



# RTO7 Wayfinding Signage Standards and Specifications

Bruce, Grey & Simcoe Counties  
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# Regional Tourism Organization 7: Bruce, Grey, and Simcoe Counties - Ontario

## REGION 7 Tourism Wayfinding Signage Standards & Specifications Manual

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### Sign Number Legend

- Vh Highway Vehicular Wayfinding Signs  
Vu Urban Vehicular Wayfinding Signs  
Vt Vehicular Trail/Route Wayfinding Signs (Urban & Rural)
- Pw Pedestrian Trail Wayfinding Signs (Urban & Rural)  
Pd Pedestrian Directory Signs  
Pi Pedestrian Interpretive Signs
- Ah Vehicular Pay-to-Play (Rural Highway)  
Au Vehicular Pay-to-Play (Urban)



# RTO 7 Wayfinding Introduction

The Regional Tourism Organization 7, is dedicated to the promotion and advancement of tourism-based opportunities within Bruce, Grey, and Simcoe counties. While each RTO7 community and county has unique visitor experiences, amenities and attractions that cater to specific interests and needs, it is very important to note that visitors do not notice community, county or regional boundaries. To address this, the Region 7 Wayfinding System has been specifically developed to meet primary and specific tourist-based requirements.

Accordingly, this tourism-based wayfinding system has been designed to provide a powerful visual aesthetic that will provide directions and assurance to the region's visitors - ensuring that they stay on the prescribed system and can effectively find a specific point of interest. Satisfying these basic requirements is essential to ensure that a visit to Region 7 is memorable, and satisfying.

Urban-level sign types afford the ability to incorporate respective municipal brands/visual identities on the 'community header' graphic panels. This unique design provides Region 7 communities with an opportunity to project their unique identities while maintaining region-wide consistency that is essential for visitors.

It is important to note that if used appropriately, this system will provide communities within the Region 7 and its tourism operators with an effective, cost effective promotional platform that will provide visitors with reasons to stay within the region. The effectiveness of this system is only limited by the willingness of Region 7 tourism agencies and operators to establish a network of communication and cooperation to ensure that the a region-wide connectivity is achieved and maintained.

This document provides a complete, phased Region 7 signage implementation program, and to ensure region-wide fabrication and installation consistency - a comprehensive specification package for all sign types.

### A Note on Accessibility

This revision (Nov 2017) is intended to bring the RTO7 system in line with current best practices for accessibility in signage, including the applicable areas of the Design for Public Spaces Standard (DPSS), a part of Ontario's Accessibility for Ontarians with Disabilities Act (AODA).

Where no DPSS standard exists, we supplemented best practices from our own experience or commonly accepted guidelines from other jurisdictions (Parks Canada, Americans with Disabilities Act, CSA etc.).

RTO7 supplies these guidelines as a design toolkit for interested municipalities and other partners in the region to use. While RTO7 wishes to supply designs which are compliant with all current regulation, responsibility for compliance with AODA regulations rests with the organization installing and maintaining signs.



Existing Bruce County Signs

● **Vh-1**  
Sign Type: Rural Directional

Purpose:  
Vehicular-level sign designed to provide directional information to Region 7 communities. This sign should be placed at junction points where the traveller has a decision of which way to turn.

Notes:

1. Sign text has been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
2. For legibility sign units should have no more than 4 text lines.
3. All destinations should be town names or specific rural public destinations deemed significant to tourism by the county. (e.g. waterfronts, historical sites, fair grounds, etc).
4. Sign units should be installed a maximum 300 meters before required turn.
5. Destinations should be listed the following order  
-First: All left turn destinations in decending order from nearest to farthest  
-Second: All right turn destinations in decending order from nearest to farthest  
-Third: All straight ahead destinations in decending order from nearest to farthest.

● **Vh-2**  
Sign Type: Assurance

Purpose:  
Vehicular-level sign designed to provide travel assurance and travel distance information to Region 7 communities. This is NOT a directional sign. It should be installed at interims between junction points to notify traveller of distances to junctions ahead.

Notes:

1. Sign text has been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
2. For legibility sign units should have no more than 2 text lines.
3. Installation locations and frequency are site specific.  
Installations are to be determined by the level and type of existing MTO-level directional signage, i.e. the distance between the existing sign elements and the respective signage information.
4. Destinations should be listed in descending order – from nearest to farthest.

● **Vh-3**  
Sign Type: Information – Community Amenities

Purpose:  
Vehicular sign designed to provide generic tourism-based destinations available in specific Region 7 communities.

Notes:

1. Sign text and tab size have been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
2. Installation locations and type of amenity tabs are community specific. The sign unit is designed to accept a maximum of five amenity tabs.
3. Signage locations are to be determined by available installation area and distance from an indicated community.

● **Vu-1**  
Sign Type: Urban Directional

Purpose:  
Vehicular-level sign designed to provide directional information to amenities within Region 7 communities.

Notes:

1. Sign text has been developed for optimal viewing at posted speeds of 50 km/hr - maximum.
2. Install within a community at traffic intersections or decision points where multiple directions are required.
3. For legibility sign units should have no more than 4 text lines.
4. All destinations should be public tourism-based.
5. Installation space permitting, sign units should be installed 50-75 metres before required turn.
6. Destinations should be listed the following order  
-First: All left turn destinations in decending order from nearest to farthest  
-Second: All right turn destinations in decending order from nearest to farthest  
-Third: All straight ahead destinations in decending order from nearest to farthest.

● **Vu-2**  
Sign Type: Urban Core Directional

Purpose:  
Combination vehicular/pedestrian-level directional sign unit designed to provide directional information to amenities within Region 7 communities.

Notes:

1. Designed for speeds posted speeds of 50 km/hr – maximum.
2. Install within a community at traffic intersections or decision points where multiple directions are required.
3. For legibility sign units should have no more than 5 text lines.
4. All destinations should be public destinations deemed significant to tourism by the county, e.g. beach access, parks, museums, recreational facilities, community amenities, etc.
5. Installation space permitting, sign units should be installed a maximum 25 meters before required turn.
6. Destinations should be listed the following order  
-First: All left turn destinations in decending order from nearest to farthest  
-Second: All right turn destinations in decending order from nearest to farthest  
-Third: All straight ahead destinations in decending order from nearest to farthest.

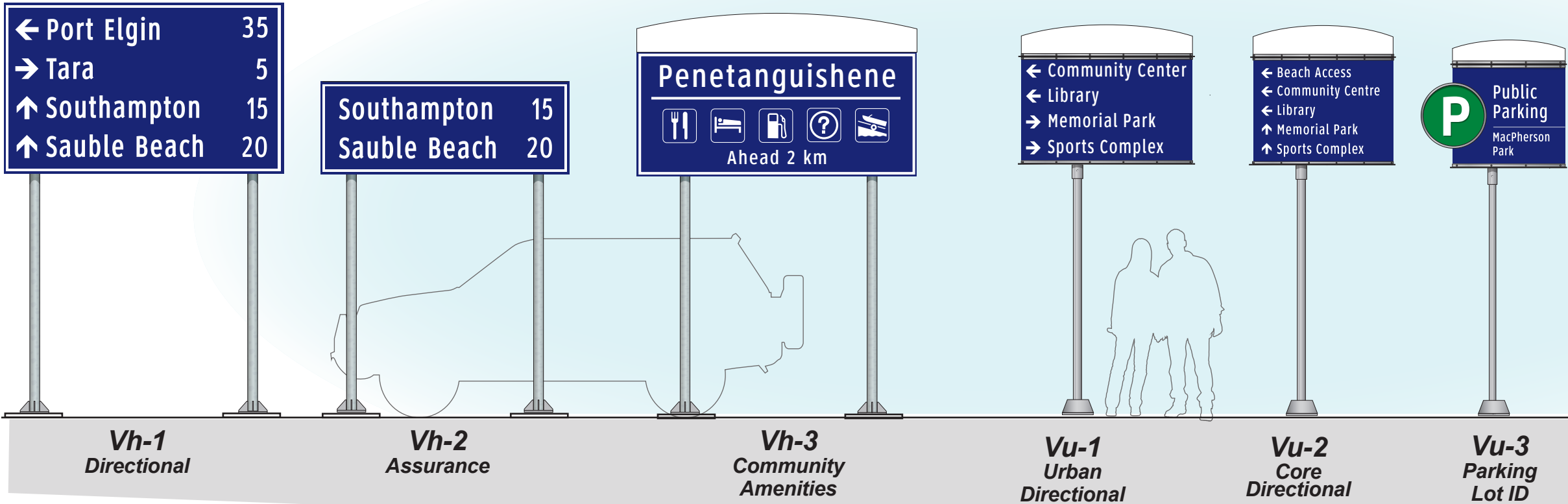
● **Vu-3**  
Sign Type: Parking Lot Identification/Directional

Purpose:  
Vehicular-level sign used to identify downtown public parking lots.

Notes:

1. Sign unit has been developed for optimal viewing at posted speeds of 50 km/hr - maximum.
2. Install immediately before, or adjacent to a public parking lot.

**Installation instructions:**  
The Vu-1, Vu-2 and Vu-3 signtypes should be installed to not create a barrier or obstruction to the sidewalk or trail. The post must be mounted so as not to obstruct the horizontal clearance of the path of travel: trails require 1 m of horizontal clearance (DPSS 80.9(1)1), and sidewalks require 1.5 m. (DPSS 80.23.1)





Vehicular - Tour/Trail Routes

- **Vt-1**  
Sign Type: Trailblazer Directional  
  
Purpose:  
Vehicular-level directional sign unit designed to provide directional information to special interest destinations.  
  
Notes:  
1. Designed for a posted speed limit of 80km/h.  
2. Signs may be used in both rural and urban locations.  
3. Install only at traffic intersections/decision points where directions are required.  
4. For legibility, sign units should have no more than 2 text lines.  
5. Sign units should be installed maximum 50m before the entrance to the destination.

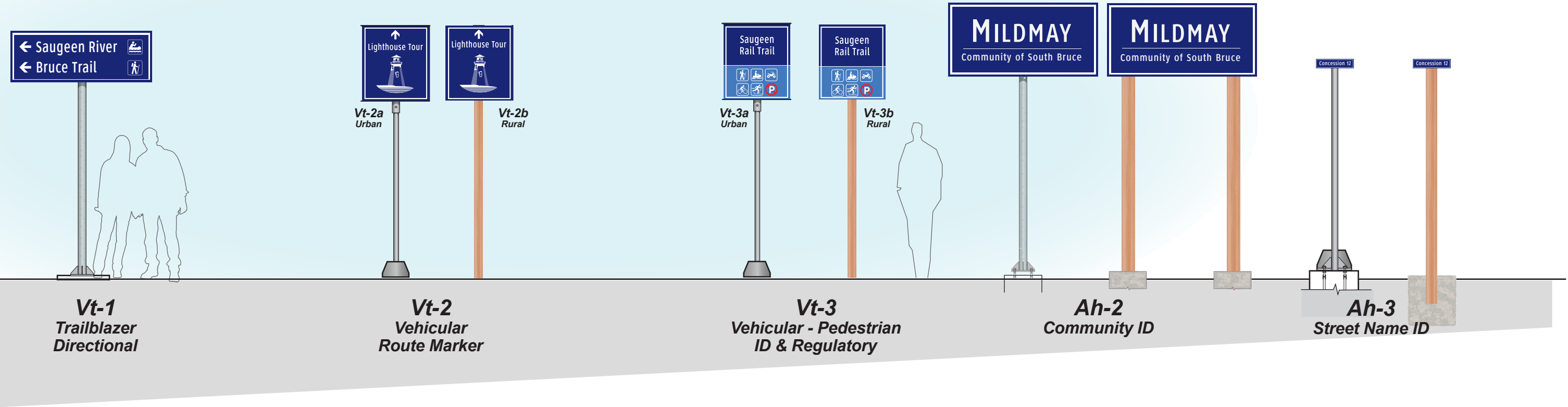
**Installation instructions:**  
The Vt-1, Vt-2, and Vt-3 signtypes should be installed to not create a barrier or obstruction to the sidewalk or trail. The post must be mounted so as not to obstruct the horizontal clearance of the path of travel: trails require 1 m of horizontal clearance (DPSS 80.9(1)1), and sidewalks require 1.5 m. (DPSS 80.23.1)

- **Vt-2a and Vt-2b**  
Sign Types: Urban Vehicular Route Marker  
Rural Vehicular Route Marker  
  
Purpose:  
Vehicular sign to provide directional and assurance pertaining to driving tour routes on highways and roads.  
  
Notes:  
1. Designed for a posted speed limit of 80 km/h.  
2. Signs may be used in both rural and urban locations.  
Note: Specific details have been developed for rural and urban installation sites.  
3. Sign unit should be installed within 500m of the destination, and/or at the destination's entrance.

- **Vt-3a and Vt-3b**  
Sign Types: Urban Vehicular - Pedestrian Destination Identification & Regulatory  
Rural Vehicular - Pedestrian Destination Identification & Regulatory  
  
Purpose:  
Vehicular sign for use on side roads leading to a trail head or trail parking area.  
  
Notes:  
1. Designed for a posted speed limit of 50km/h.  
2. Signs may be used in both rural and urban locations.  
Note: Specific details have been developed for rural and urban installation sites.  
3. Installation should be determined by:  
a. required directional arrows, the occurrence of decision points  
b. the arrival at a destination.

- **Ah-2**  
Sign Type: Community Identifier  
  
Purpose:  
Vehicular-level sign designed to provide welcoming notice that one has arrived in a particular community.  
  
Notes:  
1. Sign text has been developed for optimal viewing at posted speeds of 80 km/h.  
2. Sign units should have no more one primary message and one secondary message

- **Ah-3**  
Sign Type: Street Name ID  
  
Purpose:  
Street Name ID blades to be used for navigation and emergency response in active transportation environments.  
  
Notes:  
1. Optimized for viewing at 50 km/h speed-limits.  
2. Must be used in AT environments only.  
3. Sign units should have one message only (the official street name), and must be on a single-line.  
4. Sign width is determined by length of street name.



Pedestrian - Urban and Rural Wayfinding

- **Pw-1a and Pw-1b**  
Sign Types: Urban Walking Tour Guide  
Rural Walking Tour Guide
- Purpose:  
Pedestrian-level sign designed to provide directional and assurance for a specified special interest route within walkable community areas.
- Notes:
- Signs may be used in both rural and urban locations.  
Note: Specific details have been developed for rural and urban installation sites.
  - Installation should be determined by:
    - required directional arrows, the occurrence of decision points,
    - the need for user assurance.

**Installation instructions:**  
The Pw-1a and Pw-1b signtypes should be installed to not create a barrier or obstruction to the sidewalk or trail. The post must be mounted so as not to obstruct the horizontal clearance of the path of travel: trails require 1 m of horizontal clearance (DPSS 80.9(1)1), and sidewalks require 1.5 m. (DPSS 80.23.1) Note that in the case of these signs, they are already specified to be mounted 0.6 m (2') from the path or trail edge, so it is unlikely that their placement will create any issues.

**Graphic layout:**  
The full colour graphic image should avoid designs with overprinting (text over images) wherever possible. Colour contrast for text must be high, and any text height should be 25 mm or higher. If a wayfinding icon is used, it should be 150 mm or larger (ADA2010 703.6.1). Text must use a sans-serif font (DPSS 80.9(1)1).

- Messages:**  
There is a strict DPSS requirement for this sign type. If it is used as a trailhead to a public trail, it must have the following messages:
- length of the trail
  - type of surface to be encountered
  - average and minimum trail width
  - average and minimum trail running and cross slope
  - location of amenities, where provided (DPSS 80.9(1)5)

Pedestrian - Urban and Rural Directories

- Pd-1a**  
Sign Type: Urban Pedestrian RTO7 Map Directory  
Purpose:  
Pedestrian-level information/orientation panel for downtown community areas for the display of overall RTO7 regional information. Opposite side should be formatted to provide specific community information.
- Notes:
- Sign unit should be installed at areas that conform with the following:
    - Confirmed tourist stopping areas, e.g., Visitor Information Centres, urban gathering areas, RTO7 identified parking areas, gas stations at primary RTO7 entry points or with extended hours.
    - Sufficient ambient light (min 10 fc) to provide illumination for legibility and safety. Panel should be oriented towards light source.
    - Parking should be adjacent to the panel and not require visitors to cross thoroughfares.
  - The inclusion of private tourism-oriented destinations will be at the discretion of the individual community. If this level of information is to be included, the following is strongly recommended:
    - To ensure conformity and avoid conflict, strict guidelines for the display of private businesses must be developed by the respective community.
    - If private business are included, the community must review the panel annually to ensure accuracy. If businesses are no longer in operation, the panel should be updated and replaced immediately.
    - This level of information should only be included on the community panel.
  - A local map may replace the regional map. A regional map must be included as a smaller inset.

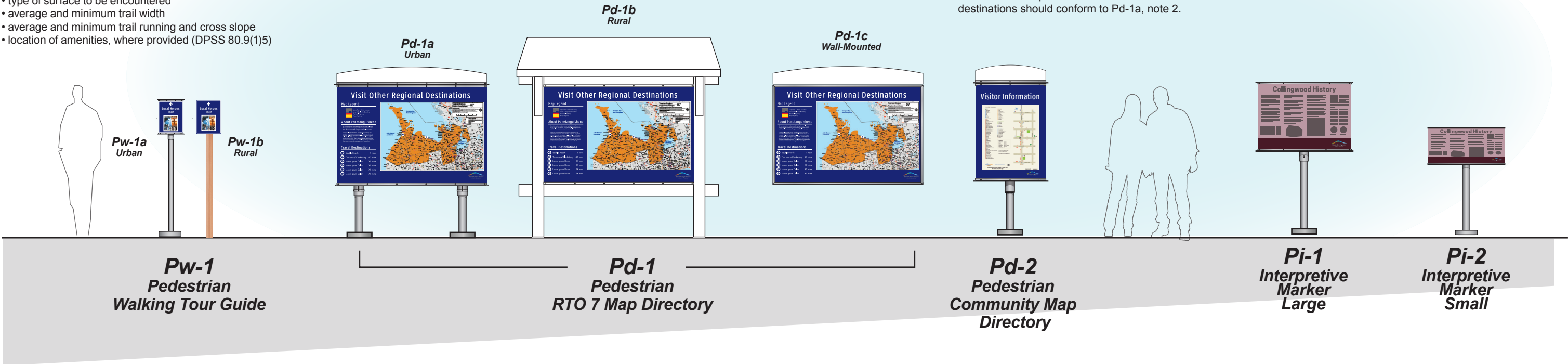
- Pd-1b**  
Sign Type: Rural Pedestrian RTO7 Map Directory  
Purpose:  
Pedestrian-level information / orientation sign for use at trailheads for the display of overall RTO7 regional information. Opposite side should be formatted to provide specific community or amenity, e.g. trail, information.
- Notes:
- Sign unit should be installed at areas that conform with the following:
    - Locate in rural areas confirmed to be frequented by tourists, e.g. trail heads, look-offs or primary points of interest, Visitor Information Centres, etc.
    - Parking should be adjacent to the panel and not require visitors to cross thoroughfares.
    - Sufficient ambient light (min 10 fc) to provide illumination for legibility and safety. Panel should be oriented towards light source. Note: this requirement may not be available in many rural locations; Orient signs without access to power source for optimum daylighting from sun.
  - The inclusion of private tourism-oriented destinations will be at the discretion of the individual community. If this level of information is to be included, the following is strongly recommended:
    - To ensure conformity and avoid conflict, strict guidelines for the display of private businesses must be developed by the respective community.
    - If private business are included, the community must review the panel annually to ensure accuracy. If businesses are no longer in operation, the panel should be updated and replaced immediately.
    - This level of information should only be included on the community panel.
  - A local map may replace the regional map. A regional map must be included as a smaller inset.

- Pd-1c**  
Sign Type: Wall-Mounted Pedestrian RTO7 Map Directory  
Purpose:  
Pedestrian-level information / orientation sign of overall RTO7 regional information.
- Notes:
- This unit should be located in commercial areas confirmed to be frequented by tourists in which it may be mounted to an existing wall or structure, e.g. shopping areas, gas stations at primary Region 7 entry points or with extended hours, Visitor Information Centres
  - This unit should be considered:
    - Where independent installation space is not available.
    - Where there is sufficient interior or exterior wall space on an existing structure.
    - Installation should not affect the structural or visual integrity of a building.
  - Private businesses are not recommended to be included on this panel. At the discretion of the installing community, generically described private business groups may be included. (e.g. 'Boat Tours' rather than naming all companies that may run this type of business)
  - A local map may replace the regional map. A regional map must be included as a smaller inset.

- Pd-2**  
Sign Type: Urban Pedestrian Community Map Directory  
Purpose:  
Pedestrian-level information and orientation sign for display of immediate community information. Opposite side should provide general RTO7 orientation information relative to the specific community.
- Notes:
- Installation requirements should conform to Pd-1a unit guidelines.
  - The inclusion of private tourism-oriented destinations should conform to Pd-1a, note 2.

Pedestrian - Interpretive/Information







- **Pi-1 and Pi-2**  
Sign Types: Interpretive Marker - Large  
Interpretive Marker - Small
- Purpose:  
Pedestrian-level element designed to provide interpretative information.
- Notes:
- Size of panel should be determined by the level of interpretive assets, i.e. text, maps and imagery.
  - Sign unit should be installed at areas that conform to the following:
    - Installation site is relevant to the respective panel's content.
    - Parking should be adjacent to the panel and not require visitors to cross thoroughfares.
    - Sufficient ambient light (min 10 fc) to provide illumination for legibility and safety. Panel should be oriented towards light source.












Paint Coating Finishes

All paint finishes shall be protected with a minimum of 2 coats clear graffiti-resistant acrylic polyurethane top coat.

P1a		Matthew's MP00891 Acrylic Polyurethane stock colour exterior grade architectural coating or approved equal.
P1b		Alupanel Stock Colour 5002 Ultramarine blue (prefinished substrate) or approved equal stock aluminum composite panel finish (when applicable surface is specified)
P2a		Matthew's MP18071 Acrylic Polyurethane stock colour exterior grade architectural coating or approved equal
P2b		Alupanel or Alumilite Stock Colour - Silver Metallic (prefinished substrate) or approved equal stock aluminum composite panel finish (when applicable surface is specified)
P4		Matthew's Acrylic Polyurethane exterior grade architectural coating or approved equal; colour varies: match majority of colour at edge of adjacent graphic panel.
P5		Matthew's 44202SP/282202SP 'Natural White' Acrylic Polyurethane exterior grade architectural coating or approved equal

Vinyl Film Applique Finishes

Vinyl film is to be used on all signs with the exception of signs that contain full colour graphics, text that is less than 1 1/2" cap height or graphic elements that have any dimension that is less than 1/4".

V1		3M 3290 'White' Engineer Grade Reflective Sheeting film
V2		3M Opaque graphic film series 7725 'Kelly Green' 7725-46
V3		3M Opaque graphic film series 7725 'Sapphire Blue' 7725-37
V4		3M Opaque graphic film series 7725 'Geranium' 7725-63
V5		3M Opaque graphic film series 7725 'Olympic Blue' 7725-57 (Pantone 7461C)
V6		3M Opaque graphic film series 7725 'Satin Aluminum' 7725-120 (Pantone 877C)
V7		3M Opaque graphic film series 7725 'Matte White' 7725-10

Graphic Print Processes

All signs that are not able to be produced using solid coloured vinyl films will require a graphic print process. Options are given here to allow a range of choices to suit budget requirements.

Typically it will be more cost effective to match the durability of the production method with the expected longevity of sign content. For instance the information on an interpretive panels is not likely to change and so a long term production method should be chosen for this type of panel.

General Requirements:

- All graphic files for print shall be provided by owner.
- No fastening hardware shall penetrate the face of any graphic unless otherwise noted. If a substrate requires direct mechanical fastening, ensure a substrate thick enough to fasten to without penetrating face is used.
- Panels shall be designed to fit within std. 4x8 sheet constraints to maximize cost effectiveness and eliminate instances of visible seams.
- Any substrates with non-solid cores shall be concealed from view.
- All plywood substrate edges, concealed and visible, shall be sanded smooth and sealed. P1 finish.
- All aluminum-based substrate edges, concealed and visible, shall be eased and free from barbs prior to printing.
- Inks applied to surface (e.g. direct print & screen print) rather than impregnated into material (e.g. phenolic resin) shall be protected with a minimum of 2 coats graffiti-resistant clear finish. Ensure chosen finish is compatible with graphic ink used.
- A graphic proof shall be submitted for all graphic layouts for client approval

Pantone Match Print Graphic Colours

	Green: Pantone 2756 C
	Dark Blue: Pantone 2756 C
	Red: Pantone 200C
	Light Blue: Pantone 7461C

Graphic Print Options

Option 1

For use in permanent installations such as interpretive panels where a 10 year minimum exterior warranty is required.

G1a

1/4" Thick IZone or Folia exterior grade solid phenolic resin graphic panel or approved equal.

A phenolic resin panel < 1/4" thick may be substituted if adhered to a rigid weatherproof substrate of min. 4mm ( 3/16 ") thick to prevent any warp, pucker, or sag in the graphic. Solid core aluminim composite panel

G1b

1/2 -3/4" Thick IZone or Folia (pending structural requirements) exterior grade solid phenolic resin graphic panel or approved equal.

A phenolic resin panel min. 1/4" thick may be substituted if adhered to an approved rigid weatherproof substrate of min. 3/4" thick to prevent any warp, pucker, or sag in the graphic. 10mm corrugated or honeycomb plastic core aluminum composite panels are an approved substrate.

Option 2

For use in installations that only require a 3 to 5 year life span.

G2

Digitally printed graphics on vinyl applique. Inks must be UV resistant and rated for exterior use with no visible fading or degradation for a minimum of 3 years.

Printed graphics should be applied to a suitable substrate such as painted aluminum or factory finished aluminum composite panel.

All printed vinyl is to have a UV-resistant, anti-graffiti clear overlamineate applied to the face.

Signage Symbols

All symbols should be reproduced from original electronic artwork. Production files for required symbols shall be provided by the client.

Shown is a list of icons recommended for use in Region 7 signage.

For additional symbols for destinations/accommodations not shown here, refer to the Ontario provincial standard icons used by TODS\* and/or the (1990) “Kings Highway Guide Signing Policy Manual”\*. Note some of the standard icons used by the Province may be subject to copyright (including but not limited to Farmer’s Market, Winery, and organization logos such as Provincial Parks).

\*As referenced on Page 13 of Book 1 of the Ontario Traffic Manual for Book 9 “Tourism and Commercial Signs.”



S-001  
Airport



S-002  
All-terrain vehicles



S-003  
Arrow



S-004  
Turn ahead arrow\*  
\*This symbol is not recommended



S-005  
Beach



S-006  
Boat launch



S-007  
Boat tour



S-008  
Bicycle trail



S-009  
Campground



S-010  
Canoe access or rentals



S-011  
Cross-country ski trail



S-012  
Downhill skiing



S-013  
Fishing



S-014  
Food service



S-015  
Gas station



S-016  
Golfing



S-017  
Horseback riding  
(rental, guided tour)



S-018  
Hospital



S-019  
Ice skating



S-020  
Information



S-021  
Litter receptacle



S-022  
Lodging



S-023  
Marina



S-024  
Motorbike trail



S-025  
Parking



S-026  
Pets on leash



S-027  
Picnic area



S-028  
Post office



S-029  
Lighthouse



S-030  
Library



S-031  
Museum



S-032  
Pick up pet litter



S-033  
RV campground



S-034  
Restrooms



S-035  
Restroom – Wheelchair-  
accessible



S-036  
Restroom – Mens



S-037  
Restroom – Womens



S-038  
Restroom – Family



S-039  
Restroom – Mens (WA)



S-040  
Restroom –  
Womens (WA)



S-041  
Baby Changing Station



S-042  
In-line Skating



S-043  
Sailing



S-044  
Skateboarding



S-045  
Snowmobile trail



S-046  
Snowshoeing



S-047  
Swimming



S-048  
Trailhead



S-049  
Wheelchair-accessible



S-050  
Farmers’ Market



S-051  
Shopping area



S-052  
Cidery



S-053  
Brewery



Signage Symbols – Prohibitory

All symbols should be reproduced from original electronic artwork. Production files for required symbols shall be provided by the client.

	PS-001 No Alcoholic Beverages		PS-012 No In-line skating		PS-023 No Smoking
	PS-002 No All-terrain vehicles		PS-013 No Jet Ski/ Personal Watercraft		PS-024 No Snowmobiling
	PS-003 No Automobiles		PS-014 No Littering		PS-025 No Swimming
	PS-004 No Bicycling		PS-015 No Motorboats		PS-026 No Trailers
	PS-005 No Boat Launching		PS-016 No Motorbikes		PS-027 No Trucks
	PS-006 No Camping		PS-017 No Parking		PS-028 No Waterskiing
	PS-007 No Campfires		PS-018 No Pets		
	PS-008 No Diving		PS-019 No Picnicking		
	PS-009 Do Not Feed Animals (Ducks)		PS-020 No Recreation Vehicles		
	PS-010 No Food or Drink		PS-021 No Skating		
	PS-011 No Fishing		PS-022 No Skateboarding		

## Typography

Font substitutions are not permitted.

If the fabricator does not have these fonts, it is their responsibility to purchase them.

### Clearview Highway 2-W

---

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

### Gill Sans Regular

---

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



Text: Destination Nomenclature

Standard Destination Nomenclature

Careful consideration should be given to destination names that are included on wayfinding signage. If possible, standard names should be agreed upon and used consistently throughout Region 7.

Some factors that should be considered when assigning a name for use on a sign are:

- Will the name fit on the sign?
- Is the name one that is commonly used and understood by the public?
- Is the name concise and easily understood by a first-time visitor?
- Will the name fit on one-line directional signs?
- If the name is long can it be abbreviated without sacrificing comprehension?
- Will the name remain the same for a long period of time?

Common Destinations

Below is a list of recommended destination nomenclature. This list is only partial and can be added to as required. Only items listed with abbreviated alternatives may be abbreviated if deemed necessary to fit on a line.

- Airport
- Arena or \_\_\_\_\_ Arena or Sports Complex ('Sport Cplx' if abbreviation is required)
- Beach or Beach Access
- Boat Cruises
- Boat Launch
- Campground
- Community Centre ('Commun Ctr' if abbreviation is required)
- Curling Club
- Downtown
- Galleries
- Marina
- Museum or \_\_\_\_\_ Museum (Abbreviate name if required. e.g. : "Bruce Co Museum")
- Public Library or \_\_\_\_\_ Library (Abbreviate name if required. e.g. : "Bruce Co Library")
- Public Park or \_\_\_\_\_ Park (Abbreviate name if required. e.g. : "Bruce Co Park")
- Rail Trail
- Sports Field
- Theatre
- Visitor Centre

Common Street Abbreviations

Below is a list of recommended abbreviations if required to fit on a line. No periods may be used. The first letter of the word should always be capitalized.

- |              |       |
|--------------|-------|
| • Avenue     | Ave   |
| • Baseline   | Bsln  |
| • Boulevard  | Blvd  |
| • Circle     | Cir   |
| • Close      | Cl    |
| • Concession | Conc  |
| • Cove       | Cove  |
| • Crescent   | Cres  |
| • Court      | Crt   |
| • Drive      | Dr    |
| • Extension  | Ext   |
| • Glen       | Glen  |
| • Grove      | Grove |
| • Haven      | Haven |
| • Hill       | Hill  |
| • Highway    | Hwy   |
| • Line       | Line  |
| • Lane       | Ln    |
| • Loop       | Loop  |
| • Market     | Mkt   |
| • Path       | Path  |
| • Pier       | Pier  |
| • Parkway    | Pkwy  |
| • Place      | Pl    |
| • Point      | Pt    |
| • Road       | Rd    |
| • Ridge      | Ridge |
| • Row        | Row   |
| • Run        | Run   |
| • Sideroad   | Sdrd  |
| • Street     | St    |
| • Terrace    | Terr  |
| • Townline   | Tline |
| • Trail      | Trl   |
| • Walk       | Walk  |
| • Way        | Way   |
| • Woods      | Wd    |

Character Lengths

Below is the approximate number of characters that will fit on one line of a given sign type.

- |      |   |
|------|---|
| Vh-1 | 12 characters per line / 15 maximum*                                      |
| Vh-2 | 12 characters per line / 15 maximum*                                      |
| Vh-3 | 12 characters per line / 15 maximum*<br>Secondary message - 29 characters |
| Vu-1 | 12 characters per line / 15 maximum*                                      |
| Vu-2 | Primary message – 8 characters<br>Secondary message – 12 characters       |
| Vu-3 | 14 characters per line  |
| Vt-1 | 13 characters per line  |
| Vt-2 | 12 characters per line  |
| Vt-2 | 12 characters per line  |
| Pw-1 | 12 characters per line  |
| Pw-2 | 12 characters per line  |

\* Reduced letterspacing may be required to achieve maximum character lengths. Kerning or tracking should be done carefully so as to not impede legibility. If kerning alone with proper legibility still does not allow enough space, abbreviations may be used.

Message Loads

Below is the maximum number of destinations that will fit on a given sign type.

- |      |                |
|------|----------------|
| Vh-1 | 4 destinations |
| Vh-2 | 2 destinations |
| Vh-3 | 1 destinations |
| Vu-1 | 4 destinations |
| Vu-2 | 5 destinations |
| Vu-3 | 1 destinations |
| Vt-1 | 2 destination  |
| Vt-2 | 1 destination  |
| Vt-3 | 1 destination  |
| Pw-1 | 1 destination  |
| Pw-2 | 1 destination  |

## ***Fabrication General Requirements***

### ***General Notes***

All workmanship is to be square and true with a high degree of architectural finish. It will be the responsibility of the contractor to inspect all raw materials for defects prior to fabrication.

Workmanship and finishing will be inspected before transportation to the site as well as after installation. Responsibility for defects in materials, fabrication or finishing will be assumed by the contractor.

The contractor is fully responsible to obtain all necessary permits and ensure that signs meet current standards.

All fastening hardware is to be stainless steel or heavy coat galvanized steel. Fastening holes in sign faces and structures are to be pre-drilled and deburred prior to paint finishing.

All structural welding is to be executed to best trade practice. Welds must be cleaned and ground smooth as necessary to facilitate proper fit and finishing. Pitted welds will not be accepted.

All painted surfaces are to use an acrylic polyurethane anti-graffiti paint system. Raw aluminum is to be sanded, acid washed and coated with a self etching primer base. Apply a minimum of two coats for each colour. After receiving all colour applications the sign will be sanded smooth with fine sand paper to blend any ridges left by the masking process. Finally the signs will receive a liberal clear coating to achieve a consistent semi-gloss finish.

The contractor is to make every effort to maintain the safety of the work site as well as avoid ongoing unsightly conditions. All refuse and discarded materials are to be removed at the contractor's expense. All disturbed landscaping and hardscaping, e.g., asphalt, concrete, is to be repaired to its original condition after work is completed to the satisfaction of the client.

### ***Submittals***

Fully detailed shop drawings are to be provided for review and approval. Where signs of the same type are to be produced one typical detail accompanied by a graphic schedule shall be submitted.

Provide physical samples of all materials and finishes for approval prior to fabrication. All vehicular signs must respect MTO regulations. The contractor will be responsible for obtaining all permits and adherence to municipal, county and provincial bylaws.

Where applicable, approved shop drawings must be accompanied by a stamped, approved drawing from a certified structural engineer licensed with the P.E.O.

### ***Note***

All of the designs in this drawing set are for reference only. Individual designs may vary prior to award of the contract.

The successful contractor will be provided with production ready design files as well as schedules for quantities and locations. Production files will include all graphics in vector format as well as Pantone colour specifications.

The contractor will be responsible for the formatting of the individual sign units in accordance with the signage schedule.

## ***Maintenance Recommendations***

Maintenance of all finishes should be done in accordance with product manufacturer specifications.

A manual identifying each sign type and respective maintenance guidelines shall be provided by the sign fabricator.

### ***Vinyl Applique***

Any questions should be directed to:

**3M Canada**  
1-800-3M HELPS  
(1-800-364-3577)

Monday - Friday  
7:30 a.m. - 6:00 p.m.  
Eastern Standard Time

[www.3m.com](http://www.3m.com)

### ***Paint***

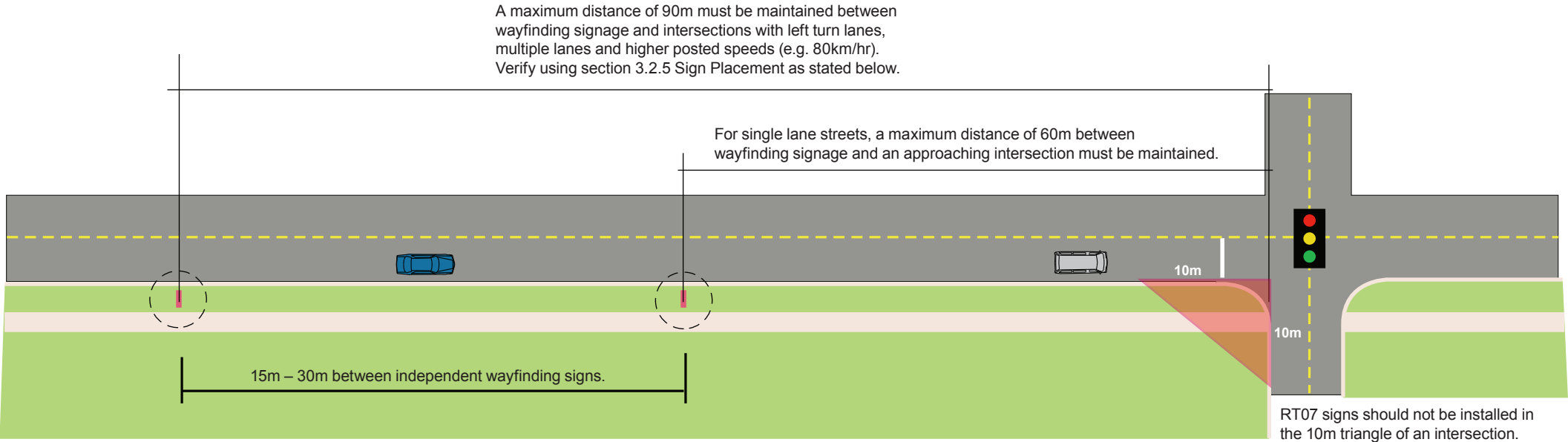
Any questions should be directed to:

**Matthews Paint Company**  
760 Pittsburgh Drive  
Delaware, OH 43015  
1-800-323-6593

[www.matthewspaint.com](http://www.matthewspaint.com)

General Installation Requirements and Considerations

- 1. Signage should not block sightlines to regulatory and safety signage.
- 2. When traffic safety and regulatory signage is present, do not install wayfinding signs within 15m either direction of traffic safety sign locations.
- 3. Signage should not impede traffic safety sightlines at intersections.
- 4. Underground clearance should be received in writing from the various utilities, prior to installation.
- 5. As per the attached specifications, specified directory panels may be affixed to existing ornamental light standards within urban areas. Permission to proceed with this installation approach must be received from the respective municipality prior to installation.
- 6. Unless forced by site conditions, signs should always be located on the passenger side of the road.
- 7. Signs should be positioned with care given to avoid visual obstructions such as tree canopies, awnings, and existing signs and banners.



3.2.5 Sign Placement

In order for a sign to be effective, it must be legible at a distance that allows a driver to read it and safely carry out any required actions (e.g., a lane change) before reaching the decision point. A key placement issue for directional and guidance signs is to ensure enough time is available for the driver to check for a gap and change lanes comfortably before reaching a gore or turnoff. In low volume conditions, to encompass the majority of drivers, a distance equivalent to 8 seconds at the assumed operating speed is required, and in high volume conditions, this time should be increased to 10 seconds. If advance signs are used, this increases the distance between where the information becomes available to the driver and the gore.

Highway Signing for Drivers' Needs

Paper Prepared for presentation at the Road Safety Engineering – New Developments and Initiatives Session of the 2004 Annual Conference of the Transportation Association of Canada, Québec City, Québec , September 19 – 22, 2004

## Special case post options

We understand that municipalities with historic downtown or residential areas may wish to use custom sign posts to better fit their unique character of place. Instead of using the standard metal and wood posts specified in this document, an RTO7 partner may develop a custom post design to mount signs shown here, with the following caveats:

- 1. Custom posts must have an equivalent lifespan to the standard posts as specified in this document.
- 2. Custom posts are not acceptable for the large highway signs such as all Vh-series sign-types.
- 3. Custom posts should be used consistently throughout the area to give a consistent look and feel.

## Sign heights

Sign heights and clearances in this document are based on many existing standards. Highway sign heights are based on standards in the Ontario Traffic Manual, while pedestrian sign heights are determined to ensure that the system follows best practices for legibility and accessibility.

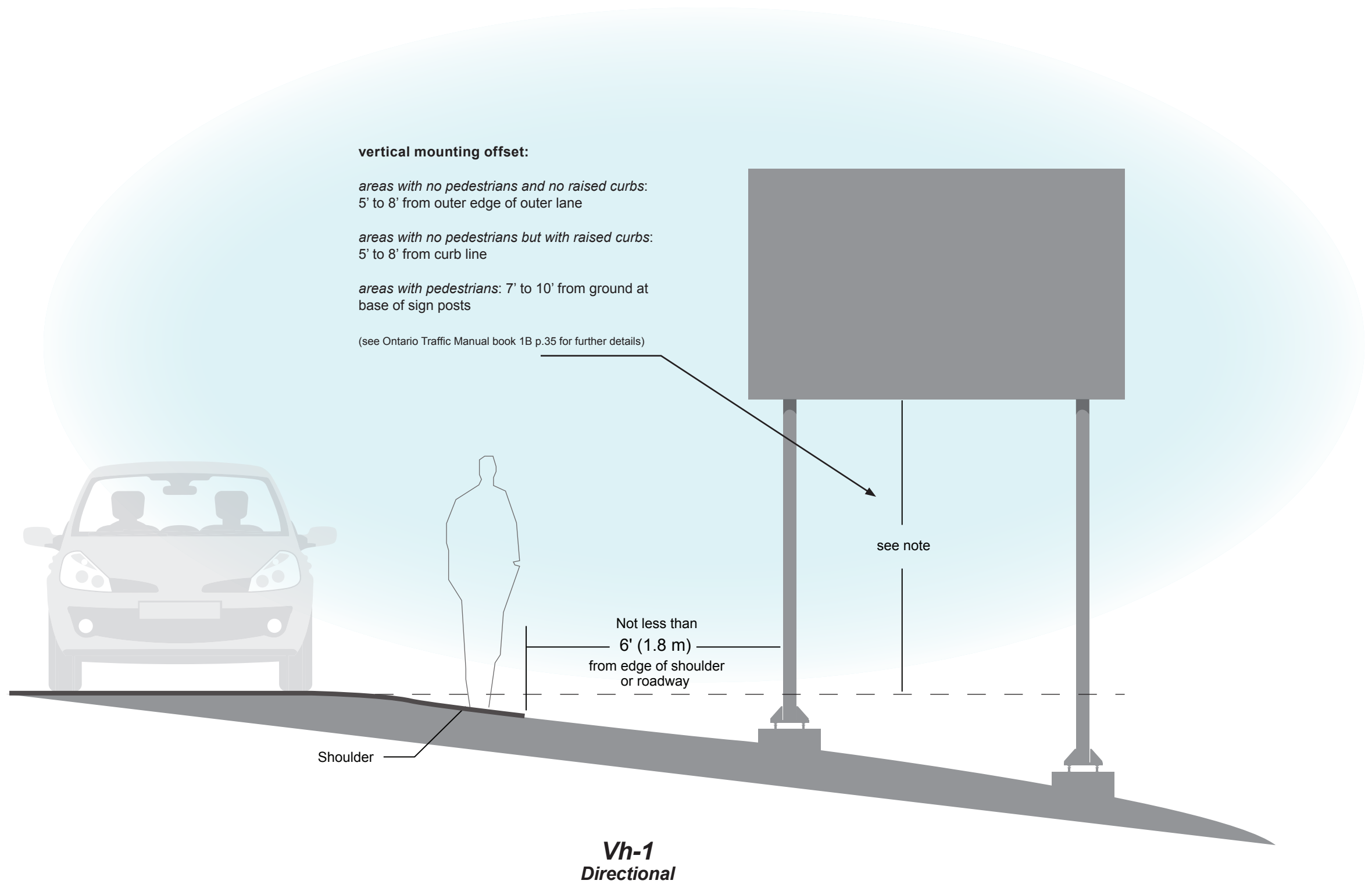
Standards ensure that important design principles are followed—that views are unobstructed (such as between vehicle drivers and pedestrians), and that there is room for snow clearing below and around signs.

