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CHAPTER 1 - OVERVIEW



1.1 Introduction

The Wayfinding Signage Strategy is an outcome of the community's goals to connect residents and visitors to services and attractions, to support tourism, active transportation and to enhance impressions of the city, and encourage travel off the highways and into the community.

A good wayfinding system equips residents and visitors with easy to read information allowing a logical, intuitive experience by which to explore a local area, its services, and attractions. Clear and concise navigation information creates a welcoming experience and signage is an effective investment to encourage tourism and improve access to local destinations.

The City of Merritt is uniquely situated in the Nicola Valley at the junction of three major highways and serves as a gateway to the BC Interior. Merritt has a resident population of approximately 7,400 people and welcomes visitors throughout the year. Merritt sits in a valley at the confluence of the Nicola and Coldwater Rivers. The Coast Mountain Range to the west and Crown Land forest to the north provide a contrast to the adjacent grasslands. The semi-arid climate and surrounding natural environment support the local resource industries of forestry, mining, and cattle ranching.

Merritt has two commercial areas – the main City Centre downtown and the De Wolf Way service district to the east near the Highway 290 interchange. Downtown Merritt is defined by walkable local streets with an aesthetic character rooted in ranching culture and connections to the country music industry. The commercial areas and adjacent residential neighbourhoods contain popular local destinations such as Central Park, the Golf Course, and the Memorial Arena. Travel patterns within and through Merritt are primarily along local streets and the provincial highways that bisect the community along Nicola Avenue and Voght Street.

Effective wayfinding is important as residents and visitors explore Merritt through different modes of transportation and from different entry points. This Strategy provides Merritt a comprehensive and consistent plan for wayfinding signage that will benefit the entire City.

OVERVIEW

1.2 Background Review

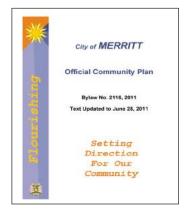
In developing the Wayfinding Signage Strategy, municipal plans and policies were reviewed in relation to multi-modal transportation and wayfinding signage.

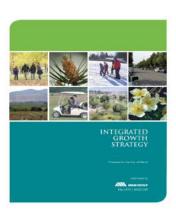
The Official Community Plan (2011) is a long-range planning framework and vision for Merritt to 2030. Merritt's Official Community Plan (OCP) was completed in 2004 and updated in 2011 following the Integrated Growth Strategy process. The OCP reaffirms the community's commitment to being a great place to live and visit. The plan commits to managing current and future growth in order to build a strong local economy, to maintain a healthy environment and population, and to provide more sustainable transportation options in coordination with a compact urban centre. The plan supports improved signage and wayfinding information recognizing that clear communication creates a positive image of the city.

The OCP lists the following goals of improved signage:

- Ensure signage is not visually intrusive and yet interesting, attractive and a vital part of the design of the building and business it represents, and is at a scale complementary to adjacent land uses and surrounding buildings.
- Ensure consistency of appearance and quality of materials and craftsmanship.
- Encourage signage that reflects the heritage and character of the community.
- Promote communication that is clear and presented in a simple and straightforward manner.
- Ensure that signage is maintained to the highest standard throughout the year as supported by a maintenance schedule.

The Integrated Growth Strategy (2010) provides Merritt guidance for managing growth and development over the next twenty years. The Strategy helps define where development may occur and what type of development can occur throughout the city. Considerations for agricultural land, community character, and residential and industrial areas are highlighted. The Strategy examines development potential and challenges, with a focus on infill development over new development. Improving the public realm and the attractiveness and function of the streets are key objectives, with street trees and amenities for pedestrians and cyclists. The improvements to the public realm include better urban design, signage and landscaping.





OVERVIEW

The **Economic Development Action Plan**

(2015) offers the City a plan to guide economic development in the community. The Action Plan objective is to develop policies to support existing businesses and recommends mechanisms to attract new investment and grow the local economy. The plan highlights the need for improved signage as a part of Merritt's tourism strategy. Local business signage and wayfinding information all play a key role in the ease of movement in reaching destinations, first impressions of a community, as well as, a means for marketing and promotion. The plan encourages coordination with tourism and implementation of strategies to create a consistent and uniformly applied signage policy.

The Sign Regulation Bylaw No. 1900 defines various types of signage and wayfinding elements, and regulates signs within the City of Merritt. The bylaw details what types of signs require a permit and those that do not. The bylaw outlines the application process, fees, allowable dimensions and location of signs, as well as maintenance requirements. The purpose of the signage bylaw is to manage the content, location and installation of signs as a means to reduce visual clutter and provide coherent information, whether it be a permanent business sign or temporary event sign.

The Land Use Amendment and Development Approval Procedures Bylaw No. 2076 regulates the land use and development process in the City. This bylaw is used when any amendments are made to: the Official Community Plan, the Zoning Bylaw, when issuing a Development Variance Permit, Development Permits, or Temporary Commercial or Industrial Use Permit. The bylaw regulates signs for Development Permits stating no sign shall be installed along the Highway Corridor or City Centre without a permit; and the bylaw defines the signage requirements to accompany a Development Application.









OVERVIEW

1.3 Objectives

Merritt's Wayfinding Signage Strategy is designed to create a cohesive wayfinding system and plan for implementing signage to serve multi-modal travel for those who live or visit the community. The strategy aims to:

- Inform and direct visitors and residents downtown towards cultural, historic and recreational amenities; to local businesses and services.
- Create signage that will meet the needs of residents and visitors whether traveling through Merritt as a pedestrian, in a motor vehicle, or by transit or cycling.
- Establish a high quality design that captures local character and is coherent and attractive.
- Consider graphic standards established by the City of Merritt focused on local identity and aesthetic.
- Understand key entrances and gateways to Merritt, including decision points and sites where navigation information is suited.
- Give sign placement guidance for specific corridors or areas of the community.

1.4 Principles

Wayfinding systems are prepared using universal principles that contribute to improved navigation. The following are key principles for developing a wayfinding system:

- 1. Connect places This strategy helps people to travel between destinations and develop an increased sense of how walking, cycling, transit and driving can support mobility.
- 2. Use consistent names Consistent use of agreed names helps people to confidently use wayfinding signage to reach destinations.
- 3. Keep information simple Information should be presented to users in a manner that is clear, logical and brief making it easy to understand while still in motion so that one does not need to interrupt a journey in order to orient oneself.
- 4. Place information at decision points If information is placed at logical decision points an individual's anxiety when traveling is significantly reduced and their experience is more positive.

- 5. Progressive disclosure Provide information one stage of a journey at a time as it is needed. This approach mirrors the way people make travel based decisions; provide broader destinations first (e.g., Downtown), and as you get closer provide the next major destination information (e.g., Visitor Information Centre, Aquatic Centre).
- 6. Help people learn A wayfinding system to serve multi-modal transportation should help people to understand what is accessible as well as how to navigate a network. This approach serves those who want to walk or cycle to replace a journey by car or explore on foot upon arriving by transit or car.

CHAPTER 2 - INFORMATION SCAN



Information Scan

Understanding a community's signage and wayfinding needs begins with an exploration of the city including such places as popular parks, main transportation corridors, and commercial areas. Observing the existing conditions in Merritt is a key element in developing a wayfinding plan. Traveling to the city from main entry points, along major highways and local streets, and to common destinations provides preliminary analysis of common paths of travel and existing signage.

Visiting the community by walking, cycling and driving allows for a more complete understanding of Merritt's wayfinding opportunities and challenges. The team explored river trails, viewpoints, city centre corridors, industrial edges, and the overall character of Merritt. The surrounding natural environment exudes a relaxed pace, closely connected to the outdoor and ranching lifestyle.

The compact town centre, with surrounding neighbourhoods and industrial areas, appears to be accessible by all modes of travel despite being largely oriented toward automobile circulation. A number of well-designed and attractive multiuse paths present opportunities for active transportation.

Consultation with municipal staff, Council and local stakeholders contributed to the existing conditions analysis as navigation communication and signage is important for many areas of the city.



Information Scan

2.1 Gateway Signs

Entrance points in Merritt are accessible by motor vehicles off provincial highways and local streets; from the south via the Coquihalla Highway 5 from Vancouver, from the northwest via Highway 8 from Spence Bridge, and Highway 5A from Kamloops.

Merritt has entrance or gateway signs at locations along Voght Street and Nicola Avenue. Banner signs and wood gateway structures are also wayfinding elements that orient and welcome a person to the community. The banners and some entrance signs are attractive and well designed.

However, variation in graphic design elements and branding in some existing signage is inconsistent. Current welcome signs on the edge of the city feature simple timber design and do not effectively represent the community character of Merritt.







Welcome signs and street banners feature the sun a recognizable symbol in Merritt. Entrance signs highlight the country music brand found throughout the community.

INFORMATION SCAN

2.2 Wayfinding Signage

Merritt has a mix of signage oriented for motor vehicles, pedestrians, transit users and cyclists.

Local street signs and visitor parking follow the colour palette from the City's graphic standards of yellow and green. Local tourism and culture signs for the Museum and the Farmers' Market are in a contrasting blue and white. Highway regulatory signs and some visitor info signs are managed by the Ministry of Transportation and Infrastructure and follow provincial specifications.

Signage in the city is varied and not uniformly located to easily to destinations. Street signs, parking signs or local destination signs are most effective when located at logical decision points. Pedestrians, cyclists, motorist and transit users all need and use a range of signage to reach their destinations or to find their way around the community.











Regulatory and wayfinding signs in Merritt follow local city brand colours and provincial sign standards. Tourism signs and icons are used to direct visitors to attractions and information centres.

INFORMATION SCAN

2.3 Facility Signs

Merritt has a number of popular parks across the city. Park signs at Voght, Fairley and Centennial Park include consistent use of the sun icon. The Recycling Depot also follows the same sign design.

Some facility signs are not consistent with park signs but use similar materials, colours and graphic elements. Any redesign to better align civic signage could be considered once these signs are due for replacement.

Facility signs in local parks and at civic facilities share unifying elements and colours. Orientation maps in Merritt are of poor quality and lack local destinations and attractions.





2.4 Orientation Maps

Maps are an effective wayfinding tool used to orient a user and help them locate themselves, get a feel for the scale of a place, and identify destinations. Maps are often pedestrian oriented and included in a kiosk along popular corridors.

Merritt has two existing wayfinding maps. The first is located on Nicola Avenue near Juniper Drive where Highway 8 enters the city limit. This map is unclear in its orientation as it highlights provincial highways, arterial routes in Merritt. as well as, considerable detail of the local road network.

The second map is located on Voght Street across from the Coldwater Hotel and is a pedestrian oriented map viewed at street level listing local services and businesses. The map is located in the window of a private business and while not a city installed map, it serves as a wayfinding element in the local landscape, especially as it is located across from a major landmark. This map is does not orient pedestrians to local destinations or attractions, and merely highlights the local street grid.









