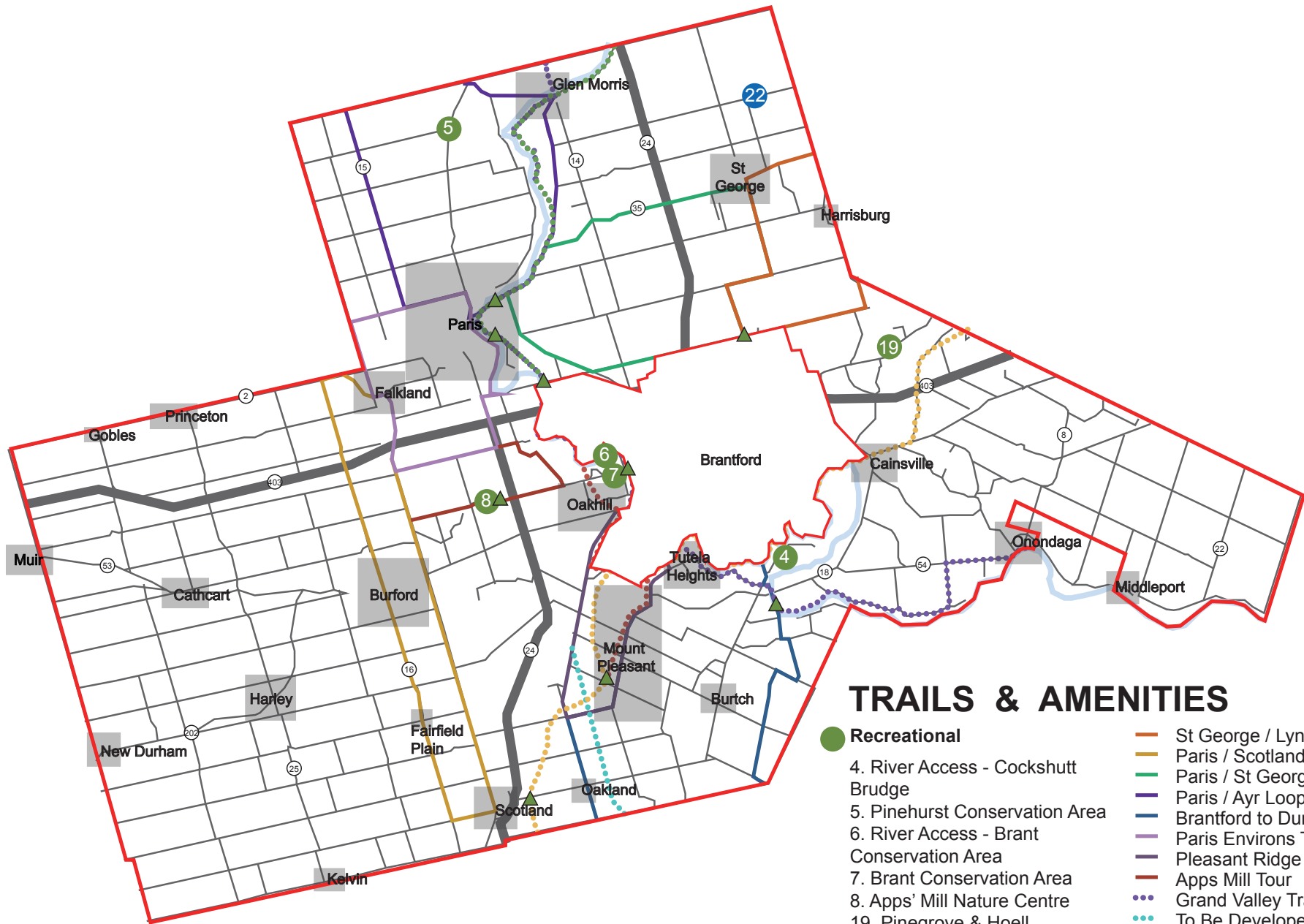
Trails and River Access

There are twelve trails maintained within the County, with one more identified as future development. Each trail is identified by a different colour or line type, and are variable in length and difficulty. Specific to this strategy, trail access points (ie Trail heads or crossings) will be included. Trail identification and directional signs within the trail system are not part of this strategy.

The Grand River is a major recreational asset and essentially a travel route. There are 5 river access points which should also be considered as County Gateway portals for visitors entering the County along the river.

ROAD CLASSIFICATION





TRAILS & AMENITIES

- **Recreational**
- 4. River Access - Cockshutt Brudge
- 5. Pinehurst Conservation Area
- 6. River Access - Brant Conservation Area
- 7. Brant Conservation Area
- 8. Apps' Mill Nature Centre
- 19. Pinegrove & Hoell Community Centre
- ▲ Trail Access with Parking
- St George / Lynden Loop
- Paris / Scotland Loop
- Paris / St George Loop
- Paris / Ayr Loop
- Brantford to Dundurn
- Paris Environs Tour
- Pleasant Ridge Tour
- Apps Mill Tour
- Grand Valley Trail
- To Be Developed
- Trans Canada Trail
- Brock's Route
- Multi-Use Trail

3.4.3 AMENITIES / DESTINATIONS

The County of Brant has a number of destinations within the County and are located on the Trails and Amenities and the 23 community maps. The assets have been divided into four categories: Historical, Cultural, Civic and Recreational. The four groups have been illustrated through symbols and colour coded to distinguish the various amenities within the County of Brant. Along with highlighting destinations, trails and cycling trails have been noted along with trail head access with parking. River access parks have also been included.

Destination Criteria:

Wayfinding is essentially a process involving identification and hierarchy. Destinations, routes, key intersections and decision nodes are connected via the wayfinding system, which helps the user navigate in a progressive sequence following logical placement of signs with adequate and relevant information at any time or place. After all, not all destinations can be identified in any single place at one time. To best determine this sequence of events, it is necessary to organize destinations in terms of hierarchy of importance and scale. This sequencing is called 'progressive disclosure'. As part of a Wayfinding Strategy, all destinations are relative to the user of the system: namely pedestrians, motorists, cyclists, and transit users.

A basic concept for locating information along a journey suggests that once a destination is identified on a sign, it is included on subsequent signs until the destination is reached. The identification of destinations becomes the next challenge. The following two step process outlines the criteria for a destination's inclusion within the County of Brant's Wayfinding Strategy.

Step 1 involves identifying a destination within the suggested categories based on the criteria identified. If a destination does not fit in any of these categories, it is not included.

Step 2 involves ranking the destination in terms of scale and importance.



STEP 1 ELIGIBLE CRITERIA

The destination must fall within one of the following categories and meet the designated criteria.

CIVIC DESTINATIONS**Government Buildings / Courthouse**

A public building occupied by any level of government and is tourist-friendly.

CULTURAL / INSTITUTIONAL**Downtown Districts**

An area within a community that is an officially designated area as per government planning or zoning regulations.

Specialty Shopping Area

A group of specialty shops (antique, craft, outlet, farmers' market etc.), retail stores and restaurants with adequate parking. Shops must offer goods and services be readily available and appeal to tourists and local residents.

Libraries

Open to the public and operated by the County of Brant.

Museums

Facility open to the public and operated by the County of Brant. It hosts works of artistic, historical or scientific value.

Institutions

A public facility operated by any level of government.

Theaters, Performing Arts and Concert Halls

Any not-for-profit facility that can accommodate a minimum 200 people and adequate parking.

Fairground

Includes County of Brant Fairgrounds (Paris and Burford Fairgrounds).

HISTORICAL**Historical Sites**

A structure or place of historical importance operated at any level of government. The site must be accessible to the general public and provide a place where visitors can obtain information.

TOURIST SERVICES**Unique Natural Areas**

An area or site of special interest open to the general public.

Visitor Information Centres

A facility that provides primary support catering to tourists. The facility is operated and managed by any level of government or associated not-for-profit agency.

RECREATIONAL

Sports Facilities / Recreation Centres

Facilities may include stadiums, arena, auditoriums, convention facilities. Outdoor amenities may include sport fields, recreational courts and sporting facilities that serve up to a regional level. This includes facilities with a destination appeal for visitors.

Waterfronts

Areas with access to and views of the river which are recognized by the province or municipality as having significant or cultural value open to the public.

Boat Launches

A public facility for boats to be launched into designated water and parking for motor vehicles / trailers.

Canoing, Rafting, Kayaking

Public areas with designated canoing, rafting, and/or kayaking facilities and river access.

Hiking and Trailheads

Publicly accessible routes maintained by the County or other government or conservation agency.

Parks - Municipal

An area designated and maintained by the County of Brant that hosts amenities that serve the general public.

STEP 2 DETERMINE DESTINATION RANKING

To determine the destination's ranking it must be split into levels using the objective criteria listed below.

Different destinations will have different levels of importance for different user groups based on where they are within the system. However, to follow a clear and appropriate system of messaging, it is important to follow a logical system of destination identification based on scale in terms of both size and jurisdictional location. For instance, a local neighborhood park that most users will be familiar with, will have less importance on a main route than a destination park that will appeal to a larger group of users that might not know where it is.

The ranking system is split into the levels further explained on the following page.

LEVEL 1: PRIMARY VEHICULAR SIGNAGE

These are identified as major destination and recognized regionally and receive directional information to their locations on vehicular signs. Destinations serves visitors with primary information (ie. visitor centres, museums). Typically, these destinations have designated parking and are accessible. Destinations may include municipal offices, visitor centres and commercial districts.

LEVEL 2: SECONDARY VEHICULAR SIGNAGE

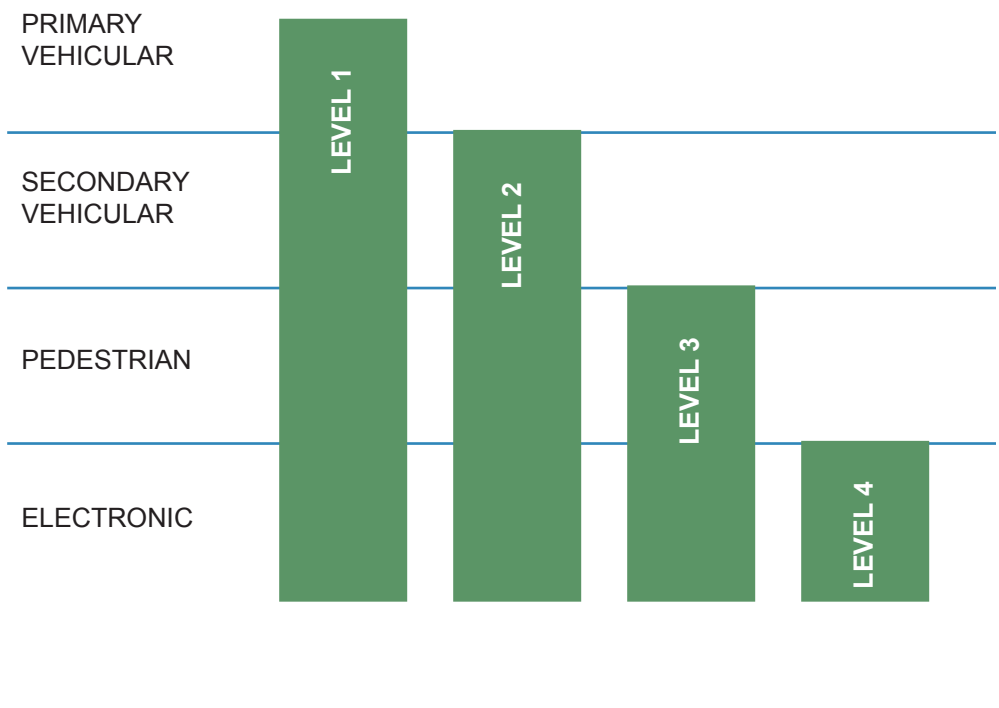
These are identified as secondary destinations and are recognized on a small scale navigational information. Destinations are popular local attractions with some out of community appeal. Signage for destinations would be located at the nearest decision point closest to attraction. Destinations may include civic facilities, recreational sites, historic sites and cultural venues.

LEVEL 3: PEDESTRIAN SIGNAGE

These destinations are frequented by local residents. Information on signage should begin within five to ten minute walking distance of attraction. Signage should have generic messaging, the use of symbols is recommended. Destinations would include local attractions and activities.

LEVEL 4: ELECTRONIC

Captures a variety of public entities and amenities that do not meet the criteria of Level 1-3.



NOTABLE COUNTY OF BRANT DESTINATIONS

Using the Criteria for Inclusion major County of Brant destinations were identified and those likely to be included on future signage are listed below. These districts, centres and destinations are visually represented on maps in the foundation section of this report.

Cultural / Institution

1. Paris Performance Theatre
2. Burford Township Museum
3. Salt Springs Church
4. South Dumfries Historical Society
5. Paris Museum & Historical Society
6. (Oakland Pioneer Cemetery #21 Civic)*
7. Walter Williams Amphitheatre
8. Grand River Dinner Cruises
9. Burford Library
10. Glen Morris Library
11. Paris Library
12. Scotland – Oakland Library
13. St. George Library
14. Paris Fairgrounds
15. Burford Fairgrounds
16. Downtown Paris
17. Downtown Burford
18. Downtown St. George

Civic Destinations

1. Paris Fire Station
2. Airport Fire Station
3. Burford Fire Station
4. Cainsville Fire Station
5. Mt. Pleasant Fire Station
6. Onondaga Fire Station
7. St. George Fire Station
8. Scotland Fire Station
9. County of Brant Administration Office - Burford
10. County of Brant Office - Onondaga
11. County of Brant - Paris
12. County of Brant - Oakland
13. County of Brant Public Works Yard
14. Brantford Municipal Airport
15. Burford Pioneer Cemetery
16. Harley Cemetery
17. Scotland Cemetery
18. Pleasant Hill Cemetery
19. Paris Cemetery and Office
20. St. George Cemetery
21. Oakland Cemetery
22. Congregational Cemetery
23. Mt. Pleasant Cemetery
24. Mt. Vernon Cemetery

Historical / Architectural

1. Alexander Graham Bell Site**
2. Malcolms Mills Historical Site
3. Bawcutt Centre
4. Bryning Manse
5. Adelaide Hunter Hoodless Museum
6. (Mount Pleasant Pioneer Cemetery - # 23 Civic)*
7. Optimist Nature Park
8. Farrington House
9. Dr. Hervey Ross House
10. Burford Armoury
11. Charles Arnold House
12. King's Ward Park
13. Rev. Thomas Henderson House
14. Gouinlock House
15. Charles Mitchell House
16. Arlington Hotel
17. Hamilton Place
18. Asa Wolverton House
19. Hiram Capron House
20. Kilton Cottage
21. St. George School
22. Mayhill Villa/Lewis C. Cope Residence
23. Stone Railway Bridge
24. St. George Historical
25. St. George Memorial Hall
26. Paris Plains Church
27. Maus School
28. John Maus Residence
29. Charles & Margaret O'Neil

* denotes relocated destination category

** denotes destinations not included in this Wayfinding Strategy, but could be given consideration at a later date.

Recreational

1. River Access – Glen Morris
2. River Access – Penmans Dam
3. River Access – Bean Park
4. River Access – Cockshutt Bridge
5. Pinehurst Lake Conservation Area
6. River Access – Brant Conservation Area
7. Brant Conservation Area
8. Apps' Mill Nature Centre
9. Mt Pleasant Nature Park
10. Penmans Dam
11. Brant Sports Complex
12. Syl Apps Community Centre
13. Burford Community Centre
14. South Dumfries Community Centre
15. Cainsville Community Centre
16. Mt Pleasant Community Centre
17. Oakland Community Centre / Oakland Service Area Office
18. Onondaga Community Hall
19. Pinegrove & Howell Community Centre
20. Paris Lions Park Splashpad
21. Glen Morris Centennial Hall
22. Bean Park
23. Lions Park
24. Penmans Dam Park
25. Eric Thomlinson Access Point
26. Jacob's Woods Park
27. King William Park
28. Burford Lions Art Cadman Park
29. Green Lane Sports Complex
30. WIFO Soccer Park
31. Paris Optimist Park
32. Elliot Field
33. Harrisburg Ballpark
34. Sunny Hill Park
35. Paris District Highschool
36. Scotland Community Centre
37. Lions Park (Oakland)
38. Brant Onondaga Park
39. Brant Flyers RC
40. Airport Community Centre

Other Points of Interest

- P** Public Parking Lots
- i** Information Kiosks and Centres
- W** Public Washrooms
- Vehicle Charging Stations
- Future Transit bus station (Greyhound)



DECISION NODES

A node is a point along a travel route at which people make decisions at intersecting points. Identifying these nodes result in locations where wayfinding information should be placed to guide people through the County of Brant.

Decision nodes have been divided into two class types and then further divided into major and minor decision nodes.

Class 1 - vehicular focused.

Class 2 - pedestrian focused, moving on foot or by bicycle, but may serve vehicular travel also.

Each decision node is a valid option for locating direction signage in the County of Brant. The hierarchy, major and minor, helps determine the scale of the proposed signage along travel routes.

CLASS 1

Major



Minor

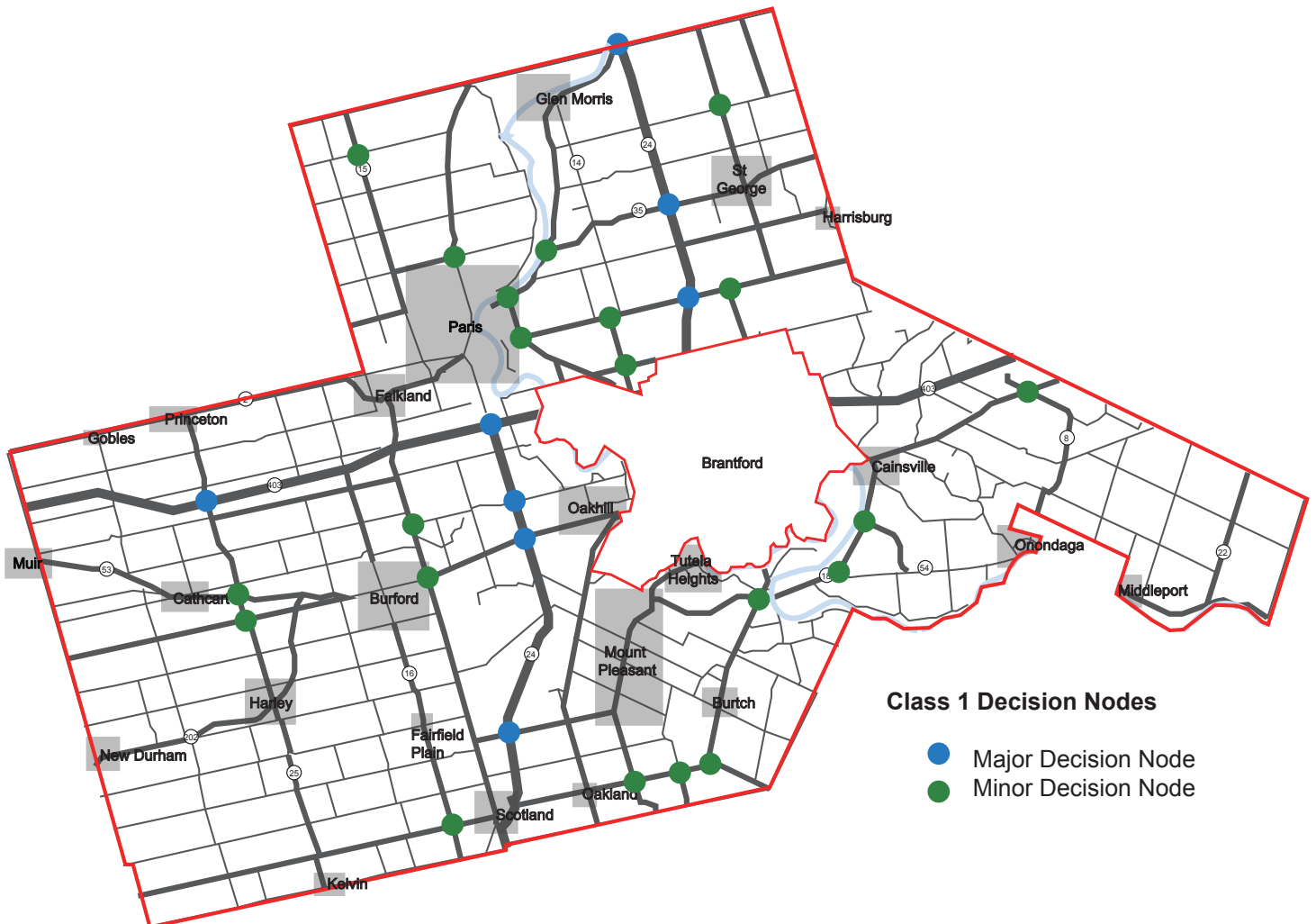


CLASS 2

Major



Minor



GLEN MORRIS



Parking



Historical

23. Stone Railway Bridge



Recreational

- 1. River Access
- 21. Glen Morris Centennial Hall
- 25. Eric Thomlinson Access Point



Grand Valley Trail



Trans Canada Trail



Cambridge - Paris Rail Trail



Paris / Ayr Loop



Trail Access



Cultural

10. Glen Morris Library



Existing Signage

Community Gateway

Decision Nodes - Class 1



Major Decision Node



Minor Decision Node

Decision Nodes - Class 2

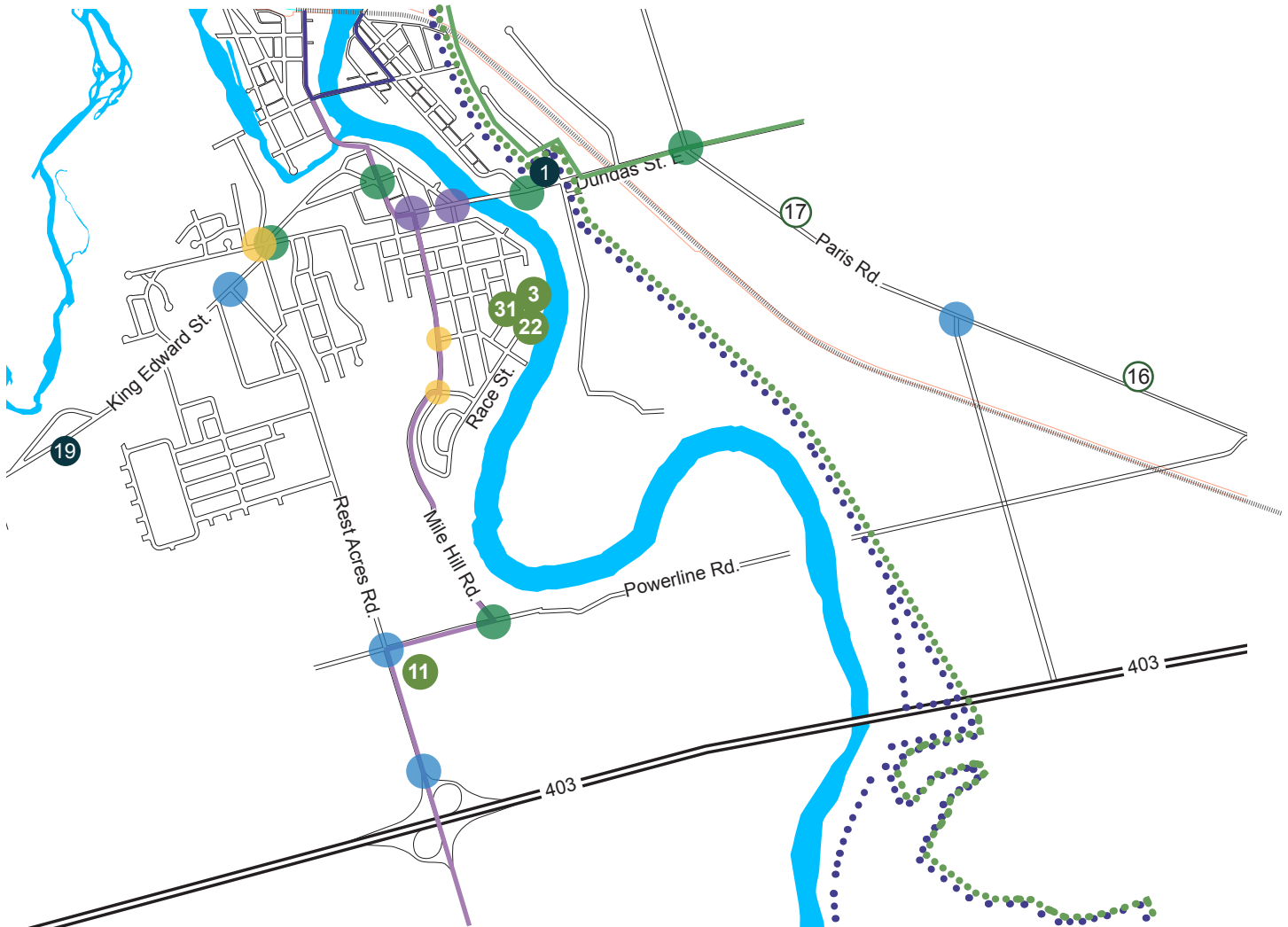


Major Decision Node



Minor Decision Node

PARIS - SOUTH

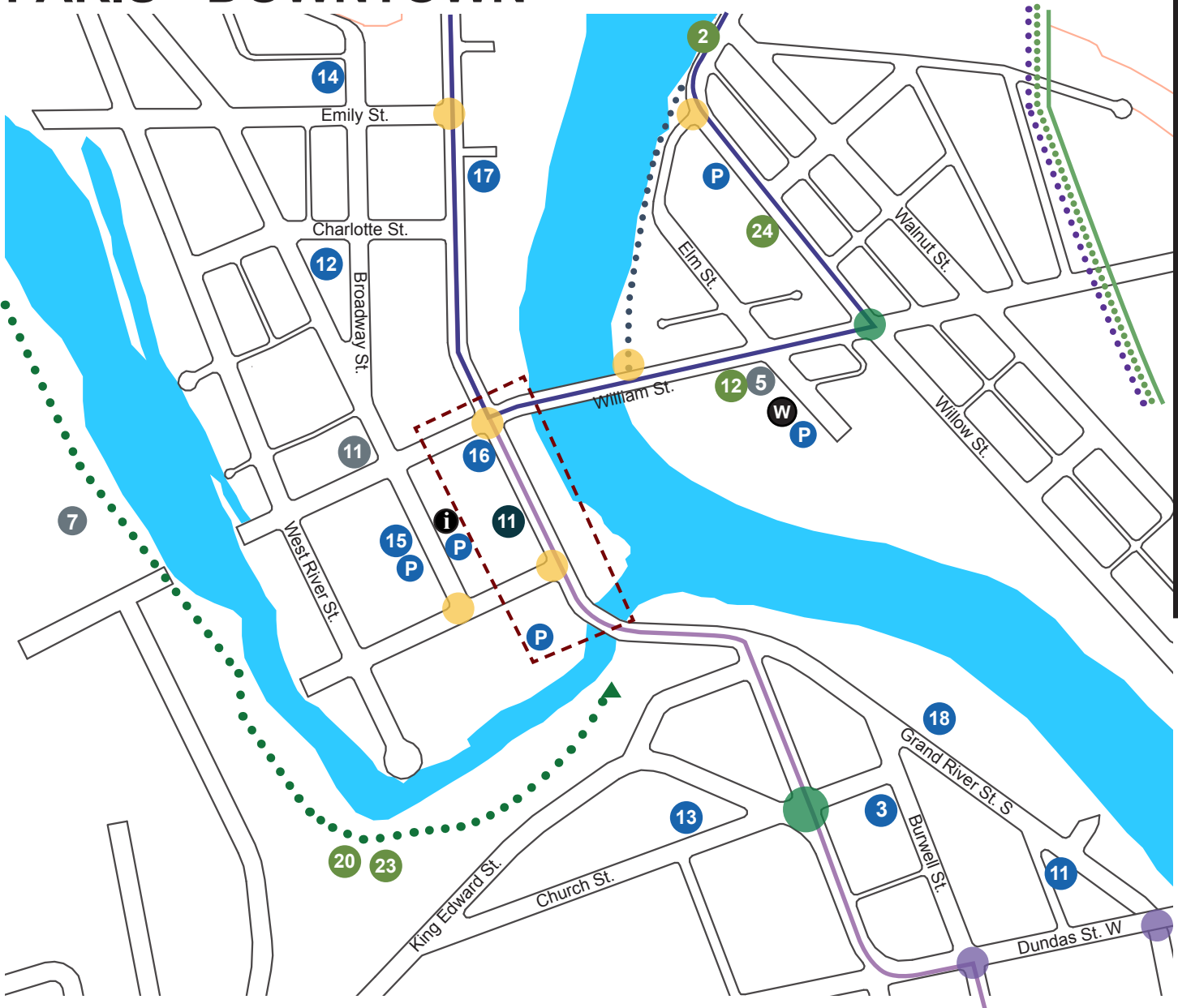


- **Recreational**
- 3. River Access - Bean Park
- 11. Brant Sports Complex
- 22. Bean Park
- 31. Paris Optimist Park
- Grand Valley Trail
- Trans Canda Trail
- Paris Environs Tour
- Paris / Ayr Loop
- Paris/St.George Loop

- **Civic**
- 1. Paris Fire Station
- 19. Paris Cemetery and Office

- **Existing Signage**
- Community Gateway

PARIS - DOWNTOWN



- Downtown Area
- P Parking
- i Information
- W Washrooms

- Historical**
- 3. Paris Old Town Hall
- 11. Charles Arnold House
- 12. King's Ward Park
- 13. Rev. Thomas Henderson House
- 14. Gouinlock House
- 17. Hamilton Place
- 18. Asa Wolverton House
- 13. Rev. Thomas Henderson House
- 15. Charles Mitchell House
- 16. Arlington Hotel

- Recreational**
- 2. River Access Penmans Dam
- 12. Syl Apps Community Centre
- 20. Paris Lions Park Splashpad
- 23. Lions Park
- 24. Penmans Dam Park
- ▲ Trail Access
- Nith Trail
- Grand Valley Trail
- Trans Canda Trail
- Paris Environs Tour
- Paris / Ayr Loop
- Paris/St.George Loop

- Cultural**
- 5. Paris Museum & Historical Society
- 7. Walter Williams Amphitheatre
- 11. Paris Library

- Civic**
- 11. County of Brant Office

- Decision Nodes - Class 1**
- Major Decision Node
- Minor Decision Node
- Decision Nodes - Class 2**
- Major Decision Node
- Minor Decision Node

PARIS - NORTH



- Historical**
- 19. Hiram Capron House
- 20. Kilton Cottage
- 26. Paris Plains Church
- 28. John Maus Residence
- 29. Charles & Margaret O'Neal Residence

- Cultural**
- 11. Paris Library
- 14. Paris Fairgrounds
- Civic**
- 1. Paris Fire Hall

- Decision Nodes - Class 1**
- Major Decision Node
- Minor Decision Node
- Decision Nodes - Class 2**
- Major Decision Node
- Minor Decision Node

- Recreational**
- 29. Green Lane Sports Complex
- 30. WIFO Soccer Park
- 35. Paris District Highschool
- Grand Valley Trail
- Trans Canda Trail
- Paris Environs Tour
- Paris / Ayr Loop
- Paris/St.George Loop

- Existing Signage**
- Community Gateway

FALKLAND

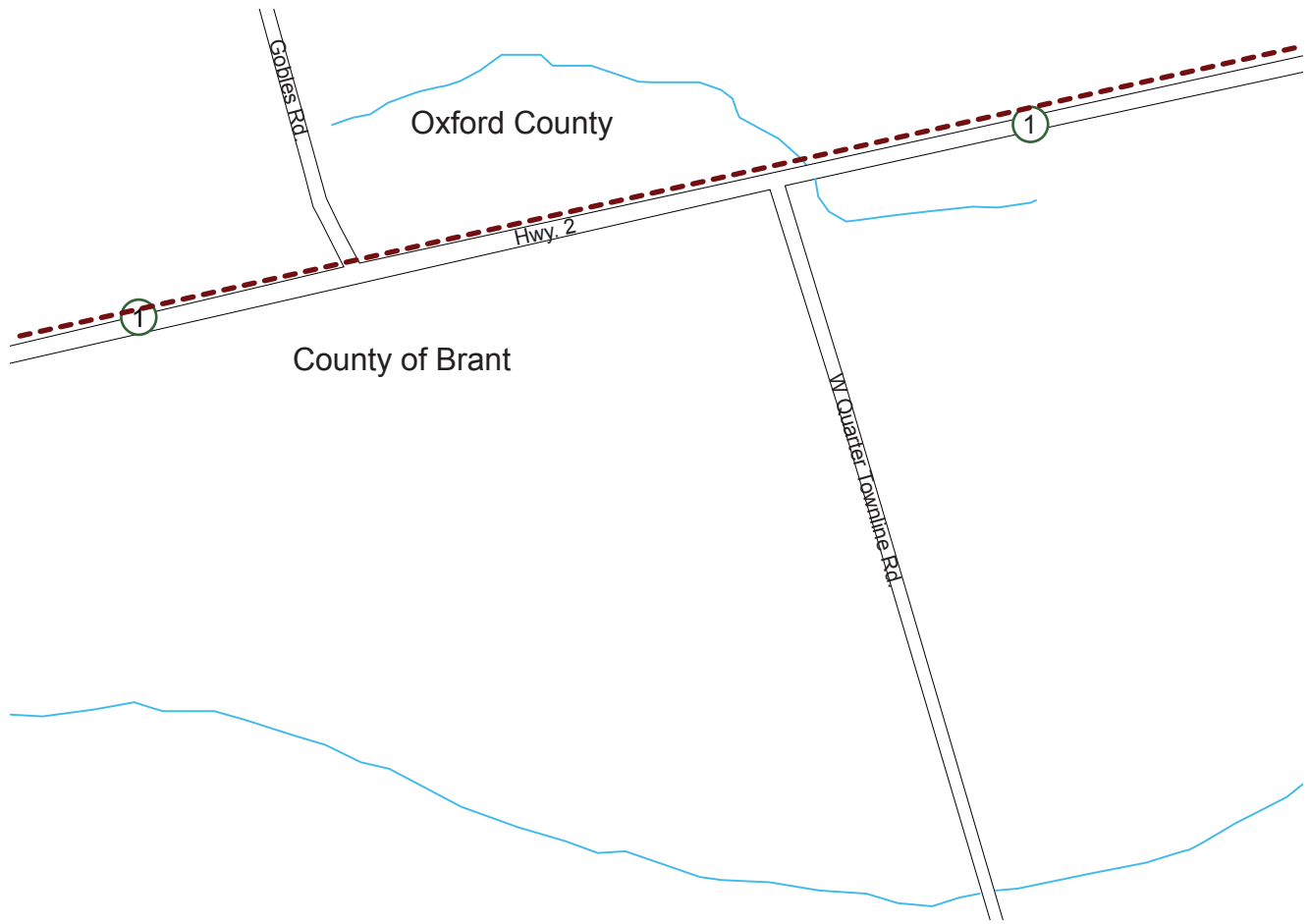


- Recreational**
 - Paris Environs Tour
 - Paris / Scotland Loop
- Existing Signage**
 - Community Gateway

