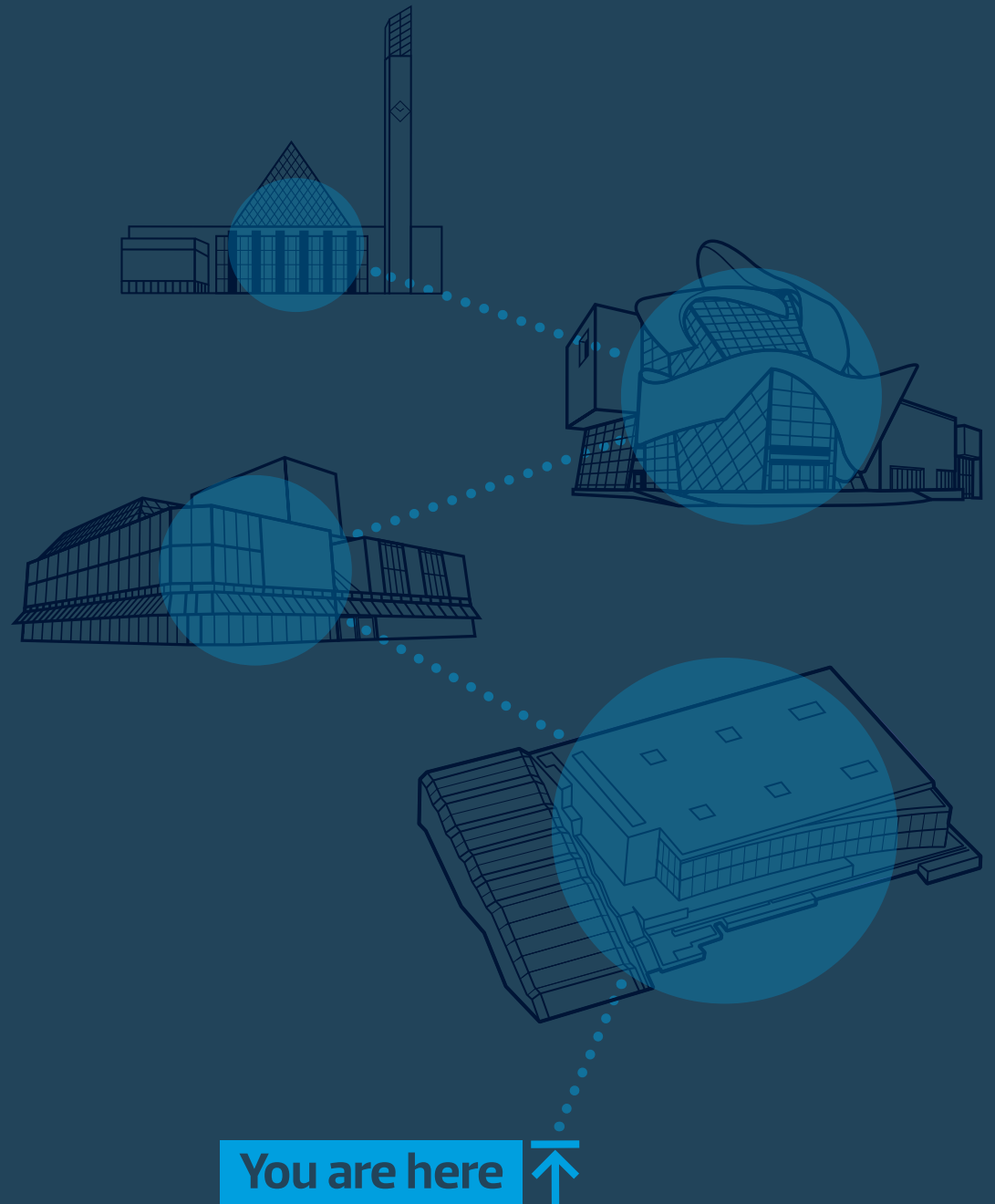


The City of Edmonton
Pedestrian Wayfinding Design Standard

Concept Design

January 2016



Contents

1 Introduction	3	4 Concept designs	26
Purpose	3	Typology	26
2014 Prototype	4	Universal design	27
Universal principles	5	Developing mapping	28
Local principles	6	Map scales	29
		North-up v heads-up orientation	30
		Finder map	31
2 System planning	7	Planner map	33
Typology	7	One base map, two applications	35
Detailed corridor plans	8	City overview	37
Further applications	14	Sign elements	38
Wider integration – ETS station beacon	15		
3 System identity	16	5 Product design	52
A brand for city wayfinding	16	Architecture and cityscape references	52
2014 prototype	18	Materials palette	53
City brand	19	Option 1	54
Colour	20	Option 2	64
Typeface	22	Option 3	73
Pictograms	24	Summary	83
		6 Next steps	84

1 Introduction

Purpose

This document presents work completed so far on **2.2 Concept Design**, part of Phase 2: System Design & Development of the City of Edmonton: Pedestrian Wayfinding Design Standard.

The document demonstrates concepts for graphic, information, mapping and product design for the City of Edmonton on-street pedestrian system, based on the initial scope determined by City of Edmonton that includes:

- Core on-street pedestrian signs (monolith style and fingerposts)
- Local area (walking from here) maps for use in LRT stations and bus transit centres
- Street level ETS beacons for LRT stations
- Parking arrival signs for priority parking structures and priority surface lots

Pedway interface

The Pedway concept design is covered in more detail in a separate document. However, it is included as part of the typology overview as a key component of Downtown pedestrian wayfinding.

River Valley Parks interface

As described in the 'System Planning' document, the River Valley Parks sign scheme was considered for physical integration with the on-street pedestrian system. For practical reasons set out in that document, co-location of the two systems is the recommended approach, rather than physical integration. Therefore a specific 'River Valley Parks' sign is not recommended for the on-street typology.

1 Introduction

2014 Prototype

The sign prototype completed in 2014 provides a valuable reference point for the design of a pedestrian wayfinding system for Edmonton, in terms of information hierarchy, graphic design and mapping style.

Rather than develop the design of the prototype sign, this concept design stage seeks to take the lessons learnt from the prototype in order to create a new, more effective approach to signage and mapping for pedestrians.

Key responses

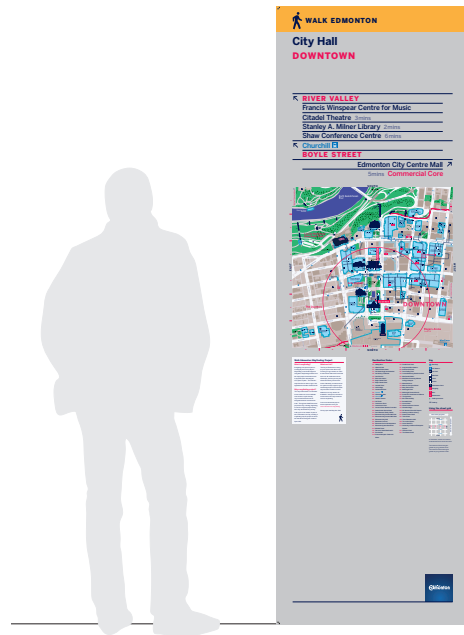
Overall, the survey revealed a positive response to the prototype with **85%** of street survey respondents finding the maps easy to use, and **81%** saying they would use them if implemented across the City.

Online respondents were also positive with **65%** saying the web version of the map was very easy/easy to use and **83%** saying they would use them if implemented.

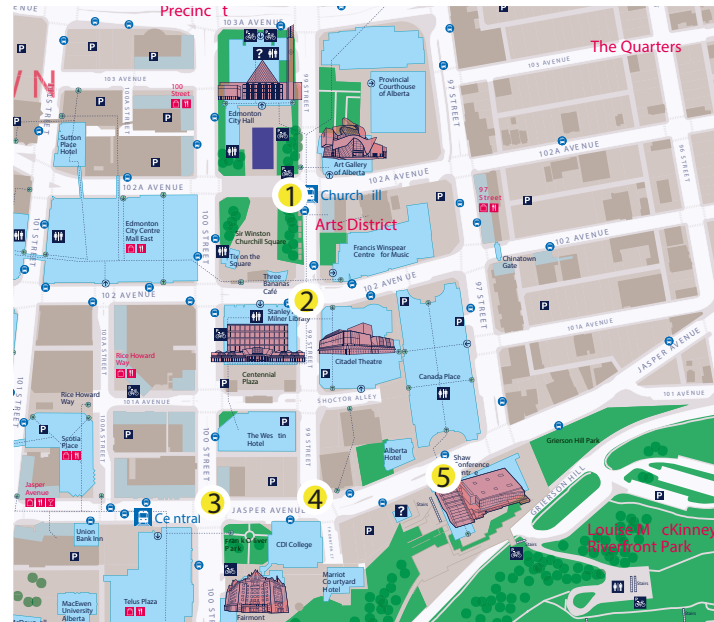
The answers regarding potential use should be contrasted with **45%** of pre-installation respondents stating that they did not require any information to find their way around.

In terms of effectiveness, **25%** of post-installation respondents said they had walked Downtown. This may be compared to the **11%** of trips by walking indicated in the 2008 Census, suggesting that the audience for pedestrian wayfinding is considerably larger than may be assumed from official statistics.

The post-installation and online respondents agreed that the wayfinding would encourage them to walk more or further with **57%** and **56%** suggesting it would respectively.



Prototype design



Prototype map detail showing the five prototype sign locations



User surveys – the prototype signs were vinyl clad aluminium boxes bolted down

1 Introduction

Universal principles

The foundation work and research developed over the last two years established four overarching themes that wayfinding solutions should focus on:

Legible city

Clarifying the image of Edmonton and the relationship between its downtown, urban villages and places as a connected whole.

Connecting places

Explaining how to travel between places in the city and encouraging people to consider alternatives to driving.

Walk Edmonton

Focusing on walking to link different types of transportation and to reveal what the city has to offer.

Attractions and seasons

Providing a solution that supports the festival city and local business, and can work with the effects of seasonal change.

Principles for Wayfinding

In addition to the four themes that are specific to the City of Edmonton, the following wayfinding principles are based on systems that Applied has implemented and are universally applicable. These include London (which many see as the benchmark for city wayfinding), Cleveland, Glasgow, Leeds, Rio, Vancouver and New York.

1 Seamless

Integrating core elements and rules for information across modes to connect them, reflecting the real journeys that people make.

2 Walkable

Breaking the city into walkable areas or 'stepping stones' to structure people's mental maps and promote walkable connections.

3 Named consistently

Agreed names for areas and places allows people to consistently describe what things are called and where they are, avoiding confusion and potentially lost visitors.

4 Map-based

Creating and using a consistent map as the best medium for communicating complex information. Orienting maps in the direction the user is facing (ahead up) makes them more accessible.

5 Progressively disclosed

A rationale for distributing information along a journey to avoid overload and provide a sense of arrival.

6 Predictable

Consistent appearance, placement and references in information foster trust in the system and promote a sense of care.

7 Intuitive

'Don't make me think' – a planning approach that ensures simple and clear information is placed at natural decision points, and structured in an intuitive way.

8 Inclusive

Information designed to be accessible to the broadest audience possible. Different media should be used to allow different needs to be met.

9 Welcoming

Designing information to communicate the image of the city and the diversity of its core urban villages and attractions in a positive tone of voice.

10 Flexible

Future-proofed by creating systems and standards that adapt to growth, new media and new users.

1 Introduction

Local principles

Key insights from discussions and workshops with stakeholders, and feedback from the public has generated a set of Edmonton specific principles:

Reflect the city structure

Follow the information hierarchy set out in the System Planning report to reflect and support the scale and structure of the City of Edmonton.

Balance the voices

Consider the individual brands of the BRZ's, whilst retaining a coherent and recognizable citywide system voice.

Local needs

Allow the information and mapping density to reflect the different needs of each area, considering lifespan, maintenance and ownership.

Visitor focussed

Keep the information visitor focussed, supporting typical needs and journeys.

Provide two map scales on the core sign:

- One with local detail
- A simple overview of the central visitor areas, showing frequent transit links and the key visitor destinations.

Scalable

The on-street system is the foundation piece that future applications will expand upon, such as digital applications and accessible formats.

Seasons & lighting

Seasons are key – ensure the product is robust, that the information is clear at all times of day and for as many users as possible. Include lighting to support winter months and night time economy.

Support the trails

Include major trails, and only those that are cleared in winter and accessible, such as the Trans Canada trail.

Clearly transit

The ETS beacon should be considered as part of a wider transit system typology and not implemented as a single solution only. Information associated with that beacon should clearly speak to transit.

Support pedway connections

Support buildings that provide pedway links by showing them clearly on the map. Based on analysis identified in the Pedway Interim Report, it is recommended that core buildings should be supported at mid-block thresholds with the on-street system. These can be broadly categorised as having:

- The longest opening hours
- Highest footfall, a large portion of which will be general public (LRT stations and buildings offering significant retail, food, beverage and services independent of the private tenants)

Support other modes

Although a pedestrian system, it should respond to the fact that visitors will arrive by different modes, including vehicular. The points at which modes 'hand over' to each other should be supported.

Limit the districts

Early naming consultation has highlighted very few people refer to or understand 'Districts'. If Districts are to be used, their names and boundaries need to be:

- Clearly defined on-street, either intuitively (e.g. 'Coliseum') or supported by noticeable branding (e.g. Ice District)
- Easy to remember and repeatable, such as 'Arts District', as opposed to 'Culture & Entertainment District'

Inside and out

Whether the pedway wayfinding is developed alongside the on-street system or at a later stage, it should dovetail with the city wayfinding typology, graphically and physically.

Appoint a wayfinding custodian

The City of Edmonton should appoint a wayfinding custodian who's role it is to maintain both on-street and pedway wayfinding. Their role should reflect and manage agreed wayfinding policies.

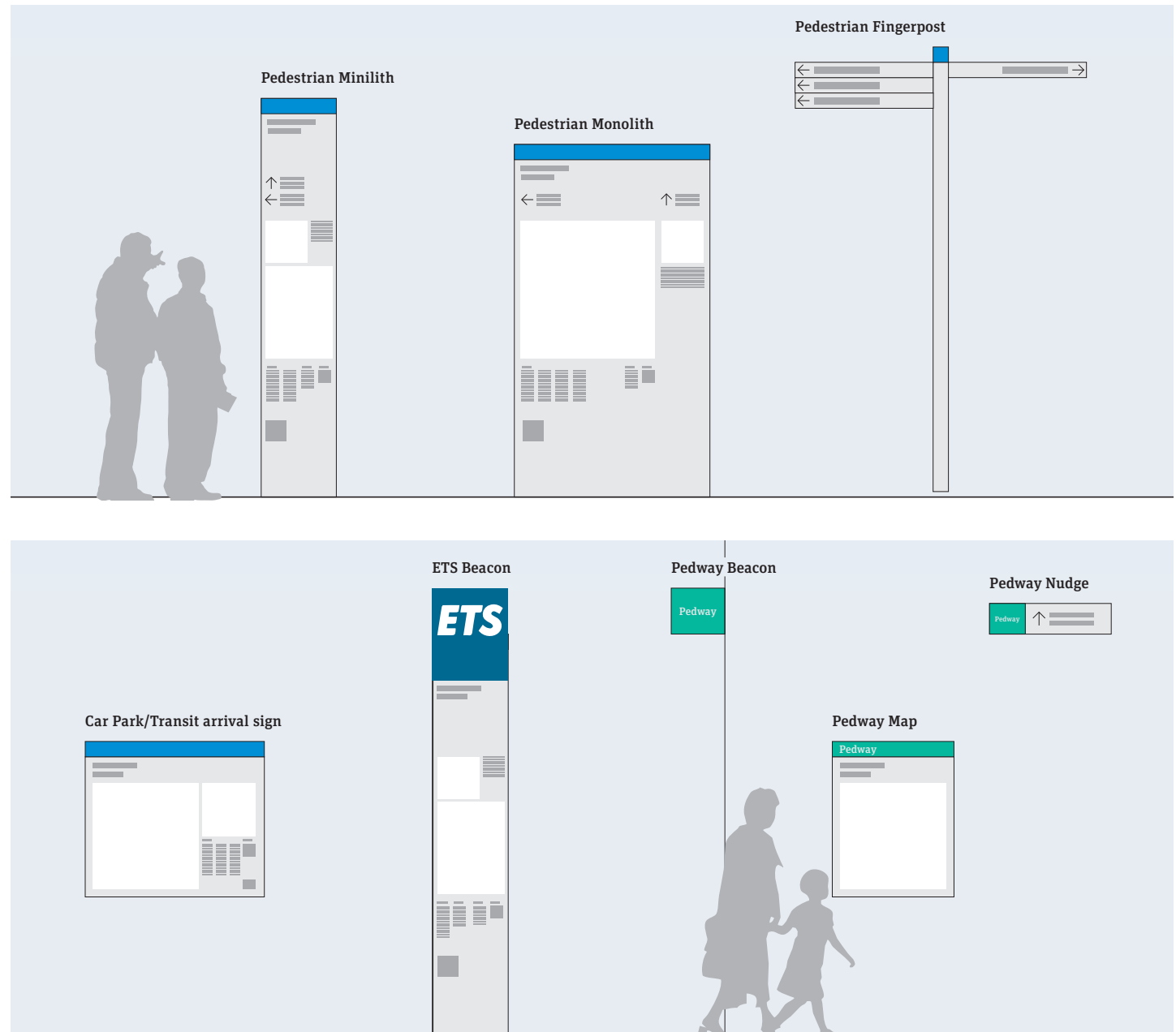
2 System planning Typology

As part of Phase 1 of this project a sign typology was developed to demonstrate an understanding of the types of sign required as part of the system.

This document adds design detail to these functional drawings.

Key typology considerations

- Majority of core sign locations will be at intersection decision points
- Key buildings with pedways will also be supported by the on-street system, where there are mid-block thresholds with high footfall
- The core on-street system should be illuminated to improve legibility in winter and at night time
- Two map scales should provide local detail and an overview of visitor areas (mainly BRZ's) and frequent transit
- Average sidewalk width is between 2–3.5m, so when taking into account preferred clear space of 1–1.5m and minimum 0.5m from the kerb edge, this dictates the core product width as an optimum 450mm
- Central LRT stations will be covered by the on-street system with other stations to be optioned by ETS for 'Walking From Here' poster cases
- As stated in the System Planning report, signs should be co-located with the River Valley Parks scheme rather than physically integrated



2 System planning

Detailed corridor plans

The System Planning report (November 2015) set out the movement analysis for Downtown, Old Strathcona and Stony Plain Road.

The combined data relevant to major transit hubs / stations, attractions, hotels, character areas, trail heads and civic landmarks supports the priority route network, around which signs can logically be placed to support pedestrian movement.

The following pages refine the priority route networks set out previously and provide draft placement of the core sign typology, including orientation.