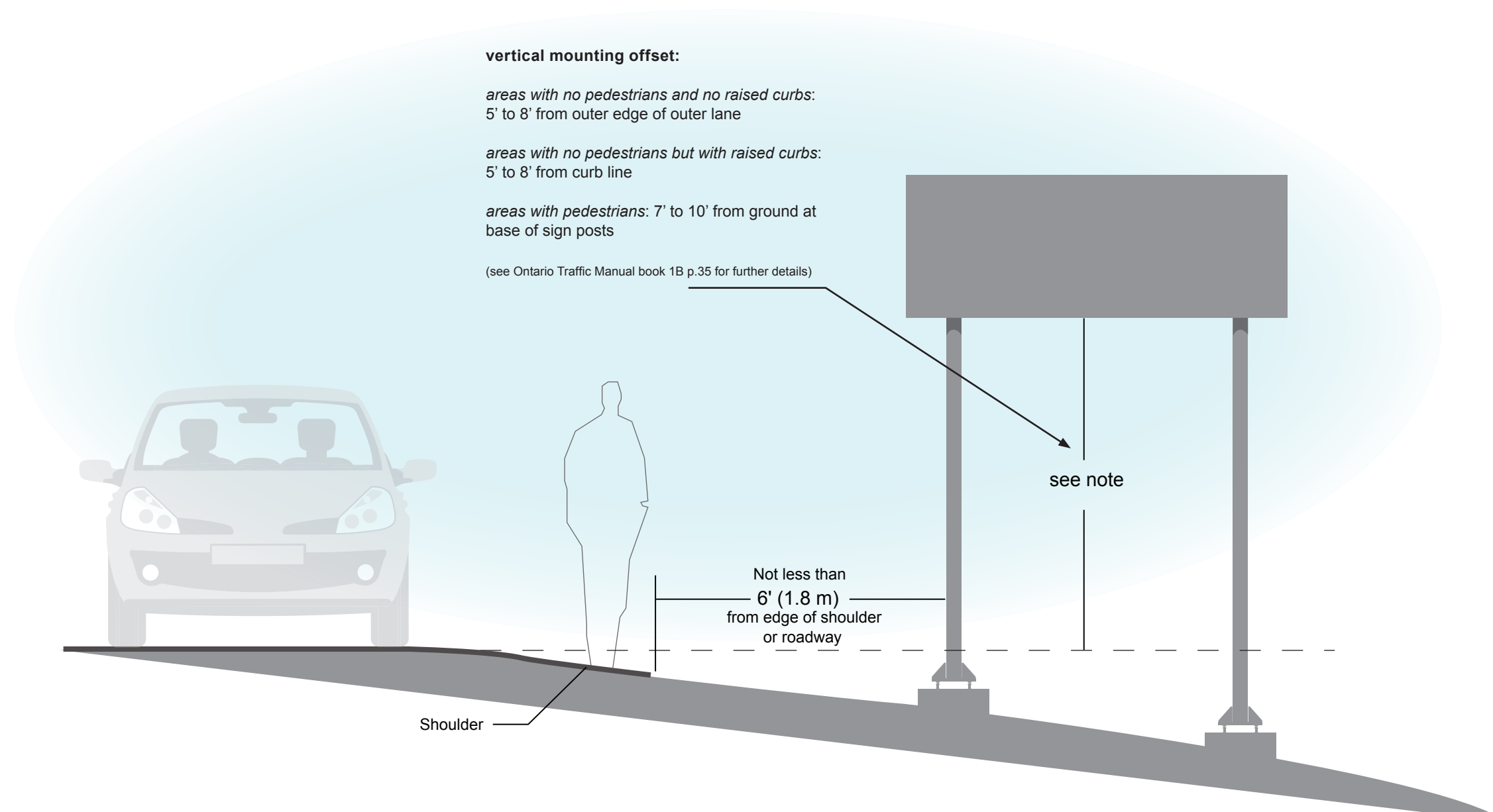
While there may be instances where a special context case requires a different mounting height, do not deviate from the specification arbitrarily.



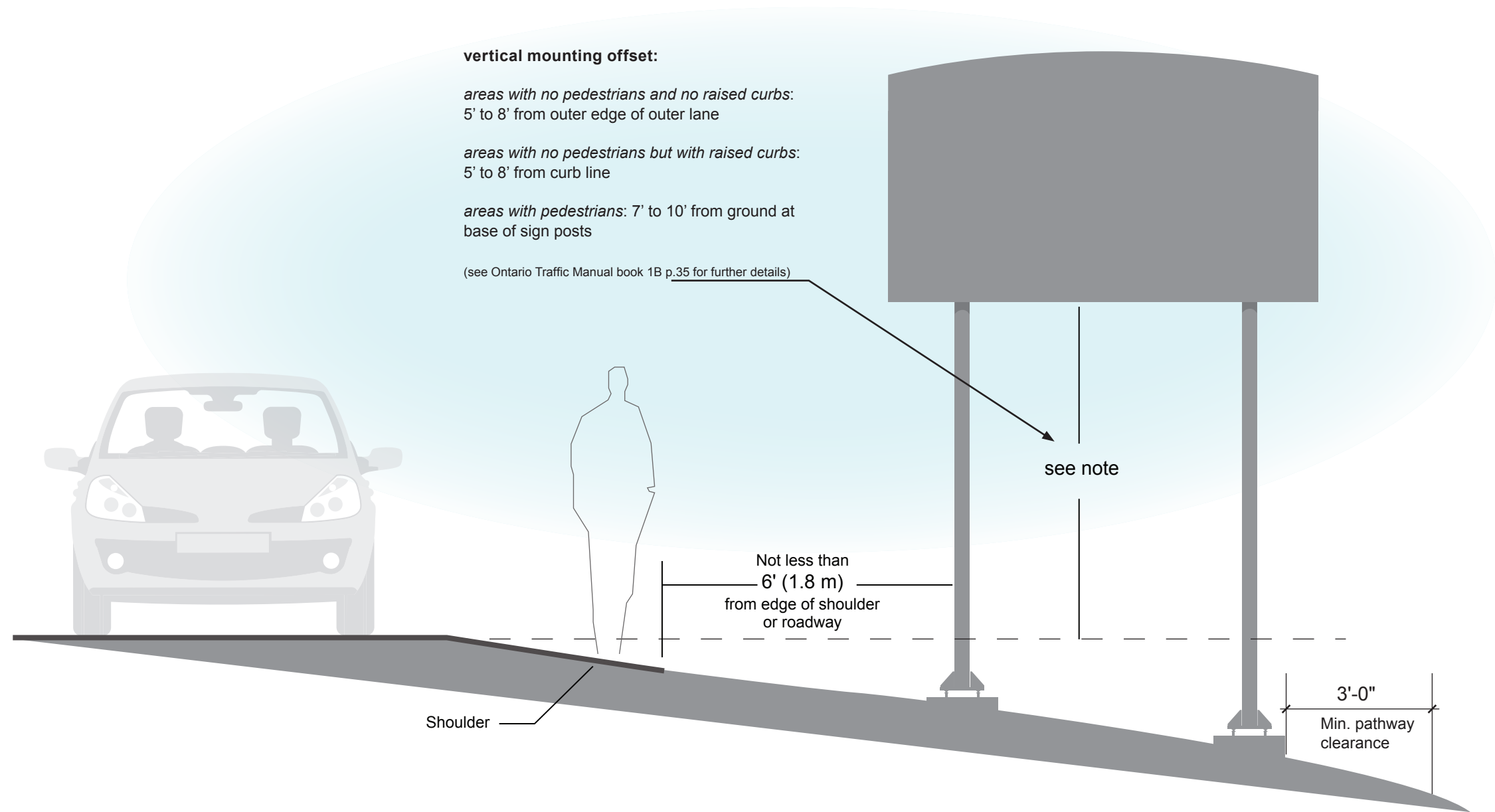
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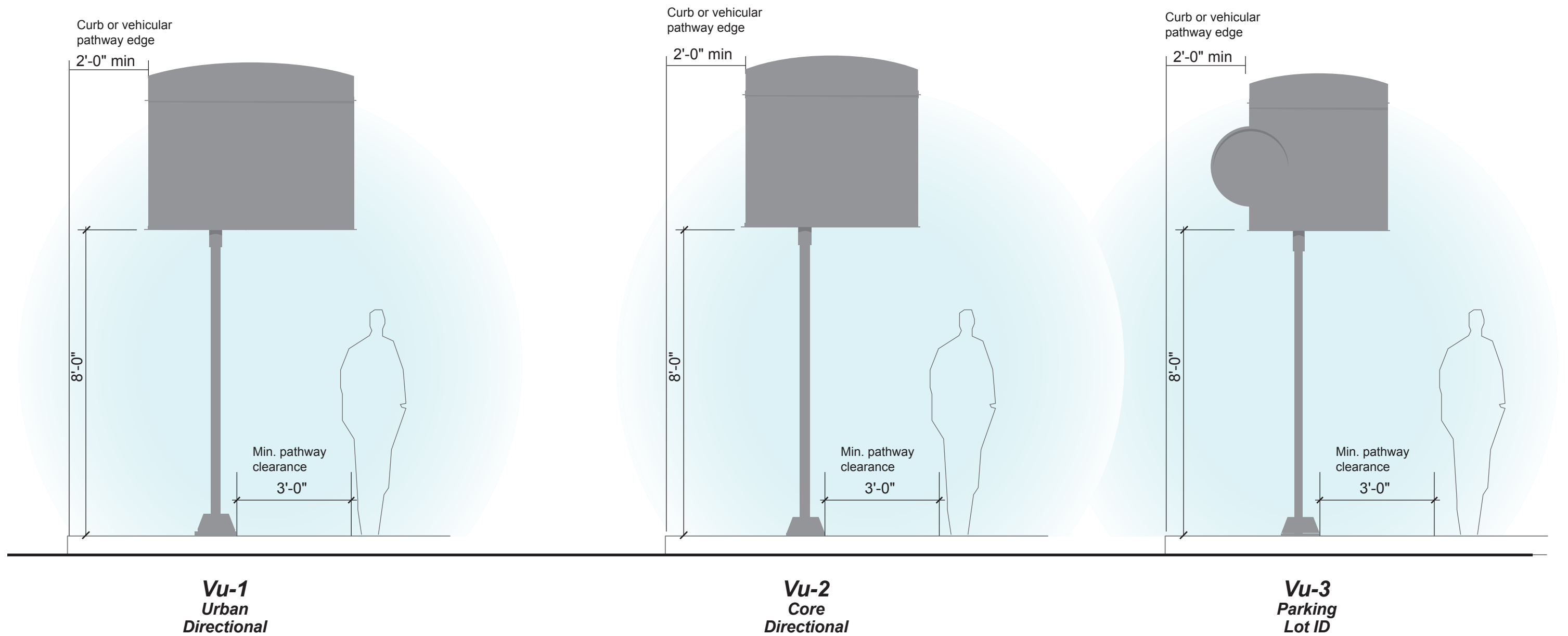


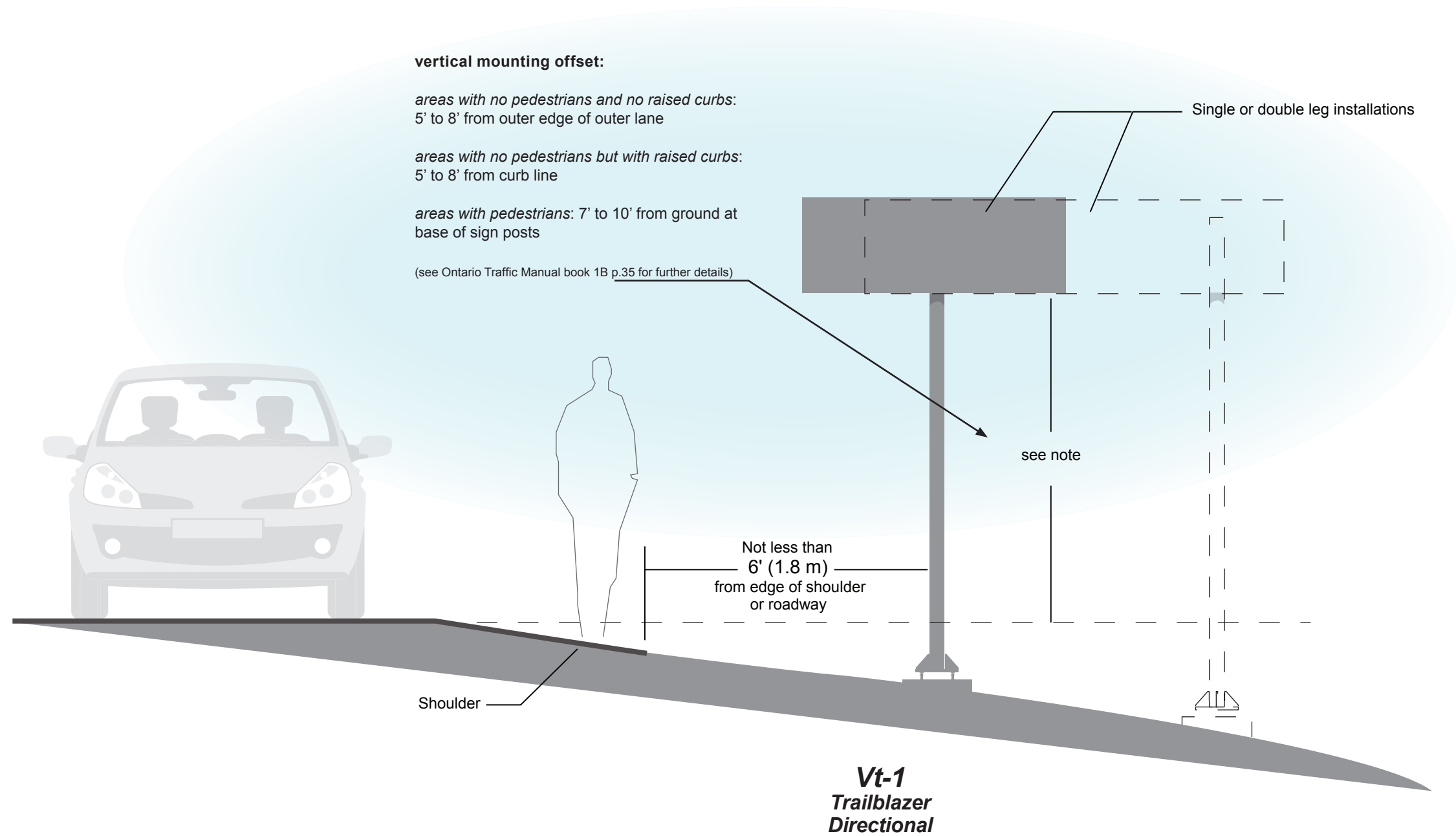
**Vh-2  
Assurance**

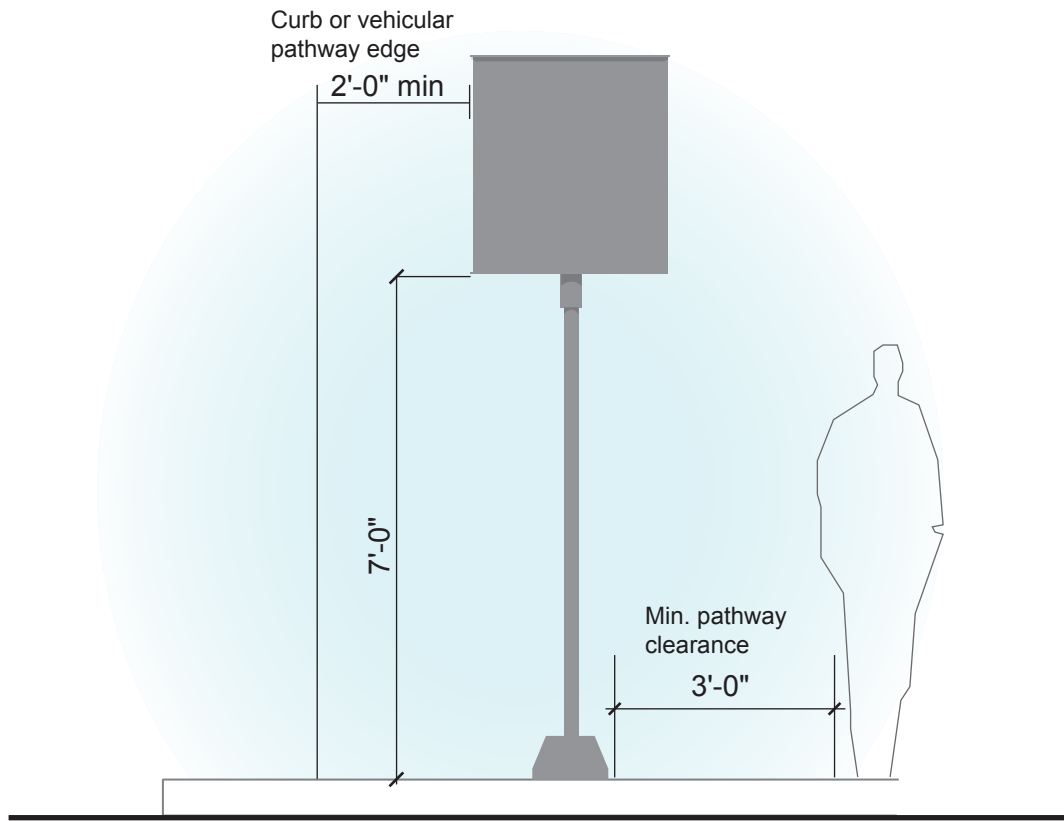


**Vh-3**  
**Community**  
**Amenities**









### Urban Locations

**Vt-2a**  
Vehicular  
Route Marker

**Vt-3a**  
Vehicular - Pedestrian  
ID & Regulatory



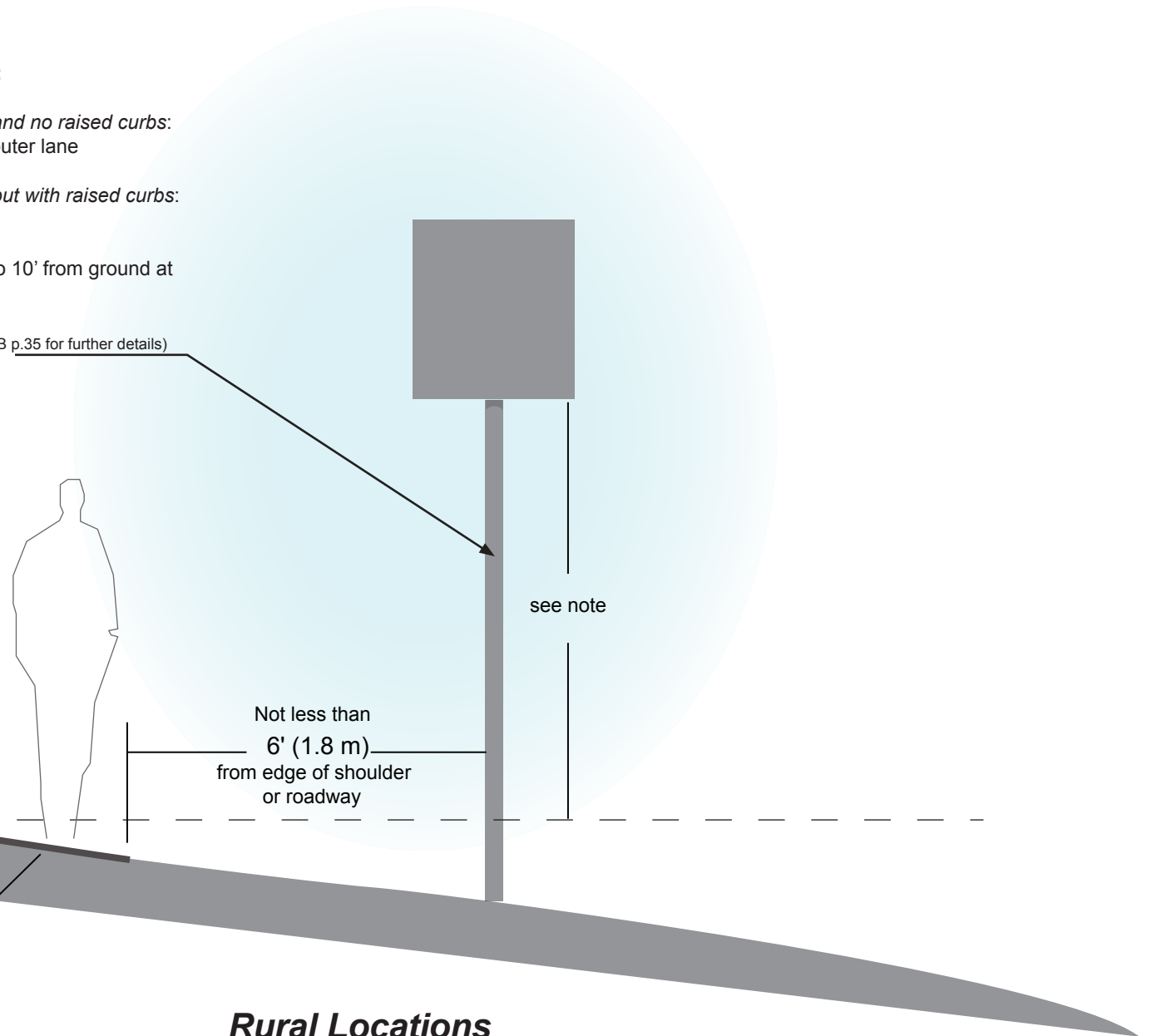
### vertical mounting offset:

*areas with no pedestrians and no raised curbs:*  
5' to 8' from outer edge of outer lane

*areas with no pedestrians but with raised curbs:*  
5' to 8' from curb line

*areas with pedestrians:* 7' to 10' from ground at base of sign posts

(see Ontario Traffic Manual book 1B p.35 for further details)



### Rural Locations

**Vt-2b**  
Vehicular  
Route Marker

**Vt-3b**  
Vehicular - Pedestrian  
ID & Regulatory

**Not for high-speed vehicular  
rural settings**

Curb or vehicular  
pathway edge

2'-0" min

4'-0"

3'-0"

Min. pathway  
clearance

2'-0" min

Curb, trail, or  
vehicular  
pathway  
shoulder  
edge

4'-0"

**Pw-1a**  
**Pedestrian**  
**Walking Tour Guide**

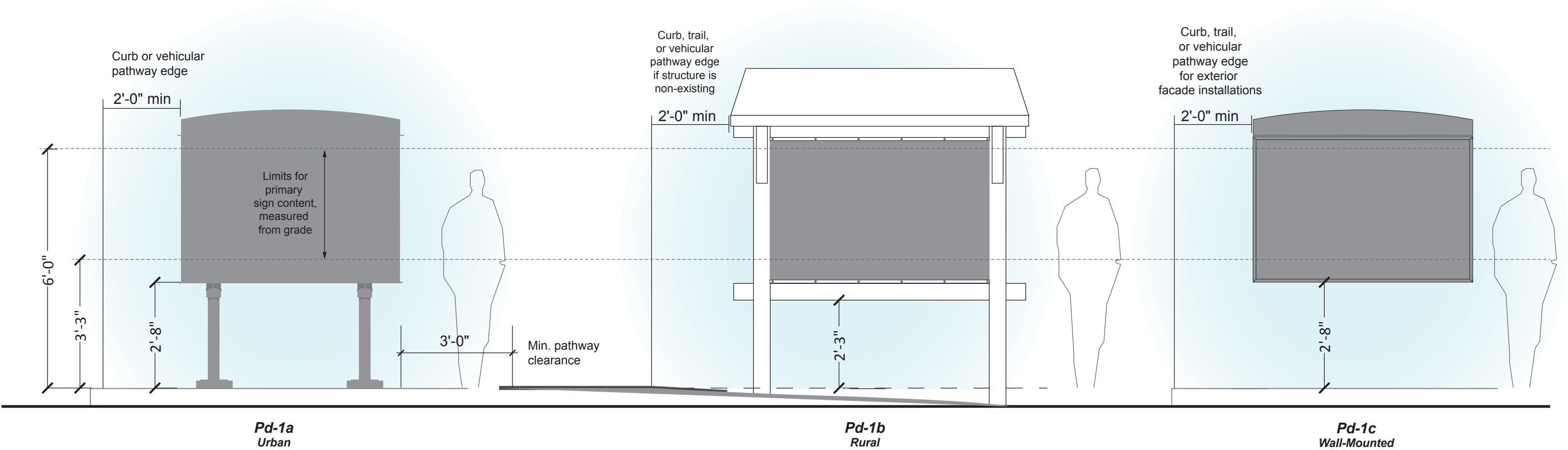
**Urban Locations**

**Pw-1b**  
**Pedestrian**  
**Walking Tour Guide**

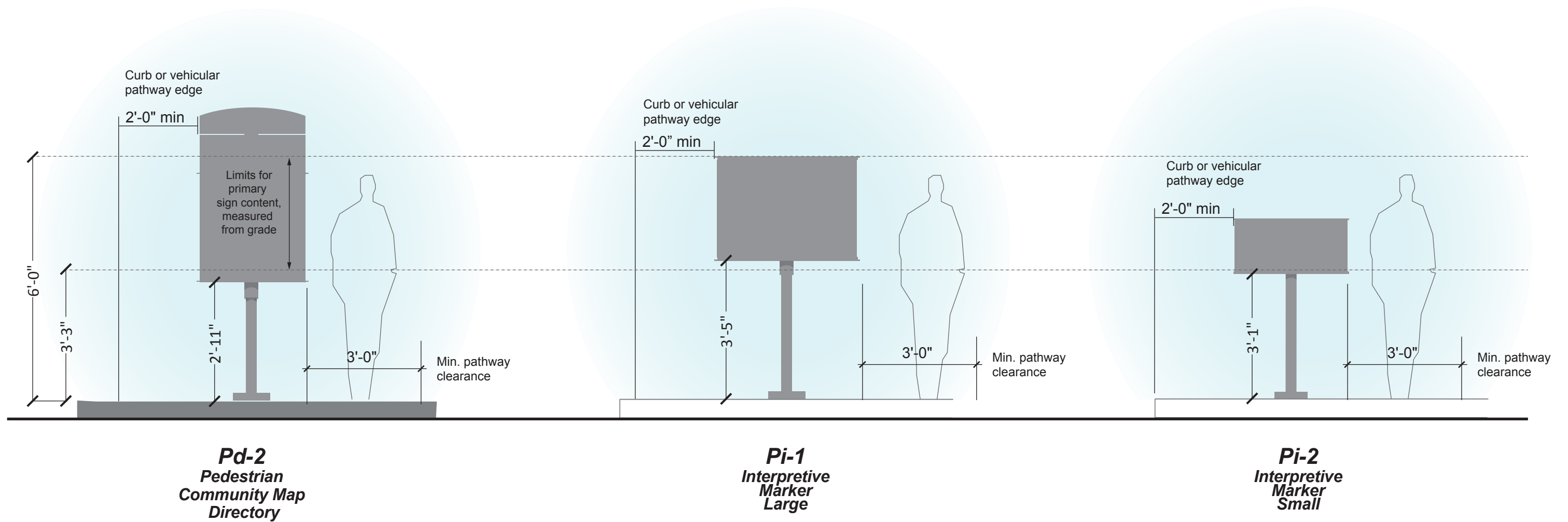
**Rural Locations**

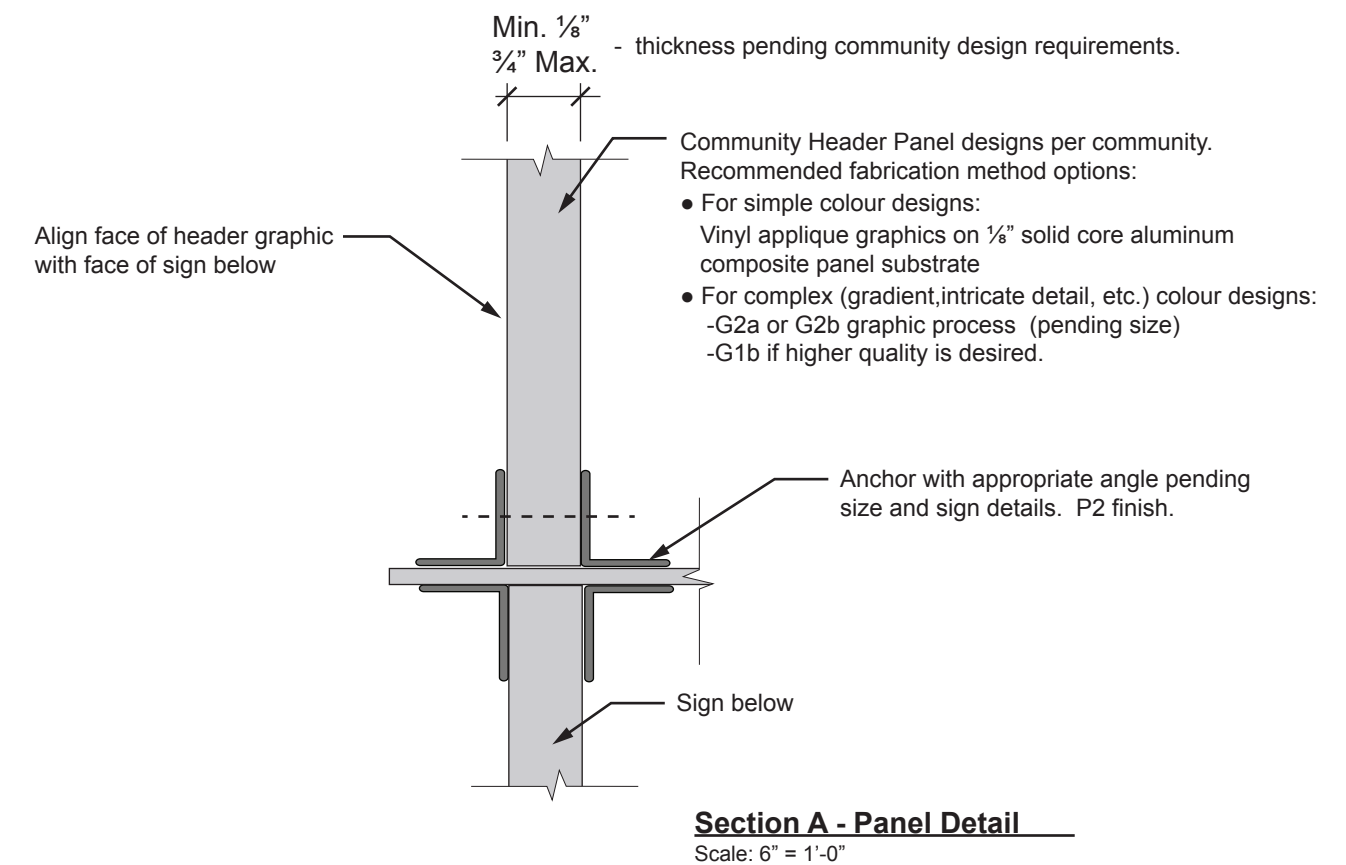
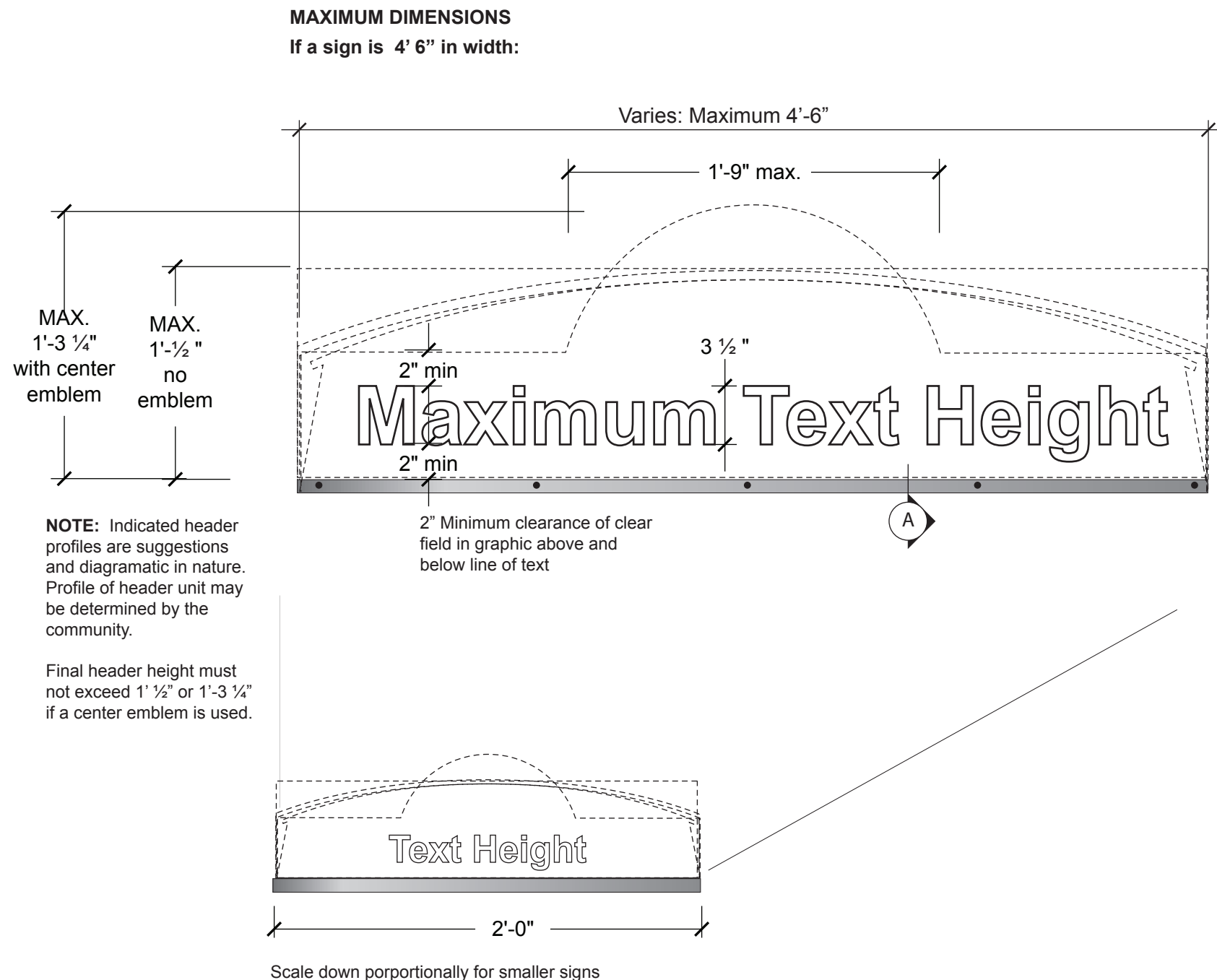


Not for high-speed vehicular  
rural settings



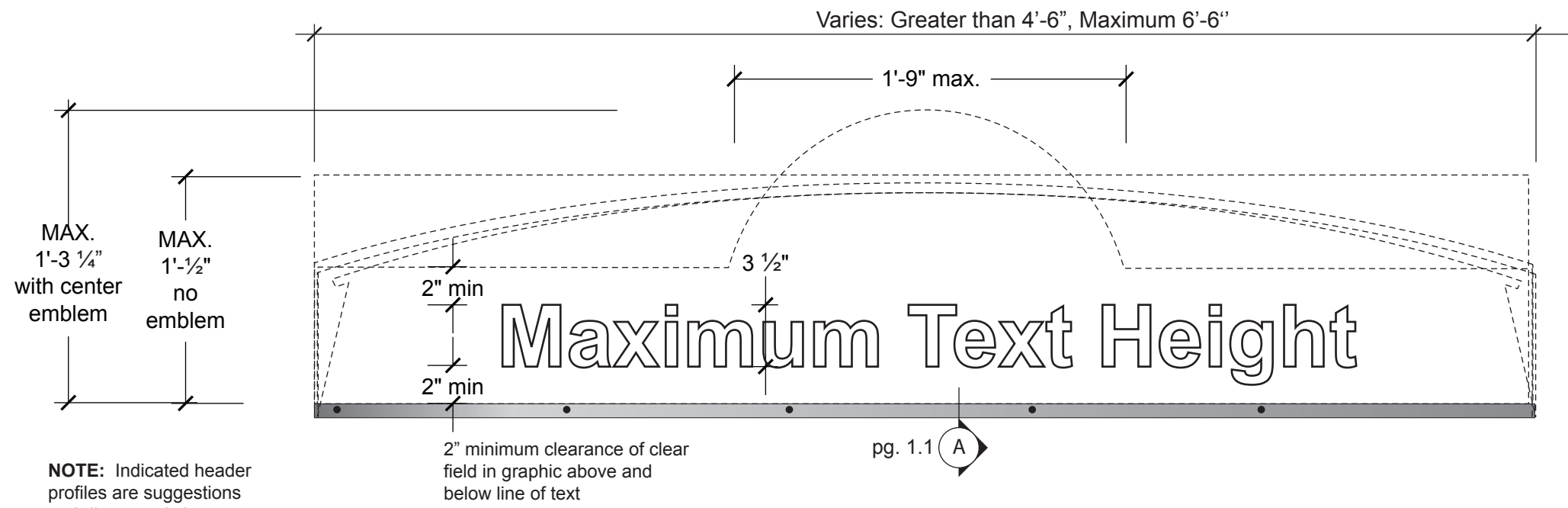
**Pd-1**  
**Pedestrian**  
**RTO 7 Map Directory**





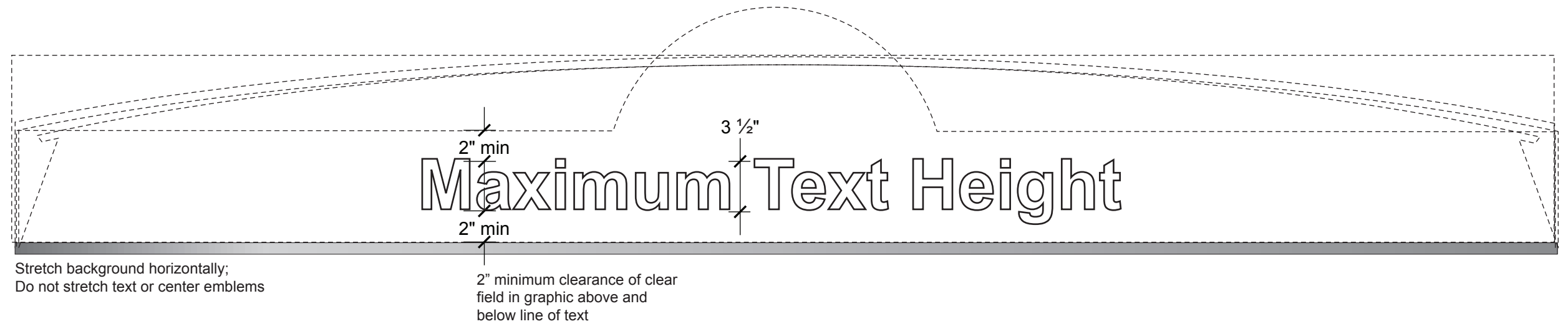


**MAXIMUM DIMENSIONS**  
If a sign is 4' 6" in width:



**NOTE:** Indicated header profiles are suggestions and diagrammatic in nature. Profile of header unit may be determined by the community.

Final header height must not exceed 1' 1/2" or 1'-3 1/4" if a center emblem is used.





(Various sizes less than or equal to 4' 6" wide) - scale whole graphic proportionally



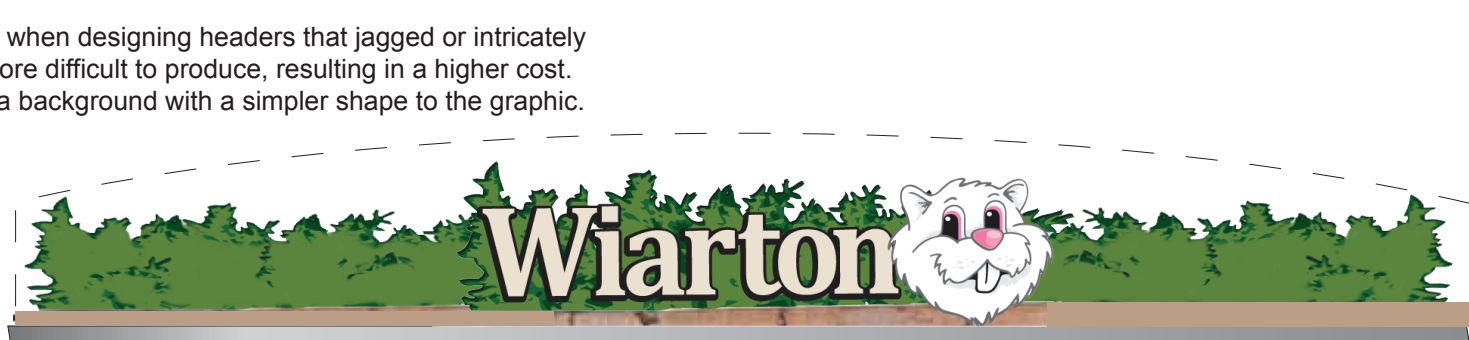
(Various sizes greater than 4' 6" wide) - stretch background horizontally, do not stretch text



Do not stretch center emblems

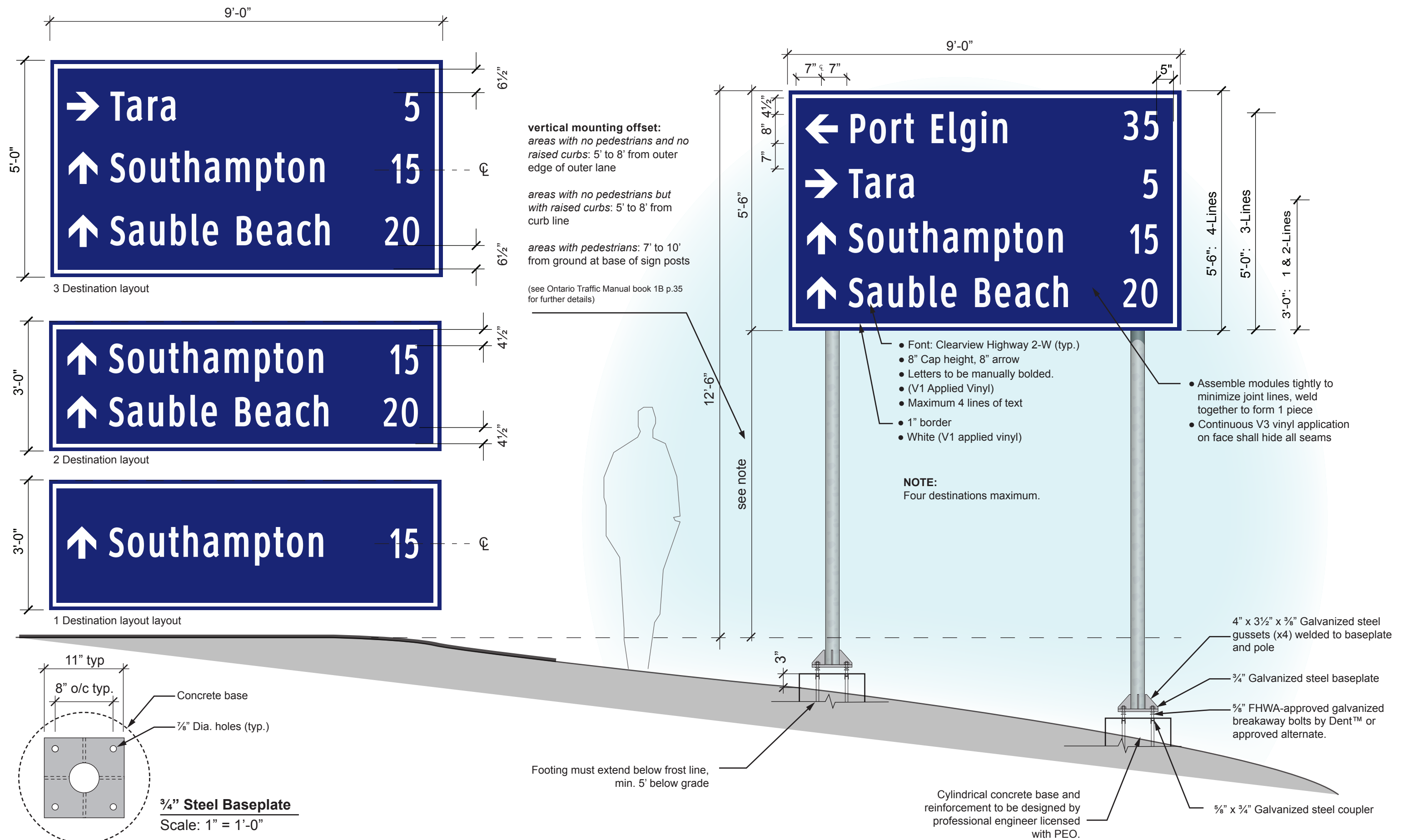


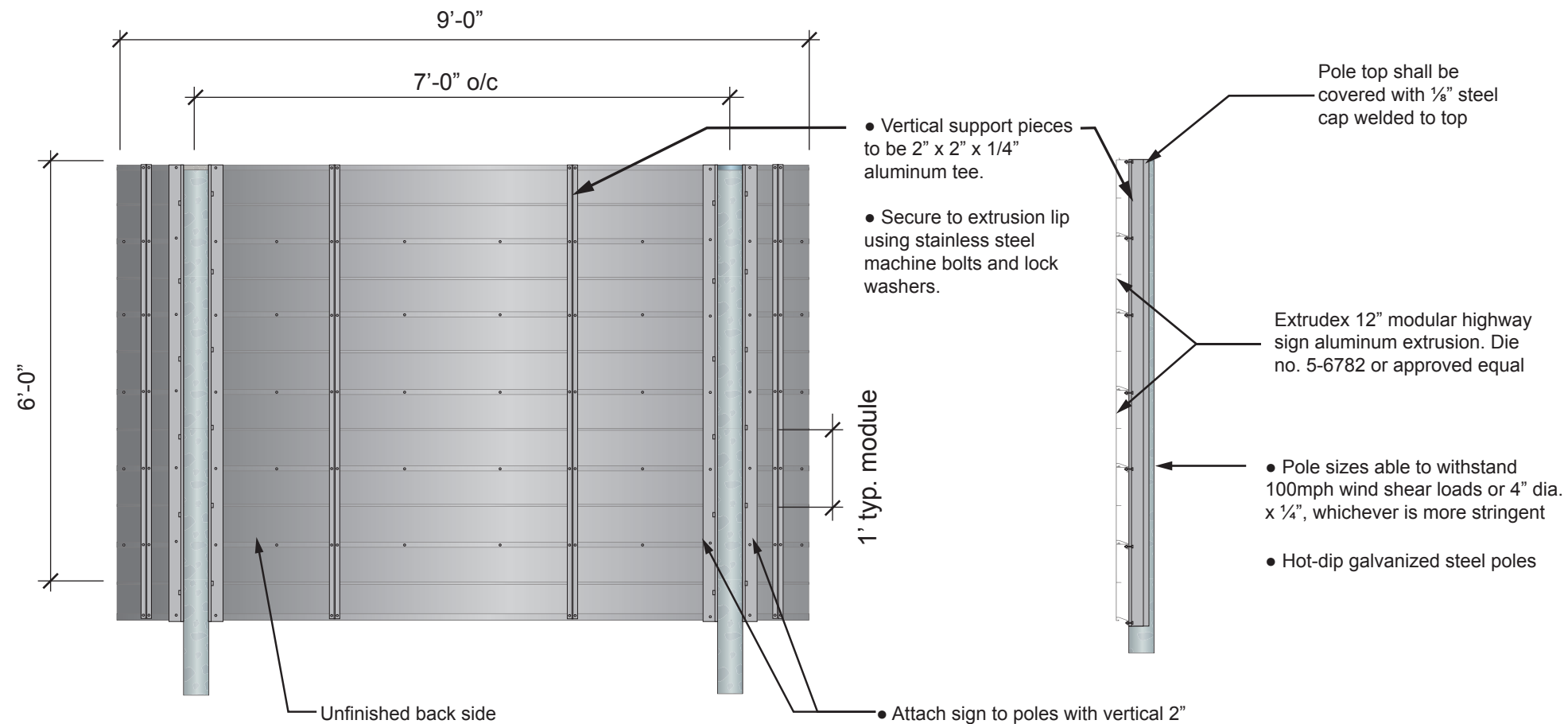
NOTE: Intricate Edge Details:  
Each community should be aware when designing headers that jagged or intricately detailed edges of panels will be more difficult to produce, resulting in a higher cost. Costs may be reduced by adding a background with a simpler shape to the graphic.



