



# Downtown Fort McMurray Wayfinding Plan

April 2023

# Land acknowledgement

We humbly acknowledge that the land on which we live, learn, work and play is Treaty 8 Territory, the traditional and ancestral lands of the Cree, Dene, and unceded territory of the Métis.

## Acknowledgments

We would like to recognize everyone who contributed ideas and time to make the Downtown Fort McMurray Wayfinding Plan (the Plan) a collaborative effort.

### RMWB Administration

### Consultant team

Jennifer Koppe, 818 studio  
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### Wood Buffalo

Wood Buffalo residents,  
Indigenous communities and  
partners, and stakeholders  
who gave their time to fill out  
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# Introduction

## What is in the Plan?

This document describes the Plan for downtown Fort McMurray and includes the process used to develop it. The project approach followed the procedures described in the Wood Buffalo Wayfinding Strategy. The Strategy provides context and definitions and should be read first.

The report briefly describes the approach to creating the Plan and provides details about engagement findings. It also contains the locations, details, content, and materials for each of downtown’s wayfinding elements.

The details and specifications included in this plan can be used to find a contractor to fabricate and install the wayfinding elements.

## Why a Wayfinding Plan?

Downtown revitalization was a focus of Council’s 2018-2021 Strategic Plan. On November 10, 2020, Council, with support from the Wood Buffalo Downtown Revitalization Advisory Committee (WBDRAC) and Wood Buffalo Waterfront Advisory Committee (WBWAC), directed Administration to implement the actions and priorities as recommended by these Council-appointed committees, including support for the creation of a Downtown Plan for wayfinding. The plan is aligned with Council’s 2022-2025 Strategic Plan supporting downtown visualization.

The Plan will support navigational needs, community identity, and tourism in Fort McMurray’s downtown and waterfront area. The Plan also supports recent streetscape improvements; sidewalks throughout downtown were recently upgraded, creating more attractive and comfortable streetscapes for pedestrians.

The downtown was the region’s first wayfinding plan guided by the Wood Buffalo Wayfinding Strategy. In addition to presenting the locations and content for wayfinding signs and elements, this document provides insight into how the procedures to develop the Plan were implemented.

## What is the Wood Buffalo Wayfinding Strategy?

The Wood Buffalo Wayfinding Strategy provides an approach for developing the Plan, including directional signage, in Wood Buffalo communities and neighbourhoods. The Strategy provides foundational elements for wayfinding in the region including guiding principles, strategic recommendations, and sign designs.

The Strategy document includes a process that can be used to create signage and wayfinding systems for Wood Buffalo communities and neighbourhoods. This step-by-step process was used to develop the plan for downtown

The Strategy was developed after extensive engagement with residents, Indigenous partners, and stakeholders. In addition to a sign family, wayfinding elements include banners, murals, and public art.

## What are the guiding principles?

The Plan was built on the principles discussed in the Wood Buffalo Wayfinding Strategy, summarized here.

### Principle 1. Celebrate Wood Buffalo

Banners, illustrations, and signs reflect and celebrate the diverse character of the downtown. Indigenous visibility is strengthened by including Indigenous languages that are local to the region - Cree and Dene. Wayfinding elements help create beautiful streetscapes that make residents proud.

### Principle 2. Connect people to places

Directional signs provide vehicular and pedestrian route connections between important destinations and promote safe, active travel.

### Principle 3. Consider pedestrian needs

Wayfinding signage provides direction to pedestrians and people using alternative modes of transportation including bicycles and mobility scooters. Maps and walk times to places of interest encourage residents to walk to local destinations and facilities.

### Principle 4. Ensure consistency

The visual identity used in the wayfinding program is consistent across the downtown. Destination names and abbreviations are consistent across signage types.

### Principle 5. Wayfinding is for all

Pedestrian signs include universal icons and destination names in Cree and Dene. Wayfinding information is accessible. Wayfinding makes the downtown welcoming for newcomers since it will be easier to get around. Simple, visible wayfinding signs logically present information in manageable amounts and minimize clutter.

# Introduction

## What is the Wood Buffalo sign family?

The Wood Buffalo sign family is a set of designs that work together to present a regional look and feel for wayfinding signs. Sign types each have a specific purpose and audience and are selected to meet the needs of users within a comprehensive wayfinding system. Please refer to the Wood Buffalo Wayfinding Strategy for more information.



Banners



Vehicular wayfinding



Primary Park identification



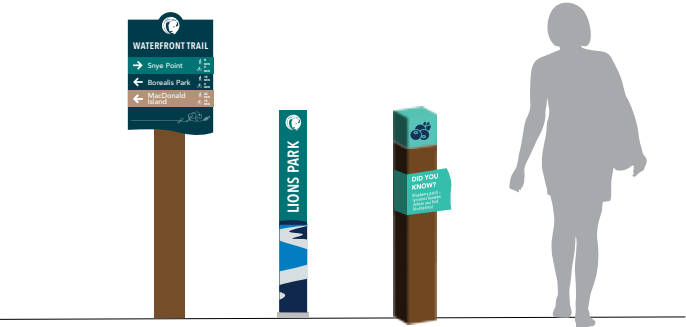
Secondary Park identification



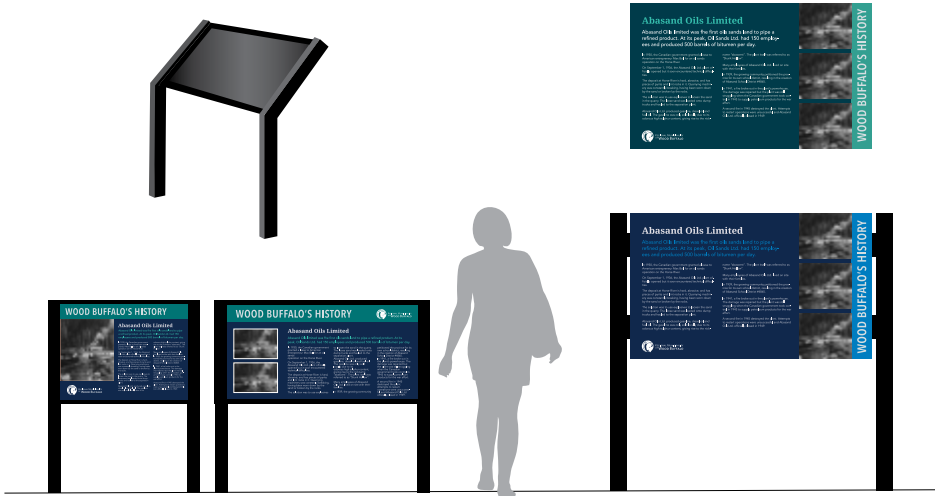
Smaller Park identification



Pedestrian wayfinding



Trail signs and did you know marker



Heritage plaques



# Developing the Plan

## What was the approach to develop the Plan?

The Plan was developed by following the procedures in the Wood Buffalo Wayfinding Strategy, illustrated below. A summary of each task and outcomes is included here.

### Task 1: Establish project team

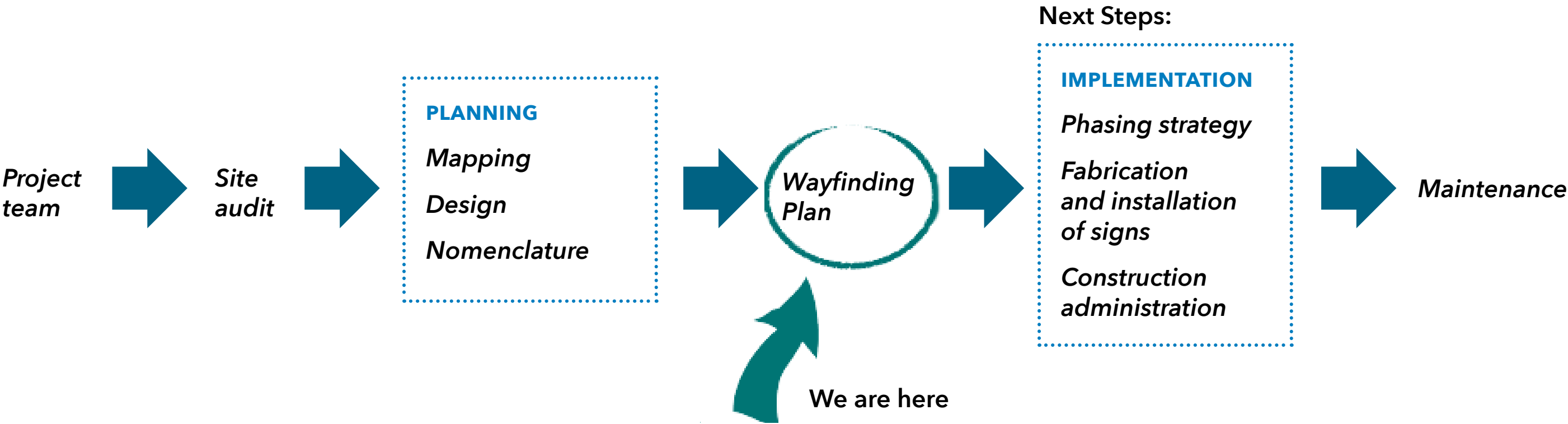
A project team was assembled in early 2022 that included the municipality and the consultant team. The project team discussed guiding principles and project objectives, as well as what project success would look like.

Based on engagement input and internal discussions, the project team developed the following project objectives.

- 1. Downtown streetscapes need additional signage to create a sense of place.
- 2. The Plan should be predominantly driver-focused; pedestrian areas are mainly in the downtown core and waterfront.
- 3. Consider key transportation/movement corridors in the downtown.
- 4. Downtown gateway points (entrances) need celebration.

Project success metrics were defined as follows.

- 1. The Plan guides users to a destination, and once they are there, informs them of nearby destinations and routes.
- 2. The Plan provides consistency with a unified Wood Buffalo brand to emphasize the identity of the region.
- 3. Downtown wayfinding tells local stories.
- 4. Wayfinding helps to define downtown and provides information about all its amenities.



The tasks involved in developing the Plan.



# Developing the Plan

## Task 2: Site audit

The consultant team conducted an inventory and analysis of signs and wayfinding elements in the downtown. The team also visited other Fort McMurray neighbourhoods to view other sign types and wayfinding elements.

There is minimal signage within the downtown area. Of the existing signs, the majority are informational and identification signs. There is no consistency in look and feel to the current signage program.

This page presents some of the site audit findings.



### Maintenance

Damaged signs should be repaired immediately to deter additional vandalism.



### Wrapped utility boxes

Although some of the utility boxes have been vandalized, most of them are in good condition.



### Materials and weathering

This is a prominent identification sign. The wood is a bit weathered. The bottom of the posts are not adequately protected from trimming damage.



### Pole-mounted flags

The flags lack impact. Small flags hung at a high height look even smaller than they are. The flags should be moved so they hang to about 3m from the ground, or a larger size installed on existing brackets.



### Heritage plaques

The Municipal Heritage Plaque Program tells the stories of the significant people, places, and events in the community's history. However, they seem randomly placed in the streetscape and subject to vandalism.

Additional signs should be added to highlight Indigenous history.



### Street Banner Program

Some brackets are broken so some banners are not securely fastened to the post at the bottom. Regular maintenance is required.

Some of the art banners are difficult to see since the colours and art get lost against the sky in certain light conditions. Artwork needs to have more visual contrast.

Banners would have more visual weight if they were mounted on every pole along a major road, or on both sides of the poles.



### Directional signs to downtown

There is currently no identification or directional signage off of the highway. A visitor who is unfamiliar with the area wouldn't know where to turn to access downtown.



### Parks and trails identification

There is a need to properly identify public parks, trail systems, and bridges. This identification will aid in recognition and provide more context for the area. The signage that currently exists does not lead a visitor along a prescribed route.



### Sign placement

This regulatory sign is located at Borealis Park. The shrubs planted in front of the sign have grown to their mature height, blocking the sign from view.



# Developing the Plan

The site audit process includes an assessment of future signage needs. Twelve proposals identify themes for improving wayfinding in the downtown. Many of the proposals were incorporated into the Plan, and others were discussed and rejected or postponed for another time.

## Proposal 1. Pedestrian wayfinding along waterfront

The waterfront would benefit from pedestrian wayfinding along Clearwater Drive.



Clearwater Drive and Morrison



Clearwater Drive and Franklin

## Proposal 3. Borealis Park identification

Add street-side signage to alert pedestrians to the presence of the park. Add banners inside the park to assist with placemaking.



Clearwater Drive at Borealis path



Borealis Park

## Proposal 5. Highway vehicular directional signs

Place vehicular directional signage at the Memorial Drive/Sakitawaw Trail intersections at Hardin Street and Morrison Street.



Memorial/Sakitawaw and Hardin



Memorial/Sakitawaw + Morrison

## Proposal 2. Vehicular wayfinding along waterfront

Add vehicular directional to Boat Launch and Heritage Shipyard to create more prominence for these attractions.



Clearwater Drive and Hardin



Clearwater Drive and Queen

## Proposal 4. Crosswalk painting

Place Indigenous art at crosswalks along Clearwater Drive to reflect local culture. Decorative crosswalks also increase pedestrian safety.



Clearwater Drive at Hardin Street



painted crosswalk example

## Proposal 6. Banners to define major streets

Place banners along key streets to create identity and provide vibrancy. Colour code the banners to create a statement for each street.



Franklin Avenue



Clearwater Drive



# Developing the Plan

## Proposal 7. Pedestrian wayfinding and orientation

Include pedestrian wayfinding and orientation maps along Franklin Ave and some of the main streets that lead to the waterfront, e.g., Hardin, Morrison, and Main streets.



Hardin Street

## Proposal 9. Lions Park orientation

Increase the legibility and ease of navigating Lions Park. Add signs to secondary entrances to Lions Park. Identify the boundaries of the disc golf course.



Secondary entrance to Lions Park

## Proposal 11. Downtown gateway signs

Add gateway signs at downtown’s main entrances to welcome visitors and create a sense of arrival at a special place.



Franklin Avenue and MacDonald



Hospital Street east of Hwy 63

## Proposal 8. Pedestrian bridge and trail signage

Establish names for the bridges so they are easy to reference. Place trail markers to orient and guide pedestrians through the trail system.



Bridge near Lions Park



Other bridge near Lions Park

## Proposal 10. Heritage Village identification

The directional signage to Heritage Park is quite small. Provide a larger, more welcoming sign for this tourist attraction.



King Street entrance to Heritage Village

## Proposal 12. Decorative street signage

For all of downtown or selected major streets, consider installing a more decorative street sign to provide identity to the streetscapes.



Franklin Avenue and Main Street



# Developing the Plan

## Task 3: Mapping

## Task 4: Nomenclature

## Task 5: Design

Tasks three through five comprise the planning phase that informs the Plan creation. The tasks were undertaken concurrently and are described together.

The consultant team assembled preliminary materials based on expert knowledge, site audit findings and recommendations, previous engagement results, and discussions with the municipal project team.

The preliminary materials included a destination hierarchy and suggested abbreviations, and were used as conversation starters with the municipal project team as well as residents, Indigenous partners, and stakeholder groups. Discussion topics included which part of downtown could benefit from wayfinding, why people go downtown, and the main gateways into downtown.

Mapping, nomenclature, and design were refined through two phases of engagement. The outcomes of these three tasks are visible in the Wayfinding Strategy. The final destination hierarchy is included on this page.

### Destination hierarchy

A destination hierarchy is used to determine sign message priorities when there are too many destinations to include on the sign. For example, vehicular destination signs can only include three or four destinations. The destination hierarchy is consulted to decide which destinations should be reflected on signs in a certain location.

The downtown destination hierarchy was developed and refined through public engagement and participant discussions.

The areas on the map were for convenience only, and were not intended to divide the downtown into zones or districts.

Facilities, amenities, and places of interest should be added to the downtown hierarchy when the Plan is reviewed, and then integrated into the wayfinding signs.

Maximum of 4 destinations with single lines

Downtown

← Line 1 copy

→ Line 2 copy

→ Line 3 copy

→ Line 4 copy

Less than 4 destinations fit with longer names

Downtown

← Line 1 copy with 2 lines

→ Line 2 copy

→ Line 3 copy with 2 lines

### Destination sign examples



Map for determining destination hierarchy

### Downtown destination hierarchy

Hierarchy	Area A (see map)	Area B (see map)	Area C (see map)
Primary	MacDonald Island Park Peter Pond Shopping Mall Provincial Courts Municipal and Provincial Buildings	Northern Lights Regional Health Centre Keyano College Fort McMurray Heritage Village	Snye Point Snye Point Boat Launch Fort McMurray Heritage Shipyard Borealis Park
Secondary	Kiyām Community Park Golden Years Society Rotary House	Lions Park Syncrude Sport & Wellness Centre Nistawoyou Association Friendship Centre Willow Square Continuing Care	Haxton Centre
Tertiary	Cemetery Jubilee Plaza	Saline Creek Foot Bridge River City Mall	Casselman Lush Memorial Skate Park
Quaternary	Markaz ul Islam (mosque) McMurray Gospel Assembly NorthLife Fellowship Baptist Church All Saints Anglican Church of Canada Jesus the Anointed One Church Native Christian Fellowship United Church of Canada RCCG The Lord’s Heritage	Church of Christ St. John the Baptist Catholic Parish Fort McMurray Composite High School Dr. Clark Public School Our Lady of the Rivers School	

# Developing the Plan

## How were residents and partners engaged?

Developing the Plan involved extensive engagement. The municipality worked with the consultant team to discuss and assemble information, and coordinate engagement materials. Presentations and discussions occurred with residents, Council, Indigenous partners, and downtown stakeholder groups.

The Participate Wood Buffalo page included online surveys, mapping tools, and an idea widget. Extensive communications occurred through social media, radio, news releases, community posters, and numerous forms of advertising. Engagement results are compiled in two “what we heard” reports, available on the Participate Wood Buffalo website. A summary of the engagement phases is followed by a description of how regional input was considered in developing the Downtown Plan.

### Engagement phase 1: Research

The first phase of engagement took place between June 22 and July 20, 2022. The purpose of the first phase was to gather information about downtown’s wayfinding needs and important destinations.

The project was promoted on Participate Wood Buffalo (PWB) and in-person during a lunch and go engagement session held on July 6, 2022 at Jubilee Centre. The project was discussed at Community Coffee Chats, and a virtual open house was held on July 19, 2022.

### Engagement phase 2: Design

The second phase took place between September 12 and October 9, 2022. The purpose of the second phase was to gather feedback on prototypes, destinations, nomenclature, and materiality.

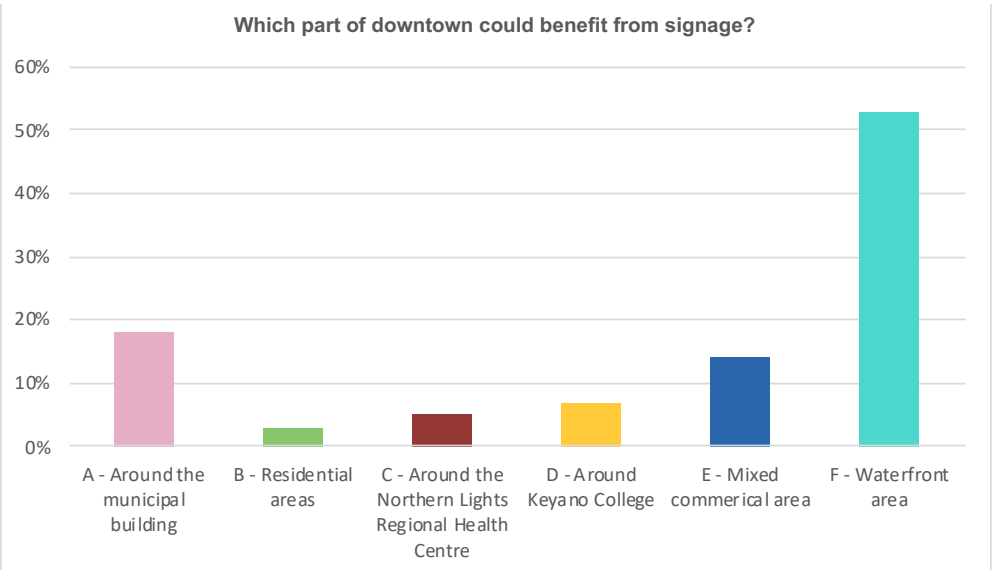
The project was promoted on PWB and in-person during the Fort McMurray Fall Trade Show & Market, September 24-26, 2022. The project was discussed with partners and stakeholder groups during virtual workshops. Extensive communications occurred through social media, radio, news releases, community posters, and numerous forms of advertising.

## What were key engagement findings?

### Key engagement finding 1: Signage is needed at the waterfront and around the municipal building.

Of all the downtown areas, the waterfront could benefit the most from signage. The area around the municipal building was a distant second.

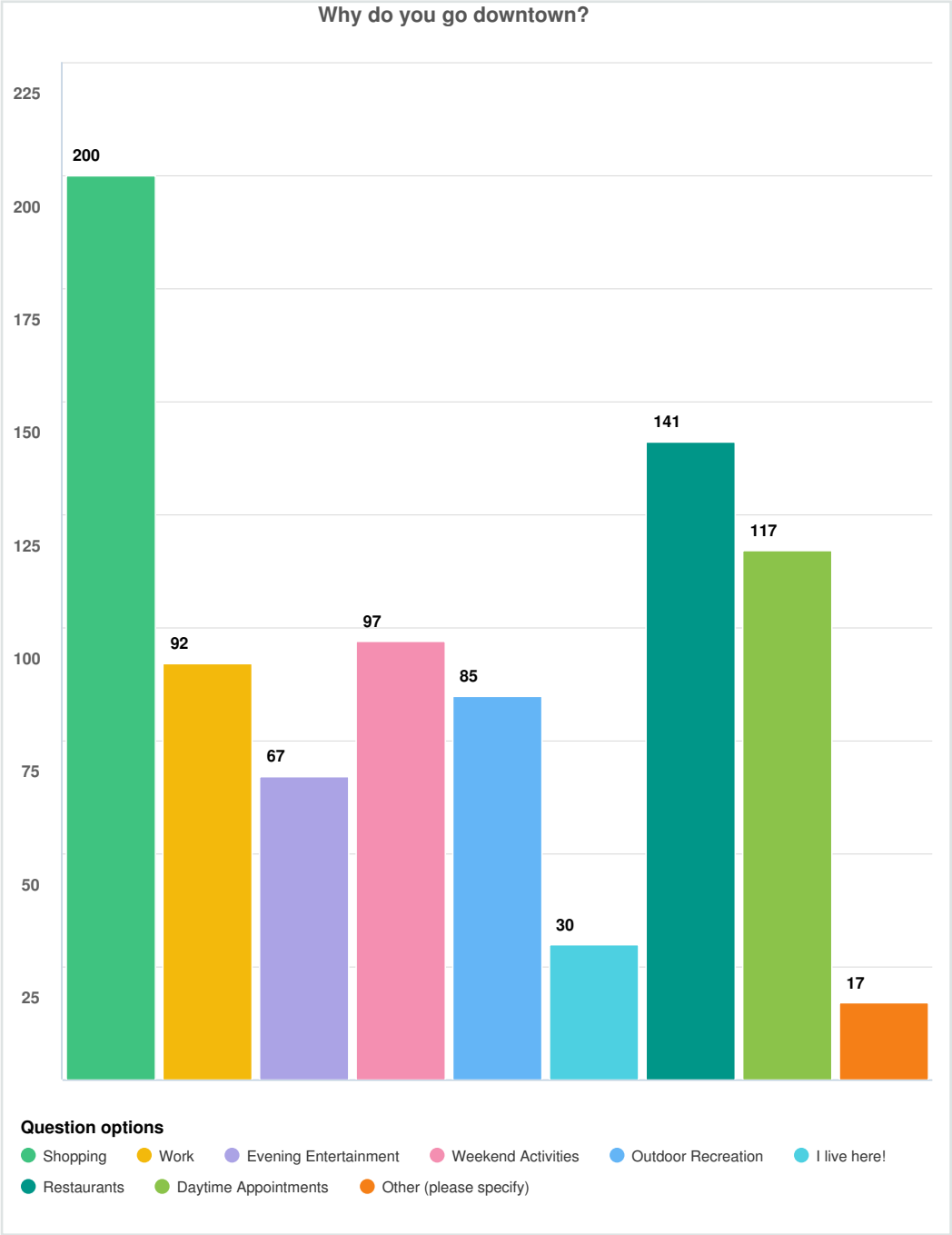
As a result, the downtown plan pays special attention to the waterfront and the area around the municipal building.



### Key engagement finding 2: Most people visit downtown during the day.

Most people go downtown for shopping, dining out, and daytime appointments.

This feedback was used to develop a preliminary list of destinations that were then refined through discussions with residents, partners, and stakeholders.



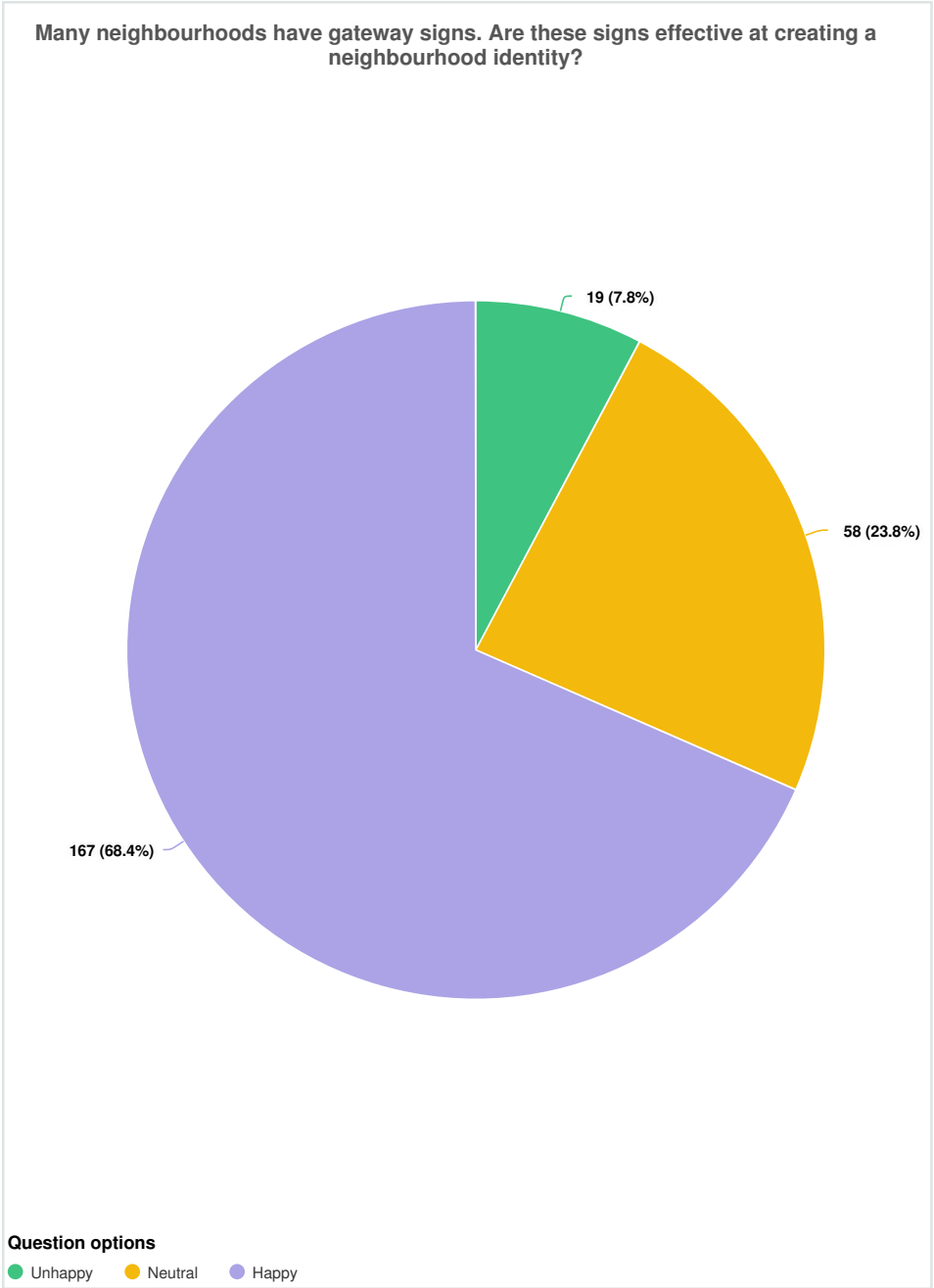


# Developing the Plan

## Key engagement finding 3: Gateway signs are effective.

A majority of residents (68%) think that gateway signs are effective at creating neighbourhood identity.

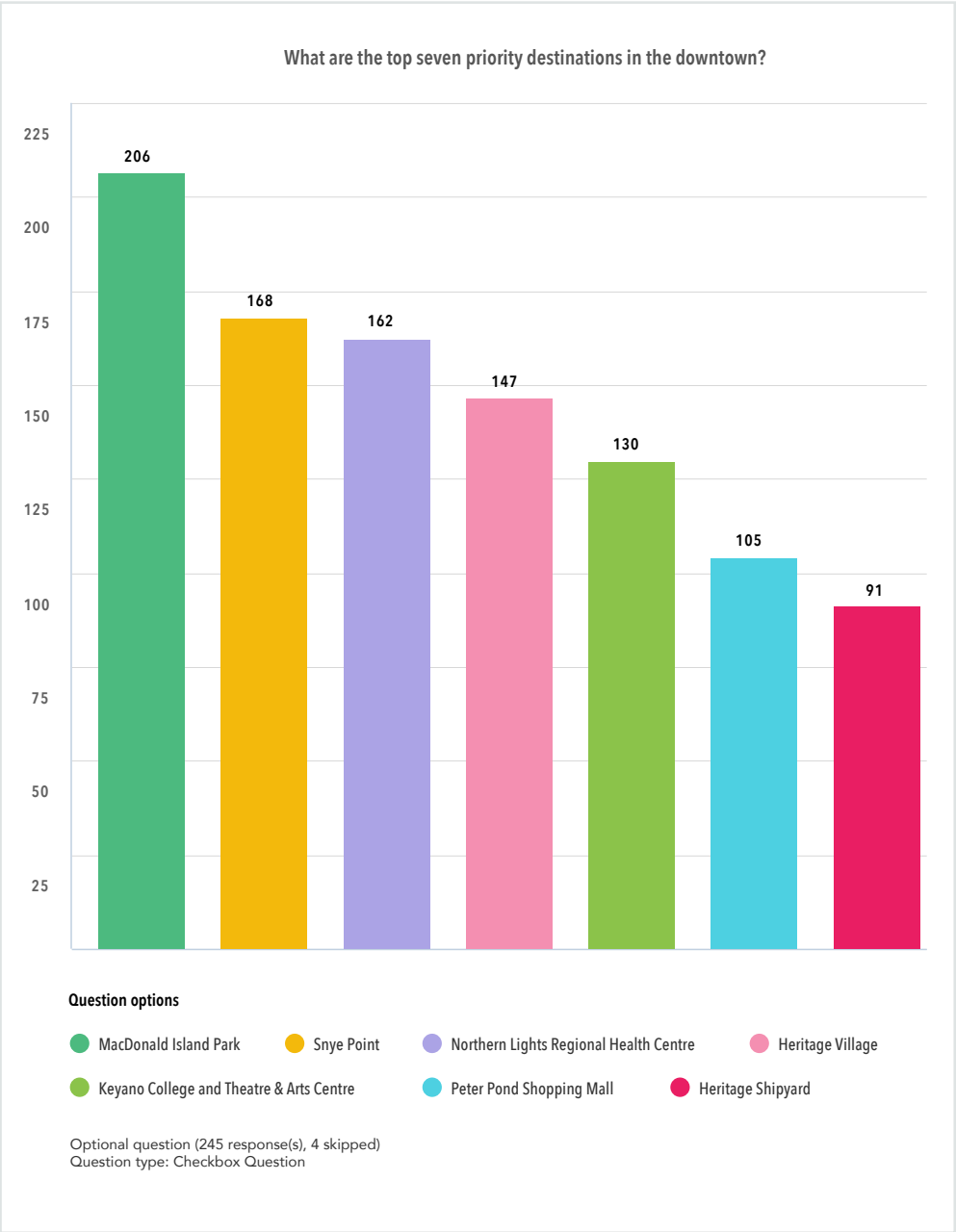
This indicated that the downtown would benefit from gateway signs to help establish a sense of place, and that the gateway signs should fit with the existing gateway signs in the region.



