

C 1

Communication

Age-Friendly Vaughan

Advisory Committee – June 24, 2024

Item No. 2

VMC Signage Pilot Program

Age Friendly Vaughan Advisory Committee

June 24, 2024

Agenda

Key Points of Discussion

- Overview of VMC Signage and Wayfinding Master Plan
- VMC Signage Pilot – Typologies and Locations
- Engagement tactics to evaluate VMC Signage Pilot
- Future Implementation Plan
- Review of Action Items from the Vaughan Age-Friendly Community Action Plan
- Pilot Signage Evaluation



VMC Vaughan Metropolitan Centre Signage and Wayfinding Master Plan

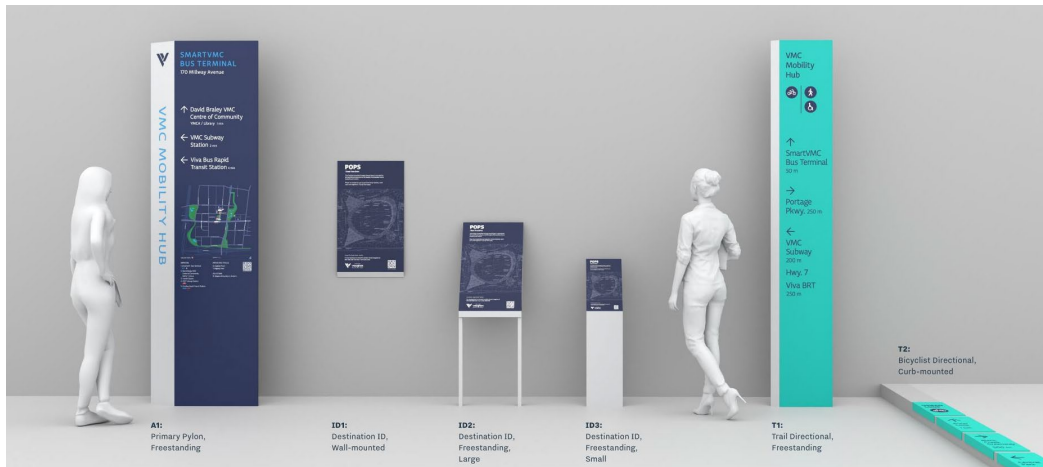
THE CYGHUS DESIGN GROUP INC.
Unit 303, 145 Front St. East, Toronto, Ontario M5A 1E3

DATE
27 September 2023

Signage & Wayfinding

Background and Purpose

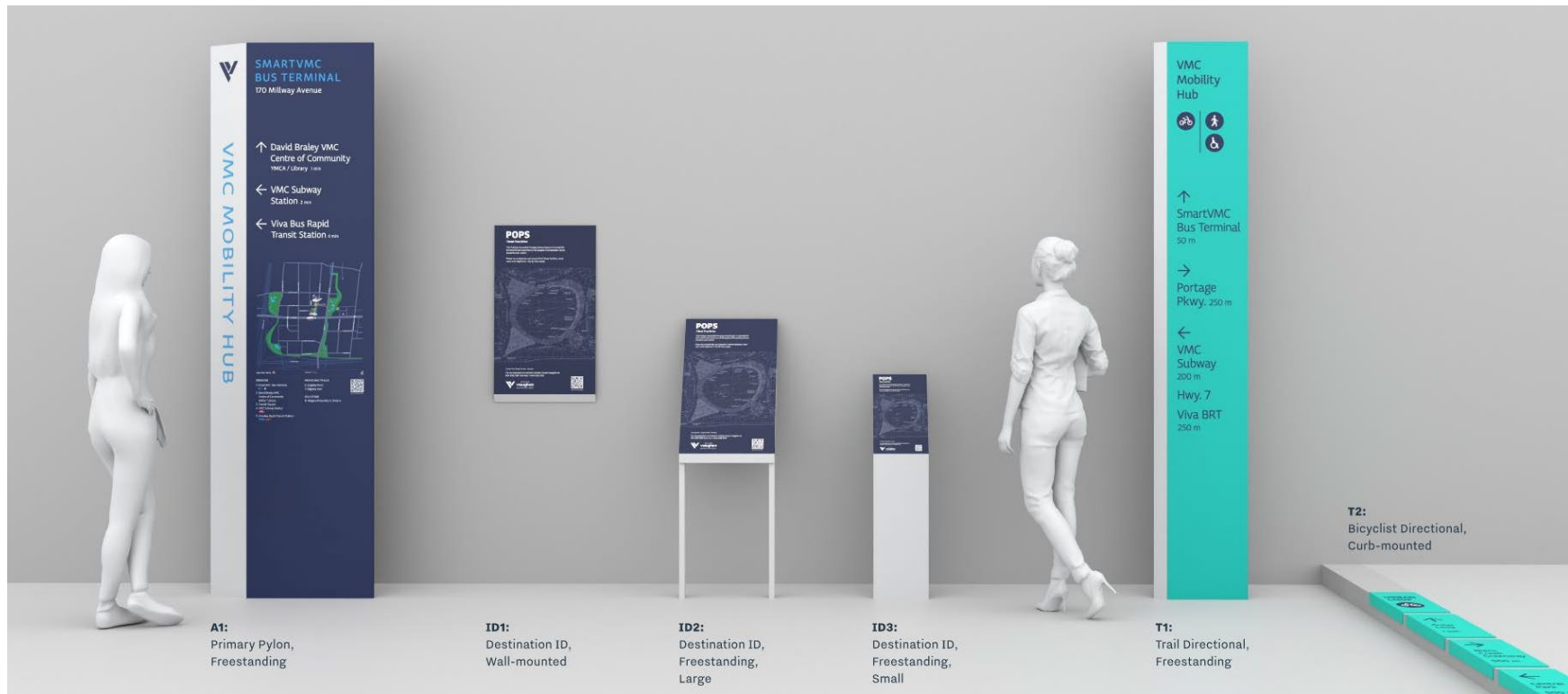
- The Signage and Wayfinding Masterplan was created to support the goals and intent outlined in the VMC Streetscape and Open Space (SOS) Plan and the **VMC Parks and Wayfinding Master Plan (PWMP.)**
- The plan was developed in conjunction with the PWMP by Cygnus Design Group (a sub-consultant) to help define how residents, visitors, and businesses perceive the VMC and navigate through it.
- A public consultation process that included a Technical Advisory Committee (TAC), other key stakeholders and the public helped to inform and shape the plan.



