May 2017

Municipality of Lambton Shores

Signage Master Plan

Look and Location Report

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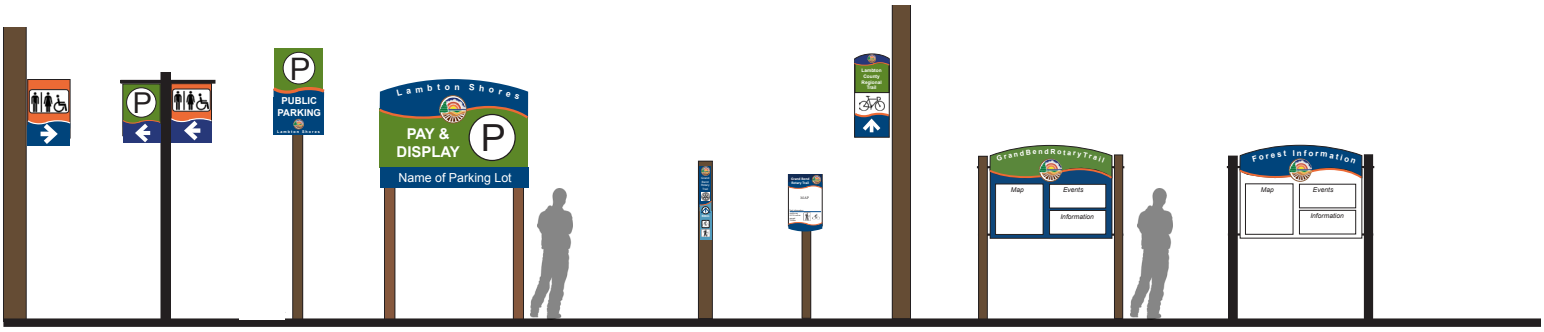

May 2017

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Municipality of Lambton Shores
“Lambton Shores Signage Master Plan”

Municipality of Lambton Shores:

Project Management:
Ashley Farr

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Stempski Kelly Associates Inc.
Design, Landscape Architecture, Planning
Rural, Destination & Amenity Landscapes

Sean Kelly, Stasia Stempski,
Nicola Moffat, Megan Thomas

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1.0 How To Use This Plan

The "How to Use this Plan' section describes who should be using this plan and how they can effectively and properly implement it.

1.1 Potential Use Scenarios

Municipality of Lambton Shores Staff

Operations staff consults the Plan to determine connection between new developments, District Areas, and other Municipal places/destinations. Locations are identified for future wayfinding elements and incorporated into their work.

Project Manager

The plan is consulted for guiding principles and character of wayfinding elements. As projects are considered, the plan indicates the type of wayfinding thinking that might be considered for use. The plan offers a summary of media options, yet essentially address 'physical elements' for consideration to be sited in specific and strategic locations.

Sign Maker, Graphic or Design Consultant

The Signage Master Plan offers guidance for wayfinding features; where to place them, what materials to use, and what they might look like. All destinations from the guidelines content to be approved by the Municipality's project manager.

Department Managers

While a variety of places/spaces and activities within the Municipality may be organized into specific departments (Economic Development, Public Works, Parks & Recreation, etc.), Managers of those departments will benefit from referencing the wayfinding section of the Plan, thereby gaining awareness of the peripheral or tangential topics that might be identified, celebrated or considered at any particular place. Included in this, should be particular events within the communities. These appeal to a wider audience if it reaches across numerous departments.

Community Service Group Leader

The Plan may be consulted as service group programs are developed to match Municipality needs, requirements of service group activities, and resources (parks, commercial areas, destination features, etc.) within the Municipality.

2.0
Introduction

The introduction provides information on wayfinding in general and aligns guiding principles with a vision for Lambton Shores Signage Master Plan.

2.1 Introduction

This Signage Master Plan has been commissioned and developed to guide current and future evaluations, descriptions, and designs in order to help shape an understanding of, and an appreciation for the communities of the Municipality of Lambton Shores.

The Plan will strategize ways that people can orient themselves within and about these community sites through signage revitalization. Suggestions for signage and wayfinding are meant to be durable, flexible, sensitive and reflection the mission of the Municipality of Lambton Shores.

There are many ways to display, demonstrate, preserve, and cultivate Lambton Shores' important sites. Much of this Plan is dedicated to concept designs for signage in the urban sites, it also addresses the off-site. It attempts to encompass wayfinding from all aspects and potentials: physically, intellectually, and perhaps emotionally.

The plan means to simplify and organize efficiently, it also needs to suggest methods to reach different people of varied backgrounds, from all parts of the community, municipality, and county, all ages, and with a mix of needs and expectations.

It must also be valuable into the future. It therefore must be an insightful Plan, anticipating the future, based upon the past, but without any assurances. Thus, it has been devised to be a flexible tool with allowances for amendments

This Signage Master Plan is a reference book. It cannot be emphasized enough that the Plan will only work if it is carried out with a persistent and insightful leadership and an institutional memory. The Plan has been developed and produced but now it must also be read and used. The elements and strategies described here may be put into place and look great at first, but they are meant to continue to look great and to work for decades. The constructions, programs, and technology that embody Lambton Shores's destinations, as we are suggesting they be found, will only be durable and sustainable in as much as they are maintained.

Much rests on keeping an inventory up to date. This is true for businesses and services, but also for elements other than signs: "street" furniture, paths, natural areas, programs, websites, and all elements supporting of 'place'. It is necessary to check from time to time that good plans are implemented and less-than-good plans rethought and readjusted.