The typical characteristics of routes are:

Primary routes

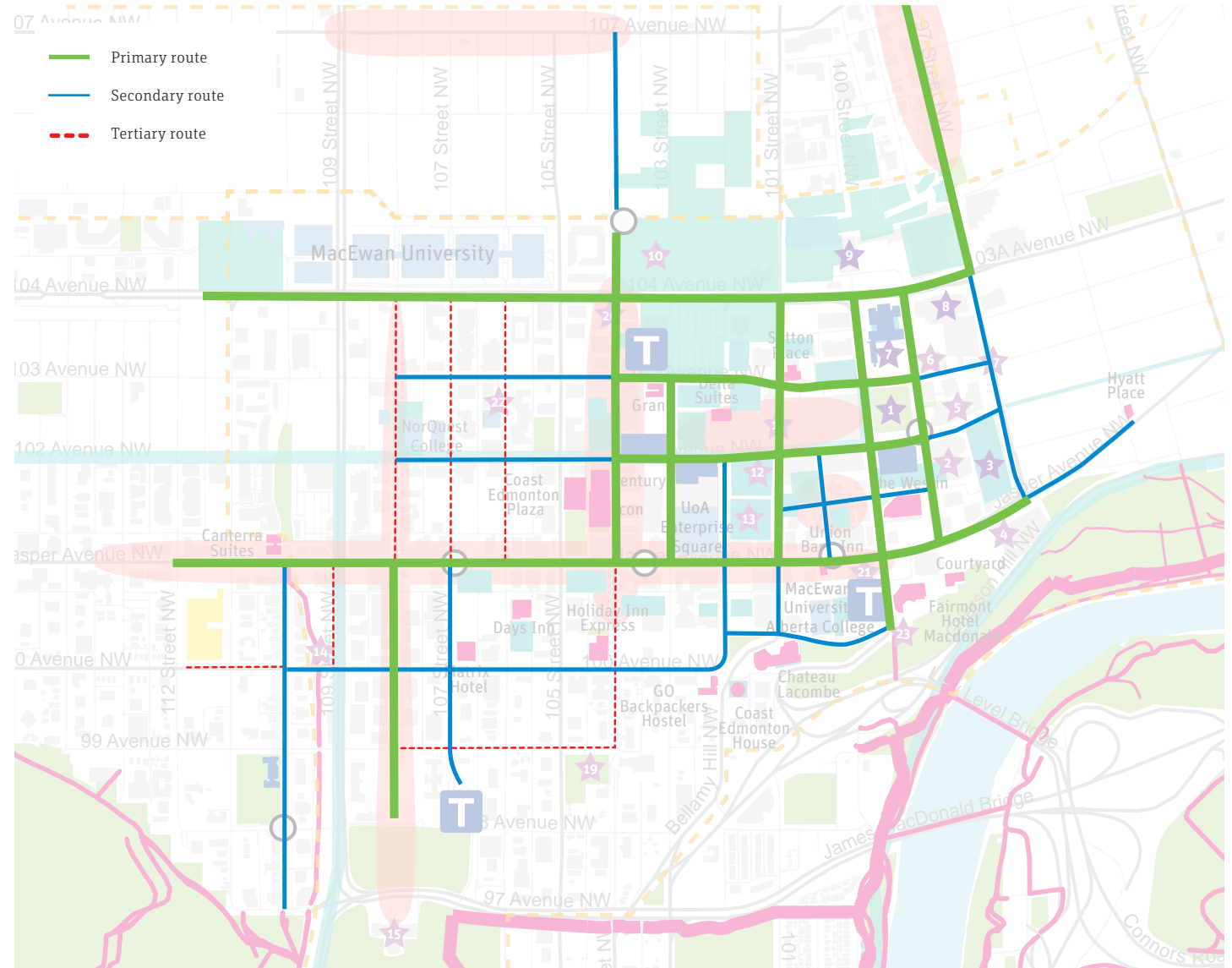
- Major footfall
- Connections between major transit, attractions and destinations
- Good pedestrian access to multiple amenities

Secondary routes

- Lower footfall
- Connections from or between primary routes
- Lower density of attractions and destinations

Tertiary routes

- Relatively low footfall
- Tend to be single connections to single destinations
- Off the main routes



Draft priority route network for Downtown (taken from System Planning Report – November 2015)

2 System planning

Detailed corridor plans

Refined priority route networks

The route networks have been refined to take into account the following changes:

- Feedback from stakeholder workshops
- Validation of the typology (ensuring sign types and locations are connecting the gaps)
- Review of access to key buildings with pedway connections in Downtown
- Improving the River Valley connection east of The Shaw Centre
- Converting 104th Avenue to a mixture of secondary and primary routes to account for the sheer scale of the road
- Supporting the shared use trail link at 99th Avenue and 109th Street

Pedway support

As stated in both Pedway Interim and System Planning Reports, buildings that have pedway connections are an important part of the Downtown fabric.

Both the on-street and pedway systems have been developed to work together, recognising that users will need support in both environments and are not concerned with administrative boundaries, only how to get from A to B.

The City of Edmonton has a unique opportunity to develop both systems together.

Based on the analysis in the Pedway Interim Report, the majority of buildings currently shown as part of the Pedway can be categorised as:

- **Core** – buildings with high footfall and open the longest hours
- **Secondary** – buildings that have limited access or are open shorter hours

Mid-block entrances

Within that core, there will be different entrances which can be categorised as:

- **Primary** – The main threshold, designed to encourage high footfall, access to LRT or multiple other buildings
- **Secondary** – Not the main threshold, not designed to encourage high footfall

Many building access points will be supported by the on-street system at key intersections and decision points along the priority route network.

However, it is recommended that a selection of **primary entrances** of the **core buildings** are additionally supported where those entrances are located mid-block.

For example, Edmonton City Centre has some primary mid-block entrances designed to handle high pedestrian flows and it is recommended the on-street system is additionally located in those instances.

On the other hand, Sutton Place Hotel is a more intimate space and it is not recommended to heavily support its entrance on-street as an access point to other buildings. The hotel also happens to be located at an intersection and will have on-street support nearby.

2 System planning

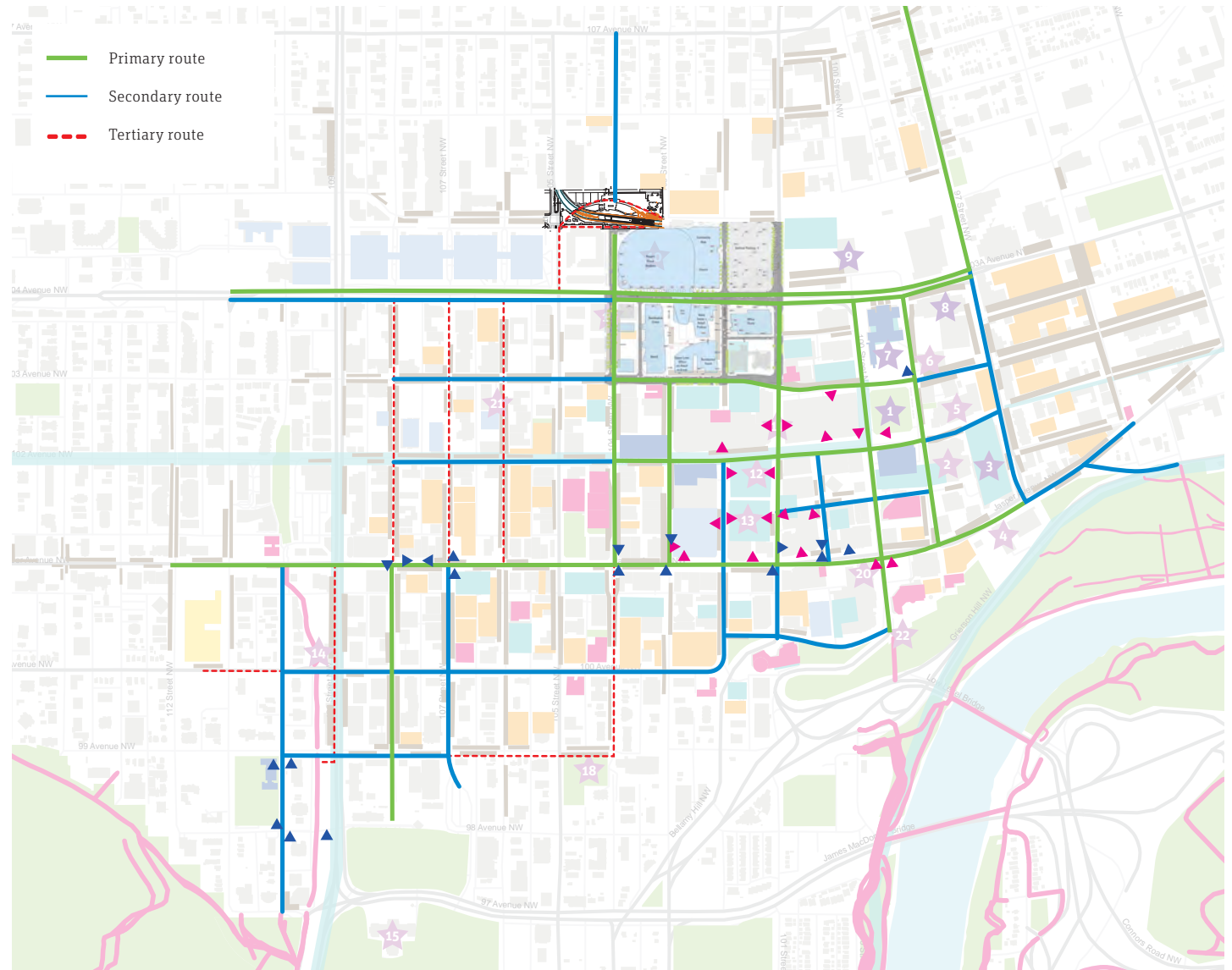
Detailed corridor plans

Downtown primary entrance support

The map opposite identifies the two types of primary entrance for buildings that support pedway connections:

- ▶ Dedicated LRT access
- ▶ Primary building access






In addition, the priority route network has been refined.



2 System planning

Detailed corridor plans

Downtown draft sign placement

-  Pedestrian minilith (48, double sided)
-  Pedestrian monolith (2, double sided)
-  Pedestrian minilith + ETS beacon (22, double sided)
-  Pedestrian monolith + ETS beacon (2, double sided)
-  Fingerpost (12, blades TBC)

Parking support

On-street parking and pedestrian parkade exits are largely supported by the proximity of the on-street system.

Where parkades are linked to pedway connections, these should be supported by the Downtown Pedways map internally (see parallel project report).

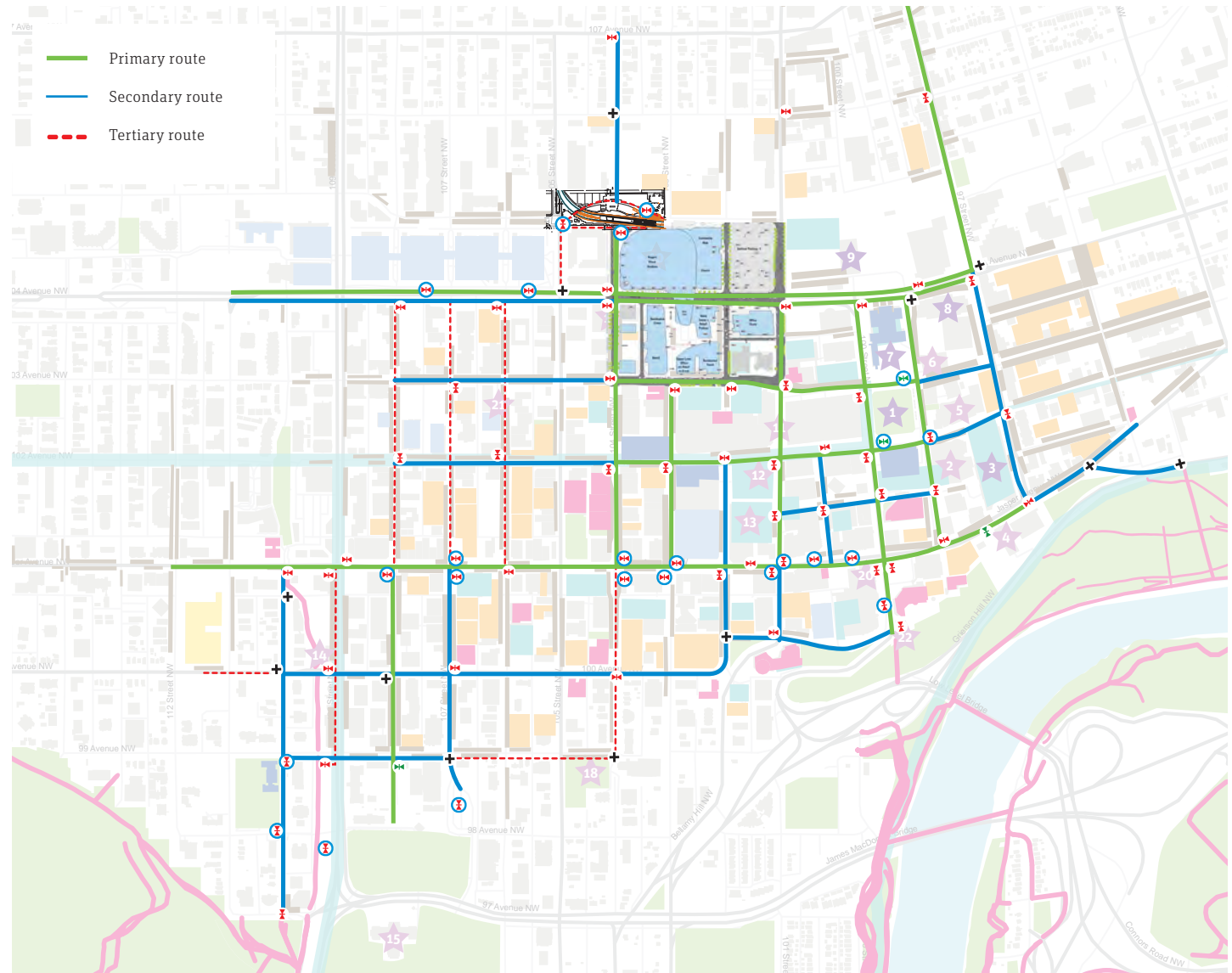
Detailed placement

There will need to be a detailed review of sign placement to assess clearances that may require a different sign from the typology.

For example, Central LRT has one on-street exit with a low canopy that may be better suited to a wall mounted poster case.

LRT stations


The following central LRT stations are supported by the on-street system – Grandin, Corona, Bay/Enterprise, Central, Churchill and MacEwan. It is anticipated that ETS will select other key LRT stations that would benefit from ongoing pedestrian information. These would likely take the form of a poster mounted map, either in an ETS standard poster frame or a custom product designed as part of the on-street typology.



2 System planning

Detailed corridor plans

Old Strathcona draft sign placement

-  Pedestrian minilith
(11, double sided)
-  Fingerpost
(3, blades TBC)

Parking support

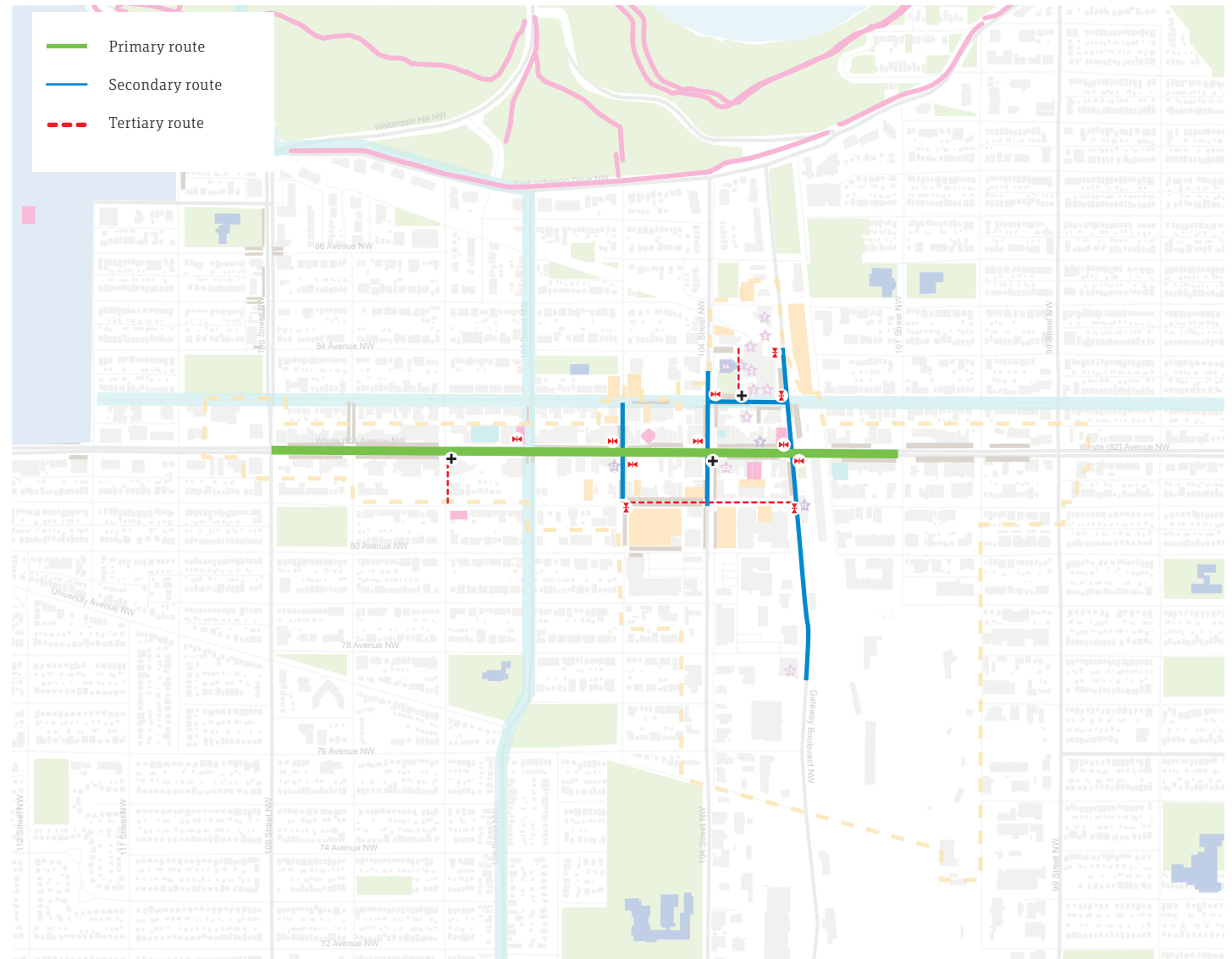
Currently there are large surface lots that could use some poster cases that ETS has in storage. These are heavy duty signs that still require a foundation so whilst they could offer a 'temporary' product solution, they are fairly substantial to install.

On-street miniliths are proposed to the west of the surface lots, outside the Farmer's Market which will pick up most of the natural movement from parking towards the retail and attractions however.

Priority movement

It is understood that most of the support is needed at the heart of Whyte Avenue, with some support off the main route. There are large stores and an antiques market to the south, and it is likely that the majority of users arriving in those locations will be residents or driving.

Therefore, heavy pedestrian signing is not needed to sign from within those locations, but can be located to encourage movement into them from Whyte Avenue for the unfamiliar visitor.



2 System planning

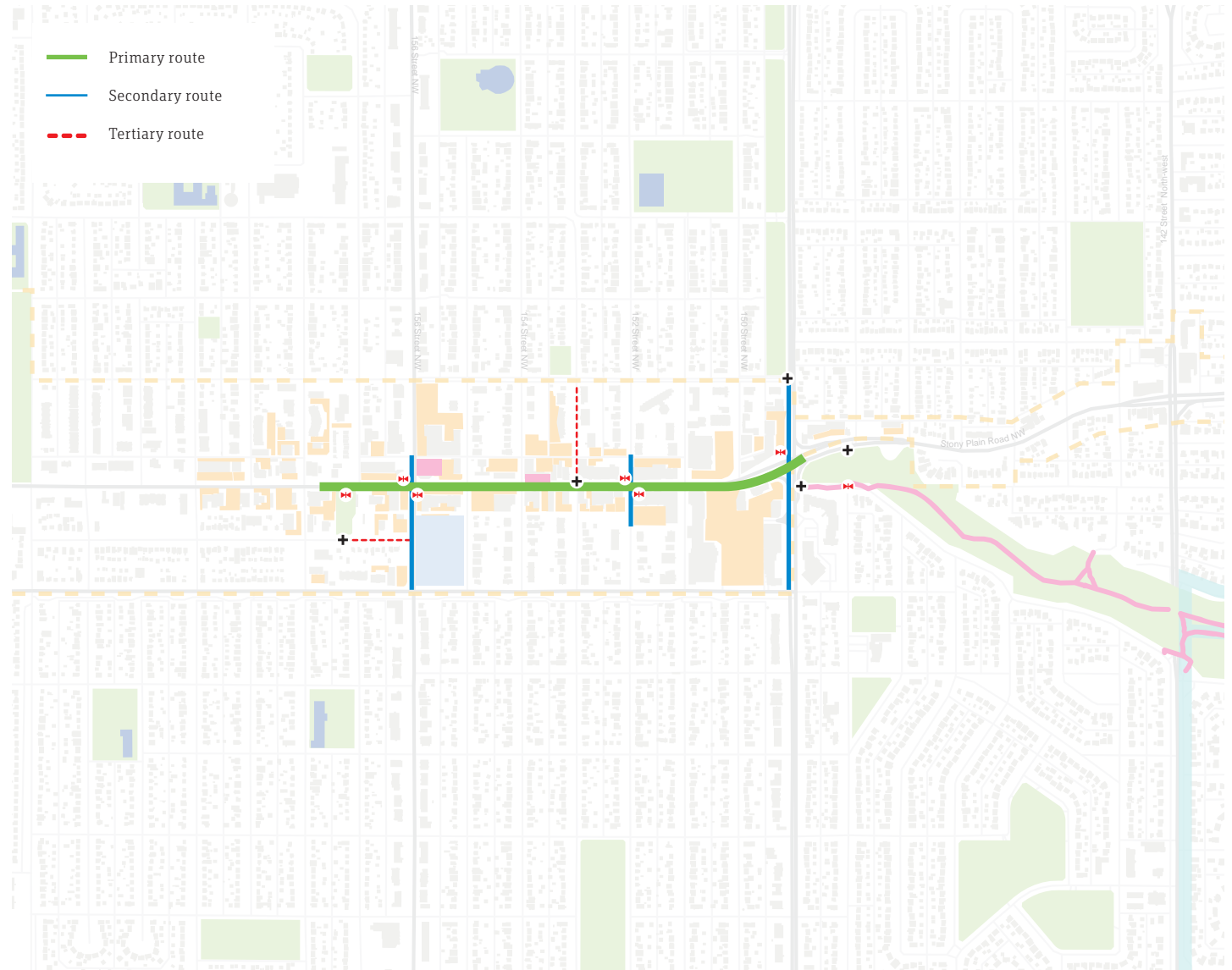
Detailed corridor plans

Stony Plain Road draft sign placement

-  Pedestrian minilith
(7, double sided)
-  Fingerpost
(5, blades TBC)

There is currently not enough data to plan for sign placement and movement with respect to the proposed LRT stations in Stony Plain Road. The draft placement shown here reflects the near future with the introduction of the 'Market District' and supporting links to and from the River Valley.

