



Town of Hanover's  
**Wayfinding Strategy**

*May 2020 - FINAL*

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May 2020

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**Town of Hanover**  
**“Town of Hanover’s Wayfinding Stratgey”**

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Print Date: May 2020

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## Appendices

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1.0

# How to Use This Strategy

*The 'How to Use this Strategy' section describes who should be using this Strategy and how they can effectively and properly implement it.*

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The implementation of this Strategy should be consistent and collaborative among various Town departments, staff members, public members, the DIA, and service groups. Due to the nature of signs, they can be installed by various departments or community groups, therefore this Strategy should also be a public document and reference guide for future signs. The following 'roles' indicate how this Strategy could be used in various scenarios.

### **Town of Hanover Staff**

Operation staff consults the Strategy to determine connection between new developments or other Town places/destinations. Location of future wayfinding elements should be appropriately located and incorporated into the whole system.

### **Project Manager**

The Strategy is consulted for guiding principles and character of wayfinding elements. As projects are developed, the Strategy indicates the type of wayfinding sign that might be considered for use. The Strategy offers a summary of options and address 'physical element' considerations for specific siting and strategic locations.

### **Department Managers**

While a variety of places/spaces and activities within the Town may be organized into specific departments (Economic Development, Public Works, Parks, Recreation & Culture, 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 Hanover. These appeal to a wider audience if it reaches across numerous departments.

### **Community Service Group Leader**

The Strategy may be consulted by service groups as they develop programs to match community needs, their activities, and resources (parks, commercial areas, destination features, etc.) within the town.

### **Sign Fabricator, Graphic or Design Consultant**

The Strategy offers guidance for wayfinding features; where to place them, what materials to use, and what they might look like. Sign fabricators and design consultants should refer to the Strategy for the overall aesthetic, colour, and design prior to further design development or fabrication of signs.

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# 2.0

# Introduction

*The Introduction provides information on wayfinding in general and aligns guiding principles with a vision for the Town of Hanover.*

This document was developed to guide the Town of Hanover's first implementation of a Wayfinding Strategy. The Wayfinding Strategy aims to help shape an understanding and appreciation for the community and the Town of Hanover.

The Strategy will recommend ways the Town can design and implement new directional signs and how people can orient themselves within the Town, through thoughtful wayfinding approaches. Suggestions for signage and wayfinding are meant to be durable, flexible, sensitive and reflect the mission of the Town of Hanover. The Strategy is dedicated to developing concepts that are appropriate for the urban and rural landscape approaching the Town. It attempts to encompass wayfinding from all aspects and potentials: physically, intellectually, and even emotionally.

The Strategy means to simplify and organize efficiency. It also needs to suggest methods to reach different people of varied backgrounds, all parts of the community and Town, ages, needs, and expectations. It must also be valuable into the future. Therefore, it must be insightful, anticipating the future, based upon the past. This Strategy has been devised to be a flexible tool with allowances for amendments.

Much rests on keeping an inventory up to date. This is true for businesses and services, but also for elements that support 'place', including signs, street furniture, paths, natural areas, programs, and websites.

This Wayfinding Strategy is a reference book. It is important to emphasize that the Strategy will only work if it is carried out with 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 initially, but they are meant to continue to look great and work for decades.

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 Town shall always remain desirable and will always be destinations of considerable attraction. It is necessary to check from time to time that good plans are implemented and less-than-good plans are rethought and readjusted.

## 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 Town of Hanover

Wayfinding/orientation in the Town of Hanover addresses a complex site, and is entered through many potential gates. 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. The naming, describing/interpreting, and general organization of the parts of the Town is critical to orientation and signage guideline. Names of places within the Town, must be coordinated on-site (in situ). Symbols, identity, and other aspects of design (colour, materials, placement, etc.) plays an important role in successful wayfinding.

The intent of this plan is to limit the number and type of signs in the landscape and provide a clear, organized set of sign elements, which can be an efficient, commonly expected, and cost-effective solution to wayfinding design. Limiting the number of signed routes will keep the plan organized and effective when navigating the landscape.

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 Town and its usage.

### **Information Categories \*\***

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

**ORIENTATION** identifies direction, adjacencies, routes, 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, and unique conditions. May overlap with regulatory messages.

*\*\* The scope of this plan essentially focuses on the 'entry, orientation, and identification' of the Town of Hanover community and its chosen destinations.*

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

### **Be Appropriate**

All sign elements in Town and around the peripheral should be in scale to the intended location and user.

### **Be of Consistent Attitude**

Everything seen and experienced by the public should reflect a consistent attitude and philosophy of the Town. Signs and built elements should compliment the Town's context, location, aesthetic and brand.

### **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 Town and the community without replicating them. They should fit historical context and character of the Downtown but take initiative to find innovation and transcend the current status.

### **Use Character Befitting the Place**

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

### **Structures are Pedagogical**

Aside from words and pictures, sign design and style can have their own pedagogy, delivering a different interpretation and message to each user. The function of words and pictures are in addition to this message, which makes a whole deliverable message per sign.

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# 3.0

# Foundations

*This section provides the background information required to shape the Strategy, introducing document review, focus group results, and key travel routes & destinations.*

The Town of Hanover is located in Southern Ontario, at the intersection of Grey Road 10 and Grey Road 4. The population of Hanover is approximately 7,688 residents. Hanover is a vibrant and progressive community that strives for healthy, safe, lifestyles for all ages. The Town values and celebrates their heritage and natural resources while supporting the growth and development of their community. People are drawn to the Town of Hanover for its sense of culture, heritage, parks and recreation facilities.

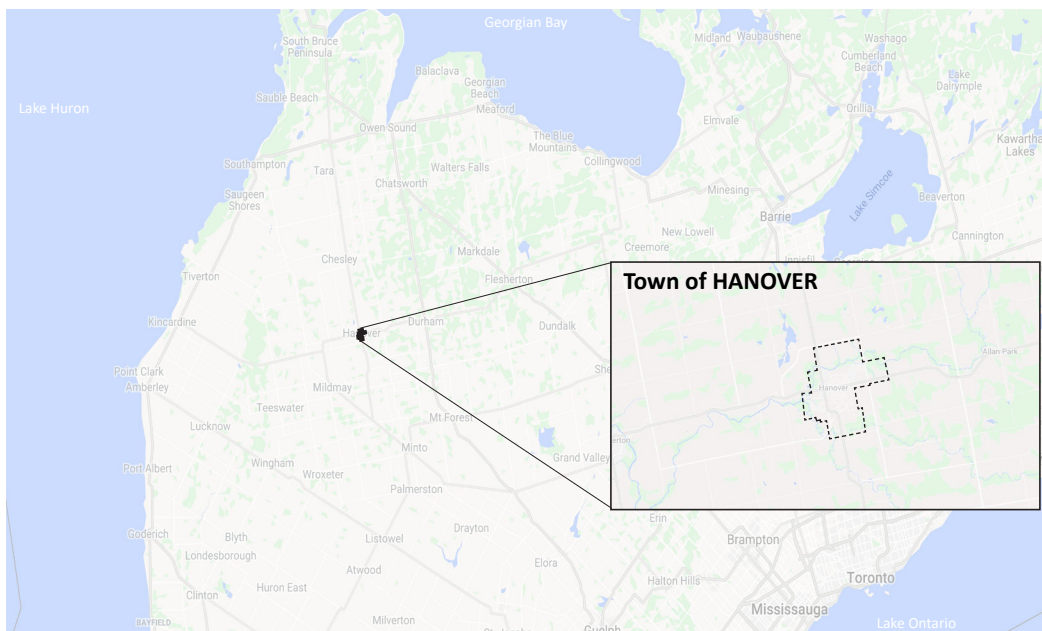
Hanover is a gig community and has over 500 businesses, offering an array of dining, service, entertainment options, and shopping. The Town hosts several reoccurring festivals and events including musical, visual, and dance focused types.

Through this chapter, the following gathered information will inform the overall Wayfinding Strategy, including a hierarchy of destinations, key routes, sign location, and overall sign designs.

The foundation information includes:

- Document review;
- Site visit inventory and image gathering;
- Classification of identified destinations;
- Review of routes into Town; and
- Identification of key decision nodes.

*Note: All maps have been prepared by SKA, adapted from mapping provided by the Town of Hanover, and Grey County GIS interactive mapping.*



## Document Review

This document review identifies desires, concerns and recommendations towards community improvement. Several documents contain applicable information supporting the Town of Hanover's Wayfinding Strategy, including:

- Municipal Act (R.S.O. 2001)
- Town of Hanover Official Plan
- Town of Hanover Strategic Plan (2019-2022)
- Town of Hanover Sign By-Law
- Downtown Hanover Streetscape Plan
- Town of Hanover Parks, Recreation, & Culture Master Plan
- Grey County Official Plan
- Grey County Draft Recreational Trails Master Plan
- Town of Hanover Cultural Plan, 2019
- Town of Hanover Economic Development Strategic Plan 2018-2022
- Grey County Cycling and Trails Master Plan 2020

Specific excerpts pertaining to the Wayfinding Strategy have been highlighted.

### **Municipal Act (R.S.O. 2001) Sign Restrictions**

59. Without limiting sections 9, 10 and 11, an upper-tier municipality may prohibit or regulate the placing or erecting of any sign, notice or advertising device within 400 meters of any limit of an upper-tier highway. 2001, c. 25, s. 59; 2006, c. 32, Sched. A, s. 25.

### **Grey County Official Plan**

An MTO Permit is required if a sign is placed within 400 meters of the limit of a highway. As there are no Highways located within the Town, this does not apply.

Section 10.5.5 Signage, outlines the objective of signage control is to maintain the landscape character and design standards of the Secondary Plan Area by prohibiting certain types of signs and strictly regulating others.

## **Town of Hanover Official Plan**

The review of the Official Plan outlines support of the sign by-law, but does not address wayfinding signage specifically. The Plan supports a Sign By-Law for the purposes of regulating the placement of signs within the Town, and adjustments can be made on a case-by-case basis by the Town of Hanover Committee of Adjustment. The placement of signs along the County Roads within the Town is also subject to the sign regulations of the County of Grey.

## **Town of Hanover Strategic Plan 2019-2022**

The review of the Strategic Plan outlines four strategic directions that form the foundation of the plan. These directions are identified as priorities and each strategic direction has a goal with action items to achieve the desired outcomes over the next four years. The four strategic directions are: Economic Development, Community, Environment, and Sustainable Municipal Operations. The action items do not address wayfinding signage specifically, however they do support it at a broader scope.

## **By-Law No. 2916-15**

This By-Law was developed to regulate the erection and maintenance of signs, awnings, advertising devices, and marquee in the Town of Hanover. Section 4.7 specifies that this by-law does not apply to “signs or traffic control devices installed or erected on travelled and non-travelled portions of streets for the control of traffic and parking; or for street names and direction by or for the Corporation of the Town of Hanover, the Province of Ontario or the Government of Canada”.

## **Town of Hanover Parks, Recreation & Culture Master Plan**

The master plan outlines signage as a high priority, specifying the use of signage for wayfinding and community identity. Research on community standards for signage and wayfinding is a current action item. A recommendation includes exploring opportunities to expand interpretive and directional signage to inform the community about Hanover’s natural and cultural heritage, and to encourage safe use of parks and trails, and providing for easy wayfinding.

## **Town of Hanover Cultural Plan, 2019**

The document outlines 4 strategic directions to aid in reaching the Town’s vision. Strategic direction #4 is to implement a recognizable cultural identity for the Town that communicates an innovative, transformative, and authentic experience. The goal is for Hanover’s identity to leave a lasting legacy and solidify the Town as a performance and festival destination.

Over 160 assets were identified during the cultural mapping exercise within Hanover and surrounding area. Three (3) major cultural assets identified include the Hanover Public Library, Hanover Civic Theatre, and P&H Centre. Other cultural spaces and facilities identified that can house cultural activity includes the Raceway and Heritage Square. The cultural plan also identified the majority of cultural resources are located within the downtown and immediate adjacent intersections thus providing the Town an opportunity to promote this area as a cultural corridor.

Signage that illustrates Hanover's identity as a performing art and a regional festival and event destination is listed as a short term action within the Cultural Plan. Improvements in signage are identified for along the trails, the downtown, and along major regional gateways.

### **Town of Hanover Economic Development Strategic Plan 2018-2022**

The Economic Development Strategy states that Hanover is connected and open for business. The Economic Development Strategic Plan provides a strategy and recommended actions to grow the economy, improve quality of life, and to enhance and strengthen Hanover as a regional centre. The document outlines five (5) strategic directions and goals. Tourism is #5 with a goal to strengthen and promote cohesion with their attractions. The identification of opportunities through experience development is a key part of this goal.

The development of a wayfinding strategy is identified as an action item under developing a tourism strategy to be initiated within two years and implemented within a 4 year time frame.

### **Grey County Cycling and Trails Master Plan 2020**

The cycling and trails master plan is a long-range blue print to help guide the County in its development and implementation of a County-wide cycling and trail system. The Town of Hanover is one of nine member municipalities within the County. The master plan outlines 9 objectives to achieve a complete, continuous and connected network of high-quality cycling and trail routes in a safe and enjoyable way year-round, with an overall goal of enhancing the quality of life for County residents.

Section 3.1.4 Signage and Wayfinding outlines the purpose of signage and wayfinding and the different components of wayfinding and signage strategy. A County-wide cycling and trails network wayfinding strategy is identified as a recommendation in Chapter 3. Hanover is a local neighbourhood, rank 2 for destination hierarchy within the County, as per table 1 of Appendix C- Signage Considerations.

A section of 10th street and 9th street are a proposed on-road cycling route, to be included in phase 1 (additional projects 2020-2029).

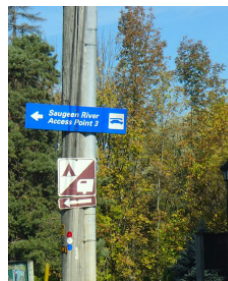
### Gateway Signs



### Information Panels



### Directional Signage



### Identification Signage



## Identification of Needs and Gaps

This list reflects on background research to highlight the needs and gaps in the current Town of Hanover signage system. The following are not in a particular order:

- In pedestrian focused areas, the existing pedestrian signs downtown are too high for pedestrians but the font is too small for vehicular users;
- There are directional signs that identify the numerous destinations within the Town of Hanover at main intersections however the location and placement does not provide vehicular users adequate notice for decision making;
- Trail Head access points are well identified;
- There is a lack of consistency among directional and identification signage;
- Existing signage lacks uniformity regarding size, colour and overall design of signage. This confuses the identity of the Town of Hanover;
- The Town's existing signage has minimal branding / logo usage throughout;
- There is a lack of hierarchy among gateway, directional and identification signage;
- Key signs will be required to draw people downtown;
- Hanover has four main access points to the Town, which will increase the number of signs required; and
- The existing parking signs (both directional and identification) are well executed in terms of font size, colour, and placement.

### Vehicular Routes

This information is showcased through Roadway Classification. Road jurisdictions within Grey County are classified into three categories:

- Provincial:
  - Grey County 6, 10, 21, 26, 89;
  - Roads are maintained and managed by the Ministry of Transportation of Ontario (MTO); and
  - Grey Road 4 and 10 are considered major roads as per the MTO's official road map of Ontario.
- County:
  - Grey Road XX (i.e.: Grey Road 1,2,3, etc.);
  - All Grey Road's are numerical; and
  - County roadways are similar to Provincial Highways in terms of roadway speeds (50km/h-80km/h), however they are not maintained by the Province. These roads are maintained by the County.
- Municipal:
  - Local, common name roads (i.e.: Concession XX, 11th ave, etc.);
  - Municipal roadways include both paved and gravel roads. These are maintained by Hanover. Roadway speeds within the Town limit are 50km/h, with school zones at 40km/hr. On the inventory map, these roads have been illustrated with a thin solid yellow line. Note: 40km/hr zone only when flashing on 7th Ave. from 7th St. through to Hospital.

Within the Town of Hanover's official plan, Section E.3- Transportation, discusses the road classifications found within the Town. The roads are divided into three (3) classifications:

- Arterial;
- Collector; and
- Local.



Arterial Roads are main traffic routes intended for large volumes of passenger and commercial traffic moving to destinations within and through the Town. Schedule 'C' Transportation map shows the arterial and collector roads within the Town. The arterial roads include:

- 7th Avenue;
- Grey Road 10;
- 10th Street;
- 14th Street;
- 18th Avenue;
- 24th Avenue;
- Grey Road 28;
- 2nd Street; and
- 10th Avenue.

Two main roadway types have been highlighted:

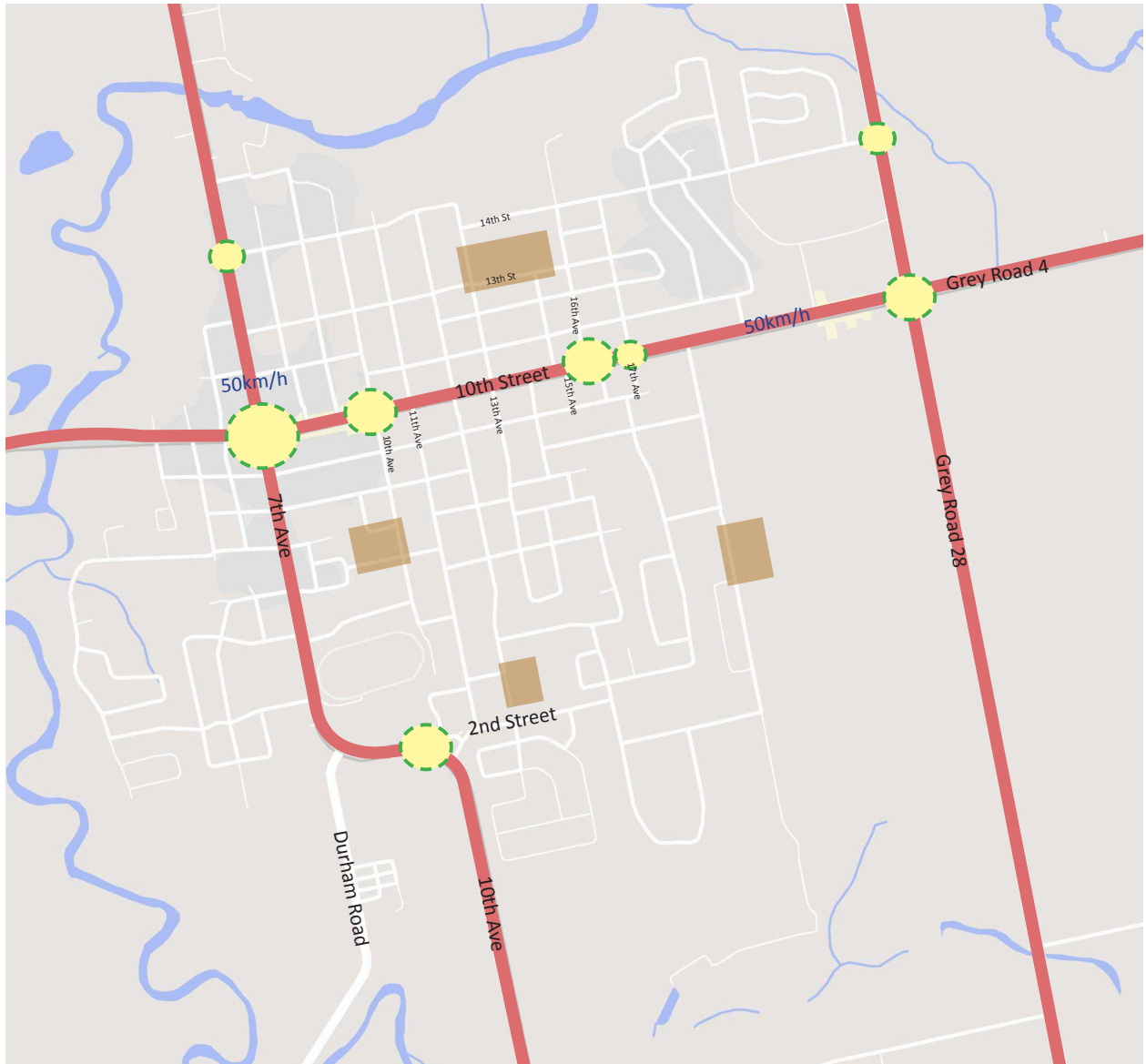
- The County roads have been illustrated using a thick solid maroon line on the inventory map; and
- The Municipal roads have been illustrated using white lines on the inventory map.

Decision nodes and road classifications have been highlighted on the road classification map. The map illustrates the main vehicular routes used to navigate the Town. By understanding the function of these main routes, the wayfinding strategy will be tailored to suit all modes of transportation, while influencing the final suggested routes for signage placement.


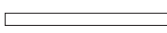


Key decision nodes located along these main routes highlight the areas where directional signage should be located to assist in the decision process successfully.

School zones have been highlighted as these areas reduce in speed, and proposed signage should try and avoid these areas to reduce increased through traffic during school hours.

# Road Classification Map



## Legend

-  County Road
-  Municipal Road
-  Decision Node
-  School Zone



A listing of destinations was compiled for consideration and separated into specific categories. The compilation was based on existing destinations listed on the 2018 Attractions Map, 2019 Visitors Guide, Town of Hanover's Trails & Park Map, and staff correspondence. The destinations are in no particular order and have been located on the adjacent map. This information then aided the identification of preliminary routing options from the four (4) main entries into Town (Elmwood, Walkerton, Highway 9, and Durham). These inventories and mapping were then developed into exercises for the stakeholder engagement workshop.

### **Entertainment Destinations**

Civic Theatre  
 Drive-In Theatre  
 Eat Well Farmer's Market  
 Hanover Raceway  
 Maclean's Ales  
 Paramount Theatre  
 Playtime Casino Hanover  
 Hanover Flea Market

### **Civic Destinations**

Hanover Civic Centre  
 Public Library  
 Tourism Information  
 John Diefenbaker Senior School  
 Launch Pad Youth Activity & Technology Centre

### **Park Destinations**

Commemorative Grove  
 D.I.A. Parkette  
 Hanover Town Park  
 Heritage Square  
 Kinette Park  
 Kinette Totland Park  
 Kinsmen Ball Park  
 Optimist Park  
 Rail Lands Leisure Park  
 Robert F. Steers Memorial Park  
 Rotary Dog Park  
 Tommy Burns Park

### **Recreation Destinations**

Agricultural Ball Park  
 Aquatic Centre  
 Ball Diamonds  
 Curling Club  
 Hanover Family Centre  
 Hanover Lawn Bowling Club  
 Horseshoe Courts  
 Kinsmen Ball Park  
 P&H Centre  
 R.A. Crawford Field  
 Skateboard Park  
 Soccer Pitches 1  
 Soccer Pitches 2  
 Tennis/ Pickleball Courts

### **Golf**

Whispering Hills Golf Course

## **Districts**

Where many destinations are present, or along longer routes, 'districts' can be developed (i.e.. Shopping District, Theatre District, Business District, etc.). For the purpose of this wayfinding strategy and the destination locations currently located within Town, two (2) districts are proposed as destinations:

- Downtown District; and
- Entertainment District.

### **Downtown District**

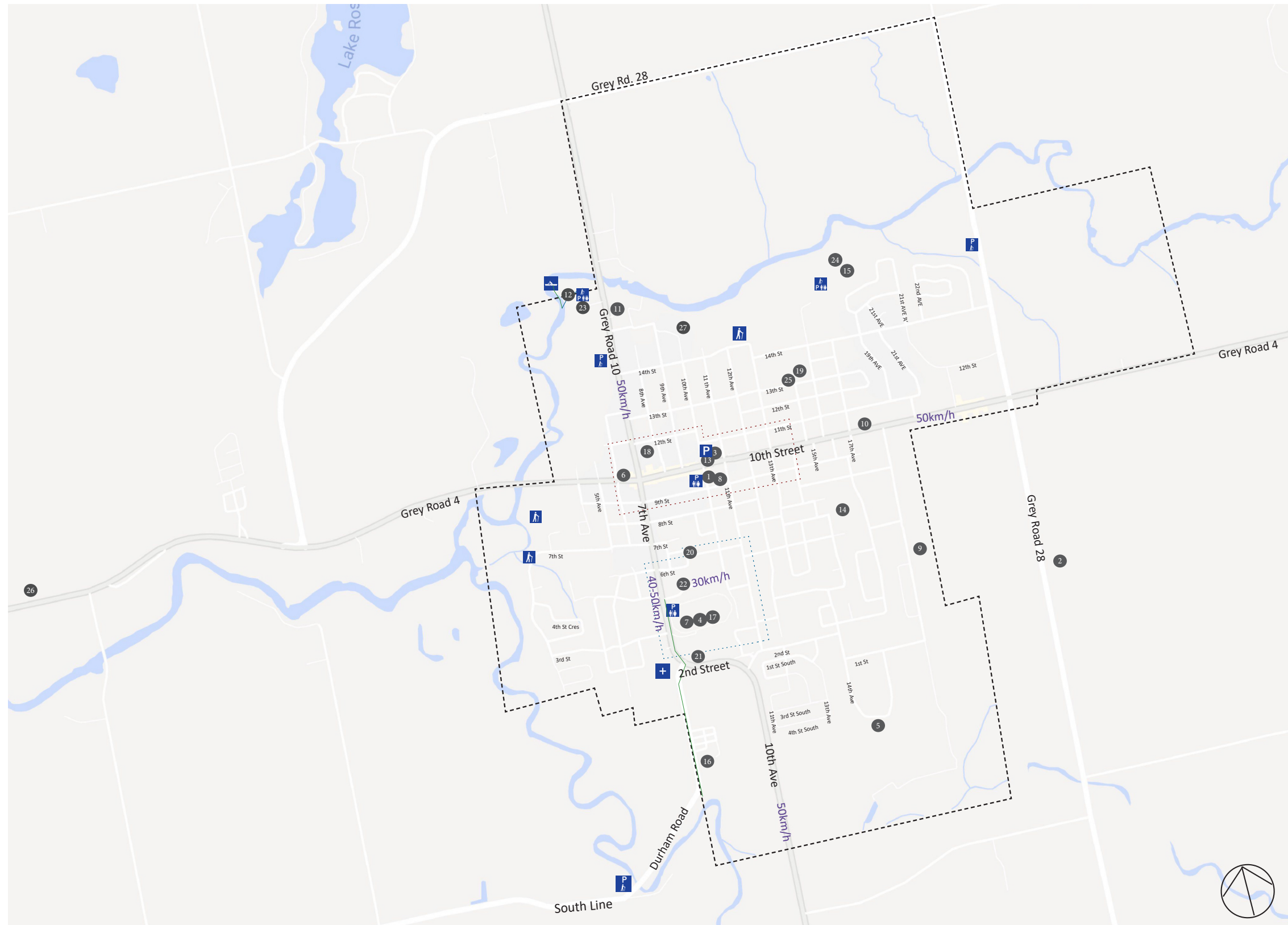
The Hanover Downtown Improvement Area (D.I.A) have identified the downtown district as existing from 6th Avenue along 10th Street to 14th Avenue, and 1 block North and South. Existing gateway signage identifies the district.

