City of Camrose

Wayfinding Master Plan

CITY OF Camrose

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What is City Wayfinding Design?

City wayfinding design is the process of organizing spatial and environmental information to help visitors and residents find their way to their destination. A high-functioning wayfinding system makes the environment easier to navigate and enhances visitors' experience as it increases their comfort, builds their confidence and encourages them to discover unique events, attractions and destinations on their own.

Wayfinding is a vital tool of economic development. City governments are becoming aware of the impact of wayfinding systems on economic development, tourism and brand development.

Wayfinding is more than just signage. It is a continuation and physical unification of a city's brand. It creates a lasting impression. Wayfinding combines marketing, consensus building, identity, planning, function and design.

City of Camrose Wayfinding Signage Goals

Design a wayfinding system that continues to build the City of Camrose brand by:

- Facilitating and supporting local business and economic development.
- Building city brand awareness.
- Creating awareness of the 5 key destinations.
- Making it easier for visitors to find key destinations and encourage exploration by visitors and residents.
- Conveying Camrose's friendly sense of community.
- Unifying the feel of the community through design.
- Decluttering by combining destinations on signs where possible.
- Creating a consistent plan to follow for future signage.
- Creating a solid maintenance plan that maintains the brand image and reflects our reputation as a caring community.

Process and Stakeholder Consultation

Phase 1: Planning

- Stakeholder meeting one, an introduction to wayfinding and discussion of the process. Discussion of key destinations.
- Research of existing Camrose signage
- Research other wayfinding systems
- Research and review potential sites with City of Camrose stakeholders, including Engineering, Community Services and Planning.

Phase 2: Design

- Development of three wayfinding sign designs, applied to the following vehicular sign types: Directional Major, Directional Minor, Directional Minor 2, Directional Minor 2 Alternate, Directional Destination, Directional Pedestrian and Parking. As well the three wayfinding sign designs were modified to create a series for Downtown Camrose.
- Meeting with City stakeholder group to present the three designs
- Series of meetings to discuss feedback and fine tune the vehicular signage plan
- Community Stakeholder meeting to present the overall plan and wayfinding signage design
- Response to feedback
- Presentation to City Council

Phase 3: Completion of City of Camrose Wayfinding Master Plan Document

- Completion of this document including:
  - City of Camrose wayfinding goals
  - Review of existing signage,
  - Background document review
  - Wayfinding gaps and recommendations
  - Sign removal list
  - Wayfinding system design
  - Technical specifications
  - Wayfinding graphic standards
  - Project implementation plan guidelines
  - Maps and sign content keys

Review of Existing Camrose Signage

The first step in preparing a wayfinding master plan for the City of Camrose, was to review existing signage conditions. This review helped to identify where wayfinding in Camrose was lacking and how best to design the new system.

While street markers are very visible in Camrose, signage leading to key destinations is inconsistent at best and not unified in approach. In some cases, wayfinding signage is almost non-existent.

Gateway Signs

The design of existing gateway signs is inconsistent, lacks continuity and does not convey the new city brand. The Hwy 13 East entrance sign is missing the rose component. Hwy 833 and Hwy 26 signs are a different design. (See photos of Hwy 13 West entrance sign and Hwy 833 entrance sign.)

Sample Entrance Signs

Existing Directional Signs

Directional wayfinding signs should lead visitors to key destinations like the Info Centre at Mirror Lake and Rudy Swanson Park, for example. There is a small question mark sign for the Info Centre, while Rudy Swanson Park has a large electronic sign at the turn. Overall directional signage is inconsistent in design, placement and frequency. There is no signage leading into Camrose, that identifies key attractions, with distances to those attractions.

For example, if you were looking for the U of A, Augustana campus, there is nothing to help you find your way until you are close to the turn on 50th Street. (See Photo 1)

Camrose Regional Exhibition on the other hand has too many signs leading to it. (See Photo 2)

In some cases, directional signs appearing together are creating confusion. A good example is the westbound cluster of signs for the golf course and the RCMP. There is too much going on here with distances and arrows to understand quickly and make a decision to turn. (See Photo 3)

Sample Directional Signs

Photo 1

Photo 2

Photo 3

Destination Signs

Destination signs announce the arrival at the destination with the destination name. Camrose destination signs are generally very well done, but some need replacing. Guidelines for the design of identification signs in this plan will create consistency for identification signs moving forward and connect these signs to the overall wayfinding design.

Sample Destination Signs

Map Signs

Map signs provide an overview of an area and should include a you-are-here icon. Maps should be colourful, simple and easy to read. Camrose has map signs at the east and west entrances to the city. These are in poor condition and no longer readable. In their present condition, they leave a poor impression of Camrose.

The Info Centre outdoor map is the same city map, which is too complex and not clear enough for visitors to easily get information from. This map is also in poor condition and should be replaced.

Sample Map Signs

Event Signs

Event signs inform viewers about current and upcoming events, with details like date and location.

There is a trend in Camrose towards adding electronic components to signs, to make people aware of coming events. Examples are the Rudy Swanson Park sign, the Chamber of Commerce sign and Camrose Composite High School on 48th Avenue.

There is also a billboard style event sign at the Hwy 13 West entrance to the city. This sign that is changed as needed to advertising coming events. A negative aspect of this sign is that it is sometimes left blank. That is not the best impression to leave with visitors to Camrose. The sign structure should be modified to ensure it is never left blank.

Review of Background Documentation

A review of background documentation assisted in targeting the wayfinding system needs, destinations and guidelines that would affect the design of the system. Here are some of the key guidelines and reports that contributed to the design direction of the overall wayfinding system.

City of Camrose Brand and Visual Identity Guidelines

City of Camrose Economic Development

The City of Camrose Brand and visual identity guidelines dictated the use of the brand in the wayfinding system design.

- The Brand Promise was a key focus in the development of the City of Camrose wayfinding system design. It affected the design, colour choices and how the wayfinding system guides visitors.

City of Camrose Brand Promise

As Alberta's performance active city, Camrose is a culturally vibrant events community, renowned for being a champion host. The city is a growing regional hub centred on natural beauty…a flourishing community where families and businesses thrive.

The brand blue is a dominant colour in the wayfinding system colour palette. Greens and a lighter blue were added to emphasize the natural beauty of the City of Camrose and to blend the wayfinding system into the environment.

Camrose brand primary colour palette

Downtown Camrose Brand and Graphic Standards

Downtown Camrose

- Downtown Camrose is a distinct area in the city with its own brand. The Downtown Camrose brand and graphic standards affected the design of Wayfinding signage in Downtown Camrose.

Downtown Camrose wayfinding signage follows the overall design of the City wayfinding system, with a modified colour palette and use of the colour burst graphic that is part of the Downtown Camrose brand. Downtown signage makes use of the distinct brand message "Alive at the Centre".

Highway Guide and Information Sign Manual

Alberta Infrastructure and Transportation

This document is intended to provide guidelines and standards for signage on Alberta rural and urban highways.

The guide contains recommended reading distance from a sign to the necessary change in direction. It also contains reaction times, depending on the complexity of the environment they are travelling through, as well as speed reduction distance required to safely make the change in direction.

As well, there are guidelines for the size of letters for different types of signs, as well as standard abbreviations used.

→ These guidelines helped determine the effective size, design and location of signs in the Camrose Wayfinding System, so that people can safely navigate to the City's key destinations.

2015 Economic Development Marketing Document

City of Camrose Economic Development

This document outlines a marketing strategy to reach the community and attract potential investors, residents, employers and consumers.

→ It states a purpose to "increase the knowledge of arts, culture, recreation and all events in the community".

The new wayfinding system serves to inform visitors and residents of key Camrose attractions, while helping them reach their destination. Consistent application of the wayfinding design and maintenance of the system, will create a positive impression of the Camrose brand that visitors will relate to.

Economic Impact of Big Valley Jamboree

Alberta Tourism, Parks and Recreation

This document is a study that details the economic impact of Big Valley Jamboree on Alberta. This is of specific interest, and because of the event focus of the Camrose brand and because of the volume of people the event draws to the City.

→ As Camrose's biggest event, "Big Valley Jamboree drew "21,912 visitors" in 2010, with "total visitor expenditures exceeding $7.8 million". This and the many other events held at the Camrose Regional Exhibition make it a key destination for the wayfinding system.

Visitor Friendly Camrose Community Assessment and Action Plan

2011 report by Expedition Management Consulting

This 2011 assessment evaluated Camrose for visitor friendliness and identified key travel activity categories for future development:

Festivals and Events

→ "Camrose offers a wide variety of events and multi-day festivals that draw visitors from the region and beyond." The report goes on to say, "The Camrose Regional Exhibition is the largest provider of events in Camrose…attracting up to 300,000 visitors per year", making the CRE one of the five major attractions in Camrose.

Sporting Events

→ The report also identifies Camrose as being "well-known for hosting successful sporting events". Rudy Swanson Recreation Park is Camrose's major sporting event destination.

Visitor Friendly Community Assessment and Action Plan

Shopping

- "Camrose is an established hub for shopping and has a wide variety of retail opportunities." This includes the historic Downtown core with its "boutique shopping opportunities".

Other Activities Contributing to Tourism in Camrose

University of Alberta, Augustana

- "The University of Alberta Augustana Campus has 1000 full-time students enrolled in liberal arts and science education programs and hosts a wide variety of activities and events." The addition of the Lougheed Performing Arts Centre to the University campus has made it a key Camrose destination.

Arts and Culture

- "Arts and Culture is emerging in Camrose… and could potentially be a drive for visitation in the future." The Jean & Peter Lougheed Performing Arts Centre and The historic Bailey Theatre are proving to be key destinations for these activities and are included in the new wayfinding system.

- **Natural Attractions**

  "A significant attraction in Camrose is Mirror Lake Park" and "an excellent trail system which takes full advantage of Stoney Creek and Mirror Lake". Experiencing the nature beauty of Camrose was a major consideration in the development of the Camrose Wayfinding Master plan.

Deciding Factors for City Wayfinding Signage

To create the wayfinding family of sign designs and recommended sign locations for the City of Camrose Wayfinding Master Plan the following key factors were taken into consideration:

Making the Most of the Budget

The new wayfinding system offers the opportunity to use the new signage system to its fullest advantage. Grouping key destinations on signage will attract and inform visitors, as well as potential new residents and businesses. This approach will help build the new Camrose brand as a culturally vibrant events community centred on natural beauty.

For example, the current signage to mark the turn to U of A Augustana southbound on 50th Street looks similar to the northbound sign in Figure 1 below. This plan recommends a new sign on 50th street southbound to include U of A Augustana and the Performing Arts Centre.

Figure 1: Comparison of existing Augustana directional sign and the new wayfinding sign, that promotes key area destinations.

Adding Stoney Creek Park to this sign, informs college visitors that there is a major park down the street. See Figure 1 below.

The more people are made aware of the City's natural destinations, the more they will be encouraged to explore. It makes good branding and marketing sense.

This is an example of why the wayfinding system should take advantage of each sign to inform visitors and get the most from the expenditure for the wayfinding system.

Decluttering

Decluttering is a benefit of a high-functioning wayfinding system. Key entrance signs that announce major destinations and the distance to them, eliminate the need for many individual signs to remind people they are on the right track.

For example, the CRE is a key destination that currently has multiple small signs in different configurations, leading to it from all directions. It will now be on the 5 key entrance signs with the distance to the turn. Then there will be a directional sign before the turn, thereby eliminating the need for the additional CRE signs that currently exist.

Grouping several destinations on a single more prominent sign commands attention, implies importance and offers more visibility for individual destinations, than numerous smaller individual signs.

City Planning

City Planning is a key factor that influences a wayfinding design and master plan. Major traffic flow is intended to follow the major vehicular routes in the city and not be routed through neighbourhoods. In Camrose, the major visitor route is along 48 Avenue (Hwy 13). Camrose Drive (Hwy 13A) is intended to be the industrial route and not a major access route to city attractions. This has been a key factor in how the system we have developed routes traffic to destinations in the City.

Factors Affecting Reaction Time

Effective vehicular signage must take into account what can be read and understood quickly. The City of Camrose Wayfinding Master Plan incorporates widely accepted wayfinding signage standards and those recognized by the province of Alberta:

- No more than five separate destinations per sign
- The size a sign should be and its distance from the decision-making point, determined by the speed limit and size of the road
- The best size of the lettering on the sign for readability and understanding by visitors

Delivering the City of Camrose Brand Promise

The City of Camrose is committed to delivering the brand promise:

- **City of Camrose Brand Promise**

  As Alberta's performance active city, Camrose is a culturally vibrant events community, renowned for being a champion host. The city is a growing regional hub centred on natural beauty…a flourishing community where families and businesses thrive.

- The focus of the wayfinding signage system to grow the Camrose brand by informing visitors and attracting new residents by creating awareness of what Camrose has to offer...our key destinations, including the major event facilities and natural areas that can be reached from the main vehicular corridor of 48th Avenue. This is a high-functioning approach that cities are taking to make their community the friendliest it can be and to create economic development opportunities.

Deciding Factors for City Wayfinding Signage continued

Determining Key Attractions

Key attractions were determined by what draws the most people to Camrose, what fuels economic growth and what offers natural experiences to visitors and residents.

U of A Augustana, along with the new Jean & Peter Lougheed Performing Arts Centre are a major community hub. It is a dynamic and unique advantage for Camrose, one that will help fuel future economic development.

The CRE is a major event host in the City. Our research uncovered an Alberta Tourism, Parks and Recreation research report from 2011 that describes the Economic Impact of Big Valley Jamboree alone. Total visitor expenditures exceeded $7.8 million, the largest share being made by Alberta visitors with $7.3 million. Visitors from outside Alberta spent $557 thousand. Tax collection alone was $3.4 million.

Downtown is a wonderful blend of shopping, services, eclectic personal experiences and history. Planning is underway to grow the new brand, unify the area and market what Downtown has to offer.

Mirror Lake is a natural jewel at the City centre, that leads to Jubilee Park and Stoney Creek Park. It is an area that visitors and residents can explore and appreciate.

Rudy Swanson Park is our recreational hub, host to many sporting events. Our plan for signage and banners will make this more of a focal point.

Considering a District Approach

Consideration was given to a stakeholder recommendation put forth to create and highlight East, West and Central districts in Camrose.

This approach can work well in large cities, where a district benefits from having its own brand and personality, much like Old Strathcona does in Edmonton.

However, considering the size of Camrose, it is too small to benefit from this approach. Creating three districts in Camrose would take away from the physical unification of having one very recognizable wayfinding system throughout.

However, the wayfinding design does incorporate a modified design for Downtown Camrose to make use of its new brand. The Downtown signage will have a colour shift and design modifications to reflect its brand, while still connecting in design to the overall City of Camrose wayfinding system.

Introduction to the City of Camrose Wayfinding System

The wayfinding system design for the City is based on creating pathways from major city entrance points to the 5 key destinations and attractions in Camrose. This is a branding focus to increase economic development, tourism and visitor awareness, through a unified wayfinding system that informs and guides people to the City's key destinations.

These key destinations have been determined through consultation with the wayfinding design stakeholder group.

