

The City of Edmonton  
Pedestrian Wayfinding Design Standard

# Detailed Design

May 2016



# Introduction



We are here  
↓

September  
2013

Outline report



April  
2014

Business Case,  
Prototype  
& Detailed  
Strategy



August  
2015

Stakeholder  
engagement

October  
2015

System  
Planning  
Pedway  
analysis



January  
2016

Concept  
Design  
(On street)  
Concept  
Design  
(Pedway)

May  
2016

Detailed  
Design  
(On street)  
Detailed  
Design  
(Pedway)

August  
2016

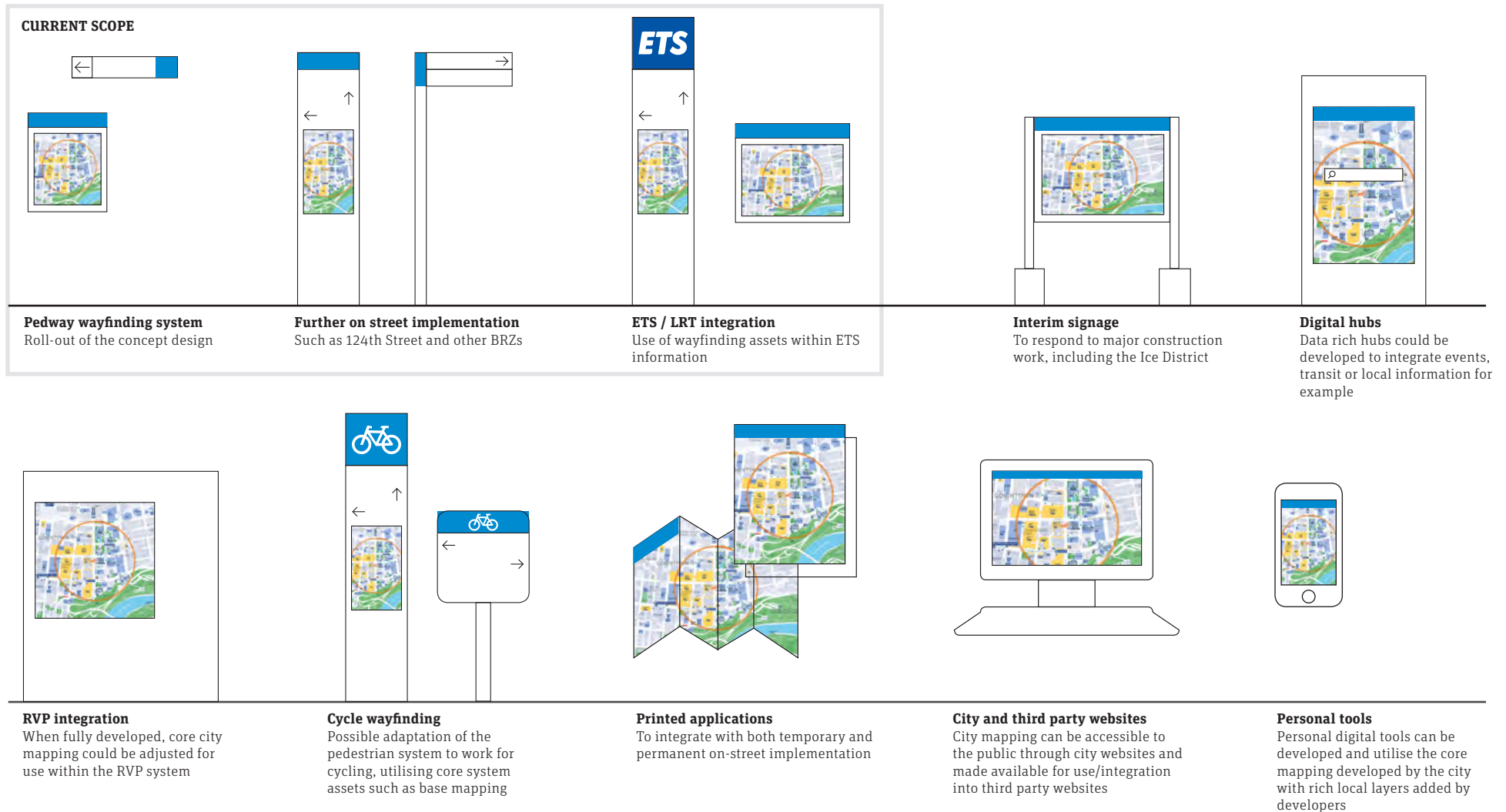
Interim signage  
& Documentation

# 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.



### **Summary of Detailed Design development**

**Follows on from Concept Design presented in January 2016**

**Some feedback received so far on work in progress**

**Agree fundamentals of the design to move forward**

### **Additional related projects include:**

- Map mastering
- Interim signage
- Pedway Detailed Design development
- Sign engineering drawings for manufacture tender



- 
- 1 System identity**
  - 2 Sign information design
  - 3 Map design
  - 4 Product

# **1 System identity**

## **Key feedback/comments**

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**Colour, fonts and iconography should be based on city brand**

**Walking man symbol could be incorporated into system identity to provide connection with existing Walk Edmonton Program brand**

**‘i’ or ‘?’ information symbol could be considered as a beacon element – instead of or as well as Walking man**

**Agreement on primary choice of pictograms based on internationally recognised bus and light rail icons, rather than integrating existing ETS icons**

# 1 System identity

## Core colour palette

The colour palette used across the system is taken directly or derived from city brand colours.

The palette provides a range of colours suitable for application across signage, print and digital.

The range of blue hues alongside bright orange and yellow highlights are intended to complement the colours of the city as well as creating applications with a recognisable and engaging identity.

### Sign Colours

- 1 Beacon  
95, 31, 0, 0
- 2 Sign Base  
100, 74, 28, 67

### Map Colours

- 3 General Surface  
25, 14, 6, 5
- 4 Sidewalk  
15, 8, 3, 3
- 5 Building  
35, 19, 8, 7
- 6 Landmark Building  
100, 74, 20, 5
- 7 Primary Retail  
0, 14, 70, 0
- 8 Secondary Retail  
0, 8, 40, 0
- 9 Retail Outline  
3, 53, 96, 0
- 10 Pedway Above Ground  
55, 17, 5, 0
- 11 Pedway Below Ground  
20, 2, 2, 0
- 12 ETS Transit  
90, 72, 0, 13
- 13 Icon  
100, 24, 78, 67
- 14 Park  
63, 0, 63, 0
- 15 Green Space  
36, 0, 36, 0
- 16 Park Label  
90, 0, 90, 25
- 17 Building Label  
50, 30, 0, 70
- 18 Water  
57, 7, 7, 0
- 19 Transit Label  
10, 100, 90, 0
- 20 Walk Circle & YAH  
0, 75, 95, 0
- 21 Neighborhood Label  
0, 0, 0, 25



# 1 System identity

## Typeface

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Prelo, the city brand typeface, provides a functional and varied range of fonts suitable for use across multiple applications, from large scale signage to detailed mapping.

### Prelo Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@£\$%^&\*(){}"?'><

### Prelo Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@£\$%^&\*(){}"?'><

### Prelo Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@£\$%^&\*(){}"?'><

### Prelo SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@£\$%^&\*(){}"?'><

### Prelo Slab Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@£\$%^&\*(){}"?'><

# 1 System identity

## Iconography

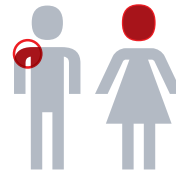
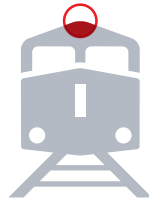
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### Pictogram style

A bespoke set of pictograms has been designed to complement the Prelo typeface. Elements of the letterforms have been reflected in the drawing of the pictograms.

! 1 2 3 4 5 6 7 9 a b c f g n t } + ffi o

! 1 2 3 4 5 6 7 9 a b c f g n t } + ffi o



# 1 System identity

## Iconography

Pictograms are designed with both international standards and local conventions in mind so as to create as widely recognisable icons as possible.

This set represents the core set of pictograms identified for use on mapping, but may need to be added to as further needs are identified.



Bus



LRT



Train



Streetcar



Bicycle route



Night Owl Bus



Pedway connection



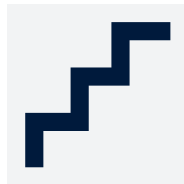
Restaurant



Bar



Shopping



Stairs



Car Park



Bicycle lock-up



Visitor information



Arrow



Hospital



Highway



Airport



Restroom



Accessible



Police



Canadian Highway

# 1 System identity

## Iconography

### Pictogram alternatives

Research into international and local standards for pictograms presented a number of different alternatives that could be considered. Alternatives are presented here for consideration.

Pictograms are designed to complement the brand typeface, Prelo, and be legible at sizes of only a few millimetres.

Recommended pictograms are shown first followed by alternatives.

#### LRT station



Representation of current LRT rolling stock  
 – Most easily associated with appearance of trains  
 – Not consistent with ETS LRT icon in common use



Derived from existing ETS LRT icon  
 – Does not represent appearance of current rolling stock?  
 – Could be confused with bus  
 – More consistent with ETS LRT icon in common use



Transit brand rather than modal icon  
 – Does not identify LRT as separate from buses

#### Bus stop



Derived from existing ETS bus icon  
 – Can be most easily identified with current ETS bus icon  
 – Very legible at small sizes



Closer representation of current buses  
 – Can be most easily identified with current ETS buses



Transit brand rather than modal icon  
 – Does not identify buses as separate from LRT

#### Train station



Close representation of heavy rail rolling stock  
 – Clearly distinct from LRT icon



Transit brand rather than brand  
 – May not be appropriate if other operators use the station

#### Reference Images



Edmonton LRT



Existing LRT icon



Existing Bus icon



Edmonton Bus



VIA Train

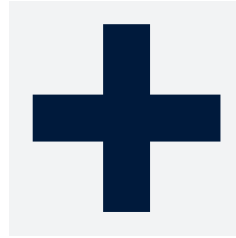
# 1 System identity

## Iconography

### Hospital



**H for Hospital**  
– Commonly recognised icon for hospital  
– Features on road signage



**Cross for first aid**  
– Commonly recognised icon for first aid or medical facility

### Visitor Information



**'?' for information**  
– Used as AIGA international standard



**'i' for information**  
– Included in feedback as element to be considered at top of signage

### Police station



**Police**  
– Derived from signage at Edmonton police stations  
– Unmistakable meaning



**Edmonton police crest**  
– Derived from police crest  
– Difficult to understand at small sizes



**Sheriff badge**  
– More universal icon but not locally appropriate

### Reference Images



**Highway sign standard**



**Ice District visitor information icon**



**AIGA Standard**



**Police station signage**



**Police crest**



# 1 System identity

## Iconography

### Pictograms alternatives

A particular pictogram identified as needing further consideration is the Pedway icon.

The current pedway icon is widely identified within Edmonton and does possess a large amount of brand equity. However it does tend to be difficult to read at small sizes in detailed mapping.

### Pedway connection



Existing PEDWAY brand  
– Widely associated with Pedway  
– Less effective at small sizes



Abstracted foot

### Reference Images



Lance Wyman Pedway icon



Ice District Pedway icon

# 1 System identity

## System brand mark

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### System brand iterations

The system brand mark is an important identifier of the wayfinding system. Throughout the concept and detailed design phases three icons were considered for use as the system brand marker. The 'i' symbol, the walking man and the '?' symbol, either on their own or in combination.



# 1 System identity

## System brand mark

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### System brand iterations

Following feedback received in the concept design stage, combinations of the information pictogram alongside the Edmonton 'walker' pictogram were considered.



# 1 System identity

## System brand mark

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### Preference for '?' over 'i'

Further feedback in the detailed design phase indicated that a combination of the walking man pictogram and a '?' pictogram was preferred.

In combination the meaning of the walking symbol and the '?' is unclear.

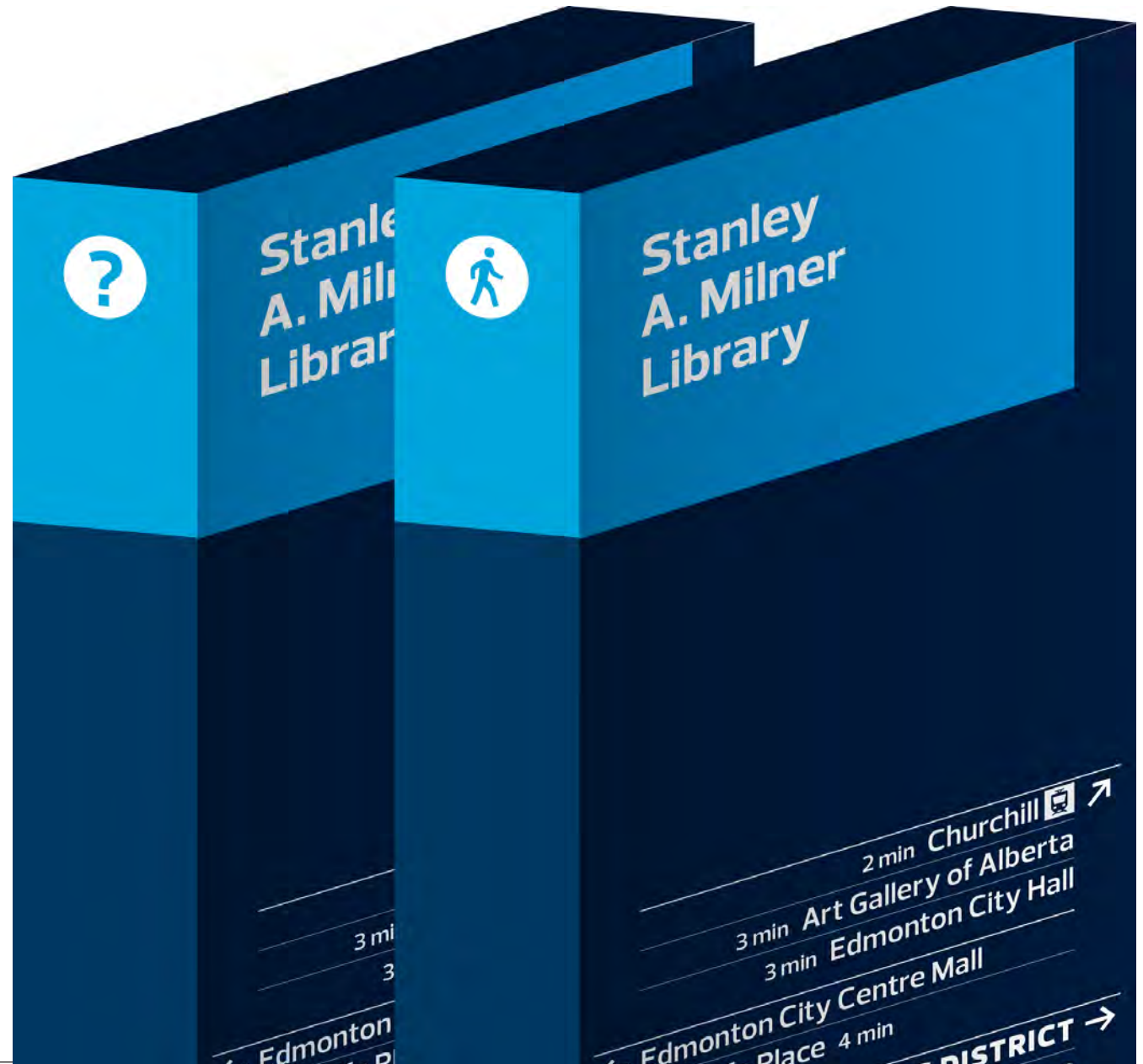
It may be more effective to use them in isolation.



# 1 System identity

## System brand mark

The system brand mark will be applied across all applications, most prominently in the 'beacon' at the top of on-street signage. Through consistent application and use, the system brand should become a known and recognised signifier for pedestrian wayfinding over time.



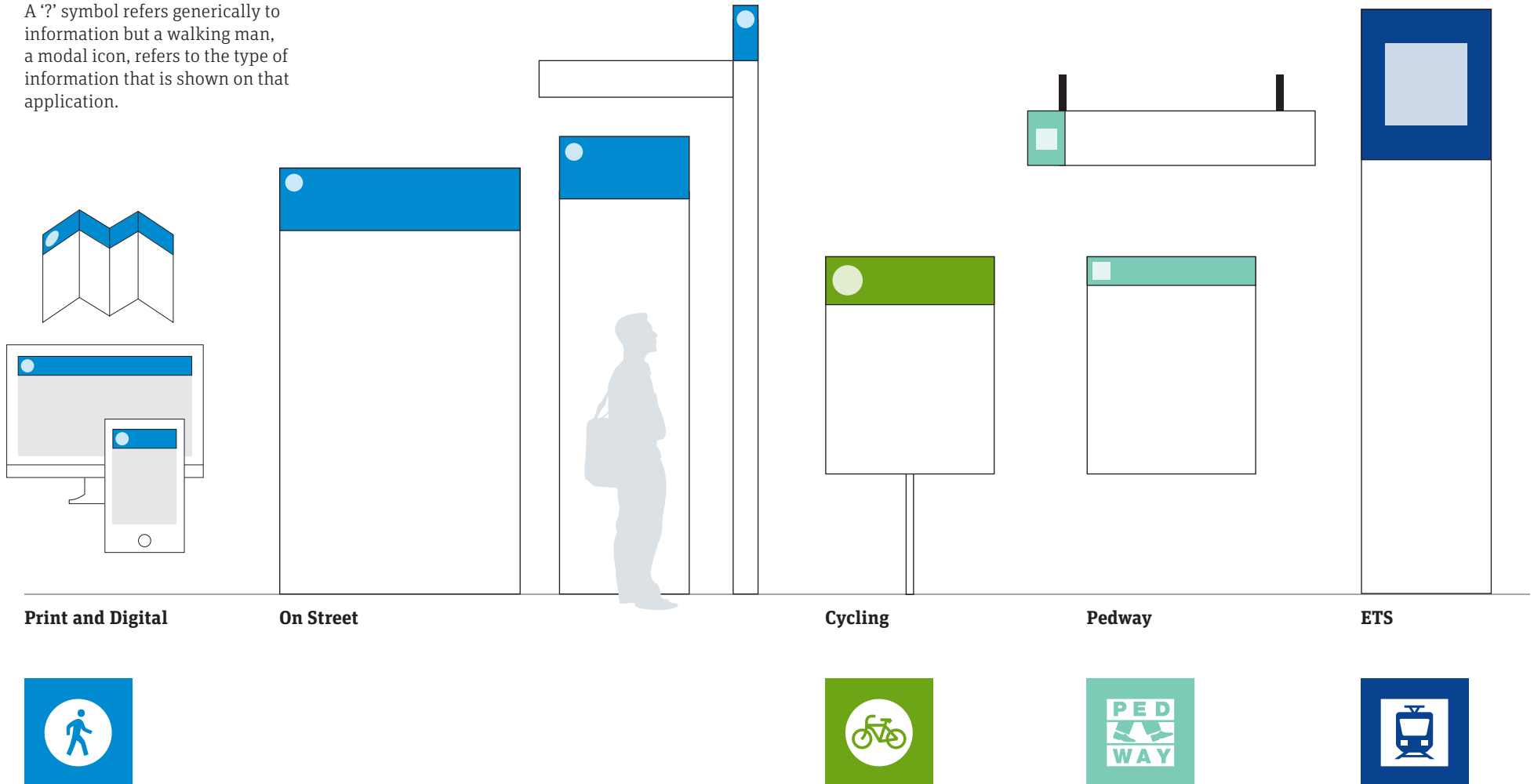
# 1 System identity

## System brand mark

### Modal identity can be scaled across a wider system

Using the a walking man instead of the standard '?' symbol would create a standard that is scalable across future wayfinding applications, including bus, rail and cycling.

A '?' symbol refers generically to information but a walking man, a modal icon, refers to the type of information that is shown on that application.