Signage & Wayfinding

The Sign System

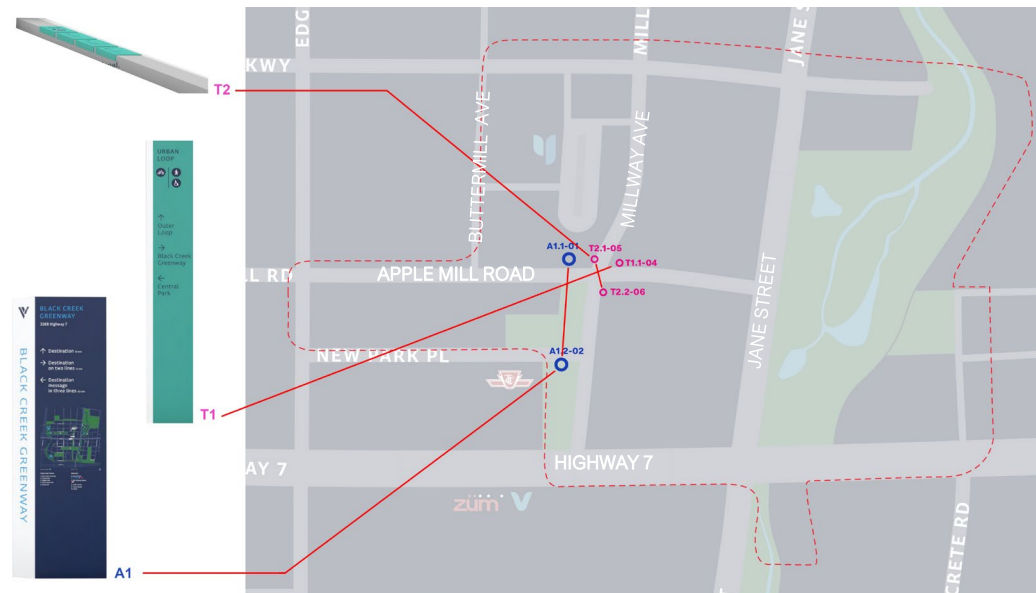
- The VMC Wayfinding Signage consisted of six sign types to help residents and visitors confidently navigate the area, identify points of interest and provide paths to established trails.
- The signage system was designed around key wayfinding principles of **consistency, interconnectedness, simplicity, progress disclosure** and being **user focused**.



Signage & Wayfinding

VMC Signage Pilot

- A Signage pilot has been implemented within the developed core of the VMC to test its efficacy and resiliency.
- Four signs are located at the intersection of Millway Avenue and Apple Mill Road, adjacent to the Smart VMC Bus Terminal. One sign is located south of New Park Place and Millway Avenue, adjacent to the VMC Subway Station
- Prototypes were **fabricated** and **installed** at the end of Q4 of 2023.





Signage & Wayfinding

Engagement Tactics

- VMC Staff have participated in various **Engagement Tactics** with Corporate Communication to call upon residents and visitors to assess the **durability** and **effectiveness** of the signage.

Engagement Tactics include:

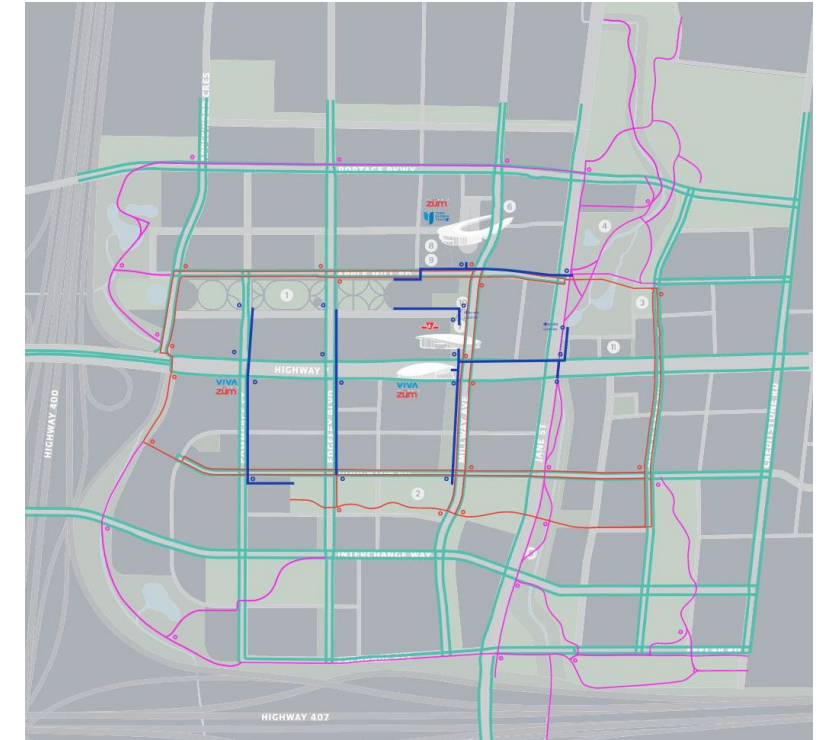
- 1. Online Survey** – Begin Q1, 2024 and End Q3, 2024 – Ongoing
Available for all residents and visitors of the VMC to complete, accessible via the Sign QR Code and the City of Vaughan Website.
- 2. UX Advisory Group** – Q2, 2024 – Completed
Four individuals were selected to provide their detailed comments evaluating the functionality, design, accessibility and overall effectiveness of the pilot signage through a prepared workbook assignment.
- 3. In Person Pop-Up** – Q2 and Q3, 2024 – Completed
VMC Staff attended a Concerts in the Park event at Transit Square to speak to residents and visitors about the Signage Pilot and gather feedback.



Signage & Wayfinding

Implementation

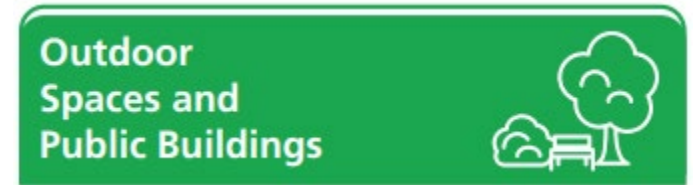
- Feedback received will be used to enhance and further develop the VMC Wayfinding Signage.
- The City could then engage an external consultant to further refine the Wayfinding Signage and produce an implementation plan throughout the downtown.



- Sign Type A1
- Sign Type T1/T2 (Urban Trail)
- Sign Type T1 (Outer Trail)
- On-road Cycling Facilities
- Pedestrian Flow

Age Friendly Community Action Plan

Outdoor Spaces and Public Buildings



#2 – Continue to ensure park and open space design incorporate accessibility, safety, recreational opportunities

#3 – Continue to make improvements to age-friendly street design

- The VMC Pilot Signage Program was designed with a user focus in mind to meet the needs of all community members, regardless of age or abilities.
- Sign locations and sign content must meet or exceed AODA Requirements, the Vaughan Inclusive Design Standard, and other applicable standards. A minimum clearance of 1.5m is required around all signs for accessibility.
- To ensure maximum visibility, wayfinding signs must face perpendicular to the flow of pedestrian traffic, with the white fin closest to the road. At parks and greenspace entrances, wayfinding signage should be oriented to face pedestrians entering the site.



Signage & Wayfinding

Discussion and Next Steps

- We are looking for volunteers from the Age-Friendly Vaughan Advisory Committee to review the Pilot signage and provide feedback.
- Committee members would be required to conduct an onsite visit and complete the survey. A hardcopy evaluation workbook can be made available on request.
- In the meantime, we have a few questions that we would like to ask the Committee regarding visibility and legibility of the signage.