Five Key Attractions

- Mirror Lake/Info Centre
- Rudy Swanson Park
- Downtown Camrose
- U of A Augustana and the Performing Arts Centre
- Regional Exhibition (CRE)

Secondary Destinations

Secondary destinations (places that also attract visitors) that should appear on signage closer to their location within the city include:

- Jubilee Park
- Stoney Creek Park
- Centennial Museum
- Bailey Theatre
- Chuck MacLean Arts Centre (possibly for pedestrian signage)
- Railway Station and Tearoom
- City Hall
- Library
- Golf Course

Vital Services

The wayfinding system have also incorporated the provincially-recognized Hospital and Police symbols into the system we have developed, so that this important information is part of the new Camrose wayfinding system.

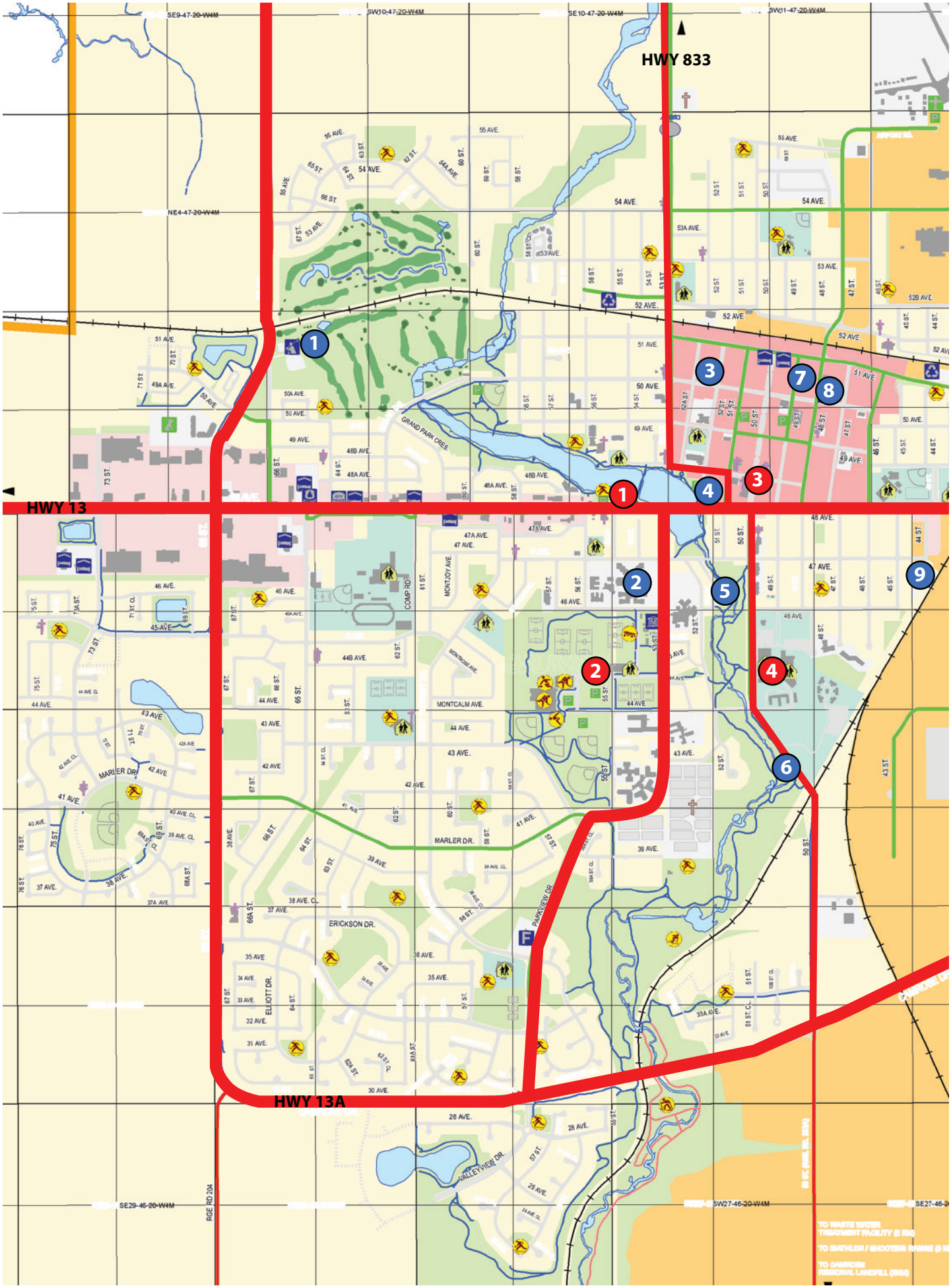
Pedestrian Wayfinding

The new system also includes some basic pedestrian wayfinding in the areas of Downtown, Mirror Lake and Rudy Swanson Park.

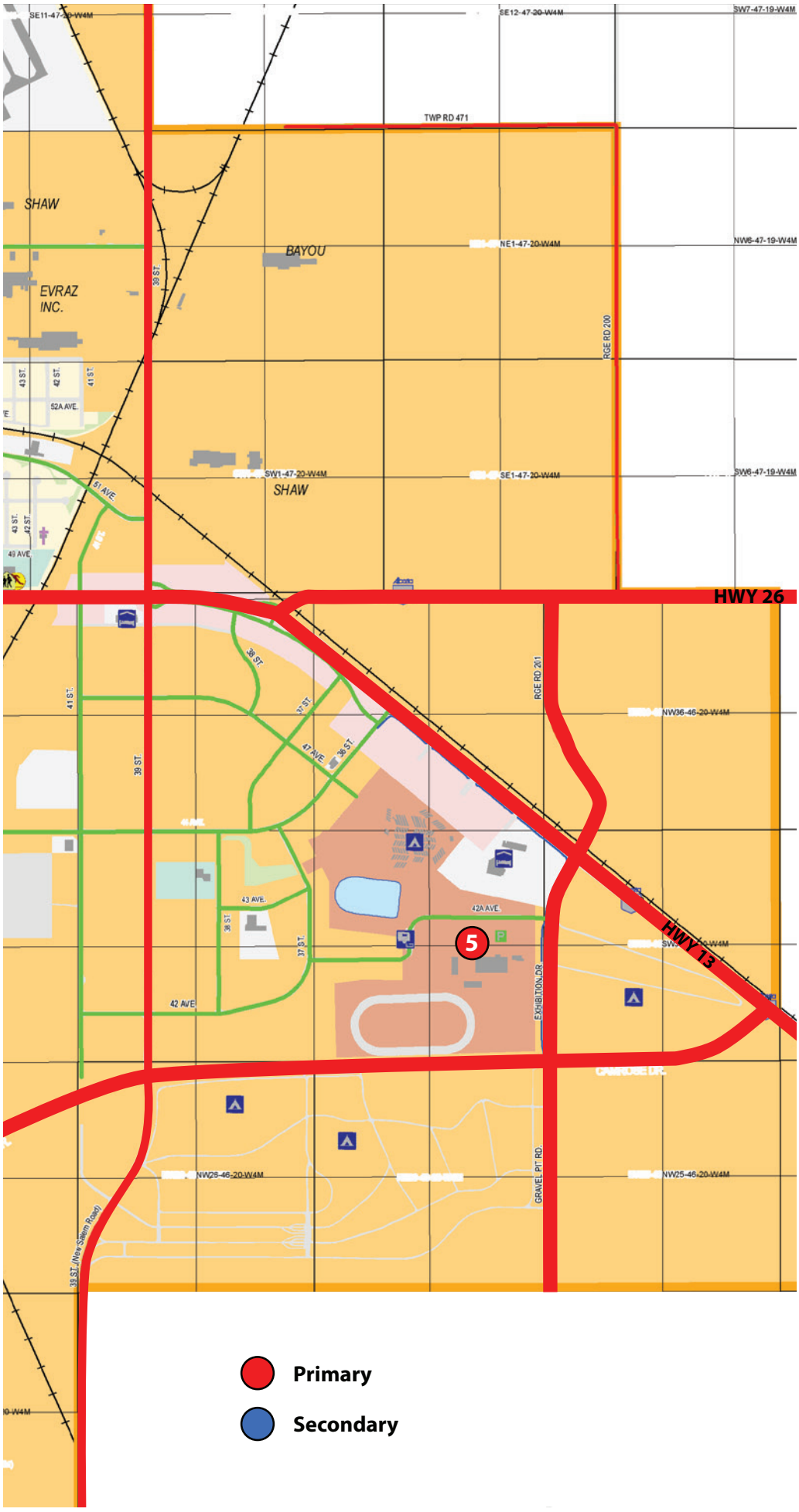
Banners to Convey the City Brand

The wayfinding system includes a series of banner designs and recommended locations for their installation. They will serve to build the Camrose brand by highlighting main city entrances and creating strong first impressions of what Camrose has to offer. Banners have also been created to highlight the City's natural attractions, as well as banners to enhance the recreation centre in Rudy Swanson Park. Besides building the overall Camrose brand, these banners convey the sense of place and make finding Camrose community highlights easier.

Trail system wayfinding can be developed at a later date based on the approved city wayfinding design and the approach the city would like to take for marking trails.


HWY 833
HWY 13
HWY 13A
1
2
3
4
5
6
7
8
9

Camrose Key Destination Map



Vehicular Routes

City of Camrose Engineering identified 48 Avenue (Hwy 13) as the major access route through the City. Most of the wayfinding signage will direct visitors to this corridor to access City destinations.

Hwy 13A is to remain an industrial access route, with the goal of keeping visitor traffic from using smaller streets and neighbourhoods as throughways.

Map Key

Key Attractions

1. Mirror Lake/Info Centre
2. Rudy Swanson Park
3. Downtown Camrose
4. U of A Augustana and the Performing Arts Centre
5. Regional Exhibition (CRE)

Secondary Destinations

1. Golf Course
2. Centennial Museum
3. City Hall
4. Chuck MacLean Arts Centre (possibly for pedestrian signage)
5. Jubilee Park
6. Stoney Creek Park
7. Bailey Theatre
8. Library
9. Railway Station and Tearoom

Camrose Wayfinding Needs and Gaps

The following list summarizes the findings of the current Camrose signage review and identifies the main inconsistencies, difficulties, and gaps in wayfinding.

City Vehicular Wayfinding

- ***Use signage to create a visitor friendly system throughout Camrose that encourages visitors and residents to explore natural areas.***
- ***The path and distance to key Camrose destinations is not identified at entrance points to the City.*** Instead, in most cases, there is small signage just before the final turn to key destinations and no prior indication that they exist before that.

  Signage for the Camrose Regional Exhibition is the one exception, where there is too much repetitive signage leading to it, with no indication at main entrances to Camrose of the distance to the CRE.

  Another example is the City event sign at 48th ave and 53 st. This large sign gets attention and also indicates this corner as the turn to Rudy Swanson Park. However, there is no indication that this park holds the main recreation centre and sports field in the community.

  The University of Alberta Augustana campus, as one of the key City destinations and draw to Camrose, has only a small square sign just before the turn onto 50 St. The "U" sign with very small "Augustana Campus" under it is the first indication that there is a university in Camrose. There is no signage for the Performing Arts Centre that is now part of the campus.
- ***Entrance sign designs are inconsistent.*** East and West entrance signs follow the same design, but Hwy 833 and Hwy 26 signs are not consistent with those designs. All four should have a similar design with the curved brick feature. To be most effective the wayfinding design should be consistent throughout the city. Entrance signs are the first impression visitors have of Camrose. All four signs should be updated to the design presented with the new City of Camrose brand. This will bring them in line with the overall wayfinding design presented in this plan.
- ***Existing wayfinding signage is inconsistent in design and is not unified in approach.*** There is some unification in look with the use of brick bases for destination signage and parks tend to be more unified in the destination signage approach. The rest of the existing wayfinding signage does not have a consistent design approach. The signage does not convey the Camrose personality and welcoming spirit.
- ***There are many smaller signs along the main vehicular route, 48 ave (Hwy 13) that can be combined*** into single directional signs.
- ***Some of the existing signage is too close to the required change of direction for visitors to make necessary lanes changes in time to turn.*** This is true of the hospital sign going west on 48th Street. It is on a light standard right at the turn, so it would be impossible to get over to the left to make the turn in time.
- ***Entrance maps on Hwy 13 east and west need to be updated*** and the sign structure painted the dark blue according to brand standards, to match the city wayfinding. Rather than including a detailed map of the city that doesn't really have any marketing flavour or interesting approach, the City should create what is called a Fun Map of the city. The approach would simplify the map to areas rather than include every street. It would highlight key destinations with caricatures, and include trees, the lake and animals to make the map inviting. A fun map highlights the City's key destinations and creates a good first impression of the city, while conveying Camrose's visitor-friendly personality. Most

visitors looking for specific addresses will use their phone or GPS system to find their destination, so there isn't a need for every street to be on entrance maps. The City could explore options for extending the life of the updated maps, so that less maintenance is required.

- ***There is a need for vehicular signage and in Rudy Swanson Park*** to make it easier for people to find their way to all the park facilities and fields.
- ***The City requires a regular maintenance schedule for all wayfinding signage.*** A faded map sign with dirt inside the frame conveys a lack of caring to visitors. Maintaining signage conveys a clean, caring colourful community that is worth exploring.

Downtown Vehicular Wayfinding

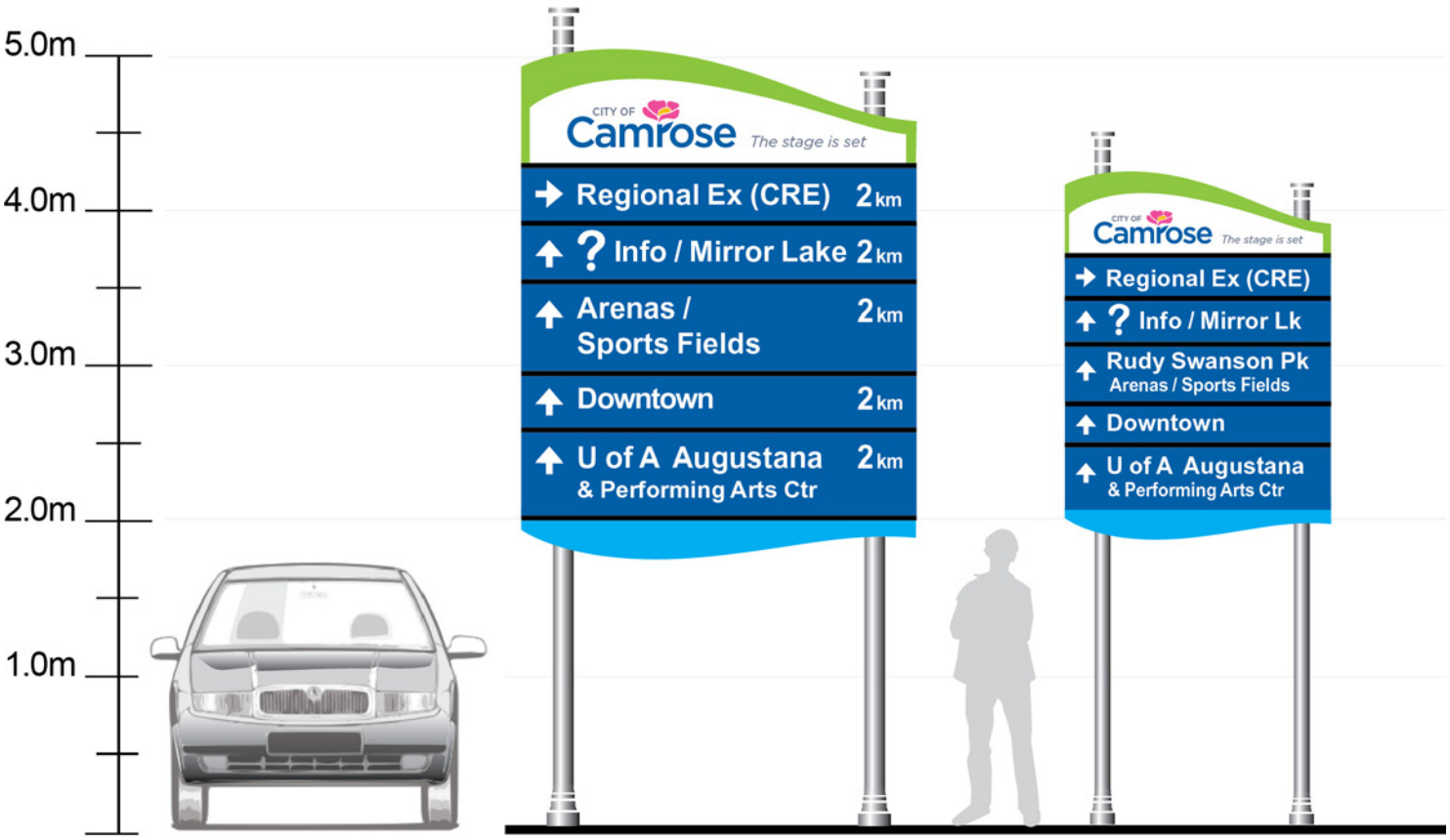
- ***Downtown Camrose area is not clearly defined.*** The new wayfinding system design will help visually mark and differentiate a special area.
- ***There is a need for vehicular signage and pedestrian signage in Rudy Swanson Park*** to make it easier for people to find their way to all the park facilities and fields.
- ***Downtown trees are overgrown and obstruct the view of signs and shops.*** They will need to be kept trimmed and shaped so that visitors can find their way around easily.
- ***The existing Founder's Square parking sign is too prominent*** and fights for attention with the Founder's Square sign itself.