- 
- 1 System identity
  - 2 Sign information design**
  - 3 Map design
  - 4 Product

## **2 Sign information design**

### **Key feedback/comments**

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**Route 2, as identified as part of the concept design phase, taken forward. This route was characterised by a rhomboid product form with angled side panels.**

**Blue currently being used as the beacon colour at the top of the sign. Slight preferred to other options.**

**Edmonton visitor information web addresses considered for inclusion on signage but removed because of concerns about longevity.**

**Agreed not to include transit fare information but rather include takeets.com web address for further information about transit journeys. Additional transit information to be included on ETS beacon.**

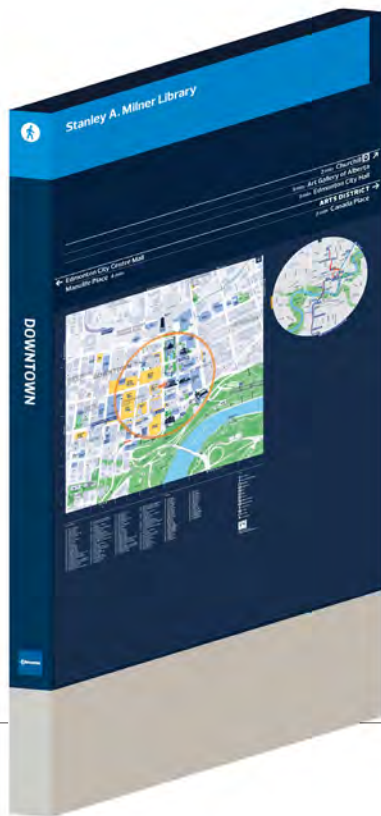
**City logos should not be recessed into concrete base because of concerns about longevity.**

**Reference to Treaty 6 considered for inclusion on signage but agreed not to include.**



## 2 Sign information design

### Sign family



Pedestrian Monolith



ETS Beacon



Car Park/ETS Arrival Sign



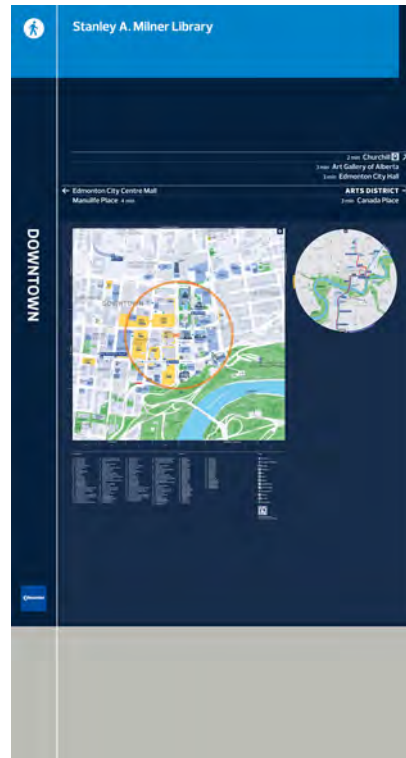
Pedestrian Fingerpost

## 2 Sign information design

### Sign family



**Pedestrian Minilith**  
532mm x 2755mm



**Pedestrian Monolith**  
1258mm x 2505mm



**ETS Beacon**  
563mm x 4000mm



**Pedestrian Fingerpost**  
1038 x 3458mm



**Car Park/ETS Arrival Sign**  
1240mm x 1056mm

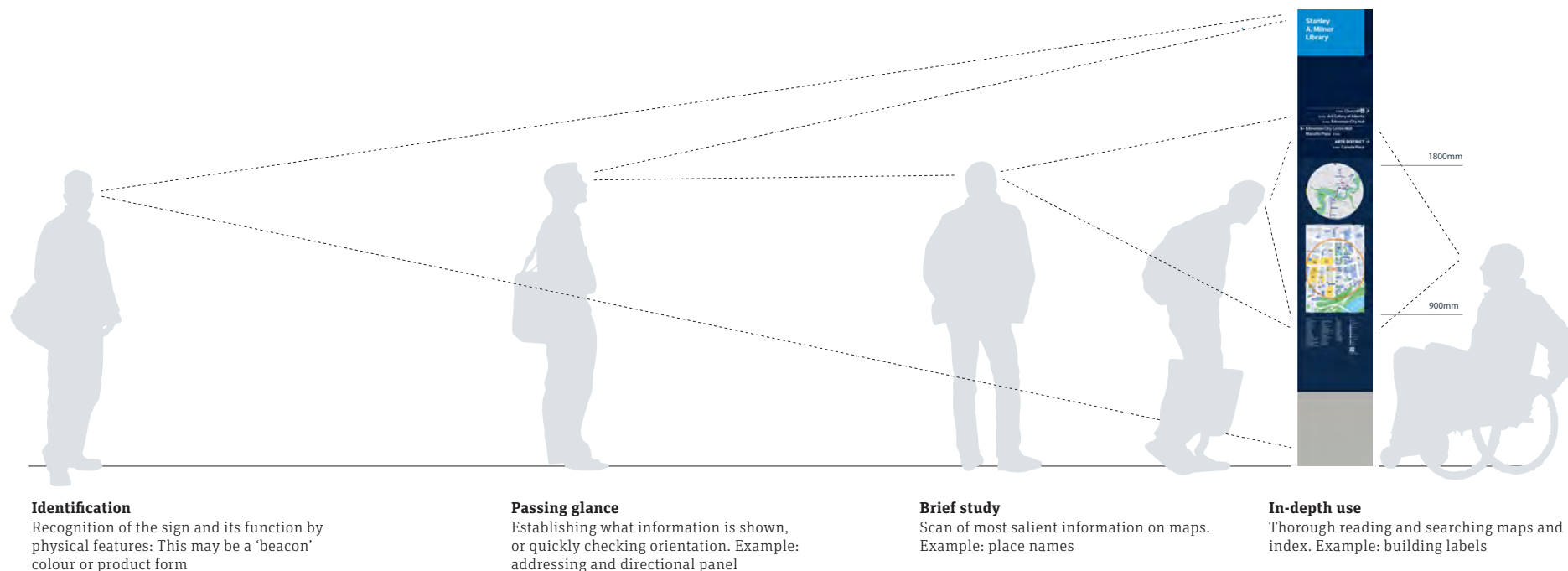
## 2 Sign information design

### Universal design

We have used 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 is 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 are considered to ensure information is widely accessible. These principles are integrated into all aspects of our detailed design development and thinking.



## 2 Sign information design

### Wider sign typology

The on-street sign typology is designed as part of a wider typology of signs that includes Pedway and LRT information.

**Pedestrian Minilith**



**Pedestrian Monolith**



**Pedestrian Fingerpost**



**Car Park/ETS Arrival Sign**



**ETS Beacon**



**Ceiling mounted Pedway sign**



**Pedway/LRT exit diagram**



**Wallmounted Pedway sign**



## 2 Sign information design

### Beacon

#### Colour

The colour of the beacon – the bright top section of the sign – is an important element of the system identity.

Several colour options were developed, each with the consideration of creating a widely identifiable system colour in mind.

All iterations use colours that are complementary to the colour palette being used throughout the wider system.



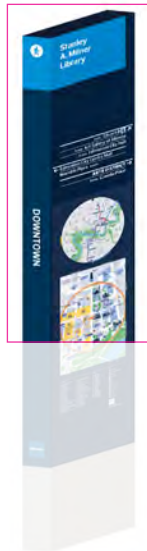


## 2 Sign information design

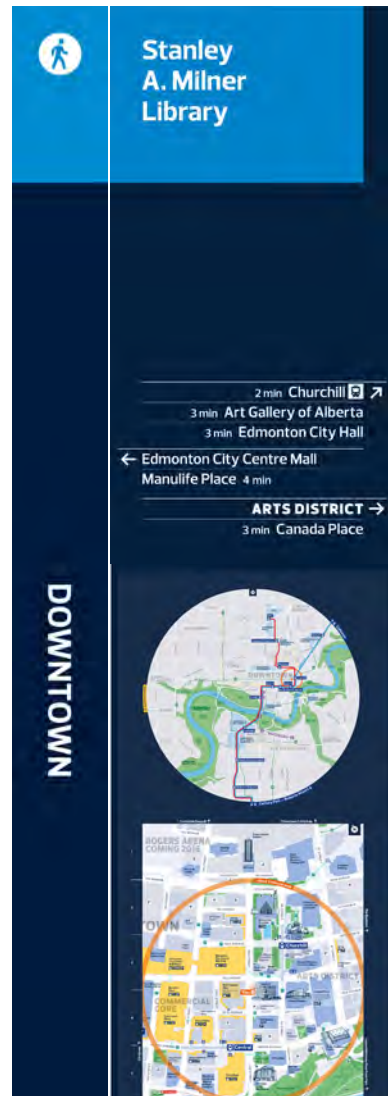
### Beacon

At concept design stage blue and yellow options were presented, with no clear preference for either.

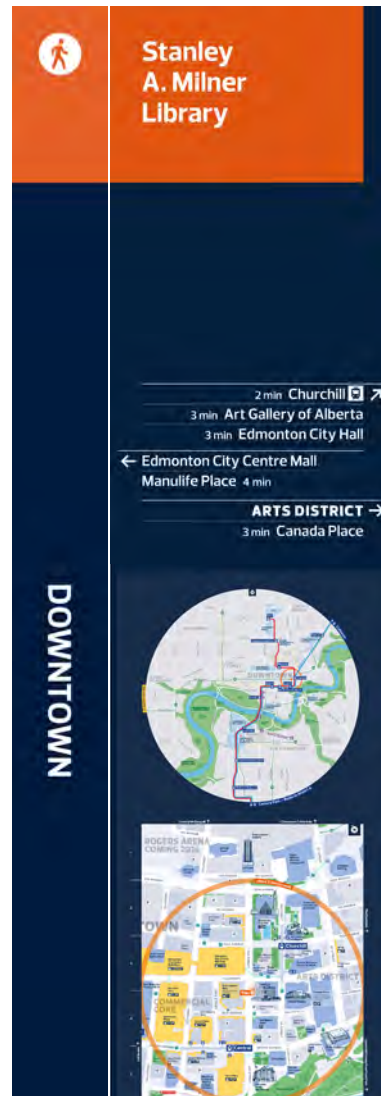
Blue, orange and yellow options were presented at detailed design stage, with blue emerging as the preferred because of its association with the City brand.



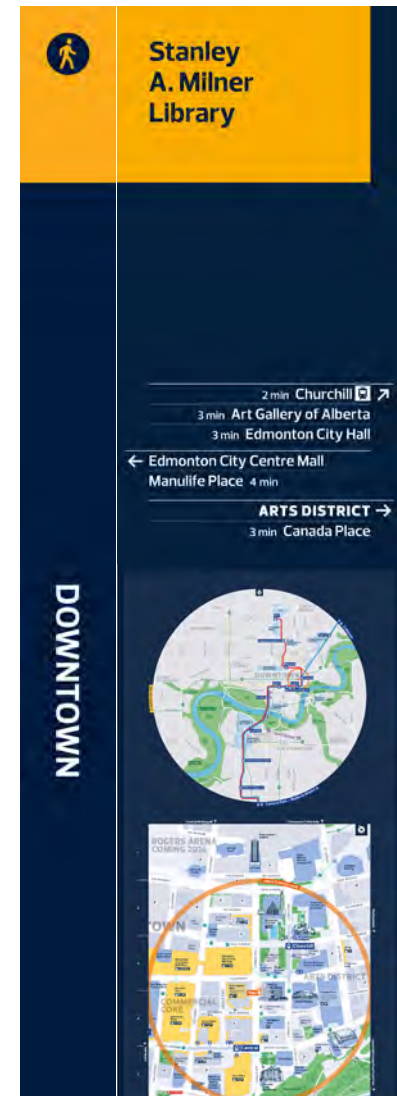
Blue



Orange



Yellow



## 2 Sign information design

### Pedestrian Minilith

#### Beacon

The beacon serves to increase the visibility of the sign as well as being a recognisable element of the system identity.

The sign location address is included on the front face of the sign. The angled face of the sign is utilised to accommodate the system brand.

#### Directional panel

Directional information is shown below the beacon. Nearby districts and destinations are shown, alongside their walking times.

System brand

Address



Directional information

## 2 Sign information design

### Pedestrian Minilith

#### Map panel

On the Minilith the circular Visitor View map is positioned above the detailed Finder map crop.

The Visitor View map is always shown as 'north-up' whereas the Finder map rotates to 'heads-up' orientation dependent on sign location.

The Finder map has a coverage of approximately 5 minutes walk from the sign. Locations which are just off the map are directed to using off-map tabs.

On the angled side panel the neighborhood name is shown, if applicable.

Neighborhood name

DOWNTOWN

← Edmonton City Centre Mall  
Manulife Place 4 min

ARTS DISTRICT →  
3 min Canada Place



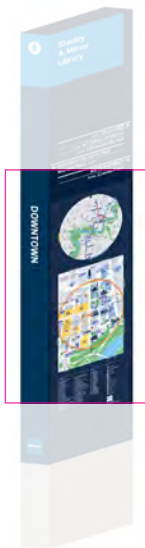
Visitor View map



Finder map

Destinations	Stations	Key
1. Downtown Core	1. Downtown Core	1. Downtown Core
2. Downtown Core	2. Downtown Core	2. Downtown Core
3. Downtown Core	3. Downtown Core	3. Downtown Core
4. Downtown Core	4. Downtown Core	4. Downtown Core
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97. Downtown Core	97. Downtown Core	97. Downtown Core
98. Downtown Core	98. Downtown Core	98. Downtown Core
99. Downtown Core	99. Downtown Core	99. Downtown Core
100. Downtown Core	100. Downtown Core	100. Downtown Core

Off map tab





## 2 Sign information design

### Pedestrian Minilith

#### Index, key and brand

Towards the bottom of the map panel, indexes, key and city brand are included.

Both destinations and streets are indexed as shown.

A key is included for all icons shown on the Finder and Visitor View map, with special prominence given to the Pedway connections icon.

The Edmonton city brand is located on the angled side panel.

#### Destinations Index

#### Streets Index

#### Key

#### Edmonton brand



#### Destinations

- B2 Destination Name for Index
- B2 101 Street Tower
- B2 102 St. Centre
- B2 AT&T Financial
- B2 Alberta Hotel
- B2 Art Gallery of Alberta
- B2 Baccarat Casino
- B2 Bell Tower
- B2 Brownlee Building
- B2 CDI College
- B2 CN Tower
- B2 Canada Place
- B2 Century Place
- B2 Chancery Hall
- B2 Christown Gate
- B2 Citadel Theatre
- B2 Commerce Place
- B2 Crowne Plaza Chateau Lacombe
- B2 Delta Centre Suites Hotel
- B2 Don Wheaton Family YMCA
- B2 EPCOR Tower
- B2 Edmonton City Centre Mail East
- B2 Edmonton City Centre Mail West
- B2 Edmonton City Hall
- B2 Edmonton Journal
- B2 Edmonton Police Headquarters

#### Streets

- A1 100 Street
- A1 100A Street
- A1 101 Street
- A1 101A Avenue
- A1 102 Avenue
- A1 102 Street
- A1 102A Avenue
- A1 103 Avenue
- A1 103A Avenue
- A1 104 Avenue
- A1 105 Avenue
- A1 105A Avenue
- A1 97 Street
- A1 98 Street
- A1 99 Street
- A1 Grieson Hill
- A1 Jasper Avenue
- A1 Macdonald Drive
- A1 McDougall Hill
- A1 Shucor Alley
- A1 Thornton Court

#### Key

- LRT Station
- Accessible LRT Entrance
- Shopping
- Restaurants
- Bars
- Toilets
- Hospital
- Stopped Entrance
- Information Point
- Streetcar Stop
- Car Park
- Bike Park
- Bicycle Route
- PED WAY**
- Downtown Pedways
- Indoor links between buildings

Edmonton



## 2 Sign information design

### Pedestrian Minilith

#### Beacon

The beacon serves to increase the visibility of the sign as well as being a recognisable element of the system identity.

The sign location address is included on the front face of the sign. The angled face of the sign is utilised to accommodate the system brand.

#### Directional panel

Directional information is shown below the beacon. Nearby districts and destinations are shown, alongside their walking times.



System brand

Address

Directional information



Stanley A. Milner Library

DOWNTOWN

← Edmonton City Centre Mall  
Manulife Place 4 min



## 2 Sign information design

### Pedestrian Monolith

### Map panel

On the Monolith the circular Visitor View map is positioned to the right of the detailed Finder map crop.

As with the Minilith, the Visitor View map is always shown as 'north-up' whereas the Finder map rotates to 'heads-up' orientation dependent on sign location.

The Finder map has a coverage of approximately 10 minutes walk from the sign. Locations which are just off the map are directed to using off-map tabs.

On the angled side panel the neighborhood name is shown, if applicable.

