



# **VICTORIA CITY PARKS SIGNAGE**

**Addendum to City of Victoria Wayfinding Strategy**



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# 01 ABOUT THIS PROJECT

## 1.1

# What is this document?

**This document functions as an addendum to the City of Victoria Wayfinding Strategy. It describes recommended practices for adapting the city wayfinding strategy and signs to the specific context of public parks.**

This document is intended to be used as a reference for anyone working on wayfinding and regulatory signage for display in public parks within the City of Victoria.

Sign construction drawings are provided to a level of detail that should allow City Works and associated consultants to produce signs to a consistent appearance and hierarchy of information.

## 1.2

# Additional References

**The following guidelines are intended to be understood within the context of the Citywide Wayfinding Strategy and other existing regional signage standards.**

A number of standards exist which will apply to signs that may be used in public parks within the City of Victoria. It is important to understand the context for each sign to determine what standards are most applicable in a given situation. The following documents should be referred to for standards beyond the sign types described in this manual:

Standards for traffic management as determined by the Ministry of Transportation and Infrastructure will take priority wherever applicable. These may be under the heading “**Traffic Signs & Pavement Marking**” at [www2.gov.bc.ca](http://www2.gov.bc.ca).

This document refers to and extends the “**City of Victoria Wayfinding Strategy**”. Where that system has been adjusted for use in City Parks this document will take priority. For general information about the construction and messaging hierarchy of signs within that system refer to the Citywide Wayfinding document: [www.victoria.ca/](http://www.victoria.ca/)

# **02 SIGNAGE IN PUBLIC PARKS**

## 2.1

# Key Differences



## Introduction

The City Wide Wayfinding Strategy considers a visitor's journey through the city and the factors which determine the quality of that journey. Within that system, city parks are considered a single destination. However, when a visitor arrives in a park there is a mental shift from the pathways and barriers defined by sidewalks and streets, to an open field of options and amenities. In most cases the majority of a park, if not all of it, is visible from any point in the park. Therefore, presenting regulatory information and identifying amenities in a clear and welcoming fashion is a more common concern than directional wayfinding. These guidelines focus on presenting a hierarchy of regulatory messaging which can be absorbed at a glance with space for more detailed information as needed. Where additional wayfinding is required, guidelines for adapting the City Wayfinding Strategy to city parks are discussed.

## What we heard

The consensus among stakeholders is that main arrival points are the most critical areas for wayfinding and regulatory signage in most parks. For small and medium size parks, regulatory/directional signs should be designed to also function as Park ID signs. Current Park ID signs are over-built for this purpose with a lot of unused space. Small parks in particular need not be identified with signage intended to be legible to passing traffic.

Beacon Hill, Topaz Park and select medium sized parks, would benefit from maps posted at arrival points and to delineate on-leash, off-leash, and off-limits areas for dog owners. Additional map styles for showing topography, pathways, lightly and densely forested areas will be required for these maps. In addition, styles for dog-off-leash and ecologically sensitive areas will be required in some cases. First Nations place naming should be included in key elements of the park signage as it is within the Citywide Wayfinding Strategy.

## 2.2 Regulatory Signs



### What we Heard

### What We Saw

### Proposal

Regulatory signage in city parks is intended to provide information about how best to enjoy the park respectfully and to notify visitors about any particular restrictions to the use of the space. These signs are often installed on an as-needed basis, and those needs are often subject to change as social expectations evolve over time. The effectiveness of any particular messaging can be difficult to assess and more than one iteration may be required to produce the desired change in behaviour.

The majority of regulatory signage is concentrated at key arrival points such as parking lots or major pathways. The remainder is typically site specific indicating, for instance, on and off-leash areas for dogs or marking ecologically sensitive areas. While new signage follows some guidelines for appearance and layout, the end result lacks a clear visual hierarchy and can appear visually confusing. In some cases the amount of information may interfere with a visitor's ability to absorb it accurately.

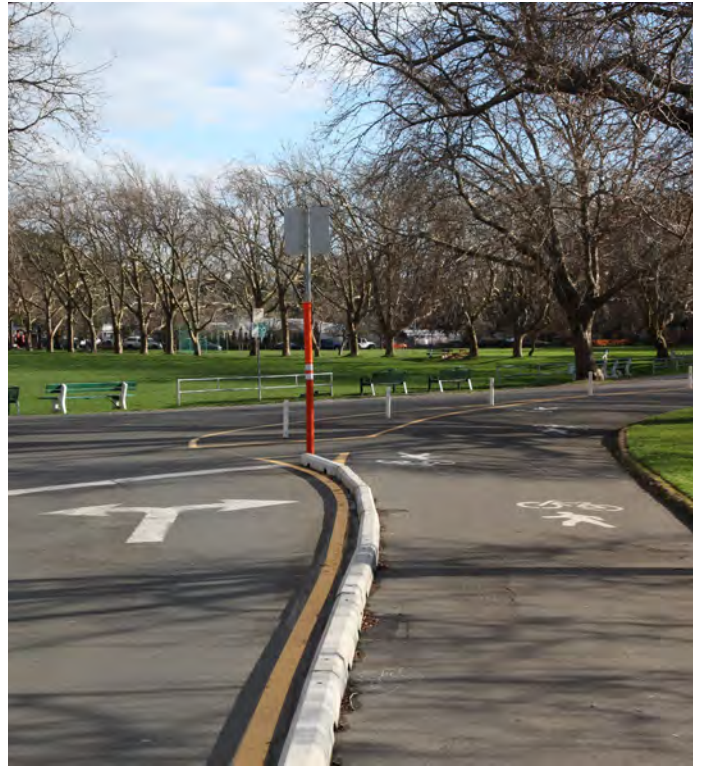
Some signs, are very profusely displayed (CRD No-Smoking signs, for instance) or seem to have become unsuited to their location as the environment around them has been updated.

Create a modular sign type that allows for simple metal plates to be added and removed as needed. The sign frame may involve some custom fabricated or extruded components, but will allow for city works to easily produce and install new signs and remove any existing ones that become outdated.

Develop a visual hierarchy that can be consistently applied to the both the modular sign panels and individual signs posted throughout city parks in order to create a predictable, legible and recognizable appearance for signs in parks. Non, park-specific signage, such as parking signs and other traffic regulations should maintain the same standards as elsewhere in the city.

## 2.3

# Wayfinding



### What We Heard

The wayfinding needs within city parks are significantly different from those of the wider city. Whereas wayfinding routes through city streets and pathways aims to create an unbroken chain of directional queues, wayfinding and other signage needs in city parks tend to be clustered around arrival points and 1-3 other key points of interest. To avoid visually interfering with the natural appeal of open parks and green spaces, the aim of wayfinding for city parks will be to identify key points of interest within each park and use those to orient visitors within the space without necessarily trying to guide them every step along the way.

### What We Saw

Wayfinding is currently very sparse in city parks, limited primarily to identification of amenities. In general this is appropriate as, with the exception of a few of the larger parks such as Beacon Hill and Topaz Park, all park amenities are often visible from any point in a park. Additional wayfinding could be of use to orient visitors at key points. Some small and medium sized parks are also related to one another via public pathways which pass through multiple parks and green spaces.

### Proposal

Maintain a light touch to wayfinding through maps and directional signs at key locations without trying to create an unbroken visual chain of sign locations. This will minimize visual clutter while giving visitors to city parks information to orient themselves within the space from points of interest. The primary recommended tools for wayfinding in parks will be the finger post sign and the fingerboard.

There will be two primary options for park identification signs: One for parks which have significant road access and/or a parking lot, and one for medium and small parks accessed primarily by pedestrians. Some locations may warrant a unique, large format sign such as the 'Anchor Sign' for Beacon Hill Park, located at the intersection of Douglas St. and Superior St.

## 2.4

# Interpretive Signs



### What We Heard

Interpretive signs are a common feature in parks and provide insight into the shared ecological, historical or social narratives of public spaces. While those narratives may remain, both their style of delivery and the media on which they are reproduced tend require maintenance to remain relevant over time. To that end, interpretive sign bases should be designed to easily accommodate standard panels which can be removed and replaced with updated ones as needed.

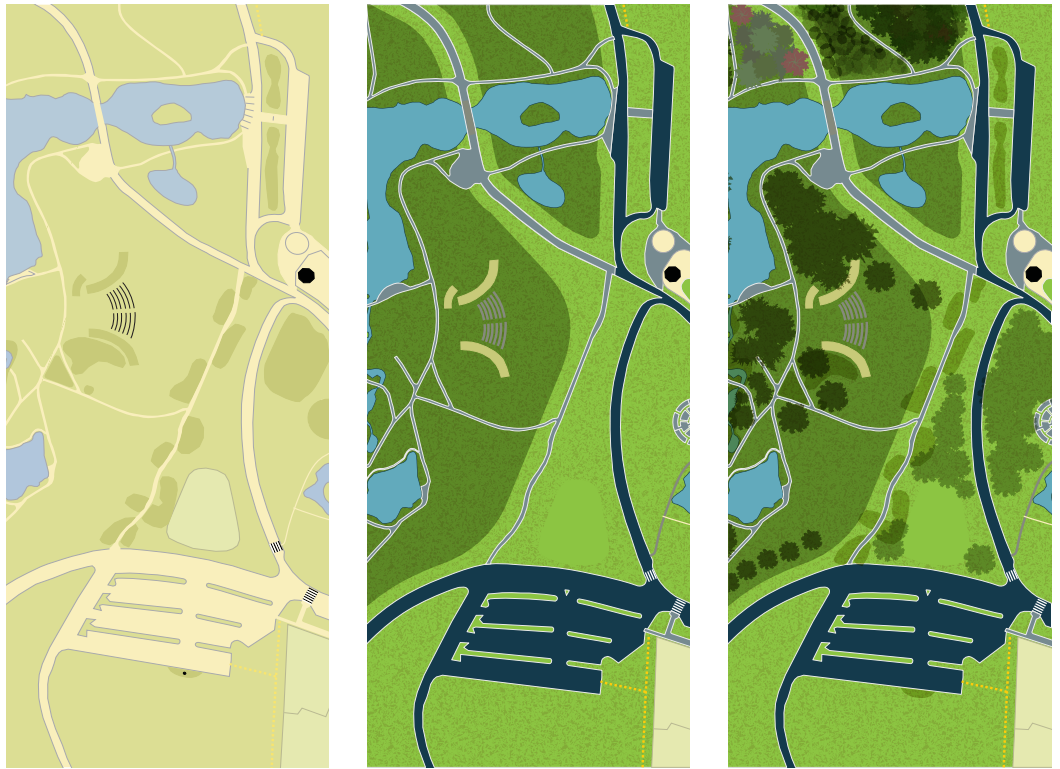
### What We Saw

There are a number of existing examples of interpretive signage in public parks in and around Victoria. Key features of these signs are simplicity and durability. The ability to change sign content without removal of the entire sign or on-site removal and reapplication of printed vinyl is critical requirement for any new design. Existing precedents seem to indicate that interpretive panels do not invite improper removal and simple tamper resistant fasteners should be enough to prevent such vandalism while greatly simplifying maintenance for city works.

### Proposal

Develop a standard sign base, in keeping with the colour and materials of CoV wayfinding, that will allow panels to be installed and removed for maintenance and updates as needed. This design should allow for the production of signs of varying heights and widths without any significant changes in design. Several standard configurations of the sign base will be developed to accommodate existing formats as specified by the City of Victoria's "Interpretive Signage Guidelines".

## 2.5 Maps



### What We Heard

Most parks do not require a map to navigate or find amenities within the park, however better park maps would be useful in a number of other ways. Most maps displayed in parks are used to identify off-leash and off-limits areas for dogs. Providing clearer landmark cues on those maps will assist in dog owners in determining where the boundaries of such areas actually fall. In addition, updating existing maps with the Citywide Wayfinding style will further integrate parks with the wider wayfinding strategy.

### What we Saw

Topography is a significant factor for parks in a way that it is not when navigating streets and sidewalks. In situations where visual information on maps is not very developed. An open field of whitespace on a map may include trees, pathways or other natural barriers in reality, making such maps difficult to interpret.

Some areas have chains of small and medium parks linked by public walkways. While these parks might not require mapping individually, displaying maps there could connect visitors to local public pathways or nearby amenities within the community.

### Proposal

Develop subset of map styles based on CoV wayfinding standards which show park specific details such as relative topography, light and dense woods, pathways, and dog-off-leash or off-limits areas.

Allow for the possibility of displaying City Wayfinding maps on park directory signs that show connections to the wider area around a small or medium sized park.

# 03

## CITY PARK SIGN SYSTEM

## 3.0 Overview



### Dedicated Sign Types

The primary function of signs posted within Victoria City Parks is to communicate regulatory and amenity information to park visitors. Also important are wayfinding and park identification. The dedicated sign types designed for City parks may all function in at least two of these roles. Sign types used in smaller parks which do not require dedicated ID signage at the main access points are also intended to function as park identification.