Pedestrian Wayfinding

- ***The information centre map needs to be updated.*** There is mold and debris in the frame. We recommend that the same Fun Map that is developed for the entrance maps be used here too. This version should highlight the main park area from Mirror Lake to Jubilee Park and Stoney Creek Valley, with the Info Centre building and a "you are here" marker. This will help lead visitors to the key natural attractions in Camrose.
- ***Develop trail system signage that includes path and distance identification*** and ties in with the City's new wayfinding design, while blending into the natural environment. This will help visitors enjoy the trail system. Include friendly trail maps at the entrance to Mirror Lake, Jubilee Park, Stoney Creek Park and other entrances to the system like Grand Park.
- ***Upgrade the Downtown washroom facility before installing downtown pedestrian signage.*** You want this facility to be bright, friendly and well-maintained. Every detail speaks to visitors about the Camrose brand.
- ***Downtown Camrose would benefit from map signage at the main entrances*** to guide pedestrians.
- ***There is a need for pedestrian link between Downtown Camrose and Mirror Lake***, so that people can walk and explore and find their way around on foot.
- ***There is also a need for a pedestrian link between the main parks***, Mirror Lake, Jubilee Park and Stoney Creek Park.
- ***There is also a need for pedestrian signage in Rudy Swanson Park*** to make it easier for people to find their way to park facilities and fields once they have parked.

Camrose Wayfinding Sign Design System

City Signage Design



2.5 metres = 8.2 feet (bottom of pedestrian signage)

5 metres = 16.4 feet

A
Directional Major

B
Directional Minor

Design Rationale

The wayfinding design incorporates the feel of the brick based entrance signage to Camrose. The friendly top curve represents the natural green landscape that is Camrose. The curve serves to highlight the City of Camrose brand. A complimentary curved blue section at the bottom of the design symbolizes Mirror Lake and Stoney Creek. The dark blue destination panels are the corporate blue of the Camrose brand. The overall effect of the design depicts the beauty of our city, and reinforces the Camrose brand of a vibrant friendly community. The design adapts well for the variety of sizes needed for different applications.

Key Factors Influencing Wayfinding Design

There are key factors that influenced the City of Camrose Wayfinding System design They are:

- City of Camrose brand identity and brand promise
- The character and beauty of the City of Camrose
- City of Camrose as a hub for the region
- Clarity and consistency for easy recognition and connectivity.
- Downtown Camrose brand identity and application for Downtown signage

C
Directional Minor 2

CA
Directional Minor 2 Alternate

D
Directional Destination

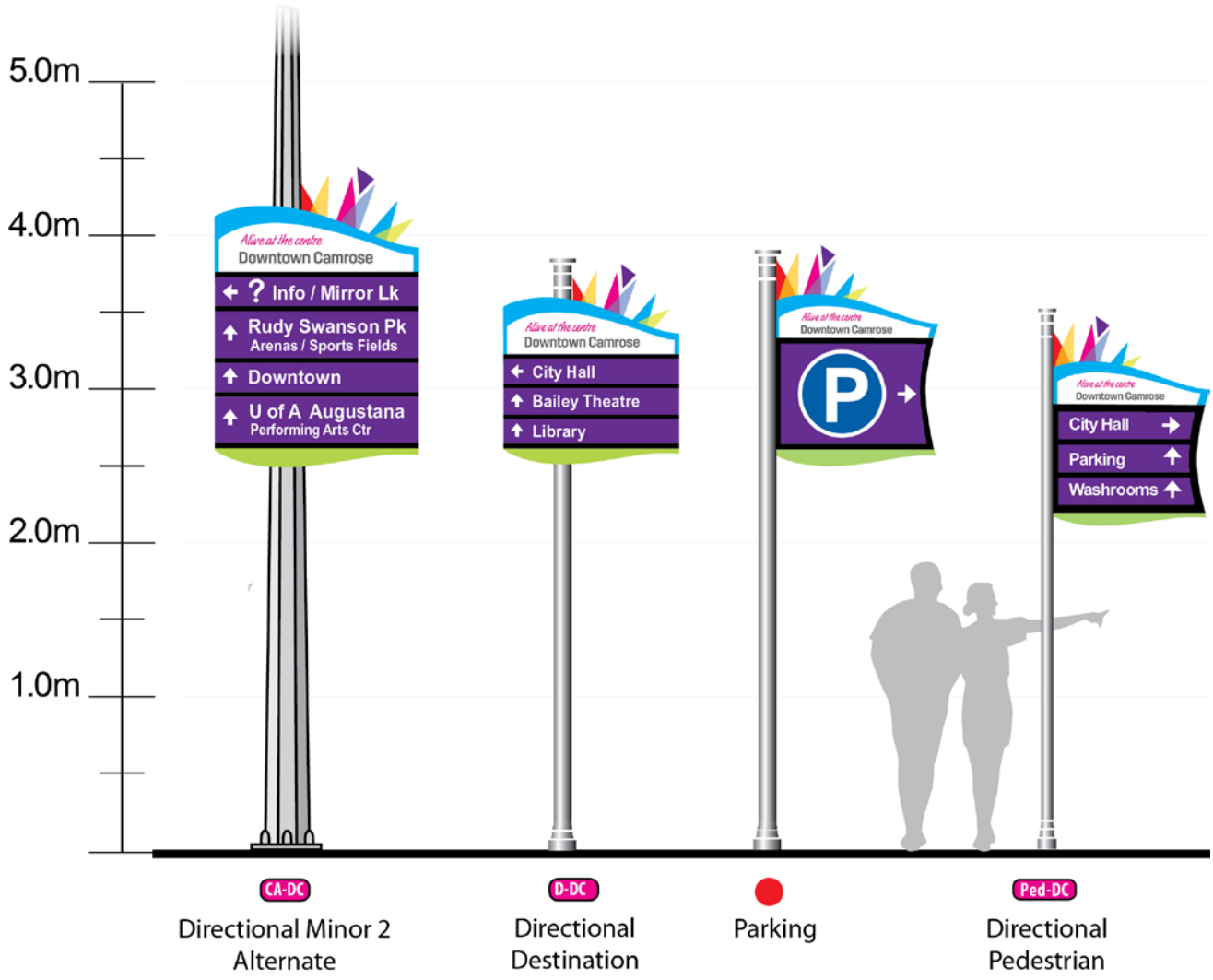
Parking

Ped
Directional Pedestrian

Camrose Wayfinding
Sign Design System continued

Downtown Signage Design

The wayfinding design for Downtown Camrose has been modified to reflect the Downtown brand and colours, while retaining the overall design and shape of the City of Camrose wayfinding signs. The colour burst at the top of the sign makes it distinctly Downtown. A curved right side has been added to the pedestrian



Destination Signage Design

Destinations signs are used to mark the arrival at important locations. This one for Rudy Swanson Park demonstrates the design for destination signs in Camrose and includes an electronic message board. The structure of the sign encases the message board component for a solid finished appearance to the completed sign.

Destination Sign Design Guidelines

Destination sign design should follow these important wayfinding system design guidelines:

- Consistency in design between different locations should be maintained as new signs are added, so that City wayfinding signage continues to be unified.
- The key importance of visibility in the sign location:
  - A sign should have a profile that is visible in its surroundings
  - A sign should not dominate its location or appear too large for its surroundings
- A sign without the electronic message board should have a shorter profile, with short dark blue posts fitting into the brick base. The light blue design curve should move up from between the brick posts to between the blue posts.
- Be aware of what overall impression the destination signage is leaving in the community. In particular, the popularity of electronic message boards should be controlled. Too many message boards will take away from the overall impression of the City of Camrose.

Camrose
Banner Designs

City Banner Designs

See the Map on page 52 for City Banner locations

Along with wayfinding signage design, city banners serve to further build the brand. They highlight the entrance to the city with impactful colour and images that convey the Camrose brand of "the stage is set". They convey performance, entertainment, quality of life and the beauty of Mirror Lake and our parks. They convey quality and the strong sense of pride that makes Camrose the place to be.

Two-sided banners will have the most impact. Find the best option for cost and longevity of material and colour. (Metal banners blend too much into their environment and don't have lasting impact. They also rust and peal.)

Brand Banner | Nature Banner | Events Banner | Parks Banner

Hwy 13 West

Starting at the first light and continuing on both sides of the street, alternate between four banners shown above until reaching 66 Street. Match each banner design on both sides of the street.

Hwy 13A going south at the intersection to Hwy 13 West (68th Street)

12 each side, alternating between the four banner designs above leading to the intersection. Match each banner design on both sides of the street.

Hwy 13 East

Starting at Exhibition Road and continuing on both sides of the street, alternated between four banners shown above until reaching 36 Street. Match each banner design on both sides of the street.

Hwy 26

Phase 1: Add banners on the set of 5 existing poles leading up to the intersection with Hwy 13 East. Start with the Brand Banner and end with the Brand Banner for the fifth banner.

Phase 2: Would change the Hwy 26 banner location when the proposed change to the Hwy 26 intersection with Hwy 13 is complete. The new location would have the four banners alternating, leading up to the new intersection on both sides of Hwy 26.

Hwy 833

Adding banners at the Hwy 833 entrance leading up to 54th Avenue will complete the branding of entrances to Camrose. To complete this on both sides of the road, light poles will need to be approved and added.

Aquatic Centre Banners
A

Recreation Centre Banners
H

Curling Rink Banners
C

Sports Facility Banners

See the Map on page 52 for Sports Facility Banner locations

Sport Facility Banners have been designed in keeping with the overall Camrose Brand and wayfinding design. These designs are specifically intended to mark the Rudy Swanson Park facilities to help visitors identify the Aquatic Centre, Arena and Curling Rink areas. Besides helping visitors find their way to the right facility, these banners will provide a colourful welcome and create a sense of place and personality for the facilities.

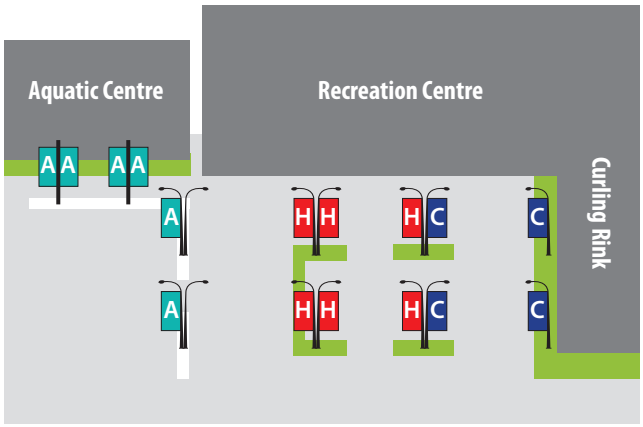
Aquatic Centre

The diagram below indicates specific pole banners to be located in front of and along the south side of the light poles. Along with the wayfinding signage in the park, the banners serve to direct visitors to the area of parking in front of the aquatic centre.

Recreation Centre/Curling Rink

The diagram below indicates light poles that are directly in front of the recreation centre will sport hockey banners to help visitors identify it as a hockey destination.

Lights along the north side of the parking area and curling rink, are designated for the curling banner design to assist visitors in locating the primary curling area.



Brand Banner | Nature Banner | Parks Banner

Parks Banners

See the Map on page 52 for Parks Banner locations

Parks Banners, while continuing the Camrose Brand, draw visitors to entrances of the city's major natural attractions like Mirror Lake, Jubilee Park and Stoney Creek Park. Three of the banner designs we have created serve to highlight our natural attractions. We recommend developing some other sport specific banner designs in keeping with the more general ones you see here, when the trail system wayfinding signage is developed.

Mirror Lake

Add the banners shown above to the 9 existing poles to highlight the entrance area to the beautiful Mirror Lake and trails. Each banner should occupy both sides on 3 of the 9 poles.

Jubilee Park

To highlight Jubilee Park on the west side, create a row of 5 double banner poles in the centre of the row of parking stalls for the park. Each outside pole should have two Parks banners. The centre pole should have two Brand Banners, and finally, the second and fourth poles should each have two Nature Banners.

Stoney Creek Park

Stoney Creek Park entrance should have five banner poles to mark this major natural attraction of Camrose. These banners should include the Brand and Parks Banners, along with 3 sport specific banners that can be designed when the trail system signage is developed. The new sport specific banners should follow the design and style of the Brand and Park Banners.

Stoney Creek Centre Park

To tie into the use of banners to brand other city park entrances, we recommend that this new park have a banner pole focal point incorporated into the park design. They could be used to highlight the facility itself and make use of banner designs that are developed for the 50th Street entrance to Stoney Creek Park.

Downtown Banners

See the Map on page 52 for Downtown Banner locations

Downtown banners or pole decorations should be designed, in keeping with this overall City of Camrose Wayfinding Master Plan, to relate to the downtown wayfinding sign designs through use of style and colour. In the same way, the design should connect to the overall city wayfinding sign designs. This is important for visitors to recognize and create connectivity through the city. They should mark the main thoroughfares through Camrose that border on Downtown (as marked on the banner map) . These include 48th Avenue, along the south end of Downtown, as well as 53 Street along the west side of Downtown.

Existing Signage Removal Recommendations

Following is a list of existing signs recommended for removal, that will be made redundant by or combined into the new wayfinding signage system. The list also includes existing City wayfinding signs that do not follow the new system design.