Signage & Wayfinding

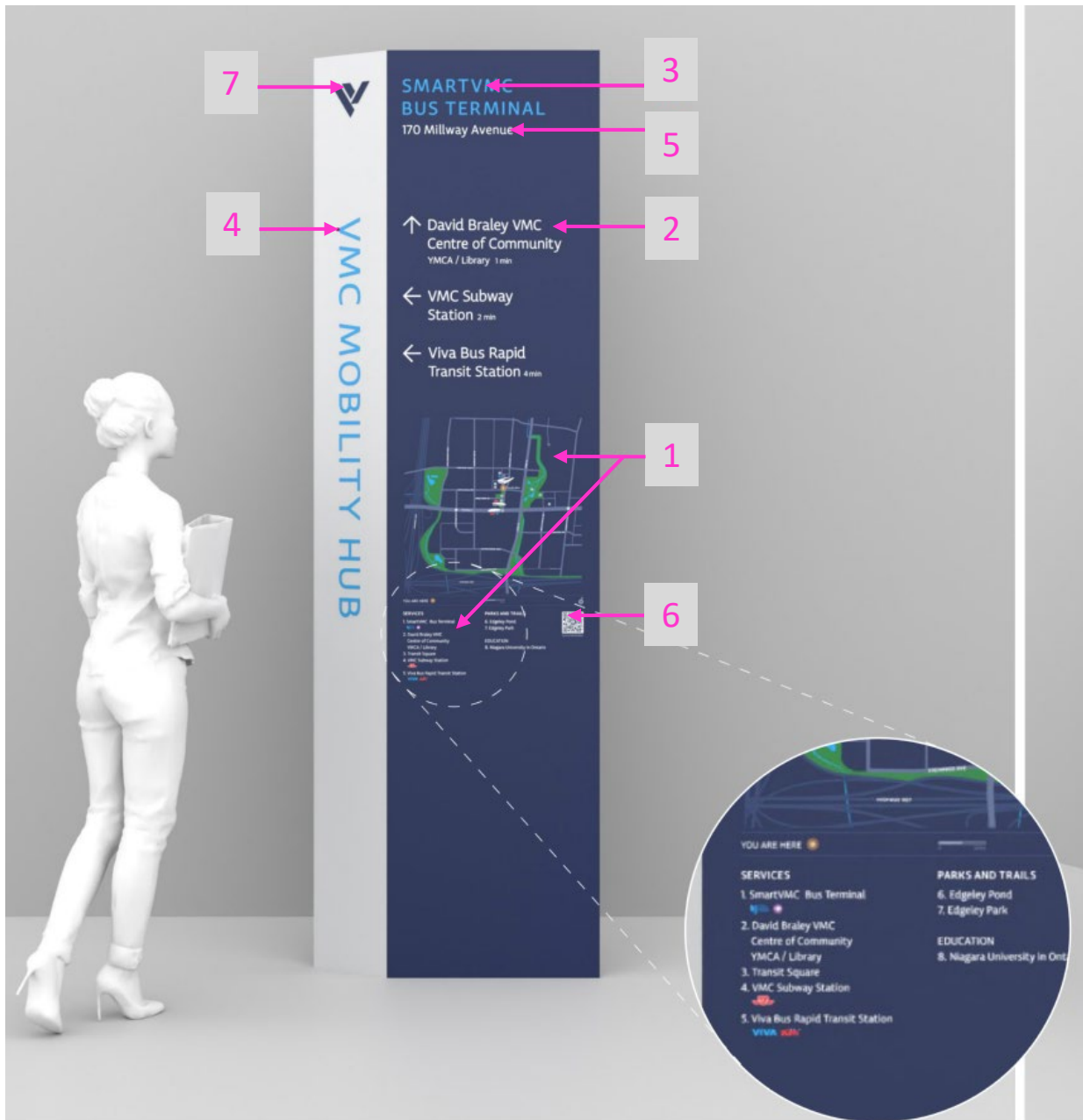
The Sign System

A1: Primary Pylon, Freestanding

- Large, double-sided pylon with area identification and a map directory to orient pedestrians and support them in navigating and understanding the bounds of the VMC.

Sign features:

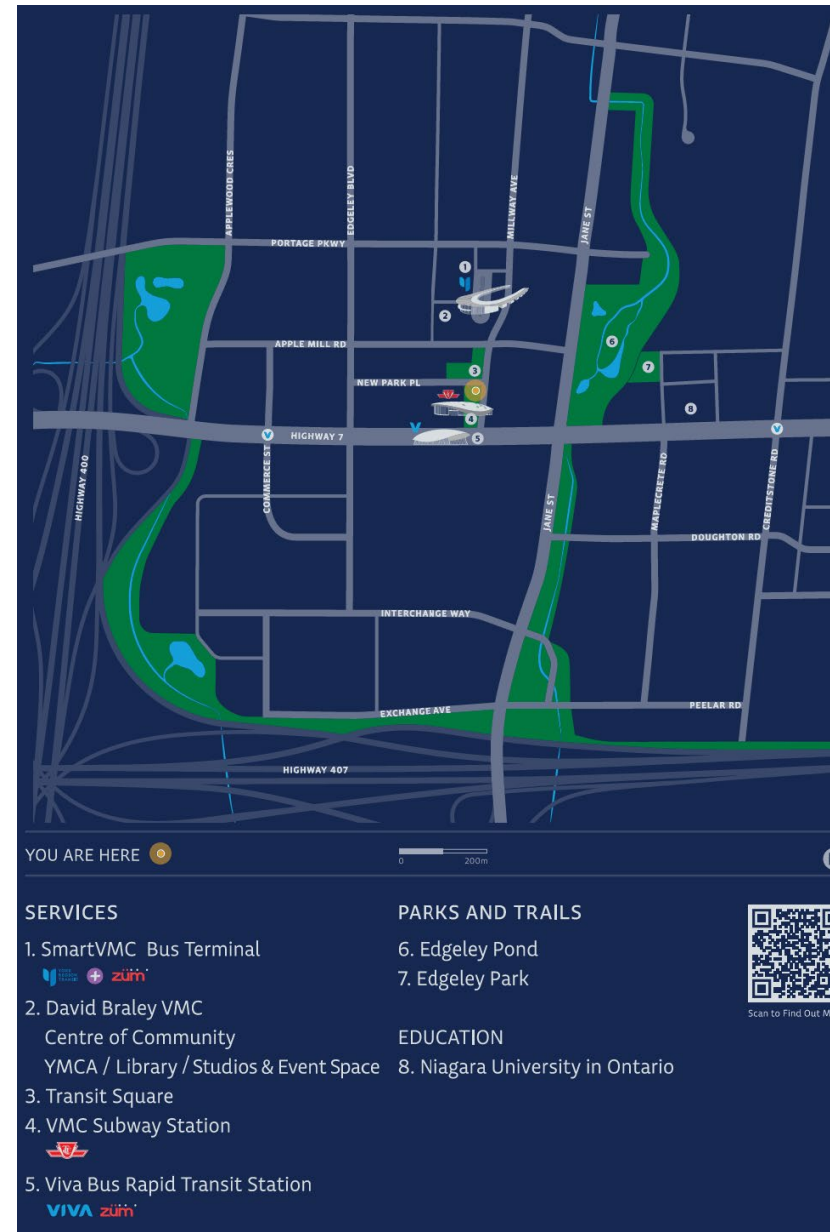
1. Map showing an overview of the VMC, map legend, scale, and north markers
2. Simple directional information to nearby parks and major amenities with average walking times
3. Name of park, area, or transit
4. Name of Urban 'Zone'
5. Nearby address or point of reference to convey to EMS in case of Emergency
6. QR Code to City Website
7. VMC Branding



Signage & Wayfinding

The Sign System A1: Primary Pylon, Freestanding

- Can the Pylon sign be easily spotted from a distance? Are there additional features that could be added to make the sign more identifiable?
- Is the sign easy to interpret and legible to read? Are the directional arrows and estimated walking time helpful?