## 3.1

# Typography



Clearview ADA  
Condensed  
Regular

AaBbCcDdEe  
FfGgHhIiJjKk  
LlMmNnOoPp  
QqRrSsTtUu  
VvWwXxYyZz  
1234567890  
!@#\$%&\*

**Tisa Pro  
Bold**

**AaBbCcDdEe  
FfGgHhIiJjKk  
LlMmNnOoPp  
QqRrSsTtUu  
VvWwXxYyZz  
1234567890  
!@#\$%&\***

Huronia Pro  
Regular

AaBbCcDdEe  
FfGgHhIiJjKk  
LlMmNnOoPp  
QqRrSsTtUu  
VvWwXxYyZz  
1234567890  
!@#\$%&\*

5 Km

5 Km

5 Km

### Links to purchase typefaces used:

ClearviewADA Condensed Regular and Bold  
<http://www.terminaldesign.com/fonts/clearviewada-condensed-complete-family/>

ClearviewText Medium  
<http://www.terminaldesign.com/fonts/clearviewtext-complete-family/>

Tisa Pro Bold  
<https://www.myfonts.com/fonts/fontfont/tisa-pro/>

Huronia Pro  
<https://www.rosstatttype.com/Huronia>

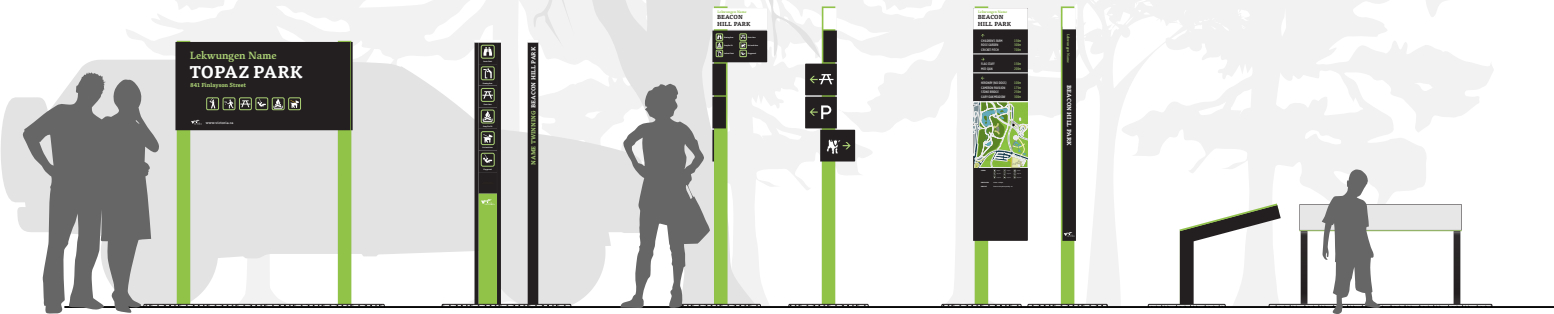
## 3.2

# Colours & Finishes

	WHITE	ACCENT GREEN	ACCENT GREEN 75%	BLACK
PROCESS	<b>K1</b> C0 M0 Y0 K0	<b>K2</b> C50 M2 Y94 K0	<b>K3</b> C38 M2 Y71 K0	<b>K4</b> C77 M68 Y64 K82
PANTONE	<b>P1</b> —	<b>P2</b> 2292 C	<b>P3</b> 2284 C	<b>P4</b> 21PT PT CYAN C 0.42 29PT PT BLACK C 0.58
EXTERIOR PAINT (SCREEN PRINT)	<b>E1</b> MP27386	<b>E2</b> MP00483	<b>E3</b> MP01523	<b>E4</b> MP59647
INTERIOR PAINT	<b>i1</b> —	<b>i2</b> —	<b>i3</b> —	<b>i4</b> —
POWDER COAT	<b>C1</b> RAL 9003	<b>C2</b> RAL 110 70 70	<b>C3</b> RAL 120 80 50	<b>C4</b> RAL 9005
OPAQUE VINYL	<b>O1</b> AVERY WHITE SC 900-108-0	<b>O2</b> AVERY VIBRANT GREEN SC 900-755-0	<b>O3</b> AVERY LIME AID SC 900-732-0	<b>O4</b> MATTE BLACK SC 900-190-0
TRANSLUCENT VINYL	<b>T1</b> —	<b>T2</b> —	<b>T3</b> —	<b>T4</b> —
REFLECTIVE VINYL	<b>R1</b> —	<b>R2</b> —	<b>R3</b> —	<b>R4</b> —
NOTES	Matte Finish	Accent green is pulled from the green used for parks on City Wayfinding walking maps.	Used where increased contrast is required; where accent green is used on a black background.	Typically used in a matte finish for messaging surfaces and a gloss finish for any other components.

# 3.3 Sign Types

PROPOSED CITY PARKS SIGN TYPES				
PARK ID SIGN	REGULATORY POST	DIRECTIONAL POST	PARK DIRECTORY SIGN	INTERPRETIVE SIGNS



Proposed City Park Signs

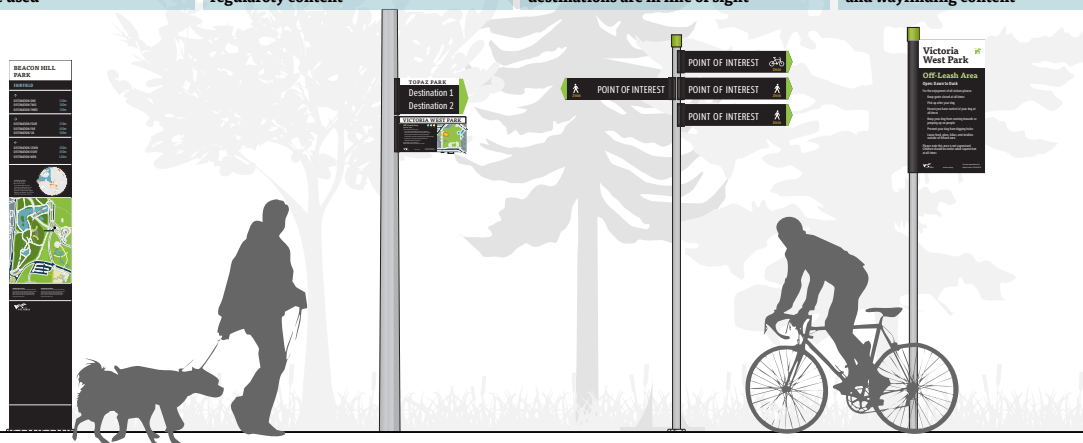
## EXISTING CITYWIDE WAYFINDING SIGN TYPES

**THIN PYLON:** If placed within or adjacent to a large park City Parks style maps should be used

**FINGER BOARD:**  
Adapt for park wayfinding and regulatory content

**FINGER POST:**  
For use in larger parks where not all destinations are in line of sight

**FLAG SIGN:**  
Adapted for regulatory and wayfinding content



## Citywide Wayfinding Sign Types

## 3.4 Park Signs



### Park Identification Sign

**The Park ID is the only City Parks sign with a single function. In cases where a park is deemed to require identification visible to passing traffic, this large format ID sign is used to announce a main park entrance for vehicle access.**

#### Usage

The large format Park Identification sign serves both to indicate a park entrance and to reinforce the identity of the park in question as a significant destination. This sign is intended for park entry points which are primarily accessed by vehicle, usually at a dedicated parking lot. This sign will typically be two-sided, however it may be single-sided if it backs onto a wooded area or is otherwise obscured from the street and any nearby foot paths. The fabrication of the sign is to be done in such a manner as to allow the Side A and Side B panels to be removed independently once the sign is installed on site.



### Content

This sign is the only single function sign for City Parks, with messaging limited to Park ID and basic amenity info. Regulatory information is not recommended for this sign as it is more complicated than can be easily absorbed by a driver as they enter the park (regulatory information should instead be posted at the main transition point between the parking lot and the park).

#### Park Address

The park address should correspond to the location of the signed entrance. If there is no corresponding address for the access point in question this content should be omitted rather than including potentially confusing information such as a street number for a road on the opposite side of the park from the signed entrance.

#### Amenity Icons

If amenity icons are shown at least three, and not more than six should be used. The selection of amenities indicated is entirely discretionary, however it is assumed that for parks with multiple attractions, the most significant facilities will be given priority over secondary or niche seasonal uses. Refer to Park Pictograms from the City of Victoria Communication Guidelines. Parks with multiple entrances may also have different amenities indicated at different access points.

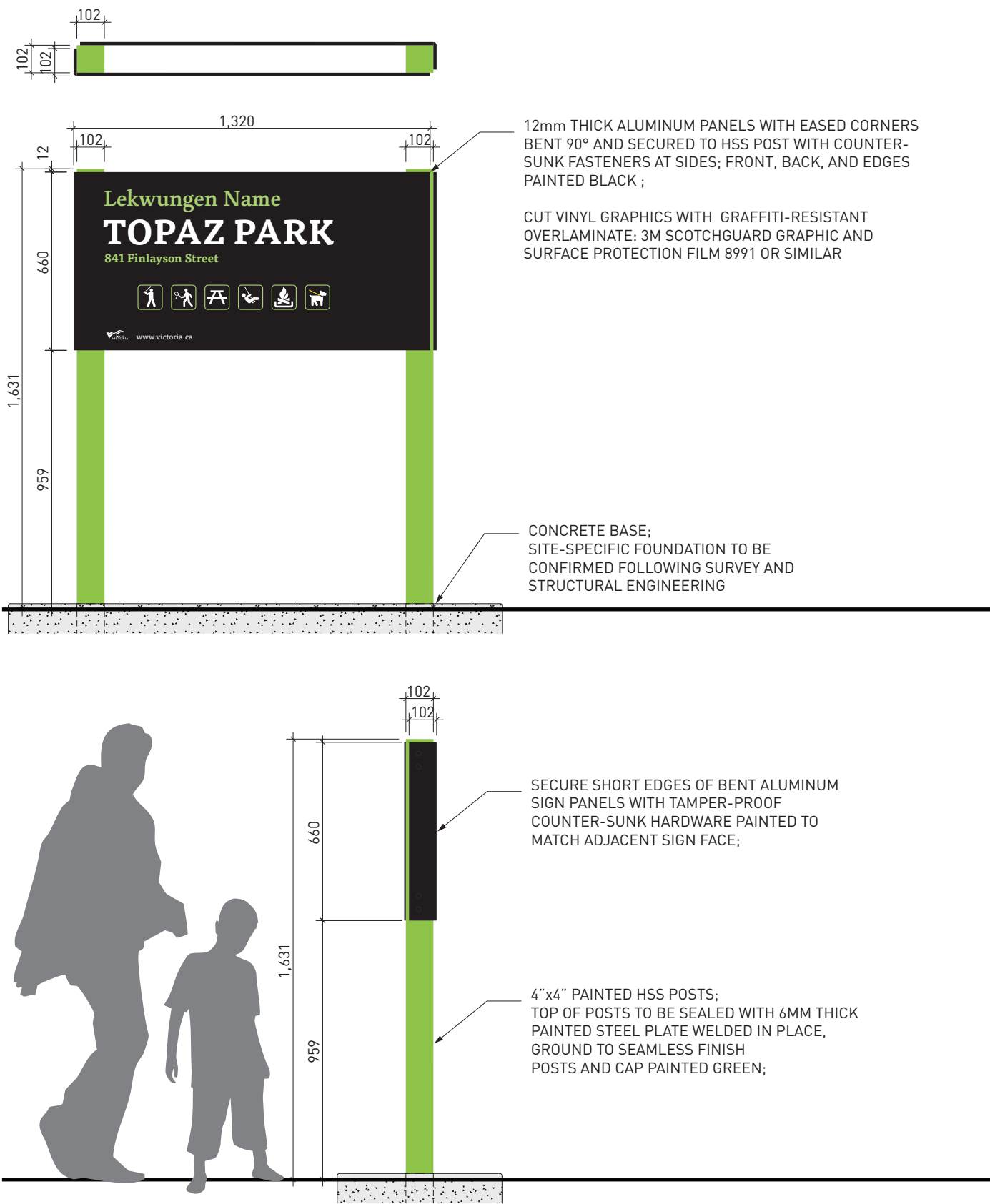
### Placement

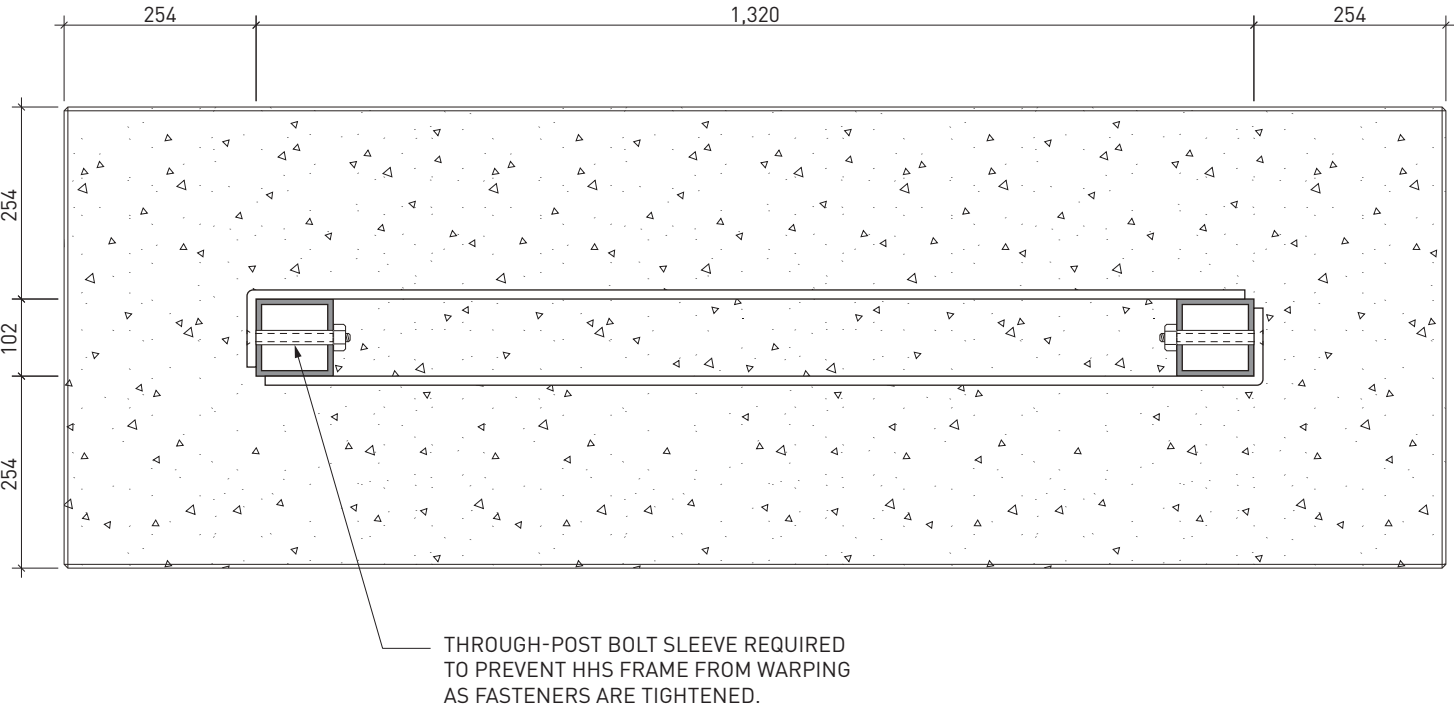
Because the purpose of the sign is to indicate an entrance point, the sign should be placed as closely as possible to that entrance. To be effective the faces of the sign (Side A & Side B) should always be as close to perpendicular to the flow of traffic as possible. This will provide the best view of the sign for approaching traffic.