### **Entertainment District**

The Town of Hanover has a vibrant arts and culture scene, with many facilities with programmed spaces. The Town's Cultural Plan has an array of cultural industries, community cultural organizations, festivals and events, several cultural and natural heritage assets, and cultural spaces and facilities which includes the P&H Centre, the Raceway and the Playtime Casino.

Culture is an economic driver, therefore by identifying an "Entertainment District" that highlights a cluster of cultural spaces and facilities will support the Town's Tourism Strategy and Economic Development Strategic Plan.

# Destination Locations



## LEGEND

Number	Key Destinations
1	Civic Theatre
2	Drive-In Theatre
3	Farmer's Market
4	Hanover Raceway
5	Maclean's Ales
6	Movie Theatre
7	Casino
8	Civic Centre
9	John Diefenbaker Senior School
10	Launch Pad
11	Commemorative Grove
12	Hanover Town Park
13	Heritage Square
14	Kinsmen Ball Park
15	Dog Park
16	Cemetery
17	Raceway Ball Park
18	Curling Club
19	Hanover Family Centre
20	Hanover Lawn Bowling Club
21	Horseshoe Courts
22	P&H Centre
23	Skateboard Park
24	Soccer Fields
25	Tennis/ Pickleball Courts
26	Whispering Pines Golf Course
27	Hanover Flea Market

	Entertainment District Boundary
	Downtown District Boundary
	Primary Community Trail
	Canoe Launch
	Community Trail Access
	Hospital
	Parking & Public Washroom
	Parking, Public Washroom, & Trail Access
	Parking & Trail Access
	Parking (Municipal)
	Township Boundary

# 4.0 Public Engagement & Stakeholder Summaries

*This section provides information regarding the placement of municipal signage within the Town of Hanover through standards and aerial maps.*

## Workshop Summary and Results

A consultation session was held with external stakeholders, comprised of representatives from Town staff, Town Council, members of the Economic Development Committee, and invited public (i.e.: trail and park users). The workshop was held at the Civic Centre on the afternoon of November 20th, 2019. There were a total of 15 external stakeholders who participated. The workshop began with a brief presentation followed by break-out sessions.

A short presentation by members of the Project Team provided participants with a project overview, an introduction to wayfinding, a discussion on the purpose of a signage strategy, and a brief summary of existing conditions.

Following the presentation, the Project Team engaged participants in three (3) activities (either individually or in groups):

1. Visual Preference Survey (completed individually)
2. Route It (in groups)
3. Destinations Preference Evaluation (completed individually)

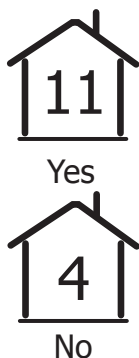
### Activity 1: Visual Preference Survey

A Visual Preference Survey (VPS) was conducted to aid in the understanding of the community's preference for sign style, colour, and material type (Corten steel, applied colour, stainless steel, stone, wood, concrete, and masonry). The survey was tailored to the Town of Hanover community and contains a mix of local, regional and global sign types.

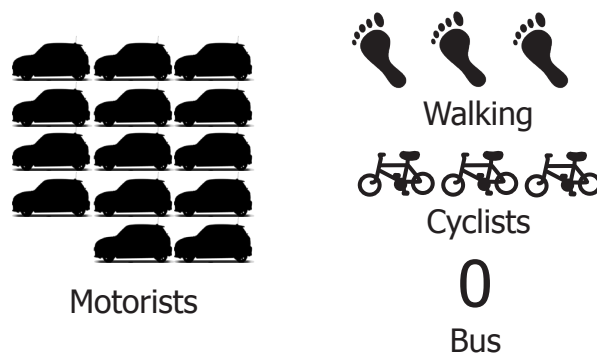
Before commencing, participants were asked to answer two opening questions aimed at collecting demographic information about the respondents.

The following info-graphic outlines the VPS demographic results:

#### Hanover Resident?



#### Main Mode of Transportation



At the end of the VPS exercise, participants were asked specific questions regarding sign design to garner a collective preference and vision for the Town of Hanover. Participants described Hanover as being vibrant, progressive, welcoming, historic, and alive. It was found that:

- 78% of participants believe the logo should be included on the sign;
- 78% prefer green and grey sign colours;
- 71% prefer signs that are uncluttered with clean lines, modern, 'less is more', and concise; and
- 71% of participants describe Hanover as modern rather than historic, standard, artistic or creative.

A time-delayed (7 seconds) Power Point presentation provided participants with "quick" glimpses of 94 images. Participants scored the images according to level of preference on a scale of 1 (unfavourable) to 4 (very favourable), resulting in a ranked average score. The highest average score would be 4.0 with the lowest being 1.0. For example, if all participants ranked an image '4', the combined average score would be an even 4.0.

The quick nature of the exercise enabled a result stemming from initial thoughts, first impression, and preferences. The results may be the inspiration or "jumping off point" for the design process and concepts.

## **Results**

The following pages show the top 4 images (based on combined average scores) and lowest scoring image per category. This information will inform the style guide and ensure consideration of the communities preferences.

The results show:

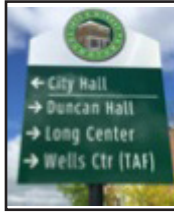
1. The community prefers a more conservative signage design, with clean lines, clear font, and more modern/ contemporary sign style;
2. Preferred material choices include a mix of applied colour, stainless steel, and Corten steel; and
3. The community is more open to colours in the cooler colour palette of greens, blues, and greys with white font.



**Colour**

**Top Four Images**

**Unfavourable**



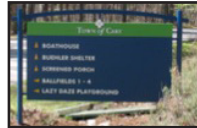
**3.35**



**3.35**



**3.0**



**3.21**



**1.35**

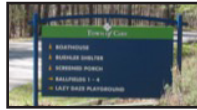
**Sign Style**

**Top Four Images**

**Unfavourable**



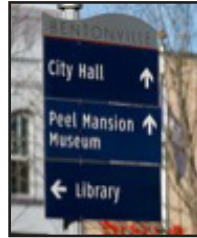
**3.56**



**3.43**



**3.25**



**3.18**



**1.25**

**Materials: Corten Steel**

**Top Image**

**Unfavourable**



**3.35**



**1.85**

**Materials: Applied Colour**

**Top Image**

**Unfavourable**



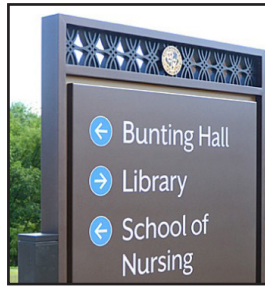
**3.42**



**1.57**

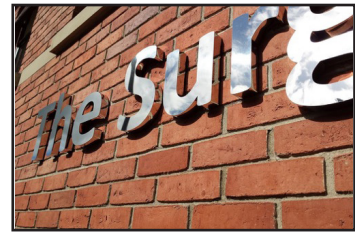
**Materials: Stainless Steel**

Top Image



3.42

Unfavourable



2.35

**Materials: Stone**

Top Image



2.57

Unfavourable



2

**Materials: Wood**

Top Image



2.92

Unfavourable



2

**Materials: Concrete** Top Image



2.71

Unfavourable



1.42

**Materials:  
Masonry**

Top Image



2.71

Unfavourable



2.14

**Activity 2: Destination Ranking**

The participants were provided a categorized listing of destinations to review, and provide a preferred name to appear on the sign for each destination, to rank the priority of the destinations from low, medium, or high, and to confirm if a destination could be listed by a symbol. If participants felt the destination should not be included as a destination, they were asked to strike it out.

This exercise was completed in groups, and each group received a map to accompany the destination listings chart for easy identification and location.

Results can be found on the following chart. This was a preliminary exercise to provide the participants an opportunity to review existing destinations, add other destinations for consideration, and to provide preferred destination names for sign messaging.

*Note: Results were analyzed and compiled for consideration in the final signed destination listing (refer to section 6.0 for process of determining final signed destination listing). The average answer was compiled based on number of participant responses provided, not total number of participants.*

**Results- General Comments**

A few overall comments/ questions raised by the participants include:

- Combine the Civic Theatre, Hanover Civic Centre, and Public Library;
- Combine Trail Access Points, Bike Routes, and/or Hiking Trails with Multi-use;
- Combine Soccer Pitches; and
- Combine the Aquatic Centre, Arena, and P&H Centre.

Additional proposed destinations for consideration include:

- Catholic School Board Office;
- Snowmobile Trail;
- Family Centre;
- Royal Canadian Legion- Hanover Branch;
- Senior's Friendship Club; and
- Churches.

# Destination Ranking Exercise Results

Entertainment	Preferred Name (intuitive) to appear on wayfinding signage	Destination Priority	Average of Priority	Symbol Yes or No	Average Yes or No
	Group Answer	Group Answer	Averaged Result	Group Answer	Averaged Result
1	Civic Theatre	Cultural or Community Theatre, Hanover Civic Centre	85% H	N, N, N, N, N	100% N
2	Drive-In Theatre	Drive-In,	42% M, 42% H	N, N, N, N	100% N
3	Eat Well Farmer's Market	Farmer's Market,	71% M	Yes, N, N	66% N
4	Hanover Raceway	H, H, H, H, H, H	100% H	yes, Y, N, N	50% Y, 50% N
5	Maclean's Ales	H, L, L, H, H, M	50% H 33% L	N, N, N, N	100% N
6	Paramount Theatre	H, L, L, H, H, M	50% H 33% L	N, N, N, N	100% N
7	Playtime Casino Hanover	H, H, H, H, H, M	83% H	N, Y, N, N	75% N
	<b>Civic</b>				
8	Hanover Civic Centre	Town Hall, Town Hall or Municipal Offices, Municipal Office, Municipal Office, Civic Centre	57% H	N, N	100% N
9	John Diefenbaker Senior School	JDSS, High School?, High School?, JDSS	57% M	Y, N	50% Y 50% N
10	Technology Centre	Launch pad, Launch pad, Launch pad, Launch Pad	57% H	N, N	100% N
11	Public Library	Library, Library, Library, Library	57% H	Yes, Y, N	66% Y
	<b>Districts</b>				
	Entertainment District	X, X, delete	50% H, 25% M, 25% L	N, N	100% N
	Business Park	H, M, H, L, L, H	50% H, 33% L	Y, N	50% Y 50% N
	Downtown District	H, H, H, L, L, L, H	57% H	Y, N	50% Y 50% N
	<b>Trails / Natural Heritage</b>				
	Trail Access Point(s)**	H, M-H, M, H, H, H, H	71% H	Y, Y, Y	100% Y
	Bike Route/Trail**	M, M-H, L, H, H, H	50% H	Yes, Y, Y, Y, Y	100% Y
	Canoe/Kayak Launch	M, M-H, H, H, H	60% H	Y, Y, Y	100% Y
	Hiking Trails ***	M, M-H, L, H, H	50% H	Y, Y, Y, Y	100% Y
	Multi-use Trail***	H, H, H	100% H	Yes, Y, Y, Y	100% Y
	Saugeen River	H, M-H, L, M, H, H	50% H	Y, N, Y	66% Y
	<b>Amenities</b>				
	Public Washroom(s)	H, H, H, H, H, H, H	100% H	Yes, Y, Y, Y, Y	100% Y
	Parking Lots	H, H, H, H, H	100% H	Y, Y, Y	100% Y
	Saugeen Municipal Airport	H, L, M, H, M, M	50% M	Yes, Y, Y, Y	100% Y
	<b>Parks</b>				
12	Commemorative Grove	Karl 'Speck' Wilken/ Grove, Speck Wilken, Karl 'Speck' Wilken Parkette	66% M	N, N	100% N
13	D.I.A. Parkette	M, L, L, L, L, L	85% L	N, Y, N	66% N
14	Hanover Town Park	H, H, H, M, H, H, H	85% H	N, Y, Y	66% Y
15	Heritage Square	H, H, H, M, M, H, H	71% H	N, Y, N	66% N
16	Kinette Park	M, L, H, L, L, M, M	42% M 42% L	Y, Y, Y	100% Y
17	Kinette Totland Park	M, L, H, L, L	60% L	Y, Y, Y	100% Y
18	Kinsmen Ball Park	H, H, M, H, H, H, H	85% H	Y, Y, Y	100% Y
19	Optimist Park	M, L, H, L, L, M, M	42% M 42% L	Y, Y, N	66% Y
20	Rail Lands Leisure Park	H, H, L, L	50% H, 50% L	Y, Y, N	66% Y
21	Robert F. Steers Memorial Park	M, H, L, M, M	50% M 33% L	Y, Y, Y	100% Y
22	Rotary Dog Park	M, L, M, M, L, H, H	42% M, 28% L, 28% H	Y, Y, Y, Y	100% Y
23	Tommy Burns Park	L, L, L, M, M	60% L	Y, N	50% Y, 50% N

# Destination Ranking Exercise Results Cont.

Entertainment	Preferred Name (intuitive) to appear on wayfinding signage		Destination Priority		Average of Priority		Symbol Yes or No		Average Yes or No	
	Group Answer		Group Answer		Averaged Result		Group Answer		Averaged Result	
	<b>Recreation</b>									
24	Agricultural Ball Park	Raceway Ball Park	M, L, L, H, H, H		50% H		Y, Y		100% Y	
25	Aquatic Centre	P&H Centre , P& H Centre	H, H, H, H, H, H		100% H		Y, Y		100% Y	
26	Ball Diamonds	Kinsmen?	M, M, H		66% M		Y, Y, Y		100% Y	
27	Curling Club		M, L, L/M, H				Y, Y		100% Y	
28	Hanover Family Centre	X, Family Centre	L, L/M, L		75% L		N		100% N	
29	Hanover Lawn Bowling Club	Lawn Bowling	M, L, M, H		50% M		Y		100% Y	
30	Horseshoe Courts		M, L, L, L		75% L		Y, N		50% Y, 50% N	
31	Kinsmen Ball Park	This is the Agriculture Ball Park	H,		100% H		Y, Y		100% Y	
32	P&H Centre	Need to include Arena	H, H, H, H, H		100% H		N		100% N	
33	R.A. Crawford Field	Field is gone., ?	L, L		100% L		N		100% N	
34	Skateboard Park		M, M, M, M		100% M		Y, Y, Y		100% Y	
35	Soccer Pitches 1		M, H, H		66% H		Y, Y		100% Y	
36	Soccer Pitches 2		M, H, H		66% H		Y, Y		100% Y	
37	Tennis/ Pickleball Courts		M, M, H, H		50% M, 50% H		Y, Y, Y, Y		100% Y	
							Y		100% Y	
	<b>Golf</b>									
38	Bucks Crossing Golf Course	Not in Hanover	H, L/M, H, H, H		80% H		Y, Y, Y		100% Y	
	Whispering Hills Golf Club	Not in Hanover	H, L/M, H, H, H		80% H		Y, Y, Y		100% Y	

\*avg based on number of responses to the question, rather than the number of people who completed the survey, because there we many blanks

### **Activity 3: Route It!**

The destination map information aided the identification of preliminary routing options from the four (4) main entries into Town (Elmwood, Walkerton, Highway 9, and Durham).

In groups, participants were provided an instruction sheet and map. For this exercise, participants were asked to think about the pre-determined destinations and confirm if the route on the map was the most effective way to reach the destination. If the proposed route was not desirable, participants were asked to marked out a more effective route.

Routes were colour coded based on entry from the four main gateways (Elmwood, Walkerton, Highway 9, and Durham). There were four (4) different maps with different destinations in total.

### **Results**

The initial draft route maps have been provided on the following pages.

#### **Map A**

Results from map A indicate that Kinsmen Ball Park was missed on the destination list. From Highway 9 participants proposed directing people right onto 11th Ave continuing onto 2nd Street, taking a left onto 1st street, left onto 18th Ave, left onto 8th Street and than a left onto 17th Ave. From all other directions participants recommended turning onto 17th Ave from 10th Street to reach Kinsmen Ball Park.

#### **Map B and C**

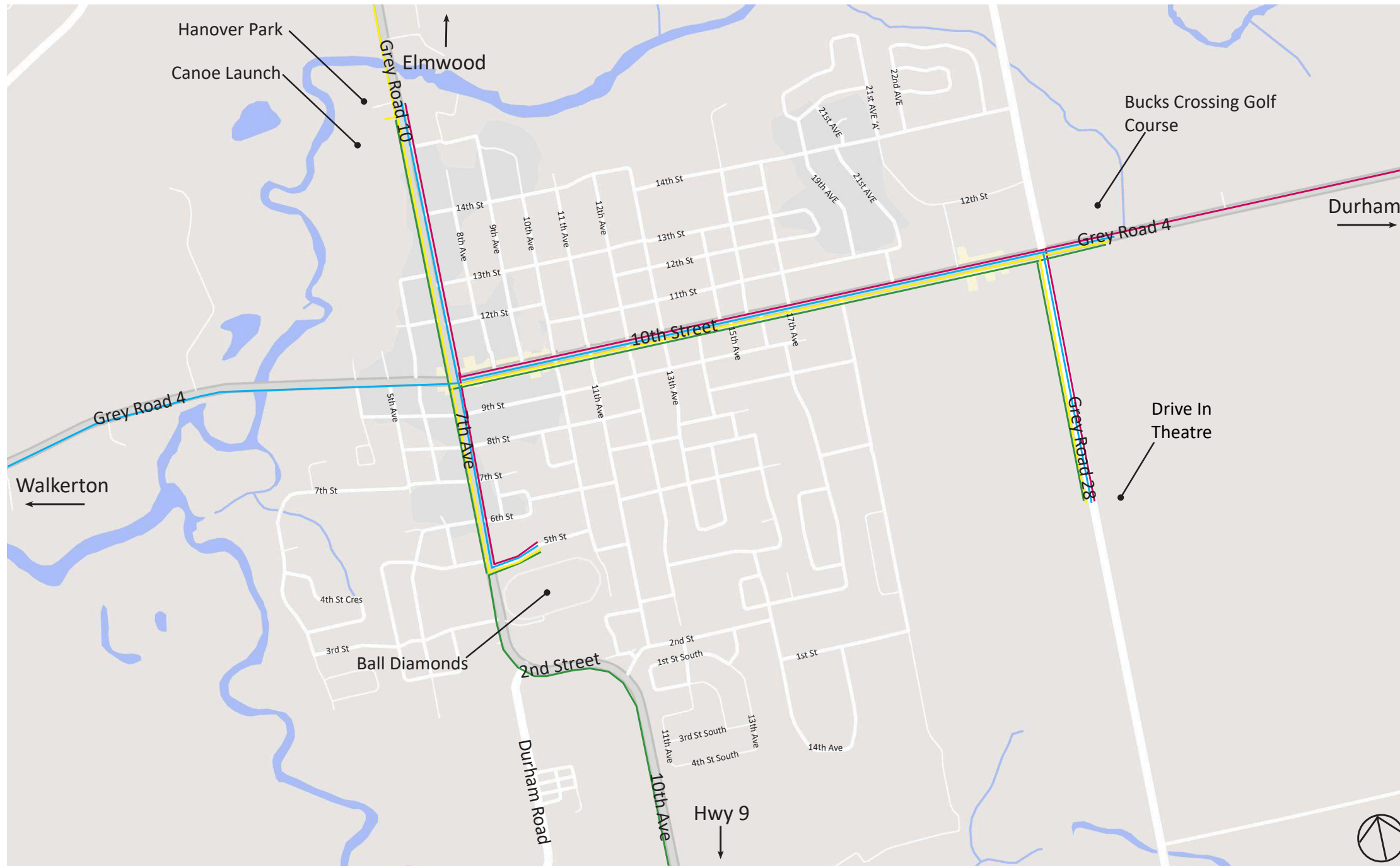
Results from map B show that participants would like to avoid directing people coming from Elmwood down 14th Street, rather bring people down to 10th Street and up 17th Ave to get to the Rotary Dog Park and Soccer Fields.

#### **Map D**

Results indicate that participants would rather people take 13th Street or 10th Street when coming from Elmwood to the Tennis/Pickle Ball Court rather than 14th Street.

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**Map A:  
Draft Travel Routes to Key Destinations**



**Colour of Travel Route**

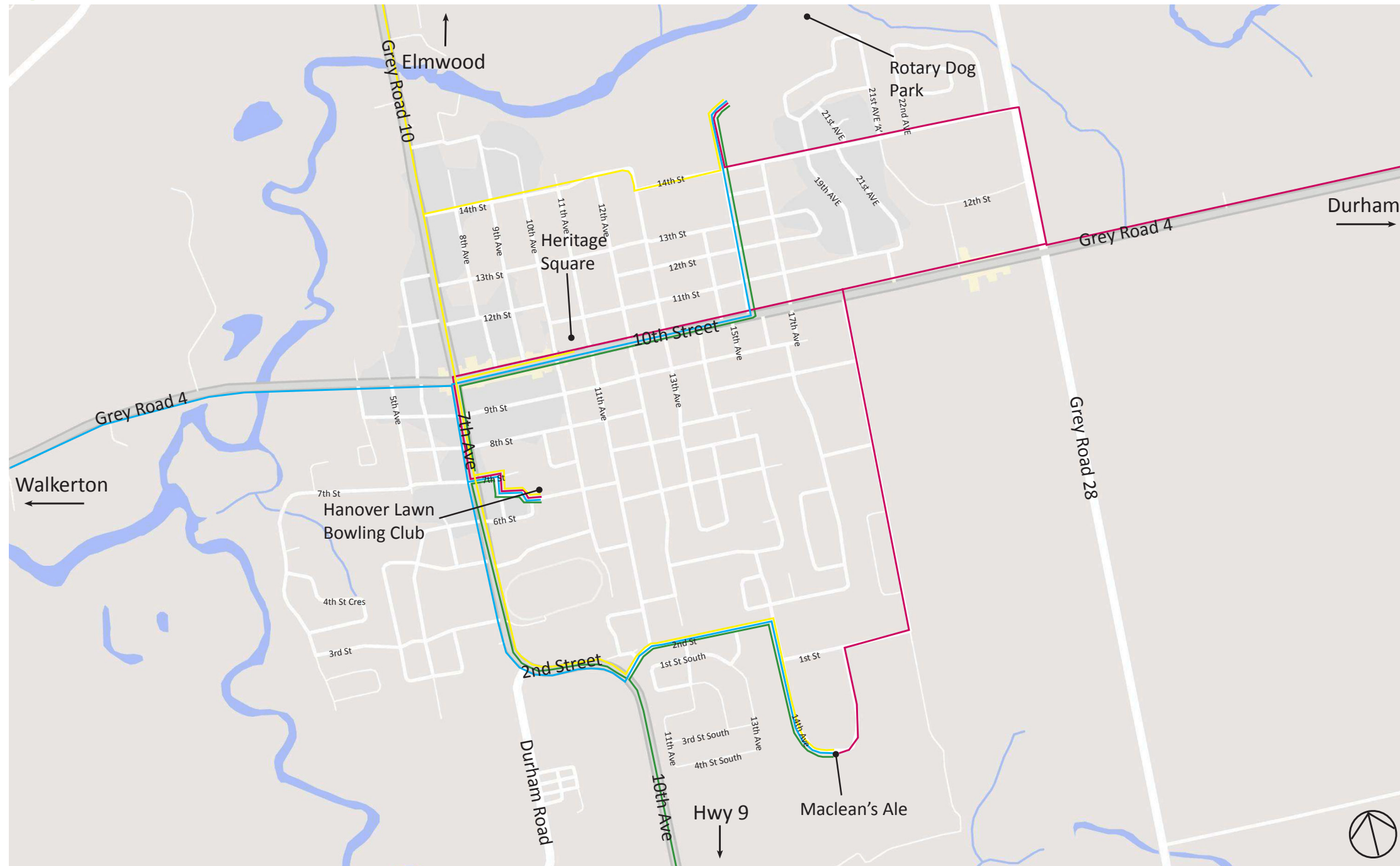
- From Durham —
- From Elmwood —
- From Highway 9 —
- From Walkerton —