## Key engagement finding 4: Important destinations are MacDonald Island Park, Snye Point, and Heritage Village.

The four most important downtown destinations identified were MacDonald Island Park, Snye Point, Northern Lights Regional Health Centre, and Heritage Village.

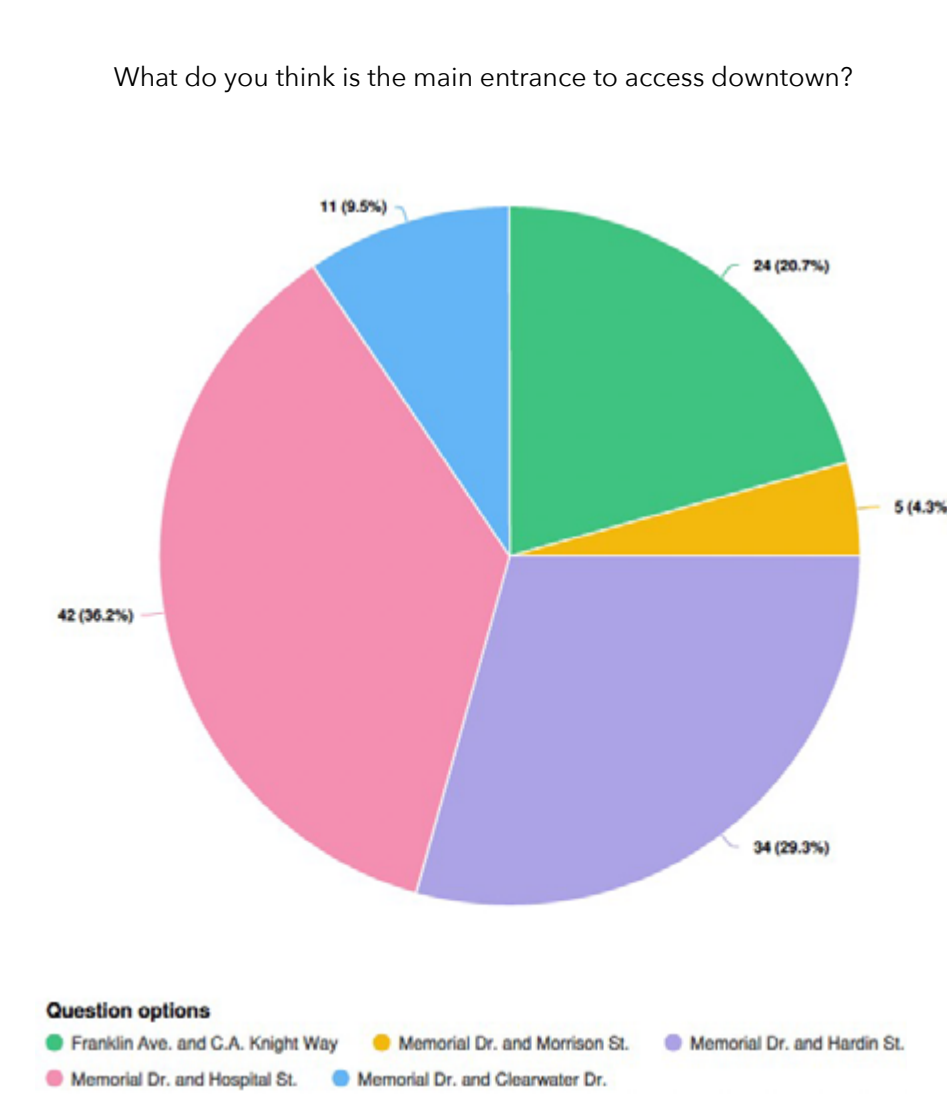
Input on priority destinations was used to create an initial destination hierarchy for subsequent engagement discussions.



## Key engagement finding 5: Downtown main entrances are at Hospital, Hardin, and Franklin + C. A. Knight Way.

To get a better idea of the best location for downtown gateway signs, survey respondents were asked to identify downtown’s main entrance.

Input was used to help identify where gateway signs would be most impactful.





# Developing the Plan

## How was input incorporated into the Plan?

The Downtown Plan involved substantial planning and consideration of engagement inputs. Responses to some of the engagement themes are included here.

	What we heard from residents, partners, and stakeholders	How input was incorporated in the Plan
1.	Signs around the Golden Years Society should be accessible.	<ul style="list-style-type: none"><li>• A pedestrian orientation sign with a local area map was placed near the Golden Years Society in a location that maximizes pedestrian safety and accessibility.</li></ul>
2.	The Street Banner Program should be maintained.	<ul style="list-style-type: none"><li>• The Street Banner Program places art banners on King Street (10 poles, single sided) and Clearwater Drive (12 poles, single sided). There are five groups of placemaking banners (groups of 5 poles, double-sided).</li><li>• Wayfinding banners and Street Banner Program art banners were placed side by side (double-sided) on Clearwater Drive. The wayfinding banner will provide consistency and the art banner will provide additional sense of place and reflect local pride.</li><li>• The Wayfinding Strategy does not have an impact on the Street Banner Program placemaking banners.</li></ul>
3.	How will the main entrances to access downtown be celebrated?	<p><u>Highway 63 and Hospital Street</u></p> <ul style="list-style-type: none"><li>• New gateway sign was identified for Hospital Street before Fitzgerald Avenue.</li></ul> <p><u>Memorial Drive/Sakitawaw Trail and Hardin Street</u></p> <ul style="list-style-type: none"><li>• Wayfinding banners with new poles were placed along Hardin between the highway and half a block past Franklin Avenue.</li><li>• Vehicular directional signs pointing to downtown were placed on Memorial Drive before the intersection.</li></ul> <p><u>Franklin Avenue and C.A. Knight Way</u></p> <ul style="list-style-type: none"><li>• New gateway sign was identified for the teardrop-shaped grassed area between the roads.</li></ul>
4.	Include the Legion Hall and Military Museum in Waterways as a destination in the Plan.	<ul style="list-style-type: none"><li>• Getting to Legion Hall from the downtown would require additional directional signs to be installed in Waterways, outside the scope of the downtown plan. Instead, “Waterways” was included as a destination on a vehicular sign along Clearwater Drive.</li></ul>
5.	Downtown facilities owned by the RMWB (e.g., parks, buildings) could benefit from additional signage to have a greater contribution to downtown’s sense of place.	<ul style="list-style-type: none"><li>• Parks identification signs have been included in the Downtown Plan. Different sizes are included in the Wood Buffalo sign family which could be used for facility identification.</li></ul>
6.	Downtown should be celebrated with gateway signs reflecting downtown’s special place in the region.	<ul style="list-style-type: none"><li>• Downtown gateway signs welcome visitors in three languages. Downtown gateway signs are a different style than those in other communities and neighbourhoods. The design incorporates river references and has a similar look to the Wood Buffalo sign family.</li></ul>

# Recommendations for downtown wayfinding

The following recommendations support the implementation of the Plan.

	Topic	Discussion	Recommendation
1.	Illustrations	<p>The wayfinding plan provides an opportunity to incorporate illustrations that convey the character of the community.</p> <p>Illustrations for the downtown signs reflect the surrounding rivers, and plants and animals from the local natural environment. When needed, the RMWB could expand the number of illustrations available for wayfinding in the downtown.</p>	<p>The RMWB should follow public art process to explore commissioning a local or local Indigenous artist for additional illustrations and artwork for downtown wayfinding, when needed.</p>
2.	Heritage plaques	<p>The Heritage Plaque Program tells the stories of the significant people, places and events in the community's history for the enjoyment and education of residents and visitors. There are 19 plaques in downtown Fort McMurray, some in excellent condition and some in disrepair.</p> <p>The program is administered by the municipality in association with the Fort McMurray Heritage Society. The program has a small annual budget and a limited number of signs are created or updated each year.</p> <p>The RMWB sign family includes three designs for heritage plaques. The small version is the same size as the existing heritage plaques.</p>	<p>A. All heritage plaques in the downtown should be replaced with the RMWB sign family design.</p> <p>B. The content of all plaques should be reviewed in the context of the Truth and Reconciliation Commission of Canada: Calls to Action.</p> <p>C. The Municipal Heritage Plaque Program should create and install plaques that contain information about local Indigenous culture and history.</p>
3.	Downtown gateway signs	<p>Downtown Fort McMurray belongs to the entire region. It is not only a neighbourhood, a shopping and recreation destination, and a service area; it is the core of Wood Buffalo. As it belongs to all Wood Buffalo residents, it needs to be celebrated differently from other communities and neighbourhoods. The sign should act as a welcoming feature for regional residents and visitors.</p> <p>During engagement discussions it was stated that Indigenous history and culture is based on the land. Using plants and animals from the local environment in wayfinding illustrations pays honour to traditional and continuing Indigenous practices.</p> <p>The designs in the Plan include a variety of plant, animal and bird illustrations that are native to the area. As such, it made sense to carry these over onto the downtown gateway signs. The illustrations are prominent, creating an artistic focal point and adding further character to the wayfinding system.</p>	<p>Gateway signs should celebrate downtown's unique role in the region.</p>
4.	Downtown gateway signs - temporary electronic signs	<p>Installing one of downtown gateway signs will require a temporary electronic sign to be moved.</p> <p>To maximize visual impact of the gateway sign, the temporary electronic sign board should be relocated at least 100 m away. The gateway sign should take visual preference.</p>	<p>Temporary electronic signs boards should not be placed within 100 m of downtown gateway signs.</p>
5.	Downtown gateway signs - vegetation	<p>Where appropriate, gateway signs should be surrounded by a planting bed.</p> <p>Plant materials should not obscure the signs when they reach mature height. Careful plant selection will reduce maintenance (pruning) needs. Shrub species could include juniper, wild rose, blueberry, creeping willow, spirea, low bush or dwarf cranberry, bearberry, labrador tea, buckbrush, bird's nest spruce, or lingonberry. Refer to the recommended plant lists in the Engineering Servicing Standards (ESS).</p> <p>Consider installing an irrigation system to keep plant material robust and healthy-looking.</p> <p>Inspect plantings regularly and replace dead and dying plants promptly.</p>	<p>The RMWB should incorporate planting around the gateway sign at Franklin Avenue and C.A. Knight Way.</p>

# Recommendations for downtown wayfinding

	Topic	Discussion	Recommendation
6.	Waterfront development and trail system	<p>The Downtown Plan includes signs for existing trails.</p> <p>Planned upgrades to the waterfront might require additional destinations to be included on signs. The pedestrian orientation signs are designed so the maps can be updated independently of the entire sign. Maintaining the overarching term “waterfront” as a catch-all destination extends the lifecycle of the signage system, as signs will not need to be updated as destination names change.</p> <p>Upgrades to the waterfront trail system design are in the planning process. Construction of new trails in the downtown and waterfront areas should include wayfinding elements such as trail markers. Interpretive signs could tell land-based stories about history and culture to create a more deeply-rooted sense of place along the rivers. The “did you know” markers are fun, quick ways to identify a special area, and could be used along the pathways or waterways to identify important plants, animals, or areas that have a cultural story.</p>	Wayfinding and signage for the waterfront park revitalization project should be guided by the Wood Buffalo Wayfinding Strategy.
7.	Maintenance/Fabrication/ Installation	<p>Sourcing a local supplier or fabricator will keep economic benefits in the region and simplify maintenance.</p> <p>Maintenance is integral for any wayfinding program and should be included in operational budgets. An inventory of all wayfinding elements should be created and updated as required. A local fabricator could be engaged to do regular inspections, noting deterioration or damage, missing hardware, dents, paint damage, and graffiti. It is also important to ensure the signs are cleaned when necessary. Ongoing inspection and maintenance will help maintain the integrity of the wayfinding system and minimize costly repairs or unplanned future replacement.</p>	The municipality should include maintenance of the wayfinding system in its operational budget.
8.	Banners along Memorial Drive/Sakitawaw Trail	The highway right-of-way is owned by Alberta Transportation. If the decision is made to install wayfinding banners along highway 63, an application to Alberta Transportation will be required.	The municipality should determine whether to pursue placing banners along Memorial Drive/Sakitawaw Trail.
9.	Special event banners	Creating banners with illustrations for specific special events, such as the Arctic Winter Games, will enhance the visual appeal of the downtown during the event.	The municipality should replace wayfinding banners with special event banners as needed. Special event banners could be placed along travel routes to the special event location. Special event banners could replace the illustrated banner, and hang beside the street name banner.
10.	Banners on Hardin Street at Memorial Drive/ Sakitawaw Trail	Additional posts might be required on Hardin Street between Memorial Drive/Sakitawaw Trail specifically for banners. Banner posts should conform to specifications similar to those for the pedestrian wayfinding posts, ensuring that the bottom of the banner is 12 feet from the ground as per the Street Banner Program specifications.	The municipality should consider installing banner posts in locations where they are not enough lamp standards or where the lamp standards are already used for other signage.

# Recommendations for downtown wayfinding

	Topic	Discussion	Recommendation
11.	Highway 63/Memorial Drive/Sakitawaw Trail and downtown exits	The exits to downtown from northbound Memorial Drive/Sakitawaw Trail are not well marked. There is not enough land to install gateway signs at Manning or Hardin streets.	<p>A. The municipality should apply to Alberta Transportation to remove the existing “City Centre next 3 exits” sign along Highway 63 (northbound) and install a stand alone sign in advance of downtown that reads:</p> <p style="padding-left: 40px;">Downtown Fort McMurray Next 4 exits</p> <p>B. The stand alone sign northbound at Morrison Street should be replaced with a sign that reads</p> <p style="padding-left: 40px;">Downtown via Morrison Street --&gt;</p> <p style="padding-left: 40px;">A southbound sign should be placed in advance of Morrison St: &lt;-- Downtown</p> <p>C. A vehicular directional sign should be placed in advance of the Hardin Street intersection that reads:</p> <p style="padding-left: 40px;">northbound: Downtown via Hardin St --&gt;</p>
12.	Bridge names	Naming the pedestrian bridges would provide opportunities to enhance sense of place and make wayfinding easier, as the bridges could be included as destinations or points of interest. This would be a great way to highlight Indigenous history and culture.	<p>A. The Community Identification Committee should start a process to assign names to the pedestrian bridges in downtown.</p> <p>B. Once the names are approved by the Community Identification Committee, install identification signs on each bridge.</p>
13.	Trail names	Naming the trails that are part of the downtown walking trail network would provide opportunities to enhance sense of place. Trail names would make wayfinding easier as names help users orient themselves.	<p>A. The Community Identification Committee should start a process to assign names to the walking trails in downtown.</p> <p>B. Once the names are approved by the Community Identification Committee, install trail identification signs at entrances and junctions.</p>
14.	Existing wayfinding signs	<p>There are only a few existing wayfinding signs in downtown. They should be removed when the new signs are installed.</p> <p>“City Centre” signs should be removed when vehicular directional signs are installed.</p> <p>The hospital routes marked by the blue “H” signs and arrows requires some upkeep. One arrow is missing from a sign on Franklin Avenue northbound, between Centennial Drive and Queen Street.</p>	<p>A. The municipality should Include removal of existing signs in scope of work for sign contractor.</p> <p>B. The municipality should replace any missing signs from the hospital routes.</p>

# Downtown Fort McMurray Wayfinding Plan

## The Plan

The following pages contain the maps, sign schedules, details, and specifications for a comprehensive downtown wayfinding system.

## Next steps

This list provides a high level overview of the general requirements for next steps for planning purposes only. It is not intended to be an exhaustive list of tasks.

1. Develop costing estimate for Phase 1 and other phases. Work to secure funding, through the capital budget process, grants, partnerships with other organizations, and other sources.
2. Indigenous and Rural Relations to work with local knowledge keepers to identify additional special places to be marked by “did you know” markers or interpretive signs.
3. Find a wayfinding consultant to act as project manager for the implementation of the downtown plan. Consultant’s scope of work will include the following.
  - Finalize sign package for tender.
  - Assist in contractor selection process.
  - Review shop drawings and material specifications provided by contractor to ensure quality control and alignment with the design.
  - Initiate and review production of prototypes.
  - Provide contract administration services: conduct site visits, prepare site review reports, identify deficiencies, review progress claims, etc.
4. Finalize sign package for tender.
  - Incorporate the Cree and Dene translations on the pedestrian signs.
  - Finalize the specs and drawings for review and acceptance by the municipality.
  - Determine which signs will be done within the first phase.
  - Determine scope of work for implementation (e.g., does the installer provide GIS locations for all wayfinding elements?)
5. Issue a tender to solicit bids for the fabrication and installation of the wayfinding elements. Secure a contractor.
6. Based on supplied templates, contractor will prepare an electronic file for each sign with the correct messaging, artwork, size, spacing, font, colours, etc., for municipal review and approval.
7. Contractor will install signs as per ESS.
8. Wayfinding consultant to provide contract administration services to provide oversight to contractor during fabrication and installation.
9. Once installation is complete, communicate and celebrate!

# Sign Family

# Pedestrian Signage



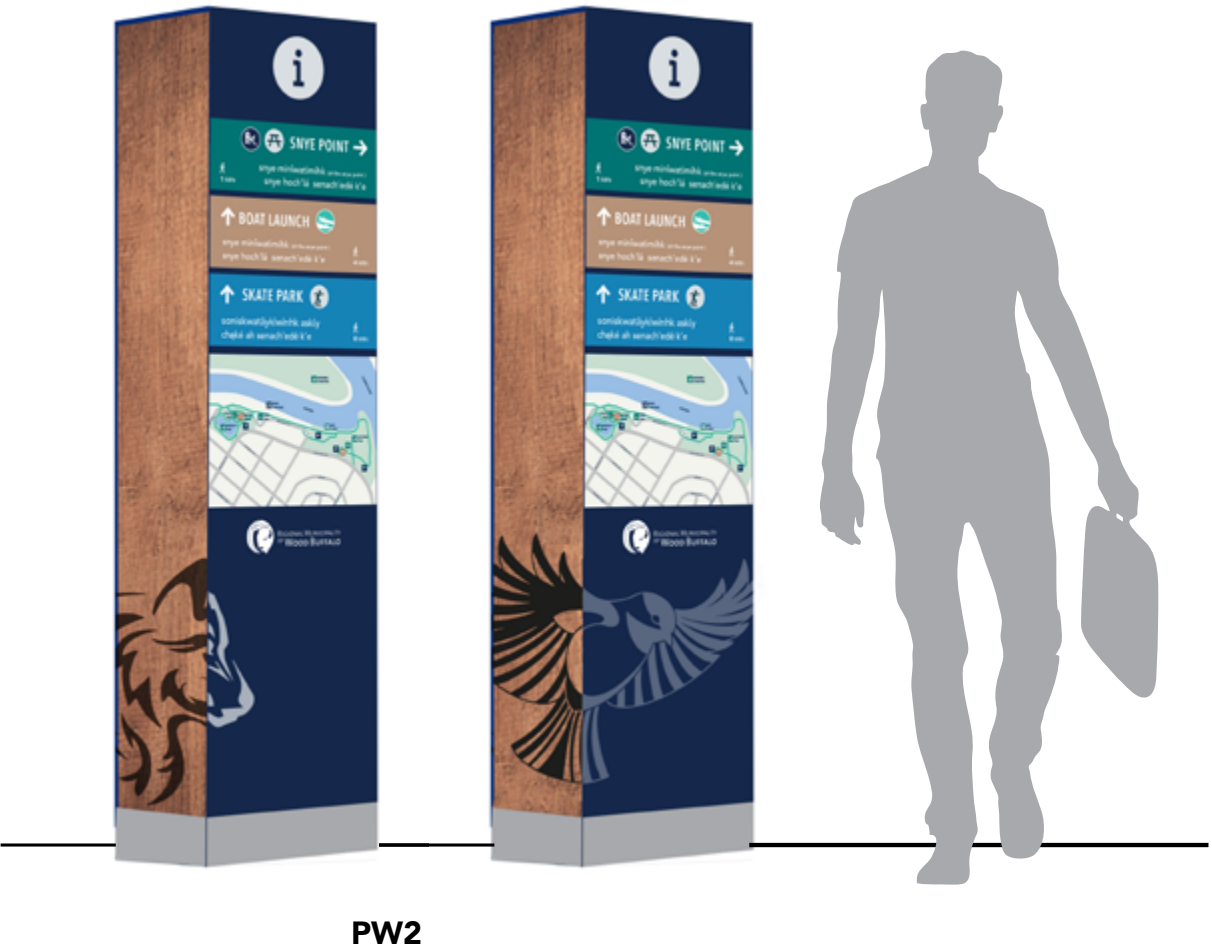
Pedestrian Wayfinding Blades



The pedestrian blades provide directional information, average walk times and icons where applicable. The bright colours are easy to spot and provide guidance while navigating by foot.

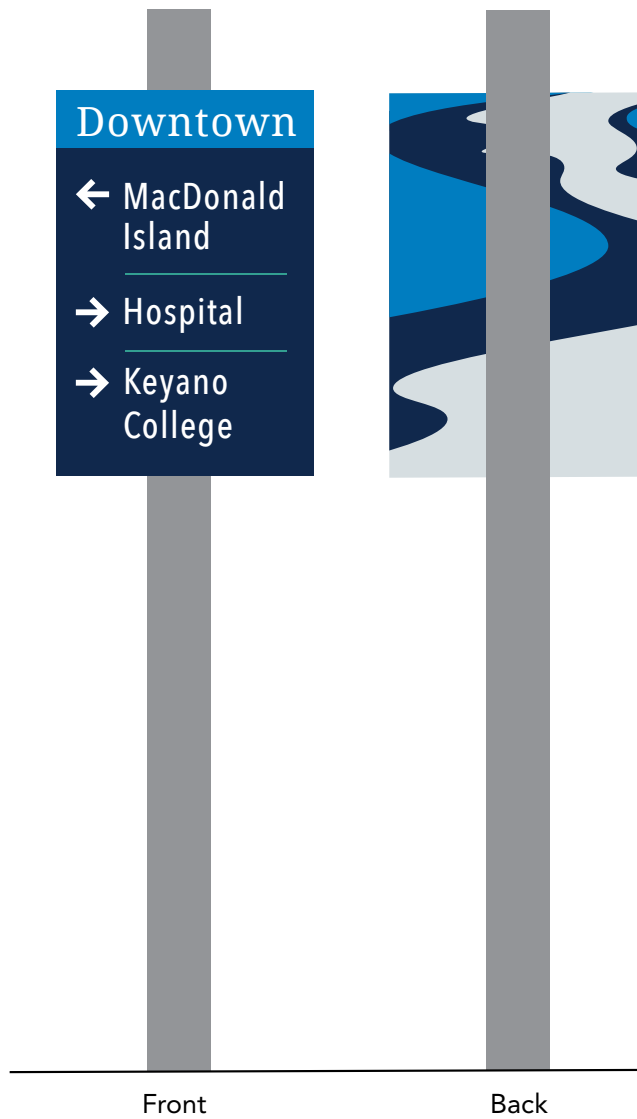
The pedestrian orientation sign contains directional information as well as a map of the surrounding area. Each sign contains a unique illustration that wraps around the side and front of the cabinet creating visual interest and adding texture and dimension to the sign.

Pedestrian Orientation



# Vehicular Signage

Vehicular Directional (post mounted)



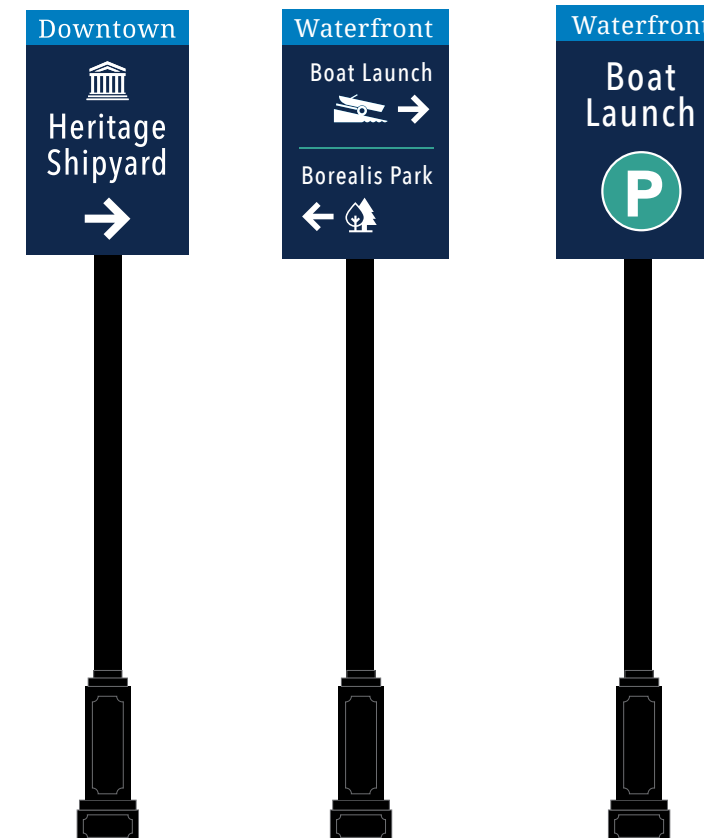
VW1-a

Vehicular Directional (free-standing)



VW1-b

Vehicular Directional  
(Specific Destination)

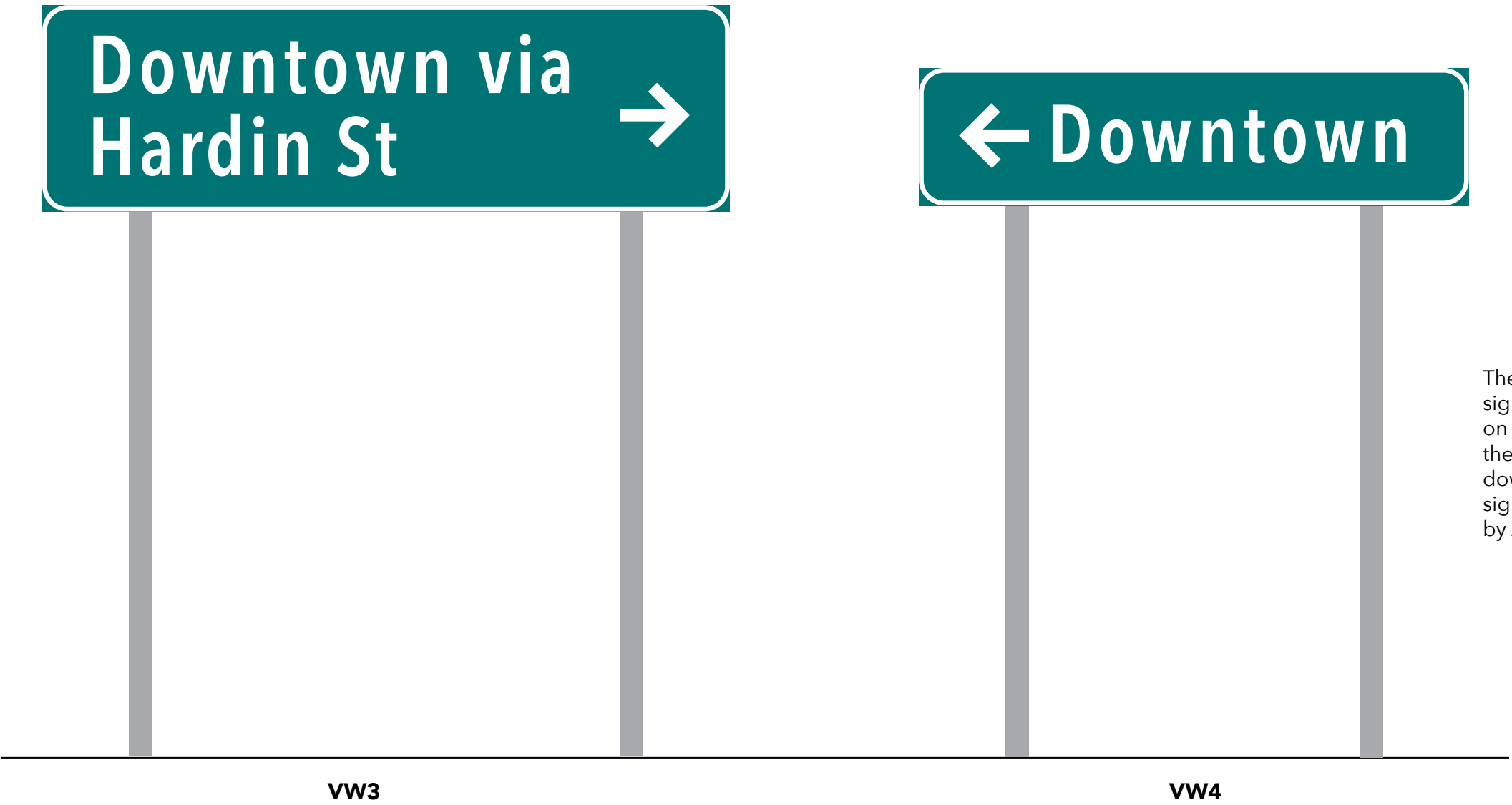


VW2

VWP

The vehicular signage provides directional information to specific downtown destinations. The back of the panels contain a graphic illustration representing the rivers within downtown.

Highway Directional



The highway directional signs provide guidance on where to turn off the highway to access downtown. All highway signage must be approved by Alberta Infrastructure.

Gateway Sign

The gateway sign is specific to downtown and will act as a prominent visual gateway welcoming people into downtown. During engagement discussions, it was stated that Indigenous history and culture is based on the land, and therefore illustrations should include plants and animals from the local environment. The back of one gateway sign includes an illustration of the raven, a conspicuous local citizen, and the other includes a chickadee. The illustrations create an artistic focal point which adds further character to the signage.

The sign uses backlit lettering so it will be highly visible at night. The illustrations on the back of the sign are routed out of aluminum, providing visual interest and dimension to the sign. The proportion of the sign allows room to incorporate the Cree and Dene languages.