PRINCETON

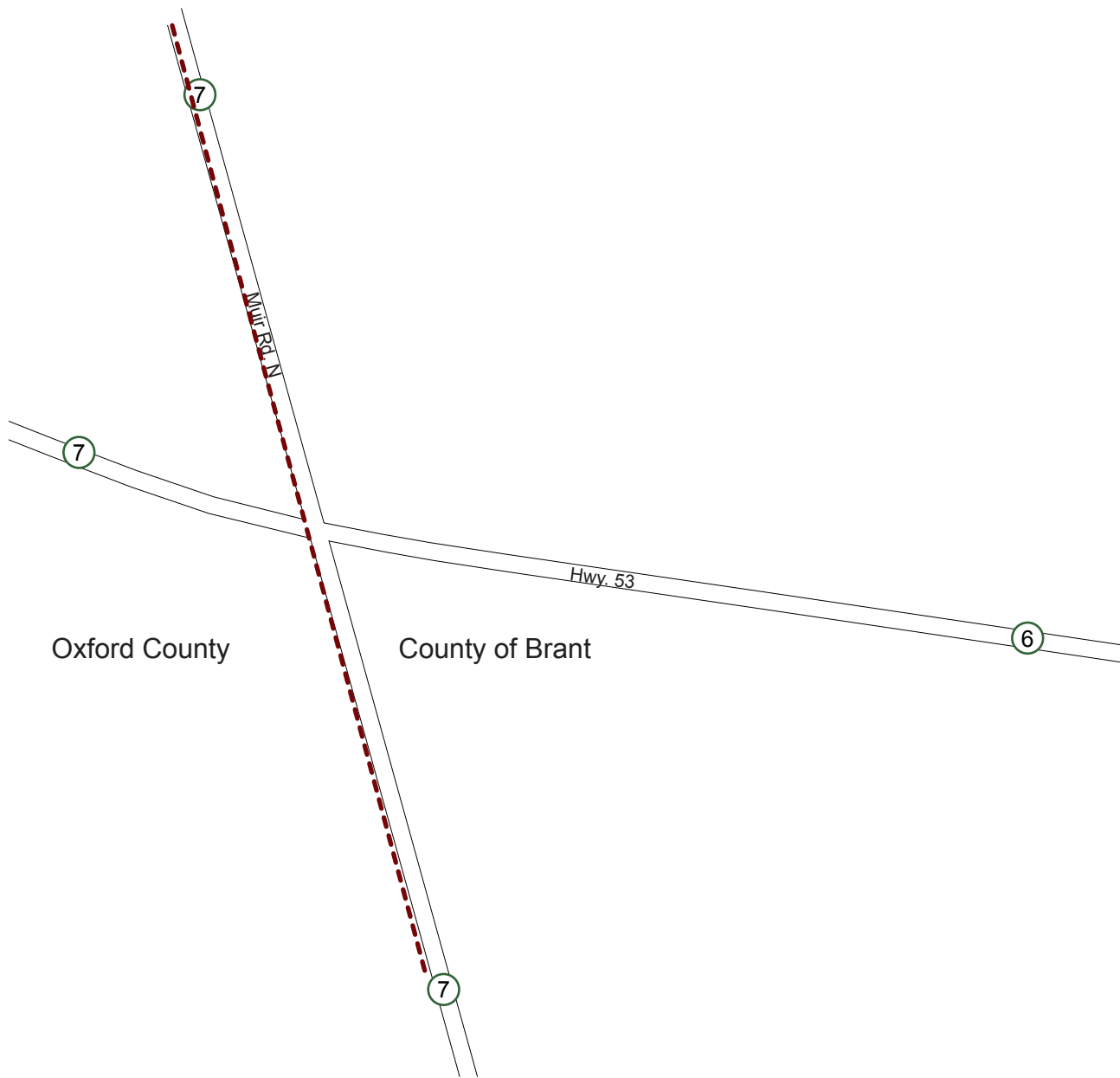


GOBLES



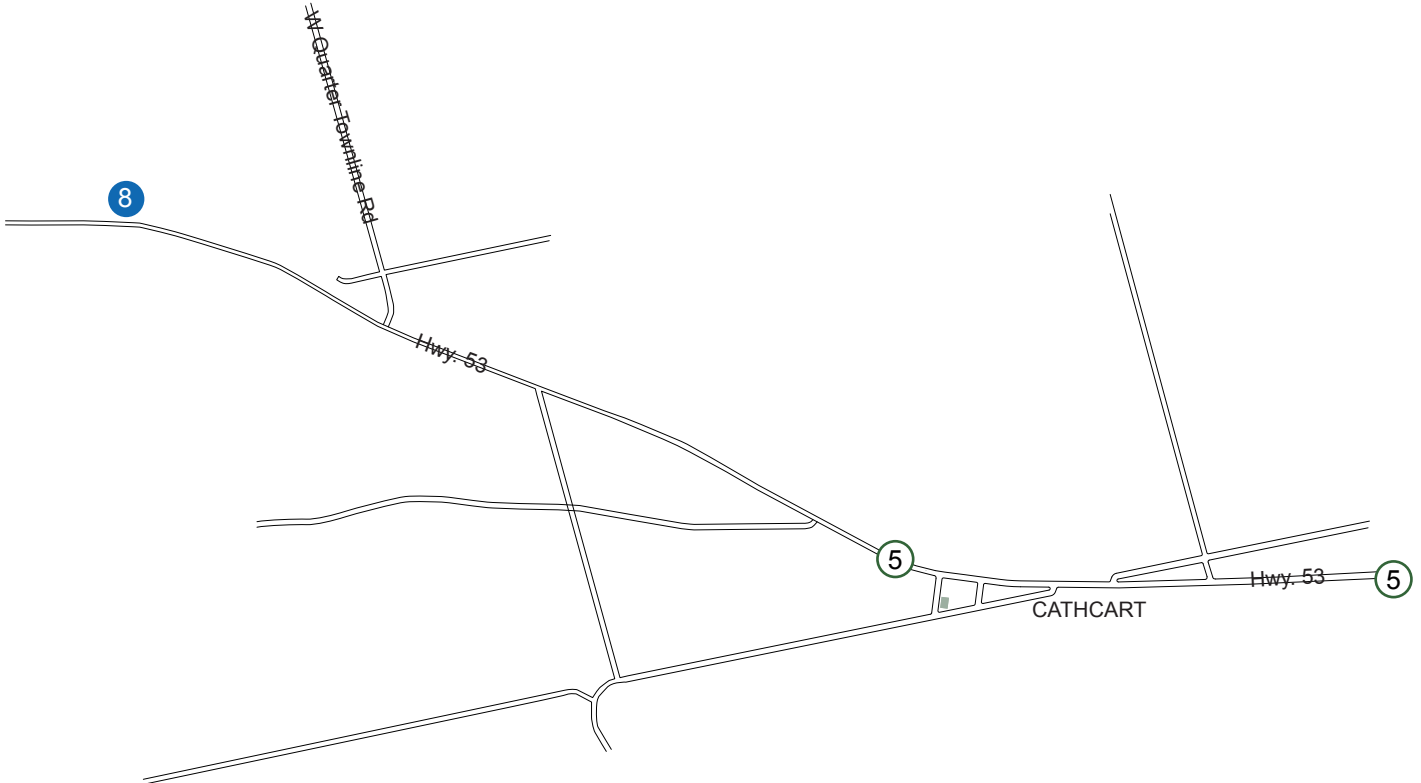
 Existing Signage
Community Gateway

MUIR



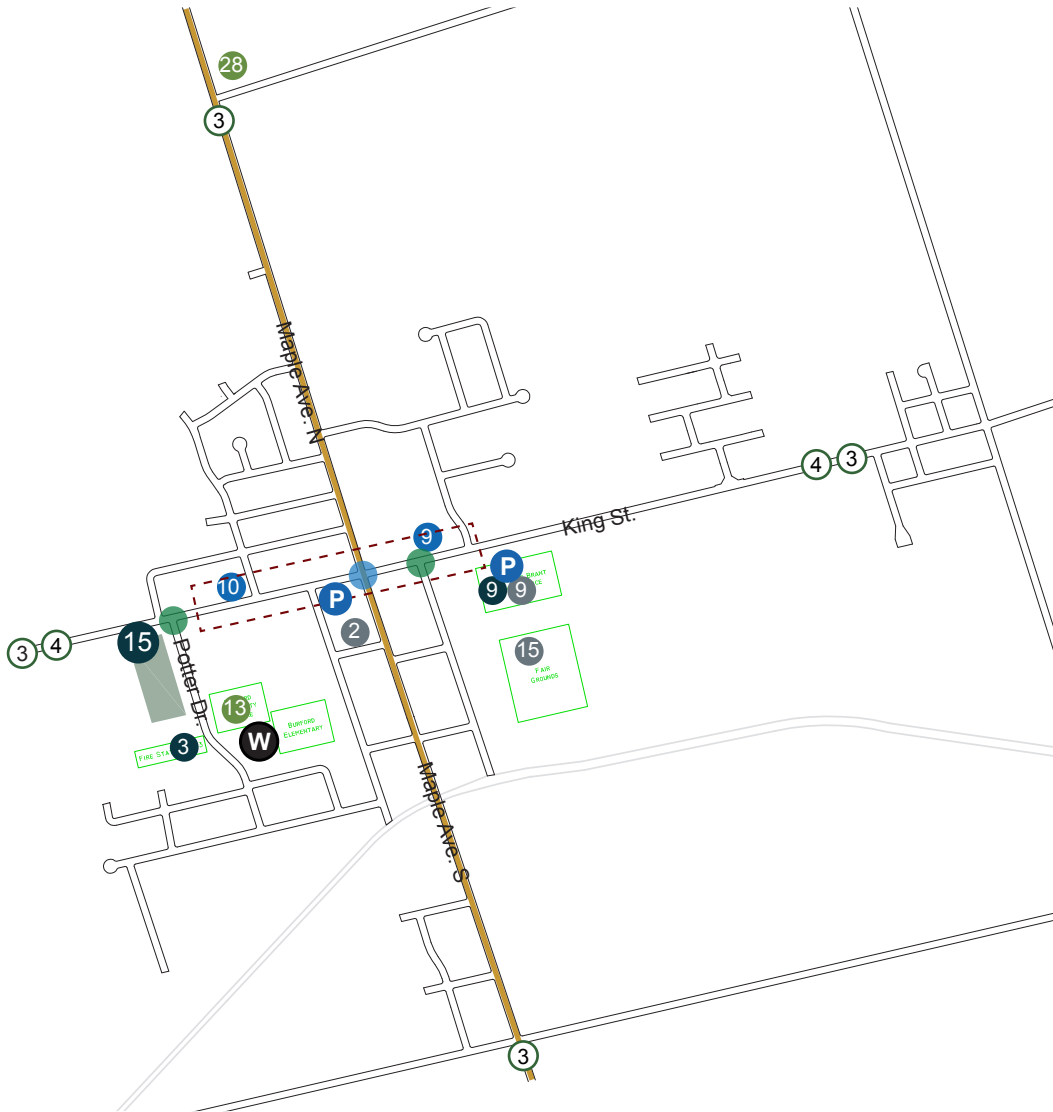
Existing Signage
Community Gateway

CATHCART



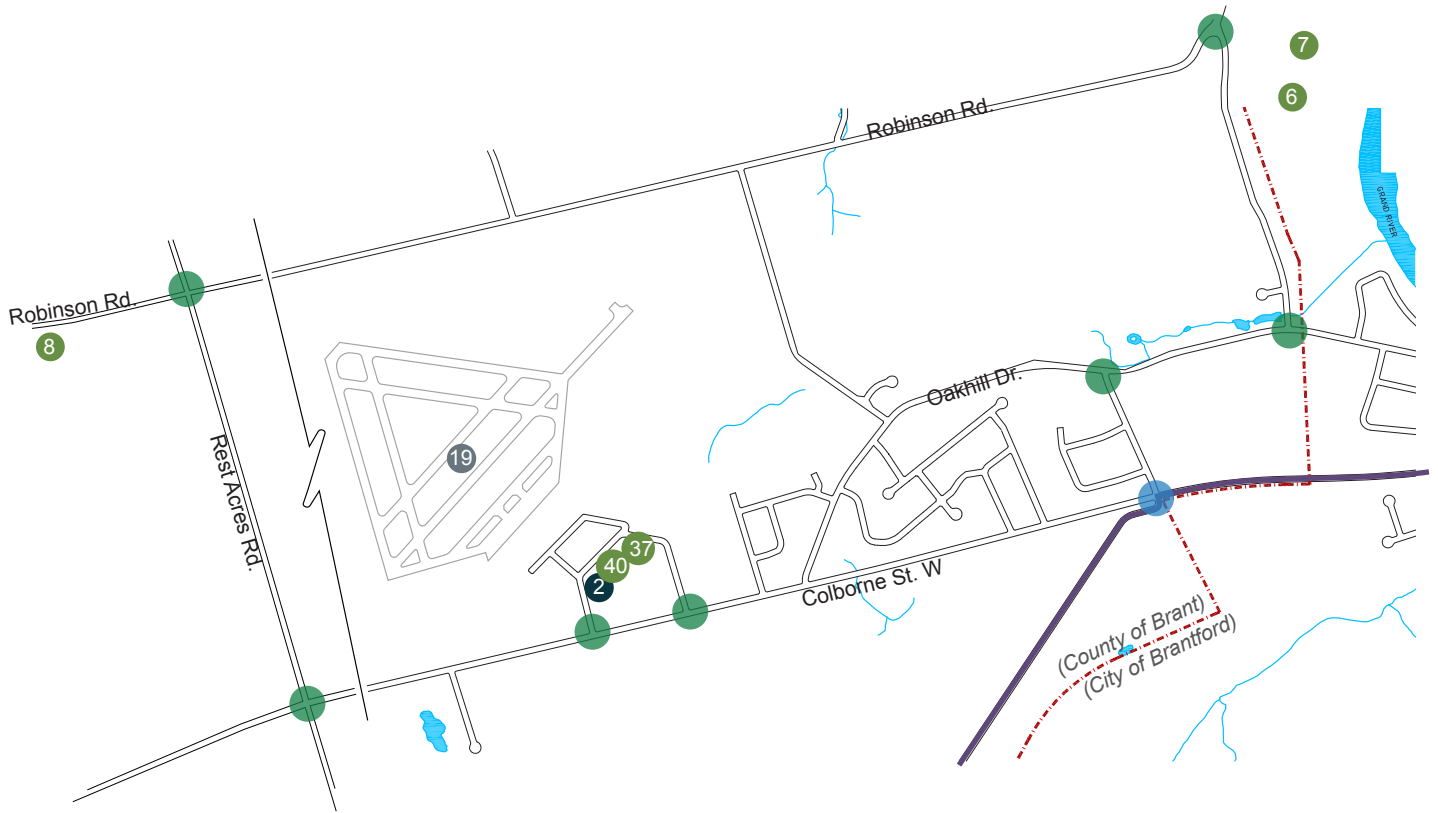
- Historical**
8. Farrington House
- Existing Signage**
Community Gateway

BURFORD



- Downtown Area
- W Washroom
- P Parking
- **Historical**
 - 9. Dr. Hervey Ross House
 - 10. Burford Armoury
- **Recreational**
 - 13. Burford Community Centre
 - 28. Burford Lions Art Cadman Park
- Paris / Scotland Loop
- **Cultural**
 - 2. Burford Township Museum
 - 9. Burford Library
 - 15. Burford Fairgrounds
- **Civic**
 - 3. Burford Fire Station
 - 9. County of Brant Office
 - 15. Burford Pioneer Cemetery
- Existing Signage**
 - Community Gateway
- **Decision Nodes - Class 1**
 - Major Decision Node
 - Minor Decision Node

OAKHILL



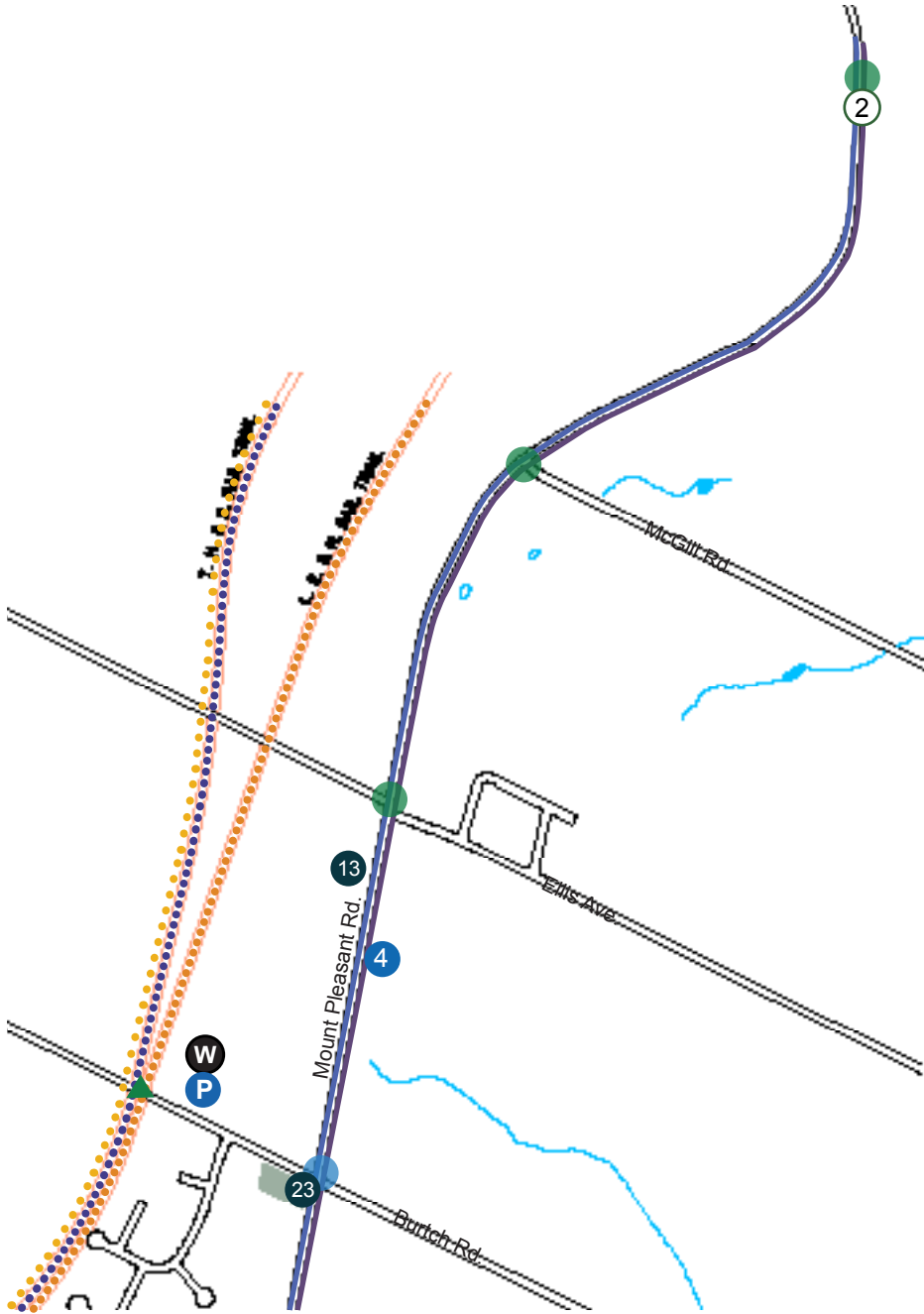
- Recreational**
- 6. River Access - Brant Conservation Area
- 7. Brant Conservation Area
- 8. Apps' Mill Nature Centre
- 37. Brant Flyers RC
- 40. Airport Community Centre
- Pleasant Ridge Tour

- Civic**
- 2. Airport Fire Station
- 14. Brantford Municipal Airport

- Decision Nodes - Class 1**
- Major Decision Node
- Minor Decision Node

- Recreational**
- 39. Brant Flyers RC

MOUNT PLEASANT - NORTH



Historical
 4. Bryning Manse

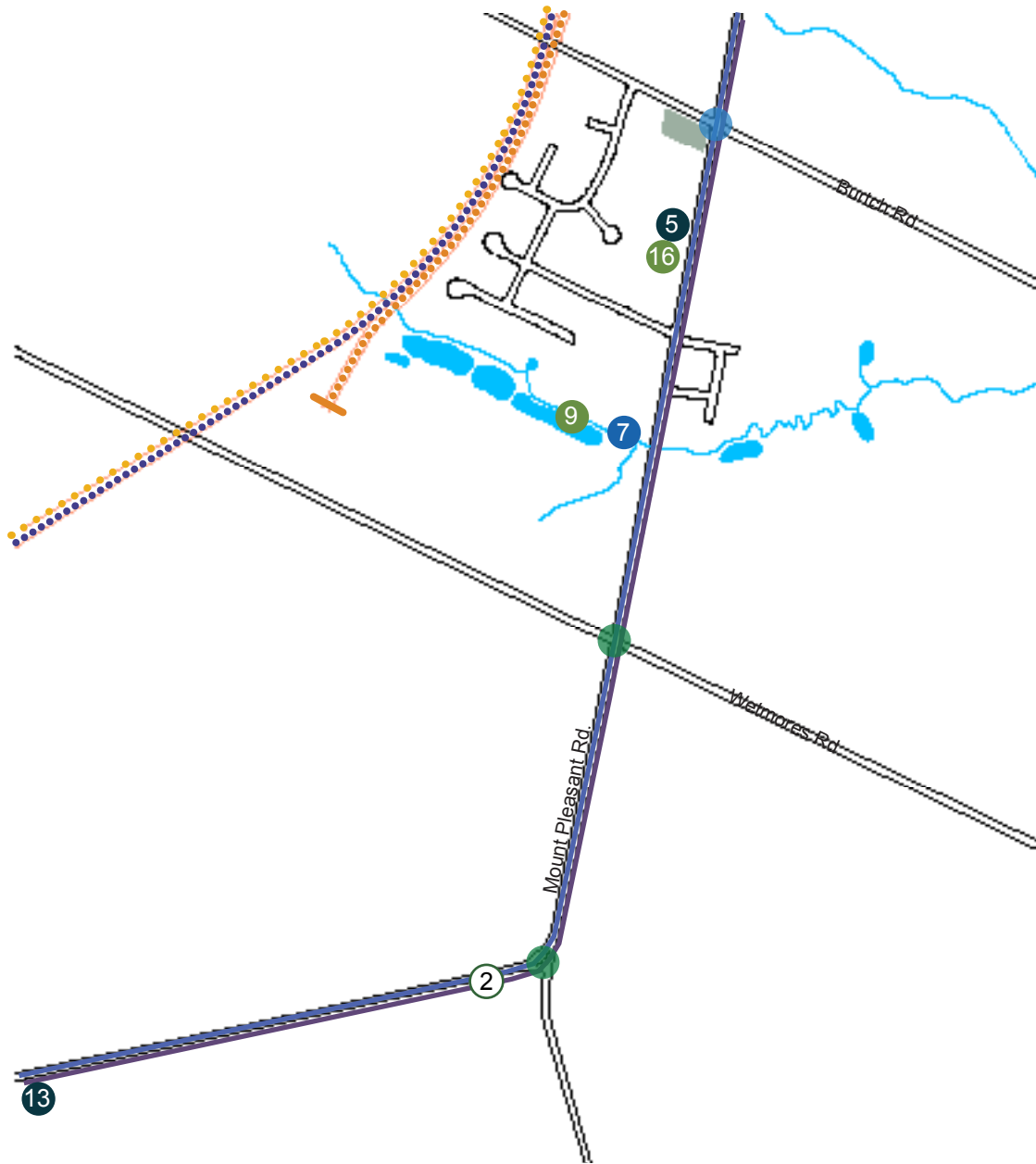
Recreational
 Brock's Route
 TH & B Trail
 L.E. & N Trail
 Pleasant Ridge Tour
 Brantford to Dundurn Tour
 Trail Access

Civic
 23. Mount Pleasant Cemetery
 13. County of Brant Public Works Yard

Existing Signage
 Community Gateway
 P Parking
 W Washrooms

Decision Nodes - Class 1
 Major Decision Node
 Minor Decision Node

MOUNT PLEASANT - SOUTH



- **Historical**
7. Optimist Nature Park

- **Recreational**
9. Mount Pleasant Nature Park
16. Mount Pleasant Community Centre
- Brock's Route
- TH & B Trail
- L.E. & N Trail
- Pleasant Ridge Tour
- Brantford to Dundurn Tour

- **Civic**
5. Mount Pleasant Fire Station

- Existing Signage**
Community Gateway

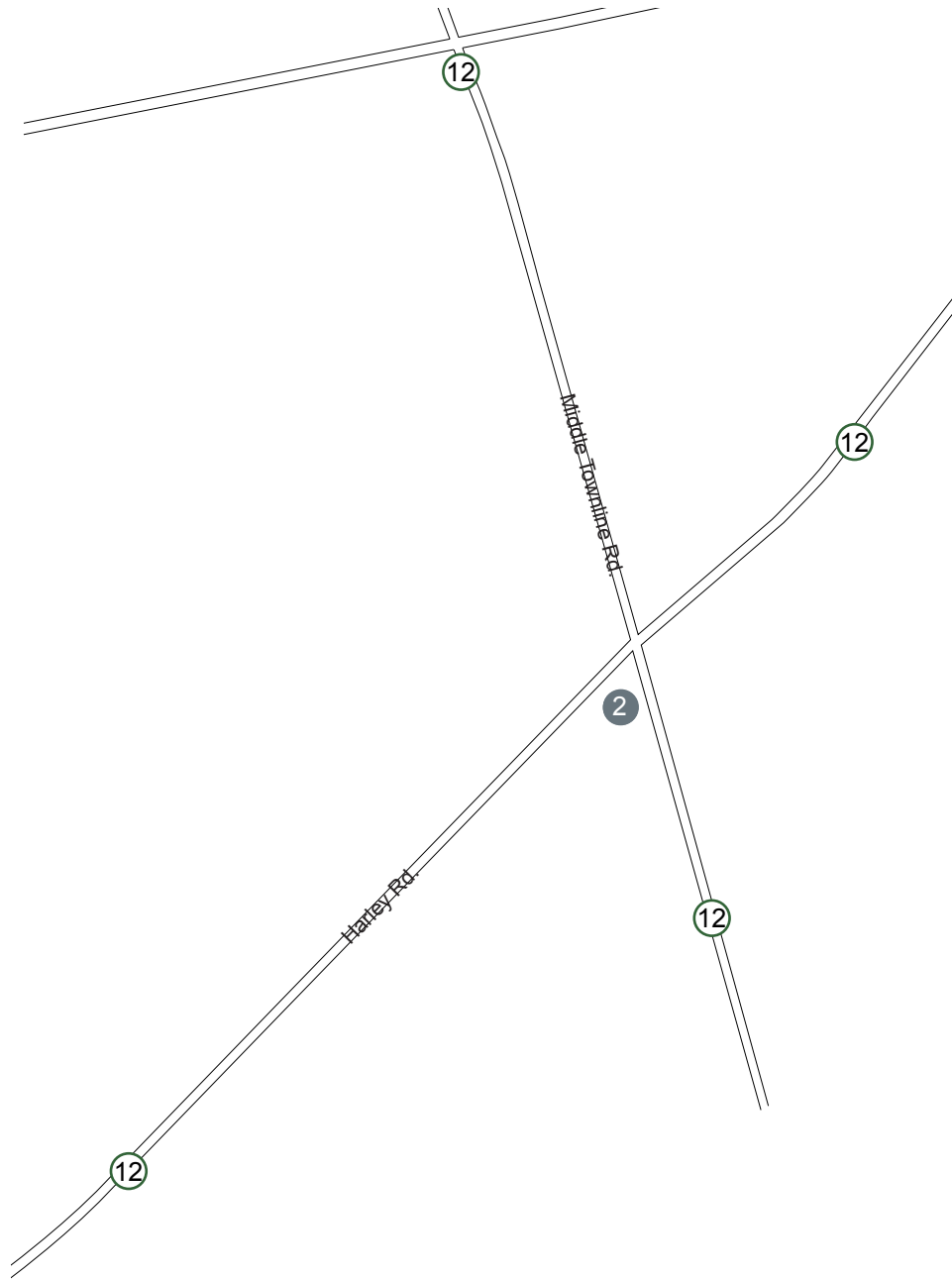
- Decision Nodes - Class 1**
● Major Decision Node
● Minor Decision Node

FAIRFIELD PLAIN



 **Existing Signage**
Community Gateway

HARLEY



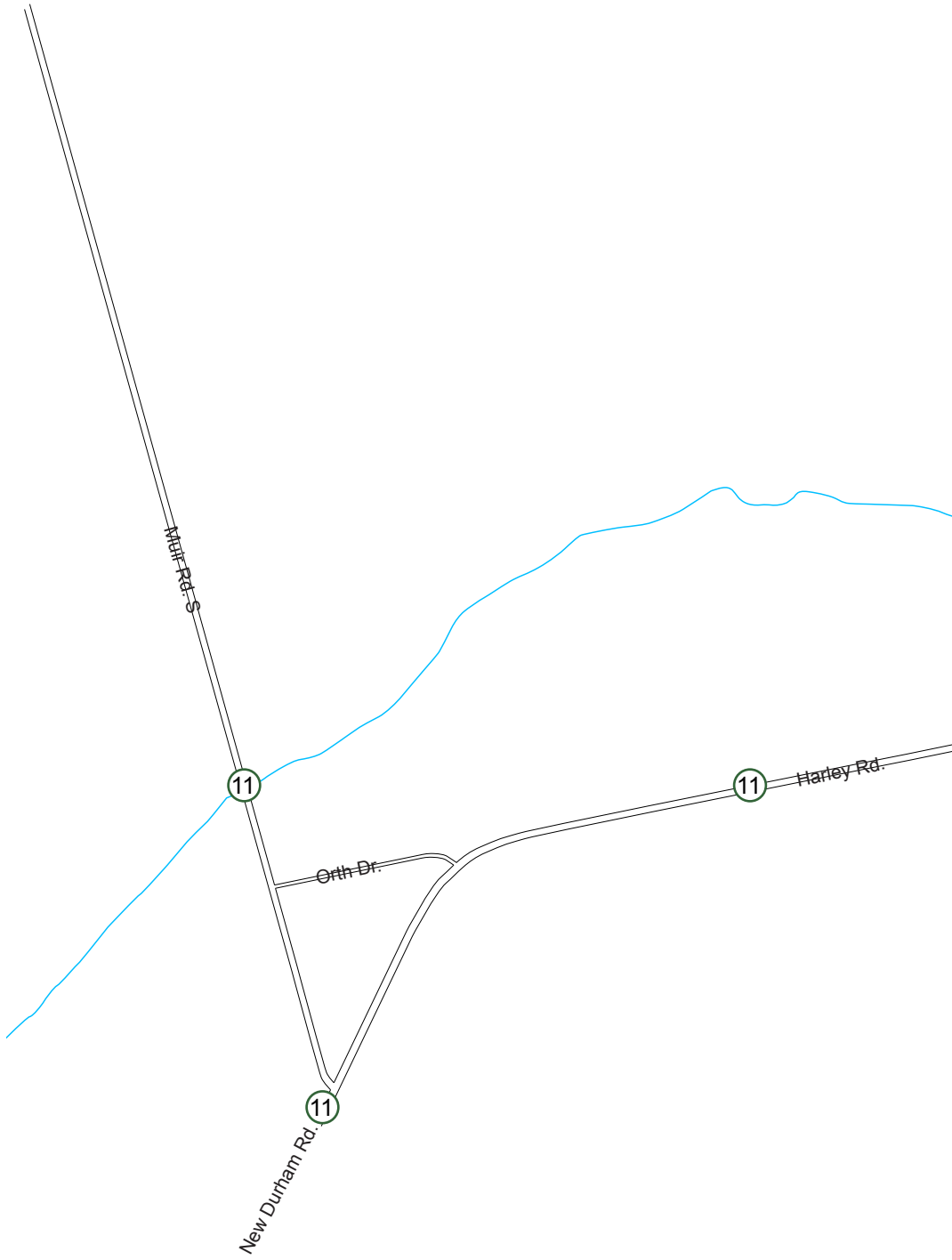
● **Cultural**
2. Harley Museum / Burford Township Museum