It is inevitable that the communities will grow and their limits will evolve. Perceptions will be altered and expectations will evolve with shifts in the cultural context. However, the land and features of the Municipality of Lambton Shores shall always remain desirable and will always be destinations of considerable attraction.

Still, as the Municipality evolves, we need to view it and sustain it intelligently.

Over time, people will necessarily have to make decisions about the best and most sensitive means to treat this place in all of its parts and aspects. The Plan is one instrument, intended to enable us to do the job well.

2.2 Introduction to Wayfinding

What is Wayfinding?

Wayfinding is the process of using information to find one's way in the built and natural environment. Wayfinding design is the process of organizing information to help users find their way. This information is usually spatial and environmental and often is the result of a deliberate plan.

Traditional "signage design" is only one part of wayfinding. To do its job well, a good wayfinding plan accesses all of the environmental issues that affect the user's ability to find their way. A wayfinding design approach can yield a high quality communications solution, because it can identify sources of confusion in the subject environment, which may be operational, organizational, having to do with nomenclature, a result of staff direction-giving, or due to the design of the facility itself. And then it can resolve the issues and evolve an appropriate solution.

Wayfinding in the Municipality of Lambton Shores

Wayfinding/orientation in the Municipality of Lambton Shores addresses a complex site, and is entered through many potential gates. The Municipality and its sites present a substantial wayfinding challenge. Wayfinding in the Municipality is affected by the logic of the structural arrangements and designs, location of thoroughfares, borrowed views, and area adjacencies. The logic of how structures, elements, or spaces are arranged affects the user's ability to understand and remember where he/she is in the environment.

Visual recognition of entrances, definitions of edges, the ability to visually separate one functional zone from another, all play an important role in being able to navigate the site. The naming, describing/interpreting, and general organization of the parts of the Municipality are critical aspects of its orientation and signage guideline. Names of places within the Municipality, must be coordinated on-site (in sit), as well as on paper maps, brochures, website, or other orientation maps, brochures, website, or other orientation tools. Clear, logical hierarchies may exist to help users remember and use the nomenclature. Symbols, identity, and other aspects of design (colour, materials, placement, etc.) may play an important role.

Though the intent of this plan is to limit the number and type of signs in the landscape, a clear, organized set of sign elements can be an efficient, commonly expected, and cost-effective solution to wayfinding design.

Related graphic devices such as brochures, fliers, maps, ads, hand-outs, website, as well as the strategic placement of sculpture, art, exhibits, and even computerized information from kiosks or via Personal Digital Assistants (PDAs), are all potential elements in a successful plan. Printed maps must agree with posted site maps. Driving, walking, and biking, instructions must agree with how the Municipal sites are actually accessed. Type size and contrast must all be legible.

People visiting the Municipality will bring with them unique abilities, limitations, and memories, which should be accommodated by any overall wayfinding strategy. The number of visitors, sight, mobility limitations, emotional state of the user, and the fact that the site may be entirely new to some visitors all must be taken into account when developing a plan.

Special needs populations, cultural and ethnic minorities, and the elderly all must be able to orientate themselves in the Municipality with a minimum of live assistance. Information must adhere to the latest edition of regulatory accessibility guideline for Ontario.

2.3 Wayfinding Goals & Objectives

Goals

The Signage Master Plan of the Municipality of Lambton Shores will:

- Acknowledge that non-structured visitation, tourism and recreational use of the Municipality is consistent with the mission of conservation, education, and recreation;
- Ensure that wayfinding elements and facilities are consistent with the growing enjoyment of the Municipality by citizens of the communities, county, and beyond;
- Acknowledge the cultural and naturalistic influence upon which the Municipality was founded in its recommendations and implementation.

Objectives

To achieve the above goals, Lambton Shores will:

- Use wayfinding features appropriate to the ambience of the Municipality;
- Use multi-media methods of communicating orientation, directional, interpretive, regulatory and in some cases interpretive information;
- Utilize styles and materials for wayfinding elements that are compatible with existing heritage and natural characteristics;
- Allow visitors to experience a sense of removal from ‘places away’, and create opportunities for solace or connection with community members in a rural community setting;
- Offer degrees of interpretation to match users and their interests.

2.4 Vision for Signage & Wayfinding

The intent of this Guideline is to develop beautiful, sustainable, efficient places that will facilitate meaningful, memorable, and pleasant interactions by residents, employees and visitors alike.

Wayfinding is the process of reaching a destination, in both familiar and unfamiliar environments, using bits of organized information. Care has been taken in studying the Municipality and its usage.

Information Categories **

ENTRY identifies major and minor entrances (gateways) to the Municipality.

ORIENTATION identifies direction, adjacencies, routes, and proximities to areas, places, and things.

IDENTIFICATION indicates destination, place or feature name. Eg: Community Gateway

INTERPRETIVE instructs or provides for display of information. Eg: Service Group Signage