Information Scan

2.5 Local Character and Identifying Elements

The natural design elements in the public realm and streetscape match very well the character of Merritt, especially the Spirit Square. A local emphasis on simplicity in design is noted in the street furniture which has a western or ranching aesthetic. Country music murals and Walk of Stars plaques encourage exploration in the City Centre.

The City of Merritt has a rich set of existing icons, colors, and graphics. These, combined with a sensitivity to the local landscape, the built environment and aesthetic, are carried through as elements of the concept designs.

Timber, rustic wood designs and copper connect to community character and ranching heritage. Murals and public street amenities include ranching elements linked to the country music.









CHAPTER 3 MOVEMENT PATTERNS



Observing popular travel patterns through and within a community is a key step in developing a wayfinding system. Understanding the transportation network, and determining where common journeys originate and end; whether they are made by foot, bicycle, transit, or by vehicle, helps to identify typical desires lines and patterns of travel. This section begins with a survey of individual perceptions of Merritt from mental map drawings, followed by examination of the barriers and challenges to moving through the city.

3.1 Mental Maps

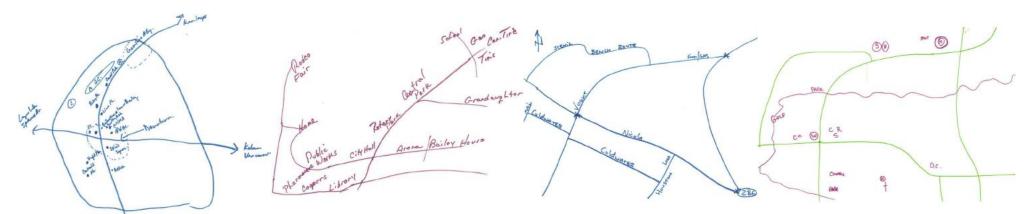
Exploring how members of a community remember and perceive the built and natural environment is part of the process of developing a wayfinding system. In order to understand common destinations in Merritt, members of the wayfinding committee were asked to draw a map of Merritt from memory. Drawing a map from memory reveals the mental or cognitive maps individuals retain of a place, their perceptions of a place, and important locations.

The mental maps of Merritt (Fig. 1) highlight prominent routes, major landmarks, and city features. Each map is different yet the maps contained many similar defining features of Merritt.

The Bench Scenic Route and the highways are defining paths into and out of Merritt, which also serve as edges or borders to the city. The mental maps confirmed the main nodes as Downtown and the De Wolf Way area (290 interchange) sometimes referred to as "Gasoline Alley".

The Coldwater and Nicola Rivers are also defining features as they meander through the community between Collettville to City Centre. Major landmarks include City Hall and the Civic Centre, the Baillie House, and the Coldwater Hotel. The mental maps help form an understanding of Merritt and confirm important decision points, destinations, and commonly used routes throughout the community.

Figure 1. Mental Maps



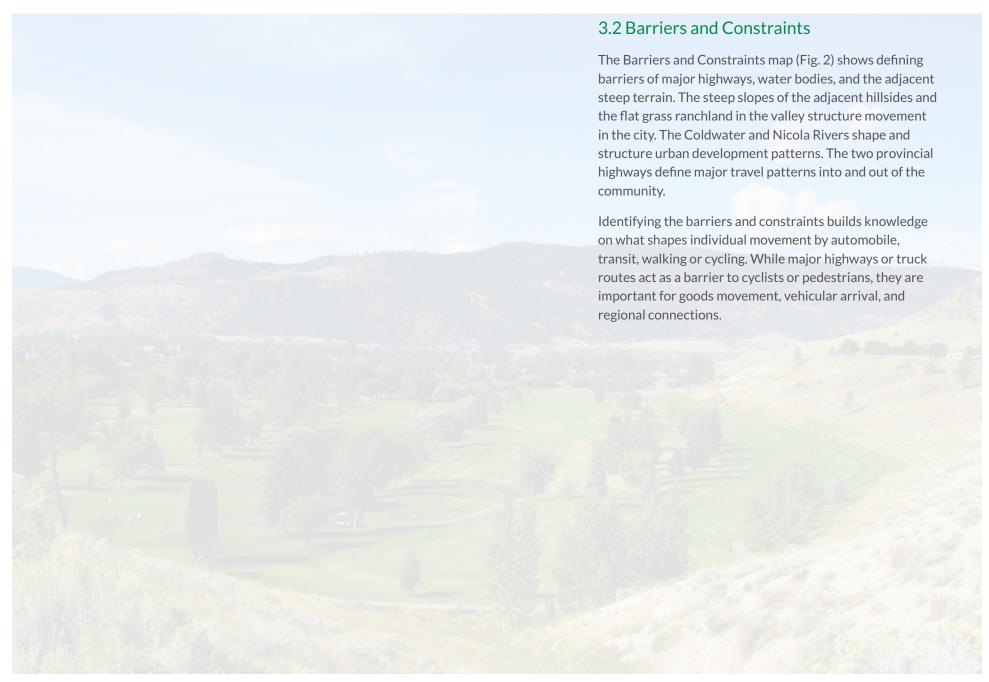
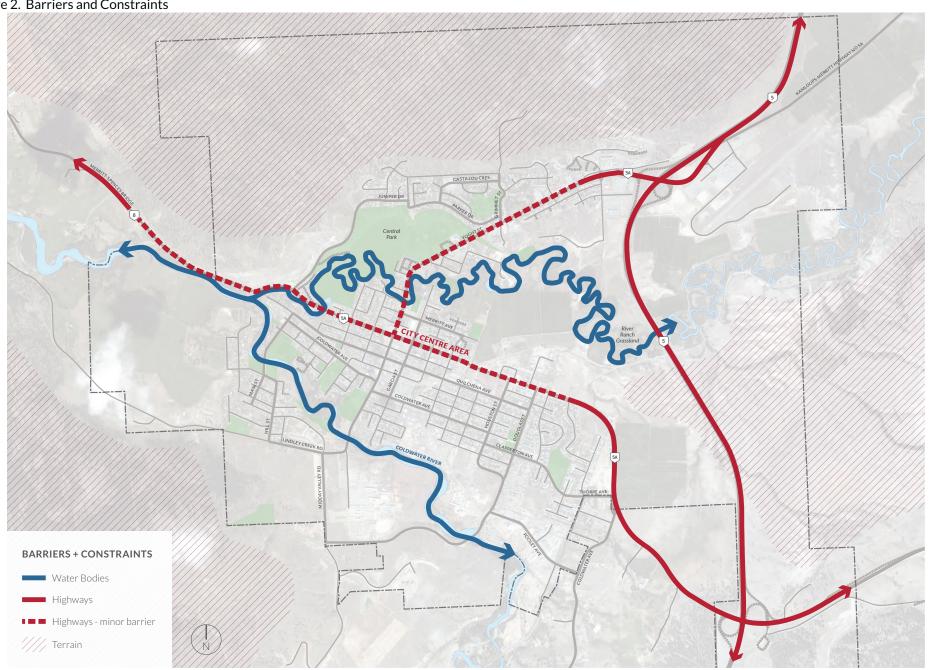


Figure 2. Barriers and Constraints



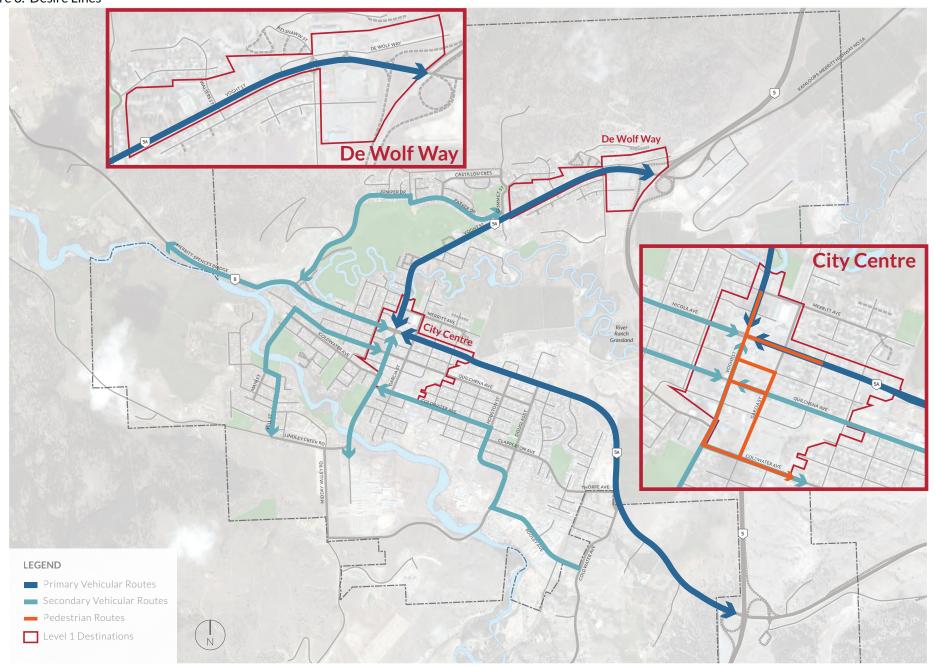
3.3 Desire Lines

Desire lines show popular paths of travel or patterns based on regular movement within a community, such as trips to work, school or activity centres. Mapping desire lines is also a method for identifying existing and future transportation routes.

Major roadways and motor vehicle travel form the most common desire lines between activity centres or destinations. Pedestrians, cyclist, transit users and motorists follow similar and divergent routes to their destinations.

The desire line map (Fig. 3) showcases primary and secondary desire lines shown in dark blue and light blue. Nicola Avenue and Voght Street carry motor traffic into and through Merritt. Secondary routes form internal desire lines along local streets or informal routes. Pedestrian routes are shown in orange within the City Centre, overlapping with main streets, local retail and commercial corridors; providing links to surrounding residential neighbourhoods.

Figure 3. Desire Lines



CHAPTER 4 DESIGN



4.1 Coat of Arms and Colour Palette

The City of Merritt has an existing suite of identifiers, including a logo, slogan, coat of arms, and brand colours (Fig.4). These elements are representative of the communities rich history and ties to the land.

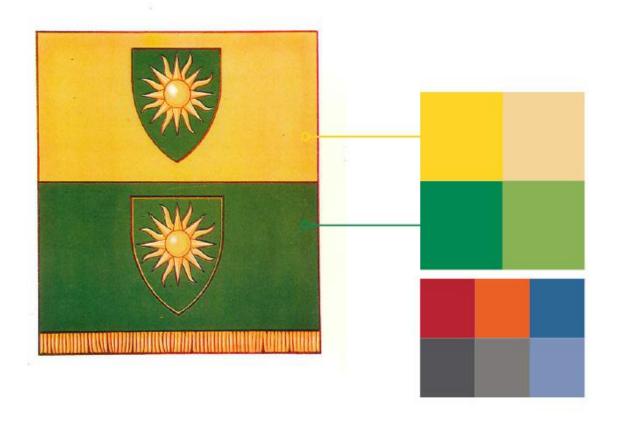
The Coat of Arms has a shield which symbolizes preservation with the golden sun in glory. This emblem is the chief symbol of the city.