● **Civic**
15 - Harley Cemetery

16

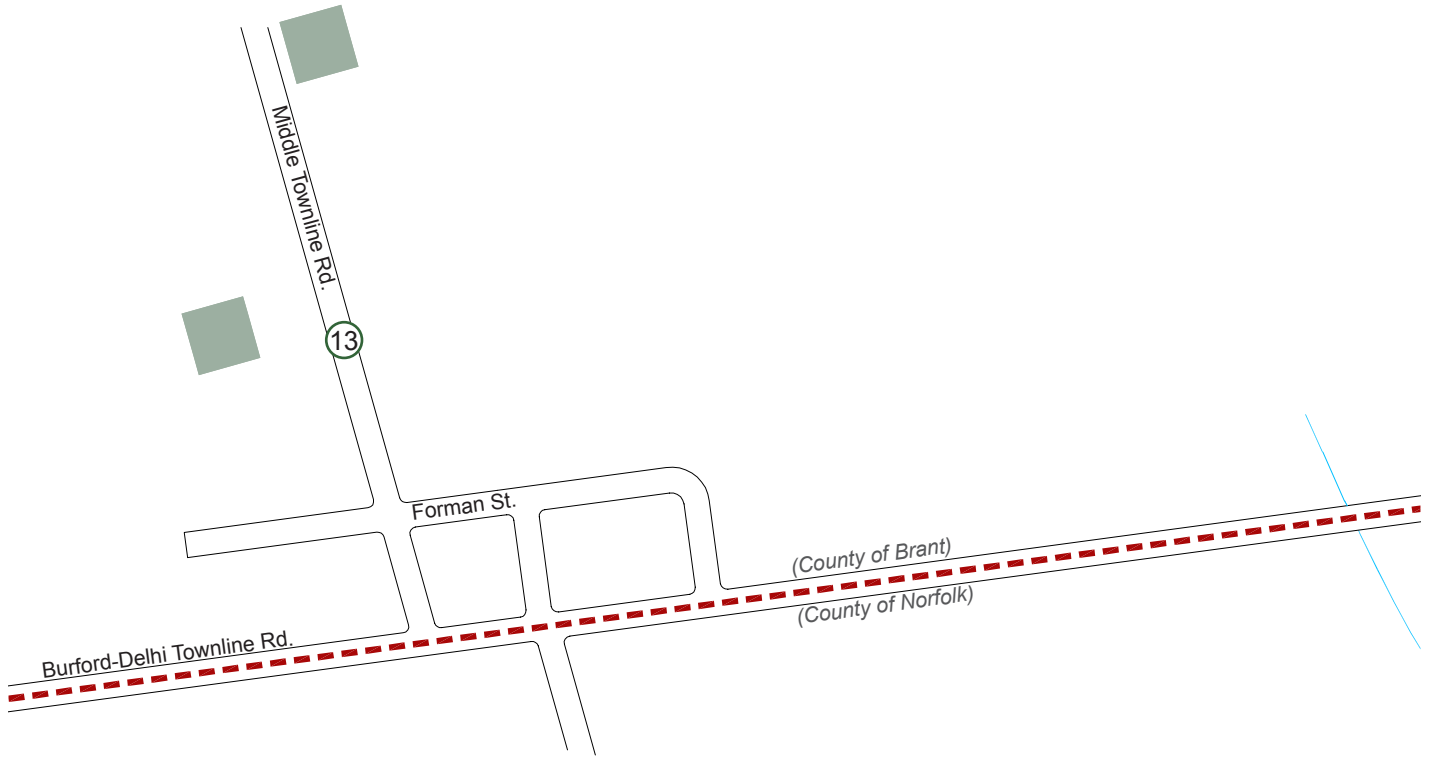
○ **Existing Signage**
Community Gateway

NEW DURHAM



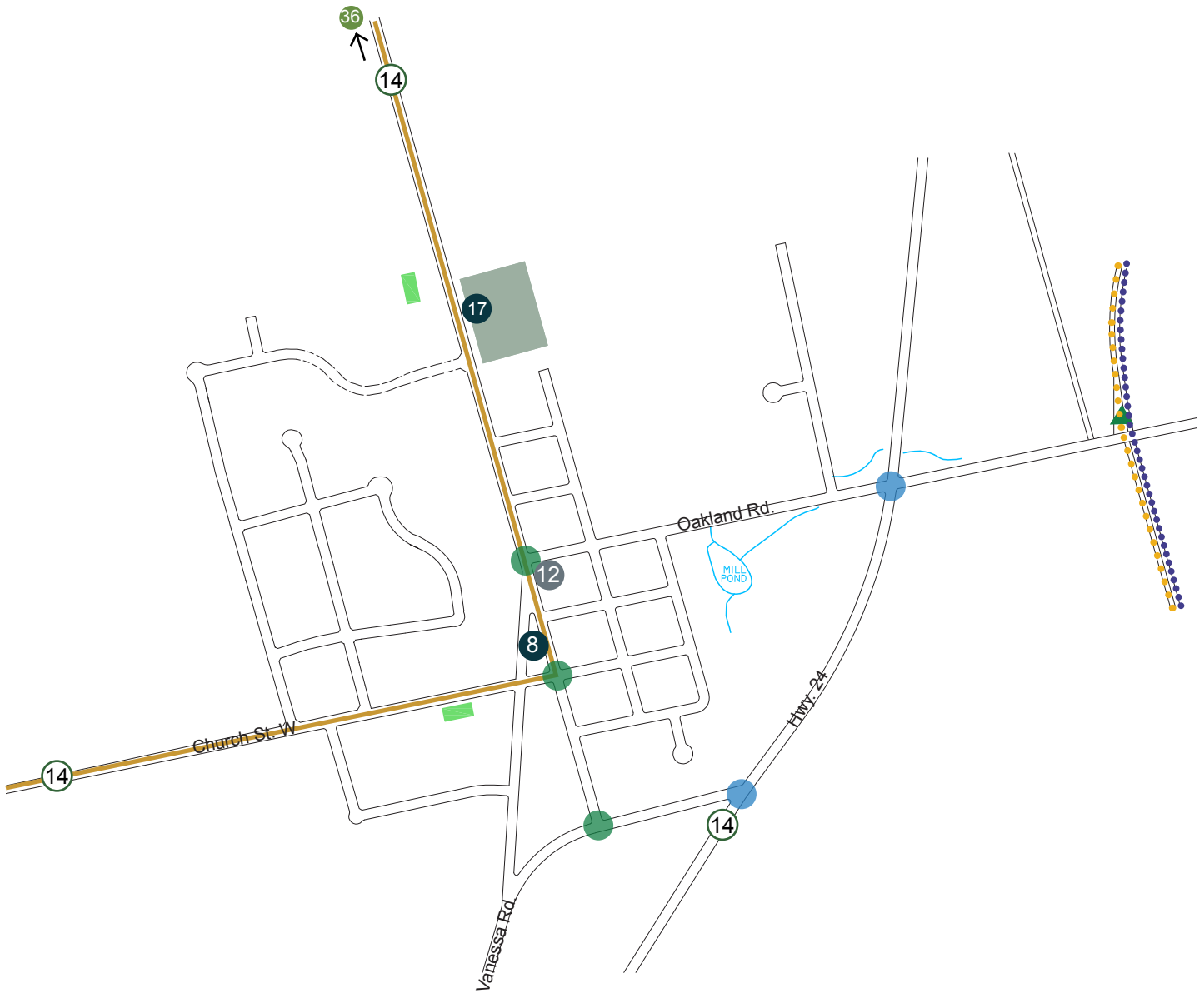
 **Existing Signage**
Community Gateway

KELVIN



○ Existing Signage
— Community Gateway

SCOTLAND



- Recreational**
 - 36. Scotland Community Centre
 - Brock's Route
 - TH & B Trail
 - Paris / Scotland Loop

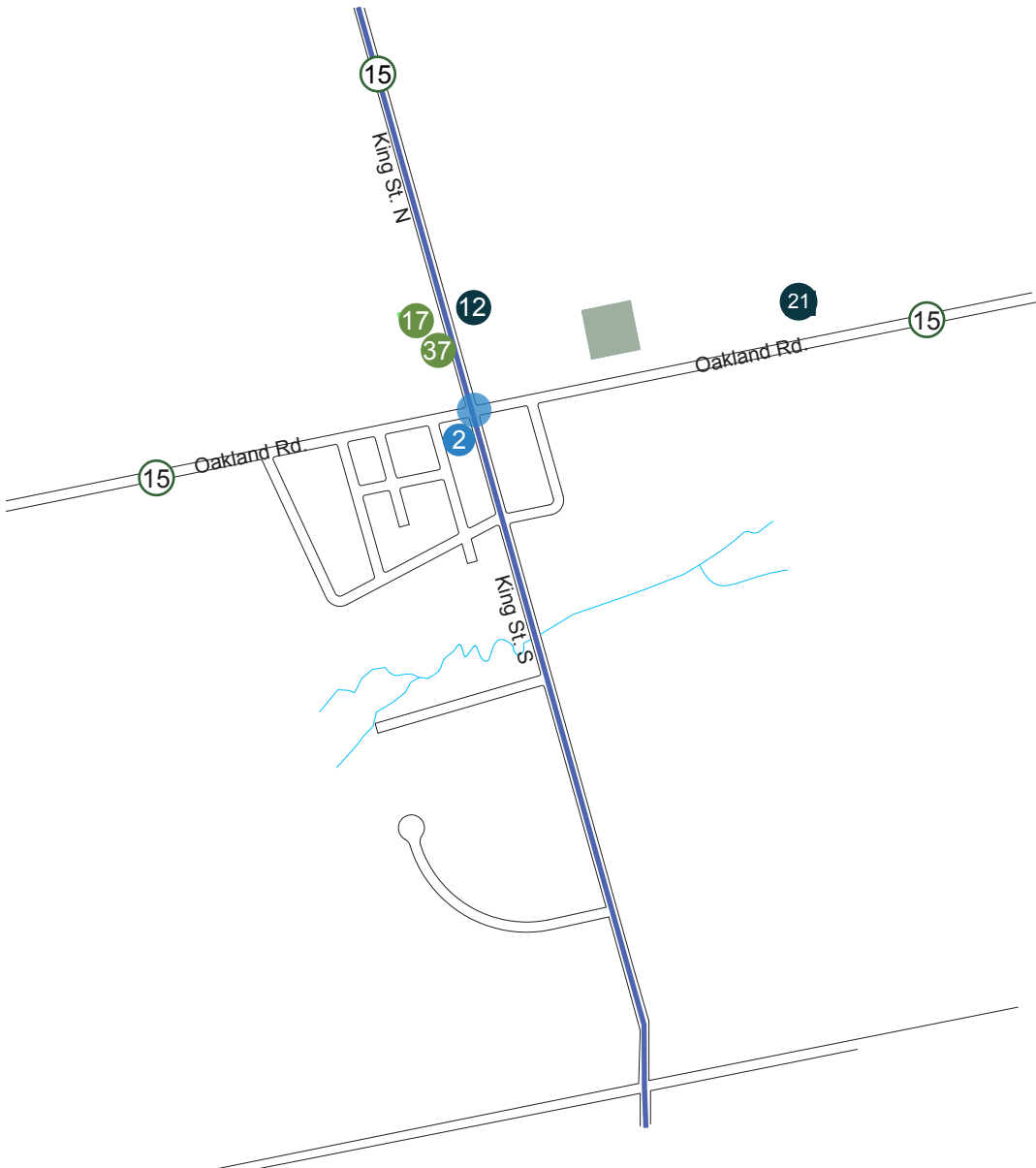
- Cultural**
 - 12. Scotland - Oakland Library

- Civic**
 - 8. Scotland Fire Station
 - 17. Scotland Cemetery

- Existing Signage**
 - Community Gateway

- Decision Nodes - Class 1**
 - Major Decision Node
 - Minor Decision Node

OAKLAND



- **Recreational**
 - 17. Oakland Community Centre
 - 37. Lions Park (Oakland)
- **Historical**
 - 2. Malcolms Mills Historical Site
- **Civic**
 - 12. County of Brant Office
 - 21. Oakland Cemetery

- Existing Signage**
 - Community Gateway
- **Decision Nodes - Class 1**
 - Major Decision Node
 - Minor Decision Node

BURTCH



 Existing Signage
Community Gateway

CAINSVILLE



Civic
 4. Cainsville Fire Station

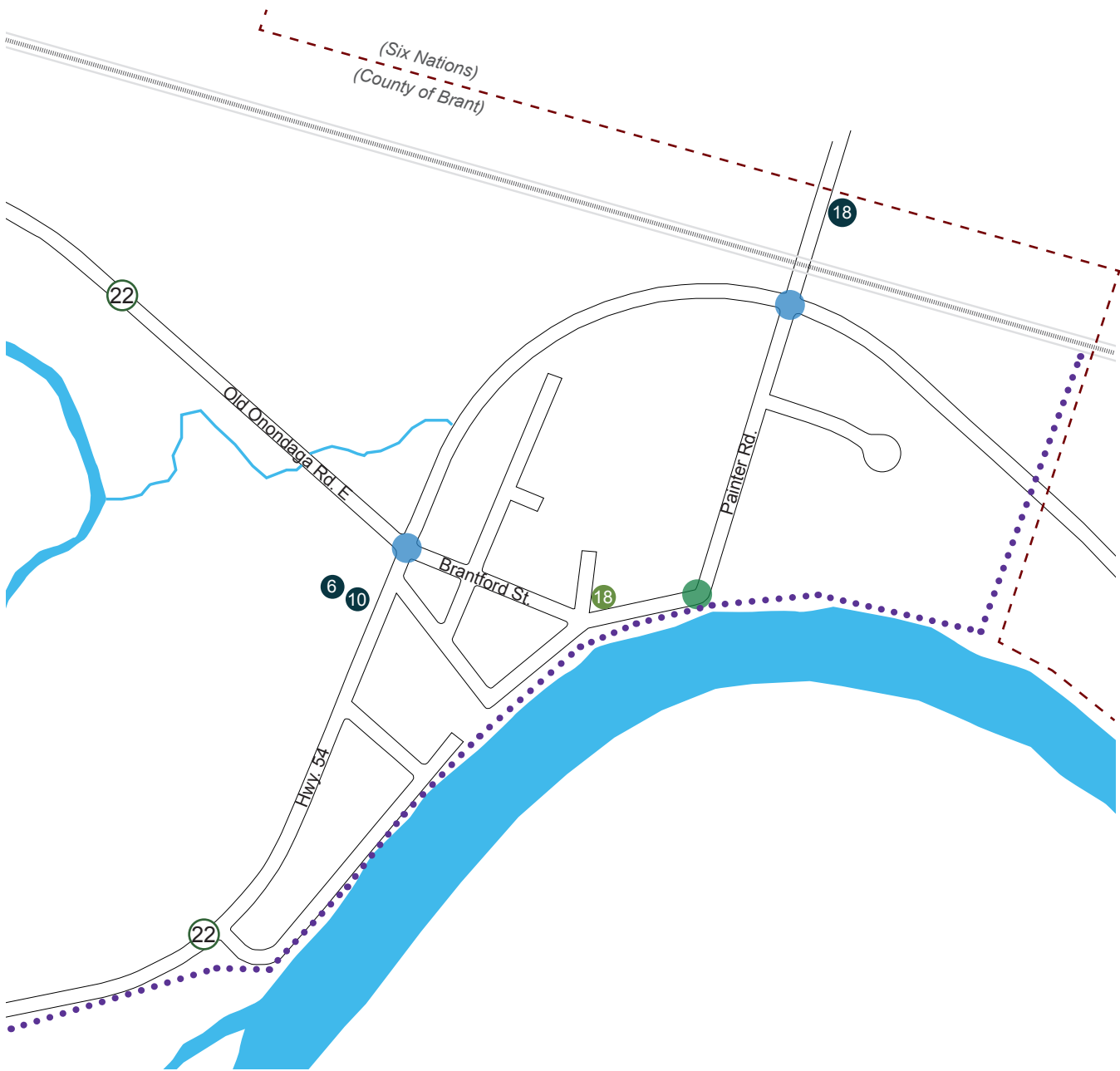
Recreational
 15. Cainsville Community Centre
 38. Brant Onondaga Park

..... Brock's Route

Existing Signage
 Community Gateway

Decision Nodes - Class 1
 Major Decision Node
 Minor Decision Node

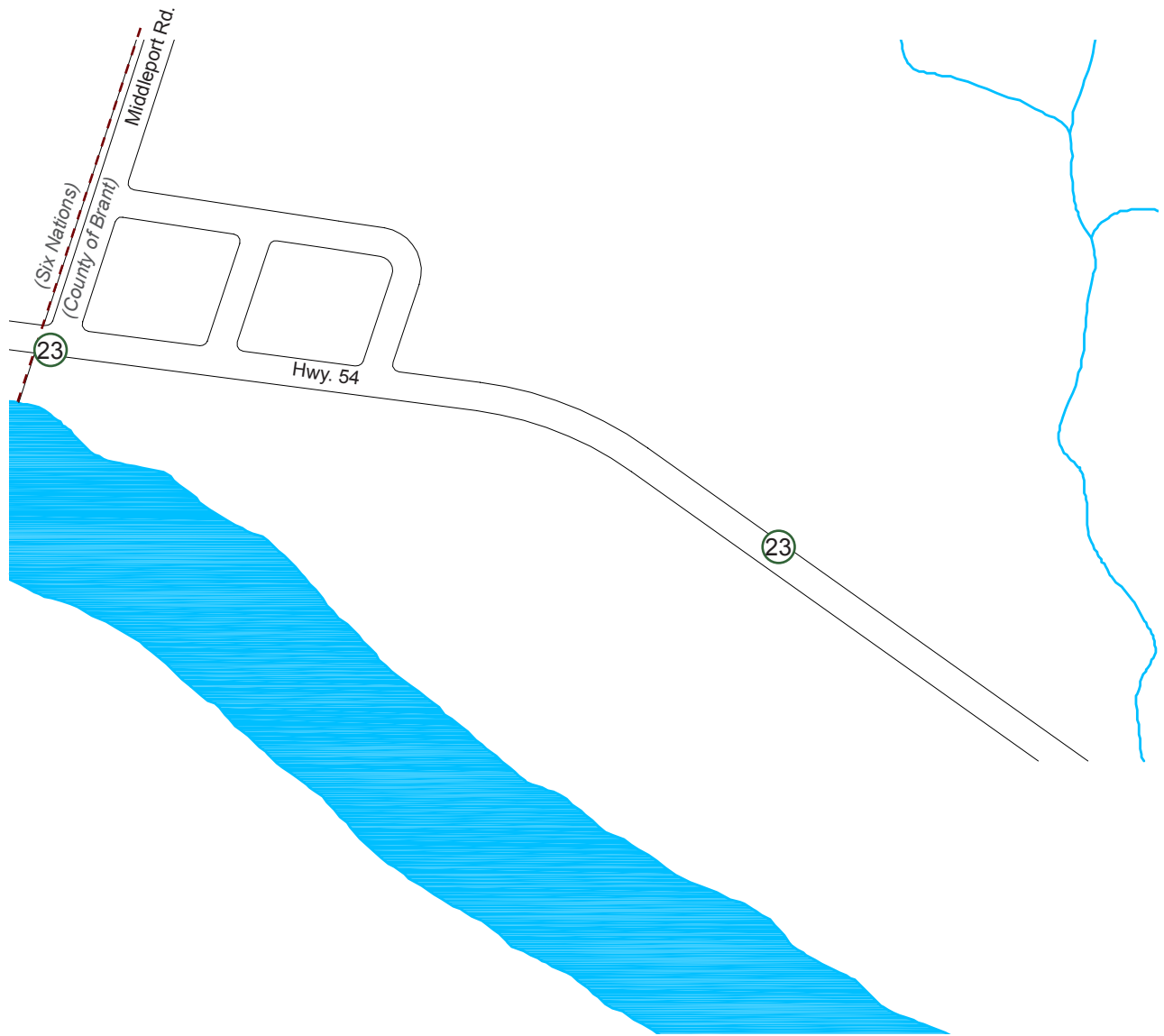
ONONDAGA



- **Recreational**
- 18. Onondaga Community Hall
- **Grand Valley Trail**
- **Civic**
- 6. Onondaga Fire Station
- 10. County of Brant Office
- 18. Pleasant Hill Cemetery

- Existing Signage**
- Community Gateway
- Decision Nodes - Class 1**
- Major Decision Node
- Minor Decision Node

MIDDLEPORT



○ Existing Signage
— Community Gateway

ST. GEORGE



--- Downtown Area

Historical

- 5. Adelaide Hunter Hoodless Museum
- 21. St. George School
- 22. Mayhill Villa/Lewis C. Cope Residence
- 24. Sunnyside
- 25. Howell Block

Recreational

- 14. South Dumfries Community Centre
- 26. Jacob's Woods Park
- 27. King William Park
- 32. Elliot Field
- 34. Sunny Hill Park

Paris / St. George Loop

St. George Lynden Loop

Cultural

- 4. South Dumfries Museum
- 13. St. George Library

Civic

- 7. St. George Fire Station
- 20. St. George Cemetery

Existing Signage

Community Gateway

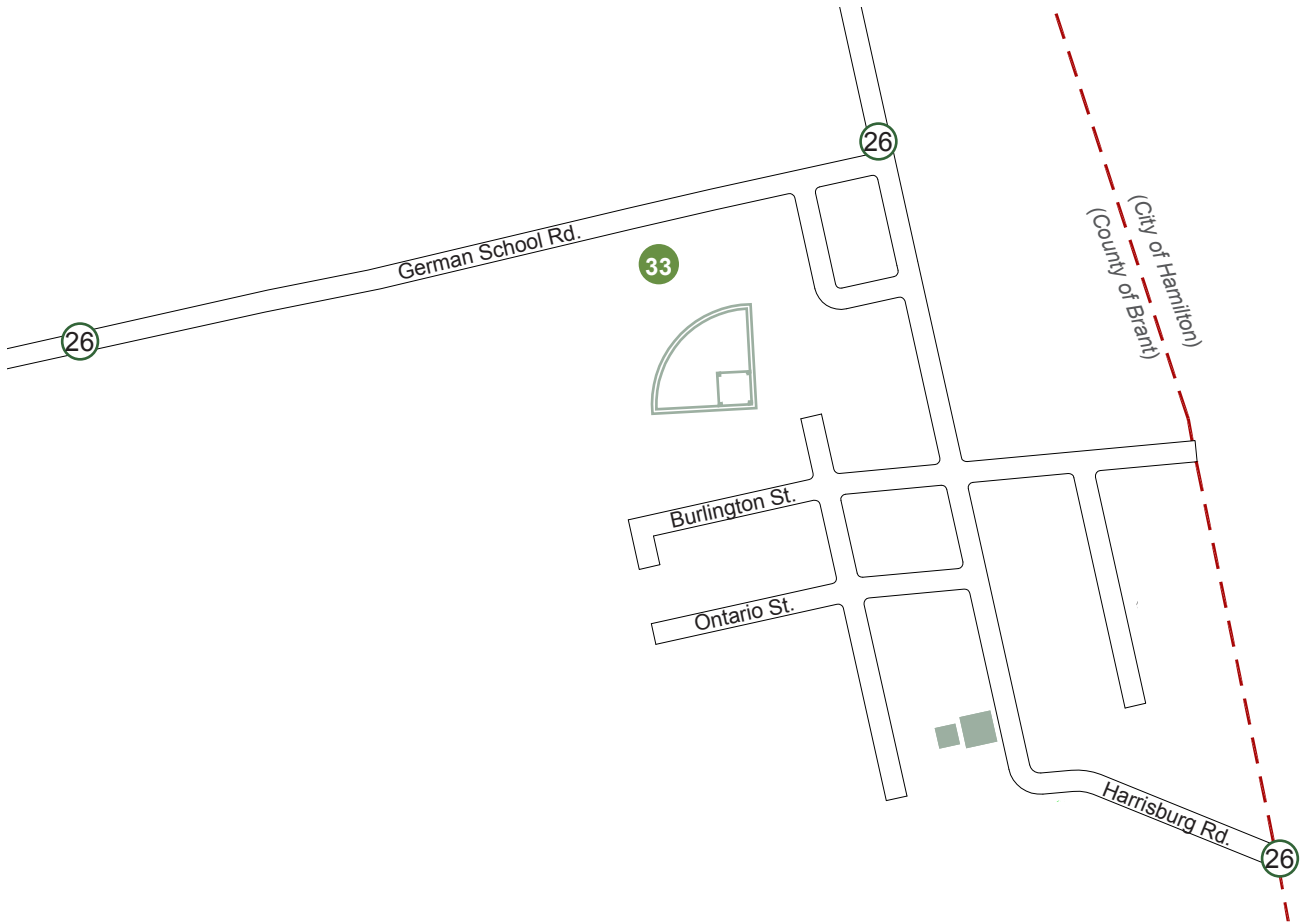
Decision Nodes - Class 1



- Major Decision Node
- Minor Decision Node

Decision Nodes - Class 2

- Major Decision Node
- Minor Decision Node

HARRISBURG



-  **Recreation**
33. Harrisburg Ballpark
-  **Existing Signage**
Community Gateway

3.6 WAYFINDING STRATEGY NEEDS / GAPS

This section reflects on background research and comments from interviews conducted to highlight the needs and gaps found within the County of Brant regarding the current signage system. The following have not be prioritized:

- In pedestrian focused areas, there is no appropriate signage directed towards pedestrians. Existing signage is vehicle focused; *Locate and design signs that work for both pedestrians and drivers;*
- Some communities within the County of Brant have multiple gateway signs that visually clutter the entrance way; *Consolidate and prioritize gateway signs at the entrances of each community;*
- Cycling routes, off road trails and other outdoor amenities are not made apparent using the existing wayfinding system in the County; *Include all recreational facilities, trailheads and recreational portals (Grand River access points) as part of the overall wayfinding strategy;*
- There are limited directional signs that identify the numerous destinations within the County of Brant; *Coordinate directional signage locations with travel routes to ensure consistency and complete navigational assistance;*
- Existing signage lacks uniformity regarding size, colour and overall design of signage. This confuses the identity of the County of Brant; *Design new wayfinding signage as part of a coordinated family of signs with consistent messaging and branding;*
- The County's existing signage has minimal branding / logo usage throughout; *Maintain County branding on all gateway identification and directional signs;*
- There is a lack of hierarchy among gateway, directional and identification signage; *Include appropriate levels of signs in terms of scale and messaging to suit the intended audience and location.*
- There are no County Gateway signs between the County and the City of Brantford; *Include gateway signs at the perimeter of major portals around the City of Brantford;*
- Limited tourism destinations are included on TOD signs, with a vast majority of destinations with no wayfinding signs; *Support and enhance tourism efforts by including tourist destinations in the strategy;*
- Existing signs function independently and are not part of a cohesive wayfinding system; *Ensure the wayfinding strategy includes a variety of sign types that conform to a family of sign elements in terms of design and messaging;*
- Ancillary signs (service clubs, event signs) are included without consistency throughout the county. *Include appropriate supportive signage as needed. Ensure the strategy is flexible to accommodate future additional or deleted destinations.*

3.7 REQUIREMENTS & RECOMMENDATIONS

The background review (inventory, interviews and surveys) informed the requirements and preferences for the signage program development and implementation. This report focuses on County and community gateway and directional signs, and identifies design guidelines for future sign development in the County of Brant. Destinations include recreational, civic, historical and cultural categories.

Feedback from internal stakeholders discussed a range of additional signage requirements/suggestions to be included in the County Wayfinding Strategy. The Wayfinding Strategy responds to these requirements/suggestions, by category.

3.7.1 General Sign Requirements

County branding is incorporated into the strategy and the proposed sign concepts. Each sign category has a individual style, size and design and is influence by the anticipated location and sign use.

3.7.1.1 Gateway/Boundary Signs

The existing gateway/boundary signs (County and community entrances) do not provide the County with a clear identity. To address this issue there are opportunities to:

- Revamp the current signs that are weathered/outdated and replace with signs that better represent the County,
- Establish a hierarchy of signs to assist residents or visitors as they travel to/within the County,
- Locate County gateway signs around the perimeter of Brant;
- Make County gateway signs large enough to be easily read at the assumed highway speeds,
- Limit the number of signs around entrances/gateways to de-clutter and limit confusion. This includes County and community entrances, and
- Include both vehicular, pedestrian (sidewalks and trails) and river portals as primary gateways.

Gateway/welcome signs will be placed along the County boundary and local community boundaries. The addition of 'Come Again' messaging on the backside of community gateway signs maximizes the available surface area. Proposed gateway/welcome signs should be installed when existing signs are beyond repair or reach their 'end of life cycle'.

Community Service Group Signs:

Currently, community service groups are included on a few existing community gateway signs. The additional information often leads to 'sign clutter' if not integrated with the original sign design properly. When new community gateway signs are being considered, current service groups, new service groups, and other relevant stakeholders

should be consulted for inclusion on new gateway signs. If there are multiple service groups who want to be included on gateway signs, a separate additional sign should be installed. Specific 'service group signs' offer flexible space for additional groups to 'join', and maintains a clear message and design for the gateways signs. Service groups signs should be installed either before or after community gateway signs, then passersby associate service groups and the community together.

3.7.1.2 Directional Signage (Destinations / Tourism)

The County of Brant has several tourism and amenity destinations to offer citizens and visitors. Inclusion of tourism destinations is a key Wayfinding Strategy objective and a primary focus of the overall program (in contrast to local destinations frequented by residents). This provides opportunity to:

- Develop consistent design standards to help guide and direct residents and tourist through the County on various routes,
- Create signs that represent and support the County's character,
- Have a unified signage program with a hierarchy of signs throughout the County, and
- Provide adequate directional signage towards key destinations for residents and tourist to navigate within the County.

3.7.1.3 Trails, River Access Points and Recreation/ Natural Areas

The Wayfinding Strategy addresses all major regional trails, recreational parks and river access points within the County as they are recognized important tourist destinations (neighborhood/local small trails and parks are not included). Signage will direct the visitor to trail heads, access points, and parking facilities provided for trail access. Additional signage will be placed at road crossings and will identify shared trails that continue outside of the County. Specific trail or conservation logos (Trans Canada Trail) will also be addressed in the signage program.

3.7.1. Tourism

Representatives requested the inclusion of many primary tourism destinations in the Wayfinding Strategy, but many destinations are already included in the provincial Tourism Oriented Destination Signage (TOD's) program. While outside the scope of this report, the County should consider implementing a 'Pay to Play' program in the future, similar to the TOD program.

Considering Tourism Signs for the County of Brant

One desired outcome of the Strategy is to consolidate identification, orientation and directional messaging, resulting in reduced sign clutter on thoroughfares. The appearance of busy vehicular corridors can be greatly improved by consolidating

messaging to a few new signs from several existing signs. However, as a result of municipal sign programs and increased ‘messaging services’, space for sign messaging becomes a premium. For example, as destination promotion increases to serve tourism aspirations, so too does the space required on a sign, which in turn, may ultimately require additional signs to support this need – thus challenging the key strategy to reduce sign clutter. Specifically, including ‘non-county’ enterprise as promoted destinations requires the careful consideration of using independent ‘tourism signs’.

Ontario’s TODs program is independent from typical county/ municipal signage, but maintains tourism destination (directional) signage throughout the province. This program offers a ‘pay-to-play’ (POP) sign space to private enterprise that meet specific criteria for inclusion. Several municipalities, such as Halton, Elgin and Middlesex, offer POP options in their own wayfinding programs for ‘in municipality’ destination promotion. Some basic criteria these programs include: businesses must have road access; be multi-seasonal operations; are law-abiding business; are tourism-based; have a regulated and controlled reception area; meet road side visibility standards etc. Each program has a specific list of business types that could be considered. It is notable that the County of Brant currently has approximately 50 TODS signs situated along Highways 403 and 24.

Typical costs for participating in a tourism/destination directional signage program varies depending on sign locations, (busier roads have higher premiums); size of sign panel, type of organization (non profit vs profiting business) etc. Research suggests that participation fees have generally do not cover all costs, but have aided in sign production, installation and yearly maintenance. Annual fees range from \$100/year for a non-profit tourist organization to \$4500 for a major urban attraction on a major highway.