Signage & Wayfinding

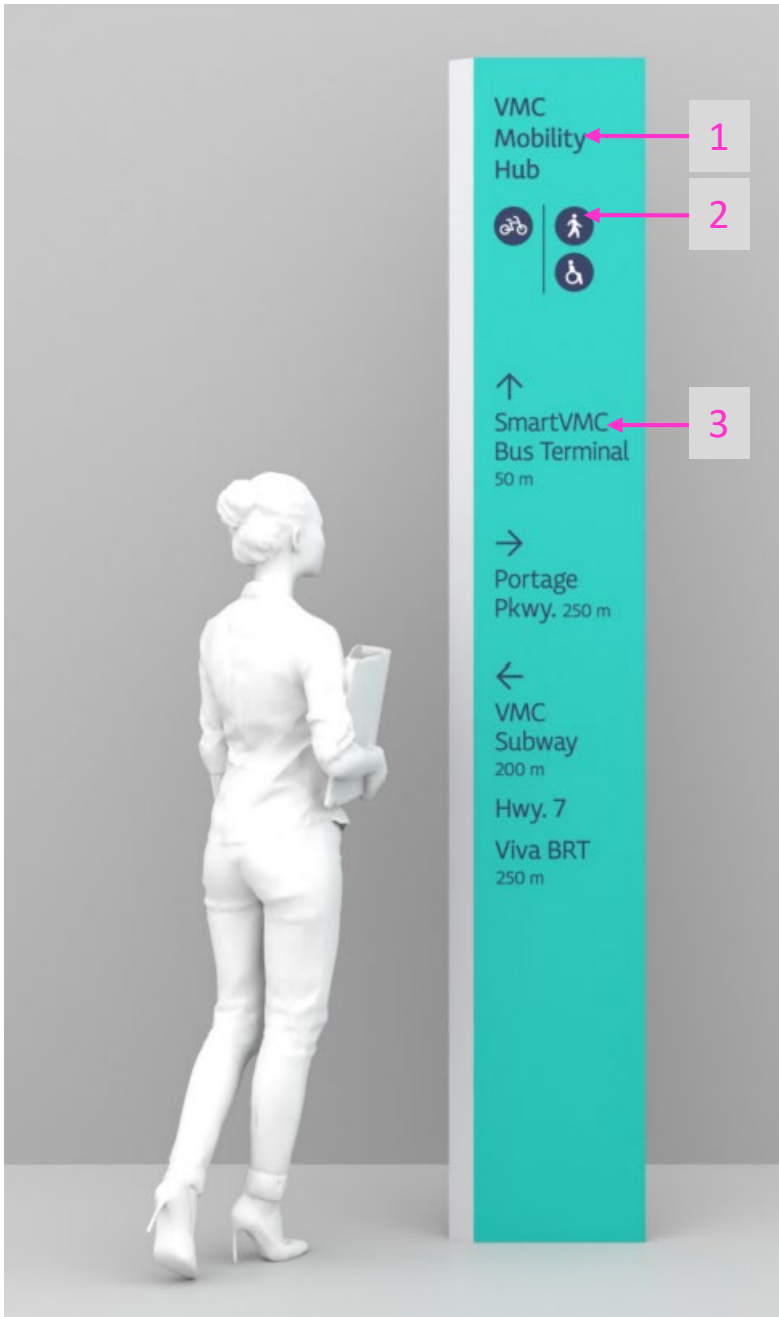
The Sign System

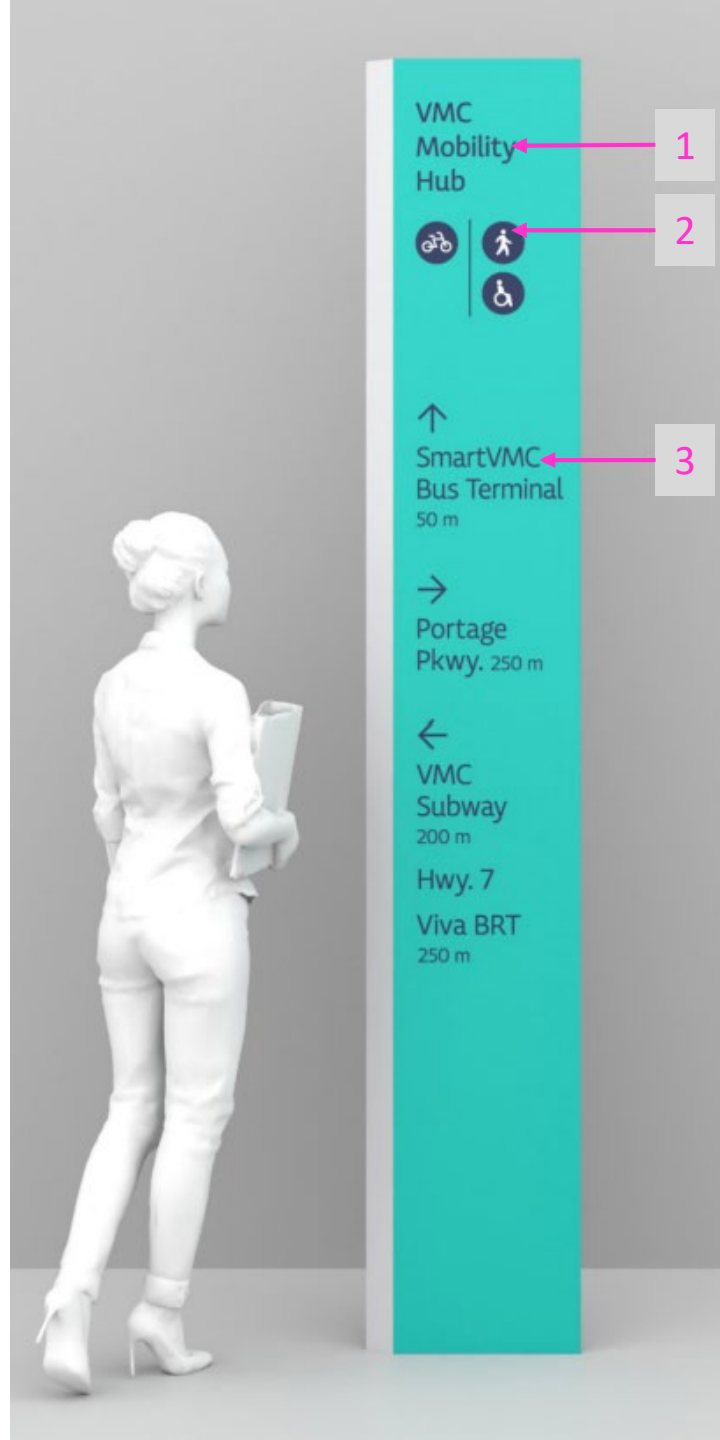
T1: Trail Directional, Freestanding

- Positioned along Pedestrian, Cyclist Trail Routes intended to provide directions to nearby parks and amenities, and assist in navigating along the established trail. The sign may also be used on curb-less routes where installation of T2 sign is not feasible.

Sign features:

1. Identification of the trail or area.
