

Appendix C - Signage Considerations

Grey County Cycling and Trails Master Plan

Draft February 2020



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TECHNICAL APPENDIX C: SIGNAGE CONSIDERATIONS

The following appendix provides a summary of wayfinding and signage considerations including a suggested destinations hierarchy for Grey County, sign types, markings, and sign design and placement principles.

1.1 DESTINATION HIERARCHY

A preliminary step in the development of wayfinding signs for Grey County's cycling and trail network will be to identify and list assets that should be signed in each implementation area or along specific corridors. A proposed approach with four destination hierarchy levels is shown in **Table 1** which can be used to determine the distance at which certain destinations are signed.

Table 1 - Destination Hierarchy for Grey County

Category	Rank	Description	Grey County Examples	Start Signing
Regional Centres	1 (high)	Major centres of activity within that offer a full range of attractions and services	City of Owen Sound Town of Blue Mountains	5-8 km away
Local Neighbourhoods	2 (medium)	Centres of community that offer a mix of services	Annan-Leith, Ayton, Big Bay, Blue Mountains, Chatsworth, Clarksburg, Cobble Beach, Craigleith, Dundalk, Durham, Eugenia, Flesherton, Hanover, Heathcote, Holstein, Keady, Kemble, Kimberley, Markdale, Meaford, Neustadt, Owen Sound, Priceville, Ravenna, Rockford, Shallow Lake, Singhampton, Springmount, Thornbury, Varney, Walter's Falls, Williamsford	4 km away
Major Attractions	3 (medium)	These trip attractors include major tourist venues, regional trail systems, provincial parks, universities and colleges.	Great Lakes Waterfront Trail Walter's Falls Blue Mountains Kelso Beach Scenic Caves Georgian College Kolapore Uplands Pretty River Provincial Park	2 km away


Category	Rank	Description	Grey County Examples	Start Signing
Local Destinations	4 (minor)	More local in nature such as community centers, parks, schools, public washrooms, Town Hall	Bayshore Community Centre Hibou Conservation Area Owen Sound Hospital Feversham Gorge Conservation Area	1 km away




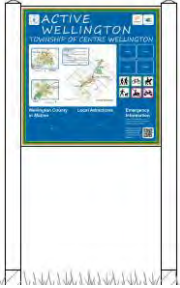
It is recommended that only public assets or institutions such as schools, hospitals, heritage sites or tourist attractions be promoted on wayfinding programs that are publicly administered. Shopping or business districts may be considered if they function as a significant landmark in the area, but caution and careful consideration should be taken on promoting individual private businesses by a publicly-funded wayfinding system. If private businesses are included, a strong rationale should be documented, such as promoting all businesses of that type, as other businesses will likely wish to receive the same treatment once they see that other private businesses are being promoted.