Other factors to consider when placing this sign may include:

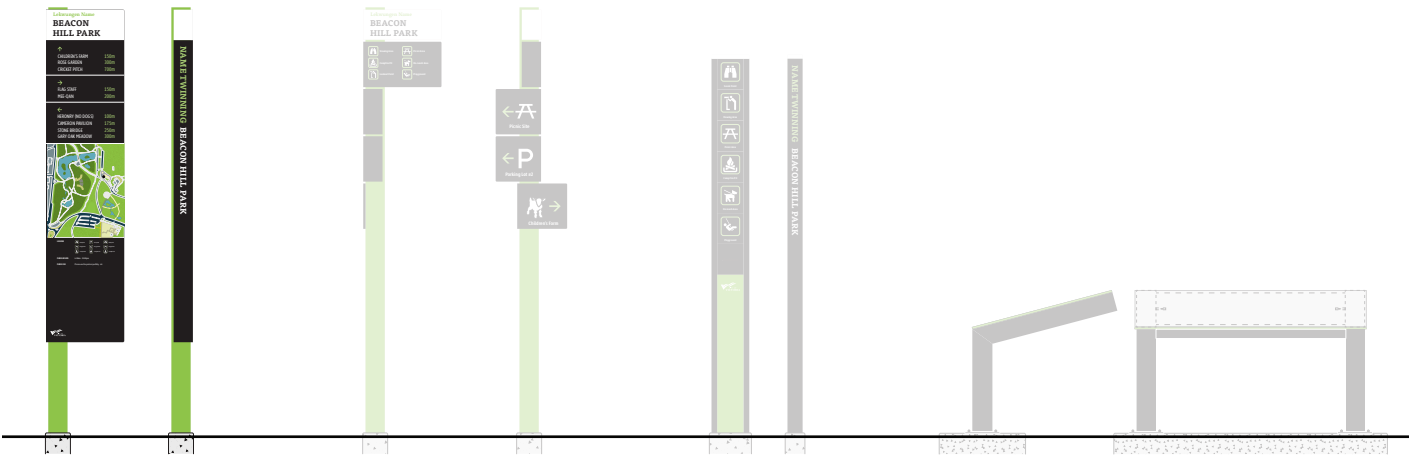
- changing sight lines as the entrance is approached different directions
- typical traffic flows: do park visitors generally approach from a particular direction?
- Pedestrian visibility: ensure sign does not obscure a clear view of pedestrians attempting to cross the street.
- Lighting: If there is a nearby street lamp, placing the sign within the cone of light will improve sign visibility in low light conditions.

### 3.2 Park Signs





### 3.2 Park Signs



## Directory Sign

The Directory sign is intended to double as a park Id sign at significant pedestrian arrival or transition points.

### Usage

This sign functions as a Park ID and information sign. It is intended to provide an overview of large or complex areas, typically at key pedestrian arrival points. For large parks the map may be used to indicate the locations of various destinations within the park. For small or medium sized parks this sign allows park identification, wayfinding, and regulatory information to be consolidated onto a single sign. In such cases the map may be used to indicate destinations and pathways in the surrounding area, connecting as an element of the Citywide Wayfinding system.

### Content

This sign contains the most complex information of the park wayfinding signs, including park identification, directional content, park information, a map and map key. Space is available below the map area for park information and regulatory messaging as required by the particular location of the sign. This sign is intended to be one-sided, however if this becomes an issue supplementary content or decorative elements may be developed for display on the reverse of the sign.

### Sign Name

Lekwungen name twinning optional (but recommended wherever possible). Neighbourhood identification may also be integrated into the wayfinding panel, following the same standards as the thin pylon sign.



## Directional Signing

This sign type may interact with the Citywide Wayfinding System or address only destinations within the park itself. Either way, destinations within the park should be given the priority of Tier 1 destinations as directional content is determined. Whether within or outside of the park, destinations for each directional arrow should be listed in order of distance, from nearest to farthest.

## Maps

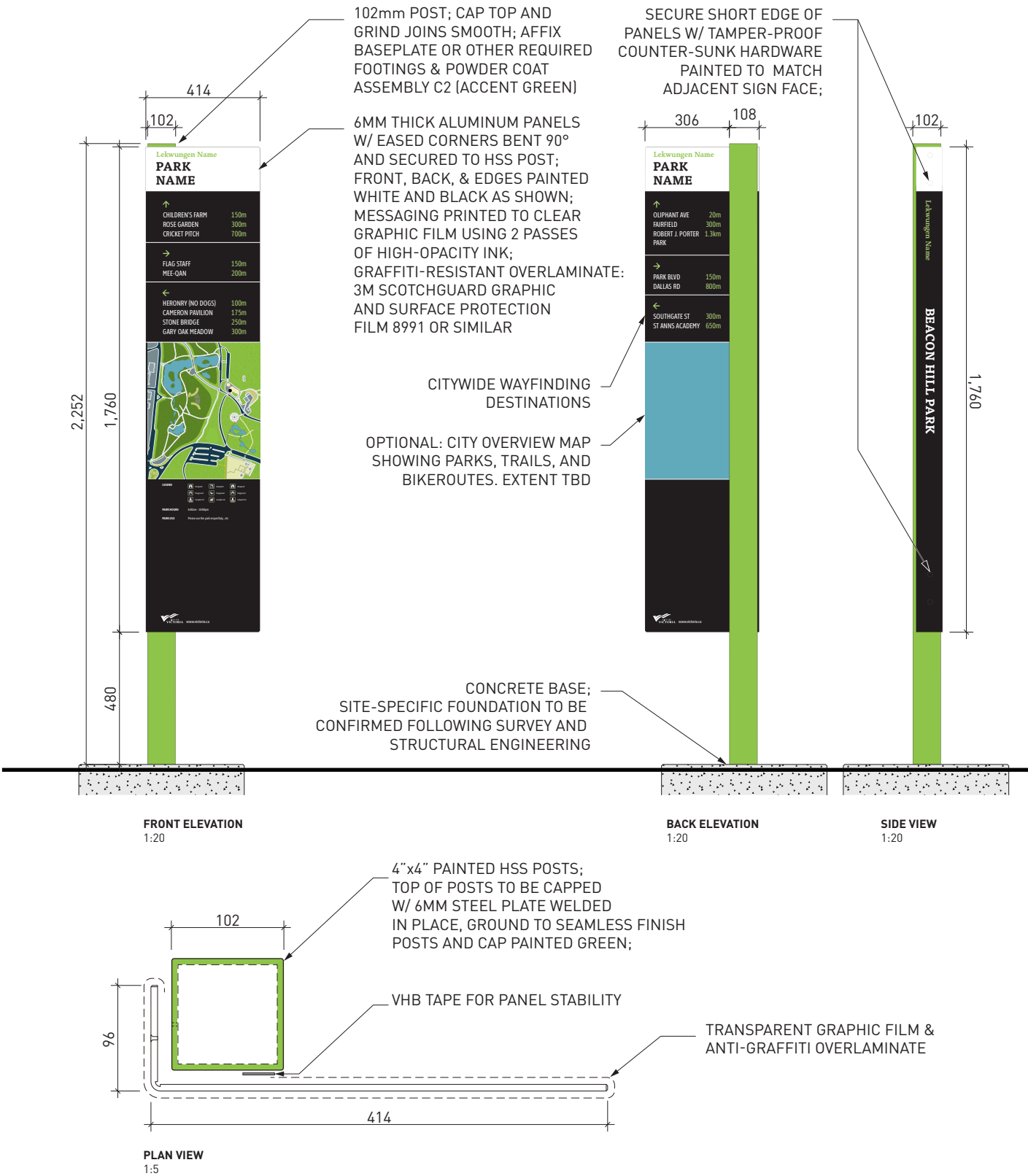
Ideally the map element of this sign will be displayed at the same scale as that of the thin pylon sign, however it is understood that depending on the size of the area in question different map scales may need to be used. If this sign is used as a all-in-one option for a small park, it is recommended that the map extent should show some of the community around the park rather than dramatically altering the scale.

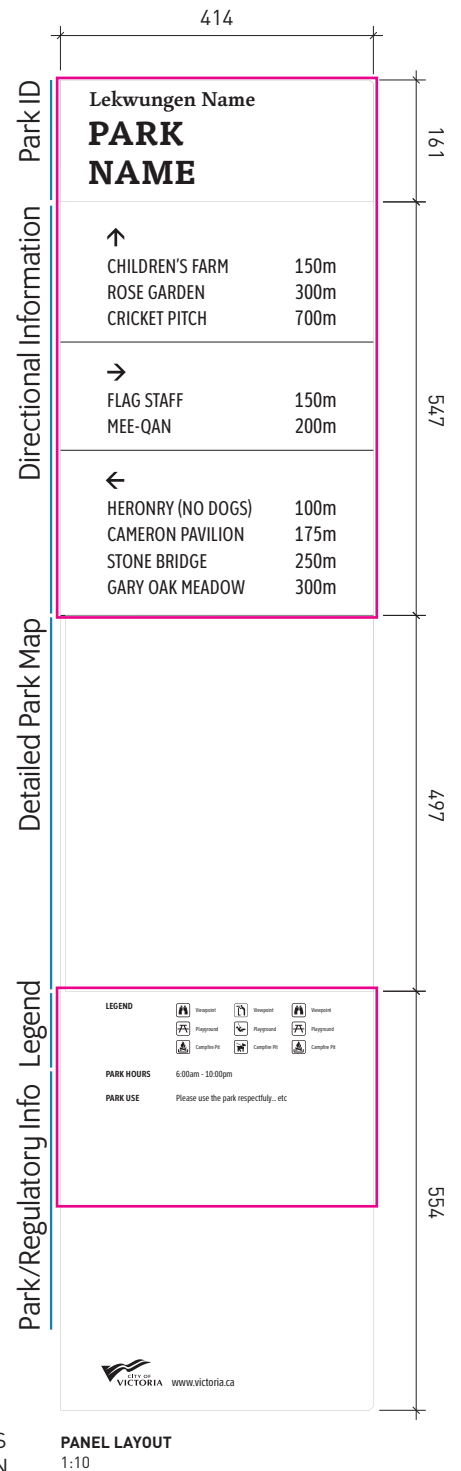
## Placement

There are two faces of to consider when placing this sign, the directional messaging and the short angle with the vertical Park Identification text. The messaging face should be parallel to the adjacent sidewalk or pathway, while the Park ID side should always face towards someone entering the park. Because of this, sometimes the bent angle will be on the right and sometimes it will be on the left. Either way, the layout of the messaging should remain the same (ie. do not mirror the content layout).

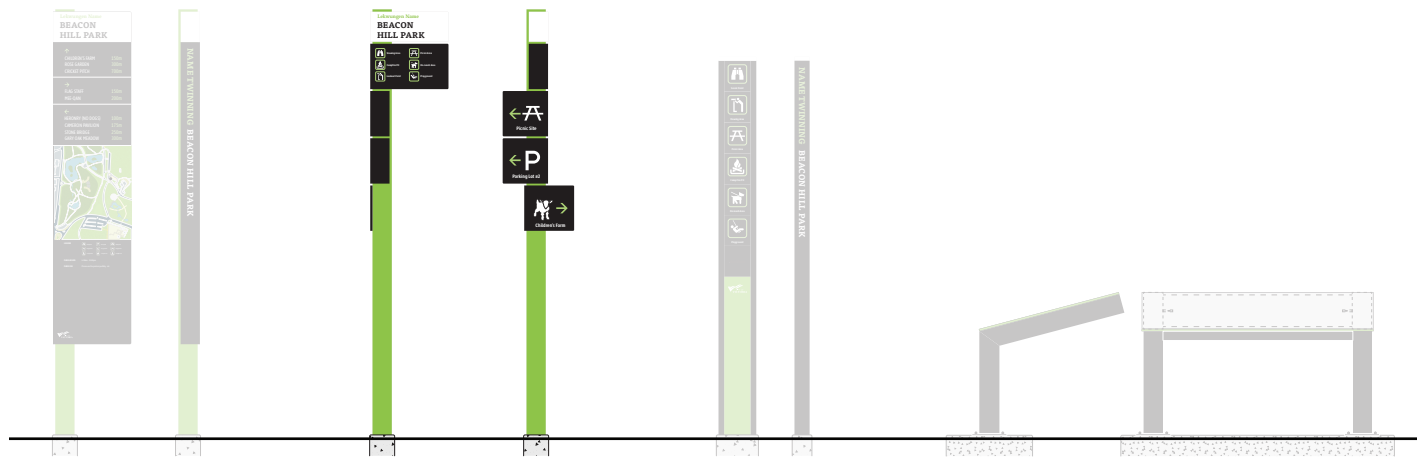
- Wherever possible, install the sign in locations where the reverse side is obscured from most angles of view.
- If installed in an area that requires regular lawn mowing or similar maintenance, ensure the sign base provides a minimum of 250mm of clearance from the sign post.