It is recommended that the priority for ‘tourism destination’ inclusion on a county or municipal directional sign should typically be limited to those destinations and systems that are owned and supported by the County. A ‘Pay to Play’ program addressing private enterprise should be considered as a future initiative (eg. golf courses or agri businesses). A listing of destinations that should be considered by the County can be found in section 3.4.3 of this document. The Wayfinding Strategy should consider the current destinations using the TOD program and continue with appropriate directional signage to connect the user to the intended destination.

General Constraints

- Regional TODS signs are generally accepted as providing tourist information potentially visually cluttering roads,
- Placement of signs may be constrained if desired location is on private property, and
- The use of business branding on signs complicates the effectiveness of the County Brand on the signs.

3.7.2 Recommendations

This recommendation will assist the County of Brant in allocating implementation priority for the Wayfinding Strategy. The County may involve many departments, depending on priorities-- but many different sign projects can occur concurrently. The following priorities should be considered as a strategic guide that could inform phasing. Five key priorities should be addressed as shown.

Recommended Prioritization:

1. Start with Replacement – missing or existing entry or directional signage in need of repair or update reflect poorly on community pride and image and should have priority for replacement. Disrepair might include signs with peeling paint and message appliqués; fading sign panels, warped or damaged structures, or those that have a tired and neglected (end of life) appearance;
2. Civic Pride 1 – identification of existing amenities that currently have no signage;
3. Filling the Gap – installing new signage that fill a wayfinding ‘gap’ and/or complete an existing route;
4. Civic Pride 2 – identification of new amenities, trails and facilities will have signage included as part of their construction activities. These signs complete the celebration of the new amenities through identity and access, and contribute to community pride;
5. Support Signage – identification and/or directional signage that appeal to an identified need through public or organization concern.

Phasing should accommodate and be organized into short term (1-3yrs), middle term (3-5yrs) and long term (5-10yrs) periods – these have been suggested on the ‘budget & phase’ charts in the following section.

Phasing will respond directly to available approved budgets, based on a priority system however in certain cases several priorities may be in effect concurrently. As such, each concurrent year or phase will continue with incomplete priorities from the previous phase that were not installed. Priorities should be reviewed and adjusted on a yearly basis.

4 VISUAL IDENTITY: BRANDING & STYLE

The Visual Identity: Branding & Style section provides information on existing identity, logos, and colour palettes in support of the County of Brant Wayfinding Strategy.

4.1 STYLE GUIDE

General

County Branding

The County of Brant’s logo is used to distinguish County of Brant specific signs. The logo provides a graphic branding element that is common throughout the Wayfinding Strategy. The logo should be used for marketing purposes such as advertising, brochures, pins, banners, flags and signage. The logo is shown here in three formats (colour, white or black) as displayed below:



To promote strong and consistent County identity, and to unify messaging throughout the County, the complete County of Brant logo or identifiable parts of the logo (ie. the wave) should be used on all signs, and should take priority over other community, BIA or facility crests, logos or branding. There are currently no guidelines for the use of the County of Brant logo. It will be the discretion of the County to accept the modifications of the County logo as presented in the concepts provided.

Colour

The general design of the signs instill character supporting unique signage guidelines distinguishing the County of Brant from neighboring counties. A colour palette was adopted from the County of Brant predetermined colours. Colours work in harmony to provide consistency for the Wayfinding Strategy. Used consistently, the colours will support unique branding for the County of Brant.

Suggested Colour Palette



Suggested Wayfinding Colour Palette



Typography

Proposed typographic standards for the Signage Master Plan uses AODA compliant typefaces. The primary typeface, used on all types of signage, is a 'sans serif' font. Sans serif fonts are recommended for signage to provide clear and visible messaging.

The proposed fonts include Clear View Highway font and Highway Gothic; both are compliant with Ontario highway standards. It is the clients responsibility to access and provide the font types to the sign designer/fabricator. Acceptable alternative include Ariel, Calibri and Corbel.

Sizes of font will vary depending on the road speed. On lower speed roadways font will be smaller. As roadway speed increases, the font will be enlarged for visibility.

Message Hierarchy

For a wayfinding sign to be successful, the messages contained must be comprehended while the viewer is otherwise busy doing something other than reading, such as driving or walking, maybe biking. For the system to be successful, messaging needs to be consistent, connected and logical. Clear and accessible messages:

- inform visitors that they are in the County of Brant,
- orient visitors where they are within the County of Brant,
- provide direction to various communities and attractions, and
- inform, promote and improve the visibility of various landmarks, communities and

attractions within the County.

For the messages to be clear, the specific design of the typeface, font sizing and logical sequencing of various messages should be considered. Each sign type will have different priority messaging based on the intended use of the sign. These will be further detailed on the sign design guidelines.

Priority messages include:

- County of Brant identification via a logo,
- Community Identification, and
- Destination identification and directional arrows.

Secondary messages might include, but are not necessary:

- Welcome messages that are friendly and inviting,
- Etiquette messages that inform the visitor of important community initiatives or awareness factors, and
- Information messages such as population figures, inaugural dates, or other interesting factual notes about the community. (home of historical feature or influential person).

Symbols

Shown below is a list of universal icons recommended for use in the Brant County signage where applicable. The original electronic artwork for these symbols should be used for reproduction purposes. The client should provide production files for the symbols required for signage.

Please refer to the Ontario Provincial Standard Icons used by TODS and/or the Kings Highway Guide Signing Policy Manual for any additional symbols not shown here.

Note:

Some of the Province's standard icons are subject to copyright. Examples include, but are not limited to Farmer's Markets and organization logos such as Provincial Parks.



All Terrain



Gas Station



Bike Trail/Route



Diving



Change Table



Fishing



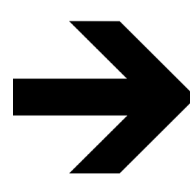
Golf



Food



Accessibility



Arrow

Materials

Materials recommended for the signage plan are reminiscent of the theme and are cohesively used throughout the signs. Generally, materials for signs will include:

Sign panels:

Sign panels can be either alumicore with a polyurethane coating. All painted surfaces are to use an acrylic polyurethane anti-graffiti paint system. Aluminium / Stainless Steel is to be sanded, acid washed and coated with a self etching primer base. For each colour being applied, a minimum of two coats is recommended. Once all colour applications have been applied, the sign will be sanded with fine sand paper to create a smooth finish and remove any ridges left by the masking process. Finally, clear coating will be used on the signs to achieve a consistent semi-gloss finish.

Fasteners:

All fastening hardware is to be stainless steel or high grade powder coated steel finish. Fastening holes in sign faces and structures are to be pre-drilled and deburred prior to paint and finishing. Structural welding will be completed using the best trade practices. To achieve proper fit and finishing, welds must be cleaned and ground smooth.

Footings & Posts:

Post and footing size should be based on sign size, wind loads and geotechnical conditions. Shop drawings should be approved by an Ontario licensed structural engineer.

All signs along Provincial roads need to comply with MTO standards and use 'breakaway' sign supports.

Wood posts and structural elements should be pressure treated. Metal posts, brackets and base covers should be aluminum.

Lighting:

Lighting should typically be limited to gateway signs and approved by an Ontario licensed electrical engineer. Electrical source should be considered as a 'case-by-case' basis.

4.2 SIGN TYPES

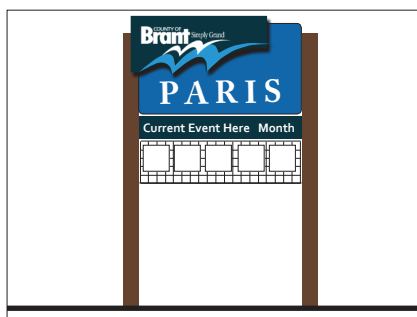
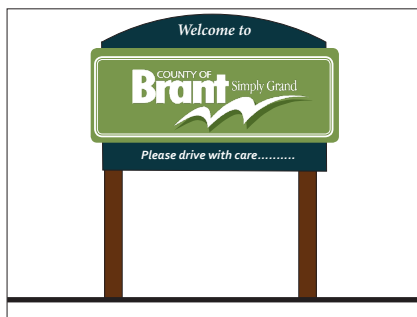
ENTRY

County Gateway - Primary, Secondary & Tertiary (CGP, CGS & CGT)

These signs will be substantial markers that will welcome visitors and residents into the County of Brant and provide a sense of arrival. Primary Gateway signs will be those located on Provincial Highways #403 and Hwy. 24. Gateways will be located at the perimeter of the County as well as County entrance points exiting Brantford. Secondary Gateway signs will be located at entrance portals along other major roads. Similar but smaller signs will be located along less popular routes into the County (side roads and lines). Signs will be clearly visible/legible for vehicles traveling at higher speeds. Lighting and reflective lettering will aid with night visibility. Each sign will be durable, authentic and unique to Brant and sited strategically along the boundary of the County of Brant.

Community Identification (ID) (CID)

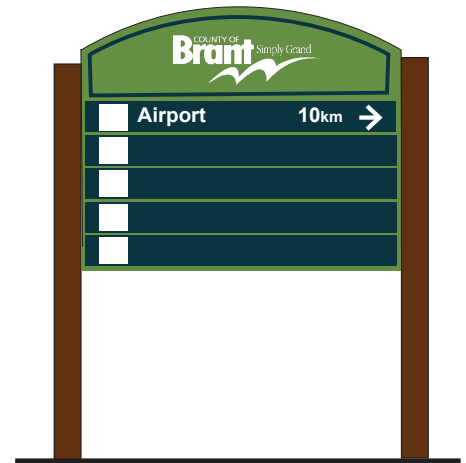
These will be substantial markers that will complement the 'County Gateway' signs and will welcome visitors and residents to the County of Brant's communities. This type of signage will provide a sense of arrival and identification to a specific community. Each sign will be durable, authentic and consistent with other community signs in the County. Optional service club recognition (maximum 5 logos) could be included, with the use of club/group logos.



DIRECTIONAL

Directional Primary (DP)

These markers will be the first introduction to wayfinding upon entering the County, and will be repeated as required along higher speed roadways. The signs will provide direction to towns, and Level One facilities and assets located within range of the next nearest community. The signs will be placed in a rural setting and designed at a larger scale to provide clarity along higher speed roadways. A maximum of five destinations will accommodate visual comprehension at higher speeds. Signs will be standardized through the communities with a modular design to allow flexibility in adding/ subtracting orientation panel. Destinations should be listed as follows: first left turn, then right turn and then straight ahead, with destinations in the same direction listed in order of occurrence. Signs include arrows and distances, with optional logos.



Directional Primary
(5 destinations maximum)



Directional Primary
(less than 5 destinations)

Directional Secondary (DS)

These markers will provide orientation (understanding your location) and direction to facilities and assets that are located within a specific community, or that are located on roads with slower speeds. Secondary signs are smaller than Primary Signs. They are standardized with a modular design to allow flexibility in adding/ subtracting directional panel. A maximum of four destinations suit driving conditions upon entering a community. Destinations (both Level One and Two) should be listed as follows: first left turn, then right turn and then straight ahead, with destinations in the same direction listed in order of occurrence. Signs include arrows with optional logos.



Directional Secondary
(maximum 4 destinations)

Highway Confirmation (HC)

These supplemental signs provide assurance to drivers that they are traveling in the right direction to reach their intended destination. Typically, they are located where there is a larger distance between amenities and other attractions requiring signage. Signs include distances with optional logos.



Directional Pedestrian (Post Mount) (dp)

Designed for both the pedestrian and driver, these signs are smaller in scale, and can accommodate up to five destinations on one panel. Located within the pedestrian scaled streetscape of a downtown area, these signs can be installed as independent structures or installed on existing poles, walls or other vertical surfaces. Directional arrows should speak to the driver first to limit confusion for one way traffic routes.



Directional Neighbourhood (dn)

These specific signs will be located along routes that deviate from the primary travel route and will assist a driver with navigation through a neighbourhood to the intended destination. Smaller in scale, these signs will typically only include one or two destinations.



Themed Tours (TT)

Designed for both driver and pedestrian, these signs are located to direct the visitor along an intended themed route with prescribed destinations along the way. Signs will typically be recognized with the use of a larger tour logo and tour name. Part of a broader tourism initiative, associated tour maps should be made available to support the designated tour route.



4.3 FAMILY OF SIGNS



COUNTY IDENTIFICATION
Primary Gateway Concept A



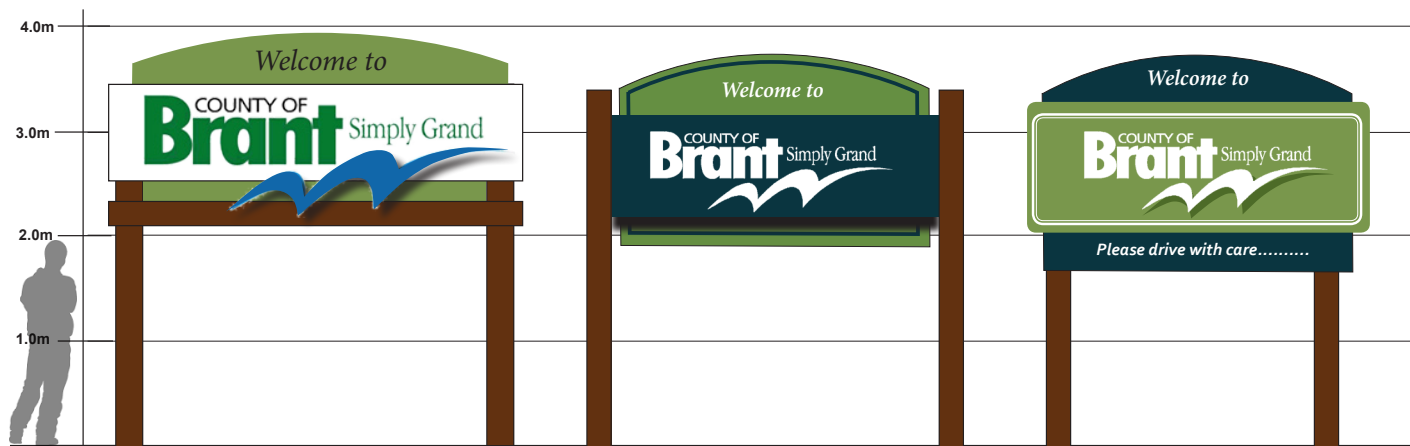
COUNTY IDENTIFICATION
Primary Gateway Concept B



COUNTY IDENTIFICATION
Primary Gateway Concept C



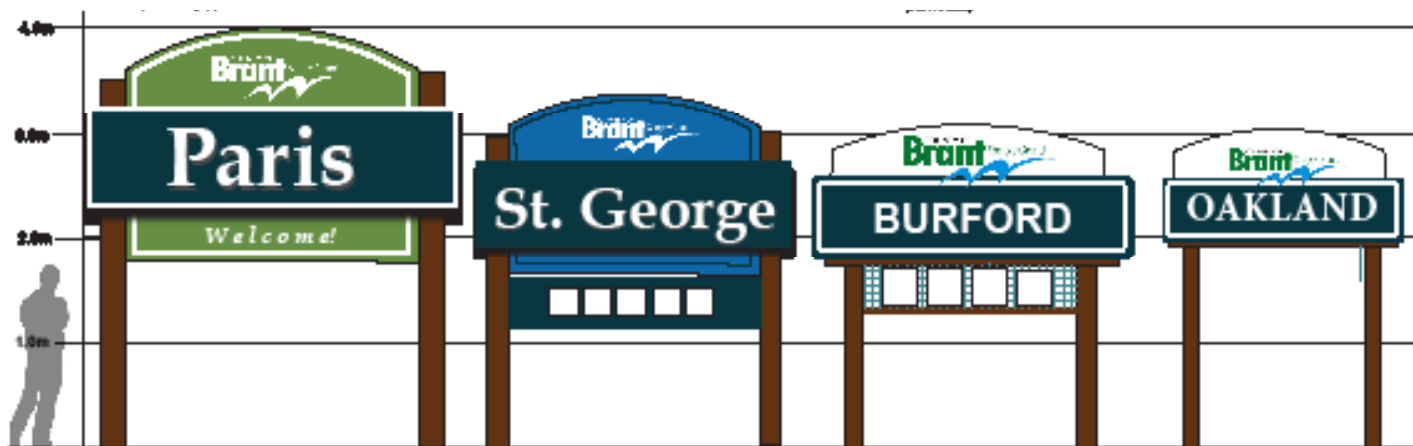
COUNTY IDENTIFICATION
Primary Gateway Concept D



Concept A1

Concept A2

Concept A3



Concept B4

Concept B5

Concept B6

Concept B7

Community Identification Signs



Directional Primary A8
(full compliment of destinations - optional logo)

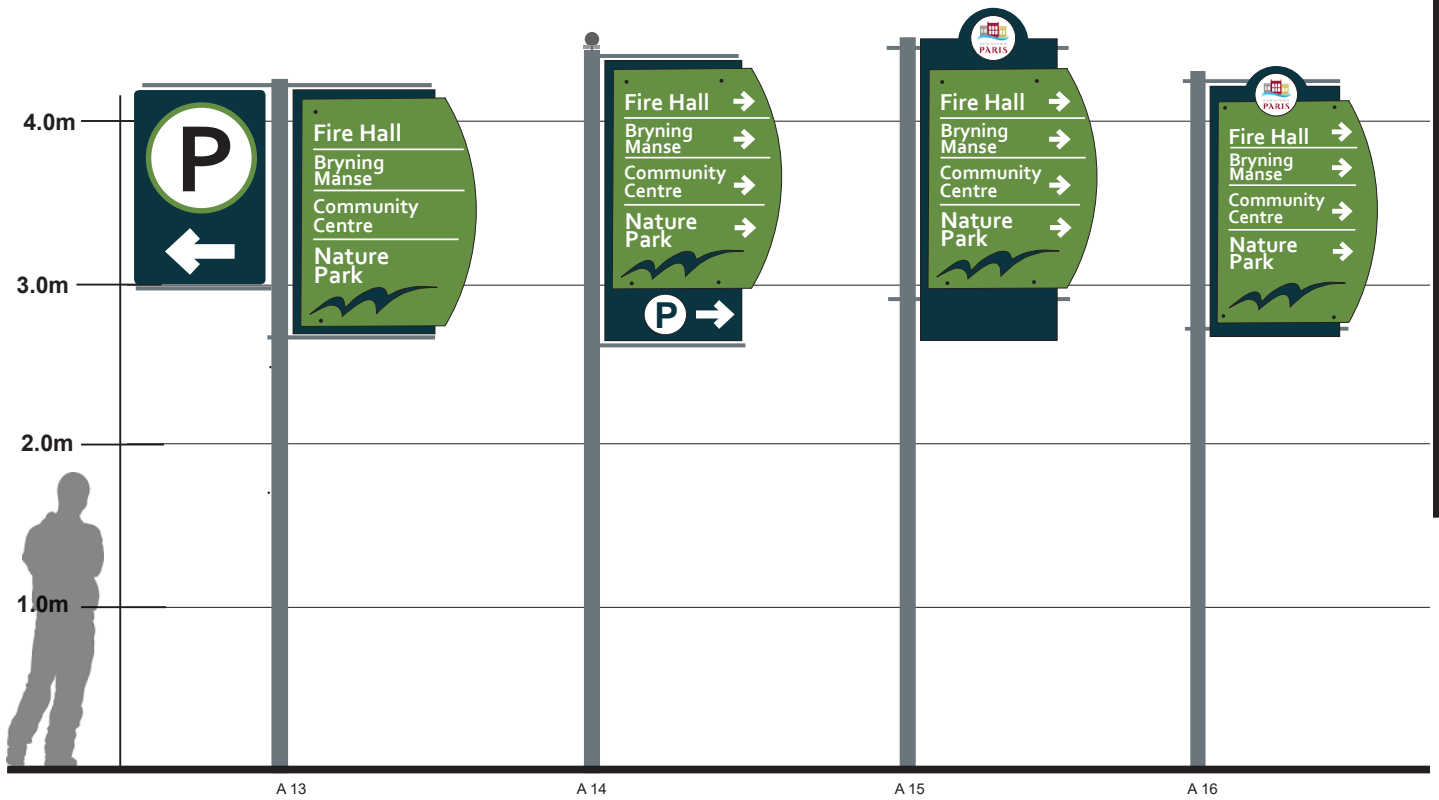
Directional Primary A9
(fewer destinations)

Directional Primary A10
(alternative colour)

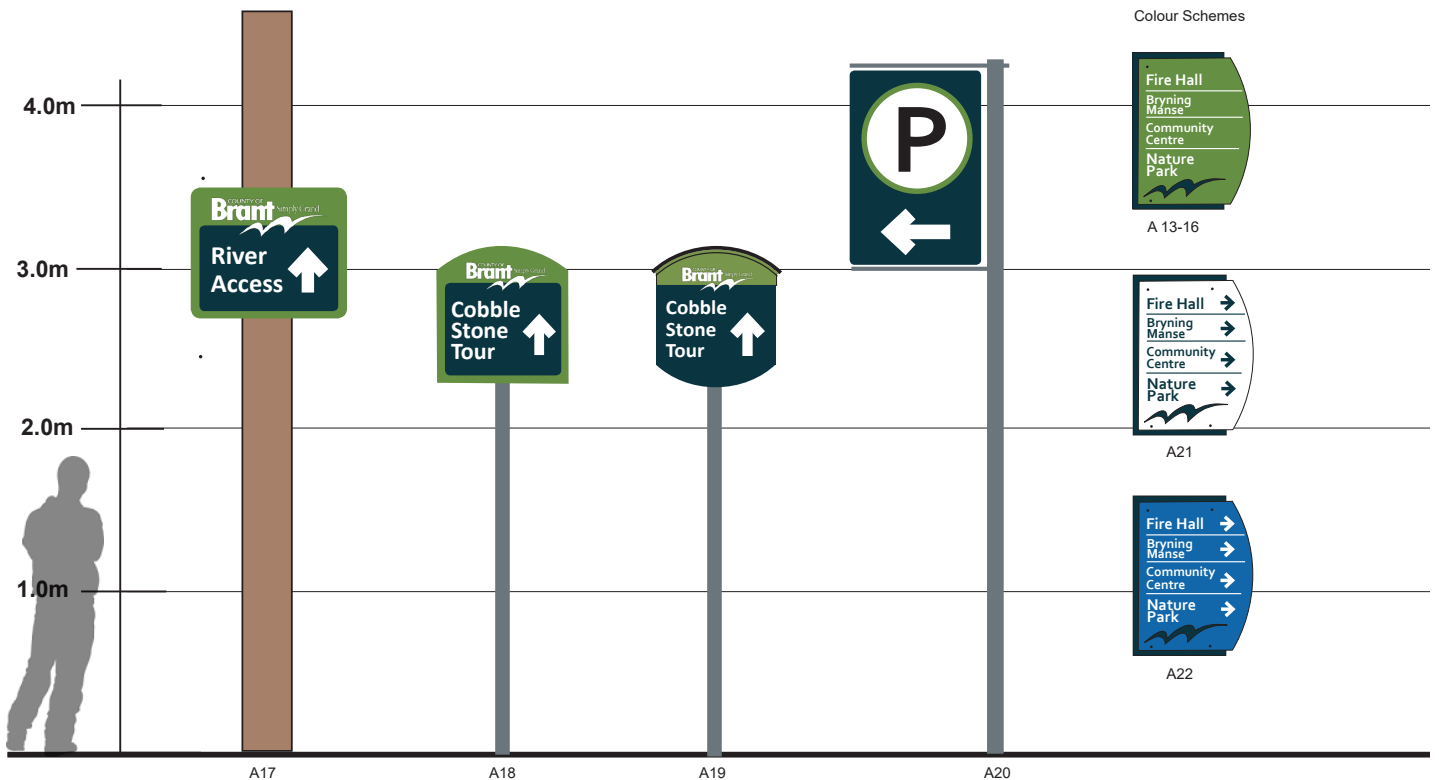
Directional Secondary A11
(flexible blades; optional recessed post mount)

Directional Secondary A12
(single colour; one panel)

Directional Signs (Primary and Secondary)



Directional Pedestrian (Vehicular)








Directional Neighbourhood, Tour, Parking

4.4 DESIGN GUIDELINES


Paint Finishes

The County of Brant’s standard exterior grade sign paint for metal substances. Powder-coat painting process is an acceptable alternative to powder-coat equivalent colour matches and submitted County for approval prior to use. All painted surfaces shall be protected with a graffiti- resistant polyurethane clear-coat finish with a gloss sheen.

-  Suggested Paint Colour 1
5463
-  Suggested Paint Colour 2
50% of 5463
-  Suggested Paint Colour 3
7490
-  Suggested Paint Colour 4
431
-  Custom Wood Stain. Transparent Brown.

Vinyl Finishes

County standard exterior grade vinyl film or approved equal. High visibility reflective films will be utilized where required. Any substitutions and/ or custom colours require samples to be provided by fabricator to the County of Brant for approval prior to fabrication.

-  Avery HV 1200 High Visibility Reflective Film
White HV 1200-101-R



Local Town Logo

- Minimum 50mm from top of panel
- Minimum 100mm identifier text height
- Multi-coloured printed on aluminum panel
- Logo to be approved by wayfinding committee

Destination Text

- Minimum 100mm character height
- Text to be offset minimum 50mm from edge of board
- Text colour should contrast sign panel
- Vinyl applique reflective letters
- Maximum 2 lines of written text per destination
- Maximum 5 destinations per sign
- All writing must be approved by wayfinding committee
- Colour recommendation: (V1)

Directional Arrow

- Minimum 150mm character height
- Vinyl applique with reflective material
- Colour matches text colour
- Follow arrow hierarchy (right turn first, left turn second, straight third)

County Identifier

- Minimum 50mm from edge of panel
- Optional multi-coloured printed aluminum panel
- Minimum 100mm text height
- The complete County logo (or approved equal) should be used on all signs

Amenity Symbol

- Minimum 150mm x 150mm symbol / brand logo
- Minimum 50mm offset from edge of board
- Symbols may include: parking, information, destination or approved equal

Sign Panel

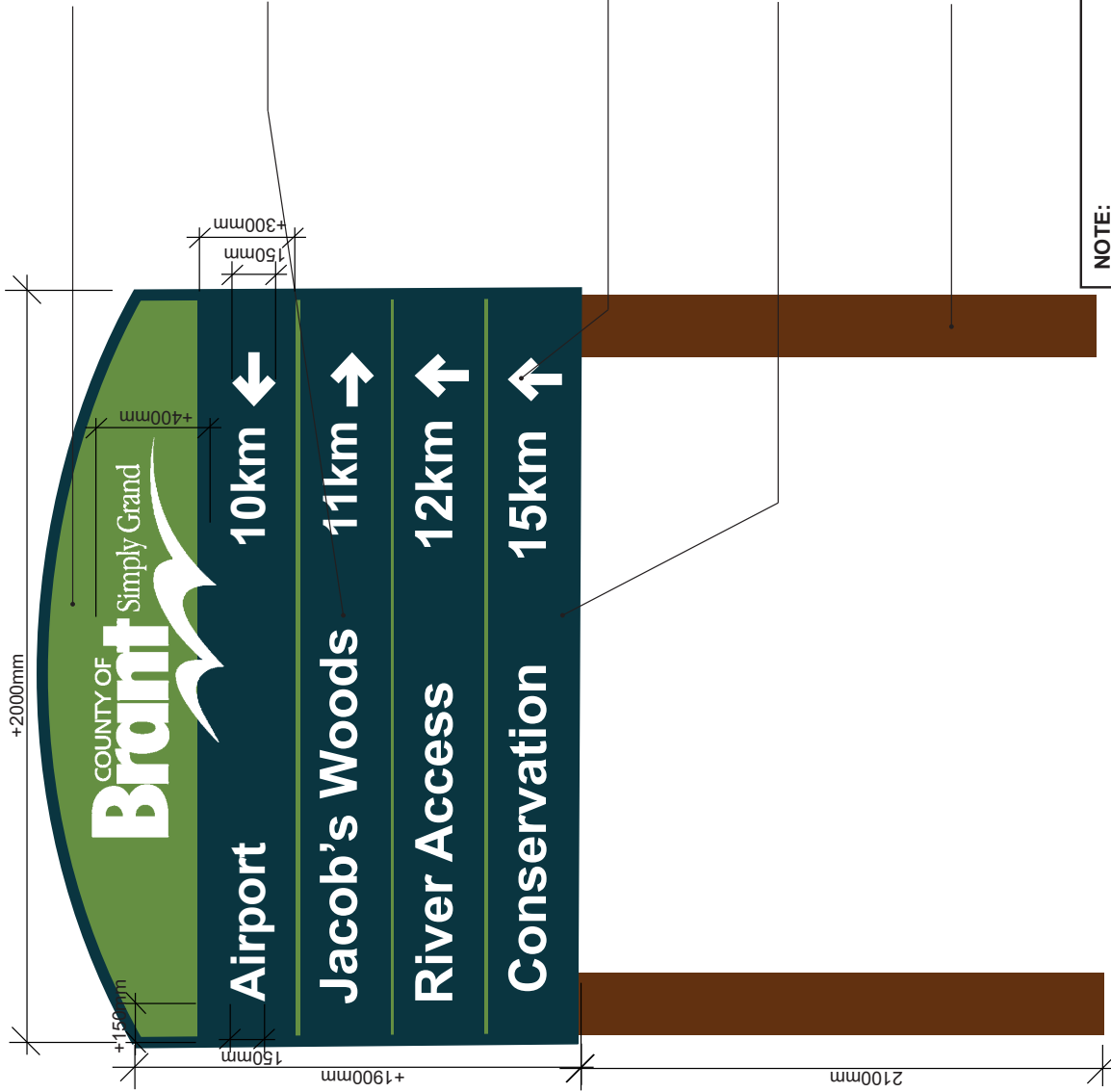
- Multi-coloured single aluminite piece (or approved equal)
- Recommended reflective colour
- Carrier base sandblasted
- Colour recommendation: (V1) (P1) (P3)

Attachment

- To be attached to existing hydro pole or approved equal

NOTE:

- Refer to finishings key for Paint/Coating information.
- All Dimensions are in millimetres unless otherwise stated and are minimum size requirements
- County to determine streets that receive this signage treatment.
- To be installed along streetscapes.
- Design representation only, fabricator to supply shop drawings to County for approval prior to any fabrication. Typical Cantilever sign bracket to attach sign to post.
- Size text will differ depending number of characters



County Identifier

- Minimum 400mm logo height
- Minimum 350mm from edge of panel
- Optional multi-coloured printed aluminum panel
- Minimum 150mm text height
- The complete County logo (or approved equal) should be used on all signs

Destination Text

- Minimum 150mm character height
- Text to be offset minimum 150mm from edge of board
- Text colour should contrast sign panel
- Vinyl applique reflective letters
- Place identification substrate signs to be attached to large sign panel
- Maximum 1 lines of written text per destination
- Maximum 5 destinations per sign
- Optional space for destination distances
- All writing must be approved by wayfinding committee
- Colour recommendation: (V1)

Directional Arrow

- Minimum 150mm character height
- Vinyl applique / reflective
- Colour matches text colour
- Follow arrow hierarchy (right turn first, left turn second, straight third)

Sign Panel

- Multi-coloured single aluminite piece (or approved equal)
- Recommended reflective colour
- Carrier base sandblasted
- Colour recommendation: (V1) (P1) (P3)

Attachment

- To be attached to existing hydro pole or approved equal
- Wooden finished posts with 200x200mm break away (MTO Standard)

NOTE:

- Refer to finishings key for Paint/Coating information.
- All Dimensions are in millimetres unless otherwise stated and are minimal size requirements
- County to determine streets that receive this signage treatment.
- To be installed along streetscapes.
- Design representation only, fabricator to supply shop drawings to County for approval prior to any fabrication. Typical Cantilever sign bracket to attach sign to post.
- Size text will differ depending number of characters
- Optional amenity symbols to be determined by County.

5.1 IMPLEMENTATING THE WAYFINDING PLAN

The implementation plan for the Wayfinding Strategy will be flexible to accommodate available budgets, new developments and needs, advancements in manufacturing techniques and materials, and ongoing review to determine overall success. The plan will require coordination on three fronts:

1. Management: organizing, directing, and overseeing progress,
2. Maintenance: yearly as a system, and operationally regarding associated upkeep (re. staff assignments) and materials, and
3. Installation: fabrication and installation of wayfinding signs.

1. Management: Managing the Wayfinding Strategy

Successful wayfinding signs are effective in guiding people and connecting them to where they want to go. Signs also need to be visible, clear and identifiable. The strategy is therefore not complete without a management system that will launch the program, manage the implementation, and monitor its success. A specific point person (Manager) and a review committee (staff members, stakeholder representatives, citizens for example) should be assigned with the Wayfinding Strategy Implementation Plan, and report to a pre-determined County department head (eg. Public Works) for coordination with Council.