Green represents the surrounding nature and forest which provides for all the community. Green is an international symbol of youth, hope and gladness. Yellow symbolizes light and goodness, and the bounty of sunlight of the valley the city enjoys year-round.

The colour palette builds from the city colours of yellow and green to include secondary colours that may be used in brand or sign elements.

Figure 4. Coat of Arms, City Flag and colour palette





Design

4.2 Merritt Wordmark and Logo

During the design concept stage, a moderate update to Merritt's logo was completed for consideration.

Merritt has a branding wordmark "Country Music Capital of Canada" tied to it being the host city of the long running country music festival. The original Merritt logo is noted with the stamp or cattle brand with the wordmark within (Fig. 5 top).

The updated logo removed the cattle brand or stamp design, and the musical note in the M. The wordmark Country Music Capital of Canada remains in the logo design.

The new logo concept incorporated the flourish under the sun which is a design feature in the Coat of Arms and on a number of public facility signs.



Figure 5. Merritt logo (top) and updated logo (below)





4.3 Material Selection

The design of the wayfinding system needs to integrate well among the current landscape, the streetscape, and other transportation elements. Timber is used throughout Merritt in local streetlights and the Walk of Stars. The forestry industry is a big part of the community; a long time local business and major employer in the city is the saw mill.

Selecting sign materials is based on aesthetic and how sign materials will match the existing public amenities, ease of installation, and matching existing wayfinding elements.





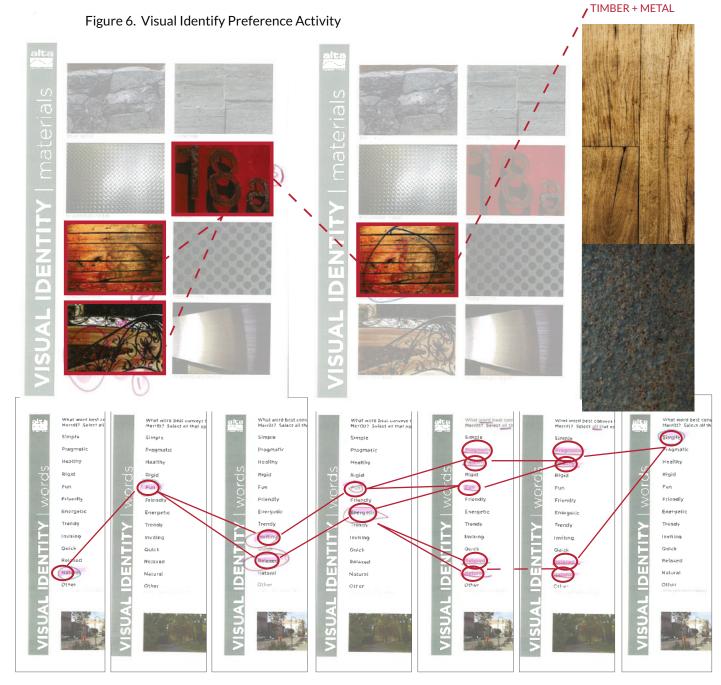


DESIGN

4.4 Design Process

Consultation with City staff and community stakeholders provide valuable information to guide the City of Merritt Wayfinding Signage Strategy. A visual preference survey (Fig.6) was shared with stakeholders to gain a better understanding of the preferred design aesthetic of Merritt, and the potential direction for the design concepts of the wayfinding sign family.

By asking what words, colours, icons, fonts, typology, materials, and patterns best convey the desired experience and qualitites of Merritt, the design team is able to prepare a series of preliminary conceptual designs (Fig. 7) later finalized into a series of wayfinding signs. (Fig. 8)



DESIGN







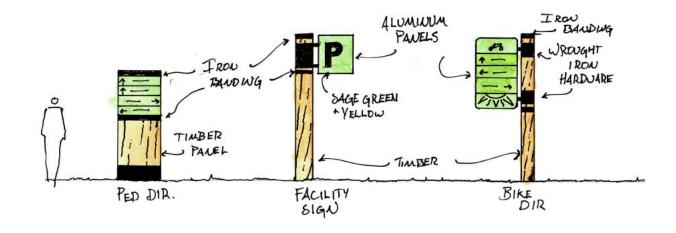


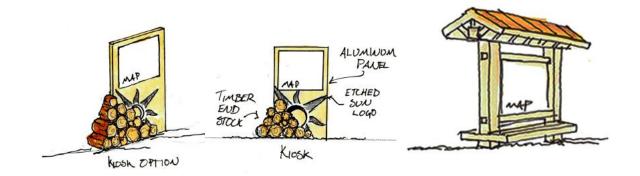






Figure 7. Initial Inspiration and Sketches





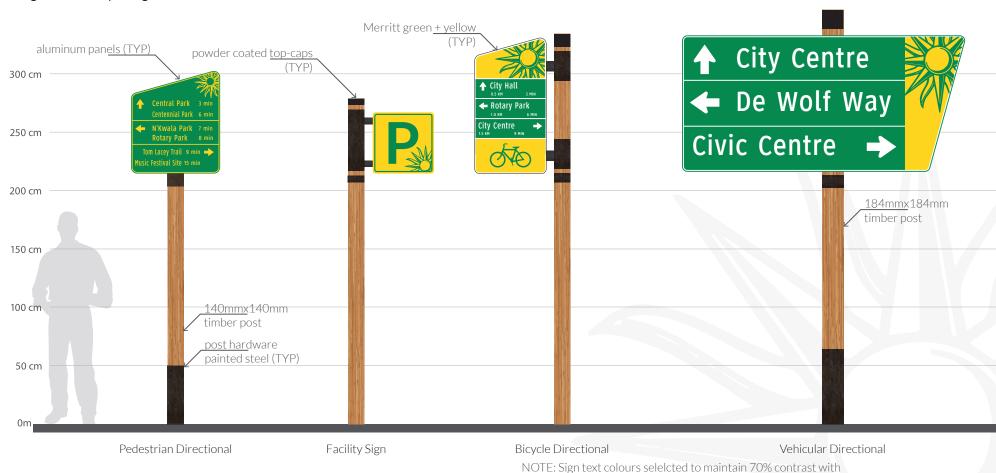
4.5 Wayfinding Signs

The sign concept design builds from local symbols, colours, and character in an effort to best represent the Merritt community.

The proposed family of signs (Fig. 8) include directional signs and facility signs for motorists, transit users, cyclists and pedestrians.

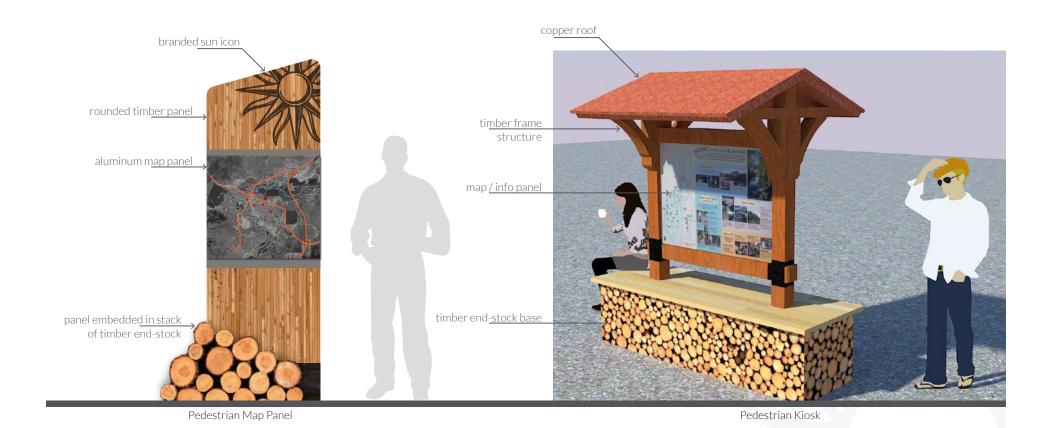
Pedestrian oriented map kiosks or map panels (Fig. 9) are included as a wayfinding element Merritt can implement at key locations.

Figure 8. Family of Signs



sign background in accordance with wayfinding best practices.

Figure 9. Pedestrian Map Panel and Pedestrian Kiosk



DESIGN

The family of wayfinding elements for the City of Merritt will define a sense of place in a way that is clear and simple, maintains movement, and integrates well among other landscape, streetscape, and transportation elements.

The sun design is a unifying element found in existing facility signs and added to new signage. Merritt's colours are green and yellow, and this provides continuity between existing street signs and future directional signs. The use of timber for posts and for the kiosk strucutre harmonizes with existing wood elements in the city and with existing park signage.

Pedestrian, bicycle and vehicle directional sign plates will be constructed out of aluminum with posts made of local timber. Vandal and graffitti resistance coating will cover the signs. Painted hardware or steel hardware will be used in installation at the post base or as a top cap. Steel is a quality material that will last.

The typeface used for all sign types is Clearview Highway in all caps or Title Case. This typeface is used to maximize legibility for motorists and those with visual impairments.

Directional Signs

- Provide direction from decision points to destinations and attractions
- Sign graphic elements contribute to brand identity
- For multi-modal traffic

Facility or Parking Signs

- Provide confirmation at arrival point such as municipal facility, building or parking lot
- Design and material selection consistent with other signs
- Primarily for vehicular and pedestrian travel

Kiosk

- Provide finer grain wayfinding detail with vicinity map and may include additional local information along key corridors or commercial streets
- Located in high pedestrian corridors or at recreational trailheads
- Design, material selection, and graphic elements connect to brand identity
- For pedestrian oriented travel

Map Panel

- Pedestrian oriented map to destinations within walking distance
- Enhances the pedestrian environment and public realm
- Supports economic development highlighting local attractions and destinations
- Pedestrian oriented travel

Wayfinding sign design elements can be incorporated into facility signs, gateway or monument signs, and other municipal signage.

Locating and placing signage is the next stage of the wayfinding strategy.

CHAPTER 5 PLACEMENT GUIDANCE



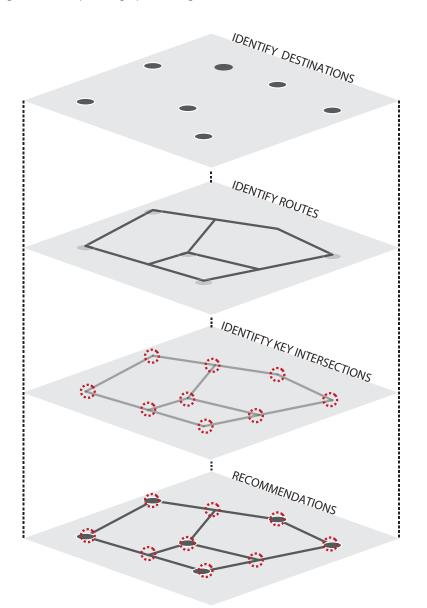
5.1 Wayfinding Placement Logic

Creating a wayfinding system adheres to a process that includes identifying destinations, identifying routes, identifying key intersections or decision points, and lastly establishing the best location for signage (Fig. 10). The Wayfinding Signage Strategy for Merritt follows this logical process.