Each community shall be responsible for creating their own header identity within the guidelines provided in Section 2.

The shapes shown are for reference only. Each community may vary the header within the given dimensional constraints to suit their needs.





**NOTE:**

With this construction method, future updates or refurbishments of the sign may be done by either:

1. Stripping all vinyl graphics from extrusion pieces, cleaning aluminum and re-applying vinyl graphics.

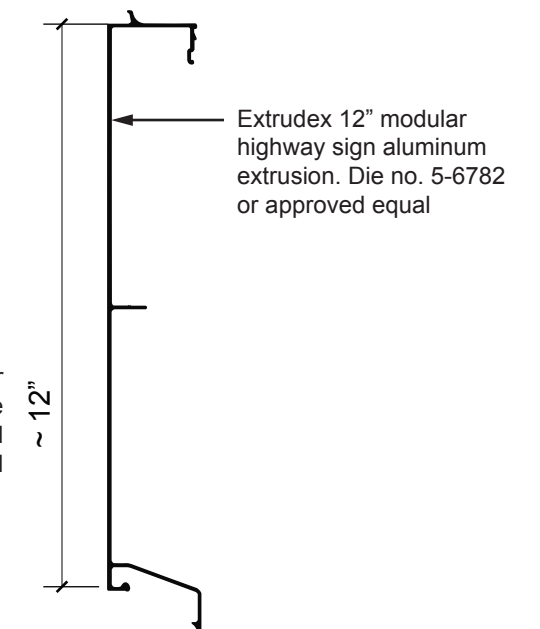
or

2. Mounting a new graphic face (2mm solid core aluminum composite panel or .080 aluminum sheet substrate) to the existing module structure.

Fasteners on the face can be avoided by welding studs to the back of the new panel to fasten through the existing modular structure.



Back view of typical highway sign

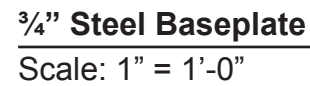


Refer to manufacturer cut sheets for more specific dimensional detail

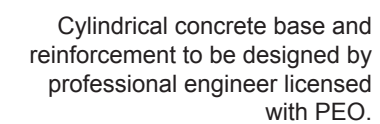
**Aluminum Extrusion Detail**

Scale: 3" = 1'-0"

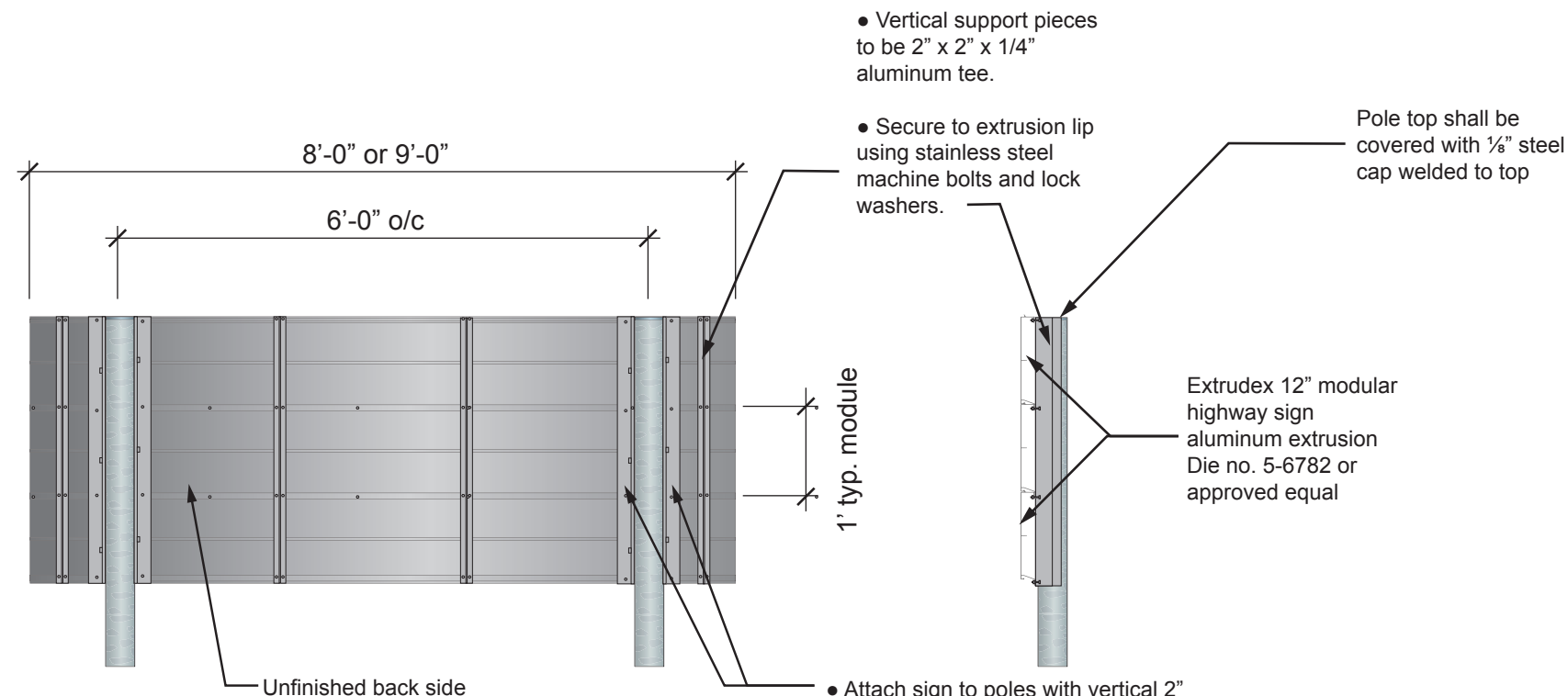
This is NOT a directional sign. It does not include arrows. Review the Sign Hierarchy Reference page (1-2.1 ) for more information regarding sign type uses.



(see Ontario Traffic Manual book 1B p.35 for further details)







**NOTE:**

With this construction method, future updates or refurbishments of the sign may be done by either:

1. Stripping all vinyl graphics from extrusion pieces, cleaning aluminum and re-applying vinyl graphics.

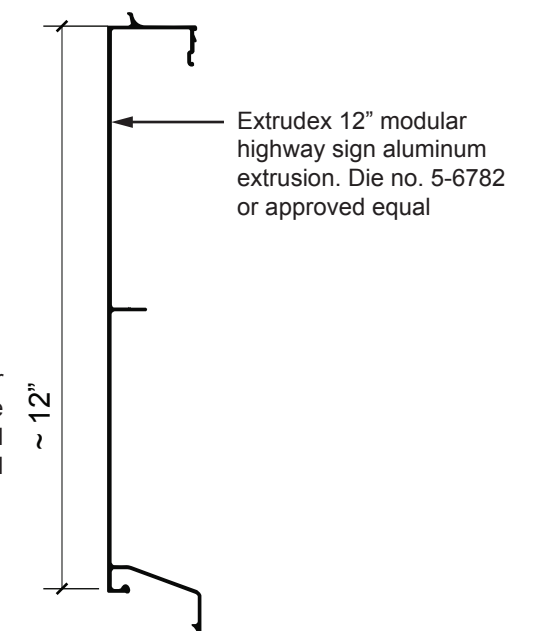
or

2. Mounting a new graphic face (2mm solid core aluminum composite panel or .080 aluminum sheet substrate) to the existing module structure.

Fasteners on the face can be avoided by welding studs to the back of the new panel to fasten through the existing modular structure.



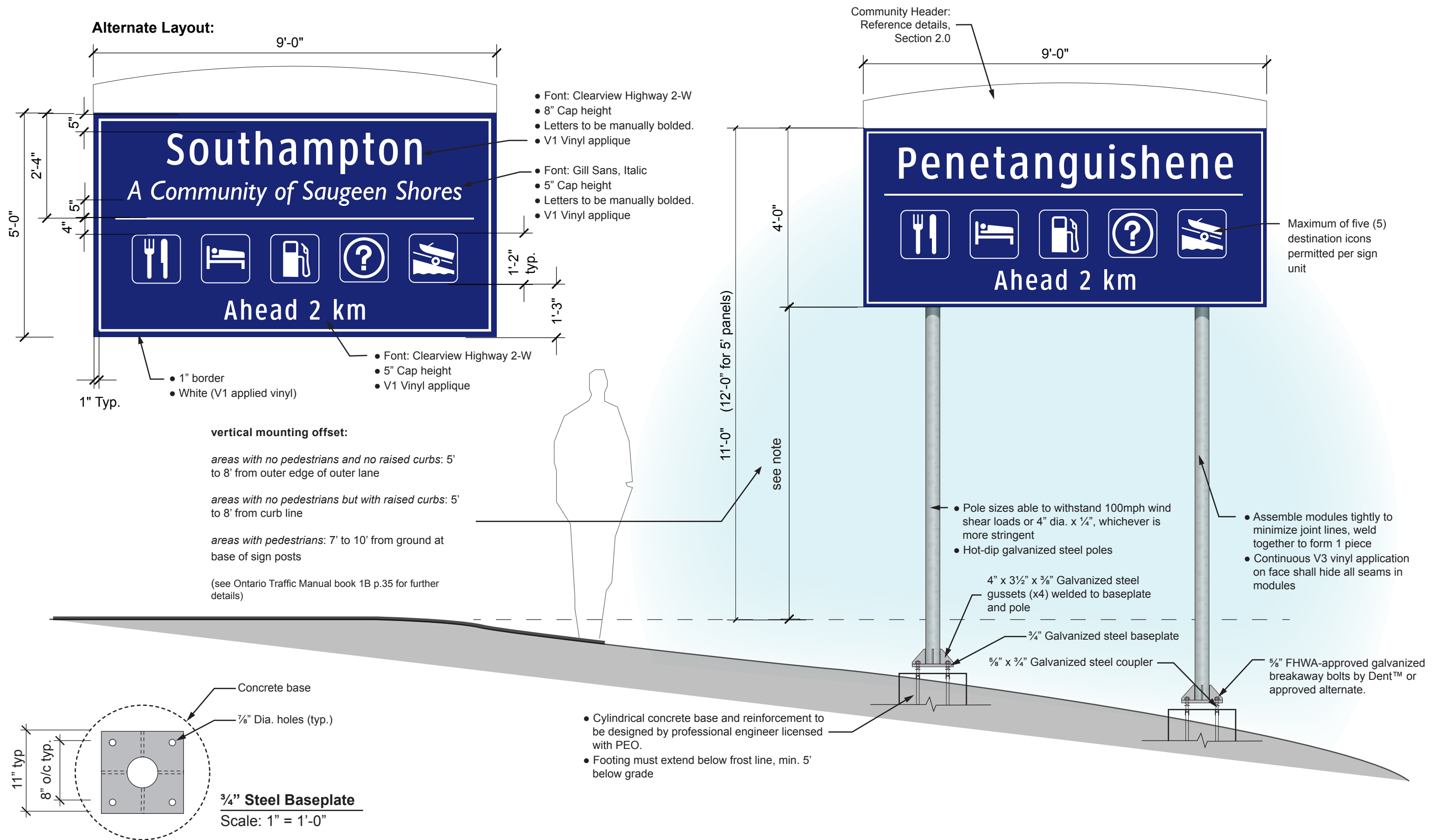
Back view of typical highway sign

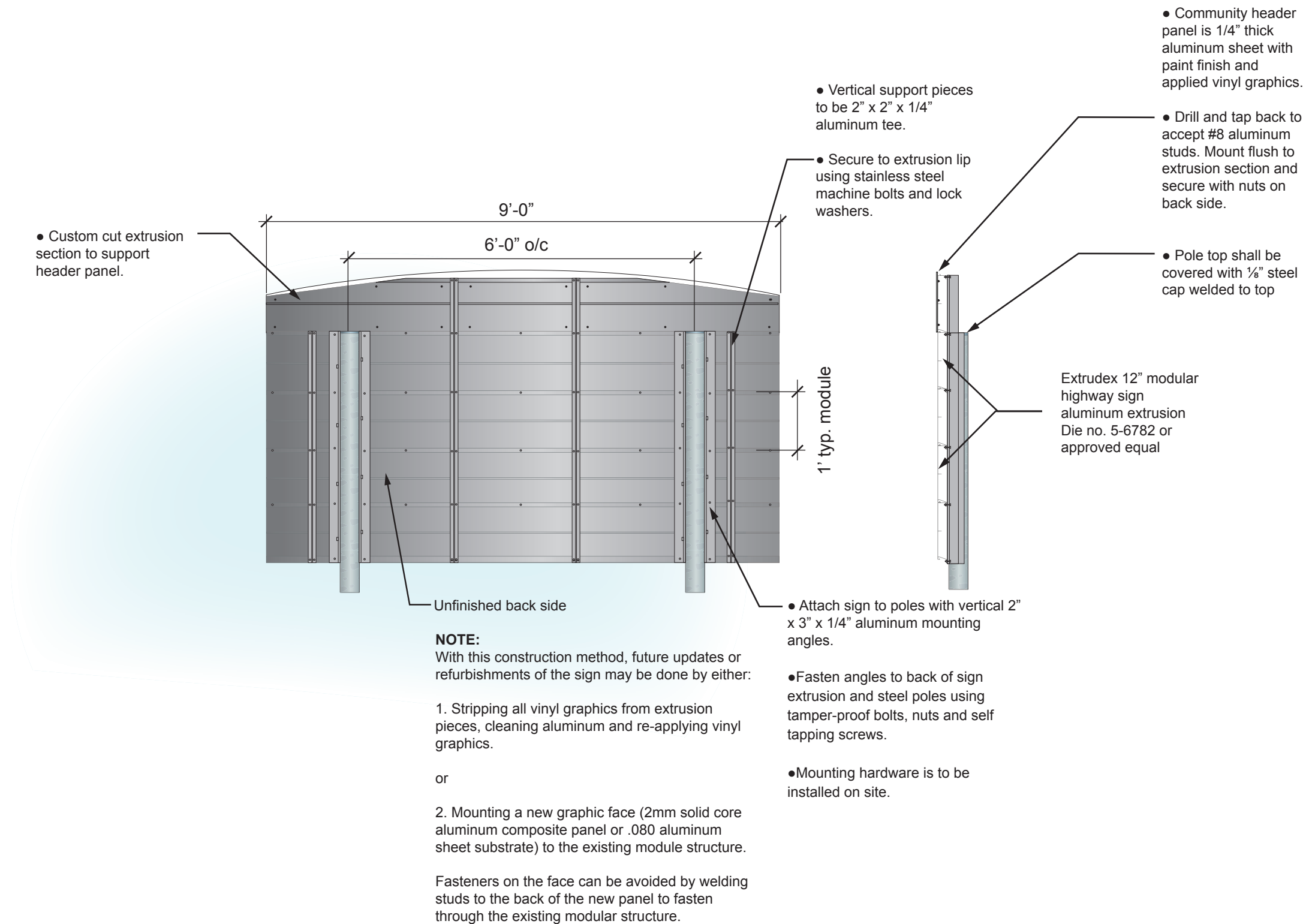


Refer to manufacturer cut sheets for more specific dimensional detail

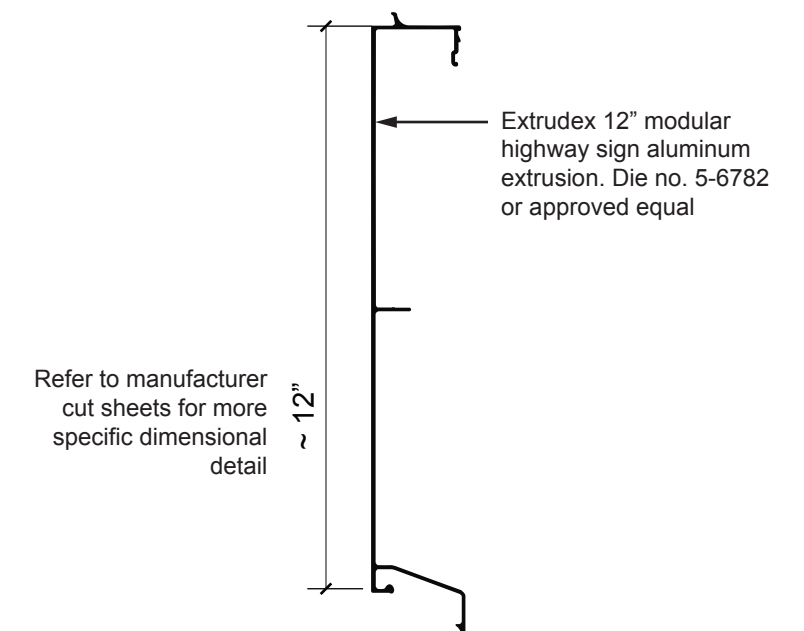
**Aluminum Extrusion Detail**

Scale: 3" = 1'-0"



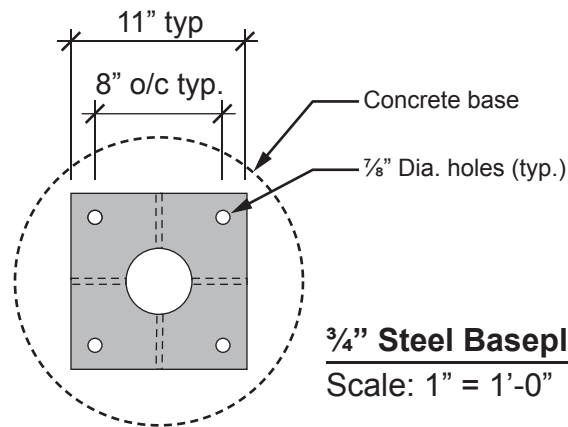


Back view of typical highway sign



#### Aluminum Extrusion Detail

Scale: 3" = 1'-0"



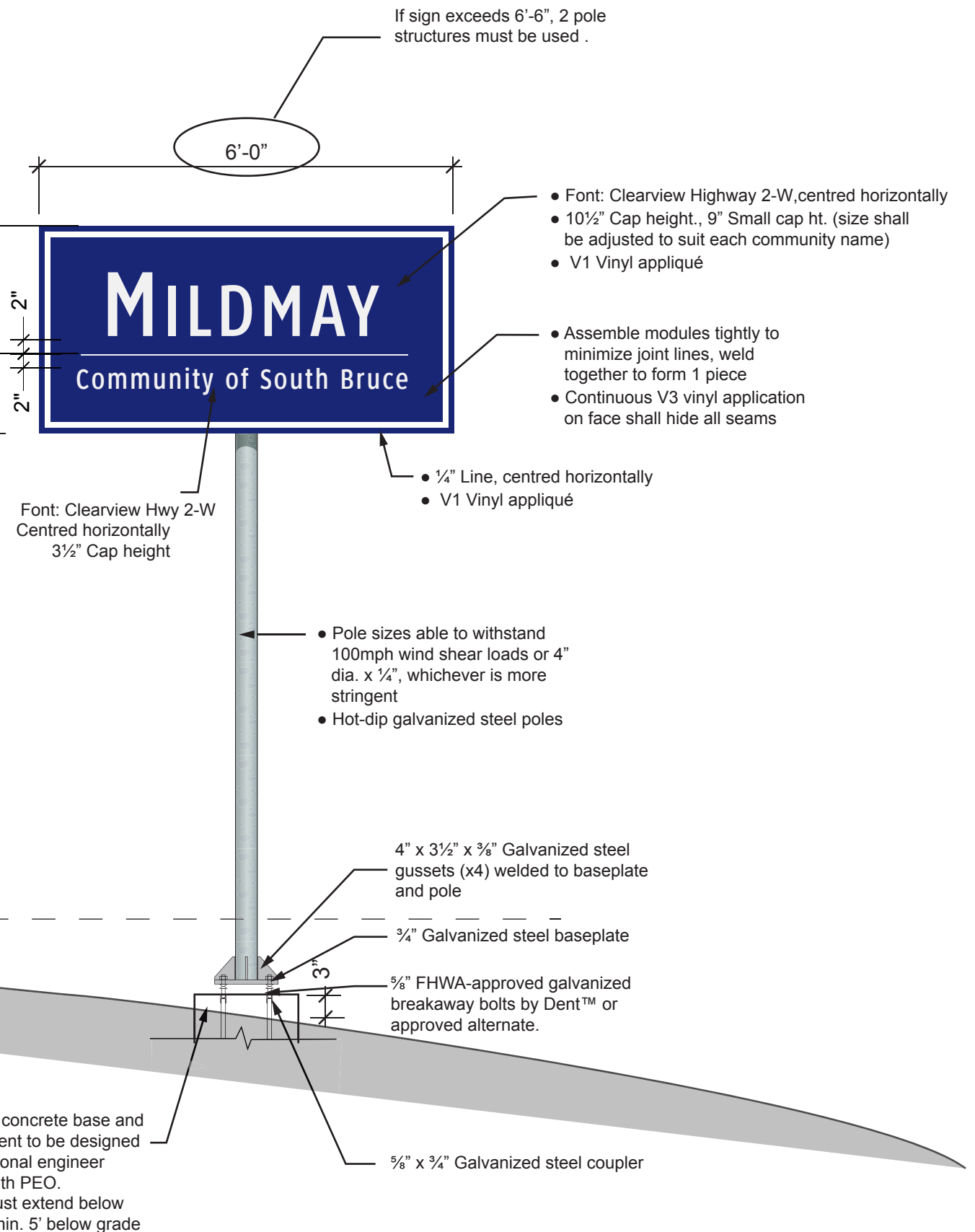
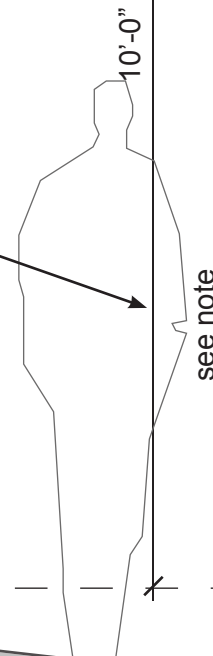
#### vertical mounting offset:

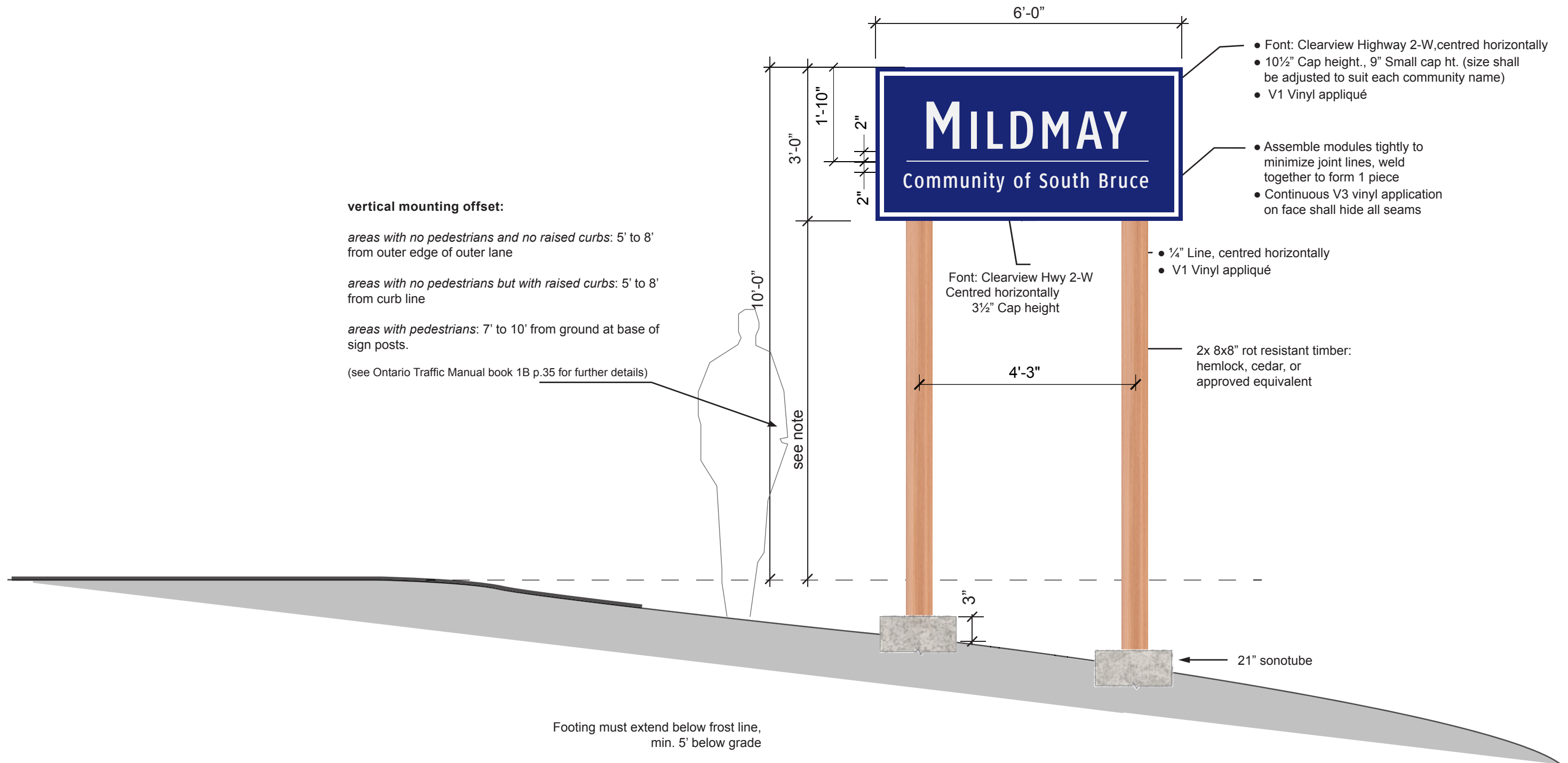
*areas with no pedestrians and no raised curbs:* 5' to 8' from outer edge of outer lane

*areas with no pedestrians but with raised curbs:* 5' to 8' from curb line

*areas with pedestrians:* 7' to 10' from ground at base of sign posts.

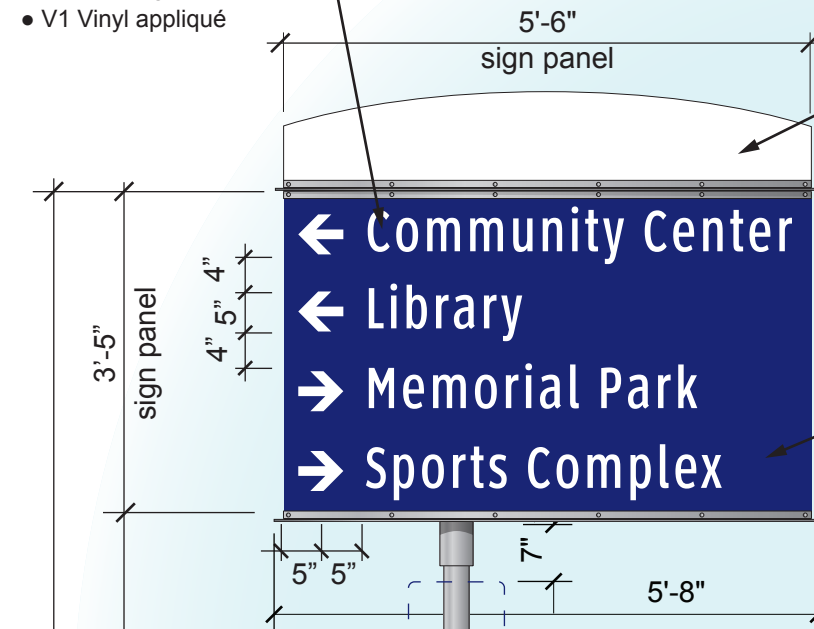
(see Ontario Traffic Manual book 1B p.35 for further details)







- Font: Clearview Highway 2-W (typ.)
- 5" Cap height, 5" arrow
- V1 Vinyl appliqué



- 4'-6" Community Header:  
Refer to details for graphic and shape, Section 2.0
- Minimum required thickness:
- 1/8" If aluminum or aluminum composite is used
  - 3/8" if HPL digital print substrate is used

Finish V3 vinyl front face

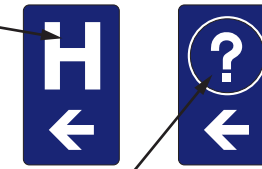
Parking, info, or hospital sign when needed:  
Refer to Additional Sign Detail above

- 3/4" Galvanized steel baseplate
- 4" x 3 1/2" x 3/8" Galvanized steel gussets (x4) welded to baseplate and pole
- 5/8" Anchor bolts set in concrete footing

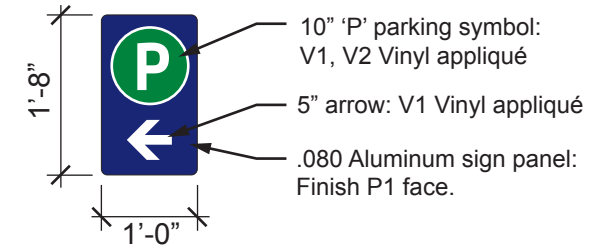
5/8" x 3/4" Galvanized steel coupler

Cylindrical concrete base and reinforcement to be designed by professional engineer licensed with PEO.

9" 'H' hospital symbol:  
V1 appliqué



10" '?' Visitor information symbol:  
V1 Vinyl appliqué



- Stainless Steel bolting hardware adhered to the back of the sign panel with fillet welds
- Welds must not dimple or deform sign face
- No use of rivets through sign face
- Bolt sign directly through pole.

### Additional Sign Detail

Scale: 1/2" = 1'-0"

Top flange welded to collar caps pole to protect from water/matter accumulation within the pole

Welded bracket assemblies:

- 4" Dia. aluminum post collars
- 1/8" Aluminum gussets welded to collar and top flange recommended for added strength of bracket detail
- Fasten to pole with 5/8" tamper proof thru bolts.

- 3 1/2" Dia. x 1/4" hot-dip galvanized steel pole
- Painted P2

- .080 Aluminum cover to conceal baseplate and hardware.
- Fabricator shall submit cover detail for approval prior to fabrication

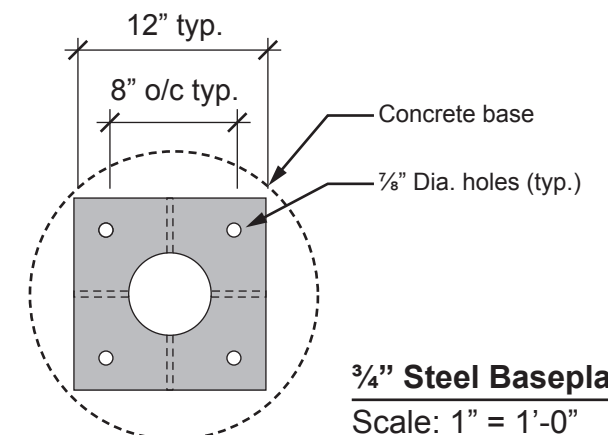
Side View

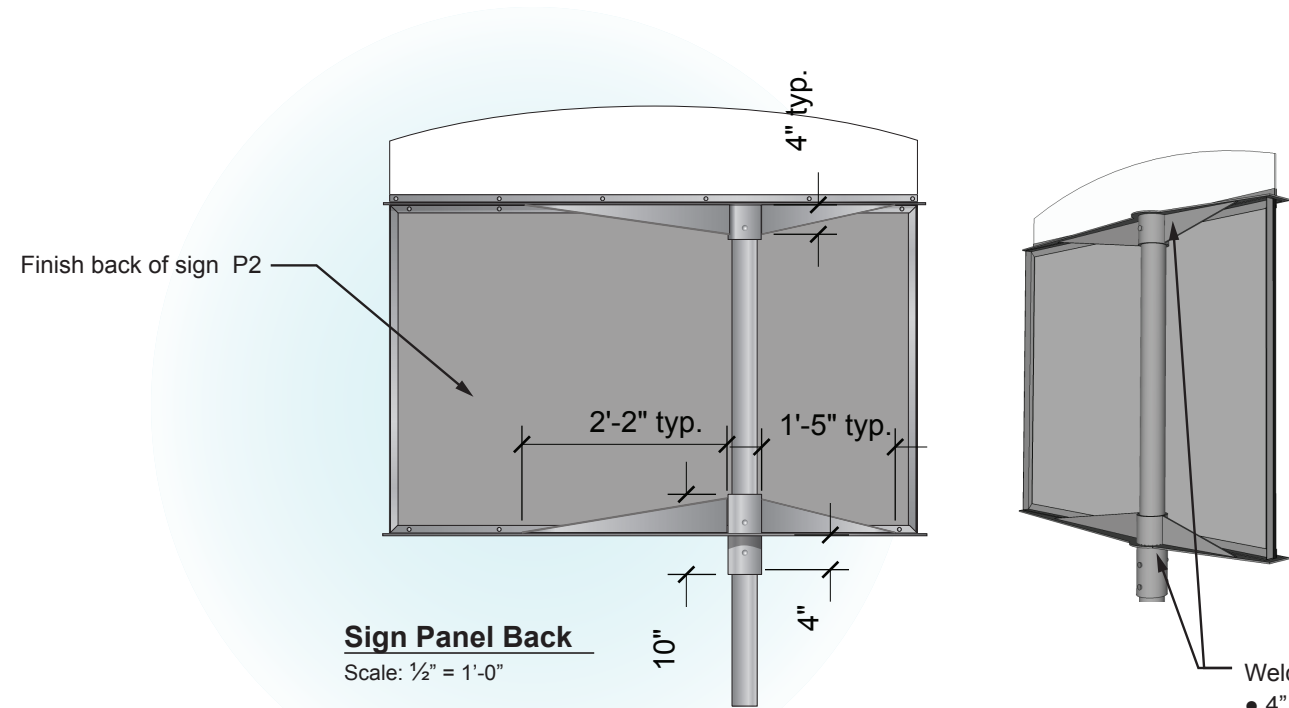
### 3-Line Text Layout



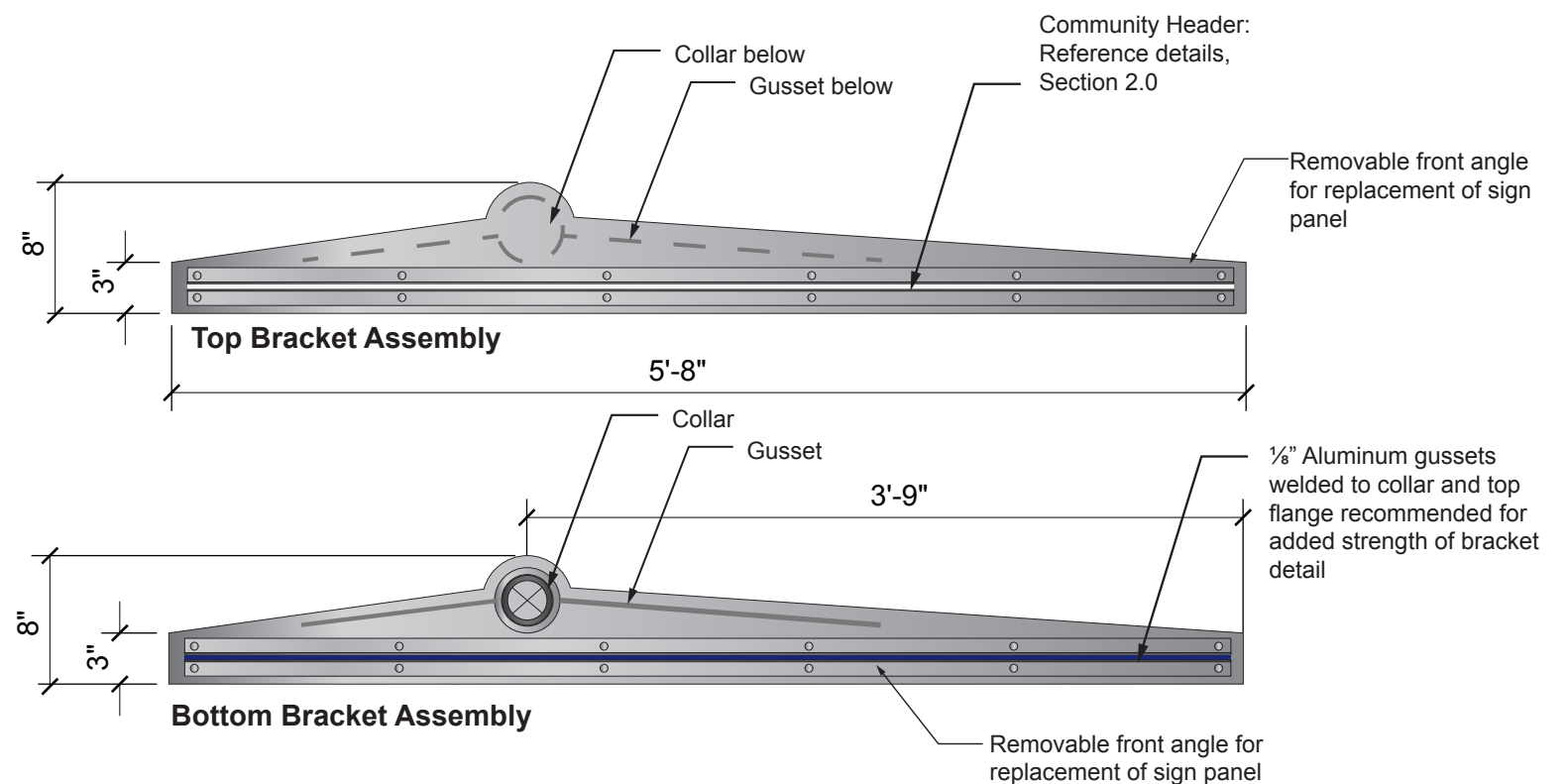
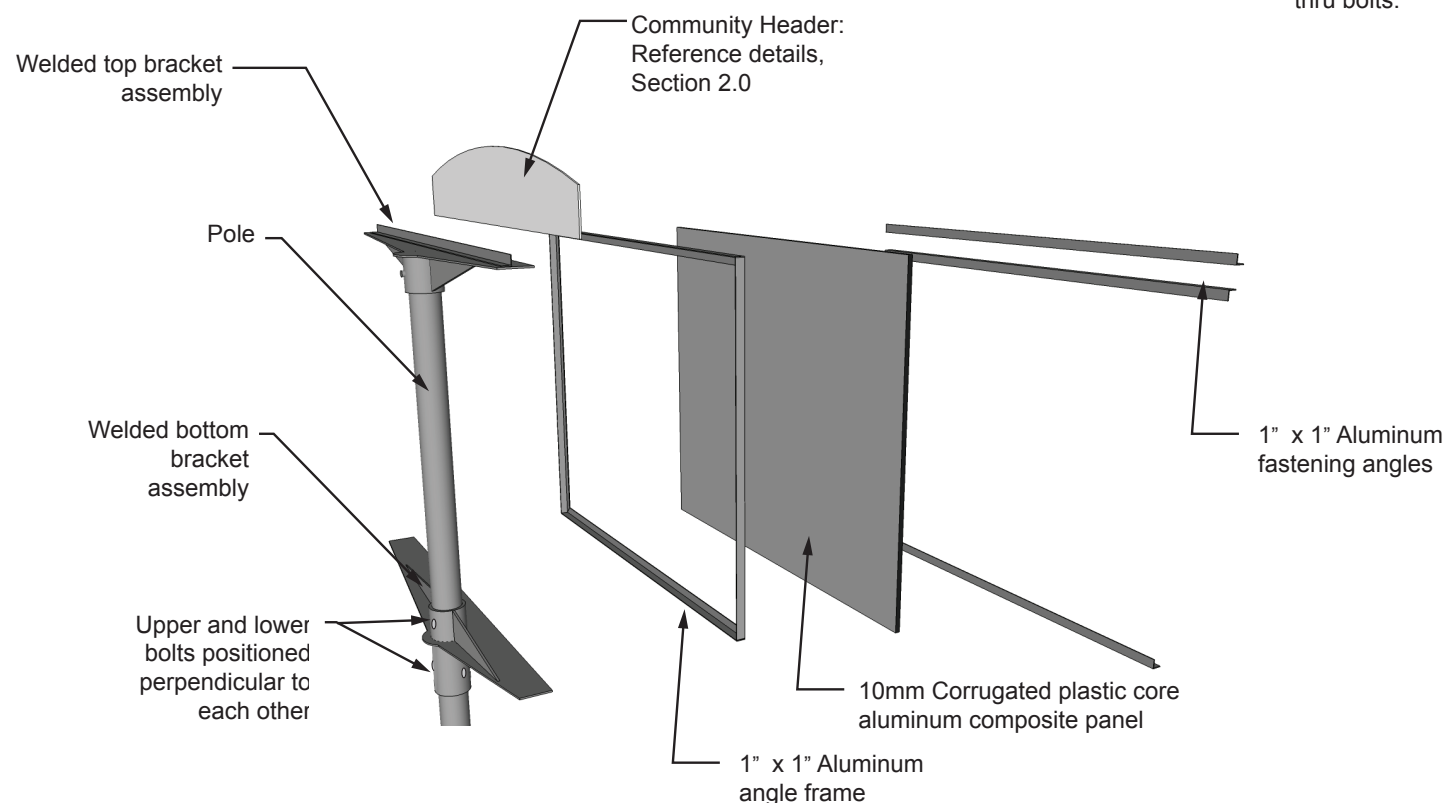
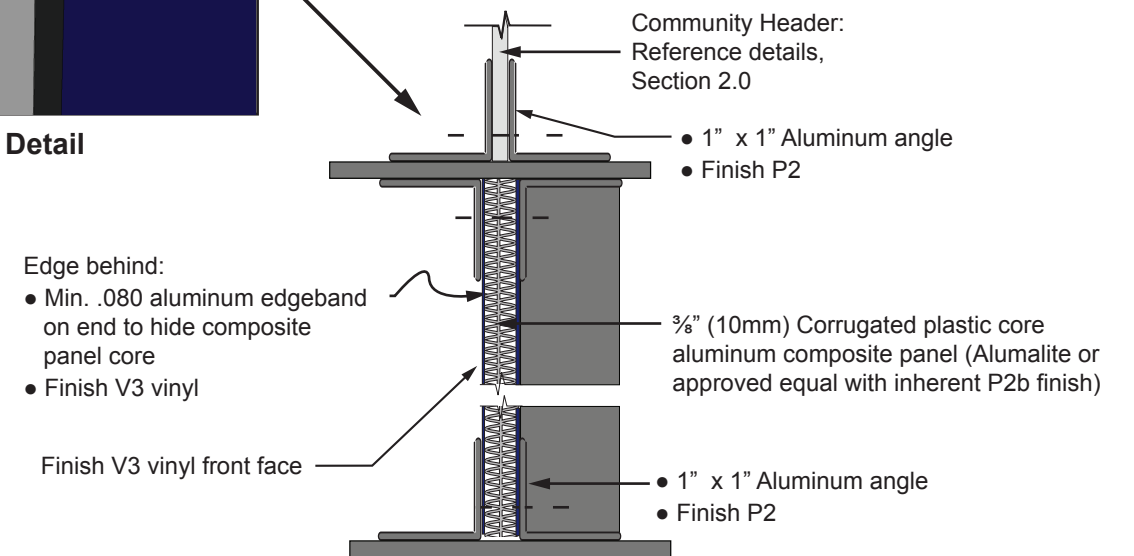
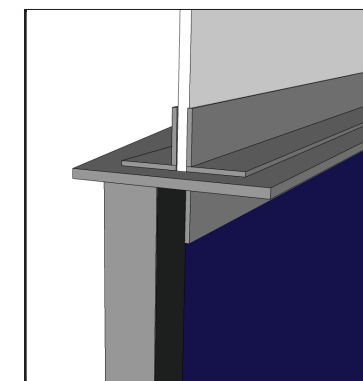
Note:

- For layout with 2 lines of text: First and second remain as shown with second line on centre, no third line.
- Only use 2 lines if necessary, 3-4 lines preferable
- 1 line of text is not recommended for this sign type.