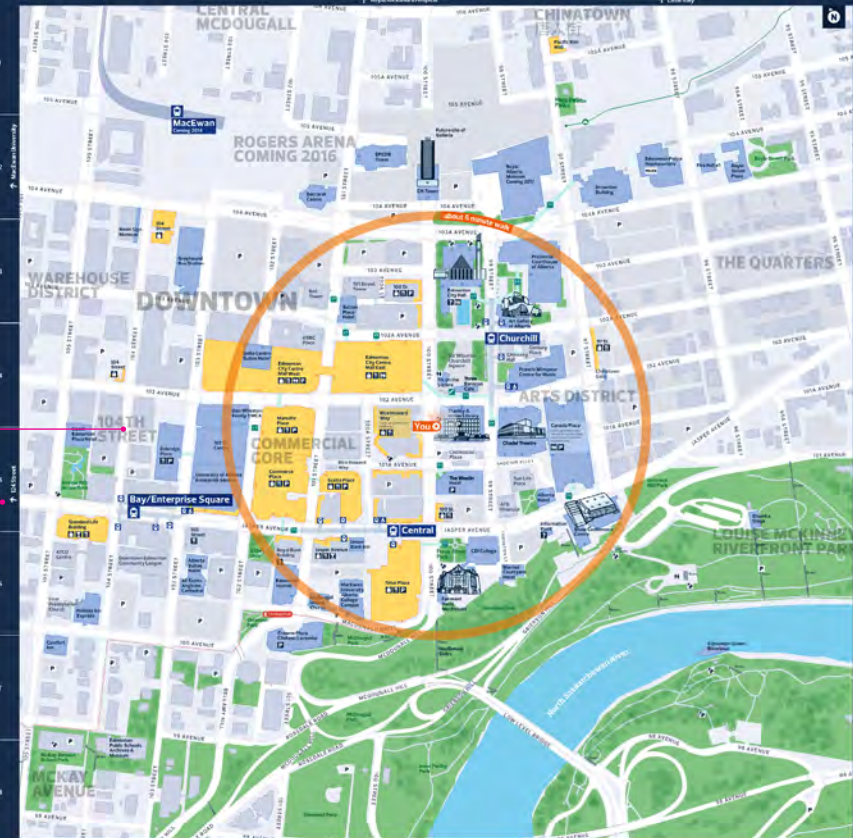


### Visitor View map

**Neighborhood name**

### Finder map

## Off map tab



Destinations		Seas		Key
21	West Coast	21	West Coast	1.1.1.1
22	West Coast	22	West Coast	1.1.1.2
23	West Coast	23	West Coast	1.1.1.3
24	West Coast	24	West Coast	1.1.1.4
25	West Coast	25	West Coast	1.1.1.5
26	West Coast	26	West Coast	1.1.1.6
27	West Coast	27	West Coast	1.1.1.7
28	West Coast	28	West Coast	1.1.1.8
29	West Coast	29	West Coast	1.1.1.9
30	West Coast	30	West Coast	1.1.1.10
31	West Coast	31	West Coast	1.1.1.11
32	West Coast	32	West Coast	1.1.1.12
33	West Coast	33	West Coast	1.1.1.13
34	West Coast	34	West Coast	1.1.1.14
35	West Coast	35	West Coast	1.1.1.15
36	West Coast	36	West Coast	1.1.1.16
37	West Coast	37	West Coast	1.1.1.17
38	West Coast	38	West Coast	1.1.1.18
39	West Coast	39	West Coast	1.1.1.19
40	West Coast	40	West Coast	1.1.1.20
41	West Coast	41	West Coast	1.1.1.21
42	West Coast	42	West Coast	1.1.1.22
43	West Coast	43	West Coast	1.1.1.23
44	West Coast	44	West Coast	1.1.1.24
45	West Coast	45	West Coast	1.1.1.25
46	West Coast	46	West Coast	1.1.1.26
47	West Coast	47	West Coast	1.1.1.27
48	West Coast	48	West Coast	1.1.1.28
49	West Coast	49	West Coast	1.1.1.29
50	West Coast	50	West Coast	1.1.1.30
51	West Coast	51	West Coast	1.1.1.31
52	West Coast	52	West Coast	1.1.1.32
53	West Coast	53	West Coast	1.1.1.33
54	West Coast	54	West Coast	1.1.1.34
55	West Coast	55	West Coast	1.1.1.35
56	West Coast	56	West Coast	1.1.1.36
57	West Coast	57	West Coast	1.1.1.37
58	West Coast	58	West Coast	1.1.1.38
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62	West Coast	62	West Coast	1.1.1.42
63	West Coast	63	West Coast	1.1.1.43
64	West Coast	64	West Coast	1.1.1.44
65	West Coast	65	West Coast	1.1.1.45
66	West Coast	66	West Coast	1.1.1.46
67	West Coast	67	West Coast	1.1.1.47
68	West Coast	68	West Coast	1.1.1.48
69	West Coast	69	West Coast	1.1.1.49
70	West Coast	70	West Coast	1.1.1.50
71	West Coast	71	West Coast	1.1.1.51
72	West Coast	72	West Coast	1.1.1.52
73	West Coast	73	West Coast	1.1.1.53
74	West Coast	74	West Coast	1.1.1.54
75	West Coast	75	West Coast	1.1.1.55
76	West Coast	76	West Coast	1.1.1.56
77	West Coast	77	West Coast	1.1.1.57
78	West Coast	78	West Coast	1.1.1.58
79	West Coast	79	West Coast	1.1.1.59
80	West Coast	80	West Coast	1.1.1.60
81	West Coast	81	West Coast	1.1.1.61
82	West Coast	82	West Coast	1.1.1.62
83	West Coast	83	West Coast	1.1.1.63
84	West Coast	84	West Coast	1.1.1.64
85	West Coast	85	West Coast	1.1.1.65
86	West Coast	86	West Coast	1.1.1.66
87	West Coast	87	West Coast	1.1.1.67
88	West Coast	88	West Coast	1.1.1.68
89	West Coast	89	West Coast	1.1.1.69
90	West Coast	90	West Coast	1.1.1.70
91	West Coast	91	West Coast	1.1.1.71
92	West Coast	92	West Coast	1.1.1.72
93	West Coast	93	West Coast	1.1.1.73
94	West Coast	94	West Coast	1.1.1.74
95	West Coast	95	West Coast	1.1.1.75
96	West Coast	96	West Coast	1.1.1.76
97	West Coast	97	West Coast	1.1.1.77
98	West Coast	98	West Coast	1.1.1.78
99	West Coast	99	West Coast	1.1.1.79
100	West Coast	100	West Coast	1.1.1.80
101	West Coast	101	West Coast	1.1.1.81
102	West Coast	102	West Coast	1.1.1.82
103	West Coast	103	West Coast	1.1.1.83
104	West Coast	104	West Coast	1.1.1.84
105	West Coast	105	West Coast	1.1.1.85
106	West Coast	106	West Coast	1.1.1.86
107	West Coast	107	West Coast	1.1.1.87
108	West Coast	108	West Coast	1.1.1.88
109	West Coast	109	West Coast	1.1.1.89
110	West Coast	110	West Coast	1.1.1.90
111	West Coast	111	West Coast	1.1.1.91
112	West Coast	112	West Coast	1.1.1.92
113	West Coast	113	West Coast	1.1.1.93
114	West Coast	114	West Coast	1.1.1.94
115	West Coast	115	West Coast	1.1.1.95
116	West Coast	116	West Coast	1.1.1.96
117	West Coast	117	West Coast	1.1.1.97
118	West Coast	118	West Coast	1.1.1.98
119	West Coast	119	West Coast	1.1.1.99
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122	West Coast	122	West Coast	1.1.1.102
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125	West Coast	125	West Coast	1.1.1.105
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130	West Coast	130	West Coast	1.1.1.110
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136	West Coast	136	West Coast	1.1.1.116
137	West Coast	137	West Coast	1.1.1.117
138	West Coast	138	West Coast	1.1.1.118
139	West Coast	139	West Coast	1.1.1.119
140	West Coast	140	West Coast	1.1.1.120
141	West Coast	141	West Coast	1.1.1.121
142	West Coast	142	West Coast	1.1.1.122
143	West Coast	143	West Coast	1.1.1.123
144	West Coast	144	West Coast	1.1.1.124
145	West Coast	145	West Coast	1.1.1.125
146	West Coast	146	West Coast	1.1.1.126
147	West Coast	147	West Coast	1.1.1.127
148	West Coast	148	West Coast	1.1.1.128
149	West Coast	149	West Coast	1.1.1.129
150	West Coast	150	West Coast	1.1.1.130
151	West Coast	151	West Coast	1.1.1.131
152	West Coast	152	West Coast	1.1.1.132
153	West Coast	153	West Coast	1.1.1.133
154	West Coast	154	West Coast	1.1.1.134
155	West Coast	155	West Coast	1.1.1.135
156	West Coast	156	West Coast	1.1.1.136
157	West Coast	157	West Coast	1.1.1.137
158	West Coast	158	West Coast	1.1.1.138
159	West Coast	159	West Coast	1.1.1.139
160	West Coast	160	West Coast	1.1.1.140
161	West Coast	161	West Coast	1.1.1.141
162	West Coast	162	West Coast	1.1.1.142
163	West Coast	163	West Coast	1.1.1.143
164	West Coast	164	West Coast	1.1.1.144
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179	West Coast	179	West Coast	1.1.1.159
180	West Coast	180	West Coast	1.1.1.160
181	West Coast	181	West Coast	1.1.1.161
182	West Coast	182	West Coast	1.1.1.162
183	West Coast	183	West Coast	1.1.1.163
184	West Coast	184	West Coast	1.1.1.164
185	West Coast	185	West Coast	1.1.1.165
186	West Coast	186	West Coast	1.1.1.166
187	West Coast	187	West Coast	1.1.1.167
188	West Coast	188	West Coast	1.1.1.168
189	West Coast	189	West Coast	1.1.1.169
190	West Coast	190	West Coast	1.1.1.170
191	West Coast	191	West Coast	1.1.1.171
192	West Coast	192	West Coast	1.1.1.172
193	West Coast	193	West Coast	1.1.1.173
194	West Coast	194	West Coast	1.1.1.174
195	West Coast	195	West Coast	1.1.1.175
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203	West Coast	203	West Coast	1.1.1.183
204	West Coast	204	West Coast	1.1.1.184
205	West Coast	205	West Coast	1.1.1.185
206	West Coast	206	West Coast	1.1.1.186
207	West Coast	207	West Coast	1.1.1.187
208	West Coast	208	West Coast	1.1.1.188
209	West Coast	209	West Coast	1.1.1.189
210	West Coast	210	West Coast	1.1.1.190
211	West Coast	211	West Coast	1.1.1.191
212	West Coast	212	West Coast	1.1.1.192
213	West Coast	213	West Coast	1.1.1.193
214	West Coast	214	West Coast	1.1.1.194
215	West Coast	215	West Coast	1.1.1.195
216	West Coast	216	West Coast	1.1.1.196
217	West Coast	217	West Coast	1.1.1.197
218	West Coast	218	West Coast	1.1.1.198
219	West Coast	219	West Coast	1.1.1.199
220	West Coast	220	West Coast	1.1.1.200
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222	West Coast	222	West Coast	1.1.1.202
223	West Coast	223	West Coast	1.1.1.203
224	West Coast	224	West Coast	1.1.1.204
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226	West Coast	226	West Coast	1.1.1.206
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229	West Coast	229	West Coast	1.1.1.209
230	West Coast	230	West Coast	1.1.1.210
231	West Coast	231	West Coast	1.1.1.211
232	West Coast	232	West Coast	1.1.1.212
233	West Coast	233	West Coast	1.1.1.213
234	West Coast	234	West Coast	1.1.1.214
235	West Coast	235	West Coast	1.1.1.215
236	West Coast	236	West Coast	1.1.1.216
237	West Coast	237	West Coast	1.1.1.217
238	West Coast	238	West Coast	1.1.1.218
239	West Coast	239	West Coast	1.1.1.219
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242	West Coast	242	West Coast	1.1.1.222
243	West Coast	243	West Coast	1.1.1.223
244	West Coast	244	West Coast	1.1.1.224
245	West Coast	245	West Coast	1.1.1.225
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247	West Coast	247	West Coast	1.1.1.227
248	West Coast	248	West Coast	1.1.1.228
249	West Coast	249	West Coast	1.1.1.229
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254	West Coast	254	West Coast	1.1.1.234
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258	West Coast	258	West Coast	1.1.1.238
259	West Coast	259	West Coast	1.1.1.239
260	West Coast	260	West Coast	1.1.1.240
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262	West Coast	262	West Coast	1.1.1.242
263	West Coast	263	West Coast	1.1.1.243
264	West Coast	264	West Coast	1.1.1.244
265	West Coast	265	West Coast	1.1.1.245
266	West Coast	266	West Coast	1.1.1.246
267	West Coast	267	West Coast	1.1.1.247
268	West Coast	268	West Coast	1.1.1.248
269	West Coast	269	West Coast	1.1.1.249
270	West Coast	270	West Coast	1.1.1.250
271	West Coast	271	West Coast	1.1.1.251
272	West Coast	272	West Coast	1.1.1.252
273	West Coast	273	West Coast	1.1.1.253
274	West Coast	274	West Coast	1.1.1.254
275	West Coast	275	West Coast	1.1.1.255
276	West Coast	276	West Coast	1.1.1.256
277	West Coast	277	West Coast	1.1.1.257
278	West Coast	278	West Coast	1.1.1.258
279	West Coast	279	West Coast	1.1.1.259
280	West Coast	280	West Coast	1.1.1.260
281	West Coast	281	West Coast	1.1.1.261
282	West Coast	282	West Coast	1.1.1.262
283	West Coast	283	West Coast	1.1.1.26



## 2 Sign information design

### Pedestrian Monolith

#### Optional interpretive text

Interpretive text giving information about the key visitor areas in Edmonton could be added in the space below the Visitor View map.



## 2 Sign information design

### Pedestrian Monolith

#### Index, key and brand

Both destinations and streets are indexed as shown below the Finder map.

A key is included for all icons shown on the Finder map, with special prominence given to the Pedway connections icon.

The Edmonton city brand is located on the angled side panel.

#### Destinations Index

#### Streets Index

#### Key



Destinations				Streets				Key			
B2 101 Street Tower	B2 Fairmont Hotel MacDonald	B2 101 Street Tower	B2 Edmonton Police Headquarters	A1 100 Street	A1 102 Avenue	A1 102 Street	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue
B2 102 St. Centre	B2 Francis Winspear Centre for Music	B2 102 St. Centre	B2 Fairmont Hotel MacDonald	A1 100A Street	A1 102 Street	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue
B2 AT&T Financial	B2 Future site of Galleria	B2 AT&T Financial	B2 Francis Winspear Centre for Music	A1 101 Street	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue
B2 Alberta Hotel	B2 HSC Place	B2 Alberta Hotel	B2 Future site of Galleria	A1 101A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue
B2 Art Gallery of Alberta	B2 HSC Place	B2 Art Gallery of Alberta	B2 Future site of Galleria	A1 102 Street	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue
B2 Baccarat Casino	B2 MacEwan University Alberta College Campus	B2 Baccarat Casino	B2 MacEwan University Alberta College Campus	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue	A1 102A Avenue
B2 Bell Tower	B2 Marle Place	B2 Bell Tower	B2 Marle Place	A1 103 Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue
B2 Brownlee Building	B2 Marle Place	B2 Brownlee Building	B2 Marle Place	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue	A1 103A Avenue
B2 CN Tower	B2 McDonald United Church	B2 CN Tower	B2 McDonald United Church	A1 104 Avenue	A1 104 Avenue	A1 104 Avenue	A1 104 Avenue	A1 104 Avenue	A1 104 Avenue	A1 104 Avenue	A1 104 Avenue
B2 Canada Place	B2 Provincial Courthouse of Alberta	B2 Canada Place	B2 Provincial Courthouse of Alberta	A1 104A Avenue	A1 104A Avenue	A1 104A Avenue	A1 104A Avenue	A1 104A Avenue	A1 104A Avenue	A1 104A Avenue	A1 104A Avenue
B2 Century Place	B2 Rice Howard Way	B2 Century Place	B2 Rice Howard Way	A1 105 Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue
B2 Chiswick Hall	B2 Royal Albert Museum (opening 2017)	B2 Chiswick Hall	B2 Royal Albert Museum (opening 2017)	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue	A1 105A Avenue
B2 Chiswick Gate	B2 Royal Bank Building	B2 Chiswick Gate	B2 Royal Bank Building	A1 99 Street	A1 99 Street	A1 99 Street	A1 99 Street	A1 99 Street	A1 99 Street	A1 99 Street	A1 99 Street
B2 Citadel Theatre	B2 Scotia Place	B2 Citadel Theatre	B2 Scotia Place	A1 99A Street	A1 99A Street	A1 99A Street	A1 99A Street	A1 99A Street	A1 99A Street	A1 99A Street	A1 99A Street
B2 Commerce Place	B2 Shaw Conference Centre	B2 Commerce Place	B2 Shaw Conference Centre	A1 100 Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street
B2 Crowne Plaza Chateau Lacombe	B2 Stanley A. Milner Library	B2 Crowne Plaza Chateau Lacombe	B2 Stanley A. Milner Library	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street
B2 Delta Centre Suites Hotel	B2 Sun Life Place	B2 Delta Centre Suites Hotel	B2 Sun Life Place	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street
B2 Don Whiston Family YMCA	B2 Sutton Place Hotel	B2 Don Whiston Family YMCA	B2 Sutton Place Hotel	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street
B2 EPCOR Tower	B2 Telus Place	B2 EPCOR Tower	B2 Telus Place	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street
B2 Edmonton City Centre Mall East	B2 The Westin Hotel	B2 Edmonton City Centre Mall East	B2 The Westin Hotel	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street
B2 Edmonton City Centre Mall West	B2 Three Bananas Cafe	B2 Edmonton City Centre Mall West	B2 Three Bananas Cafe	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street
B2 Edmonton City Hall	B2 Tix on the Square	B2 Edmonton City Hall	B2 Tix on the Square	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street
B2 Edmonton Journal	B2 Union Bank Inn	B2 Edmonton Journal	B2 Union Bank Inn	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street
B2 Edmonton Police Headquarters		B2 Edmonton Journal		A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street	A1 100A Street

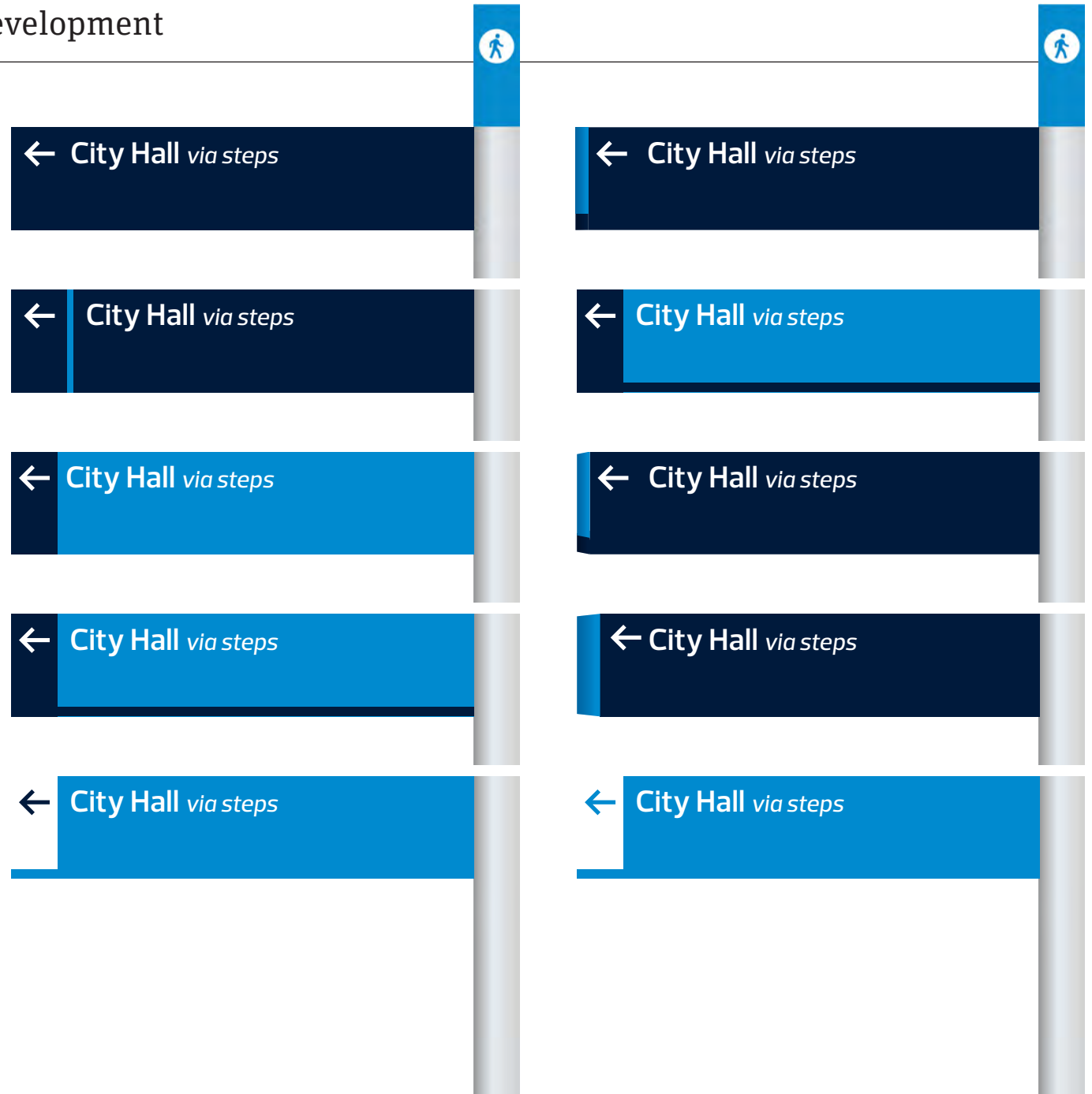


## 2 Sign information design

### Pedestrian Fingerpost development

Several designs options were explored for the Pedestrian Fingerpost. The fingerpost had to stand out from distance and be in a style that was identifiable with other sign types in the system.

Shown here are some explorations into how the same visual and physical aspects of the other signs can be translated to a directional fingerpost.



## 2 Sign information design

### Pedestrian Fingerpost

The recommended option is shown here.

The finial at the top of the post provides a bright, visible beacon for the fingerpost.

A bright strip of the beacon colour increases visibility of the end of the fingerslats.

Finial beacon



Angled Beacon

Directional Panel

Top View





## 2 Sign information design

### Car Park/Transit Arrival Sign

The wall mounted Car Park/Transit Arrival Sign incorporates many of the same elements as the other sign types.

A Finder map crop shows a coverage of over 5 minutes walk from the sign. Locations which are just off the map are directed to using off-map tabs.

The sign is designed to accommodate a standard ANSI E size print (1118 x 864mm).

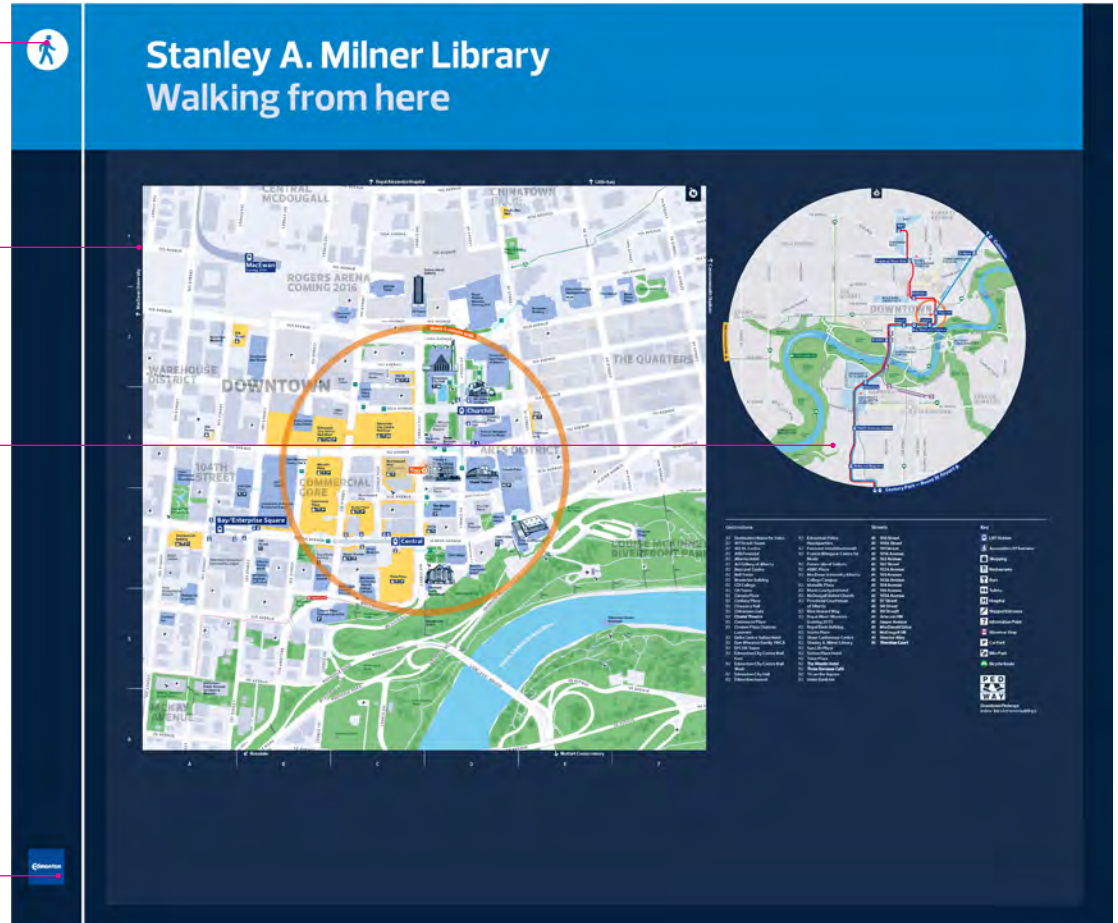
The Edmonton city brand is located on the angled side panel.