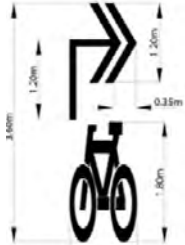
1.2 TYPES OF SIGNS AND MARKINGS

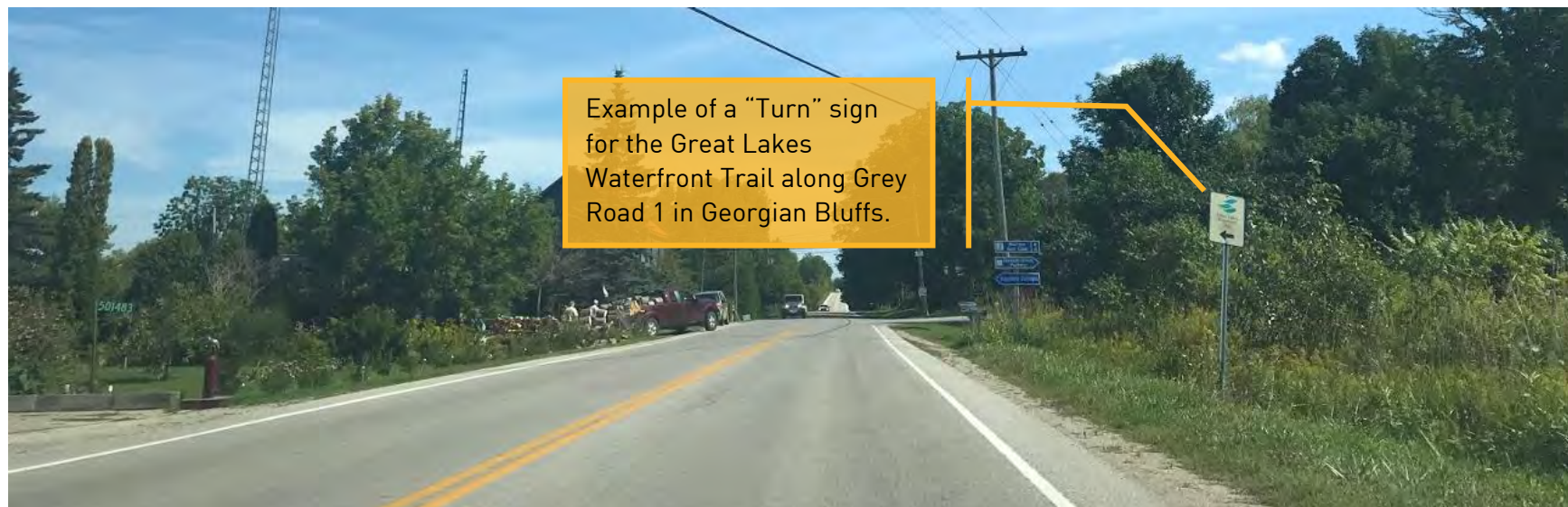
An important consideration for a wayfinding system is the type of signage chosen and its placement throughout the system. **Table 2** outlines the main types of signs for a wayfinding system including their purpose, type of information typically included on the sign and placement.

Table 2 - Sign Types and Placement

Type	Purpose	Information	Placement
Decision 	Provide direction at junctions, allowing users to orient themselves. Inform cyclists of the designated bike route to access key destinations.	Destinations, arrows, distances, and travel times; these signs may also provide direction to nearby destinations.	Placed 40-50 metres before a decision point between routes.

Type		Purpose	Information	Placement
Turn		Indicate where a route turns from one street onto another street. These signs can be used in conjunction with directional pavement markings.	Include destinations and arrows.	Placed 5-10 metres in advance of turning points.
Confirmation		Identify the current route of travel and affirm direction of travel after a turn. These signs are repeated regularly (see section 3.1.1 for sign frequency of Regulatory signs as per Ontario Traffic Manual Book 18).	Can include destinations and distance / time. Do not include arrows.	Placed 20-30 metres after a change point and repeat frequently.
Road Name Plate		Identify a cycling route, reduce sign clutter by minimizing amount of new signage.	Retrofitted on existing name plate signs for designated cycling routes.	Intersections where street name plates occur.
Trailhead		Used to mark major entrances or gateways of off-road trails.	Map, destinations, distances, and time Information.	Start and end of trail and at major road crossings and entry points.

Type	Purpose	Information	Placement
Pavement markings 	<p>This type of marking can support wayfinding signage, to ensure that turns are not missed. The can also assist with cyclist positioning on the roadway.</p>	<p>Directional sharrow marking.</p>	<p>Typically for cycling routes on quiet streets.</p>



1.3 SIGN DESIGN AND PLACEMENT

Mounting wayfinding signs along roads identified for inclusion in the County's cycling and trails network should be consistent with the requirements for roadside signs. Vertical clearance is specified to provide the height of sign for visibility. Lateral clearance needs to provide a safe offset between the user and the sign that is a fixed hazard near their path of travel. **Table 3** outlines these clearances.

Table 3 - Vertical and Lateral Clearance of Cycling Wayfinding Signs (Adapted from the York Region Wayfinding Strategy)