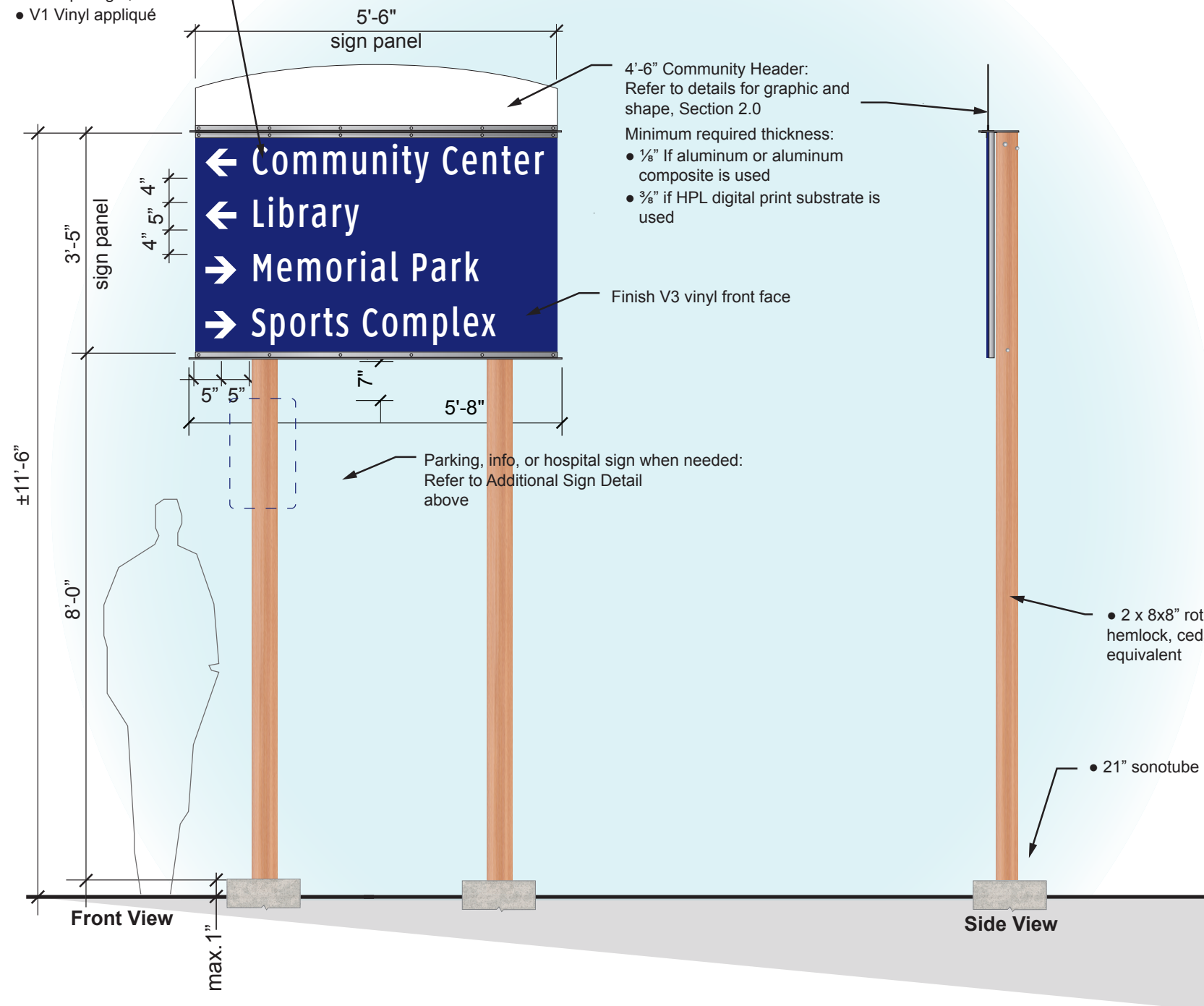




- Welded bracket assemblies:
- 4" Dia. aluminum post collars
  - 1/8" Aluminum gussets welded to collar and top flange recommended for added strength of bracket detail
  - Fasten to pole with 5/8" tamper proof thru bolts.



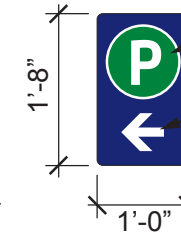
- Font: Clearview Highway 2-W (typ.)
- 5" Cap height, 5" arrow
- V1 Vinyl appliqué



9" 'H' hospital symbol:  
V1 appliqué



10" '?' Visitor information symbol:  
V1 Vinyl appliqué



10" 'P' parking symbol:  
V1, V2 Vinyl appliqué

5" arrow: V1 Vinyl appliqué

.080 Aluminum sign panel:  
Finish P1 face.

- Bolt sign directly through pole.

#### Additional Sign Detail

Scale: 1/2" = 1'-0"

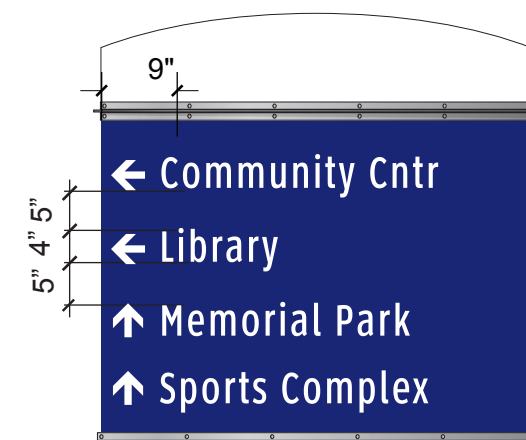
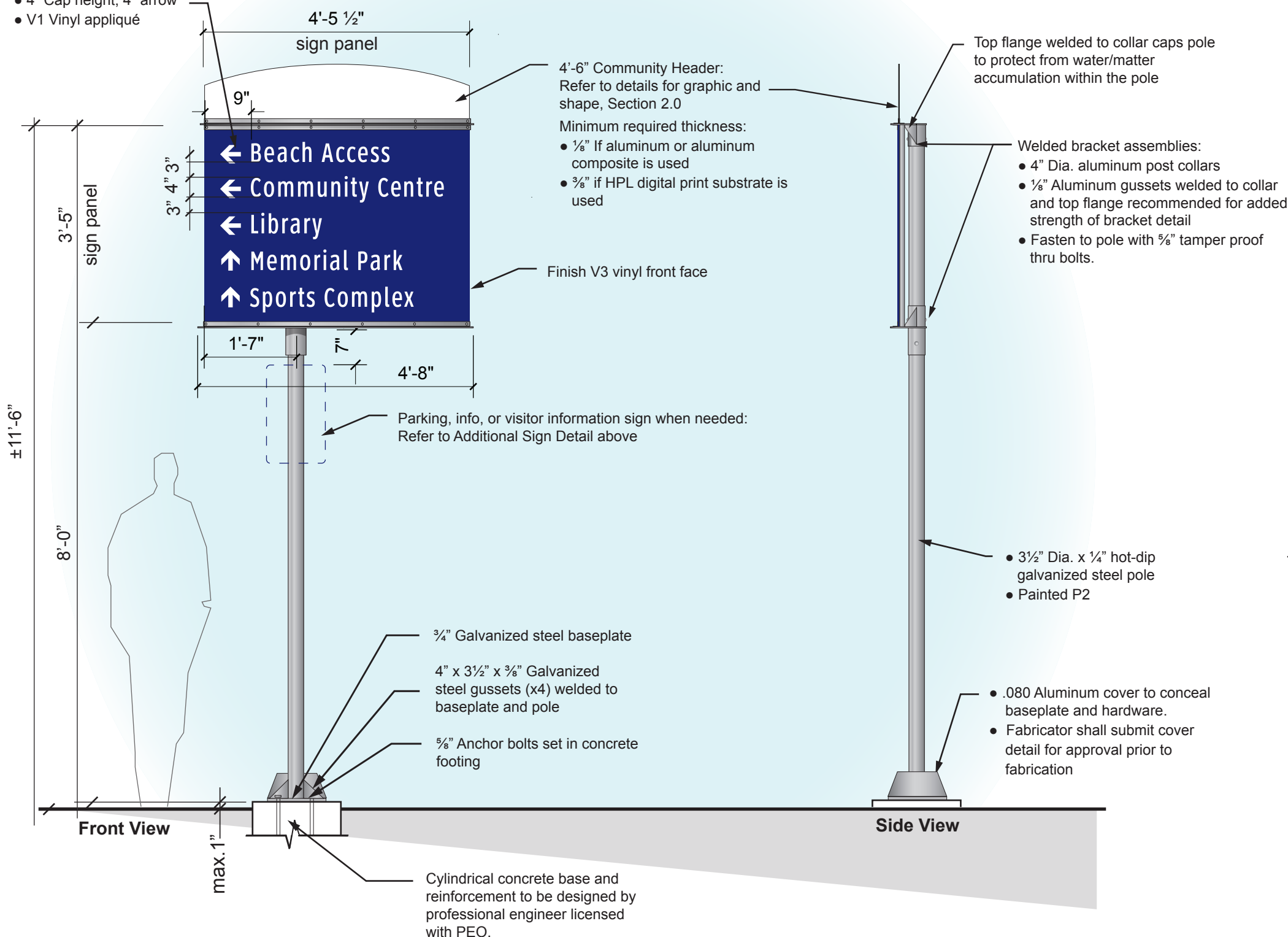
#### 3-Line Text Layout



#### Note:

- For layout with 2 lines of text: First and second remain as shown with second line on centre, no third line.
- Only use 2 lines if necessary, 3-4 lines preferable
- 1 line of text is not recommended for this sign type.
- 4 messages maximum

- Font: Clearview Highway 2-W (typ.)
- 4" Cap height, 4" arrow
- V1 Vinyl appliqué



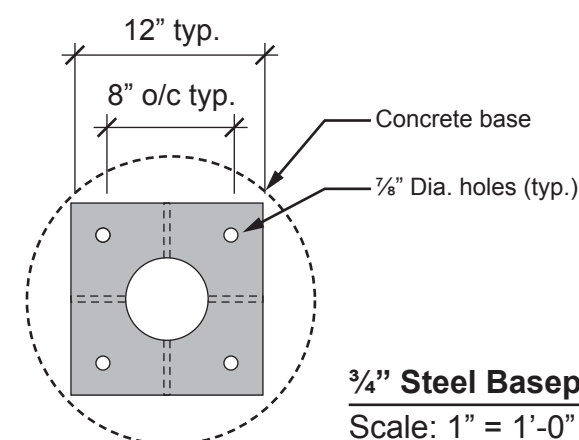
Note:

- Only use 2 lines if necessary, 3-4 lines preferable
- 1 line of text is not recommended for this sign type.

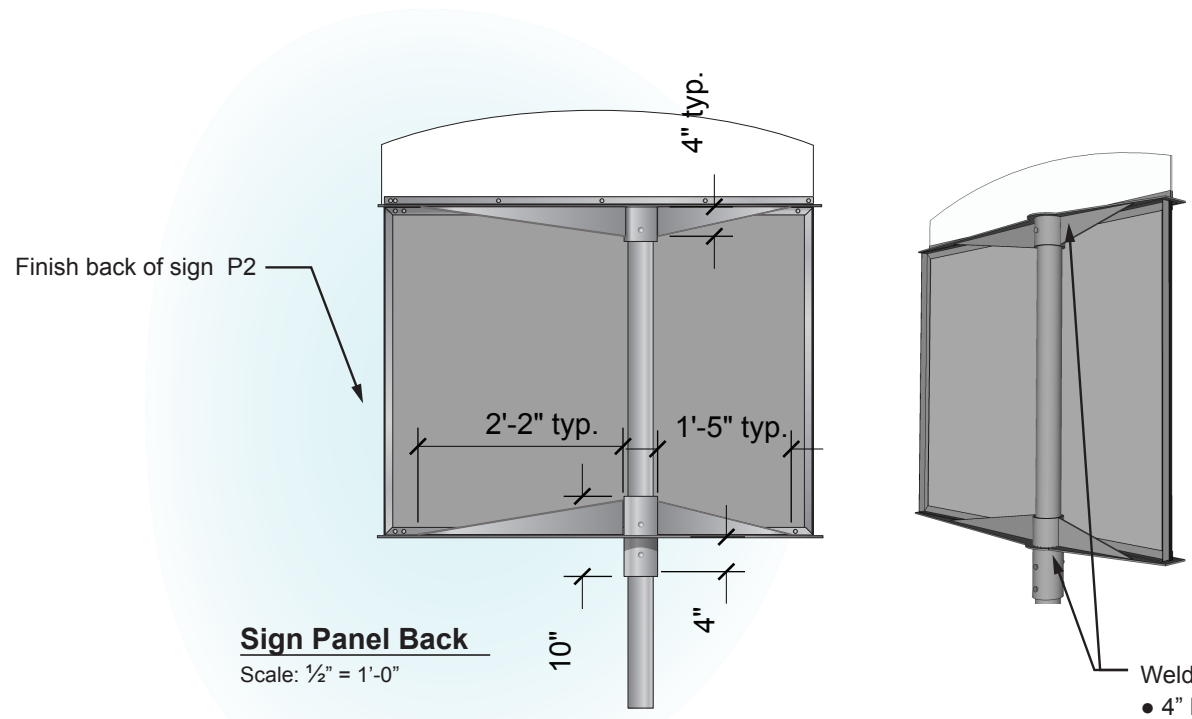
For two lines of text, maintain second line on-centre, with first line 5" above.

### Alternate Text Layouts

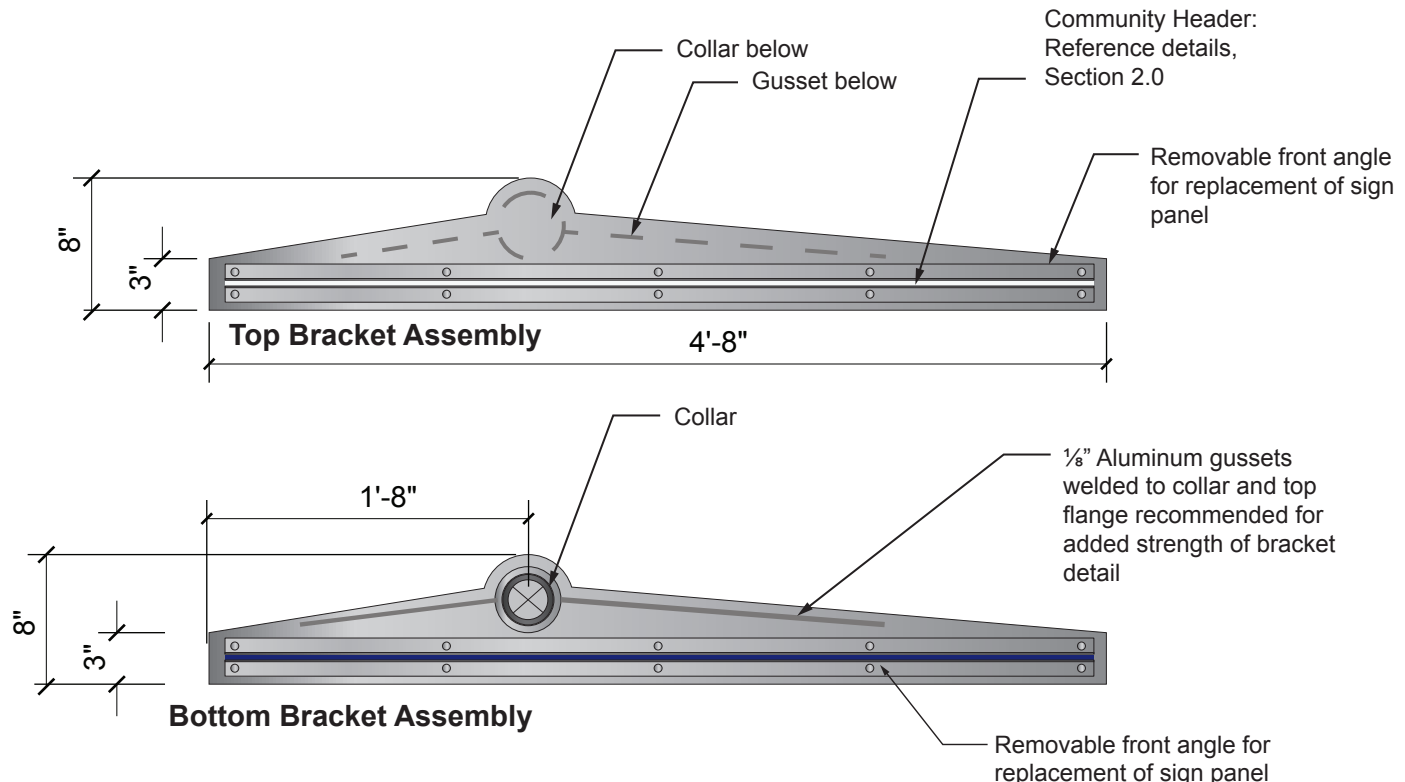
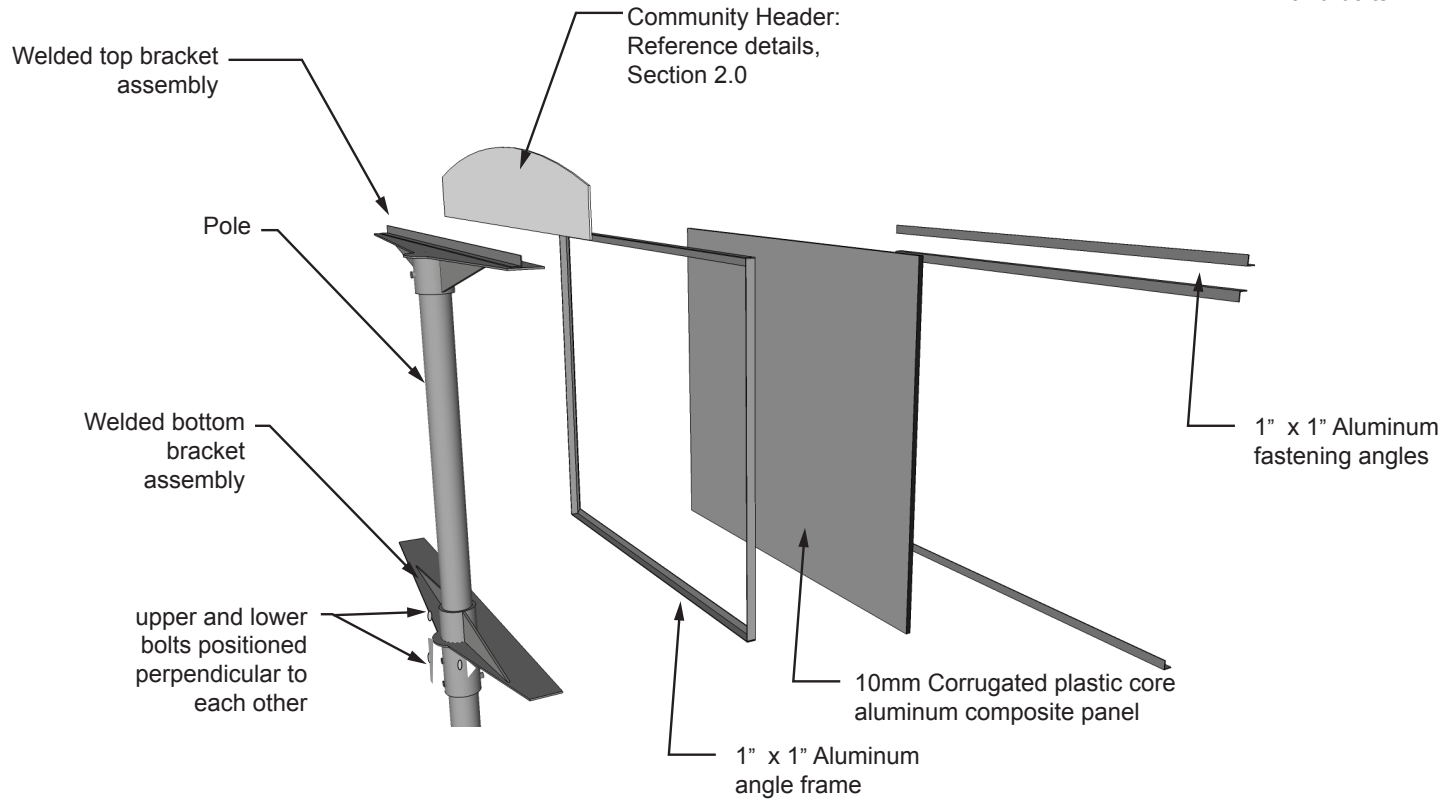
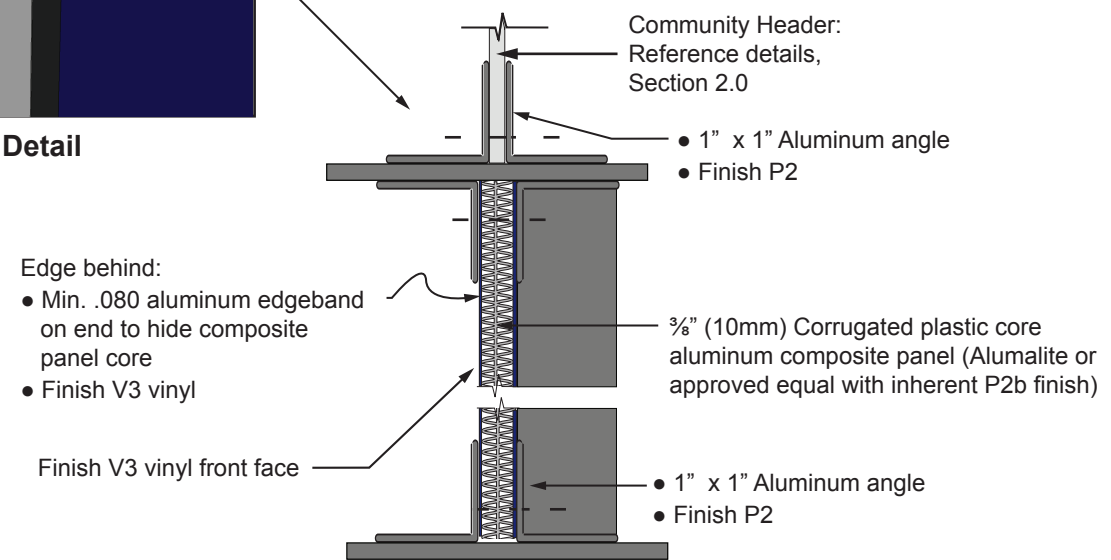
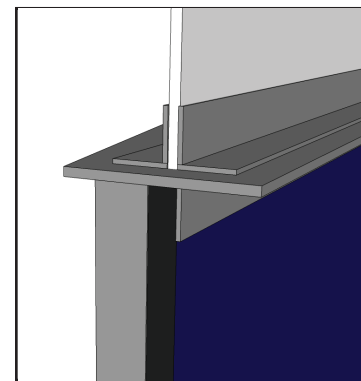
Scale: 1/2" = 1'-0"



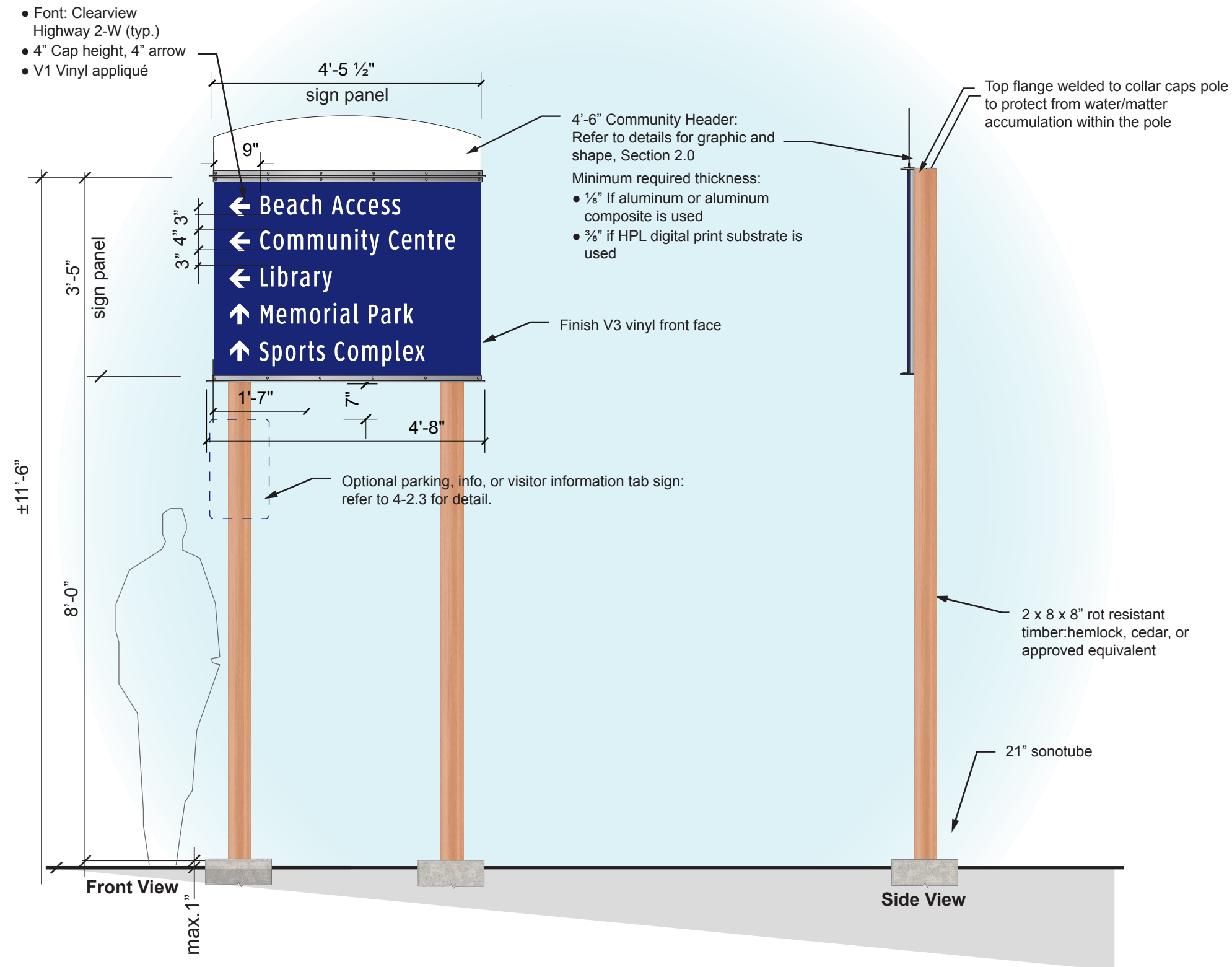




- Welded bracket assemblies:
- 4" Dia. aluminum post collars
  - 1/8" Aluminum gussets welded to collar and top flange recommended for added strength of bracket detail
  - Fasten to pole with 5/8" tamper proof thru bolts.







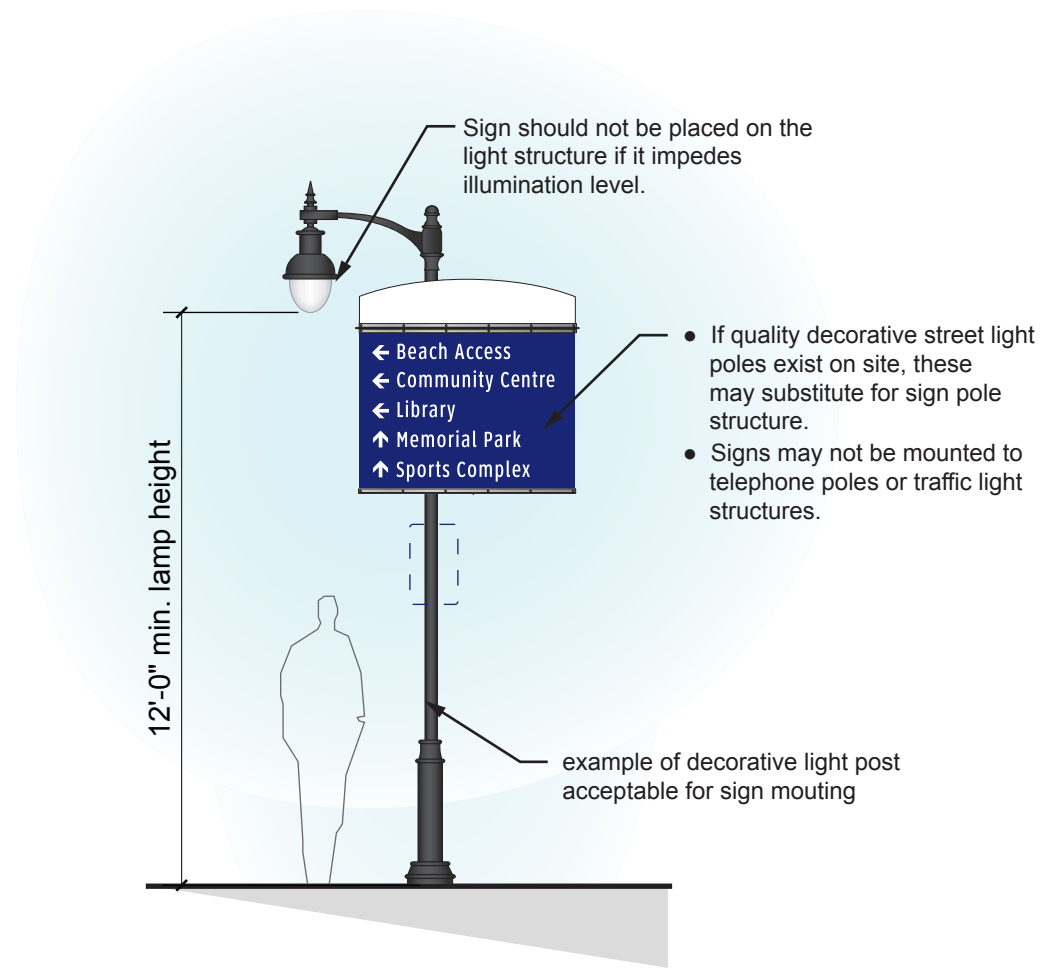
**Note:**

- Only use 2 lines if necessary, 3-4 lines preferable
- 1 line of text is not recommended for this sign type.

For two lines of text, maintain second line on-centre, with first line 5" above.

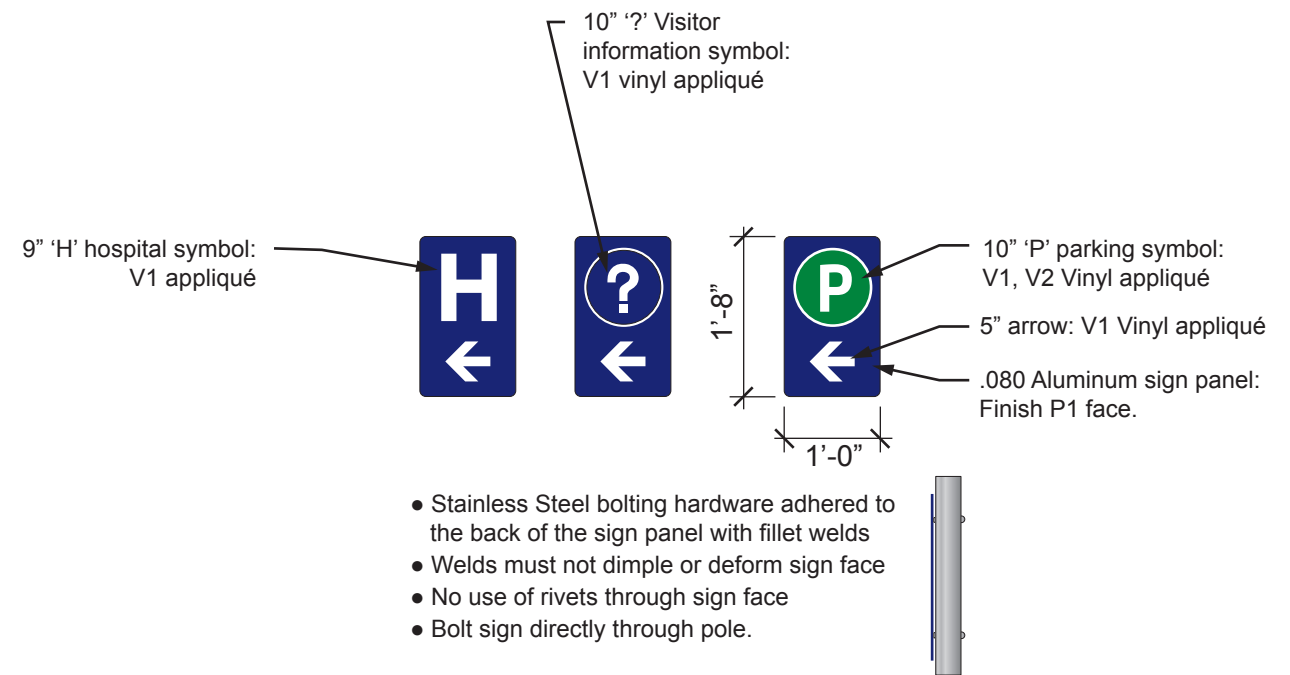
**Alternate Text Layouts**

Scale: 1/2" = 1'-0"



### Alternate Installation

Scale: 1/4" = 1'-0"



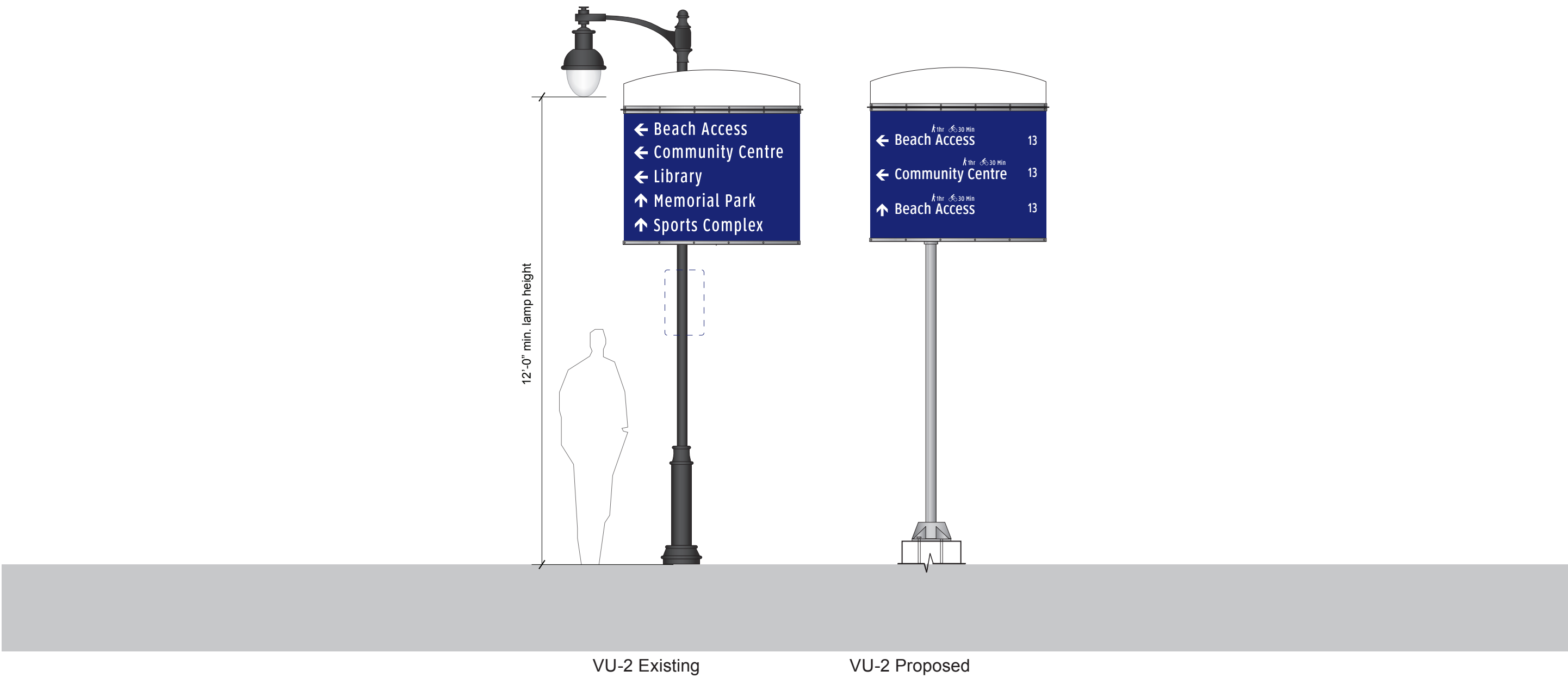
### Additional Sign Details

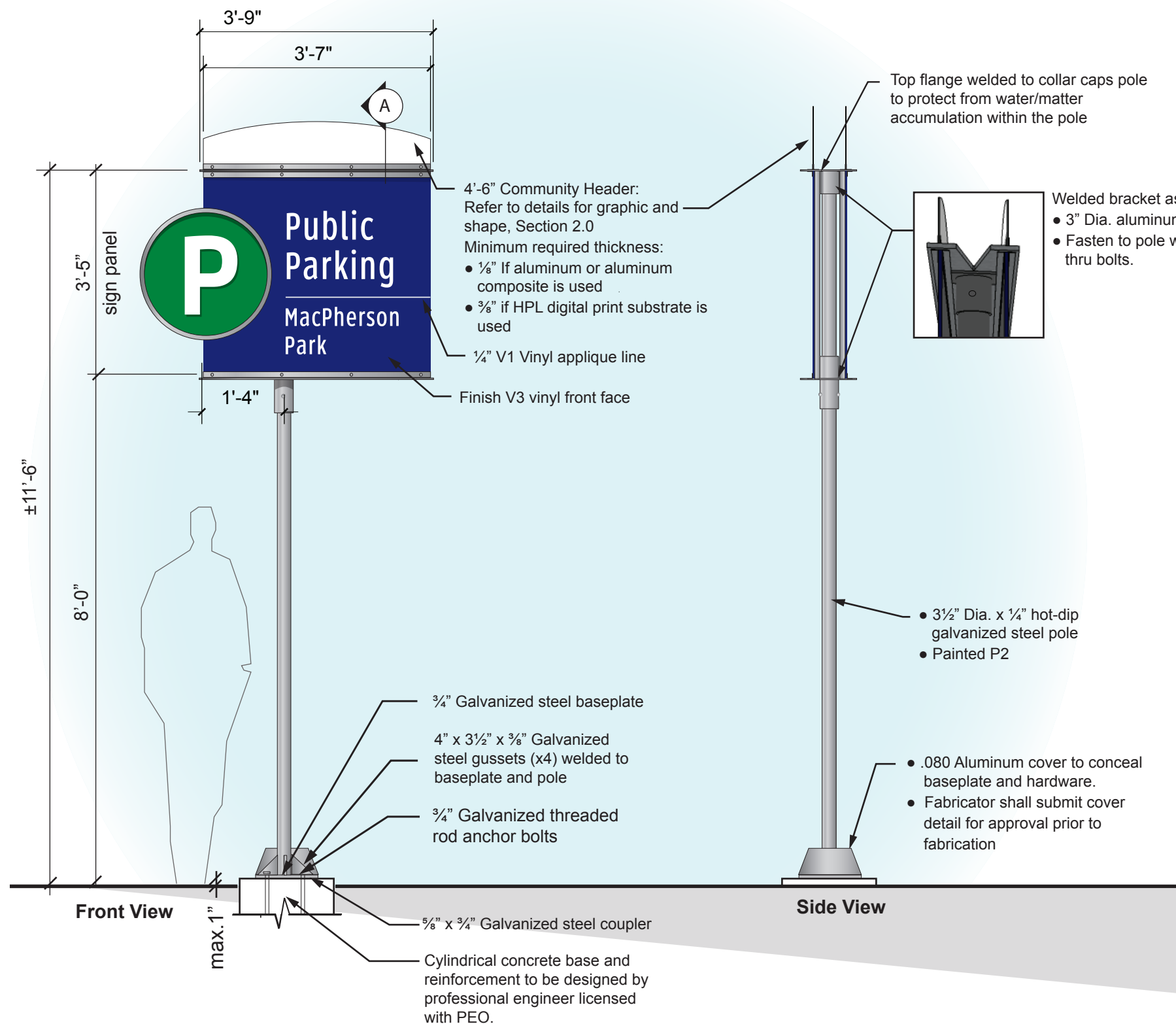
Scale: 1/2" = 1'-0"

# Sign Type Layouts: Revised for Active Transportation

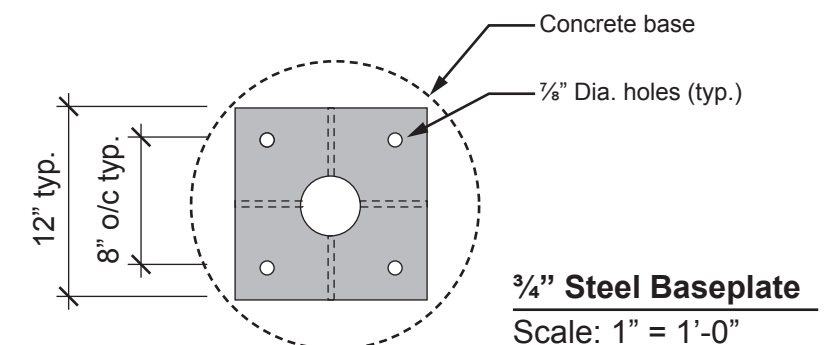
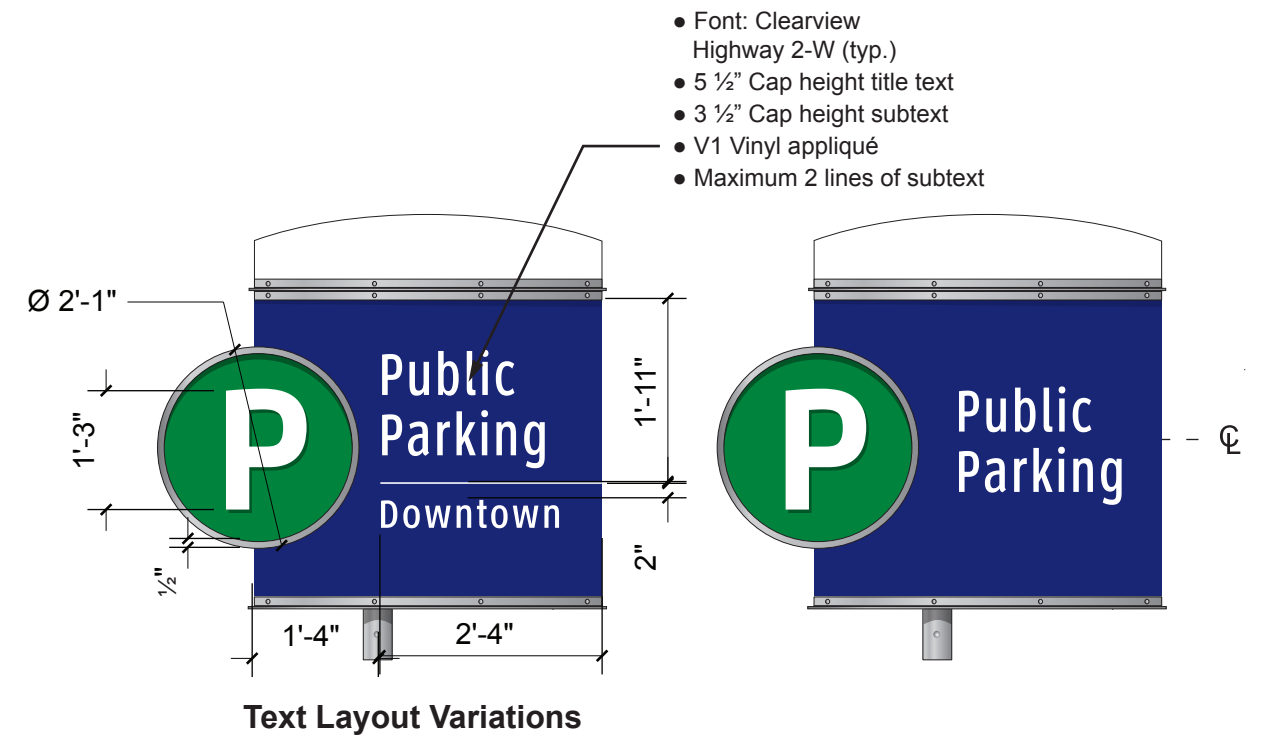
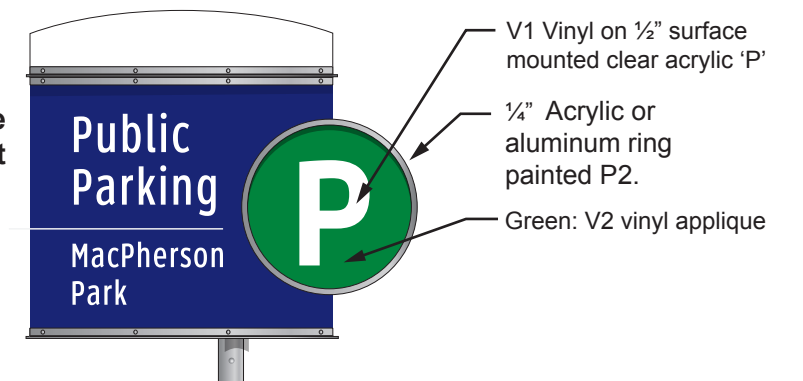
## CORE & CYCLING DIRECTIONAL: VU-2