Detailed placement would also need to consider the opportunities to integrate with the recently introduced street furniture.

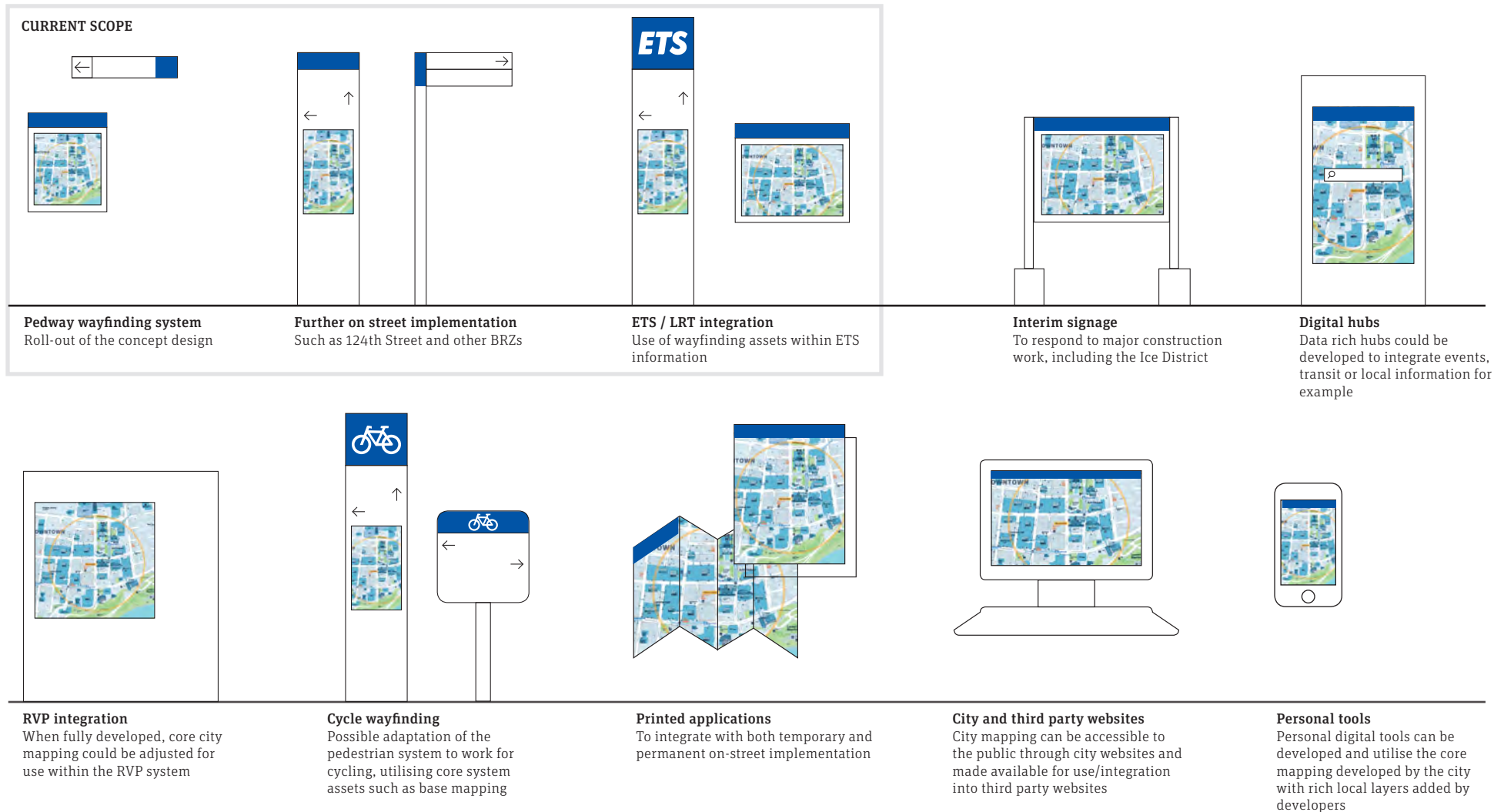


2 System planning

Further applications

As we have highlighted as part of our local principles, the system must be scalable. The on-street system is the foundation piece that future applications will expand upon, such as digital and accessible formats, plus integration with other systems and operators.

The digital mapping project that is a related work stream is fundamental to the wider application and expansion of the wider wayfinding system applications.



2 System planning

Wider integration – ETS station beacon

The initial scope determined by City of Edmonton highlighted the requirement for street level ETS beacons for LRT stations.

Through the development of the strategy and subsequent concept design phases it has become apparent that there are questions around whether the integration of an ETS beacon into the core typology of pedestrian signs will work.

Set out here are three options that have been considered.

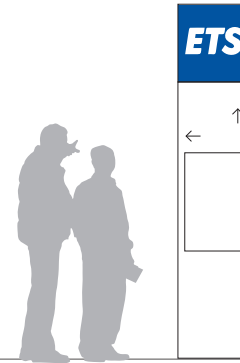
It must be agreed at this stage whether we take the ETS beacon forward into the detailed design phase as an integrated element (option 1) or consider it as a separate project to be commissioned by ETS. Due to its close association with other ETS products and identity elements the latter would be our recommendation.

This would suggest that either option 2 or 3 would be potential solutions, working alongside the pedestrian system or utilising system elements such as mapping to provide onward journey information at egress points.

Option 1

Integrate ETS beacon

The ETS beacon is incorporated into a modified on street product – a top piece added to a pedestrian minilith for example.

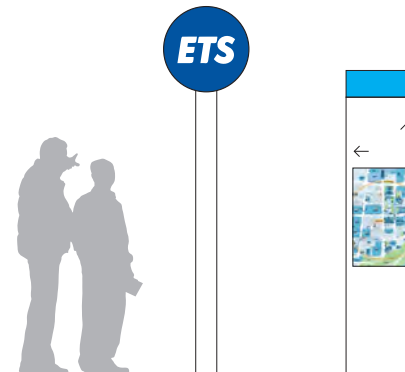


Option 2

Co-locate pedestrian signage and stand-alone ETS beacon

The ETS beacon is separated from the on street pedestrian system but the two products are located in close proximity.

The ETS beacon identifies the ETS facility. The on-street pedestrian sign provides onward journey information.

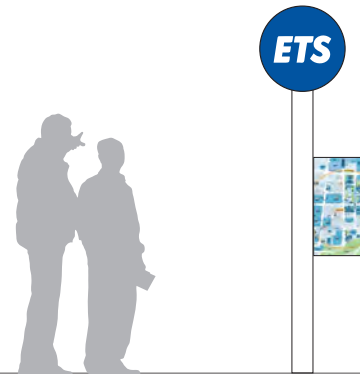


Option 3

Use pedestrian mapping as part of ETS customer information

Pedestrian system elements, such as mapping, are incorporated into stand-alone ETS branded units.

This allows ETS to clearly own and mark their facility but also to utilise the relevant city mapping to provide their users with onward journey information. Mapping could be ETS or city branded.



3 System identity

A brand for city wayfinding

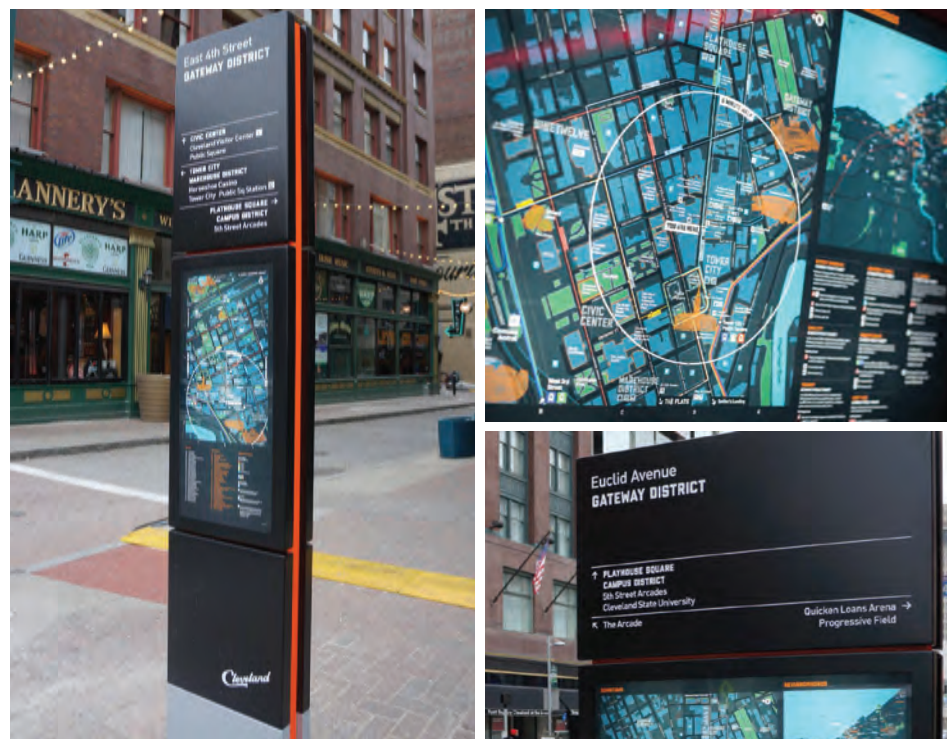
A distinct system identity helps identify on-street products to users and tie together the various applications that make up a system of this sort. Shown here are two successful system identities for recent Applied projects.



Legible London

Legible London's system identity is composed of a system mark (the walking man) and a strong colour (yellow) which combine into a recognisable beacon. The identity is driven by a desire to stand-out on-street, balanced with a requirement to appear clear and authoritative.

This is achieved by combining a strong yellow system colour with a dark blue base and use of the New Johnston typeface, the trusted typeface of the London transport system for over 80 years.



Seamless Cleveland

The Seamless Cleveland system identity is composed of a mixed colour palette (orange, blue & black) and distinctive typography, which combine into an easily identifiable product.

The identity was rooted in the new 'city brand' which aimed to promote the bold, irreverent nature of the city, as well as its musical and sporting heritage. These values were reflected in the strong, characterful colours, lettering and product forms that were used.

3 System identity

A brand for city wayfinding

Distillation of wayfinding elements for
Legible London and Seamless Cleveland



3 System identity 2014 prototype

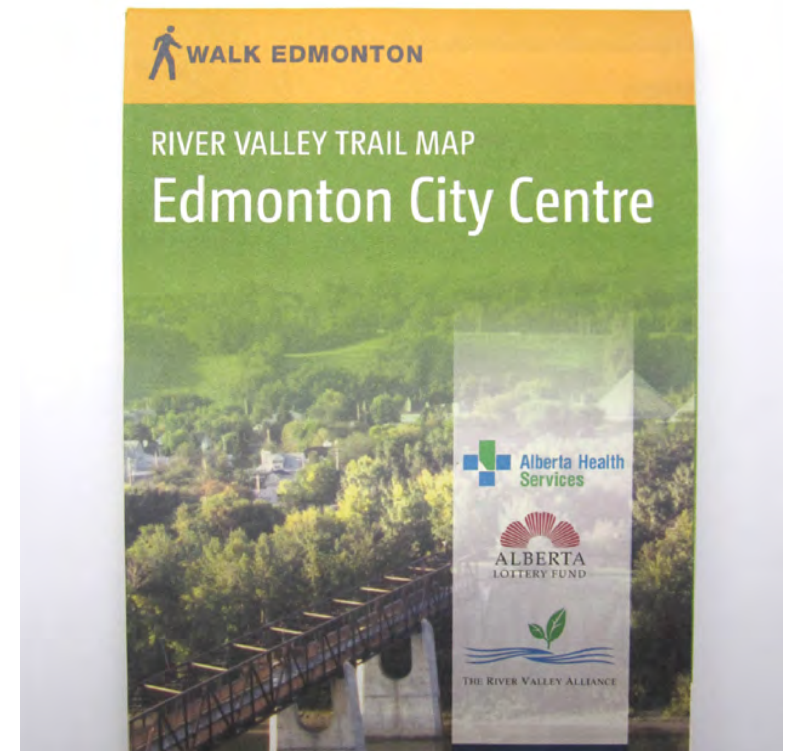
An interim system identity was developed for the prototype sign in 2014. The identity incorporated a 'walking man' brand as well as strong colour palette of yellow and grey. This was combined with the use of a typeface which was felt to be appropriate to the Edmonton 'aesthetic'.

Contrast

Though the combination of colours appeared striking in development of the prototype, on street the palette was not entirely successful. The combination of grey and yellow proved recessive against the backdrop of Edmonton buildings, with the sign disappearing when located amongst concrete coloured buildings and sidewalks.

System Identifier

One aspect that could be considered as being successful was the use of a system logo to 'brand' the system. The walking man logo has since been appropriated and used on related collateral, acknowledging its use as a helpful tool to visually tie together pedestrian wayfinding elements.



3 System identity

City brand

Since the prototype signs were installed in 2014 a comprehensive City of Edmonton brand identity has been in development.

As the system identity of a city wayfinding system should reflect the city it is in, it makes sense to explore the application of this wide ranging city brand.

Many aspects can be drawn from the city brand, including colour, typeface and layout. It should however be remembered that this brand has not been developed with a wayfinding system in mind and only appropriate elements should be taken forward – it should be a reference point rather than a prescriptive formula for creating the system's graphic language.

The city brand has been an important starting point in the development of the graphic language of concept designs contained within this document.

Building on the city brand will create a level of trust for users – knowing the system is the official city system and that it is comprehensive and well maintained is important for users to understand and will increase its use.



3 System identity

Colour

Consideration of colour is an important component in identification of the sign system and the effectiveness of the sign's graphic elements.

Colour considerations

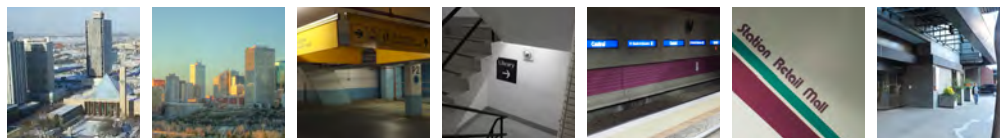
- The colour palette should make the sign recognisable as part of a family of signs.
- Colour should be used to provide enough contrast against the sign's surroundings to be make it visible, but it should also be complementary in appearance.
- Colour contrast should provide highly legible text and graphics, with a broad ranging palette offering a range of highlights and base colours.

In order to complement the Cityscape and brand of Edmonton, inspiration can be sought in the colours of the city, from its architecture and nature, through to its culture, nightlife and city brands.

Warm



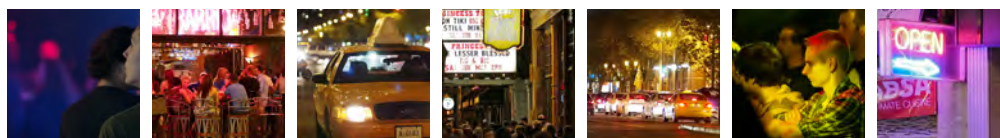
Cold



Bright



Night



Brand



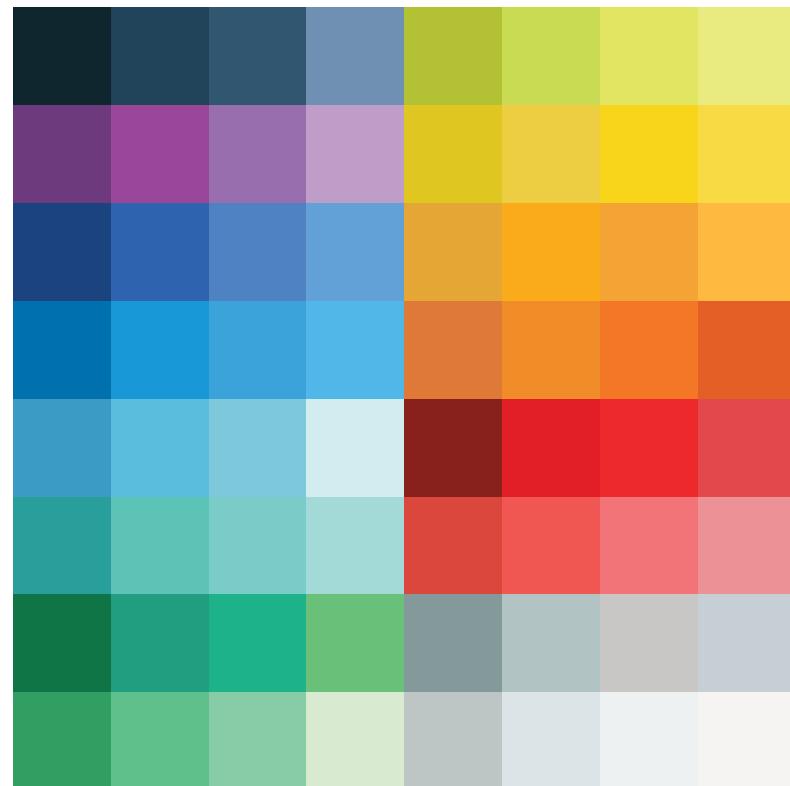
3 System identity

Colour

The city brand offers a strong colour palette from which to build a system identity.

A core palette of blues is complemented by a range of secondary accent colours that could be applied effectively across signage and mapping. Building the colour palette out of this palette offers the advantage of continuity of city brand and the trust that comes with this association.

Edmonton City Identity



3 System identity

Typeface

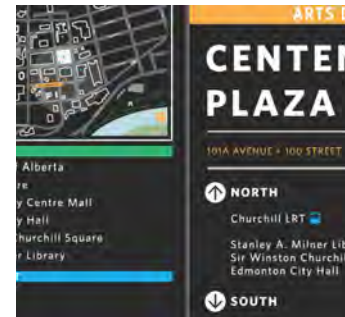
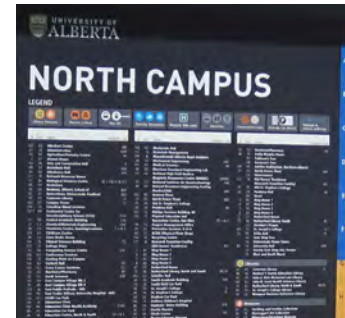
Typefaces are integral components of a wayfinding system's visual aesthetic – providing a consistent voice and identity for information across signage, printed and digital applications.

Typeface considerations

- Typefaces should be highly legible with large x-heights and open counters.
- Typefaces should offer a wide range of different weights which are effective at both large sizes on signage and small sizes on mapping and indexing.
- Typefaces should be effective across signage, print and digital applications.

As with the choice of colour, a typeface should complement the aesthetic and style of the city. For the prototype, research showed that common styles of lettering in Edmonton included sans serif typefaces such as Helvetica, Futura, DIN and Frutiger which were used across the city's existing wayfinding information.