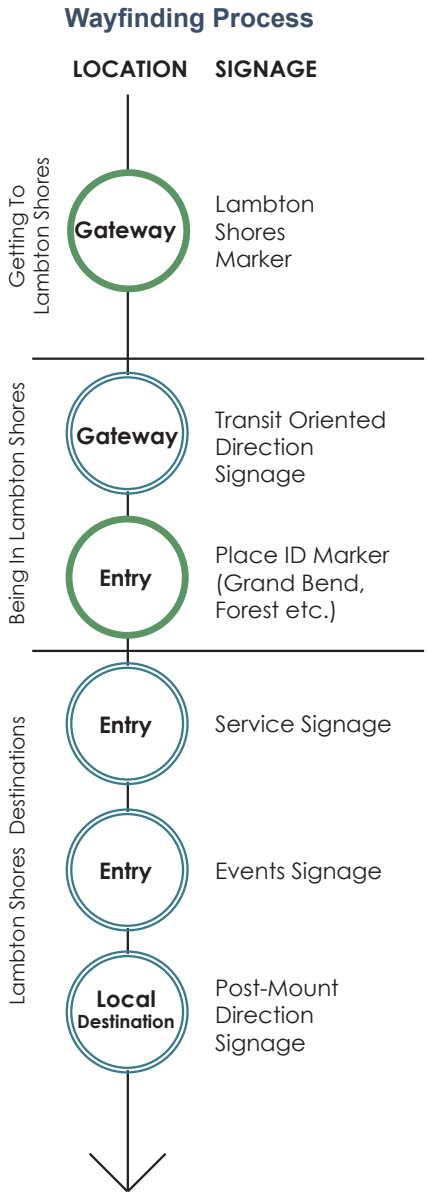
REGULATION indicates rules of etiquette or safety precautions.

TEMPORARY identifies temporary potential hazards, work in progress, special events, unique conditions. May overlap with regulatory messages.

*** The scope of this plan essentially focuses on the 'entry, orientation, and identification' of Lambton Shores communities and destinations*

2.5 Components of Municipality of Lambton Shores Signage System

Care has been taken in studying the Municipality and its usage. Several elements can be used to “unveil” the journey and experience in “getting to, being in, and arriving at a destination” in the Municipality. These are demonstrated in the adjacent schematic diagram and predominantly consist of “gateway, entry, and destination” elements.



2.6 Characteristics Lambton Shores Want to Present to Public

The Municipality is portrayed and communicated throughout interpretation and wayfinding as well as leadership. Some of the characteristics and qualities that relate to built elements as well as identity of most Municipalities we have prepared Wayfinding Plans for typically include the following:

Integrity
Sustainability
Desirable
Intelligence (smart)
Harmony (part of a whole family, yet each part may be unique)
Elegance (but earthy)
Reflective of place
Culture
Tended (cared for)
Natural
In good taste
Conscientious
Polite
Inclusive
Respectful (of natural and human desires and needs)
Healthy
Historic (part of a proud continuum)
Suitable/Presentable
Needs attention but is uncomplaining
Interesting, compelling, full of depth (makes you want to be around and maybe know more/learn something)
Open for Business
Rural

2.7 Guiding Principles

Each element of interpretation and wayfinding in the Municipality will need to fit its unique context. Below are some guiding principles which provide a foundation for this Signage Master Plan, and which are relevant to other constructed elements within the Municipality as well.

Be appropriate

All elements of signs in the Municipality should be in scale to the use and user.

Be of consistent attitude

Everything seen and experienced by the public should reflect a consistent attitude and philosophy of the Municipality. Publications (fliers, brochures, announcements, websites, etc.) should have a harmonious design and voice indicating that they emerge from and represent the Municipality. Signs and built elements should be with the Municipality context, though not necessarily follow precise design mandates.

Engage all senses

When appropriate, use materials for colour, texture, light, sound, and scale to tell or enhance a story of place. Embrace change remember that things will age, change, and even decay over time. Allow these natural properties to be part of the aesthetic message, and prepare for them in the early design stages.

Fit the historic context

The design of signs and markers should draw from the historical elements of the Municipality communities without replicating them. Designs can harken backward, but take initiative to find innovation. They should fit historical context, but transcend it.

Use character befitting the place

The character of signs should fit within the character of the Municipality. An effort should be made to retain the rural, naturalistic, agricultural and heritage environment that visitors now enjoy.

Structures are pedagogical

We need to rely on words and pictures only after other elements won't tell the story. Style is a story and sets up expectations. Also, a structure can allow people to circulate in one direction, but not in another. It can frame, inhibit, or enhance views. It can allow one to sit, or not, and encourage places for people to converse acoustically, or not.

Place only a few, small, harmonious signs

As signs, markers and other built elements are physical, man-made items in the Municipality landscape they do have the potential to distract from the immersive quality of the downtown districts and to stand out in contrast to the buildings, streets, natural heritage, which are the main character-defining elements of the place. Though some visitors appreciate or even sometimes long for more information than is provided by the settings of the Municipality, others feel as though they are in the way or at least resent the intrusion of signs - an attitude typical to most 'new' commercial districts. Given the need for a balance, we strongly suggest that there are as few signs as possible in the rural landscape, that they are as small as logical, and that they are harmonious with each other and with the sites they are placed within.

Be unobtrusive

Locate signs or markers in the landscape so that they are surrounded by vegetation when possible, appearing as if they have been there for many years, (even when they are new).

Be polite

All signs and built structures should have "good manners". They should be stable, warm, and even imperfect as though they have been influenced by the human hand and mind of a craftsman. They should not interrupt or shout their presence or their message but should "speak" when spoken to. Signs within the Municipality might declare the presence of the Municipality without loud graphics or colours. They can be tasteful, humble, and visible as the background to gardens; complementing, enhancing, and not overshadowing the Municipality landscape.

Cluster and incorporate

Wherever possible, wayfinding markers should be located near and incorporated into the design of other built elements so that we do not litter the landscape with signs. Designs of structures and buildings might allow wayfinding and interpretation to be integrated. Consolidate regulatory information on a smaller number of signs, or absorb regulatory information on kiosk or orientation panels.

Use positive language

When possible, regulations should be stated in positive language, emphasizing what is desired instead of what is not to be done.