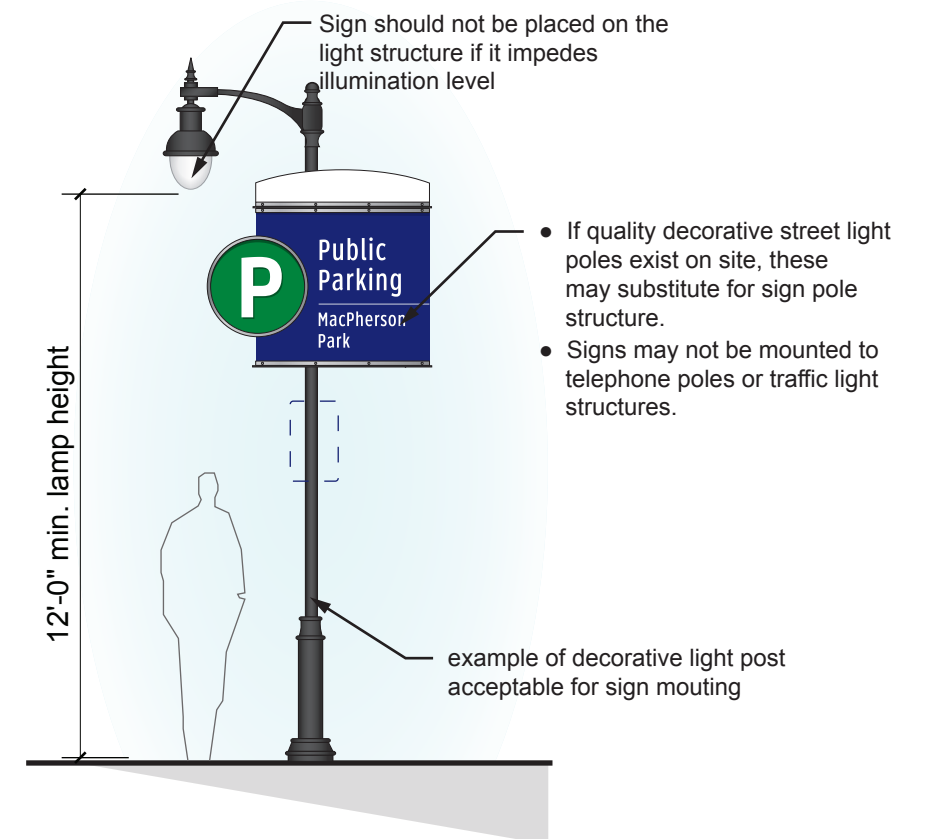
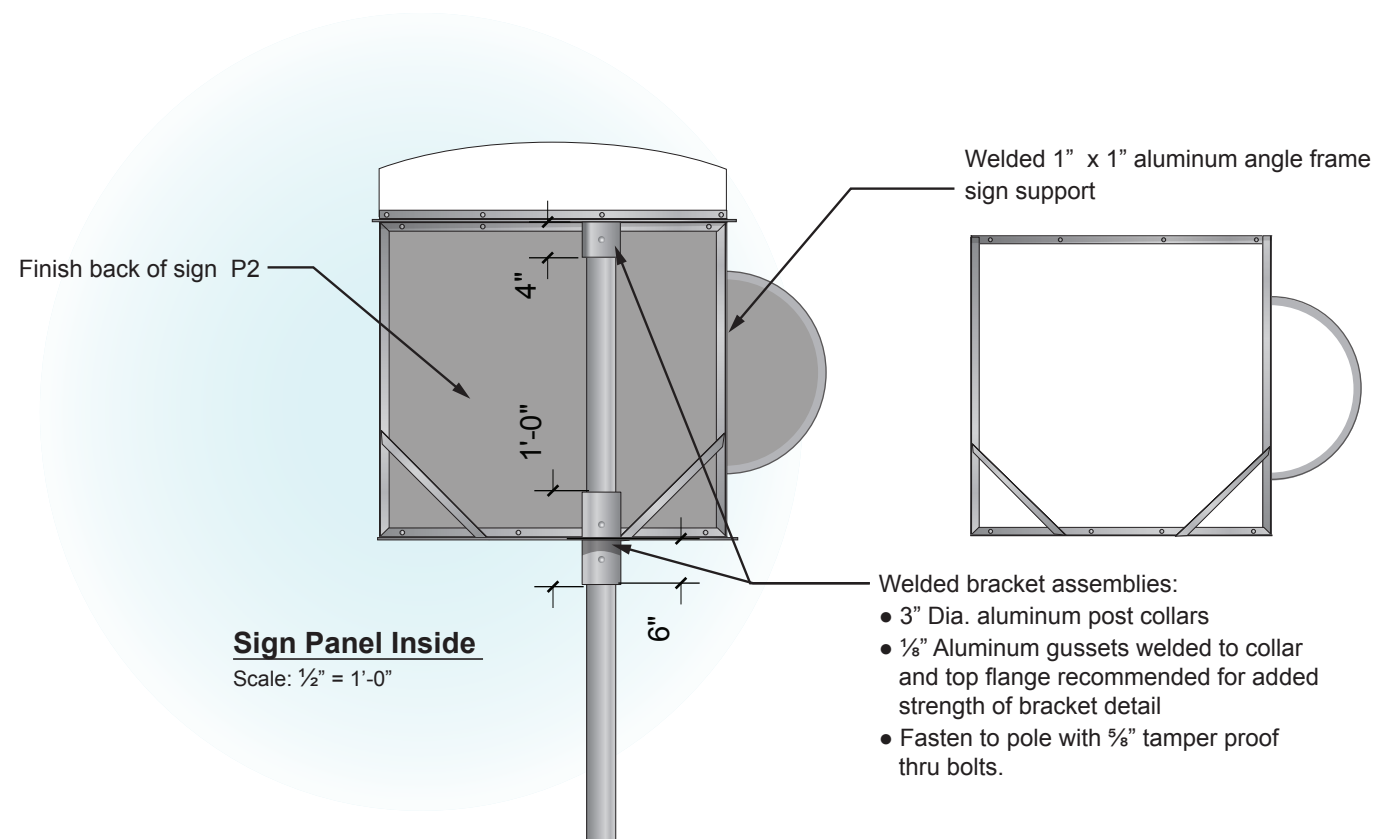
Inside Community Core with Distance and Cycling





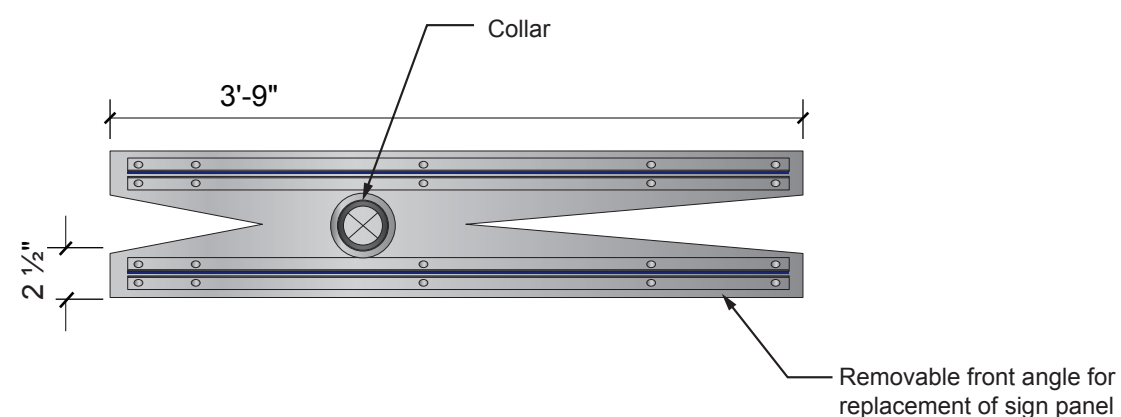
**Back Side Reflected Layout**





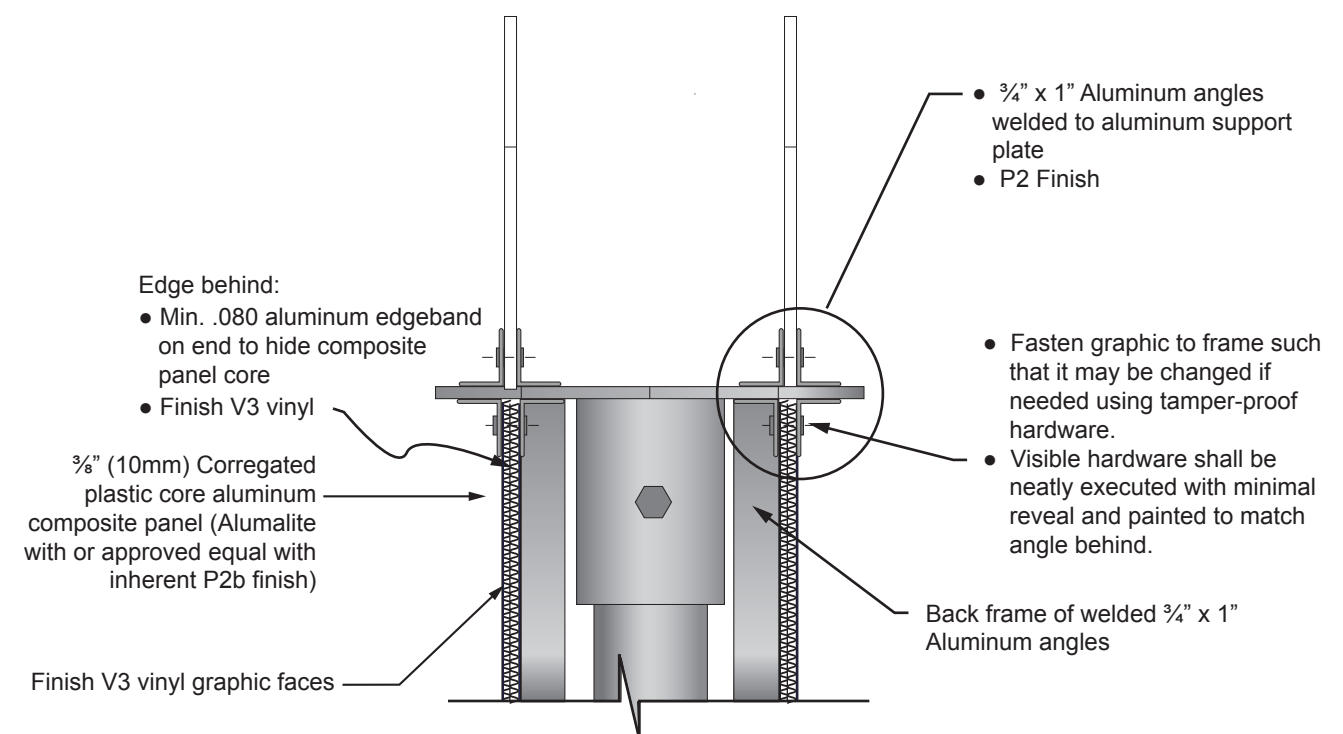
#### Alternate Installation

Scale: 1/4" = 1'-0"



#### Bracket Assemblies

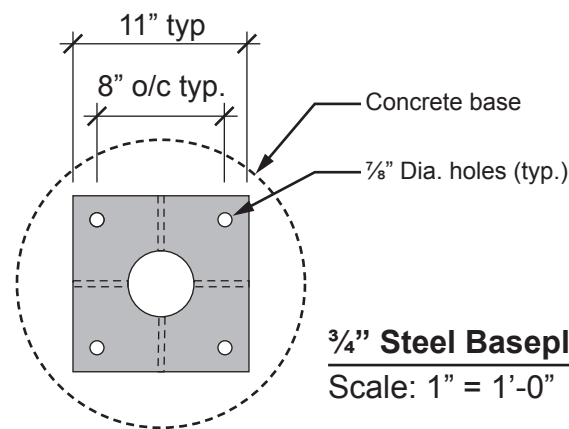
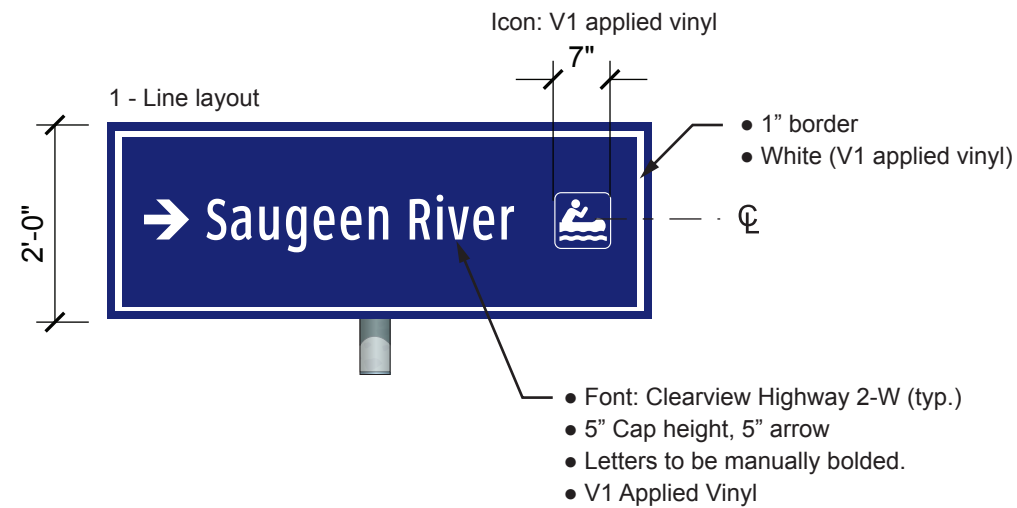
Scale: 1" = 1'-0"



#### Section A

Scale: 3" = 1'-0"



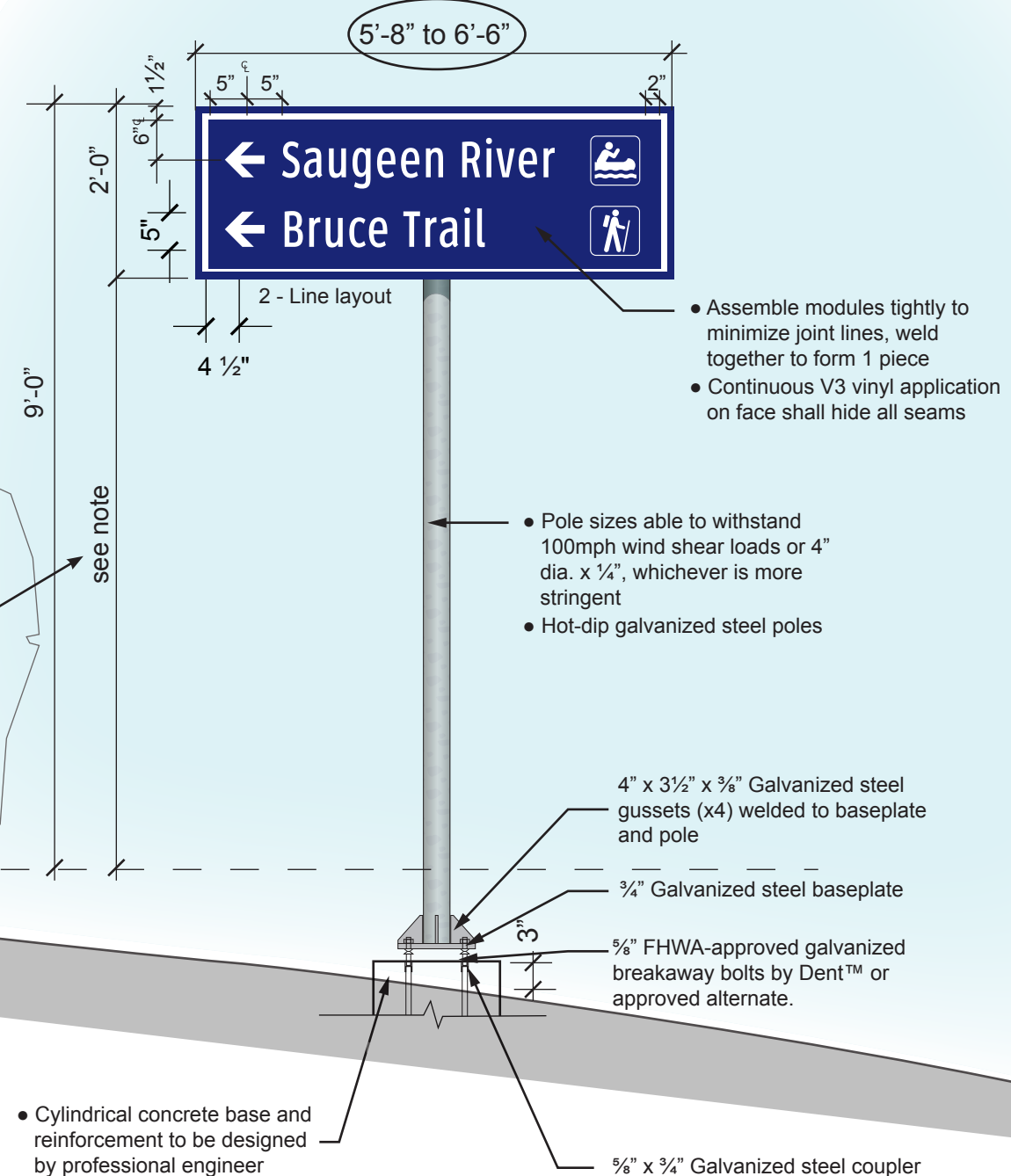


**vertical mounting offset:**  
*areas with no pedestrians and no raised curbs:* 5' to 8' from outer edge of outer lane  
*areas with no pedestrians but with raised curbs:* 5' to 8' from curb line  
*areas with pedestrians:* 7' to 10' from ground at base of sign posts.

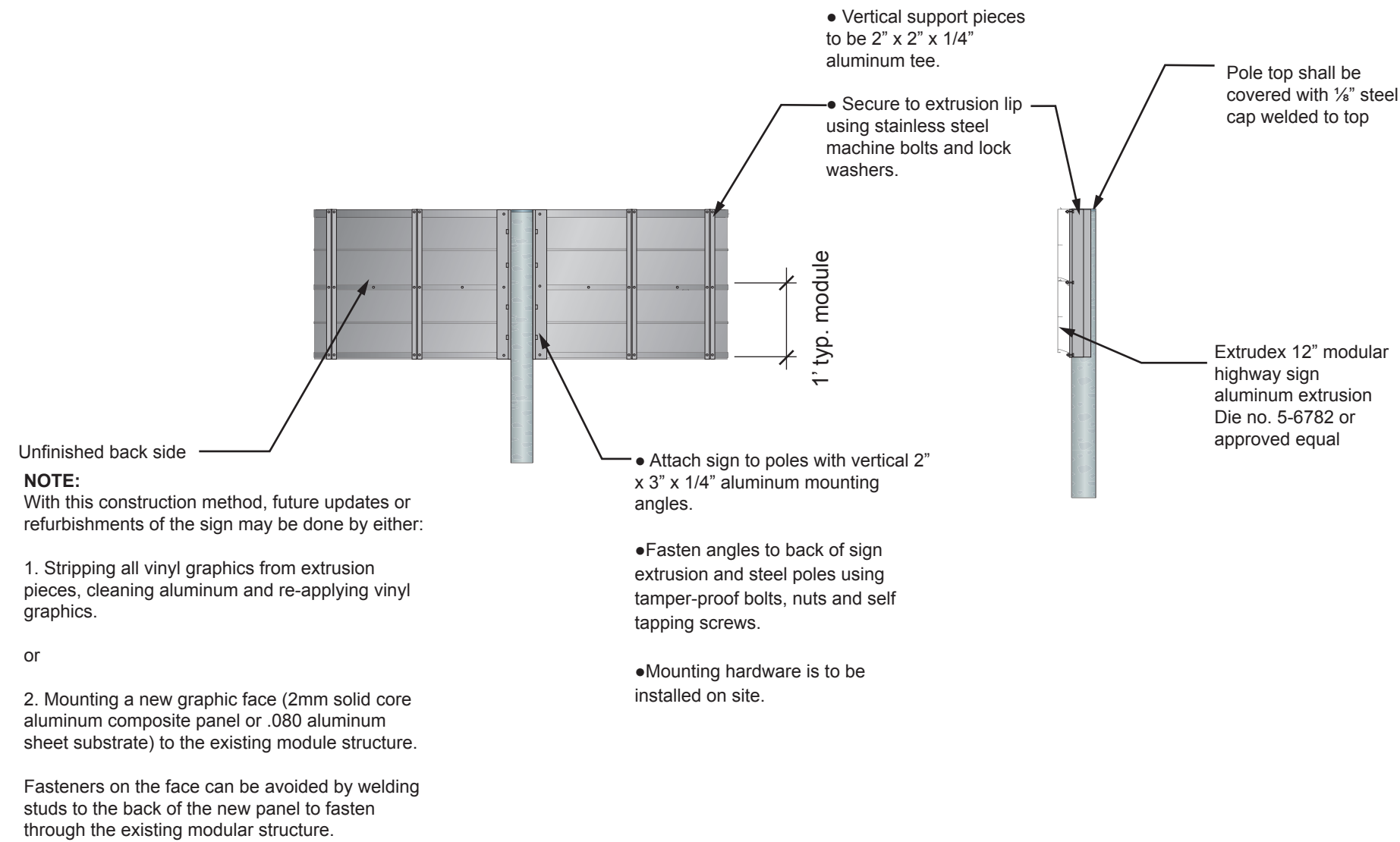
(see Ontario Traffic Manual book 1B p.35 for further details)

**NOTE:**  
 No more than 2 lines of text recommended for this sign type

If sign exceeds 6'-6", 2 pole structures must be used.

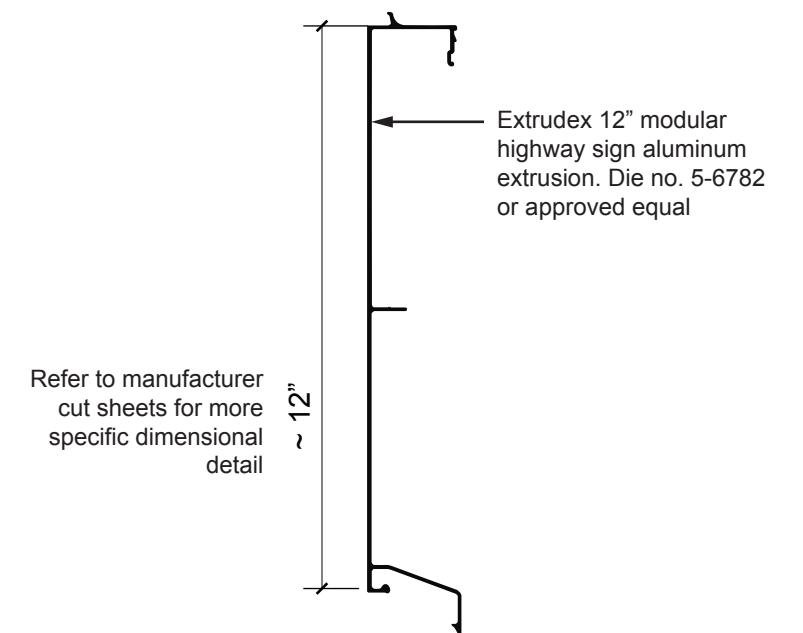
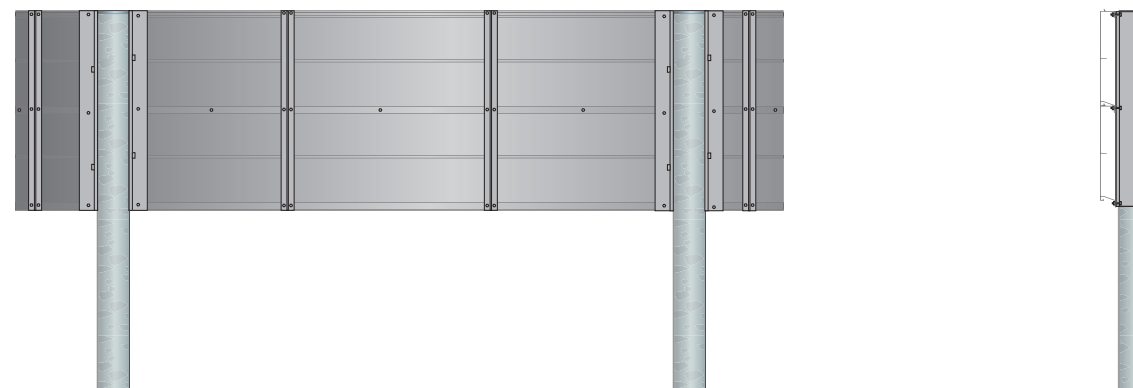


- Cylindrical concrete base and reinforcement to be designed by professional engineer licensed with PEO.
- Footing must extend below frost line, min. 5' below grade



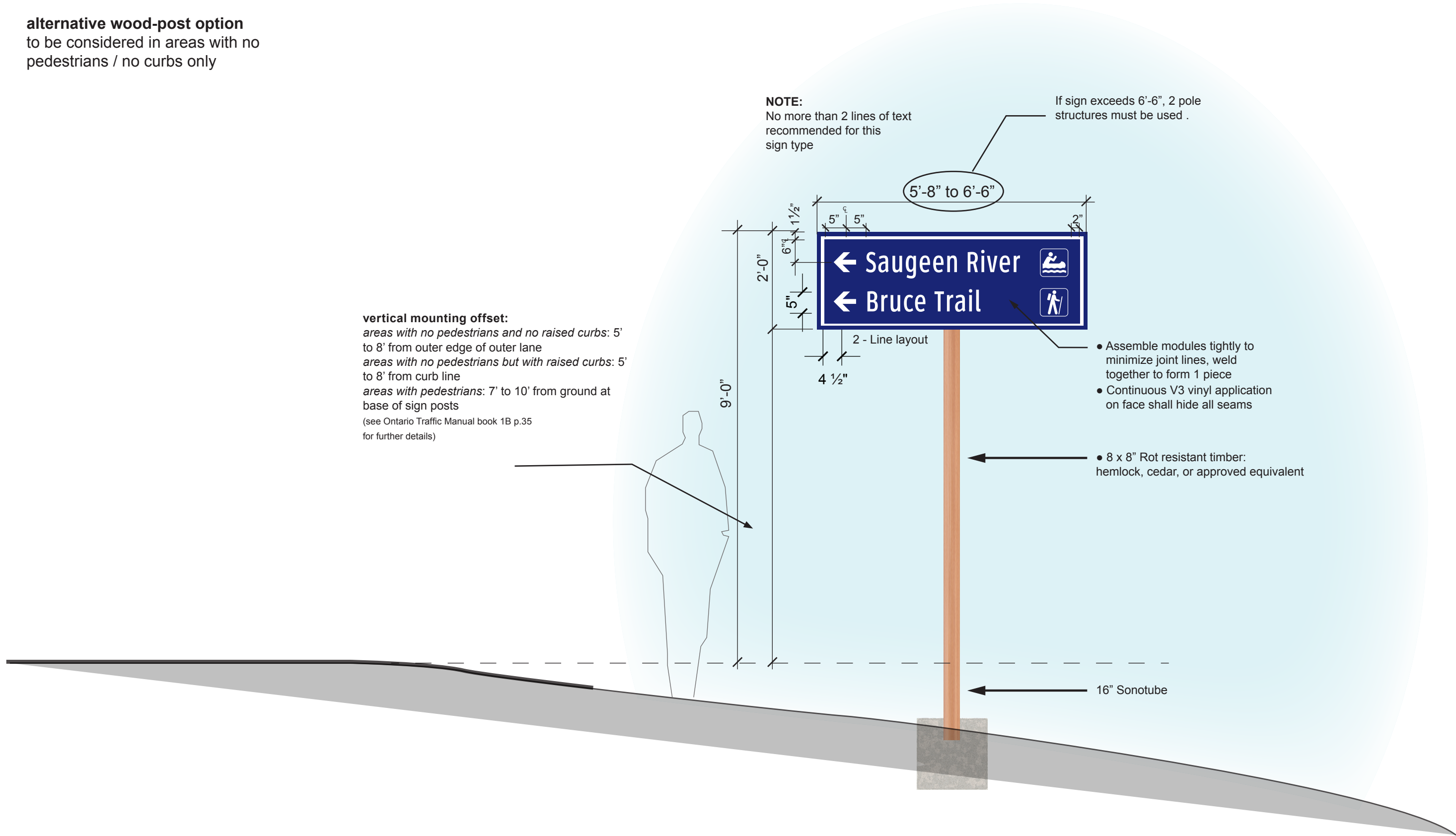
Back view of typical highway sign

If sign width exceeds 6'-6":  
2 pole structures must be used



**Aluminum Extrusion Detail**  
Scale: 3" = 1'-0"

alternative wood-post option  
to be considered in areas with no  
pedestrians / no curbs only



Option 1 alternate layout:



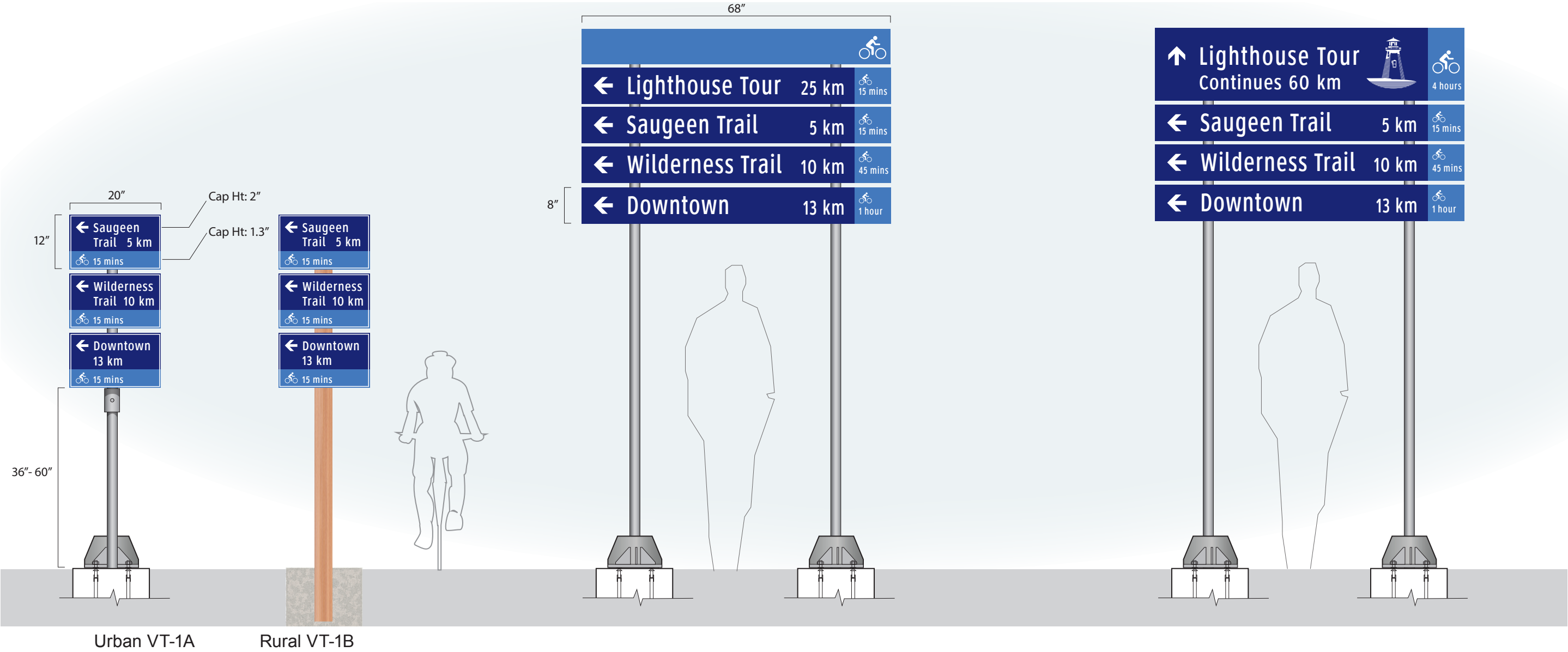
Sign Type Layouts: Revised for Active Transportation

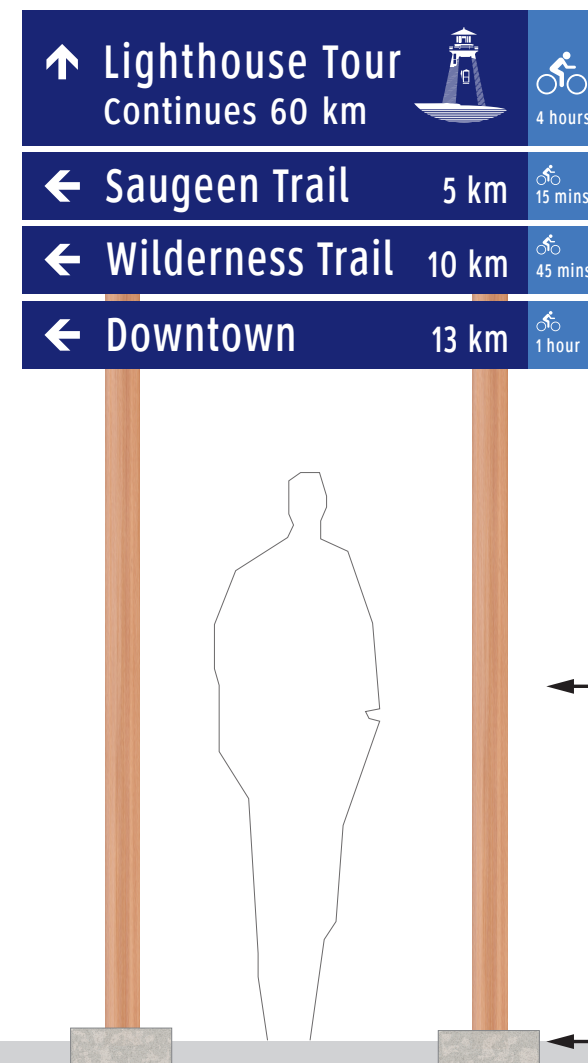
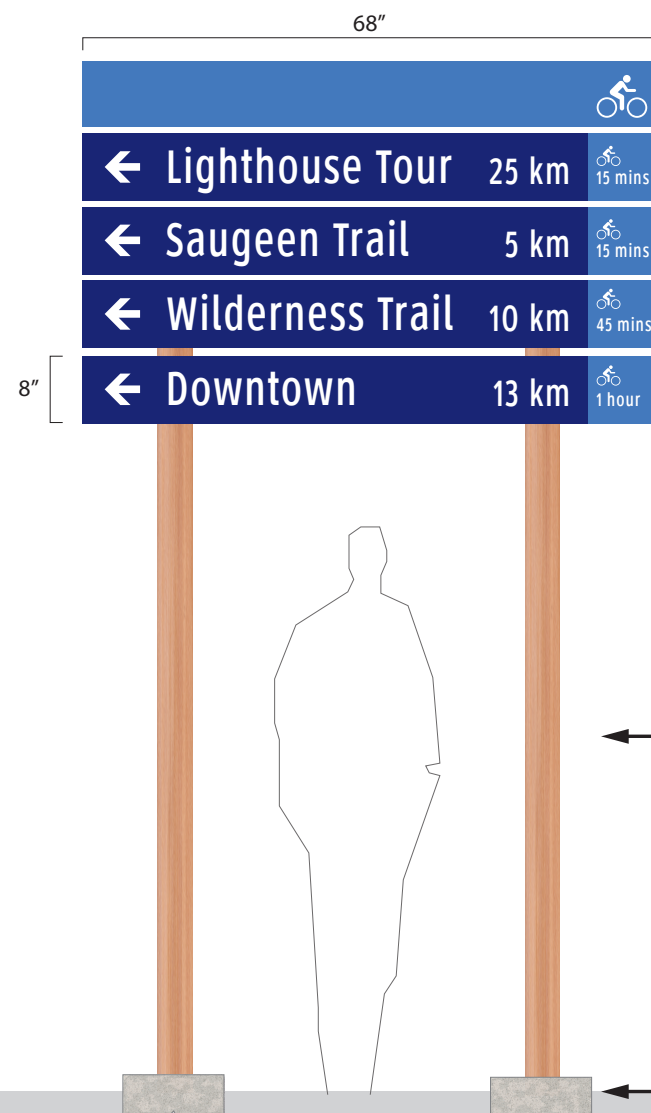
TRAILBLAZER DIRECTIONAL: VT-1A & VT-1B

Proposed  
Trailblazer Cycling Directional  
Option 1

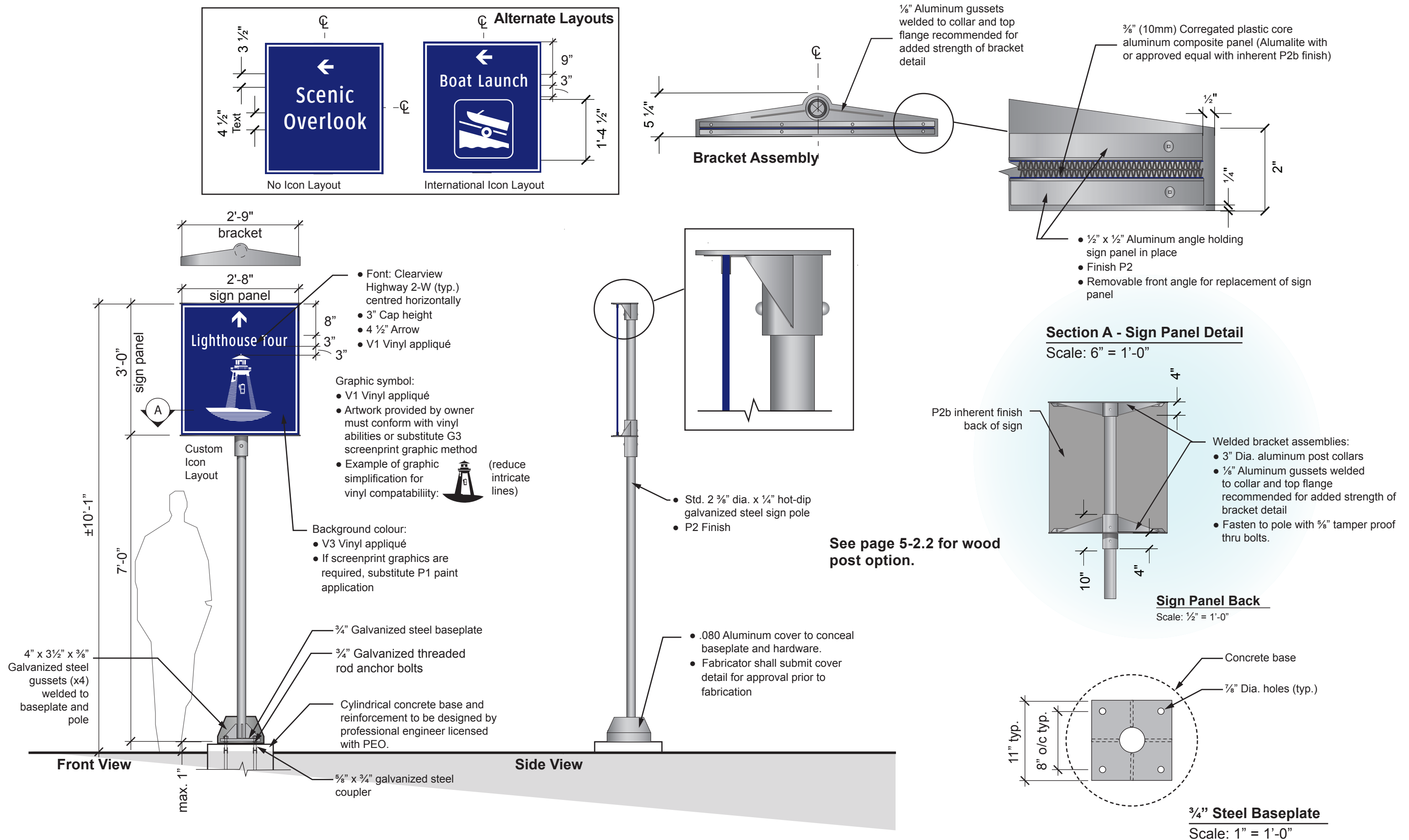
Proposed  
Trailblazer Vehicular and Cycling Directional  
Option 2

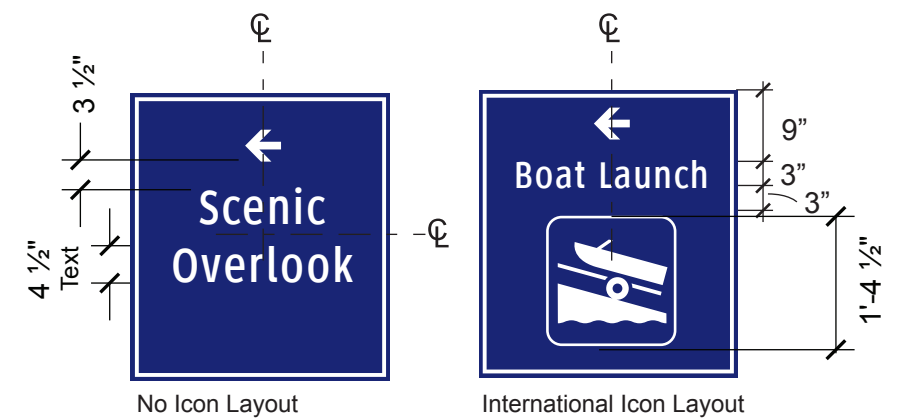
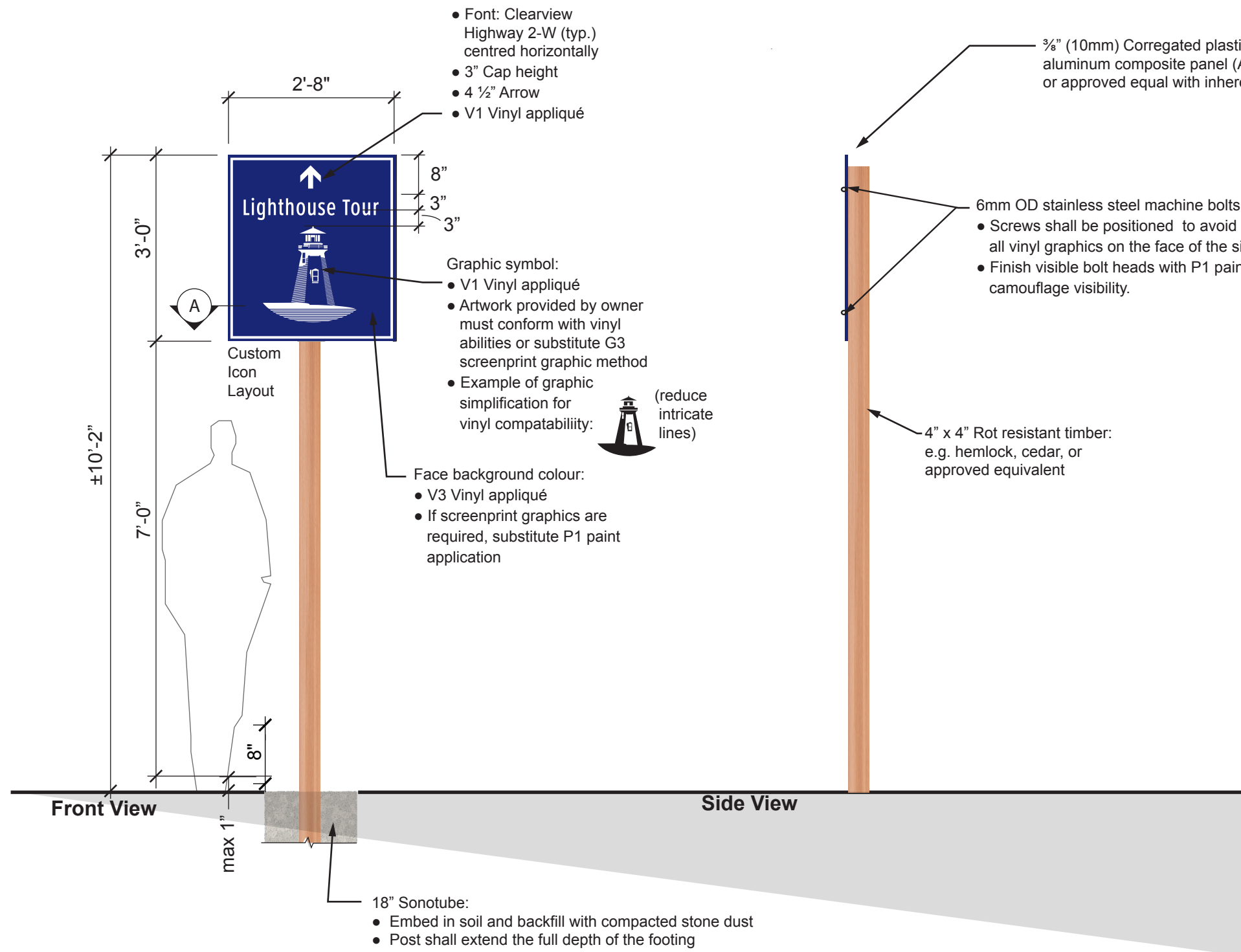
Proposed  
Trailblazer Vehicular and Cycling Directional  
Option 3