Tasks and Responsibilities of the manager and team might include:

- Review the Wayfinding Strategy to become familiar with recommendations set forth in the plan,
- Consult with various County departments, stakeholder groups and operating committees to introduce the strategy, and review recommended destinations, confirm and adjust priorities,
- Identify any available grants and or partnership opportunities for the Wayfinding system,
- Initiate and manage the Wayfinding Sign fabrication and installation tender process,
- Review/aquier required permits from the County, MTO or other permit regulatory agencies,
- Select a contractor for sign fabrication and installation, and manage yearly installation contracts,
- Co-ordinate the removal of signs that would be impacted by new signs,
- Present capital and operating budgets for review, consideration and approval in yearly budget allocations,
- Consult with various agencies that may have insight to the effectiveness of installed signs,
- Establish a method to monitor the success of the Wayfinding system (eg. through questionnaires, record of complaints, or positive feedback from user groups),
- Design a means to record yearly installations and record adjustments required for the ongoing success of the program, and
- Maintain a database of installed signs and year of installation.

2. Maintenance: Maintaining the System

The wayfinding system will require organizational maintenance to monitor yearly installations, and the physical maintenance of individual signs. Responsibility for maintenance will be divided between the County and the sign contractor.

County Responsibilities:

- Prior to the installation of base plant material, planting beds or features that require consistent maintenance, the County should evaluate labour and budget capacity. The lack of or ability to maintain a landscape around signs should be considered in the decision process.
- Signs should be reviewed post installation to ensure quality control re. painted finishes, hardware, and adherence to contractual obligations by the sign contractor,
- Signs should be monitored regularly to ensure that they are safe, free of visual obstruction, they are clean from any debris or vandalism, and that fasteners and hardware are in good working order,
- Repairs of any damage outside of the contractors obligations, and
- Notification of any deficiencies or revisions required for the enhancement of future sign production in terms of sign design.

Sign Contractor Responsibilities:

- Signs will be maintained as per specifications outlined in the contract by the sign contractor,
- Deficiencies will be made correct by the contractor, and
- Notification of any deficiencies or revisions required for the enhancement of future sign production in terms of sign fabrication.

3. Installation: Installing the System

As an ongoing, phased project, the selection of a responsible and eligible sign contractor will be integral to the success of the sign installations. The following notes should be considered in any County request related to sign installation:

General Recommendations

To ensure consistency in standards, maintenance of quality control, and monitoring of success, it is recommended that the selected contractor be retained with a renewable yearly agreement at the County's discretion.

The initial year of sign selection and installation should be dedicated to 'prototype' model development to flush out any issues or problems re. sizing, colours, fabrication methods etc. as well as a means for general public feedback. One of each sign type in a cross section of locations should be selected for the inaugural year. A yearly review with the contractor to monitor revisions, adjustments, price changes etc. should be completed prior to the following years sign installations.

Updated 'as built' drawings to reflect changes as signs are implemented should be made available to the County on a yearly basis, as required.

Bidding Process:

A Request for Quotation (RFQ) will initiate the bidding process and final selection of a sign contractor. The County will have standard procurement procedures that should be followed for each RFQ. The following outlines an industry standard process with some specific considerations relevant to the Wayfinding Strategy.

Bid packages should include:

- Relevant information from the Wayfinding Strategy (eg. sign locations, design intent guidelines and standards, specifications etc),
- Required destination names, distances and logos for each sign,
- Standard County contract information,
- Unit price schedule with separate installation and warranty costs,
- Unit pricing for prototype sign development,
- Provision for permit, insurance, bonding, WSIB, etc,
- Request for detailed design drawings, and
- Optional provisional unit cost to accommodate alternative materials and manufacturing techniques.

Shop Drawings and As Built Drawings:

The signage designs found in this document are for reference only and to illustrate the general intent of wayfinding markers in Brant County. If fabricated outside of the County shop, detailed shop drawings will need to be provided to the County's Wayfinding Strategy's Project Manager for approval. The selected contractor will be responsible for preparing and submitting detailed drawings to the County to ensure that the sign design intent is maintained.

The contractor should provide shop drawings for the prototypes to accurately reflect the design intent as illustrated in the Wayfinding Strategy. Prior to fabrication, contractors / sign fabricators are to provide physical samples of all materials and finishes for approval. All approved shop drawings must be stamped by a certified structural engineer. Upon finished installation, the contractor will supply 'As Built' drawings to reflect any adjustments to note for future fabrication.

Prototype Development:

The intent of the first year's prototype installation will be to establish a base design reflective of the design intent, and unit cost for future sign production. A minimum of one of each sign type in a cross section of locations should be selected for the inaugural year.

Any adjustments to the fabrication will be made based on the performance (for a specified period of time – minimum one year) of the prototype signs. Once accepted, the County will 'sign off' on the approved sign fabrication details. All detailed shop drawings and as built drawings will become property of the County.

Upon completion of signage installation, the contractor will provide to the County a manual outlining the maintenance guidelines specific to each sign type. It is recommended these manuals be followed in order to keep the signage maintained and out of disrepair.

Provisional Pricing:

As a provisional item, the contractor may provide alternative pricing based on different construction materials or manufacturing techniques. The contractor should provide an explanation re. differences in pricing, performance, and quality associated with the alternative for consideration.

Workmanship:

All workmanship is to be completed with a high degree of precision and architectural finish. It is the responsibility of the contractor / sign fabricator to inspect all materials prior to fabrication in order to ensure there are no defects. Any defects found in the materials, fabrication or finishing will be the responsibility of the contractor / sign fabricator to assume. All work will be inspected prior to transportation to the site and upon installation. The contractor / sign fabricator is fully responsible to obtain the necessary permits required (eg: MTO regulations), adhere to municipal, county and provincial bylaws, as well as ensuring all signs meet the current set signage standards.

Site Requirements:

The contractor / sign fabricator is to make every effort to maintain the work site by avoiding ongoing unsightly conditions and ensuring safety requirements are met. All discarded materials will be left to the contractor / sign fabricator to be removed and disposed of at their own expense. Landscaping and hardscaping disturbed at the site will be repaired to its original condition by the contractor / sign fabricator once work is completed.

Ministry of Transportation (MTO) Note:

All signage to be located along MTO governed roadways must comply with 'breakaway' sign supports, as specified by the MTO. These columns will have perforations in both front and back, allowing them to shear off at the footings if struck by a vehicle. Under normal conditions these supports will withstand wind forces, but will yield and tear during a collision while forming a hinge on the back, allowing the sign to fall backwards away from the vehicle. Please refer to the MTO Sign Support Manual for further details on breakaway sign supports.

Signs located along the 403 must comply with the 2010 Corridor Signing Policy, Section 8.8 Decorative Municipal Displays. Decorative Municipal Displays or signs can include planting, rocks, wood, mounted lettering, etc. to indicate to travelers they are now entering municipal limits. Instances where a decorative display is to be located within the right-of-way, refer to the OTM Book 8, Guide Information Signs. Signs outside of the highway right-of-way may be subject to the policy outlined in the 2010 Corridor Signing Policy.

Policy for signs outside of the right-of-way includes location, qualifications and restrictions. Specific design and location policy includes:

- Signs are to be erected on the right hand side of the highway and within the municipality limits.
- Signs must be set back a minimum of 3 m behind the property line when possible.
- Signs must not exceed 3 m in height above the ground or highway elevation, whichever is higher and must not exceed 6 m in width.
- Lighting must be shielded and must not emit glare onto the highway.

5.2 SIGN PLACEMENT STANDARDS

The review of the MTO standards and accessibility standards have identified guidelines for the County of Brant signage system. The following section showcases a number of schematic drawings of signage standards that are followed along local, regional and provincial roadways in the County of Brant. Note that these are conceptual diagrams and are general in nature. Each sign that is placed should be site verified prior to installation.

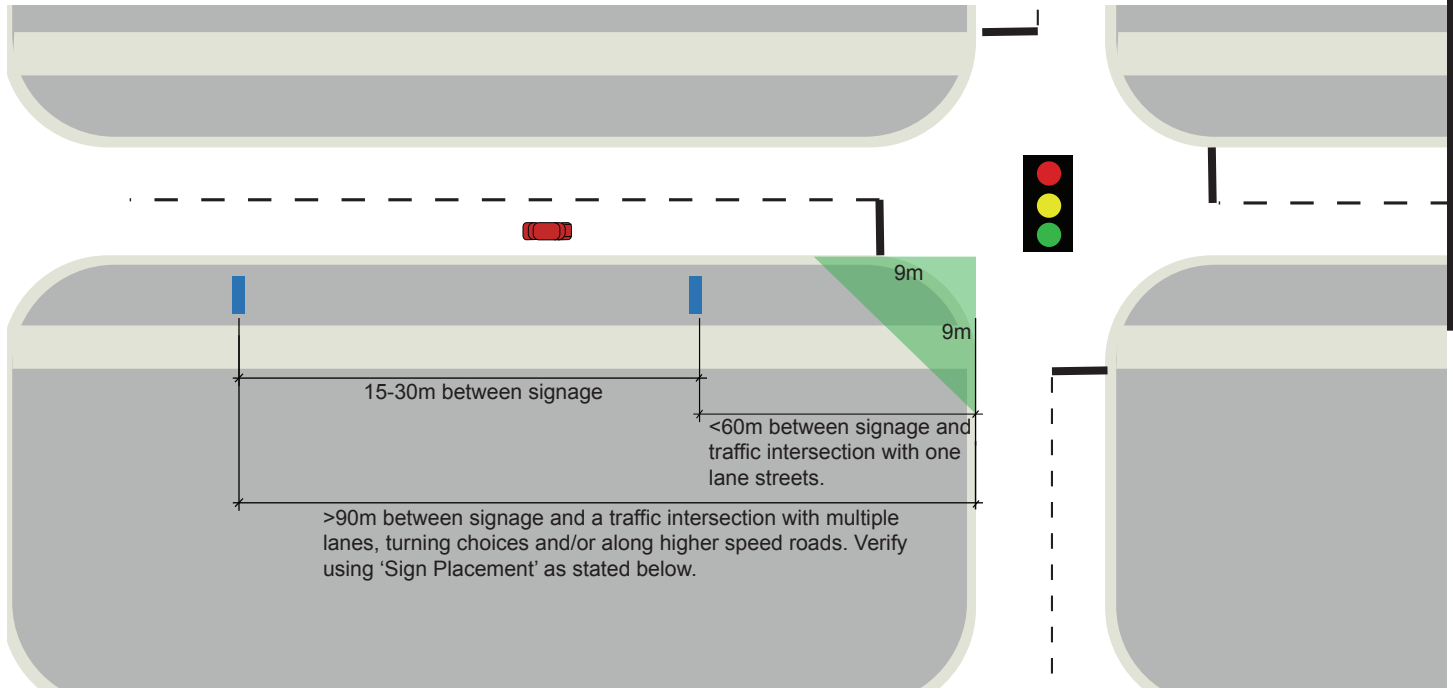
General Standards

- Do not install signage within 15m of a traffic safety sign if present;
- Signs should be located on passenger side of the road unless forced by site conditions;
- Placement of signs should avoid visual obstructions to existing elements ie. trees, signs and banners;
- Signs should not be located within 9m of a site triangle of an intersection
- Signs should be limited to no more than five destinations maximum to allow for users to process information;
- Straight ahead locations / destinations should always be placed in the top slot followed by the destinations left then right;
- Ensure sign elements do not impose on pedestrian travel routes or create unsafe situations for pedestrians and/or those with disabilities;
- Overhanging objects over pathways, trails or exterior walks should not be lower than 2.7m;
- If signage is mounted on a wall it may act as a protruding hazard. Protruding objects should not protrude more than 100mm unless detectable at or below 680mm above ground surface.

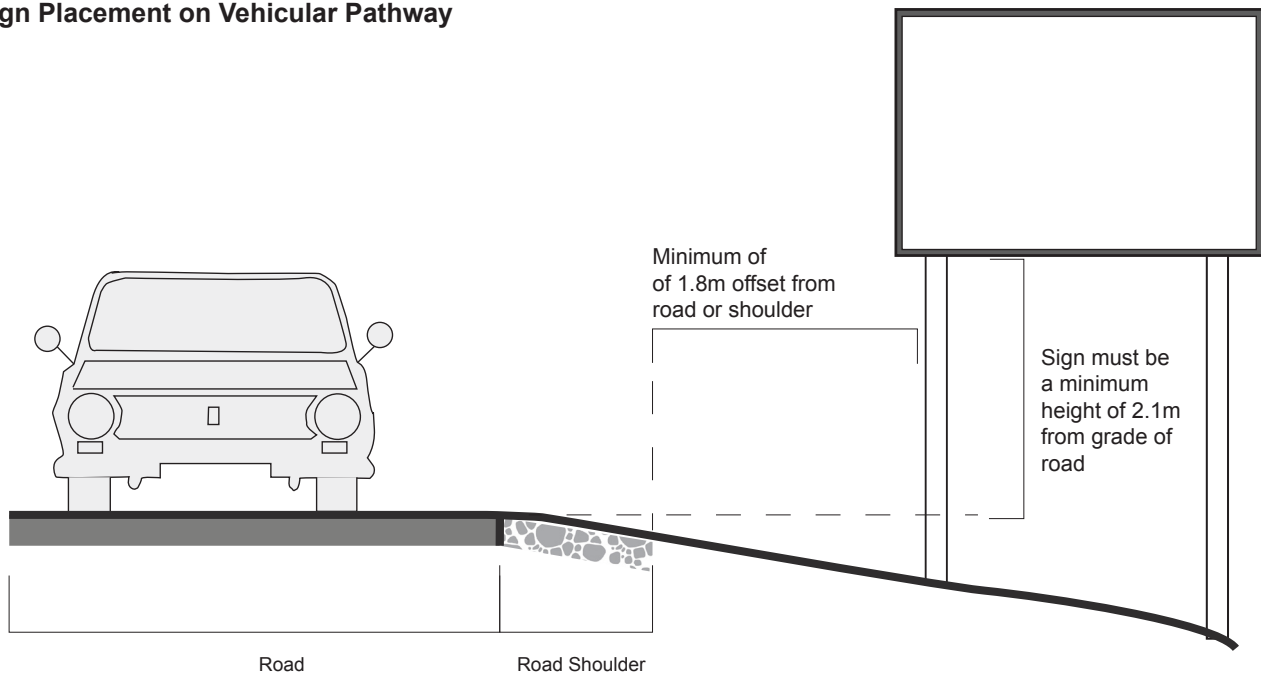
Directional Sign Placement

Ensure placement of directional signage provides enough time for driver to check for a gap or change lanes comfortably before reaching gore or turnoff. In low volume traffic, a distance equivalent to eight (8) seconds at assumed operating speed is required. In high volume traffic, time should be increased to 9.8 seconds. If advance signs are used, this increase the distance between where the information becomes available to the driver and the gore.

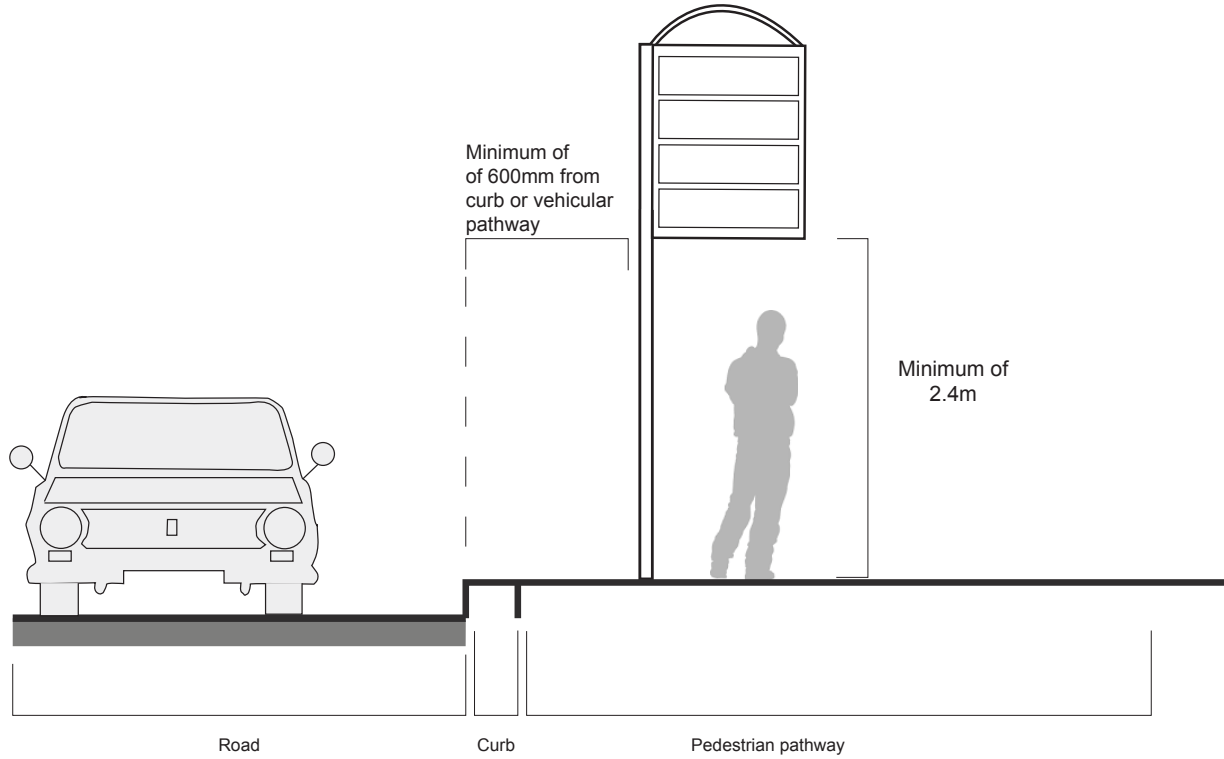
Directional Sign Placement



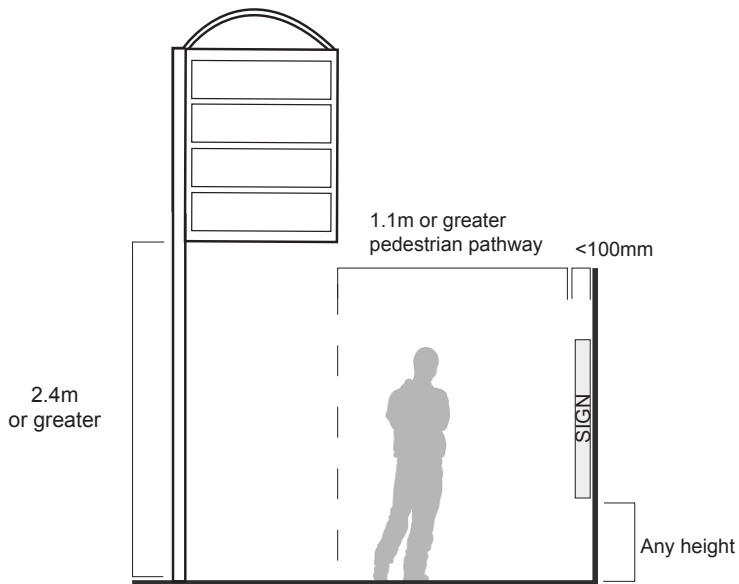
Sign Placement on Vehicular Pathway



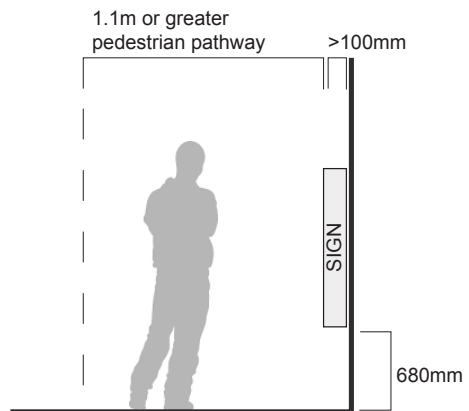
Sign Placement on Pedestrian Pathway



Overhead Sign on Pedestrian Pathway



Mounted Sign on Pedestrian Pathway



5.3 SIGNAGE PLACEMENT

5.3.1. COUNTY GATEWAYS

The placement of County Gateways signs are informed by the road classification and connections to surrounding towns or cities. Primary gateways were placed as travelers enter the County on the 403; secondary gateways were placed as people travel out of Brantford or into the County on highways or arterial roads with a maximum speed of 80km/h, which also lead to larger destinations; and tertiary signs are located along arterial or rural collector roads with speed limits of 80km, but do not lead to major destinations. The County Gateway signs are indicated as:

CGP#	County Gateway Primary
CGS#	County Gateway Secondary
CGT#	County Gateway Tertiary

5.3.2. COUNTY-WIDE WAYFINDING

The County-wide wayfinding signage highlights and directs people between and to Brant towns and rural destinations. Signs are placed at intersections of provincial highways, rural arterial roads or rural collectors. Each highlighted intersection is then associated with a group of signs for travelers moving North, East South or West ward. The physical location and placement should follow the signage placement guidelines at intersections.

The intersection and associated signs correlate with the charts in Section 5.4., where signs types, messaging, and budgets are outlined.

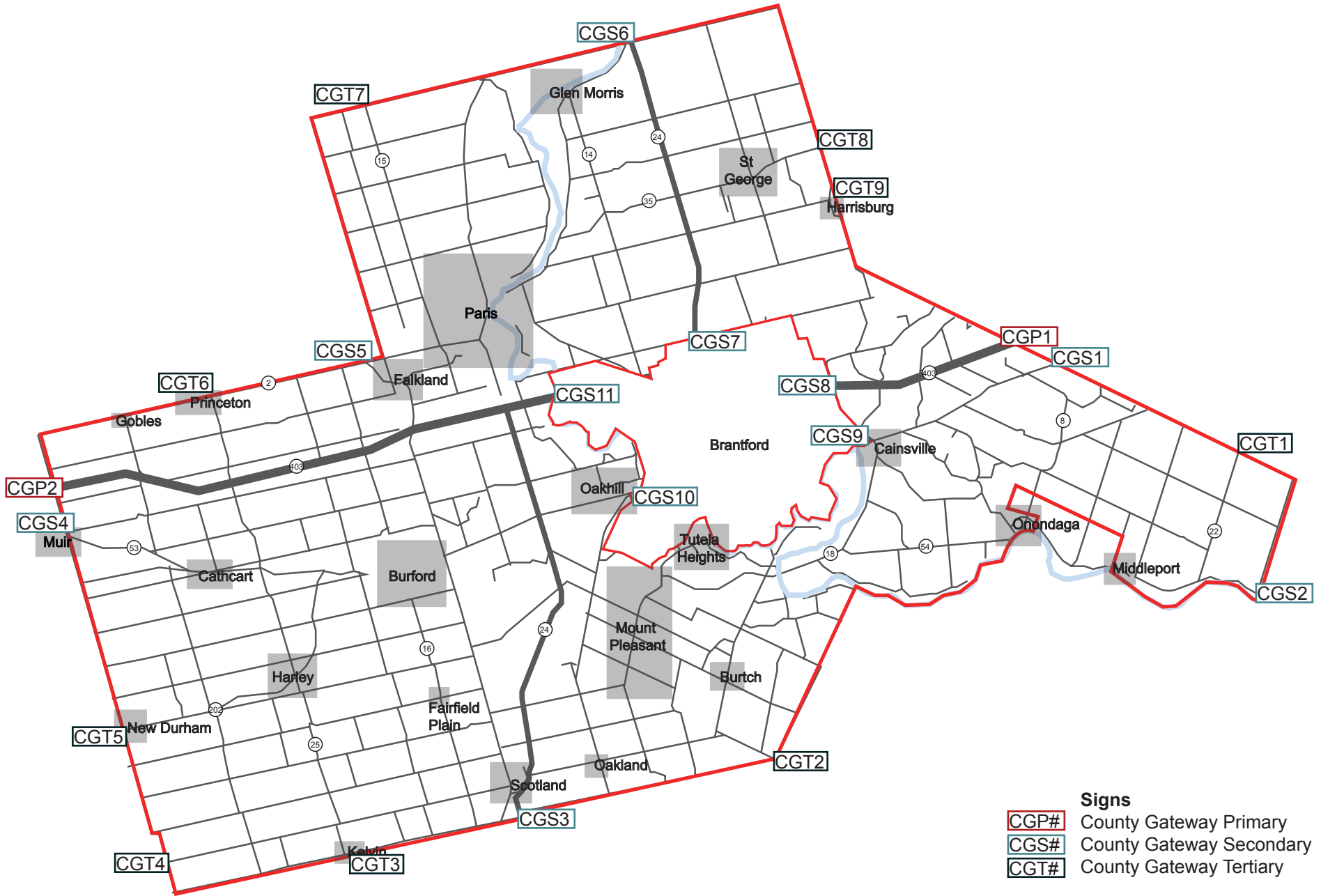
5.3.3. COMMUNITY GATEWAYS & DIRECTIONAL SIGNAGE

Directional signage placement is informed by the inventory mapping and destination categorization. The following maps illustrate the signage locations, relative to the foundations inventory. Twelve communities require wayfinding signage to help navigate visitors around the communities. The remaining eleven communities may require wayfinding if future destinations are added to the communities, but do not currently require signage. The following maps illustrate proposed signage locations for:

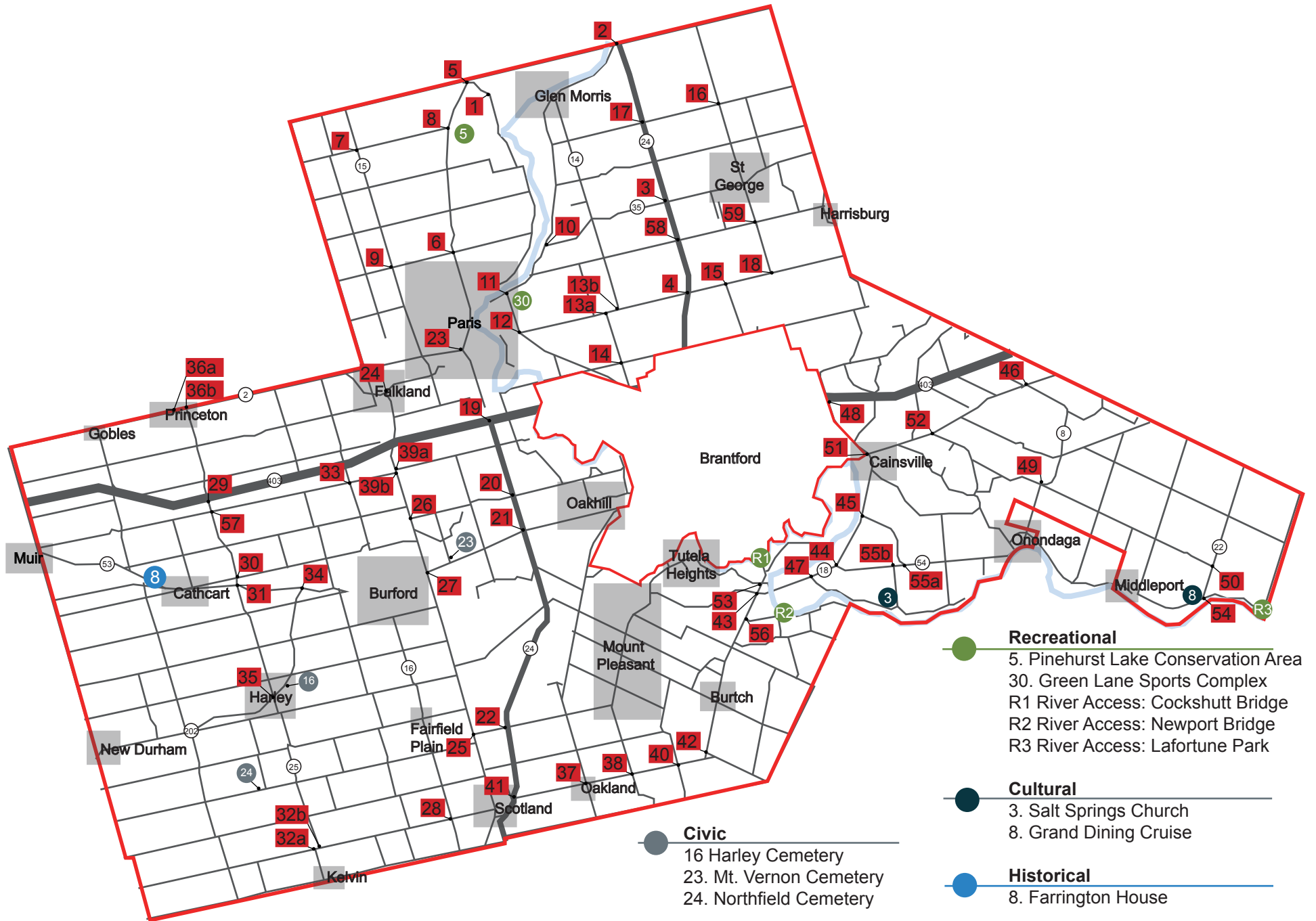
CID#	Community Identification (ID)	CID
DP#	Directional Primary (Rural highway, road)	DP
DS#	Directional Secondary (Urban)	DS
HC#	Highway Confirmation	HC
dp#	Directional Pedestrian (Post Mount)	dp
dn#	Directional Neighbourhood	dn
TT#	Themed Tours	TT

Signs are individually identified and located on the community maps. Specific sign information is organized by community in section 5.4 Budgeting, where the destinations are listed, the required direction, and costs per sign.

COUNTY GATEWAYS



COUNTY-WIDE WAYFINDING



GLEN MORRIS



- P** Parking
- Historical**
 - 23. Stone Railway Bridge
- Recreational**
 - 1. River Access
 - 21. Glen Morris Centennial Hall
 - 25. Eric Thomlinson Access Point
 - Grand Valley Trail
 - Trans Canada Trail
 - Cambridge - Paris Rail Trail
 - Paris / Ayr Loop
 - Trail Access
- Cultural**
 - 10. Glen Morris Library

- Existing Signage**
 - Community Gateway
- Decision Nodes - Class 1**
 - Major Decision Node
 - Minor Decision Node
- Decision Nodes - Class 2**
 - Major Decision Node
 - Minor Decision Node
- Signs**
 - CID# Community Identification
 - DS# Directional Secondary
 - dp# Directional Pedestrian
 - dn# Directional Neighbourhood

PARIS - SOUTH

Note: Paris sign location maps divided between Paris North, Paris South, and Paris Downtown. Some signs may or may not be on more than one map.