Communicate effectively

Wayfinding relies on communication. In order to communicate effectively, the Municipality must portray a recognizable identity, complemented and reinforced by consistent leadership.

Maintain consistent leadership

Essential to the implementation of an identity for the Municipality is the leadership that promotes it, the attitude embodied in the leadership, and the funds that maintain this identity. Equally essential are implementation and maintenance, ensuring adoption, ownership, and consistency of this Plan. We strongly assert that there be a staff member for the Municipality who has the responsibility, authority, and resources (budget and staff) necessary to maintain the identity of the Municipality in all forms of media (signage, brochures, website, etc.) and design.

Branding: A trademark or distinctive name, to impress firmly. A mark indicating identity or ownership.

Municipality: a subdivision of a county, often serving as a unit of local government.

Tourism: an economic development activity that diversifies the economy so that communities are no longer dependent on one or two industries.

3.0 Background Review

This section provides a brief background description of recent Lambton Shores documents relevant to the Signage Master Plan effort and includes graphic maps and images of physical infrastructure for the communities of Lambton Shores.

3.1 Context

The Municipality of Lambton Shores is located in Lambton County and is comprised of a number of communities. Lambton Shores is home to neighborhoods, businesses and an established farming industry with a population of 12,000-plus residents. Through the Signage Master Plan, six communities of the municipality; Grand Bend, Port Franks, Ipperwash, Forest, Arkona and Thedford, have been reviewed and important information (primary roads, locations of interest, etc.) identified on maps found within this section.

Note: All maps have been prepared by SKA, adopted from the Municipality of Lambton Shores

3.2 Document Review

The review of past documents identifies desires, concerns and recommendations towards community improvement. Several documents have been reviewed containing applicable information supporting Lambton Shores Signage Master Plan, including:

Lambton Shores Official Plan (2001)

The review of the Official Plan outlines areas where wayfinding signage can aid in improving the community. The Official Plan focuses on various areas that relate to signage:

Pedestrian & Bicycle Traffic

- The Municipality will encourage the use of signage and symbols to promote and initiate improvements to enhance bicycling and pedestrian networks to support active, healthy lifestyles.

Design Guidelines

- Signs will be included for consideration in site plan approval.
- The use of fascia and pedestal signs are the preferred method of signage and all signs should be in accordance with the municipality's Sign By-Law
- Signs should not protrude into the public right of way space
- The size and orientation of signs should relate to vehicular traffic and shall be limited in number, communal signing is encouraged

Community Design Plan (2008)
(EDA Collaborative Inc.)

The Community Design Plan for the Municipality of Lambton Shores, includes targeted plans for the residential areas of Arkona, Forest, Grand Bend, Port Franks and Thedford. The main objectives, relating to signage were to:

- Make places for recreation and play more accessible
- Provide guidance and direction to core commercial area businesses
- Help individual communities capture their unique identity while under the "Lambton Shores' identity
- Help each community maximize tourism potential
- Improve the way people move throughout their communities
- Incorporate and develop a municipal wide multi-use trail system

Recreation & Leisure Master Plan (2010)
(Monteith Brown Planning Consultants)

Signage development criteria should include;

- To promote recognition and stewardship in the community
- To be part of the tourism infrastructure and direct tourists easily to destinations
- Develop a sense of place by creating unique districts and foster aesthetic development and enjoyment
- Provide interpretive information that connects user to a park and encourage them to take further interest in surroundings
- Signs to be clear, attractive and designed context to its surroundings
- Signs should clearly state the parks' name as well as an address for emergency purposes or the names of any local organization
- Ensure adequate signage exists at all municipal parks, trailheads, and recreation and cultural facilities.

Ipperwash Community Design Plan (2015)
(Stempski Kelly Associates)

- A Wayfinding plan and sign design is listed as high priority for the Ipperwash community. It will provide direction and detailed design solutions at all levels of circulation (vehicular, cyclist and pedestrian)

Lambton Shores Council Action Plan (2015-2018)

Goal: To create a strong and unified brand for Lambton Shores

- By promoting the Lambton Shores brand at municipal and community gateways;
- Creating a uniform look for all outdoor signage across the municipality;
- By increasing the awareness of and provides to municipal and local non-profit attractions, facilities and services within Lambton Shores

Ministry of Transportation (MTO) Review

The Ontario Traffic Manual Book 8: Guide and Information Signs is the primary document used by the Ministry of Transportation when sizing, locating and outlining signs. Through review of the document, it was found that the category “highways of 90km/h or less” was relevant to North Perth’s situation, while “Freeways” are not applicable since none are found within the municipality. The applicable MTO criteria regarding North Perth’s signage revitalization includes:

- Qualifications of a destination,
- Low-Speed Roadway Identification Signs,
- Signage location dependent of road speeds,
- Downtown and Business Area Signs,
- Boundary & Enhanced Boundary Signs,
- Decorative Municipal Display Signs, and
- Service Club signs

3.3 Mapping

Mapping

The following section showcases a number of maps which illustrate important inventory information for the Municipality of Lambton Shores as well as the 6 communities highlighted within Lambton Shores; Grand Bend, Port Franks, Thedford, Arkona, Forest and Ipperwash. These maps identify:

- Road Classification
- Trails and Outdoor Amenities
- Existing Gateway Signage
- Locations of Interest

Locations of Interest

In each community, the locations of interest have been highlighted and divided into three categories: Civic, Cultural and Leisure/Recreation. The three groups have been illustrated through map symbols and colour coded to distinguish the various amenities within a community.