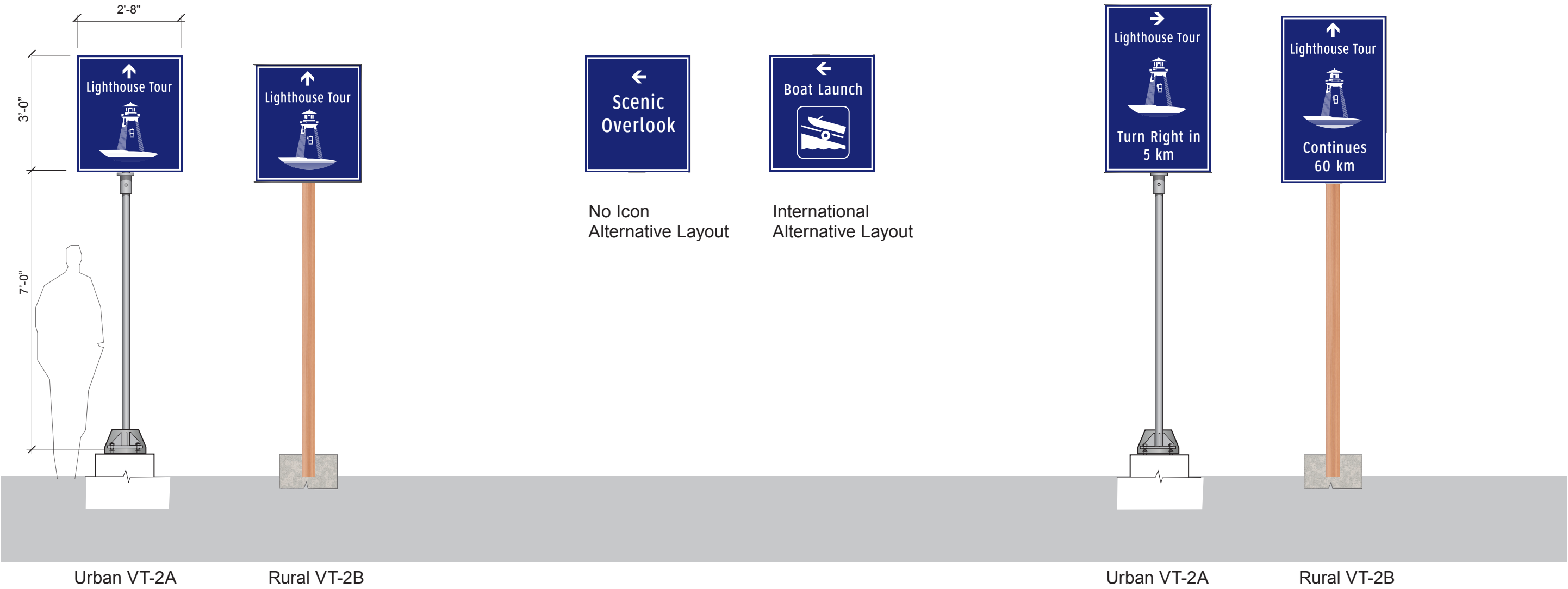


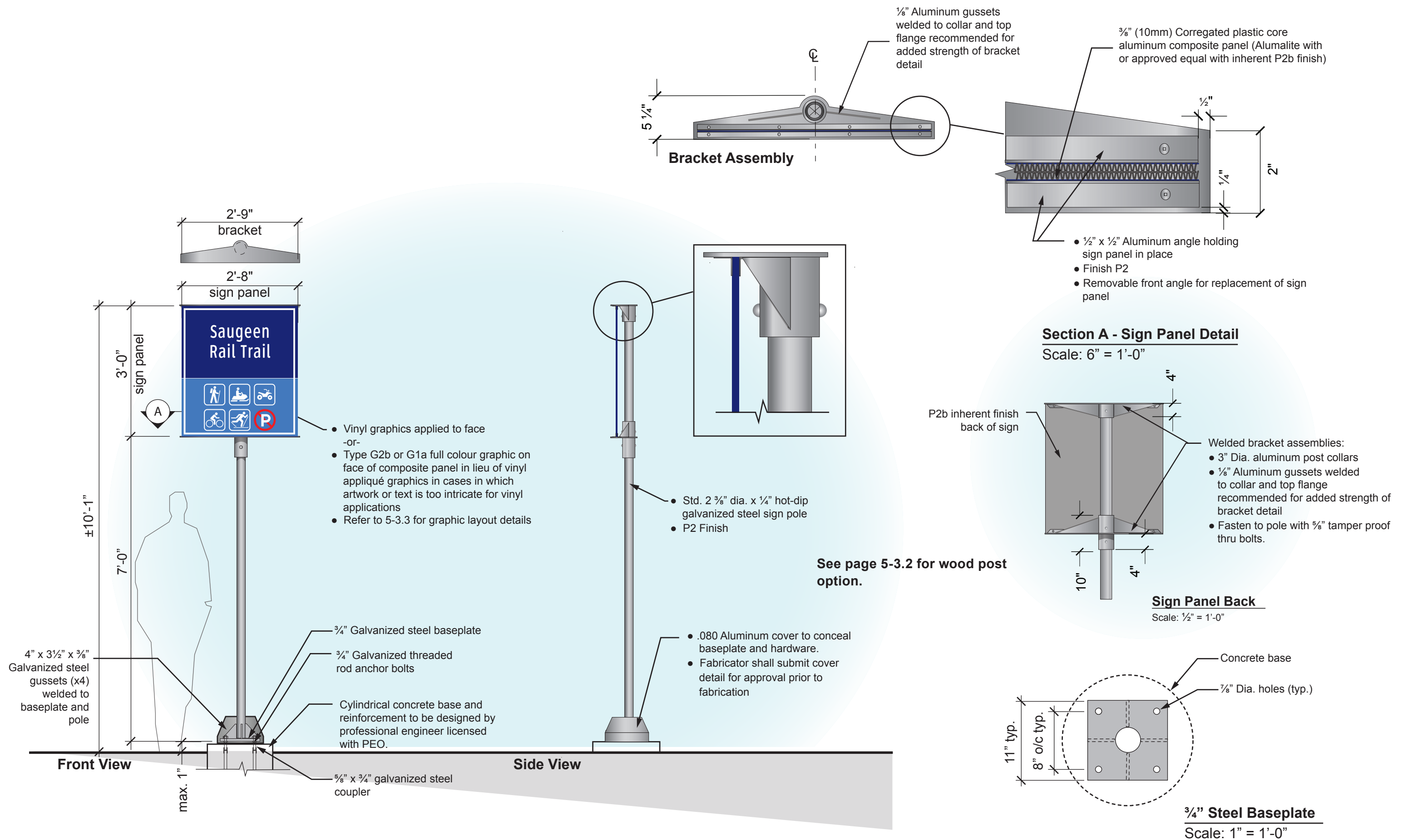


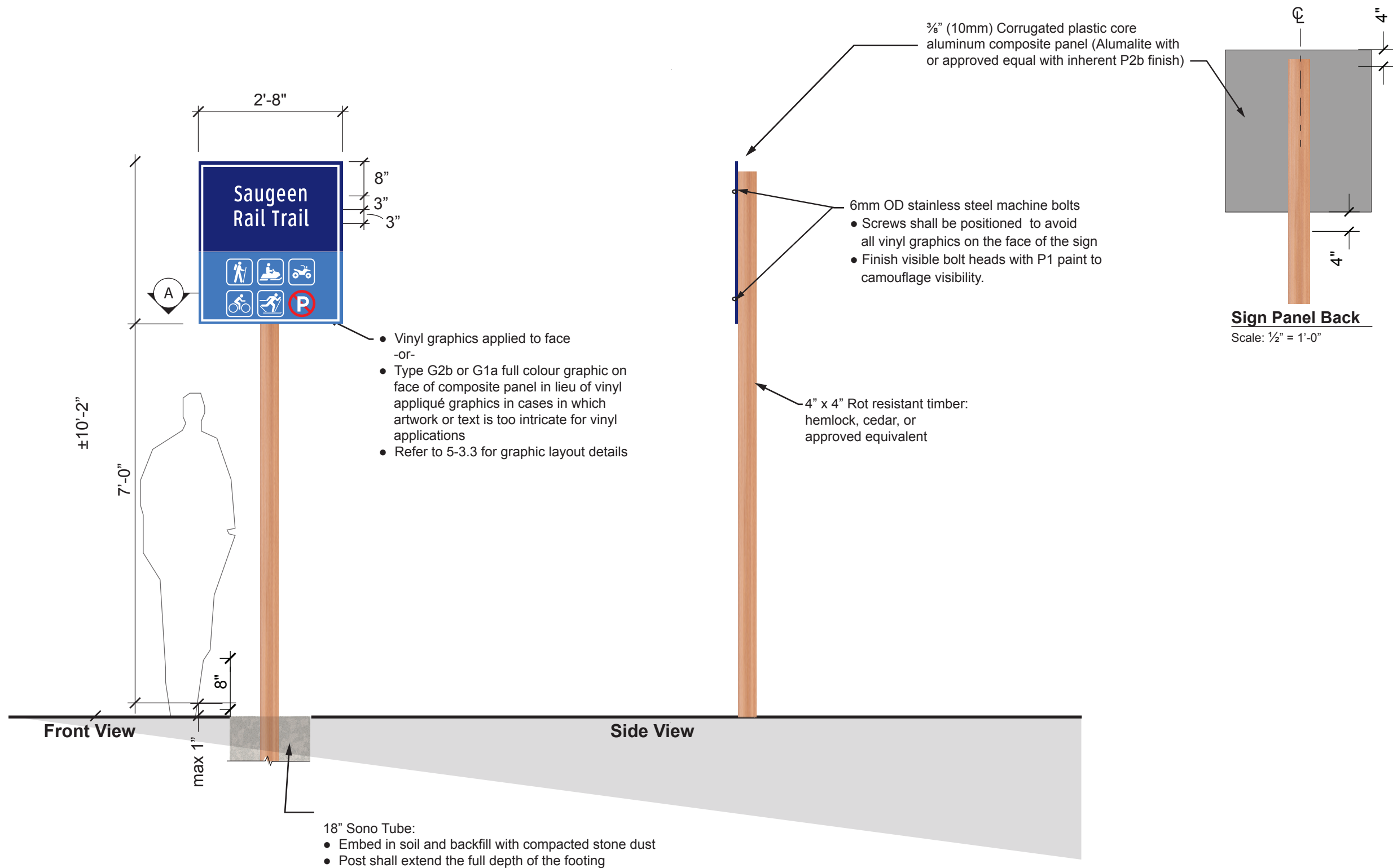


### Alternate Layouts

Sign Type Layouts: Revised for Active Transportation

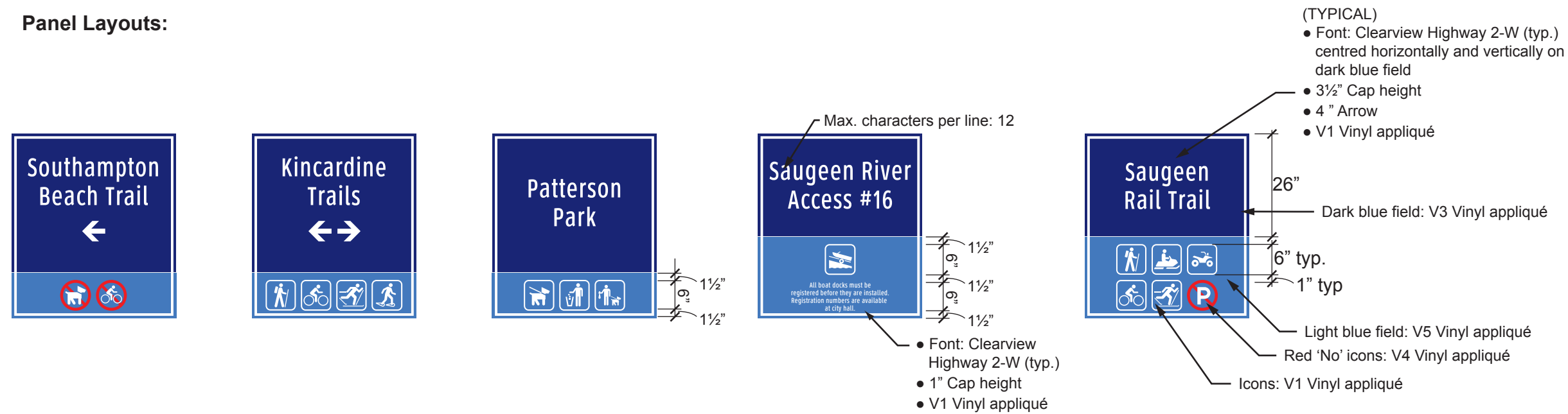








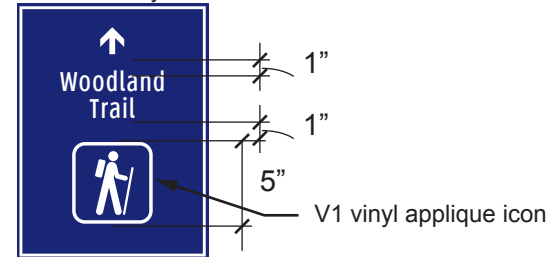
Panel Layouts:



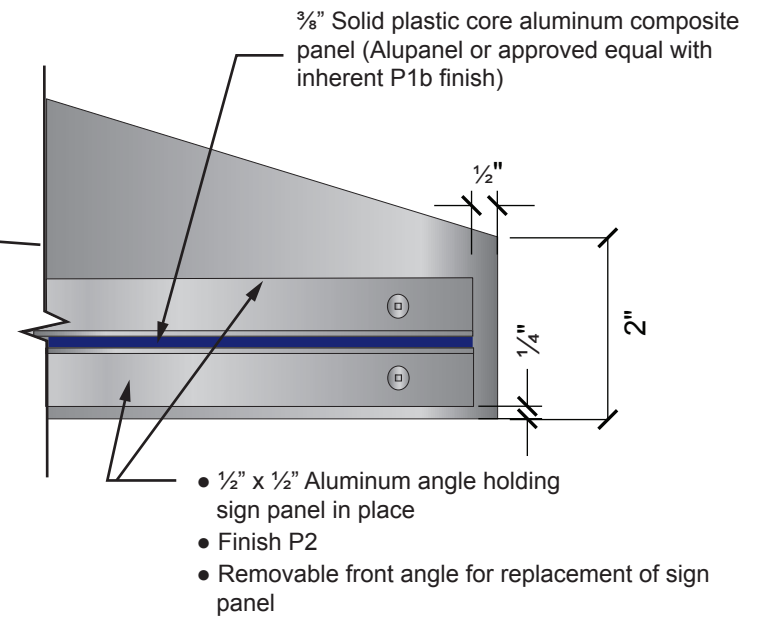
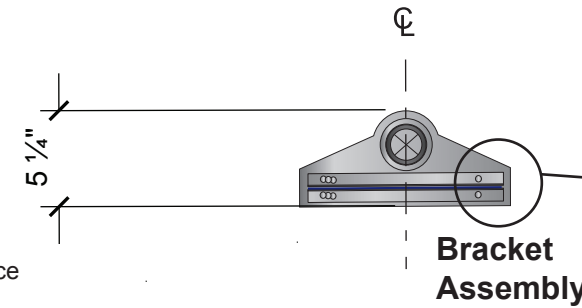
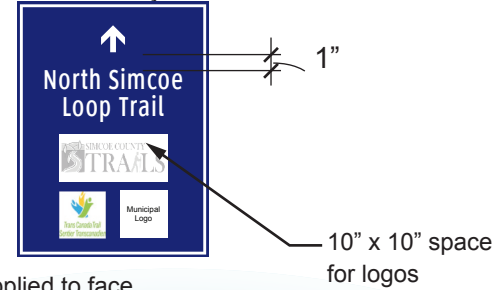
Notes:

- A maximum of six (6) regulatory/activity icons are permitted
- Main text shall not exceed (2) lines.
- Regulatory subtext (for pedestrain level) should not exceed (4) lines.
- The Vt-1 Vehicular Trailblazer Directional should be used for associated wayfinding purposes.
- The Vt-3 sign unit should only be used as a directional element (with an arrow) if the amenity or destination is remote from the parking area / installation site.
- Straight arrows (↑) should NOT be used.

Alternate Layout:

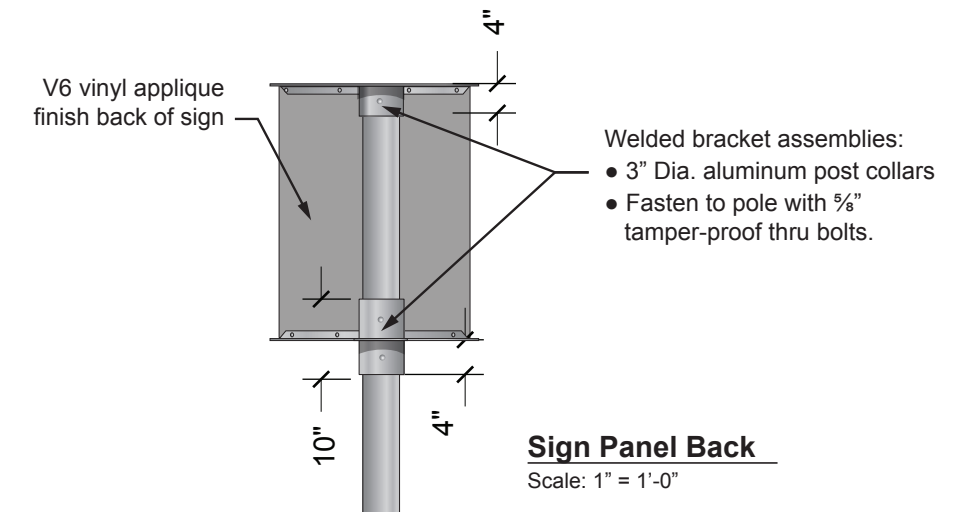


Alternate Layout:



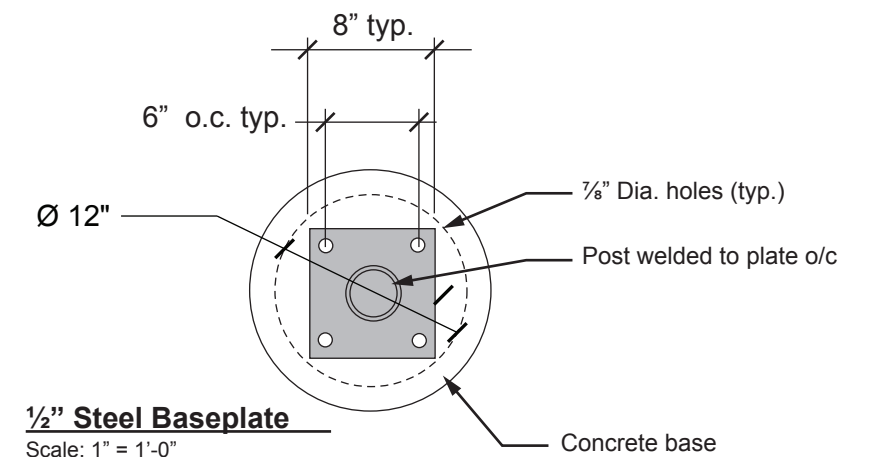
### Section A - Sign Panel Detail

Scale: 6" = 1'-0"



### Sign Panel Back

Scale: 1" = 1'-0"



### 1/2" Steel Baseplate

Scale: 1" = 1'-0"

V1 vinyl graphics applied to face

- Font: Clearview Highway 2-W (typ.) centred horizontally
- 1 1/4" Cap height
- 1 3/4" Arrow

Full colour graphic image:  
3M exterior grade ControlTac digital graphic applique

- .080 Aluminum cover to conceal baseplate and hardware.
- P2 Finish
- Fabricator shall submit cover detail for approval prior to fabrication

1/2" Galvanized steel baseplate

3/4" Galvanized threaded rod anchor bolts

### Front View

### Side View

See page 6-1.2 for wood post or Uchannel option.

Cylindrical concrete base and reinforcement to be designed by professional engineer licensed with PEO.



## Sign Type Layouts: Revised for Active Transportation

**TRAIL MARKER: PW-1A & PW-1B**

## Existing Urban & Rural

## Walking Tour and Trail Guide

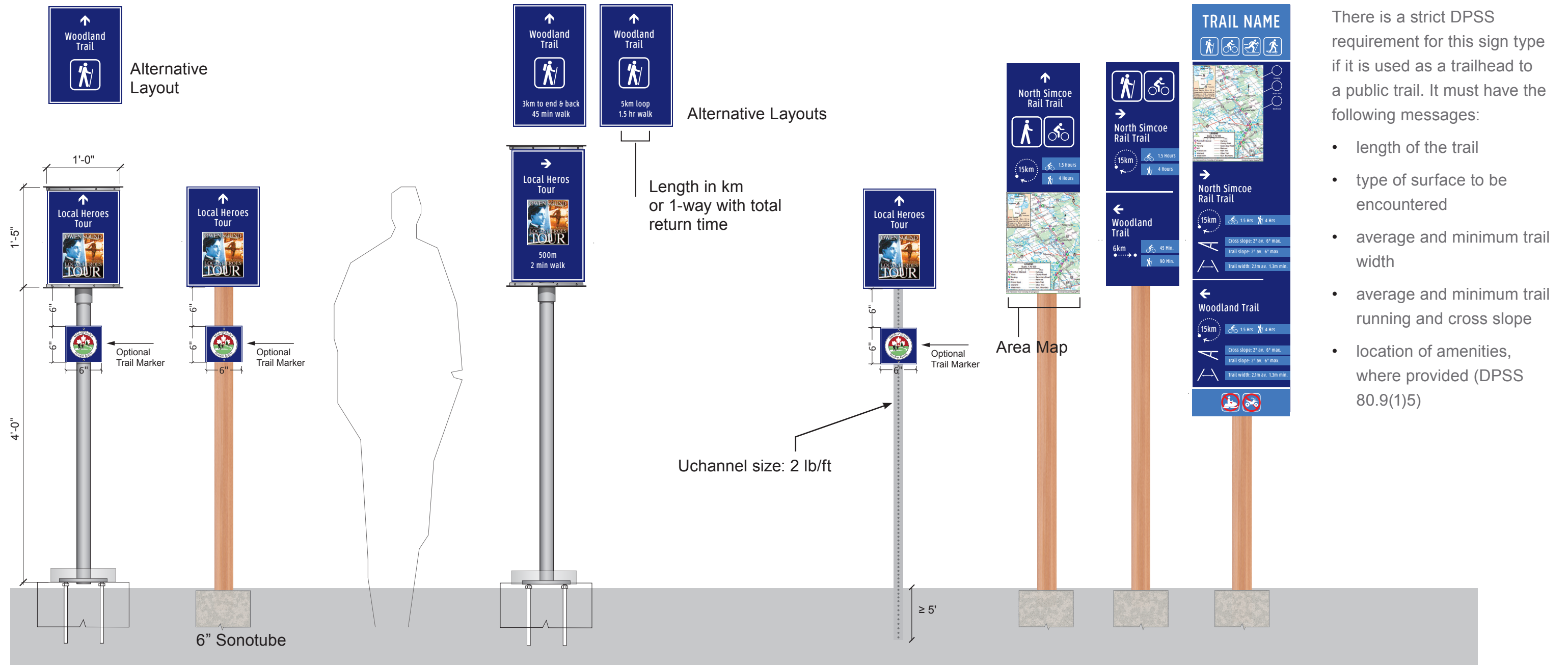
Proposed

## Walking Tour and Trail Guide

## Proposed Alternative Layouts

with Area Maps with the inclusion of

## Cycling Distances

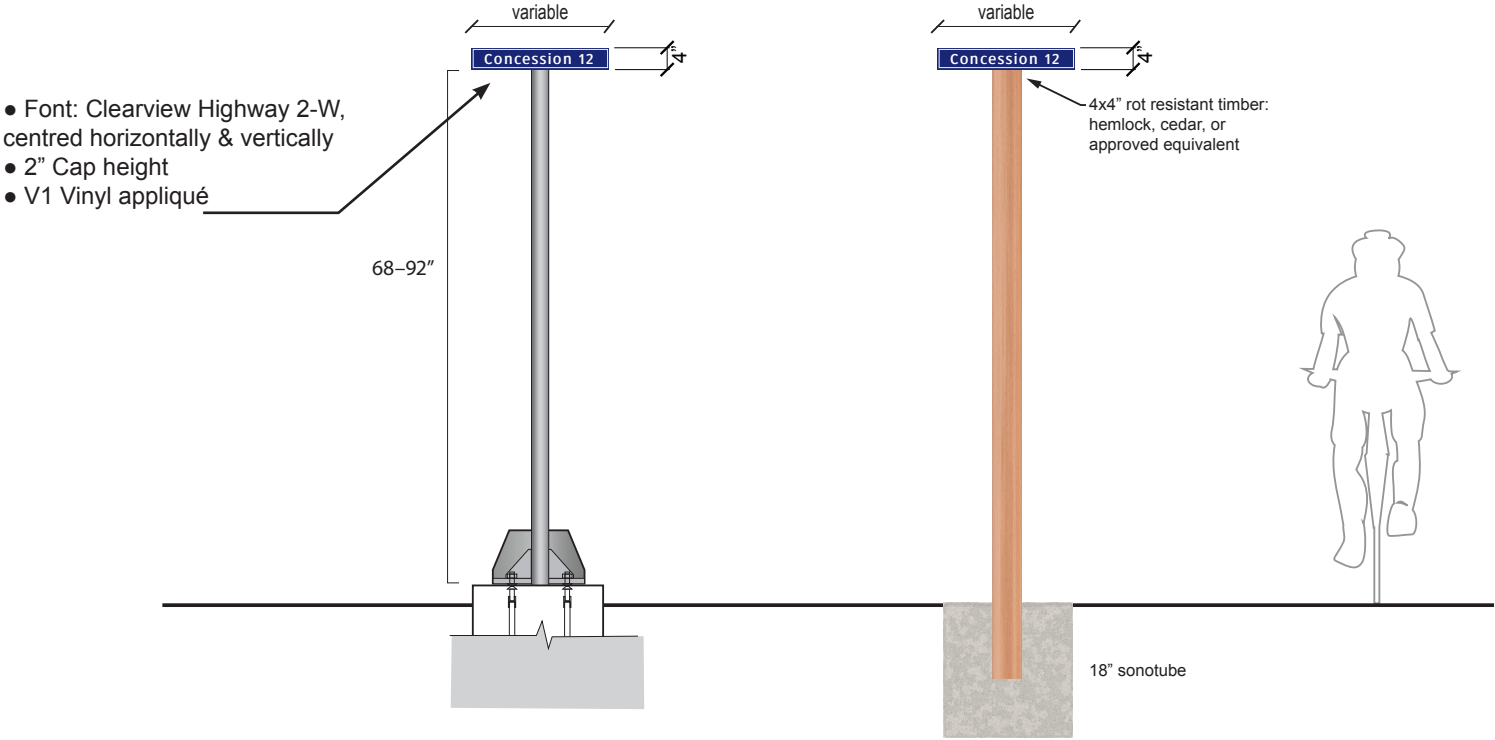


Urban PW-1A

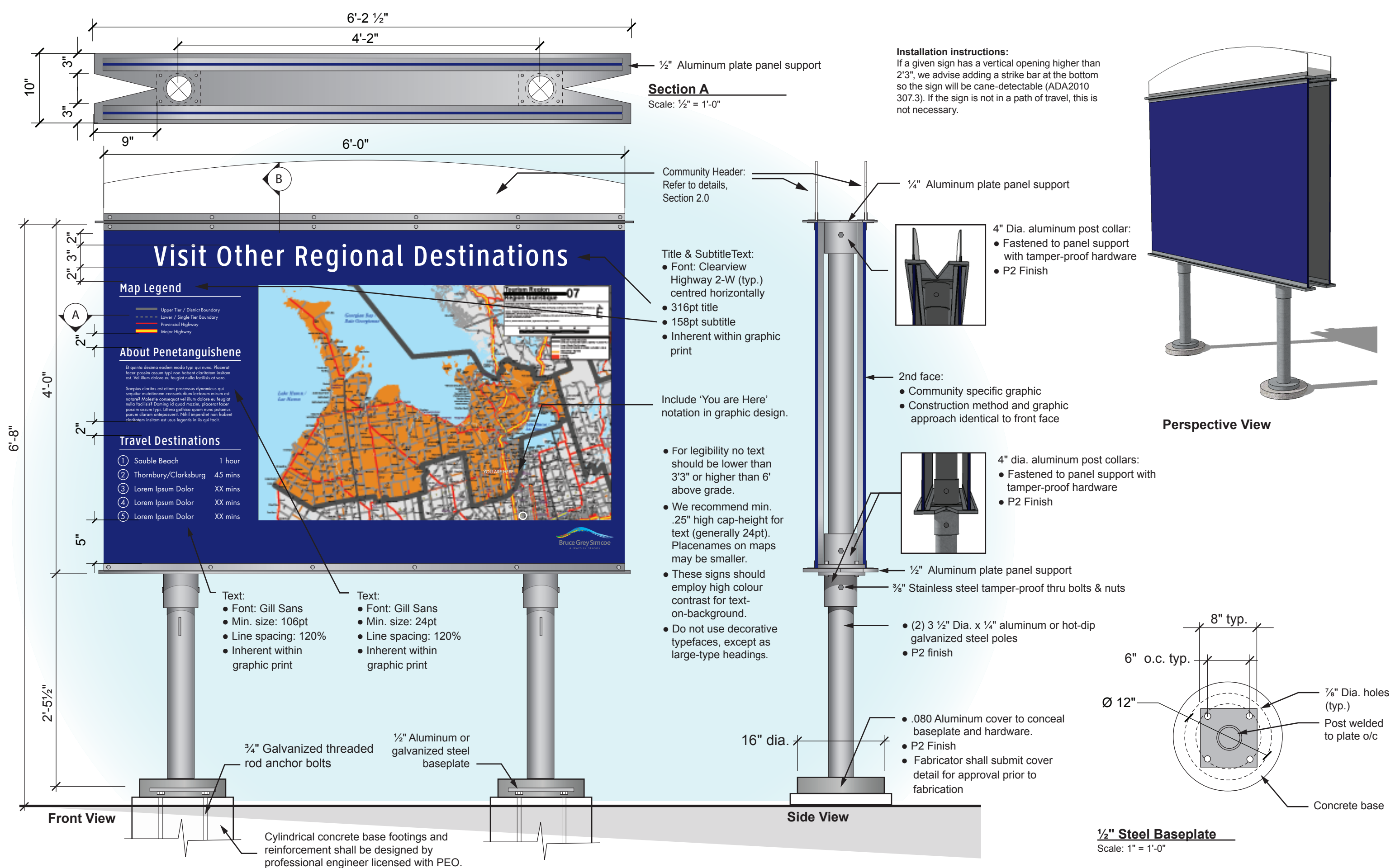
Rural PW-1B

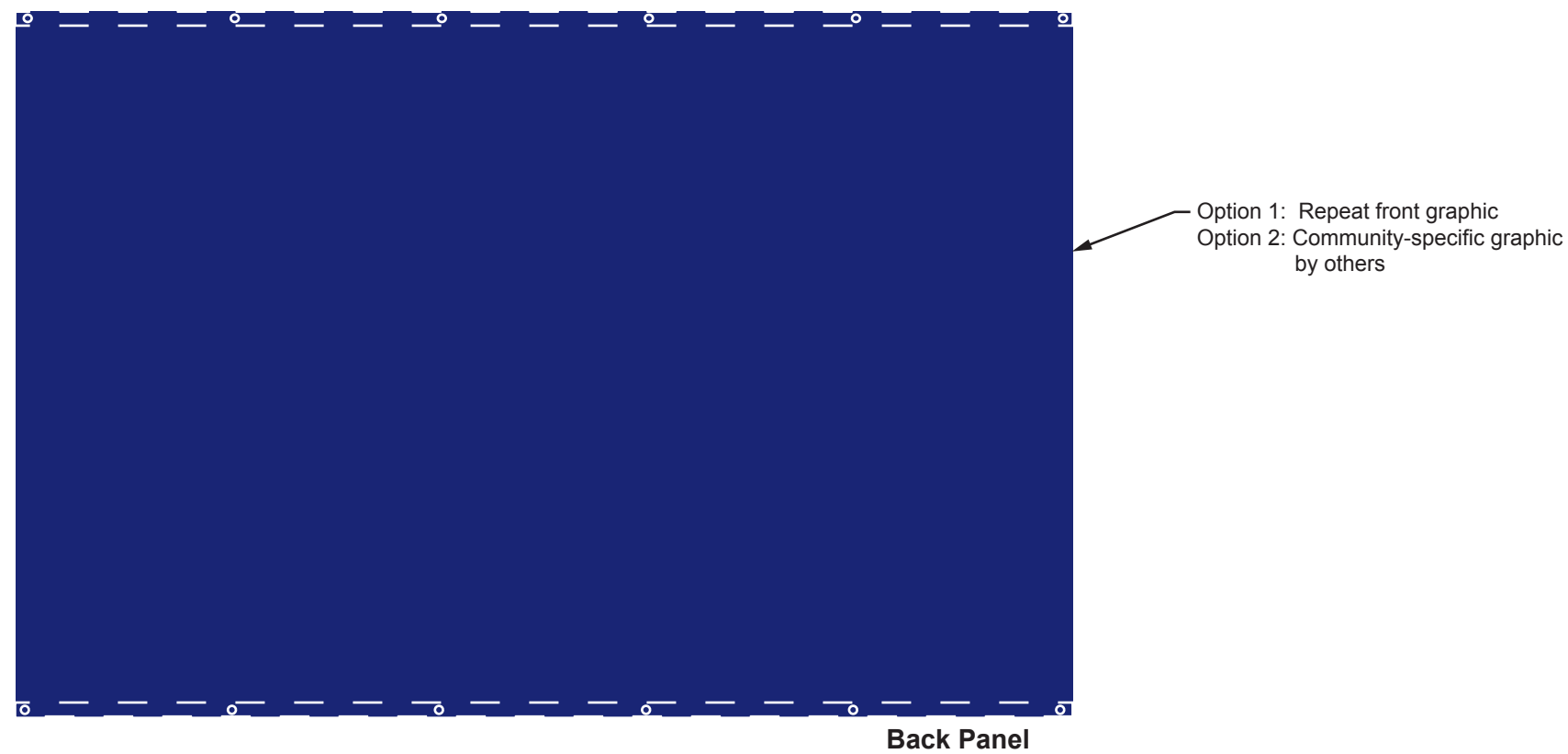
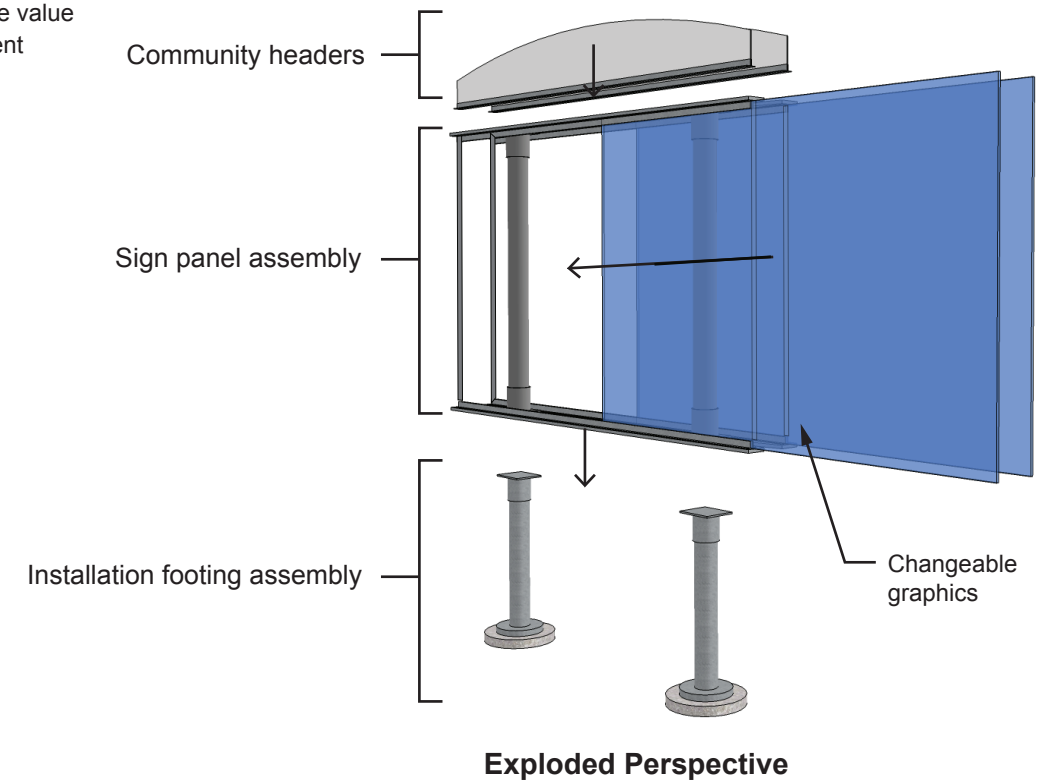
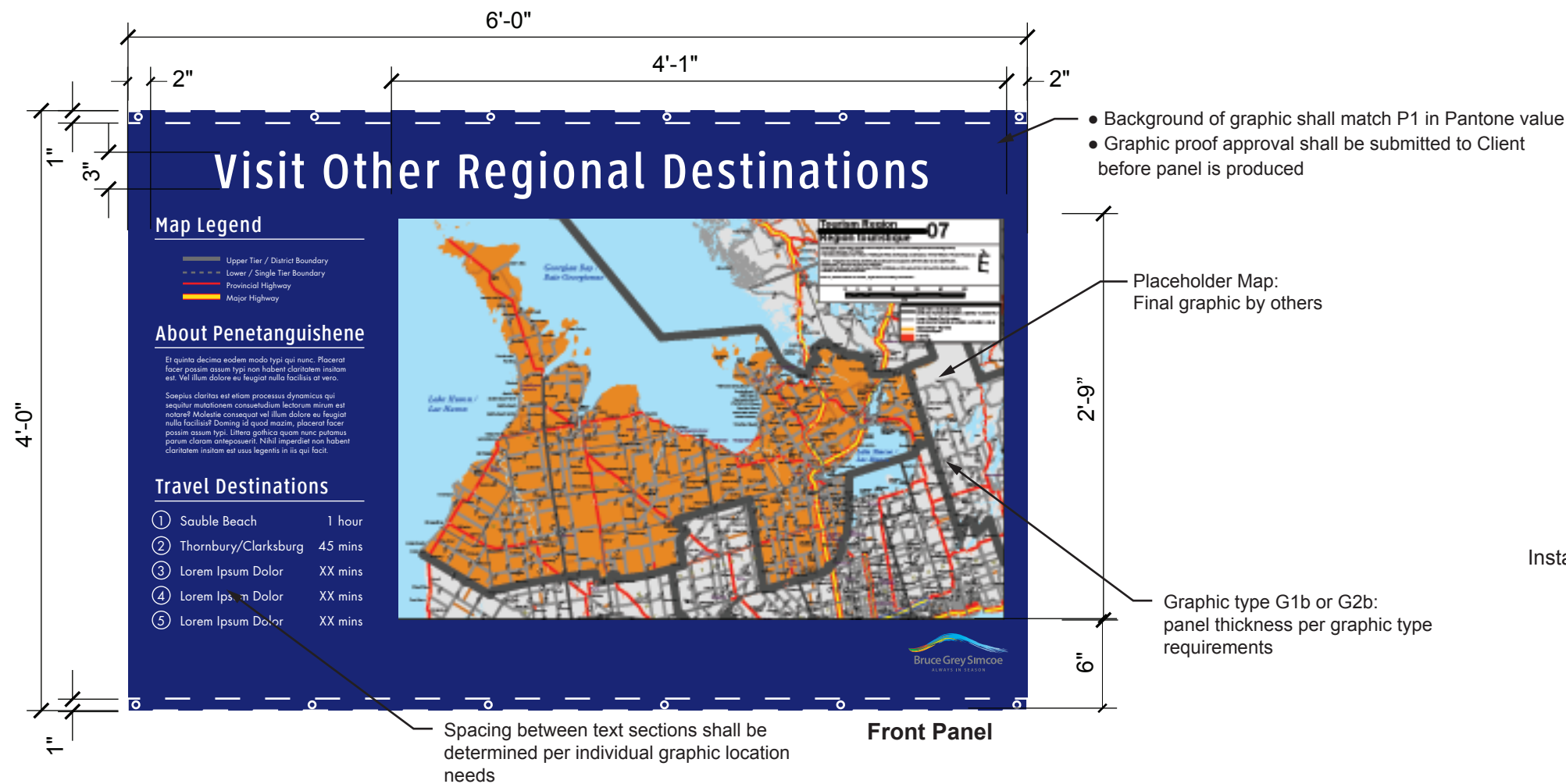
# Sign Type Layouts: Street Name

To be used for navigation and emergency response.  
For active transportation environments ONLY.

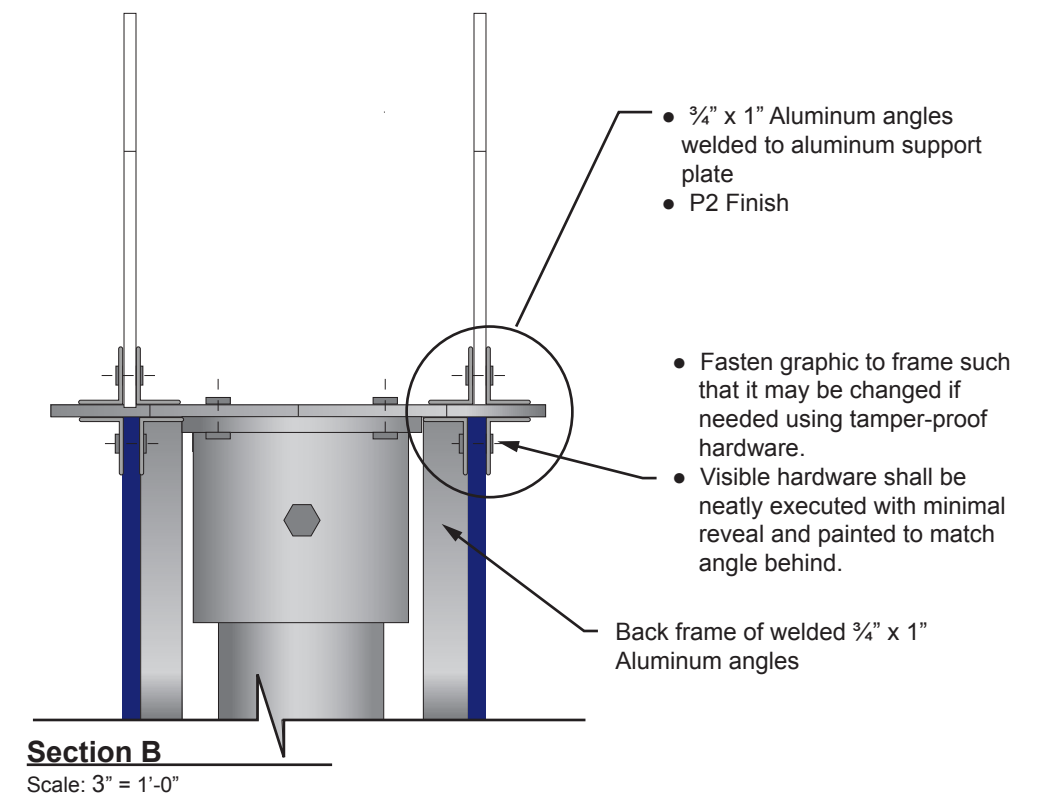


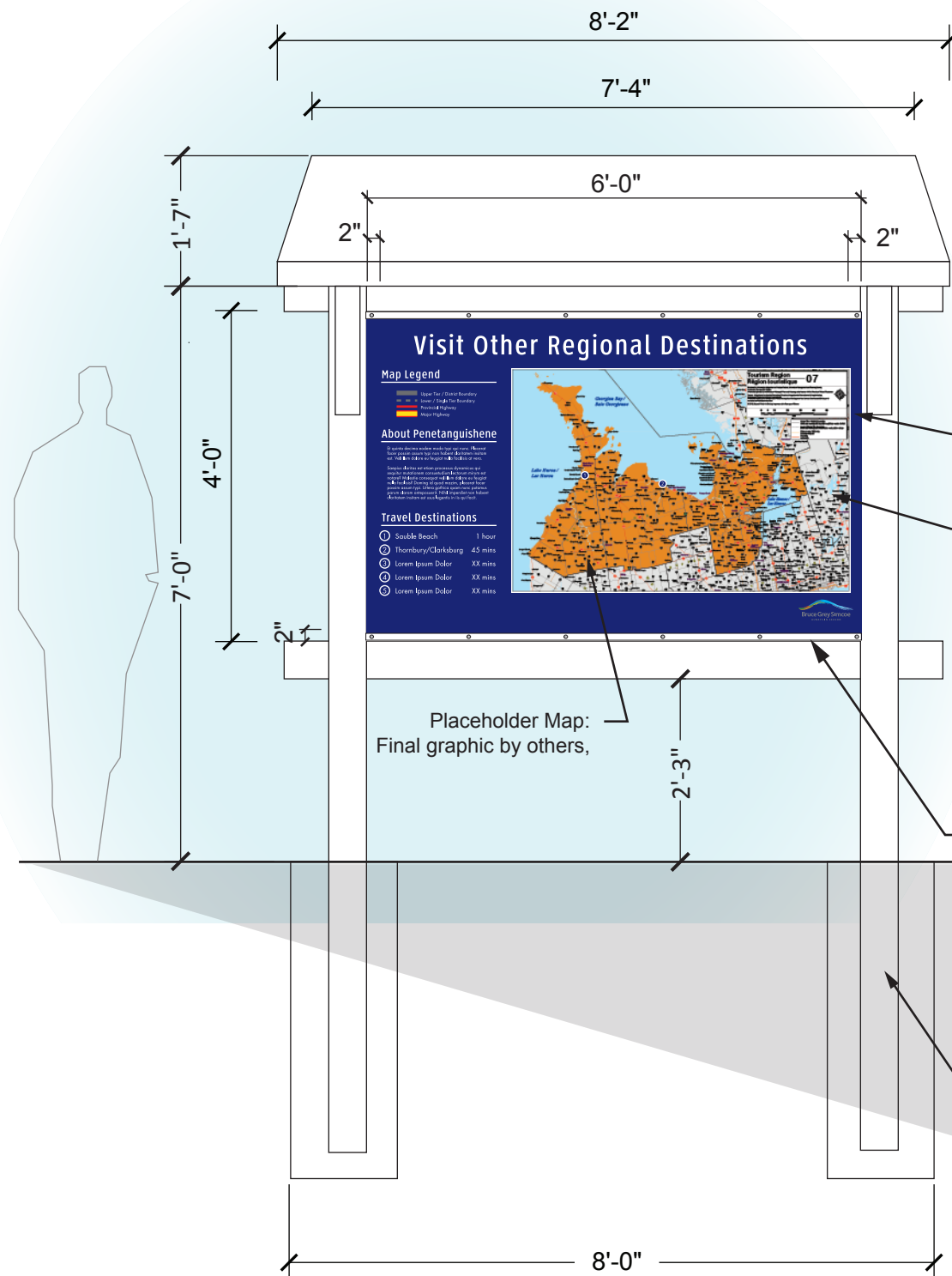






**Graphic Insert Details**  
Scale: 1" = 1'-0"





Refer to Pd-1a for full graphic layout details

- Background of graphic shall match P1 in Pantone value
- Graphic proof approval required before panel is produced

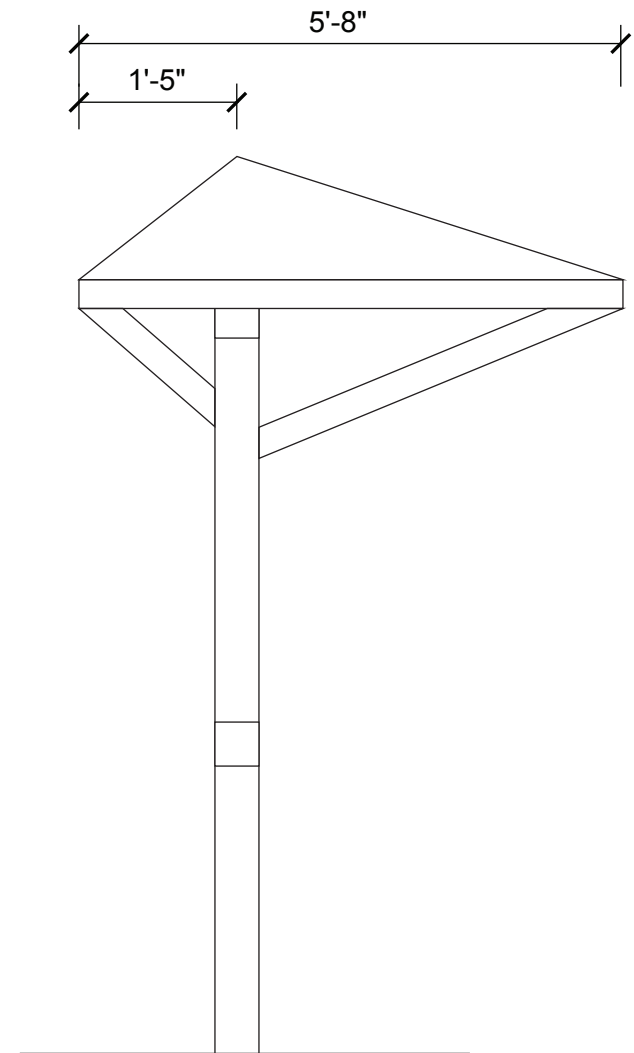
Entire kiosk graphic panel shall be G1a or G2a graphic panel.