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# Map B

## Draft Travel Routes to Key Destinations



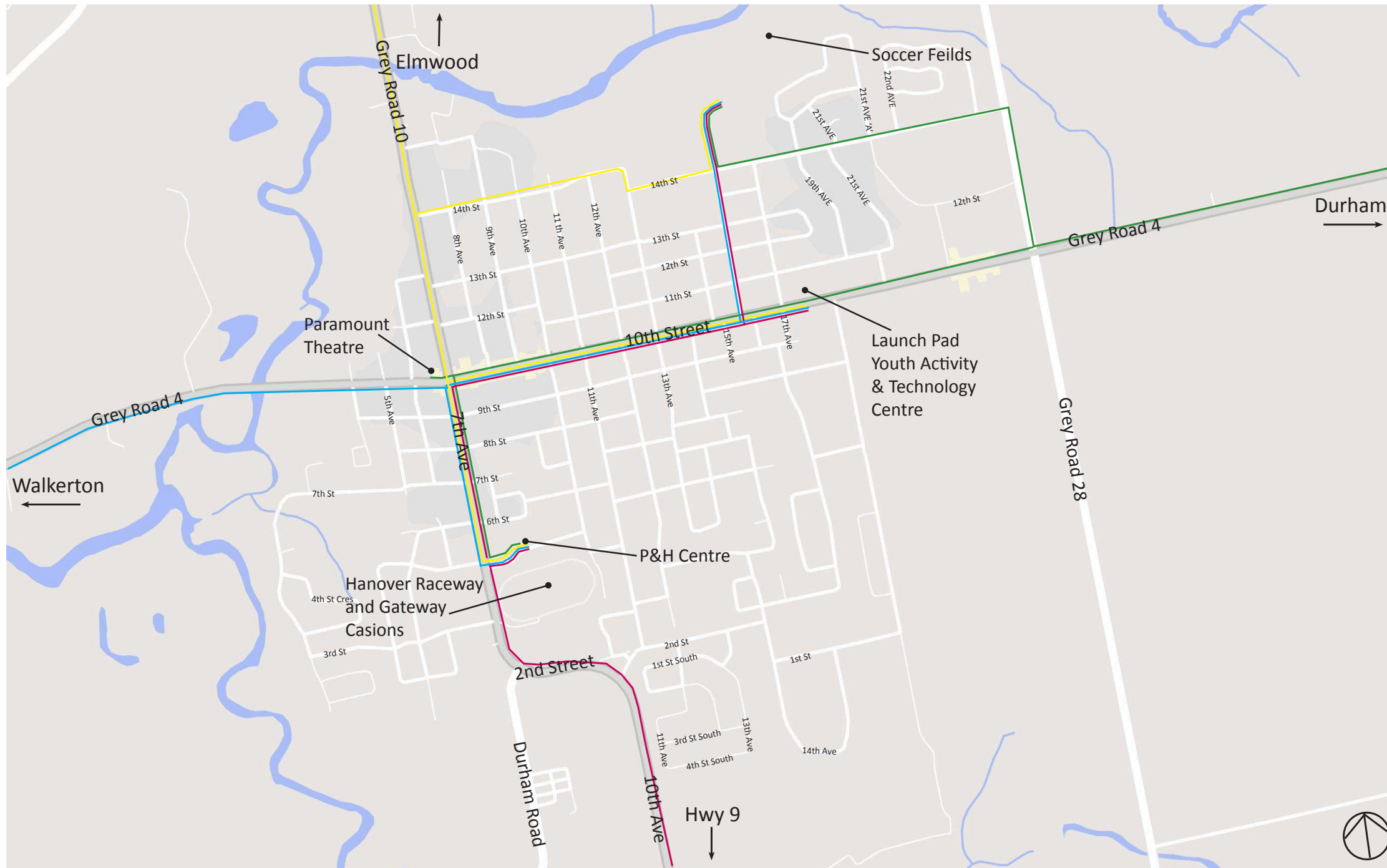
### Colour of Travel Route

- From Durham —
- From Elmwood —
- From Highway 9 —
- From Walkerton —

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# Map C

## Draft Travel Routes to Key Destinations



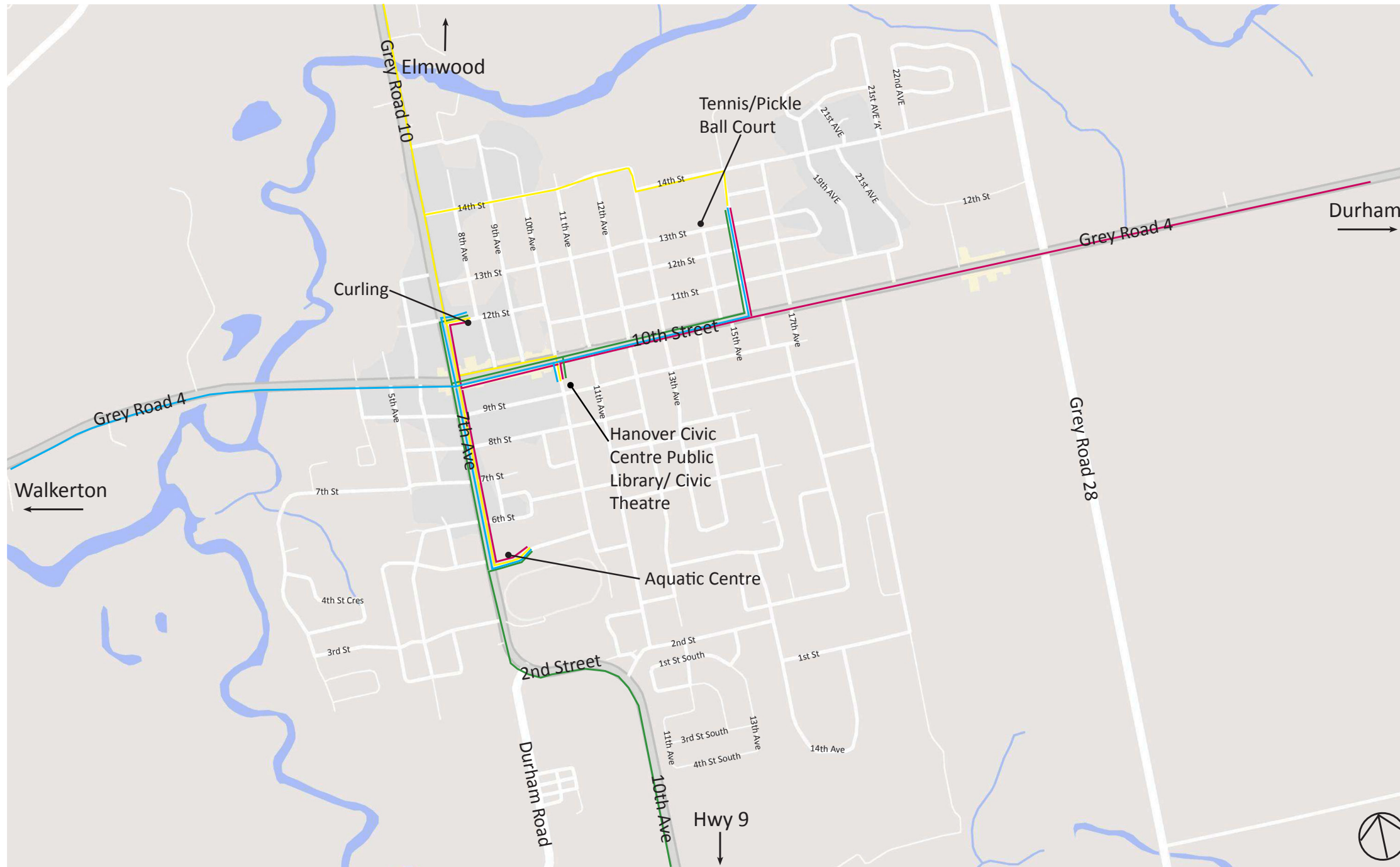
### Colour of Travel Route

- From Durham —
- From Elmwood —
- From Highway 9 —
- From Walkerton —

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# Map D

## Draft Travel Routes to Key Destinations



### Colour of Travel Route

- From Durham —
- From Elmwood —
- From Highway 9 —
- From Walkerton —

5.0

# Visual Identity: Branding & Style

*This section provides a brief description of the sign types to be considered as well as design concept development for the Town of Hanover's Wayfinding Strategy.*

This section elaborates on the visual, signage and typology theming for the Wayfinding Strategy. Information gathered from consultation meetings with local stakeholders and the economic development committee aided in the development of the proposed style guide parameters. Logos, materials, colours, and fonts that best describe Hanover (supported by the Town Branding Guidelines) are illustrated below.

### General

A general theme of ‘vibrant’, ‘progressive’ and ‘welcoming’ is proposed based on feedback from local stakeholders and document review. The theme will guide the overall design of the family of signs, creating a unique style for the Town of Hanover. The general design of the signs could incorporate:

- The Town’s logo within the signs to establish a common branding element;
- Character and a unique design to the communities’ entry signs to represent individuality throughout the Town;
- A hierarchy of signs; and
- The use of materials, colours, and typology to work in harmony, establishing comprehensive signage guidelines for the Town of Hanover.

### Logo

The Town of Hanover’s logo could be used as a custom element on selected sign type(s) to distinguish Town specific signs while also celebrating the corporate brand. The logo is symbolic of unity and a progressive community, its woodworking past, environmental consciousness, green surroundings, and new growth. The logo supports the objectives and values of the Town of Hanover: a progressive attitude, an attractive community, green energy initiatives and greater sustainability, active transportation enhancement, and promotion and attraction of investors.

#### Primary Logos





## Secondary Logos



## Materials

Material choices for the signage program should be reminiscent of the 'vibrant', 'progressive', 'welcoming' theme and should be used cohesively throughout the signage program. Material suggestions include the use of:

- Corten Steel, stainless steel, and some applied colour;
- Steel accents for accessory details;
- Steel hardware to mount signs; and/ or
- Coloured aluminum.

## Colour

Hanover has a specific primary and secondary colour palette identified in its branding guidelines. Tints of each colour are permitted in increments of 5 or 10. A colour palette could be selected based on the Town's recommended primary and secondary colours, to work in harmony and provide consistency with the Town logo. The Town branding colour palette's are:

### Primary Colours

- **Lemongrass:** C32 M5 Y100 K0
- **Green:** C50 M0 Y100 K0
- **Grey:** C0 M0 Y0 K85
- **Light Grey:** C0 M0 Y0 K50
- **Shading:** C0 M0 Y0 K15



Lemongrass



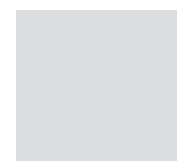
Green



Grey



Light Grey



Shading

## Secondary Colours

C0 M100 Y23 K0 C100 Y60M0 K0  
 C0 M100 Y12 K0 C71 M0 Y100 K0  
 C35 M100 Y0 K0 C48 Y0 M100 K0  
 C64 M100 Y0 K0  
 C84 M100 Y0 K0  
 C100 Y0M68 K0  
 C100 Y0M35 K0  
 C100 Y0M18 K0  
 C100 Y29M0 K0  
 C0 M18 Y100 K0  
 C0 M27 Y100 K0  
 C0 M62 Y97 K0  
 C0 M75 Y98 K0  
 C0 M91 Y92 K0  
 C0 M100 Y100 K0  
 C0 M100 Y51 K0



## Typography

The Town of Hanover’s branding guidelines specify the font ‘Helvetica’ as their primary typeface, which is to be used for all marketing and branding materials. Sign messaging font could adopt a similar primary and secondary typeface standard. The primary typeface would be used on all sign types and main messaging, where a secondary typeface would be used as an accent and/or for secondary messaging.

Helvetica is a sans serif typeface that is suggested as the primary font. It provides a clear and visible messaging. The secondary typeface suggested is Clearview Hwy as this font complements Helvetica, and is a sans serif font.

### Helvetica

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
 Vv Ww Xx Yy Zz  
 123456789

### ClearView Hwy

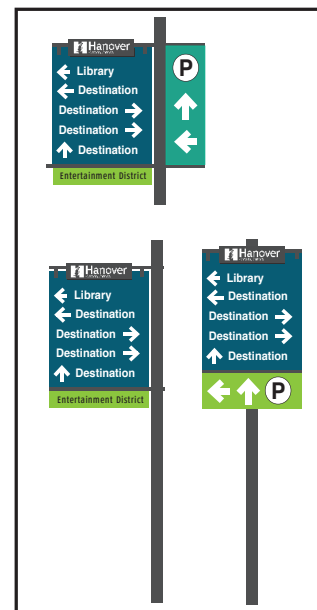
---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
 Tt Uu Vv Ww Xx Yy Zz  
 123456789

Various sign types are required at specific locations to ensure the proper function of a wayfinding system. This includes the size of each sign relative to road speeds, and the appropriate quantity of information to ensure people are able to understand and process the displayed sign. The following sign types outline their primary function, and destination listing organization.

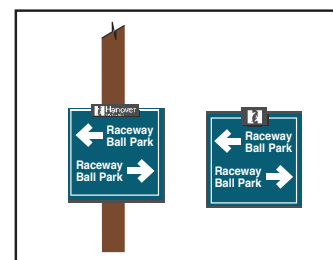
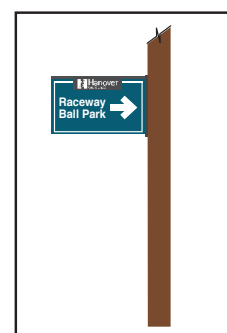
### Directional Primary (Post Mount) (DP)

Designed for both the pedestrians and drivers, these signs can accommodate up to five destinations on one panel. These signs can be installed as independent structures or installed on existing hydro poles. Directional arrows should speak to the driver first to limit confusion for one way traffic routes. For areas with limited boulevard space, a centre-mount sign can be used (i.e., downtown district streets). Alternative side panels provide space for additional directional information for parking or destination symbols.



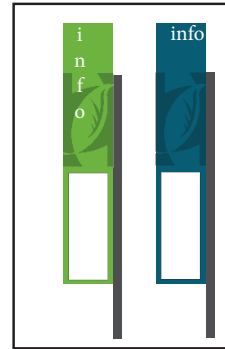
### Directional Secondary/Neighbourhood (DS)

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. 'Other' privately owned/operated destinations may be considered for this sign type. The 'pay to play' program could also be implemented using this sign. Smaller in scale, these signs will typically only include one to three destinations.



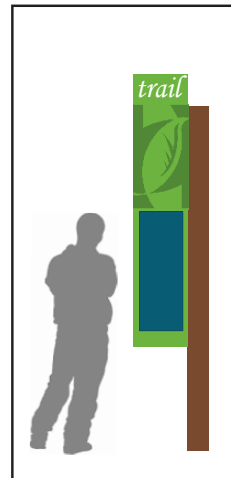
## Information Kiosk & Directory (KD)

These will provide a map and information about the Town of Hanover destinations. These signs are designed for pedestrian use. The kiosk will provide an overview of amenities close by and help orientate the reader in Hanover. These signs can be located at high-pedestrian destinations, primary parking lots, etc.



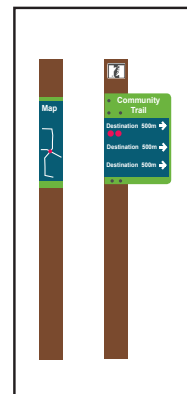
## Trail Identification (TID)

These are signs that will help identify the main trail entry points throughout the Town. Trail signs are to be located at the entrance of the trail head. These are smaller scaled signs for recreational trails and pedestrian use. These will provide a map and information on the trail in use in Hanover, along with the trail name along the top for identification. The kiosk will provide an overview of the trails system and orientate the reader in the Town. They are complementary to the Information Kiosk & Directory and Directional signs.



## Trail Directional (TD)

These are markers that will help identify decision nodes along the trails. Trail directional signs are to be located at key decision nodes along the trail, along the trail route, and where the trail changes direction. These are smaller scale signs for recreational trails and pedestrian use. They will identify the specific trail and are simple, modest, and easy to find. They are complementary to the Trail Identification and Directional signs.



## Event Signage

These are signs that are to be located at high traffic areas (i.e., at the downtown district boundary), to promote local, seasonal, events and festivals, etc. The sign is larger in scale for both vehicular and pedestrian use.



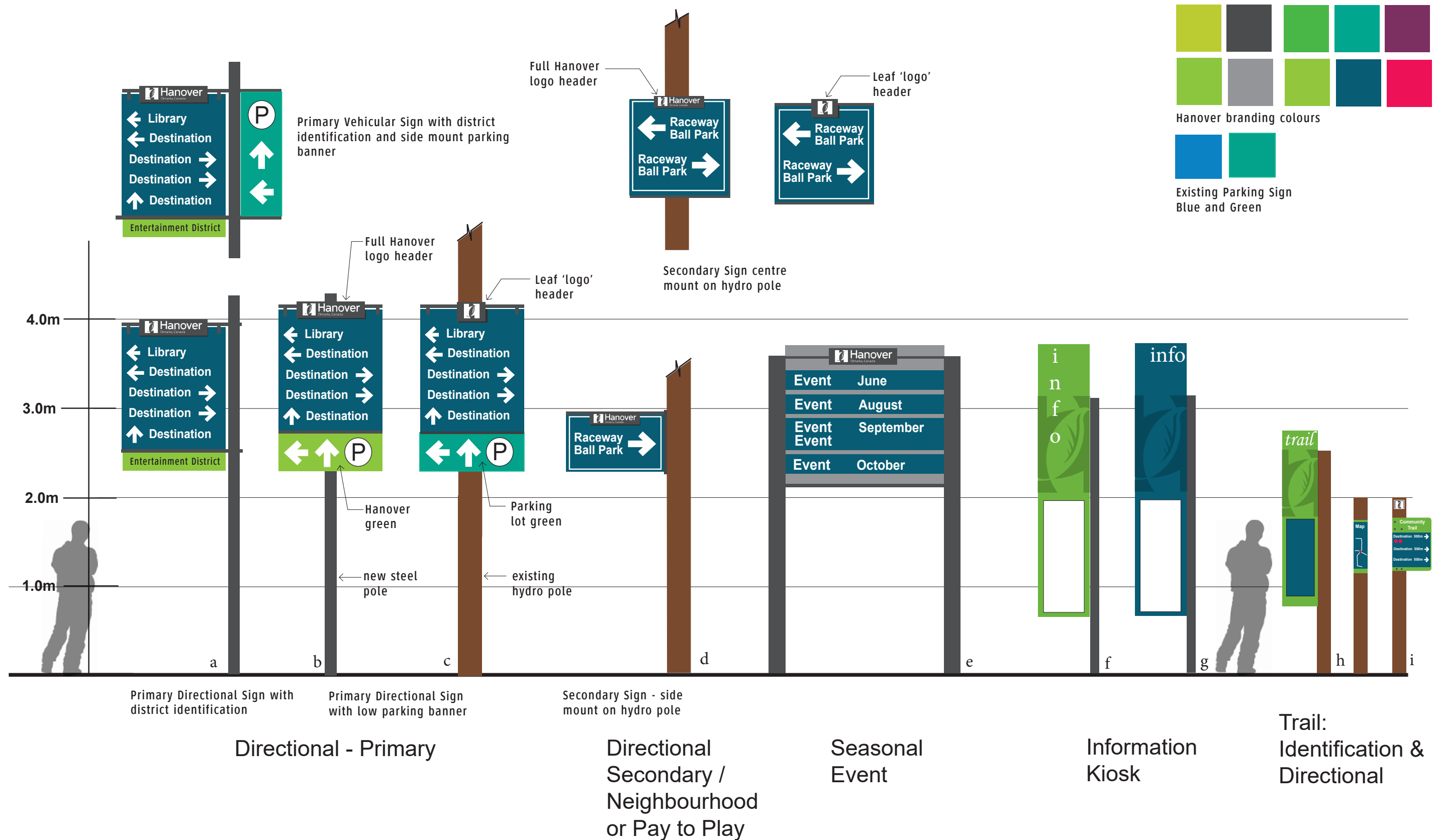
The Town of Hanover logo is currently a strong brand for the Municipality and is used consistently throughout the various concepts. As a central feature to the header, it consolidates messages to indicate that Hanover is the primary place in which you are in. The logo (either in full or the leaf icon) is overlaid on the message panel, adding visual interest and reinforcing the Town brand.

The colours of blue, green, and dark grey are used as the base colours. Blue predominates, with green and dark grey as accents. The optional district panel supports the identification of the specific district one is in, further emphasizing Hanover's 'entertainment hub' initiative.

The following section displays a 'family' of signs preferred concept consideration for the Town of Hanover Wayfinding Strategy. The concepts are guidelines to establish sign design in order to promote harmony throughout Hanover. The following family illustrates the overall design and layout of the final sign designs and was informed by the stakeholder consultation. Signage concept alternatives can be viewed in the appendices.

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# Family of Signs - Preferred Concept



# 6.0

# Wayfinding Considerations

*This section provides information regarding the destination criteria and pay to play signage program for the Town of Hanover's Wayfinding Strategy.*



Destinations, routes, key intersections and decision nodes are connected through a wayfinding system, helping users navigate successfully through a progressive sequence in the placement of signs. The sequencing of information into navigable sections by providing pertinent information only when needed, is called 'progressive disclosure'. In wayfinding, the destination information on the sign is the 'messaging'. The messaging that appears on each sign creates the progressive sequence and requires the destinations to be hierarchical; organized in terms of importance and scale. Once a destination is identified on a sign (and thereby becoming part of the overall sequence), it should be included on all subsequent signs until the destination is reached. However, depending on the messaging requirements, the sign location, and the successful sequencing, it is sometimes challenging to include all requested and/or desirable destinations.

Therefore, the following 2 Step Process outlines the criteria for a destination's inclusion within Hanover's Wayfinding system.

**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, creating the hierarchy of inclusion.

### Criteria for Inclusion Step 1: Eligible Categories

General criteria have been modeled based on a review of best practices of wayfinding strategies for Towns of similar size and character. They are meant to be a guide to inform decisions, but site-specific alterations and variations may be required.

Typically, the destination must fall within one of the following categories, and meet the general criteria.

#### General:

- All destinations shall be within 2km for on-road systems;
- All destinations shall fall within the categories listed on the following pages and meet the designated criteria.

### Community Destinations

#### Districts

- Officially designated area as per government planning or zoning regulations

#### Government Buildings/Courthouses

- A public building occupied by any level of government
- Tourist-friendly

### Cultural or Institutional

#### Secondary Schools

- Educational facility that offers secondary and/or post-secondary education
- Occupies a distinct campus area
- Host community events (i.e. tournaments, leagues, workshops, classes, etc.)

#### Institutions

- A public facility
- Operated by any level of government

#### Hospitals or Health Care

- Health care facilities offering 24-hour emergency health care

*Note: Hospitals are not typically included in a wayfinding strategy as they have their own provincial signage system.*

#### Libraries and Museums

- Open to the public
- Operated by the Town of Hanover
- Not for profit facility

#### Theatres, Performing Arts, and Concert Halls

- Open to the public
- Operated by the Town of Hanover
- Not for profit facility
- Accommodates a minimum 200 people

### **Recreational**

#### Riverfront, Dams, Waterfront Overlook

- Open to the public
- Access to water
- Significant recreational value
- May offer supplemental recreational activities (i.e. boating, canoeing, overlook point, etc.)

#### Golf Courses

- Public facility with a minimum 9 hole course
- Private facilities could be eligible if located within Town limits and are identified as a major tourism attraction by the Town of Hanover (i.e. 2019 Tourism Map, etc.)

#### Hiking and Biking Trails and Trailheads

- Publicly accessible routes maintained by the Town or other government or conservation agency

#### Parks – Municipal

- Open to the public
- Maintained by the Town
- Amenities to serve the broader public

#### Sport Facilities, Recreation & Community Centres

- Includes stadiums, rinks, arenas, auditoriums or convention facilities
- Outdoor sport fields, recreational courts and sporting facilities that serve up to a regional level
- May include facilities with destination appeal for visitors

## **Tourist Services**

### Unique Natural Areas

- Area of special interest open to the public

### Tourism Facilities

- Includes recreational activities, health and wellness, or educational, historical and cultural attractions;
- Identified as a major tourism attraction by the Town of Hanover (i.e. 2019 Tourism Map, etc.); and
- Has ample public parking on site, near by, or located along transit route.

### Visitor or Information Centres

- A primary support centre catering to tourists; and
- Operated by any level of government or associated not for profit agency.

## **Other**

### Privately owned/ operated

- Destinations not included and/or do not fit within the eligible categories outlined above may be considered for a lower tier/ neighbourhood directional sign; and/or
- Could be included in a 'Pay to Play' signage program opportunity.

## **Criteria for Inclusion Step 2: Determine Destination Ranking**

Different destinations will have different levels of importance for different user groups based on where they are within the system. However, to achieve 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 neighbourhood park that most users will be familiar with, will have less importance on a main route than a destination park which will appeal to a larger group of users who may not know where it is.

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

Below are descriptions of the five (5) destination levels in Hanover. Sign space is at a premium, so criteria is needed to determine what is signed and when in the progressive disclosure sequence.

#### **Level 1: Civic Centre and Major Districts**

- Primarily includes civic centres, districts (i.e. Downtown, Entertainment) or areas that provide primary visitor information (i.e. visitor centres, etc).
- May represent grouping of major destinations under an umbrella term.

#### **Level 2: Major Destinations & Landmarks**

- Major cultural, historic, and leisure destinations that generate a high amount of visitors. Included are attractions catering to residents residing within the Town and surrounding community (i.e. Golf Courses, etc.).
- Primarily located on major roads, but well connected to multi-modal routes.
- Often has its own parking facilities or is in close proximity to public parking lots.