- Recreational**
- 3. River Access - Bean Park
- 11. Brant Sports Complex
- 20. Paris Lions Park Splashpad
- 22. Bean Park
- 23. Lions Park
- 31. Paris Optimist Park
- Grand Valley Trail
- Trans Canada Trail
- Paris Environs Tour
- Paris / Ayr Loop
- Paris/St. George Loop

- Civic**
- 1. Paris Fire Station
- 19. Paris Cemetery and Office

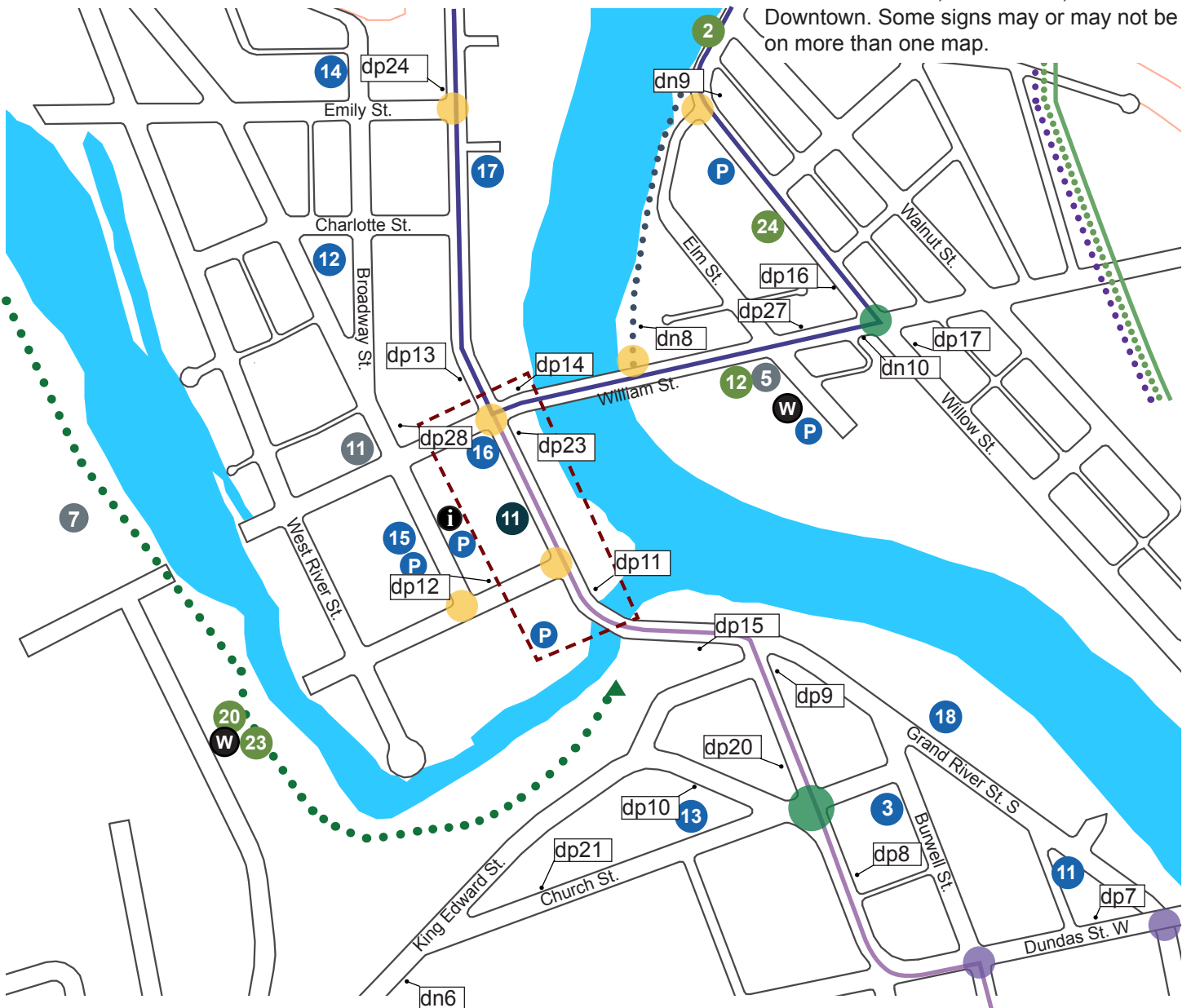
- Existing Signage**
- Community Gateway

- Decision Nodes - Class 1**
- Major Decision Node
- Minor Decision Node
- Decision Nodes - Class 2**
- Major Decision Node
- Minor Decision Node

- Signs**
- CID# Community Identification
- DP# Directional Primary
- DS# Directional Secondary
- dp# Directional Pedestrian
- dn# Directional Neighbourhood

PARIS - DOWNTOWN

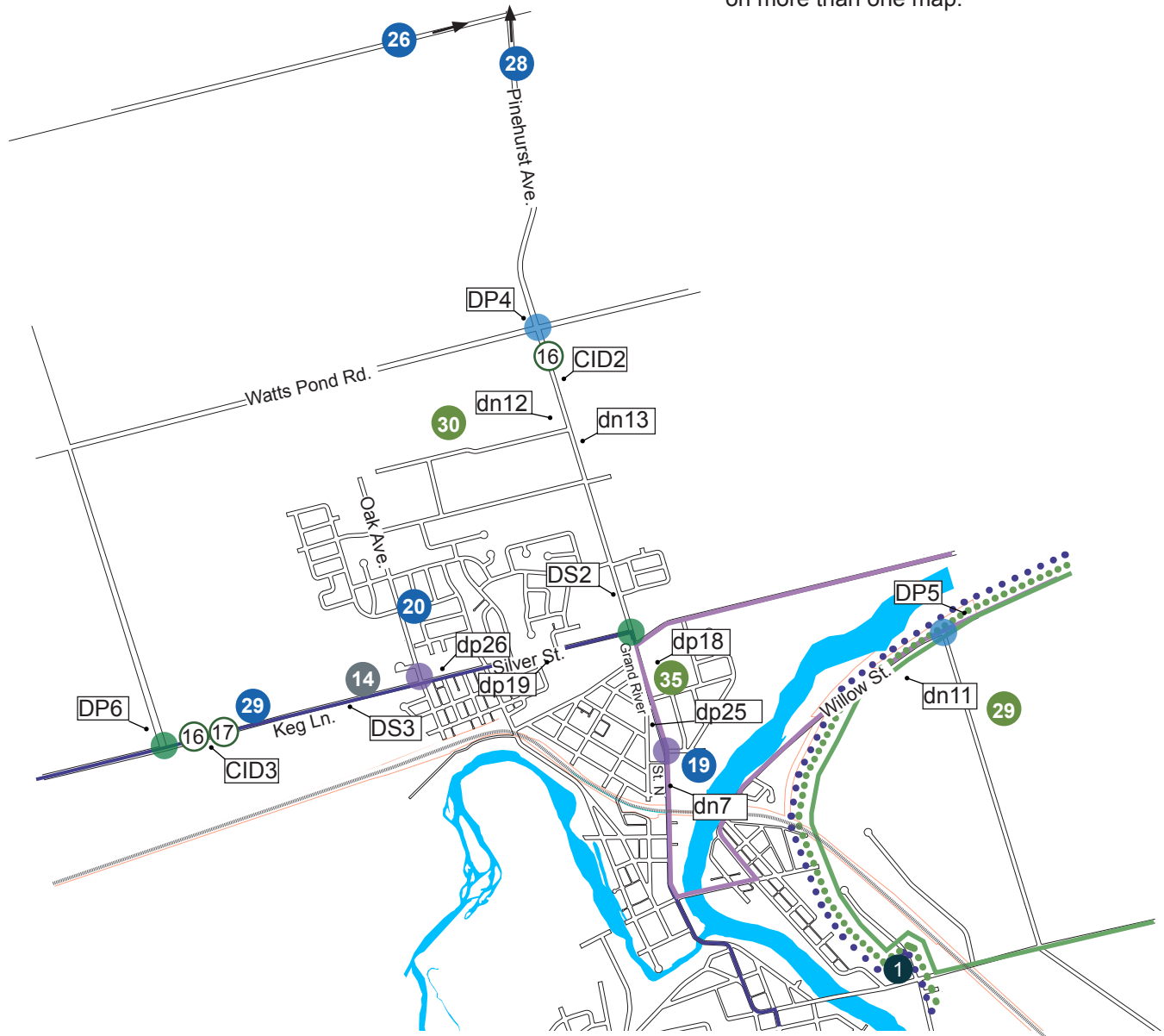
Note: Paris sign location maps divided between Paris North, Paris South, and Paris Downtown. Some signs may or may not be on more than one map.



- Downtown Area
 - P Parking
 - i Information
 - W Washrooms
-
- **Historical**
 - 3. Paris Old Town Hall
 - 11. Charles Arnold House
 - 12. King's Ward Park
 - 13. Rev. Thomas Henderson House
 - 14. Gouinlock House
 - 15. Charles Mitchell House
 - 16. Arlington Hotel
 - 17. Hamilton Place
 - 18. Asa Wolverton House
-
- **Recreational**
 - 2. River Access Penmans Dam
 - 12. Syl Apps Community Centre
 - 20. Paris Lions Park Splashpad
 - 23. Lions Park
 - 24. Penmans Dam Park
 - ▲ Trail Access
 - Nith Trail
 - Grand Valley Trail
 - Trans Canada Trail
 - Paris Environs Tour
 - Paris / Ayr Loop
 - Paris/St.George Loop
-
- **Cultural**
 - 5. Paris Museum & Historical Society
 - 7. Walter Williams Amphitheatre
 - 11. Paris Library
-
- **Civic**
 - 11. County of Brant Office
-
- Decision Nodes - Class 1**
 - Major Decision Node
 - Minor Decision Node
 - Decision Nodes - Class 2**
 - Major Decision Node
 - Minor Decision Node
-
- Signs**
 - CID# Community Identification
 - DP# Directional Primary
 - DS# Directional Secondary
 - dp# Directional Pedestrian
 - dn# Directional Neighbourhood

PARIS - NORTH

Note: Paris sign location maps divided between Paris North, Paris South, and Paris Downtown. Some signs may or may not be on more than one map.



- Historical**
 - 19. Hiram Capron House
 - 20. Kilton Cottage
 - 26. Paris Plains Church
 - 28. John Maus Residence
 - 29. Charles & Margaret O'Neal Residence

- Recreational**
 - 29. Green Lane Sports Complex
 - 30. WIFO Soccer Park
 - 35. Paris District High school
 - Grand Valley Trail
 - Trans Canada Trail
 - Paris Environs Tour
 - Paris / Ayr Loop
 - Paris/St.George Loop

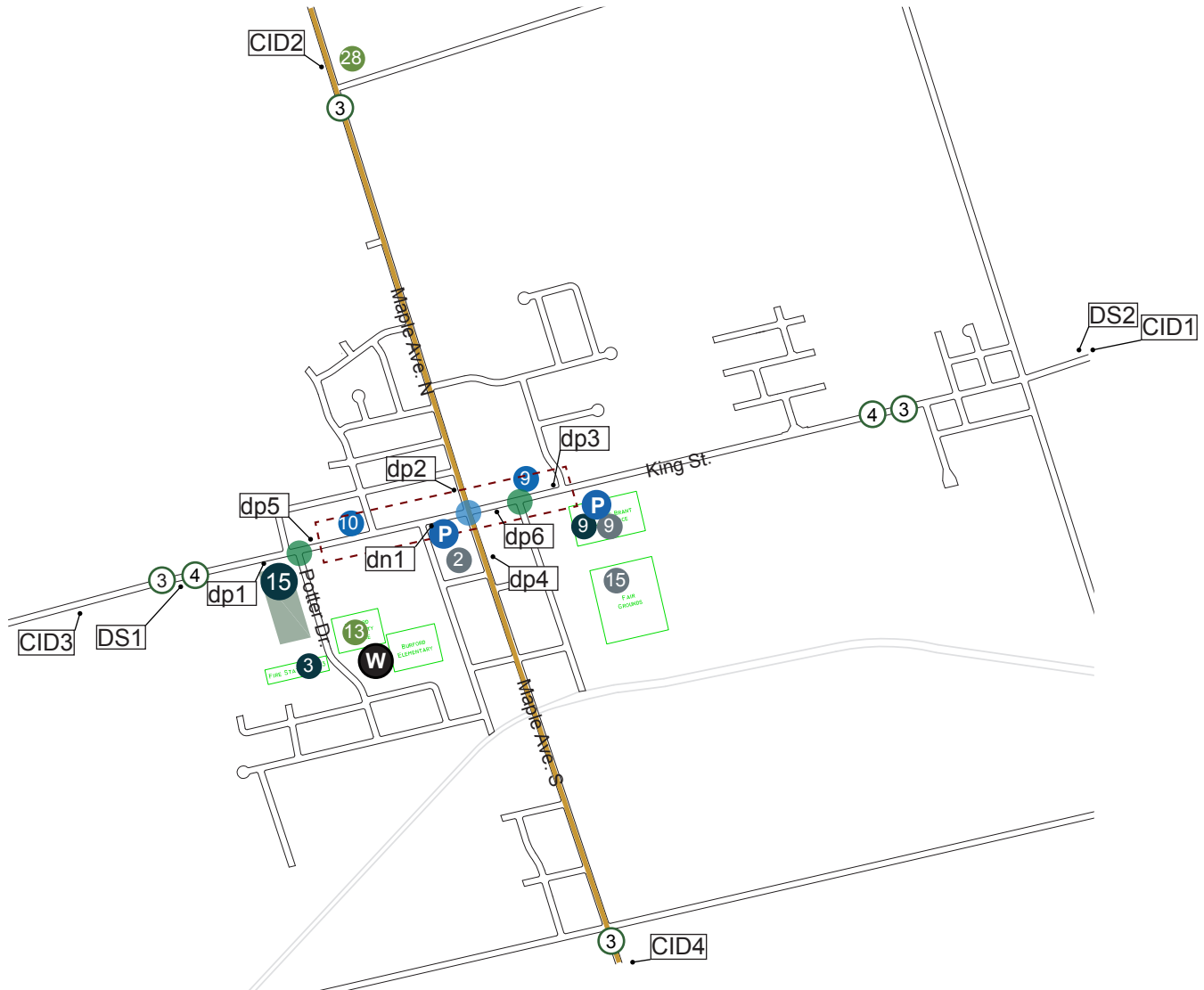
- Cultural**
 - 14. Paris Fairgrounds
- Civic**
 - 1. Paris Fire Hall

- Existing Signage**
 - Community Gateway

- Decision Nodes - Class 1**
 - Major Decision Node
 - Minor Decision Node
- Decision Nodes - Class 2**
 - Major Decision Node
 - Minor Decision Node

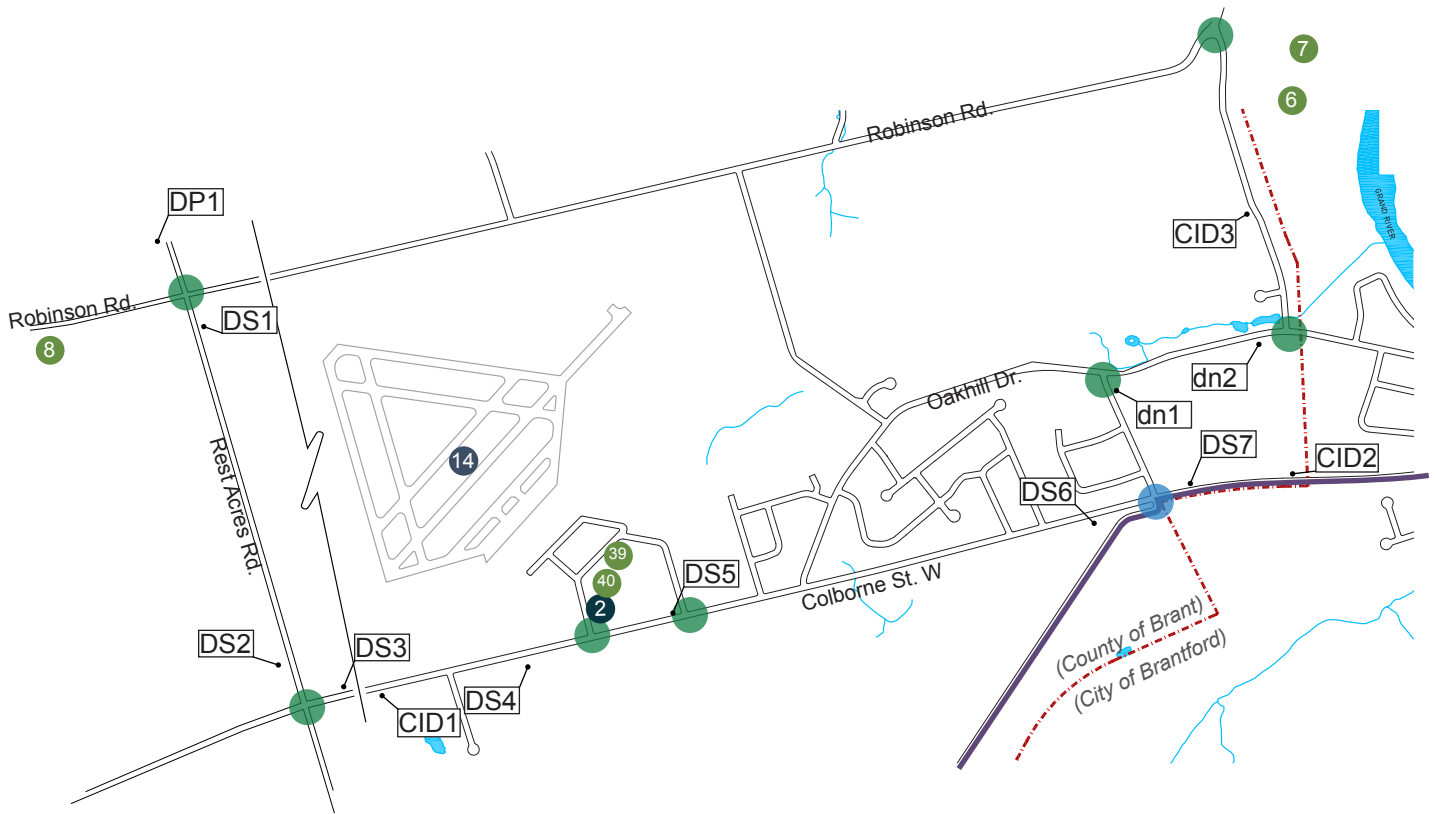
- Signs**
 - CID# Community Identification
 - DP# Directional Primary
 - DS# Directional Secondary
 - dp# Directional Pedestrian
 - dn# Directional Neighbourhood

BURFORD



- - - Downtown Area
- W Washroom
- P Parking
- **Historical**
- 9. Dr. Hervey Ross House
- 10. Burford Armoury
- **Recreational**
- 13. Burford Community Centre
- 28. Burford Lions Art Cadman Park
- Paris / Scotland Loop
- **Cultural**
- 2. Burford Township Museum
- 9. Burford Library
- 15. Burford Fairgrounds
- **Civic**
- 3. Burford Fire Station
- 9. County of Brant Office
- 15. Burford Pioneer Cemetery
- **Existing Signage**
- Community Gateway
- **Decision Nodes - Class 1**
- Major Decision Node
- Minor Decision Node
- Signs**
- CID# Community Identification
- DS# Directional Secondary
- dp# Directional Pedestrian
- dn# Directional Neighbourhood

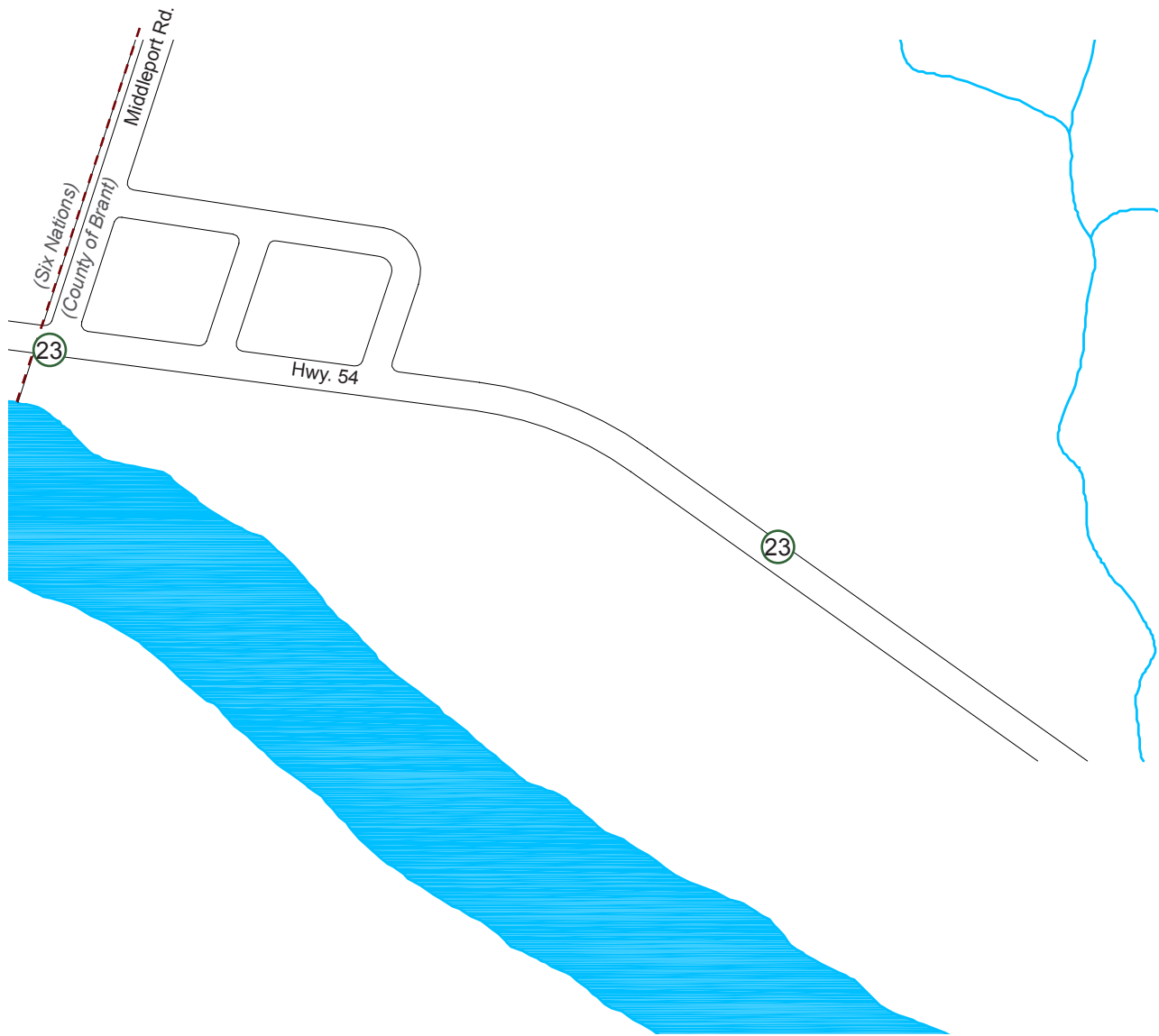
OAKHILL



- **Recreational**
 - 6. River Access - Brant Conservation Area
 - 7. Brant Conservation Area
 - 8. Apps' Mill Nature Centre
 - 39. Brant Flyers RC
 - 40. Airport Community Centre
- Pleasant Ridge Tour
- **Civic**
 - 2. Airport Fire Station
 - 14. Brantford Municipal Airport

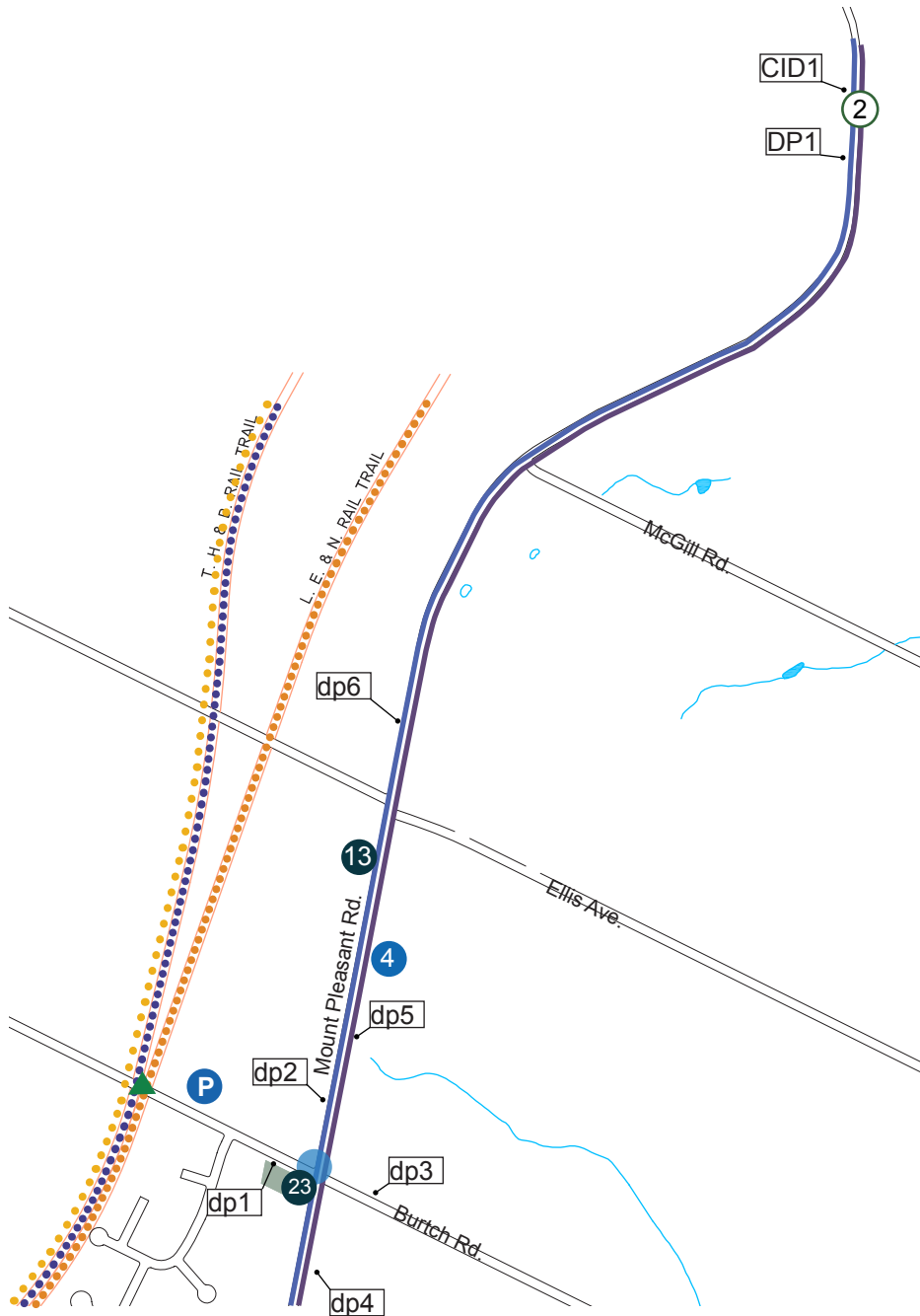
- Decision Nodes - Class 1**
 - Major Decision Node
 - Minor Decision Node
- Signs**
 - CID# Community Identification
 - DP# Directional Primary
 - DS# Directional Secondary
 - dn# Directional Neighbourhood

MIDDLEPORT



 **Existing Signage**
Community Gateway

MOUNT PLEASANT - NORTH



- P** Parking
- W** Washrooms
- Historical**
4. Bryning Manse
- Recreational**
Brock's Route
TH & B Trail
L.E. & N Trail
Pleasant Ridge Tour
Brantford to Dundurn Tour
- Civic**
23. Mount Pleasant Cemetery
13. County of Brant Public Works Yard
- Existing Signage**
Community Gateway
- Decision Nodes - Class 1**
Major Decision Node
Minor Decision Node
- Signs**
CID# Community Identification
DP# Directional Primary
dp# Directional Pedestrian

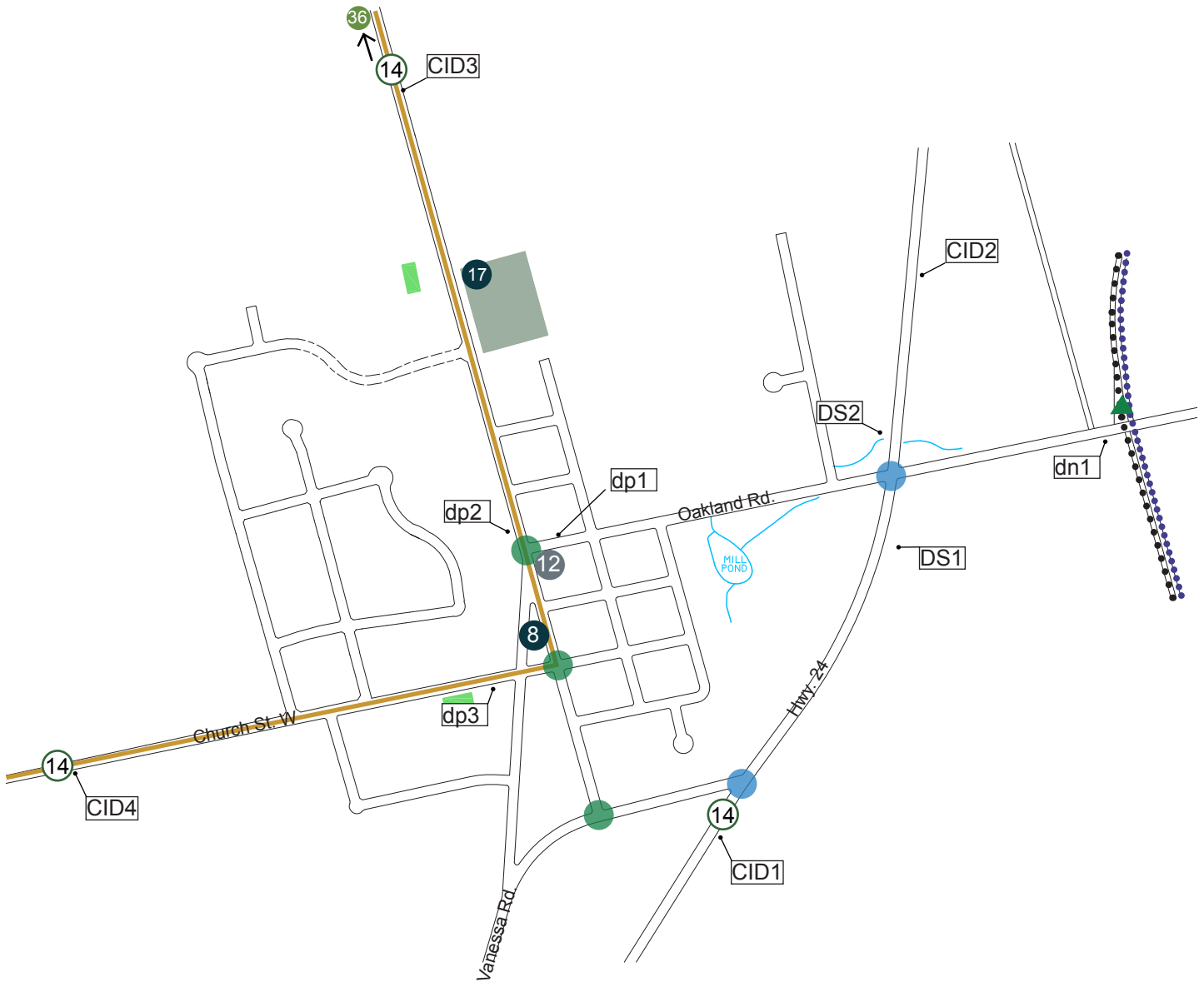
MOUNT PLEASANT - SOUTH



- **Historical**
7. Optimist Nature Park
- **Recreational**
9. Mount Pleasant Nature Park
16. Mount Pleasant Community Centre
- Brock's Route
- TH & B Trail
- L.E. & N Trail
- Pleasant Ridge Tour
- Brantford to Dundurn Tour
- W Washrooms

- **Civic**
5. Mount Pleasant Fire Station
- Existing Signage**
Community Gateway
- Decision Nodes - Class 1**
● Major Decision Node
● Minor Decision Node
- Signs**
CID# Community Identification
DP# Directional Primary
dp# Directional Pedestrian

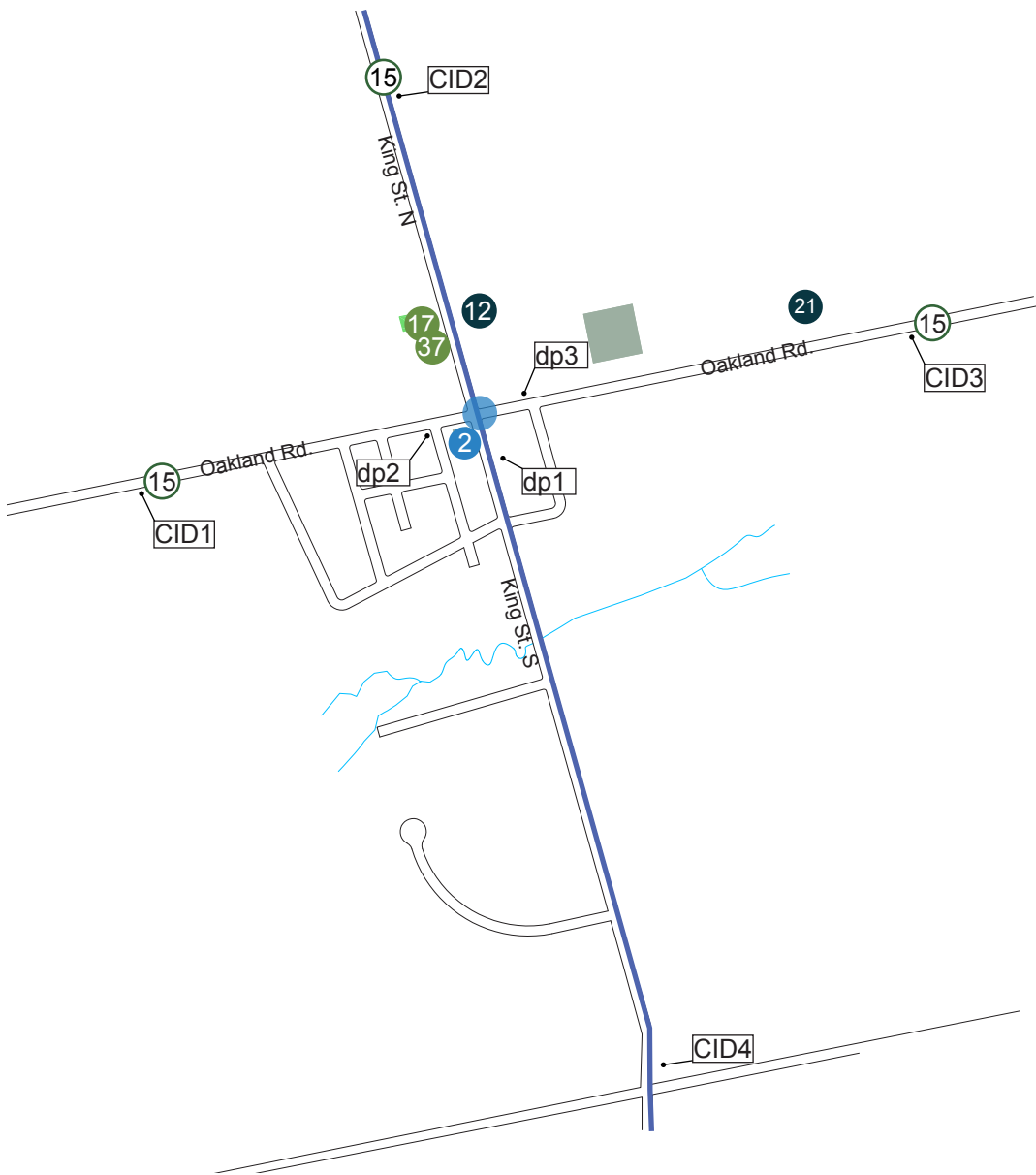
SCOTLAND



- Recreational**
36. Scotland Community Centre
- Cultural**
12. Scotland - Oakland Library
- Civic**
8. Scotland Fire Station
17. Scotland Cemetery