Vehicular Routes

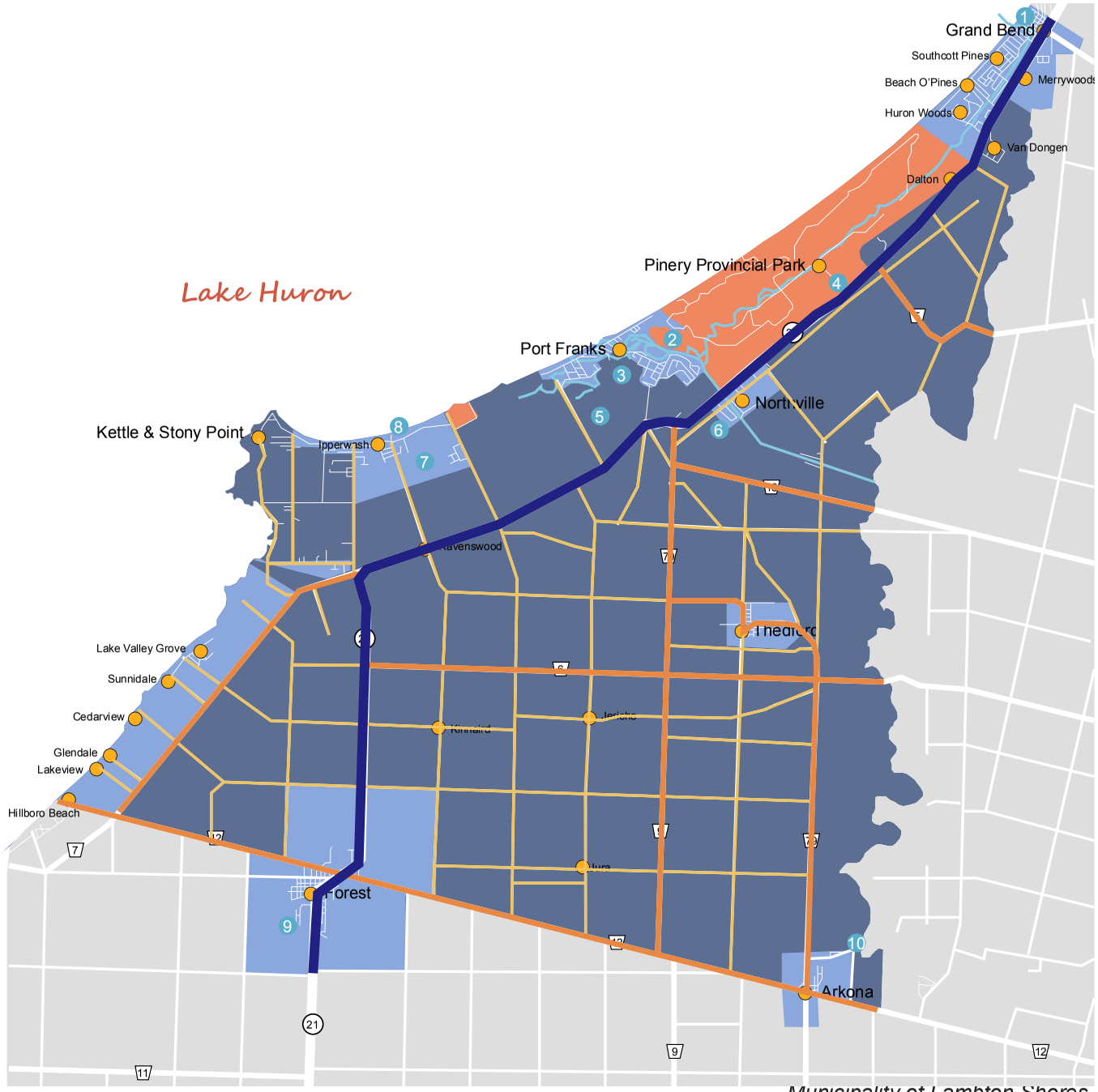
This information is showcased through Roadway Classification. In Lambton Shores three main roadway types have been highlighted:

- Provincial Highways are maintained and managed by the Ministry of Transportation of Ontario (MTO) and have a speed limit of 80km/h in rural areas while in urban areas it is reduced to 50km/h. On the inventory maps, these roads have been illustrated using a thick solid blue line.
- Regional municipal Roadways are similar to Provincial Highways in terms of roadway speeds (50km/h-80km/h), however they are not maintained by the Province. These roads are maintained by the local government; in this case the Municipality. On the inventory map, these roads have been illustrated using a medium solid orange line.
- Secondary Roadways (also known as local roads) include both paved and gravel roads. These are maintained by Lambton Shores, while speed limits are regulated by the MTO. Roadway speeds range from 60km/h-80km/h. On the inventory map, these roads have been illustrated with a thin sold yellow line.