- In either instance, a  $\frac{3}{4}$ " marine grade plywood mounting substrate shall be provided behind the graphic held in place with wood blocking.
- Graphic shall be adhered to substrate per manufacturer's specifications for outdoor installations to prevent warping.
- After cutting (if required) and prior to installation, plywood sheet shall receive a minimum of one (1) coat of exterior oil-based paint.
- Prior to painting all edges shall have a single (brush or roller) application of West System Epoxy or approved equivalent.

Capture ends with 1" wood trim to prevent delamination

Placeholder Map:  
Final graphic by others,

Concrete base footing and reinforcement shall be designed by professional engineer licensed with PEO.



### Example of Bruce County Trail Kiosk

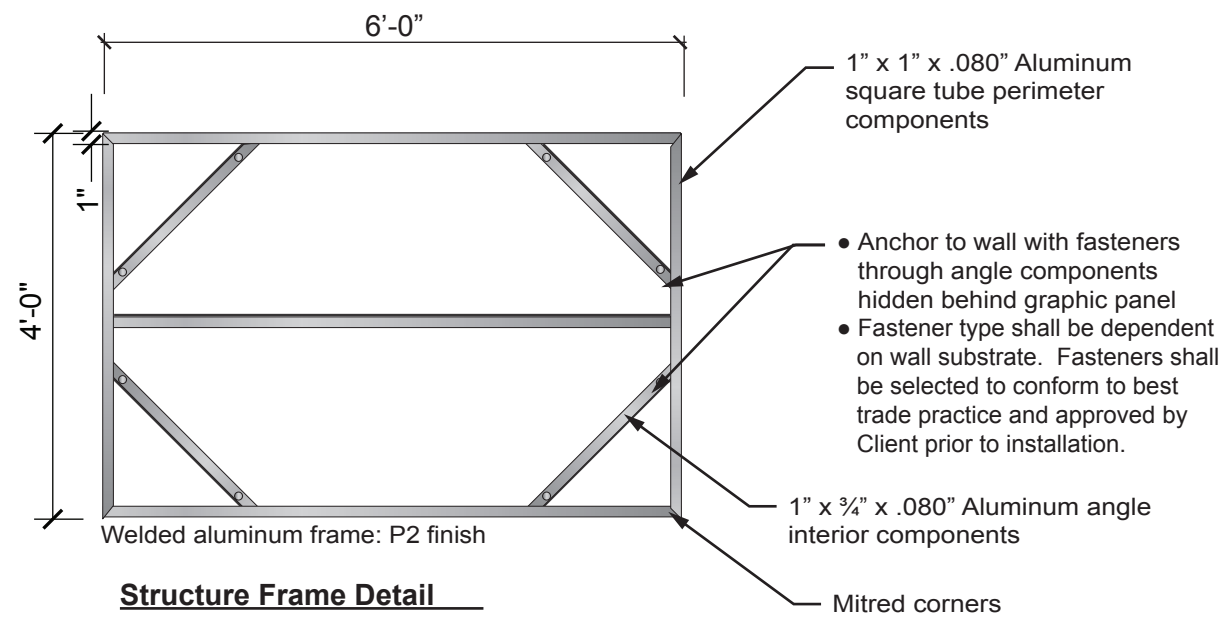
Dimensions are approximate.

Kiosk structure shall be constructed to match existing kiosks in each community.

Kiosk design by Others.

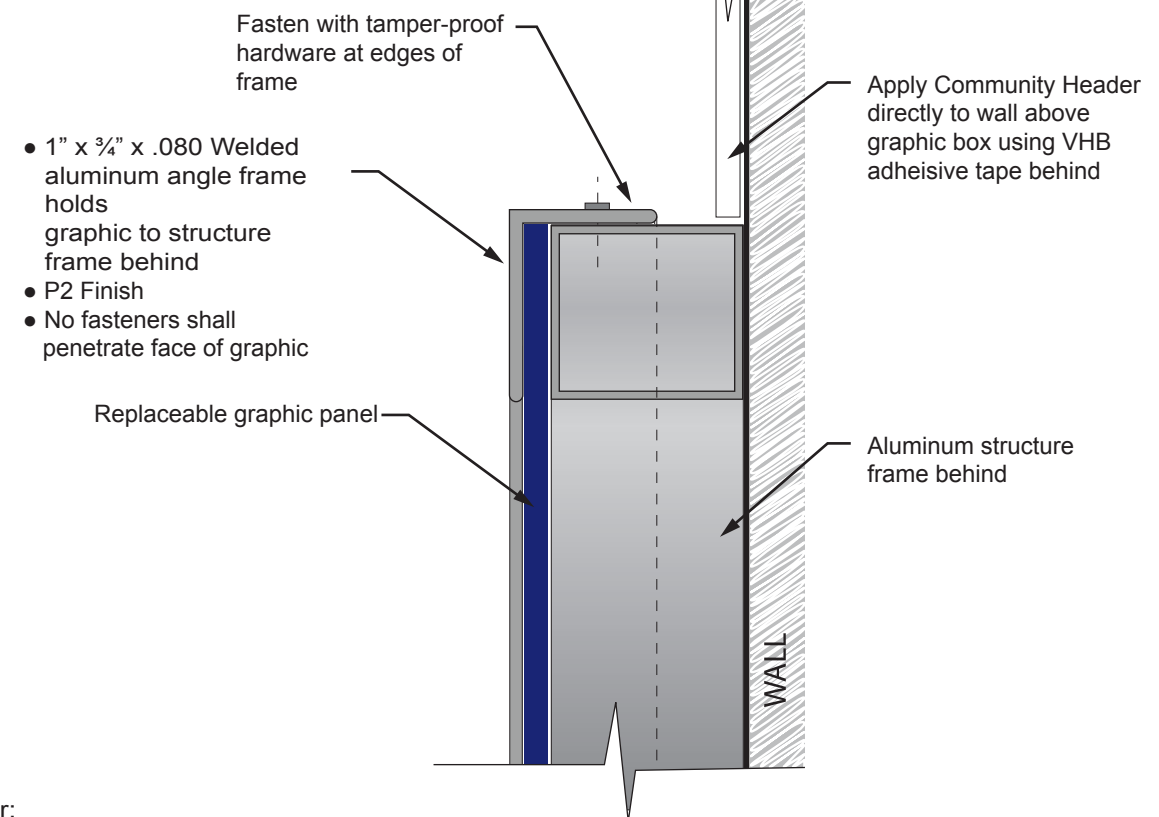
If the map directory is to be placed in an existing kiosk unit, the fabricator shall be responsible for confirming the installation area prior to fabrication.





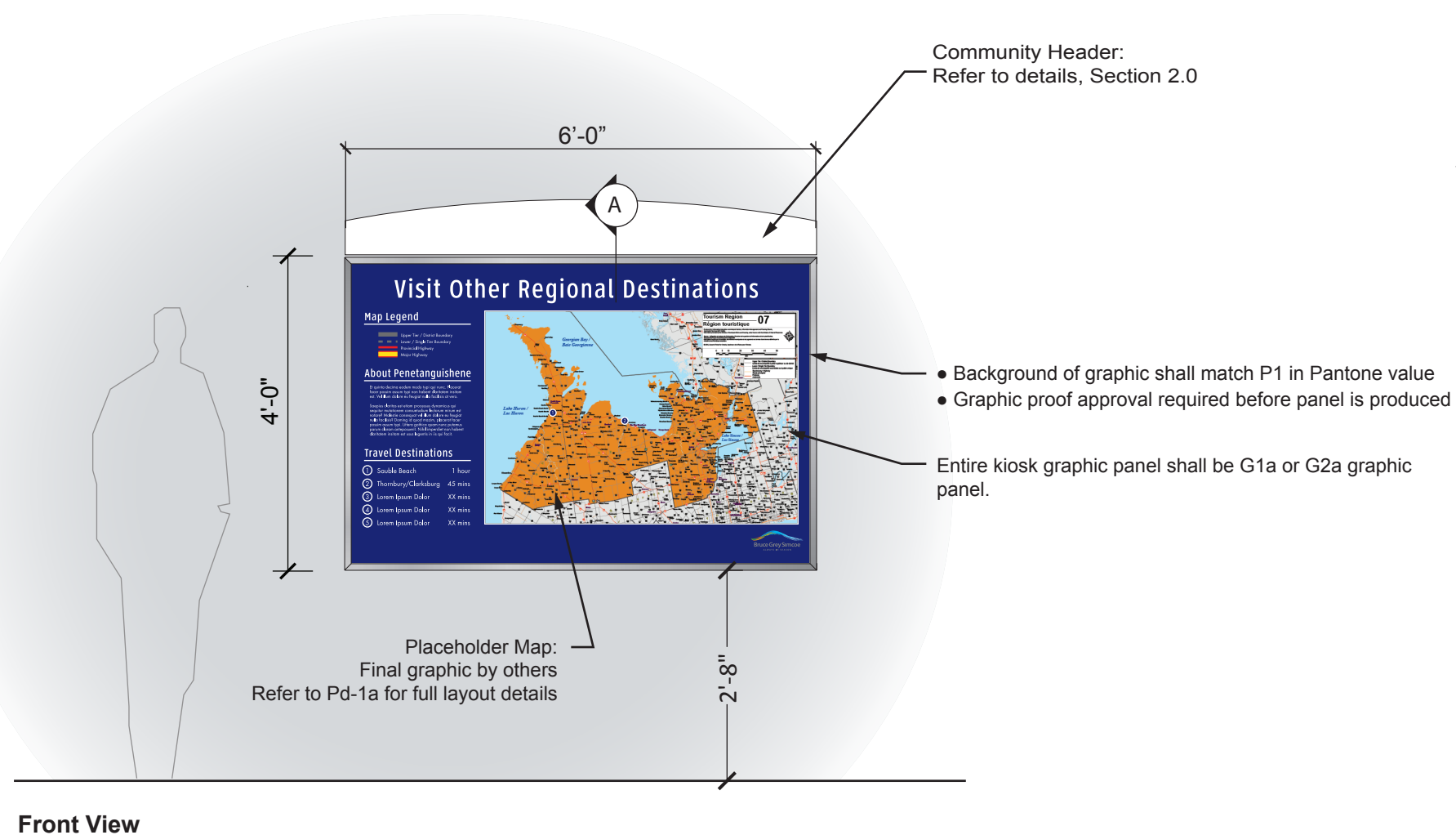
### Structure Frame Detail

Scale: 3/4" = 1'-0"

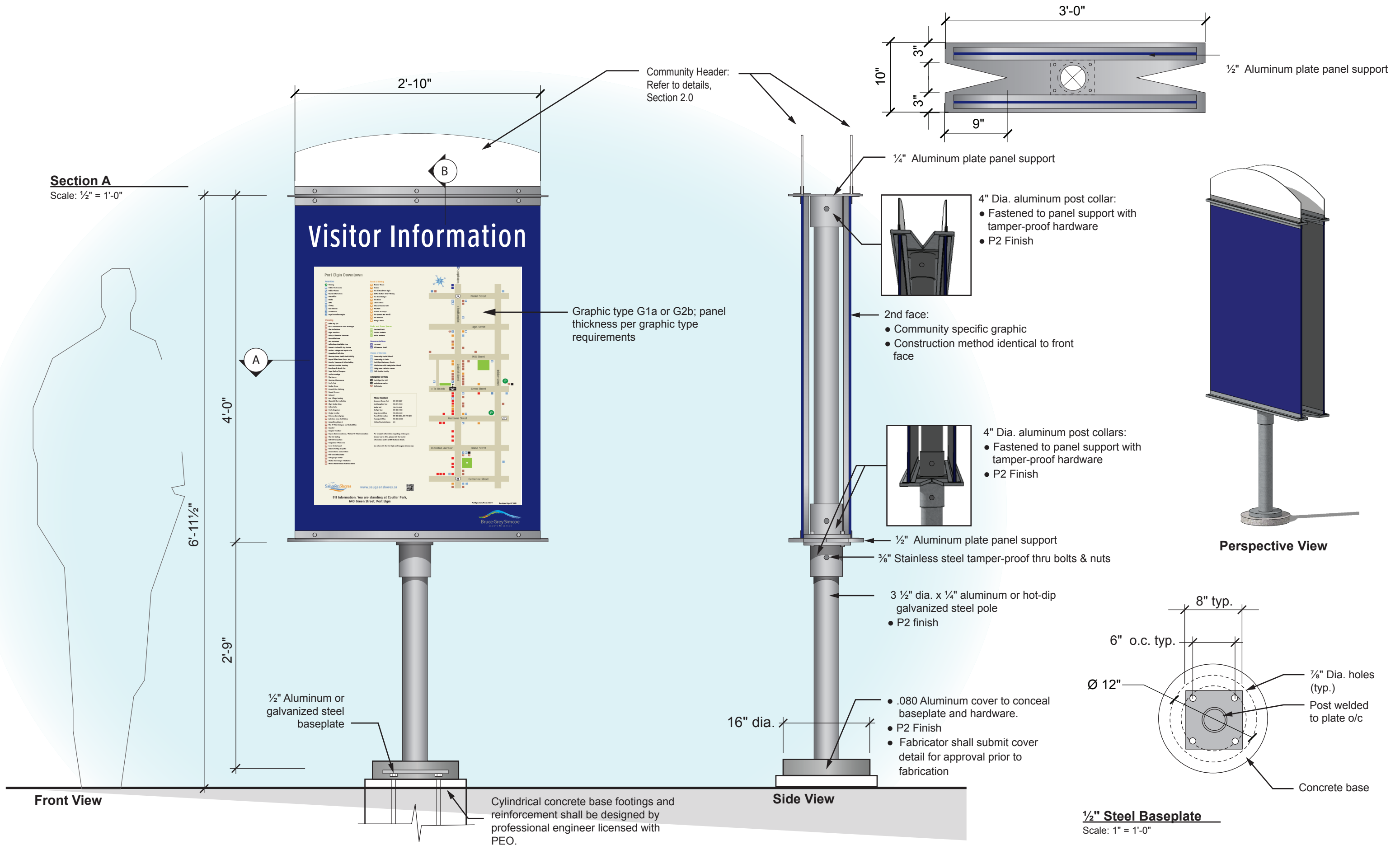


### Section A

Scale: 1" = 1" full scale



### Front View







**Title & Subtitle:**  
 • Font: Clearview  
 Highway 2-W (typ.)  
 centred horizontally

• 316pt title  
 • All text is inherent within the graphic print/ not applique

**Text:**

• Document Font: Gill Sans  
 • 48pt street names  
 • 24pt list text  
 • All text is inherent within the graphic print: not applique

**Placeholder Map:**  
 Final graphic layout by others

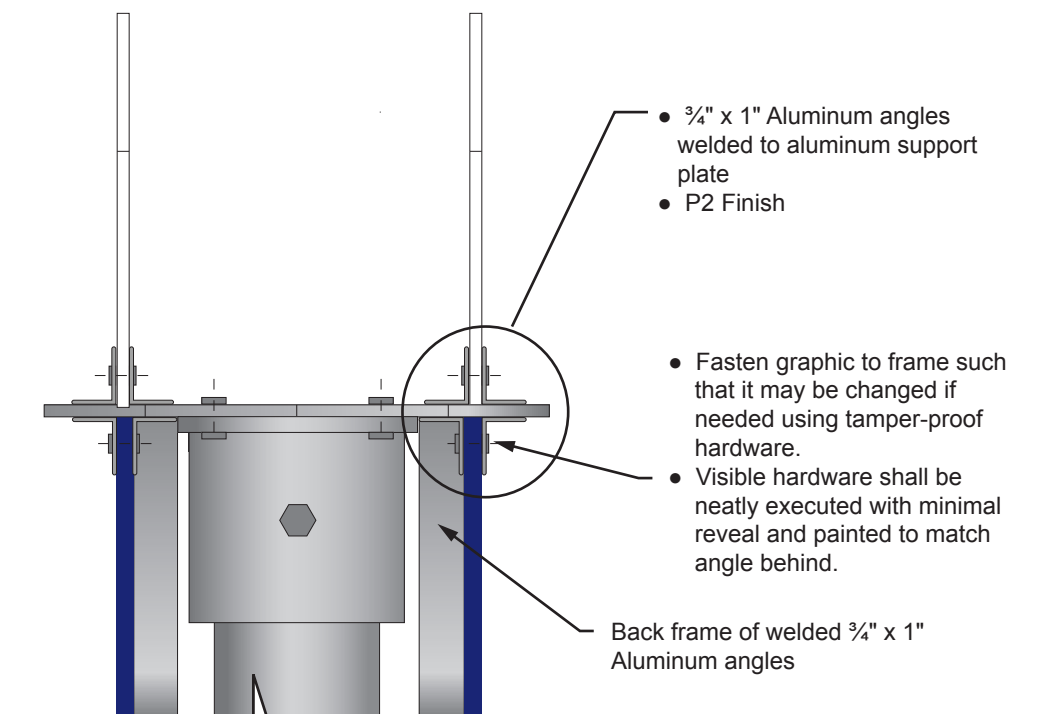
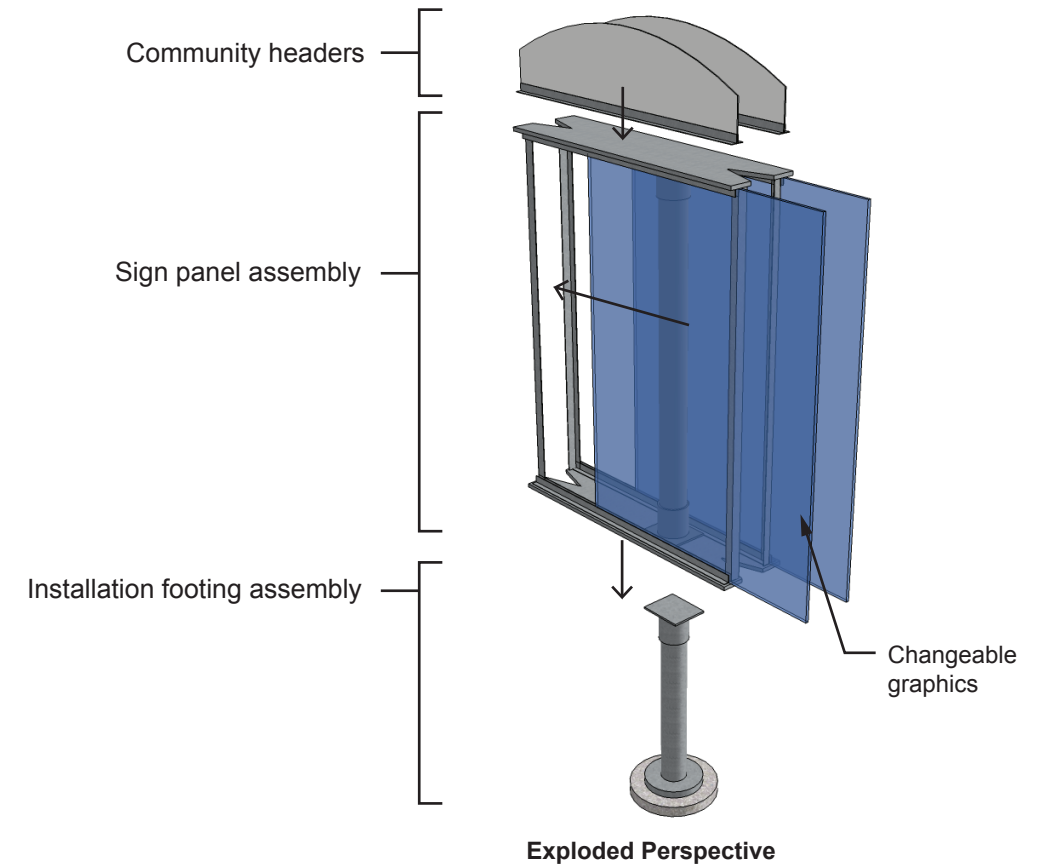
- For legibility no text should be lower than 3'3" or higher than 6' above grade.
- We recommend minimum .25" high cap-height for text (generally 24pt).
- These signs should employ high colour contrast for text-on-background.
- Do not use decorative typefaces, except as large-type headings.



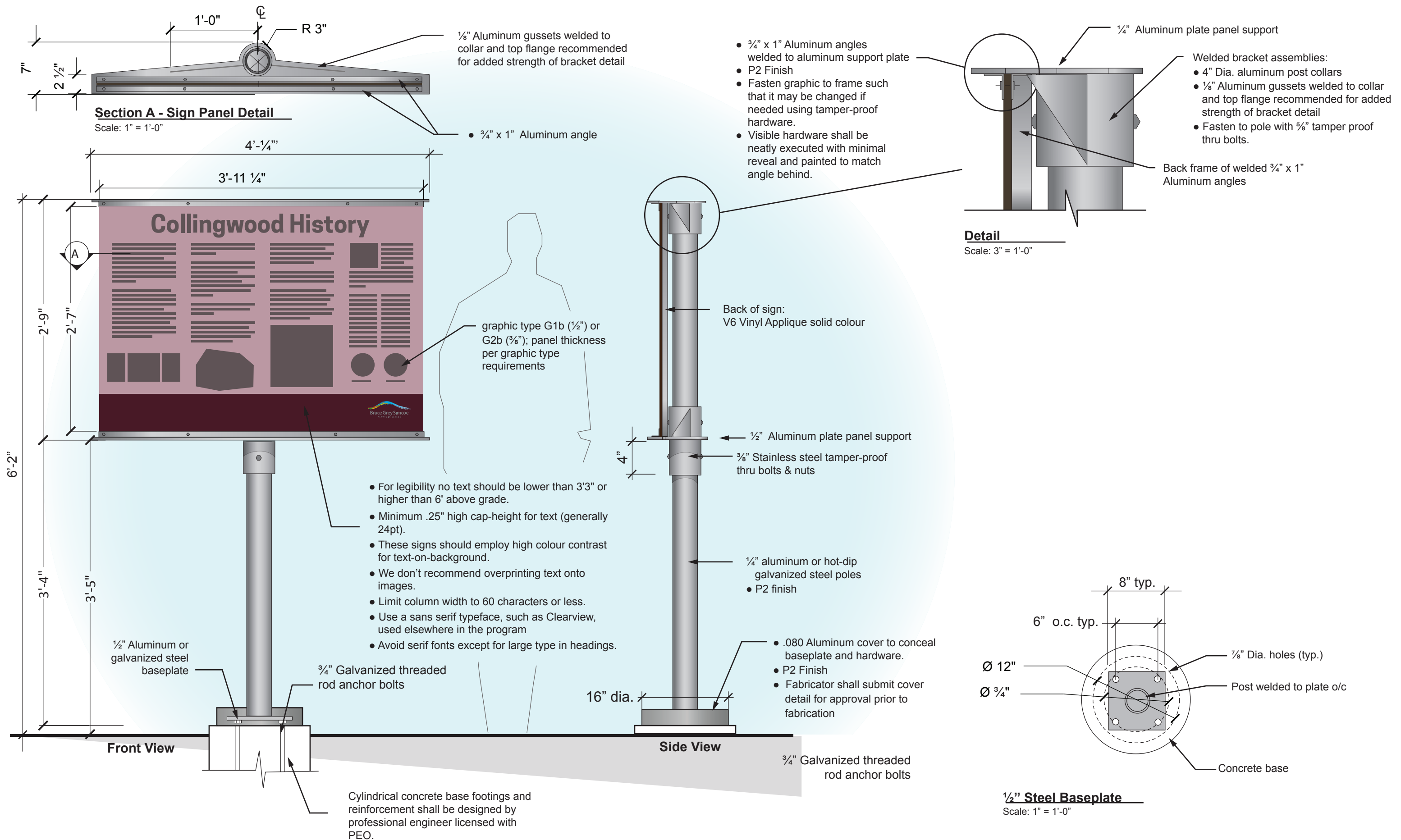
Option 1: Repeat front graphic  
 Option 2: Community-specific graphic by others

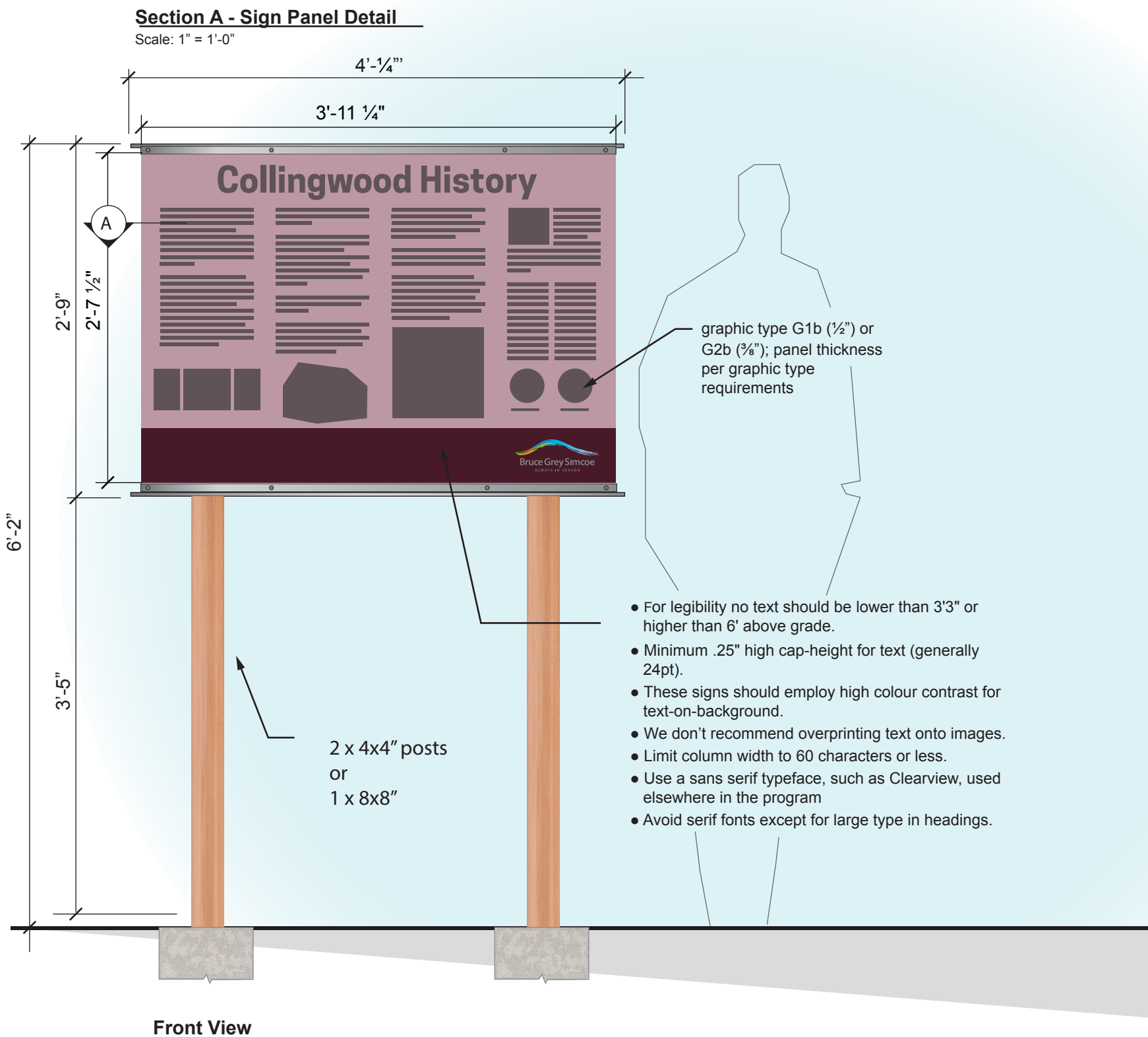
#### Graphic Insert Details

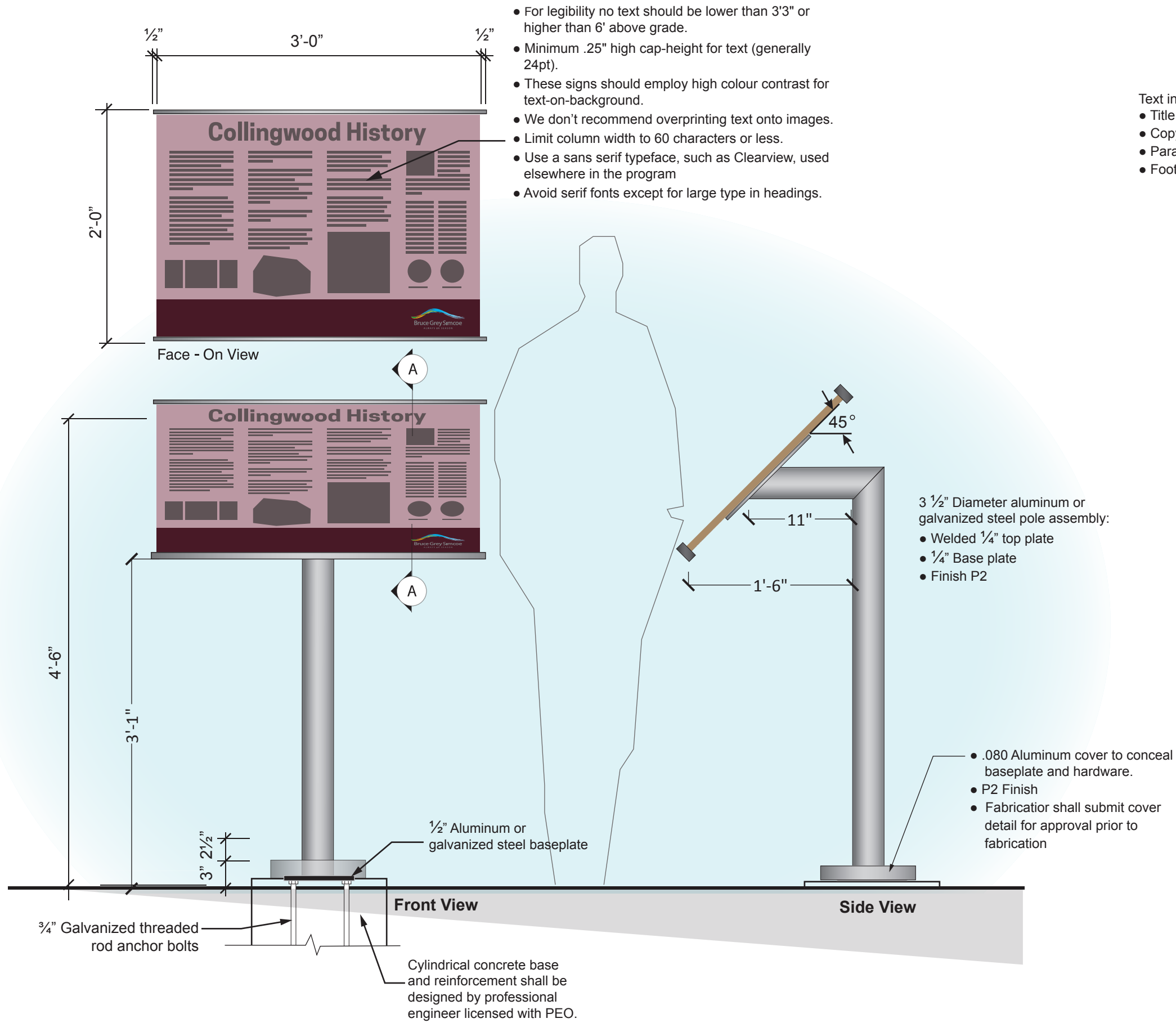
Scale: 1" = 1'-0"



Scale: 3" = 1'-0"







- Text inherent in graphic print:
- Title: Times New Roman, 160pt
  - Copy: Minion Pro, 26 pt
  - Paragraph Letters: Minion Pro, 74 pt
  - Foot Notes: Times New Roman, 36 pt

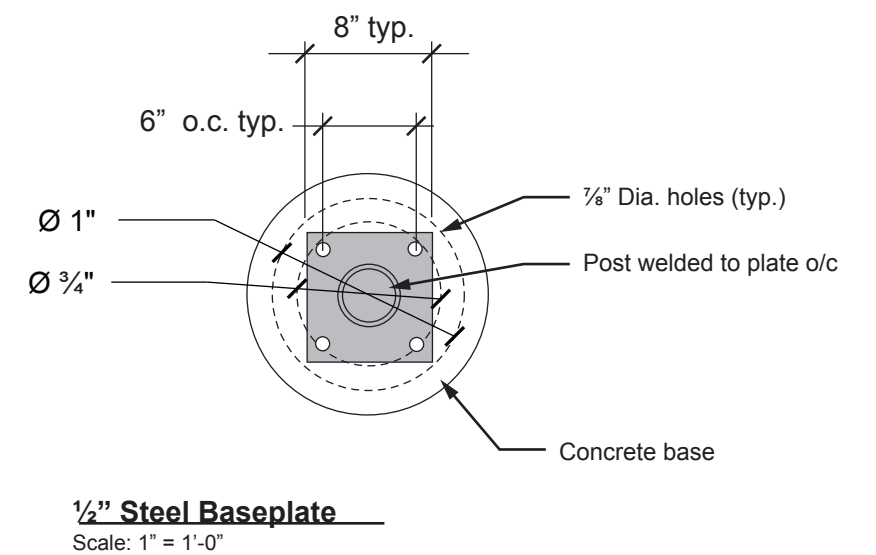
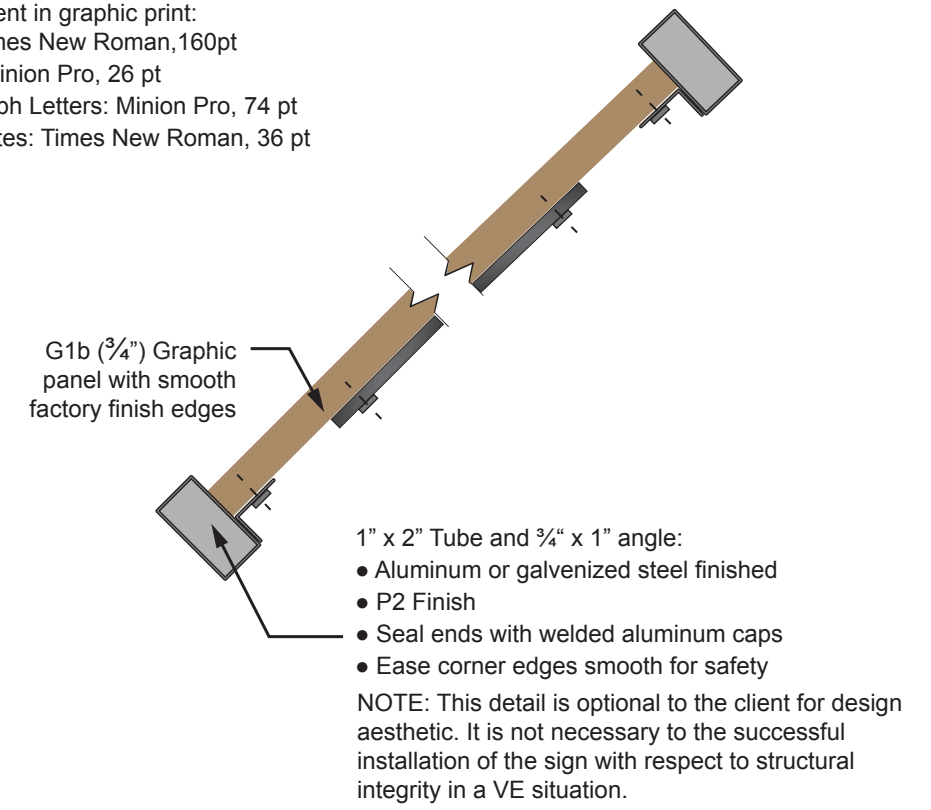


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	A2-1.2 Pay-to-Play Signage System Administration Guidelines
	A1-2.1 Sign Hierarchy / Reference Elevations
Section A2 Pay-to-Play Sign Type Details	A2-1.1 Ah-1 Rural Highway Pay-to-Play Directional
	A2-1.2 Ah-1 Rural Highway Pay-to-Play Directional, construction details
	A2-1.3 Au-1 Rural Highway Pay-to-Play Directional, wood post
	A2-2.1 Au-1 Urban Vehicular Pay-to-Play Directional
	A2-2.2 Au-1 Urban Vehicular Pay-to-Play Directional, construction details
	A2-2.3 Au-1 Urban Vehicular Pay-to-Play Directional, alt. construction details
	A2-2.3a Au-1 Urban Vehicular Pay-to-Play Directional, wood post
	A2-2.4 Au-1 Urban Vehicular Pay-to-Play / Active Transportation



Pay-to-Play Wayfinding Introduction

The Pay-to-Play signage system has been established to address private, tourism-based destinations within Region 7 . The Pay-to-Play sign designs have been based on the primary wayfinding system's use of fonts, colours, and panel layout.

However, this aesthetic has been modified to ensure that these signs and their intent while remaining highly visible, are distinguishable from the Region's primary signage program.

To provide user consistency and assist in the removal of unsightly signage clutter, it is highly recommended that this sign system be adopted. To increase its potential, the Pay-to-Play sign program should be used uniformly Region-wide.



- Existing Pay-to-Play signs:
- illegible at speed
  - too close to intersections
  - too many destinations
  - sightlines blocked

# Pay-to-Play Signage System Administration Guidelines

## The Pay-to-Play Signage System

The visual aesthetic of the private business signage or the Region 7 Pay-To-Play system has utilized the design elements, i.e. colours, fonts, and panel appearance of the Region’s primary wayfinding system. This visual connection is critical to ensure that visitors recognize both systems as part of an overarching tourism-based signage program.

The Pay-To-Play sign elements are modular. This design will permit easy changes to the system to be completed, e.g. new signs to be added to existing infrastructure and out of date signage removed. This fabrication methodology will ensure the system’s viability, while managing future operation costs.

### Benefits

In addition to synergies with the overarching Region 7 wayfinding system, following are benefits of adopting the Pay-To-Play signage system.

### Cost effectiveness

It will provide a cost effective approach for Regional tourism operators to ensure attractive, accessible wayfinding signage directions tailored to their establishment. It has the potential to provide a ‘level playing field’ for Region 7 tourism operators, i.e., whoever has the most fiscal resources at hand is not permitted to install the largest sign.

### Reduce Visual Clutter

Some intersections of connector roads within Region 7 are littered with tourist attraction-based signage. Although many of these signs are of a high quality, their numbers creates a visual clutter that can reduce the visibility of a single sign unit. With respect to visibility, some private signage has been designed without consideration for travel speeds resulting in text that is illegible. It is also important to note that with respect to this situation, the tourism related signs are also mixed with non-tourism related signage - further adding to the visual pollution and negating effectiveness of all signs.

Through its visual aesthetic and installation guidelines the implementation of the Pay-To-Play system will effectively remove a large portion of this existing visual clutter through the installation of a highly recognizable, well-designed signage system.

## Administration

For the Pay-To-Play signage system to be effective all municipal/county jurisdictions within Region 7 must agree to its implementation. From an administration perspective the following should be seriously considered:

### Signage By-Laws

All municipalities have existing signage by-laws in place. Most of the signage that is presently in place contravenes these by-laws. To reduce the aforementioned clutter, improve the visual appeal of the Region, and further the effectiveness of the Pay-To-Play signage system, all offending signs should be removed. As required, existing legislation should be amended to permit the installation of the Pay-To-Play signage system elements.

### Implementation

To project a cohesive professional image throughout Region 7, the visual, structural integrity, (i.e. quality) of the Pay-To-Play signage system must be maintained. Additionally the accuracy of the system’s messaging must be reviewed and updated on an annual basis. It is essential that all messages reflect businesses that are in operation. To ensure this critical aspect a jurisdiction-by-jurisdiction, or overarching administering ‘body’ must be developed. This would require the following to be developed and agreed upon before the Pay-To-Play system is physically initiated:

### Guidelines

Definitive guidelines that determine what businesses are permitted under this program are an initial step. At a high-level what constitutes a tourism destination needs to be defined, e.g. the type of business, hours of operation, is the business seasonal, or open year-round. These criteria will define the Region 7 Pay-To-Play signage system and again ensure a ‘level playing field’ for all applicable business operators.

### Business

A definitive set of parameters for each type of tourist destination needs to be developed and agreed upon. Following are some guidelines that need to be established before the system is initiated.

### Signs Per Business

The number of signs per establishment needs to be determined, e.g. one primary identification unit, and 2 subsequent directional items. The avoidance of straight directional arrows will reduce signage clutter.

In areas, i.e., communities, where there are many tourism-based destinations, guidelines addressing distance should be considered to reduce signage clutter. For example, in such areas only destinations within a 5 kilometer radius will be considered for inclusion on a Pay-To-Play unit.

The above criterion is intended to provide examples of how the Pay-To-Play system’s administrative guidelines can be developed. As with all signage programs there will anomalies and unique instances that will require individual attention and decisions.

## Initiation, Procurement, Installation, and Maintenance

As noted, the Pay-To-Play system can be administrated from either a central ‘agency’ or at an inter-jurisdictional level. The development and adherence to an agreed upon approach will determine the system’s success.

At a primary level, the point of contact between the business owner and the administration has to be confirmed. This will require the development of formwork that is necessary to determine if a business can be included within the Pay-To-Play system.

Once a business is deemed appropriate, financial protocols have to be in place to receive funds for the initial signage fabrication and its subsequent annual maintenance.

The receipt of funds has to initiate the initial fabrication and installation of individual business panels. This could be undertaken by the following approaches.

1. The fabrication/installation methodology of these sign units will permit this to be completed by county/municipal sign shops.
2. The establishment of a standing offer with a private contractor to fabricate, install, and maintain the required sign elements.

To foster participation in the Pay-To-Play program, it is suggested that a respective administrative body assume responsibility for the fabrication and installation of the sign unit’s support structure, and the business owner would pay for their individual business panels.

It is also strongly suggested that all participants in the Pay-To-Play signage program be required to pay a nominal annual maintenance fee. This fee would be accrued and used to replace damaged or severely vandalized signs, remove defunct business signs, and replace signs that have reached their lifespan.

The Pay-To-Play signage within this Appendix should be viewed as a baseline system. It has been developed to provide Regional tourism operators with an affordable, viable wayfinding signage option that is visually connected with the primary signage program. The associated fabrication specifications will ensure visual and structural conformance across Region 7, regardless of where the individual sign units are fabricated.

Due to its design limitations, it is understood that it may not be desirable to all business owners. The opportunity to address requests for upgraded, private tourism-based sign elements should be recognized. To ensure quality and aesthetic integrity, signage fabrication and installation guidelines should be established - confirming signage size, fabrication materials, installation parameters and the number of permissible signs per establishment.

Ah-1  
Sign Type: Rural Pay-to-Play

Purpose:  
Vehicular-level sign designed to provide a list of private amenity destinations on a rural road. Private business owners shall purchase signs they wish to have their services on.