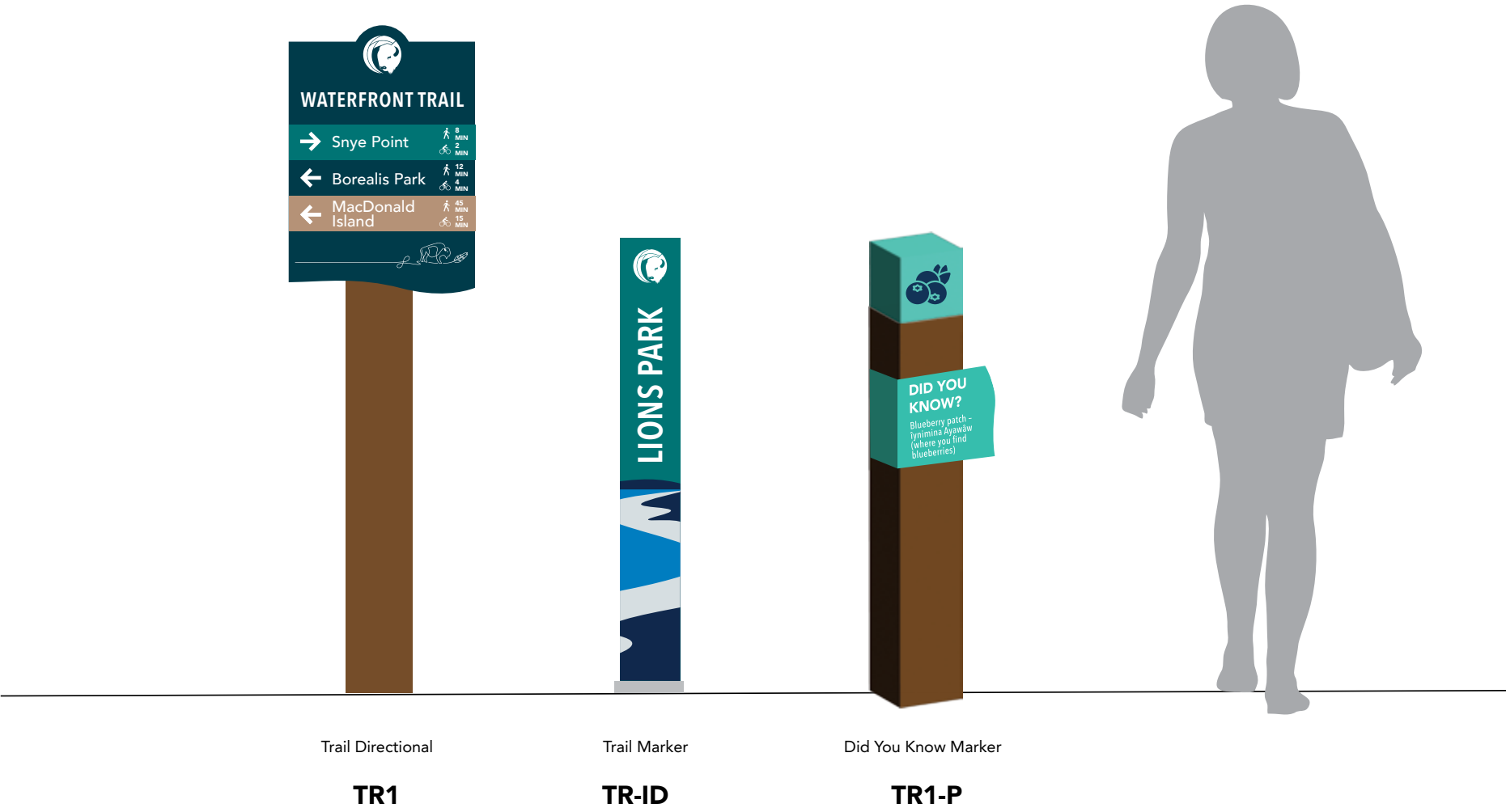
## Trail & Park Signage

Trail Signage

The trail signage provides directional information along the pathways and trail systems throughout downtown and the waterfront. Like the pedestrian signage, it includes average walk times in addition to bike times.

The trail marker provides orientation when on the pathways or trails.

The “did you know” markers will draw attention to a special area with colour and graphic illustrations, and could be used along the pathways or waterways to identify important plants, animals, or areas that have a cultural story.





Primary Park ID

The primary park ID acts as the main identification sign for the larger parks (e.g.,. Snye Point, Borealis Park, Lions Park). They should be positioned in prime locations within the park for easy recognition. These signs are backlit and contain vibrant imagery, icons, a wood element and dimensional lettering. They will be easily seen in the daytime and at night.



Secondary Park ID

The secondary park ID is intended to either support the primary park ID in larger parks with multiple entrances (e.g., Borealis Park access from the waterfront) or act as the main identification signage for smaller parks (e.g., Kiyām Community Park).

These signs contain dimensional lettering and an illustration over top of a wood element on the back side of the sign. The illustration can change depending on the location. It is recommended that flood lighting is used to enhance these signs at night.

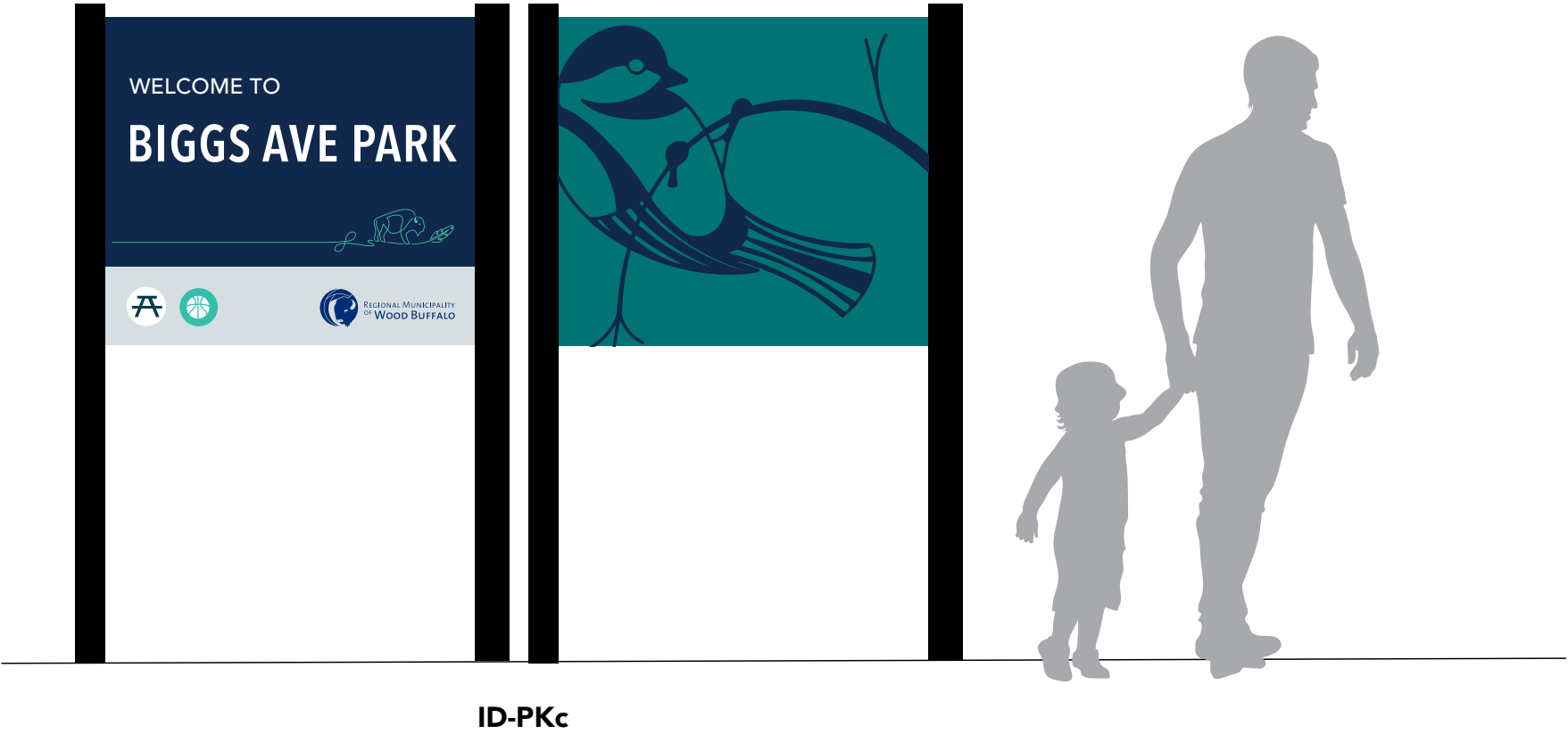


ID-PKb

Smaller Park ID

Much like the secondary park ID, the smaller park ID can be used to support the larger signs within larger parks (e.g., alternate entrances to Lions Park or Borealis Park) or can be used in other locations where a smaller sign is more appropriate (e.g., to identify a smaller park like Biggs Avenue Park or a splash park within a larger park).

These signs contain dimensional lettering and an illustration on the back side of the sign. The illustration can change depending on the location. It is recommended that flood lighting is used to enhance these signs at night.



Park Banners

Banners can also be used as identifiers in the parks. Utilize existing lamp poles within the parks to install banners.



# Heritage Plaques

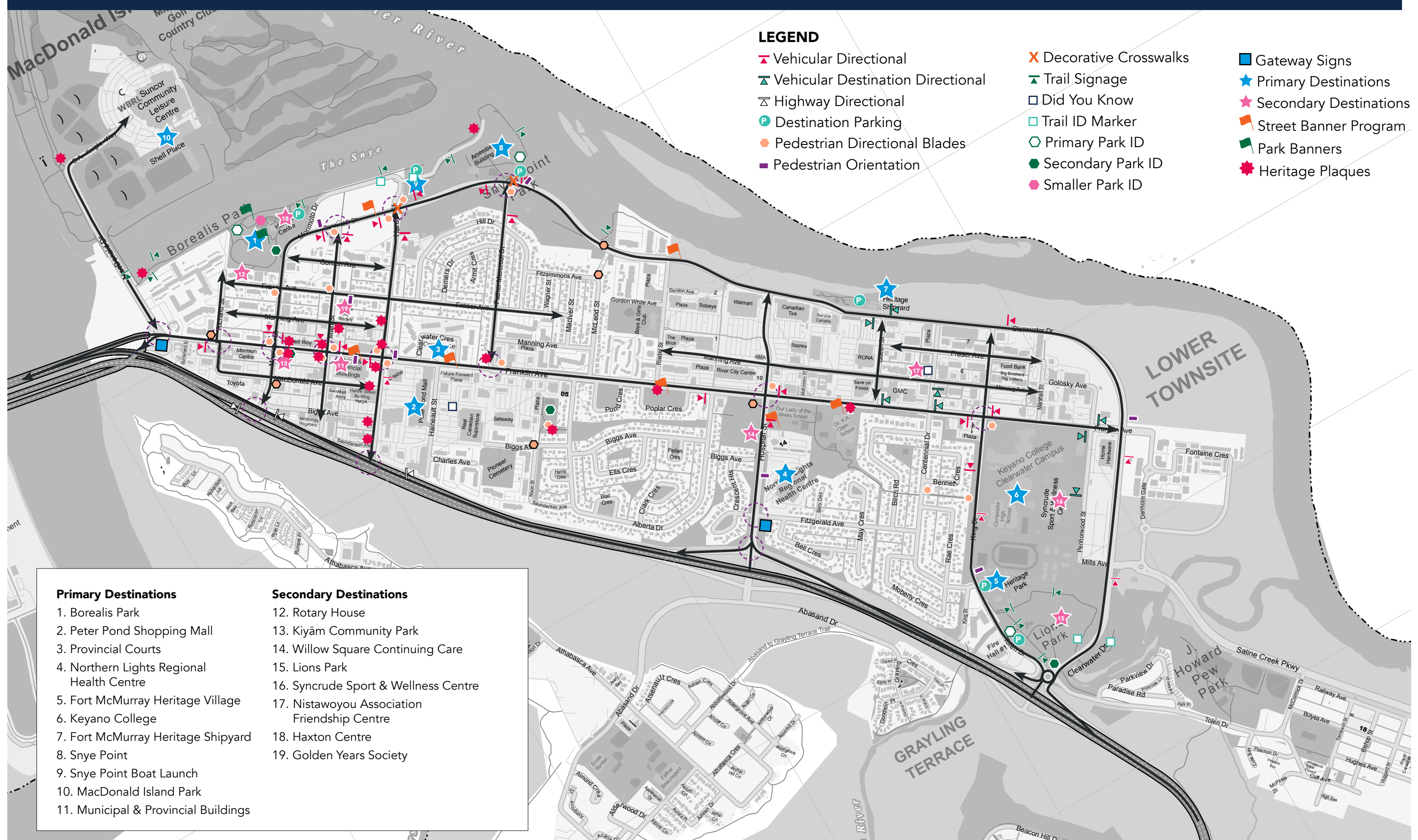
Heritage Plaques

The Heritage Plaque Program tells the stories of the significant people, places and events in the community's history for the enjoyment and education of residents and visitors.

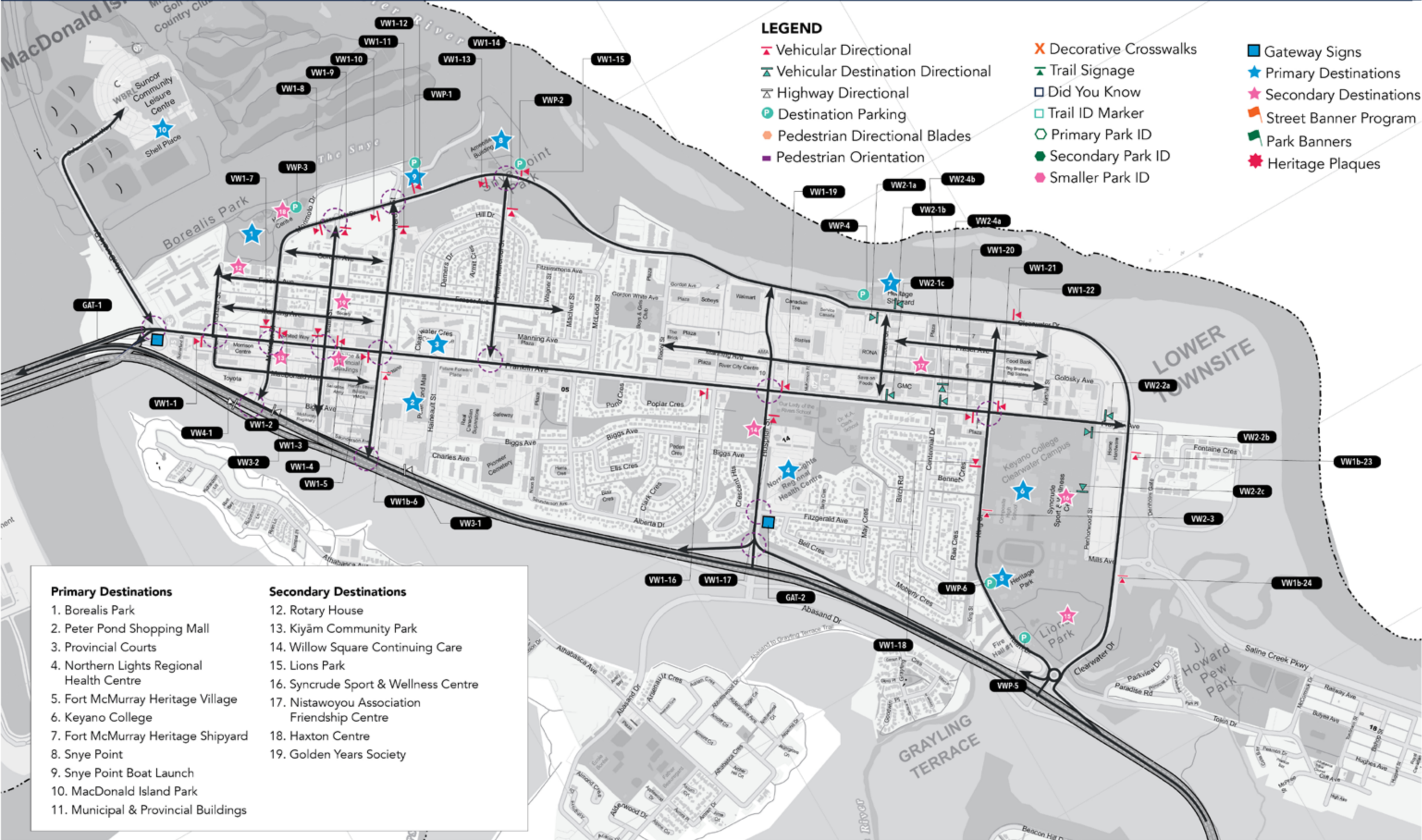


# Downtown Sign Plotting









Vehicular Directional Schedule

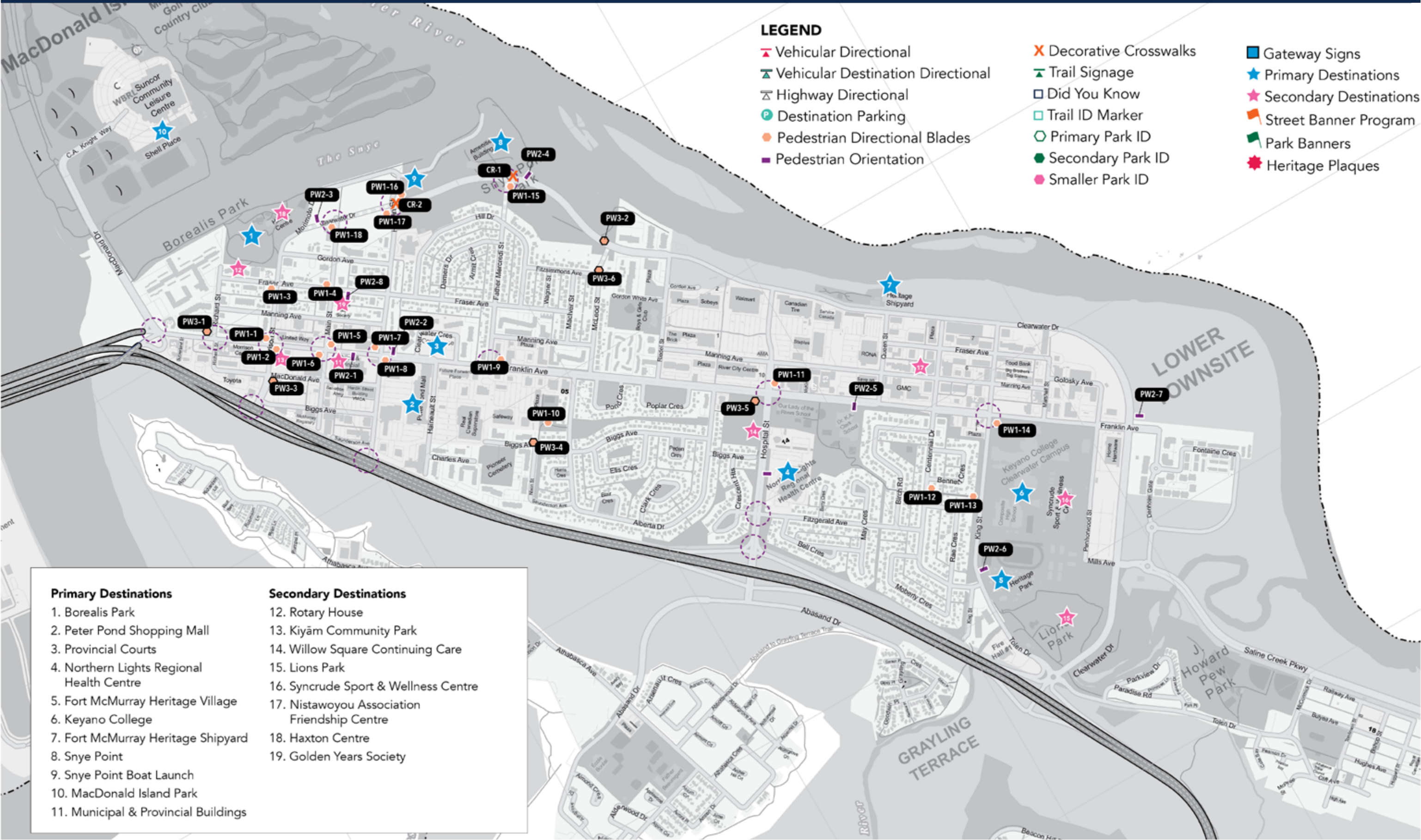
Shading indicates first phase

SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
VW1-1	Vehicular Directional (VW1)	809976 (lamp standard) Franklin Ave before Richard	Downtown ↑Kiyām Park ↑Prov & Municipal Bldgs ↑Shopping Mall	PHASE 1
VW1-2	Vehicular Directional (VW1)	773464 (lamp standard)	Downtown →Borealis Park →Waterfront ↑MacDonald Island	PHASE 1
VW1-3	Vehicular Directional (VW1)	111658 (lamp standard)	Downtown →MacDonald Island ←Prov & Municipal Bldgs ←Shopping Mall	
VW1-4	Vehicular Directional (VW1)	815129 (lamp standard)	Downtown →Waterfront ↑Kiyām Park ↑MacDonald Island	
VW1-5	Vehicular Directional (VW1)	940597 (lamp standard) Franklin Ave before Hardin St	Downtown ↑Prov Courts ↑Keyano ←Waterfront	PHASE 1
VW1b-6	Vehicular Directional (VW1b)	Hardin St before Franklin Ave	Downtown ↑Waterfront →Prov Courts ←Prov & Municipal Bldgs	PHASE 1 Free-standing sign
VW1-7	Vehicular Directional (VW1)	111662 (lamp standard)	Downtown →MacDonald Island ←Shopping Mall ←Prov & Municipal Bldgs	
VW1-8	Vehicular Directional (VW1)	890057 (lamp standard)	Waterfront ↑Boat Launch ↑Snye Point ↑Borealis Park + P Icon	
VW1-9	Vehicular Directional (VW1)		Waterfront →Boat Launch →Borealis Park + P Icon →Snye Point →Shipyards	
VW1-10	Vehicular Directional (VW1)	897029 (lamp standard)	Waterfront ←Boat Launch ←Borealis Park + P Icon ↑Snye Point ↑Shipyards	PHASE 1
VW1-11	Vehicular Directional (VW1)	952647 (lamp standard)	Waterfront ↑Boat Launch ↑Borealis Park →Snye Point →Shipyards	PHASE 1
VW1-12	Vehicular Directional (VW1)	896982 (lamp standard)	Waterfront →Boat Launch →Borealis Park + P Icon	PHASE 1

SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
VW1-13	Vehicular Directional (VW1)	896992 (lamp standard)	Waterfront ←Snye Point ↑Shipyards →Downtown	PHASE 1
VW1-14	Vehicular Directional (VW1)	896995 (lamp standard)	Waterfront ↑Snye Point ←Boat Launch ←Borealis Park + P Icon →Shipyards	
VW1-15	Vehicular Directional (VW1)	896976 (lamp standard)	Waterfront →Snye Point ↑Boat Launch ↑Borealis Park + P Icon	PHASE 1
VW1-16	Vehicular Directional (VW1)	111360 (lamp standard) Franklin Ave before Alberta Dr	Downtown ↑Hospital ↑Keyano ↑Sport Centre	PHASE 1
VW1-17	Vehicular Directional (VW1)	111382 (lamp standard) Hospital St before Franklin Ave	Downtown →Keyano →Sport Centre ←Prov Courts ←Shopping Mall	Remove current City Centre Sign
VW1-18	Vehicular Directional (VW1)	940602 (lamp standard) King St	Downtown ←Keyano ↑Heritage Village ↑Lions Park	
VW1-19	Vehicular Directional (VW1)	111296 (lamp standard) Franklin Ave before Hospital St	Downtown ←Hospital →Waterfront ↑Prov Courts ↑Shopping Mall	Remove current City Centre Sign
VW1-20	Vehicular Directional (VW1)	111286 (lamp standard)	Downtown →Keyano →Heritage Village →Lions Park ↑Sport Centre	PHASE 1
VW1-21	Vehicular Directional (VW1)	111376 (lamp standard) Franklin Ave before King St	Downtown ←Keyano ←Theatre & Arts Centre ←Heritage Village	PHASE 1
VW1-22	Vehicular Directional (VW1)	806238 (lamp standard)	Waterfront ↑Shipyards ↑Snye Point ↑Boat Launch ←Keyano	
VW1b-23	Vehicular Directional (VW1)	Clearwater Dr before Franklin Ave	Downtown ↑Shipyards ↑Snye Point ←Keyano ←Hospital	Free-standing sign



SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
VW1b-24	Vehicular Directional (VW1b)	Clearwater Dr before Saline Creek Pkwy	Downtown ←Sport Centre →Howard J Pew Park →Waterways	<b>PHASE 1</b> Free-standing sign
VW2-1a	Vehicular Destination Directional (VW2)	Clearwater Dr & Queen St	Waterfront ←Heritage Shipyard	<b>PHASE 1</b> New post required
VW2-1b	Vehicular Destination Directional (VW2)	Clearwater Dr & Queen St	Waterfront →Heritage Shipyard	<b>PHASE 1</b> New post required
VW2-1c	Vehicular Destination Directional (VW2)	Franklin Ave & Queen St	Downtown →Heritage Shipyard	New post required
VW2-2a	Vehicular Destination Directional (VW2)	Franklin Ave & Penhorwood St	Downtown ←Sport Centre	New post required
VW2-2b	Vehicular Destination Directional (VW2)	Franklin Ave & Penhorwood St	Downtown →Sport Centre	New post required
VW2-2c	Vehicular Destination Directional (VW2)	Penhorwood St	Downtown →Sport Centre	New post required
VW2-3	Vehicular Destination Directional (VW2)	King Street before Keyano	Downtown ↑Keyano College ↑Theatre & Arts Centre	<b>PHASE 1</b> New post required
VW2-4a	Vehicular Destination Directional (VW2)	111283 (lamp standard) Franklin Ave & Centennial	→Nistawoyou Association Friendship Centre	
VW2-4b	Vehicular Destination Directional (VW2)	Centennial before Manning	←Nistawoyou Association Friendship Centre	New post required
VW3-1	Highway Directional (VW3)	HWY 63 & Morrison St	Downtown via Morrison St →	<b>PHASE 1</b>
VW3-2	Highway Directional (VW3)	HWY 63 & Hardin St	Downtown via Hardin St →	<b>PHASE 1</b>
VW4-1	Highway Directional (VW4)	HWY 63 & Morrison St	←Downtown	
VWP-1	Destination Parking (VWP)	Boat Launch	Waterfront Boat Launch + parking Icon	<b>PHASE 1</b> New post required
VWP-2	Destination Parking (VWP)	Snye Point	Waterfront Snye Point + parking Icon	<b>PHASE 1</b> New post required
VWP-3	Destination Parking (VWP)	Borealis Park	Waterfront Borealis Park + parking Icon	<b>PHASE 1</b> New post required
VWP-4	Destination Parking (VWP)	Heritage Shipyard	Waterfront Heritage Shipyard + parking Icon	New post required
VWP-5	Destination Parking (VWP)	Lions Park	Downtown Lions Park + parking Icon	New post required
VWP-6	Destination Parking (VWP)	Heritage Village	Downtown Heritage Village + parking Icon	New post required
GAT-1	Gateway Signage (GAT)	Teardrop (Franklin Ave)	Downtown Fort McMurray nistawâyâw ełıdłj kuę	<b>PHASE 1</b>
GAT-2	Gateway Signage (GAT)	Hospital St	Downtown Fort McMurray nistawâyâw ełıdłj kuę	





Pedestrian Directional Schedule

Shading indicates first phase

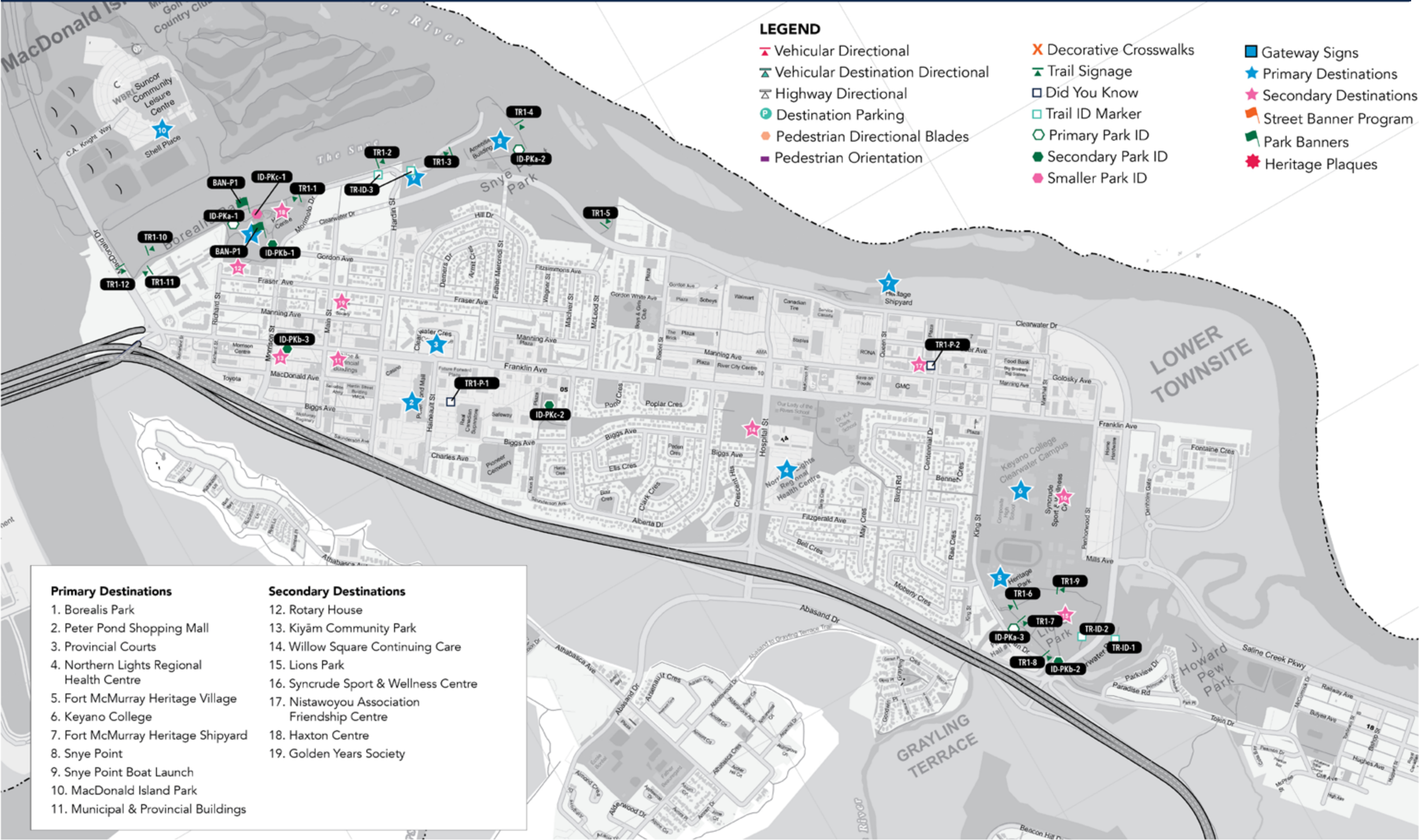
SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
PW1-1	Pedestrian Directional (PW1)	Morrison St North of Franklin Ave	Panel 1: MacDonald Island Panel 2: Borealis Park (park Icon) Panel 3: Kiyām Park (park Icon) Panel 4: Shopping Mall (shopping icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	<b>PHASE 1</b> Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-2	Pedestrian Directional (PW1)	Morrison St South of Franklin Ave	Panel 1: MacDonald Island Panel 2: Borealis Park (park Icon) Panel 3: Kiyām Park (park Icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-3	Pedestrian Directional (PW1)	Morrison St South of Fraser Ave	Panel 1: Golden Years Society Panel 2: Borealis Park (park Icon) Panel 3: Franklin Ave <i>Average walk times to each destination to be calculated and included on panel.</i>	<b>PHASE 1</b> Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-4	Pedestrian Directional (PW1)	Main St South of Fraser Ave	Panel 1: Franklin Avenue Panel 2: Waterfront <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-5	Pedestrian Directional (PW1)	Main St North of Franklin Ave	Panel 1: Golden Years Society Panel 2: Provincial Courts Panel 3: Kiyām Park (park icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-6	Pedestrian Directional (PW1)	Main St South of Franklin Ave	Panel 1: Provincial & Municipal Bldgs Panel 2: Kiyām Park (park Icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	<b>PHASE 1</b> Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-7	Pedestrian Directional (PW1)	Hardin St North of Franklin Ave	Panel 1: Waterfront Panel 2: Provincial Courts Panel 3: Shopping Mall (shopping icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-8	Pedestrian Directional (PW1)	Hardin St South of Franklin Ave	Panel 1: Provincial & Municipal Bldgs Panel 2: Waterfront Panel 3: Kiyām Park (park Icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-9	Pedestrian Directional (PW1)	Franklin Ave @ Father Mercredi St	Panel 1: Waterfront Panel 2: Provincial Courts Panel 3: Shopping Mall (shopping icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-10	Pedestrian Directional (PW1)	Greenspace off of Alberta Dr	Panel 1: Shopping (shopping icon) Panel 2: Cemetery <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).

SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
PW1-11	Pedestrian Directional (PW1)	Franklin Ave @ Hospital St	Panel 1: Waterfront Panel 2: Hospital (Hospital icon) Panel 3: Keyano College (college icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	<b>PHASE 1</b> Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-12	Pedestrian Directional (PW1)	Centennial Dr @ Pathway	Panel 1: Keyano College (college icon) Panel 2: Heritage Village (heritage icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-13	Pedestrian Directional (PW1)	Kings St @ Pathway	Panel 1: Keyano College (college icon) Panel 2: Heritage Village (heritage icon) Panel 3: Lions Park (park icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-14	Pedestrian Directional (PW1)	Kings St @ Franklin Ave	Panel 1: Sport Centre (sports icon) Panel 2: Lions Park (park icon) Panel 3: Heritage Village (heritage icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	<b>PHASE 1</b> Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-15	Pedestrian Directional (PW1)	Father Mercredi St South of Clearwater Dr	Panel 1: Snye Point Panel 2: Heritage Shipyard (heritage icon) Panel 3: Downtown <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-16	Pedestrian Directional (PW1)	Hardin St North of Clearwater Dr	Panel 1: Skate Park (skateboard icon) Panel 2: Haxton Centre Panel 3: Borealis Park (park icon) Panel 4: Snye Point Park (park icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	<b>PHASE 1</b> Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-17	Pedestrian Directional (PW1)	Hardin St South of Clearwater Dr	Panel 1: Boat Launch (boat launch icon) Panel 2: Borealis Park (park icon) Panel 3: Snye Point Panel 4: Downtown <i>Average walk times to each destination to be calculated and included on panel.</i>	<b>PHASE 1</b> Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).
PW1-18	Pedestrian Directional (PW1)	Main St South of Clearwater Dr	Panel 1: Snye Point Panel 2: Downtown Panel 3: Borealis Park (park icon) Panel 4: Golden Years Society <i>Average walk times to each destination to be calculated and included on panel.</i>	<b>PHASE 1</b> Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW1</b> ).

SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
PW2-1	Pedestrian Orientation (PW2)	Franklin Ave near Municipal building	SIDE 1 Map ↗ Kiyām Park (park icon)  SIDE 2 ↖ Waterfront ↗ Provincial Courts ↗ Shopping Mall (shopping icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	PHASE 1
PW2-2	Pedestrian Orientation (PW2)	Franklin Ave near Provincial Courts	SIDE 1 ↗ Kiyām Park (park icon) ↗ Prov & Municipal Bldgs  SIDE 2 Map ↖ Waterfront ↗ Provincial Courts <i>Average walk times to each destination to be calculated and included on panel.</i>	
PW2-3	Pedestrian Orientation (PW2)	Clearwater Dr near Main St.	SIDE 1 ↗ Boat Launch (boat launch icon) ↗ Snye Point (playground icon) ↗ Heritage Shipyard (heritage icon)  SIDE 2 Map ↗ Borealis Park (park icon, skate-board icon, splash park icon) ↗ Haxton Centre <i>Average walk times to each destination to be calculated and included on panel.</i>	PHASE 1
PW2-4	Pedestrian Orientation (PW2)	Clearwater Dr near Father Mercredi St.	SIDE 1 ➔ Snye Point (playground icon) ↗ Boat Launch (boat launch icon) ↗ Borealis Park (park icon, skate-board icon, splash park icon)  SIDE 2 Map ↗ Heritage Shipyard (heritage icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	PHASE 1
PW2-5	Pedestrian Orientation (PW2)	Franklin Ave between Hospital St and King St	SIDE 1 Map ↗ Hospital (hospital icon)  SIDE 2 ↗ Keyano College (college icon) ↗ Theatre & Arts Centre (arts & theatre icon) ↗ Sports Centre (sports icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	
PW2-6	Pedestrian Orientation (PW2)	King St	SIDE 1 Map ↗ Keyano College (college icon) ↗ Theatre & Arts Centre (arts & theatre icon)  SIDE 2 ↗ Heritage Village (heritage icon) ↗ Lions Park (park icon, disc golf icon, picnic icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	PHASE 1

SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
PW2-7	Pedestrian Orientation (PW2)	Clearwater Dr north of Franklin Ave	SIDE 1 Map ↗ Waterfront ↗ Heritage Shipyard (heritage icon) ↗ Snye Point (playground icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	
PW2-8	Pedestrian Orientation (PW2)	Fraser Ave in front of Golden Years Society	SIDE 1 Map ➔ Franklin Ave  SIDE 2 ➔ Waterfront ↗ Rotary House <i>Average walk times to each destination to be calculated and included on panel.</i>	
PW3-1	Pedestrian Wayfinding (PW3)	Richard St north of Franklin Ave	Panel 1: Kiyām Park (park icon) Panel 2: MacDonald Island <i>Average walk times to each destination to be calculated and included on panel.</i>	
PW3-2	Pedestrian Wayfinding (PW3)	Clearwater Dr & Ridel St	Panel 1: Snye Point Panel 2: Heritage Shipyard (heritage icon) Panel 3: Borealis Park (park icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	<b>PHASE 1</b> Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW3</b> ).
PW3-3	Pedestrian Wayfinding (PW3)	MacDonald Ave & Morrison St	Panel 1: Kiyām Park (park icon) Panel 2: Franklin Ave <i>Average walk times to each destination to be calculated and included on panel.</i>	Double-sided panels with same content front and back with arrows always pointing outwards facing direction of destination (see design intent drawing <b>PW3</b> ).
PW3-4	Pedestrian Wayfinding (PW3)		➔ Cemetery <i>Average walk times to each destination to be calculated and included on panel.</i>	
PW3-5	Pedestrian Wayfinding (PW3)		➔ Willow Square Continuing Care ➔ Hospital (hospital icon) <i>Average walk times to each destination to be calculated and included on panel.</i>	
PW3-6	Pedestrian Wayfinding (PW3)		➔ Waterfront <i>Average walk times to each destination to be calculated and included on panel.</i>	
CR-1	Decorative crosswalk (CR)	Crosswalk at Snye Point along Clearwater Dr and Father Mercredi St	Decorative Crosswalk	
CR-2	Decorative crosswalk (CR)	Crosswalk at Boat Launch along Clearwater Dr and Hardin St	Decorative Crosswalk	







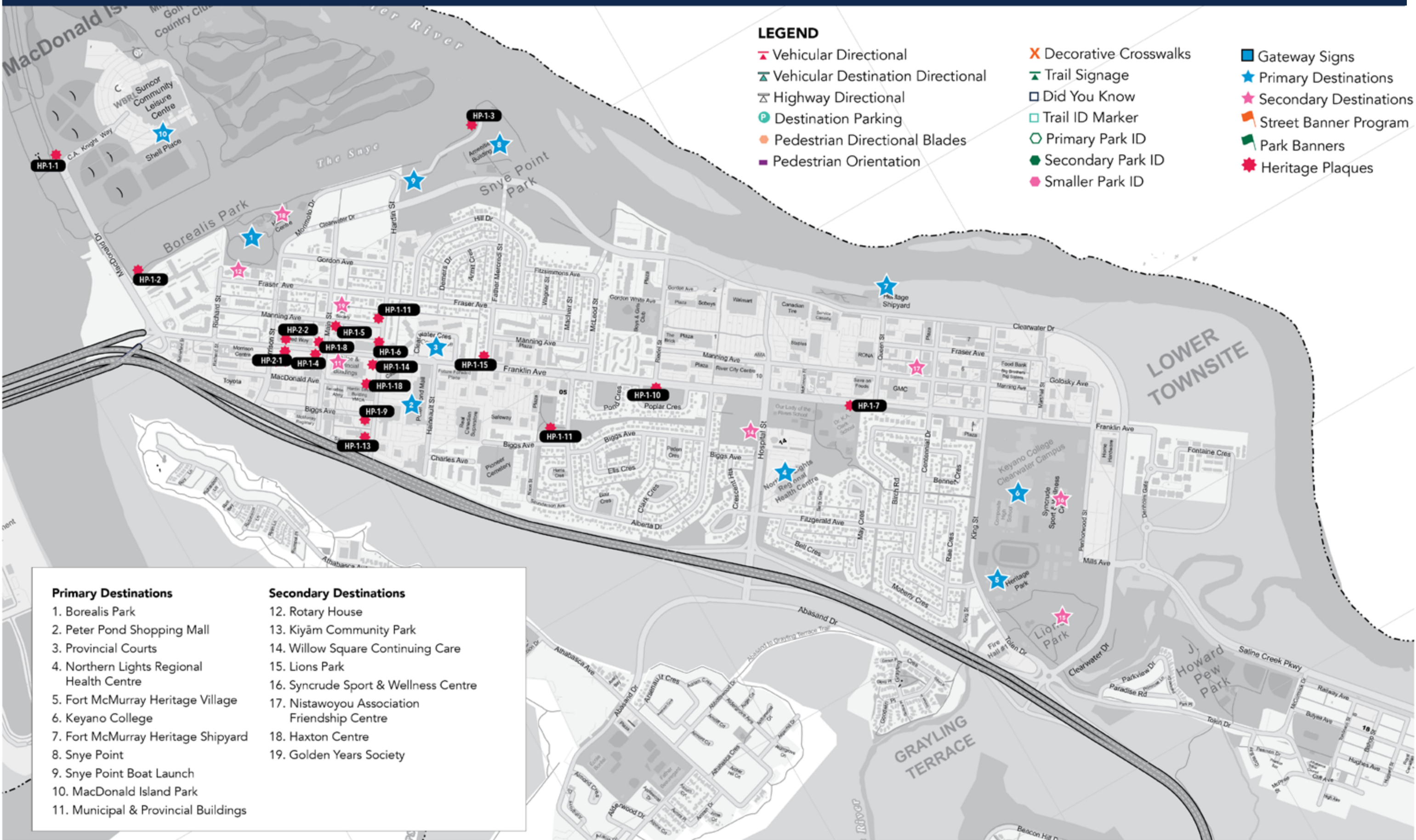
Trail and Park Signage Schedule

Shading indicates first phase

SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
ID-PKa-1	Primary Park Identification (ID-PKa)	Borealis Park	Borealis Park Spray Park Icon Skateboard Icon Playground Icon Picnic Icon	Confirm icons
ID-PKb-1	Secondary Park Identification (ID-PKb)	Borealis Park	Borealis Park Spray Park Icon Skateboard Icon Playground Icon Picnic Icon	PHASE 1 Confirm icons
ID-PKa-2	Primary Park Identification (ID-PKa)	Snye Point	Snye Point Picnic Icon Playground Icon	PHASE 1 Confirm icons
ID-PKa-3	Primary Park Identification (ID-PKa)	Lions Park	Lions Park Playground Icon Picnic Icon	Confirm icons
ID-PKb-2	Secondary Park Identification (ID-PKb)	Lions Park	Lions Park Playground Icon Picnic Icon Skating (seasonal) Disc Golf Icon	PHASE 1 Confirm icons
ID-PKb-3	Secondary Park Identification (ID-PKb)	Kiyām Community Park	Kiyām Community Park Playground Icon Picnic Icon Basketball Icon	PHASE 1 Confirm icons
ID-PKc-1	Smaller Park Identification (ID-PKc)	Borealis Park Splash Park	Borealis Park Splash Park Splash Park Icon Restrooms Icon Picnic Icon	
ID-PKc-2	Smaller Park Identification (ID-PKc)	Biggs Avenue Park	Biggs Avenue Park Basketball icon	
TR1-1	Trail Directional (TR1)	Waterfront	Trail Name (TBD) ↑ Boat Launch ↑ Snye Point ↑ Playground Average walk and bike times to each destination to be calculated and included on panel.	PHASE 1
TR1-2	Trail Directional (TR1)	Waterfront	Trail Name (TBD) ↑ Borealis Park ↑ Skate Park ↑ Haxton Centre Average walk and bike times to each destination to be calculated and included on panel.	PHASE 1
TR1-3	Trail Directional (TR1)	Waterfront	Trail Name (TBD) ↑ Snye Park ↑ Outdoor Stage ↑ Playground Average walk and bike times to each destination to be calculated and included on panel.	PHASE 1

SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
TR1-4	Trail Directional (TR1)	Waterfront	Trail Name (TBD) ↑ Boat Launch ↑ Borealis Park ↑ Skate Park Average walk and bike times to each destination to be calculated and included on panel.	PHASE 1
TR1-5	Trail Directional (TR1)	Waterfront	Trail Name (TBD) ↑ Snye Park ↑ Boat Launch ↑ Borealis Park Average walk and bike times to each destination to be calculated and included on panel.	PHASE 1
TR1-6	Trail Directional (TR1)	Lions park	Trail Name (TBD) ↑ Trail Loop to east parking lot Average walk and bike times to each destination to be calculated and included on panel.	PHASE 1
TR1-7	Trail Directional (TR1)	Lions park	Trail Name (TBD) ↑ Heritage Village Average walk and bike times to each destination to be calculated and included on panel.	
TR1-8	Trail Directional (TR1)	Lions park	Trail Name (TBD) ↑ Disc Golf Course ↑ Playground ↑ Lions Club Average walk and bike times to each destination to be calculated and included on panel.	PHASE 1
TR1-9	Trail Directional (TR1)	Lions park	Trail Name (TBD) ↑ Lions Park ↑ Lions Club ↑ Heritage Village Average walk and bike times to each destination to be calculated and included on panel.	
TR1-10	Trail Directional (TR1)	Waterfront	Trail Name (TBD) ↑ MacDonald Island ↑ Aboriginal Interpretive Trail Average walk and bike times to each destination to be calculated and included on panel.	PHASE 1
TR1-11	Trail Directional (TR1)	Waterfront	Waterfront Trail ↑ Borealis Park ↑ Haxton Centre ↑ Snye Point Average walk and bike times to each destination to be calculated and included on panel.	PHASE 1
TR1-12	Trail Directional (TR1)	Waterfront	Waterfront Trail ↑ MacDonald Island ↑ Aboriginal Interpretive Trail Average walk and bike times to each destination to be calculated and included on panel.	
TR-ID-1	Trail ID (TR-ID)	Lions park	Trail Name (TBD)	Confirm name of trail
TR-ID-2	Trail ID (TR-ID)	Lions park	Trail Name (TBD)	Confirm name of trail
TR-ID-3	Trail ID (TR-ID)	Morimoto Promenade, one at each end	Morimoto Promenade	x2 Quantity

SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
TR-P-1	Did You Know Marker (TR-P)	Superstore	Did you know? At one time this area was a blueberry patch that the community would frequently pick. <b>îynimina Ayawâw</b> (where you find blueberries)	<b>PHASE 1</b>
TR-P-2	Did You Know Marker (TR-P)	Friendship Centre	Did you know? The friendship centre has a long history and acts as a first stop for visitors that come to Fort McMurray. Include Cree and Dene translation of Friendship Centre.	<b>PHASE 1</b>
BAN-P1	Park Banner	Borealis Park	Borealis Park	<b>PHASE 1</b> x2 Quantity





Heritage Plaques Schedule

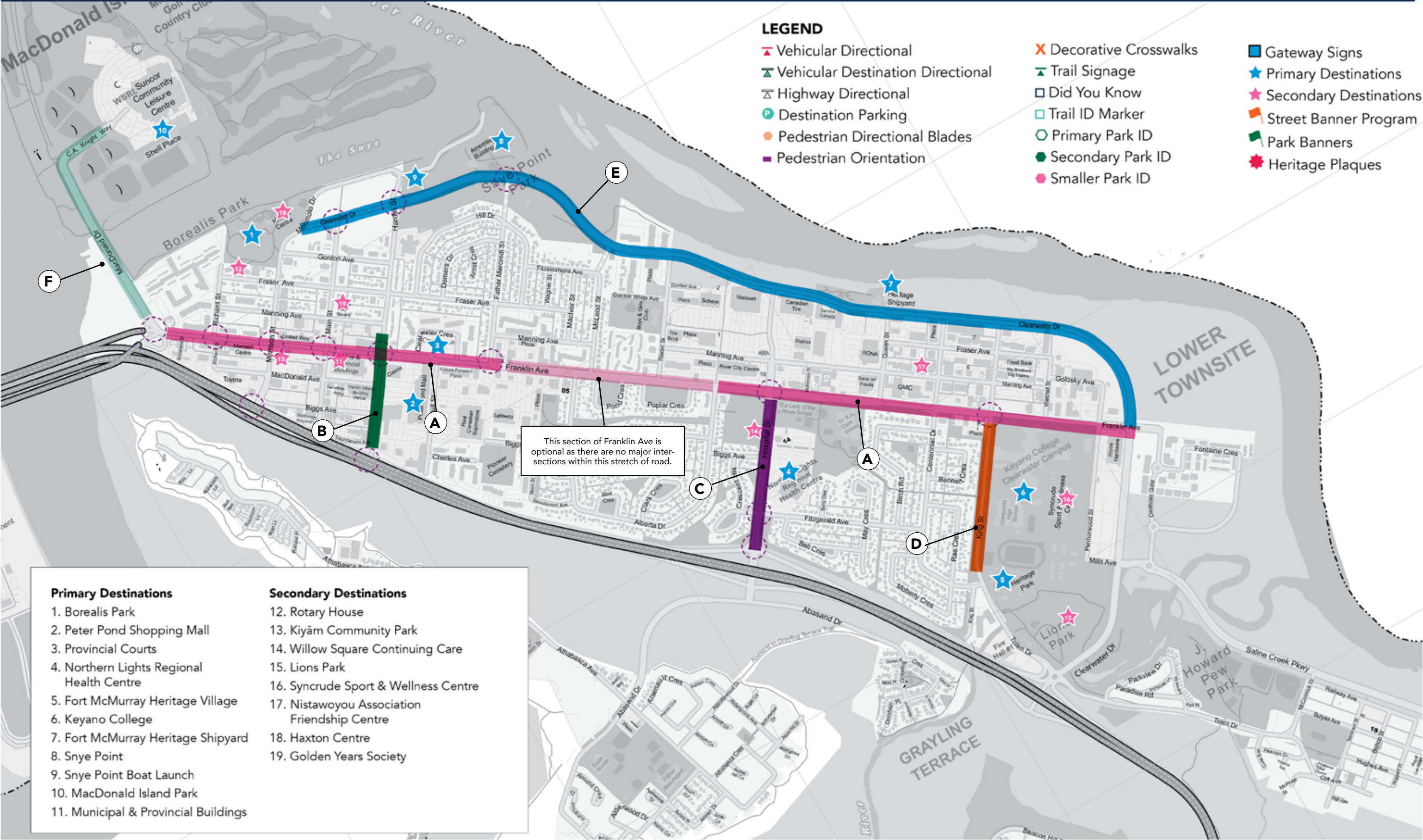
SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
HP-1-1	Heritage Plaque (HP-1)	Near small parking lot by Aboriginal Interpretive Trail 56.737378, -111.389905	<b>John McDonald</b> This plaque provides the history about John McDonald (1853-1942) who staked land on the island now known as MacDonald Island.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-2	Heritage Plaque (HP-1)	Greenspace west off MacDonald Drive near the Snye 56.732930, -111.389057	<b>Hudson’s Bay Company</b>	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-3	Heritage Plaque (HP-1)	Located near the Amenities Building along a a paved path beside a bench, overlooking the Snye. 56.731204, -111.368469	<b>The Snye</b> This plaque highlights the history of the Snye as a port for arrival and departure for early bush pilots as well as the only airport in Fort McMurray until 1942.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-4	Heritage Plaque (HP-1)	Kiyām Community Park, near corner of Franklin Ave and Main Street 56.7277251,-111.3838599	<b>Franklin Hotel</b> This plaque tells the story of the Franklin Hotel	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-5	Heritage Plaque (HP-1)	On the corner of Main Street and Manning Ave 56.7286226, -111.38181	<b>RCMP Downtown Fort McMurray Detachment</b> This plaque details the history of this building as the former RCMP downtown Fort McMurray detachment.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-6	Heritage Plaque (HP-1)	Hardin Street, between Franklin Avenue and Manning Avenue 56.727084, -111.378687	<b>David Thompson</b> This plaque details the life and achievements of David Thompson, an explorer and surveyor for the Hudson’s Bay Company and the North West Company during the late 18th and early 19th centuries.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-7	Heritage Plaque (HP-1)	Near transit shelter in front of Dr. K. A. Clark School on Franklin Ave. 56.7187819,-111.3583664	<b>Dr. Karl Clark</b> This plaque highlights the life and accomplishments of Dr. Karl Clark.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-8	Heritage Plaque (HP-1)	Corner of Franklin Ave and Main Street 56.727926, -111.381675	<b>Frank and Marie O’Coffey</b> This plaque tells the story of the O’Coffey family: Frank, an owner of the Franklin Hotel; his wife, Marie, who fundraised to send local men goods and supplies during the Second World War; and their son Patrick, who died fighting in the war. This plaque is scheduled to be re-designed as a Municipal Heritage Plaque and installed in 2021.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-9	Heritage Plaque (HP-1)	Corner of Hardin Street and Biggs Ave 56.725057, -111.381443	<b>Philip Turnor</b> This plaque details the significance of Philip Turnor, who some people claim was the greatest map maker in North America, with the establishment of the Hudson’s Bay Company in the Fort McMurray area. This plaque is scheduled to be re-designed as a Municipal Heritage Plaque and installed in 2021.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-10	Heritage Plaque (HP-1)	Poplar Crescent Park, next to bench facing Franklin Ave 56.721504, -111.365988	<b>R.C. Fitzsimmons</b> This plaque tells the story of R.C. Fitzsimmons who was one of the first people to achieve the commercial oil sands hot-water separation production. He owned the International Bitumen Company which, in 1938, opened a small plant about 80 km north of Fort McMurray: Bitumount. Only two years later, however, Fitzsimmons was forced to sell his company due to financial difficulties.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-11	Heritage Plaque (HP-1)	Along the trail between Alberta Drive and Biggs Ave	<b>Sidney C. Ells</b> This plaque tells the story of Sidney C. Ells and his early work mapping the oil sand deposits.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-12	Heritage Plaque (HP-1)	On corner of Manning Ave and Hardin Street, in front of All Saints Anglican Church	<b>Simon Fraser</b> This plaque tells the story of the Fraser family (Simon Fraser, Colin Fraser and Colin Fraser II) and their individual contributions to the exploration of western Canada and the fur trading companies, the North West Company and the Hudson’s Bay Company, during the 18th and 19th centuries. This plaque is scheduled to be re-designed as a Municipal Heritage Plaque and installed in 2021.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-13	Heritage Plaque (HP-1)	Hardin Street, in front of the Canada Post building 56.724636, -111.382063	<b>Sir Alexander Mackenzie</b> This plaque looks at the achievements of the explorer Sir Alexander Mackenzie, who was the first person to record a description of the Athabasca oil sands. He is also noted to have completed the first overland journey across North America.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-14	Heritage Plaque (HP-1)	Corner of Franklin Ave and Hardin Street 56.726557, -111.379406	<b>Sir John Franklin</b> This plaque tells the story of Sir John Franklin, one of the most famous explorers of the 19th century, who added much to our knowledge of the Canadian north. While on his travels, Franklin passed through Fort McMurray several times. This plaque is scheduled to be re-designed as a Municipal Heritage Plaque and installed in 2021.	All content to be supplied by the municipality. Remove and replace existing sign.

SIGN NO.	SIGN TYPE	LOCATION	MESSAGE	NOTES
HP-1-15	Heritage Plaque (HP-1)	On corner of Franklin Ave and Father Mercredi Street	<b>The Ryan Brothers</b> This plaque tells the story of the Ryan Brothers, Mickey and Pat, who came to Fort McMurray around 1914 and started the transportation business, “Ryan Brothers Freighting and Transportation Agents”.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-1-16	Heritage Plaque (HP-1)	Location TBD	<b>George Golosky</b> This plaque tells the story of George Golosky, one of Fort McMurray’s early entrepreneurs.	All content to be supplied by the municipality. <b>New sign, location to be determined.</b>
HP-1-17	Heritage Plaque (HP-1)	Location TBD	<b>Hill Drug Store</b> This plaque provides the history of Hill Drugs, a local pharmacy that served the community from 1918 to 1988.	All content to be supplied by the municipality. <b>New sign, location to be determined.</b>
HP-1-18	Heritage Plaque (HP-1)	On corner of Hardin Street & Macdonald Ave (by Jubilee Plaza)	<b>St. Gabriel’s Hospital</b> This plaque commemorates St. Gabriel’s Hospital, the first hospital in Fort McMurray. The hospital served the community from 1937 to 1969.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-2-1	Heritage Plaque wall mounted (HP-2)	On the exterior wall of 10019 Franklin Ave	<b>Post Office</b> This plaque provides the history of the Canadian Post Office in Fort McMurray from 1934 to 1968.	All content to be supplied by the municipality. Remove and replace existing sign.
HP-2-2	Heritage Plaque wall mounted (HP-2)	Plaque mounted on the wall of the Haxton Building on Franklin Ave	<b>Wop May Home</b> This plaque details the life and achievements of the pilot and decorated First World War veteran Wilfrid “”Wop”” May. This plaque recognizes the site of this home in Fort McMurray, which has been re-located to Heritage Village.	All content to be supplied by the municipality. Remove and replace existing sign.

Estimated quantities by sign type

SIGN REFERENCE	SIGN TYPE	PHASE 1 QUANTITY	PHASE 2 QUANTITY	TOTAL QUANTITY
ID-PKa	Primary Park Identification (ID-PKa)	1	2	3
ID-PKb	Secondary Park Identification (ID-PKb)	3		3
ID-PKc	Smaller Park Identification (ID-PKc)		2	2
TRI	Trail Directional	9	3	12
TR-ID	Trail Marker		3	4
TR1-P	Did You Know Marker	2		2
VW1	Vehicular Wayfinding	12	10	24
VW1b	Vehicular Wayfinding	1	1	3
VW2	Vehicular Wayfinding	3	6	9
VW3	Vehicular Wayfinding (Highway)	2		2
VW4	Vehicular Wayfinding (Highway)	1		1
VWP	Vehicular Destination Parking	3	3	6
GAT-1	Gateway	1		1
GAT-2	Gateway		1	1
BAN-P	Park Banners	2 Sets		2 Sets
PW1	Pedestrian Wayfinding	8	10	18
PW2	Pedestrian Orientation	4	4	8
PW3	Pedestrian Wayfinding	1	5	6
HP-1	Heritage Plaques			20
BAN-1	Street Banners	134	89	223 Sets

# Wayfinding Banners





Wayfinding Banners

The wayfinding banners are being introduced to aide in navigation by highlighting the main thoroughfares within downtown. Each major street will contain a unique illustration and have a different colour combination for easy recognition. The banners also create vibrancy along the streetscape and add to a sense of place.

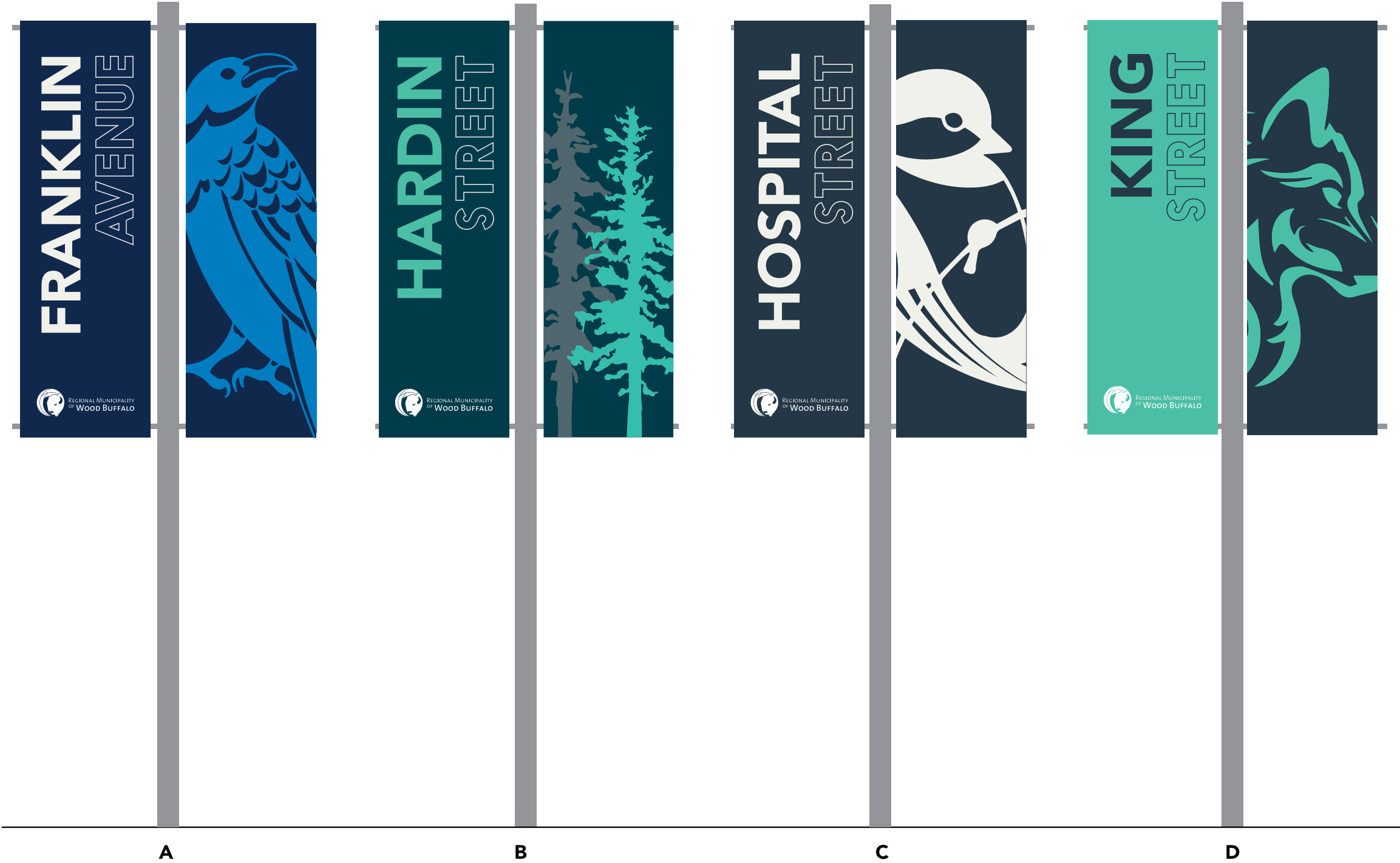
Placement

In order to achieve the most impact, a banner set should be installed on every lamp standard within the selected corridor as noted on the map. As a cost saving measure, it would be acceptable to alternate every other lamp standard, however it may not have as much impact. Do not install banners on lamp standards that contain vehicular wayfinding signage.