Road Classification

Legend

- Provincial Roadway
- Regional Muncipality Roadway
- Secondary Roadway



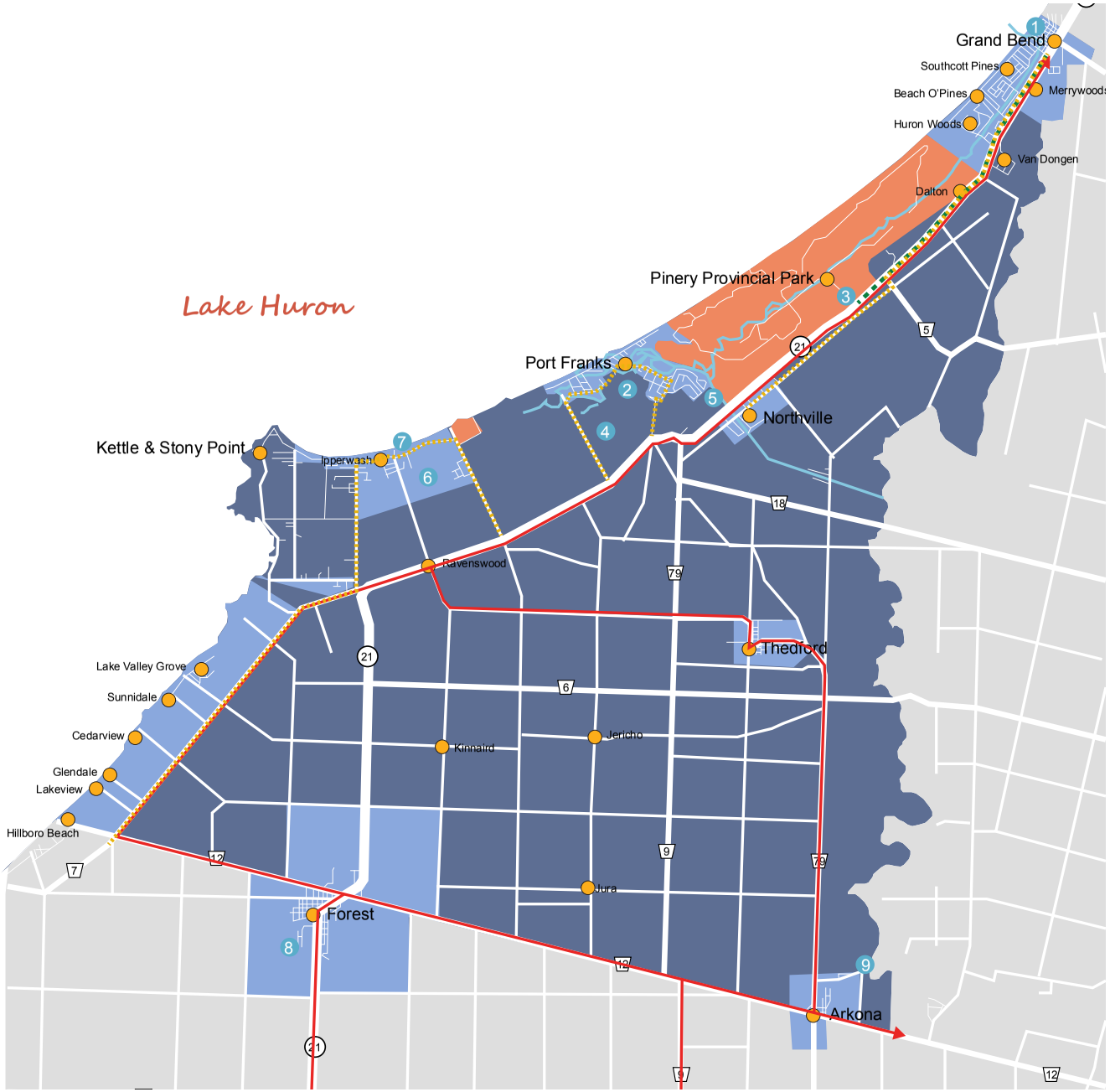
Trails & Outdoor Amenities

Legend

- Grand Bend RotaryTrail
- Lambton County Regional Trail Network
- Waterfront Trail

Tourism

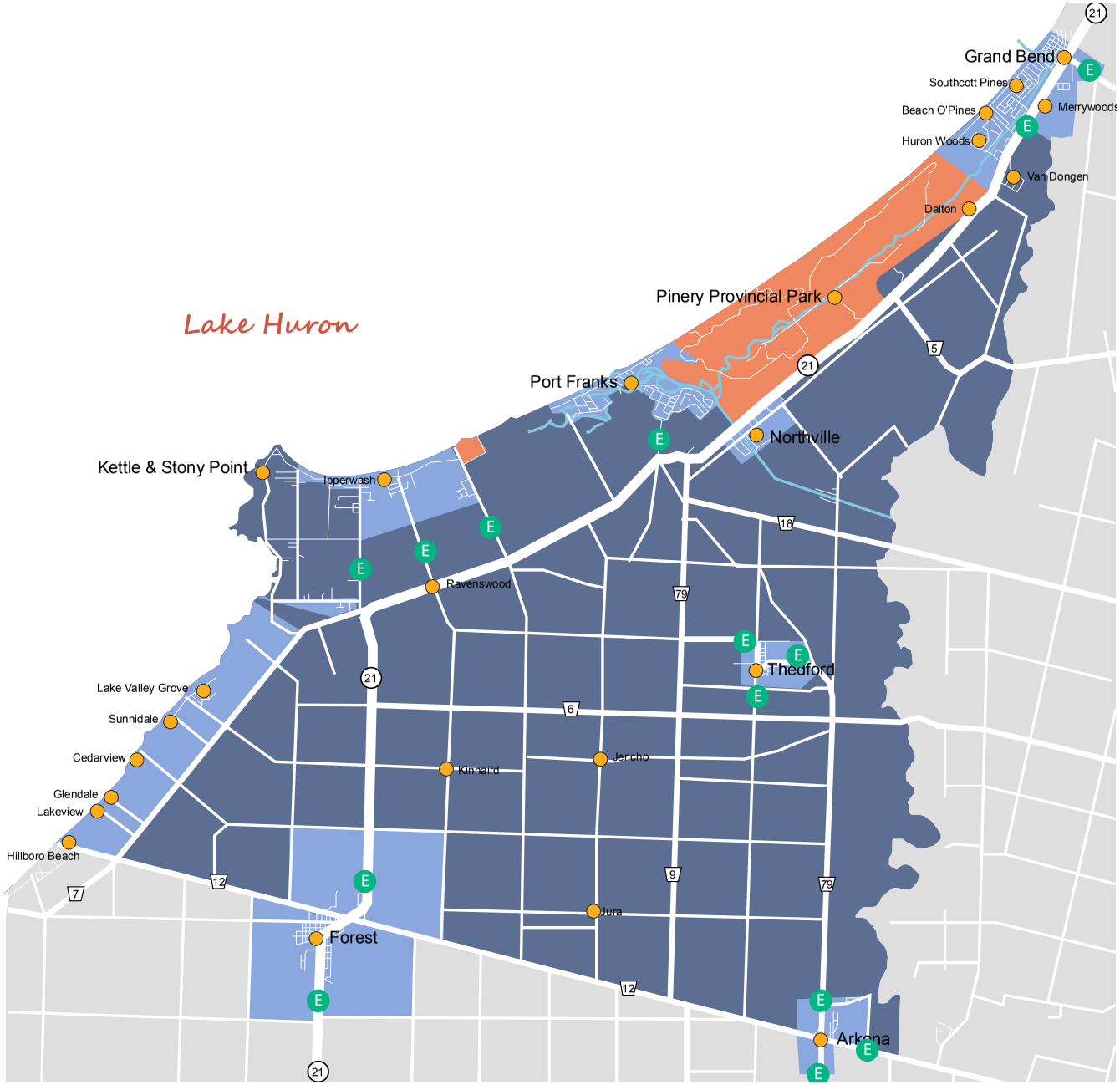
1. Grand Bend Beach
2. Forested Dunes Nature Reserve
3. Pinery Provincial Park
4. 'L' Lake Management Area
5. Ausable River Cutout Conservation Area
6. Ipperwash Dunes & Swales Nature Reserve
7. Ipperwash Beach
8. Esli Dodge Conservation Area
9. Rock Glen Conservation Area