3.2 Park Signs





## 3.2 Park Signs



# Directional Post

The directional and regulatory post may be thought of as a scaled down directory sign for use in small parks or other simple locations where a few directional cues or park information are all that is required.

## Usage

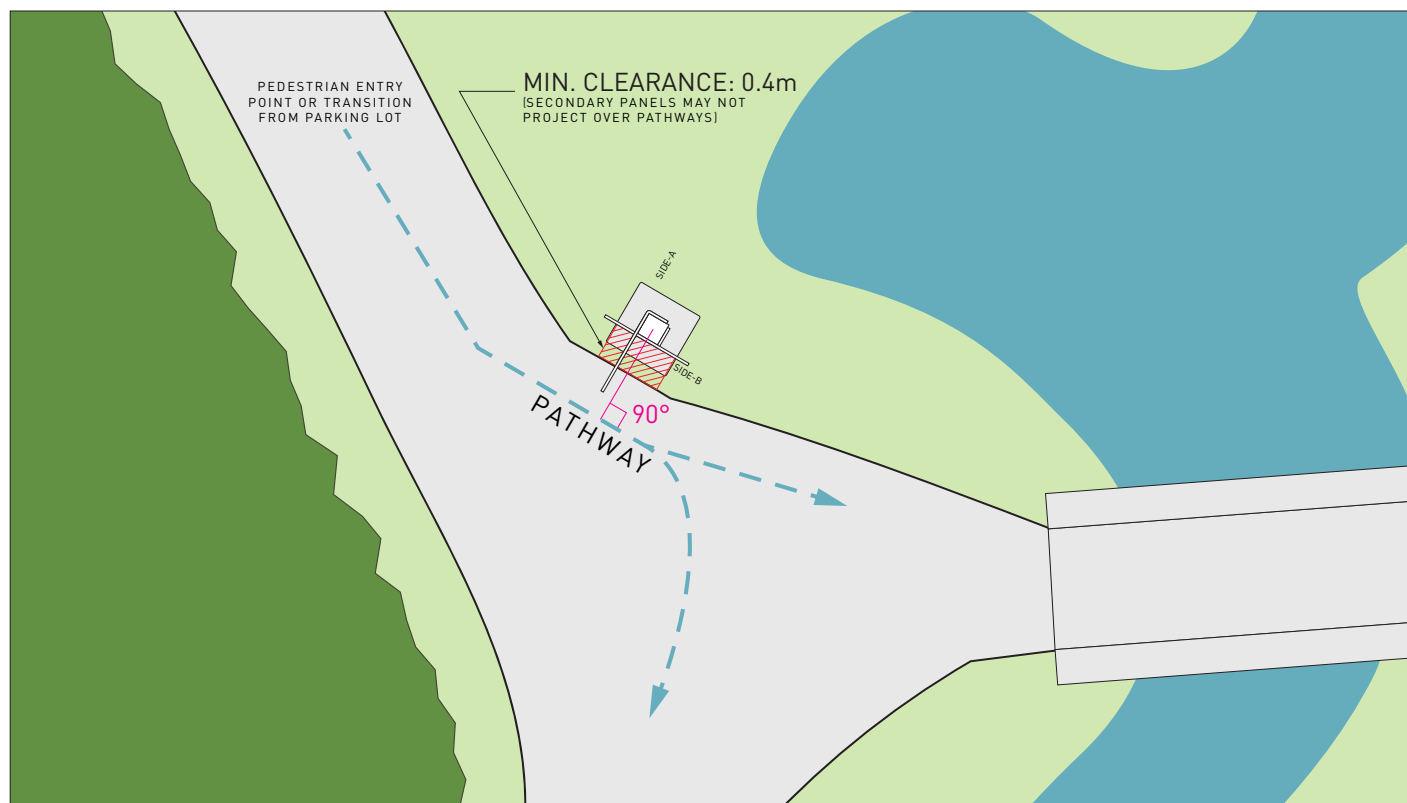
This sign functions primarily as a park identification and wayfinding tool, however the secondary panels may also be used for regulatory messaging and park information. It is intended to be used in situations where park amenity/regulatory information may be useful, but neither a detailed map nor complex directional information is required. For small parks or secondary access points, this sign also functions as a park identification sign. The messaging on this sign is intended to be legible for pedestrians and will be most effective when posted at on-foot entry or key decision points within the park.

## Content

This sign consists of a primary park identification panel and up to four supplementary panels that may include directional information, regulatory messaging or a basic map, showing for instance, dog-off-leash or dogs-not-permitted areas.

### Park ID and information

The main panel of this sign will always include basic park identification and information, including amenity icons and park hours, if applicable. For smaller parks, this may be the primary (or only) park identification sign.



### Directional Signing

When used as directional cues the secondary panels must always be installed so that the arrows point away from the post. Panels pointing in the same direction should be grouped together to avoid giving the sign a disjointed appearance. If necessary forward diagonal arrows [↖, ↗] may be used provided they also point away from the post, however forward and backward directional arrows [↑, ↓] should not be used on this sign.

### Maps

Small panel maps are an option on this sign to define boundaries or locations for specific regulations (boat launch areas, off-leash areas, etc). These maps should provide enough information to clearly identify the specific area including any relevant topographic detail, however additional details such as unrelated labels or amenity icons should not be shown.

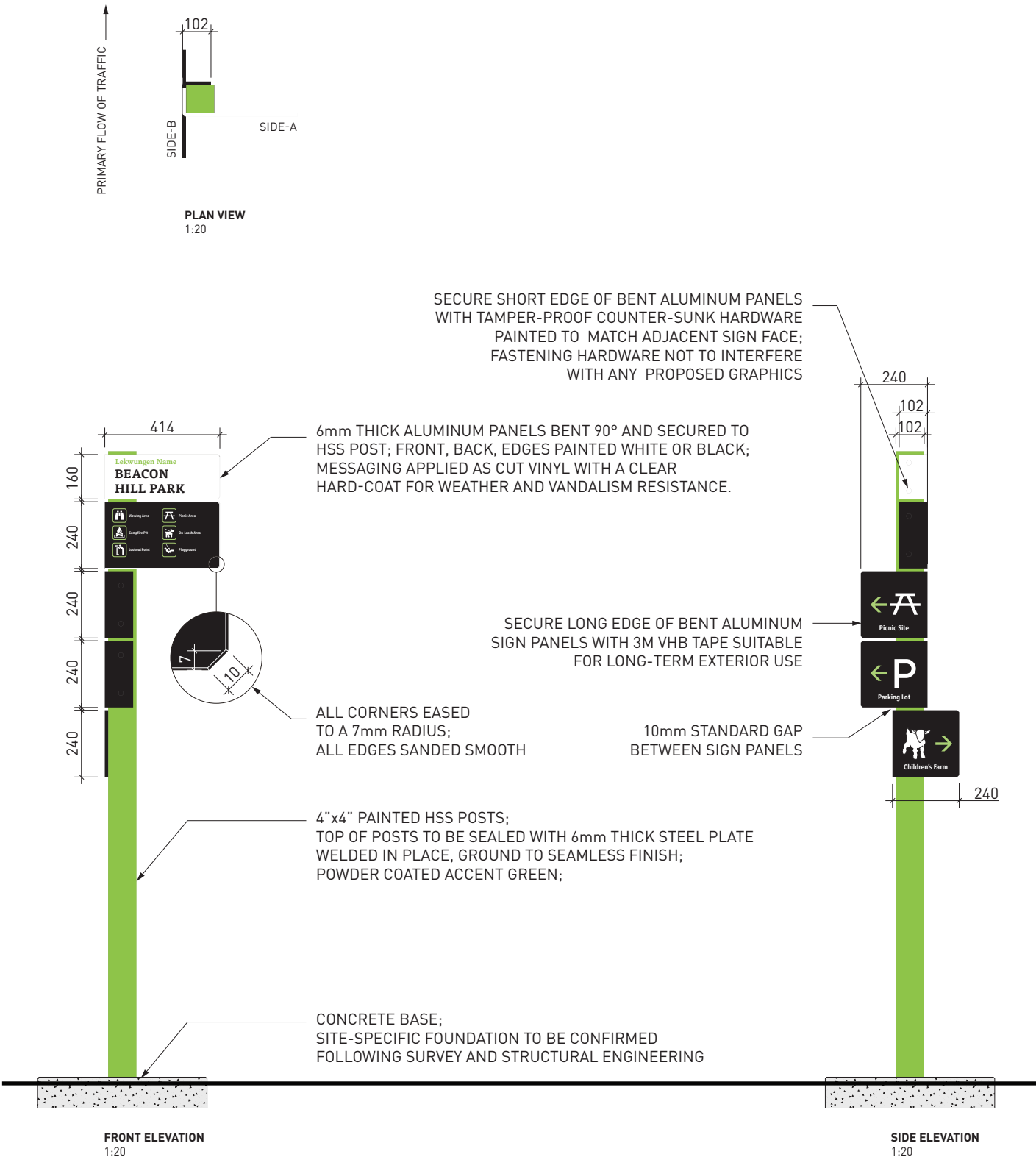
### Regulatory Messaging

When used for regulatory messaging the secondary panels should adopt the type-size and style of similarly sized regulatory fingerboards. The typical content and layout of the 225mm x 300mm sign may be adapted to the 240 x 240mm panel with minimal adjustments.

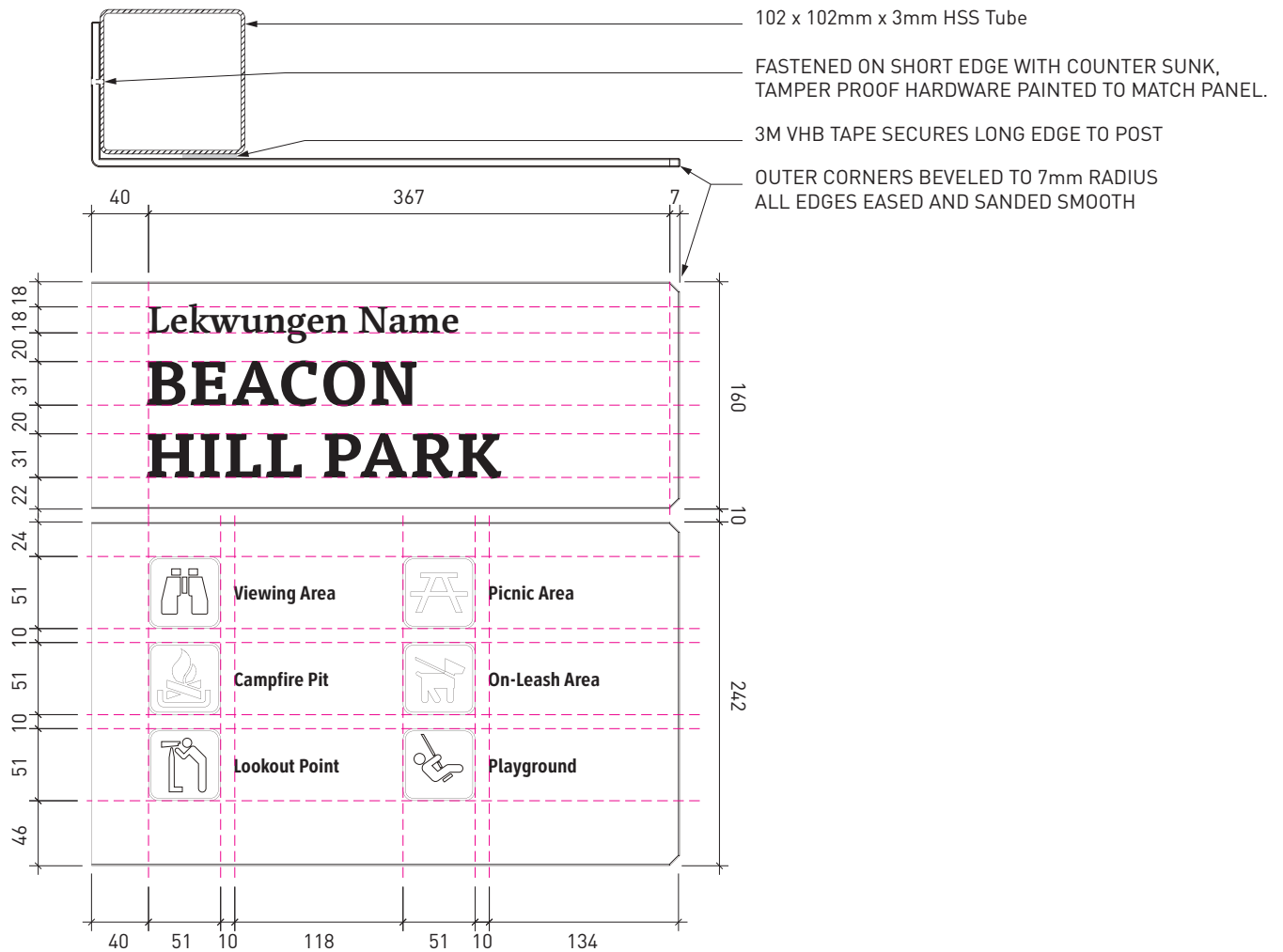
### Placement

This sign is considered an arrival and transition point sign, where Side-A faces “outward” to anyone entering the park, and Side-B may be included to provide directional information parallel to the adjacent pathway. Outward, in this case should be the most common direction of approach for anyone first arriving at the sign location. Because of this, locations for this sign should be chosen strategically such that they always have a reasonably intuitive direction of arrival. If the area in question functions more like an intersection, with multiple directions of approach, the Finger Post sign should be considered as a more appropriate choice for the location.