The Benton Sans typeface was used on prototype signage because it was felt it was in-keeping with the style of Edmonton as well as being legible and available in a range of weights.



3 System identity

Typeface

Since the prototype a new family of brand fonts has been introduced.

The range of typefaces and weights offered as part of this collection of fonts are appropriate for use across a wayfinding system while also offering the benefit of being consistent with this new unified approach to city branding.

A sample of options are shown here.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+?

Prelo Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+?

Prelo Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+?

Prelo Slab Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+?

Prelo Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+?

Quercus Regular

3 System identity

Pictograms

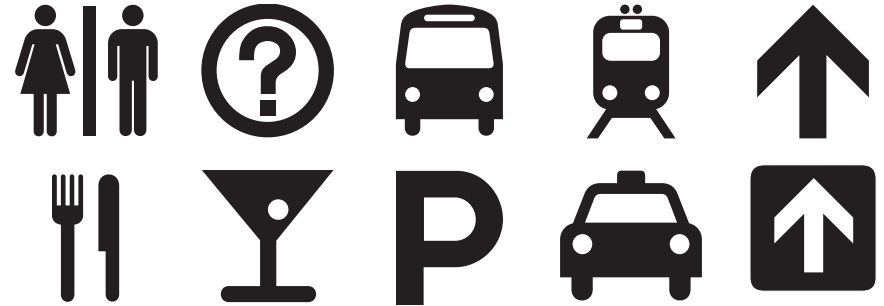
Icons have an important role in wayfinding to communicate meaning at a glance on complicated mapping or signage.

Icon considerations

- Icons should be based on national or international standards to ensure widespread recognition, but also reflect local iconography, such as transit pictograms.
- Icons should be suitable for use at small sizes on detailed mapping but also at larger sizes on signage designed to be viewed at distance.
- Icons should be complementary to the graphic style of the rest of the system

Bespoke icons have not been developed as part of the city brand project so far, but this is something that could be considered as part of the development of the wayfinding system.

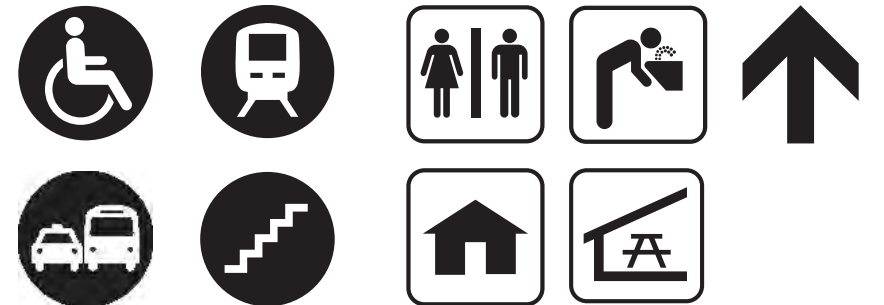
International Standards



ETS



Community Facilities / RVP



3 System identity

Pictograms

Pictograms should be designed to appear as a coherent set that can be used across all city applications.

Shown here is a pictogram set developed for Translink, the transit operator of Vancouver. Styling of the pictograms is derived from the form of the accompanying corporate typeface and consistent throughout the set.

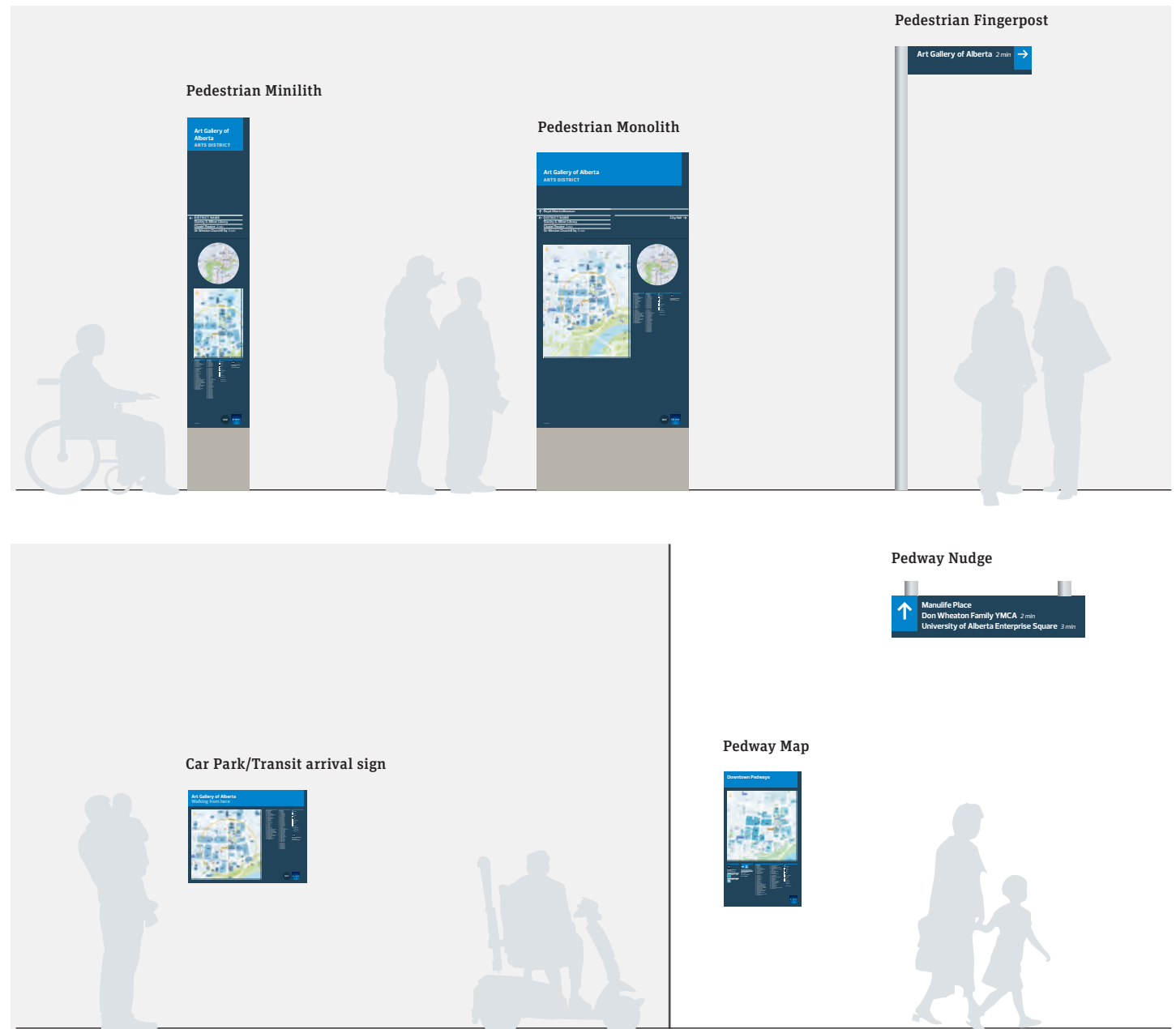
Abc d



4 Concept design Typology

Applying the city brand identity to the wayfinding system can help create a strong, recognisable and trusted system for users.

Linking the on-street and Pedway systems with this consistent identity provides seamless information both inside and out.



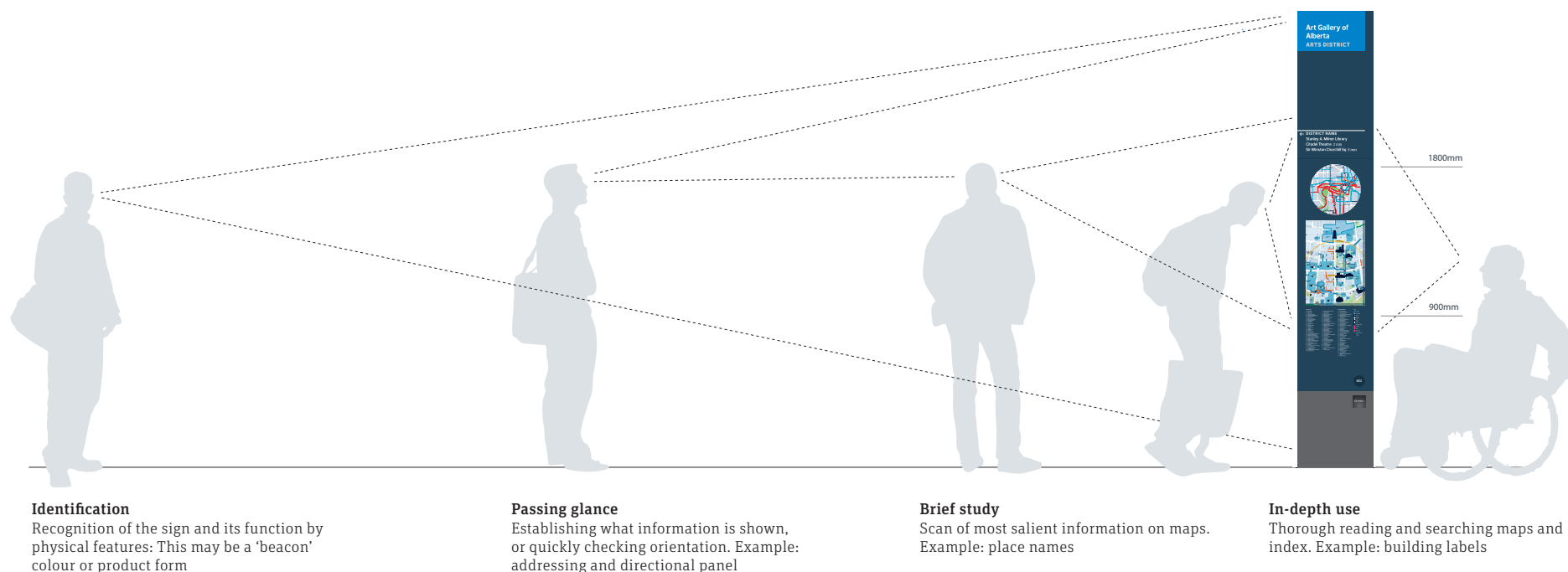
4 Concept design

Universal design

Building on the universal and local wayfinding principles we also use a universal design approach when developing the detail of the system.

All elements are designed to work for as wide a range of people as possible. Design should be inclusive to people across the spectrum of cognitive, visual and physical abilities.

Reading distances (shown here), mounting heights and colour contrast are all aspects that will be considered to ensure information is widely accessible. These principles are integrated into all aspects of our detailed design development and thinking.



4 Concept design

Developing mapping

Creating and using a consistent map as the best medium for communicating complex information is a key proponent of the system.

Map design is an involved process, particularly so when attempting to communicate an urban environment as complicated as Edmonton's in an easy to understand way.

Particular areas of development have included:

- Development of an engaging colour palette that is appropriate to the Edmonton brand while still being highly legible.
- How to show underground routes.
- How to highlight the connectivity of Pedway connections without overwhelming street level detail.

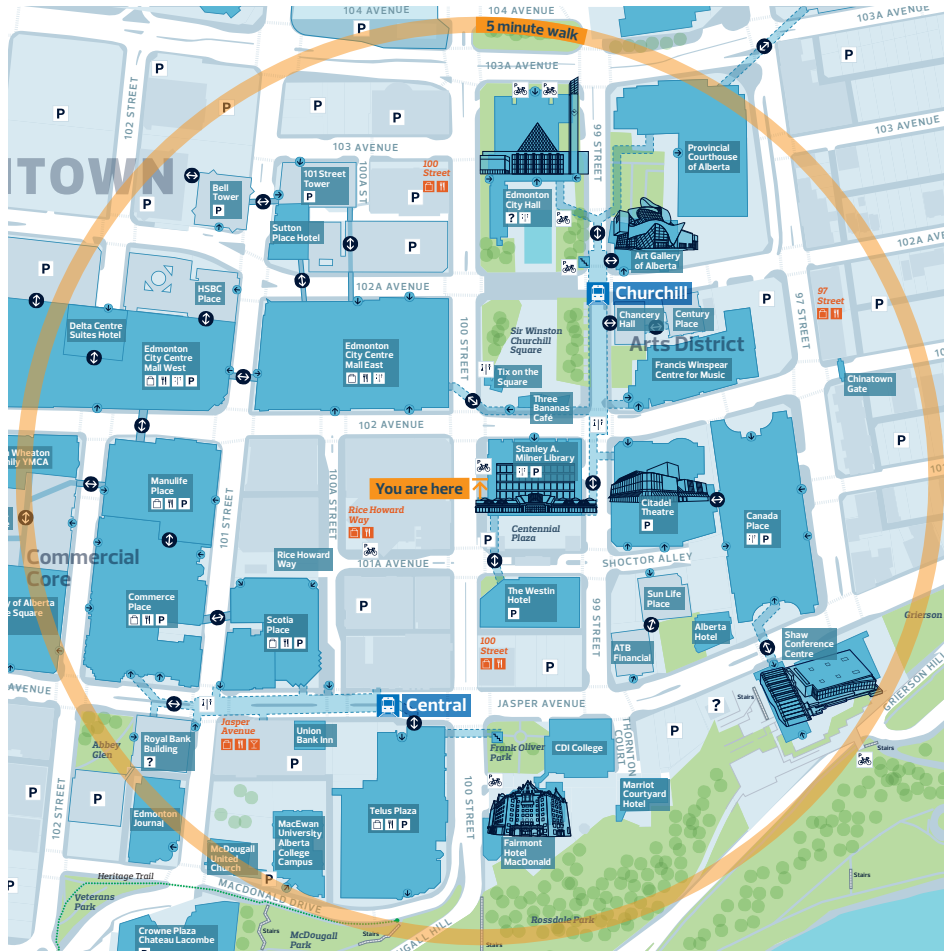
This document does not present all the stages of our development but rather presents our current proposals for discussion so that we can move forward to the next phase of detailed design.



4 Concept design

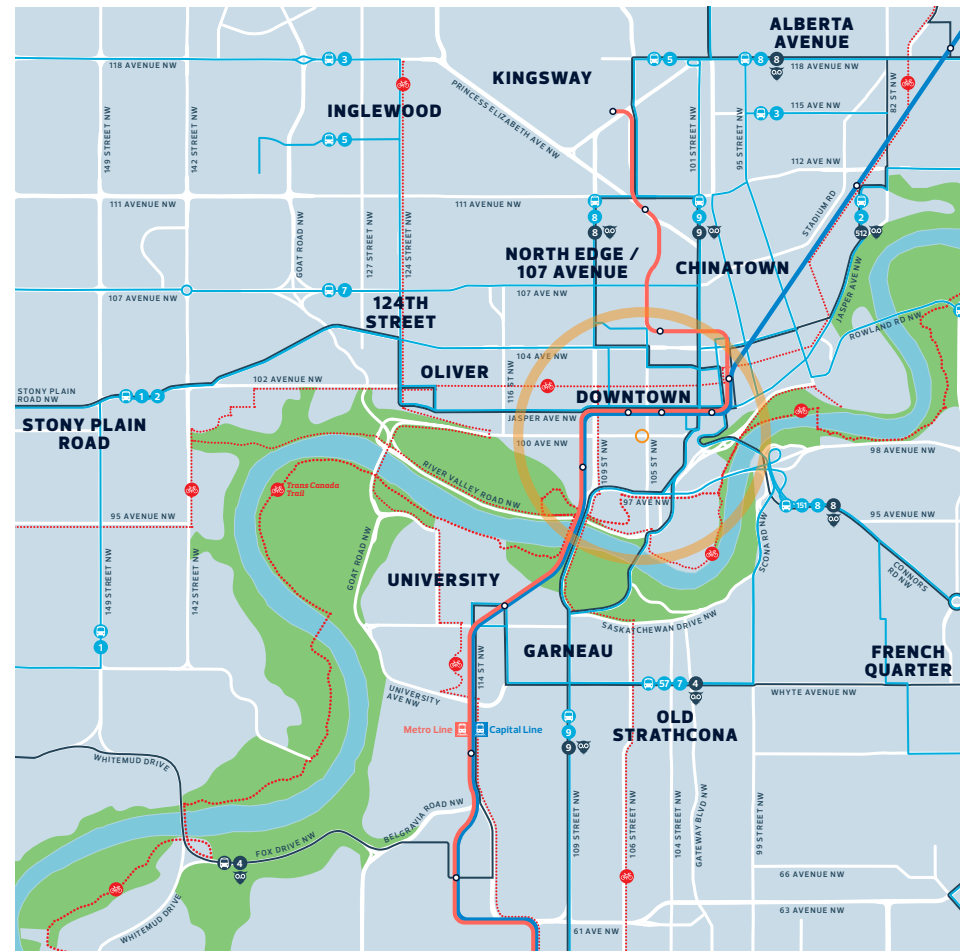
Map scales

Two scales of map have been developed for the Edmonton city wayfinding system.



Finder map

Detailed local map of streets and destinations within about 5 minutes walk of the sign



Planner map

A simple overview of the central visitor areas, showing frequent transit links across the city core.

4 Concept design

North-up vs heads-up orientation

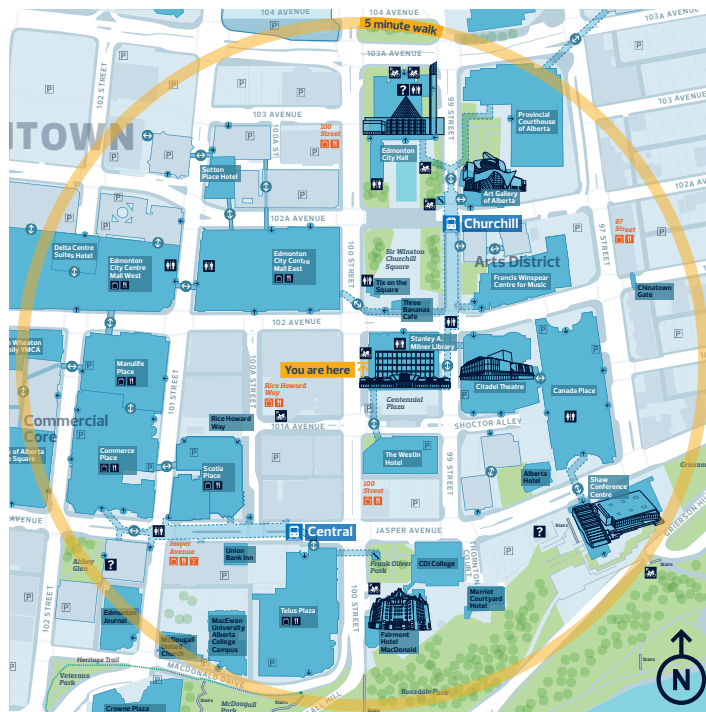
'Heads-up' map orientations refer to a map that aligns to the direction that the user is facing, as opposed to 'North-up' maps that always point north regardless of the user's orientation.

The 'Heads-up' approach works well with detailed, local mapping in situations where the user can reference that detail to their immediate surroundings such as prominent buildings or street name plates.

As the scale zooms out further, 'Heads-up' maps become harder to reference to their surroundings. There is a tipping point where a local map becomes a more global view that most people are used to experiencing as 'North-up', such as map of the whole city, or a transit network. At this scale, it is recommended that the 'North-up' approach is used.

Another consideration is when two map scales are shown on one sign, as is the case for the City of Edmonton. Unless there is recognisable local detail that is shared between the two map scales, it is not critical that both scales use the same orientation.

The two scales recommended for the City of Edmonton are 'Finder', which is detailed local mapping and should be 'Heads-up', and 'Planner', which tends towards a diagram including the North Saskatchewan River and frequent transit, and makes more sense to be 'North-up'. Constantly rotating the citywide view is not recommended.



North-up mapping

North-up mapping, where the map points north regardless of the user's orientation, is proposed for the Planner map.



Heads-up mapping

'Heads-up' mapping, where the orientation of the map aligns to the direction that the user is facing, is recommended for Finder maps on street.

4 Concept design

Finder map

The Finder map gives a detailed local view of streets and destinations in close vicinity to the user. It locates the user by showing them their immediate surroundings at a walkers' level of detail.

It is proposed that the Finder map will be shown in a 'heads-up' orientation.