Existing Signage

Legend

E Existing Gateway Signs



Grand Bend

Legend

Civic

- **Fire Hall**
- **Evacuation Centre**
  Royal Canadian Legion
- **Police**
- **Municipal Office**

Cultural

- **Library**
  Grand Bend Library

Recreation/Leisure

- **Arenas & Community Centres**
  The Grand Bend Recreation Centre
- **Park**
  Grand Bend Lion's Park
- **Trail Head**
  Grand Bend Rotary Trail

Tourism

- **Beach**
- **Harbour**
- **Boat Launch**
- **Washroom**
- **Tourist Info Centre**
- **Parking**

Port Franks

Legend

Civic

- **Evacuation Centre**
  Port Franks Community Centre

Cultural

- **Library**

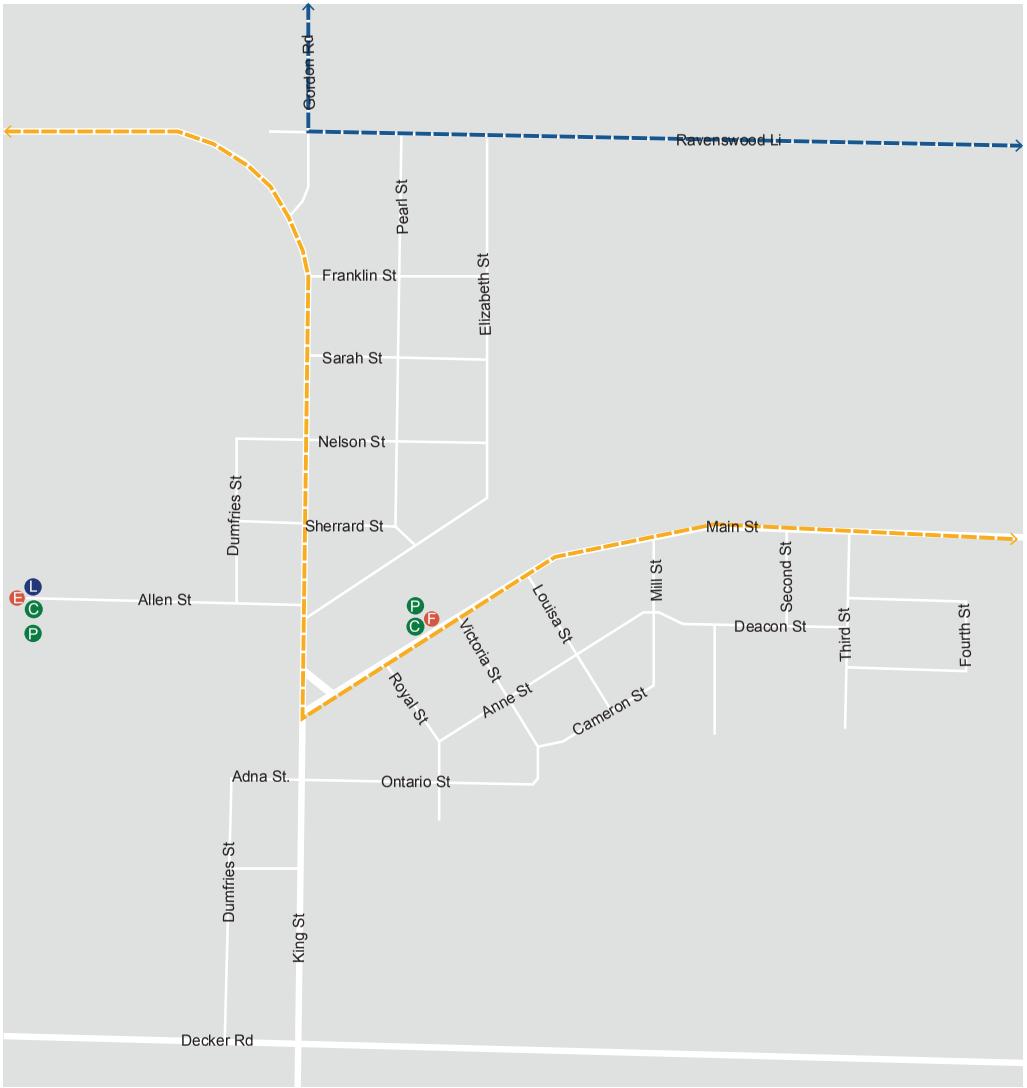
Recreation/Leisure

- **Arenas & Community Centres**