- Police and Hospital signs on 48th ave and Highway 23A/Camrose Drive
- Existing signs that CA sign types in the plan are replacing at the time of new signage installation.
- Green CRE signage on 48th ave and Highway 13A/Camrose Drive. With the addition of distances on A type signs, there is no need to keep these signs that do not follow the new wayfinding design.
- Augustana College blue signs
- Golf course signs
- Mirror Lake Centre - blue sign that doesn't follow the wayfinding system design. If it is determined that this is an important wayfinding sign, the sign should be replaced with one that follows the design requirements in this plan.
- Blue question mark sign for the Information Centre, that is being replaced with a new sign.

Creating a Wayfinding Implementation Plan

Phase 1: Selecting a Sign Fabricator and Developing Prototypes

Competitive Bidding Process

Develop a formal "Request for Quotation" for the tendering process, to select a signage company.

Along with the request for quotation, include the following detailed information from this master plan:

- Sign designs and maps
- Technical drawings of sign types and sign face details
- Design standards

This will provide adequate information for fabricators to submit a formal estimate, as well as develop shop drawings for sign fabrication, construction and installation. This information will also be adequate for the sign fabricator to assume responsibility for quality control.

Bidders should be required to:

- Submit shop drawings and the additional details required for sign fabrication and installation.
- Develop of a sign prototype for each sign type to allow review of materials, durability and quality before approval by the required City departments to proceed with fabrication. The final responsibility for warranty and sign integrity will be on the fabricator.
- Provide unit costs for the fabrication and installation of each sign type.
- Provide a complete description of construction materials, including durability and anticipated life span.
- Provide a comparative costing for alternate construction materials.
- Provide an option for installation of signage

You may wish to have a yearly review and renewal of the contract with the chosen fabricator.

Developing Prototypes

Prototype review and sign-off

Follow a systematic sign-off process that allows for input on the signs at different milestones during the prototype development.

- Material and colour samples
- Signage fabrication
- Test signage installation

At any point during the prototype development phase, if the City determines that the prototypes do not meet the intent of the wayfinding master plan, or the fabricators own bid, the City may reissue a new or revised "Request for Quotation" rendering the contract with that bidder null and void.

Phase 2: Developing an Implementation Plan

Once you have bids from potential fabricators, you will have the information you need to create an implementation plan.

- Use the unit costs for individual signs, to determine an installation plan that works with the budget.
- Plan to complete the installation in a logical sequence that does not disrupt wayfinding to destinations.
- Have an appropriate city department provide the chosen sign fabricator with the required distances to destinations indicated on Sign type A, CA2, CA3 and pedestrian signs where required on the map keys.
- Review the list of sign removals to determine how this will fit into the implementation plan.
- Review additional recommendations in the Wayfinding Needs and Gaps section on page 14 of this master plan, to determine when these additional recommendations can be completed.

Phase 3: Operations Overview: Implementation of the Plan

The Systematic Implementation of the Wayfinding System

A City staff person or persons should be assigned to overseeing and manage the wayfinding implementation plan to include:

- Obtaining budget approval according to the implementation plan
- Contracting with a sign fabricator and monitoring the performance of the fabricator.
- Establishing a method to track the implementation to completion
- Understanding any City initiated or planned projects that may influence the timing and implementation of the plan
- Finalizing each project outlined in the implementation plan
- Overseeing the installation of the wayfinding signage
- Monitoring the availability of any grant or partnership opportunities that could help offset the costs relating to the implementation of the wayfinding system.

Maintenance Overview

The contract with the fabricator should clearly define the responsibilities of the fabricator and the City of Camrose in regards to maintenance of the signage.

Signage Fabricator's Responsibilities:

- Contractual obligations for maintenance and repair of the City of Camrose wayfinding signage should be clearly stated and agreed upon in the contract with the fabricator.
- In the case of any repair required due to the failure of the integrity of a sign, or installation, the onus will be on the signage fabricator to correct the problem.

City of Camrose Responsibilities:

- Keep installations clean, safe and functional, including finishes and hardware
- Address any vandalism that may occur
- Monitor signage to ensure the quality of the signage materials as indicated by the fabricator in the contract
- Monitoring for any vandalism or theft of the signage system.

City of Camrose

Wayfinding Master Plan

Appendix 1: Sign Design Details

Wayfinding Signage Visual Identity

City of Camrose Brand

The official City of Camrose brand and tagline configuration for application in the wayfinding system. A vector file should be provided.

City of Camrose Wayfinding Colour Palette

This colour palette should be applied to the City of Camrose wayfinding signage according to the design herein. Note the alternate colour palette below to be used for Downtown Camrose wayfinding signage.

Pantone 293
C-100, M-59, K-9

Pantone 368
C-50, Y-100

Pantone Process
Blue: C-100

Downtown Camrose Brand

The official Downtown Camrose brand element adapted for application in the wayfinding system. A vector file should be provided.

The official Downtown Camrose sign header should be applied according to the design herein. A vector file should be provided.

Downtown Camrose Wayfinding Colour Palette

This colour palette should be applied only to the Downtown Camrose wayfinding signage according to the design herein. Note the alternate colour palette above to be used on all other City of Camrose wayfinding signage.

Pantone 2603
C-69, M-100, K-2

Pantone 368
C-50, Y-100

Pantone Process
Blue: C-100

Provincially recognized symbols

The City of Camrose wayfinding system requires the use of these official provincial symbols for Hospital, Police and RCMP.

Pantone 293
C-100, M-59, K-9

Primary Type Face for City of Camrose Wayfinding

The City of Camrose wayfinding system requires the use of Arial Bold for all signage. See sign face specifications in this plan.

Signage Font: Arial Bold

Downtown

Regional Ex (CRE)

U of A Augustana & Performing Arts Centre

Jubilee Pk

Stoney Creek Pk

Information Centre Question Mark

Question Mark Font: Arial Rounded MT Bold
The question mark should appear white on a blue background. See sign face details for layout and colour specifications.

General Sign Design Details

Sign Materials
1. All materials for directional wayfinding signs shall be new and free from defects.
2. Sign posts, panels, sign post base covers and other directional wayfinding sign components shall be constructed of aluminum in order to minimize the likelihood of rusting. Hardware and other components shall be stainless steel, zinc coated steels or galvanized steel.
3. Thickness, size and type of aluminum shall be specified in the shop drawings to be submitted for approval for each sign, refer to design intent drawings for more information.
4. All seams shall be straight and symmetrical; there shall be no visible welding joints.
5. Post material shall be aluminum tube
6. Hardware materials: anchor bolts shall be zinc plated; fasteners shall be stainless steel.
7. Sign posts material, fabrication, wind load, installation shall be reviewed for their intended and approved for use by a structural engineer licensed in Alberta.

Sign Panels
1. Sign panel materials used. Aluminum.
2. Sign panels are affixed to poles using Cast Aluminum Brackets (High Strength Low Alloy) details to be provided by manufacturer.

Fastenings
1. All screws, nuts, bolts, washers and other fastening devises shall be aluminum, stainless steel, or zinc plated (galvanized) non-corrosive material.
2. All anchorage and fastenings of miscellaneous metal items shall be structurally adequate and finished to match the surface.

Flexible Materials
1. A closed cell neoprene measuring 3.175 mm (0.125") shall be used for gaskets between sign poles and brackets.

Coatings
1. All aluminum, metal and fasteners shall be finished with an appropriate primer and automotive grade colour coat with corrosion inhibitors guaranteed for four (4) years against fading, chipping, cracking, peeling, and discoloration. Colour, refer to design intent drawings for more information.
2. All face coatings shall be guaranteed for eight (8) years against fading, discoloration and mildew.
3. All holes, penetrations, and cut edges of pre-finished metals must be free of burrs, primed and painted to maintain a corrosion-proof finish.

Paint Finishes
1. Matthew's Exterior Powder-coat colour matches shall be submitted for approval. All painted surfaces shall be protected with a graffiti-resistant polyurethane clear coat finish with a satin sheen.

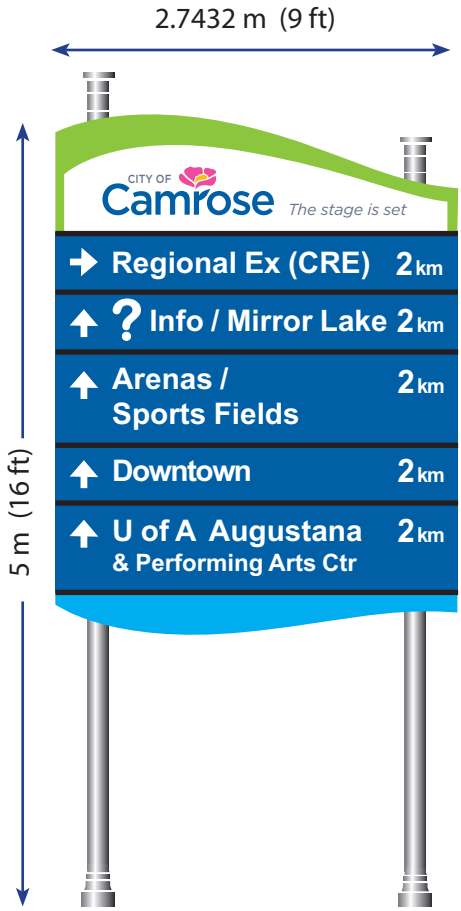
Vinyl Finishes
1. Avery 900 Supercast Opaque Graphic Film and HV 1200 High Visibility Reflective or approved equal.

Sign Posts
1. Post drawings/descriptions are to be submitted for approval.
2. Posts should be sized (4"-6" diameter) based on material, fabrication, and wind load, and shall be reviewed along with concrete footing details for their intended use and approved for use by a structural engineer licensed in Alberta.
3. Design intent for posts is modern.
4. All sign posts are to be finished to feel brushed aluminum.
5. Post brackets; cast aluminum
6. Post caps and base covers; aluminum.

Miscellaneous Materials
1. Any metal hardware used for the construction of signs, posts, or associated components not previously covered shall be of stainless steel, aluminum, or steel with galvanized coating.

Alternate Construction Materials / Substitutions
1. Prospective bidders may submit quotes for manufacture and installation of signs based on alternate construction materials. Bidders who submit using alternate construction materials shall be required to provide an complete and detailed comparison noting all cost differences and including any different levels of durability or anticipated lifespan. This will allow the City to review separate quotes and to select the preferred end product based on fair comparison. A detailed warranty for all signage repair required due to a failure related to the integrity of the actual sign or the installation of the signs shall be submitted by bidders.

City of Camrose Family of Signs

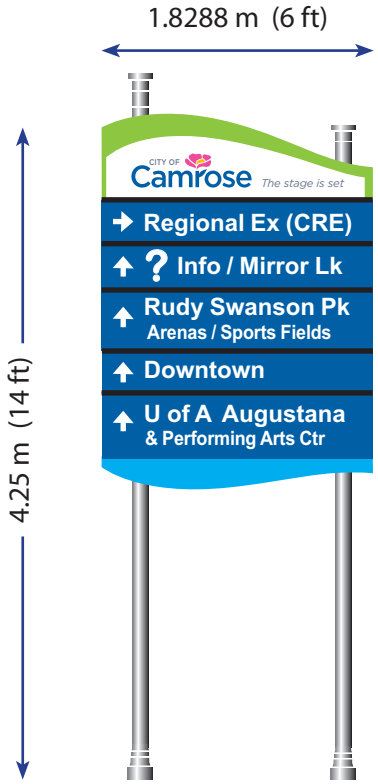


A Directional Major

Highway
One Panel between two posts

Content: Header is full Camrose logo with slogan on white sign face with green top and side border. Individual destinations with distances and directional arrows on blue. See face layout on page 34.

Notes: Overall sign dimension is 2.7432 m wide x 5 m high (to top sign face edge). Sign face aluminum blind fastened to round aluminum posts with poured concrete footings. Decorative top and bottom. (Because they are highway and a large format they may have to be done on girders like existing highway. Manufacturer can advise.)



B Directional Minor

City
One Panel between two posts

Content: Header is full Camrose logo with slogan on white sign face with green top and side border. Individual destinations and directional arrows on blue. See face layout on page 35.

Notes: Overall sign dimension is 1.8288 m wide x 4.25 m high (to top sign face edge). Sign face aluminum blind fastened to round aluminum posts with poured concrete footings. Decorative top and bottom.

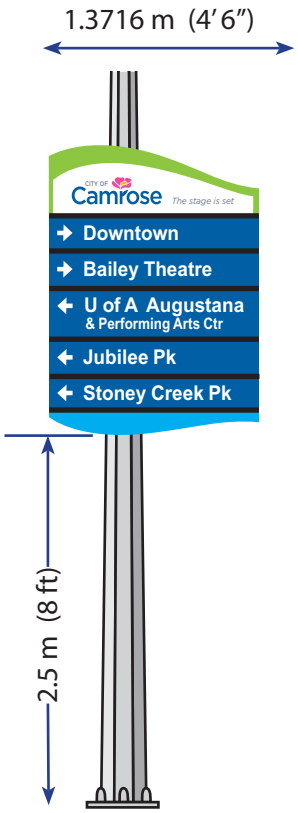
* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

C Directional Minor 2

City
One Panel on one post.

Content: Header is full Camrose logo with slogan on white sign face with green top and side border. Individual destinations and directional arrows on blue. See face layout on page 36.

Notes: Overall sign dimension is 1.3716 m wide (height will vary depending on number of destinations). Sign face aluminum blind fastened to round aluminum posts with poured concrete footings. Decorative top and bottom.



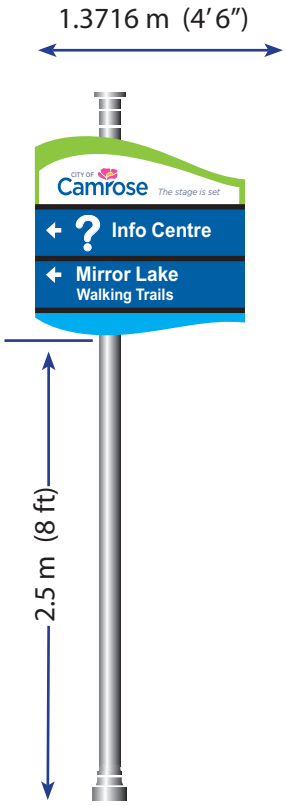
CA Directional Minor 2 Alternate

City
One Panel on one post.

Content: Header is full Camrose logo with slogan on white sign face with green top and side border. Individual destinations and directional arrows on blue. See face layout on page 36.

Notes: Overall sign dimension is 1.3716 m wide (height will vary depending on number of destinations). Sign face aluminum blind fastened to street lamp

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

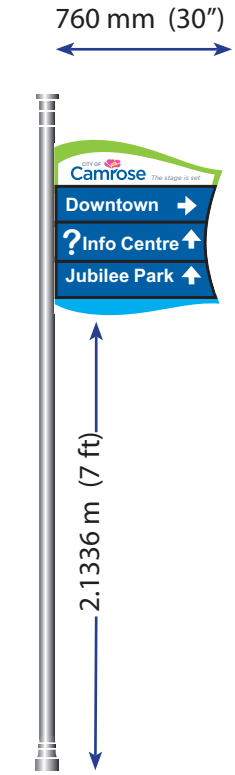


D Directional Destination

City
One Panel on one post.

Content: Header is full Camrose logo with slogan on white sign face with green top and side border. Individual destinations and directional arrows on blue. See face layout on page 37.

Notes: Overall sign dimension is 1.3716 m wide (height will vary depending on number of destinations) Sign face aluminum blind fastened to round aluminum post with poured concrete footings. Decorative top and bottom.