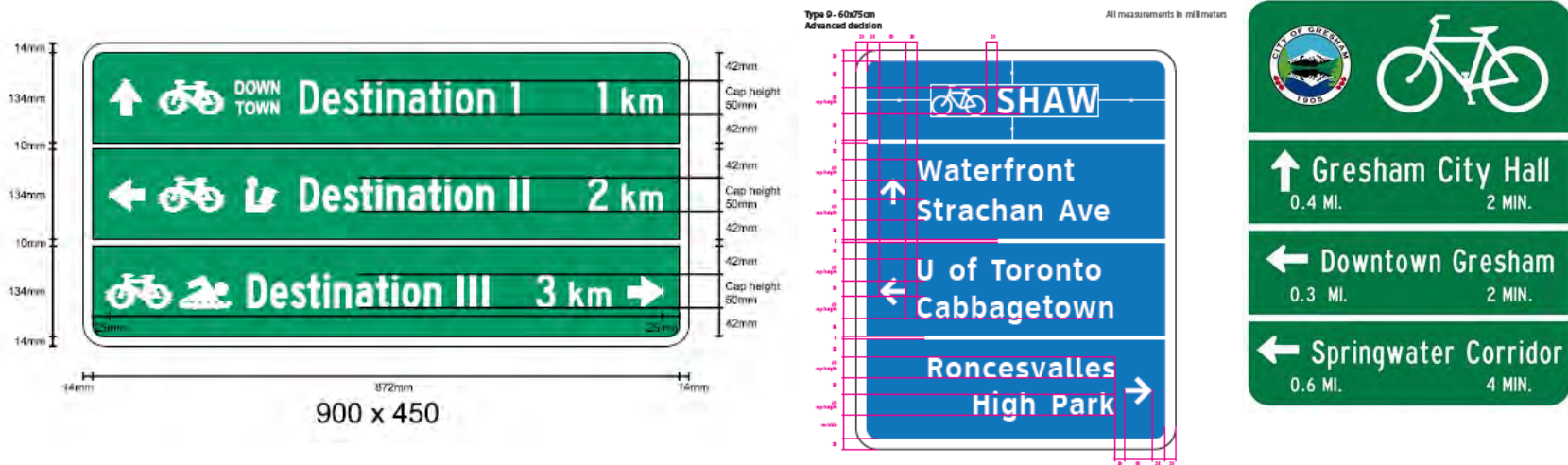
Facility	Vertical Clearance	Lateral Clearance
Rural roadway (from edge of paved shoulder)	2.1 – 2.5 m	1.0 – 3.5 m
Urban street (from face of curb)	2.1 – 3.0 m	0.3 – 3.5 m
In-boulevard cycling facility (from edge of path)	1.5 m	Minimum 0.5 m

Graphic specifications for signs should consider:

- **Panel size:** The size of signage should allow for legibility from afar, providing enough distance to read and make decisions at average cycling speed. The panel size should allow for the sign to be mountable onto a pole or surface.
- **Typeface:** The font used for signage should allow for legibility from afar, providing enough distance to read and make decisions at average cycling speed. Typeface can also be used to be consistent with local identity.
- **Sign Colours:** The colour palette should be consistent and recognizable for cyclists and separate from signage directed at motorists.
- **Icons and Symbols:** Icons and symbols can be used to help communicate information quickly and with simplicity, expanding comprehension to those without English or French proficiency. Use of icons and symbols can also save space and improve legibility.
- **Volume and Clarity of Text:** The amount of information on a sign should be the minimum level to make decisions. Unless necessary, punctuation such as periods, and commas should be avoided.

The following are recommended sign concepts that can be developed further and into a sign family with a common colour scheme, typeface and symbology for the County's cycling and trails network:

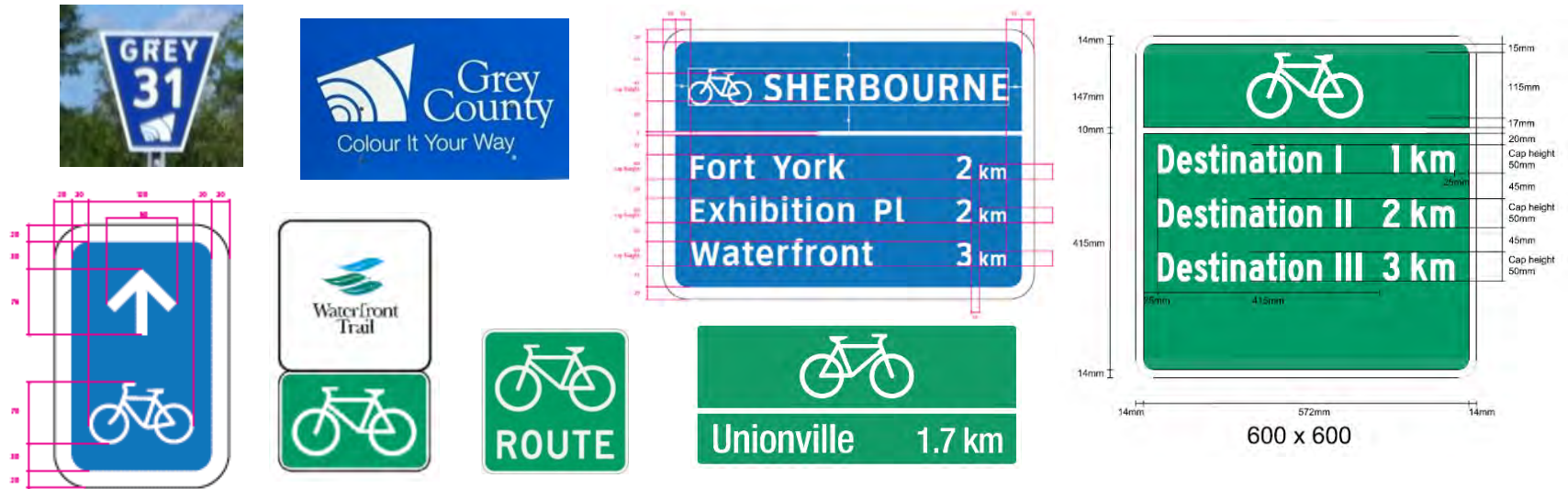
DECISION SIGNS



TURN SIGNS



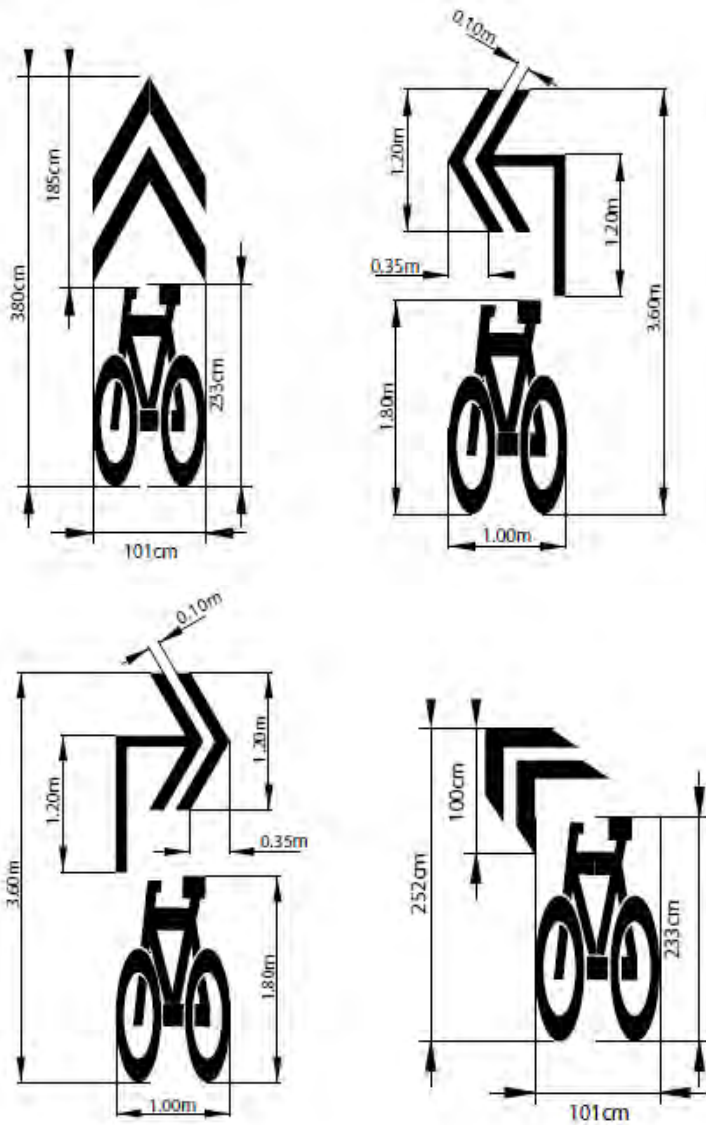
CONFIRMATION SIGNS



ROAD NAME PLATE



DIRECTIONAL ARROWS



Example of a "Turn" sign for the Georgian Bay Coastal Route in Grey County.