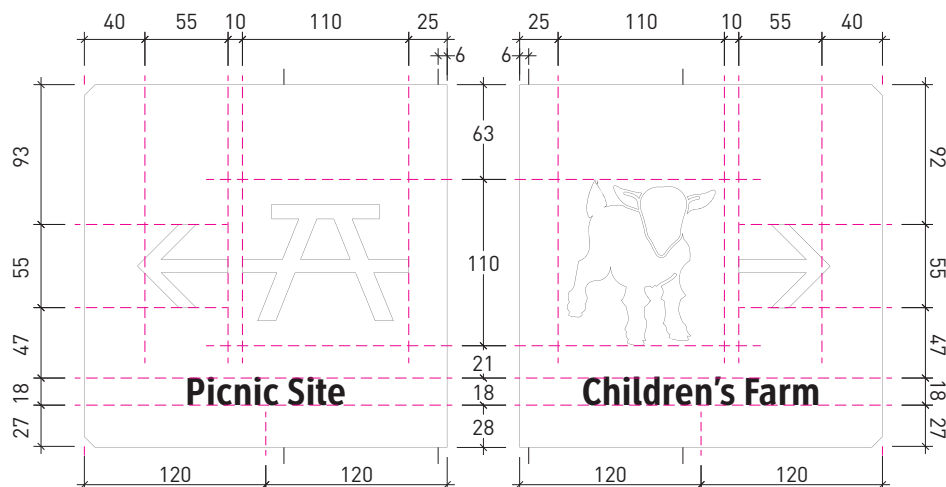
### 3.2 Park Signs



## Directional Post

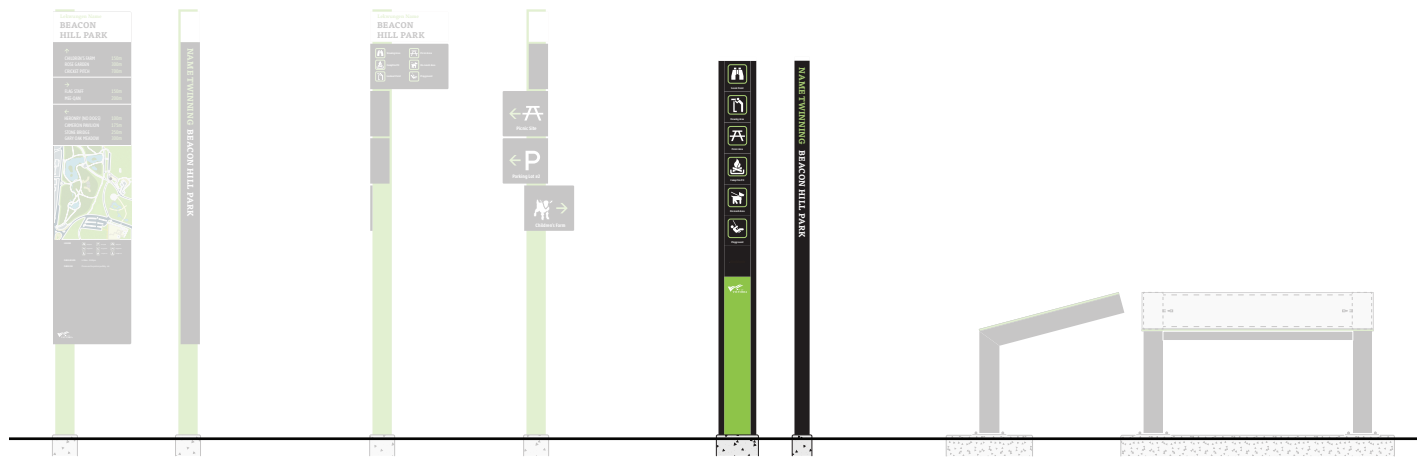


MAIN PANEL DETAIL  
1:5



SECONDARY PANEL DETAIL  
1:5

## 3.2 Park Signs



# Regulatory Post

**The core benefit of this sign is its ability to communicate changing options and limitations to park visitors as they transition from one space to another. Moving from a city sidewalk or parking lot, it marks the space as a park and identifies the basic characteristics of the area.**

## Usage

The primary role of this sign is to provide park identification with at-a-glance information about key park regulations and amenities. This sign type may be used at secondary park entrances and transition points or at locations where reinforcement of park regulations is needed. This sign type is particularly suited for use along pedestrian pathways which run through multiple parks and public spaces. Posted at points where such pathways enter at city park, this sign serves to enhance a visitor's sense of place while providing basic information about the area.

## Content

It is important to balance regulatory and amenity information to prevent these signs from appearing unwelcoming. To avoid presenting an unwelcoming sign full of “DO NOT” pictograms use affirmative representations where possible. Eg: “Walk on designated pathway” as opposed to “Do not walk on bike path”. To enhance the at-a-glance understanding of information presented on this sign ensure that icons are visually distinct from one another and more detailed messaging is kept to one or two items at most.



### Sign Name

Park ID to be displayed on both sides of the sign. Lekwungen name twining recommended where possible. Because this sign has a very small footprint the park name will be the most prominent piece of information visible from most viewing angles.

### Pictograms

Up to seven pictograms may be displayed on the messaging panel of this sign. A single line of identifying text is allowed for in conditions where this sign displays only pictograms. If additional copy is added spacing should be maintained around and between each icon. If possible include additional messaging below the pictogram area rather than in between individual icons.

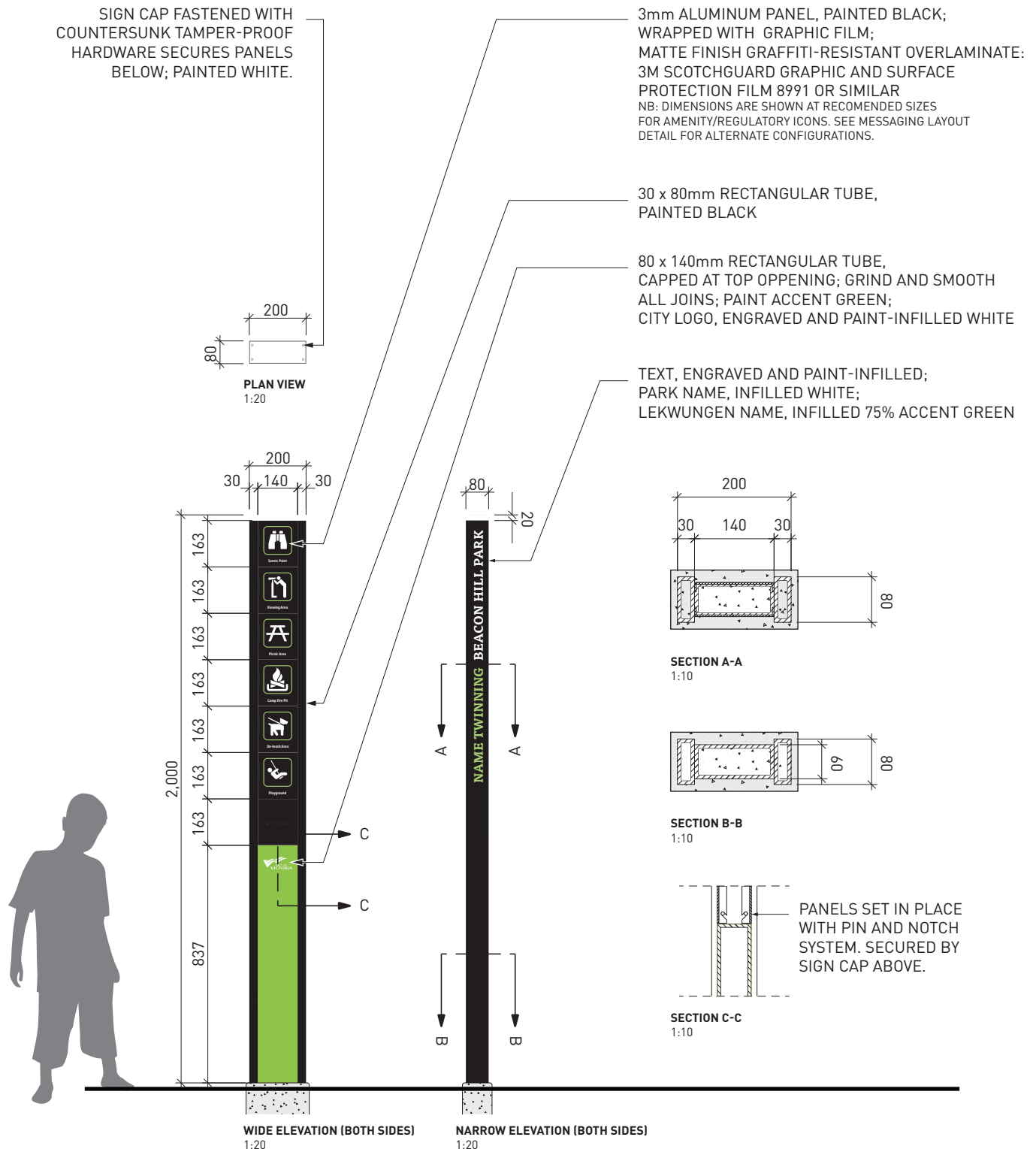
Prohibitive “Do not” icons should be kept to a minimum for clarity of communication and avoiding an unwelcoming appearance. This will also serve to emphasize the specific prohibitive messaging that is included, increasing the likely hood that it will be noticed and acted upon.

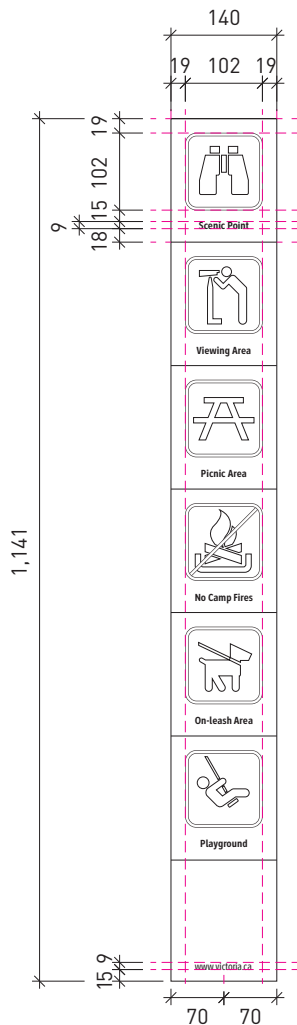
### Placement

This Regulatory Marker Post is best suited for minor transition points or as reinforcement of other regulatory signage. The messaging face of the sign should face towards approaching foot traffic. Usually this will result in a sign placements perpendicular to sidewalk traffic at the edge of a park and facing outward when placed along a pathway within the park.

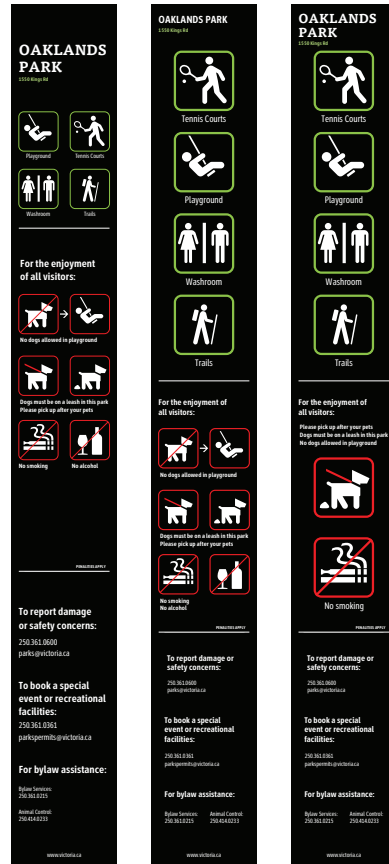
This sign has a very small footprint and profile and may be placed immediately adjacent to pedestrian pathways . If placed adjacent to a pathway open to cyclists the sign should be set back at least 25cm from the pathway. If placed adjacent to a street or parking lot, the sign should be located at least 50cm away from the nearest curb.