Beacon

Finder map

Visitor View Map

Edmonton brand



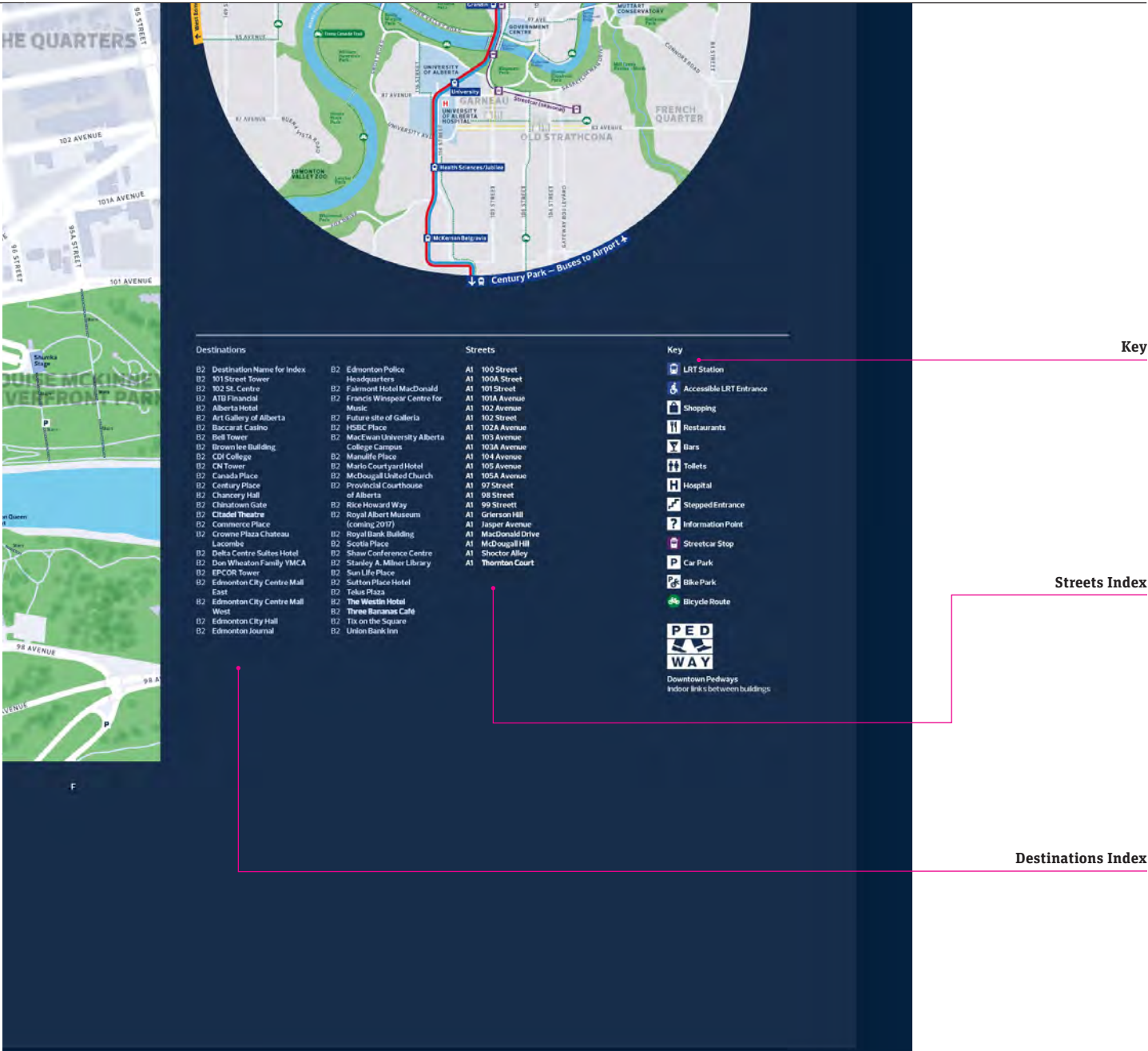


## 2 Sign information design

### Car Park/Transit Arrival Sign

Both destinations and streets are indexed as shown to the right of the Finder map.

A key is included for all icons shown on the Finder map, with special prominence given to the Pedway connections icon.



## 2 Sign information design

### Car Park/Transit Arrival Sign (Smaller size)

An alternative size of the Car Park/ Transit Arrival Sign has also been developed for cases where a smaller product is required.

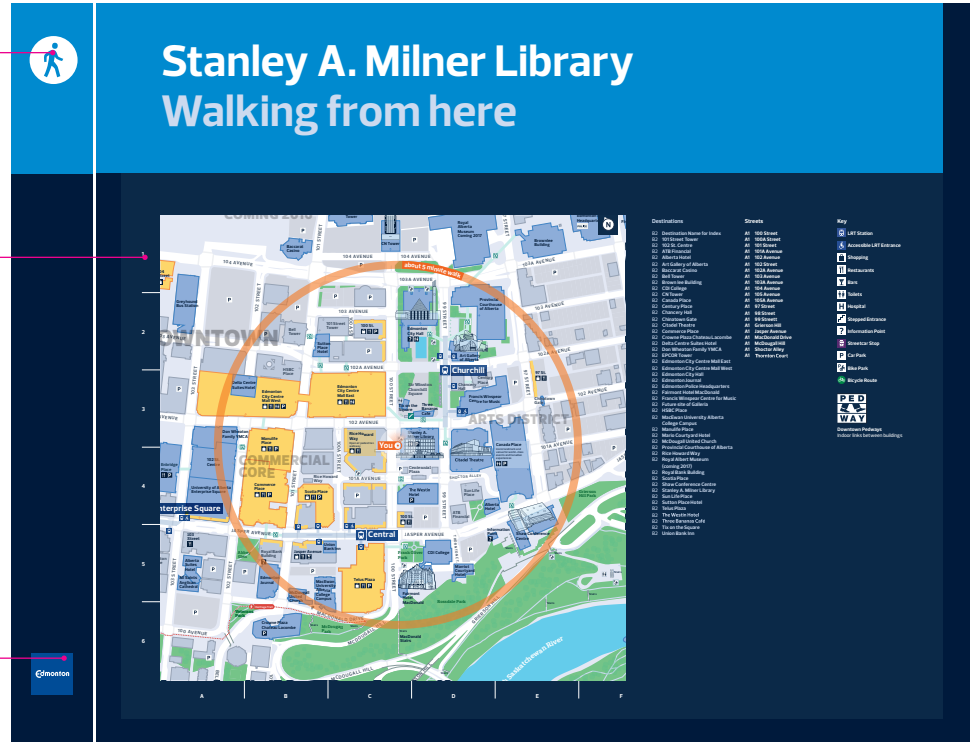
This sign type is designed to accommodate an ANSI D size print (864 x 559mm).

The design is similar to the larger ANSI E size, however the Visitor View map is taken out due to space constraints.

Beacon

Finder map

Edmonton brand



## 2 Sign information design

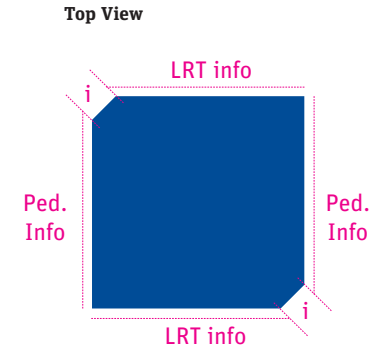
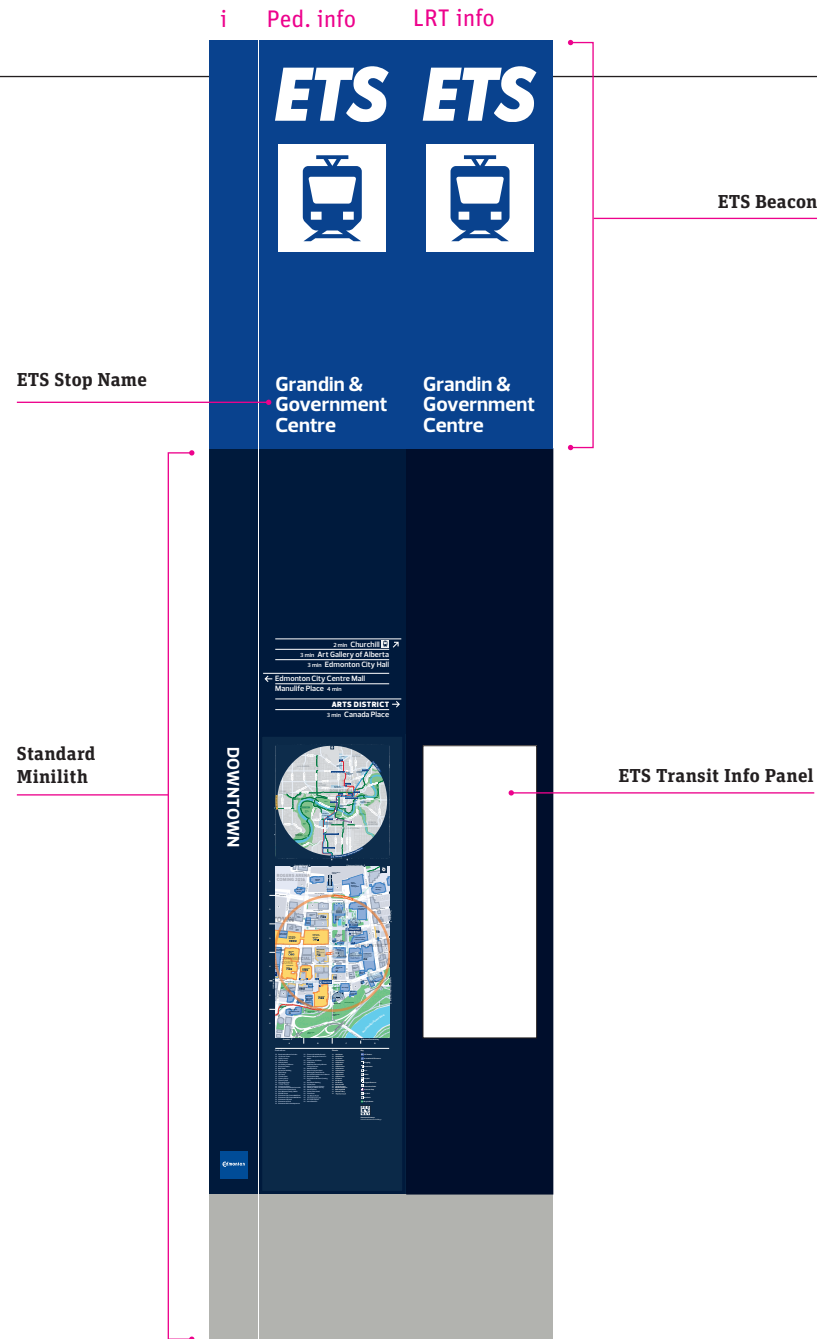
### ETS Beacon

A bespoke ETS beacon sign type has been designed for use at major stops and station entrances across the ETS network.

Its aim is to be highly visible from larger distances than the other signs, and to do this it has a beacon that is over a metre taller than that of the Pedestrian Minilith.

The station name is prioritised over all other information, and has also been designed to be as legible as possible from a distance.

Unlike the other sign types, the sign is four sided, and includes two panels to accommodate relevant ETS information.



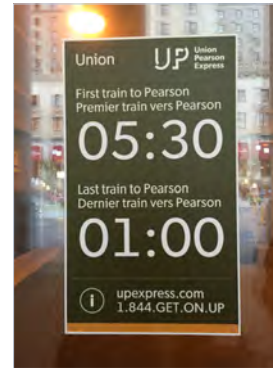
## 2 Sign information design

### ETS Beacon

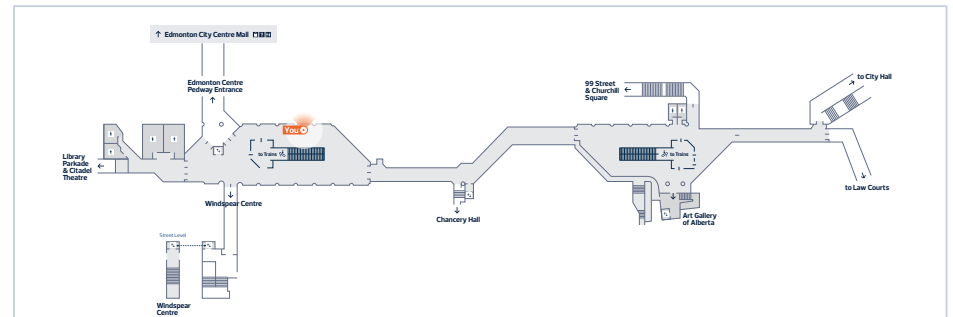
#### ETS Transit Information panel possible content

The ETS beacon contains two 350 x 900mm panels for ETS information. These panels could display content such as:

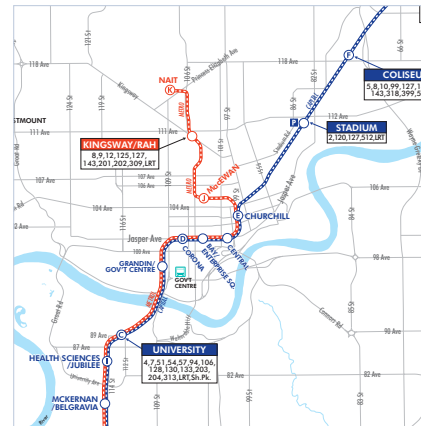
- First and last trains times
- Route diagrams
- Station layout diagrams
- Prohibition notices



First and last trains



Station layout diagram



Route diagrams



Prohibition notices

- 
- 1 System identity
  - 2 Sign information design
  - 3 Map design**
  - 4 Product

### **3 Map design**

#### **Key feedback/comments**

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**Colour, fonts and iconography should be based on city brand**

**Colours should have as great a contrast as possible to ensure legibility for a wide range of visual acuities.**

**No major concerns raised about Finder map design**

**Agreement for introduction of information hierarchy identifying landmark retail in yellow with other landmarks in blue**

**‘Point of view’ style 3D buildings preferred to alternative flat elevations, but with consideration for use of colour to maximise contrast**

**Visitor View map raised more discussions**

**Visitor view map should give a more general overview of important Edmonton destinations with less prominence given to BRZs and transit**



## 4 Concept design

### Map scales

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



#### Visitor view map

A simple overview of the central visitor areas, showing transit links, BRZ's and key destinations.



#### Finder map

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

## 4 Concept design

### North-up vs heads-up orientation

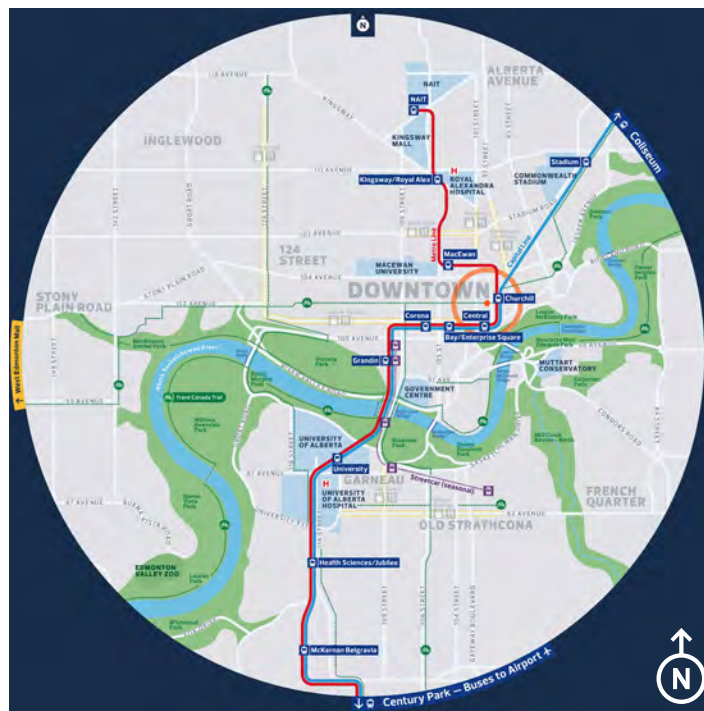
'Heads-up' map orientations refer to a map that aligns to the direction that the user is facing, as opposed to 'North-up' maps that always point north regardless of the user's orientation.

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 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 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 Visitor view 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

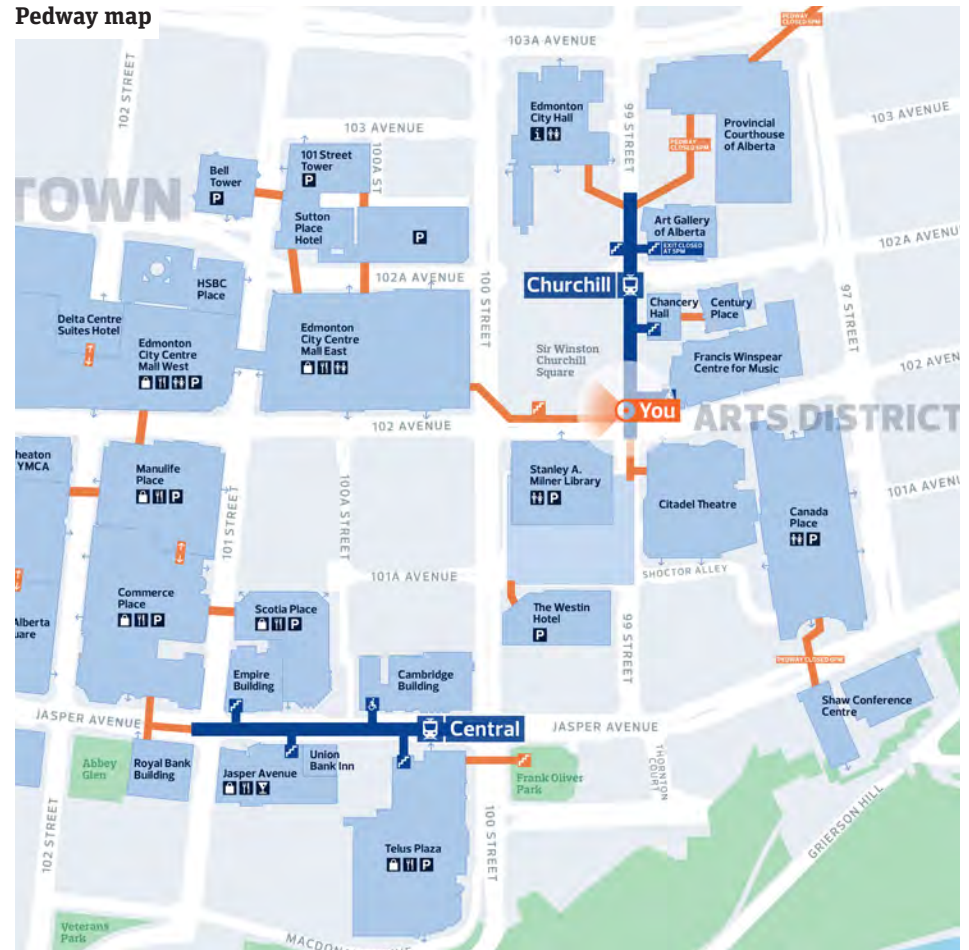
### One base map, two applications

On Street map



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

Pedway map



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.