#### **Level 3: Local Destinations**

- Local destinations, parks and attractions that provide a level of service to both visitors and local residents.
- These destinations are often located on local or collector roads and/or multi-modal routes, and are in close proximity to public parking.

#### **Level 4: Neighbourhood Destinations & Local Level Services**

- Should include amenities such as washrooms, electric vehicle charging stations, tourism information centre, etc.
  - Must be in comfortable walking distance to downtown or public parking lots (i.e. 350m-450m).
- May also include destinations that cater to residents, or visitors with a specific intention (i.e. libraries, cemeteries, dog parks, etc.).

#### **Level 5: Seasonal Venues**

- Local attraction that provides a level of service to both visitors and local residents, occurring annually for a limited time (i.e. Farmer's Market, etc.).
- No permanently owned/operated facility.

EXCEPTION: If a destination/ attraction is a Municipal request and/or are identified as "other" attractions in the eligible categories.

## Final Destination Hierarchy

Through completing the two step inclusion process and applicable exceptions, a final destination hierarchy is created in the way of priority.

The final destinations to be signed based on the above system are:

### Priority 1

- Civic Centre
- Civic Theatre
- Hanover Park
- P&H Centre
- Downtown District
- Entertainment District

### Priority 2

- Casino
- Hanover Raceway
- Kinsmen Ball Park
- Soccer Fields
- Canoe Launch
- Maclean's Ales
- Movie Theatre
- Drive-In Theatre

### Priority 3

- Launch Pad
- Heritage Square
- Community Trail Access
- JDSS
- Commemorative Grove
- Curling Club
- Lawn Bowling
- Skateboard Park
- Tennis/ Pickleball Courts
- Cemetery

### Priority 4

- Dog Park
- Raceway Ball Park
- Farmer's Market
- Hanover Flea Market

*Note: Cemeteries are not typically included in a wayfinding strategy. All names should be reviewed and finalized prior to fabrication.*

Now that the proposed destinations have been identified, categorized, and ranked to create a hierarchy, it is time to finalize the destination nomenclature.

Destinations have specific names or common abbreviations that are known to the public. The length of the name needs to be considered, especially when destination names are too long to be accommodated on the sign. Abbreviating the destination name can be a solution, however it needs to be similar enough to the original name for users to understand or make the connection (recreation vs. rec.). Standard names should be agreed upon and established. During this process, a number of factors should be considered before names are assigned for use on a sign.

These include:

- Will the name fit on its appropriate sign?
- Is the name commonly used and understood by the public?
- Does the name easily and concisely convey necessary information to a first-time visitor?
- Does the name fit on one-line directional signage?
- Can the name be abbreviated or shortened if it is too long without sacrificing comprehension?
- Will the name remain the same for the foreseeable future?

The manager and review committee (Section 8.0) should review the list of proposed destinations (refer to pg. 53), to confirm the final destination name and/or abbreviation prior to manufacturing, using the above destination nomenclature as a guide.

The proposed destination names (on pg. 53) were determined based on the foundation report process, which included a compilation of existing signage and facility names found on the Town's website, various mapping, and/or documents. Through the public engagement and stakeholder process (section 4.0), the list was reviewed and refined, with a final review by Town staff. Refer to section 7.0: sign details for proposed destination abbreviations and symbology.

## 'Pay to Play' Signage Program

The “Pay to Play” (POP) signage program is a municipal level program that provides opportunity for private tourism-oriented attractions and businesses to promote their location. Both the participant and the municipality and/or jurisdiction typically share the cost of the program. The types of attractions included in these POP programs can vary by region based on the program eligibility criteria.

One of the desired strategies of a municipal wayfinding system is to consolidate identification, orientation and directional messaging with a goal to limit sign clutter on a thoroughfare. Consolidating messaging to a few new signs rather than from several existing signs, can greatly affect the appearance of busy vehicular corridors. However, with the trend of increasing ‘messaging services’ through municipal signage programs comes challenges in that sign messaging incurs a ‘spatial’ premium. For example, as the promotion of destinations increase 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 – hence challenging the key strategy to reduce sign clutter. Specifically, including ‘non-municipal’ enterprise as promoted destinations requires the careful consideration of using independent ‘tourism signs’.

The Town of Hanover has an array of existing private and public tourist destinations and amenities located within and/or closely to its Town boundaries. Nine private businesses have been identified by the Town as key assets through their 2018 Attractions Map, 2019 Visitors Guide, and stakeholder engagement sessions. Due to the compact nature of the Town, the location of potential signed destinations, and wayfinding design criteria and standards results in some destinations to be excluded from a Town’s directional signage program. This is where a POP signage program can be incorporated to highlight participating private businesses, and further promote tourism/ attraction opportunities within the Town.

Several municipalities offer POP options in their own wayfinding programs for ‘in municipality’ destination promotion. Typically these programs are executed at a Township, County, and/or Regional government level, however a few Town’s and Cities are beginning to embrace this option as well. Some basic eligibility criteria shared by these existing POP 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; and
- Meet road side visibility standards.



Typical costs for participating in tourism/destination directional signage programs vary depending on sign location (busier roads have higher premiums); size of sign panel, type of organization (non-profit vs profiting business); etc. Research suggests that user fees have generally not covered all costs, but have aided in sign production, installation and yearly maintenance.

The priority for 'tourism destination' inclusion on a Town directional sign should be limited (typically) to those destinations and systems that are owned and supported by the Town. Including private enterprise (as destinations) on a Town of Hanover POP sign, presents an opportunity for the Town to increase its support of tourism potential for the area.

#### General Constraints

- 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 Town Brand on the signs.

7.0

# Sign Details & Placement

*This section provides information regarding the placement of Town signage through standards and aerial maps as well as phasing for the Town of Hanover's Wayfinding Strategy.*

### Sign Messaging Standards

Finding one's way within a place, or to find and connect with another place involves various types of messaging. Messaging types used during the wayfinding process typically include: Identification, Orientation, Directional, and Information/Interpretive. Messaging itself may be accommodated by different structures or sign types.

General Messaging Standards:

- Signs should be limited to no more than four to five destinations to allow for users to process information;
- Destination locations to the left should always be placed in the top slot followed by the destinations to the right then straight ahead; and
- Font size directly corresponds to road speed and viewing distance and is measured based on "Cap Height".

### Sign Placement Standards

The review of the MTO standards identifies guidelines on placement of municipal signage within Hanover. The following section showcases a number of schematic drawings of signage standards that are followed along local, regional, and provincial roads in Hanover. Note that these are conceptual diagrams and are general in nature. Each sign that is placed should be site verified prior to installation.

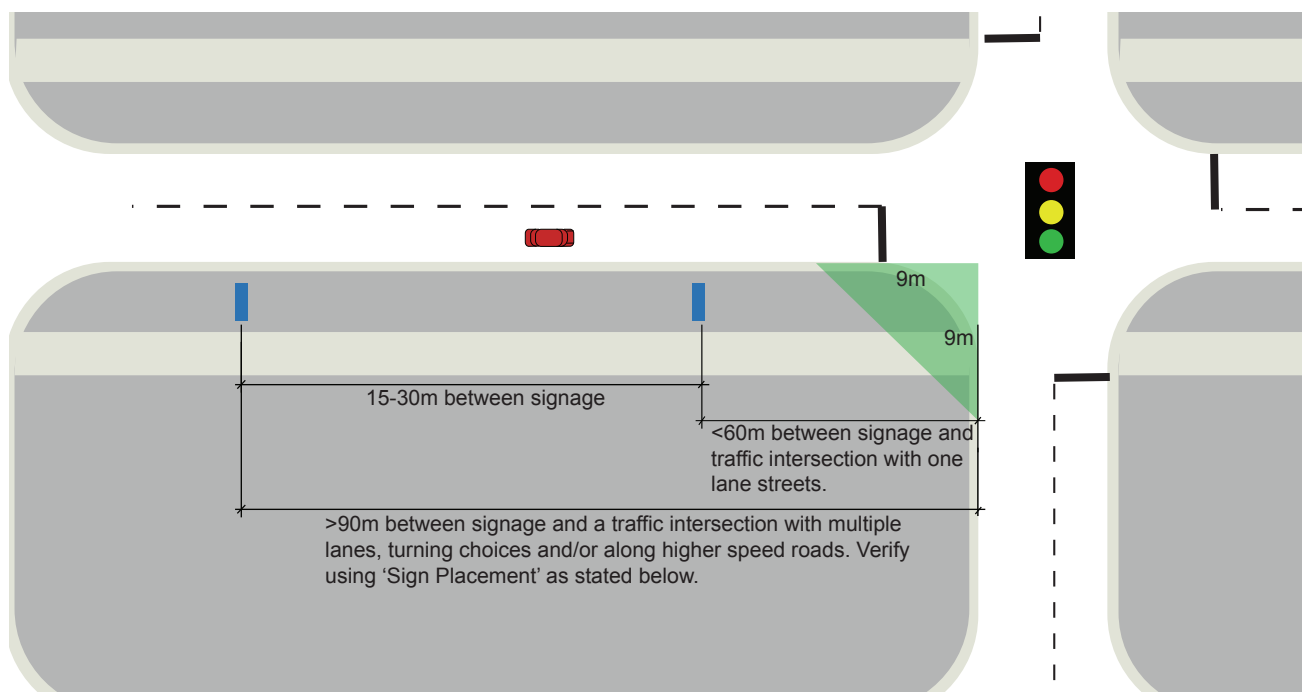
General Sign Placement Standards:

- 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 i.e. trees, signs and banners;
- Signs should not be located within 9m of a site triangle of an intersection;
- 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 2.4m; and
- 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

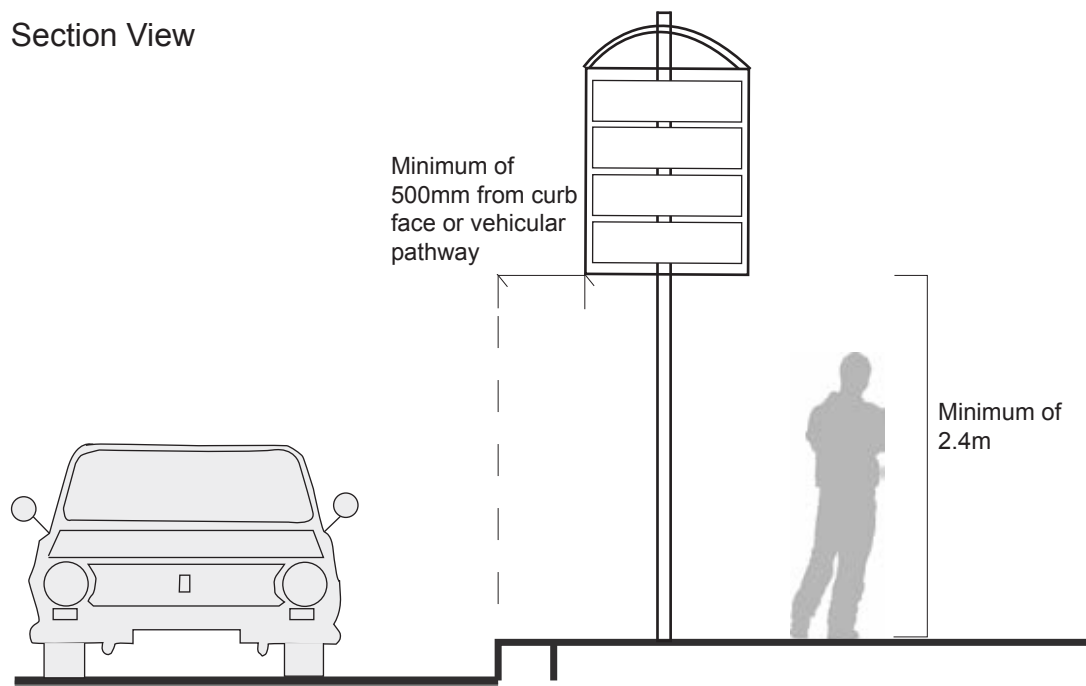
The placement of directional signage is key and should provide the driver enough time available for the driver to check for a gap and change lanes comfortably before reaching the turnoff or intersection. In low volume traffic, a distance equivalent to eight (8) seconds at assumed operating speed is required.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

### Directional Sign Placement - Intersection

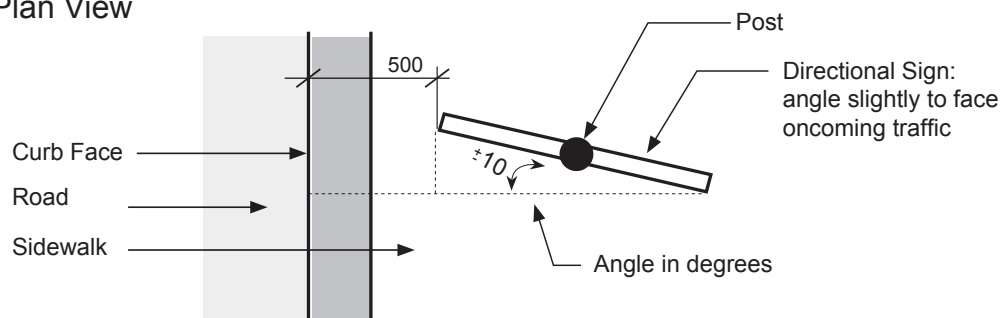


## Sign Placement on Pedestrian Pathway

### Section View



### Plan View








## Placement Guidelines

1. Refer to details and specifications for general sign location.
2. Directional signs to be placed approximately 30m away from proceeding intersection or destination location.
3. Ensure no obstructions such as planters, hanging baskets, light standards, trees, other signs, etc. block view of sign panel.
4. Do not place sign in the sight triangle (9m both ways) of parking lot egress, intersections or driveways.
5. Adjust sign locations to suit sub-grade utilities. Utility locates to be completed by contractor prior to installation.
6. Adjustments by contractor to proposed locations to be approved by client.
7. Edge of sign to be placed 500mm minimum away from curb face.
8. Angle directional signs approximately 10 degrees as shown to address vehicular traffic.

## Sign Symbology

Many destinations within Hanover are located within the same facility (recreation, park, municipal building, etc.) and/or have multiple amenities associated. Symbols can be incorporated where possible to limit text or destinations that are representative in an icon.

For those locations with multiple destinations/ amenities, the highest priority destination has been included in the messaging chart, with the additional lower priority destinations/ amenities to be included as a symbol/ icon (where applicable refer to sign messaging charts), as illustrated below (in no particular order):

Priority Destination	Destination Representative	Symbol/ Icon
Civic Centre	<ul style="list-style-type: none"> <li>Civic Theatre, Public Library, Visitor Information &amp; Public Washroom</li> </ul>	
Hanover Raceway	<ul style="list-style-type: none"> <li>Raceway Ball Park</li> </ul>	
Heritage Square	<ul style="list-style-type: none"> <li>Farmer's Market</li> </ul>	
Hanover Park	<ul style="list-style-type: none"> <li>Canoe Launch, Skateboard Park, Community Trail Access, &amp; Public Washrooms</li> </ul>	
Soccer Fields	<ul style="list-style-type: none"> <li>Dog Park, Community Trail Access, &amp; Public Washrooms</li> </ul>	

The original electronic artwork for these symbols should be used for reproduction purposes. The client will 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. See design intent details for symbol/ icon colour and layout.*

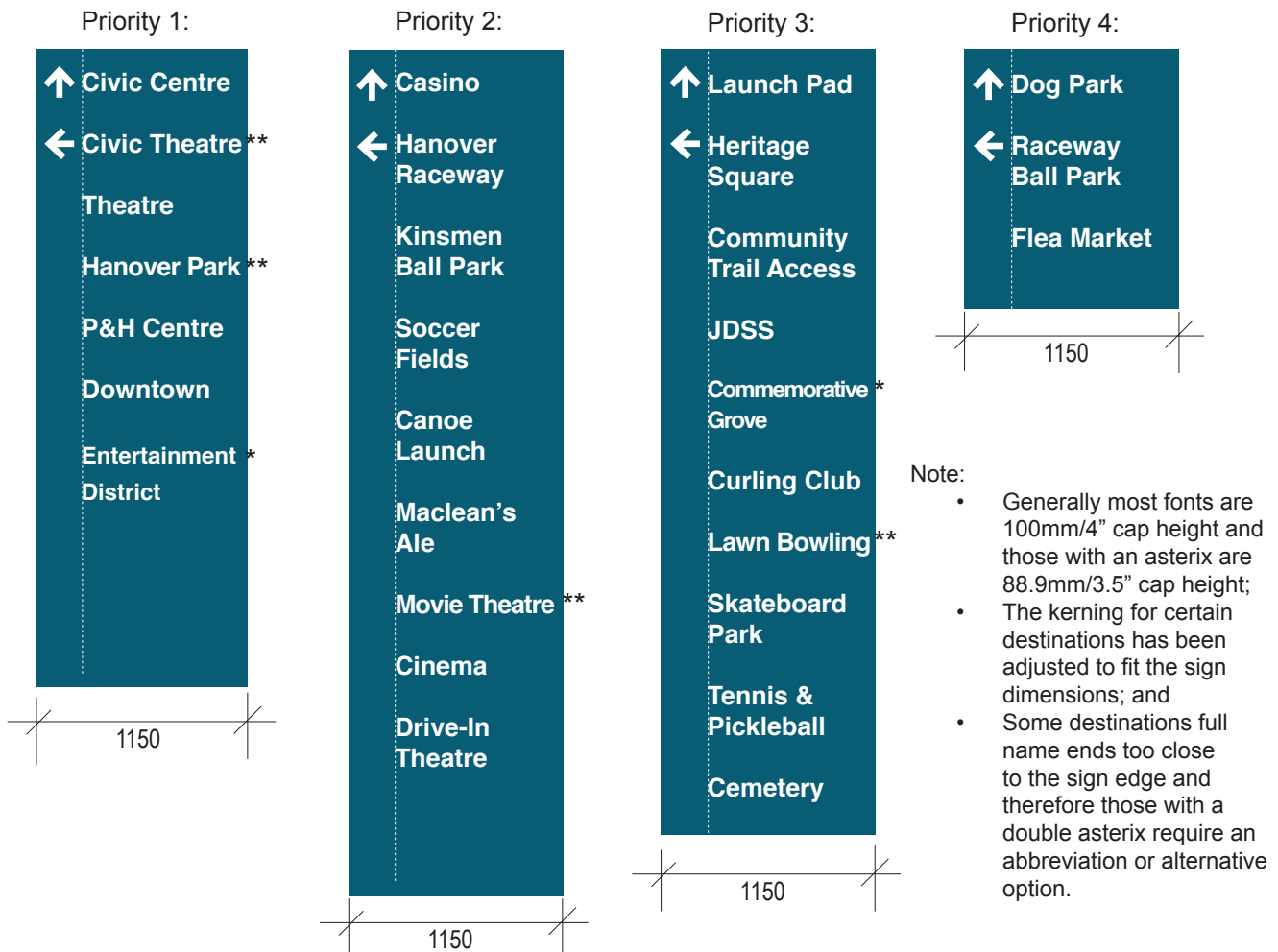
## Destination Abbreviations

The legibility of a destination name has several overriding factors including: text height, typeface, and colour contrast. The length of name and destination abbreviations also need to be considered, especially when destination names are too long to be accommodated on the sign. Destination names on two lines offers one solution, but does take away space on the sign for a different name. If a name is abbreviated then it needs to be similar enough to the original name for users to understand or make the connection (i.e. recreation vs. rec.).

The following graphics illustrates destination messaging possibilities, with a few alternatives. Appropriate names should be considered by the Town and Review Committee in conjunction with a messaging layout review with the sign contractor prior to the manufacturing of the signs.







A few alternative options for consideration include:

- double lines (i.e., Heritage Square, Drive-In Theatre, etc.);
- smaller font 'cap height' (i.e., Commemorative Grove);
- use of abbreviations (i.e., shortening Civic Theatre to Theatre, Movie Theatre to Cinema, etc.); and/or
- kerning adjustments.



## Colour Palette

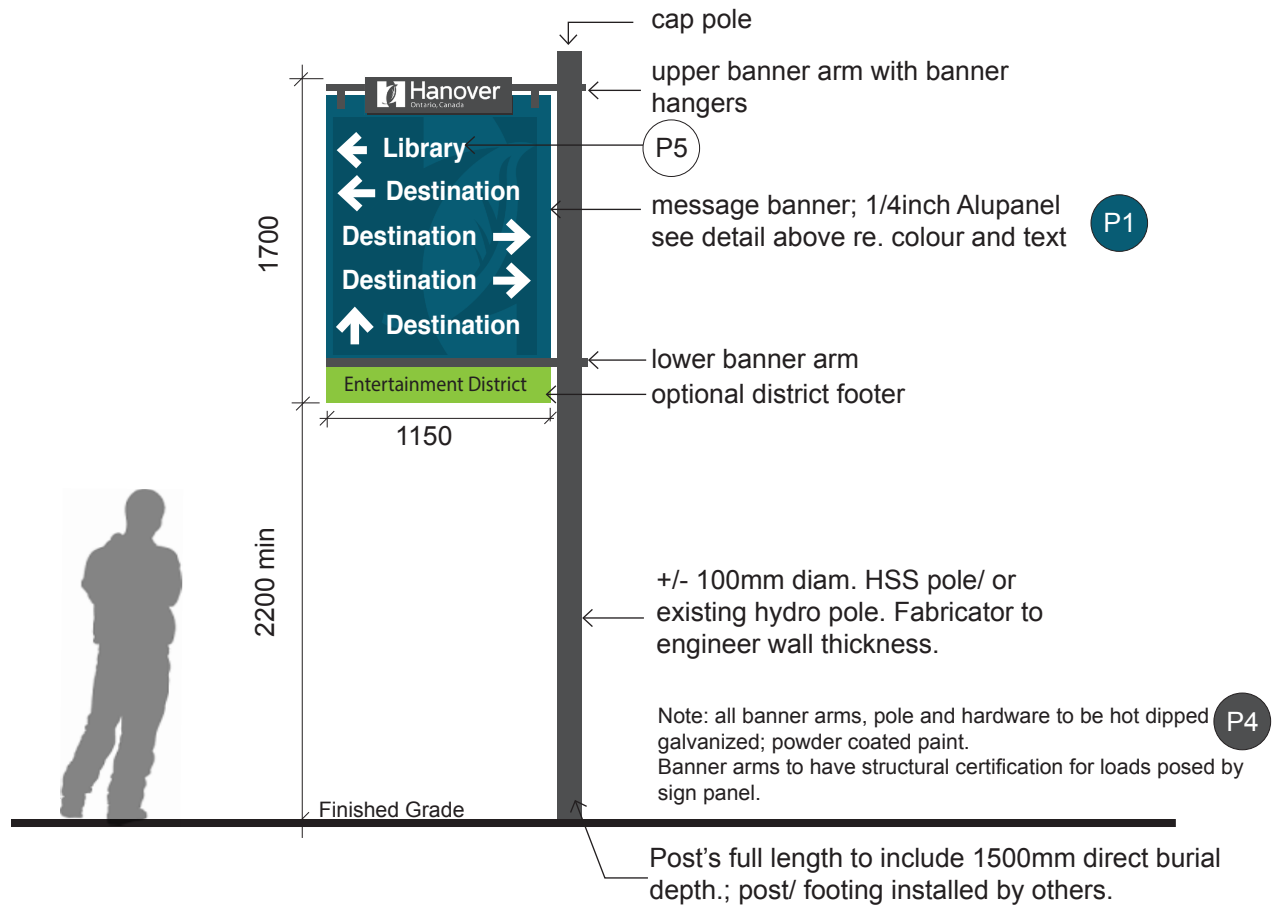
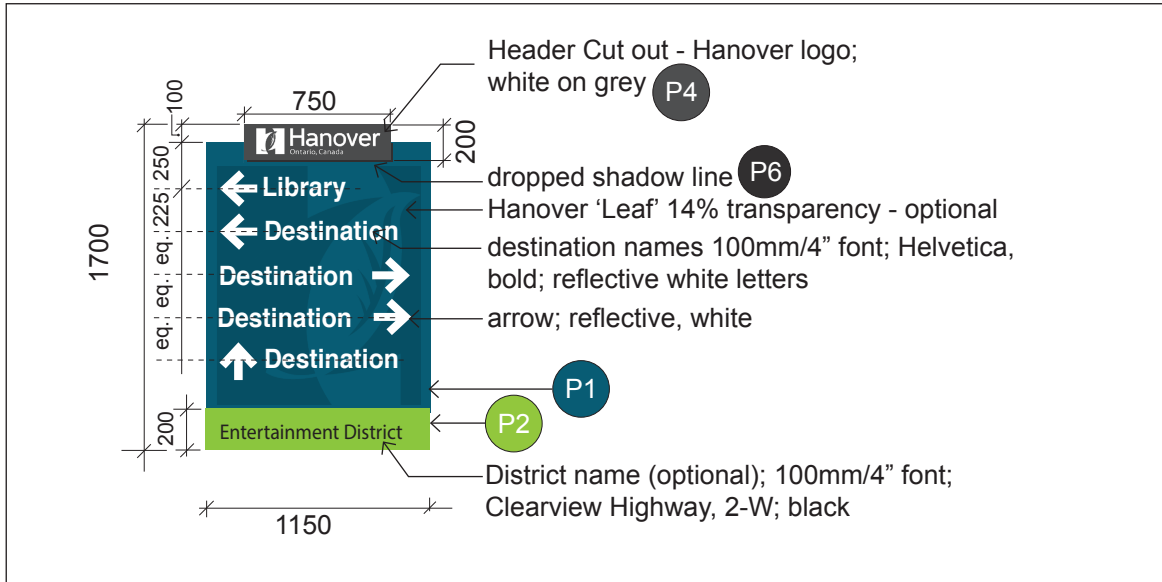
The colour palette for the Town of Hanover's Wayfinding Strategy uses three key colours from the Town's branding strategy. Exterior grade sign paint is to be used for metal substrates (or approved powder-coat alternative). All paint surfaces shall be protected with a UV resistant, graffiti-resistant polyurethane clear-coat finish with a gloss sheen. High visibility reflective vinyl films will be utilized where required.