2. Identifies permitted trail users, and where applicable, to which trail lane they should be using.
3. Simple directional information to nearby parks and major amenities with average walking times



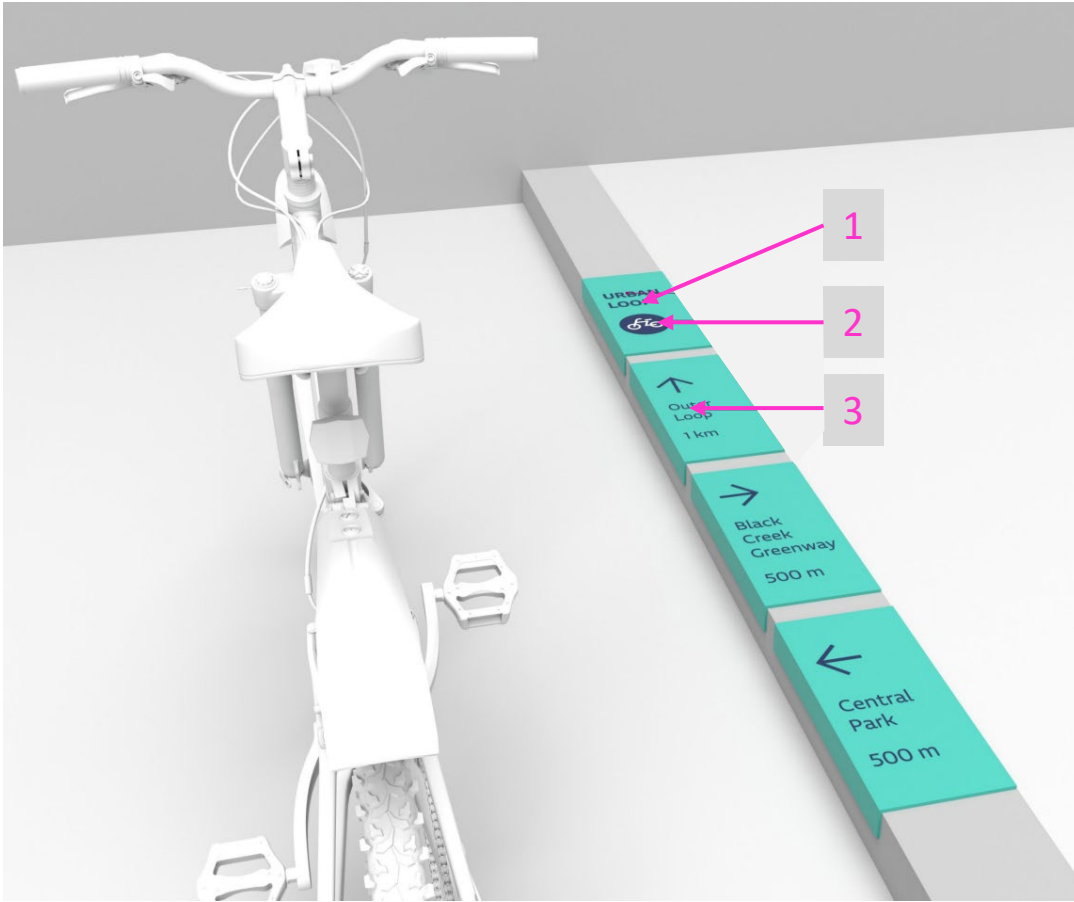


Signage & Wayfinding

The Sign System

T1: Trail Directional, Freestanding

- Can the sign be easily spotted from a distance? Are there additional features that could be added to make the sign more identifiable?
- Is the sign easy to interpret and legible to read?
- Are the directional arrows and estimated distances helpful?