### 3 Map 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.

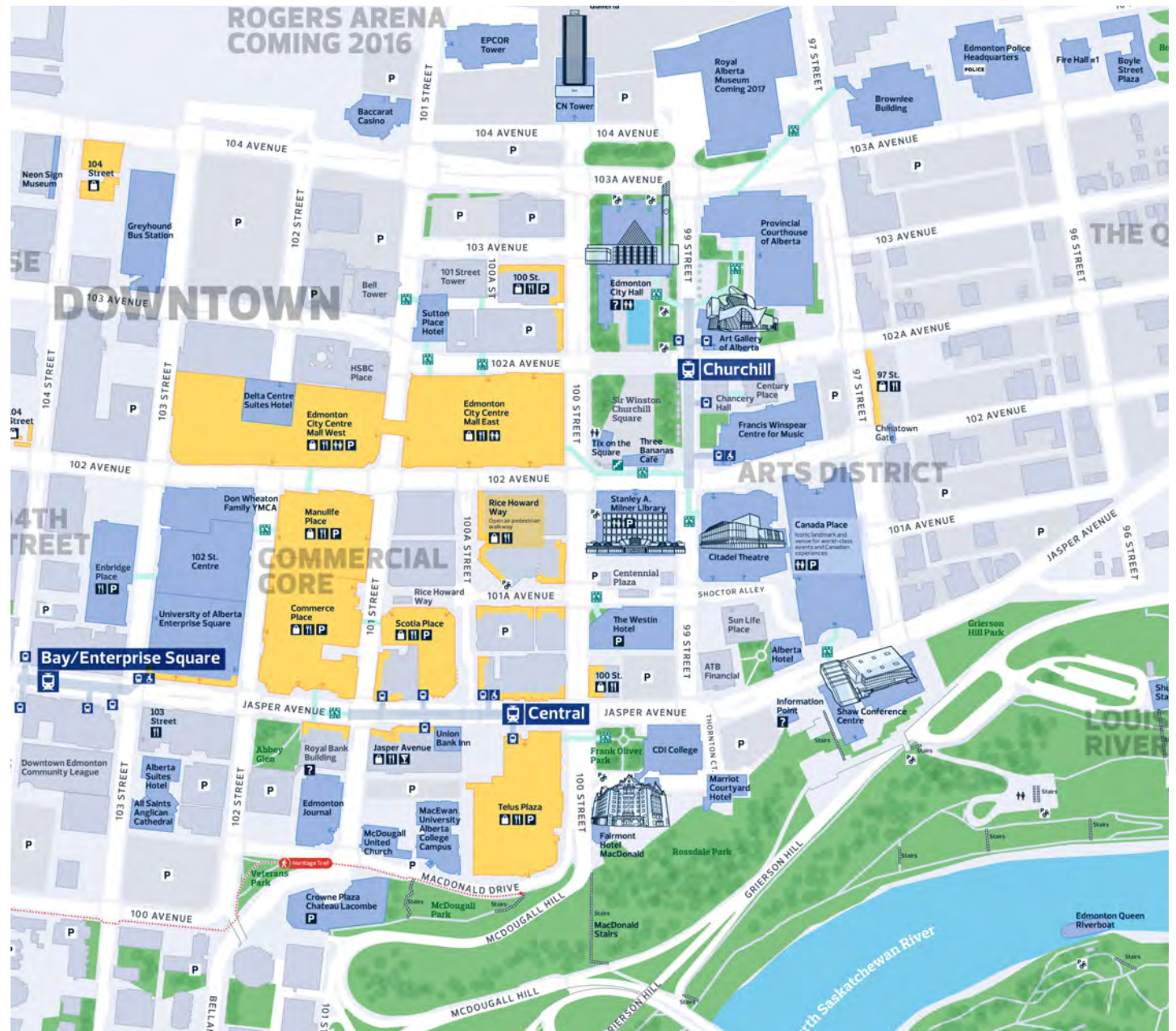
The map is designed to present detailed information in as simple and engaging a way as is possible.

Colours used are intended to provide optimum contrast as well as being attractive and complementary to the city brand palette.

Lettering and icons are designed at a size that maximises legibility while still retaining an ordered and functional appearance.

Information shown on the map includes:

- Sidewalks
- Building footprints
- Water
- Road names
- Green spaces
- Trails and Bike routes
- Trees
- Public toilets
- Building entrances
- LRT stations
- LRT exits and entrances
- Major bus facilities
- Steps / ramps
- Districts and neighbourhoods
- Pedway network
- Public washrooms
- Bike lock-ups
- Visitor information centres
- Police stations
- Hospitals
- Landmarks
- Retail areas



### 3 Map design

Finder map in context

The Finder map is used across all sign types (with the exception of the Pedestrian Fingerpost).

The user's location and orientation is highlighted with a prominent 'you are here' marker towards the centre of the crop.

Scale is indicated by a 5-minute walk circle.

Detail shown overleaf.





### 3 Map design

#### Finder map detail

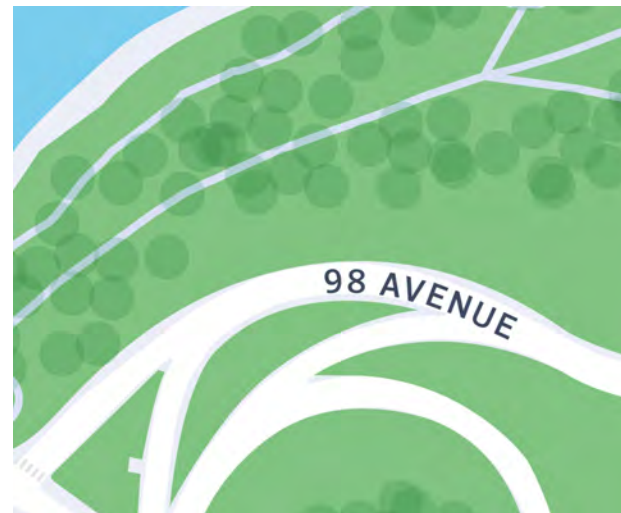
The Finder map is filled with detail useful for navigating as a pedestrian.



Walk Circle



'You are here'



Road Labels



Walking Trail

### 3 Map design

#### Finder map detail

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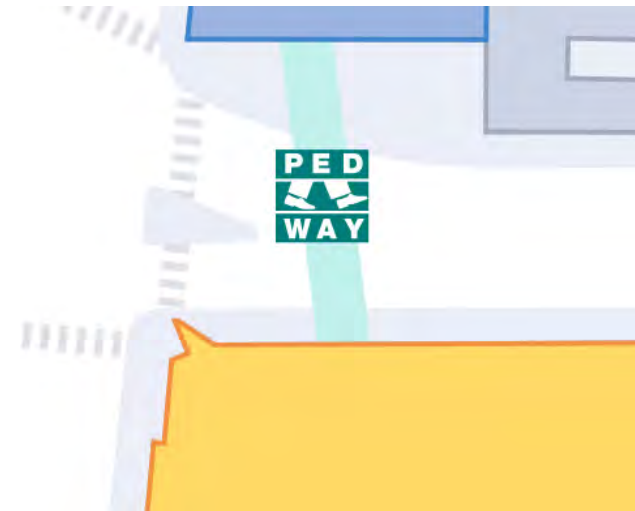
Interpretive text for active frontage areas



Interpretive text for landmark buildings



Stairs and Steps



Pedways

### 3 Map design

#### Finder map detail

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LRT Stations



LRT station entrance



Accessible LRT entrance



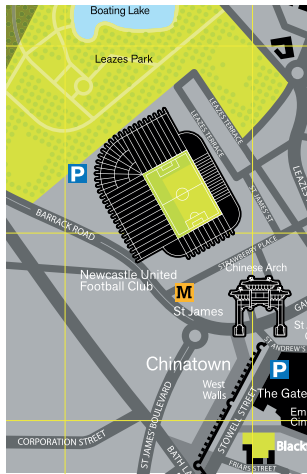
Building Entrances

### 3 Map design

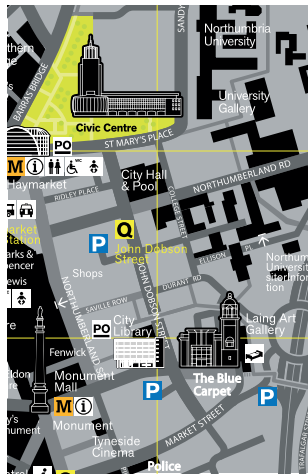
## Landmark building illustrations

Landmark buildings can be represented on mapping as three dimensional drawings. They can aid navigation and add interest to what can often be complex information.

There are several ways that buildings can be depicted on mapping, with different examples shown below.



**Plan view**  
Newcastle / Gateshead



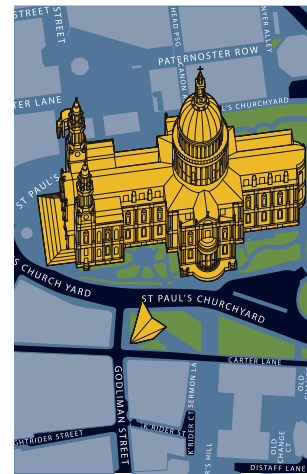
**Elevation**  
Newcastle / Gateshead



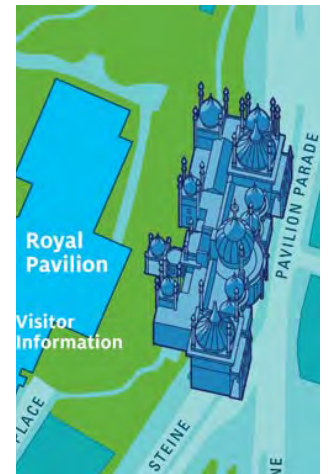
**Perspective / Point of view**  
Leeds



**Isometric**  
Glasgow



**Footprint extrusion**  
London



**Footprint extrusion**  
Brighton

### 3 Map design

## Landmark building illustrations

Exploration has been carried out in order to establish the most suitable drawing style to work across both the Finder map and the Visitor View map.

Two recommended approaches are shown here for consideration.

A preference has been stated for the Point of view style.

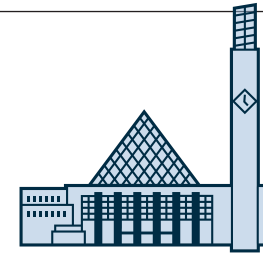
#### Flat iconic elevation view



Shaw Conference Centre



Art Gallery of Alberta



Edmonton City Hall



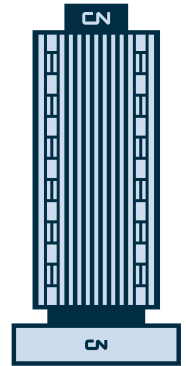
Stanley A. Milner Library



Fairmont Hotel MacDonald

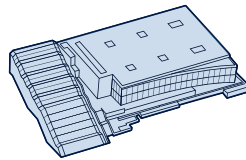


Citadel Theatre

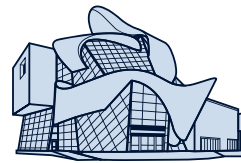


CN Tower

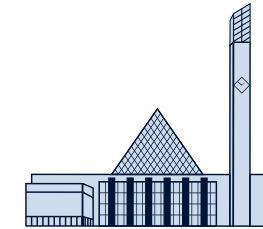
#### Point of view



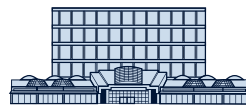
Shaw Conference Centre



Art Gallery of Alberta



Edmonton City Hall



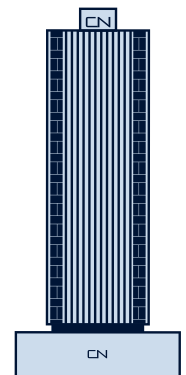
Stanley A. Milner Library



Fairmont Hotel MacDonald



Citadel Theatre



CN Tower



### 3 Map design

#### Landmark building illustrations

##### Colour explorations

Feedback suggested a need to make the landmark building illustrations more prominent through the use of colour.

A number of explorations were attempted and are shown here.



**Original**  
 – Analogous  
 – Low Contrast



**Orange**  
 – Complimentary  
 – High Contrast



**Red**  
 – Triadic  
 – High Contrast



**Light Yellow**  
 – Complimentary  
 – High Contrast



**Light Blue**  
 – Analogous  
 – More Harmonious



**Recommended – Pale Blue**  
 – Analogous  
 – High Contrast  
 – Harmonious

### 3 Map design

#### Visitor View map

The Visitor View 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.

Information shown on the map includes:

- Rivers
- Major roads names
- Road network
- Major parks
- Major trails and Bike routes
- LRT stations
- LRT routes
- Major bus routes
- BRZs

Information shown is a placeholder only and will be drawn more accurately when mastered.





### 3 Map design

#### Visitor View map in context

The Visitor View map is used across the majority of sign types.

The user's location within the map is highlighted with a prominent orange circle.

Detail shown overleaf.



### 3 Map design

Major city detail is included on the Visitor View map to encourage travel between districts and major attractions.



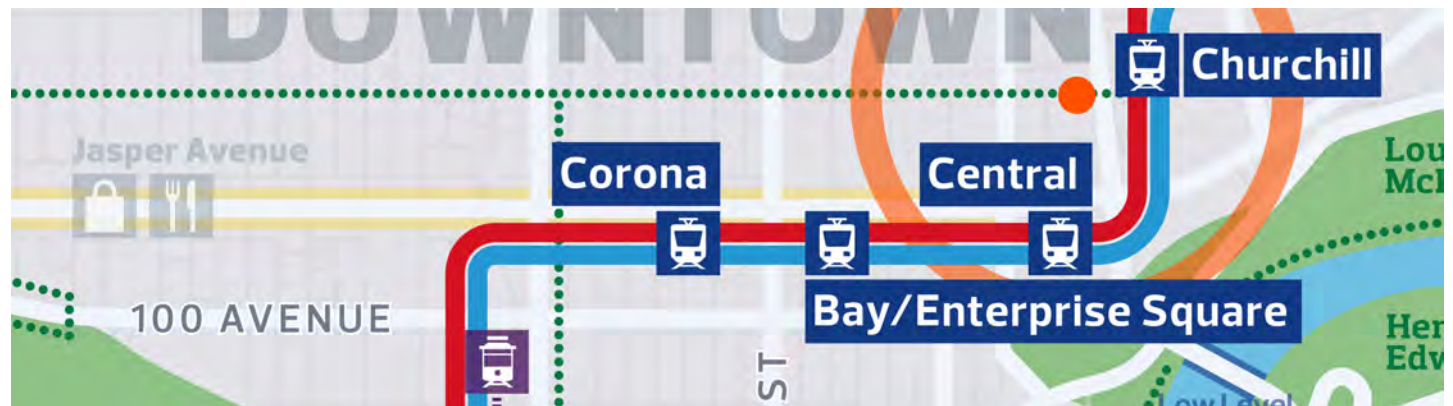
## Cycle Trails



### Main Streets and Retail Centres



## Landmark Destinations



### LRT and Streetcar Connections



### 3 Map design

#### Visitor View map

##### Design iterations

Previous versions of the Visitor View map submitted as part of the Detailed Design phase focussed on the BRZs in the Edmonton core.

BRZs were labelled with interpretive icons that suggested the 'offer' of the area, as well as bus route numbers that suggested possible ways of getting there from Downtown.



### 3 Map design

#### Visitor View map

##### Design iterations

Previous versions of the Visitor View map submitted as part of the Detailed Design phase focussed on the BRZs in the Edmonton core.

BRZs were labelled with interpretive icons that suggested the 'offer' of the area, as well as bus route numbers that suggested possible ways of getting there from Downtown.



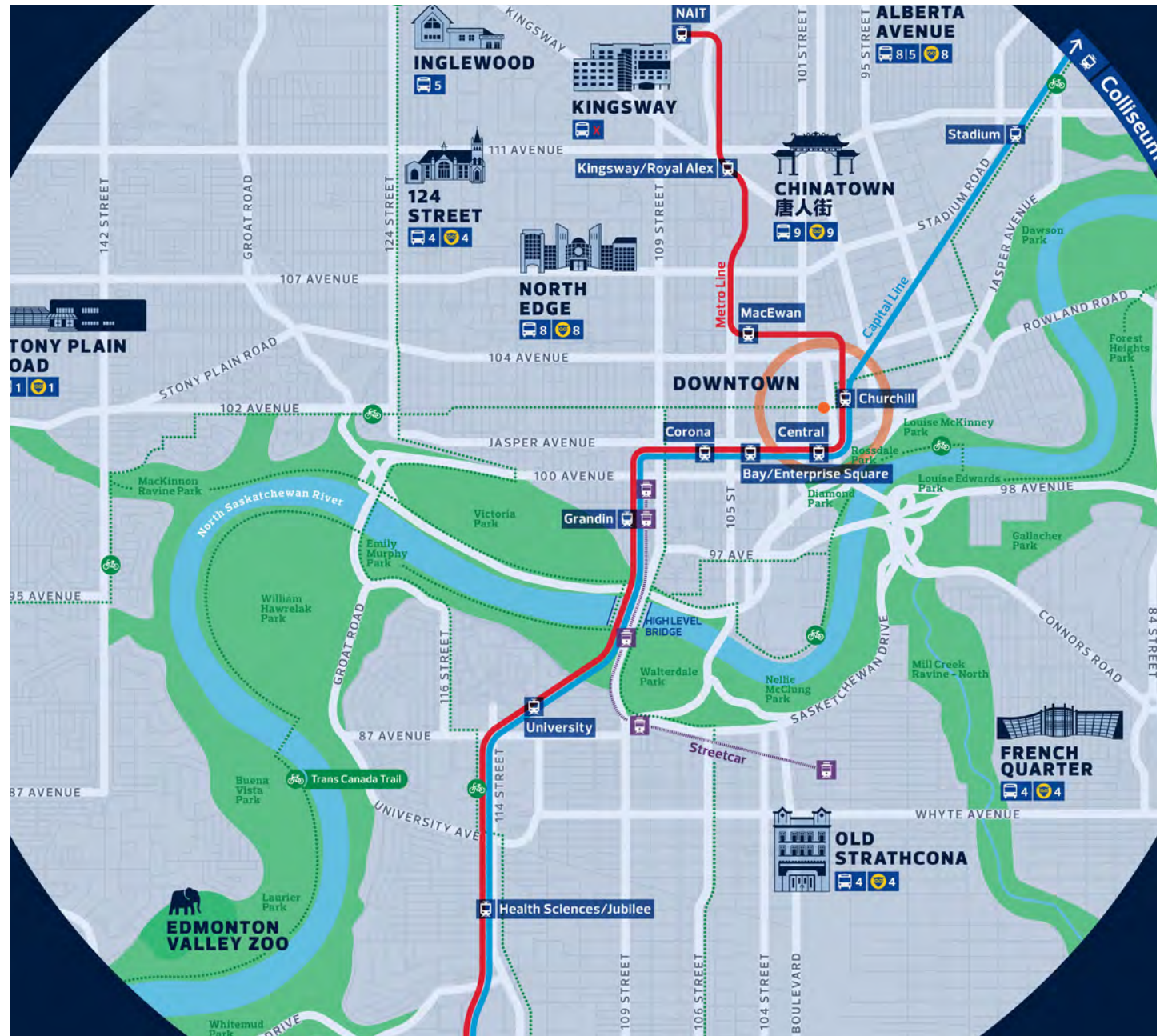


### 3 Map design

#### Visitor View map

##### Building illustrations

Other iterations included the use of building illustrations to make key visitor areas more prominent.