-  P1 Hanover blue  
(C100-M68-Y51-K0)
-  P2 Hanover green  
(C48-M0-Y100-K0)
-  P3 Hanover parking green  
(C80-M12-Y56-K1)
-  P4 Hanover grey (95%)  
(C0-M0-Y0-K85)
-  P5 White
-  P6 Shadow grey  
Black 95%



## A. Directional Primary Signage

Primary Directional Sign with District Identification footer; side mount on new pole.

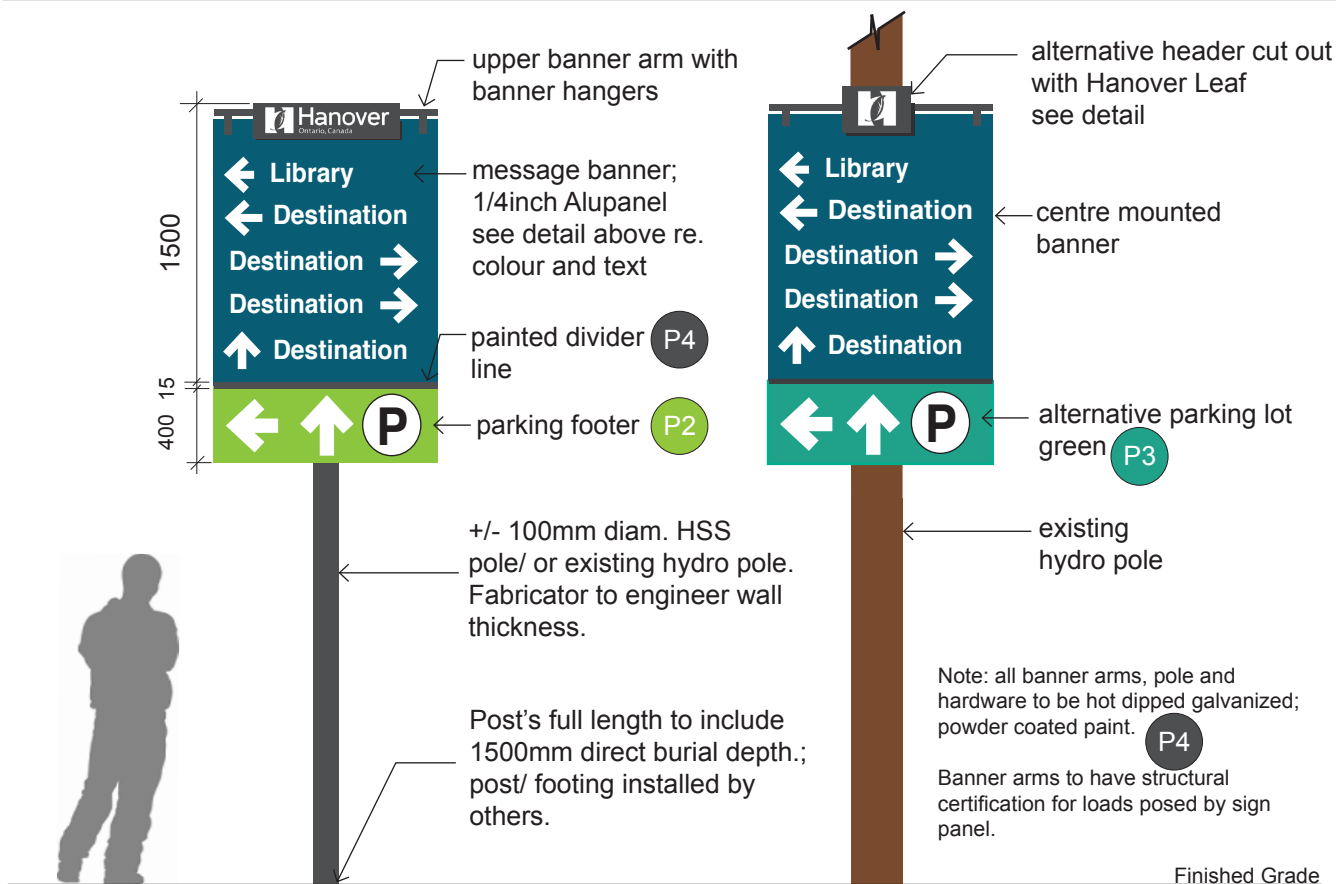
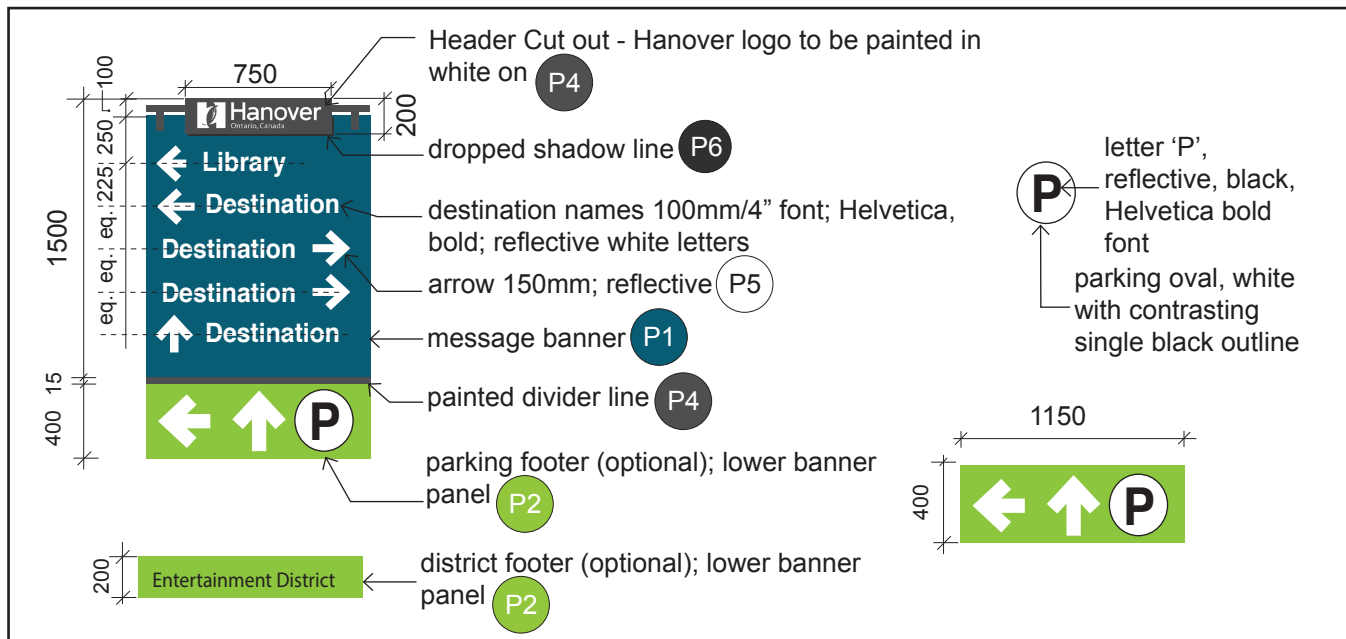


**NOTE:**

- Refer to colour palette key for paint/coating information.
- All dimensions are in millimetres unless otherwise stated
- Design is for informational purposes only- showing intent and possible outcome, contractor to supply shop drawings and final draft graphic layout drawings to Town for approval.

## B. Directional Primary Signage

Primary Directional Sign with Parking footer; centre mount on new pole or hydro pole.

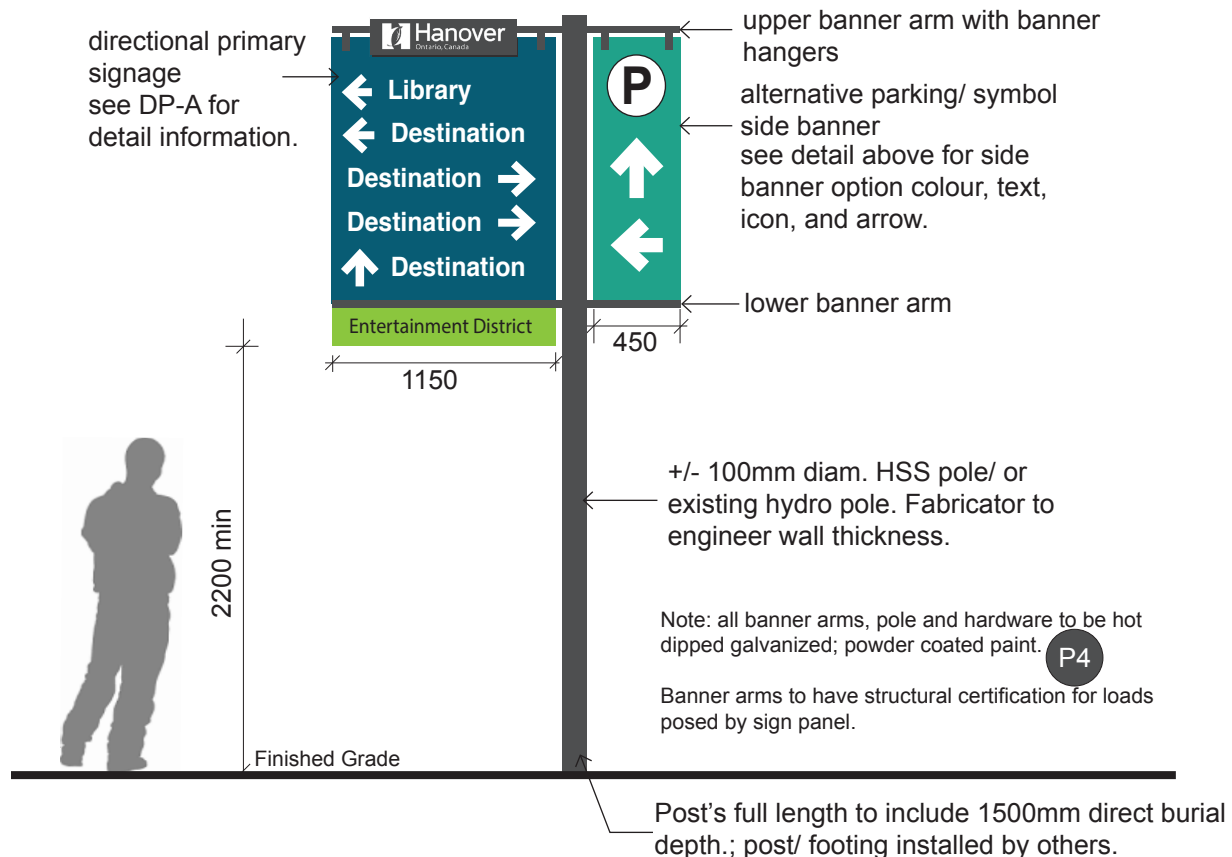
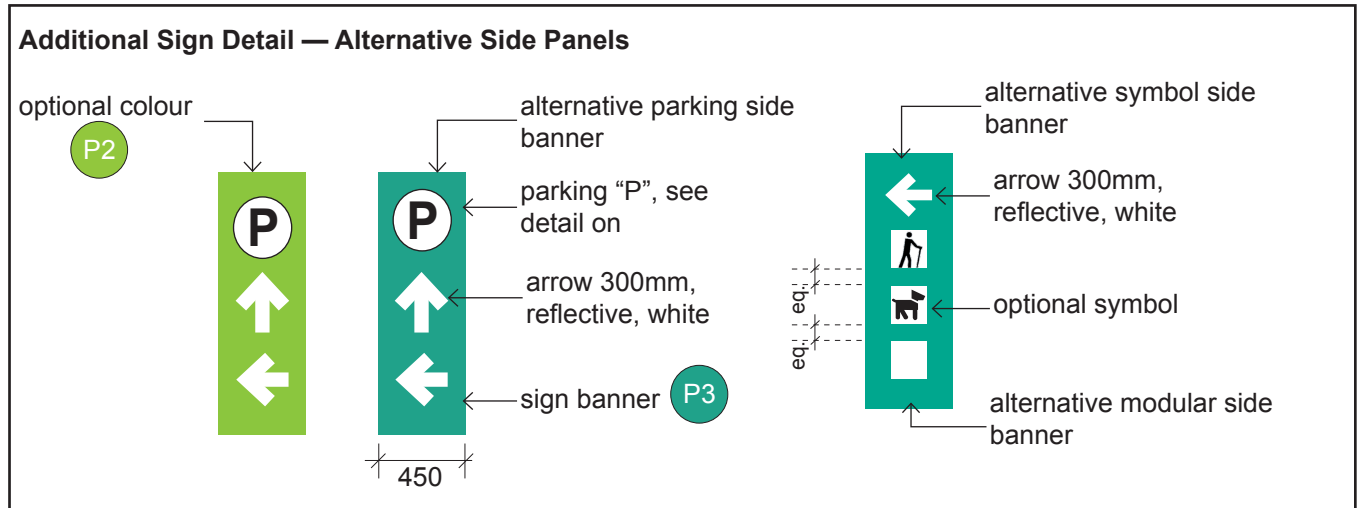


**NOTE:**

- Refer to colour palette key for paint/coating information.
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## C. Directional Primary Signage

Primary Directional Sign with alternative side banner panels; side mount on new pole.

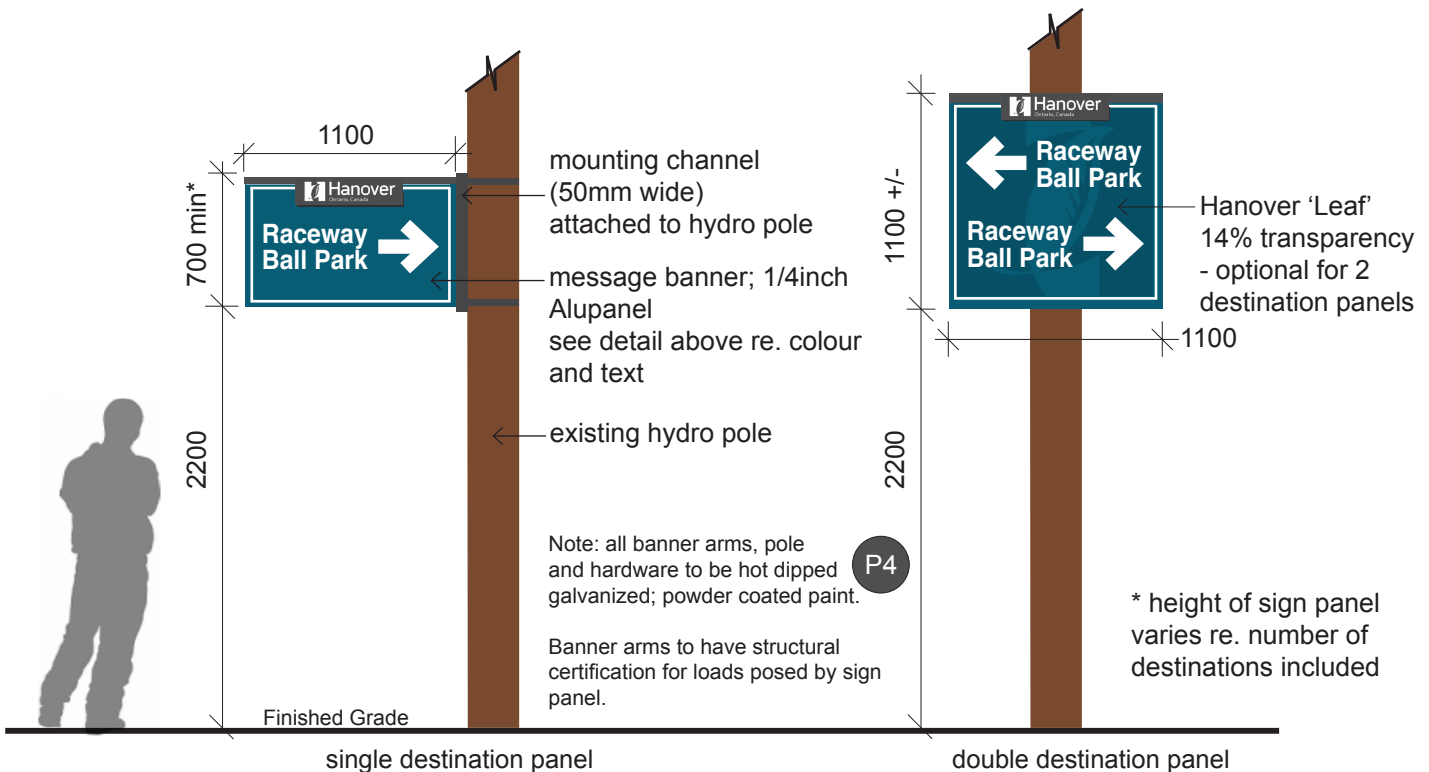
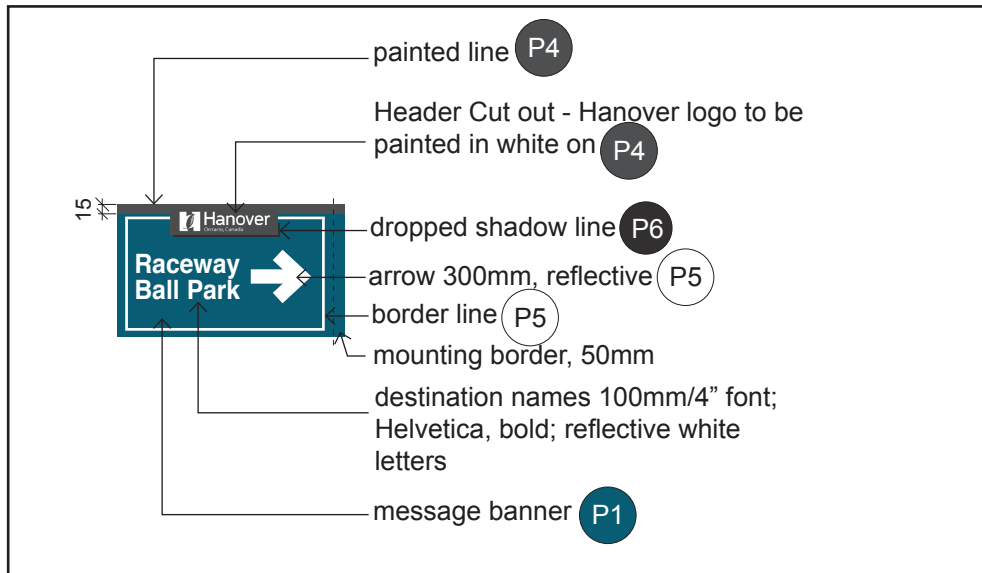


**NOTE:**

- Refer to colour palette key for paint/coating information.
- All dimensions are in millimetres unless otherwise stated
- Design is for informational purposes only- showing intent and possible outcome, contractor to supply shop drawings and final draft graphic layout drawings to Town for approval.

## D. Directional Secondary/ Neighbourhood Signage

Secondary Directional Sign centre mount on existing hydro pole.

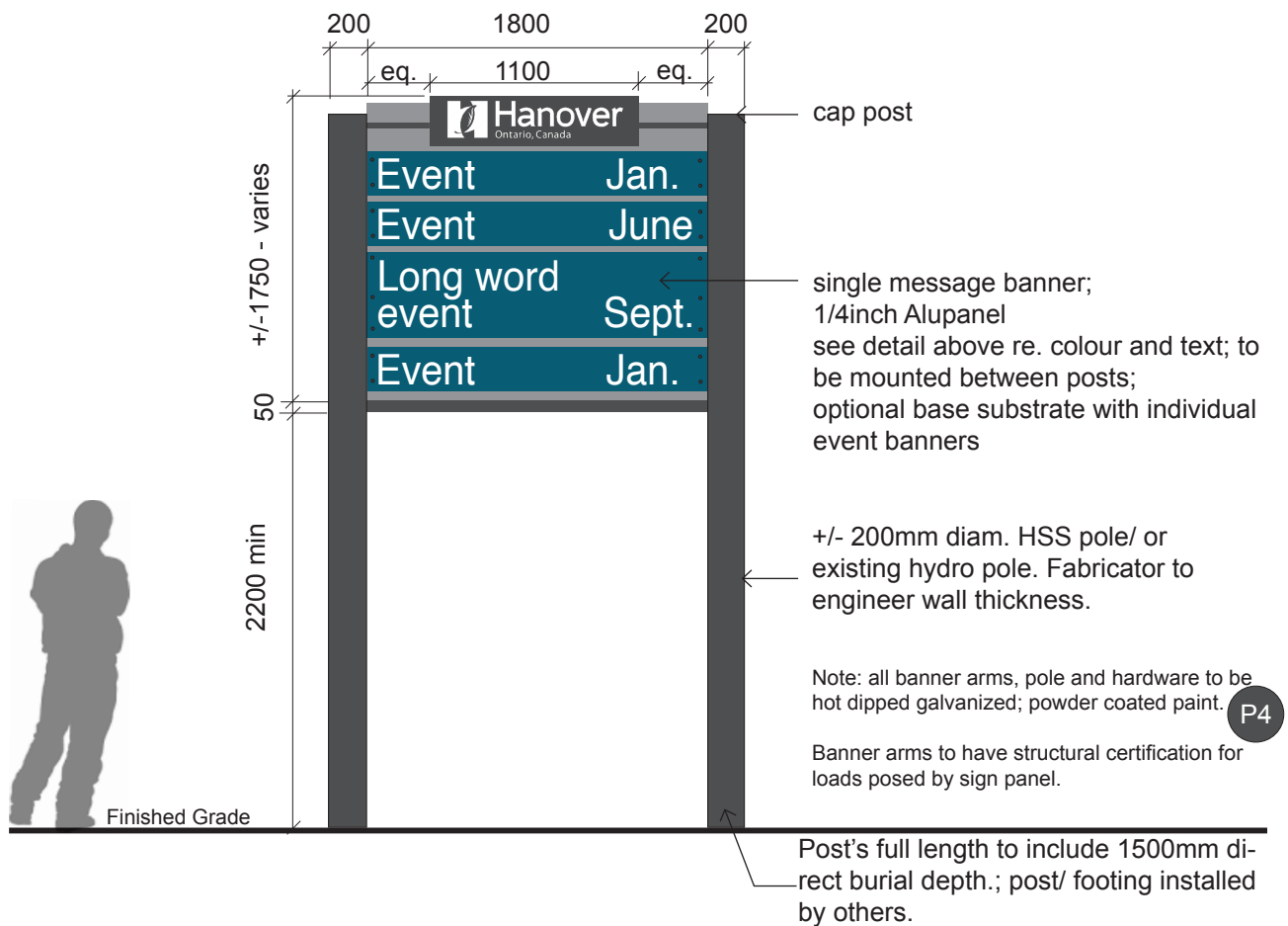
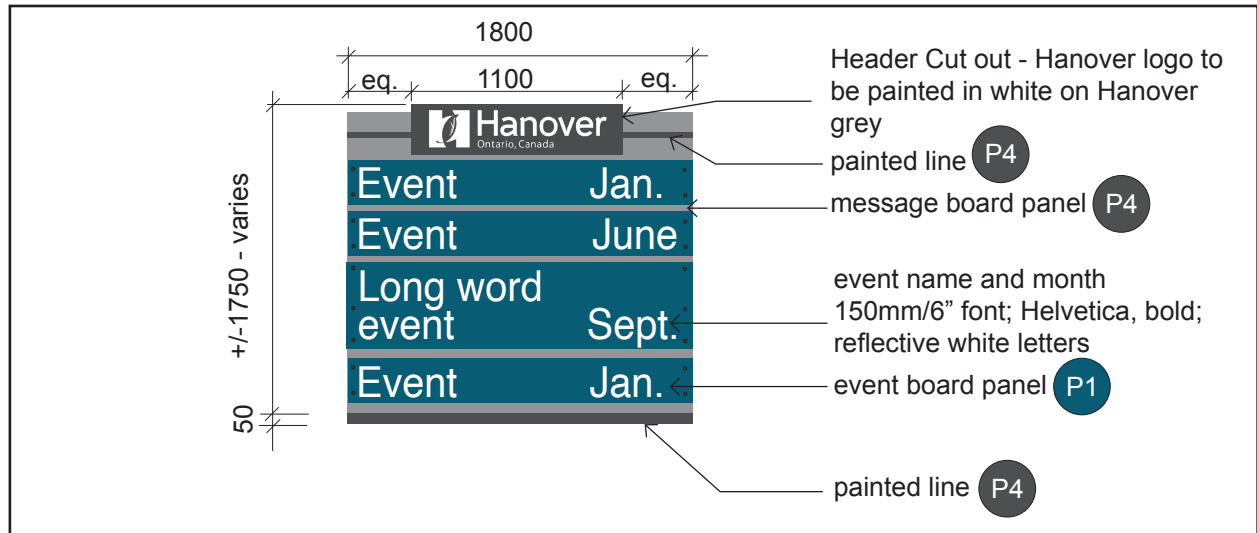


**NOTE:**

- Refer to colour palette key for paint/coating information.
- All dimensions are in millimetres unless otherwise stated
- Design is for informational purposes only- showing intent and possible outcome, contractor to supply shop drawings and final draft graphic layout drawings to Town for approval.