As a community determines what types of signage are needed and where they will be located, destinations need to be identified. In order to consistently select and arrange destinations names for inclusion on signs, a hierarchy of destinations is established.

All destination or place names can not reasonably fit on signs, so the system of prioritization or hierarchy is employed to stagger signs along a route.

Figure 10. Wayfinding System Logic



5.2 Identifying Destinations

A central principle of wayfinding is consistent, easily understood and legible communication of destination names. A limited number of place names may be included on signs, as a result a process of progressive disclosure is followed to stagger destination information along a journey.

The City of Merritt has identified a hierarchy of destinations which will guide the destination names on signage for motorists, pedestrians, cyclists or transit users. A wayfinding signage system relies on the same process so that the system is predictable and coherent. When a destination is named on a sign, progressive disclosure suggests that subsequent signs will include the name until the destination is reached.

For the City of Merritt, Level 1 destination receive the highest priority on wayfinding signs, followed by Level 2, and 3 destinations. Typically, motorists, pedestrians, cyclists and transit users receive different levels of information along a route or journey. This is based on travel speed and ability to read destination information while in motion. Motorists and transit users travel over greater distances and signed destinations match the scale of travel. Cyclists may travel at greater speeds than pedestrians and therefore the destination signs will be located at varying intervals. Pedestrians travel at lower speed and have the ability to stop and read signs or maps.

Table 1 outlines the destination categories for the City of Merritt. Appendix A includes the full destination lists for Merritt. Merritt's priority destinations for Level 1 through 3 destinations are shown in Figure 11.

Level 1 destinations are the City Centre and the De Wolf Way district. Level 2 destinations are major attractions or landmarks shown with dark blue dots, and Level 3 destinations are local attractions shown in light blue. The destination names for Level 2 and 3 in the legend are not necessarily those that would be reflected on directional or wayfinding signs, but rather the longer descriptions of each destination.

Table 1. Destination Hierarchy

Level 1 - City Centre and Major Districts

Level 1 destination include city centres or districts. A higher priority for city centres and districts allows an appropriate orientation for intra and inter-municipal trips.

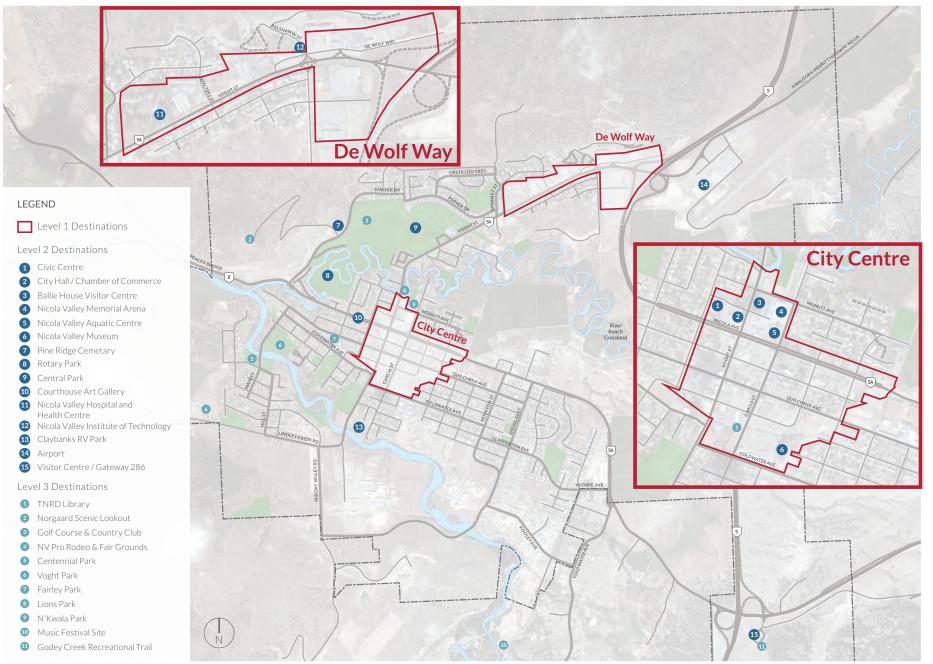
Level 2 - Major Attractions and Landmarks

Level 2 destinations provide a finer grain of navigational information than Level 1 destinations by directing users to popular attractions and landmarks which generate regular multi-modal travel. Major attractions include civic facilities, community or recreational sites, cultural venues, hospitals or visitor centres.

Level 3 - Local Attractions

Level 3 destinations are local destinations or attractions and receive a lower level of priority. Local attractions include some civic facilities, parks, recreational trails and cultural sites.

Figure 11. Destinations



5.3 Identifying Routes and Decision **Points**

Pedestrians, cyclists, transit user and motorists travel along similar and divergent routes to reach destinations. Motorists and cyclists tend to use arterials, collector roads or local streets.

Merritt's highways and arterial roadways have higher traffic speeds along major corridors and offer important connections to major attractions or activity areas. Collector roadways and local streets have moderate to lower traffic volume and serve routes within the community. Wayfinding signage and directional signage is located on appropriate or major routes. Transit users tend to travel on fixed routes which will include the local road network. Pedestrians travel a diversity of routes all bound by the distance they can comfortably walk.

Decision or access points highlight the logical stages of a journey where travel decisions may be made and where wayfinding information is appropriate.

Figure 12 shows various vehicular routes in dark and light gray. Primary decision points are show in dark blue and secondary decision points in light blue. Identifying the routes and decision points leads to the sign placement stage.

5.4 Naming Advice

Sign guidance outlines a standard approach for names of destinations that can reasonably fit on signage. Typically, 14-15 characters (including spaces) is the ideal length for destination names, and 19 characters is roughly the longest that will fit on a sign.

Destination names are not always the same term that will be included on wayfinding signage. Abbreviations may be used to include the shortest name possible to locate a destination. For example, "Nicola Valley Aquatic Centre" is 28 characters and will not fit in the space provided for a directional sign. The name "Aquatic Centre" will fit on a sign. Another example, "Nicola Valley Hospital or Health Centre" is 45 characters has local recognition, and can be recognized simply as "Hospital".

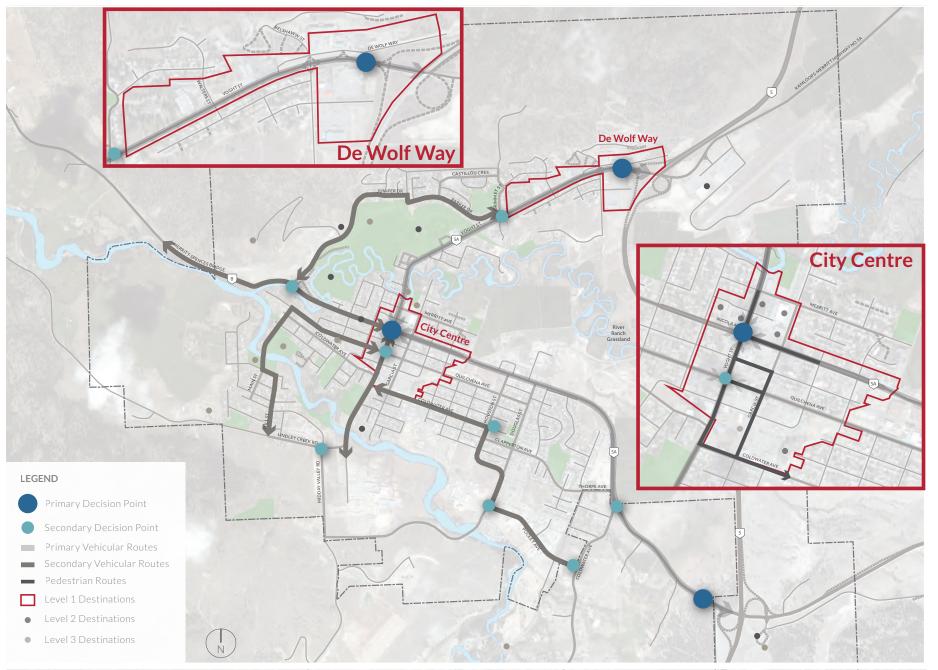
Full names of destinations can be included on pedestrian maps or kiosks as they do not have a character limit.

Table 2 offers some common abbreviations the City of Merritt can use for destination names.

Table 2. Abbreviations

	-
Word Message	Abbreviation
Alternate	ALT
Avenue	AVE
Bicycle	BIKE
Boulevard	BLVD
Bridge	BR
Centre	CTR
Court	СТ
Creek	CRK
Crossing	X-ING
Drive	DR
East	E
Hospital	HOSP
Information	INFO
International	INTL
Junction/Intersection	JCT
Kilometre	KM
Kilometre Per Hour	KM/H
Minute(s)	MIN
Mount	MT
Mountain	MTN
National	NTL
North	N
Pedestrian	PED
Place	PL
Road	RD
South	S
Street	ST
Telephone	PHONE
Terrace	TER
Trail	TR
West	W

Figure 12. Decision Points



5.5 Provincial and Federal Guidance

Wayfinding systems rely on a system of signing distances that adheres to maximum distances that destinations should occur on directional signs (Fig. 13).

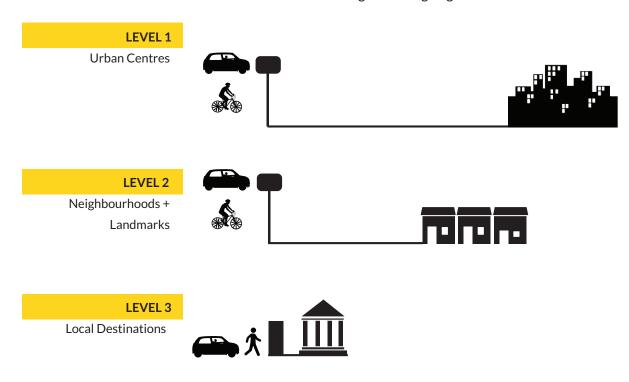
Wayfinding guidance for signage is offered by various agencies across different transportation jurisdictions. Signing distances and detailed signing requirements, such as appropriate distances for motor vehicles is provided by the Transportation Association of Canada's Manual Uniform Traffic Control Devices for Canada (MUTCDC) and through the BC Ministry of Transportation and Infrastructure Sign Standards.

Transportation Association of Canada's Manual of Uniform Traffic Control Devices for Canada (MUTCDC) provides guidelines and preferred methods in the design, dimensions and application of devices for the control of traffic and the provision of information to drivers and other road users. The typeface for MUTCD Signage is Clearview Highway. Type must be title case (upper and lower case letters, e.g., "Manual of Uniform Traffic Control Devices for Canada") for primary destinations. All other words appearing on the signs should appear in upper case. Please refer to the Manual for further guidance.