Street Banner Program

The Street Banner Program and their current locations should be maintained. It is important that the banners are grouped so they do not appear sporadic.

In cases where the Street Banner Program falls withing the banner corridors, replace the wayfinding banner that contains the illustration with the art banner.



Wayfinding Banners



# Graphic Standards

# Colour System

The sign family uses the RMWB brand colour palette which is inspired by the rich hues of the region’s natural landscape. The colours work well in signage as they provide sufficient contrast while invoking colour and vibrancy into the signage system. This chart should be referenced and adhered to in order to maintain colour consistency. Some adjustments have been made to Big Sky and Aurora to accommodate for signage.

## Paint

Ensure proper preparation is done prior to painting. [Refer to Matthews Paint Substrate Preparation Guide.](#)

All painted surfaces shall be protected with a graffiti-resistant polyurethane clear coat finish with a satin sheen.

## Wood Detail

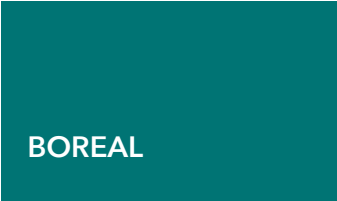
The wood detail shown in the signage program is an architectural finish which is made for exterior applications. It was selected as an alternative to using wood as it is more durable.



PANTONE 2767 C  
CMYK: 100/87/42/41  
Matthews Paint: Dark Blue (MP75) Semi Gloss  
Opaque Vinyl: 3M™ Light Navy



PANTONE 2925 C  
CMYK: 95/36/0/5  
Matthews Paint: Process Cyan U (MP9133) Semi Gloss  
Opaque Vinyl: 3M Olympic Blue  
(Note, for signage purposes, this colour has been darkened, use the above noted CMYK breakdown before printing.)



PANTONE 7718 C  
CMYK: 88/36/53/14  
Matthews Paint: Vivid Teal Met. (MP51137) Semi Gloss  
Opaque Vinyl: 3M™ Teal



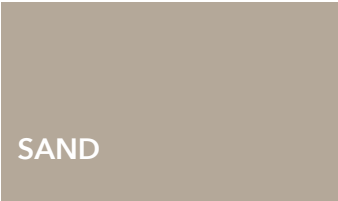
PANTONE 309 C  
CMYK: 100/64/52/44  
Matthews Paint: Legend Blue Met. (MP22001)  
Opaque Vinyl: 3M™ Bermuda Blue



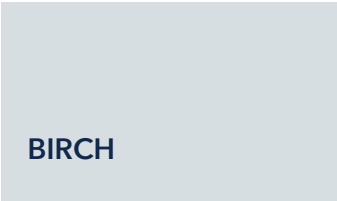
PANTONE 7465 C  
CMYK: 67/0/40/15  
Matthews Paint: Aqua Riva (MP14879) Semi Gloss  
Opaque Vinyl: 3M™ Dark Aqua  
Translucent Vinyl: 3M™ Turquoise  
(Note, for signage purposes, this colour has been darkened, use the above noted CMYK breakdown before printing.)



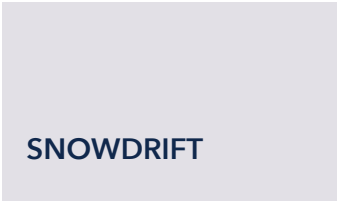
PANTONE 4262 C  
CMYK: 0/24/36/33  
Matthews Paint: Wilderness Cabin (MP7185) Semi Gloss  
Opaque Vinyl: 3M™ Tan



PANTONE 7529 C  
CMYK: 0/9/15/24  
Matthews Paint: Frosty Nickel Met. (MP20046) Semi Gloss  
Opaque Vinyl: 3M Sandstone



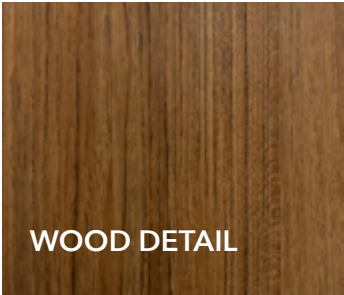
PANTONE 7541 C  
CMYK: 2/0/0/11  
Matthews Paint: Starshine Blue (MP6062) Semi Gloss  
Opaque Vinyl: 3M™ Light Grey



PANTONE 663 C  
CMYK: 0/0/2/4  
Matthews Paint: Fleet White (MP3408) Semi Gloss  
Opaque Vinyl: 3M™ Pearl Grey



PANTONE 7546 C  
CMYK: 12/7/0/72  
Matthews Paint: Dark Matter Blue Met. (MP22027) Semi Gloss  
Opaque Vinyl: 3M™ Boat Blue



3M™-DI-NOC-Architectural Finish WG-1140EX  
Note: Must be installed by 3M™ Authorized installer. Ensure 3M™ Anti-graffiti over-laminate is applied over top in all instances.

# Typography

Avenir is the primary typeface used in the RMWB sign system. It is an ADA compliant font and also the primary font for the RMWB Brand.

Droid Serif is the secondary typeface that will be used on occasion alongside Avenir. Droid Serif is one of the brand fonts from the Fort McMurray’s Place Brand.

AVENIR LTE STD MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?!&

AVENIR CONDENSED

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?!&

DROID SERIF REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?!&

AVENIR LTE STD HEAVY

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?!&

AVENIR CONDENSED DEMI BOLD

abcdefghijklmnopqrstuvwxyz!?!&  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?!&

DROID SERIF BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?!&

# Icons

Icons and symbols are an integral part of any wayfinding system. They are a universal language that can be easily understood at a glance. Icons on wayfinding signs support the community's language diversity, and provide visual interest and vibrancy.

Wood Buffalo's icon family is primarily based on universally used symbols and icons with some modernized symbols to capture a range of amenities. Any additional icons that might be required in the future should follow a similar look and feel to those used in this icon family.

The icons can appear in various colour scenarios depending on where they are used. Always ensure sufficient contrast between the icon and background colour to ensure legibility. When the icon is used on a circular background, ensure the circle has a white keyline surrounding it when it appears on a dark coloured background. There is no need to include the outline when it appears on a light coloured background.



Acceptable colour use



Sufficient contrast between icon and background colour

Unacceptable colour use



Insufficient contrast between icon and background colour

# Design Intent Drawings

Signage

Fabricators to submit shop drawings for municipal approval for each sign type, refer to design intent drawings for more information.

All materials for wayfinding signs shall be free from defects.

Sign posts and fabrication to be reviewed by a structural engineer to ensure they will withstand wind loads. Concrete footing details to be reviewed by a structural engineer for their intended use.

Hardware

All hardware or fastening devises shall be aluminum, stainless steel, or steel with galvanized coating.

All anchorage and fastenings of miscellaneous metal items shall be structurally adequate and painted or finished to match the sign surface.

Coatings

All face coatings to be exterior grade and guaranteed for five to eight years against fading and discoloration.

Smooth all cut edges of pre-finished metals.

Wood element to be installed by 3M™ Authorized Installer.

Paint and Vinyl

Refer to Colour System section for paint and vinyl specifications on page 52 of this document.

Sign Posts

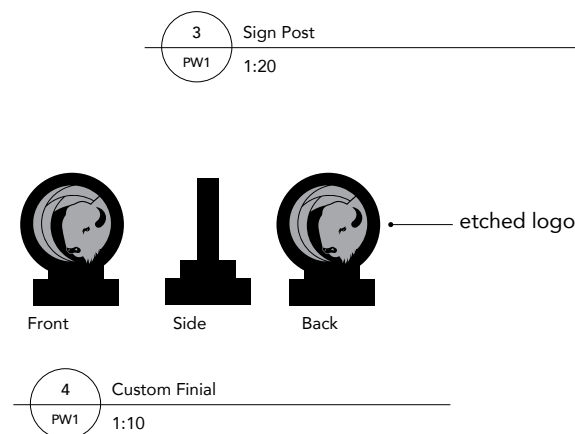
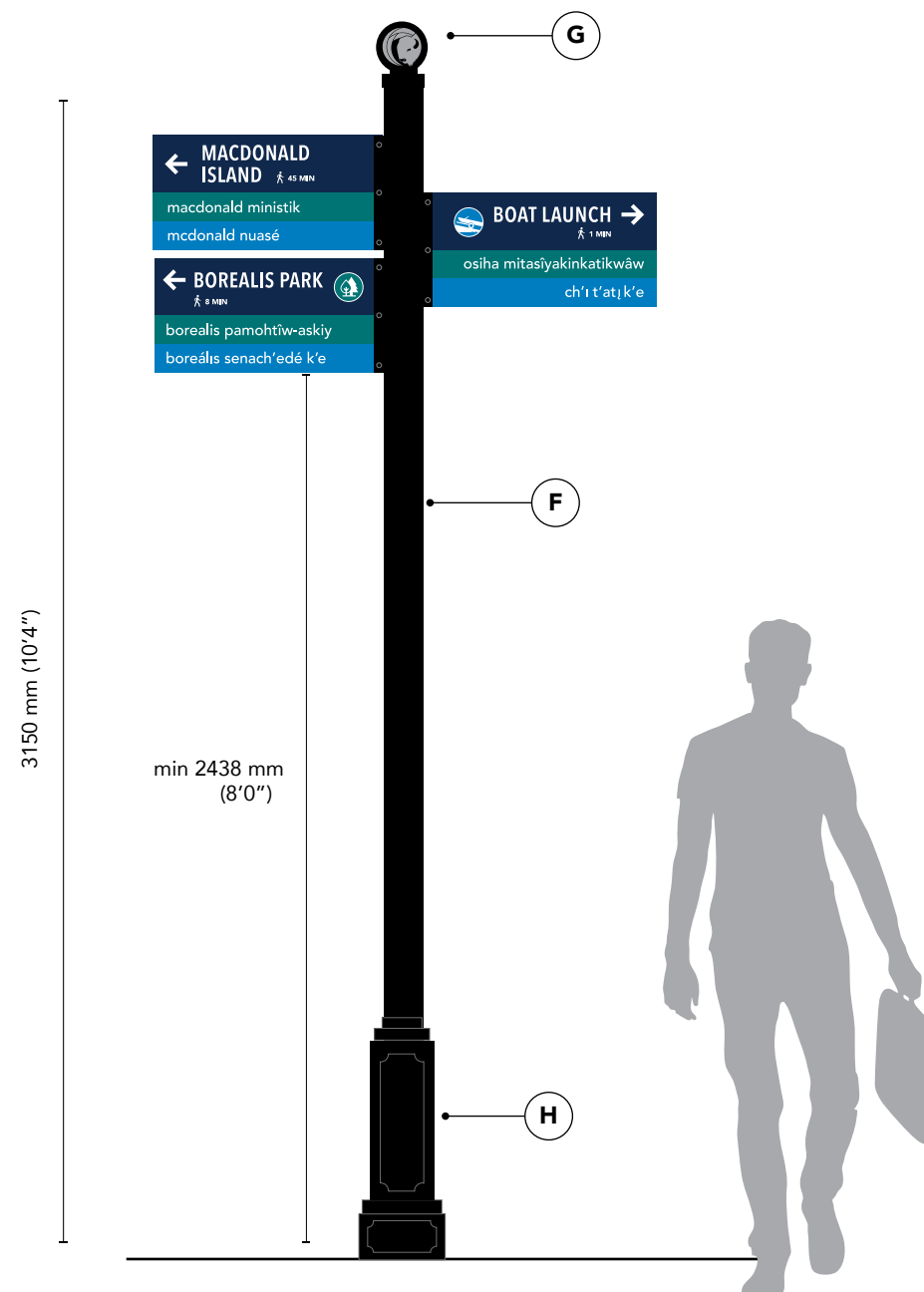
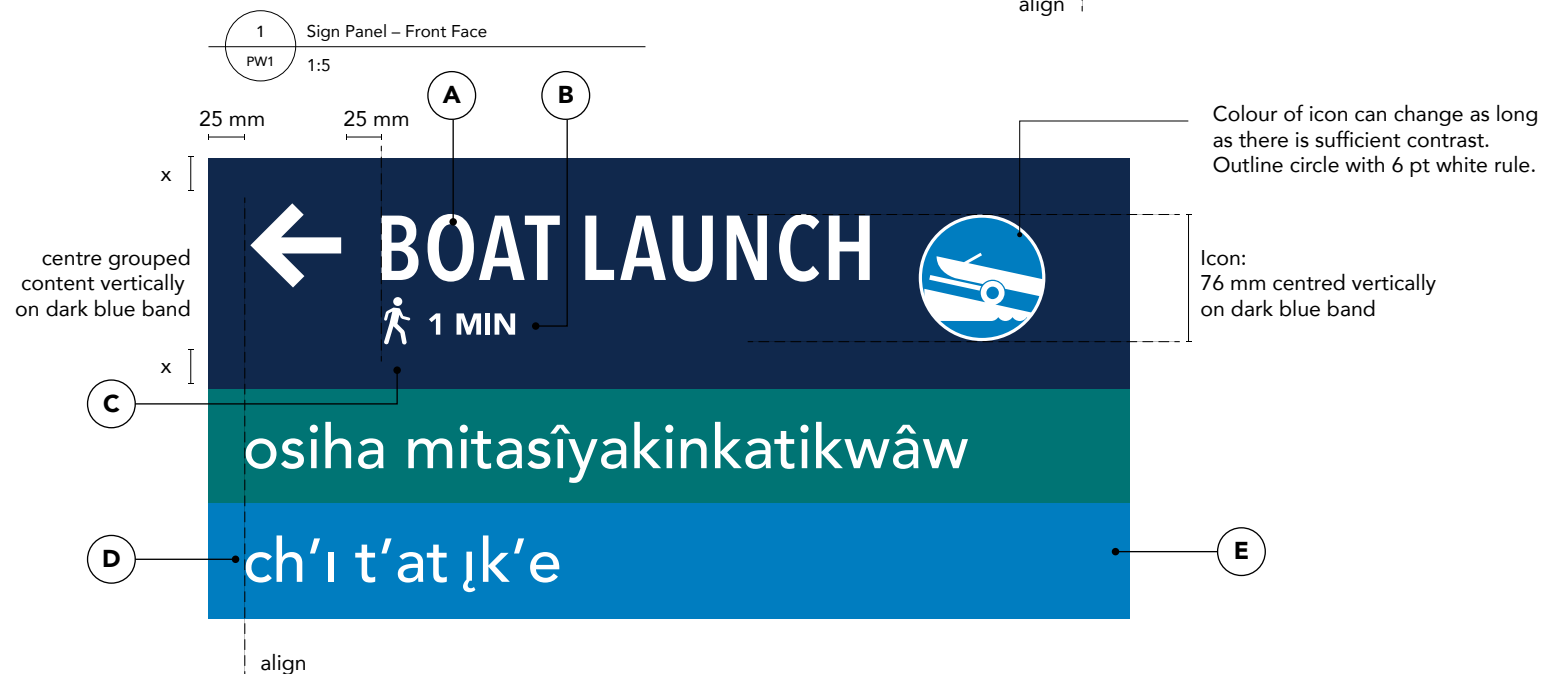
Pedestrian and vehicular sign posts are square, black powder coated aluminum with decorative bases. Trail sign posts are brown pressure treated wood.

All sign posts to be installed as per RMWB Engineering Servicing Standards and Development Procedures (ESS). Sign post to be located 1 metre from edge of pathway or road to avoid damage from snow clearing and grass cutting.

Alternate Materials / Substitutions

Prospective contractors may submit estimates based on alternate construction materials. Contractors who submit using alternate materials or methods are required to provide a detailed comparison noting all cost differences and including any different levels of durability or anticipated lifespan.

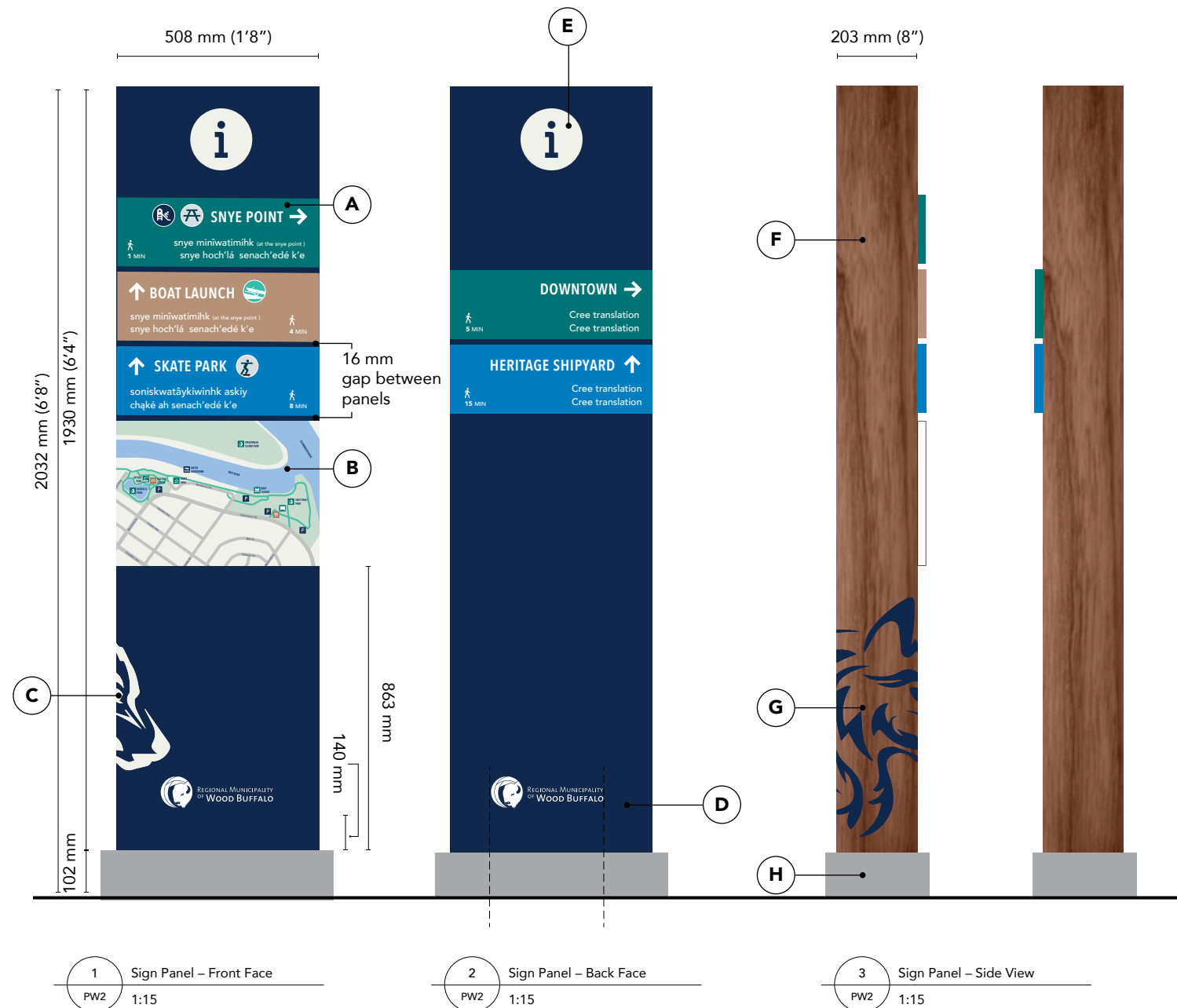




- A** Destination name:  
Avenir Condensed Demi Bold 160 pt with 20 pt tracking set in all caps.
- B** Walk time:  
Avenir Black 60 pt with 10 pt tracking set in all caps
- C** Pedestrian icon:  
32 mm high
- D** Cree and Dene:  
Avenir Medium 115 pt with 10 pt tracking set in lower case.
- E** Message panels:  
6 mm thick dibond or aluminum panel. Primed and painted all sides in Starry Night. Direct print Boreal and Big Sky colour bands. All text and graphics in die-cut vinyl. Mechanically fasten panels with L-brackets or appropriate hardware primed and painted black to match post.  
  
Apply anti-graffiti coating to both sides
- F** Post: 101 mm (4") square black aluminum sign post. Cap with custom finial.
- G** Finial: Custom aluminum finial to cap square sign post. Black with RMWB logo etched out of aluminum.
- H** Decorative base: 610 mm high x 216 mm wide square aluminum decorative base for 101 mm (4") square post



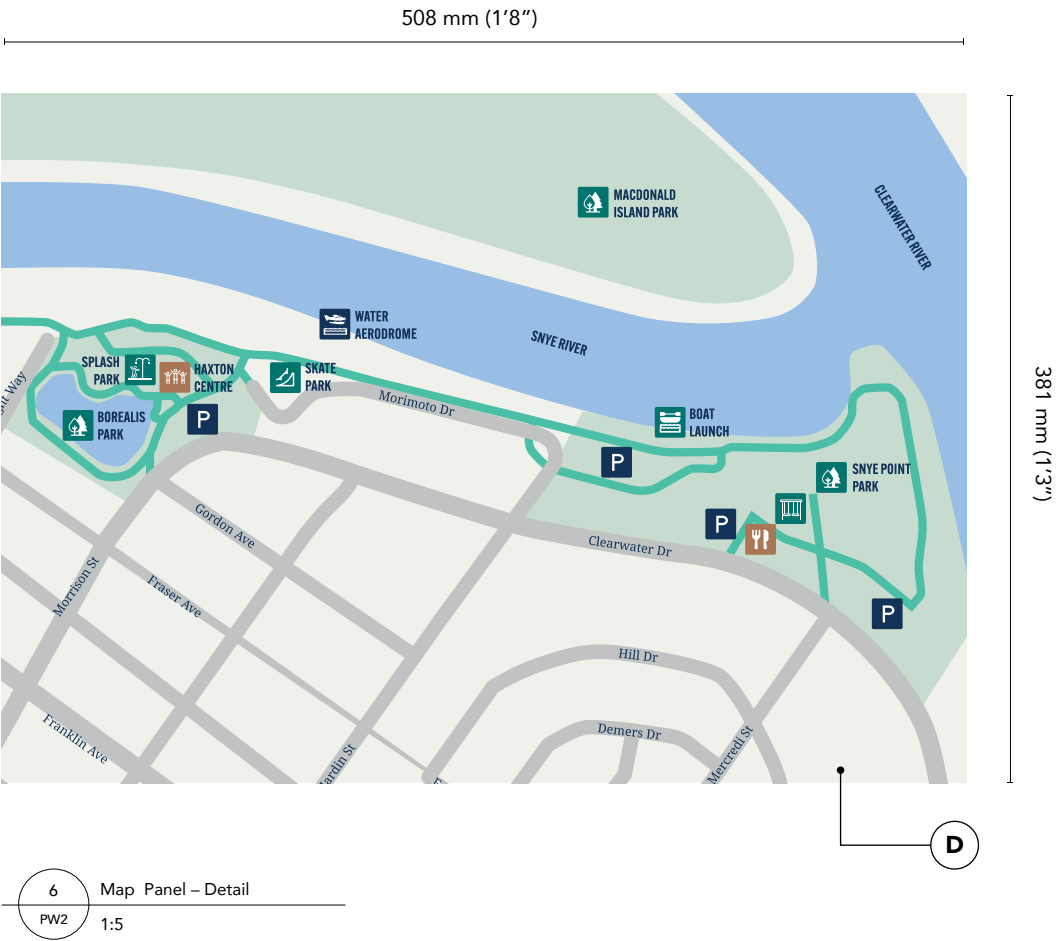
PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.: <b>PW1</b>
SIGN TYPE:	Pedestrian Wayfinding Signage	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.	SCALE:	As noted	



- A** Message panels:  
6 mm thick aluminum panels primed and painted in alternating colours. All text and graphics in die-cut vinyl. Apply 3M UV and Anti-graffiti overlaminates to front face. Securely fasten panels to face of cabinet. Must have ability to change out panels if necessary. *Maximum of three panels per side.*
- B** Map panel:  
6 mm thick aluminum panels primed and painted in Starry Night. Direct print graphics to front face using exterior grade inks. Apply 3M UV and Anti-graffiti overlaminates to front face. Securely fasten panels to face of cabinet. Must have ability to change out panels if necessary.
- C** Illustration:  
**Option A**  
Laser cut illustration out of 6 mm aluminum painted in **Snow Drift** for front part of illustration and **Starry Night** for side portion of illustration. Flush mounted to cabinet. Miter edges to wrap around sides.
- G**
- Option B**  
Laser cut matte vinyl **Snow Drift** for front part of illustration and **Starry Night** for side portion of illustration. Anti-graffiti over laminate applied as top surface over entire cabinet.
- D** RMWB logo: opaque white cut vinyl applied to sign face. Apply 3M UV and Anti-graffiti overlaminates to all sides and top.
- E** Information icon: 6 mm thick icon painted in Snow Drift on front and sides, pin mounted flush to sign face.
- F** Aluminum sign cabinet primed and painted in Starry Night with 3M-Di-Noc-Architectural Finish WG-1140EX applied to both sides and top of cabinet; seal edges. Must be installed by 3M Authorized installer. Apply 3M UV and Anti-graffiti overlaminates to all sides and top of cabinet.
- G** Install cabinet onto concrete footing.

PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.:  <b>PW2.a</b>
SIGN TYPE:	Freestanding Pedestrian Orientation Sign	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.	SCALE:	As noted	

The panel messaging can be aligned to the left or right on the panel depending on what works best from a directional standpoint. If it contains a right arrow, it should be aligned to the right. If it contains a left arrow, it should be aligned to the left. A straight arrow can have either alignment.



- A** Destination:  
Avenir Condensed Demi Bold 115 pt
- B** Cree and Dene:  
Avenir Medium 75 pt set in upper/lowercase.
- C** Travel time:  
Avenir Black 48 pt set in uppercase.
- D** Message panel:  
6 mm thick aluminum panel primed and painted in alternating colours. All text and graphics in die-cut vinyl. Apply 3M UV and Anti-graffiti overlamine to front face. Securely fasten panels to face of cabinet.
- E** Map panel:  
Direct print with exterior grade inks. 3M UV and Graffiti overlamine applied to front face.

Acceptable colour combinations.



Big Sky background with text and graphics in white



Trail background with text and graphics in white



Boreal background with text and graphics in white

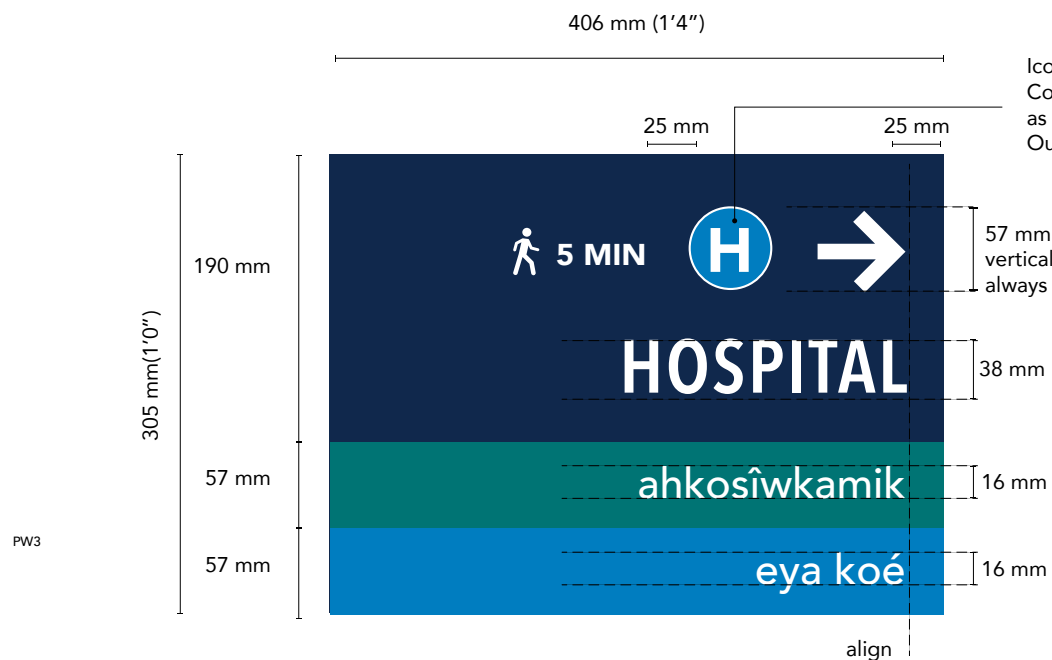


Snow Drift background with text and graphics in Industry

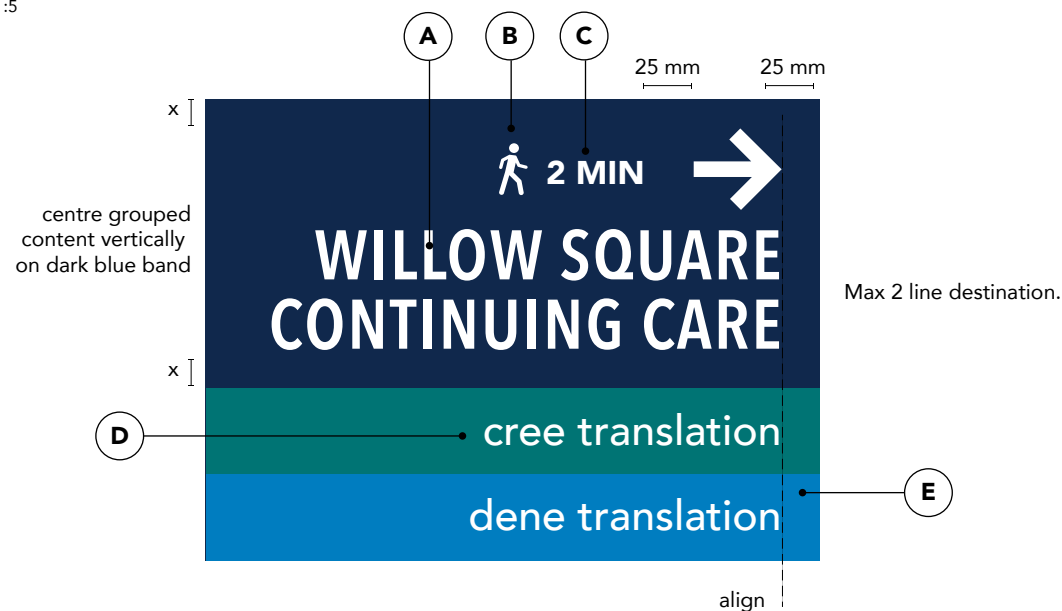


Birch background with text and graphics in Starry Night

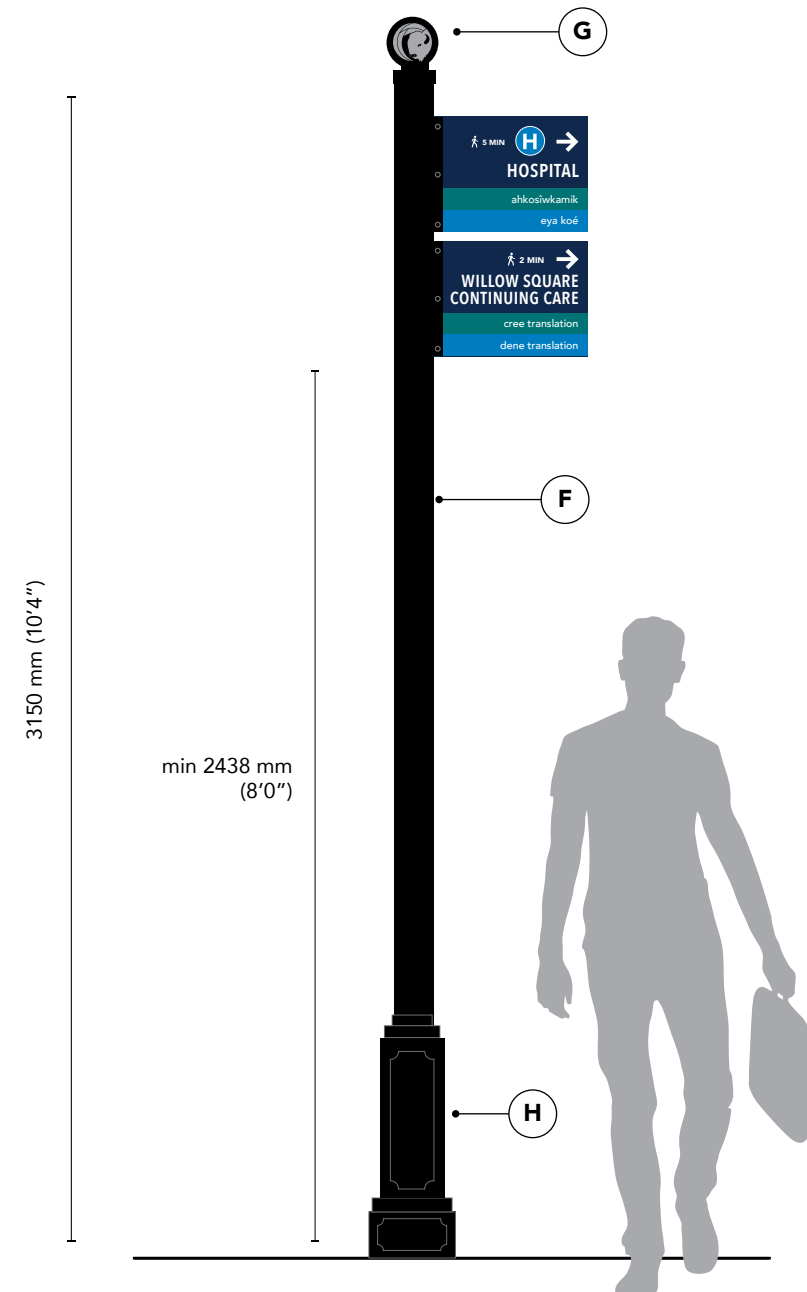
PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.: <b>PW2.b</b>
SIGN TYPE:	Freestanding Pedestrian Orientation Sign	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	As noted