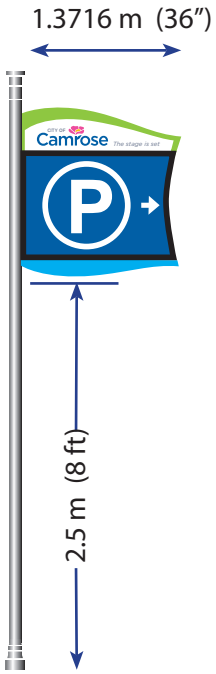
D Directional Pedestrian

City
One Panel on one post.

Content: Header is full Camrose logo with slogan on white sign face with green top and side border. Individual destinations and directional arrows on blue. See face layout on page 38.

Notes: Overall sign face dimension is 760 mm (approx. 30″) (Height will vary depending on number of destinations) Sign face aluminum blind (or comparable system that allows for two-sided viewing and interchangeability) fastened to round aluminum post with poured concrete footings. Decorative top and bottom.

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*



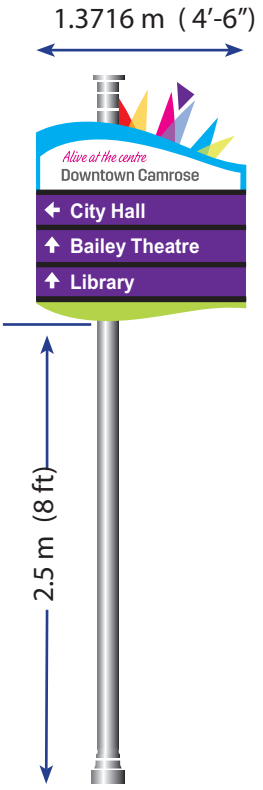
Parking

City
One Panel on one post.

Content: Header is full Camrose logo with slogan on white sign face with green top and side border. Directional arrows on blue. See face layout on page 39.

Notes: Overall sign face dimension is 914 mm (approx. 36") Sign face aluminum blind fastened to round aluminum post with poured concrete footings. Decorative top and bottom.

Downtown Camrose Signs



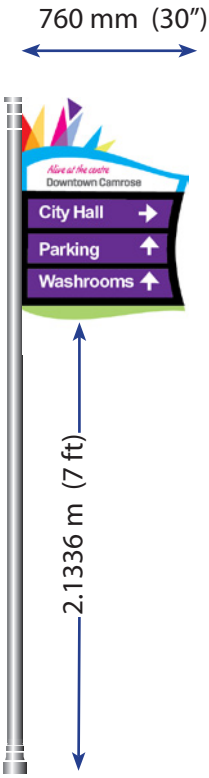
D-DC Directional Destination

Downtown
One Panel on one post.

Content: Header is full Camrose logo with slogan on white sign face with light blue top and side border. Individual destinations and directional arrows on purple. See face layout on page 40.

Notes: Overall sign dimension is 1.3716 m wide (height will vary depending on number of destinations) Sign face aluminum blind fastened to round aluminum post with poured concrete footings. Decorative top and bottom.

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

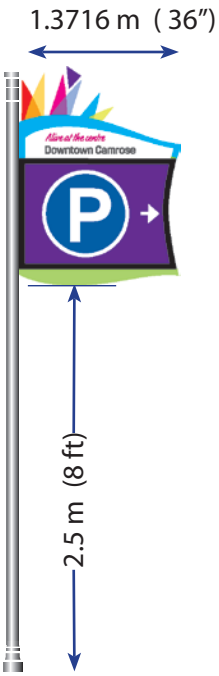


Ped Directional Pedestrian

Downtown
One Panel on one post.

Content: Header is full Camrose logo with slogan on white sign face with light blue top and side border. Individual destinations and directional arrows on purple. See face layout on page 41.

Notes: Overall sign face dimension is 760 mm (approx. 30") m wide (height will vary depending on number of destinations) Sign face aluminum blind (or comparable system that allows for two-sided viewing and interchangeability) fastened to round aluminum post with poured concrete footings. Decorative top and bottom.



Parking

Downtown
One Panel on one post.

Content: Header is full Camrose logo with slogan on white sign face with light blue top and side border. Directional arrow on purple. Parking symbol in blue. See face layout on page 42.

Notes: Overall sign face dimension is 914 mm (approx. 36") Sign face aluminum blind fastened to round aluminum post with poured concrete footings. Decorative top and bottom.

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

Destination Sign Specifications

(for sign with electronic message board)

Green

C-50, Y-100
Pantone 368

Dark Blue

C-100, M-59, K-9
Pantone 293

Light Blue

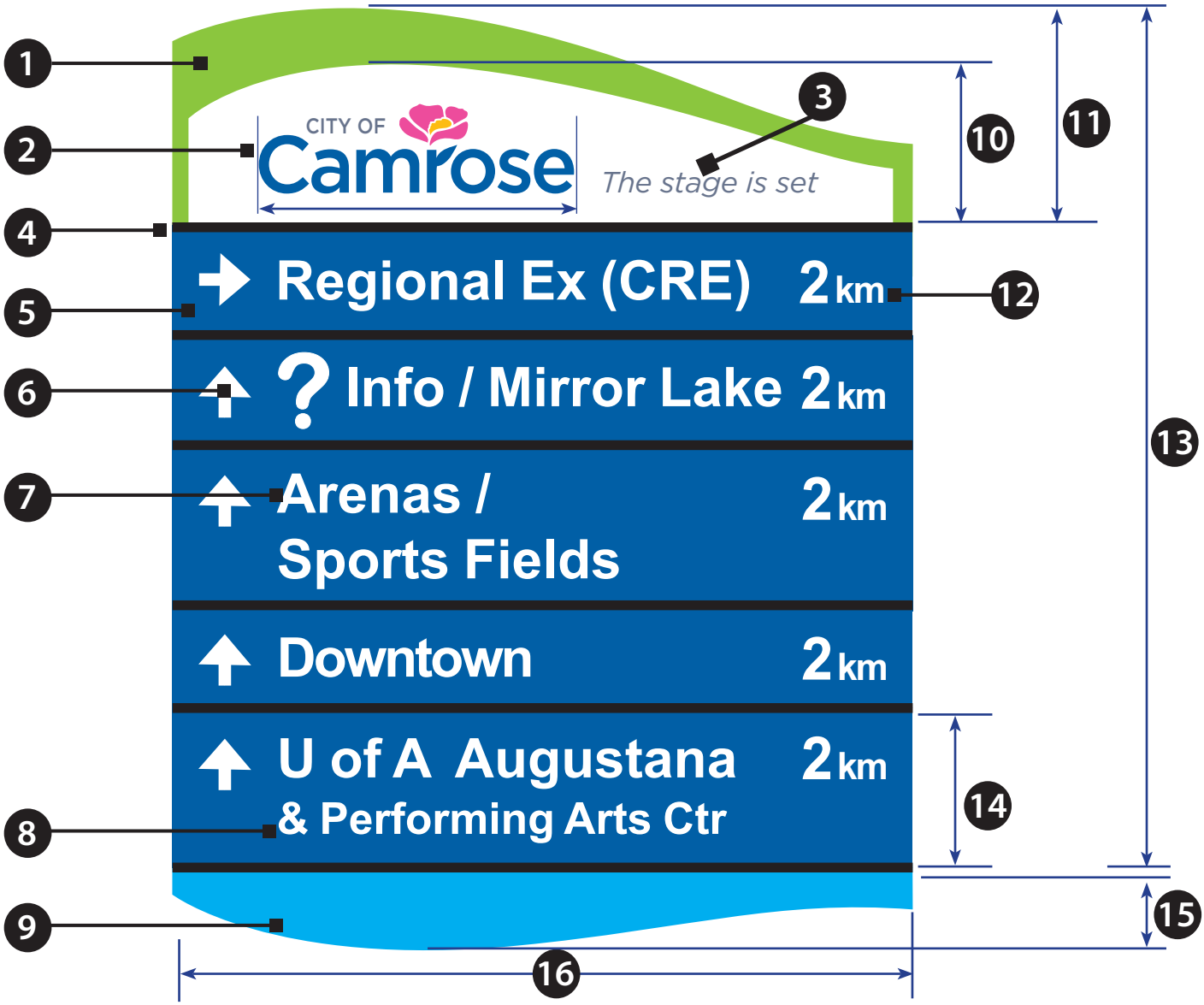
C-100,
Pantone process blue

R Font: Gotham Bold with drop shadow or three-dimensional letter if budget allows.
C-100, M-30, Y-100, K-30 Pantone 343

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

Sign Face Details

A Directional Major



Green

C-50, Y-100
Pantone 368

Dark Blue

C-100, M-59, K-9
Pantone 293

Light Blue

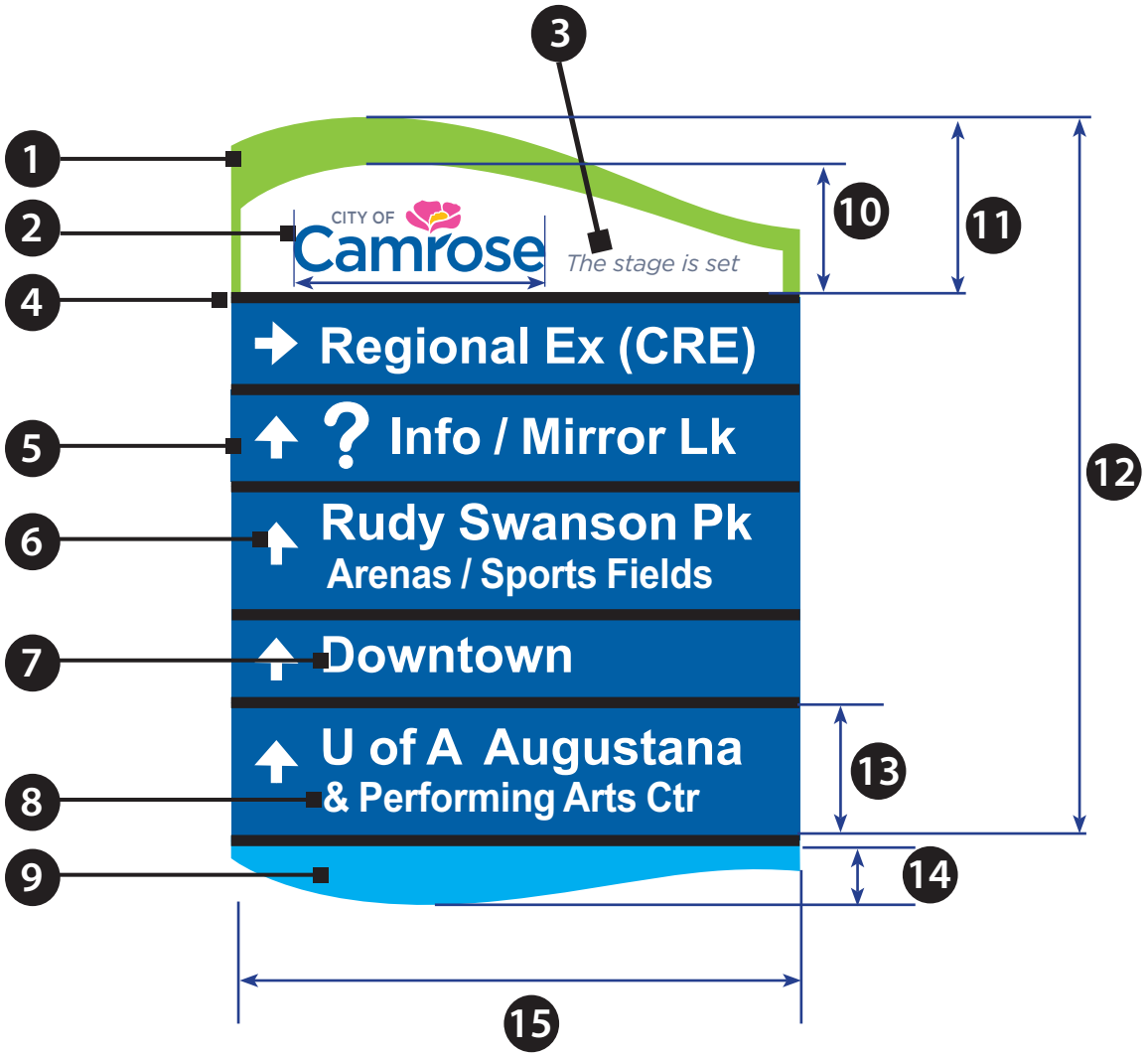
C-100,
Pantone process blue

Scale: .5 in =1 ft

1. Paint finish - Green
2. City logo - 1.143 m
3. Type - Supplied with logo
4. Separation - 25 mm, paint finish Black
5. Small panels - 350 mm, paint finish Dark Blue
6. White arrows - 250 mm wide 250 mm height
7. Type - Arial Bold, 150 mm cap height
8. Secondary lines, smaller type Arial Bold, 120 mm cap height
9. Paint finish - Light Blue
10. White area - height 560 mm
11. Top header - height 770 mm
12. km - Arial Bold 95 mm cap height
13. Height - 3.2 m (approx. 10.5 ft)
14. Large panel height - 560 mm
15. Panel Height - 300 mm
16. Sign width - 2.7432 m (approx. 9 ft)

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

B Directional Minor



Green

C-50, Y-100
Pantone 368

Dark Blue

C-100, M-59, K-9
Pantone 293

Light Blue

C-100,
Pantone process blue

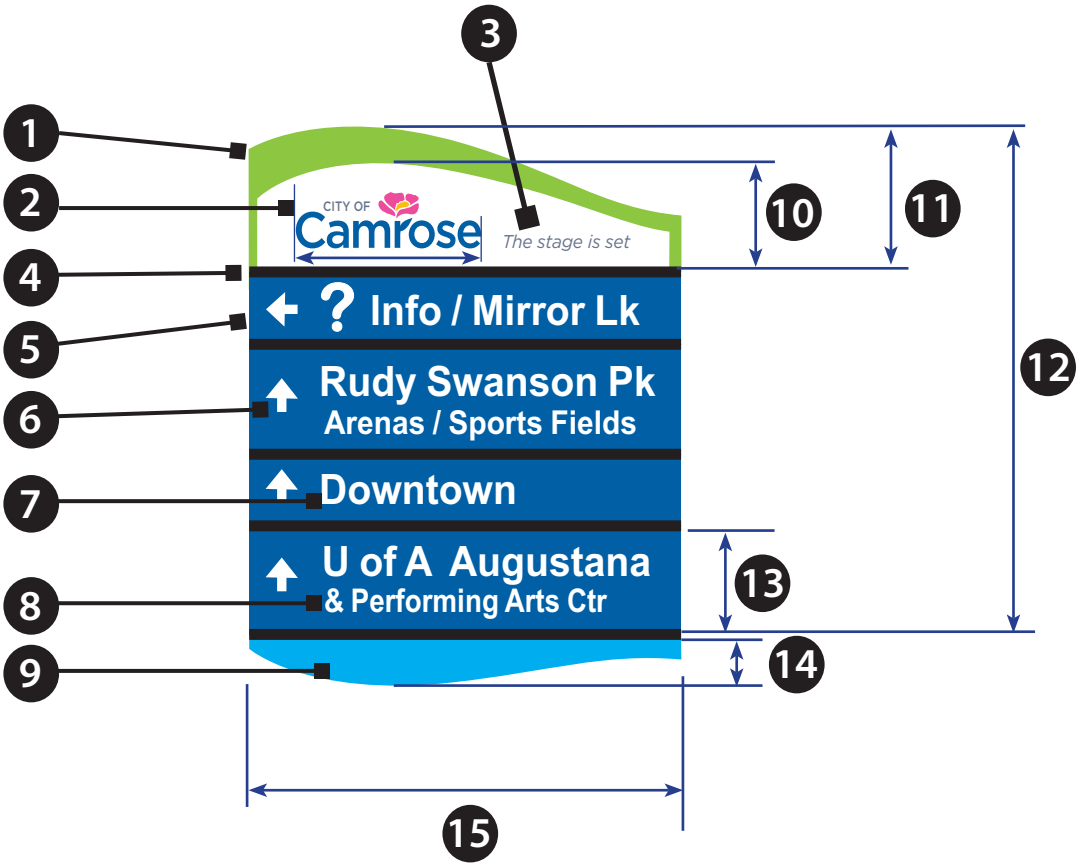
Scale: .5 in = 1 ft

1. Paint finish - Green
2. City logo - 838 mm
3. Type - Supplied with logo
4. Separation - 25 mm, paint finish Black
5. Small panels - 259 mm, paint finish Dark Blue
6. White arrows - 140 mm wide 140 mm height
7. Type - Arial Bold, 125 mm cap height
8. Secondary lines, smaller type Arial Bold Regular, 85 mm cap height
9. Paint finish - Light Blue
10. White area - height 405.4 mm
11. Top header - height 558.8 mm
12. Height -2.286 m (approx. 7.5 ft)
13 Large panel height - 406.4 mm
14. Panel Height - 190.5 mm
15. Sign width - 1.8288 m (approx. 6 ft)