BC Ministry of Transportation and Infrastructure
Catalogue of Standard Traffic Signs and Provincial
Sign Program provides guidance on all wayfinding
signage standards for highway signs on all provincial
highways. The Ministry Provincial Sign Program
oversees provincial traffic signs, sign provision,
highway signs, and procurement process information.
The catalogue includes regulatory, parking,
pedestrian, bicycle, roundabout and a number of
other sign standards. Standard sign graphics are also
included in the catalogue. Merritt works with the
Ministry on signage related to provincal highways.

Transportation Association of Canada (TAC) Bikeway Traffic Control Guidelines for Canada, provides specific guidance on signage and markings for bicycle facilities.

Figure 13. Signing Distance Guidance



5.6 Placement Plan

The Placement Plan for Merritt is based on the three wayfinding placement principles of:

1. Creating reliable paths

Route hierarchy provides the framework to prioritize signage. Signage should mark the beginning, end and key nodes along each route. Signage guidance recommends that signs should be placed in the same orientation, height and relative position so that a user can easily locate and read signs.

2. Informing decisions

Wayfinding information is used for navigation and developing mental maps of places. Navigational signage may be needed along a path to provide early warning of an intersection, to mark a turn and to confirm direction.

3. Providing assurance

Signage confirm directions in order to reduce doubt as a user makes their way along a route to a destination. Consistent placement of signage at decision points provide users reassurance and contributes to increasing user confidence.

Motor vehicle signs include Directional Signs.
Figure 14 shows typical placement of motor
vehicle directional signs. Signs are placed prior to a
intersection, decision point or entrance to the city.
Signs are located a minimum of 60 metres before an
intersection or road network change.

Pedestrians oriented signs include Directional Signs and Map Panels or Kiosks. Figure 15 outlines placement for pedestrian oriented signage and map kiosks or map panels. Pedestrian Directional Signs are located in commercial areas or along high frequency pedestrian corridors. Pedestrian Directional Signs are placed at decision points and may serve to confirm and clarify a route. Map kiosks or panels are placed at key pedestrian areas or at parking arrival locations, such as a public parking lot or popular gathering place near an activity centre or major destination.

Figure 14. Abstract Placement Diagram - Motorist

MOTORIST

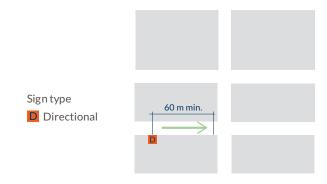


Figure 15. Abstract Placement Diagram - Pedestrian

PEDESTRIAN



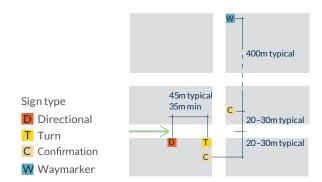
Bicycle oriented signs include Directional Signs, Turn Signs, Confirmation Signs and Waymarkers.

Bicycle Directional Signs are placed on designated cycling routes in advance of an intersection or at the approach of a decision point (Fig. 16). Directional Signs typically identify the route name followed by Level 1-3 destinations. Turn Signs are optional signs placed at the intersection or decision point to provide additional direction for uncommon or easily missed turns. Confirmation signs are placed after a Directional Sign to provide assurance cyclists and confirm the next or additional destinations.

Wayfinding for cyclists may only be implemented on designated bicycle routes with designated bicycle facilities. The placement guidance can be applied to both on-street bicycle facilities and off-street multiuse pathways.

Figure 16. Abstract Placement Diagram - Bicycle

CYCLIST



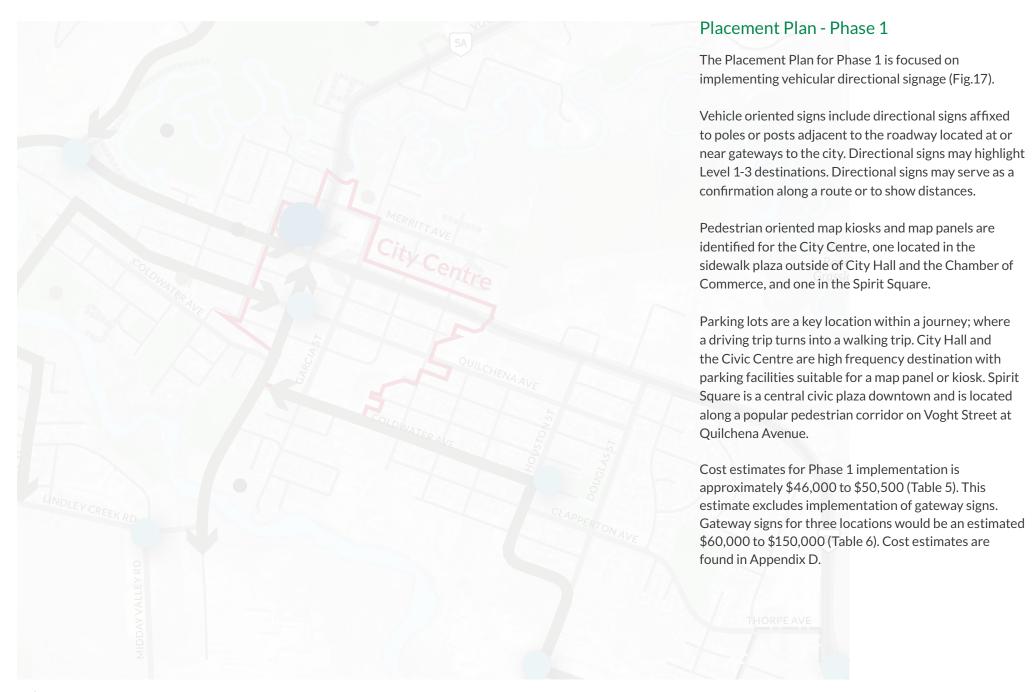
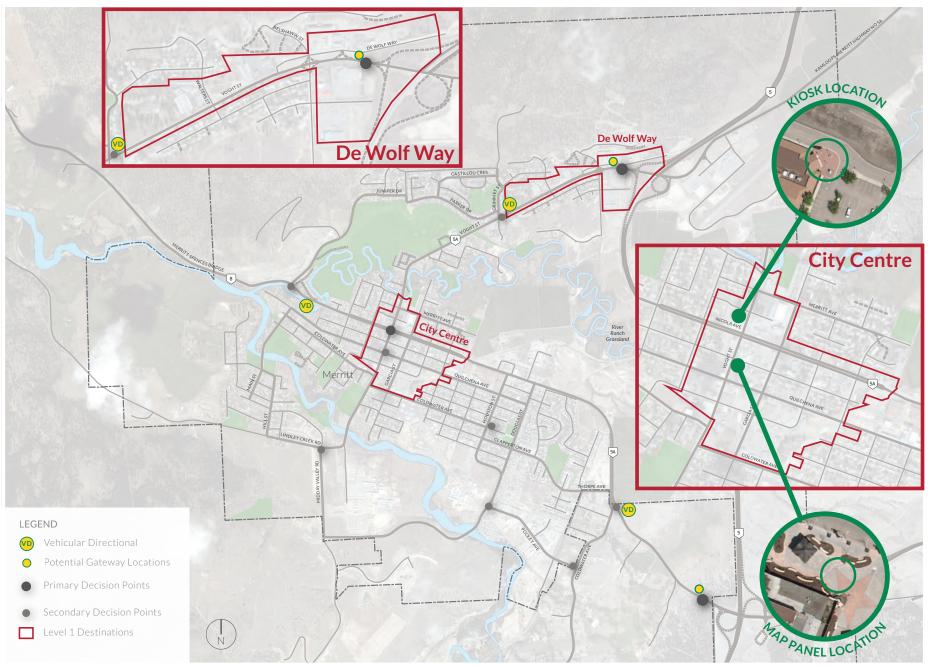


Figure 17. Placement Plan - Phase One



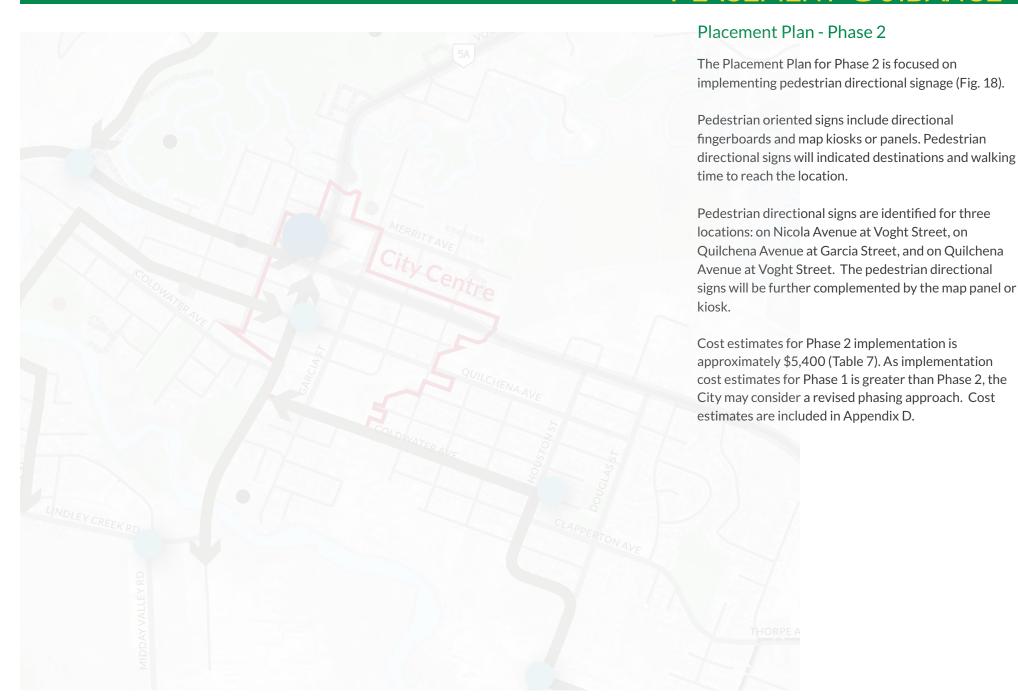
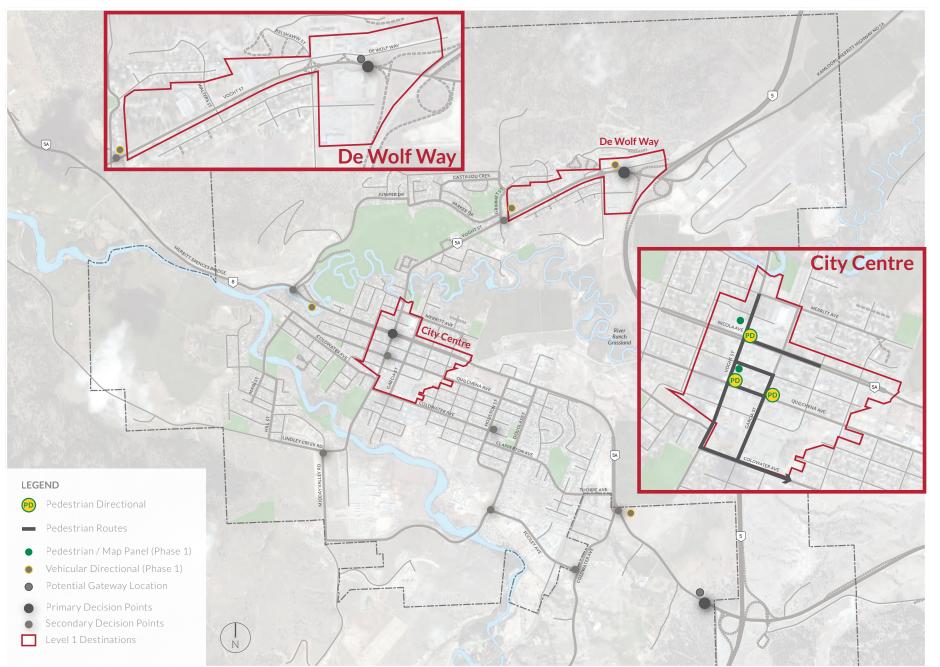