### 3 Map design

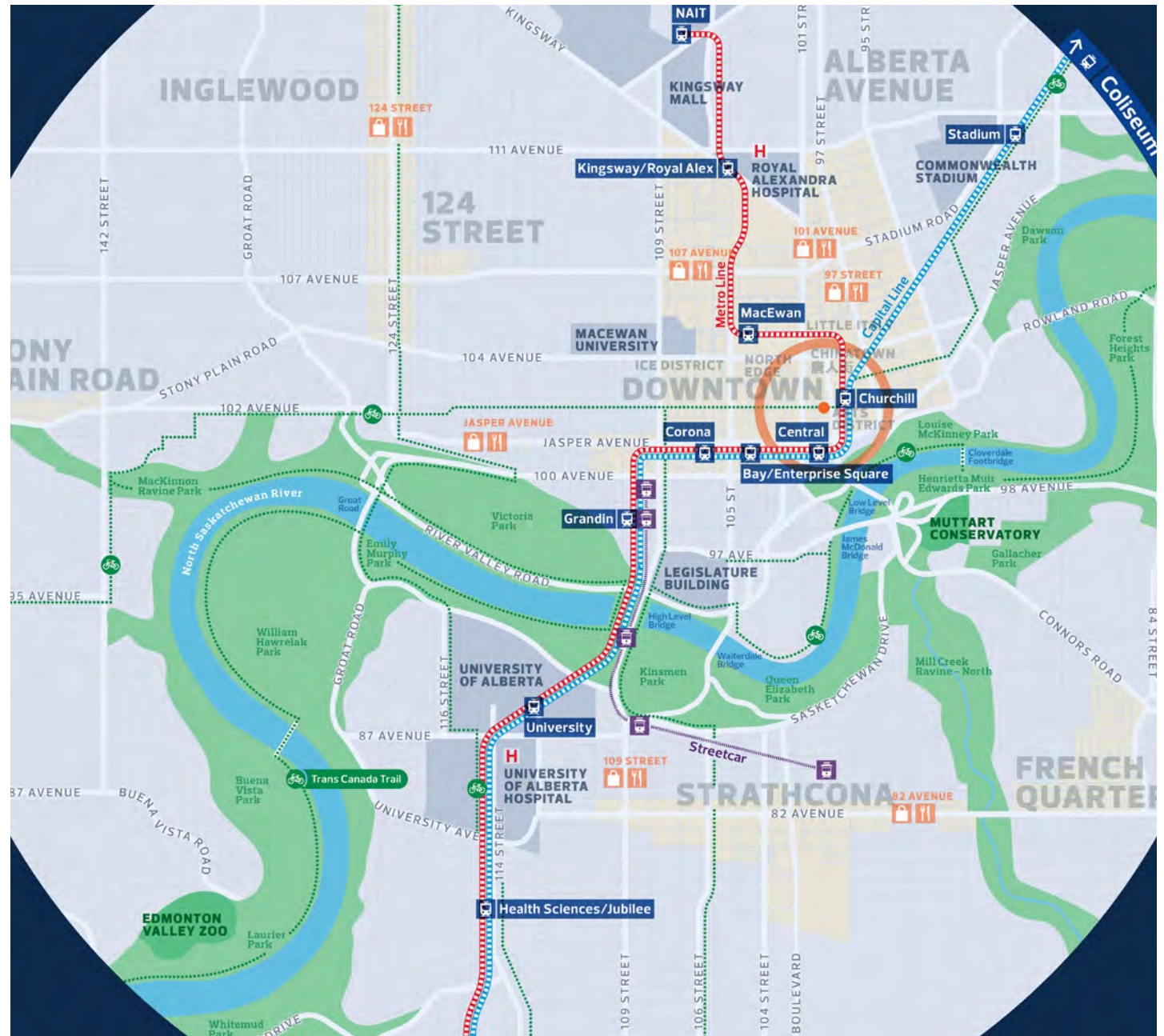
#### Visitor View map

##### Incorporating feedback

Feedback to the Detailed design iterations suggested a shift away from a map that increased prominence of BRZs and transit routes to one that featured more of Edmonton's major destinations and streets.

The following changes were suggested:

- Show primary CoE visitor attractions
- Highlight Edmonton's 'main streets'
- Add bridge names
- Show LRT as dashed lines to synchronize with ETS products
- Remove bus numbers





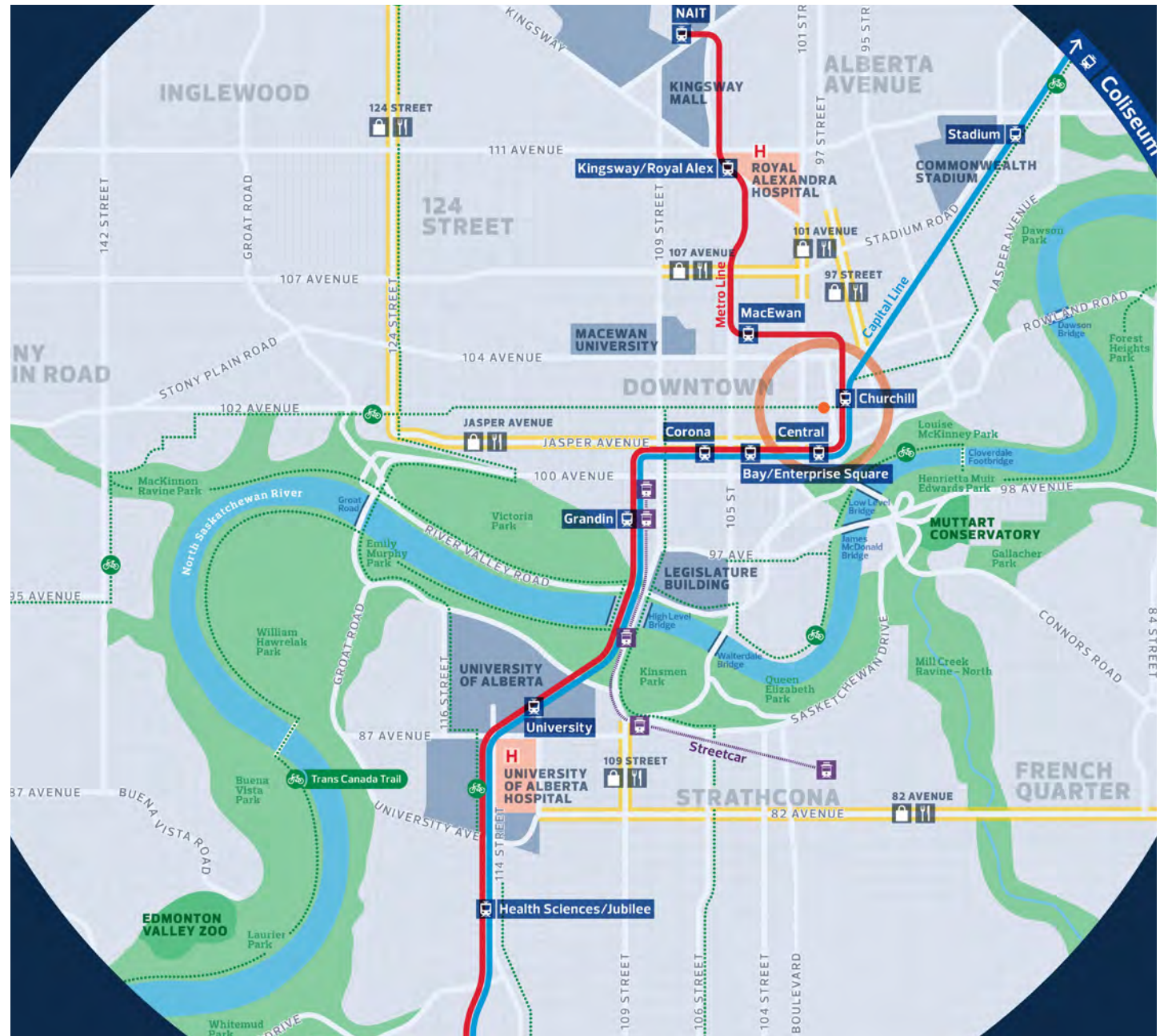
### 3 Map design

#### Visitor View map

##### Refining

Adding a large amount of new information to a map can be detrimental to its function. A less complicated map can be easier to use. The map was refined to make it more focused and easier to understand.

- Downtown area labels removed for legibility
- Alternative solution to BRZ areas
- Bridge Detail
- LRT lines simplified for legibility
- Experimentation with colour for destination footprints



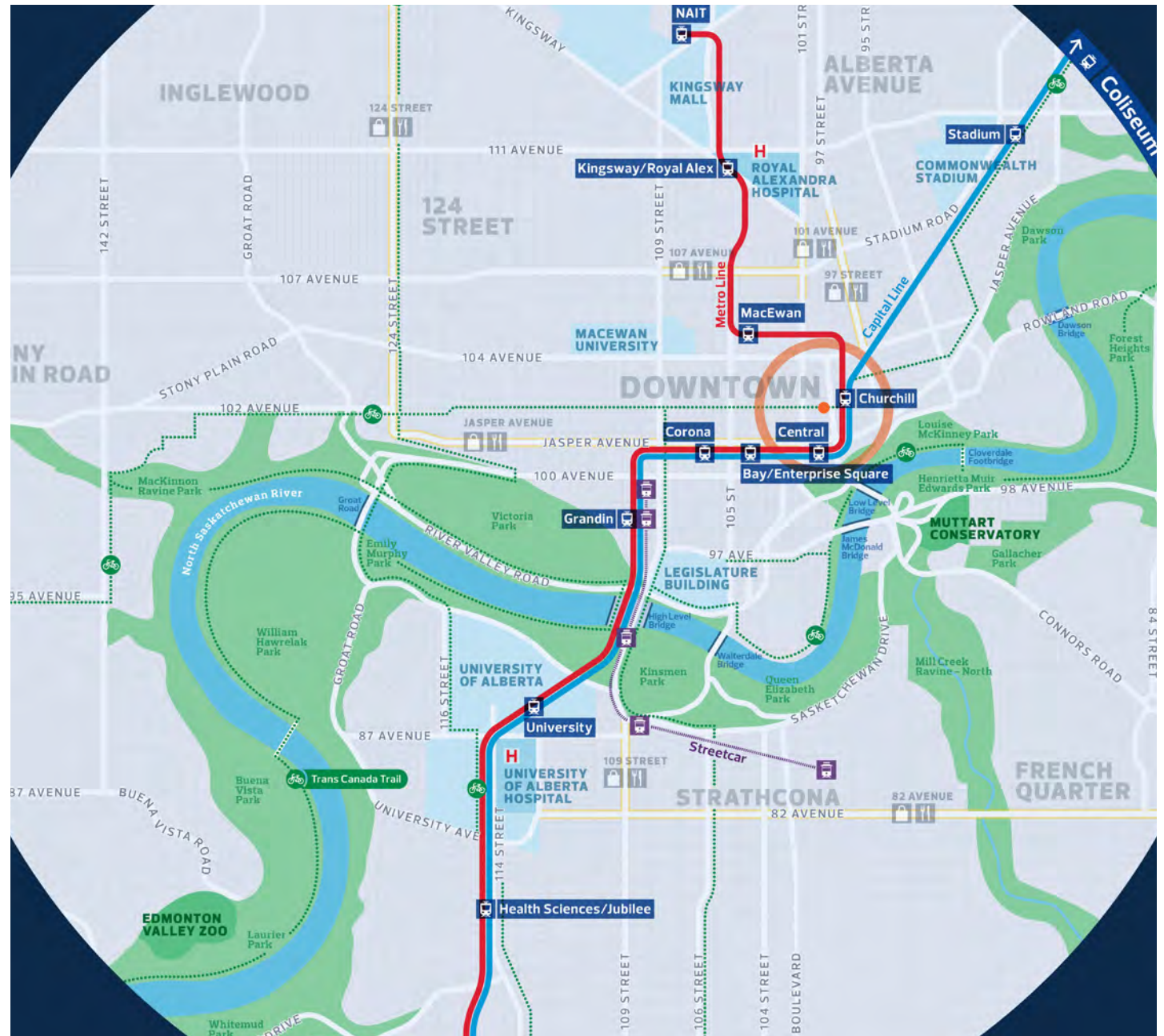
### 3 Map design

#### Visitor View map

##### Refining

While it was felt at this stage that the visual hierarchy and graphic treatment of the information was improved, further iteration was required. Relative colour, transparency and scale of information was refined to best reflect its importance.

- Simplification of footprints
- Scale of 'Downtown' label to codify it as an area of interest
- Retail/BRZ areas quieter





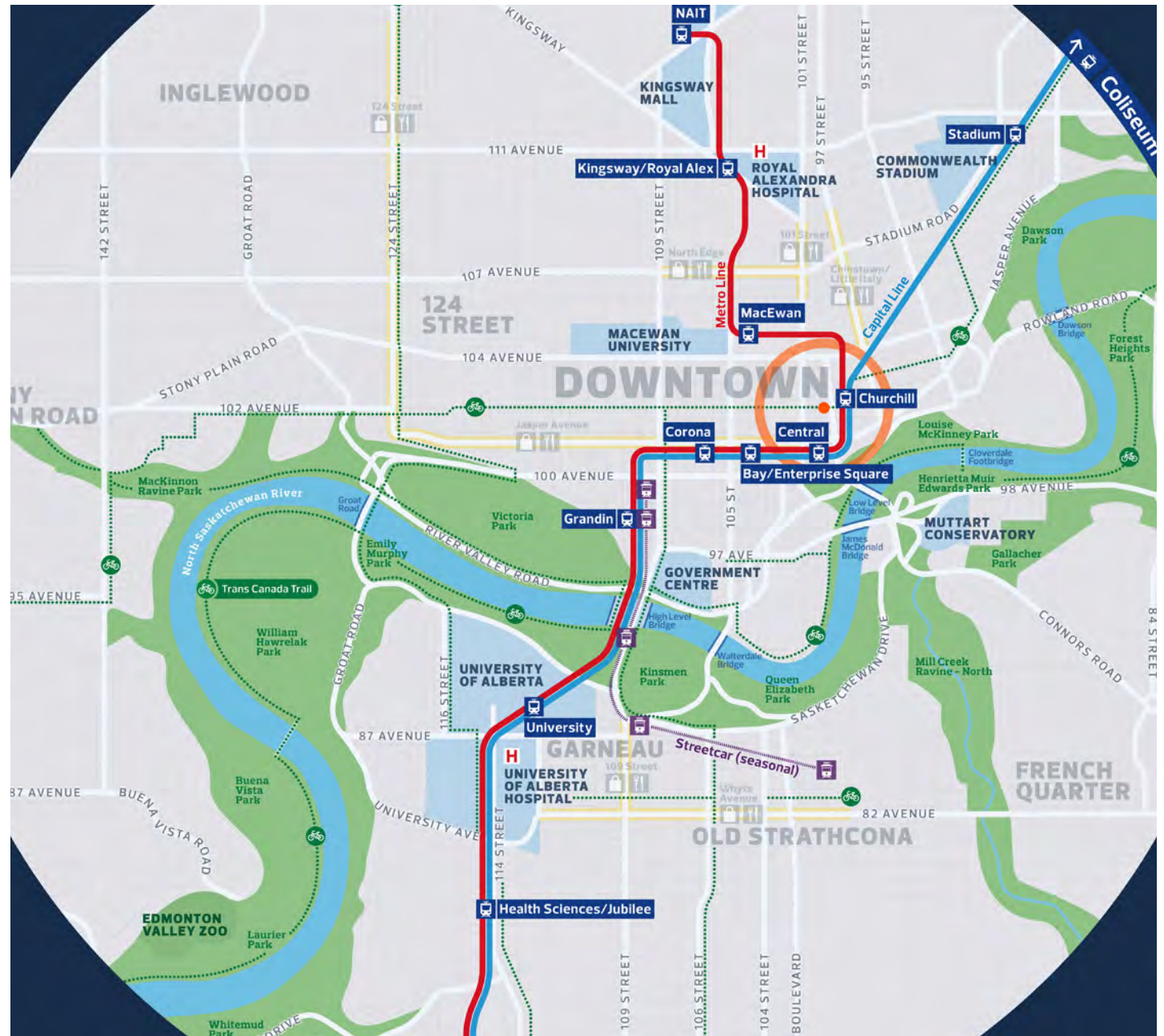
### 3 Map design

#### Visitor View map

##### Solution

The visitor view map shows a balance of major destinations, key streets and areas, as well as important transit connections and trails.

Great attention has been paid to macro details such as placement of street labels and naming of areas to help users understand the map as easily as possible. This also helps to keep the map tidy and optimises the legibility of the many levels of information.



### 3 Map design

#### Visitor View map

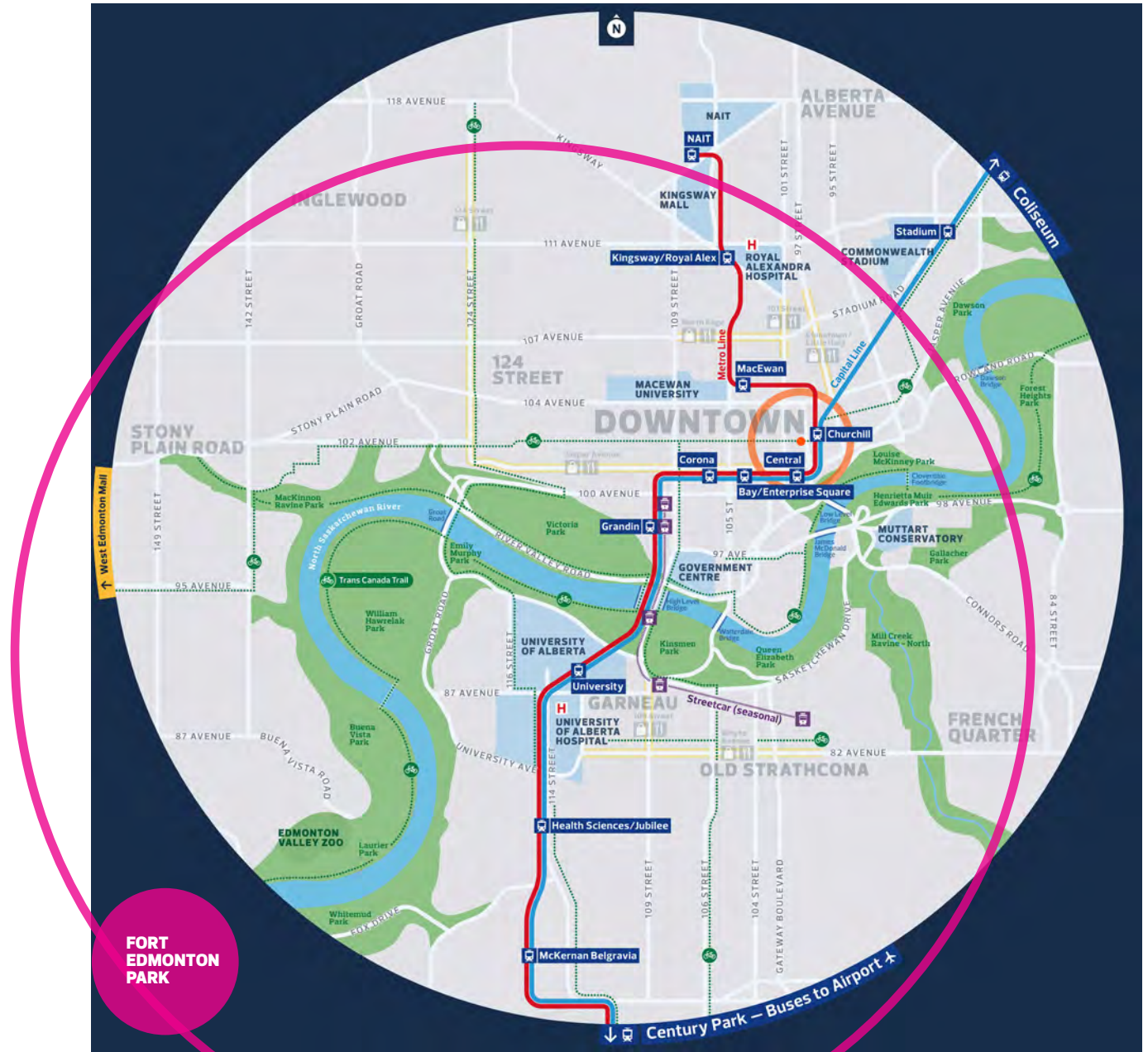
##### Off map tabs and changes to coverage

The Visitor View map attempts to cover major attractions and areas of interest to visitors in the Edmonton core.

Some destinations such as West Edmonton Mall are outside the map crop and are indicated with an off-map tab.

Feedback has suggested that Fort Edmonton Park could be accommodated by a change of crop coverage, with a shift towards the south-west. This shift could mean Stadium and NAIT LRT stations would be lost from the map and the crop would be less 'centered' on the Edmonton core.