- Existing Signage**
Community Gateway
- Decision Nodes - Class 1**
Major Decision Node
- Minor Decision Node
- Signs**
CID# Community Identification
DS# Directional Secondary
dn# Directional Neighbourhood

OAKLAND



- Recreational**
 - 17. Oakland Community Centre
 - 37. Lions Park (Oakland)
- Brantford to Dundurn Tour**

- Historical**
 - 2. Malcolms Mills Historical Site

- Civic**
 - 12. County of Brant Office
 - 21. Oakland Cemetery

- Existing Signage**
 - Community Gateway

- Decision Nodes - Class 1**
 - Major Decision Node
 - Minor Decision Node

- Signs**
 - CID# Community Identification
 - dn# Directional Neighbourhood

CAINSVILLE



- Civic**
4. Cainsville Fire Station

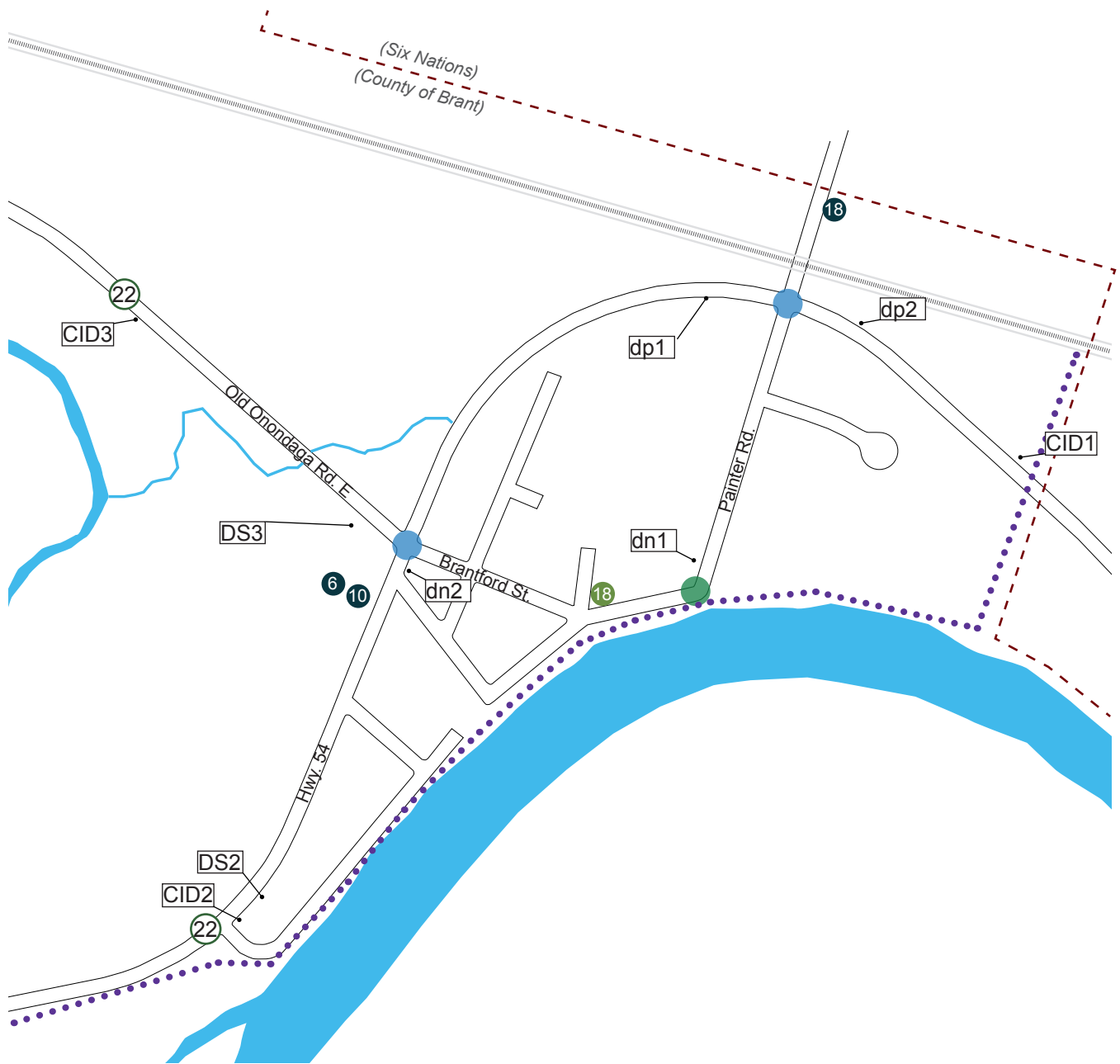
- Recreational**
15. Cainsville Community Centre
38 Brant Onondaga Park
- Brock's Route

- Existing Signage**
Community Gateway

- Decision Nodes - Class 1**
Major Decision Node
- Minor Decision Node

- Signs**
- CID# Community Identification
- DS# Directional Secondary
- dp# Directional Pedestrian
- dn# Directional Neighbourhood

ONONDAGA



- **Recreational**
- 18. Onondaga Community Hall
- Grand Valley Trail

- **Civic**
- 6. Onondaga Fire Station
- 10. County of Brant Office
- 18. Pleasant Hill Cemetery

- Existing Signage**
- Community Gateway

- Decision Nodes - Class 1**
- Major Decision Node
- Minor Decision Node

- Signs**
- CID# Community Identification
- DS# Directional Secondary
- dn# Directional Neighbourhood

ST. GEORGE



--- Downtown Area

Historical

- 5. Adelaide Hunter Hoodless Museum
- 21. St. George School
- 22. Mayhill Villa/Lewis C. Cope Residence
- 24. St. George Historical
- 25. St. George Memorial Hall

Recreational

- 14. South Dumfries Community Centre
- 26. Jacob's Woods Park
- 27. King William Park
- 32. Elliot Field
- 34. Sunny Hill Park

Paris / St. George Loop

St. George Lynden Loop

Cultural

- 4. South Dumfries Historical Society
- 13. St. George Library

Civic

- 7. St. George Fire Station
- 20. St. George Cemetery

Existing Signage

Community Gateway

Decision Nodes - Class 1

- Major Decision Node
- Minor Decision Node

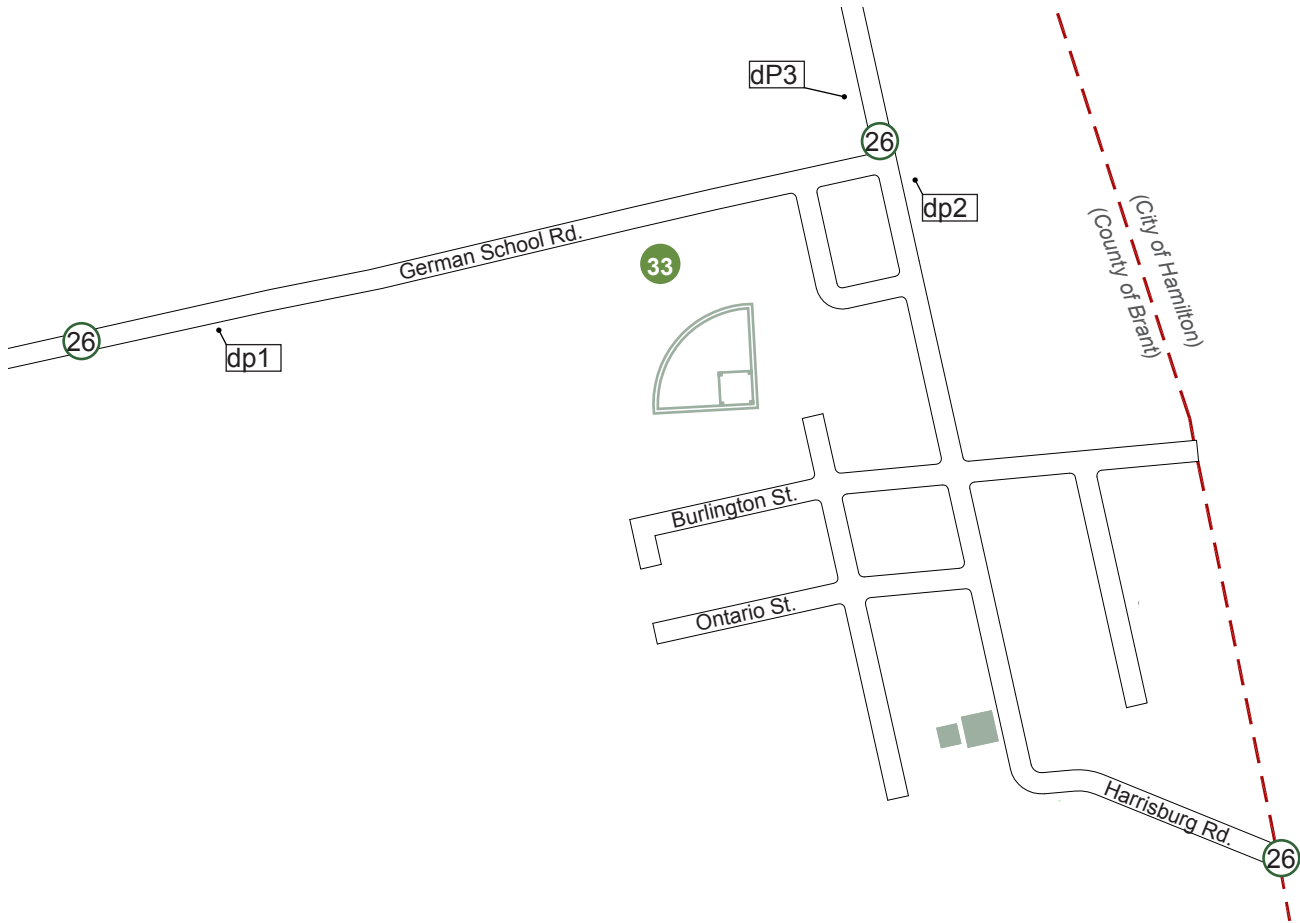
Decision Nodes - Class 2

- Major Decision Node
- Minor Decision Node

Signs

- CID# Community Identification
- DP# Directional Primary
- dp# Directional Pedestrian
- dn# Directional Neighbourhood

HARRISBURG



Recreation
 33. Harrisburg Ballpark

Existing Signage
 Community Gateway

Signs

- CID#** Community Identification
- DP#** Directional Primary
- dp#** Directional Pedestrian
- dn#** Directional Neighbourhood

5.4 BUDGET & PHASING

5.4.1 SIGN MESSAGE, DIRECTION & PHASE

The following charts outline the corresponding sign information, primary messages, direction, and budget relative to the previous maps; the charts and maps should be used in conjunction together.

County-Wide Wayfinding

The following signs provide destination message and directional arrow. Specific ordering should be reviewed at time of production. Ordering to follow the guideline of: left, right and straight.

All County Wayfinding Signs are Directional Primary Signs.

coming from the:		North	East	South	West
Sign Ref. #	Sign Qty:				
1	3	N/A	Paris ↑	Glen Morris →	Glen Morris ↑
2	2	Glen Morris ↗ St George ↑ Paris ↑ Green Lane Sports Complex ↑	N/A	N/A	St George →
3	4	St George ← Paris → Green Lane Sports Complex →	Glen Morris → Paris ↑ Green Lane Sports Complex ↑	Paris ← St George → Glen Morris ↑	St George ↑
4	4	Paris → Green Lane Sports Complex →	Glen Morris → Paris ↑ Green Lane Sports Complex ↑	Paris ← Green Lane Sports Complex ← St George ↑ Glen Morris ↑	St George ←
5	4	Pinehurst Lake Conservation Area ↑ Paris ↑ Green Lane Sports Complex ↑ Glen Morris ← St George ←	Pinehurst Lake Conservation Area← Paris ← Green Lane Sports Complex ←	Glen Morris → St George →	Glen Morris ↑ St George ↑ Paris → Green Lane Sports Complex → Pinehurst Lake Conservation Area→
6	4	Burford ↑ St George ↑ Green Lane Sports Complex ↑	Glen Morris → Pinehurst Lake Conservation Area→ Paris ← Green Lane Sports Complex ← Burford ←	Glen Morris ↑ Pinehurst Lake Conservation Area↑	Glen Morris ← Pinehurst Lake Conservation Area← Paris → Green Lane Sports Complex → St George → Burford →
7	4	Paris ↑ Green Lane Sports Complex ↑ Burford ↑ Pinehurst Lake Conservation Area↑ St George ← Glen Morris ←	Paris ← Green Lane Sports Complex ← Burford ← Pinehurst Lake Conservation Area←	Glen Morris →	Glen Morris ↑ St George ↑ Paris → Burford → Pinehurst Lake Conservation Area→
8	1	N/A	N/A	N/A	Glen Morris ← St George ← Paris → Burford → Pinehurst Lake Conservation Area→
9	3	Burford ↑ Paris ← Green Lane Sports Complex ←	N/A	Glen Morris →	Glen Morris ↑ Paris ↑ St George ↑ Burford →
10	4	Paris ↑ Green Lane Sports Complex ↑ Burford ↑ St George ←	Paris ← Green Lane Sports Complex ← Burford ← Glen Morris →	Glen Morris ↑ St George →	N/A
11	3	N/A	Green Lane Sports Complex ← Burford ←	Glen Morris → St George →	Glen Morris ↑ St George ↑ Green Lane Sports Complex →
12	4	Burford →	Burford ↑ Glen Morris → Green Lane Sports Complex →	Glen Morris ↑ Green Lane Sports Complex ↑ Burford ← St George →	St George ↑ Glen Morris ← Green Lane Sports Complex ←
13a	2	N/A	Paris ↑ Green Lane Sports Complex ↑ Burford ↑	Paris ← Green Lane Sports Complex ← St George → Glen Morris →	N/A
13b	3	Paris ↑ Green Lane Sports Complex ↑ Burford ↑	Glen Morris →	N/A	St George ↑ Glen Morris ←

County-Wide Wayfinding

coming from the:		<u>North</u>	<u>East</u>	<u>South</u>	<u>West</u>
Sign Ref. #	Sign Qty:				
14	3	N/A	Burford ↑ Paris → Green Lane Sports Complex → Glen Morris →	Paris ↑ Green Lane Sports Complex ↑ Glen Morris ↑ St George ↑	Glen Morris ← St George ←
15	1	N/A	N/A	Paris ← Green Lane Sports Complex ← Glen Morris ← St George →	N/A
16	4	St George ↑ Glen Morris → Paris →	Glen Morris ↑ Paris ↑ St George ←	Glen Morris ←	St George →
17	4	Glen Morris →	Glen Morris ↑ Paris ←	Glen Morris ←	St George →
18	3	Paris →	Paris ↑ Glen Morris ↑ St George →	N/A	St George ←
19	2	Burford ↑ Mount Pleasant ↑ Scotland ↑	N/A	Paris ↑ Green Lane Sports Complex ↑ Glen Morris ↑ Pinehurst Lake Conservation Area ↑	N/A
20	3	N/A	Burford ← Paris → Glen Morris → Pinehurst Lake Conservation Area →	Paris ↑ Glen Morris ↑ Pinehurst Lake Conservation Area ↑	Paris ← Glen Morris ← Pinehurst Lake Conservation Area ←
21	4	Burford → Mt. Vernon Cemetery ←	Burford ↑ Paris → Glen Morris → Mt. Vernon Cemetery ↑ Pinehurst Lake Conservation Area →	Paris ↑ Glen Morris ↑ Burford ← Mt. Vernon Cemetery ← Pinehurst Lake Conservation Area ↑	Paris ← Glen Morris ← Pinehurst Lake Conservation Area ←
22	4	Scotland ↑	Scotland ← Burford ↑ Paris → Brant Conservation Area: Grand River Conservation Access →	Burford ← Paris ↑ Brant Conservation Area: Grand River Conservation Access ↑	Scotland → Paris ← Brant Conservation Area: Grand River Conservation Access ←
23	3	N/A	Burford ← Pinehurst Lake Conservation Area →	Glen Morris → St George → Green Lane Sports Complex → Pinehurst Lake Conservation Area ↑	Glen Morris ↑ St George ↑ Green Lane Sports Complex ↑ Pinehurst Lake Conservation Area ←
24	3	N/A	Burford ←	Paris → Green Lane Sports Complex → Glen Morris → St George →	Paris ↑ Green Lane Sports Complex ↑ Glen Morris ↑ St George ↑
25	3	Scotland ↑ Mount Pleasant ←	Scotland ← Burford →	Mount Pleasant → Burford ↑ Paris ↑	N/A
26	3	Burford ↑ Scotland ↑ Mount Pleasant ↑	Burford ← Scotland ←	Paris ↑ Glen Morris ↑	N/A
27	4	Mt. Vernon Cemetery ← Farrington House → Scotland ↑	Scotland ← Falkland → Farrington House ↑	Mt. Vernon Cemetery → Paris → Farrington House ←	Paris ↑ Mt. Vernon Cemetery ↑ Scotland → Falkland ←
28	4	Scotland ←	Burford →	Burford ↑ Scotland →	Burford ← Scotland ↑ Paris ↑
29	2	Burford ↑ Farrington House ↑	N/A	Paris → Pinehurst Lake Conservation Area →	N/A
30	4	Burford ← Farrington House →	Farrington House ↑	Farrington House ← Paris ↑	Burford ↑ Paris ←
31	4	Burford ←	Farrington House →	Burford → Farrington House ↑	Burford ↑ Farrington House ←
32a	2	N/A	N/A	Farrington House →	Burford ↑ Scotland ↑
32b	3	Scotland ←	Farrington House →	N/A	Farrington House ←
33	4	Burford ↑ Farrington House →	Burford ← Farrington House ↑	Paris → Glen Morris →	Burford → Paris ↑ Glen Morris ↑

coming from the:		<u>North</u>	<u>East</u>	<u>South</u>	<u>West</u>
Sign Ref. #	Sign Qty:				
34	3	N/A	Harley Cemetery ← Farrington House ↑	Farrington House ← Burford → Paris →	Harley Cemetery → Burford ↑ Paris ↑
35	4	Harley Cemetery ← Scotland ↑	Farrington House →	Harley Cemetery → Burford → Farrington House ↑	Farrington House ← Harley Cemetery ↑ Burford ↑
36a	2	Burford → Farrington House → Paris → Glen Morris → St George →	N/A	N/A	Paris ↑ Glen Morris ↑ St George ↑ Burford ↑ Farrington House ↑
36b	3	N/A	Burford ← Farrington House ←	Paris → Glen Morris → St George →	Burford → Farrington House →
37	3	Scotland →	N/A	Scotland ← Burford ← Mount Pleasant ↑	Mount Pleasant ←
38	4	Scotland →	Scotland ↑ Burford ↑ Mount Pleasant →	Scotland ← Burford ← Mount Pleasant ↑	Mount Pleasant ←
39a	2	Burford ↑ Scotland ↑	Burford ← Scotland ← Paris →	N/A	N/A
39b	1	N/A	N/A	N/A	Burford → Scotland → Paris ←
40	3	Scotland →	Scotland ↑ Burford ↑ Mount Pleasant ↑	Scotland ← Burford ← Mount Pleasant ←	N/A
41	1	N/A	Burford ↑	N/A	N/A
42	3	Scotland ↑ Burford ↑	N/A	Scotland ← Burford ← Mount Pleasant → Salt Springs Church → Cockshutt Bridge: Grand River Conservation Access → Newport Bridge: Grand River Conservation Access →	Salt Springs Church ↑ Cockshutt Bridge: Grand River Conservation Access ↑ Newport Bridge: Grand River Conservation Access ↑
43	4	Salt Springs Church ← Grand River Dinner Cruises ←	Cockshutt Bridge: Grand River Conservation Access →	Salt Springs Church → Grand River Dinner Cruises → Cockshutt Bridge: Grand River Conservation Access ↑	Salt Springs Church ↑ Grand River Dinner Cruises ↑ Cockshutt Bridge: Grand River Conservation Access ←
44	2	N/A	Cainsville →	N/A	Cainsville ↑ Grand River Dinner Cruises →
45	3	Salt Springs Church ↑ Cockshutt Bridge: Grand River Conservation Access ↑ Newport Bridge: Grand River Conservation Access ↑	Cockshutt Bridge: Grand River Conservation Access ← Newport Bridge: Grand River Conservation Access ←	Cainsville ↑	N/A
46	3	N/A	Cainsville ↑ Salt Springs Church ↑ Grand River Dinner Cruises ← Lafortune Park: Grand River Conservation Access ←	Cainsville ←	Grand River Dinner Cruises → Lafortune Park: Grand River Conservation Access →
47	3	N/A	Mount Pleasant ↑ Salt Springs Church ←	Cainsville → Mount Pleasant ←	Cainsville ↑ Salt Springs Church →
48	2	Cainsville ↑ Salt Springs Church ↑ Grand River Dinner Cruises ↑	N/A	Paris ← St George ← Glen Morris ←	N/A
49	4	Grand River Dinner Cruises ← Lafortune Park: Grand River Conservation Access ← Cainsville →	Cainsville ↑	Cainsville ←	Grand River Dinner Cruises ↑ Lafortune Park: Grand River Conservation Access ↑
50	3	Grand River Dinner Cruises ↑ Lafortune Park: Grand River Conservation Access ↑ Cainsville →	N/A	Cainsville ←	Grand River Dinner Cruises → Lafortune Park: Grand River Conservation Access →

County-Wide Wayfinding

coming from the:		<u>North</u>	<u>East</u>	<u>South</u>	<u>West</u>
Sign Ref. #	Sign Qty:				
51	4	Salt Springs Church ↑ Cockshutt Bridge: Grand River Conservation Access ↑ Newport Bridge: Grand River Conservation Access ↑ Grand River Dinner Cruises ←	Cainsville ← Salt Springs Church ← Cockshutt Bridge: Grand River Conservation Access ← Newport Bridge: Grand River Conservation Access ←	Grand River Dinner Cruises → Lafortune Park: Grand River Conservation Access →	Cainsville → Salt Springs Church → Cockshutt Bridge: Grand River Conservation Access → Newport Bridge: Grand River Conservation Access → Grand River Dinner Cruises ↑ Lafortune Park: Grand River Conservation Access ↑
52	3	N/A	Cainsville ↑ Salt Springs Church ↑ Grand River Dinner Cruises ← Lafortune Park: Grand River Conservation Access ←	Cainsville ←	Grand River Dinner Cruises → Lafortune Park: Grand River Conservation Access →
53	4	Newport Bridge: Grand River Conservation Access ←	Cockshutt Bridge: Grand River Conservation Access →	Cockshutt Bridge: Grand River Conservation Access ↑	Newport Bridge: Grand River Conservation Access ↑ Cockshutt Bridge: Grand River Conservation Access ←
54	2	Lafortune Park: Grand River Conservation Access ←	N/A	N/A	Lafortune Park: Grand River Conservation Access ↑
55a	3	Grand River Dinner Cruises ↑ Lafortune Park: Grand River Conservation Access ↑	Cainsville ↑ Cockshutt Bridge: Grand River Conservation Access ← Newport Bridge: Grand River Conservation Access ←	N/A	Grand River Dinner Cruises → Lafortune Park: Grand River Conservation Access →
55b	2	N/A	Salt Springs Church ←	Grand River Dinner Cruises ↑ Lafortune Park: Grand River Conservation Access ↑	N/A
56	3	Newport Bridge: Grand River Conservation Access ←	Loyalists Cemetery ← Cockshutt Bridge: Grand River Conservation Access →	Newport Bridge: Grand River Conservation Access →	N/A
57	1	N/A	Farrington House ←	N/A	N/A
58	2	N/A	Paris ↑ Green Lane Sports Complex ↑ Glen Morris →	N/A	St George ←
59	3	Paris →	Paris ↑ Glen Morris ↑ St George →	N/A	St George ←
60	2	Northfield Cemetery →	N/A	Northfield Cemetery ← Harley ↑	N/A

Glen Morris

Reference	DIREC.	DIST.	Primary Message	Phase			Budget
				1	2	3	
GLEN MORRIS							
CID1-3			Glen Morris				\$ 18,000.00
Directional Secondary							
DS1	↑ ↑ ↑ ↑ ↑		Stone Railway Bridge Eric Thomlinson Access/ River/ Trail Access Library Centennial Hall Parking (symbol)				\$ 5,000.00
DS2	↑ ↑ ↑ ↑ ↑		Stone Railway Bridge Eric Thomlinson Access/ River/ Trail Access Library Centennial Hall Parking (symbol)				\$ 5,000.00
DS3	→ → → →		Eric Thomlinson Access/ River/ Trail Access Library Centennial Hall Parking (symbol)				\$ 5,000.00
DS4	→ ↑ ↑ ↑		Stone Railway Bridge Library Centennial Hall Eric Thomlinson Access/River/Trail Access				\$ 5,000.00
Directional Pedestrian							
dp1	→ ↑ ↑ ↑ ↑		Centennial Hall Eric Thomlinson Access/ River/ Trail Access Library Stone Railway Bridge Parking (symbol)				\$ 4,000.00
Directional Neighbourhood							
dn1	←		Eric Thomlinson Access/ River/ Trail Access Parking (symbol)				\$ 1,000.00
dn2	→		Centennial Hall				\$ 1,000.00
dn3	←		Stone Railway Bridge				\$ 1,000.00
dn4	←		Centennial Hall				\$ 1,000.00
dn5	→		Eric Thomlinson Access/ River/ Trail Access Parking (symbol)				\$ 1,000.00

Paris

Reference	Direction	Distance	Primary Message	Phase			Budget
				1	2	3	
Paris							
CID 1-3			Paris				\$18,000.00
Directional Primary							
DP1	→	0.8km	Brant Sports Complex				\$ 5,000.00
	→	3.50km	Lions Park + Splashpad				
	→	4.00km	Downtown Paris				
	→		Historical Destinations				
DP2	→	2.5km	Bean Park/Paris Optimist Park/River Access				\$ 5,000.00
	↑	2.7km	Lions Park + Splashpad				
	↑	3.2km	Downtown Paris				
	↑		Historical Destinations				
DP3	↑	3.8km	Downtown Paris				\$ 5,000.00
	↑	3.5km	Syl Apps Community Centre				
	↑	3.5km	Penmans Dam Park / River Access				
DP4	↑	3.1km	Paris Fairgrounds				\$ 5,000.00
	↑	3.1km	Downtown Paris				
	↑	3.1km	Arlington Hotel				
	↑	1.2km	WIFO Soccer Park				
	↑	1.2km	Paris District Highschool				
DP5	←	0.40km	Green Lane Sports Complex				\$ 5,000.00
	↑	1.6km	Penmans Dam Park / River Access				
	↑	2.3km	Downtown Paris				
	↑	2.0km	Syl Apps Community Centre				
DP6	←	1.0km	Paris Fairgrounds				\$ 5,000.00
	←	4.00km	Downtown Paris				
	←	4.00km	Arlington Hotel				
Directional Secondary							
DS1	→		Lions Park + Splashpad				\$ 5,000.00
	→		Downtown Paris				
	→		Walter Williams Amphitheatre				
	→		Rev. Thomas Henderson House				
	→		Bawcutt Centre				
DS2	→		Paris Fairgrounds				\$ 5,000.00
	→		Historical Destinations				
	↑		Paris District Highschool				
	↑		Downtown Paris				
DS3	←		Kilton Cottage				\$ 5,000.00
	↑		Downtown Paris				
	↑		Historical Destinations				
Directional Pedestrian							
dp1	→		Brant Sports Complex				\$ 4,000.00
	↑		Lions Park + Splashpad				
	↑		Downtown Paris				
	↑		Walter Williams Amphitheatre				
	↑		Historical Destinations				
dp2	←		Lions Park + Splashpad				\$ 4,000.00
	←		Cemetery				
	↑		Downtown Paris				
	↑		Rev. Thomas Henderson House				
dp3	↑		Charles Arnold House				\$ 4,000.00
	↑		Bawcutt Centre				
	↑		Asa Wolverton House				
	↑		Downtown Paris				
dp4	→		Penmans Dam Park / River Access				\$ 4,000.00
	→		Paris Museum + Historical Society				
	→		Syl Apps Community Centre				
	→		Parking (symbol)				
	↑		Downtown Paris				
dp5	→		Downtown Paris				\$ 4,000.00
	→		Fire Station				
	→		Paris Museum + Historical Society				
	→		Syl Apps Community Centre				
	→		Parking (symbol)				

Reference	Direction	Distance	Primary Message	Phase			Budget
				1	2	3	
Paris							
dp6	← ← ← ←		Downtown Paris Fire Station Historical Destinations Paris Museum + Historical Society Syl Apps Community Centre				\$ 4,000.00
dp7	→ → ← ↑ ↑		Charles Arnold House Asa Wolverton House Bean Park/Paris Optimist Park/River Access Bawcutt Centre Rev. Thomas Henderson House				\$ 4,000.00
dp8	→ ← ↖ ↑ ↑		Bawcutt Centre Rev. Thomas Henderson House Lions Park + Splashpad Downtown Paris County of Brant Office				\$ 4,000.00
dp9	← ← ← ← ←		Downtown Paris County of Brant Office Library Historical Destinations Parking + Information (symbol)				\$ 4,000.00
dp10	→ ← ← ← ←		Rev. Thomas Henderson House Downtown Paris County of Brant Office Library Parking + Information (symbol)				\$ 4,000.00
dp11	← ← ← ↑ ↑		Charles Mitchell House Library Parking + Information (symbol) County of Brant Office Arlington Hotel				\$ 4,000.00
dp12	→ → → →		Charles Mitchell House Library Kings Ward Park Parking + Information (symbol)				\$ 4,000.00
dp13	→ ← ← ↑ ↑ ↑		Library Syl Apps Community Centre Penmans Dam Park / River Access Arlington Hotel County of Brant Office Parking (symbol)				\$ 4,000.00
dp14	→ → ← ← ↑		Hamilton Place Paris Fairgrounds Downtown Paris County of Brant Office Library				\$ 4,000.00
dp15	→ ↖ ↖ ↖		Lions Park + Splashpad Bawcutt Centre Asa Wolverton House Charles Arnold House				\$ 4,000.00
dp16	→ → → → →		Paris Museum + Historical Society Syl Apps Community Centre Downtown Paris Paris Fairgrounds Parking (symbol)				\$ 4,000.00
dp17	← ← ← ← ↑		Paris Museum + Historical Society Syl Apps Community Centre Downtown Paris Parking (symbol) Penmans Dam Park / River Access				\$ 4,000.00
dp18	← ← ← ↑ ↑		Paris Fairgrounds Kilton Cottage Charles + Margaret O'Neil Residence Historical Destinations WIFO Soccer Park				\$ 4,000.00
dp19	→ → → → ←		Downtown Paris Historical Destinations Lions Park + Splashpad Paris District Highschool Historical Destinations				\$ 4,000.00

Paris

Reference	Direction	Distance	Primary Message	Phase			Budget
				1	2	3	
Paris							
dp20	→ →		Lions Park + Splashpad Cemetery				\$ 4,000.00
dp21	← ←		Lions Park + Splashpad Cemetery				\$ 4,000.00
dp22	→ →		Walter Williams Amphitheatre Lions Park + Splashpad				\$ 4,000.00
dp23	→ → →		Syl Apps Community Centre Paris Museum + Historical Society Penmans Dam Park / River Access Parking (symbol)				\$ 4,000.00
dp24	→ ↑		Gouinlock House Hamilton Place				\$ 4,000.00
dp25	← ↑		Hiram Capron House Paris District Highschool				\$ 4,000.00
dp26	→ ↑ ↑		Kilton Cottage Paris Fairgrounds Charles + Margaret O'Neil Residence				\$ 4,000.00
dp27	← ← ← ↑		Syl Apps Community Centre Paris Museum + Historical Society Parking (symbol) Downtown Paris				\$ 4,000.00
dp28	→ ← ← ↑		Kings Ward Park Charles Mitchell House Parking + Information (symbol) Library				\$ 4,000.00

Directional Neighborhood							
dn1	←		Bean Park/Paris Optimist Park/River Access				\$ 1,000.00
dn2	→		Bean Park/Paris Optimist Park/River Access				\$ 1,000.00
dn3	→ ↑		Bean Park/Paris Optimist Park/River Access Downtown Paris				\$ 1,000.00
dn4	←		Bean Park/Paris Optimist Park/River Access				\$ 1,000.00
dn5	→ ←		Brant Sports Complex Walter Williams Amphitheatre				\$ 1,000.00
dn6	→		Rev. Thomas Henderson House				\$ 1,000.00
dn7	→		Hiram Capron House				\$ 1,000.00
dn8	↑		Penmans Dam Park / River Access				\$ 1,000.00
dn9	→		Penmans Dam Park / River Access				\$ 1,000.00
dn10	←		Penmans Dam Park / River Access/Parking				\$ 1,000.00
dn11	→		Green Lane Sports Complex				\$ 1,000.00
dn12	→		WIFO Soccer Park				\$ 1,000.00
dn13	←		WIFO Soccer Park				\$ 1,000.00