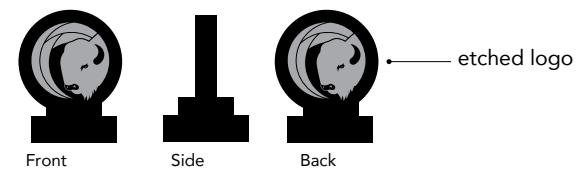
1 Sign Panel – Front Face  
PW3 1:5



2 Sign Panel – Front Face  
PW3 1:5



3 Sign Pole  
PW3 1:20

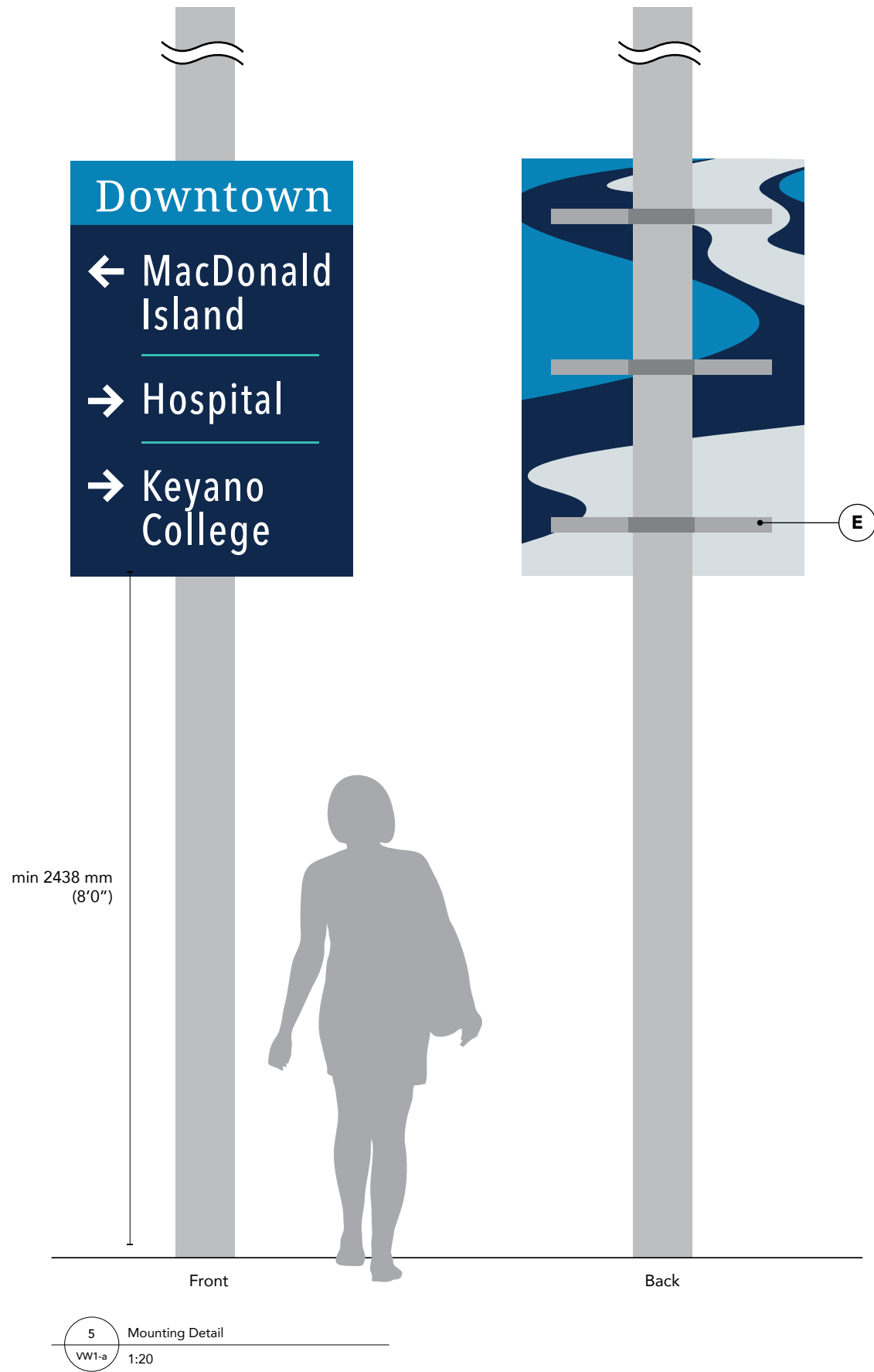
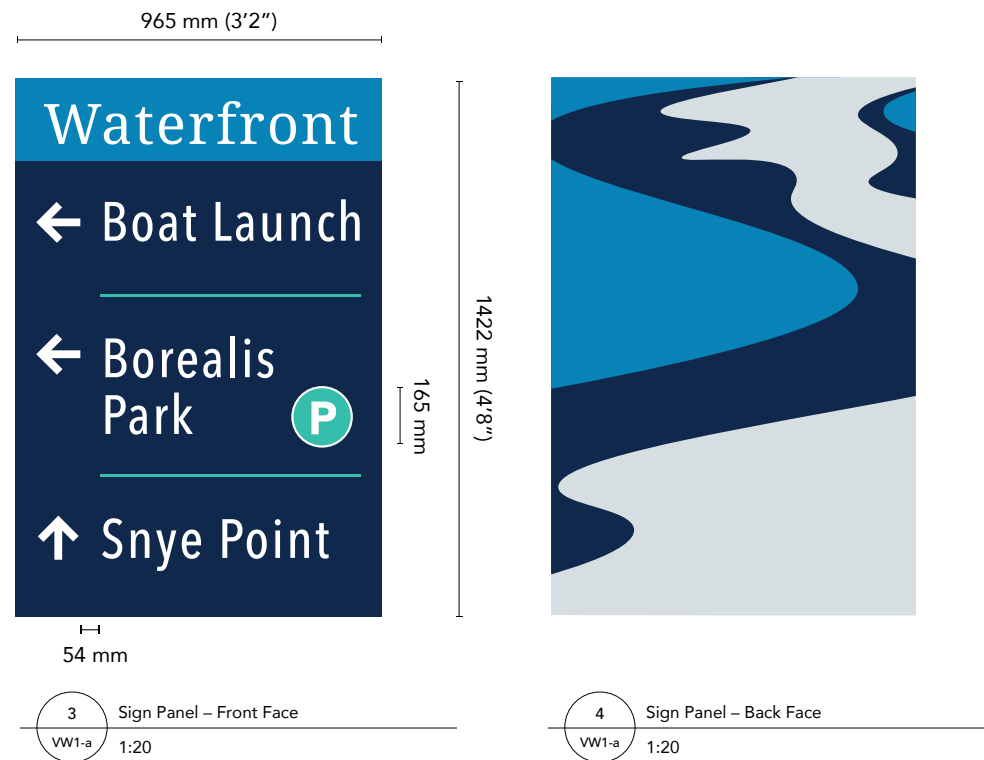
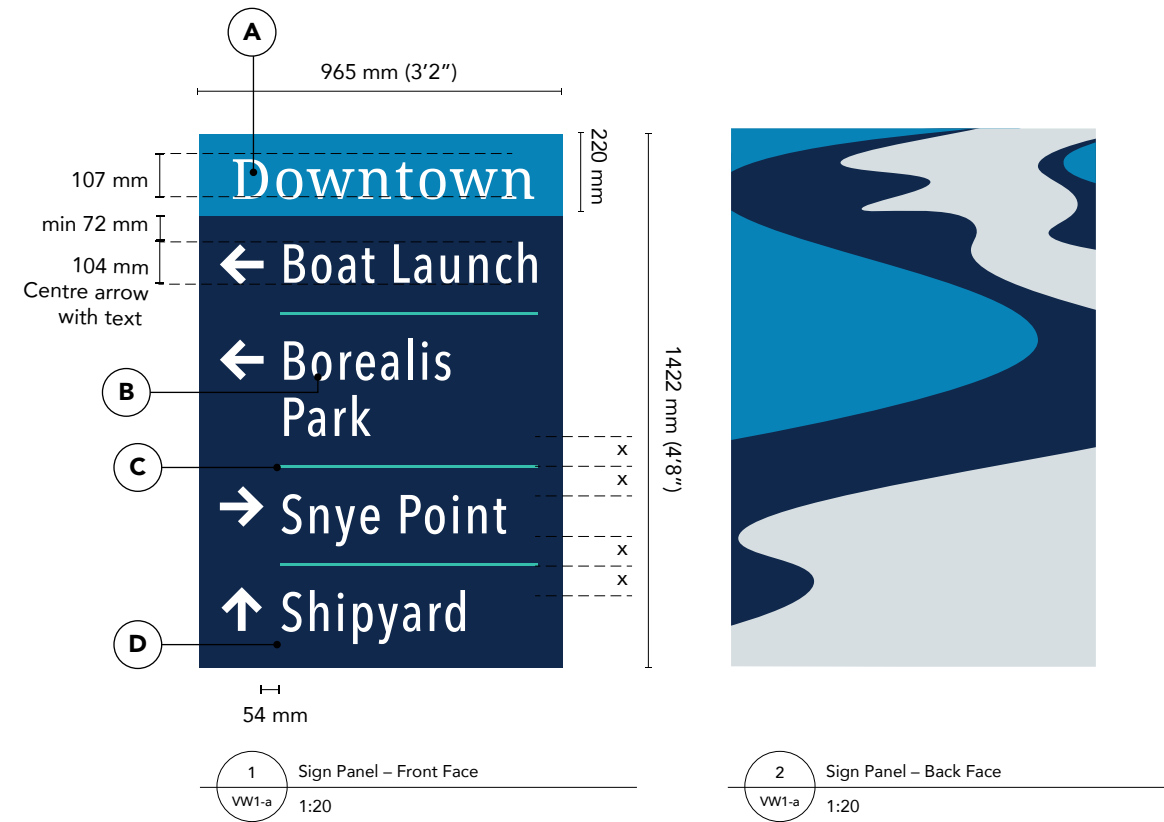


4 Custom Finial  
PW1 1:10

- A** Destination:  
Avenir Condensed Demi Bold 130 pt with 20 pt tracking set in all caps.
- B** Pedestrian icon:  
57 mm high
- C** Walk time: Avenir Black 60 pt with 10 pt tracking set in all caps.
- D** Cree and Dene: Avenir Medium 83 pt with 10 pt tracking set in lower case.
- E** Message panel:  
6 mm thick dibond or aluminum panel. Primed and painted all sides in Starry Night. Direct print Boreal and Big Sky colour bands. All text and graphics in die-cut vinyl. Mechanically fasten panels with L-brackets or appropriate hardware primed and painted black to match post.
- Apply anti-graffiti coating to both sides
- F** Post: 101 mm (4") square black aluminum sign post. Cap with custom finial.
- G** Finial: Custom aluminum finial to cap square sign post. Black with RMWB logo etched out of aluminum.
- H** Decorative base: 610 mm high x 216 mm wide square aluminum decorative base for 101 mm (4") square post



PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.: <b>PW3</b>
SIGN TYPE:	Pedestrian Wayfinding Signage	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.	SCALE:	As noted	

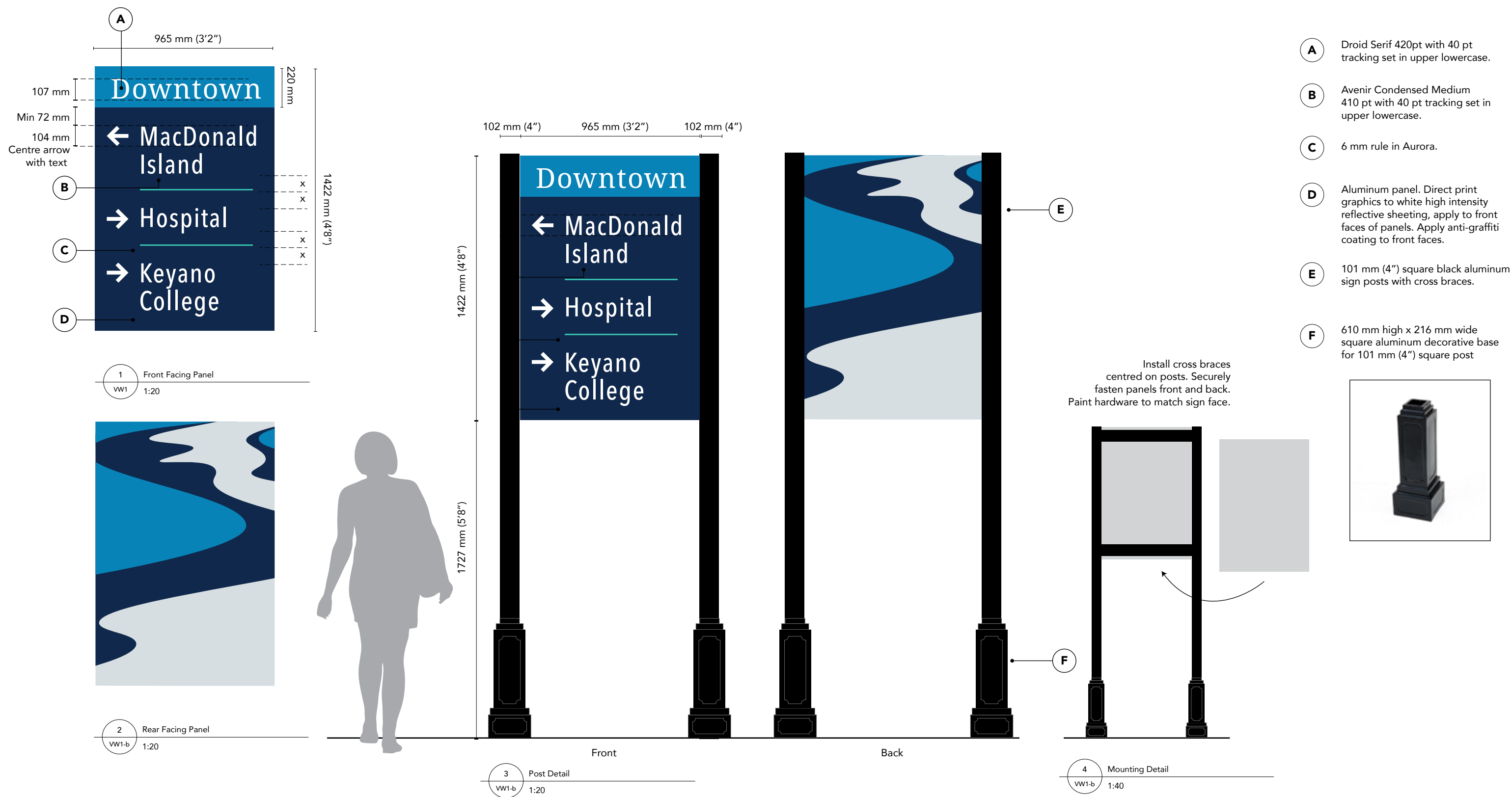


- A** Droid Serif 420pt with 40 pt tracking set in upper lowercase.
- B** Avenir Condensed Medium 410 pt with 40 pt tracking set in upper lowercase.
- C** 6 mm rule in Aurora.
- D** Aluminum panel. Direct print graphics to white high intensity reflective sheeting, apply to front and back faces of panel. Apply anti-graffiti coating to both sides.
- E** Securely mount panel to existing lamp standards using Band-it or equivalent strapping and buckles. Use cross bracing if extra support is required for wind loads based on size of panel.

<b>PROJECT:</b>	RMWB Downtown Wayfinding Program – Design Intent Drawings	<b>LOCATION:</b>	Refer to map	<b>DWG NO.:</b>  <b>VW1-a</b>
<b>SIGN TYPE:</b>	Vehicular Wayfinding Signage – Pole Mounted	<b>QUANTITY:</b>		
<b>NOTES:</b>	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		<b>SCALE:</b> As noted	

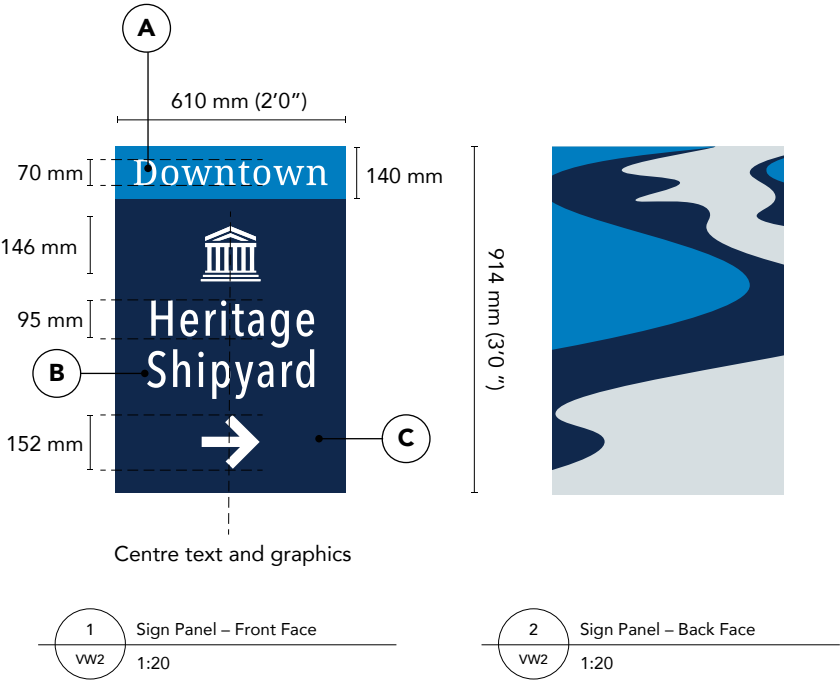


This free-standing option is to be used when a lamp standard is not viable due to location or if it already contains signage.

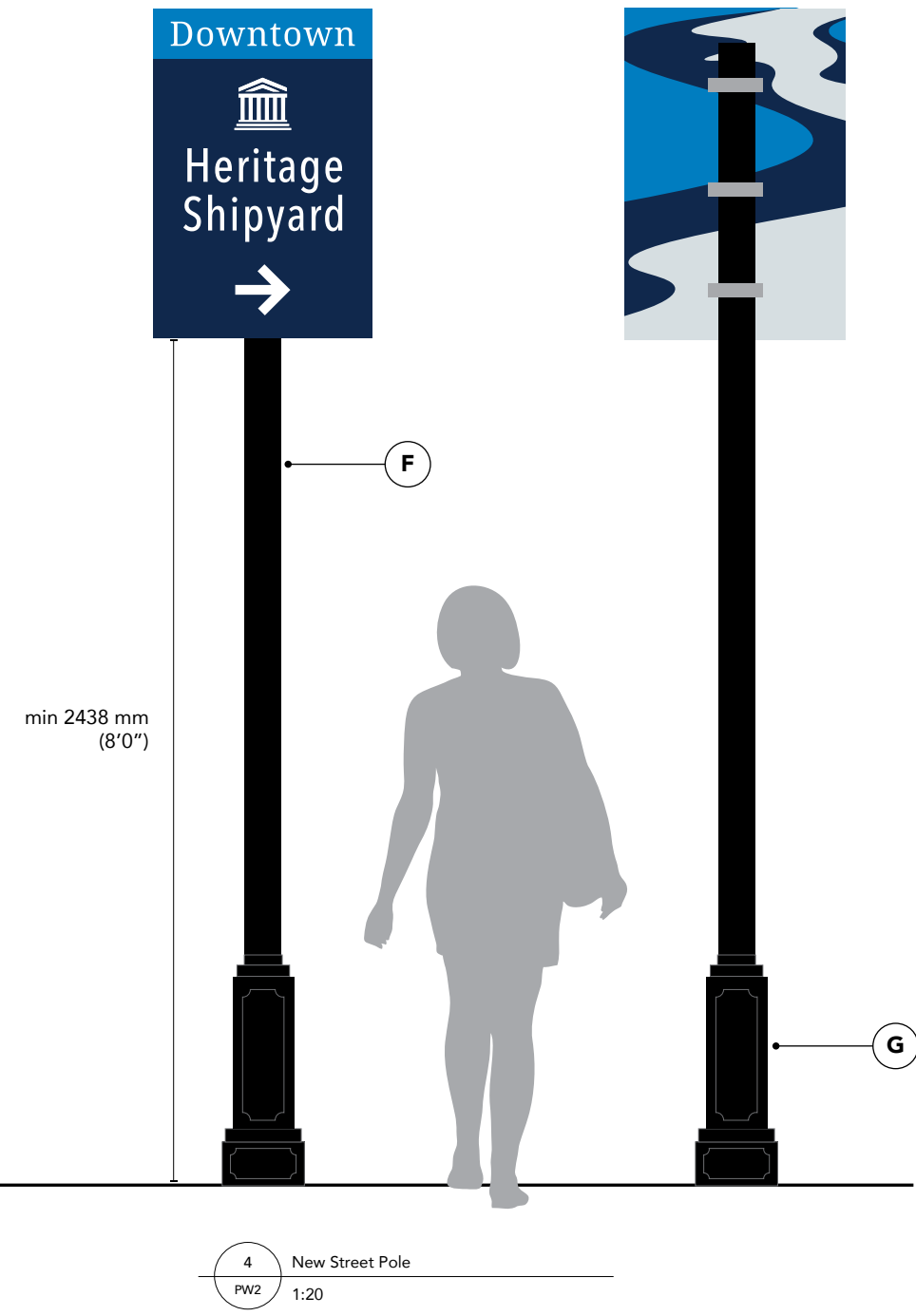
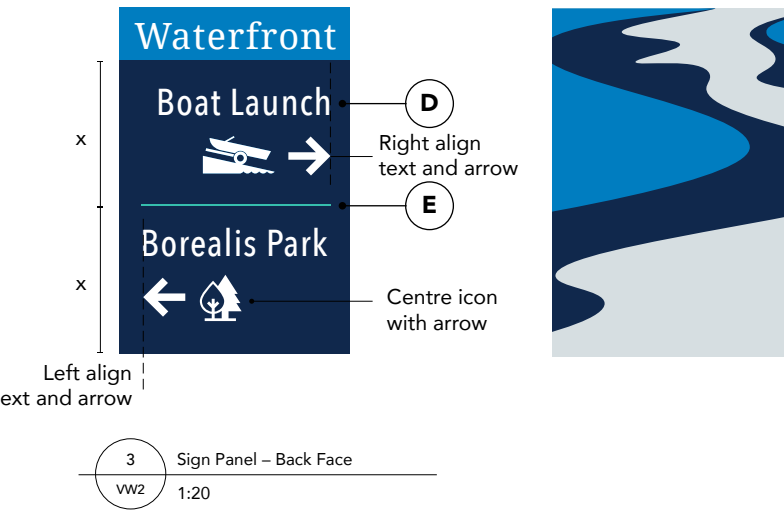


PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.: <b>VW1-b</b>
SIGN TYPE:	Vehicular Wayfinding Signage – Double-sided free-standing	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	As noted

Single destination:



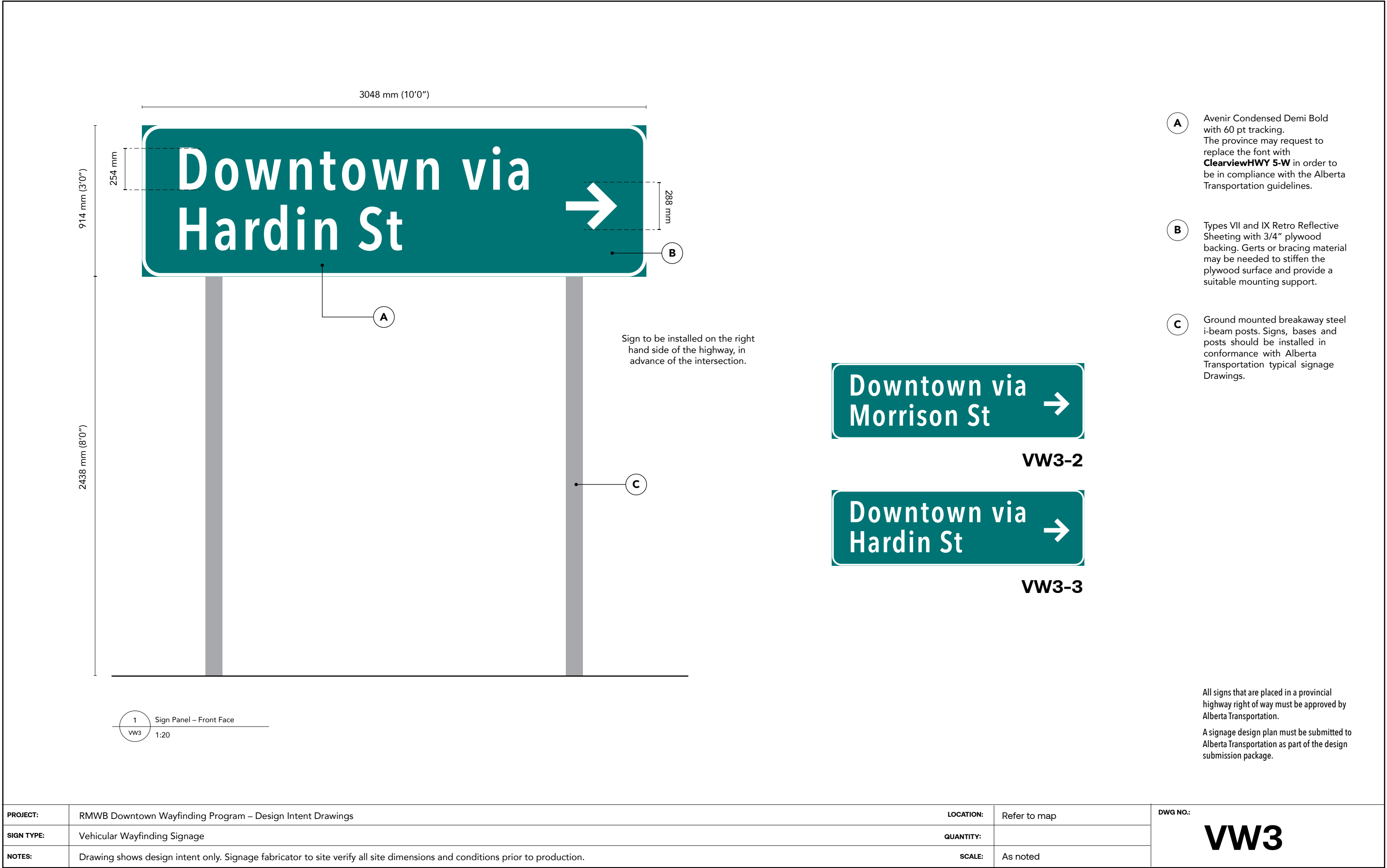
Two destinations:

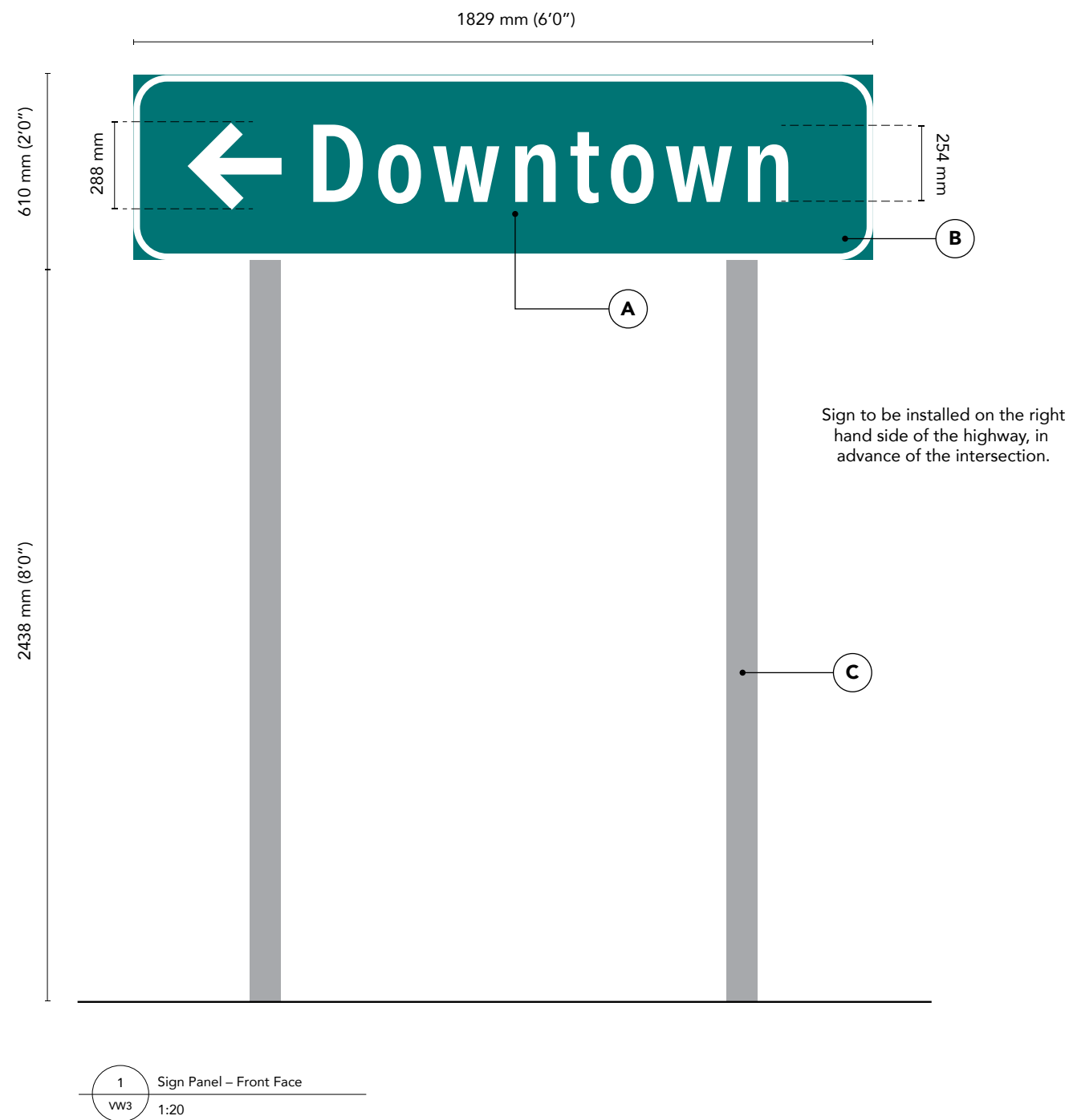


- A Droid Serif 270 pt with 30 pt tracking set in upper lowercase.
- B Avenir Condensed Medium 375 pt / 385 leading with 35pt tracking set in upper lowercase.
- C Aluminum panel. Direct print graphics to white high intensity reflective sheeting, apply to front and back faces of panel. Apply anti-graffiti coating to both sides.
- D Avenir Condensed Medium 280 pt / 300 leading with 30 pt tracking set in upper lowercase.
- E 4 mm rule in Aurora.
- F Securely mount panel to new black 101 mm (4") square aluminum street poles using Band-it or equivalent strapping and buckles.
- G 610 mm high x 216 mm wide square aluminum decorative base for 101 mm (4") square post



PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.: <b>VW2</b>
SIGN TYPE:	Vehicular Wayfinding Signage	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.	SCALE:	As noted	



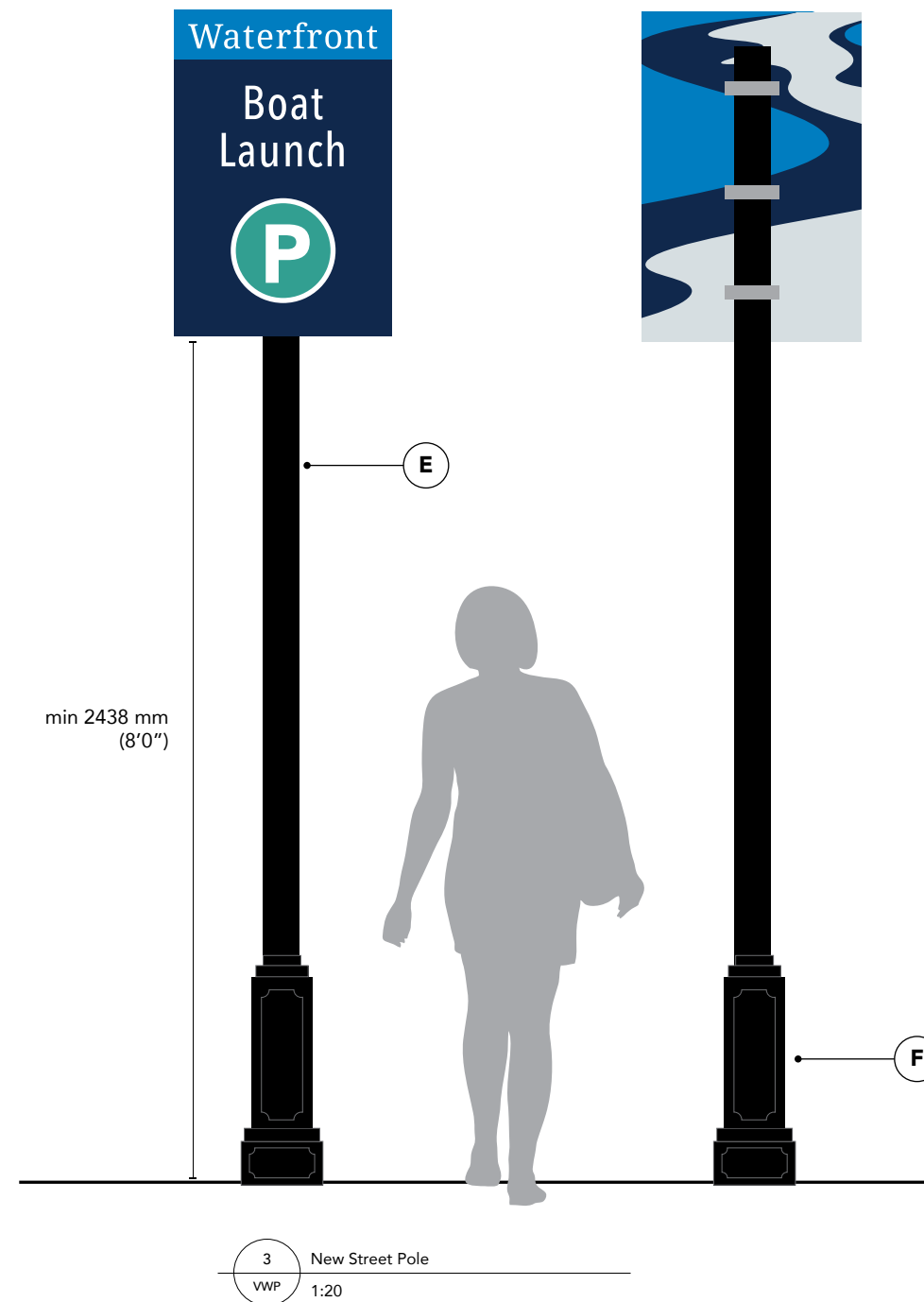
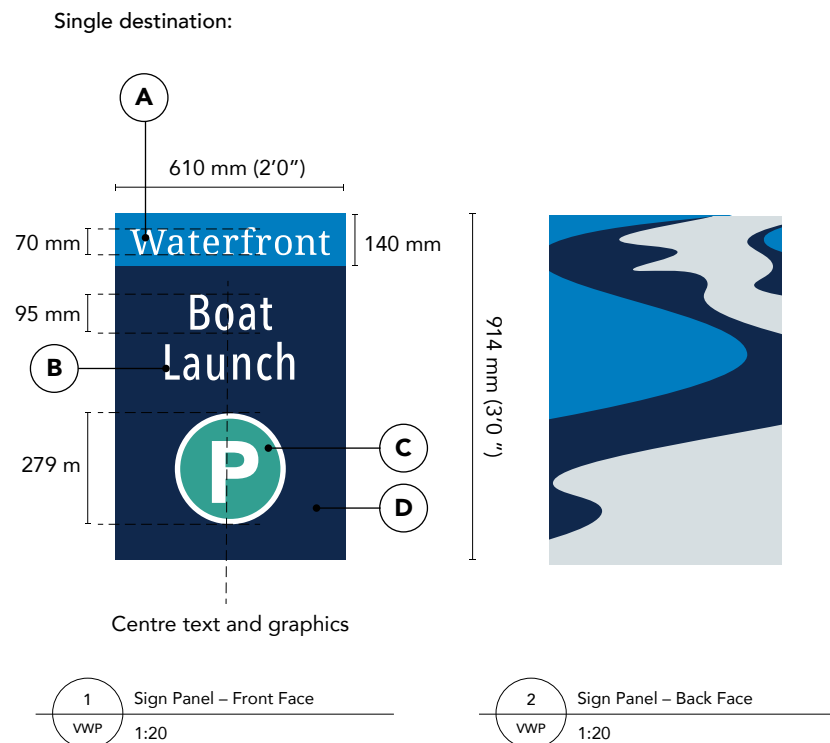


- A** Avenir Condensed Demi Bold with 60 pt tracking. The province may request to replace the font with **ClearviewHWY 5-W** in order to be in compliance with the Alberta Transportation guidelines.
- B** Types VII and IX Retro Reflective Sheeting with 3/4" plywood backing. Gerts or bracing material may be needed to stiffen the plywood surface and provide a suitable mounting support.
- C** Ground mounted breakaway steel i-beam posts. Signs, bases and posts should be installed in conformance with Alberta Transportation typical signage Drawings.

All signs that are placed in a provincial highway right of way must be approved by Alberta Transportation.

A signage design plan must be submitted to Alberta Transportation as part of the design submission package.

PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.: <b>VW4</b>
SIGN TYPE:	Vehicular Wayfinding Signage	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	As noted

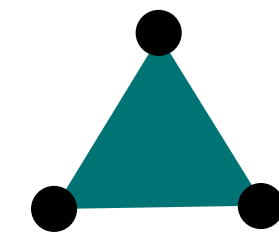


- A** Droid Serif 270 pt with 30 pt tracking set in upper lowercase.
- B** Avenir Condensed Medium 375 pt / 385 pt leading with 35 pt tracking set in upper lowercase.
- C** Parking icon with 40 pt white stroke around circle.
- D** Aluminum panel. Direct print graphics to white high intensity reflective sheeting, apply to front and back faces of panel. Apply anti-graffiti coating to both sides.
- E** Securely mount panel to new black 101 mm (4") square street poles using Band-it or equivalent strapping and buckles.
- F** 610 mm high x 216 mm wide square aluminum decorative base for 101 mm (4") square post



<b>PROJECT:</b>	RMWB Downtown Wayfinding Program – Design Intent Drawings	<b>LOCATION:</b>	Refer to map	<b>DWG NO.:</b>  <b>VWP</b>
<b>SIGN TYPE:</b>	Vehicular Wayfinding Signage	<b>QUANTITY:</b>		
<b>NOTES:</b>	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		<b>SCALE:</b> As noted	





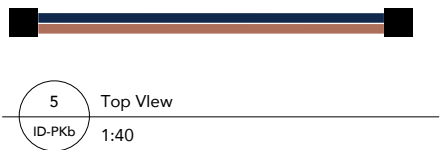
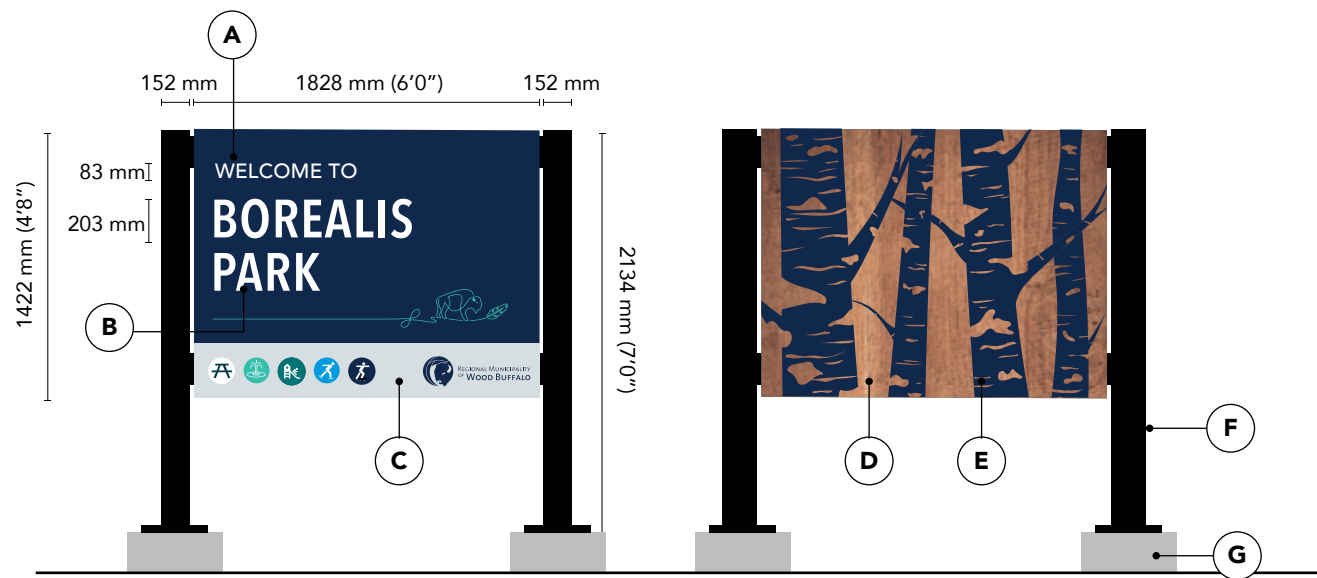
5 Top View  
ID-PKb NTS



4 Front Face  
ID-PKa NTS

- A** Avenir Condensed Demi Bold with 40 pt tracking set in all caps. LED backlit, white acrylic push through lettering.
- B** 152 mm (6") round Black aluminum posts
- C** RMWB logo in opaque white vinyl.
- D** Aluminum backlit three-sided sign panel securely fastened to posts.  
  
Side 1: primed and painted Starry Night with anti-graffiti coating.  
Side 2: primed and painted, apply 3M-Di-Noc-Architectural Finish FW-233EX to front face and edges. Must be installed by 3M Authorized installer. Apply 3M UV and Anti-graffiti overlamine.  
Side 3: backlit acrylic panel with translucent film, printed with exterior grade inks.
- E** **Option A**  
Laser cut illustration out of 6 mm aluminum primed and painted Starry Night and flush mounted to cabinet.  
  
**Option B**  
Laser cut matte vinyl Light Navy. Anti-graffiti over laminate applied as top surface over entire cabinet.
- F** Appropriate concrete footings.

<b>PROJECT:</b>	RMWB Downtown Wayfinding Program – Design Intent Drawings	<b>LOCATION:</b>	Refer to map	<b>DWG NO.:</b>  <h1>ID-PKa</h1>
<b>SIGN TYPE:</b>	Primary Park Identification Signage – Backlit	<b>QUANTITY:</b>		
<b>NOTES:</b>	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		<b>SCALE:</b> As noted	



1 Front Face  
ID-PKb 1:40

2 Back Face  
ID-PKb 1:40



3 Front Face  
ID-PKb 1:40

4 Back Face  
ID-PKb 1:40

- A** Avenir Medium with 10 pt tracking set in all caps. 6 mm Aluminum letters primed and painted white, pin mounted flush to panel.
- B** Avenir Condensed Demi Bold with 10 pt tracking set in upper/lowercase. 6 mm Aluminum letters primed and painted white, flush mounted to panel.
- C** Aluminum sign cabinet 51 mm in depth primed and painted Starry Night with direct print graphics. Apply anti-graffiti coating.
- D** Aluminum sign cabinet 51 mm in depth. Apply 3M-Di-Noc-Architectural Finish WG-1140EX to back side, top and bottom edges. Seal edges. Must be installed by 3M Authorized installer. Apply 3M UV and Anti-graffiti overlaminate to all sides and top.
- E**

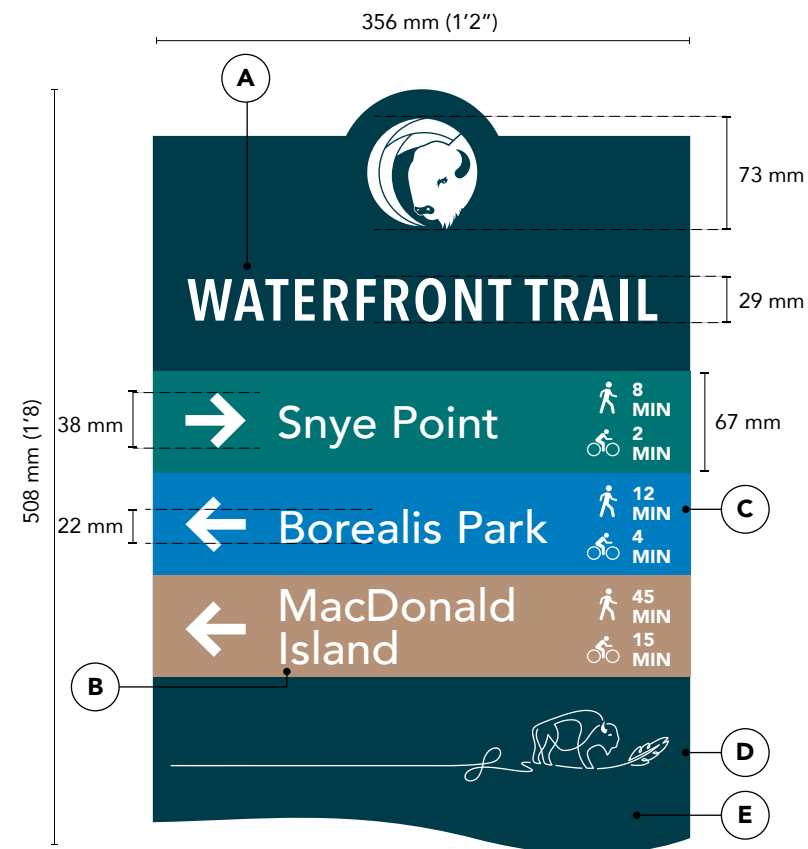
**Option A**  
Laser cut illustration out of 6 mm aluminum primed and painted Starry Night and flush mounted to cabinet.

**Option B**  
Laser cut matte vinyl Light Navy. Anti-graffiti over laminate applied as top surface over entire cabinet.
- F** 152 mm (6") Black aluminum sign posts with cross beams welded together for mounting panels.
- G** Appropriate concrete footings.

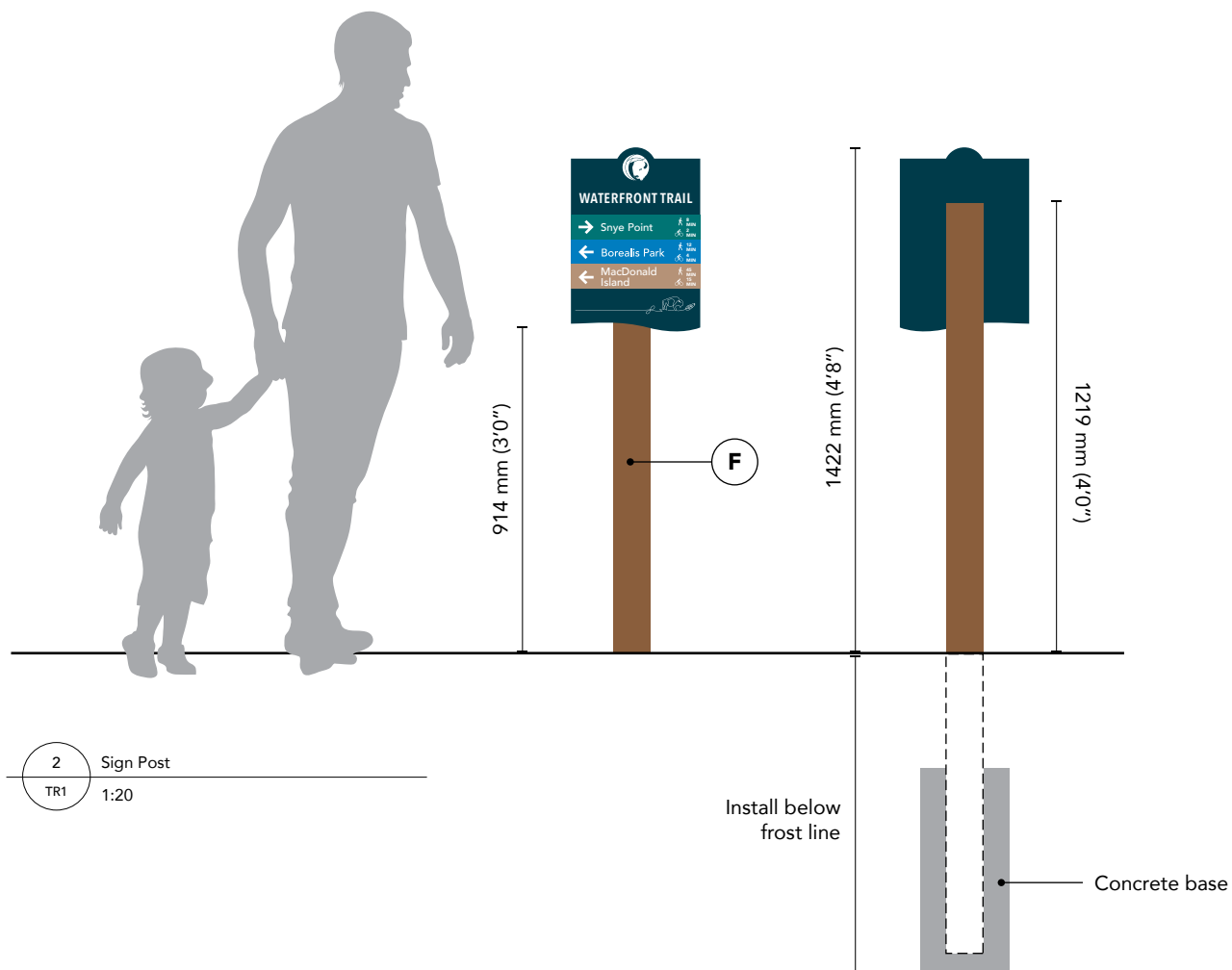
PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.:  <h1>ID-PKb</h1>
SIGN TYPE:	Secondary Park Identification Signage	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.	SCALE:	As noted	



PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.: <b>ID-PKc</b>
SIGN TYPE:	Small Park Identification Signage	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	As noted



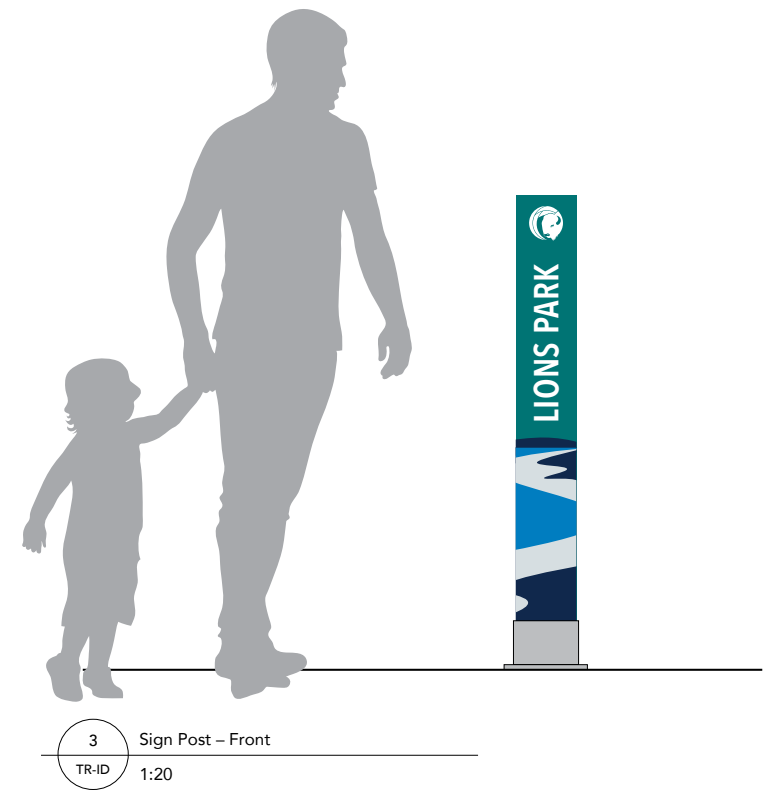
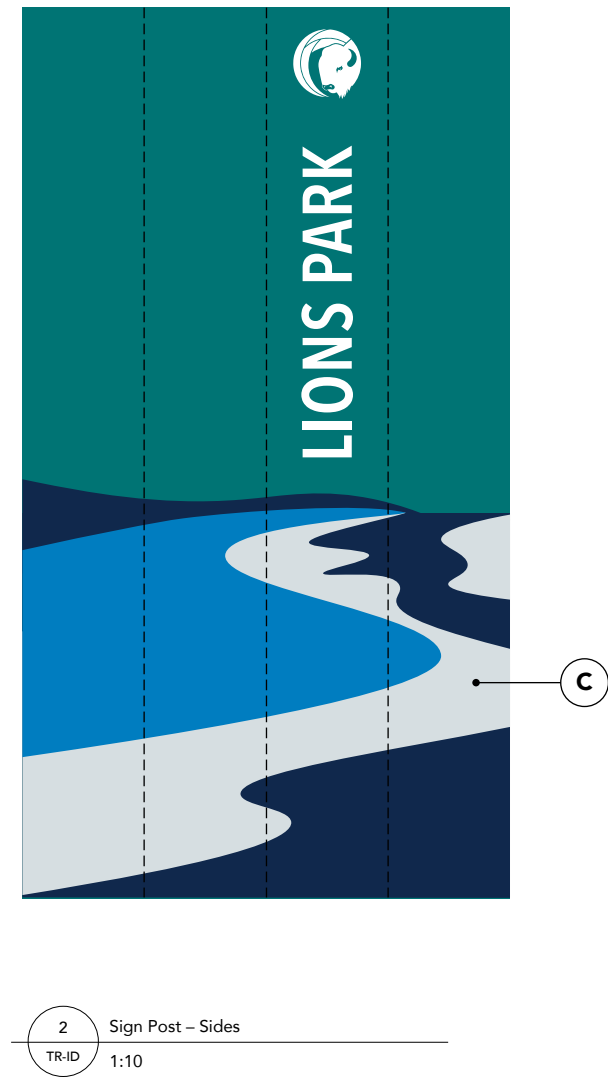
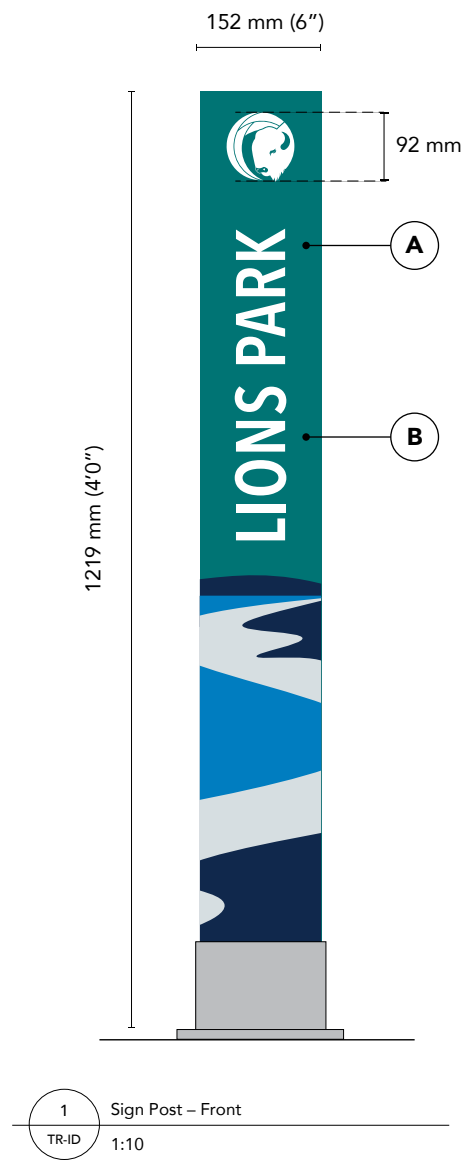
1 Sign Panel – Front Face  
TR1 1:5



2 Sign Post  
TR1 1:20

- A** Trail/pathway name: Avenir  
Condensed Demi Bold 110 pt  
with 40 pt tracking set in all caps.
- B** Avenir Medium 85 pt set in  
upper lowercase.
- C** Destination times: Avenir Black  
36 pt / 37pt leading set in all caps.  
Pedestrian icon approx. 22 mm high  
Bicycle icon approx. 19 mm high.
- D** RMWB Buffalo line illustration.
- E** 6 mm thick aluminum panel cut  
to shape. Prime and paint all  
sides in Evergreen. Direct print  
colour bands. All text and  
graphics in die-cut vinyl.  
  
Apply 3M UV and Anti-graffiti  
coating to both sides. Securely  
mount panel to wood post.
- F** 102 mm (4") Brown pressure  
treated wood post 1219 mm  
above ground.

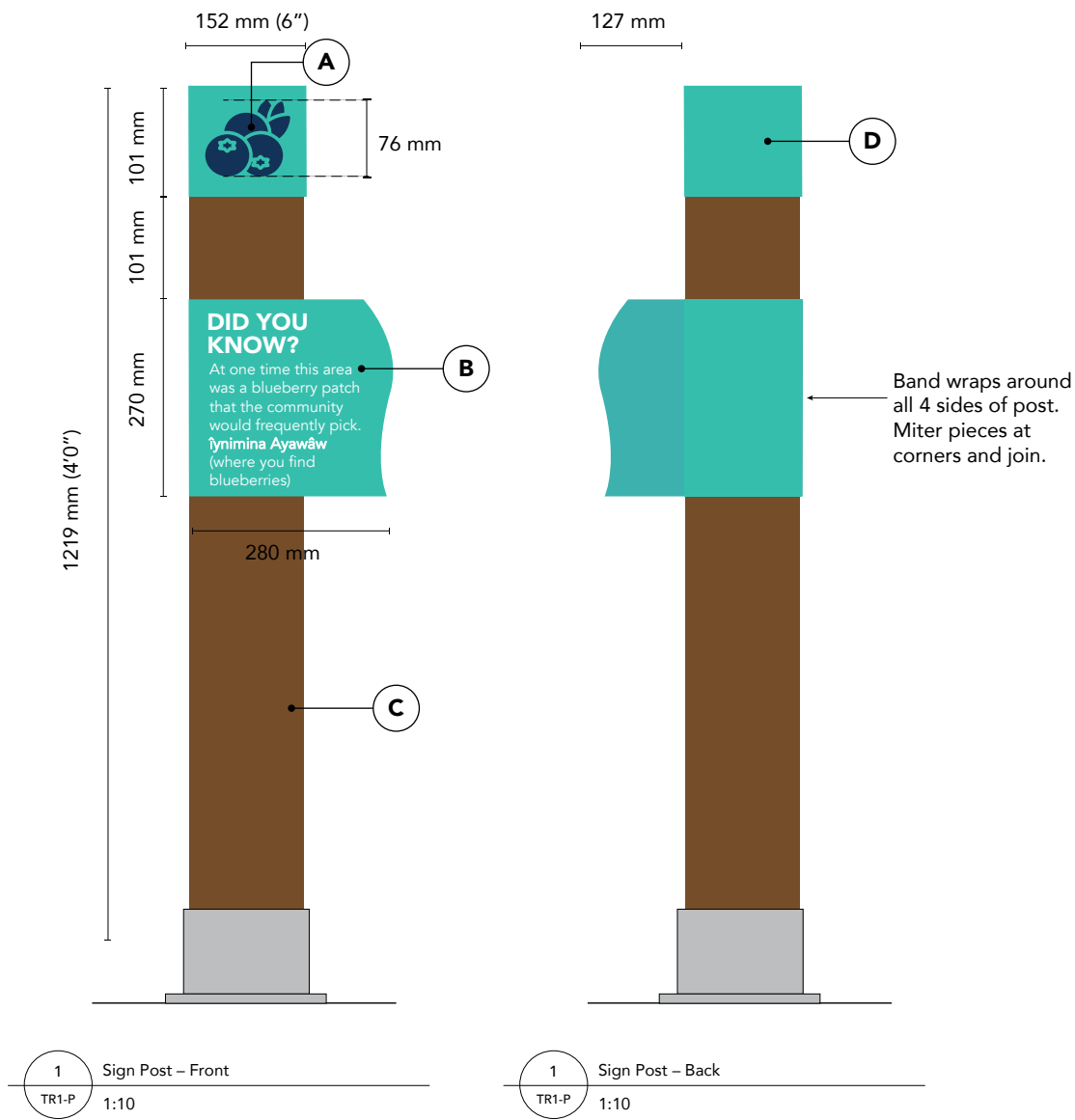
PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.:  <b>TR1</b>
SIGN TYPE:	Trail Wayfinding Signage	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	As noted



- A** 152 mm (6") aluminum post primed and painted Boreal. Post installed with steel sleeve welded to steel footing, and fastened to concrete base. Bolt steel sleeve to aluminum post.
- B** Avenir Condensed Demi Bold 260 pt set in uppercase. Type size can be made smaller to fit. Die-cut opaque white vinyl.
- C** Printed cut vinyl applied around all 4 sides of post. Apply anti-graffiti coating to entire post.