It could include such detail as:

- Streets
- Sidewalks
- Crosswalks
- Building footprints
- Local landmarks
- Building entrances
- Underground connections
- LRT stations
- Parks
- Retail areas
- Trails
- 3D buildings

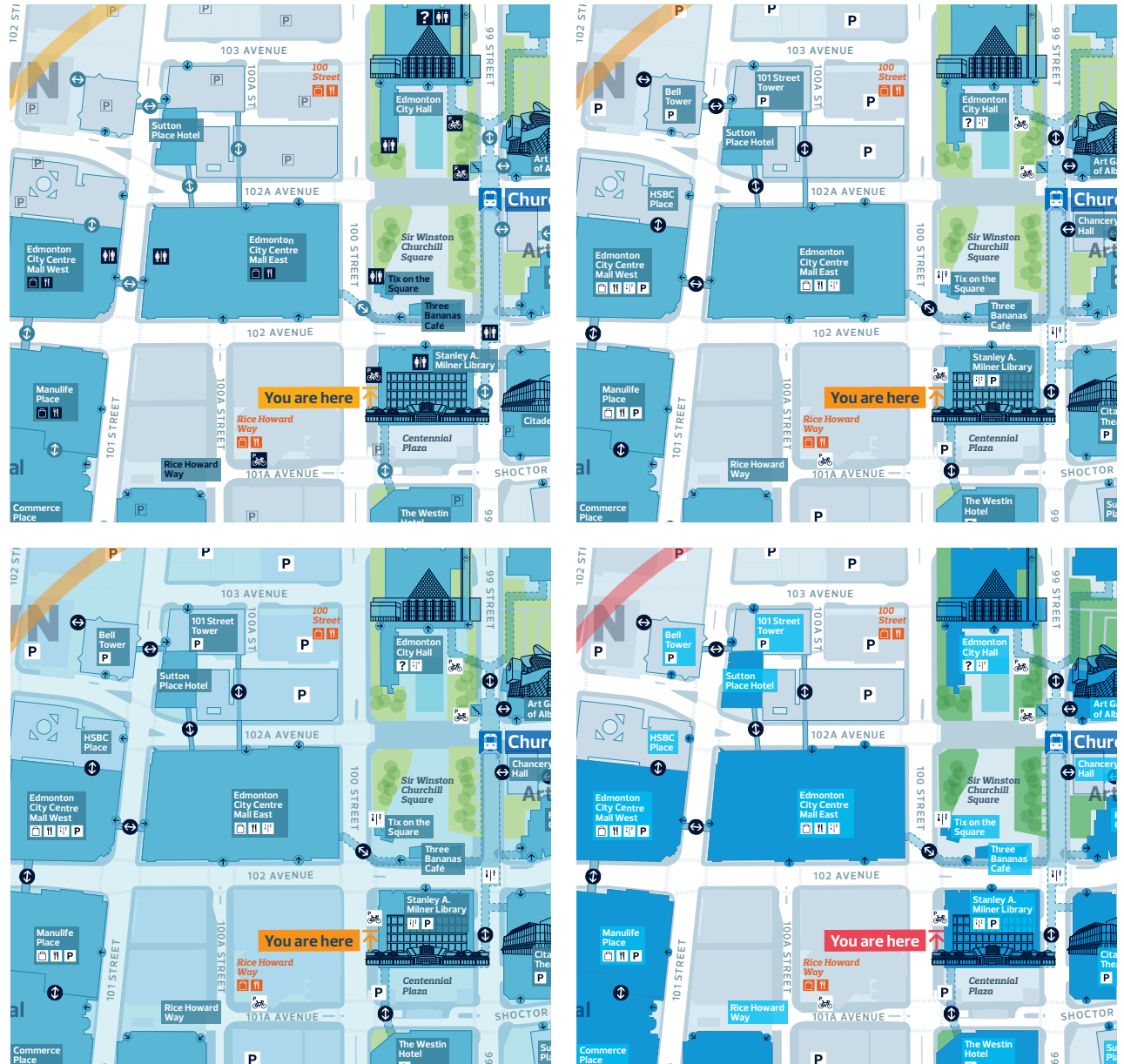


4 Concept design

Finder map

Finder map development

The development of the Finder map is one of subtle development – balancing the need to create a map that appears engaging and reflective of the Edmonton 'brand', but is also high contrast with different levels of emphasis creating a clear hierarchy of information.



4 Concept design

Planner map

The Planner map gives an overview of the city core. It gives an understanding of the layout of the city and shows key connections for moving between the central visitor areas.

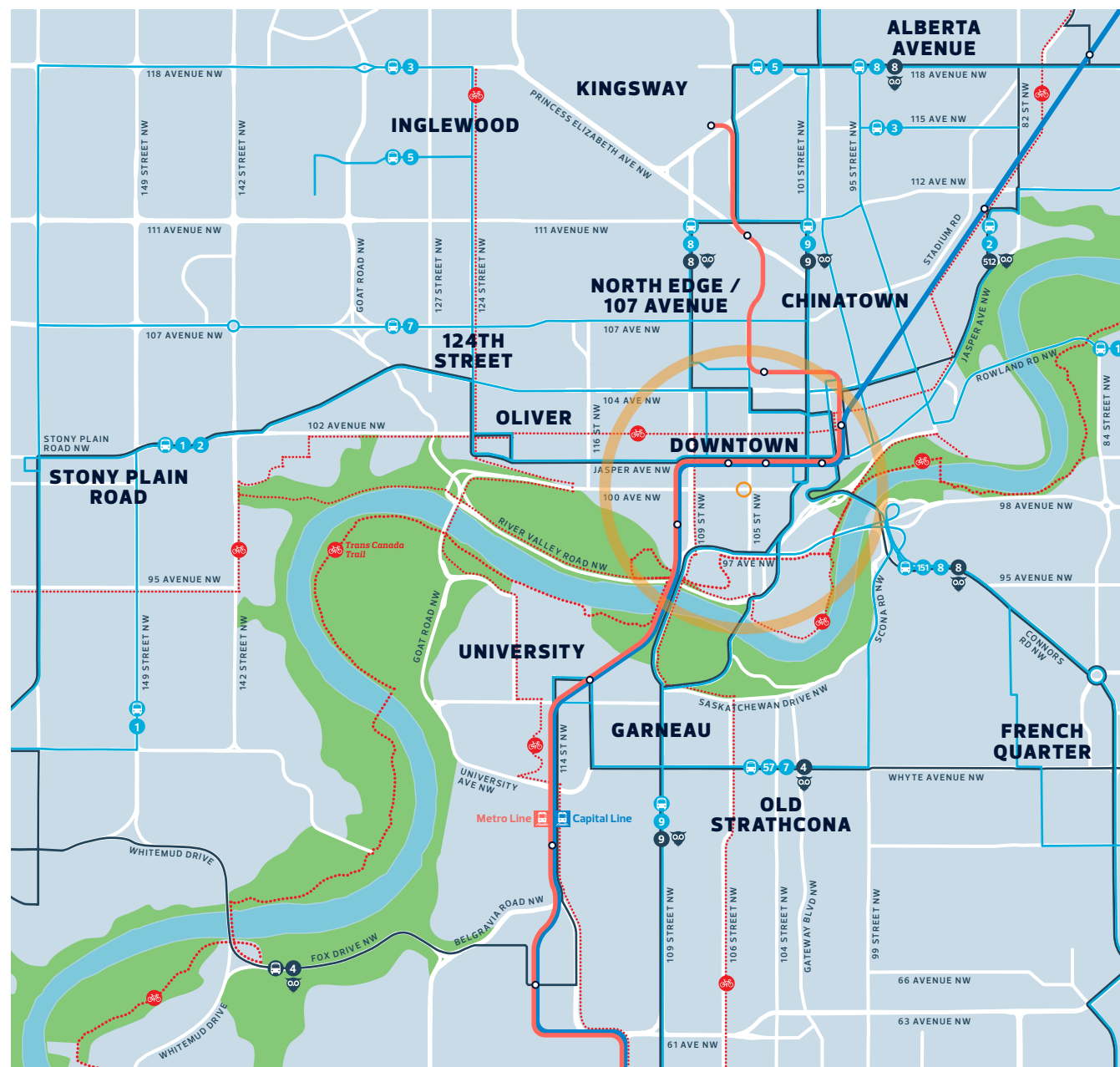
It is proposed that the Planner map will be shown in a traditional 'north-up' orientation.

It could include such detail as:

- Major streets
- Area names
- A frequent transit network
- Major Trails

Though it is intended to include a 'frequent transit network' on this map, it should not be considered as the same as or a replacement for the FTN map that is currently being developed by ETS.

The intention of this map is to show an easy-to-understand view of key city areas and frequent connections between them.



4 Concept design

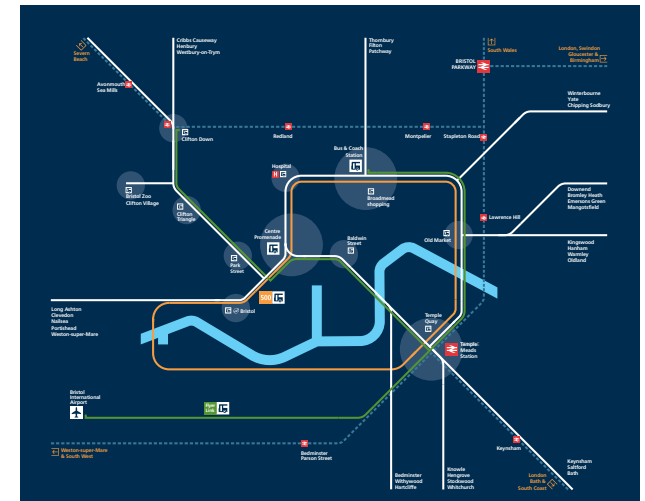
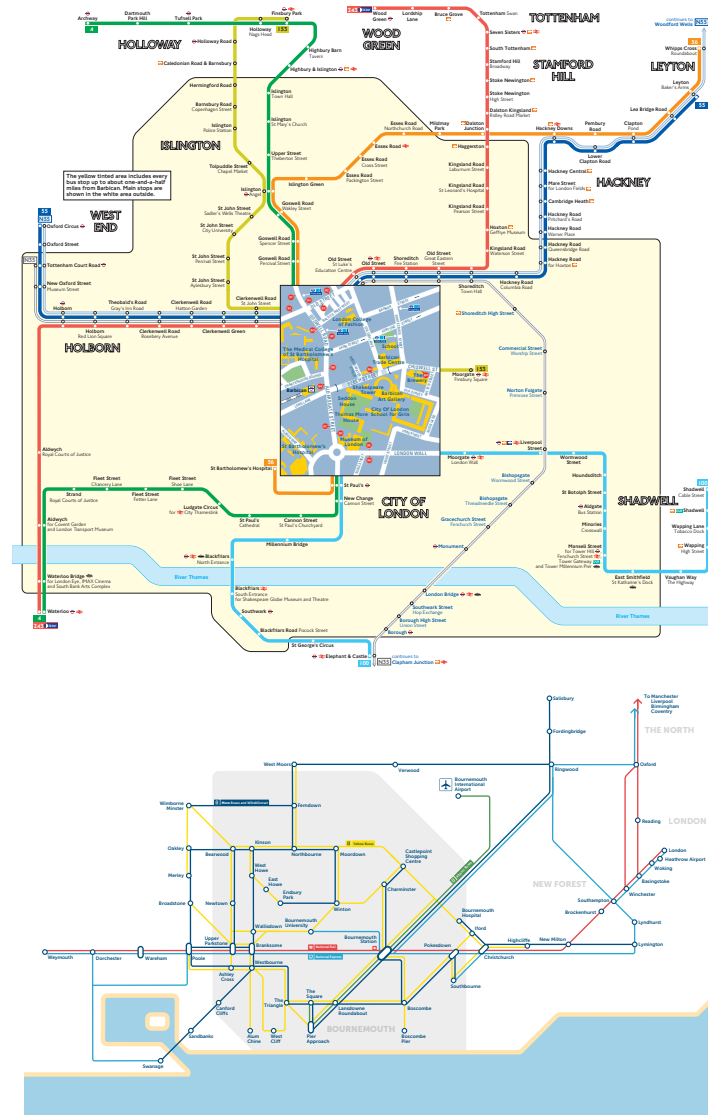
Planner map

Planner map development

The examples shown here illustrate various methods for simplifying regional information, with a focus on highlighting frequent transit links to major visitor areas.

It is recommended that the City of Edmonton Planner map takes a similar approach, maintaining the following principles:

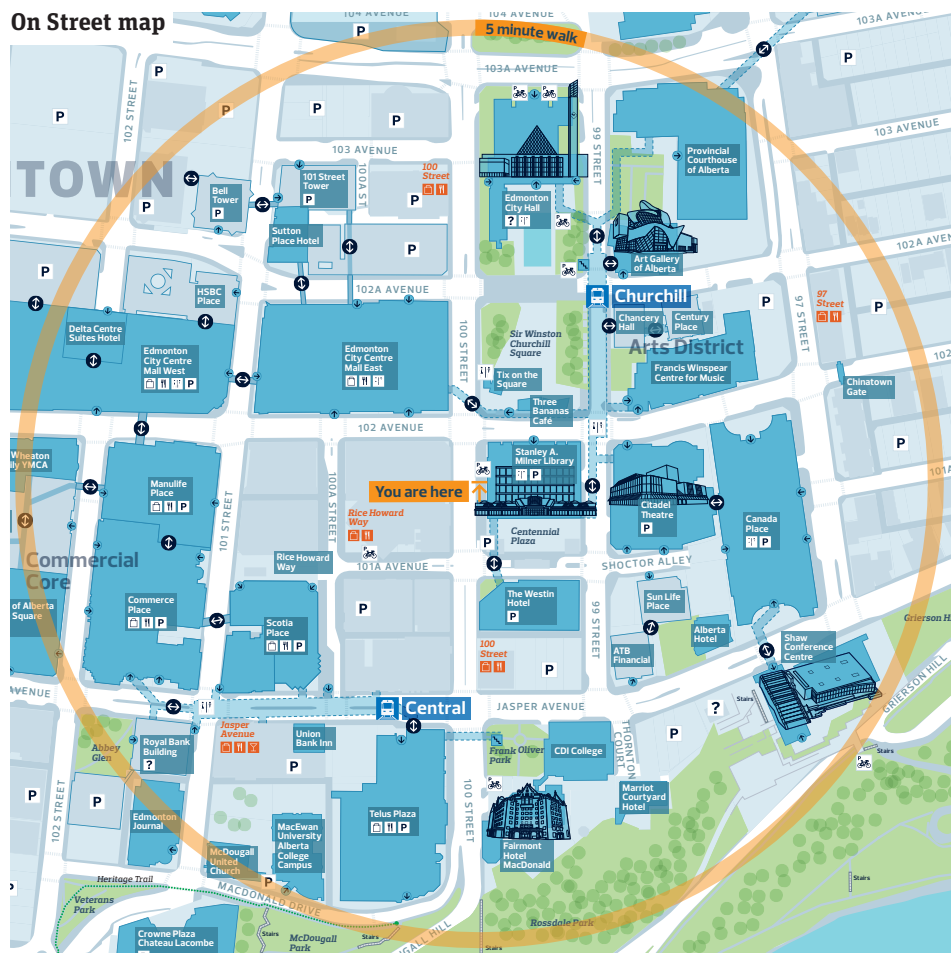
- Geographically correct
- Tend towards the diagrammatic rather than street level detail
- Highlight key visitor destinations and areas
- Show a selection of frequent transit to those destinations and areas
- Allow users to identify where they can catch that transit locally without requiring a key / legend



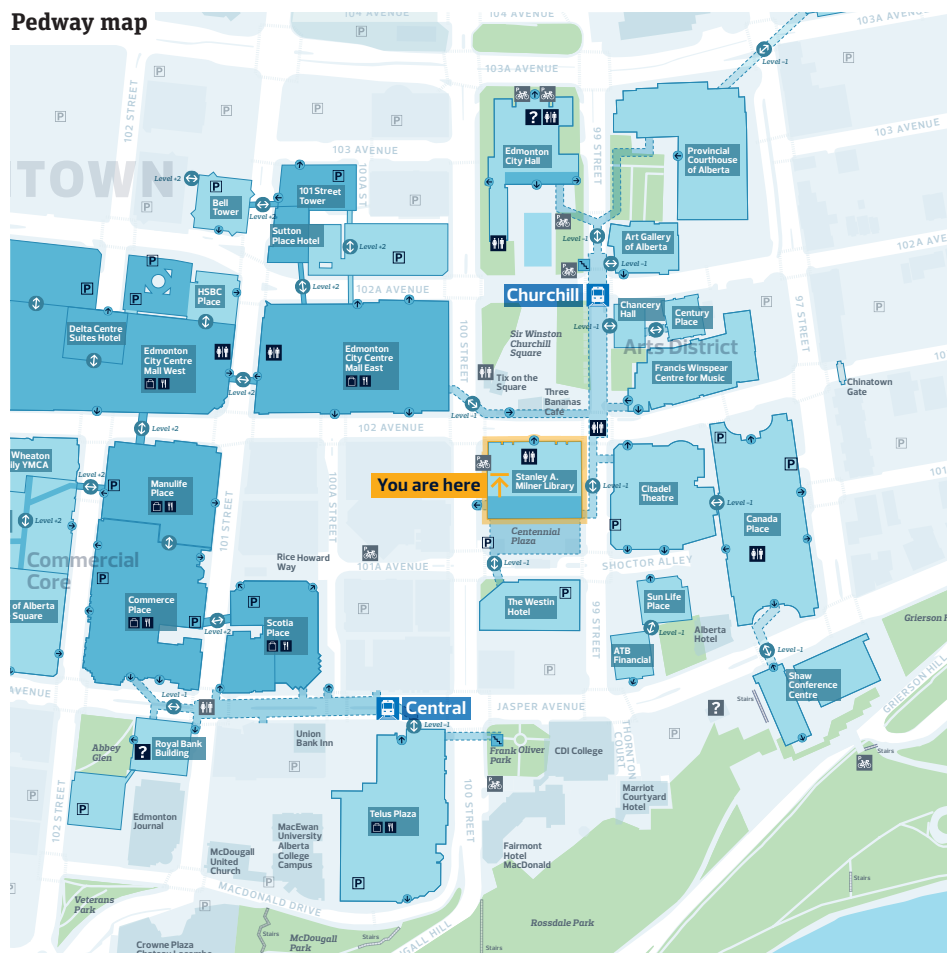
4 Concept design

One base map, two applications

On Street map



Pedway map



The Finder map is intended to be a detailed base on which information can be layered. It should be flexible to the demands of different applications. One such alternative application is the use of the Finder map scale in the Pedway.

It is imagined that the Finder map will adapt to the different context of the Pedway environment by stripping back on street specific information and emphasising detail that is key to users when viewing the map in the Pedway, such as connections between buildings and Pedway opening times.

4 Concept design

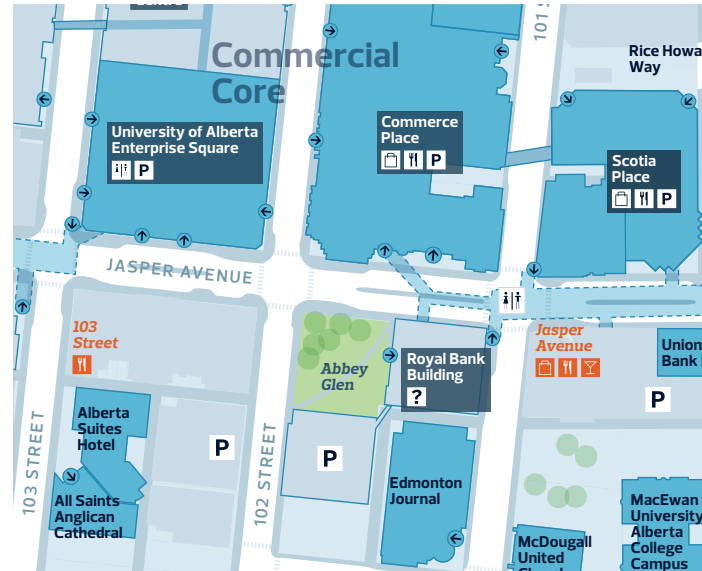
One base map, two applications

Emphasising Pedway connections on the on street map

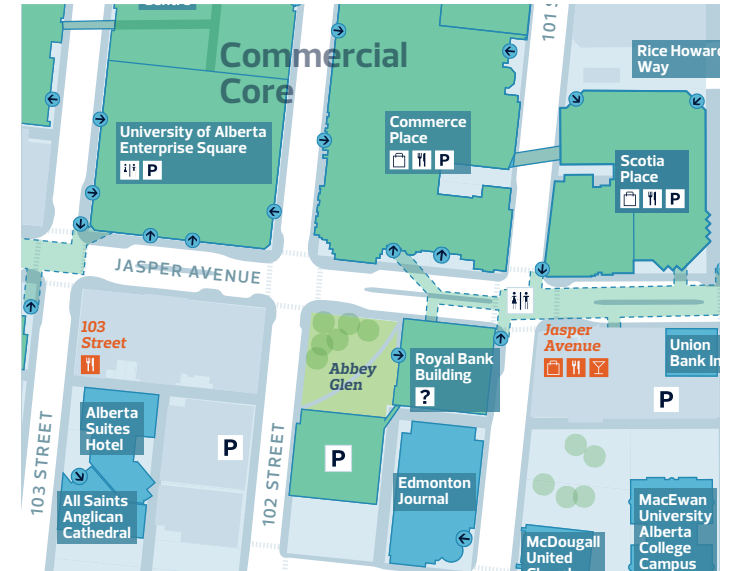
As an important feature of wayfinding in Edmonton, work has gone into striking a balance between providing enough detail that the Pedway network is easy to understand but not so much that street level detail is overwhelmed.