## E. Event Signage

### Season event signage

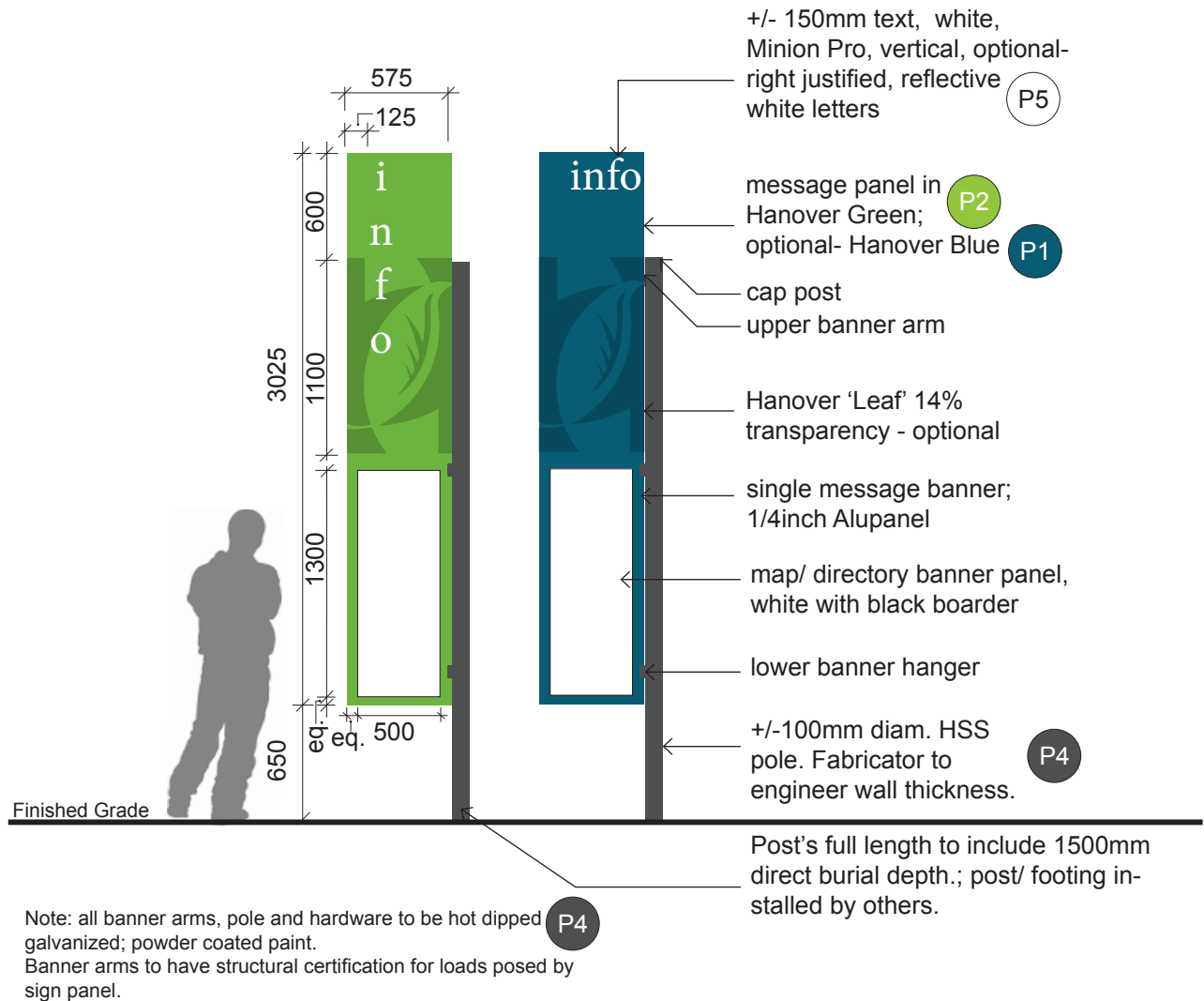


**NOTE:**

- Refer to colour palette key for paint/coating information.
- All dimensions are in millimetres unless otherwise stated
- Design is for informational purposes only- showing intent and possible outcome, contractor to supply shop drawings and final draft graphic layout drawings to Town for approval.

## F. Information Kiosk/ Directory Signage

Information Kiosk/ Directory Signage side mount on new pole.

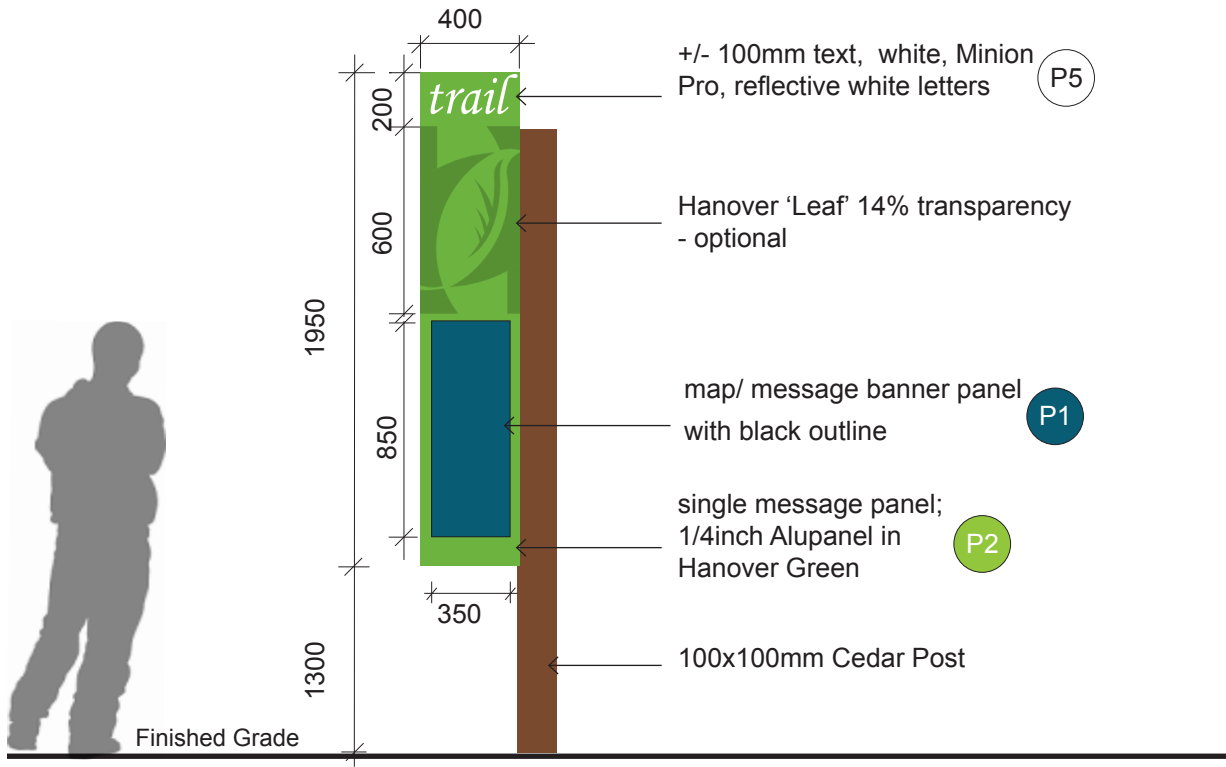


**NOTE:**

- Refer to colour palette key for paint/coating information.
- All dimensions are in millimetres unless otherwise stated
- Design is for informational purposes only- showing intent and possible outcome, contractor to supply shop drawings and final draft graphic layout drawings to Town for approval.

## G. Trail Identification & Directional Signage

Trail Identification Sign; side mount on new wooden post.



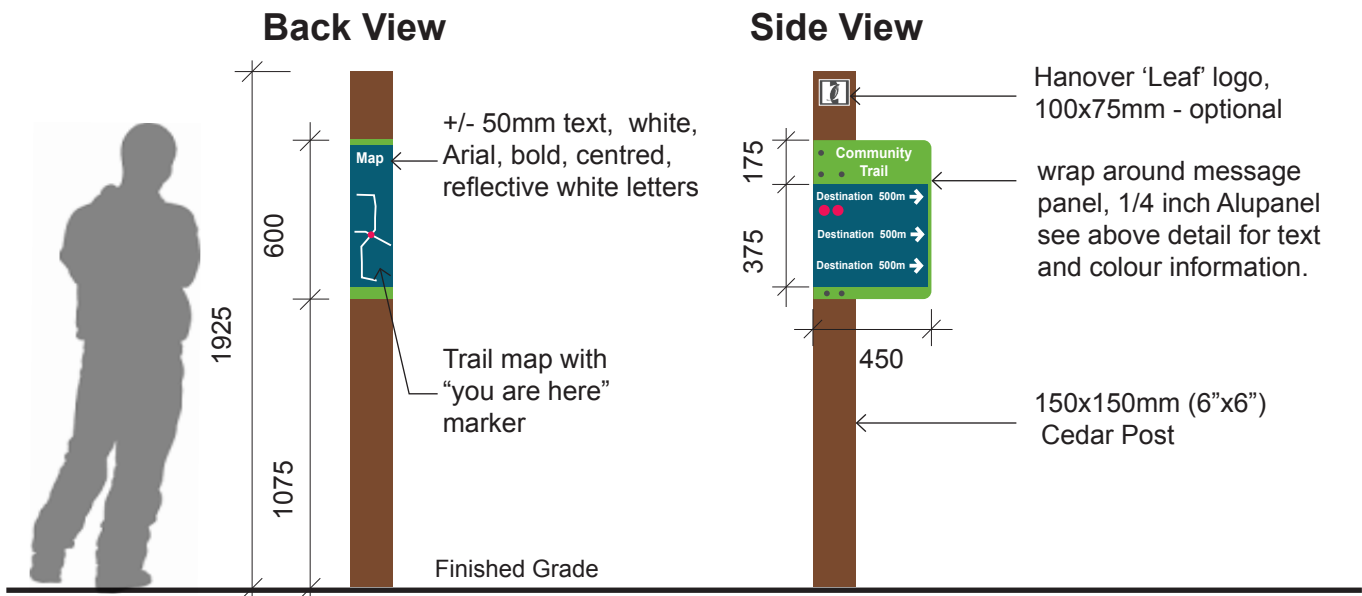
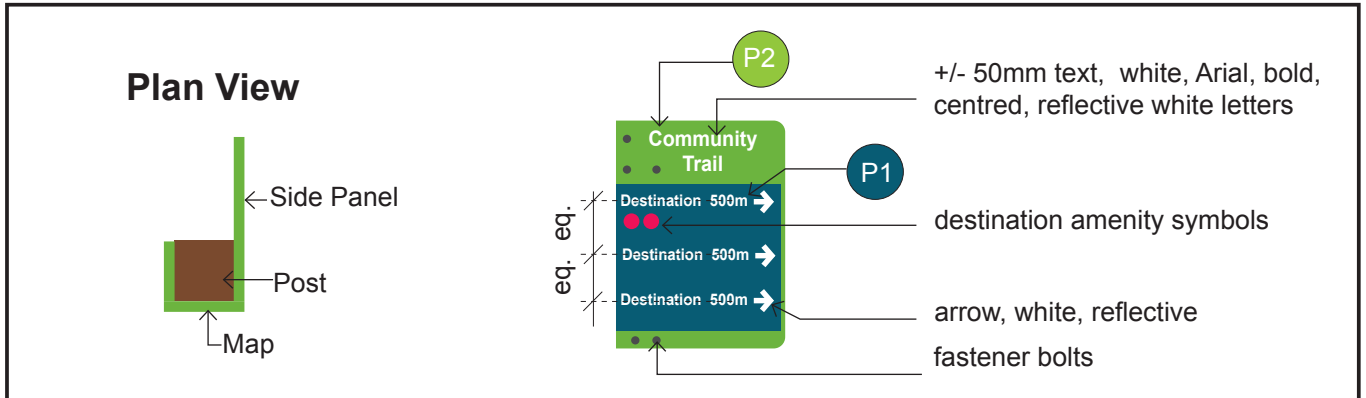
Note: all banner arms, pole and hardware to be hot dipped galvanized; powder coated paint. (P4)

Banner arms to have structural certification for loads posed by sign panel.

### NOTE:

- Refer to colour palette key for paint/coating information.
- All dimensions are in millimetres unless otherwise stated
- Design is for informational purposes only- showing intent and possible outcome, contractor to supply shop drawings and final draft graphic layout drawings to Town for approval.

Trail Directional Signage; wrap around mount on new wooden post.



**NOTE:**

- Refer to colour palette key for paint/coating information.
- All dimensions are in millimetres unless otherwise stated
- Design is for informational purposes only- showing intent and possible outcome, contractor to supply shop drawings and final draft graphic layout drawings to Town for approval.



The following section showcases maps which identify proposed sign locations. These maps illustrate proposed signage locations for:

- Directional Primary signage;
- Directional Secondary/ Neighbourhood signage;
- Information Kiosk and directory signage;
- Trail Identification signage; and
- Trail directional signage.

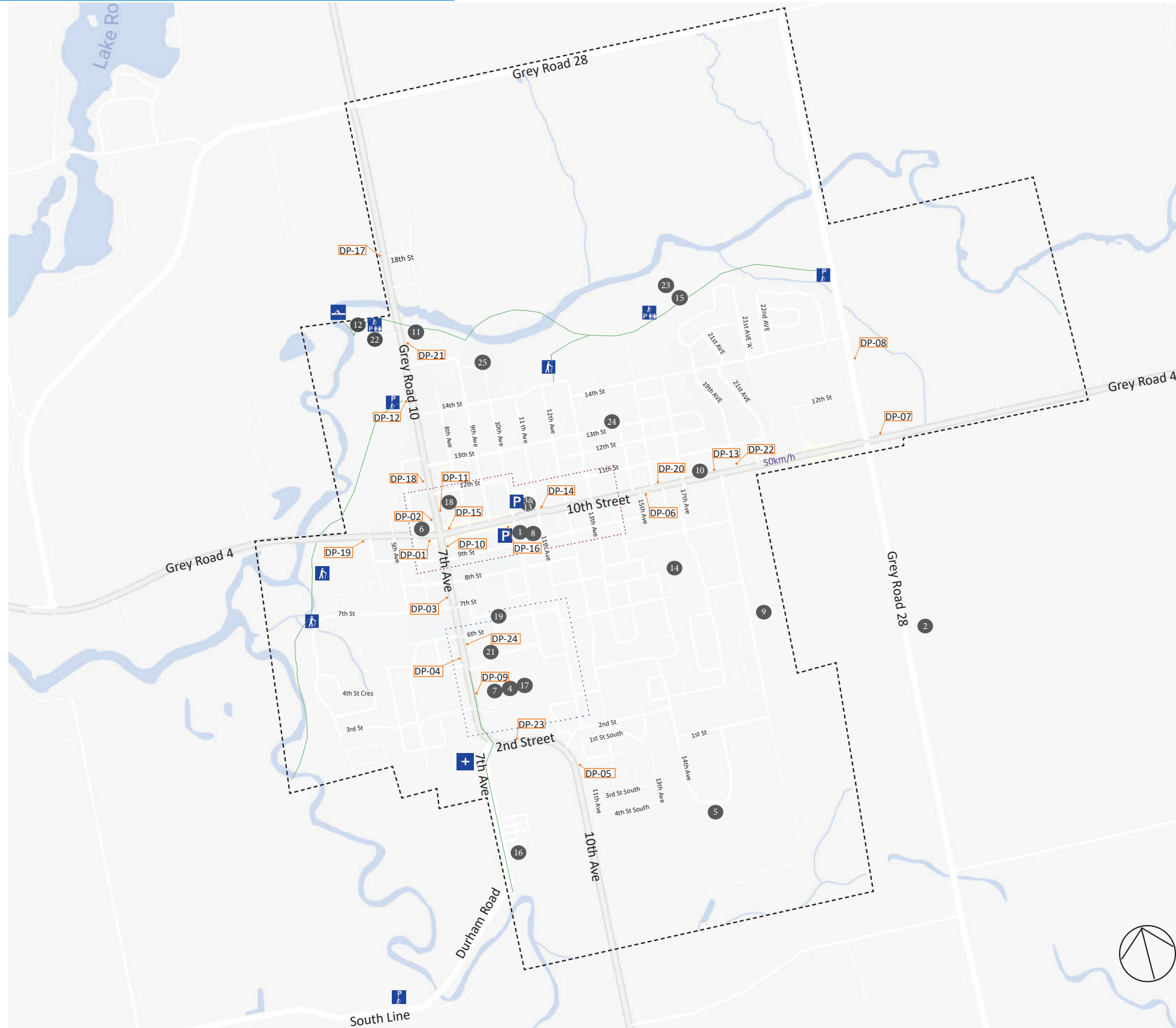
Final destinations were determined from the destination criteria found in section 6.1. Each sign type is highlighted with a key that coordinates with a designated sign type. The reference key written inside coordinates the sign with the messaging charts that follow the maps.

The messaging charts outline specific information per sign, including turning direction arrow, destinations, alternative destinations, modular banner (parking and symbols), site location information, and phasing recommendations. All of the possible destinations that could appear on each sign are listed. Certain signs exceed the five destination maximum, and could also include either the alternative parking modular banner or alternative symbol modular banner. Therefore this requires the Town to carefully consider which destinations are priority and should be included, in addition to which modular banner option to proceed with.

Note:

- Parking is typically priority;
- Cemeteries are not typically included in wayfinding signage; and
- Directions typically appear: 'left', 'right', then 'straight', and destinations should appear in order of closest to decision node.

# Directional Primary (DP) Sign Map










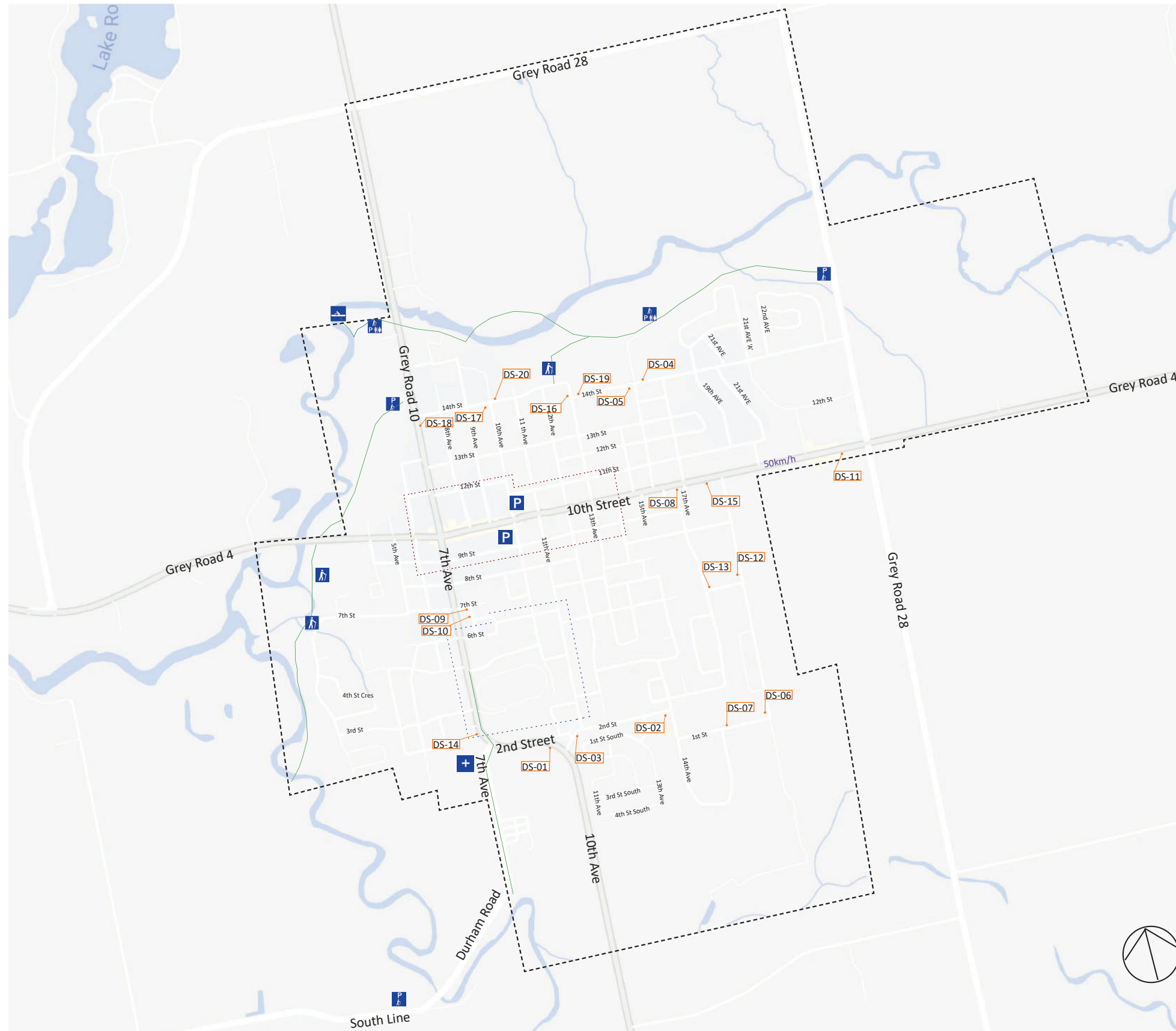
## LEGEND

- # Destination location & Key
  - 1 Civic Theatre
  - 2 Drive-In Theatre
  - 3 Farmer's Market
  - 4 Hanover Raceway
  - 5 Maclean's Ales
  - 6 Movie Theatre
  - 7 Casino
  - 8 Civic Centre
  - 9 John Diefenbaker Senior School
  - 10 Launch Pad
  - 11 Commemorative Grove
  - 12 Hanover/ Town Park
  - 13 Heritage Square
  - 14 Kinsmen Ball Park
  - 15 Dog Park
  - 16 Cemetery
  - 17 Raceway Ball Park
  - 18 Curling Club
  - 19 Hanover Lawn Bowling Club
  - 21 P&H Centre
  - 22 Skateboard Park
  - 23 Soccer Fields
  - 24 Tennis/ Pickleball Courts
  - 25 Hanover Flea Market
- 
- DP-XX Directional Primary (refer to chart)
  - ... Entertainment District Boundary
  - ... Downtown District Boundary
  - Primary Community Trail
  - Canoe Launch
  - Community Trail Access
  - Hospital
  - Parking & Public Washroom
  - Parking, Public Washroom, & Trail Access
  - Parking & Trail Access
  - Parking (Municipal)
  - - - Township Boundary

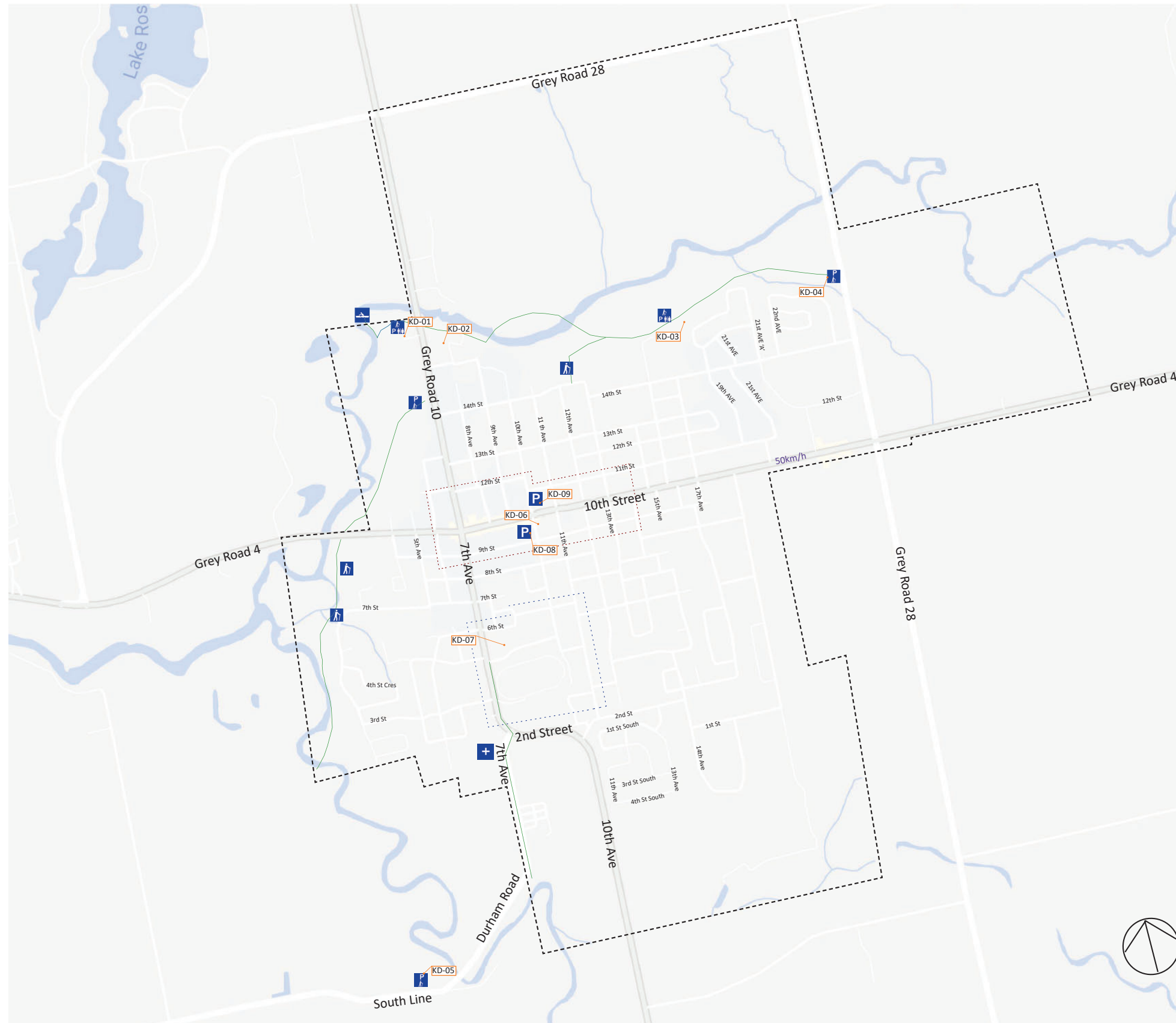
# Directional Secondary/ Neighbourhood (DS) Sign Map