<b>PROJECT:</b>	RMWB Downtown Wayfinding Program – Design Intent Drawings	<b>LOCATION:</b>	Refer to map	<b>DWG NO.:</b>  <b>TR-ID</b>
<b>SIGN TYPE:</b>	Trail Identification Signage	<b>QUANTITY:</b>		
<b>NOTES:</b>	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		<b>SCALE:</b> As noted	

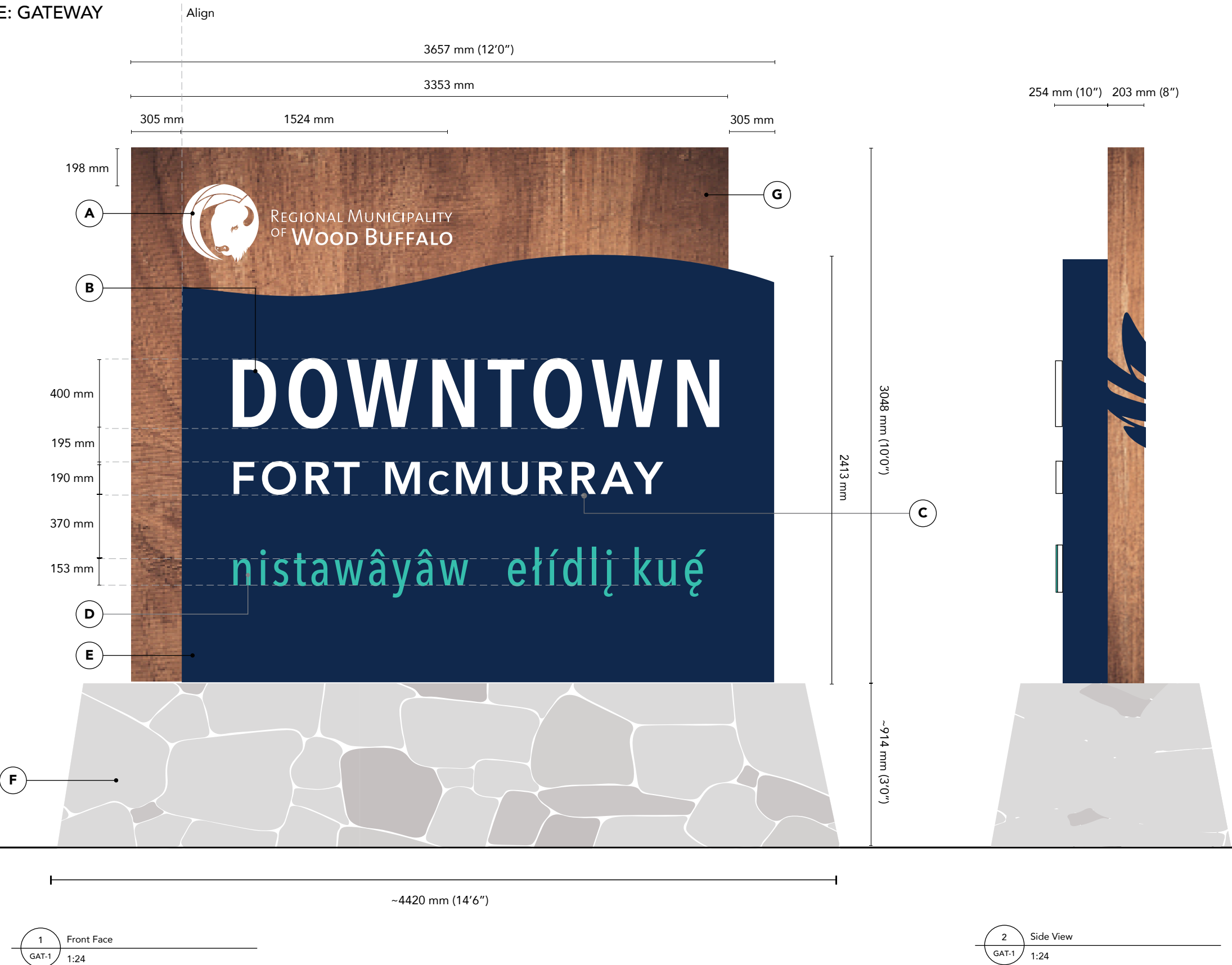




- A** Illustration applied in cut vinyl or direct print.
- B** 6 mm aluminum cut to shape, primed and painted Aurora. Secured to wood post with no visible fasteners.  
  
Lettering in die-cut white vinyl. Apply anti-graffiti coating.
- C** 152 mm (6") brown pressure treated post installed with steel sleeve welded to steel footing, and fastened to concrete base. Bolt steel sleeve to wood post.
- D** Aluminum cap primed and painted Aurora. Secured to wood post with no visible fasteners.

<b>PROJECT:</b>	RMWB Downtown Wayfinding Program – Design Intent Drawings	<b>LOCATION:</b>	TBD	<b>DWG NO.:</b>  <b>TR1-P</b>
<b>SIGN TYPE:</b>	Did You Know Marker	<b>QUANTITY:</b>		
<b>NOTES:</b>	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		<b>SCALE:</b> As noted	

SIGN TYPE: GATEWAY



- A** RMWB LOGO:  
6 mm aluminum logo painted white on front and sides, flush mounted to sign face.
- B** DOWNTOWN:  
White push-thru LED lit acrylic lettering. Avenir Condensed Demi Bold set in uppercase with letter spacing.
- C** FORT McMURRAY:  
White push-thru LED lit acrylic lettering. Avenir Demi Bold with letter spacing.
- D** CREE AND DENE LANGUAGES:  
Push-thru LED lit acrylic lettering with translucent vinyl in Aurora applied to front face of letters. Avenir Condensed Medium with letter spacing.
- E** Internally lit, aluminum sign cabinet primed and painted on all sides in Starry Night. Apply anti-graffiti coating.
- F** Concrete base with cultivated stone cladding "river rock" Apply anti-graffiti coating to all sides.
- G** Apply 3M-Di-Noc-Architectural Finish WG-1140EX to all sides and top of aluminum cabinet; seal edges. Must be installed by 3M Authorized installer. Apply 3M UV and Anti-graffiti overlaminate to all sides and top.

**Support Frame Structure:**  
Aluminum posts must be used in frame structure.

PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Franklin Ave (teardrop)	DWG NO.:  <b>GAT-1</b>
SIGN TYPE:	Gateway	QUANTITY:	1	
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	1:24

SIGN TYPE: GATEWAY (BACK)



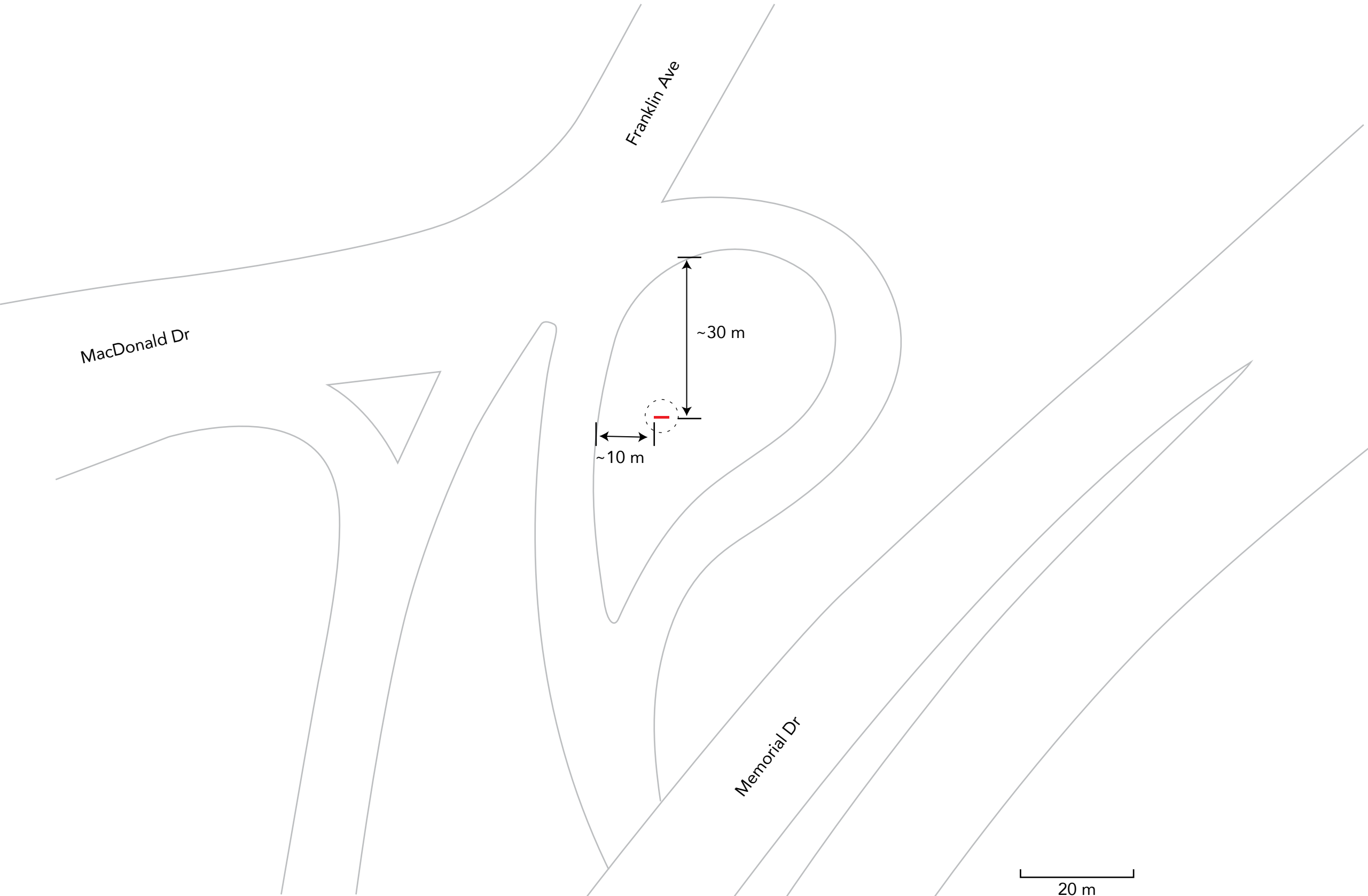
3 Rear Face  
GAT-1 1:24



4 Side View  
GAT-1 1:24

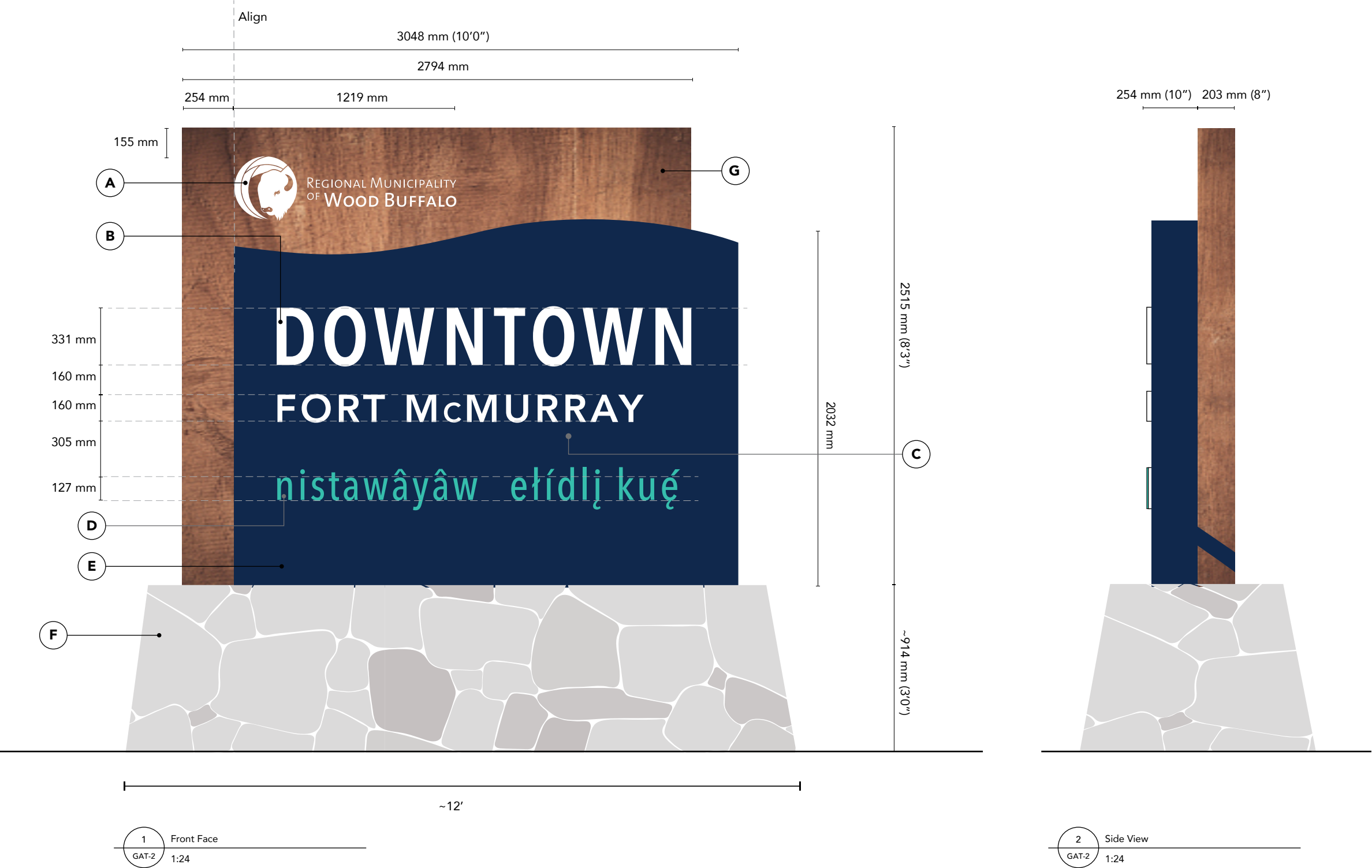
- G**
- Option A**  
Laser cut illustration out of 6 mm aluminum painted Starry Night and flush mounted to cabinet. Miter edges to wrap around sides.
- Option B**  
Illustration cut out of matte vinyl Light Navy. Anti-graffiti over laminate applied as top surface over entire cabinet.

PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Franklin Ave (teardrop)	DWG NO.: <b>GAT-1</b>
SIGN TYPE:	Gateway	QUANTITY:	1	
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	1:24



PROJECT:	RMWB Downtown Wayfinding Program	LOCATION:	Franklin Ave (teardrop)	DWG NO.: <b>GAT-1</b>
SIGN TYPE:	Gateway Location Drawing	QUANTITY:	1	
NOTES:	Location is approximate. A thorough site inspection and locates must be done prior.		SCALE:	As noted

SIGN TYPE: GATEWAY



- A** RMWB LOGO:  
6 mm aluminum logo painted white on front and sides, flush mounted to sign face.
- B** DOWNTOWN:  
White push-thru LED lit acrylic lettering. Avenir Condensed Demi Bold set in uppercase with letter spacing.
- C** FORT McMURRAY:  
White push-thru LED lit acrylic lettering. Avenir Demi Bold with letter spacing.
- D** CREE AND DENE LANGUAGES:  
Push-through LED lit acrylic lettering with translucent vinyl in Aurora applied to front face of letters. Avenir Condensed Medium with letter spacing.
- E** Internally lit, aluminum sign cabinet primed and painted on all sides in Starry Night. Apply anti-graffiti coating.
- F** Concrete base with cultivated stone cladding "river rock" Apply anti-graffiti coating to all sides.
- G** Apply 3M-Di-Noc-Architectural Finish WG-1140EX to all sides and top of aluminum cabinet; seal edges. Must be installed by 3M Authorized installer. Apply 3M UV and Anti-graffiti overlamine to all sides and top.

**Support Frame Structure:**  
Aluminum posts must be used in frame structure.

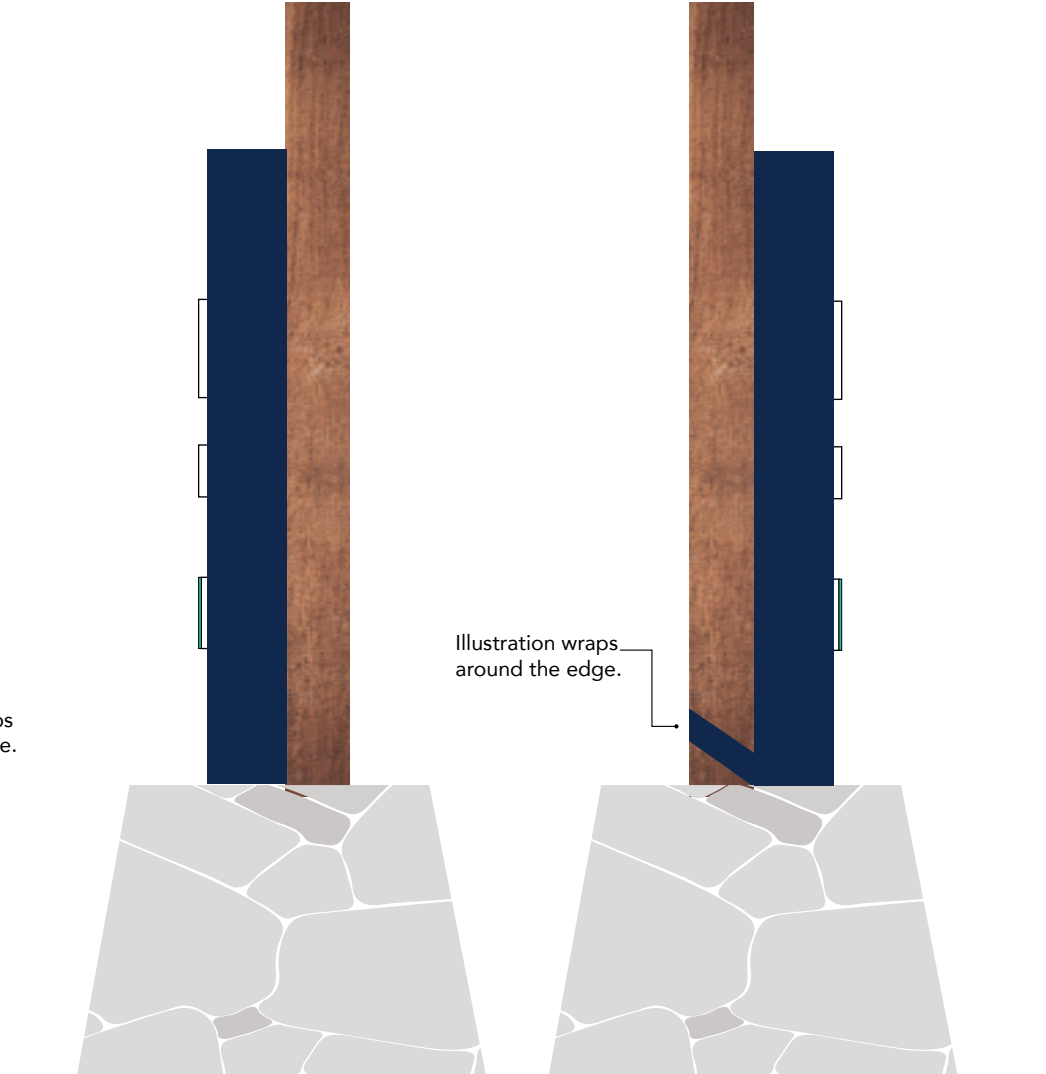
PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Hospital St	DWG NO.:  <b>GAT-2</b>
SIGN TYPE:	Gateway	QUANTITY:	1	
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	1:24



SIGN TYPE: GATEWAY (BACK)



3 Rear Face  
GAT-2 1:24



4 Side View  
GAT-2 1:24

- G

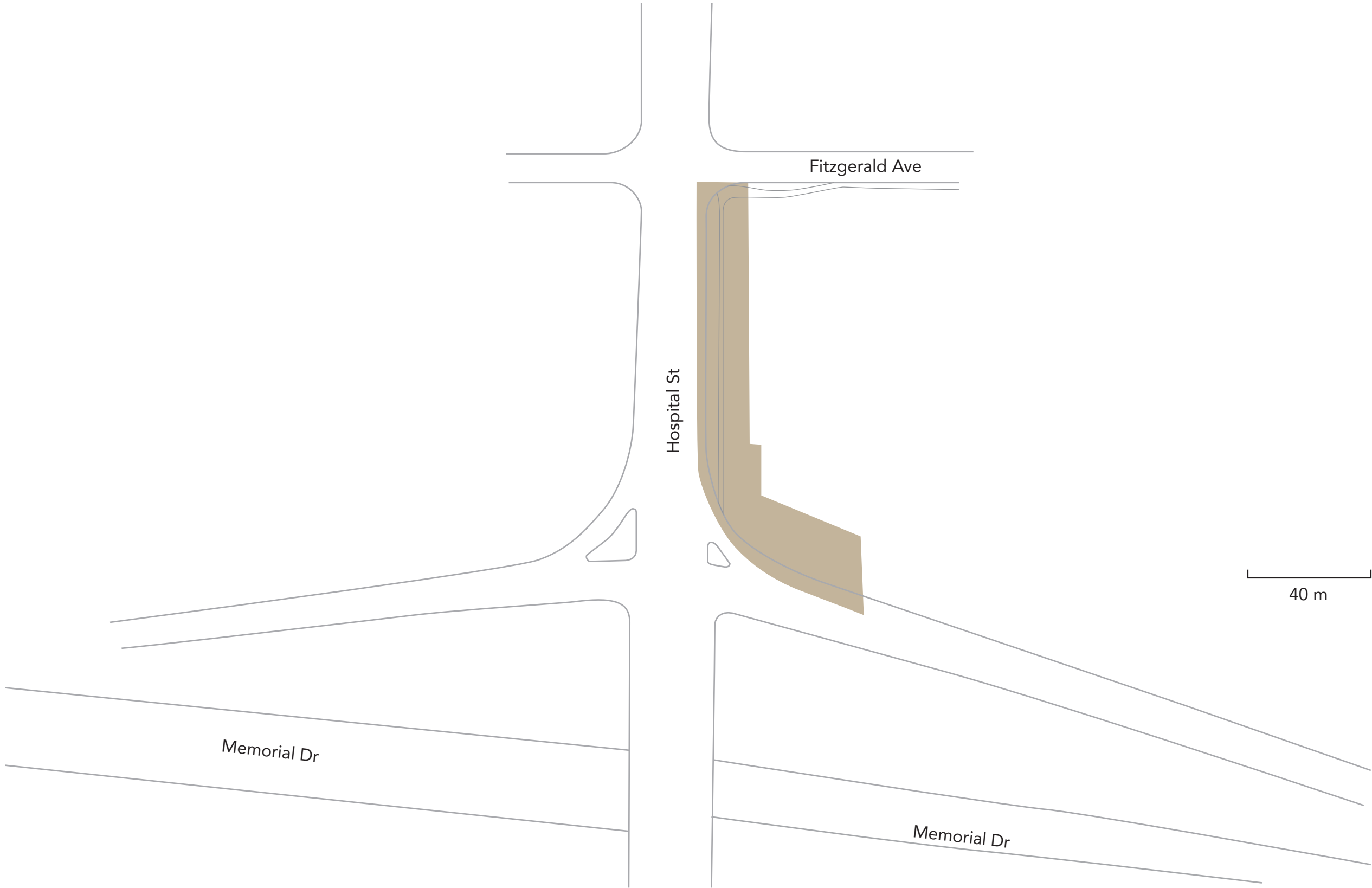
**Option A**

Laser cut illustration out of 6 mm aluminum painted Starry Night and flush mounted to cabinet. Miter edges to wrap around sides.

**Option B**

Illustration cut out of matte vinyl Light Navy. Anti-graffiti over laminate applied as top surface over entire cabinet.

PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Hospital St	DWG NO.: <div>GAT-2</div>
SIGN TYPE:	Gateway	QUANTITY:	1	
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	1:24



PROJECT:	RMWB Downtown Wayfinding Program	LOCATION:	Hospital St
SIGN TYPE:	Gateway Location Drawing	QUANTITY:	1
NOTES:	Location is approximate. A thorough site inspection and locates must be done prior.	SCALE:	As noted

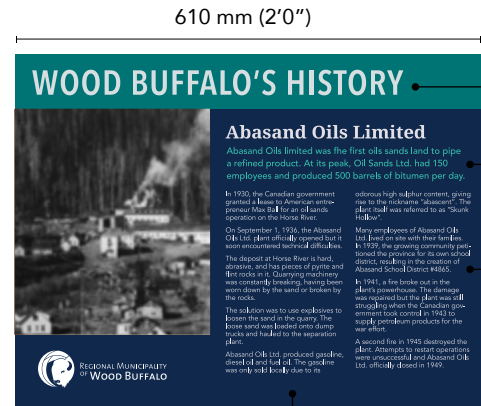
DWG NO.:

**GAT-2**

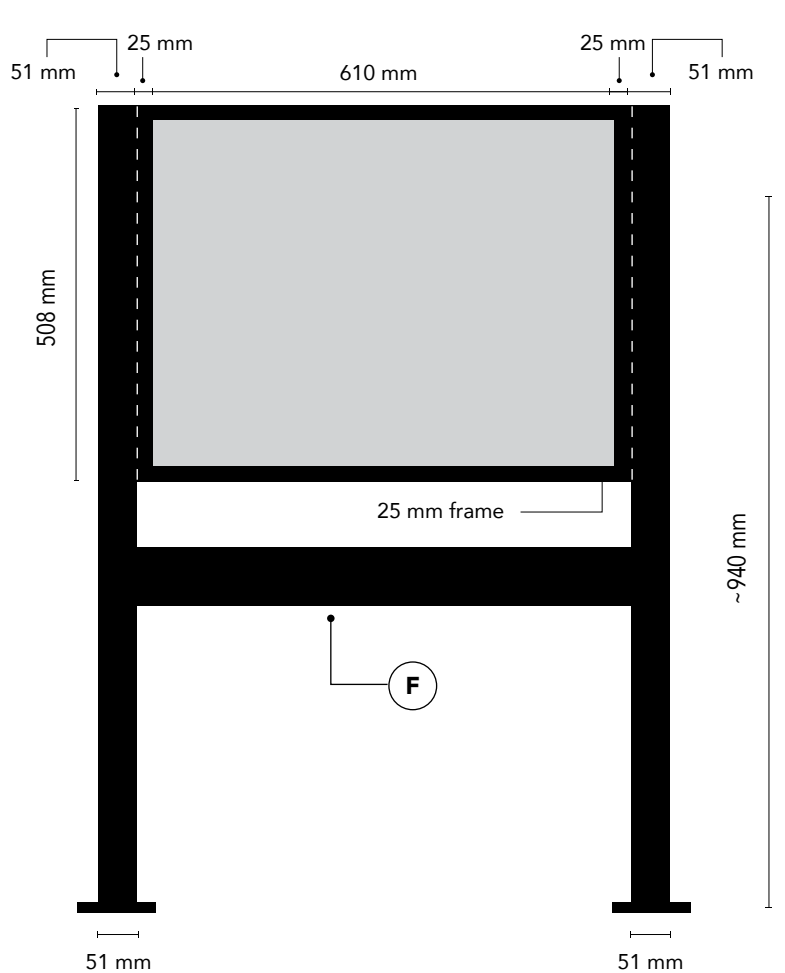


- A** Avenir Black set in uppercase.
- B** Nanami Outline in uppercase.
- C** 762 mm x 2388 mm (30" x 94") finished size, double-sided flag banners on 18oz block-out vinyl with 3" pockets top and bottom with grommets. Mount with existing pole banner hardware:  
  
Jr Windspill Banner Bracket  
Die-cast aluminium bracket and with 762 mm (30") fibreglass arm.

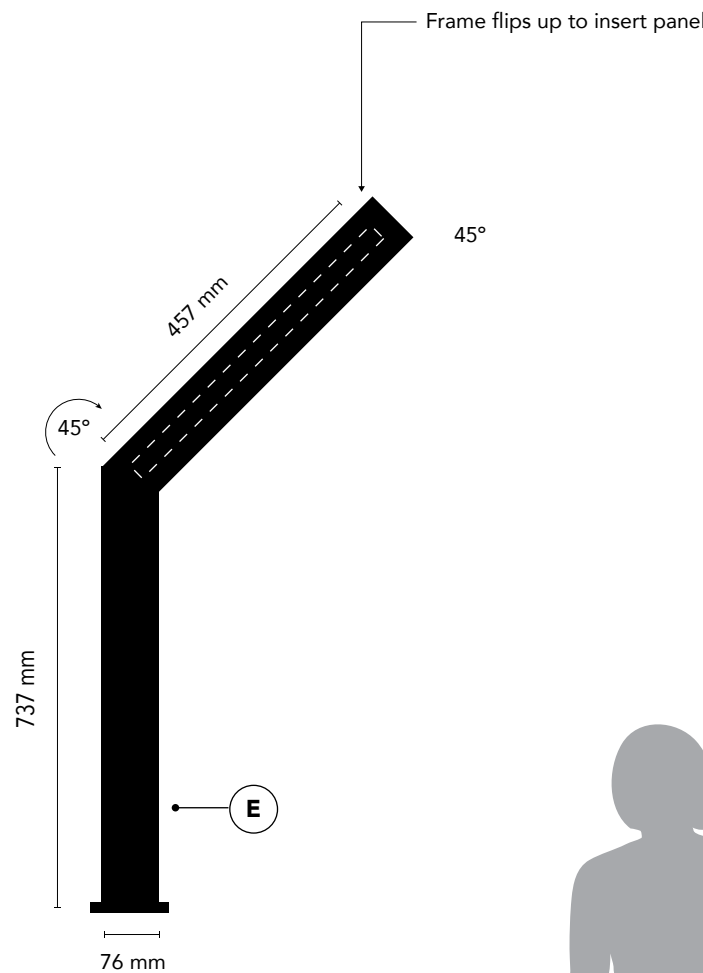
PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	Refer to map	DWG NO.:  <b>BAN-1</b>
SIGN TYPE:	Street Banners	QUANTITY:		
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.	SCALE:	As noted	



1 Panel  
HP-1 1:10



2 Front View  
HP-1 1:10



3 Side View  
HP-1 1:10



- A** Avenir Condensed Demi Bold 128 pt with 30 pt tracking set in uppercase. Colour is Birch.
- B** Title: Droid Serif Bold 65 pt set in upper/lowercase. Colour is Birch. Intro Copy: Avenir Medium 34 pt set in upper/lowercase. Colour is Aurora.
- C** Avenir Regular 26 pt. Colour is Birch.
- D** 13 mm (0.5") thick high pressure laminate sign panel (HPL).
- E** Aluminum cantilever frame with panel insert painted black with 2 part Polyurethane automotive paint.
- F** Cross brace to add more stability.

PROJECT:	RMWB Downtown Wayfinding Program – Design Intent Drawings	LOCATION:	TBD	DWG NO.: <b>HP-1</b>
SIGN TYPE:	Heritage Plaque	QUANTITY:	20	
NOTES:	Drawing shows design intent only. Signage fabricator to site verify all site dimensions and conditions prior to production.		SCALE:	As noted