Shift of map crop to accommodate Fort Edmonton Park





### 3 Map design

#### Visitor View map

##### Proposed design



- 
- 1 System identity
  - 2 Sign information design
  - 3 Map design
  - 4 Product**

## **4 Product design**

### **Feedback – key findings**

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**Route 2, as identified as part of the concept design phase, taken forward. This route was characterised by a rhomboid product form with angled side panels.**

**Map panels should be simple and inexpensive to change**

**Lighting is a priority – products must be illuminated**

**Solar power should be explored**

**Products must be robust for winter conditions (salt, dirt, etc.)**

**Products must be vandal/defacement proof**



## 4 Product design Sign Family

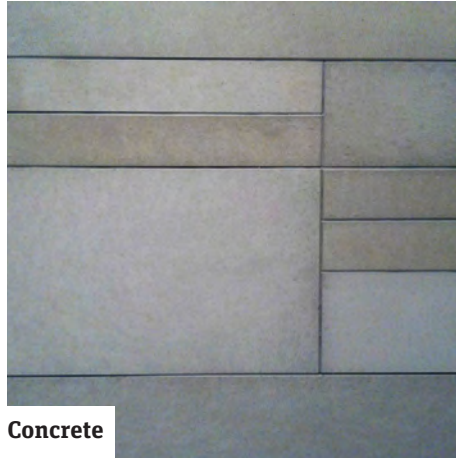


## 4 Product design

### Materials palette

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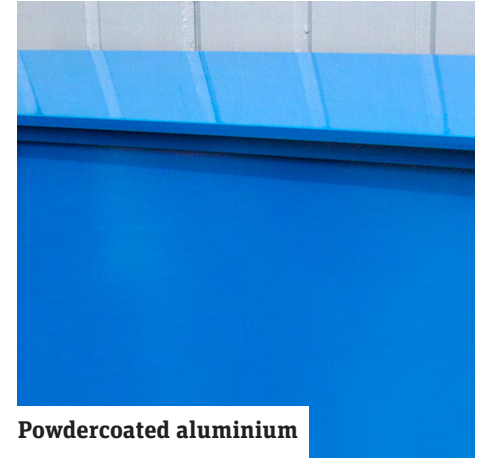
Signage is designed with a palette of materials that are high quality and fit-for-purpose.



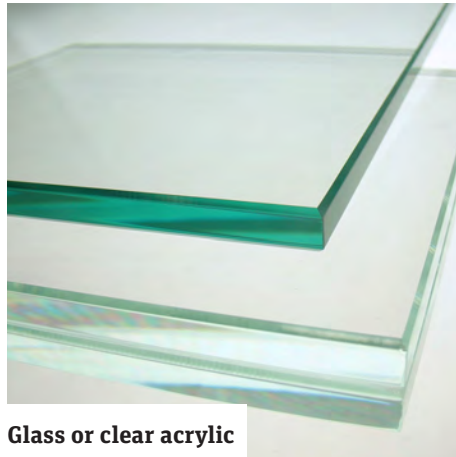
**Concrete**



**Acrylic with coloured vinyl**

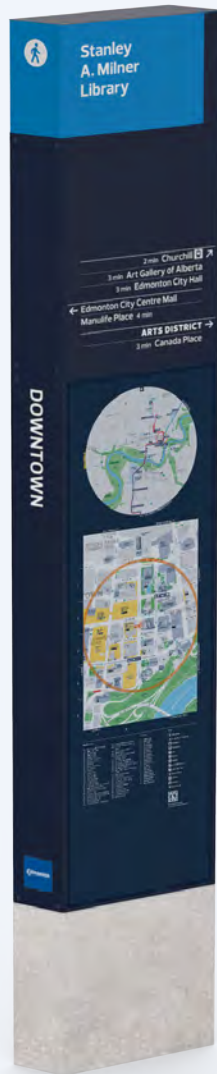


**Powdercoated aluminium**

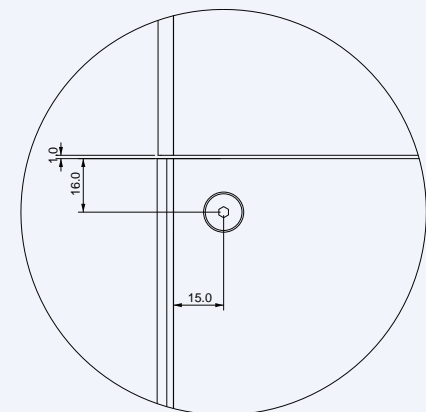
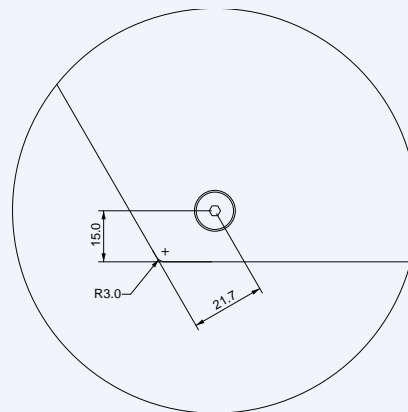
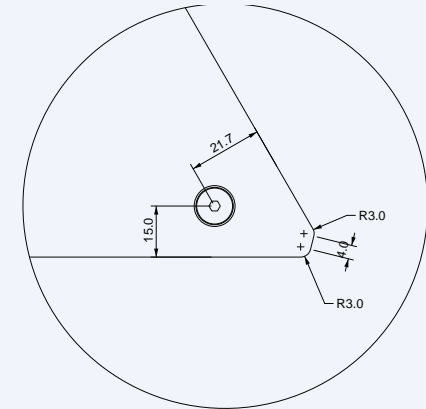


**Glass or clear acrylic**

## 4 Product design Minilith

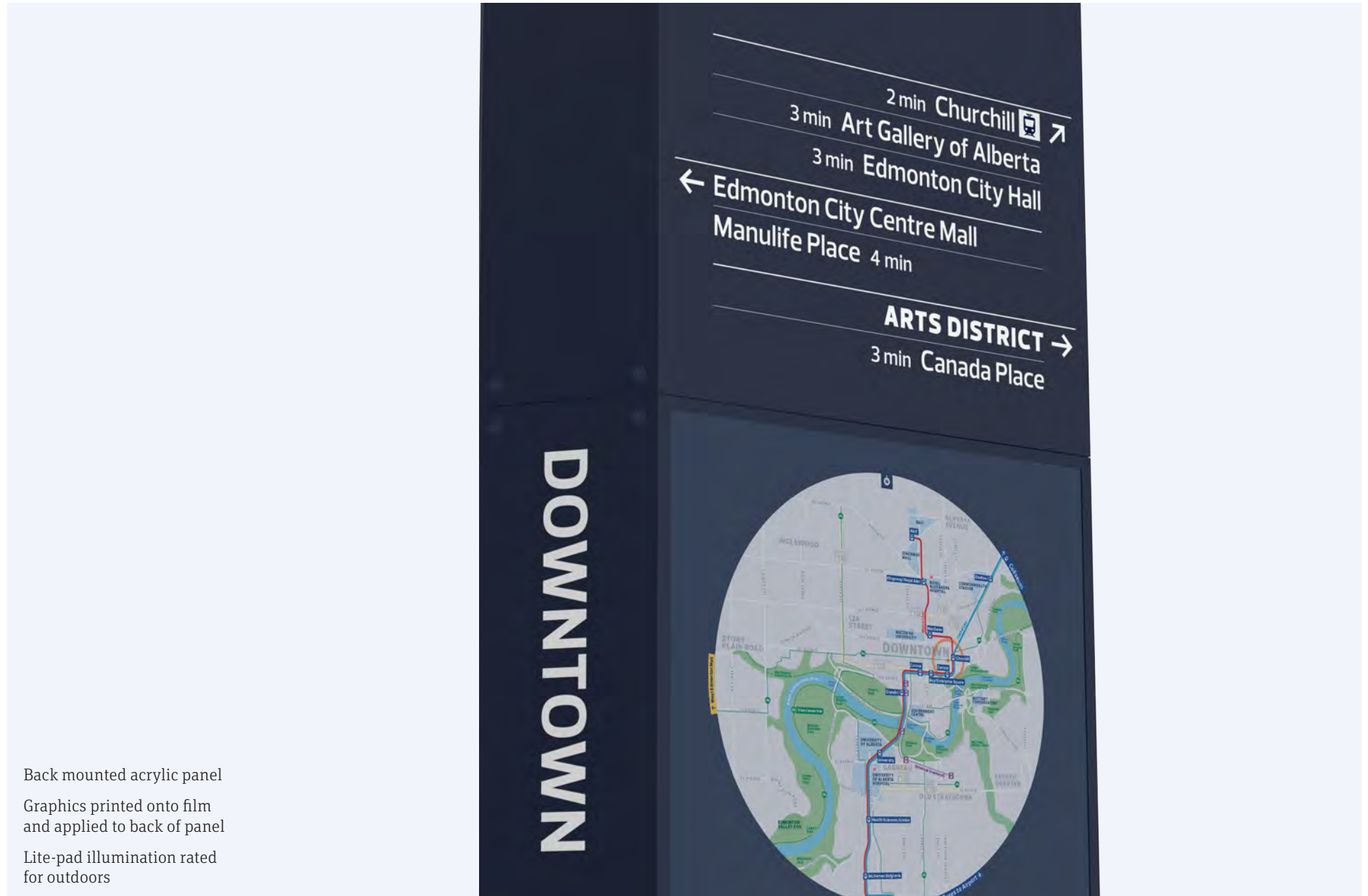


Top View



## 4 Product design

### Minilith



Back mounted acrylic panel

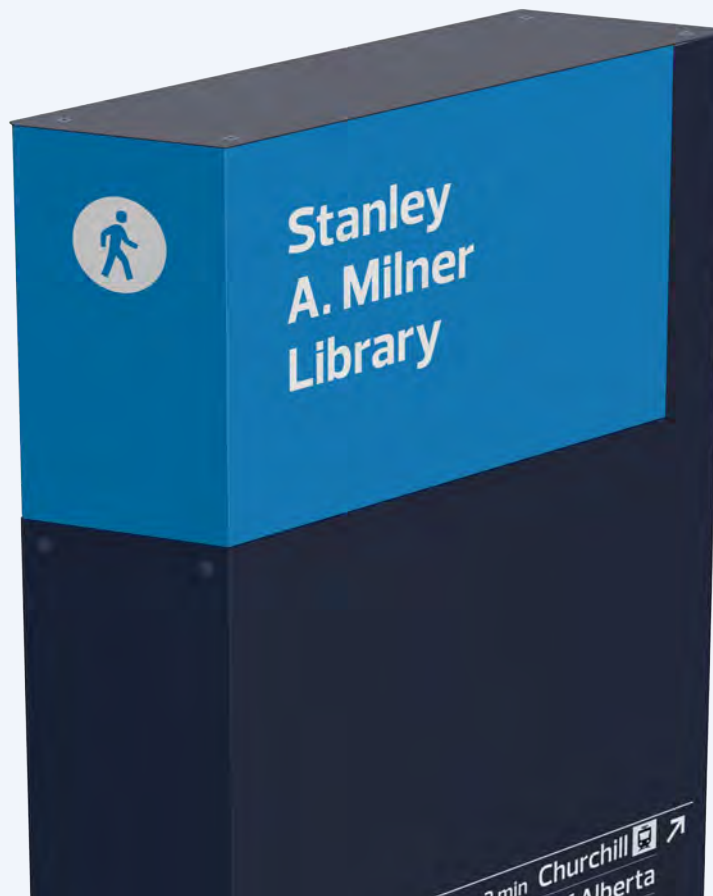
Graphics printed onto film  
and applied to back of panel

Lite-pad illumination rated  
for outdoors

## 4 Product design

### Minilith

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Aluminium Top Plate

Formed or fabricated white  
acrylic box, even illumination

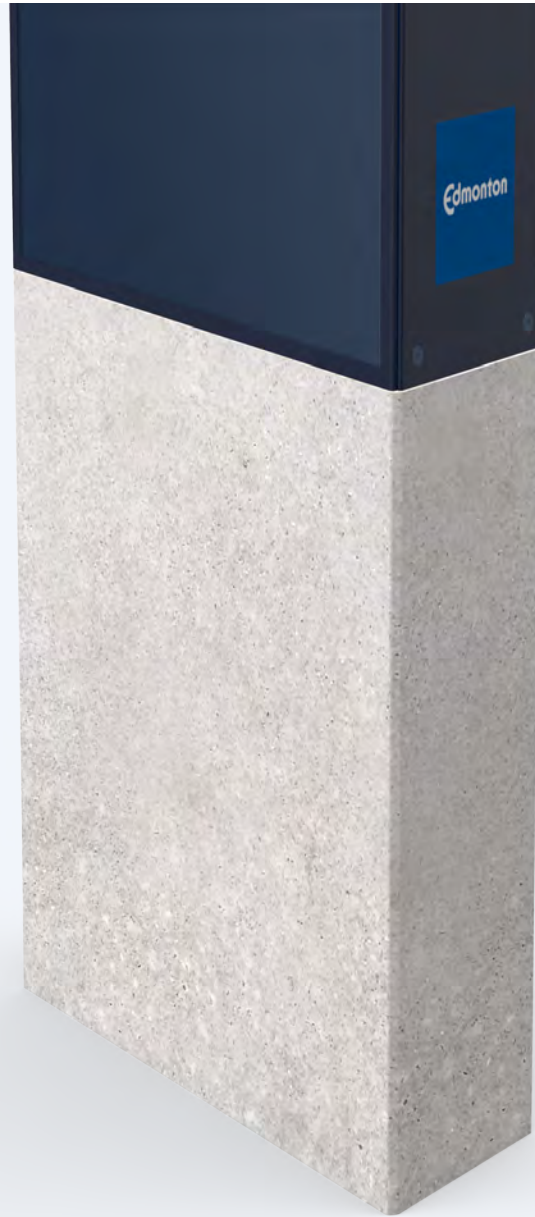
Graphics: Translucent vinyl  
wrap



## 4 Product design

### Minilith

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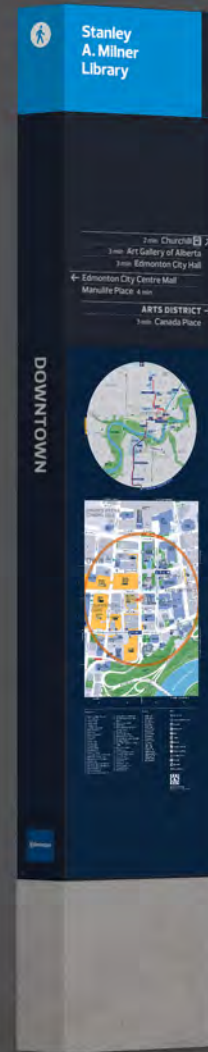
Sulphate resistant exposure  
class concrete.

(Type 2,30mpa 28 days)

With anti-graffiti sealer

## 4 Product design

### Minilith



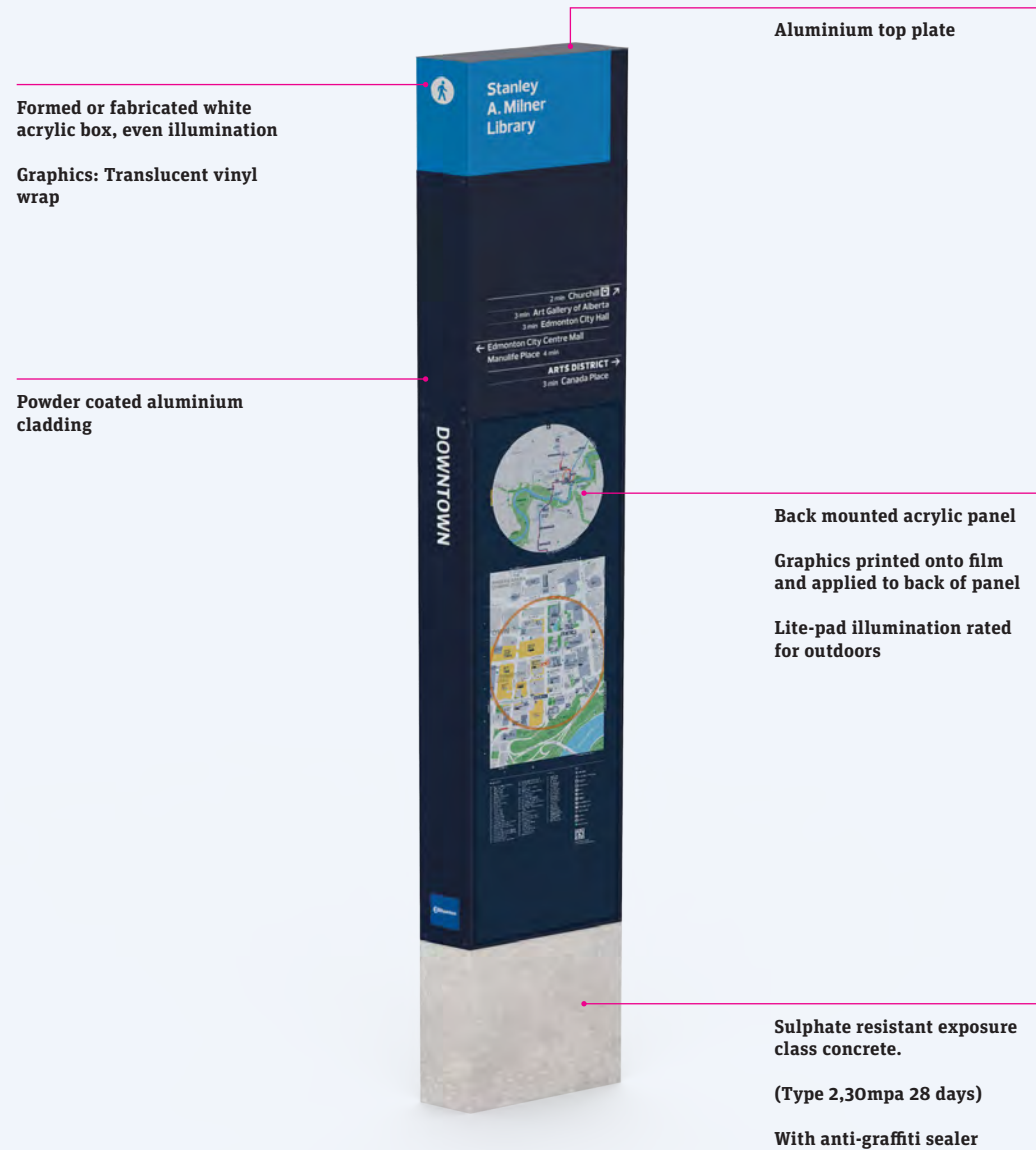
Back mounted acrylic panel

Graphics printed onto film  
and applied to back of panel

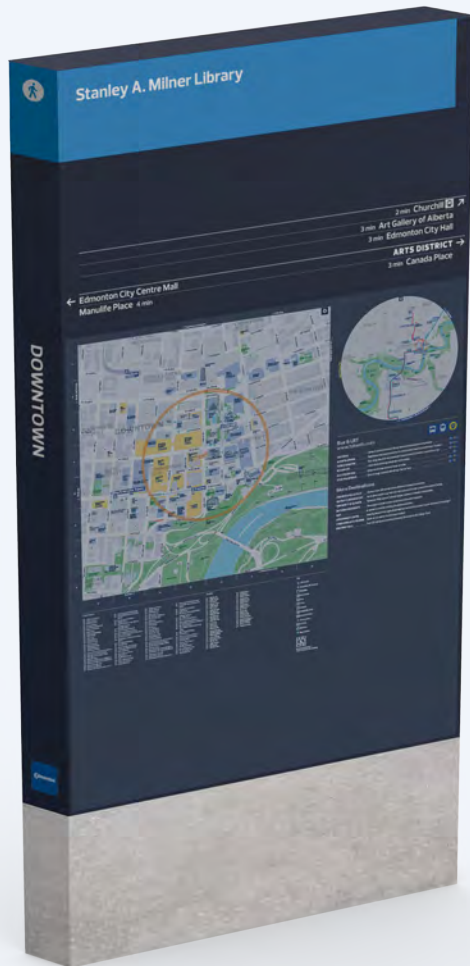
Lite-pad illumination rated  
for outdoors

## 4 Product design

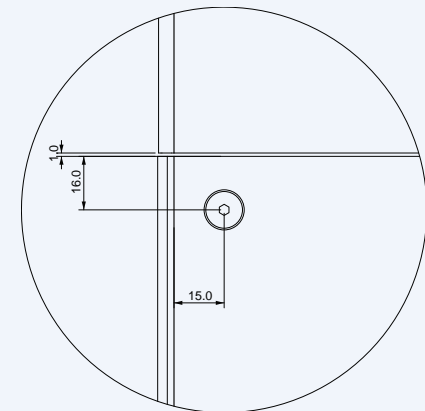
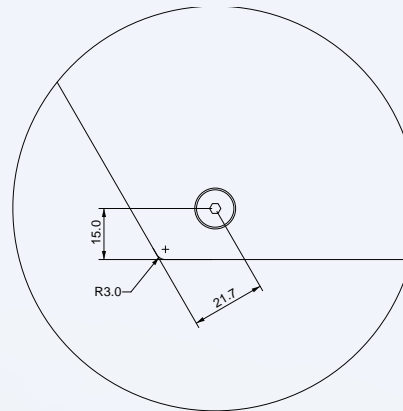
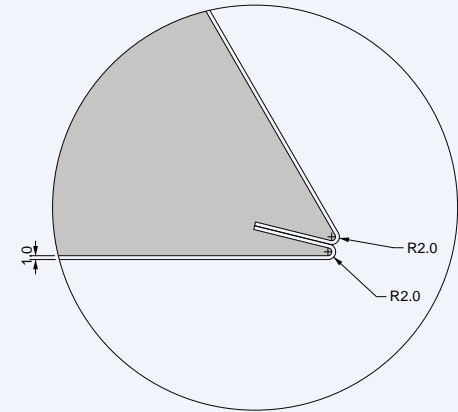
### Minilith