Pedway connections can be highlighted in several ways, including:

- Highlighting buildings which are connected by the Pedway using emphasised labels or building colour
- Highlighting Pedway connections with icons



Pedway buildings identified through differentiation in label treatment



Pedway buildings highlighted using brand colour



Highlighting of Pedway routes with arrow icon

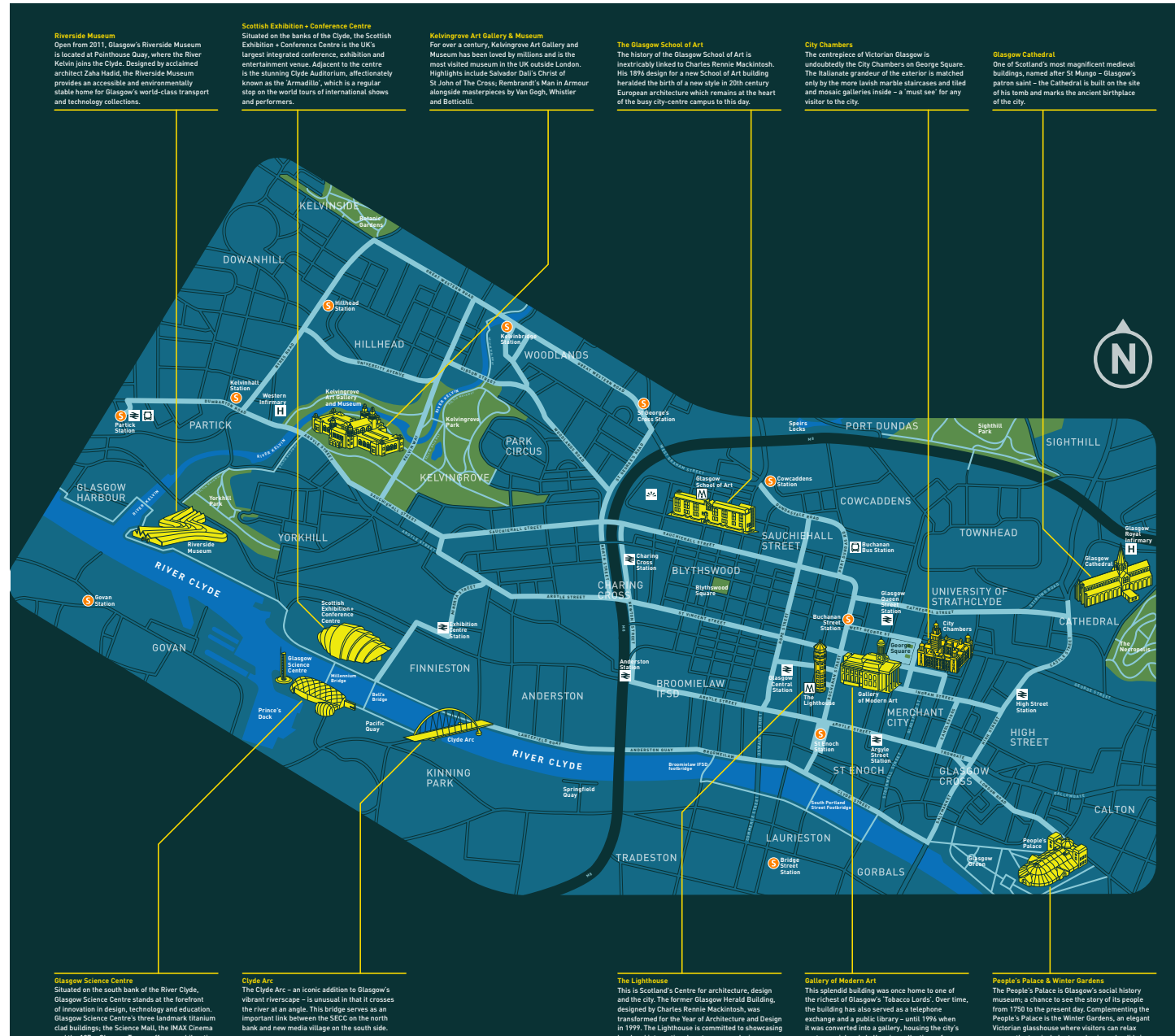
4 Concept design

City overview

There is an opportunity on larger monolith signs in the system to show a more illustrative or different view of the city.

This is something that was successfully developed for the Glasgow system developed by Applied in order that the East and West ends of the city centre and the river could be easily understood in relation to each other – something that could work in Edmonton to describe the proximity of the River Valley Parks.

As the mapping scales are developed further, this type of map may be considered to complement the planner map scale.



4 Concept design

Sign elements

Pedestrian Miniliths provide support to walkers at key decision points.

450 x 2700mm

Addressing

Confirms sign location

Directional

Gives at-a-glance direction and orientation

Planner map

Overview map of connections to wider areas

Beacon

Provides visibility from distance and provides a recognisable system identity

Finder map

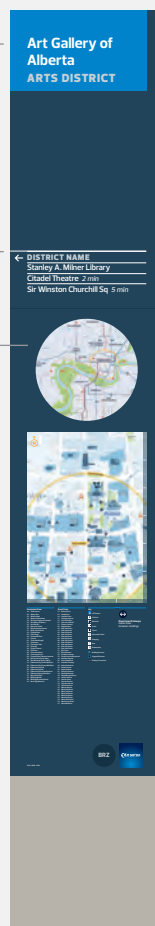
Detailed map of streets and destinations with 5 minutes walk of the sign. Also identifies Pedway connections and entrances

Supporting information

Attractions & street index and map key provide additional information. Pedway information may also be included to explain the network & connections further.

Brand

Edmonton brand provides endorsement to sign information



Pedestrian Minilith

4 Concept design

Sign elements

Pedestrian Monoliths display a rich amount of information at dwell points and larger public spaces.

1110 x 2450mm

Addressing

Confirms sign location

Directional

Gives at-a-glance direction and orientation

Finder map

Detailed map of streets and destinations with 5 minutes walk of the sign. Also identifies Pedway connections and entrances.



Beacon

Provides visibility from distance and provides a recognisable system identity

Planner map

Overview map of connections to wider areas

Supporting information

Attractions & street index and map key provide additional information. Pedway information may also be included to explain the network & connections further.

Brand

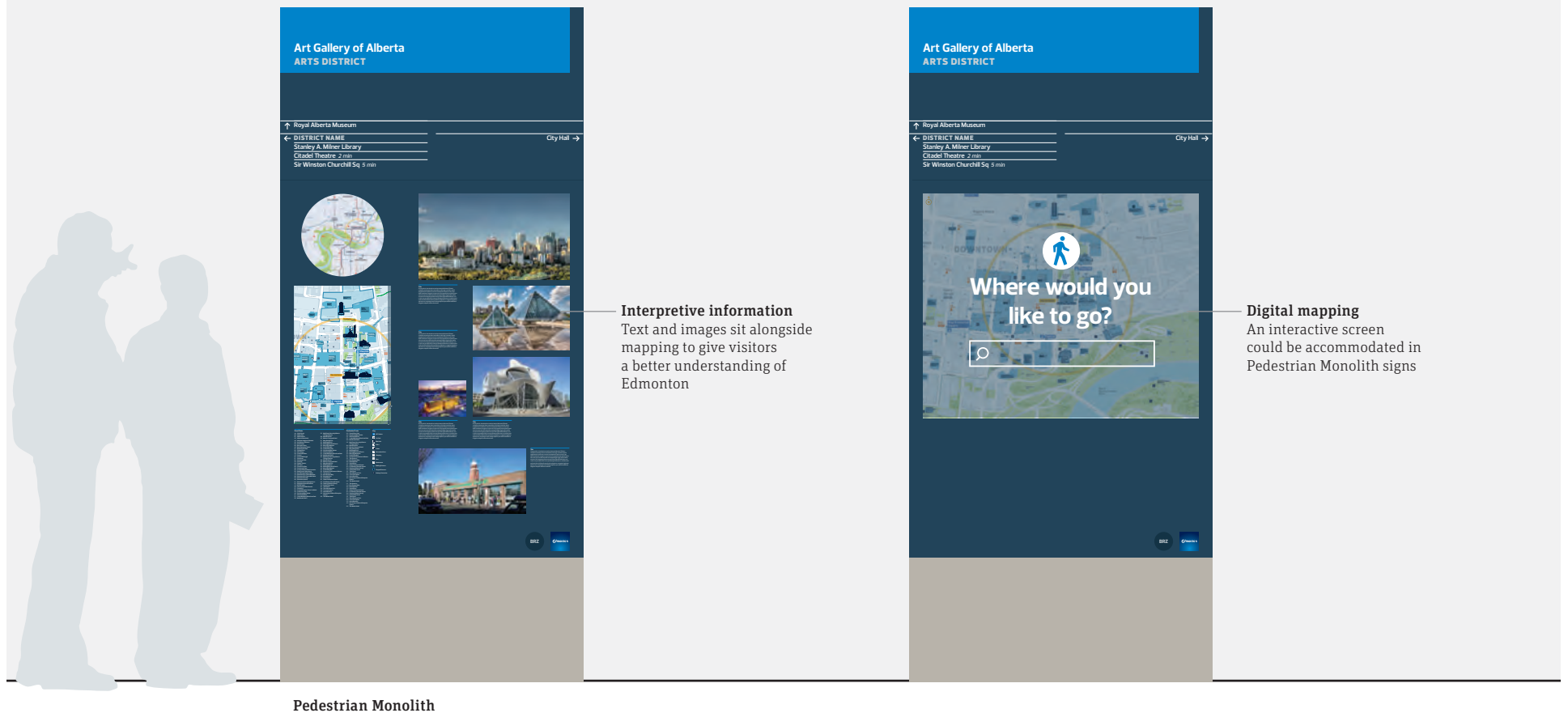
Edmonton brand provides endorsement to sign information

Pedestrian Monolith

4 Concept design

Sign elements

Pedestrian Monoliths could also be used to show interpretive information or house digital screens.

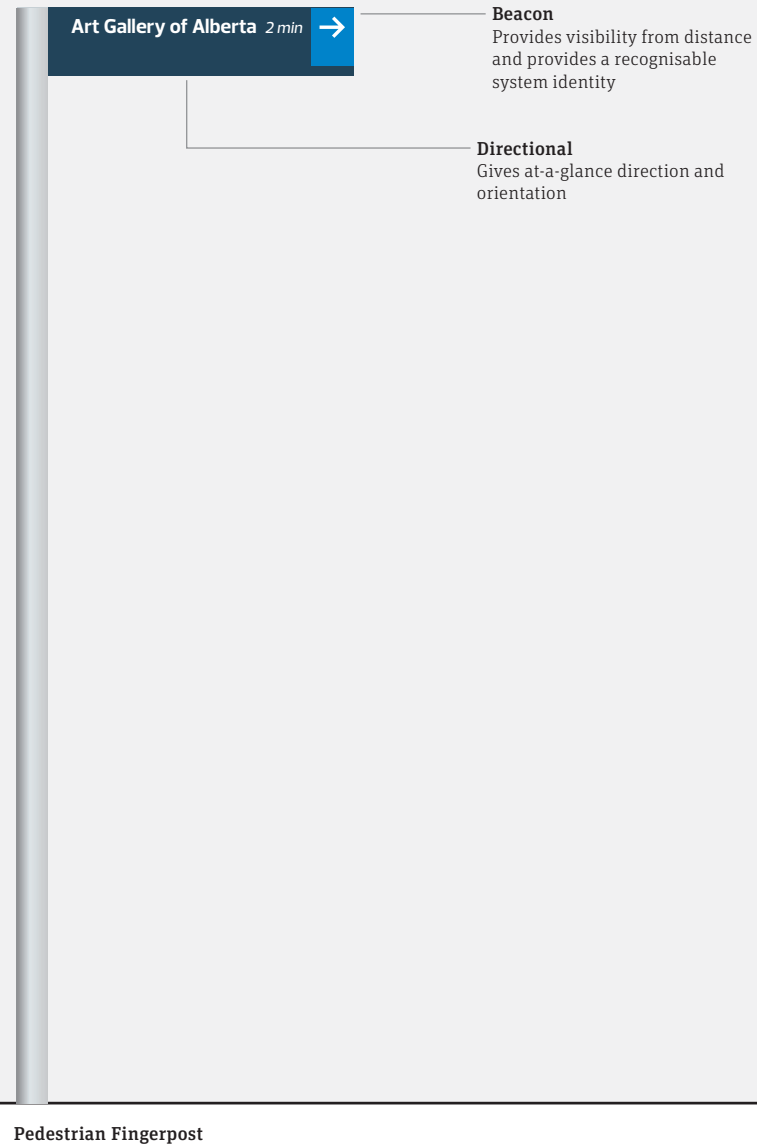


4 Concept design

Sign elements

Pedestrian Fingerposts provide a homing beacon for nearby destinations as a final step in a walker's journeys, or where it is simpler to point to everything in one direction rather than providing a map.

990 x 3220mm



4 Concept design

Sign elements

The Car Park/Transit arrival sign

provides pedestrian information at car parks and transit centres at the point where users are exiting to street.

They will take the form of a poster case and can be wall mounted or freestanding.

Small 559 x 864 (ANSI D)

Large 864 x 1118 (ANSI E)

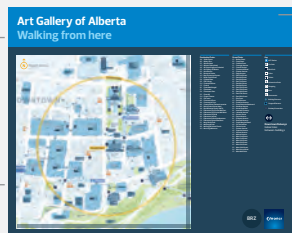


Addressing

Confirms sign location

Finder map

Detailed map of streets and destinations with 5 minutes walk of the sign. Also identifies Pedway connections and entrances.



Beacon

Provides visibility of Pedway entrance from distance

Supporting information

Attractions & street index and map key provide additional information. Pedway information may also be included to explain the network & connections further.

Brand

Edmonton brand provides endorsement to sign information

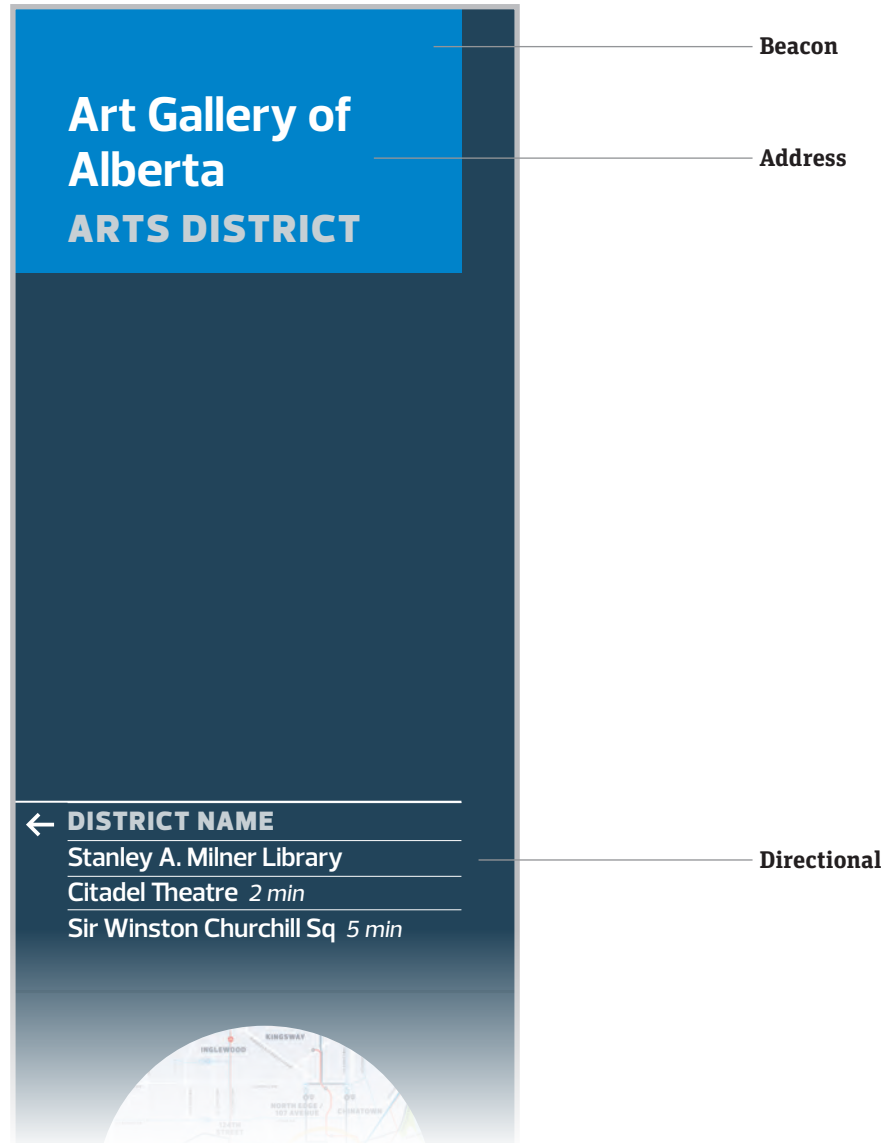
Car Park/Transit arrival sign

4 Concept design

Sign elements

Pedestrian Minilith

The top of the sign features a 'beacon', a sign address and directional information.