### 3.2 Park Signs





**MESSAGING PANEL DETAIL**  
1:10



**MESSAGING PANEL LAYOUT OPTIONS**  
1:10

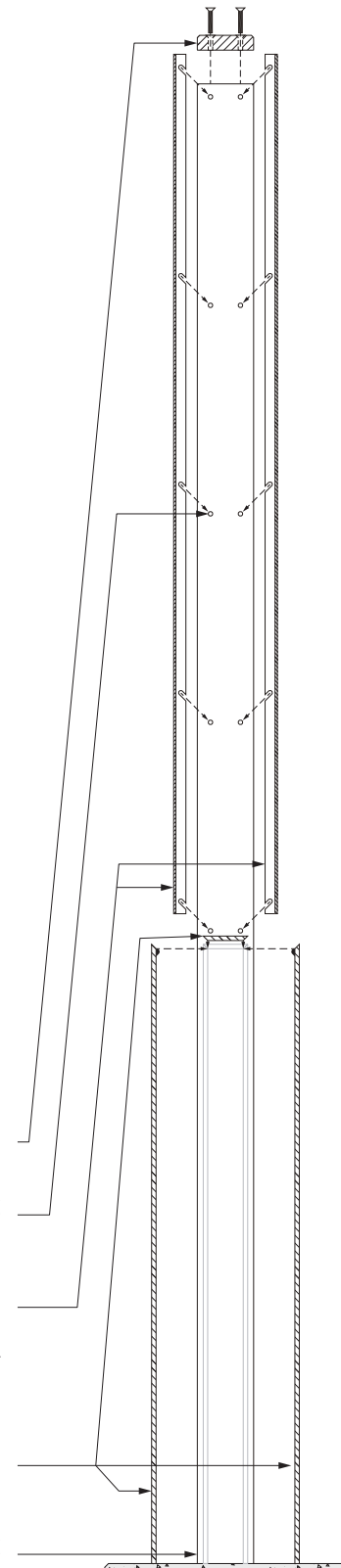
SIGN CAP WITH COUNTER-SUNK FASTERS;  
EDGES EASED AND SMOOTHED; PAINTED E1

MOUNTING PINS SPOT WELDED TO HSS FRAME

MESSAGING PANELS:  
U-CHANNELS WITH RETURNS NOTCHED TO ALIGN  
WITH MOUNTING PINS; PAINT E4; APPLY CUT VINYL  
AND ANTI-GRAFFITI COATING; INSTAL ON MOUTING

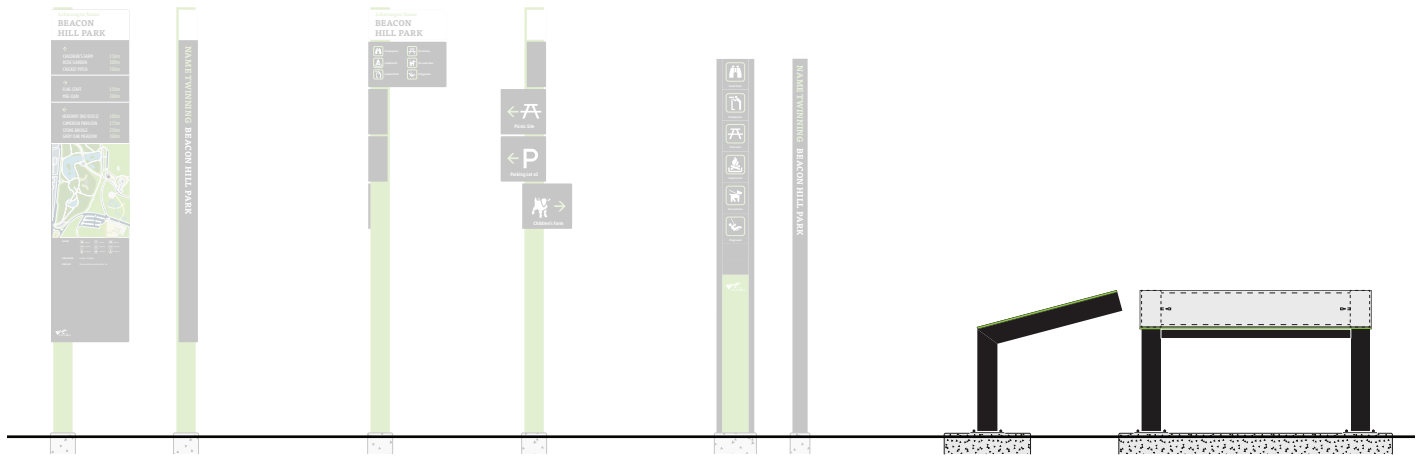
ASSEMBLE 3mm LOWER PANELS AND AFFIX WITH  
3M™ SCOTCHWELD™ ADHESIVE OR EQUIVALENT;  
GRIND AND SMOOTH SEAMS; MASK AND PAINT E2

25mm x 76mm x 3mm HSS TUBS FORM VERTICAL FRAME



**SIGN ASSEMBLY**  
1:10

## 3.2 Park Signs



# Interpretive Signs

The interpretive sign implementation for City Parks is designed to accommodate removable graphic panels in three standard sizes which may be removed and taken off-site for maintenance and updates.

## Usage

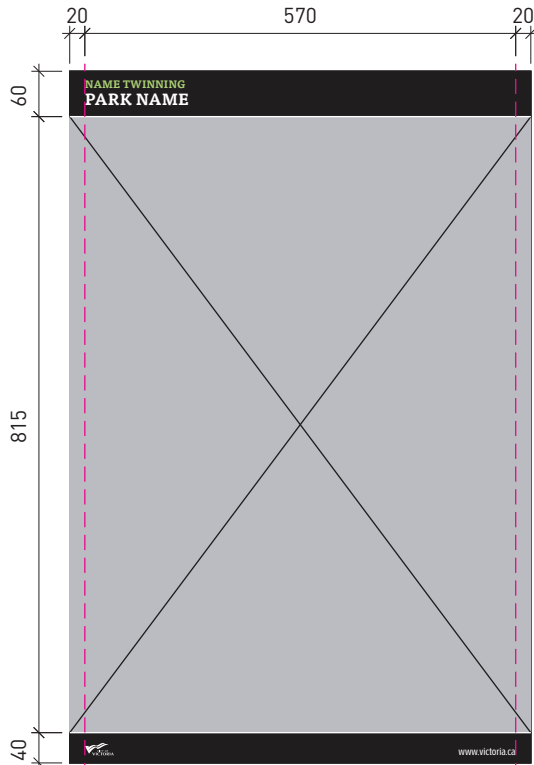
Interpretive signs may be used following standards outlined by the City of Victoria Communication Guidelines. In general, the content and design of interpretive signs is defined by these existing guidelines. In the interest of establishing a consistent visual language for City Parks, it is recommended, that interpretive signs make use of the visual language of the city wayfinding system, including park/neighbourhood/lekwungen naming standards.

### Additional Info

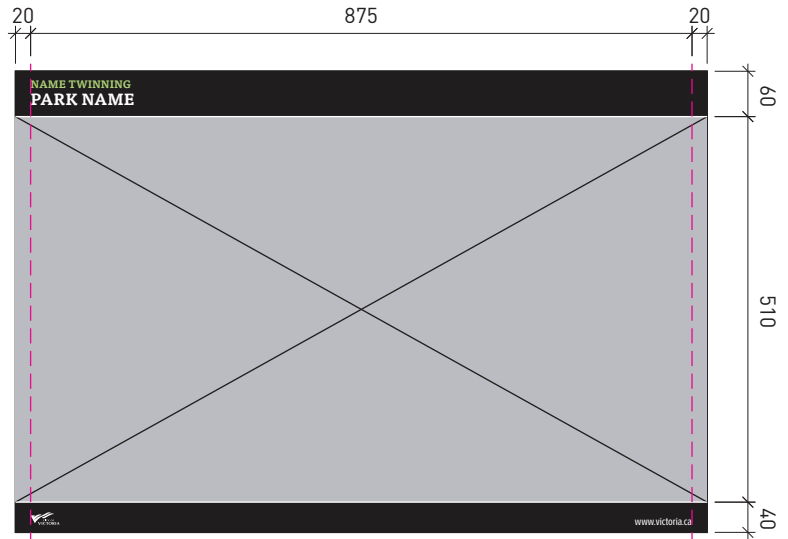
*City of Victoria: Interpretive Signage Guidelines*

## Layout Details

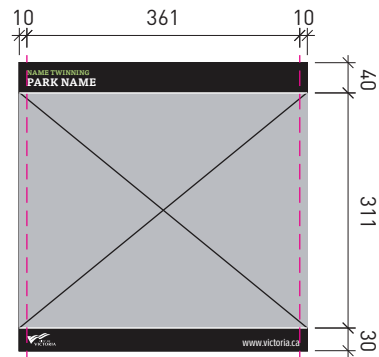
The subject matter and appearance of interpretive content may vary widely between signs. To visually connect these signs to the wider system and official city signage in general, all interpretive signs are intended to have a standard header and footer. The additional content placed between these components may be developed at the City's discretion, however some base example layouts can be found on the following pages. Used as a foundation these layouts are intended to maintain a common visual style between interpretive elements even as the specific content remains diverse.



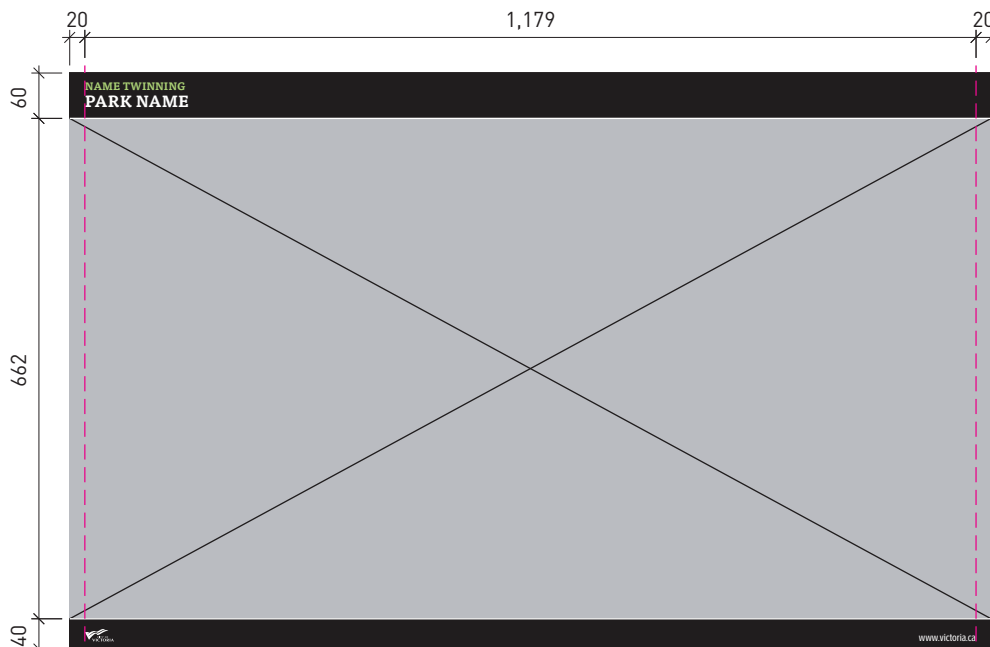
**PARK ID TEMPLATE: MEDIUM FORMAT PANEL (PORTRAIT)**  
1:10



**PARK ID TEMPLATE: MEDIUM FORMAT PANEL (LANDSCAPE)**  
1:10

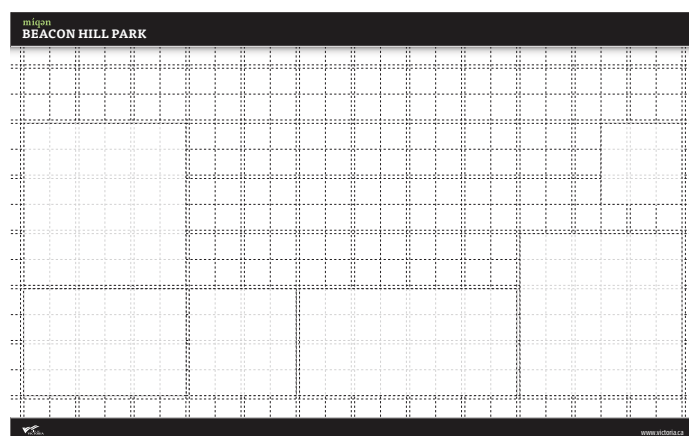
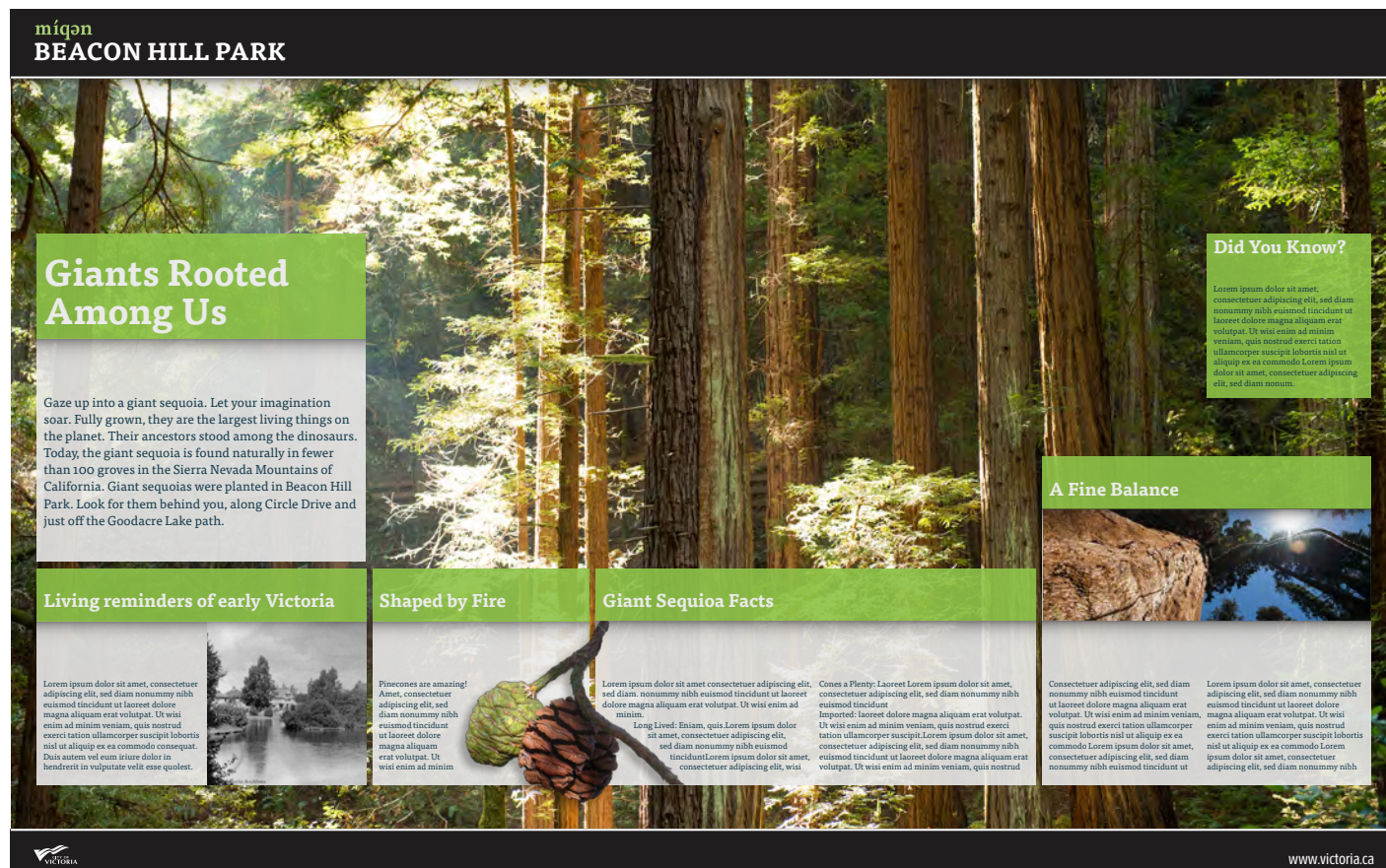