- Notes:
- 1. Sign text has been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
  - 2. For legibility sign units should have no more than (5) destinations.
  - 3. A minimum of 1 active destination should be identified before a sign is erected.
  - 4. As other destinations are needed, additional panels (up to five total) may be added below previously installed panels.
  - 5. If more than 5 destinations request space on a sign unit, eliminate destinations as needed to reach five by including only the destinations in which a left or right turn is required at the sign. If further elimination is needed, use destinations closer in proximity to the sign first.
  - 6. If a destination is removed at a later date, all remaining signs should be moved up to eliminate any gaps left after removal.

Au-1  
Sign Type: Urban Pay-to-Play

Purpose:  
Vehicular and Pedestrian-level sign designed to provide a list of private amenity destinations within an urban area. Private business owners shall purchase signs they wish to have their services on.

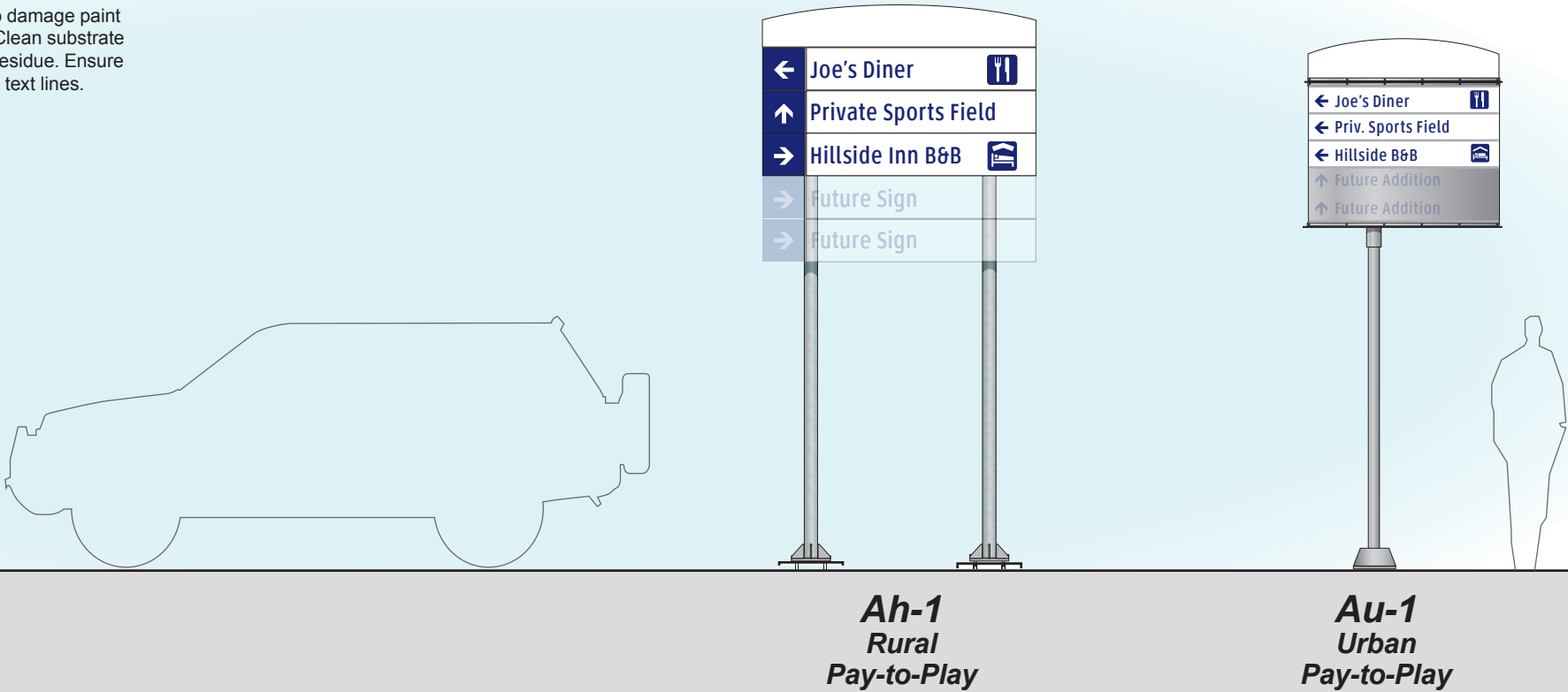
- Notes:
- 1. Sign text has been developed for optimal viewing at posted speeds of 50 km/hr - maximum.
  - 2. For legibility sign units should have no more than (5) destinations.
  - 3. A minimum of 1 active destination should be identified before a sign is erected.
  - 4. As other destinations are needed, additional panels (up to five total) may be added to the blank panel area below previously installed destination text.
  - 5. If more than 5 destinations request space on a sign unit, eliminate destinations as needed to reach five by including only the destinations in which a left or right turn is required at the sign. If further elimination is needed, use destinations closer in proximity to the sign first.
  - 6. If a destination is needed to be removed at a later date, disassemble panel from bracket it is held in. Following are two options for altering sign:
    - a. Replace entire panel with new text requirements.
    - b. Remove unwanted vinyl (per vinyl manufacturer's recommendation for removal), carefully as not to damage paint finish of substrate below. Clean substrate as needed to remove any residue. Ensure there are no gaps between text lines.

NOTE:  
No Pay-to-Play locations shall be established until all Region 7 signs have been placed. Placement of primary Region 7 units shall have precedence over Pay-to-Play signage. The respective administrative body shall allocate locations for Pay-to-Play signs.

STRUC TURE AND PLACEMENT:  
The active transportation tab sign (see drawing A2-2.4) must not be wider than the concrete footing, otherwise cane detection may fail.

The Au-1 signtype should be installed to not create a barrier or obstruction to the sidewalk or trail. The post must be mounted so as not to obstruct the horizontal clearance of the path of travel: trails require 1 m of horizontal clearance (DPSS 80.9(1)1), and sidewalks require 1.5 m. (DPSS 80.23.1)

The vertical clearance must be at least 2.1 m. Vt-2a and Vt3a specify 2.1 m, so there is no issue. Signs in rural areas (Vt-2b, Vt-3b) would likely not create an vertical clearance issue as the signs are at least 1.8 m away from the paved shoulder.

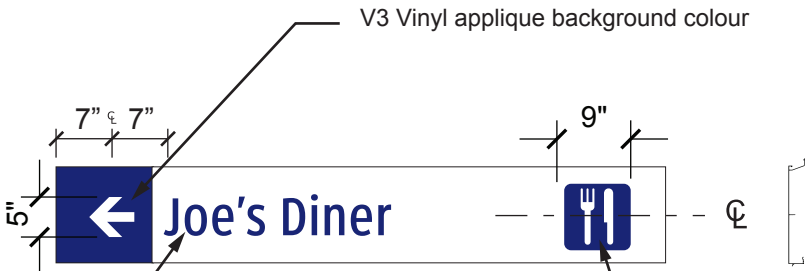




- Assemble modules tightly to minimize joint lines
- V7 vinyl application on face

Optional  
RTO7 Header  
Graphic  
(TBD)

### Typical Module



- Font: Clearview Highway 2-W (typ.) centered vertically
- 5" Cap height, 5" arrow
- Maximum characters with icon: 17
- Maximum characters without icon: 22
- V3 Vinyl applique

- Optional icon if applicable
- V3 Vinyl applique

### vertical mounting offset:

areas with no pedestrians and no raised curbs: 5' to 8' from outer edge of outer lane

areas with no pedestrians but with raised curbs: 5' to 8' from curb line

areas with pedestrians: 7' to 10' from ground at base of sign posts.

(see Ontario Traffic Manual book 1B p.35 for further details)

≤13'-1"

see note "vertical mounting offset" for spec.

Roadway Grade Level

### Front View

Footing must extend below frost line, min. 5' below grade

Cylindrical concrete base and reinforcement to be designed by professional engineer licensed with PEO.

5/8" x 3/4" Galvanized steel coupler

4" x 3 1/2" x 5/8" Galvanized steel gussets (x4) welded to baseplate and pole

3/4" Galvanized steel baseplate

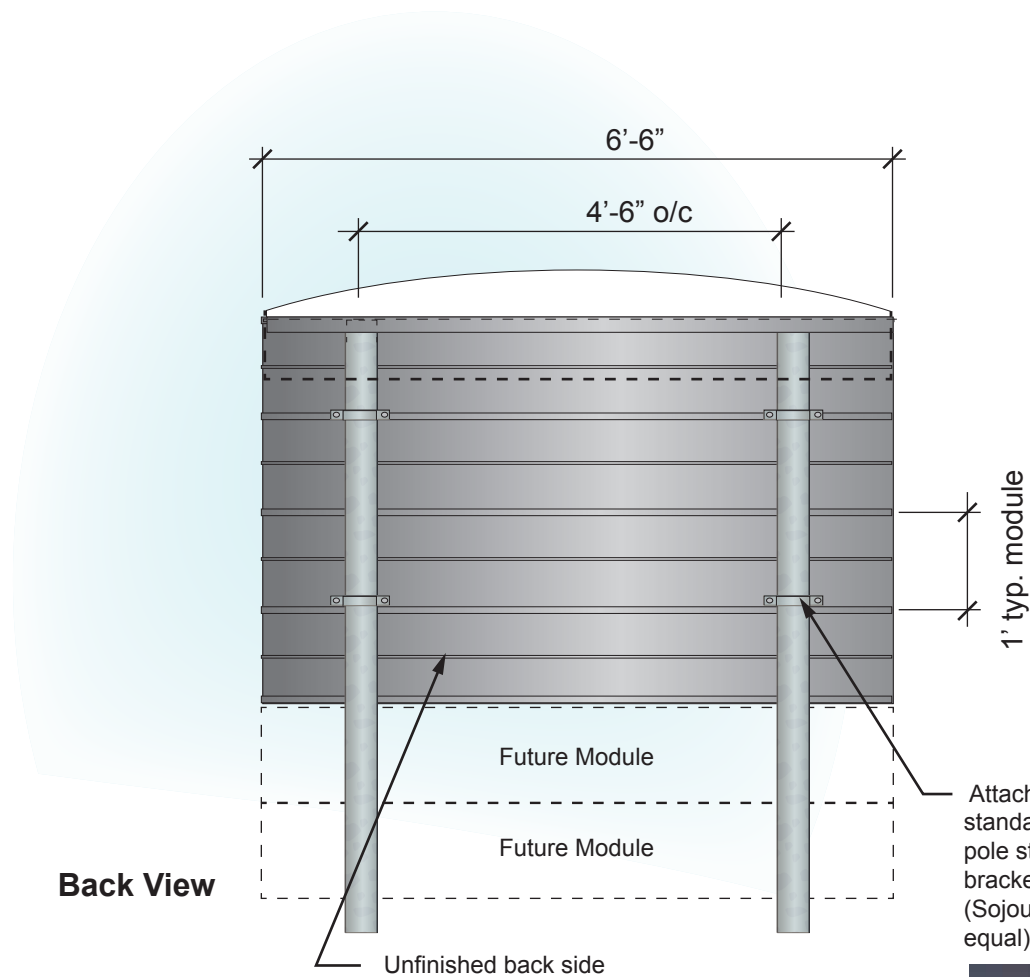
5/8" FHWA-approved galvanized breakaway bolts by Dent™ or approved alternate.

- Pole sizes able to withstand 100mph wind shear loads or 4" dia. x 1/4", whichever is more stringent
- Hot-dip galvanized steel poles

Min. 1 destinations

Max. 5 destinations  
(2 may be added after installation)

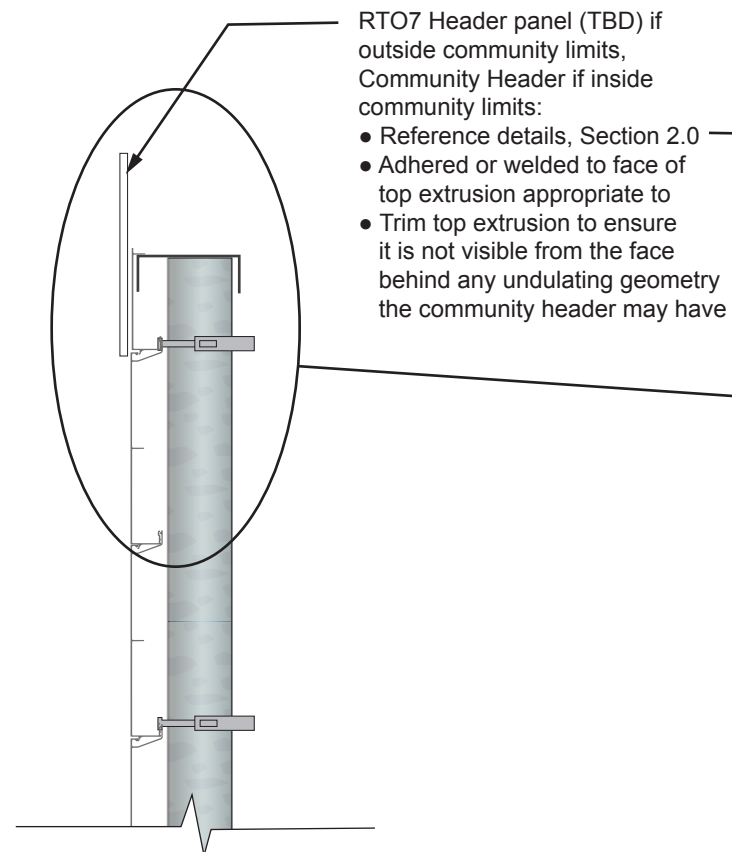
**NOTE:**  
No more than  
5 lines of text  
recommended for  
this sign type



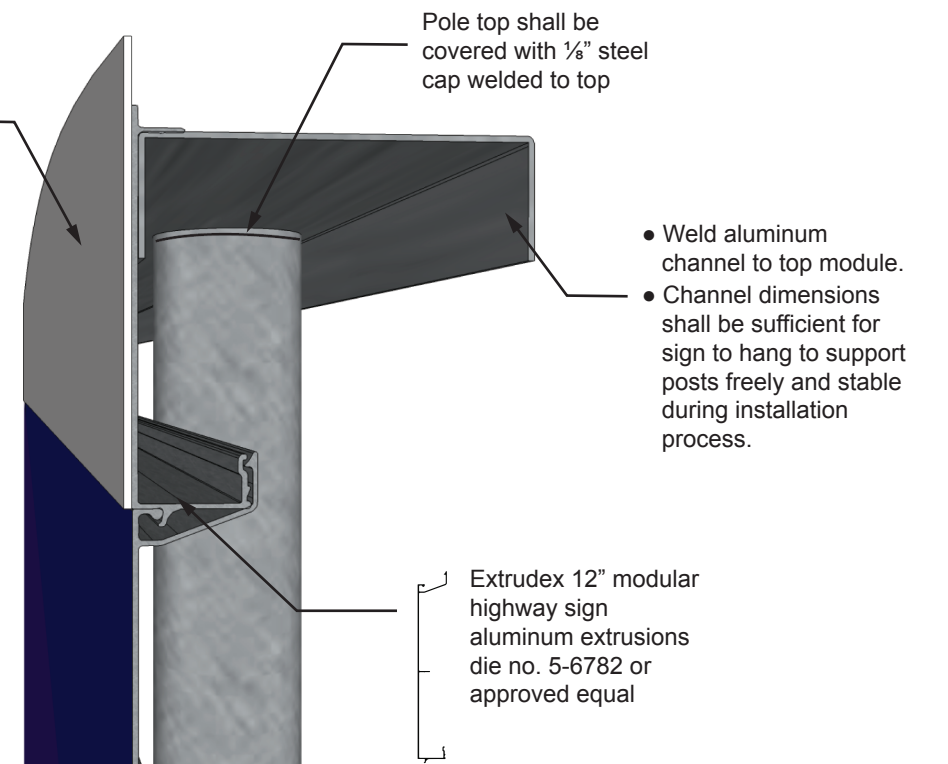
**NOTE:**  
With this construction method, future updates or refurbishments of the sign may be done by mounting a new graphic face (2mm solid core aluminum composite panel or .080 aluminum sheet substrate) to the existing module structure.

Fasteners on the face can be avoided by welding studs to the back of the new panel to fasten through the existing modular structure.

Attach sign to poles with standard stainless steel pole strapping and bracket hardware (Sojourn or approved equal)



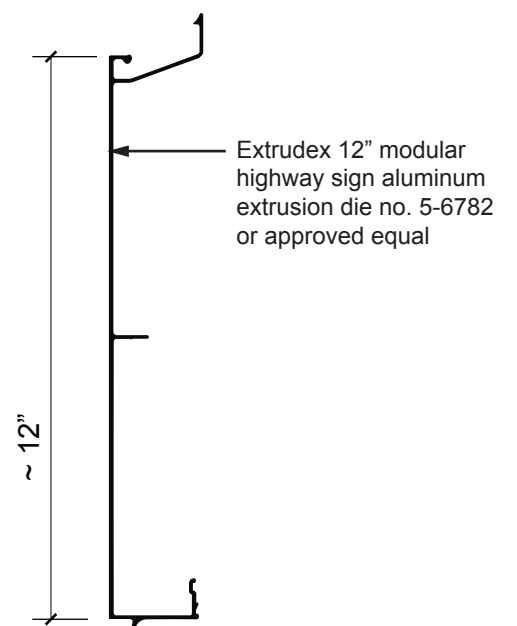
**Section A - Sign Panel Detail**  
Scale: 6" = 1'-0"



Highway sign extrusion example



Refer to manufacturer cut sheets for more specific dimensional detail

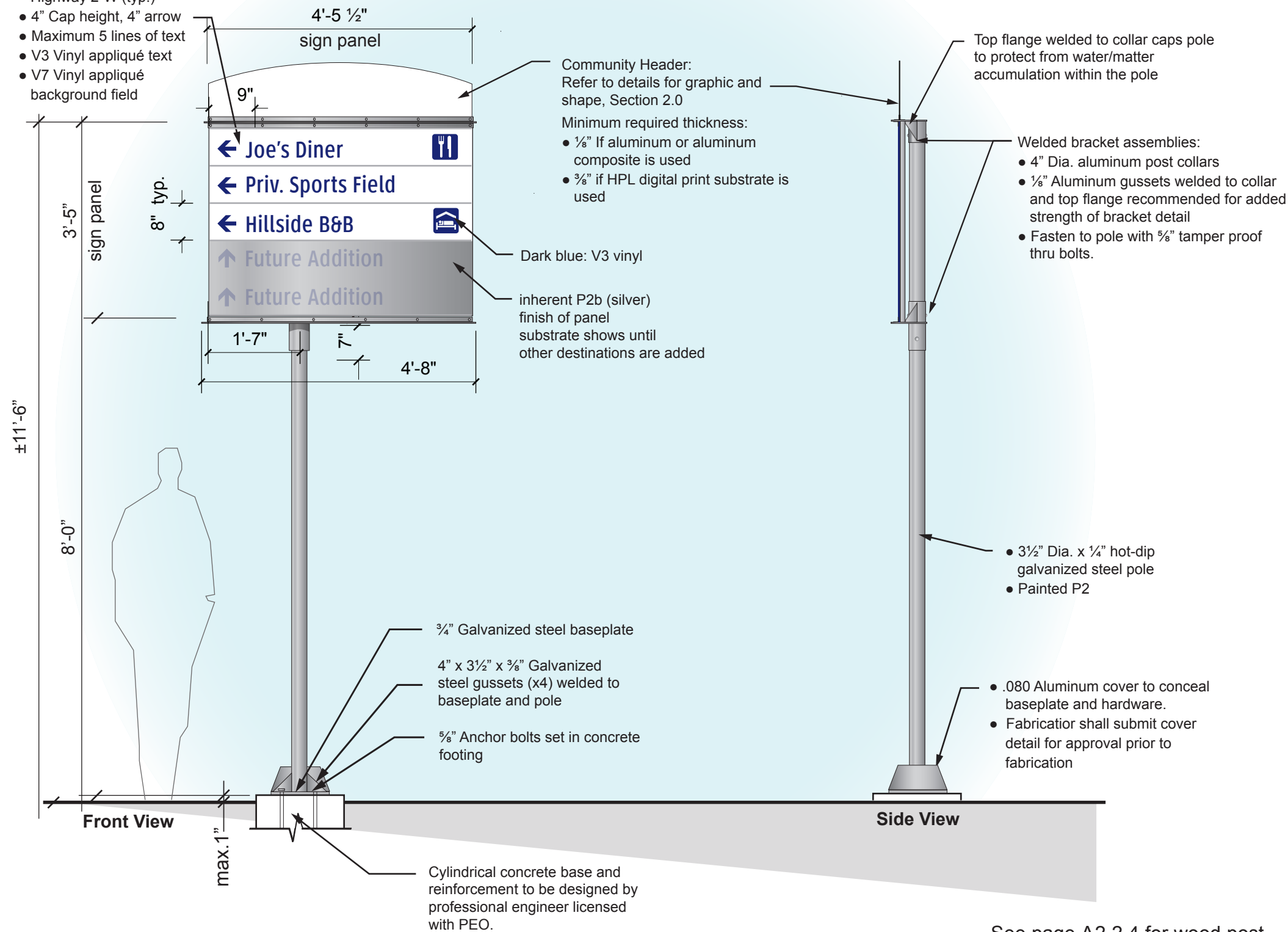


**Aluminum Extrusion Detail**  
Scale: 3" = 1'-0"

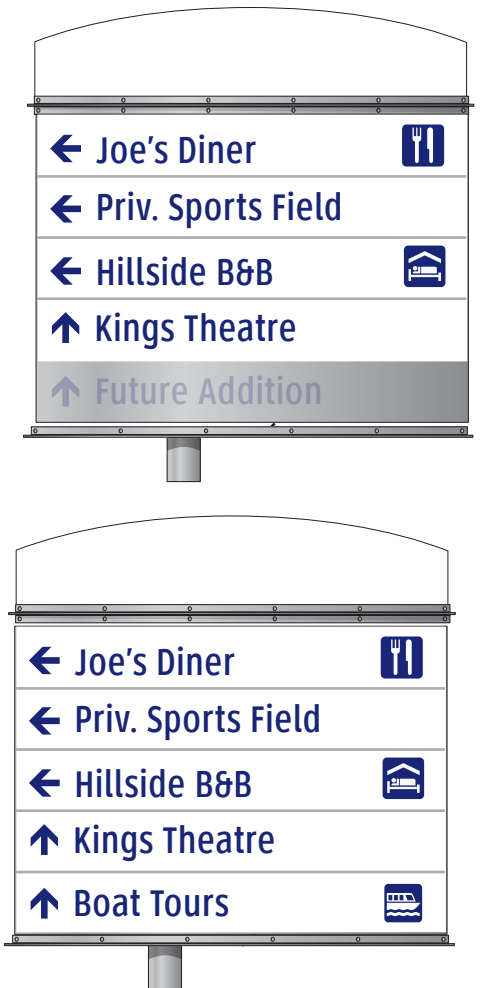




- Minimum 1 destination
- Font: Clearview Highway 2-W (typ.)
- 4" Cap height, 4" arrow
- Maximum 5 lines of text
- V3 Vinyl appliqué text
- V7 Vinyl appliqué background field



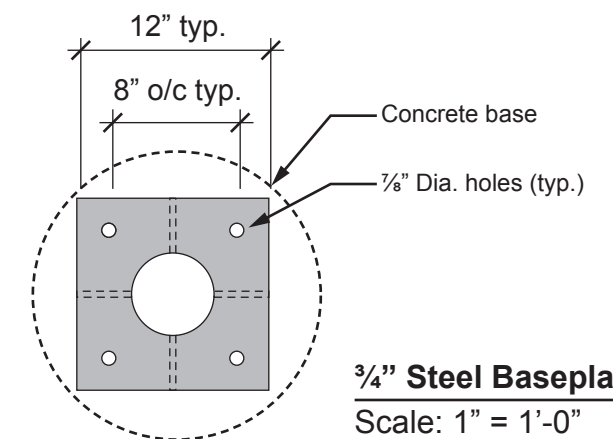
See page A2-2.4 for wood post option.

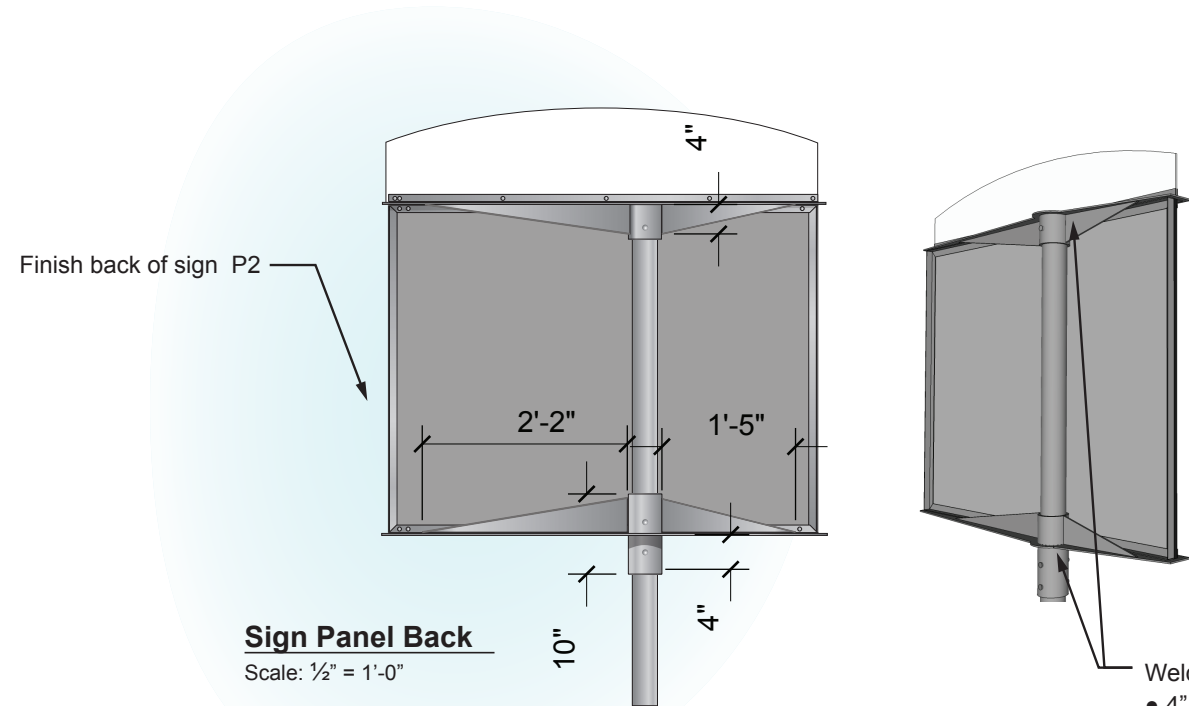


Note:  
One and two lines of text should not be used.

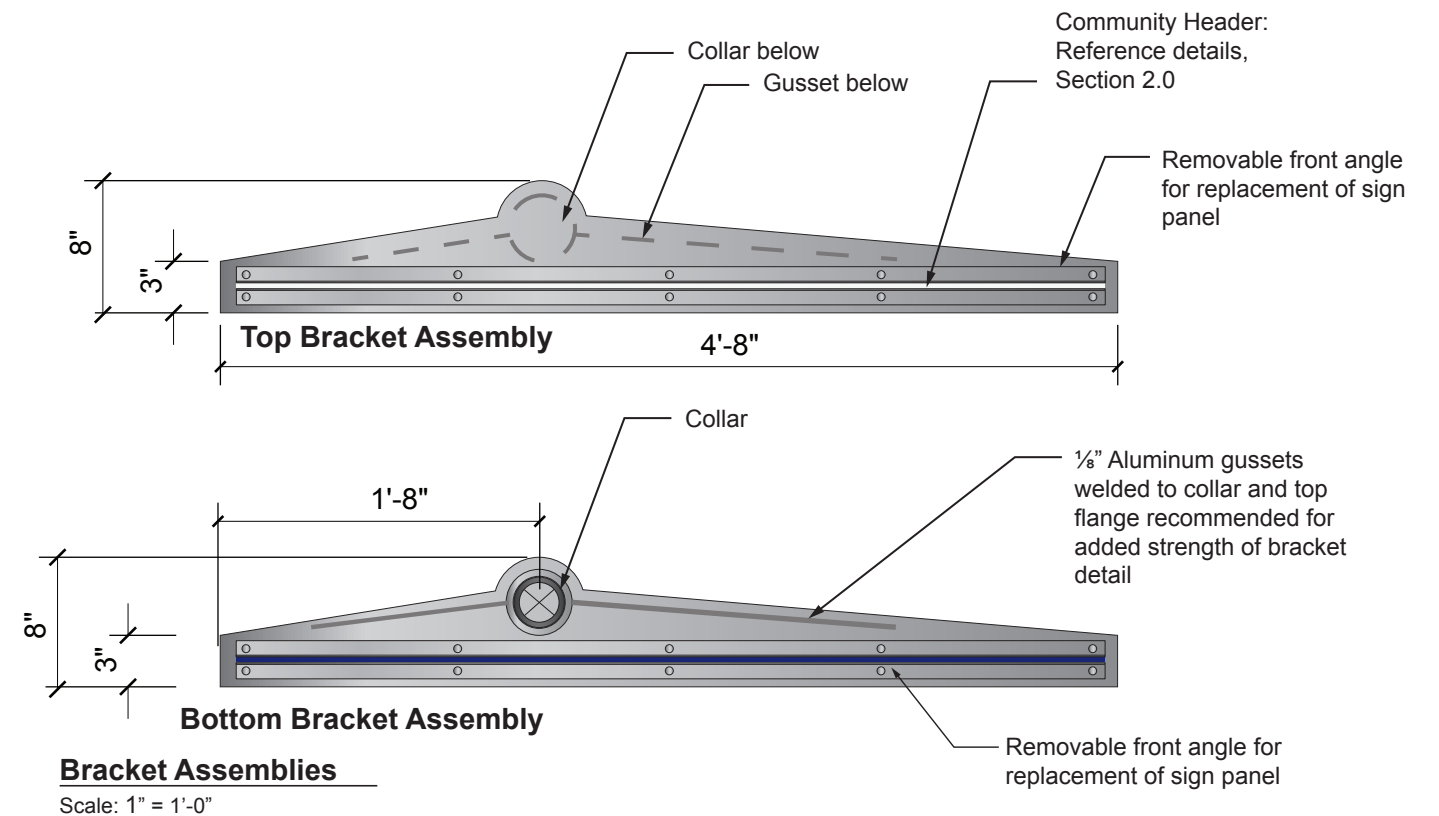
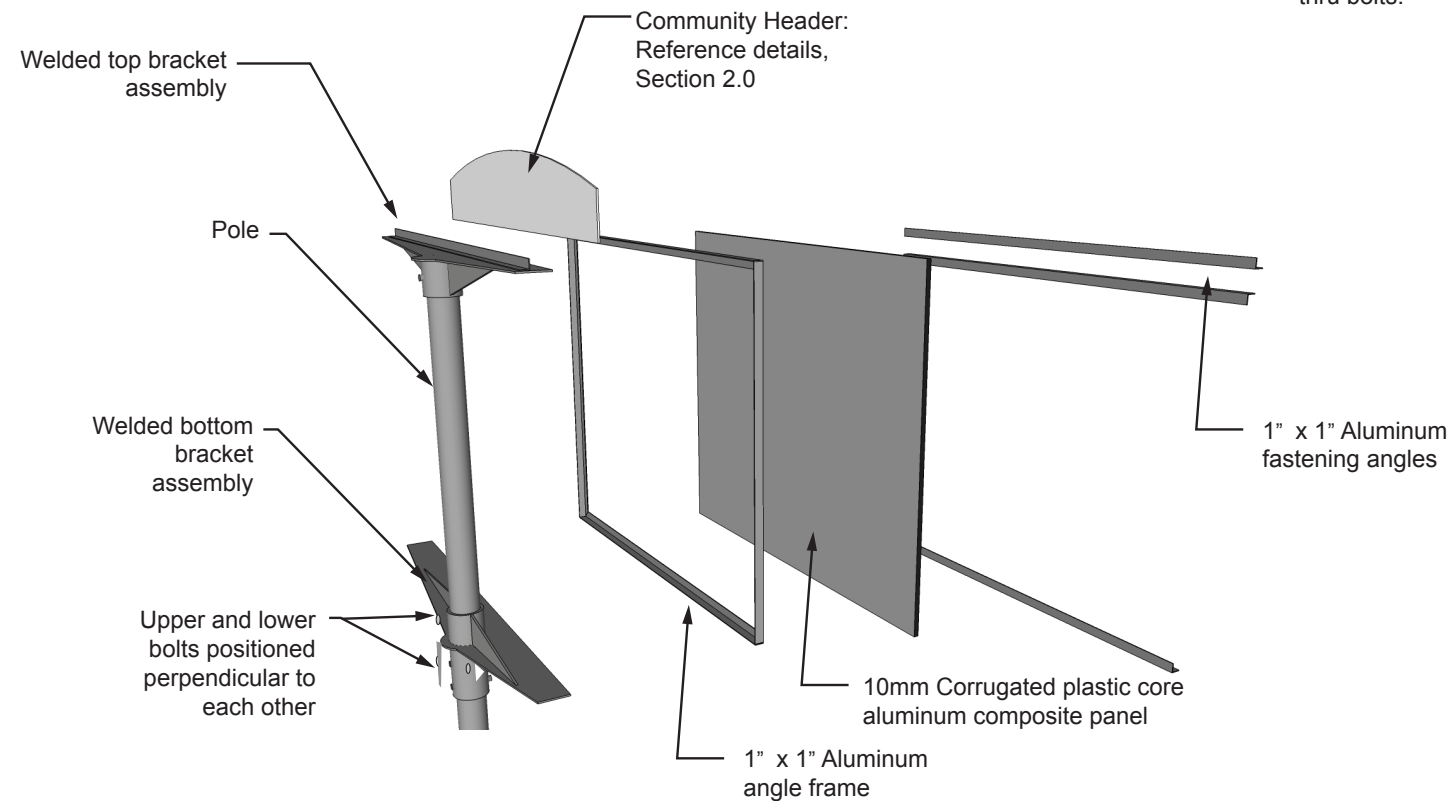
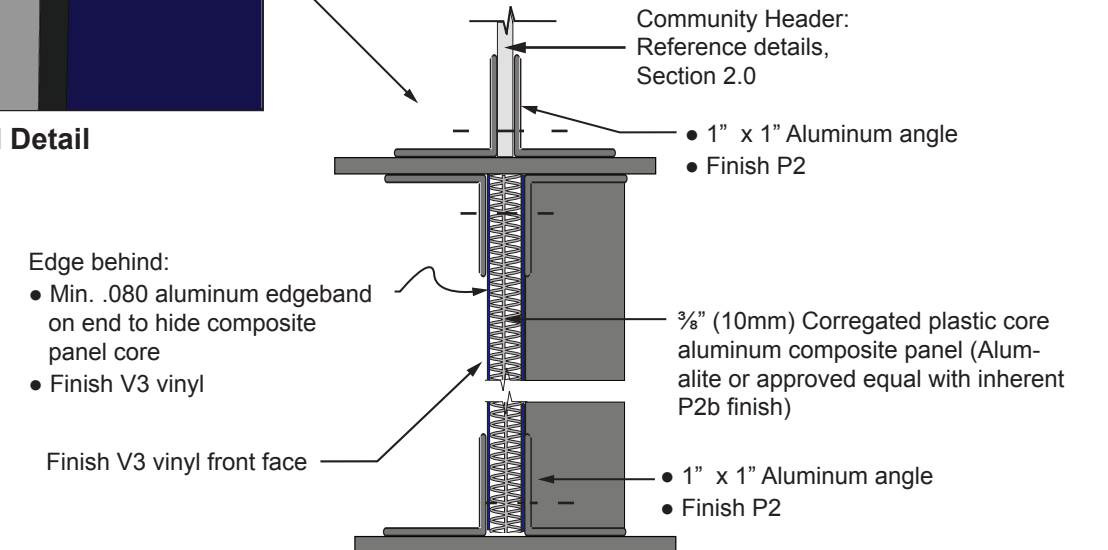
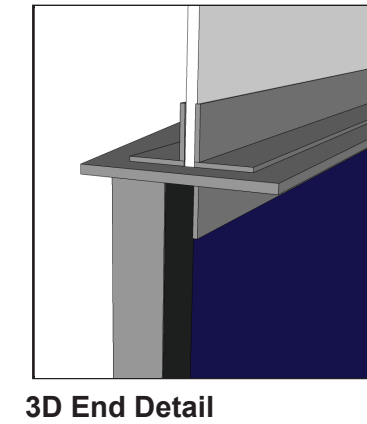
### Alternate Text Layouts

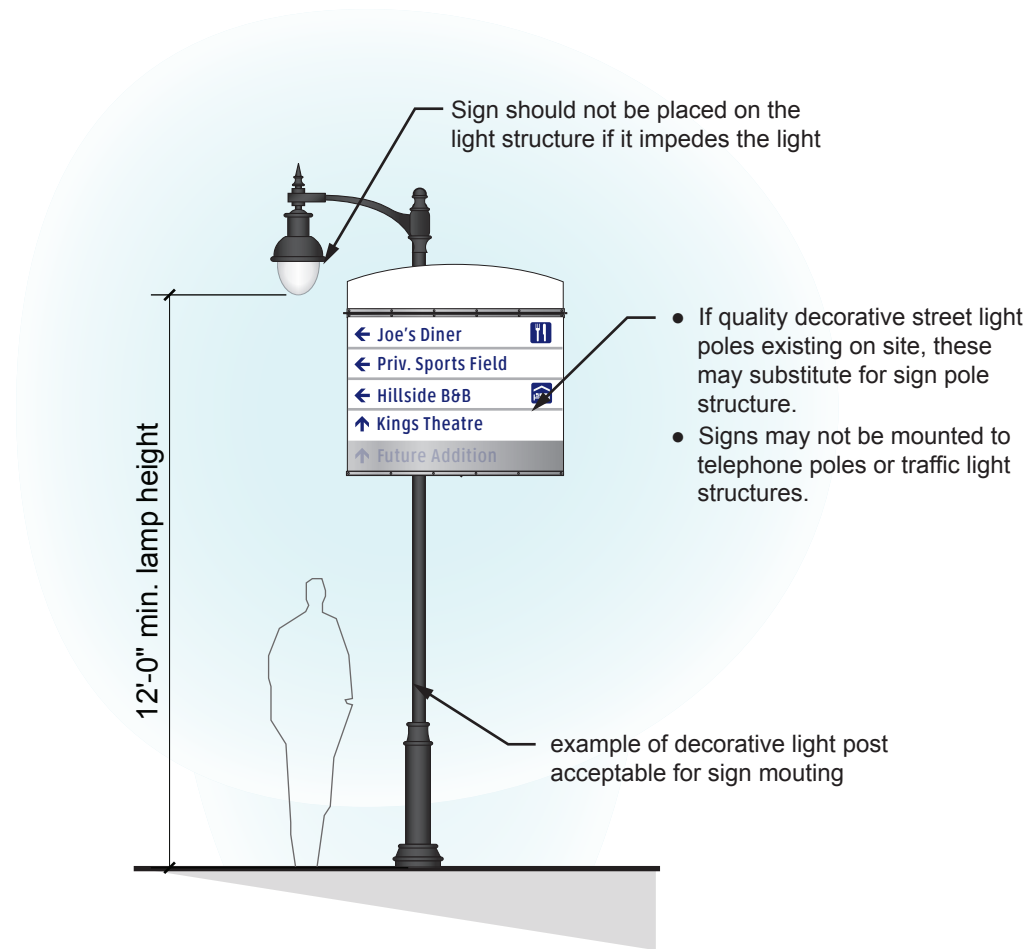
Scale: 1/2" = 1'-0"





- Welded bracket assemblies:
- 4" Dia. aluminum post collars
  - 1/8" Aluminum gussets welded to collar and top flange recommended for added strength of bracket detail
  - Fasten to pole with 5/8" tamper proof thru bolts.

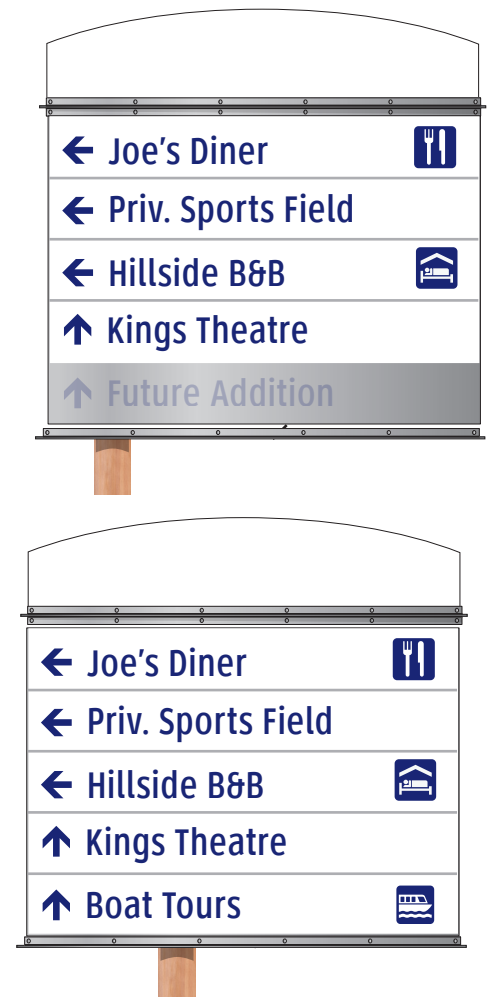
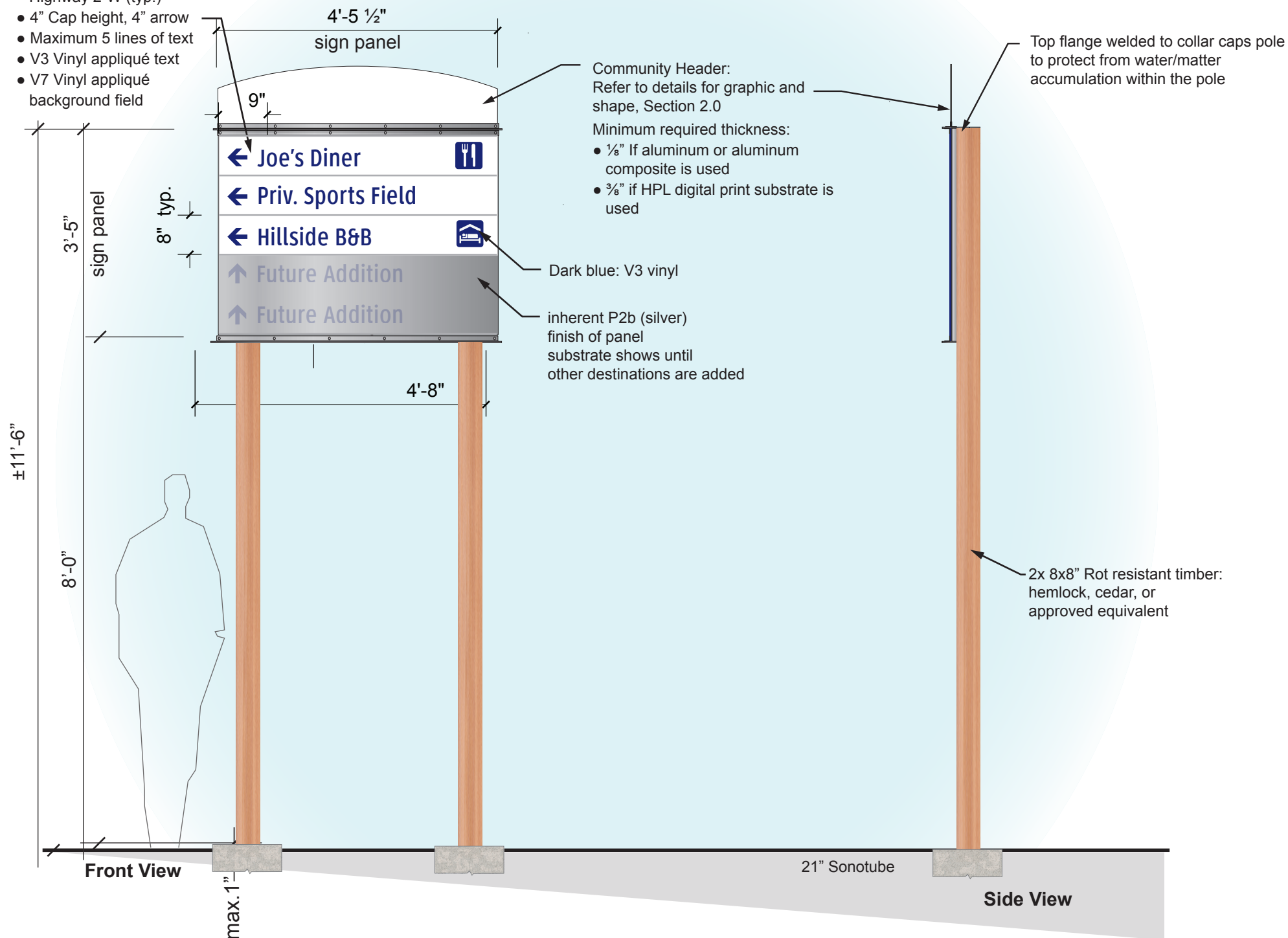




#### Alternate Installation

Scale: 1/4" = 1'-0"

- Minimum 1 destination
- Font: Clearview Highway 2-W (typ.)
- 4" Cap height, 4" arrow
- Maximum 5 lines of text
- V3 Vinyl appliqué text
- V7 Vinyl appliqué background field



Note:  
One and two lines of text should not be used.

### Alternate Text Layouts

Scale:  $\frac{1}{2}" = 1'-0"$



# Sign Type Layouts: Revised for Active Transportation

## PAY-TO-PLAY DIRECTIONAL: AU-1

Urban Vehicular and Cycling