Figure 18. Placement Plan - Phase Two



CHAPTER 6 APPENDIX





APPENDIX A - DESTINATION HIERARCHY

Table 3. Priority Merritt Destinations

Destination	Signed As		
LEVEL 1 - City Centre			
Level 1 Destinations include city centres or major civic node or district.			
NAME	ABBREVIATION		
CITY CENTRE	CITY CENTRE		
VOGHT STREET SERVICES (290)	DE WOLF WAY		

LEVEL 2 - Major Attractions or Landmarks

Level 2 destinations are specific major attractions within the City or Districts which generate a high amount of visits by multi-modal travel. Major attractions or landmarks include civic facilities, community or recreation centres, transit stations, post-secondary institutions, hospitals, historic sites or museums, visitor centres or art galleries.

NAME	ABBREVIATION
CITY HALL AND	CITY HALL
CHAMBER OF COMMERCE	
CIVIC CENTRE	CIVIC CENTRE
NICOLA VALLEY MEMORIAL ARENA	NV MEMORIAL ARENA
NICOLA VALLEY AQUATIC CENTRE	AQUATIC CENTRE
BAILLIE HOUSE VISITOR CENTRE	BAILLIE VISITOR CTR
NICOLA VALLEY MUSEUM	MUSEUM
AIRPORT	AIRPORT
BC VISITOR CENTRE	BC VISITOR CENTRE
NICOLA VALLEY INSTITUTE OF TECHNOLOGY	NVIT
NICOLA VALLEY HOSPITAL AND HEALTH CENTRE	HOSPITAL
COURTHOUSE ART GALLERY	ART GALLERY
CENTRAL PARK	CENTRAL PARK
ROTARY PARK	ROTARY PARK
CLAYBANKS RV PARK	CLAYBANKS RV PARK
PINE RIDGE CEMETERY	PINE RIDGE CEMETERY

LEVEL 3- Local Attractions			
Level 3 Destinations are local destinations or attractions and receive a lower level of priority. Local attractions include civic facilities, parks, and recreation trails.			
NAME	ABBREVIATION		
NORGAARD SCENIC LOOKOUT	NORGAARD SCENIC LOOKOUT		
GOLF COURSE & COUNTRY CLUB	GOLF COURSE & COUNTRY CLUB		
CENTENNIAL PARK	CENTENNIAL PARK		
VOGHT PARK	VOGHT PARK		
FAIRLEY PARK	FAIRLEY PARK		
LIONS PARK	LIONS PARK		
N'KWALA PARK	N'KWALA PARK		
GODEY CREEK RECREATIONAL TRAIL	GODEY CREEK RECREATIONAL TRAIL		
TNRD LIBRARY	TNRD LIBRARY		
NICOLA VALLEY RODEO & FAIR GROUNDS	NICOLA VALLEY RODEO & FAIR GROUNDS		
MUSIC FESTIVAL SITE	MUSIC FESTIVAL SITE		

APPENDIX B - STANDARDS

The following best practices are described with respect to wayfinding principles and wayfinding family elements. This review explains what is involved in effective wayfinding using proven practices. The complete vision for the Merritt wayfinding system includes vehicular, bicycle, and pedestrian directional signs as well as pedestrian map kiosks or map panels, welcoming travelers to Merritt and orienting them to local destinations.

Technical Guidance for Wayfinding Signs

A variety of standards and guidelines influence both the sign designs and placement of wayfinding elements. These range from national standards to local guidance.

The following standards and guidelines will be used in preparing a family of signs for the Wayfinding Signage Strategy:

- Manual on Uniform Traffic Control Devices Canada (MUTCDC)
- Manual on Uniform Traffic Control Devices (United States MUTCD) Memorandum
- Accessibility Standards / American's with Disabilities Act (ADA) Guidelines

Subsequent documents related to this project shall emphasize sign placement and implementation practices. These documents shall consider each of the following standards and guidelines:

- Transportation Association of Canada (TAC) (warning and regulatory signs)
- TAC Bikeway Traffic Control Guidelines for Canada (bicycle facilities)
- BC Ministry of Transportation and Infrastructure provincial regulations

The Manual on Uniform Traffic Control Devices Canada (MUTCDC) is a document issued by the US Department of Transportation and the Transportation Association of Canada (TAC). The MUTCD specifies the standard for all traffic control devices installed on any street, highway, bikeway, or private road open to public travel. The MUTCD was established to achieve uniformity and consistency in traffic control devices (including wayfinding signage) so that information would be readily recognized and understood by travelers.

Per the MUTCD, traffic control devices should be designed so that:

- Size, shape, colour, composition, lighting, or retro-reflection, and contrast combine to draw attention to the devices; simplicity of message combines with these to produce a clear meaning.
- Legibility and size combine with placement to permit adequate time for response.
- Uniformity, size, legibility, and reasonableness of the message combine to command respect.



- Standard colour
- Rectangular shape
- Three destinations max, minimum text size, standard font and case
- Arrow shape, order, and location

The MUTCD further states the arrangement and amount of text, or legend, on each section of each sign be as follows:

- Guide signs should be limited to no more than three destinations max, minimum text size, standard font and case.
- Rectangular shape
- Guide signs should be limited to no more than three lines of destinations, which include place names, route numbers, street names, and cardinal directions.
- Straight ahead location should always be placed in the top slot followed by the destination to the left and then the right. If two destinations occur in the same direction, the closer destination should be listed first followed by the farther destination.
- Arrows shall be depicted as shown above for glance recognition, meaning straight and left arrows are to be located to the left of the destination name, while an arrow indicating a destination to the right shall be placed to the right of the destination name. The approved arrow style must be used.
- Nineteen characters (incuding spaces) in titlecase should be considered a maximum length

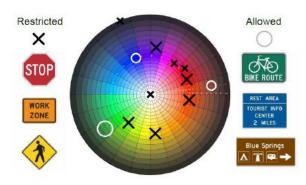
for a single destination title. Ten to fourteen characters (including spaces) in titlecase should be considered an ideal maximum length for a single destination title.

- In situations where two destinations of equal significance and distance may be properly designated and the two destinations cannot appear on the same sign, the two names may be alternated on successive signs.
- Approved fonts for roadways's include Clearview Highway.
- A contrast level of 70 per cent needs to be achieved between forground (text and graphics) and background.

Community Wayfinding

Wayfinding signs allow for an expression of community identity and pride, reflect local values and character, and may provide more information than signs which strictly follow the basic guidance of the MUTCD.

 Community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local



urbanized or downtown area.

- Community wayfinding guide signs are a type of destination guide sign for conventional roads with a common colour and/or identification enhancement marker for destinations within an overall wayfinding guide sign plan for an area.
- Enhancement markers may occupy up to 20 per cent of the sign face on the top or side of the sign.

Colours

- Per the community wayfinding standards, colour coding may be used on wayfinding guide signs to help users distinguish between multiple potentially confusing traffic generator destinations located in different neighbourhoods or subareas within a community or area
- Community wayfinding guide signs may use background colours other than green in order to provide a colour identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system.
- The MUTCD prohibits the use of some colours for wayfinding signs, which are known as "assigned colours." The assigned colours are the standard red, orange, yellow, purple, and the fluorescent versions thereof (fluorescent yellow-green

and fluorescent pink). These cannot be used as background colours for community wayfinding guide signs, in order to minimize possible confusion with critical, higher-priority regulatory and warning sign colour meanings.

 The colour wheel diagram above depicts colours which are already assigned specific meanings and thus shall not be used on community wayfinding signs. Green is the standard colour for guide signs. Blue and brown are also used for traveler information including destination and street name signs. The remaining colours are eligible for use on community wayfinding signs as long as they are sufficiently different from the assigned colours.

Flexibility in Standards

While the MUTCD provides standards and guidelines for the design, size, and content of wayfinding signs, many jurisdictions have implemented unique signs to enhance visibility while reinforcing local identity. Signs that follow the community wayfinding standards may be more costly to design, fabricate, and maintain, however they have the added benefits of reflecting local character and identity. If a precedent has not already been set, the Transportation Authority of Canada should be consulted to verify that community wayfinding standards may be applied.

Accessibility Standards

Because wayfinding systems often relate to accessible routes or pedestrian circulation, it is important to consider technical guidance from both the Canadian Standards Association Accessible Design for the Built Environment and applicable information from the Americans with Disabilities Act (ADA) so that signs

and other elements do not impede travel or create unsafe situations for pedestrians and/or those with disabilities. Standards which should be considered when designing and placing wayfinding signs includes the following:

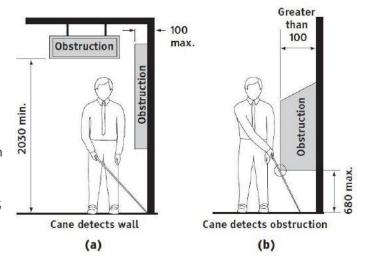
Vertical Clearance

Mounted Objects

- Vertical clearance shall be 2030 mm high minimum, or 685 mm maximum.
- In pedestrian areas, objects or signs that are mounted on walls, columns, or free-standing supports less than 2030 mm in height measured from the floor shall not protrude more than 100 mm, unless they are cane-detectable at or below 680 mm from the floor.
- Vertical signs shall be at least 300 mm wide × 450 mm high, have the centre of the sign 1500 to 2500 mm from the ground, incorporate the International Symbol of Access.

Protruding Objects

- Protruding objects are potentially hazardous to persons with visual impairments, unless they are located within the detection range of a long white cane.
 Persons using a cane can detect objects if their lowest leading edge is at or below 685 mm from the floor.
- Pedestrian areas include walkways, halls, corridors, and aisles, as well as open spaces.



Protruding Objects: Figure 5 in the Canadian Standards Association, Accessible Design for the Built Environment.

 Examples of protruding obstructions include signs, telephone enclosures, drinking fountains, fire extinguishers, and the underside of stairways or escalators. Recessing an object avoids creating a protrusion hazard.

Required Clear Width

 Per the ADA, protruding objects shall not reduce the clear width required for accessible routes. Generally this requirement is met by maintaining 915 mm clear width for maneuvering. This requirement applies to both sidewalks and pedestrian circulation paths.