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

C Directional Minor 2

CA Directional Minor 2 Alternate



Green

C-50, Y-100
Pantone 368

Dark Blue

C-100, M-59, K-9
Pantone 293

Light Blue

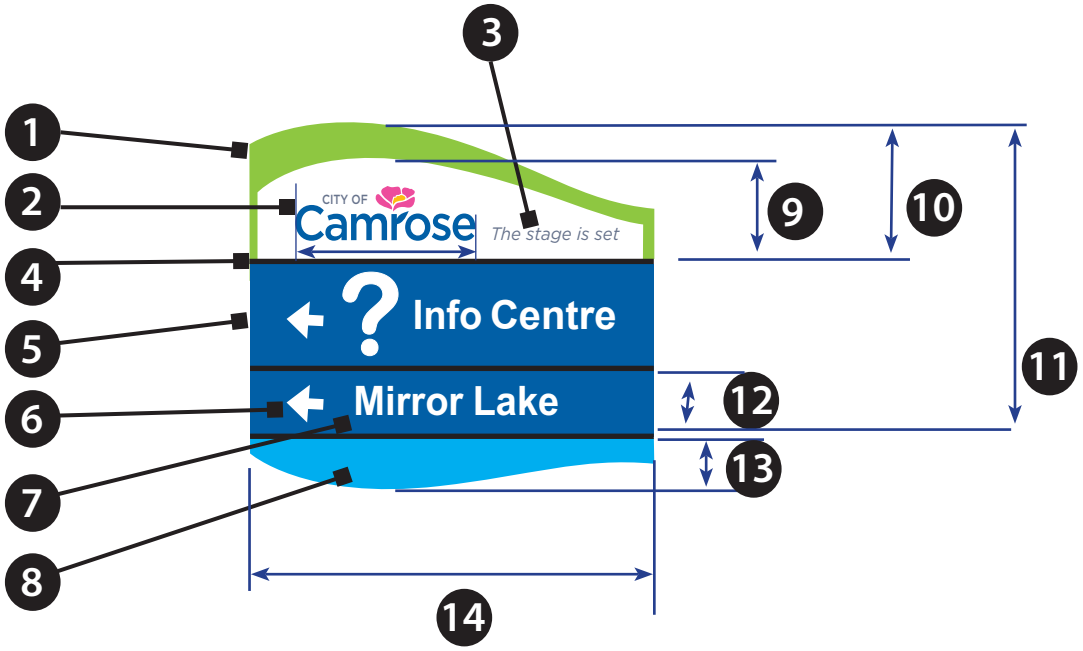
C-100,
Pantone process blue

Scale: .5 in =1 ft

1. Paint finish - Green
2. City logo - 600 mm
3. Type - Supplied with logo
4. Separation - 25 mm, paint finish Black
5. Small panels - 200 mm, paint finish Dark Blue
6. White arrows - 115 mm wide 115 mm height
7. Type - Arial Bold, 100 mm cap height
8. Secondary lines, smaller type Arial Bold, 75 mm cap height
9. Paint finish - Light Blue
10. White area - height 330.2 mm
11. Top header - height 457.2 mm
12. Height -1.6764 m (approx. 5.6 ft)
13 Large panel height - 300 mm
14. Panel Height - 150 mm
15. Sign width - 1.3716 m (approx. 4’ 6”)

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

D Directional Destination



Green

C-50, Y-100
Pantone 368

Dark Blue

C-100, M-59, K-9
Pantone 293

Light Blue

C-100,
Pantone process blue

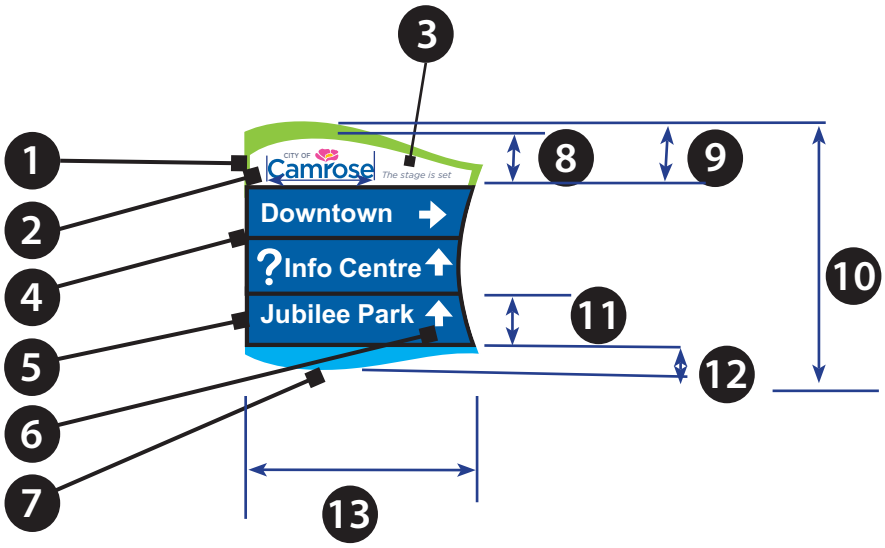
Scale: .5 in =1 ft

1. Paint finish - Green
2. City logo - 600 mm
3. Type - Supplied with logo
4. Separation - 25 mm, paint finish Black
5. Large panels - 300 mm, paint finish Dark Blue
6. White arrows - 115 mm wide 115 mm height
7. Type - Arial Bold, 100 mm cap height
8. Paint finish - Light Blue
9. White area - height 330.2 mm
10. Top header - height 457.2 mm
11. Height -will vary
12. Small panel height - 200 mm
13. Panel Height - 150 mm
14. Sign width - 1.3716 m (approx. 4' 6")

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

Ped Directional Pedestrian

(to be double sided)



Green

C-50, Y-100
Pantone 368

Dark Blue

C-100, M-59, K-9
Pantone 293

Light Blue

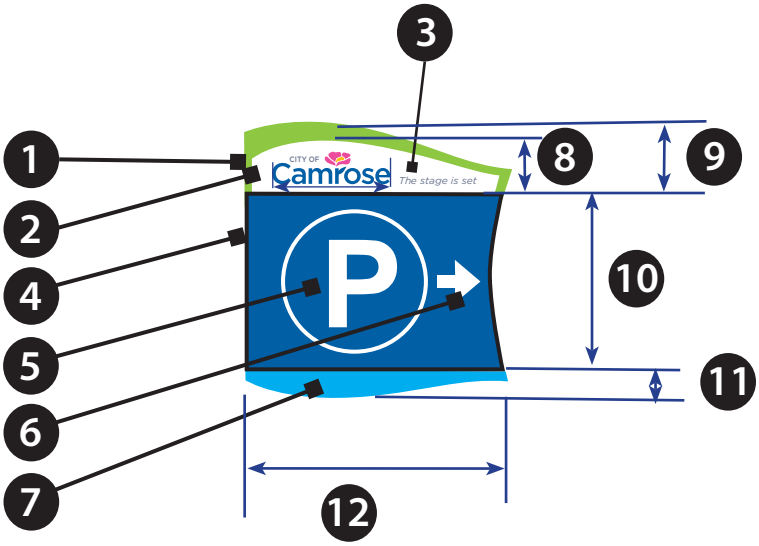
C-100,
Pantone process blue

Scale: .5 in =1 ft

1. Paint finish - Green
2. City logo - 330 mm
3. Type - Supplied with logo
4. Separation - to be determined, paint finish Black
5. Type - Arial Bold, 65 mm cap height
6. White arrows - 85 mm wide 85 mm height
7. Paint finish - Light Blue
8. White area - height 150 mm
9. Top header - height 200 mm
10. Height -will vary
11. Blue panel height - 200 mm
12. Panel Height - 135 mm
13. Sign width - 760 mm (approx. 30")

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

Parking
(to be double sided)



Green

C-50, Y-100
Pantone 368

Dark Blue

C-100, M-59, K-9
Pantone 293

Light Blue

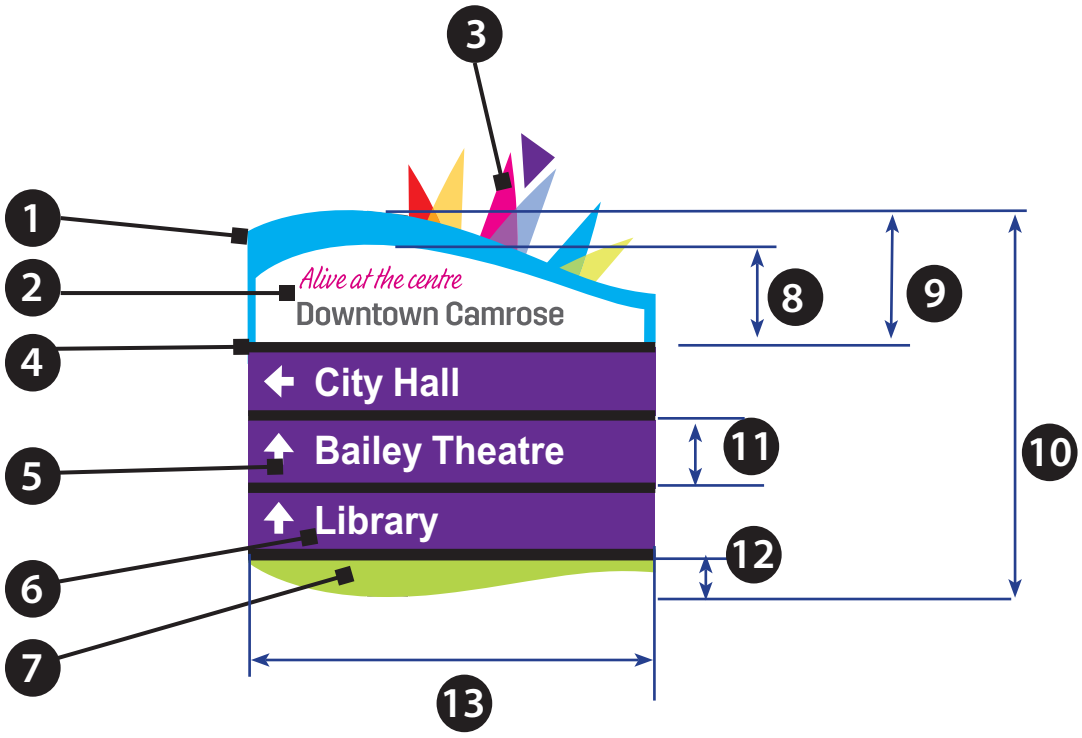
C-100,
Pantone process blue

Scale: .5 in =1 ft

1. Paint finish - Green
2. City logo - 381 mm
3. Type - Supplied with logo
4. Panel height 559 mm
5. Type - Arial Bold, 279 mm cap height
6. White arrow - 139 mm wide 139 mm height
7. Paint finish - Light Blue
8. White area - height 165 mm
9. Top header - height 229 mm
10. Dark blue panel height 609.6 mm
11. Panel Height - 89 mm
12. Sign width - 914 mm (approx. 36")

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

D-DC Downtown Directional Destination



Light Blue

C-100,
Pantone process blue

Purple

C-62, M-100
Pantone 2603

Green

C-50, Y-100
Pantone 368

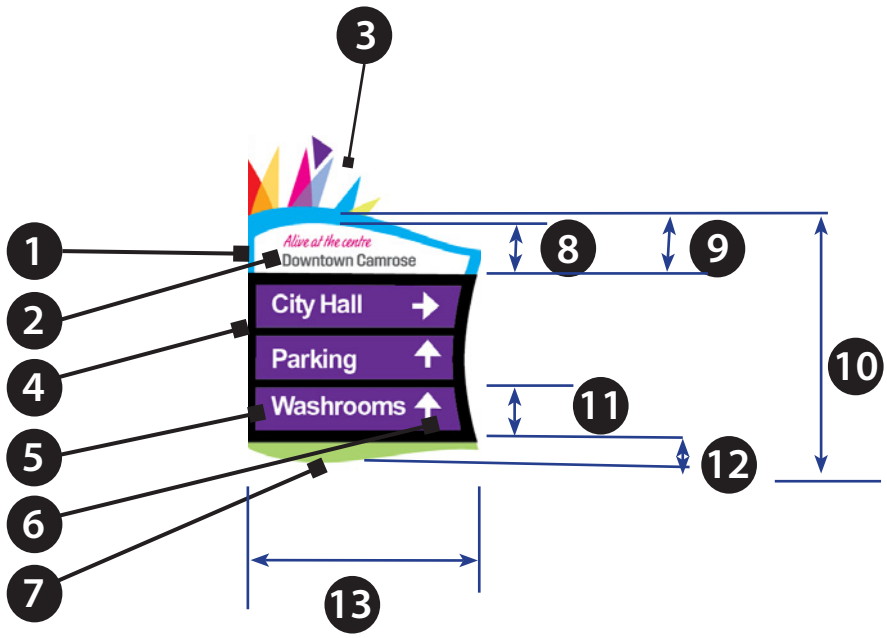
Scale: .5 in =1 ft

1. Paint finish - light blue
2. Downtown logo 838.2 mm
3. Color burst brand element
4. Separation - 25 mm, paint finish Black
5. White arrows - 115 mm wide 115 mm height
6. Type - Arial Bold, 100 mm cap height
7. Paint finish - green
8. White area - height 330.2 mm
9. Top header - height 457.2 mm
10. Height -will vary
11. Purple panel height - 200 mm
12. Panel Height - 150 mm
13. Sign width - 1.3716 m (approx. 4' 6")

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

Ped Downtown Directional Pedestrian

(to be double sided)