## LEGEND

- # Destination location & Key
  - 1 Civic Theatre
  - 2 Drive-In Theatre
  - 3 Farmer's Market
  - 4 Hanover Raceway
  - 5 Maclean's Ales
  - 6 Movie Theatre
  - 7 Casino
  - 8 Civic Centre
  - 9 John Diefenbaker Senior School
  - 10 Launch Pad
  - 11 Commemorative Grove
  - 12 Hanover/ Town Park
  - 13 Heritage Square
  - 14 Kinsmen Ball Park
  - 15 Dog Park
  - 16 Cemetery
  - 17 Raceway Ball Park
  - 18 Curling Club
  - 19 Hanover Lawn Bowling Club
  - 21 P&H Centre
  - 22 Skateboard Park
  - 23 Soccer Fields
  - 24 Tennis/ Pickleball Courts
  - 25 Hanover Flea Market
- 
- DS-XX Directional Secondary (refer to chart)
  - ..... Entertainment District Boundary
  - ..... Downtown District Boundary
  - Primary Community Trail
  -  Canoe Launch
  -  Community Trail Access
  -  Hospital
  -  Parking & Public Washroom
  -  Parking, Public Washroom, & Trail Access
  -  Parking & Trail Access
  -  Parking (Municipal)
  - Township Boundary



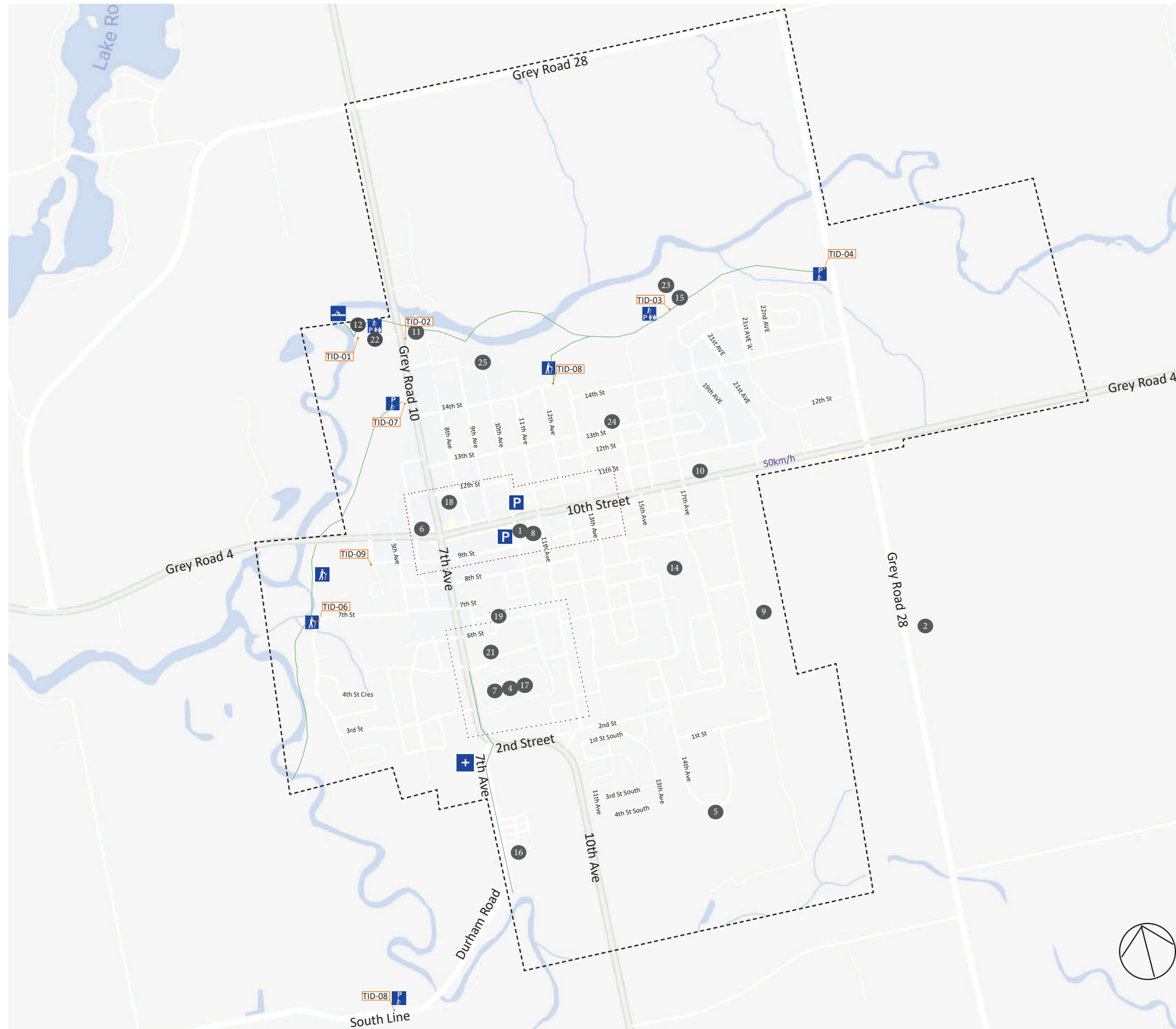
# Information Kiosk & Directory (KD) Sign Map



## LEGEND

- # Destination location & Key
  - 1 Civic Theatre
  - 2 Drive-In Theatre
  - 3 Farmer's Market
  - 4 Hanover Raceway
  - 5 Maclean's Ales
  - 6 Movie Theatre
  - 7 Casino
  - 8 Civic Centre
  - 9 John Diefenbaker Senior School
  - 10 Launch Pad
  - 11 Commemorative Grove
  - 12 Hanover/ Town Park
  - 13 Heritage Square
  - 14 Kinsmen Ball Park
  - 15 Dog Park
  - 16 Cemetery
  - 17 Raceway Ball Park
  - 18 Curling Club
  - 19 Hanover Lawn Bowling Club
  - 21 P&H Centre
  - 22 Skateboard Park
  - 23 Soccer Fields
  - 24 Tennis/ Pickleball Courts
  - 25 Hanover Flea Market
- 
- Information Kiosk (refer to chart)
  - Entertainment District Boundary
  - Downtown District Boundary
  - Primary Community Trail
  - Canoe Launch
  - Community Trail Access
  - Hospital
  - Parking & Public Washroom
  - Parking, Public Washroom, & Trail Access
  - Parking & Trail Access
  - Parking (Municipal)
  - Township Boundary

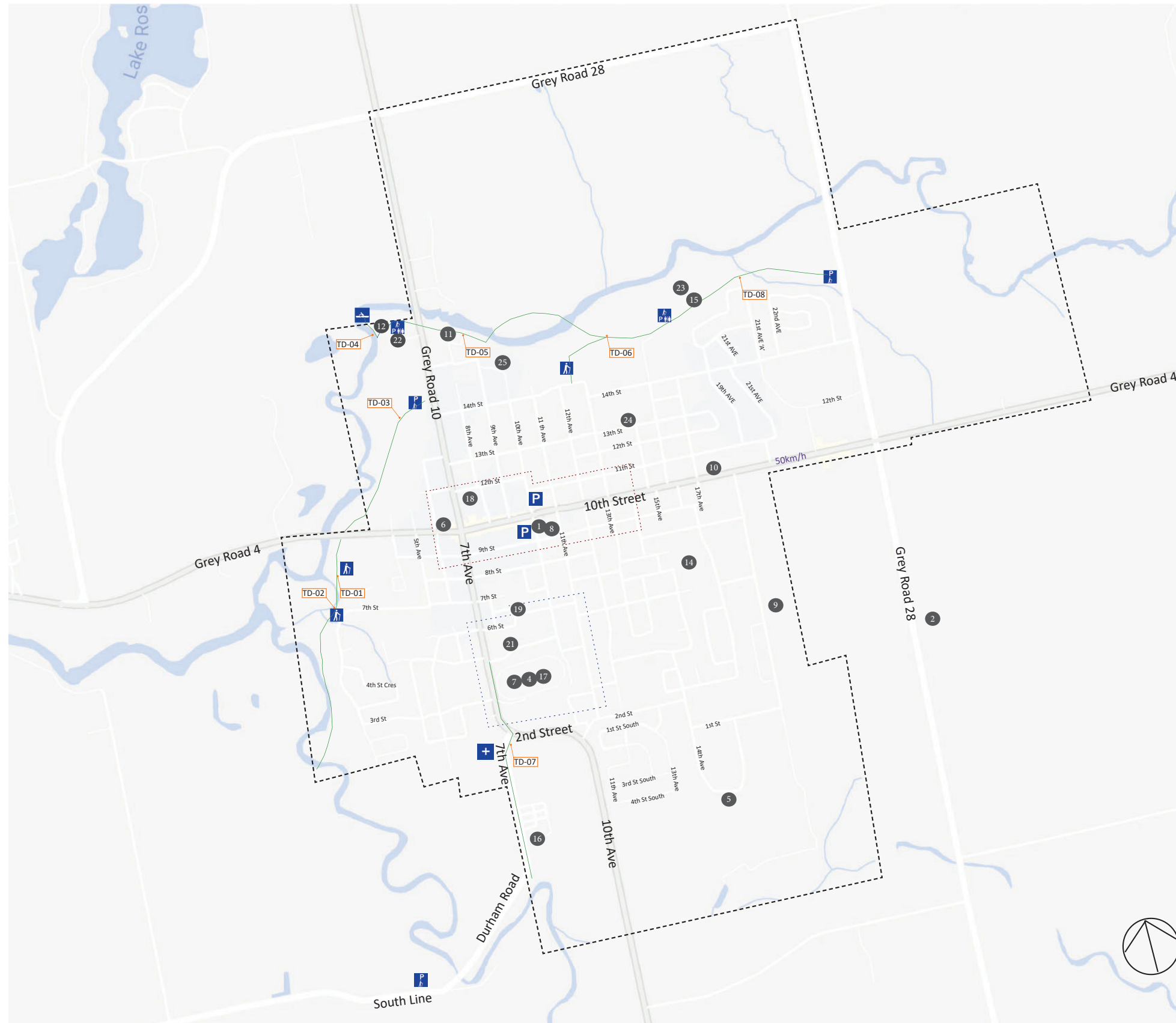
# Trail Identification (TID) Sign Map



## LEGEND

- # Destination location & Key
  - 1 Civic Theatre
  - 2 Drive-In Theatre
  - 3 Farmer's Market
  - 4 Hanover Raceway
  - 5 Maclean's Ales
  - 6 Movie Theatre
  - 7 Casino
  - 8 Civic Centre
  - 9 John Diefenbaker Senior School
  - 10 Launch Pad
  - 11 Commemorative Grove
  - 12 Hanover/ Town Park
  - 13 Heritage Square
  - 14 Kinsmen Ball Park
  - 15 Dog Park
  - 16 Cemetery
  - 17 Raceway Ball Park
  - 18 Curling Club
  - 19 Hanover Lawn Bowling Club
  - 21 P&H Centre
  - 22 Skateboard Park
  - 23 Soccer Fields
  - 24 Tennis/ Pickleball Courts
  - 25 Hanover Flea Market
- 
- TID-XX Trail Identification (refer to chart)
  - ..... Entertainment District Boundary
  - ..... Downtown District Boundary
  - Primary Community Trail
  - Canoe Launch
  - Community Trail Access
  - Hospital
  - Parking & Public Washroom
  - Parking, Public Washroom, & Trail Access
  - Parking & Trail Access
  - Parking (Municipal)
  - - - - Township Boundary

# Trail Directory (TD) Sign Map



## LEGEND

- # Destination location & Key
  - 1 Civic Theatre
  - 2 Drive-In Theatre
  - 3 Farmer's Market
  - 4 Hanover Raceway
  - 5 Maclean's Ales
  - 6 Movie Theatre
  - 7 Casino
  - 8 Civic Centre
  - 9 John Diefenbaker Senior School
  - 10 Launch Pad
  - 11 Commemorative Grove
  - 12 Hanover/ Town Park
  - 13 Heritage Square
  - 14 Kinsmen Ball Park
  - 15 Dog Park
  - 16 Cemetery
  - 17 Raceway Ball Park
  - 18 Curling Club
  - 19 Hanover Lawn Bowling Club
  - 21 P&H Centre
  - 22 Skateboard Park
  - 23 Soccer Fields
  - 24 Tennis/ Pickleball Courts
  - 25 Hanover Flea Market
- 
- TD-XX Trail Directional (refer to chart)
  - ..... Entertainment District Boundary
  - ..... Downtown District Boundary
  - Primary Community Trail
  - Canoe Launch
  - Community Trail Access
  - Hospital
  - Parking & Public Washroom
  - Parking, Public Washroom, & Trail Access
  - Parking & Trail Access
  - Parking (Municipal)
  - - - Township Boundary

## Messaging Chart

## Directional Primary (DP) Messaging Chart

Ref ID	Direction	Sign Information			District ID Banner	Site Information			Phase		
		Primary Messaging	Alternative Message	Modular Banner Panel		Symbol	Approximate Location	Sign Facing Direction		Pole Option	Existing Sign
DP-01	←	Curling			Downtown District	Grey Road 4 & 7th St. (SW Corner)	Westbound	New	N/A	1 *	
	←	Hanover Park		↑ Parking							Canoe Launch, Skateboard Park, & Hiker
	←	Commemorative Grove	→ Cemetery								
	→	Entertainment District									
	→	Maclean's Ale									
DP-02	←	Civic Centre			Downtown District	Grey Road 4 & 7th St. (NW Corner)	North	Hydro	N/A	1 *	
	←	Launch Pad		← Parking							Theatre
	←	Drive In Theatre	← Heritage Square								
	→	Movie Theatre									
	↑	Entertainment District									
DP-03	←	Lawn Bowling			Raceway Ball Park	7th Ave. & 7th St. (NW Corner)	North	New	N/A		
	←	P&H Centre									
	↑	Casino									
	↑	Hanover Raceway									
	↑	Maclean's Ale									
DP-04	←	P&H Centre			Entertainment District	7th Ave. before 5th St. (NW Corner)	North	New	N/A		
	←	Casino									
	←	Hanover Raceway									
	←	Raceway Ball Park									
	↑	Cemetery									
DP-05	→	Maclean's Ale			Hiker	10th Ave. & 11th Ave. (SE Corner)	South East	New	N/A	1 **	
	↑	Cemetery									
	↑	Entertainment District									
	↑	Downtown District									
	↑	Hanover Park									
DP-06	←	Tennis/Pickle Ball Court			Dog Park & Hiker	10th St. & 16th Ave. (South Side)	West	New	N/A	1 *	
	←	Soccer Fields									
	↑	Kinsmen Ball Park									
	↑	JDSS									
	↑	Drive-In Theatre									
DP-07	←	Drive in Theatre			Dog Park & Hiker	Grey Road 4 & Grey Road 28 (NE Corner)	East	Hydro	N/A	1 *	
	→	Soccer Fields									
	↑	Downtown District									
	↑	Kinsmen Ball Park									
	↑	Maclean's Ale									

Ref ID	Direction	Sign Information				Site Information			Phase		
		Primary Messaging	Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction		Pole Option	Existing Sign
DP-08	←	Soccer Fields					Grey Road 28 & 14th St. (SE Corner)	South	Hydro	N/A	
	←	Dog Park									
	↑	Community Trail Access									
DP-09	→	P&H Centre					7th Ave. before 5th St. (SE Corner)	South	Hydro	N/A	2
	→	Casino									
	→	Hanover Raceway Raceway Ball Park									
DP-10	↑	Downtown District									
	←	Movie Theatre	→ Tennis/Pickle Ball Court								
	→	Civic Centre		→ Parking	Tennis/ PickleBall Theatre Farmers Market Dog Park	Downtown District	7th Ave. & 10th St. (SE Corner)	South	Hydro	N/A	1 *
	→	Heritage Square									
	→	Soccer Fields									
	→	Launch Pad									
DP-11	→	Curling					Grey Road 10 & 12th St. (SW Corner)	South	New	N/A	
	↑	Hanover Park			Parking Hiker & Public						
	↑	Canoe Launch		→ Parking							
DP-12	↑	Skateboard Park									
	↑	Commemorative Grove									
	←	Soccer Fields					Grey Road 10 & 14th St. (East Side)	North	Hydro	N/A	
	←	Tennis/Pickle Ball Court			Dog Park						
	↑	Downtown District									
DP-13	↑	Entertainment District									
	↑	Maclean's Ale									
	↑	Launch Pad					10th St. after 18th Ave. (N Side)	East	New	N/A	1 ***
	↑	Civic Centre									
DP-14	↑	Civic Theatre									
	↑	Heritage Square									
	↑	Entertainment District									
	↑	Movie Theatre									
DP-14	↑	Entertainment District									
	↑	Hanover Park			Hiker & Public Washroom Skate Park	Downtown District	10th St. & 11th Ave. (NE Corner)	East	New	N/A	1 *
	↑	Canoe Launch Cemetery									



Ref ID	Sign Information				Site Information				Phase	
	Direction	Primary Messaging	Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction		Pole Option
DP-15	←	Entertainment District	← Cemetery				10th St. & Grey Road 10 (NE Corner)	East	New	N/A
	←	Lawn Bowling			Canoe Launch, Skateboard Park & Hiker	Downtown District				
	→	Curling Club								
	→	Hanover Park								
	→	Commemorative Grove								
DP-16	←	Heritage Square			Farmers Market Theatre		10th St. & 10th Ave. (SE Corner)	West	New	N/A
	→	Civic Centre		← → Parking	Dog Park & Hiker	Downtown District				
	↑	Soccer Fields								
	↑	Tennis/Pickleball Courts								
	↑	Launch Pad								
DP-17	↑	Hanover Park			Skateboard Park, Hiker, & Public Washroom		Grey Road 10 across from 18th St. (NW Side)	North	Hydro	N/A
	↑	Canoe Launch								
	↑	Curling Club								
	←	Curling Club								
	↑	Downtown District		← Parking						
DP-18	↑	Entertainment district					Grey Road 10 & 12th St. (NW Side)	North	New	N/A
	↑	Maclean's Ales								
	↑	Movie Theatre								
	↑	Downtown District								
	↑	Hanover Park								
DP-19	↑	Hanover Park			Canoe Launch, Skateboard Park, & Hiker		Grey Road 4 & 4th Ave. (South Side)	West	Hydro	N/A
	↑	Kinsmen Ball Park								
	↑	Drive-in Theatre								
	↑	Tennis/Pickleball Courts								
	↑	Movie Theatre								
DP-20	↑	Curling Club					10th St. & 16th Ave. (N Side)	East	Hydro	N/A
	↑	Hanover Park		↑ Parking	Canoe Launch, Skateboard Park, & Hiker					
	↑	Commemorative Grove								
	↑	Hanover Park								
	↑	Canoe Launch								
DP-21	←	Skateboard Park			Public Washroom		Grey Road 10 after 17th St. (E Side)	South	Hydro	N/A
	←	Commemorative Grove								
	→	Hanover Park								
	→	Canoe Launch								
	→	Commemorative Grove								

Sign Information				Site Information				Phase		
Ref ID	Direction	Primary Messaging	Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction	Pole Option	Existing Sign
DP-22	←	JDSS					10th St. before 18th Ave. (N Side)	East	New	N/A
	←	Kinsmen Ball Park								
	←	Maclean's Ale Curling Club								
	↑	Lawn Bowling								
DP-23	←	Cemetery					2nd St. & Durham Rd. (NE Side)	South-East	Hydro	N/A
	↑	Community Trail Access Lawn Bowling								
DP-24	→	Lawn Bowling					7th Ave. & 6th St. (SE Corner)	North	Hydro	N/A
	↑	Hanover Park			Canoe Launch, Skate Park, & Hiker	Entertainment District				
	↑	Curling Club								
	↑	Soccer Fields								
	↑	Commemorative Grove			Dog Park					

**Notes:**

1. Symbol beside primary messaging row is to go with the message. It is the same direction. Exception: If sign space allows. Parking takes priority.
2. Alternative messaging beside primary messaging row is the allocated substitute. Alternative message would replace this primary message row.
3. If parking & symbols are all going in same direction, they can be combined on a modular banner panel.
4. Existing parking signs are to be removed and replaced with new directional sign, when located in same spot.

\* Refers to sign type SK-3

\*\* Refers to sign type SK-2

\*\*\* Refers to sign type SK-1

## Directional Secondary/ Neighbourhood (DS) Messaging Chart

Ref ID	Sign Information			Site Information			Phase
	Direction	Primary Messaging	Alternative Message	District ID	Approximate Location	Sign Facing Direction	
DS-01	←	Maclean's Ale		-	2nd St. & 11th Ave. (SW Corner)	North West	N/A
DS-02	→	Maclean's Ale		-	2nd St. & 14th Ave. (SW Corner)	West	N/A
DS-03	↑	Maclean's Ale		-	11th Ave & 2nd St. (SW Corner)	West	N/A
DS-04	→	Soccer Fields Dog Park	Hiker ↑ Flea Market	-	14th St. & 16th Ave. (NE Corner)	East	N/A
DS-05	←	Soccer Fields Dog Park Tennis/Pickle Ball Court	Hiker	-	14th St. & 16th Ave. (SW Corner)	West	N/A
DS-06	→	Maclean's Ale		-	18th Ave. & 1st St. (NE Corner)	North	N/A
DS-07	←	Maclean's Ale		-	1st St. before 16th Ave. (N Side)	East	N/A
DS-08	←	Launch Pad		-	10th St. & 17th Ave. (SW Corner)	West	N/A
DS-09	→	Lawn Bowling		-	7th St. & 8th Ave. (SW Corner)	West	N/A
DS-10	←	Lawn Bowling		-	8th Ave. & 6th St. 'A' (SW Side)	North	N/A
DS-11	→	Drive In Theatre		-	10th St. & Grey Road 28 (South Side)	West	N/A
DS-12	→	Kinsmen Ball Park JDSS Maclean's Ale		-	18th Ave & 6th St. (NW Corner)	North	N/A
DS-13	→	Kinsmen Ball Park		-	6th St. & 17th Ave. (NE Corner)	East	N/A

Ref ID	Sign Information			Site Information			Phase	
	Direction	Primary Messaging	Alternative Message	District ID Banner	Approximate Location	Sign Facing Direction		Pole Option
	←	Cemetery						
DS-14	←	Community Trail Access		-	7th Ave. & Durham Rd. (NW Corner)	North	New	N/A
	↑	Maclean's Ale						
DS-15	→	Kinsmen Ball Park		-	10th St. & 18th Ave. (SE Corner )	West	New	N/A
	→	JDSS						
DS-16	←	Soccer Fields			13th Ave. & 14th St. (NW Side)	South	New	N/A
	←	Dog Park	Hiker					
	←	Tennis/Pickleball Courts						
DS-17	←	Flea Market		-	14th St. & 10th Ave. (South Side)	West	New	N/A
DS-18	→	Flea Market		-	Grey Road 10 & 14th St. (SE Corner)	South	Hydro	N/A
DS-19	→	Flea Market		-	14th St. & 13th Ave. (NE Corner)	East	New	N/A
DS-20	→	Flea Market		-	14th St. & 10th Ave. (NE Corner)	East	New	N/A

**Notes:**

1. Symbol beside primary messaging row is to go with the message. It is the same direction. Exception: Symbols included only if sign space allows. Parking takes priority.
  2. Alternative messaging beside primary messaging row is the allocated substitute. Alternative message would replace this primary message row.
  3. If parking & symbols are all going in same direction, they can be combined on a modular banner panel.
  4. Existing parking signs are to be removed and replaced with new directional sign, when located in same spot.
- \* Denotes the set of signs are independent, and can be installed together at any time when budget allows.

## Information Kiosk & Directory (KD) Messaging Chart

Sign Information		Site Information	
Ref ID	Direction	Primary Messaging	Approximate Location
KD-01	-	Directory & Map	Civic Centre - along 10th St.
KD-02	-	Directory & Map	Parking Lot - Civic Centre
KD-03	-	Directory & Map	Parking Lot - Heritage Square
KD-04	-	Directory & Map	P&H Centre - near parking lot & main entry
			Existing Sign
			N
			N
			N
			N/A
			Phase
			*
			*
			*
			*

\* Denotes the set of signs are independent, and can be installed together at any time when budget allows.

## Trail Identification (TID) Messaging Chart

Sign Information		Site Information	
Ref ID	Direction	Primary Messaging	Approximate Location
TID-01	-	Community Trail Access	Hanover Park
TID-02	-	Community Trail Access	Karl "Speck" Wilken Park
TID-03	-	Community Trail Access	Soccer Fields/ Leisure Park
TID-04	-	Community Trail Access	Trailhead- County Rd 28 at Saugeen River
TID-05	-	Community Trail Access	South Line (Concession Road 11)
TID-06	-	Community Trail Access	7th Street and 2nd Avenue
TID-07	-	Community Trail Access	Stork Club (7th Avenue and 14th Street)
TID-08	-	Community Trail Access	Trailhead- 14th Ave near 12th Ave, N Side
TID-09	-	Community Trail Access	Trailhead- 14th Ave near 4th Ave & 9th St., dead end.