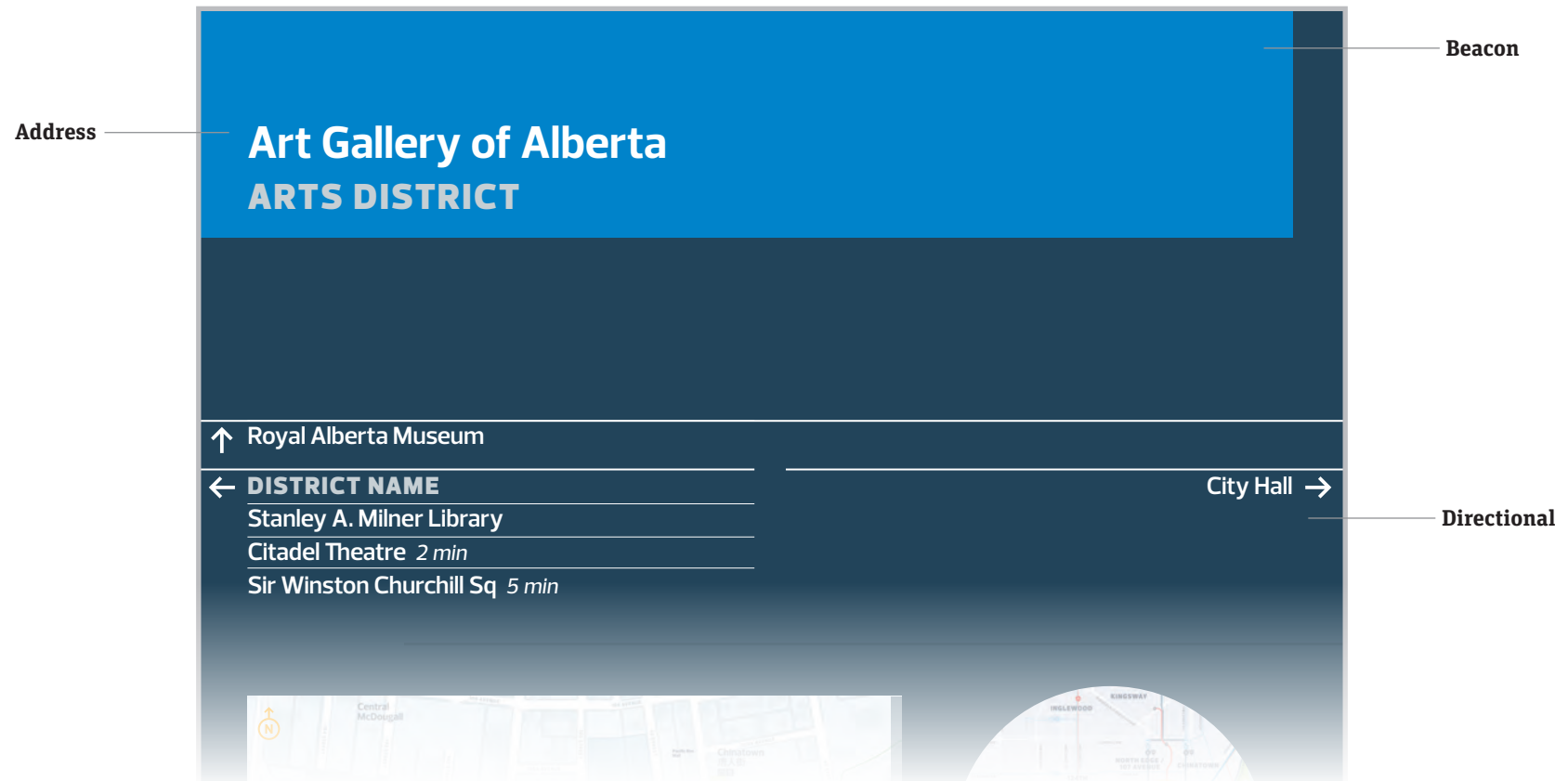


4 Concept design

Sign elements

Pedestrian Monolith

Common sign elements are shared across different sign types for consistency of appearance and predictability of information.



4 Concept design

Sign elements

Beacon design

The beacon provides visibility from a distance as well as being an integral element of the system identity – ‘branding’ information and identifying it as part of a wider system.



4 Concept design Sign elements

Supporting information

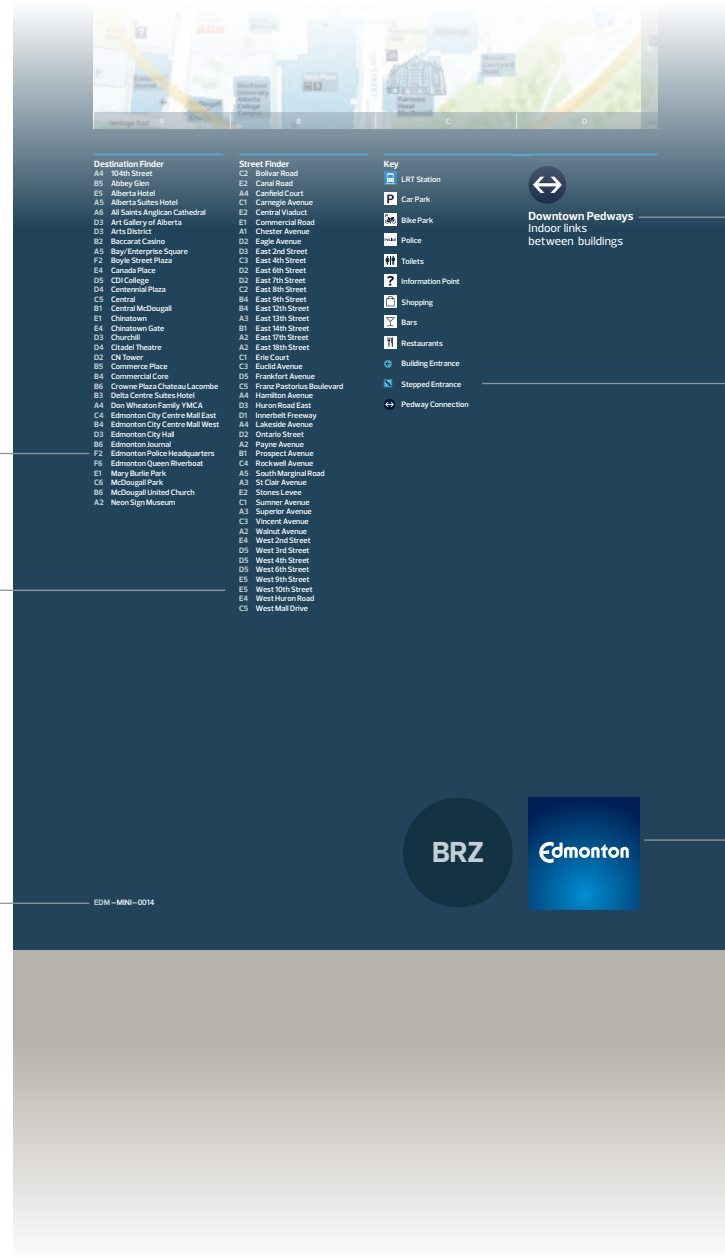
Mapping is supported by an index of street names and destinations, as well as a general map key and specific Pedway connections key – highlighting the importance of these connections.

At the foot of the sign city and BRZ brands are shown, alongside any necessary sign codes or references.

Destination finder

Street finder

Sign code



Pedway connections key

Key

Brand

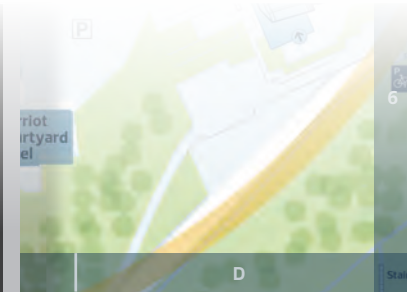
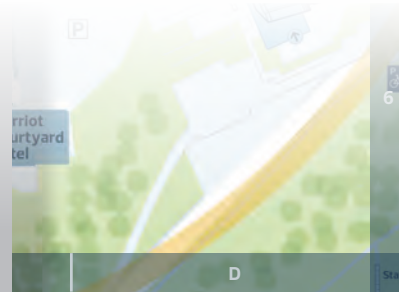
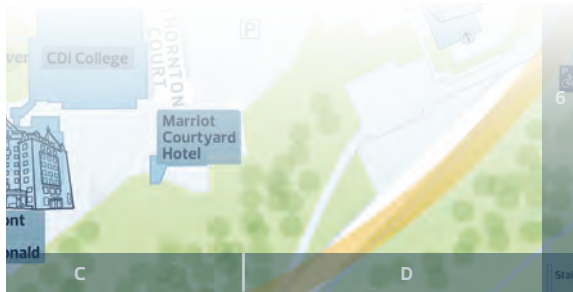
4 Concept design

Sign elements

Pedway connections key

The Pedway connections key highlights the presence of Pedway connections on the map, as well articulating their meaning.

The key should be immediately recognisable at a glance. The icon used will depend on how Pedway connections are shown on the map.



Station
Park
Park
e
ts
Information Point
oping
aurants
ing Entrance
ped Entrance
way Connection



Downtown Pedways
Indoor links
between buildings



Downtown Pedways
Indoor links
between buildings



Downtown Pedways
Indoor links
between buildings

4 Concept design Sign elements

Car Park/Transit arrival signs

Sign elements featured on Minilith and Monolith signs are common to Car Park/Transit arrival signs.

The sign is topped by a 'beacon' – a brand colour – which increases the visibility of the sign as well as tying it into the wider system identity. An address confirms the location of the sign, below which a Finder map is shown alongside supporting information (street and destination indexes, key).

At the bottom right of the sign BRZ and city brands are located.

Address

Art Gallery of Alberta Walking from here

Beacon

Finder map

Supporting information

Brand



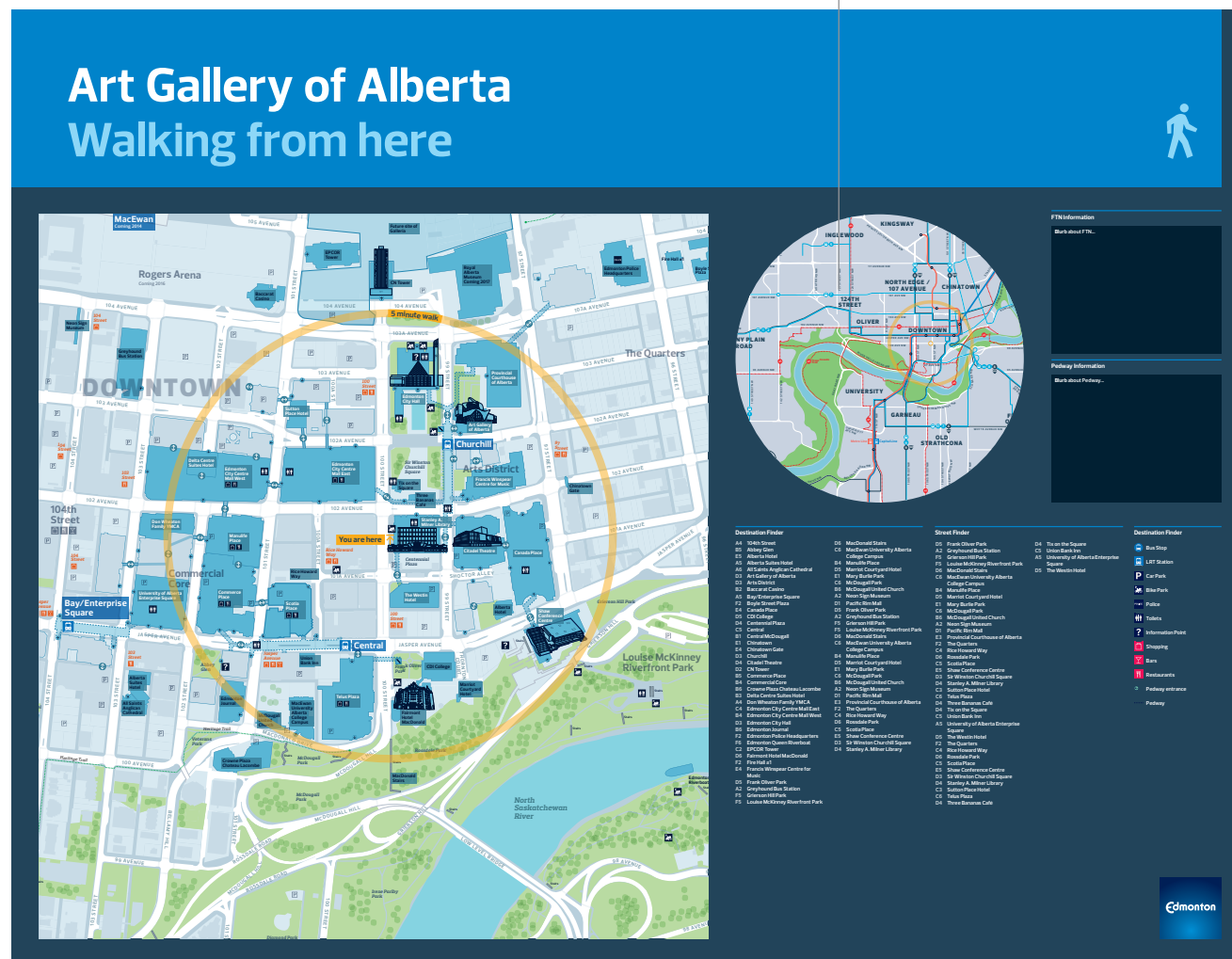
4 Concept design

Sign elements

Car Park/Transit arrival signs

The Planner map could also be featured on Car Park/Transit arrival signs if it was felt beneficial to advertise wider city connections.

Optional Planner map



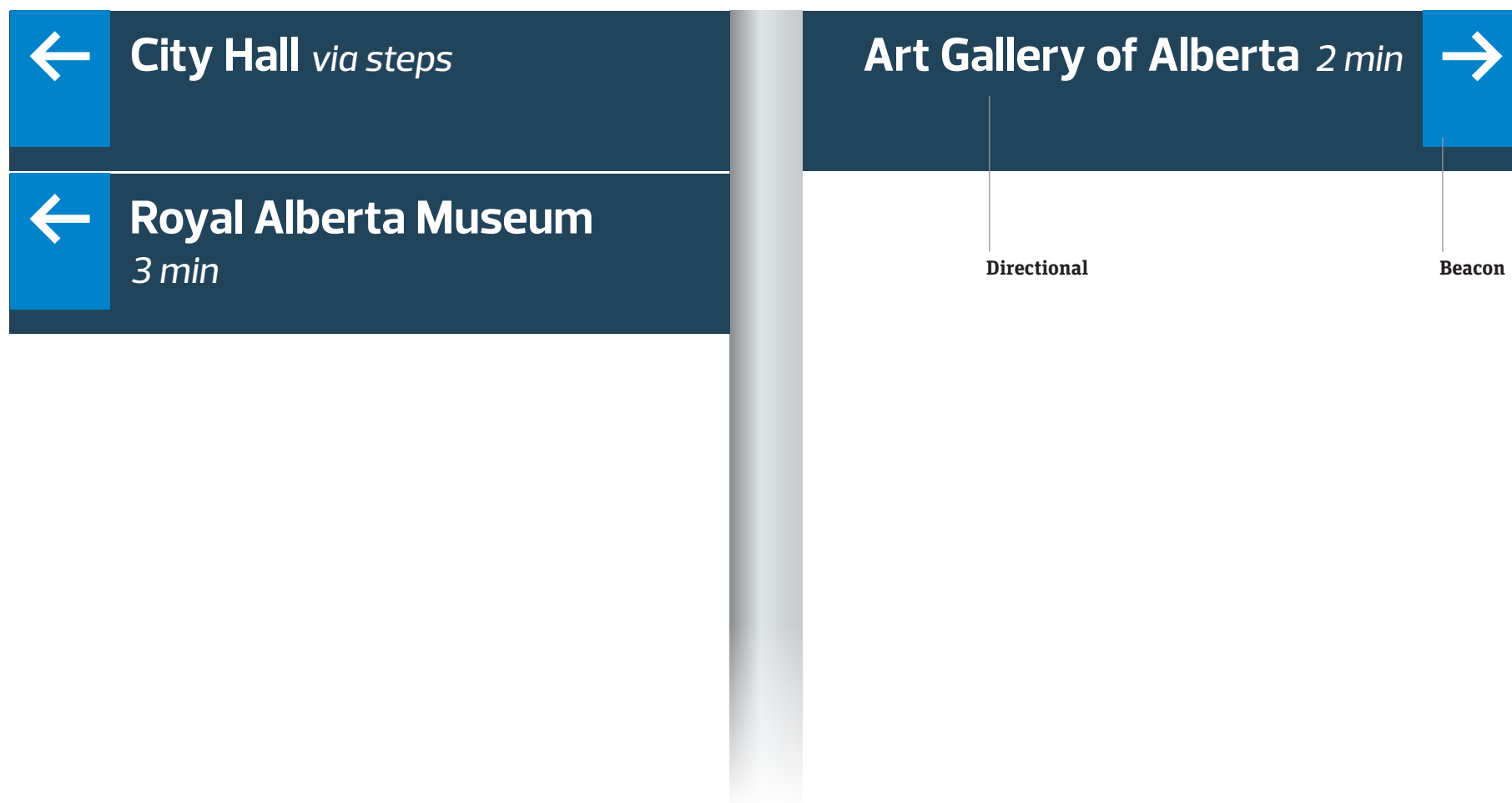
4 Concept design

Sign elements

Pedestrian Fingerposts

Fingerposts show simple directional information to nearby destinations. Times and routing conditions can also be added.

Blocks of colour can be used to act as a beacon, making the sign more visible and tying into the system identity.



4 Concept design

Sign elements

Pedestrian Fingerposts

Alternatively, a finial can be added to the top of the post.



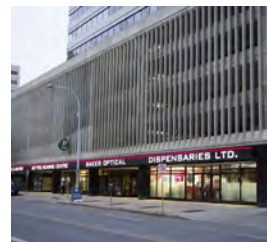
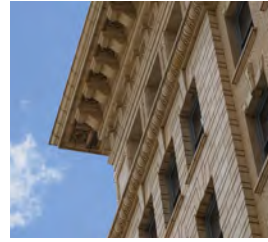
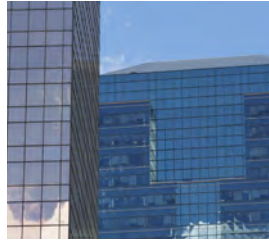
5 Product concepts

Architecture and cityscape references

Inspiration for product forms and materials was sought in the visual language of Edmonton's architecture and streetscape.

It is important that products reflect the city's 'sense-of-place' and embody civic pride and authority in the choice of materials, finishes and form.

The city encompasses several architectural styles. The sign design should aim to reflect the mix of hard utilitarian / industrial styles with the clean lines of modernist and contemporary aesthetics.

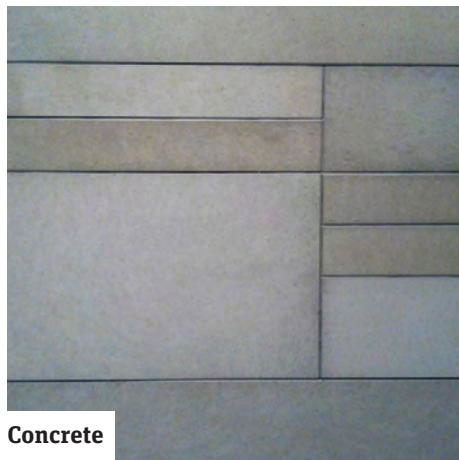


5 Product concepts

Materials palette

Predominant materials in the Edmonton cityscape include stone, concrete, glass and metal work. These hardwearing materials are reference points for a materials palette for city wayfinding signage.

The choice of materials and finishes is an important factor in the Edmonton system identity and builds from the architectural and streetscape references on the previous page.