**PARK ID TEMPLATE: SMALL FORMAT PANEL**  
1:10



**PARK ID TEMPLATE: LARGE FORMAT PANEL**  
1:10

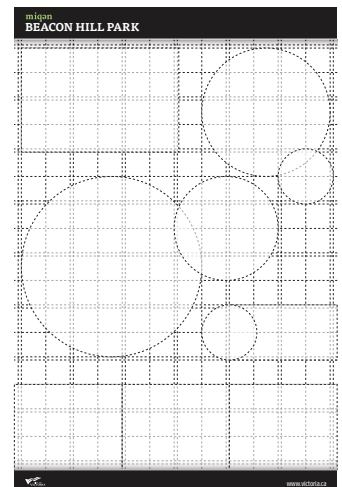
## 3.2 Park Signs



### Large Interpretive Panel (1,219mm x 762mm)

This layout is based on a simple grid with a single high-impact image to anchor the visual narrative. Because these signs will typically be presented at a 15° angle most content should be aligned along the bottom of the panel to allow for easier reading. To avoid a cold institutional tone, panels should incorporate a variety of elements and layouts within the grid structure, using imagery, breakout elements and pull quotes (eg: “Did you know”) to enliven visual presentation.

*NB: The images included in this example are for demonstration purposes only. They are neither licenced nor optimized for large format printing. If a suitable replacement image is not on hand comparable images may be obtained under academic licences for educational use, from Victoria City Archives, or as stock photography.*

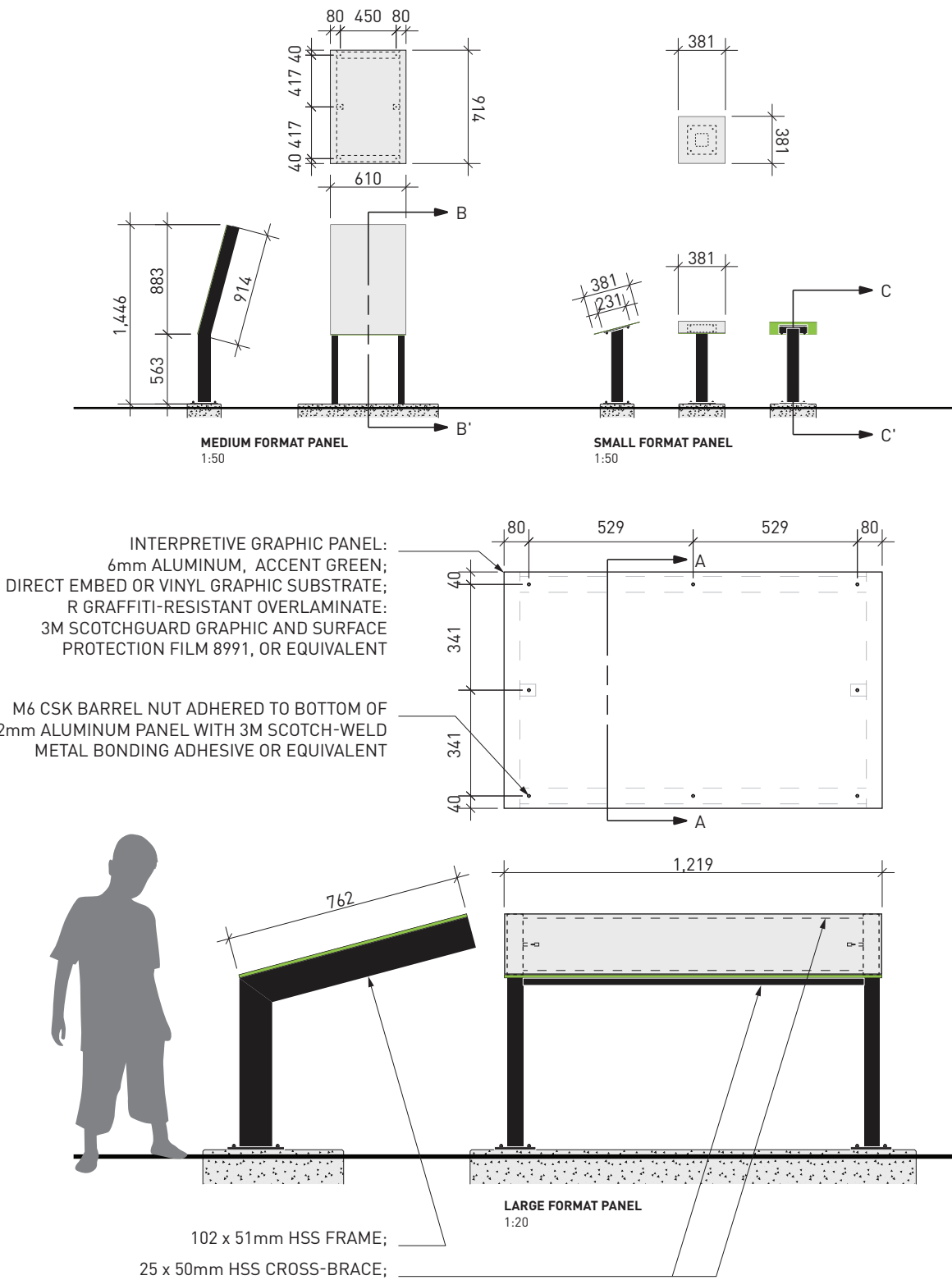


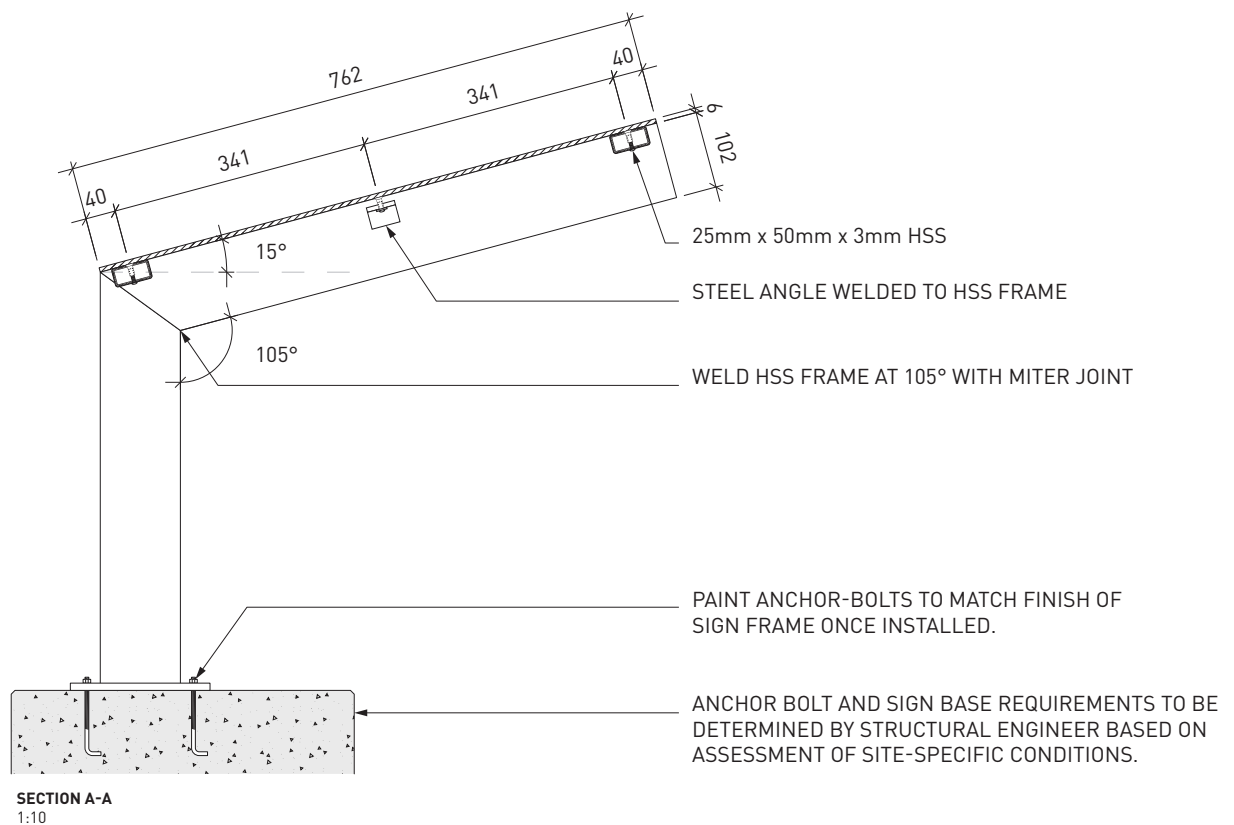
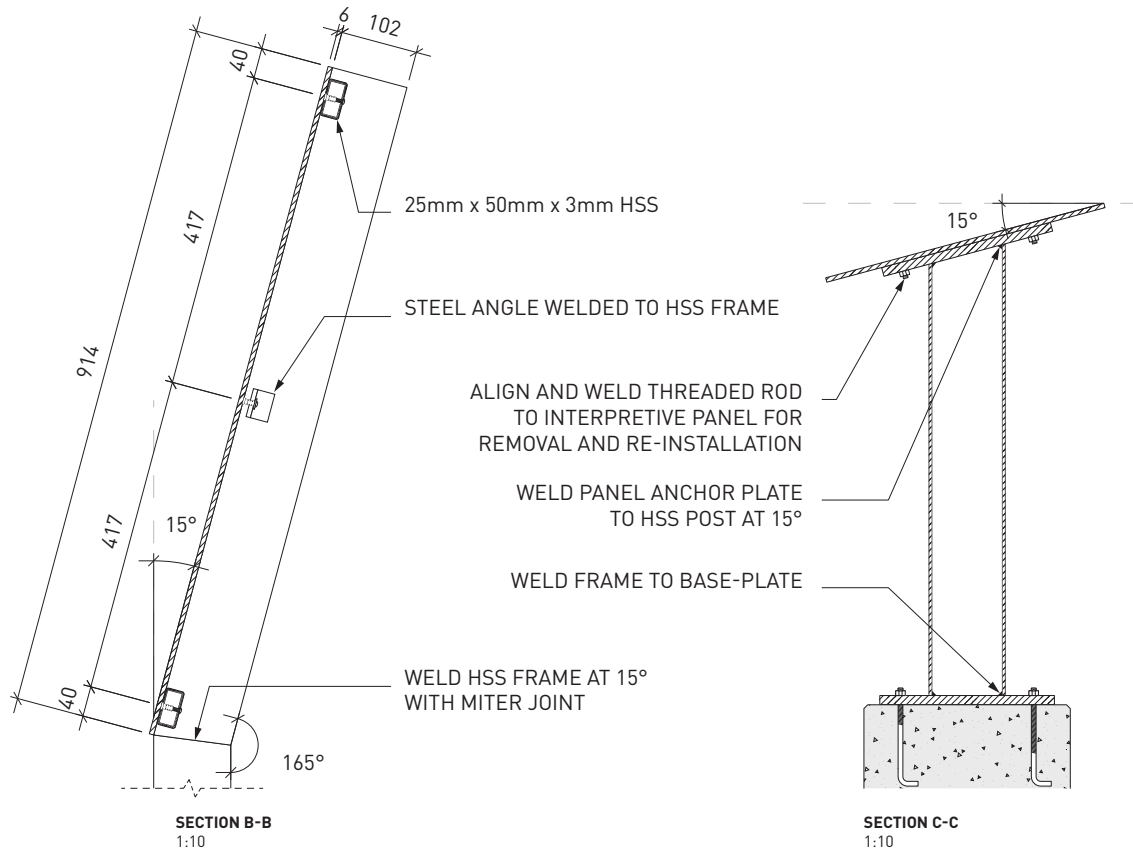
### Medium Interpretive Panel (610mm x 915mm)

The medium interpretive panel may be laid out with the same elements as the large panel, however where the content includes a large number of images with relatively little text and alternate layout may be used. The circular elements within this layout maintain alignment within the grid structure. These may be used as the basis for the layout, as with this example or as an accent to a primarily rectangular design.