Burford

				Phase			Budget
Reference	DIREC.	DIST.	Primary Message	1	2	3	
BURFORD							
CID 1-4							\$ 24,000.00
Directional Secondary							
DS1	↑ ↑ ↑ ↑ ↑		Community Centre/Arena Fire Hall Downtown Burford Burford Township Museum Burford Fairgrounds				\$ 5,000.00
DS2	↑ ↑ ↑ ↑ ↑		Burford Township Museum Downtown Burford Community Centre/Arena Fire Hall Burford Fairgrounds				\$ 5,000.00
Directional Pedestrian							
dp1	→ → ↑ ↑ ↑		Community Centre/Arena Fire Hall Burford Armoury Downtown Burford Library/County of Brant Office/Parking (symbol)				\$ 4,000.00
dp2	→ → → ← - ←		Community Centre/Arena Burford Armoury Burford Township Museum / Parking Library/County of Brant Office/Parking (symbol) Fairgrounds				\$ 4,000.00
dp3	→ ← ← ↑ ↑		Lions Cenennial Park Fair Grounds Library/County of Brant Office/Parking (symbol) Dr. Hervey Ross House Community Centre/Arena				\$ 4,000.00
dp4	→ → - ← ← ←		Fairgrounds Library/County of Brant Office/Parking (symbol) Community Centre/Arena Burford Armoury Burford Township Museum / Parking				\$ 4,000.00
dp5	← ← ↑		Community Centre/Arena Fire Hall Cemetery				\$ 4,000.00
dp6	→ → ↑		Library/ County of Brant Office Fairgrounds Burford Township Museum/Parking				\$ 4,000.00
Directional Neighbourhood							
dn1	← ↑		Lions Centennial park Dr. Hervey Ross House				\$ 1,000.00

Oakhill

Reference	DIREC.	DIST.	Primary Message	Phase			Budget
				1	2	3	
OAKHILL							
CID 1-3							\$ 18,000.00
Directional Primary							
DP1	→	600m	Apps Mill Nature Centre				\$ 5,000.00
	←	5.2km	Brant Conservation Area & River Access				
	↑	4.0km	Brantford Municipal Airport				
	↑	3.7km	Fire Hall				
Directional Secondary							
DS1	←		Apps Mill Nature Centre				\$ 5,000.00
DS2	←		Brantford Municipal Airport				\$ 5,000.00
	←		Fire Hall				
DS3	→		Apps Mill Nature Centre				\$ 5,000.00
DS4	←		Fire Hall				\$ 5,000.00
	←		Brantford Municipal Airport				
DS5	→		Brantford Municipal Airport				\$ 5,000.00
	→		Fire Hall				
	↑		Apps Mill Nature Centre				
DS6	←		Brant Conservation Area & River Access				\$ 5,000.00
DS7	→		Brant Conservation Area & River Access				\$ 5,000.00
	↑		Brantford Municipal Airport				
	↑		Fire Hall				
	↑		Apps Mill Nature Centre				
Directional Neighbourhood							
dn1	→		Brant Conservation Area & River Access				\$ 1,000.00
dn2	←		Brant Conservation Area & River Access				\$ 1,000.00

Mount Pleasant

				Phase			Budget
Reference	DIREC.	DIST.	Primary Message	1	2	3	
MOUNT PLEASANT							
CID 1-2							\$ 12,000.00
Directional Primary							
DP1	↑	2.4km	Bryning Manse				\$ 5,000.00
	↑	3.1km	Fire Station				
	↑	3.1km	Community Centre				
	↑	3.7km	Mt. Pleasant Nature Park/Optimist Nature Park				
	↑	3.3km	Trail Access				
DP2	↑	1.3km	Mt. Pleasant Nature Park/Optimist Nature Park				\$ 5,000.00
	↑	2.0km	Community Centre				
	↑	2.0km	Fire Station				
	↑	2.7km	Bryning Manse				
	↑	2.34km	Trail Access				
Directional Pedestrian							
dp1	←		Bryning Manse				\$ 4,000.00
	←		County of Brant Public Works Yard				
	→		Mt. Pleasant Nature Park/Optimist Nature Park				
	→		Community Centre				
	→		Fire Station				
dp2	→		Mt. Pleasant Cemetery				\$ 4,000.00
	→		Trail Access				
	↑		Community Centre				
	↑		Fire Station				
	↑		Mt. Pleasant Nature Park/Optimist Nature Park				
dp3	→		Bryning Manse				\$ 4,000.00
	→		County of Brant Public Works Yard				
	←		Mt. Pleasant Nature Park/Optimist Nature Park				
	←		Community Centre				
	↑		Mt. Pleasant Cemetery				
dp4	↑		Trail Access / parking (symbols)				\$ 4,000.00
	←		Mt. Pleasant Nature Park/Optimist Nature Park				
	←		Trail Access / parking (symbol)				
	↑		Bryning Manse				
dp5	←		County of Brant Public Works Yard				\$ 4,000.00
	↑		County of Brant Public Works Yard				
dp6	↑		County of Brant Public Works Yard				\$ 4,000.00

Scotland

Reference	DIREC.	DIST.	Primary Message	Phase			Budget
				1	2	3	
SCOTLAND							
CID 1-4							\$ 24,000.00
Directional Secondary							
DS1	← ← ← ← →		Scotland - Oakland Library Fire Station Community Centre Cemetery Trail Access				\$ 5,000.00
DS2	→ → → → ←		Scotland - Oakland Library Fire Station Community Centre Cemetery Trail Access				\$ 5,000.00
Directional Pedestrian							
dp1	← ← ← ←		Scotland - Oakland Library Fire Station Community Centre Cemetery				\$ 4,000.00
dp2	← ↑ ↑		Trail Access Scotland - Oakland Library Fire Station				\$ 4,000.00
dp3	← ← ← ←		Scotland - Oakland Library Fire Station Community Centre Cemetery				\$ 4,000.00
Directional Neighbourhood							
dn1	←		Trail Access				\$ 1,000.00

Oakland

Reference	DIREC.	DIST.	Primary Message	Phase			Budget
				1	2	3	
OAKLAND							
CID 1-4							\$ 24,000.00
Directional Pedestrian							
dp1	→ ← ↑ ↑ ↑		Oakland Pioneer Cemetery Malcolm Mills Historical Site County of Brant Office Community Centre Lions Park				\$ 4,000.00
dp2	← ← ← ↑		Community Centre Lions Park County of Brant Office Oakland Pioneer Cemetery				\$ 4,000.00
dp3	← → → →		Malcolm Mills Historical Site Community Centre County of Brant Office Lions Park				\$ 4,000.00

Cainsville

Reference	DIREC.	DIST.	Primary Message	Phase			Budget
				1	2	3	
CAINSVILLE							
CID 1-5							\$ 30,000.00
Directional Secondary							
DS1	←		Brant Onondaga Park Cainsville Community Centre Fire Hall				\$ 5,000.00
	→						
	→						
DS2	↑		Cainsville Community Centre Fire Hall				\$ 5,000.00
	↑						
DS3	←		Cainsville Community Centre Fire Hall Brant Onondaga Park				\$ 5,000.00
	←						
	→						
DS4	→		Cainsville Community Centre Fire Hall Brant Onondaga Park				\$ 5,000.00
	→						
	↑						
Directional Pedestrian							
dp1	←		Cainsville Community Centre Fire Hall				\$ 4,000.00
	←						
Directional Neighbourhood							
dn1	→		Brant Onondaga Park				\$ 1,000.00
dn2	←		Brant Onondaga Park				\$ 1,000.00

Onondaga

Reference	DIREC.	DIST.	Primary Message	Phase			Budget
				1	2	3	
ONONDAGA							
CID 1-3							\$ 18,000.00
Directional Secondary							
DS1	←		Onondaga Community Hall Cemetery Onondaga Fire Station County of Brant Office				\$ 5,000.00
	→						
	↑						
	↑						
DS2	↑		Onondaga Community Hall County of Brant Office Onondaga Fire Station Cemetery				\$ 5,000.00
	↑						
	↑						
	↑						
DS3	←		Cemetery Fire Station County of Brant Office Community Hall				\$ 5,000.00
	→						
	↑						
Directional Pedestrian							
dp1	←		Cemetery Onondaga Community Hall				\$ 4,000.00
	→						
dp2	←		Onondaga Community Hall Cemetery				\$ 4,000.00
	→						
Directional Neighbourhood							
dn1	→		Onondaga Community Hall				\$ 1,000.00
dn2	→		Onondaga Community Hall				\$ 1,000.00

St. George

				Phase			Budget
Reference	DIREC.	DIST.	Primary Message	1	2	3	
ST. GEORGE							
CID 1-4							\$ 24,000.00
Directional Primary							
DP1	→	3.6km	South Dumfries Community Centre				\$ 5,000.00
	→	3.6km	Downtown St. George				
	→	4.2km	Library				
	→	1.0km	Elliot Field				
	←	1.3km	Adelaide Hunter Hoodless Museum				
DP2	→	1.3km	Adelaide Hunter Hoodless Museum				\$ 5,000.00
	←	3.6km	South Dumfries Community Centre				
	←	1.0km	Elliot Field				
	←	3.6km	Downtown St. George				
	←	4.2km	Library				
DP3	→	3.6km	Mayhill Villa				\$ 5,000.00
	↑	1.1km	Downtown St. George				
	↑	2.2km	South Dumfries Community Centre				
	↑	1.8km	Library				
	↑	1.9km	Sunny Hill Park				
DP4	↑	1.3km	Downtown St. George				\$ 5,000.00
	↑	2.2km	Sunny Hill Park				
	↑	2.0km	Fire Station				
	↑	2.4km	Jacob's Woods Park				
	↑	2.4km	South Dumfries Community Centre				
Directional Secondary							
DS1	↑		Sunny Hill Park				\$ 5,000.00
	↑		Fire Station				
	↑		St. George School				
	↑		Downtown St. George				
	↑		South Dumfries Community Centre				
Directional Pedestrian							
dp1	←		South Dumfries Community Centre				\$ 4,000.00
	↑		Downtown St. George				
	↑		Library				
	↑		St. George School				
	↑		Parking (symbol)				
dp2	→		South Dumfries Historical Society				\$ 4,000.00
	→		St. George Historical				
	→		St. George Memorial				
	←		Library				
	←		Fire Station				
	←		Jacob's Woods Park				
dp3	→		Jacob's Woods Park				\$ 4,000.00
	←		South Dumfries Historical Society				
	←		St. George Historical				
	←		St. George Memorial Hall				
	↑		South Dumfries Community Centre/Arena				
	↑		St. George School				
dp4	←		South Dumfries Community Centre/Arena				\$ 4,000.00
	←		Elliot Field				
	←		Adelaide Hunter Hoodless Museum				
	↑		Fire Station/Library				
	↑		Sunny Hill park				

Reference	DIREC.	DIST.	Primary Message	Phase			Budget
				1	2	3	
ST. GEORGE							
dp5	→		Fire Station/Library				\$ 4,000.00
	→		Sunny Hill Park				
	←		Jacob's Woods Park				
	↑		Cemetery				
dp6	←		Fire Station / Library				\$ 4,000.00
	→		Jacob's Woods Park				
	↑		Downtown St. George				
	↑		South Dumfries Community Centre George School	St.			
dp7	←		South Dumfries Community Centre				\$ 4,000.00
	↑		South Dumfries Historical Society				
	↑		St. George Historical				
	↑		St. George Memorial Hall				
Directional Neighbourhood							
dn1	→		Jacob's Woods Park				\$ 1,000.00
dn2	→		South Dumfries Community Centre				\$ 1,000.00
	↑		Elliot Field				
dn3	→		King William Park				\$ 1,000.00
dn4	←		King William Park				\$ 1,000.00
dn5	→		King William Park				\$ 1,000.00
dn6	←		King William Park				\$ 1,000.00
dn7	→		Community Centre				\$ 1,000.00

5.4.2 BUDGETS

The following charts outline the budget estimates per community, based on the number of located signs. The cost per sign indicates the fabrication cost and an additional 10% should be added for footings/installation. An overall budget for all county and community signs is located at the end of this chapter.

County-Wide Signs & Gateways

Sign Type	Estimated Fabrication Cost	Qty	Total
County Gateway Primary	\$ 15,000.00	2	\$ 30,000.00
County Gateway Secondary	\$ 8,000.00	11	\$ 88,000.00
County Gateway Tertiary	\$ 6,000.00	9	\$ 54,000.00
Directional Primary	\$ 5,000.00	194	\$ 970,000.00
		Total:	\$ 1,142,000.00

Additional Community Identification

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification			
<i>Falkland</i>	\$ 6,000.00	4	\$ 24,000.00
<i>Princeton</i>	\$ 6,000.00	3	\$ 18,000.00
<i>Gobles</i>	\$ 6,000.00	2	\$ 12,000.00
<i>Muir</i>	\$ 6,000.00	4	\$ 24,000.00
<i>Cathcart</i>	\$ 6,000.00	2	\$ 12,000.00
<i>Fairfield Plain</i>	\$ 6,000.00	2	\$ 12,000.00
<i>Harley</i>	\$ 6,000.00	4	\$ 24,000.00
<i>New Durham</i>	\$ 6,000.00	3	\$ 18,000.00
<i>Kelvin</i>	\$ 6,000.00	1	\$ 6,000.00
<i>Burtch</i>	\$ 6,000.00	4	\$ 24,000.00
<i>Middleport</i>	\$ 6,000.00	2	\$ 12,000.00
<i>Harrisburg</i>	\$ 6,000.00	3	\$ 18,000.00
		Total:	\$ 204,000.00

Glen Morris

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	3	\$ 18,000.00
Directional Secondary	\$ 5,000.00	4	\$ 20,000.00
Directional Pedestrian	\$ 4,000.00	1	\$ 4,000.00
Directional Neighbourhood	\$ 1,000.00	5	\$ 5,000.00
		Total:	\$ 47,000.00

Paris

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	3	\$ 18,000.00
Directional Primary	\$ 5,000.00	6	\$ 30,000.00
Directional Secondary	\$ 5,000.00	3	\$ 15,000.00
Directional Pedestrian	\$ 4,000.00	28	\$ 112,000.00
Directional Neighbourhood	\$ 1,000.00	13	\$ 13,000.00
		Total:	\$ 188,000.00

Burford

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	4	\$ 24,000.00
Directional Secondary	\$ 5,000.00	2	\$ 10,000.00
Directional Pedestrian	\$ 4,000.00	6	\$ 24,000.00
Directional Neighbourhood	\$ 1,000.00	1	\$ 1,000.00
		Total:	\$ 59,000.00

Oakhill

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	3	\$ 18,000.00
Directional Primary	\$ 5,000.00	1	\$ 5,000.00
Directional Secondary	\$ 5,000.00	7	\$ 35,000.00
Directional Neighbourhood	\$ 1,000.00	2	\$ 2,000.00
		Total:	\$ 60,000.00

Mount Pleasant

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	2	\$ 12,000.00
Directional Primary	\$ 5,000.00	2	\$ 10,000.00
Directional Pedestrian	\$ 4,000.00	6	\$ 24,000.00
		Total:	\$ 46,000.00

Scotland

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	4	\$ 24,000.00
Directional Secondary	\$ 5,000.00	2	\$ 10,000.00
Directional Pedestrian (one sided)	\$ 4,000.00	3	\$ 12,000.00
Directional Neighbourhood	\$ 1,000.00	1	\$ 1,000.00
		Total:	\$ 47,000.00

Oakland

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	4	\$ 24,000.00
Directional Pedestrian (one sided)	\$ 4,000.00	3	\$ 12,000.00
		Total:	\$ 36,000.00

Cainsville

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	5	\$ 30,000.00
Directional Secondary	\$ 5,000.00	4	\$ 20,000.00
Directional Pedestrian	\$ 4,000.00	1	\$ 4,000.00
Directional Neighbourhood	\$ 1,000.00	2	\$ 2,000.00
		Total:	\$ 56,000.00

Onondaga

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	3	\$ 18,000.00
Directional Secondary	\$ 5,000.00	3	\$ 15,000.00
Directional Pedestrian (one sided)	\$ 4,000.00	2	\$ 8,000.00
Directional Neighbourhood	\$ 1,000.00	2	\$ 2,000.00
		Total:	\$ 43,000.00

St. George

Sign Type	Estimated Fabrication Cost	Qty	Total
Community Identification	\$ 6,000.00	4	\$ 24,000.00
Directional Primary	\$ 5,000.00	4	\$ 20,000.00
Directional Secondary	\$ 5,000.00	1	\$ 5,000.00
Directional Pedestrian	\$ 4,000.00	7	\$ 28,000.00
Directional Neighbourhood	\$ 1,000.00	7	\$ 7,000.00
		Total:	\$ 84,000.00

Total Budget

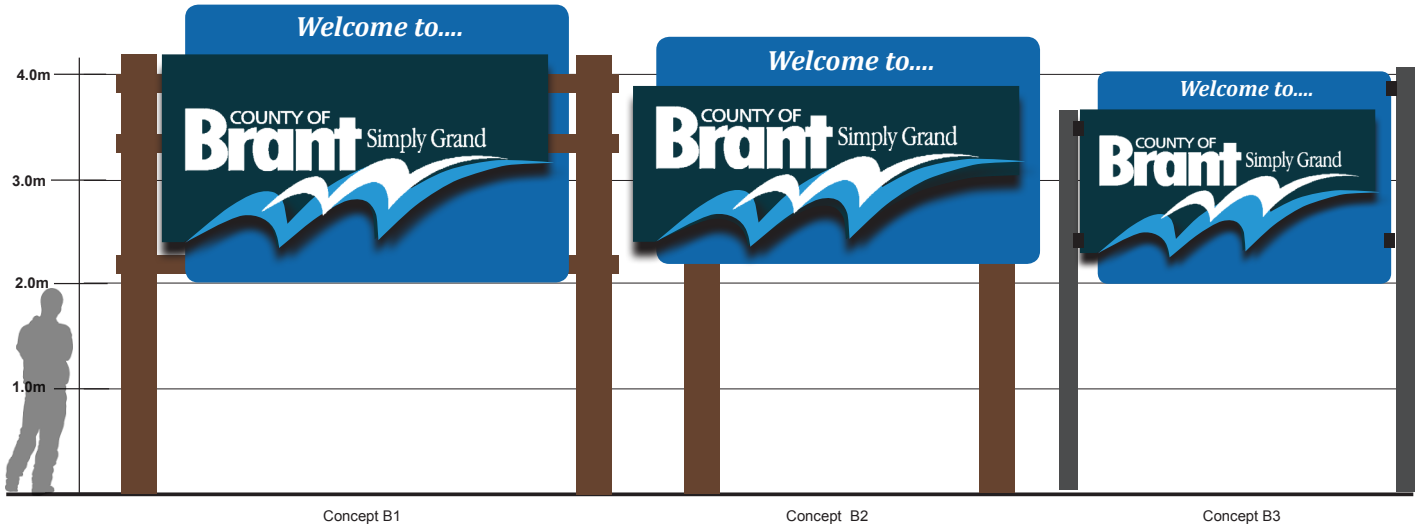
Sign Type	Estimated Fabrication Cost	Qty	Total
County Gateway Primary	\$ 15,000.00	2	\$ 30,000.00
County Gateway Secondary	\$ 8,000.00	11	\$ 88,000.00
County Gateway Tertiary	\$ 6,000.00	9	\$ 54,000.00
Highway Confirmation	\$ 1,000.00	as needed	
Community Identification	\$ 6,000.00	69	\$ 414,000.00
Directional Primary	\$ 5,000.00	207	\$ 1,035,000.00
Directional Secondary	\$ 5,000.00	26	\$ 130,000.00
Directional Pedestrian (one sided)	\$ 4,000.00	57	\$ 228,000.00
Directional Neighbourhood	\$ 1,000.00	33	\$ 33,000.00
Themed Tour	\$ 900.00	as needed	
		Total:	\$ 2,012,000.00

Notes: (applicable to all budget estimates and sign location tables)

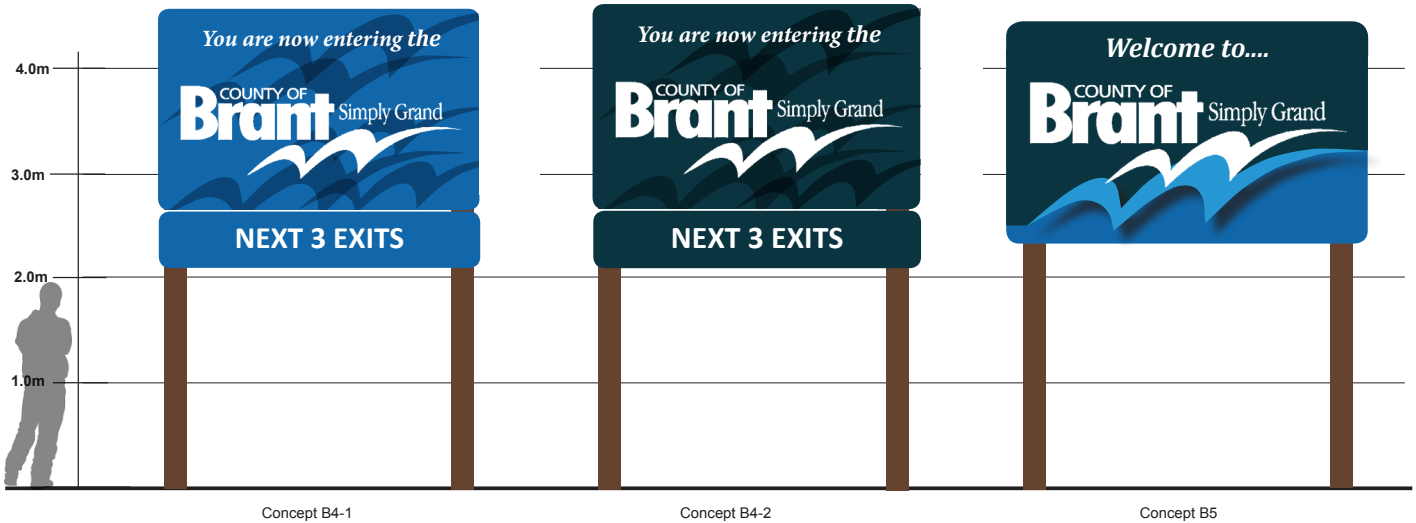
- 1) Prices are for budget purposes only and reflect the information supplied in the County of Brant Wayfinding Strategy, December 2018.
- 2) Destination nomenclature and locations to be verified by the County prior to fabrication.
- 3) Signage quantities to be verified by County prior to fabrication.
- 4) Contractor / Sign Fabricator to provide Engineering Structural for signage structures.

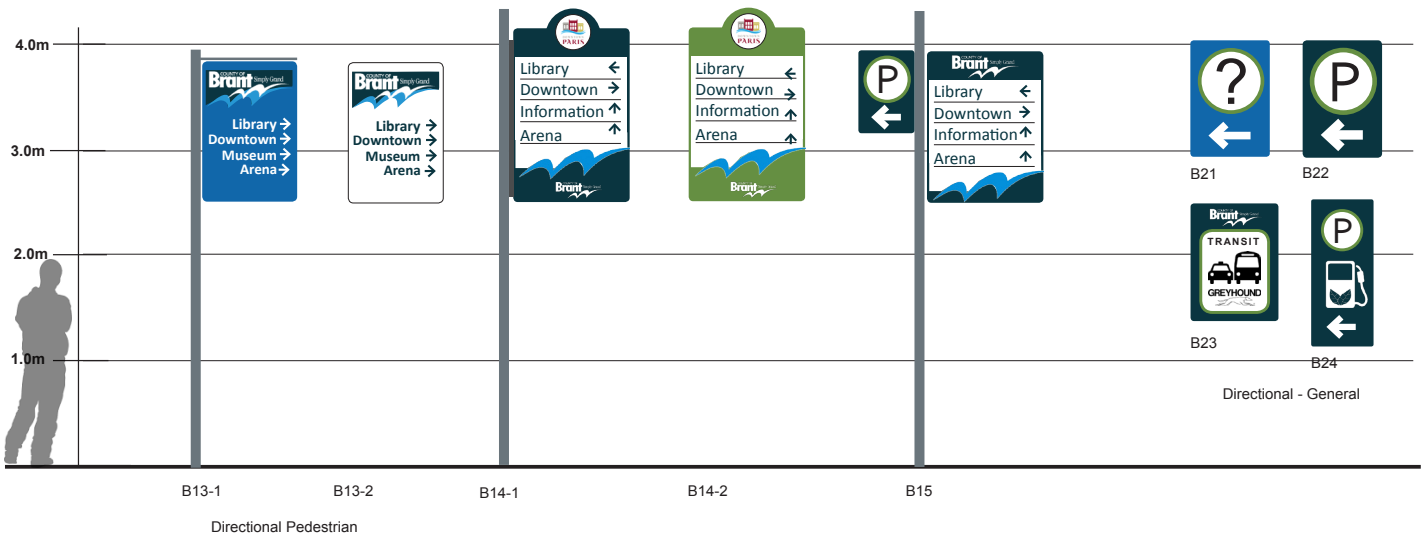
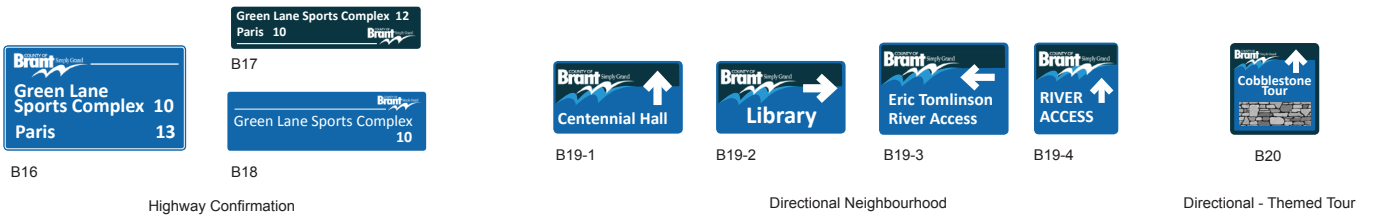
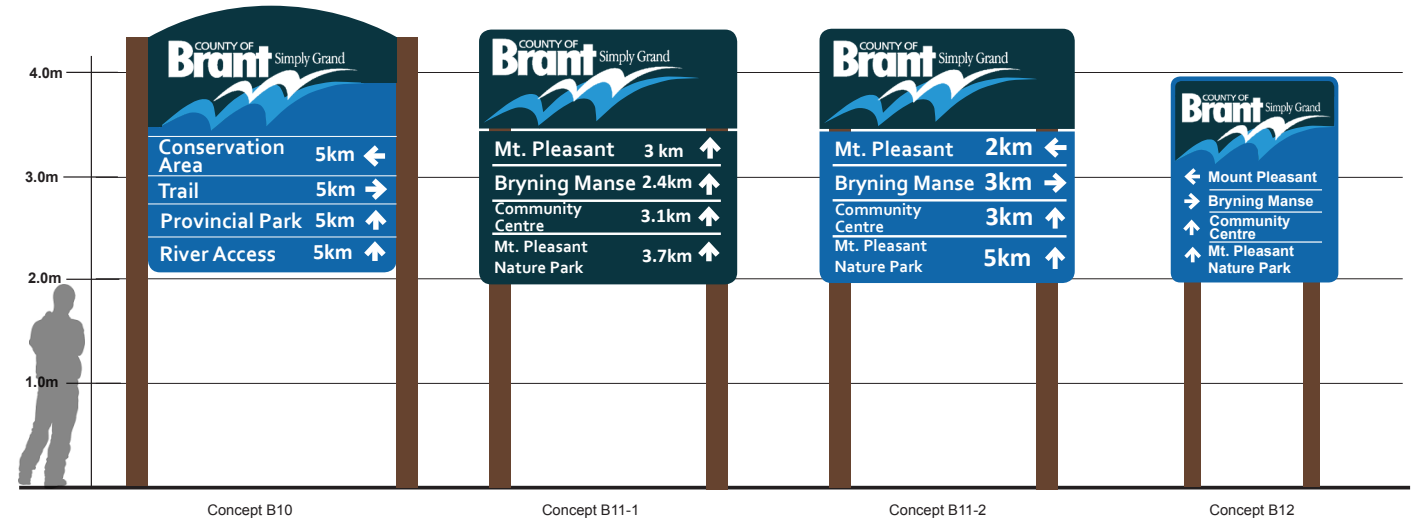
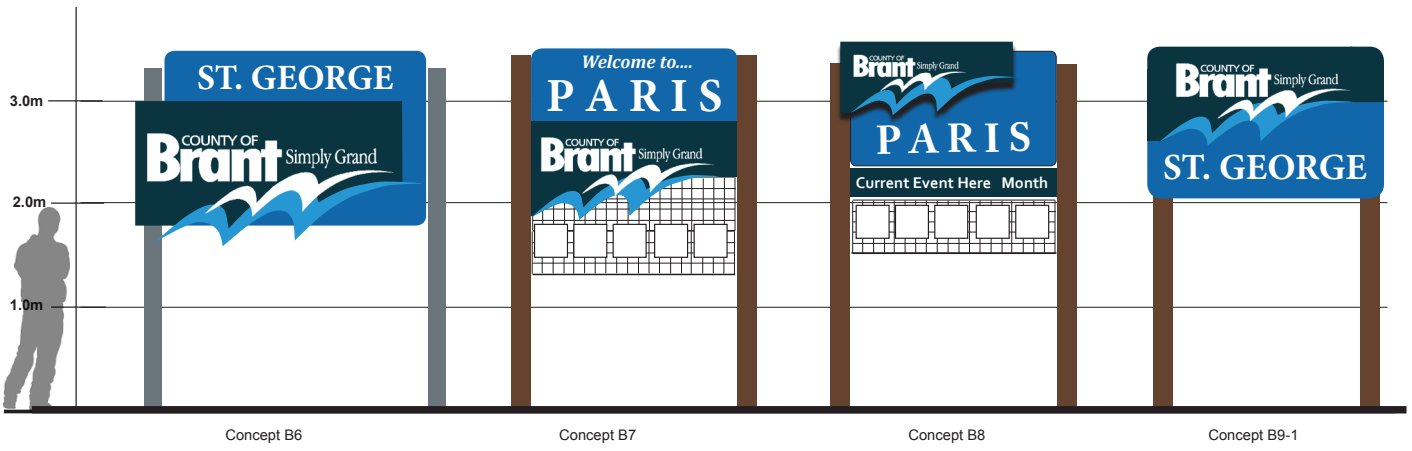
6 APPENDICES

Alternative Concept B



Concept B4-3





Concept A - Optional Colour Schemes



A 25



A 26



A 27



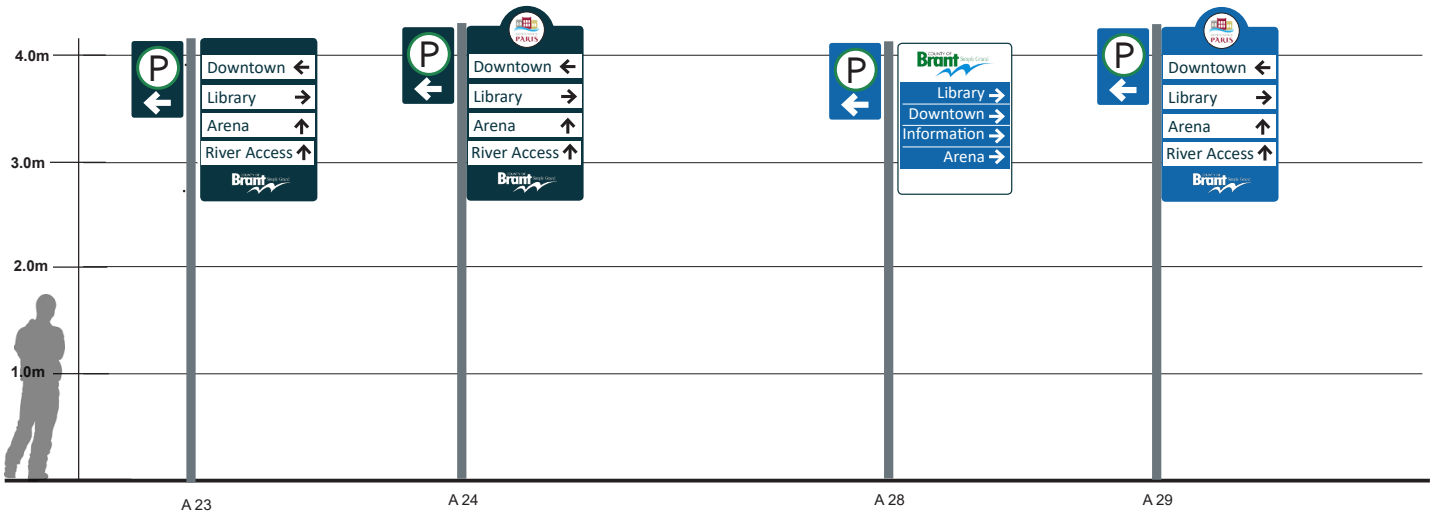
A 30



A 31



A 32



Alternative Primary Gateway Concepts