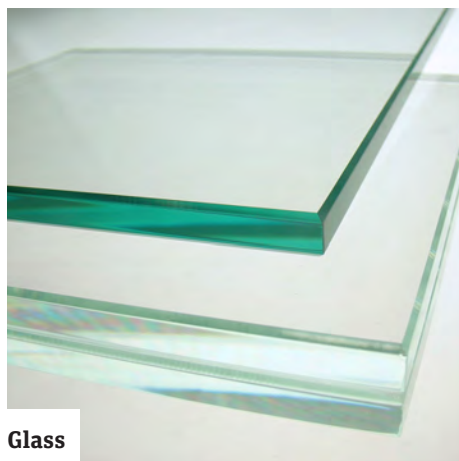
Concrete



Galvanized steel



Powdercoated aluminium



Glass



Brushed stainless steel

5 Product design

Option 1



Option 1

- Exposed galvanized steel sections
- Digitally printed high pressure laminate panels
- LEDs recessed into frame create wash of light
- Concrete base

5 Product design

Option 1



Pedestrian minilith

5 Product design

Option 1



Wash of light from LEDs recessed into
steel frame illuminates panels

5 Product design

Option 1



Concrete base protects bottom of sign

5 Product design



Galvanised steel aesthetic continued to Car
Park/Transit arrival sign

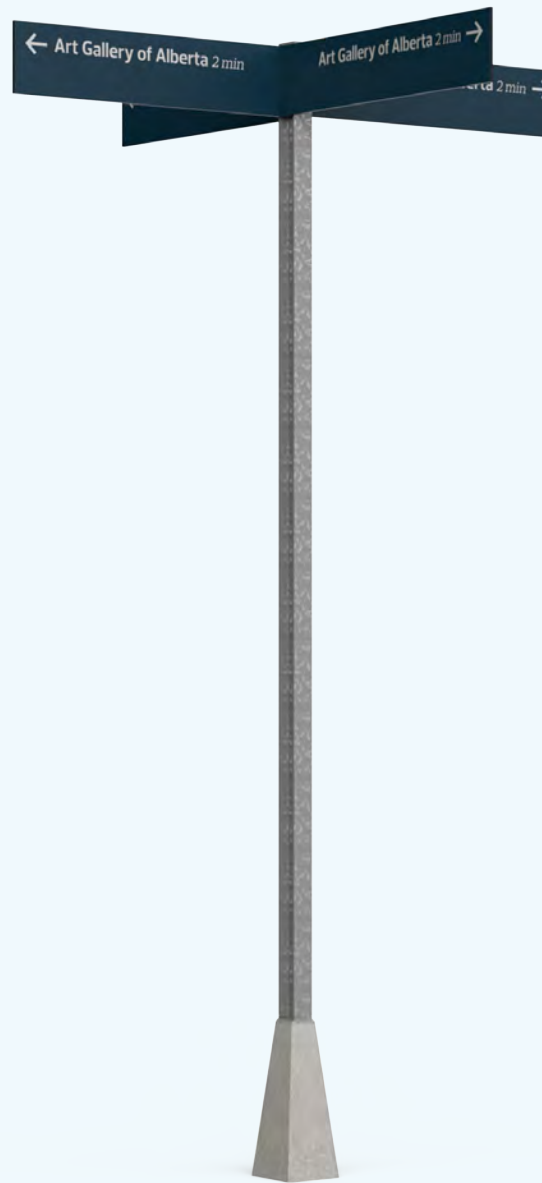
5 Product design



Panel illuminated by LEDs
recessed into frame

5 Product design

Option 1



Fingerpost continues materials
palette of galvanized steel section
with light concrete base

5 Product design

Option 1



5 Product design

Option 1

- Exposed galvanized steel sections
- Digitally printed high pressure laminate panels
- LEDs recessed into frame create wash of light
- Concrete base



5 Product design

Option 2



Option 2

- Rhombus cross section
- Powder coated, folded sheet metal panels
- Back-mounted glass panels, LED back-lit
- Concrete base

5 Product design

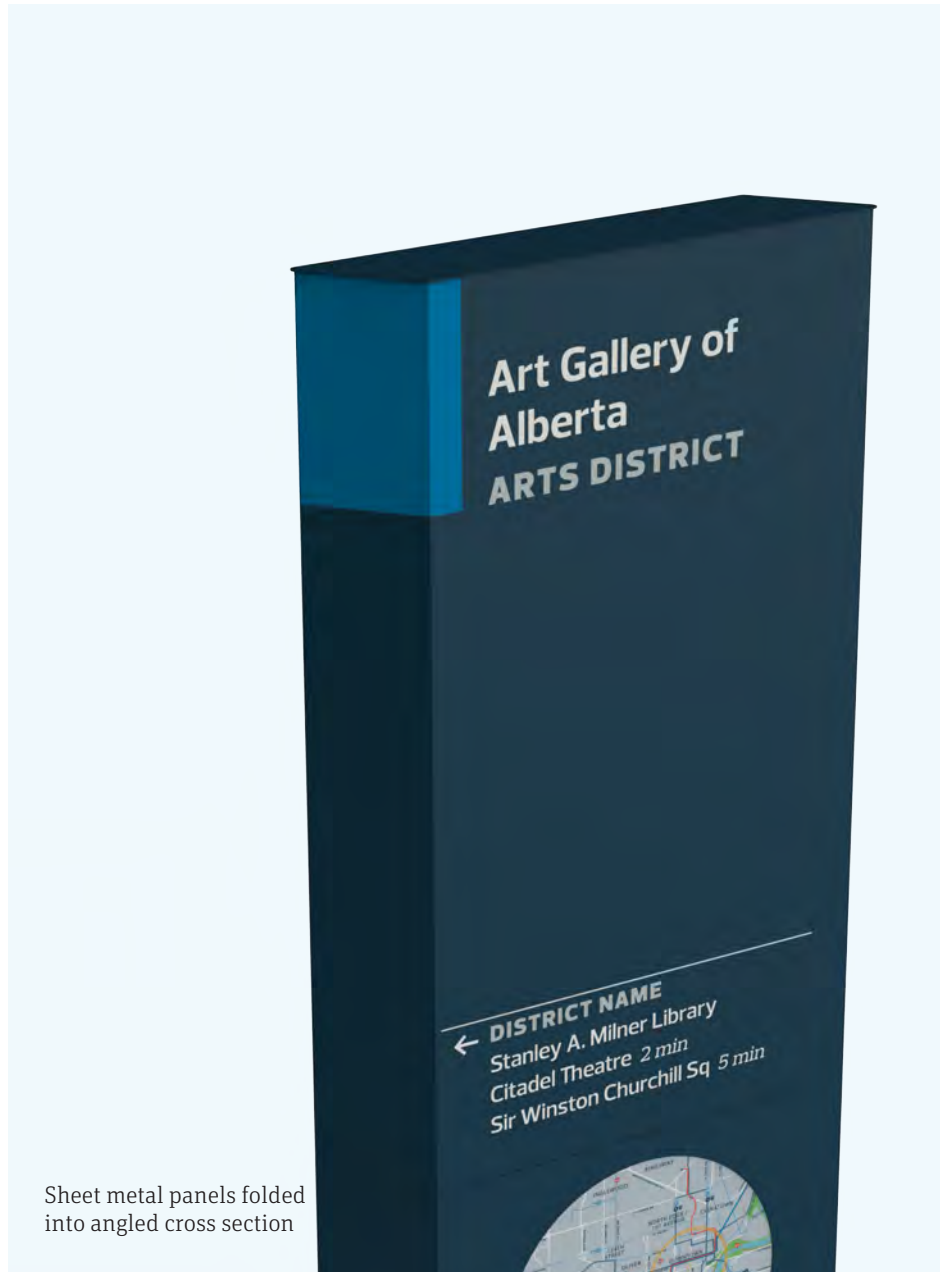
Option 2



Pedestrian minilith

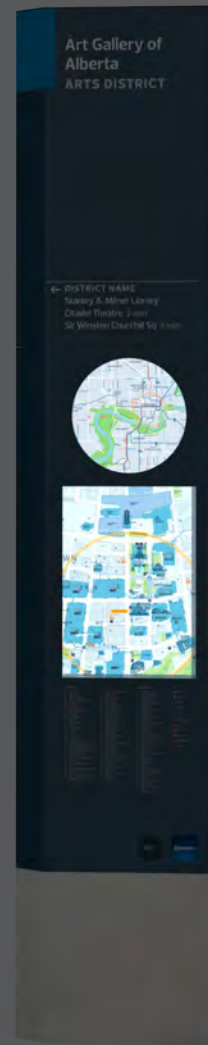
5 Product design

Option 2



5 Product design

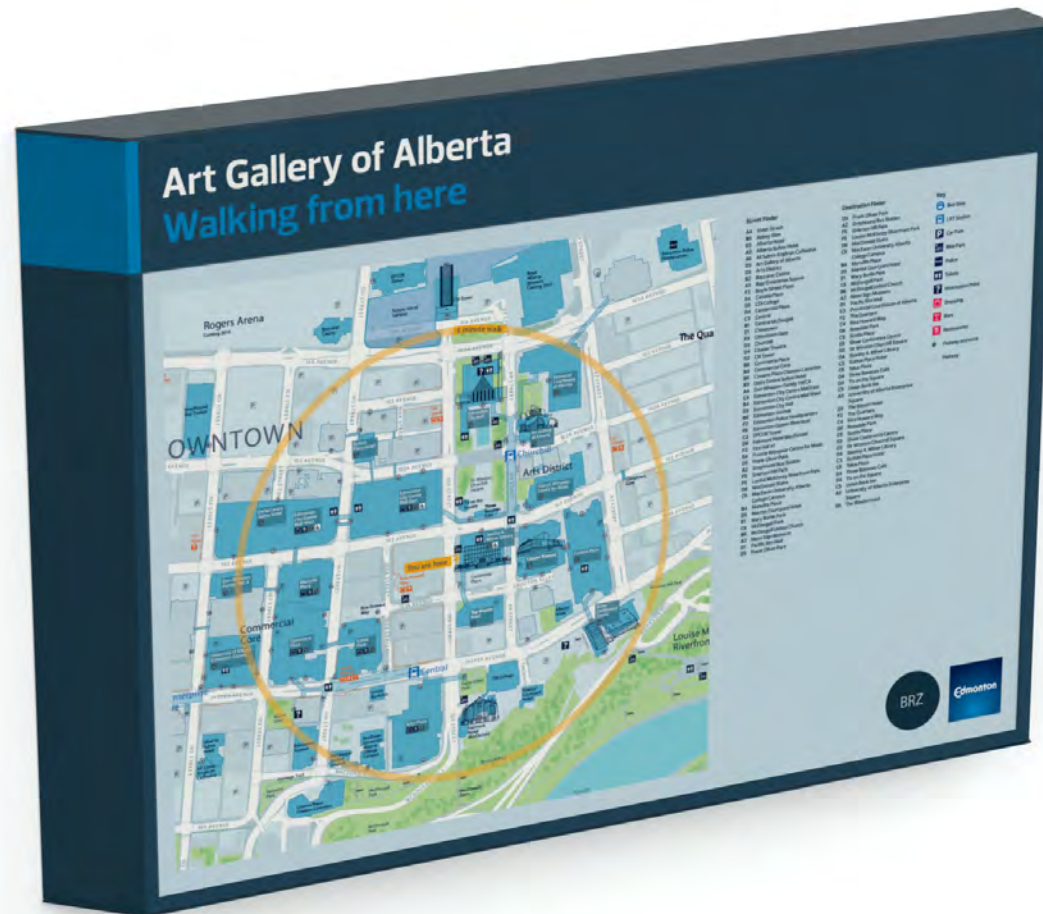
Option 2



Map prints reverse mounted on to glass panels which are back lit with internally located LEDs

5 Product design

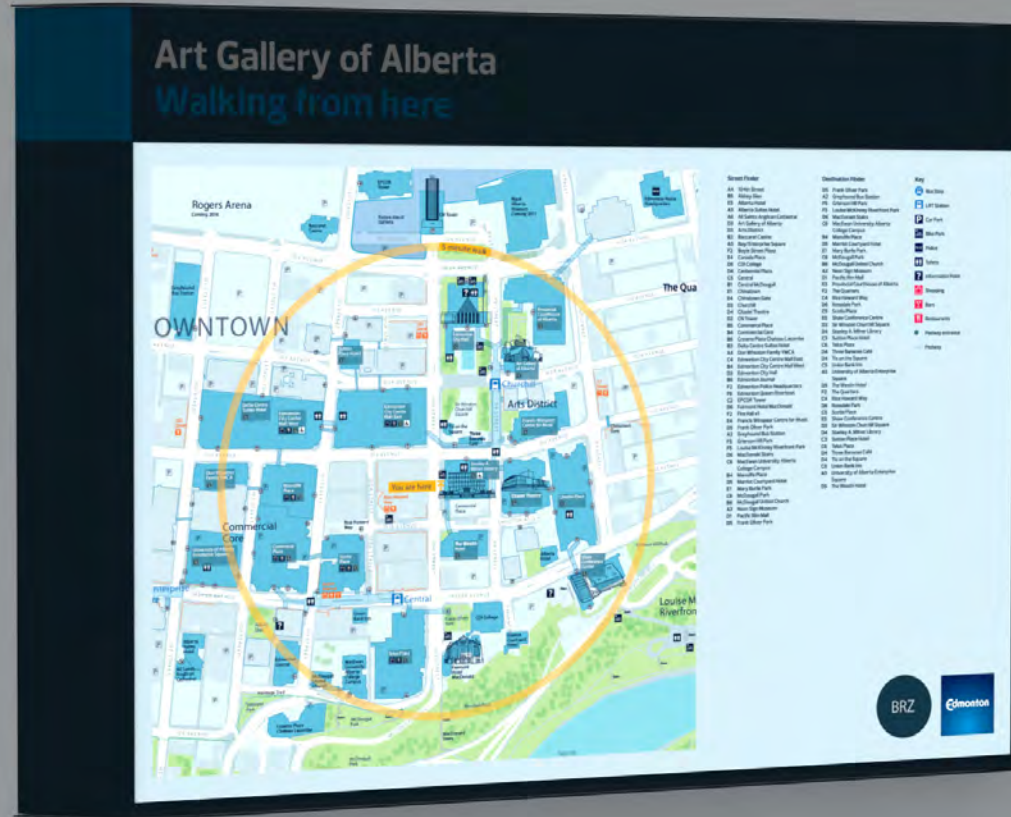
Option 2



Angled product style continued to
Car Park/Transit arrival sign

5 Product design

Option 2



Print back-lit

5 Product design Option 2



Screen-printed/vinyl graphics on
powdercoated slats. Concrete post.

5 Product design

Option 2



Fingerpost detail

5 Product design

Option 2

Option 2

- Rhombus cross section
- Powder coated, folded sheet metal panels
- Back-mounted glass panels, LED back-lit
- Concrete base



5 Product design

Option 3



Option 3

- Brushed stainless steel frame
- Full back-lit glass panels
- City of Edmonton recessed into base

5 Product design

Option 3



Pedestrian minilith

5 Product design

Option 3



Laminated glass panels recessed into brushed stainless steel frame.

Side panel detail etched and filled with colour.

5 Product design

Option 3



Full panels back-lit by LED illumination

5 Product design

Option 3



City of Edmonton logo recessed into
concrete panel at sign base

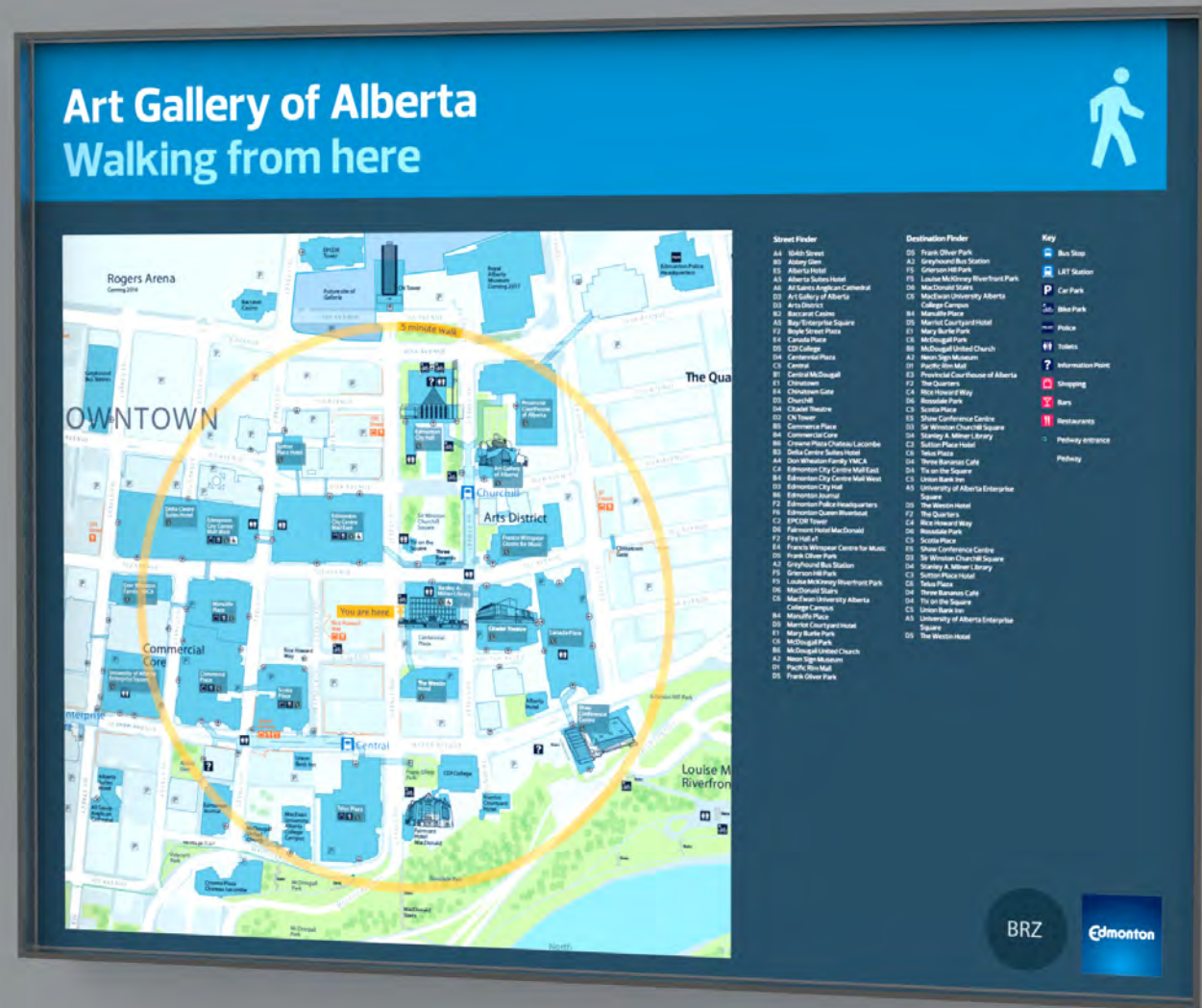
5 Product design

Option 3



Brushed stainless steel frame holds glass panel with print applied to reverse

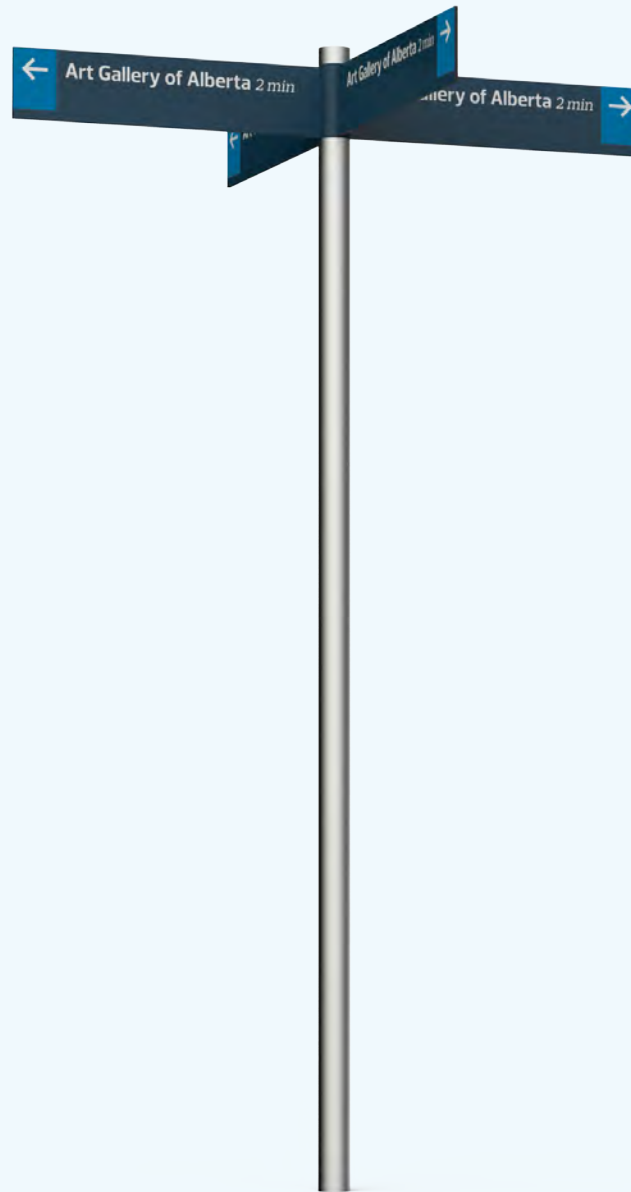
5 Product design



Full panel illuminated

5 Product design

Option 3



Powdercoated slats with vinyl /
screenprinted graphics. Stainless steel post.

5 Product design

Option 3



Fingerpost detail

5 Product design

Option 3

Option 3

- Brushed stainless steel frame
- Full back-lit glass panel
- City of Edmonton recessed into base



5 Product design Summary



Option 1



Option 2



Option 3

6 Next steps

- **Agree overall system identity**
- **Agree product design direction**
- **Finalise ETS beacon approach**
- **Detailed design – mapping, graphic elements, detailed sign layouts and content**
- **Mastering of base mapping & development of digital map system**
- **Scope & develop temporary system elements to support Arena opening – signs, print, digital**
- **Construction drawings and tender manufacture for permanent system**

applied_