Shared Use Paths

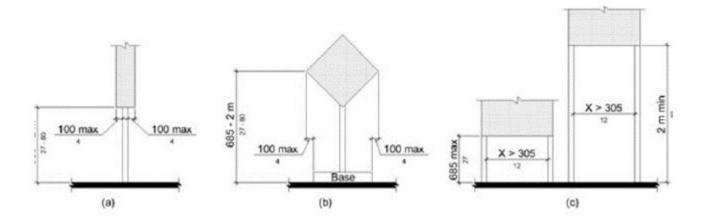
Accessibility standards for shared use paths are currently being developed. Proposed standards for the Americans with Disabilities Act address post mounted objects as follows:

 Current proposed ADA standards for post mounted objects along shared use paths. Note no

- standards have been proposed by the Canadian Standards Association for post mounted objects along shared use paths.
- Where objects are mounted on free-standing posts or pylons and the objects are 685 mm minimum and 2030 mm maximum above the finish surface, the objects shall overhang pedestrian circulation paths 100 mm maximum measured horizontally from the post or pylon base. The base dimension shall be a minimum of 60 mm thick.
- Where objects are mounted between posts or pylons and the clear distance between the posts or pylons is greater than one foot, the lowest edge of the object shall be 685 mm maximum or 2030 mm minimum above the finish surface.



International symbol of access



APPENDIX C - MAINTENANCE

Maintenance of signs in Merritt is regulated by the Sign Regulation Bylaw. Updating worn out signage and repairing or replacing wayfinding elements contribute to the long term Signage Strategy objectives and support a positive image of the city.

The City will determine if internal Department or contractors are responsible for wayfinding maintenance. Supplemental maintenance considerations are included in Table 4. Additional considerations for maintenance include funding options, and interdepartmental and external utility coordination.

Funding:

- Assigning an annual maintenance budget of ten to fifteen percent of total implementation cost is recommended. The City may consider using parking revenue towards signage maintenance.
- ICBC provides funding for some sign related area improvements.
- Consider a Sign Sponsorship Program. Case study example from the City of Portland OR (City of Portland, 2015)

Table 4. Maintenance Considerations

Wayfinding Sign Life Cycle	0 - 4 Years	5 – 9 Years	10 - 15+ Years
Management and Administration	During installation consider weekly coordination and inspection. Transition to monthly monitoring after installation.	Annual coordination between City of Merritt and contractor or fabricator. As needed monitoring based on citizen feedback, City or Province schedule, observations or safety issues.	Annual coordination between City of Merritt and contractor or fabricator. As needed monitoring based on citizen feedback, City or Province schedule, observations or safety issues.
Planning	Determine internal maintenance capacity with City of Merritt or other agency.	City of Merritt and consultant to evaluate significant changes to Plan and identify updates. During this period, updates may be needed	If the Wayfinding Signage Strategy has not been updated at this point, a major update is recommended. Engage an outside consultant to review and revise wayfinding signage strategy.
Design	Evaluate the general design with internal City Departments or Wayfinding Advisory Committee	Evaluate the general design with internal City Departments or Wayfinding Advisory Committee	If the Wayfinding Signage Strategy has not been updated at this point, a major update is recommended. Engage an outside consultant to review and revise wayfinding signage strategy.
Vandalism	Annual repair and cleaning Contractor to provide additional guidance	Full sign or parts replacement as needed Contractor to provide additional guidance	Full sign or parts replacement as needed Contractor to provide additional guidance
Cleaning Schedule	Contractor shall prepare a Maintenance and Operating schedule for each sign type Monthly Cleaning	Monthly Cleaning	Monthly Cleaning
Materials	Wear and tear maintenance anticipated Fabricator or contractor warranty may expire at 5 years.	General maintenance, repair and replacement anticipated	General maintenance, repair and replacement anticipated
Painted Surfaces	Contractor or Fabricator warranty General maintenance may be required	Fabricator or contractor warranty likely expires. Fading will occur. Inspect individual signs for fading and general worn panels. Replace or repaint as needed.	Lifespan/lifecycle of sign panel is estimated 10-15 years. Replace.
Fasteners and Brackets	Contractor or Fabricator warranty Inspect and maintain as needed	Maintenance and repairs increase in this period. Complete an inventory based on maintenance schedule and repairs. Inspect welds, fasteners and structural integrity quarterly.	Lifespan/lifecycle of fasteners and brackets is estimated 10-15 years. Replace.

APPENDIX D- COST ESTIMATES

Cost estimates for the two phases of implementation are informed by the best available information. Tables 5 to 7 provides additional cost estimate information for consideration by Merritt.

Further consideration for contingency not included (recommend 30%). Sign cost includes fabrication (of aluminum structure and concrete base), Mobilization, Engineering Drawings, Pole (when required), and Installation. Does not include associated permit fees. LED lighting not included in assocated fees.

Table 5. Phase 1 Cost Estimate (without Gateway Signs)

Sign Type	Quantity	Approximate Cost (CAN \$)	Subtotal
Vehicular Directional	3	\$6,500	\$19,500
Pedestrian Map Panel	1	\$8,500 - \$11,000	\$8,500 - \$11,000
Pedestrian Kiosk	1	\$18,000 - \$20,000	\$18,000 - \$20,000
		TOTAL	+/- \$46,000 - \$50,500

Table 6. Phase 1 Cost Estimate (with Gateway Signs)

Sign Type	Quantity	Approximate Cost (CAN \$)	Subtotal
Gateway Entrance	3	\$20,000 - \$50,000	\$60,000 - \$150,000
Vehicular Directional	3	\$6,500	\$19,500
Pedestrian Map Panel	1	\$8,500 - \$11,000	\$8,500 - \$11,000
Pedestrian Kiosk	1	\$18,000 - \$20,000	\$18,000 - \$20,000
		TOTAL	+/- \$106,000 - \$200,500

Table 7. Phase 2 Cost Estimate

Sign Type	Quantity	Approximate Cost (CAN \$)	Subtotal
Pedestrian Directional	3	\$1,8000	\$5,400
		TOTAL	+/- \$5,4500

APPENDIX D - DESIGN INTENT DRAWINGS

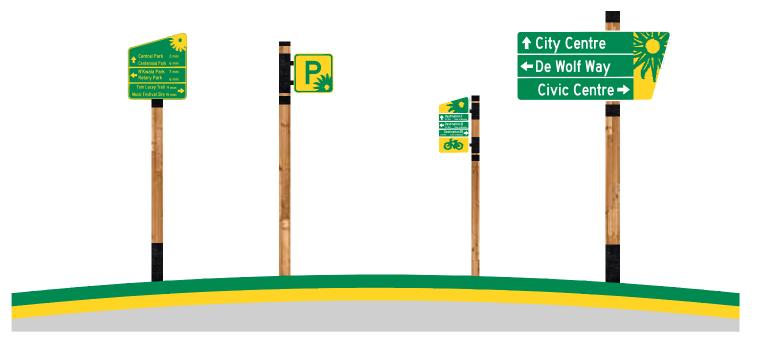
Merritt Wayfinding Signage Strategy Design Intent Drawings

03.04.2016

City of Merritt British Columbia

Index:

- : Graphic Standards
- 2: Pedestrian Directional Sign
- 3: Facility Sign
- : Bicycle Directional Sign
- 5: Vehicular Directional Sign
- 6: Pedestrian Map Panel 7: Map Kiosk
- 8: Map Kiosk Elevations



Project Owner:

City of Merritt - Planning & Development 2185 Voght Street PO Box 189 Meritt, BC V1K 1B8

Contact: Shawn Boven E-Mail: sboven@merritt.ca Phone: 250.378.8612

Prepared by:



Alta Planning + Design

208-131 Water St Vancouver, BC V6B 4M3 ph: 604.283.2124

The purpose of these drawings is to illustrate design intent. Drawings are not for construction. Written dimensions on these drawings have precedence over scaled dimensions.

The further development and engineering of these drawings shall be submitted as shop drawings to the Project Owner. Contractors shall verify and be responsible for all final quality, dimensions, materials and conditions on the job.

Project Owner shall be notified of any variations from the dimensions and conditions shown by these drawings prior to the execution of any work, including changes to graphic designs or typography.

Drawing scale shown on plans is for full size plans only. Alta shall not be responsible for scale discrepancies caused by reduced or enlarged drawings.

MATERIALS PALETTE

Contractor shall be responsible for supplying samples for all colours and materials within the palette.



TYPOGRAPHY

abricator is responsible for acquiring project related fonts.

Highway Gothic

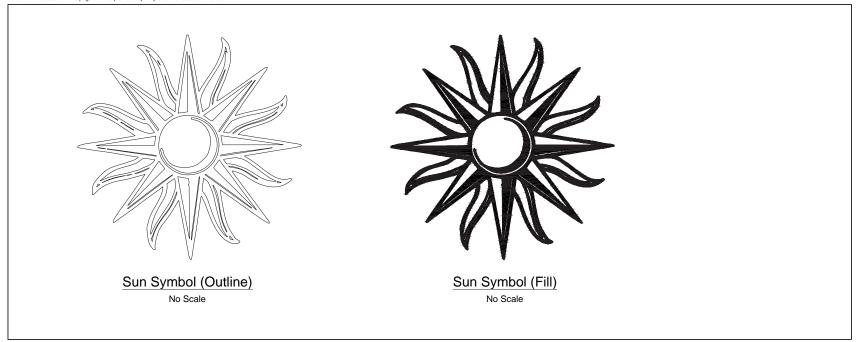
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Highway Narrow

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

ARTWORK

All artwork illustrated on this page shall be provided by Project Owner as electronic vector art.





Notes

Contractor is responsible for matching all colours and materials as specified and are required to provide colour and material sample to the Project Owner for approval.

All painted surfaces to receive UV and Anti-Graffitti coating. All retroreflective material to receive UV/Anti-Graffiti overlaminate, or owner approved equal.

All graphic text to be Highway Gothic font.

General Notes

This drawing is to illustrate design-intent only. Contractor responsible for fabrication and overall quality. Any changes in design, materials, fabrication method or other details must be approved by the Project Owner or Representative.