## 4 Product design Monolith



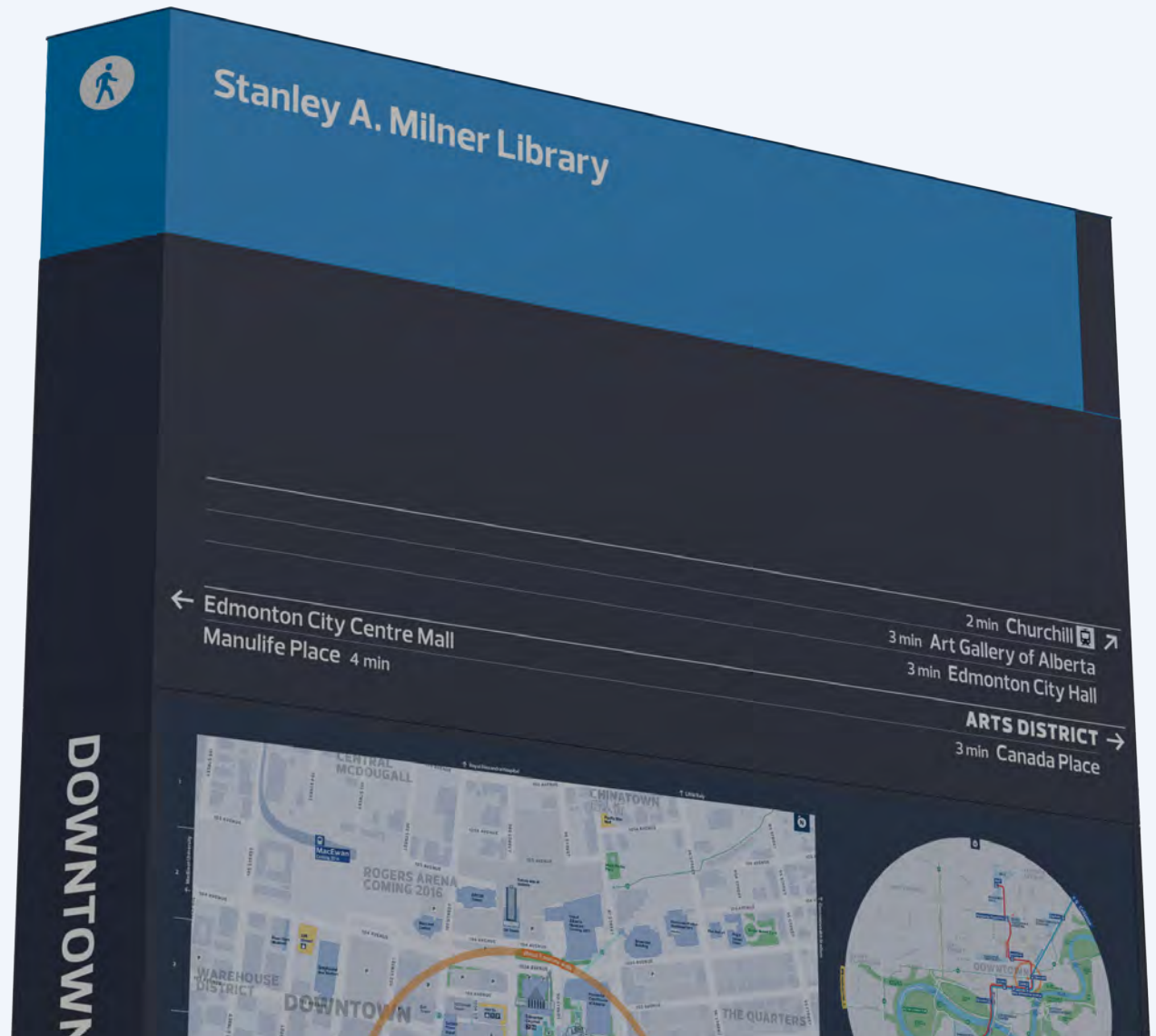
Top View





## 4 Product design

### Monolith



Aluminium Top Plate

Formed or fabricated white  
acrylic box, even illumination

Graphics: Translucent vinyl  
wrap

## 4 Product design

### Monolith



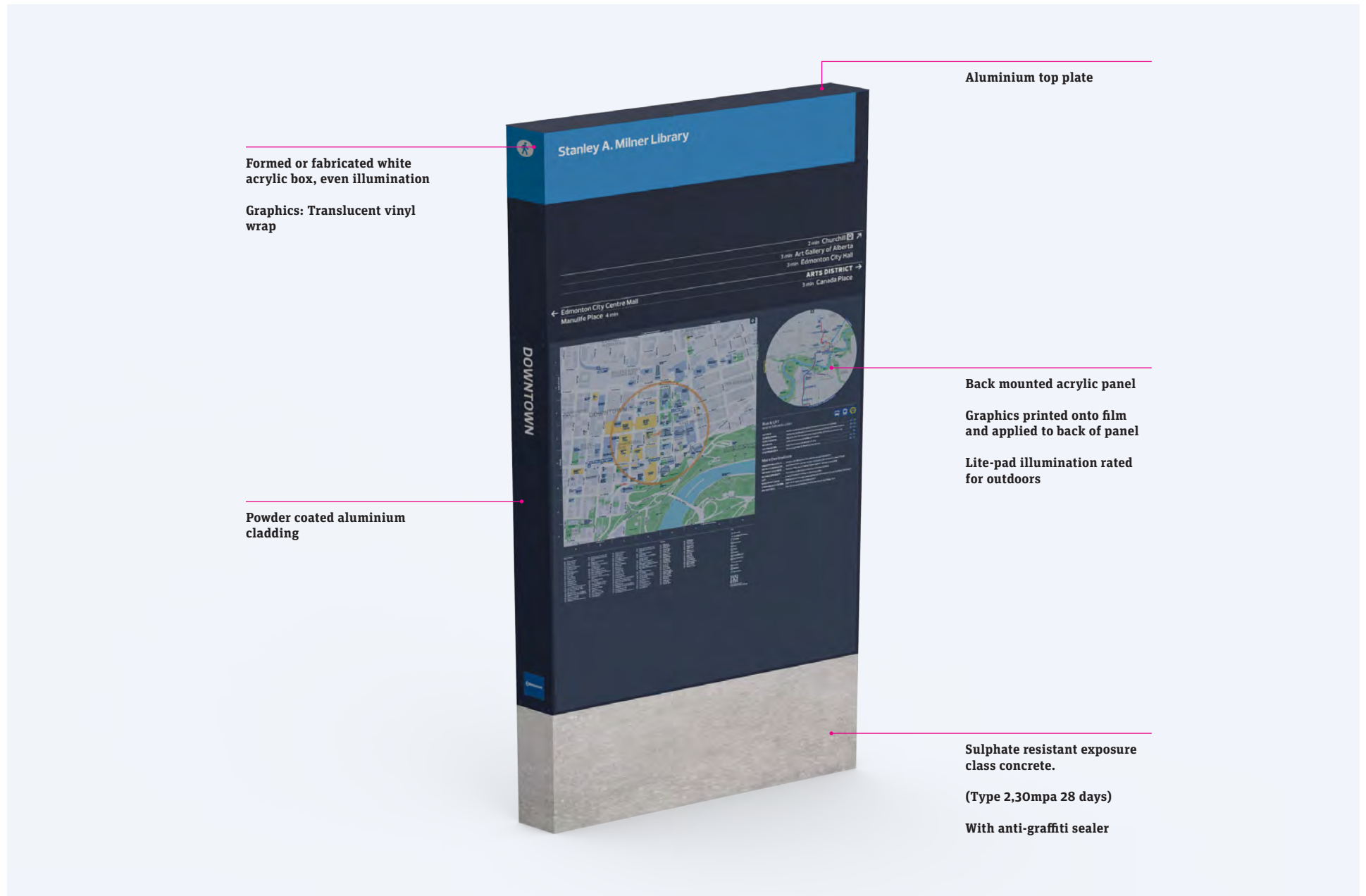
Back mounted acrylic panel

Graphics printed onto film  
and applied to back of panel

Lite-pad illumination rated  
for outdoors

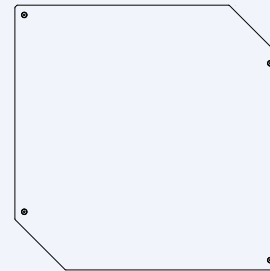
## 4 Product design

### Monolith

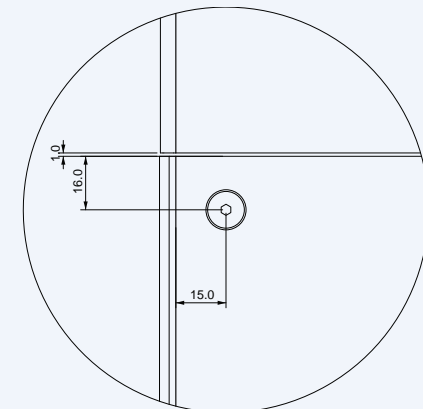
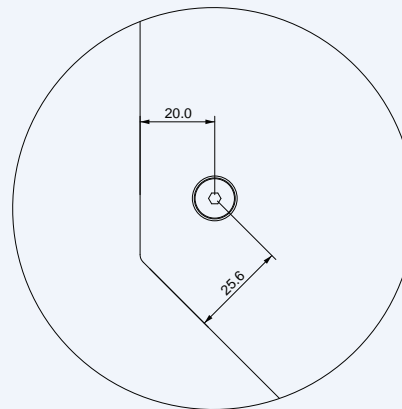
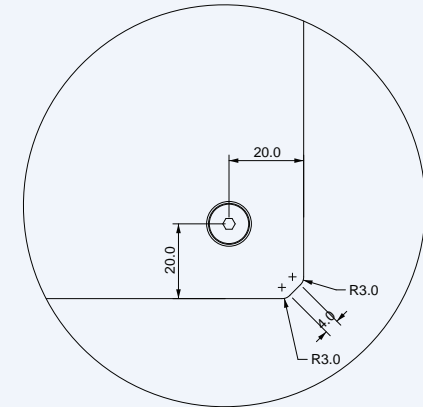


## 4 Product design

### ETS Totem



Top View





## 4 Product design

### ETS Totem



Back mounted acrylic panel

Graphics printed onto film  
and applied to back of panel

Lite-pad illumination rated  
for outdoors

## 4 Product design

### ETS Totem

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Formed or fabricated white  
acrylic box, even illumination

Graphics: Translucent vinyl  
wrap

## 4 Product design

### ETS Totem



Lite-pad illumination rated  
for outdoors

## 4 Product design

### ETS Totem



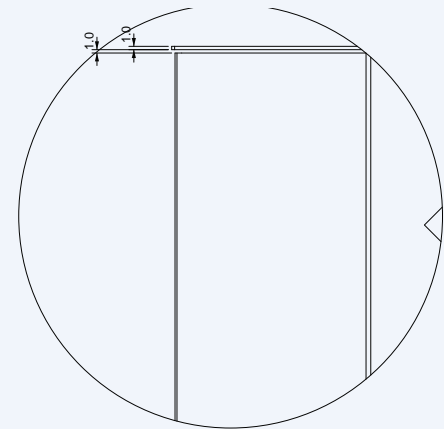
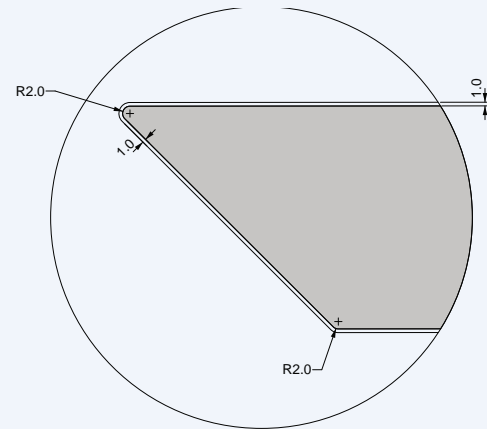


## 4 Product design

### Fingerpost



Top View



## 4 Product design

### Fingerpost

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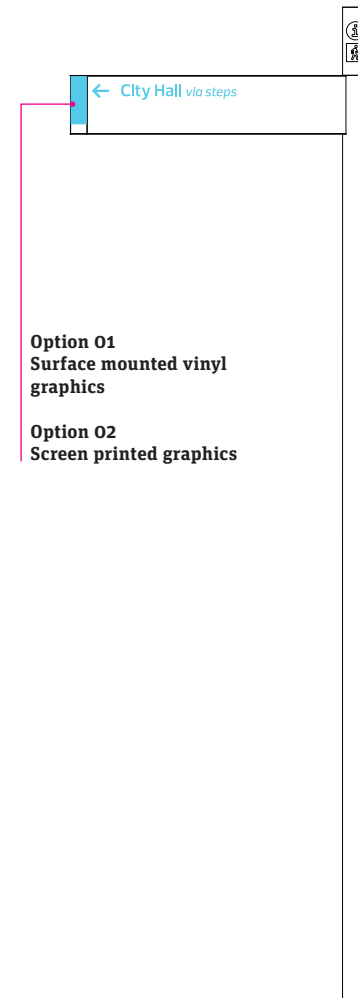
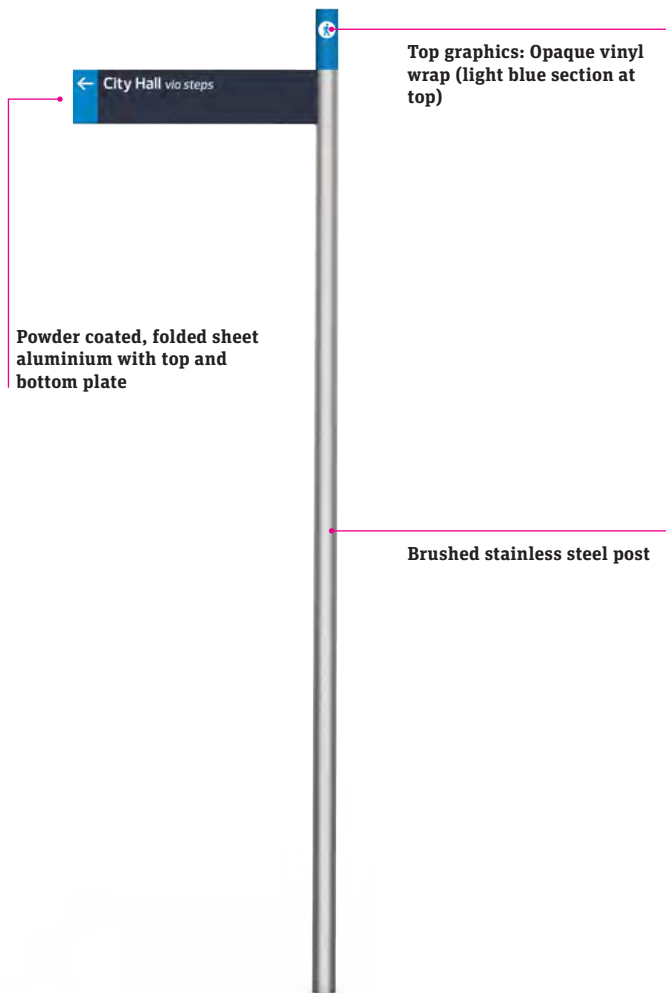


Powder coated, folded sheet  
aluminium with top and  
bottom plate

## 4 Product design

### Fingerpost

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## 4 Product design

### Wall-mounted



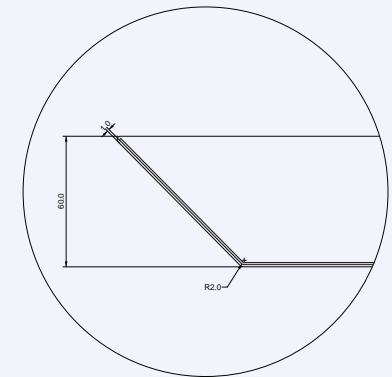
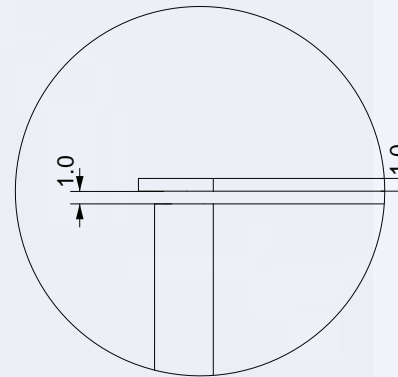
Back mounted acrylic panel

Graphics printed onto film  
and applied to back of panel

Lite-pad illumination rated  
for outdoors



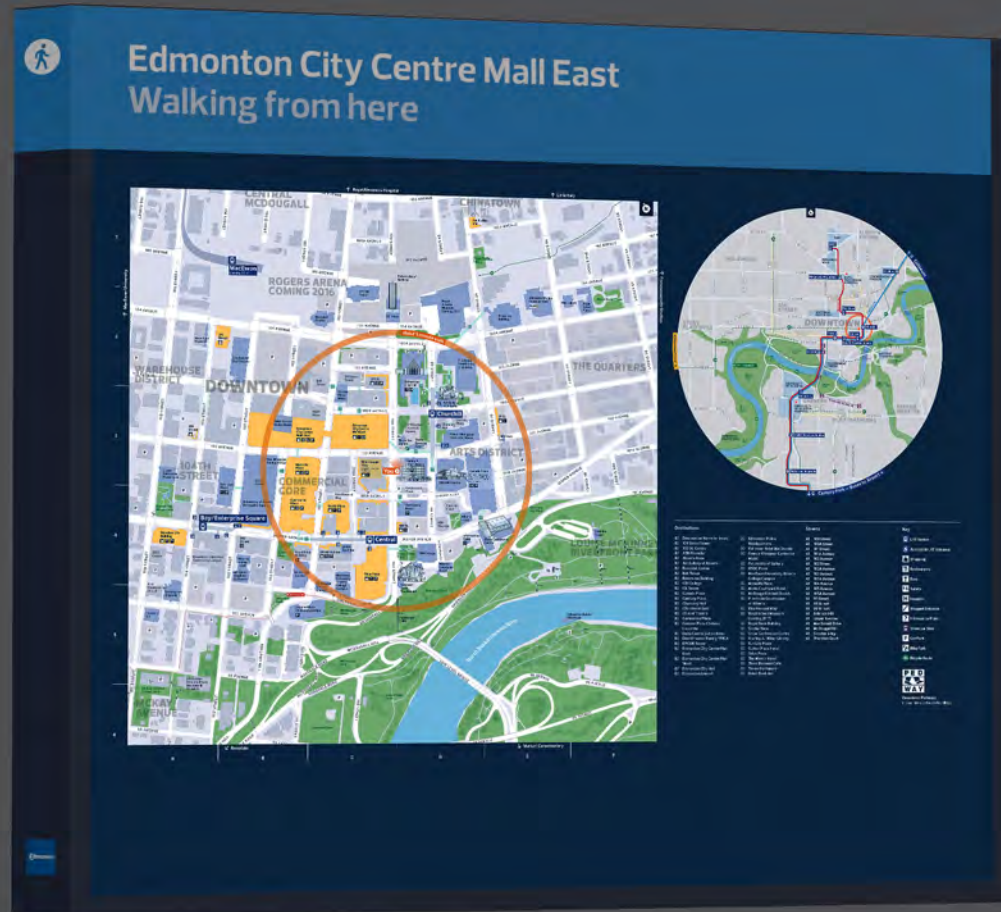
Top View





#### 4 Product design

##### Wall-mounted



Lite-pad illumination rated  
for outdoors

## 4 Product design

### Wall-mounted

Graphics: Opaque vinyl wrap  
(light blue section at top)

Powder coated aluminium  
cladding

Back mounted acrylic panel

Graphics printed onto film  
and applied to back of panel

Lite-pad illumination rated  
for outdoors

Aluminium top plate



## **Next steps**

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**Agree fundamentals of the design to move forward – overall system identity and graphic design, mapping design, product design**

**Sign engineering drawings for manufacture tender – End May 2016**

**Map mastering – Mid July 2016**

**Interim signage installed – Mid/Late August 2016**

**Pedway Detailed Design development & 3rd Party Guidelines  
– End July 2016**

**Documentation standards – End August 2016**

applied\_