Light Blue

C-100,
Pantone process blue

Purple

C-62, M-100
Pantone 2603

Green

C-50, Y-100
Pantone 368

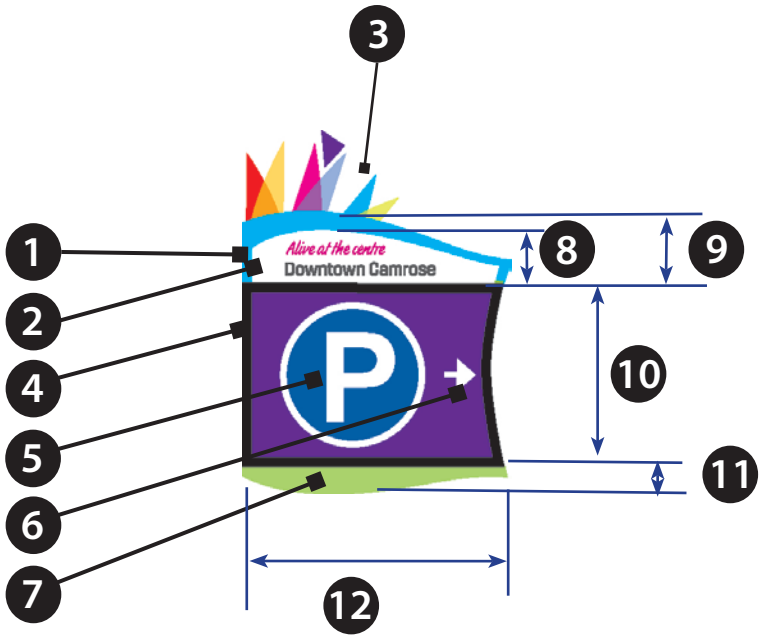
Scale: .5 in =1 ft

1. Paint finish - light blue
2. Downtown logo 426.72 mm
3. Color burst brand element
4. Separation - to be determined, paint finish Black
5. Type - Arial Bold, 65 mm cap height
6. White arrows - 85 mm wide 85 mm height
7. Paint finish - green
8. White area - height 150 mm
9. Top header - height 200 mm
10. Height -will vary
11. Purple panel height - 200 mm
12. Panel Height - 135 mm
13. Sign width - 760 mm (approx. 30")

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

Downtown Parking

(to be double sided)



Light Blue

C-100,
Pantone process blue

Purple

C-62, M-100
Pantone 2603

Green

C-50, Y-100
Pantone 368

Scale: .5 in =1 ft

1. Paint finish - Light blue
2. Downtown logo 530 mm
3. Colour burst supplied with logo
4. Panel height 559 mm
5. Type - Arial Bold, 279 mm cap height
6. White arrow - 139 mm wide 139 mm height
7. Paint finish - Green
8. White area - height 165 mm
9. Top header - height 229 mm
10. Purple panel height 609.6 mm
11. Panel Height - 89 mm
12. Sign width - 914 mm (approx. 36")

* *Note sizes are approximate and will be determined by final art to scale from sign manufacturer.*

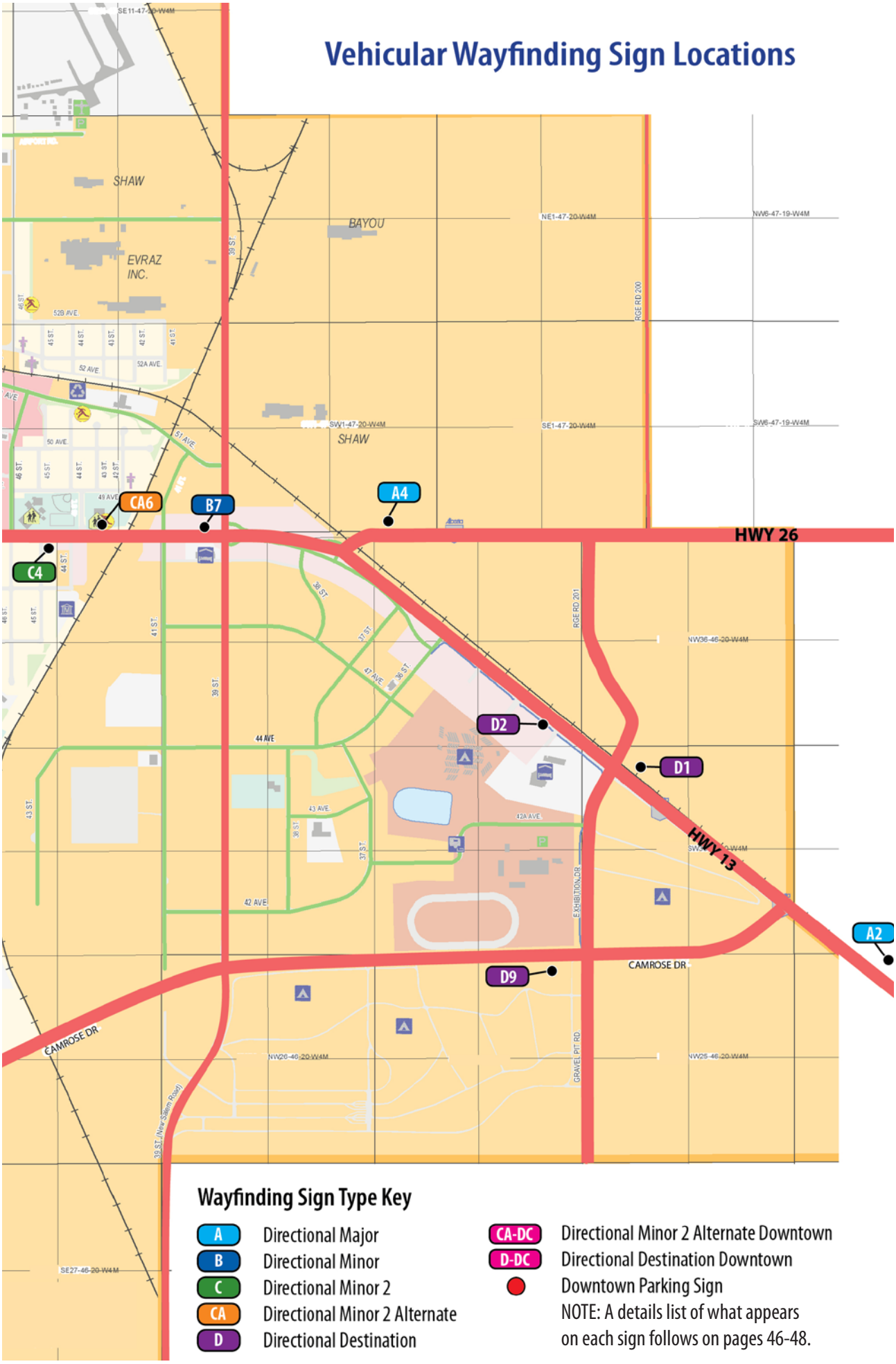
City of Camrose

Wayfinding Master Plan

Appendix 2: Maps and Keys

HWY 833
HWY 13
HWY 13A
CAMROSE DR
48 AVE
68 ST
A1
B1
CA1
CA2
B8
A3
B5
C2
D4-DC
D3-DC
CA3-DC
CA2-DC
D2-DC
D1-DC
CA1-DC
B2
CA3
CA9
B3
CA5
D6
CA4
B4
D3
CA10
D4
C3
D5
B6
CA8
CA7
D7
D8
C5
C6
C7
C8
COMP RD
MONTJOY AVE
MONTCALM AVE
MARLER DR
ERICKSON DR
ELLIOTT DR
PARKVIEW DR
VALLEYVIEW DR
GRAND PARK CRES
RGE RD 204

Vehicular Wayfinding Sign Locations



Wayfinding Sign Type Key

- A — Directional Major
- B — Directional Minor
- C — Directional Minor 2
- CA — Directional Minor 2 Alternate
- D — Directional Destination
- CA-DC — Directional Minor 2 Alternate Downtown
- D-DC — Directional Destination Downtown
- Downtown Parking Sign

NOTE: A details list of what appears on each sign follows on pages 46-48.

City of Camrose Vehicular Map Key

See location map on page 45

A Directional Major

A1 - West Entrance - Hwy 13

Locate past the existing event sign, before retail signage begins

- ↑ Regional Ex (CRE) _ km
- ↑ ? Info / Mirror Lk _ km
- ↑ Arenas / Sports Fields _ km
- ↑ Downtown _ km
- ↑ U of A Augustana & Performing Arts Ctr _ km

A2 - East Entrance - Hwy 13

Locate prior to the existing red regulation sign

- ← Regional Ex (CRE) _ km
- ↑ Downtown _ km
- ↑ U of A Augustana & Performing Arts Ctr _ km
- ↑ Arenas / Sports Fields _ km
- ↑ ? Info / Mirror Lk _ km

A3 - North Entrance - Hwy 833

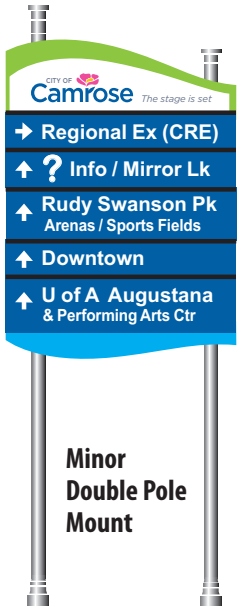
Locate near the entrance sign where possible

- ↑ Downtown _ km
- ↑ Arenas / Sports Fields _ km
- ↑ ? Info / Mirror Lk _ km
- ↑ U of A Augustana & Performing Arts Ctr _ km
- ↑ Regional Ex (CRE) _ km

A4 - East Entrance - Hwy 26

Locate where possible depending on proposed change in the highway entrance

- → Downtown _ km
- → Arenas / Sports Fields _ km
- → ? Info / Mirror Lk _ km
- → U of A Augustana & Performing Arts Ctr _ km
- ← Regional Ex (CRE) _ km



B Directional Minor

B1

- ↑ Follow signs Exit 53 Street
- ↑ POLICE Follow signs ahead

B2

- ← ← POLICE
- ← ? Info / Mirror Lk
- ← Rudy Swanson Pk Arenas / Sports Fields
- ← Downtown
- ← U of A Augustana & Performing Arts Ctr

B3

- ←
- ← Rudy Swanson Pk Arenas / Sports Fields
- ← Centennial Museum
- ← Stoney Creek Ctr
- → ? Info / Mirror Lk

B4

- ← Downtown
- ↑ Regional Ex (CRE)
- → U of A Augustana & Performing Arts Ctr
- → Jubilee Pk
- → Stoney Creek Pk

B5

- ↑ Follow signs ahead
- ↑ POLICE Follow signs ahead

B6

- ↑ Aquatic Ctr
- → Community Ctr
- → Soccer Fields
- ← Beach Volleyball
- ← Baseball/Football

B7

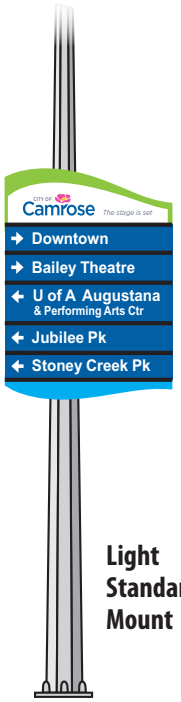
- ↑ Follow signs Exit 53 Street
- ↑ POLICE Follow signs ahead

B8

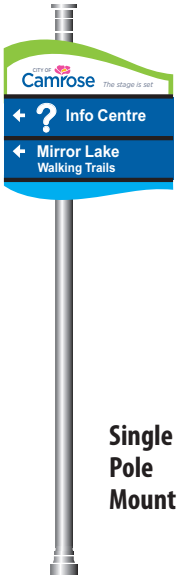
- ← Wetaskiwin
- → ? Info / Mirror Lk
- → Downtown
- → U of A Augustana & Performing Arts Ctr
- → Stoney Creek Pk

City of Camrose Vehicular Signage Map Key continued

Single Pole Mount



Light Standard Mount



Single Pole Mount

C Directional Minor 2

C2
- ← Downtown
- ← City Hall
- ← Bailey Theatre

C3
- ← U of A Augustana
- ← Lougheed Performing Arts Ctr
- ↑ Stoney Creek Valley

C4
- → Railway Station Museum
- ↑ Regional Ex (CRE)

C5
- ← Stoney Creek Ctr Day Park

C6
- → Stoney Creek Ctr Day Park
- ↑ Centennial Museum
- ↑ Rudy Swanson Pk Arenas / Sports Fields

C7
- → H
- → Rudy Swanson Pk Arenas / Sports Fields
- → Stoney Creek Ctr Day Park
- → Centennial Museum

C8
- ← H
- ← Rudy Swanson Pk Arenas / Sports Fields
- ← Stoney Creek Ctr Day Park
- ← Centennial Museum

CA Directional Minor 2 Alternate

CA1
- → Regional Ex (CRE) RV Park - Hwy 13A
- → Duggan Park Sports Fields

CA2
- ↑ POLICE POLICE Service Rd Access
- ← Golf Course 1 km

CA3
- → Golf Course 1 km
- ← Duggan Park Sports Fields Exit 68 St.

CA4
- → H
- → Rudy Swanson Park Arenas / Sports Fields
- → Centennial Museum
- → Stoney Creek Ctr Day Park

CA5
- → Downtown
- → Bailey Theatre
- ← U of A Augustana & Performing Arts Ctr
- ← Jubilee Pk
- ← Stoney Creek Pk

CA6
- ← Railway Station Museum

CA7
- → Stoney Creek Park

CA8
- ← Stoney Creek Park

CA9
- ↑ POLICE POLICE City Police / RCMP Service Rd Access

CA10
- ← ? Info / Mirror Lk
- → Downtown

D Directional Destination

D1
- ← Regional Ex (CRE)
- ← RV Park

D2
- → Regional Ex (CRE)
- → RV Park

D3
- → Jubilee Park

D4
- ← Jubilee Park

D5
- ↑ Recreation Ctr
- ← Tennis Courts
- ↑ Spray Park

D6
- ← ? Info
- ← Mirror Lake Walking Trails

D7
- → Duggan Park Sports Fields

D8
- ← Duggan Park Sports Fields

D9
- ← Regional Ex (CRE)
- ← RV Park

Downtown Camrose Vehicular Signage Map Key

See location map on page 45

Light Standard Mount

CA-DC Directional Minor 2 Alternate - Downtown Camrose

CA1-DC

- ↑ U of A Augustana & Performing Arts Ctr
- → ? Info / Mirror Lk
- → Rudy Swanson Pk Arenas / Sports Fields
- ← Regional Ex (CRE) RV Park

CA2-DC

→

CA3-DC

→

Light Standard Mount

D-DC Directional Destination - Downtown Camrose

D1 - DC

- → Rudy Swanson Pk Arenas / Sports Fields
- → ? Info / Mirror Lk
- → U of A Augustana & Performing Arts Ctr
- → Regional Ex (CRE) RV Park