*NB: The images included in this example are for demonstration purposes only. They are neither licenced nor optimized for large format printing. If a suitable replacement image is not on hand comparable images may be obtained under academic licences for educational use, from Victoria City Archives, or as stock photography.*

### 3.2 Park Signs





## 3.5

# Wayfinding Sign Types in City Parks



150mm x 150mm



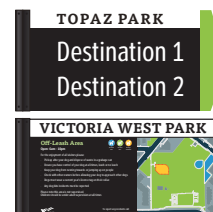
225mm x 300mm



300mm x 300mm



300mm x 450mm



## Thin Pylon

### Usage

The construction, colour palette and usage of wayfinding pylons should not change when used in the context of City parks. However, if a pylon sign is used in a location where a particular park—or series of parks, as can be found along many public pathways—is particularly important to the wayfinding context, detailed park maps are recommended. In situations where many of the most logical routes between common destinations involve the use of park walkways, those walkways become some of the most important reference points for the map to contain.

In the interest of efficiency, park maps may be generated on an as-needed basis. As detailed park maps are developed those assets should be used and maintained consistently as part of the city wayfinding standards.

### Additional Info

*City of Victoria Wayfinding Strategy, pp.30-31, 74-81*

## Finger Boards

### Usage

This sign type is the simplest and most flexible available in the signage toolbox for City Parks and the Citywide Wayfinding system. Within City Parks finger board signs may be adapted for use as general purpose regulatory or information signs. Standard sizes and layouts should be maintained as much as possible, however unique panel sizes and layouts may be adopted as required for specific cases. Refer to the Citywide Wayfinding guidelines for directional fingerboard standards and to the City of Victoria Communication Guidelines for regulatory signage standards.

If multiple fingerboards are being used at a single location, consider using an alternate sign type such as the Regulatory Stack, or the Directional / Regulatory sign.

NB: The convention of using type sizes in functions of 12.5mm for regulatory signage may be maintained while using Citywide Wayfinding type faces. For Tisa Pro Bold, 50pt = 12.5mm; for Clearview Text Medium, 53pt = 12.5mm

### Additional Info

*City of Victoria Wayfinding Strategy, p.45, 104-105*

*City of Victoria: Communication Guidelines pp.37-49*



# Flag Sign

## Usage

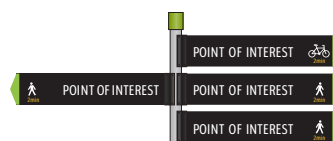
In terms of content and usage, the flag sign may be considered identical to a Finger Board. A Flag Sign should be considered if there is either no suitable location for a fingerboard at the required signing location, or there is a need to emphasize the sign by placing it at a key point along a pathway or at a particular boundary.

If using the Flag Sign as a directional wayfinding sign, City Park accent colours and finishes may be used. Refer to the City of Victoria Wayfinding Strategy (pp.42-43) for content and placement guidelines.

### Additional Info

*City of Victoria Wayfinding Strategy, p.42-43, 99-103*

*City of Victoria: Communication Guidelines pp.37-49*



# Finger Post

## Usage

The Finger Post is a dedicated wayfinding sign intended to support other wayfinding signs at key decision points along the path between a sign and the indicated destination. As such, it is expected that this sign would only be used in particularly large parks with multiple major destinations. Destinations within the park may be signed with City Parks accent colours. Any blades indicating destinations outside of the park should retain the Citywide Wayfinding standards.

### Additional Info

*City of Victoria Wayfinding Strategy, p.36-37, 95-98*

# 04 MAPPING FOR CITY PARKS

***Parks and public green spaces provide a shift in focus from routes and destinations to activities and natural topographies. The mapping styles for city parks reflect that distinction by showing the natural characteristics of those spaces.***

## 4.0

# Overview

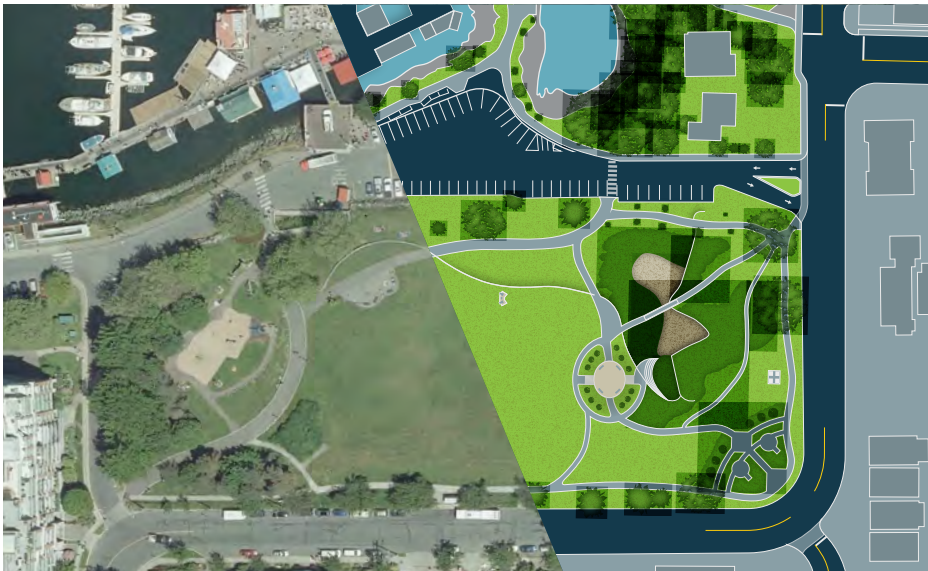
### Specialized park maps

There are two main purposes for mapping city parks. One is to communicate area specific regulatory information. In this case, a simplified map style is ideal, however there should be enough visual information that the limits of any area displayed can be clearly associated with physical points of reference.

The other purpose for city park maps is to provide points of reference for attractions throughout the space. This could be anything from, “alright, if I stay on this path, the playground will be up there on the left”, to “what looks like a good place to set up our picnic”. To that end, the design on maps for city park directory signs aims to provide qualitative information about the character of the park as much as it does to facilitate wayfinding throughout the area.

# 4.1

## Map Styles



Detailed park maps are based on the combination of VicMaps GIS data with current orthographic imaging and on-site observations

### Introduction

In general public green spaces are much more open than other city environments, with barriers created by landscaping features rather than by street intersections and property lines.




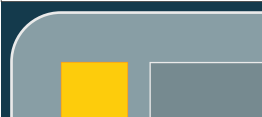



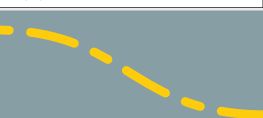

The topography of even a relatively small park departs significantly from that of regular city streets and sidewalks. Topographically detailed maps for city parks serve both to communicate which areas are traversable and which are obstructed, while also providing information about the character of different spaces by distinguishing between open fields, cultivated gardens, or densely wooded areas.

Map Type	Usage	Content
BASE INFO	This is the level of detail used by city wayfinding maps, where parks are typically indicated by solid green.	Data from detailed walking maps as per citywide wayfinding. Additional Info: <i>City of Victoria Wayfinding Strategy</i> , pp.46-53
SIMPLE TOPOGRAPHIC	Simplified park maps should be used when accompanying regulatory signage.	Remove any details and labels unrelated to the regulatory information the map is intended to support.
DETAILED TOPOGRAPHIC	This map style is intended to specifically identify and characterize the areas of a park. It is for use with the park directory sign (or possibly thin pylon signs adjacent to a city park).	The addition on all official pedestrian pathways is the critical wayfinding component for park maps. Additional details include: wooded areas, significant rocky outcroppings and topographic shading for areas with significant elevation changes. Sporting fields, playgrounds and details for unique structures or features may be developed as needed.



## Base Layer

The base layer for detailed city park maps is identical to the styles defined by the City of Victoria Wayfinding Strategy. Depending on the quality of available mapping data refinements of park and sidewalk forms may be required to prepare the base map for additional layering of park detail.

<b>BASE (STREETS)</b>  Fill: C94 M70 Y50 K40 Stroke: —	<b>CITY BLOCK/SIDEWALK</b>  Fill: C50 M30 Y30 K0 Stroke: C8 M6 Y6 K0 / 0.353mm	<b>BUILDINGS</b>  Fill: C60 M40 Y40 K0 Stroke: C94 M70 Y50 K40 / 0.176mm
<b>FEATURED DESTINATION</b>  Fill: C0 M20 Y100 K0 Stroke: C0 M49 Y99 K0 / 0.088 mm	<b>WATER</b>  Fill: C60 M16 Y22 K0 Stroke: C8 M6 Y6 K0 / 0.617 mm	<b>PARKS</b>  Fill: C50 M0 Y100 K0 Stroke: C8 M6 Y6 K0 / 0.176 mm
<b>CROSSWALK</b>  Fill: C8 M6 Y6 K0 Stroke: C8 M6 Y6 K0 / 0.397 mm	<b>FOOT PATH</b>  Stroke: C8 M6 Y6 K0 / 1.168 mm Dash: 6.35 / 2.8 (gap) / 2.1 / 2.8 (gap)	<b>FERRY ROUTE</b>  Stroke: C8 M6 Y6 K0 / 0.389mm Dash: 2.34 / 1.2 (gap)

## Destination

**Major Destination Label**  
Typeface: ClearviewADA Condensed  
Fill: C94 M70 Y50 K40  
Size: 6.75mm

## Destination

**Minor Destination Label**  
Typeface: ClearviewText Medium  
Fill: C94 M70 Y50 K40  
Size: 3.8mm

## Destination Label

**Destination Label**  
Typeface: ClearviewADA Condensed  
Fill: White  
Background: C94 M70 Y50 K40 (Opacity: 50%)  
Size: 2.8mm

## VICTORIA

**Major Destination Label**  
Typeface: ClearviewADA Condensed  
Fill: C94 M70 Y50 K40  
Size: 6.75mm (ALL CAPS)

## STREET NAME

**Street Label**  
Typeface: ClearviewText Medium  
Fill: White  
Size: Variable\*  
\*Largest possible w/o overlapping city blocks.

## PRECINCT

**Precinct Label**  
Typeface: ClearviewADA Condensed  
Fill: White (Opacity: 80%)  
Size: 8.6mm

## NEIGH

**Neighbourhood Label**  
Typeface: ClearviewADA Condensed  
Fill: C0 M20 Y100 K0 (Opacity: 80%)  
Size: 26mm

## 4.2

# City Park Map Elements

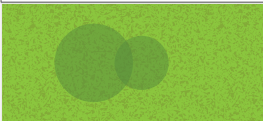
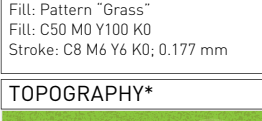
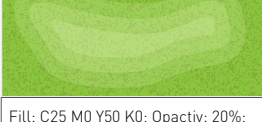
### Topographic Park Details

Different parks throughout the city of Victoria have varying levels of detail and topographic characteristics. Unlike city wayfinding maps, the purpose of these details is to communicate a sense of the landscape, not to be 100% accurate. The implementation of these details may be tailored to suit individual parks. Small, or relatively simple parks may have greater detail added to provide more points of reference, while complex areas may be simplified to avoid confusion. Provided the details that are included conform to the styles provided, the result should be a consistent visual language across all park maps.

It is assumed park details will be generated through a combination of adapting existing GIS data or overlaying aerial photography on the plan to add additional detail as required. Familiarity with layer organization and object grouping in Adobe Illustrator will be very helpful in implementing a consistent appearance for park maps. Illustrator files will be provided with object grouping, layer arrangement, and graphic styles pre-set for editing existing maps or creating new ones.

#### \*Topography

While many map elements are obtained directly from GIS data or individually drawn, topographic elevation lines may be used selectively. Where elevation becomes a significant factor within a park choose the lines which best communicate the topography of that particular area. It is recommended that only four additional levels of elevation be drawn to prevent washed out highlight areas.

<b>GRASS</b>  <p>Fill: Pattern "Grass" Fill: C50 M0 Y100 K0 Stroke: C8 M6 Y6 K0; 0.177 mm</p>	<b>TREES (OBJECT)</b>  <p>Fill: C70 M26 Y100 K10; Opacity: 50%; Blending Mode: Multiply *Additional Group FX required</p>	<b>TREES (GROUP)</b>  <p>Group all Tree Objects Graphic Style: "Forest"</p>
<b>TOPOGRAPHY*</b>  <p>Fill: C25 M0 Y50 K0; Opacity: 20%; Blending Mode: Screen Stroke: —</p>	<b>SPORTS FIELD</b>  <p>Fill: C16 M0 Y65 K0; Opacity: 50%; Stroke: C65 M40 Y100 K30; 0.088mm</p>	<b>PATHWAY</b>  <p>Fill: C22 M8 Y35 K0 Stroke: C8 M6 Y6 K0; 0.177 mm Group FX: Pathfinder Add</p>
<b>SIDEWALK</b>  <p>Group FX: Pathfinder Add Graphic Style: Sidewalk_03</p>	<b>GARDEN/PLANTED AREA</b>  <p>Fill: C70 M26 Y100 K10; Opacity 50%; Blending Mode: Multiply Stroke: C8 M6 Y6 K0; 0.088mm</p>	<b>PLAYGROUND</b>  <p>Fill: Pattern "Sand/Mulch" Stroke: C20 M22 Y40 K2 Stroke: C8 M6 Y6 K0; 0.177mm</p>
<b>FEATURE STRUCTURE</b>  <p>Fill: C40 M32 Y45 K0 Stroke: C94 M70 Y50 K40; 0.088mm</p>	<b>DOGS OFF-LIMITS AREA</b>  <p>Fill: C15 M100 Y75 K0; Opacity 80%; Stroke: C8 M6 Y6 K0; 0.177mm</p>	<b>DOG OFF-LEASH AREA</b>  <p>Fill: C78 M30 Y0 K0; Opacity 80%; Stroke: C8 M6 Y6 K0; 0.177mm</p>

## Topographic Detail: Beacon Hill Park