 Date
 Descript

 03.04.2016
 Bid set

Project

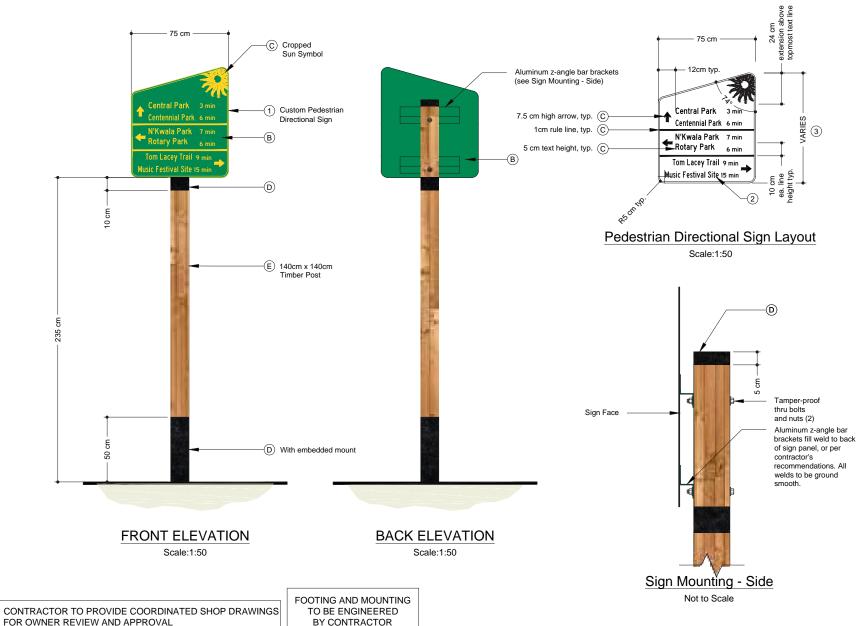
Merritt Wayfinding Signage Strategy

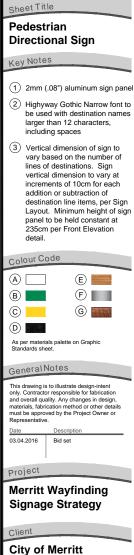
Client _

City of Merritt



Alta Planning + Design 283-191 Water St Vancouver, BC V6B 4M3 ph: 604.283.2124





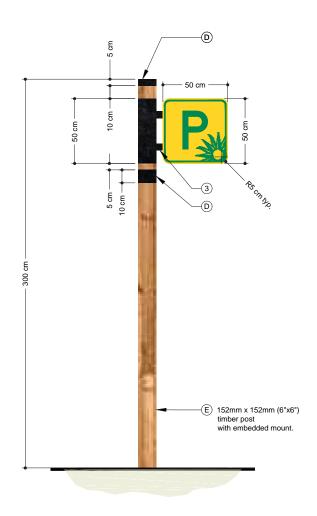
British Columbia

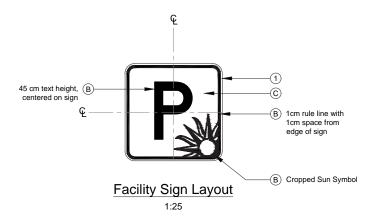
Alta Planning + Design

Vancouver, BC V6B 4M3 ph: 604.283.2124

283-131 Water St

Sheet Title
Facility Sign



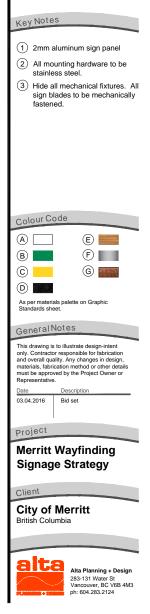


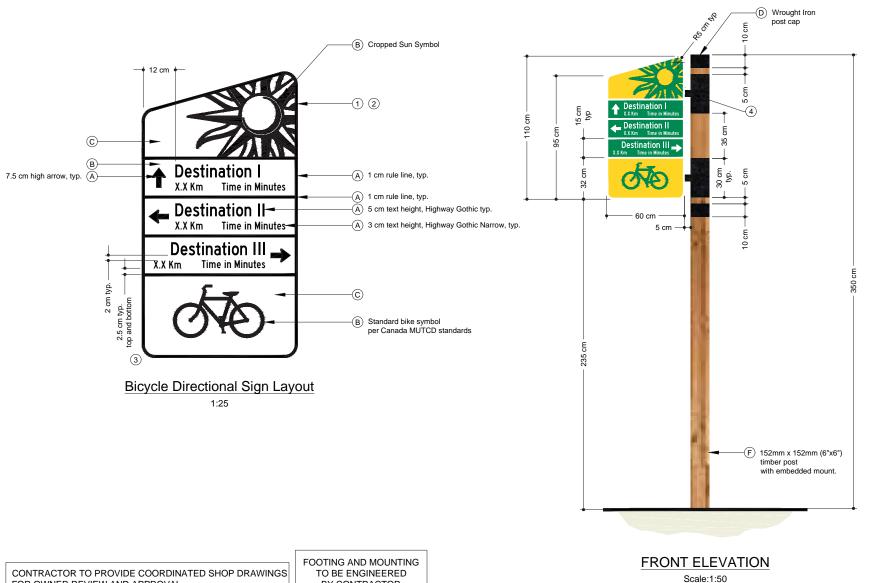
FRONT ELEVATION

Scale:1:50

CONTRACTOR TO PROVIDE COORDINATED SHOP DRAWINGS FOR OWNER REVIEW AND APPROVAL

FOOTING AND MOUNTING TO BE ENGINEERED BY CONTRACTOR

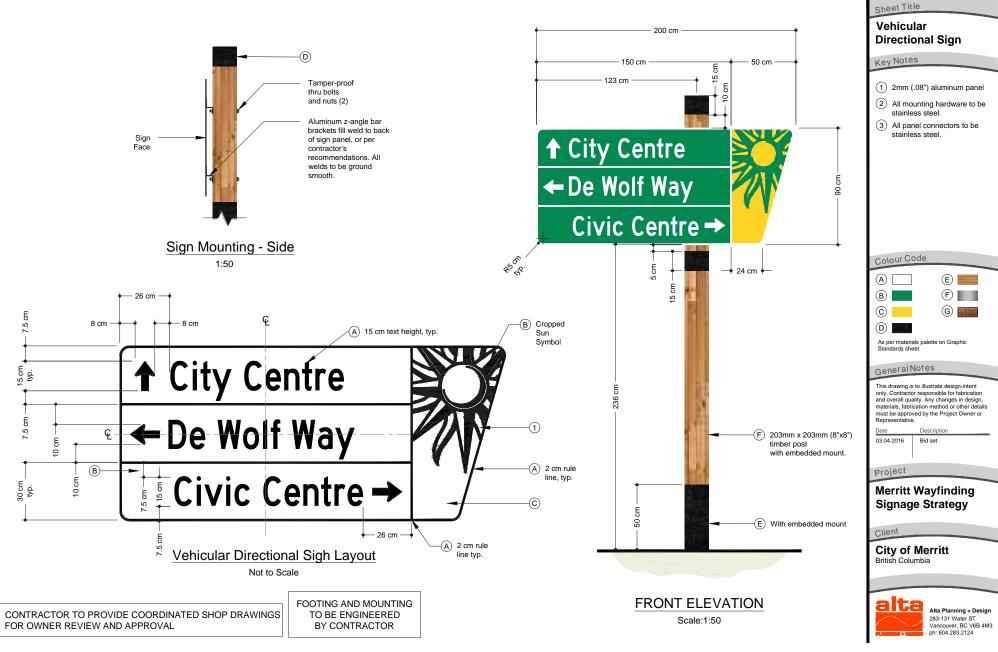


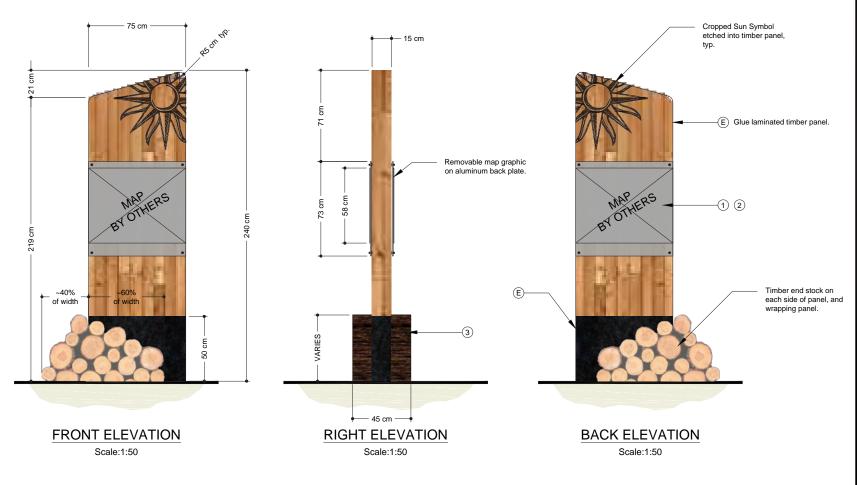


BY CONTRACTOR

Sheet Title **Bicycle Directional Sign** Key Notes 1 2mm (.08") aluminum sign 2 Project owner to provide graphics. Vertical dimension of sign to vary based on the number of lines of destinations. Sign vertical dimension to vary at increments of 10cm for each addition or subtraction of destination line items, per Sign Layout. Minimum height of sign panel to be held constant at 235 cm per Front Elevation (4) Hide all mechanical fixtures. All sign blades to be mechanically fastened. Colour Code (A) (C) (D) As per materials palette on Graphic Standards sheet. GeneralNotes only. Contractor responsible for fabrication and overall quality. Any changes in design, materials, fabrication method or other details must be approved by the Project Owner or Description 03.04.2016 Bid set Project **Merritt Wayfinding** Signage Strategy **City of Merritt** British Columbia Alta Planning + Design 283-131 Water St Vancouver, BC V6B 4M3 ph: 604.283.2124

FOR OWNER REVIEW AND APPROVAL





Sheet Title
Pedestria

Pedestrian Map Panel

Key Notes

- 1 Map panel on both sides of
- 8/10mm toughened glass or 'glass-look' acrylic panel with self adhesive vinyl print to reverse. Vinyl / print to be water and UV resistant in external environment.
- Base weatherproofing and fastener attachments to be designed by contractor and approved by Project Owner.



(A) [

(E) (F) (

(D)

As per materials palette on Graphic Standards sheet.

General Notes

This drawing is to illustrate design-intent only. Contractor responsible for fabrication and overall quality. Any changes in design, materials, fabrication method or other details must be approved by the Project Owner or Representative.

 Date
 Descrip

 03.04.2016
 Bid set

Project

Merritt Wayfinding Signage Strategy

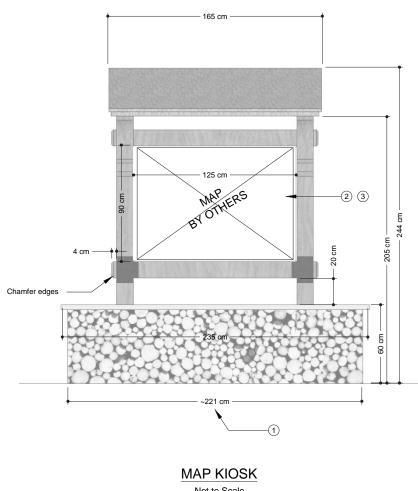
City of Merritt



Alta Planning + Design 283-131 Water St Vancouver, BC V6B 4M3 ph: 604.283.2124

CONTRACTOR TO PROVIDE COORDINATED SHOP DRAWINGS FOR OWNER REVIEW AND APPROVAL

FOOTING AND MOUNTING TO BE ENGINEERED BY CONTRACTOR



Not to Scale