D2 - DC

- ← Founder's Square
- ← Parking
- ↑ Bailey Theatre
- ↑ City Hall

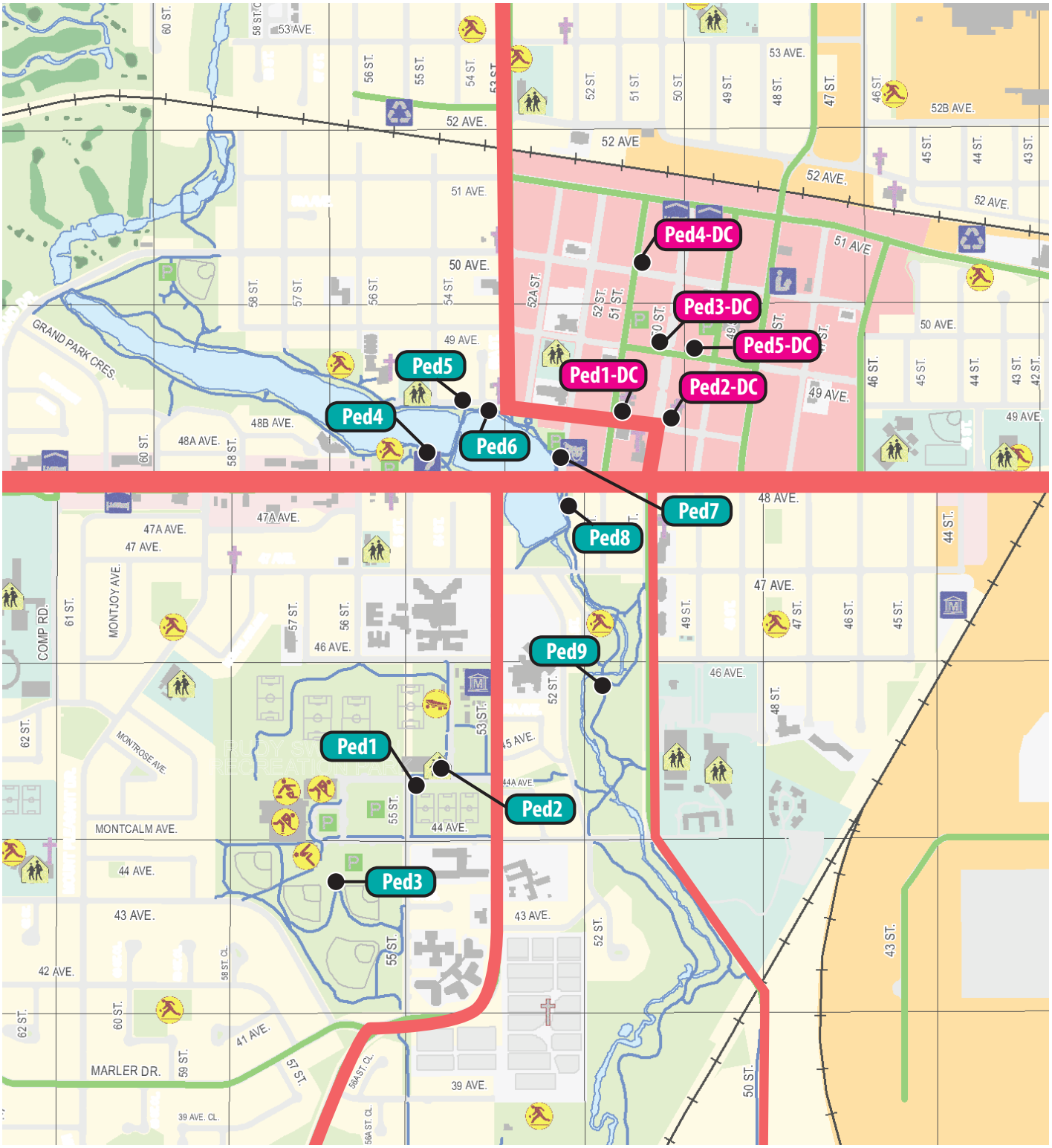
D3 - DC

- ← City Hall
- ↑ Bailey Theatre
- → Library

D4 - DC

- → Founder's Square

City of Camrose Pedestrian Wayfinding Sign Locations

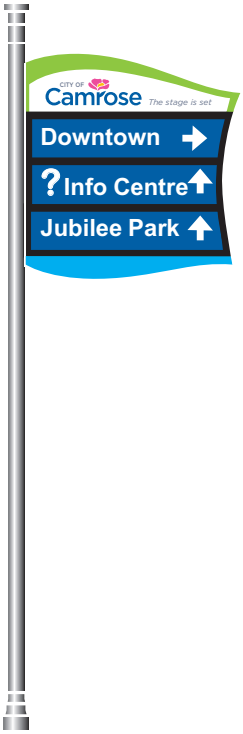


Wayfinding Sign Type Key

- **Ped** — City Directional Pedestrian
- **Ped-DC** — Downtown Directional Pedestrian

NOTE: A detailed list of what appears on each sign follows on pages 50-51.

City of Camrose Pedestrian Map Key



Ped Directional Pedestrian

Ped 1
Side 1: Walking South
↑ Beach Volleyball
↑ Baseball
↑ Football
→ Recreation Ctr
→ Aquatic Centre
Spray Pk
Side 2: Walking North
↔ Soccer Fields
→ Skateboard Park
→ Centennial Museum

Ped 2
Side 1: Walking South
→ Recreation Ctr
→ Aquatic Centre
Spray Pk
→ Beach Volleyball
→ Baseball
→ Football
Side 2: Walking North
← Skateboard Pk
← Indoor Soccer
← Centennial Museum

Ped 3
Side 1: Walking South
← Volleyball
↔ Baseball
↑ Football
Side 2: Walking North
↑ Spray Park
↑ Aquatic Ctr
↑ Recreation Ctr

Ped 4
Walking East
↰ Downtown
↰ Jubilee Pk
← Stoney Creek Pk

Ped 5
Walking North
← Mirror Lake Loop
→ Downtown
→ Jubilee Pk
→ Stoney Creek Pk

Ped 6
Side 1: Walking East
↖ Downtown
↗ Jubilee Pk _km
↗ Stoney Creek Pk _km
Side 2: Walking West
← Mirror Lake
Walking Trails
← ? Info
← Washrooms

Ped 7*
Side 1: Walking North - directions to be finalized once the underpass is complete.
→ Downtown
↖ ? Info _km
↖ Mirror Lake _km
Walking Trails
Side 2: Walking South
↑ Jubilee Pk _km
↑ Stoney Creek Pk _km

Ped 8*
Walking North
↑ Downtown
↑ ? Info
↑ Washrooms
↑ Mirror Lake
Walking Trails

Ped 9*
Side 1: Walking North
↑ Jubilee Pk
↑ Downtown _km
Side 2: Walking South
↑ Stoney Creek Pk _km

** The content of location of these signs may change according to what will work best when road construction and the underpass are complete.*

Ped-DC Downtown Pedestrian Wayfinding Signage Key

Ped 1-DC

Side 1: Walking West

← Chuck MacLean Arts Ctr
→ Founder's Sq
↑ ? Info _km
↑ Mirror Lake _km
Walking Trails

Side 2: Walking East

→ Chuck MacLean Arts Ctr
← Founder's Sq
↑ Boutique Shops

Ped 2-DC

Side 1: Walking North

↑ Boutique Shops
↑ Bailey Theatre
↑ Washrooms
← ? Info _km
Mirror Lake _km
Walking Trails
← Chuck MacLean Arts Ctr
← Founder's Square

Side 2: Walking South

→ Mirror Lake
Walking Trails _km
→ ? Info _km
→ Chuck MacLean Arts Ctr
→ Founder's Sq

Ped 3-DC

Side 1: Walking North

← Founder's Sq
↑ Bailey Theatre
→ Washrooms

Side 2: Walking South

→ Founder's Sq

Ped 4-DC

Side 1: Walking East

← Founder's Square

Side 2: Walking West

→ Founder's Square

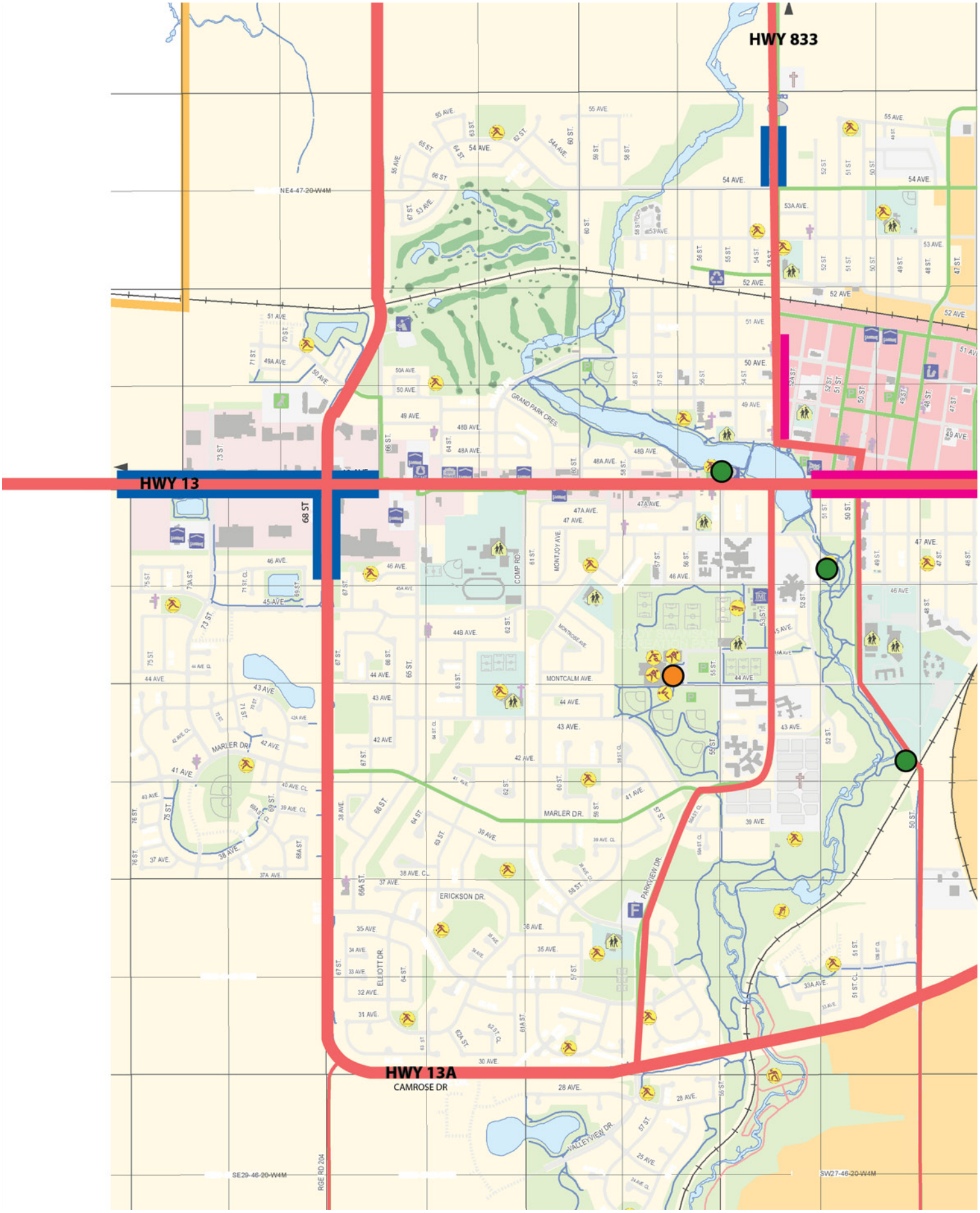
Ped 5-DC

Side 1: Walking West

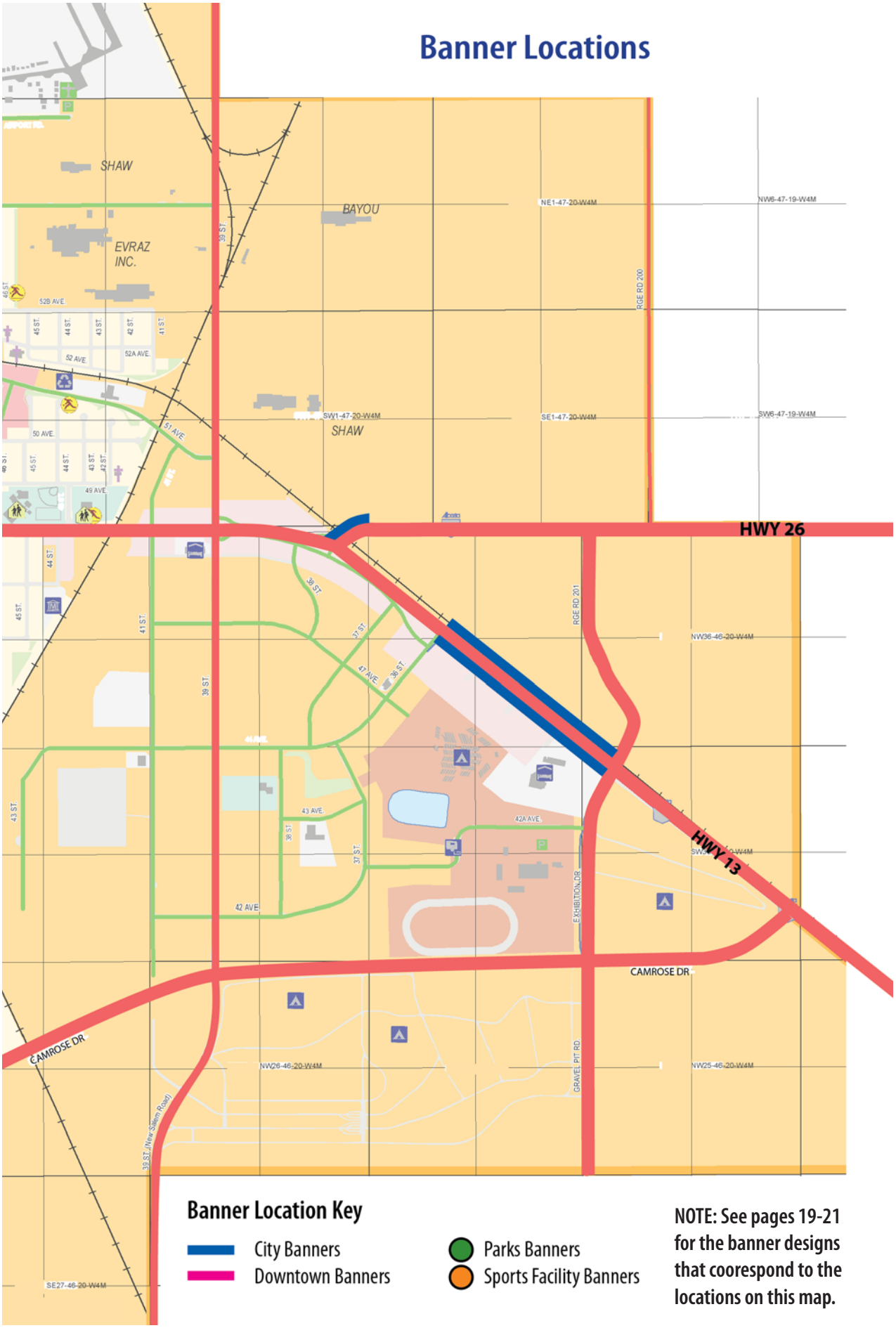
→ Washrooms

Side 1: Walking East

← Washrooms


HWY 833
HWY 13
68 ST
HWY 13A
CAMROSE DR
GRAND PARK CRES.
COMP RD.
MONTJOY AVE.
MONTCALM AVE.
MARLER DR.
ERICKSON DR.
ELLIOTT DR.
PARKVIEW DR.
VALLEYVIEW DR.
RGE RD 204
NE4-47-20-W4M
SE29-46-20-W4M
SW27-46-20-W4M

Banner Locations



Banner Location Key

- City Banners
- Downtown Banners
- Parks Banners
- Sports Facility Banners

NOTE: See pages 19-21 for the banner designs that coorespond to the locations on this map.