Signage & Wayfinding

The Sign System

T2: Bicyclist Directional, Curb-Mounted

- Positioned along cycling facilities and are intended to provide directions to nearby parks and amenities and assist in navigating along established cycling facilities.

Sign features:

1. Identification of the trail or area.
2. Identifies trail for cyclists
3. Simple directional information to nearby parks and major amenities with average walking times

Signage & Wayfinding



The Sign System T2: Bicyclist Directional, Curb Mounted

- Is the curb mounted signage easy to see from a distance? Are there additional features that could be added to make the sign more identifiable?
- Is the signage easy to interpret and legible to read?
- Are the directional arrows and estimated distances helpful?

Signage & Wayfinding

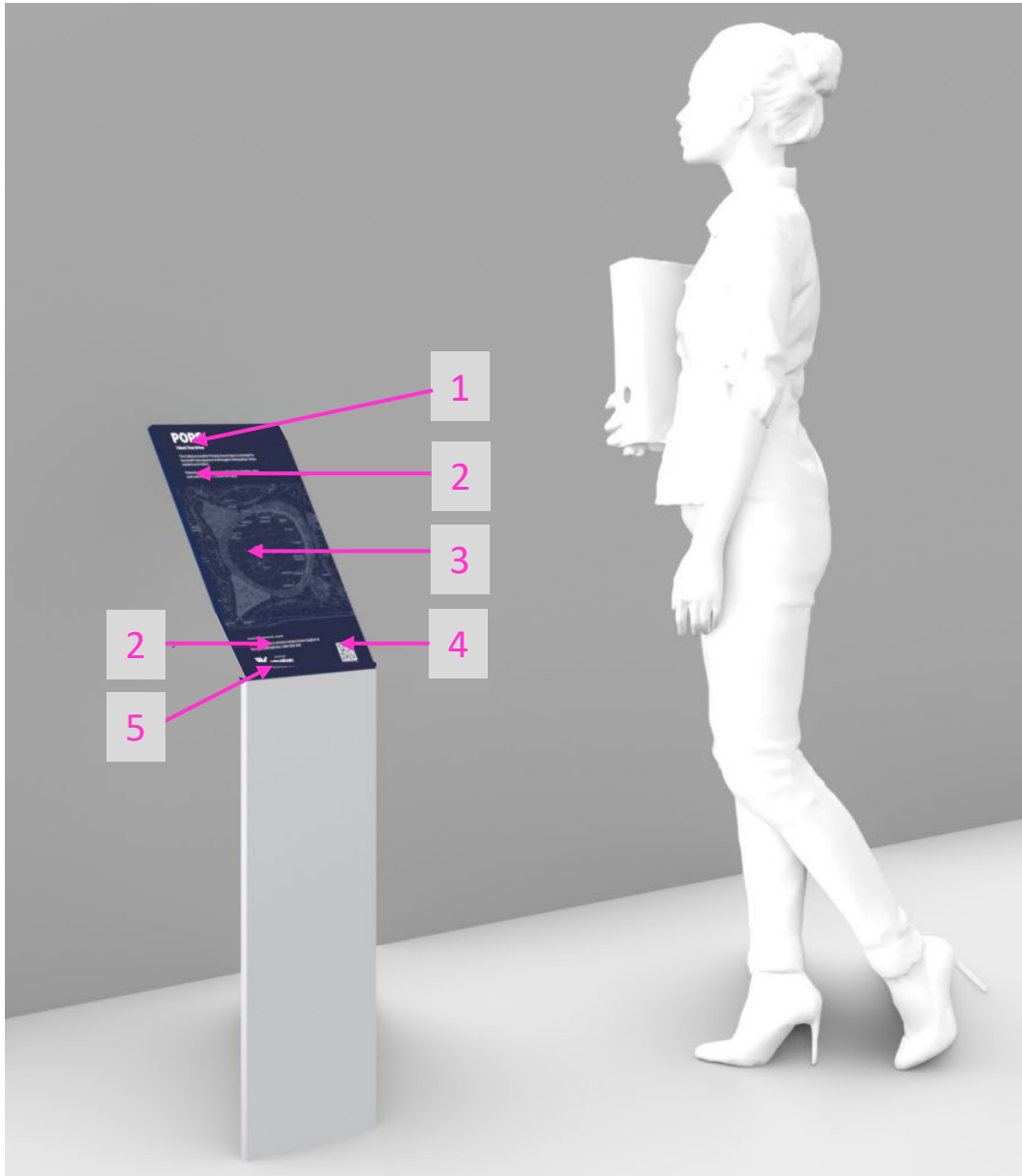
The Sign System

ID3: Destination ID, Freestanding, Small

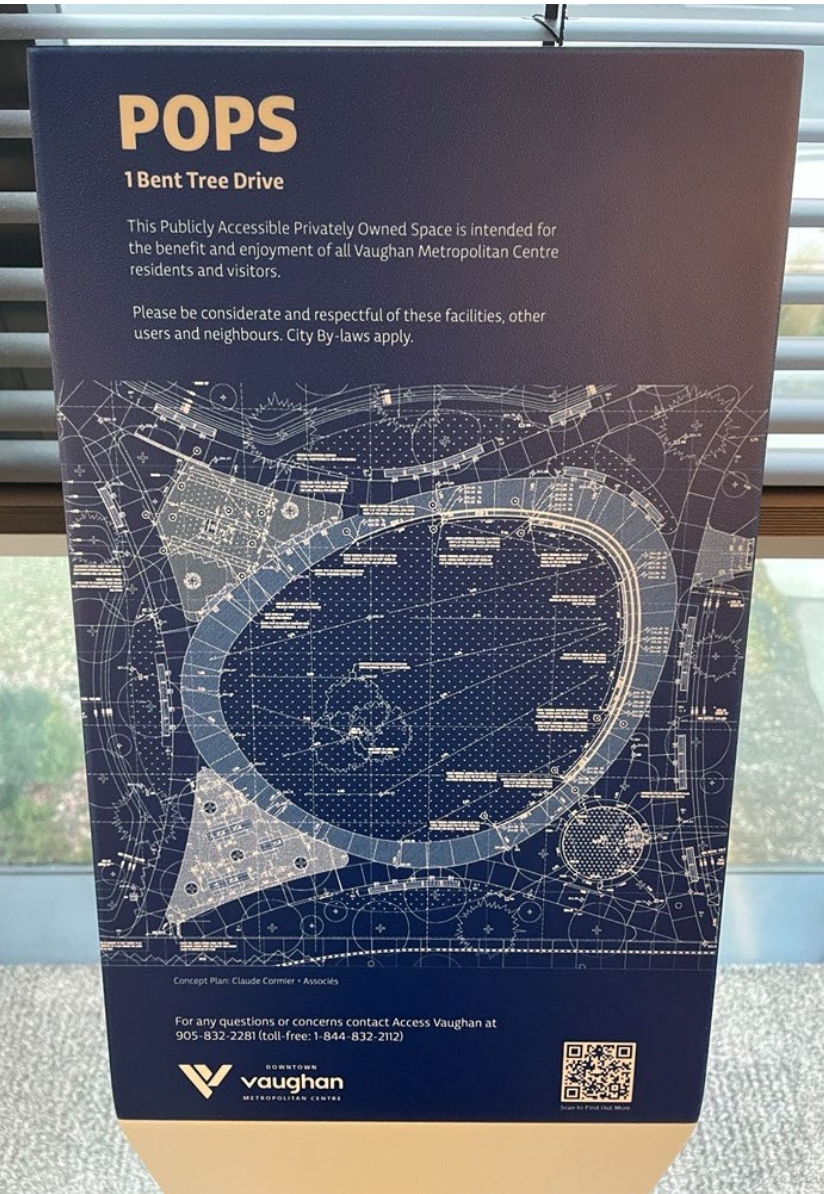
- Identifies publicly accessible areas, such as mews or pops, and provides interpretive information to the reader about the site location, history, proposed amenity feature etc.

Sign features:

1. Identification for the Mews or POPS area, including its address
2. Interpretive information (optional)
3. Graphic plan layout of the proposed public space
4. QR Code to City Website
5. VMC Branding



Signage & Wayfinding



The Sign System ID3: Destination ID, Freestanding, Small

- Can the sign be easily spotted from a distance? Are there additional features that could be added to make the sign more identifiable?
- Is the sign easy to interpret and legible to read? Is the text size and plan graphic readable?

Connect with VMC Program

Christina Bruce

Director, Policy Planning and
Special Programs

Christina.Bruce@vaughan.ca

Gaston Soucy

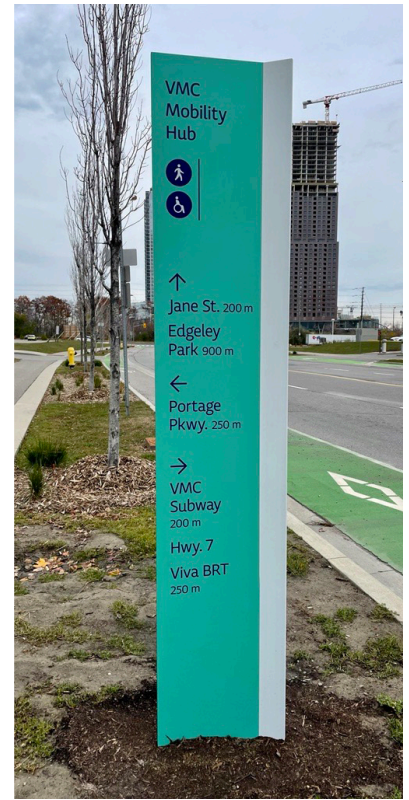
Senior Manager, Planning and
Urban Design, VMC Program

Gaston.Soucy@vaughan.ca

Andrea Shotlander

Project Manager, Urban Design,
VMC Program

Andrea.Shotlander@vaughan.ca



Have you seen the new wayfinding signs around the VMC?

We want to hear from you!



Take a survey

Complete an online survey at vaughan.ca/VMCParks until **Monday, Sept. 30.**

Contact: Andrea Shotlander, Project Manager
andrea.shotlander@vaughan.ca
905-832-2281, ext. 8035