**Note:**

1. Primary Trail Access Points only have been identified and signed.

\* Denotes the set of signs are independent, and can be installed at any time when budget allows.

# Trail Directional (TD) Messaging Chart

Ref ID	Sign Information				Site Information						
	Side A		Side B		Sign Facing Direction		Site Information				
	Dirac.	Messaging	Distance (m)	Dirac.	Messaging	Distance (m)	Side A	Side B	Approximate Location	Existing Sign	Phase
TD-01	← ↑	Downtown District 7th St. Access		→ ↑	Downtown District Stork Club Trail Access		North	South	Near 8th St. access on primary trail	N/A	*
TD-02	← ←	Entertainment District P&H Centre		→ ↑	Entertainment District P&H Centre 9th St. Trail Access		North	South	Near 7th St. access on primary trail	N/A	*
TD-03	↑	Grey Rd. 4		↑ ← ←	Stork Club Trail Access Hanover Park Public Washroom		North	South	Near 14th St. & 7th Ave. on primary trail	N/A	*
TD-04	↑	Secondary Path Access		→ →	Hanover Park Public Washroom		North	South	Near canoe launch at primary trail access	N/A	*
TD-05	→ → ↑	Saugeen River Access Saugeen River Dam Hanover Park Public Washroom		↑ ↑	Soccer Fields 14th St. Trail Access		East	West	At trail access in Commemorative grove	N/A	*
TD-06	← ←	Tennis/Pickleball Courts Trail Access		↑ ↑ ↑	Soccer Fields Dog Park Public Washroom		East	West	At primary trail by soccer fields and 14th St. trail access	N/A	*
TD-07	↑	Cemetery		↑ ↑ ↑	Entertainment District P&H Centre Public Washroom		North	South	on 7th Ave. near 2nd St. on primary trail	N/A	*
TD-08	↑ ↑ ↑	Soccer Field Dog Park Public Washroom		↑	County Rd. 28 Trail Access		East	West	on primary trail near County Rd. 28 at Saugeen River	N/A	*

1. Trail Direction signs are double sided, Town to verify sign messaging prior to manufacturing.  
2. Symbols/ icons can be used to replace messaging where applicable.  
3. Destination, directional arrow, and distance (m) to be confirmed by the Town.  
4. Destinations are intended to correlate to the map (refer to design intent details).  
\* Denotes the set of signs are independent, and can be installed at any time when budget allows.

8.0

# Implementation Strategy

*This section provides information regarding the implementation plan for the Town of Hanover's Wayfinding Strategy.*



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 five fronts:

- A. Management: organizing, directing, and overseeing progress;
- B. Phasing: implementation strategy, recommended priority, and funding sources;
- C. Installation: fabrication and installation of wayfinding signs;
- D. Maintenance: yearly as a system, and operationally regarding associated upkeep (re. staff assignments) and materials; and
- E. Funding Sources.

#### **A. Management: Managing the Wayfinding Strategy**

Successful wayfinding signs are effective in guiding people and navigating them to where they want to go. Signs need to be visible, clear and identifiable. The strategy is therefore not complete without a management system that will execute 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 Town department head (i.e. Public Works) for coordination with Council.

Tasks and Responsibilities of the manager and review committee might include:

- Review the Wayfinding Strategy to become familiar with recommendations set forth in the plan;
- Consult with various Town departments, stakeholder groups and operating committees to introduce the strategy, review recommended destinations, routes, sign locations and placement, and confirm and adjust priorities;
- Review and consult the Grey County Cycling and Trails Master Plan for additional signage opportunities that may occur at same time;
- Identify any available grants and or partnership opportunities for the Wayfinding system;
- Initiate and manage the Wayfinding sign fabrication and installation tender process;

- Review/acquire required permits from the Town, County, MTO or other permit regulatory agencies;
- Co-ordinate the identification of any underground utilities, as these are the town's responsibility;
- Select a contractor for sign fabrication and/or 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 (eg. personnel for tourism committees, visitor information, public works etc.);
- 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 method 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.

## **B. Phasing: Implementing the System**

The following recommendations will assist the Town of Hanover in allocating implementation priorities for the Wayfinding Strategy. The Town may involve many departments, depending on priorities but many different sign projects can occur concurrently. Priorities should be reviewed and adjusted on a yearly basis.

### **Phasing Strategy**

Phasing should be organized and implemented in cycles that are manageable and realistic financially for the Town. Phasing should be done intentionally, to ensure links are complete through 'progressive disclosure' (i.e. the initial appearance of a destination on a sign continues until the destination is reached). Phasing can also include incremental introduction of destinations on the signs, but it would require destination panels to be removable. Remove existing signs being replaced by new signs as they are installed – or shortly thereafter.

The following priorities should be considered as a strategic guide that could inform phasing. Key priorities should be addressed as shown.

### **Recommended Priority:**

1. Based on the existing budgets allocated by the Town for signage installation, signs within the Downtown District are priority. Both the Directional Primary and Directional Secondary signs work together to create a connected sequence.

To accommodate for the 2020 budget allocation, Phase 1 could include signs:

- DP-1, DP-2, DP-15, and DP-10 as these are located at the intersection of Grey Rd 10 and 10th Street in the downtown district, and are semi-independent from the rest of the wayfinding sequence/link;
- DP-05, DP-07, DP-17, and DP-19 as these signs are located at the four main entry points to the Town and would act as advertising for destinations located within, and are semi-independent of other signs; and
- DP-13, DP-20, DP-06, DP-14, DP16 as they are semi-independent from the network, are located along 10th Street and pick up key destinations from phase 1 while maintaining the linked network.

Phase 2 could include:

- DP-11, DP-21, DP-18, DP-09 as they are semi-independent from the network, are located along Grey Rd. 10, and pick up key destinations from phase 1 while maintaining the linked network.

Independent signage types that could be installed at any time include:

- Pedestrian information kiosks/ directories, trail identification and directional signs, and event signs; and
- any directional secondary signs that are independent from the network (e.g. Hanover Flea Market, etc.).

When organizing remaining phasing priorities, it is recommended:

2. The preferred sign groupings are finalized to reflect a continuous sequence (as best as possible);
3. The 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 appliquéés; fading sign panels, warped or damaged structures, or those that have a tired and neglected (end of life) appearance;
4. Install new signage that fills a wayfinding 'gap' and/or complete an existing route;
5. Identify existing amenities that currently have no signage;
6. Ensure any 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; and
7. Identify any support signage (identification and/or directional signage) that appeals to an identified need through public or organization concern.

## Other Considerations

- The Town should consider re-using old sign posts unless the existing post is damaged, obstructed from view (i.e.: obstructed view due to tree, business signage, etc.), located in an area that goes against placement guidelines, etc.;
- Signs could be installed in-house by the public works department if the expertise allow; and
- A minimum of one (1) of each sign type should have a prototype panel made for the inaugural year, at full size. Any new sign types in phase 2 onward, if not already included, should have a prototype developed. Consideration of prototypes to some level should be done. However due to Hanover's unique situation, a graphic mock up at actual size should be supplied for phased 1 signs (could be printed on a corrugated plastic panel, with reflective coating) to confirm colour, font size, and overall appeal.

Phasing should accommodate and be organized into short term (1-3yrs), middle term (3-5yrs) and long term (5-10yrs) periods.

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.

## C. 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 Town 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 Town'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. 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 Town 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 Town 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 Town 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 shop drawings (see below); 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 illustrate the general intent. Detailed shop drawings will need to be provided to the Town’s Wayfinding Strategy’s Project Manager for approval. The selected contractor will be responsible for preparing and submitting detailed drawings to the Town 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 should be stamped by a certified structural engineer. Upon completion of the 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 is to establish a base design reflective of the design intent, and unit cost for future sign production. All signs suggested to be installed in phase 1 should be treated as prototype installations, 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 Town will ‘sign off’ on the approved sign fabrication details. All detailed shop drawings and as built drawings will become property of the Town.

Upon completion of signage installation, the contractor will provide to the Town 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 regarding 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 (i.e.: MTO regulations);
- Adhere to Municipal, County and Provincial bylaws; and
- Ensure 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.

The Town is to be responsible for securing the intended sign location and qualifying it ready for sign installation (i.e. identifying any underground utilities).

### **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.

## **D. Maintenance: Maintaining the System**

The wayfinding system will require organizational maintenance to monitor yearly installations, and the physical maintenance of individual signs. The Town and the sign contractor will share the responsibility for maintenance.

### **Town Responsibilities**

- 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.

## **E. Funding Sources**

### **AMO- Main Street Revitalization initiative**

- Municipal Governments can invest in revitalization activities that will support small businesses through activities undertaken to revitalize main streets. Funding of strategic municipal physical infrastructure such as signage – wayfinding/directional, and gateway is eligible. Project ideas under this category related to wayfinding, includes:
  - Wayfinding signage throughout the municipality that highlights locations of interest (i.e.: historic sites, farm stands, boat lunches etc.); and
  - Creating a gateway to the community including features such as signage, lighting, benches, local information, etc.

### **OMAFRA- Rural Economic Development (RED) program**

- This program provides cost-share funding to support activities that create strong rural communities in Ontario, and opens doors to rural economic development;
- The Strategic Economic Infrastructure Stream includes projects that advance economic development and investment opportunities in Rural Ontario. Project types include streetscaping and landscaping, of which an example project includes wayfinding signage; and
- Funding amount for this stream is up to 30% of eligible project costs to a maximum of \$250,000.

### **Regional Tourism Organization (RTO) 7- Bruce Grey Simcoe**

- RTO 7 offers partnership funding for different priority areas, including signage. Note this is not a grant. The program provides cost matching funds to support partnership projects that support RTO 7's business goals of improving profitability and encouraging consideration of the sustainability of tourism within the region; and
- Matching funds are available to conduct a signage plan, to fabricate signs, and installation of tourism wayfinding signs.



Budget Estimate & Phasing

20

Hanover Wayfinding Sign Budget Estimates

2020 February 21

ska

Sign Type (Preferred Concept Sign Designs)

Primary Directional Signs:

- Directional Primary (DP) - modular banner (parking banner) on new post & footing
- Directional Primary (DP) - modular banner (parking banner) on exist. hydro pole
- Directional Primary (DP) - on new post & footing
- Directional Primary (DP) - on exist. hydro pole

Sub-total, Directional (Primary)

Secondary Directional Signs:

- Directional Secondary (DS) - on new post
- Directional Secondary (DS) - on exist. hydro pole

Sub-total, Directional (Secondary)

Amenity:

- Kiosk/ Directory (KD)
- Trail Identification (TID)
- Trail Directional (TD)

Sub-total, Amenity

Event:

- Event Interpretive

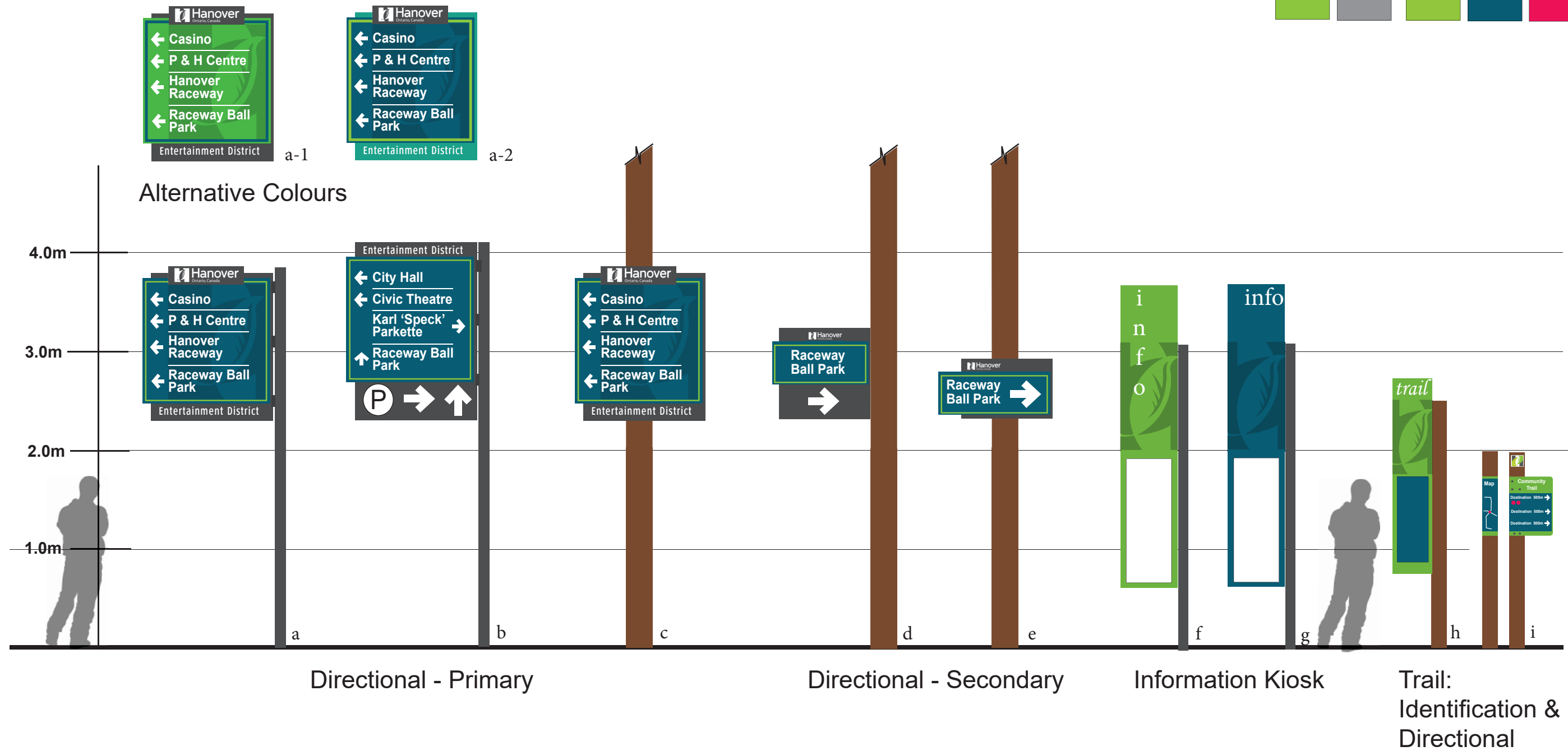
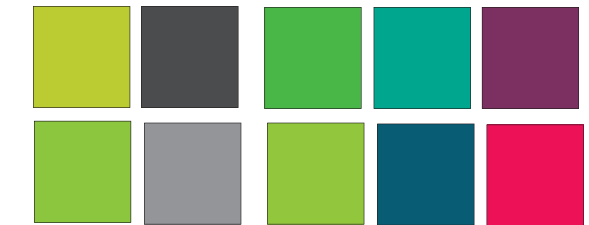
Sign Type (Preferred Concept Sign Designs)	Unit Price (estimate)	Total System		Phase 1	
		Total Qty.	Sub-Total	Qty.	Sub-Total
Directional Primary (DP) - modular banner (parking banner) on new post & footing	\$ 3,888.00	8	\$ 31,104.00	7	\$ 27,216.00
Directional Primary (DP) - modular banner (parking banner) on exist. hydro pole	\$ 1,728.00	7	\$ 12,096.00	5	\$ 8,640.00
Directional Primary (DP) - on new post & footing	\$ 3,636.00	4	\$ 14,544.00	1	\$ 3,636.00
Directional Primary (DP) - on exist. hydro pole	\$ 1,476.00	5	\$ 7,380.00	0	\$ -
<b>Sub-total, Directional (Primary)</b>			<b>\$ 65,124.00</b>		<b>\$ 39,492.00</b>
<b>Secondary Directional Signs:</b>					
Directional Secondary (DS) - on new post	\$ 3,108.00	20	\$ 62,160.00	0	\$ -
Directional Secondary (DS) - on exist. hydro pole	\$ 948.00	2	\$ 1,896.00	0	\$ -
<b>Sub-total, Directional (Secondary)</b>			<b>\$ 64,056.00</b>		<b>\$ -</b>
<b>Amenity:</b>					
Kiosk/ Directory (KD)	\$ 3,720.00	4	\$ 14,880.00	0	\$ -
Trail Identification (TID)	\$ 1,524.00	9	\$ 13,716.00	0	\$ -
Trail Directional (TD)	\$ 1,000.00	7	\$ 7,000.00	0	\$ -
<b>Sub-total, Amenity</b>			<b>\$ 28,596.00</b>		<b>\$ -</b>
<b>Event:</b>					
Event Interpretive	\$ 5,832.00	1	\$ 5,832.00	0	\$ -
<b>Total sign quantity</b>		<b>67</b>		<b>13</b>	
<b>Sub-total</b>			<b>\$ 163,608.00</b>		<b>\$ 39,492.00</b>
<b>Contingency, 10%</b>			<b>\$ 16,360.80</b>		<b>\$ 3,949.20</b>
<b>Total:</b>			<b>\$ 179,968.80</b>		<b>\$ 43,441.20</b>

Note: pricing does not include installation.

# Appendix

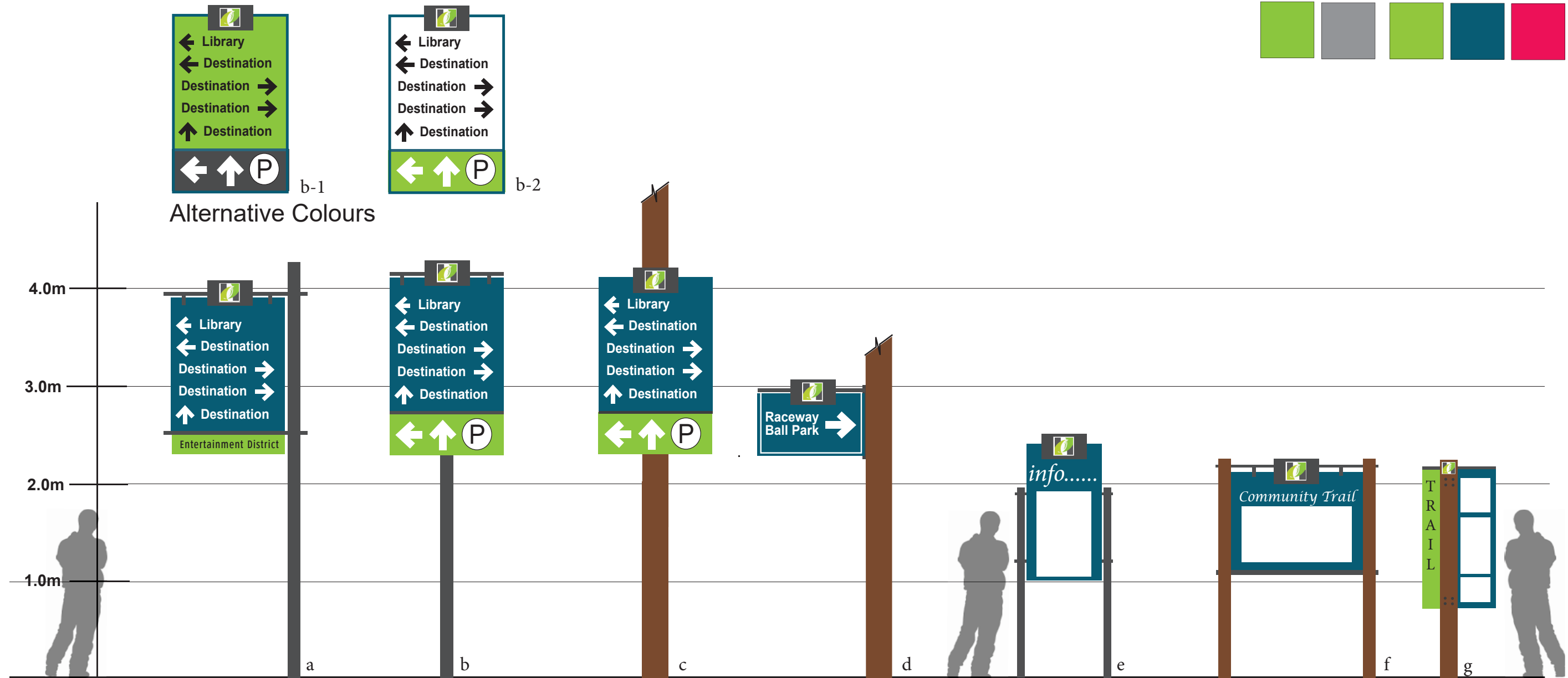
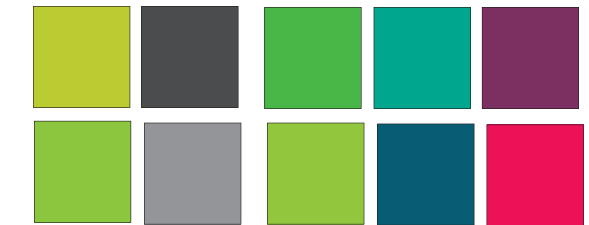
# Concept A

## Colour Palette:



# Concept B

## Colour Palette:



Alternative Colours

Directional - Primary

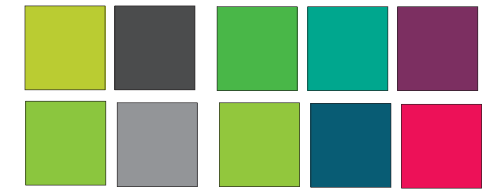
Directional Secondary

Information Kiosk

Trail: Identification & Directional

# Concept C

## Colour Palette:



b-1



b-2

Alternative Colours



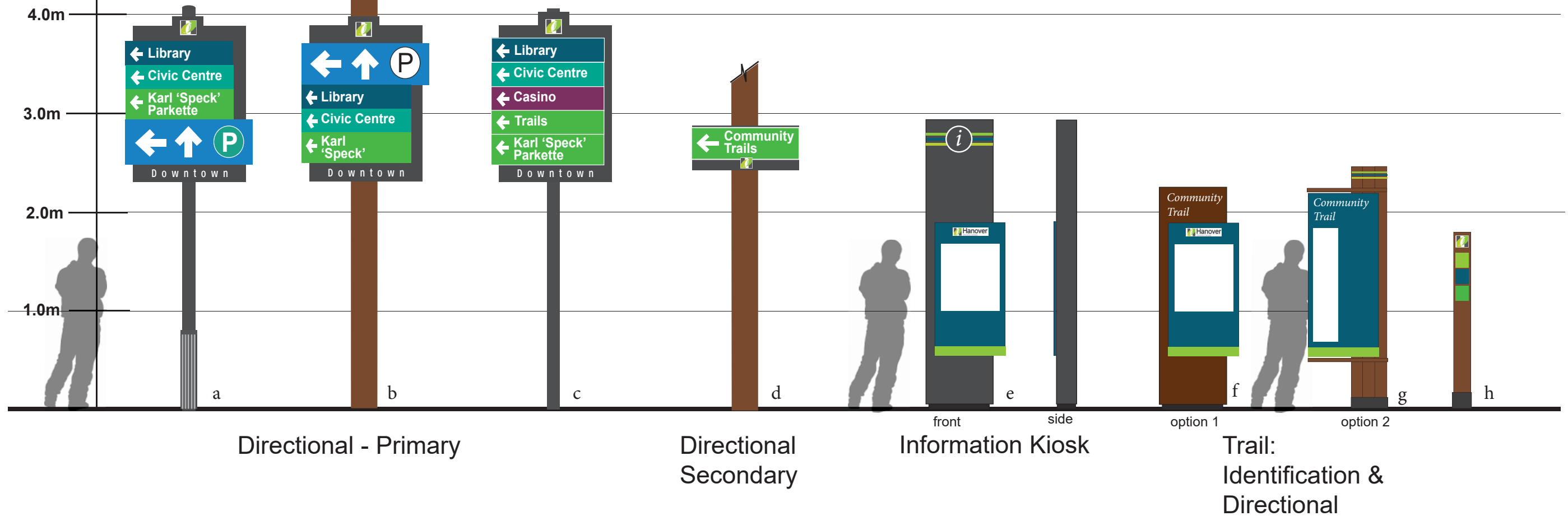
d-1



d-2



d-3



# Destination Hierarchy Chart

Destination Criteria Chart							
Destinations	Town Priority Level	Destination Level	Community Destination	Cultural/Institute	Recreational	Tourist Services	Other
Civic Theatre	H	1	■	■	■		
Drive-In Theatre	H/M	2				■	■
Casino	H	2				■	■
Hanover Raceway	H	2			■	■	
Civic Centre	H	1	■	■		■	
Launch Pad	H	3		■			
Town/ Hanover Park	H	1			■	■	
Heritage Square	H	3			■	■	
Kingsmen Ball Park	H	2			■	■	
P&H Centre	H	1	■	■		■	
Whispering Hills Golf Club	H	4			■	■	■
Soccer Fields	H	2			■	■	
Canoe Launch	H	2			■	■	
Community Trail Access	H/M	3			■	■	
Downtown District	H	1	■				
Entertainment District	H	1	■				
Maclean's Ales	M	2				■	■
Movie Theatre	M	2				■	■
Farmers Market	M	2				■	■
JDSS	M	3		■	■	■	■
Commemorative Grove	M	3			■	■	■
Dog Park	M	4			■	■	
Raceway Ball Park	M	4			■	■	
Curling Club	M	3			■	■	
Lawn Bowling	M	3			■	■	
Skateboard Park	M	3			■	■	
Tennis/Pickle Ball Courts	M	3			■	■	
Cemetery	M	4		■		■	■
Hanover Flea Market	M/L	4			■	■	■
Family Centre	L	4			■	■	■
Horse Shoes	L	4			■	■	■