  Port Franks Community Centre
- **Park**
  Port Franks Community Centre Park
  Pinery Provincial Park
- **Trail Head**
- Lambton County Forest Trail System
- Waterfront Trail

Tourism

- **Harbor**
- **Washroom (seasona**

Thedford



Legend

Civic

- **Fire Hall**
- **Evacuation Centre**
  Thedford Legacy Centre

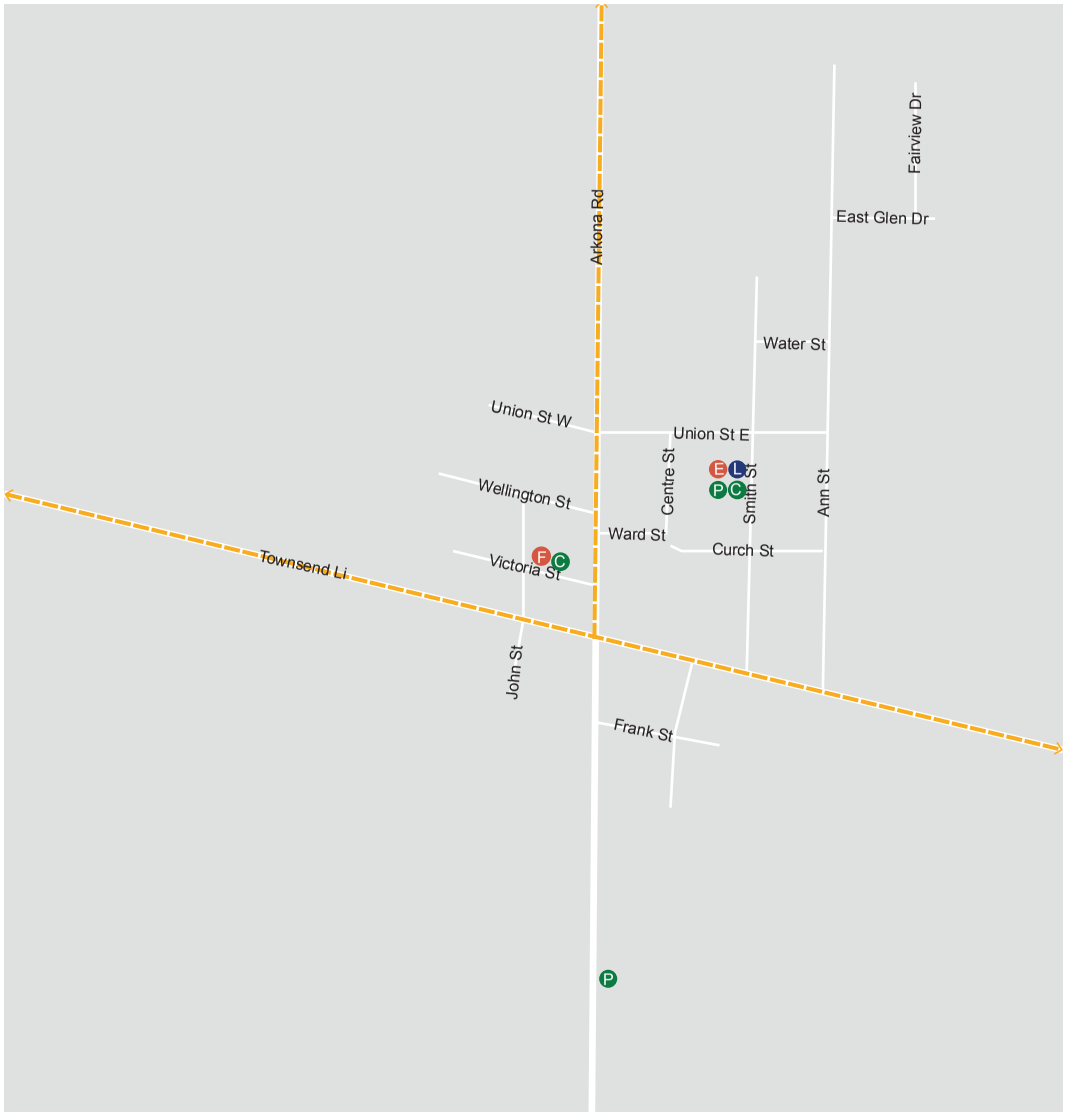
Cultural

- **Library**

Recreation/Leisure

- **Arenas & Community Centres**
  Thedford Bosanquet Arena & Community Centre
  Thedford Village Complex
- **Park**
  Thedford Bosanquet Arena & Community Centre
  Thedford Village Green
- **Lambton County Regional Trail Network**

Arkona



Legend

Civic

- **Fire Hall**
- **Evacuation Centre**
  Arkona Community Centre

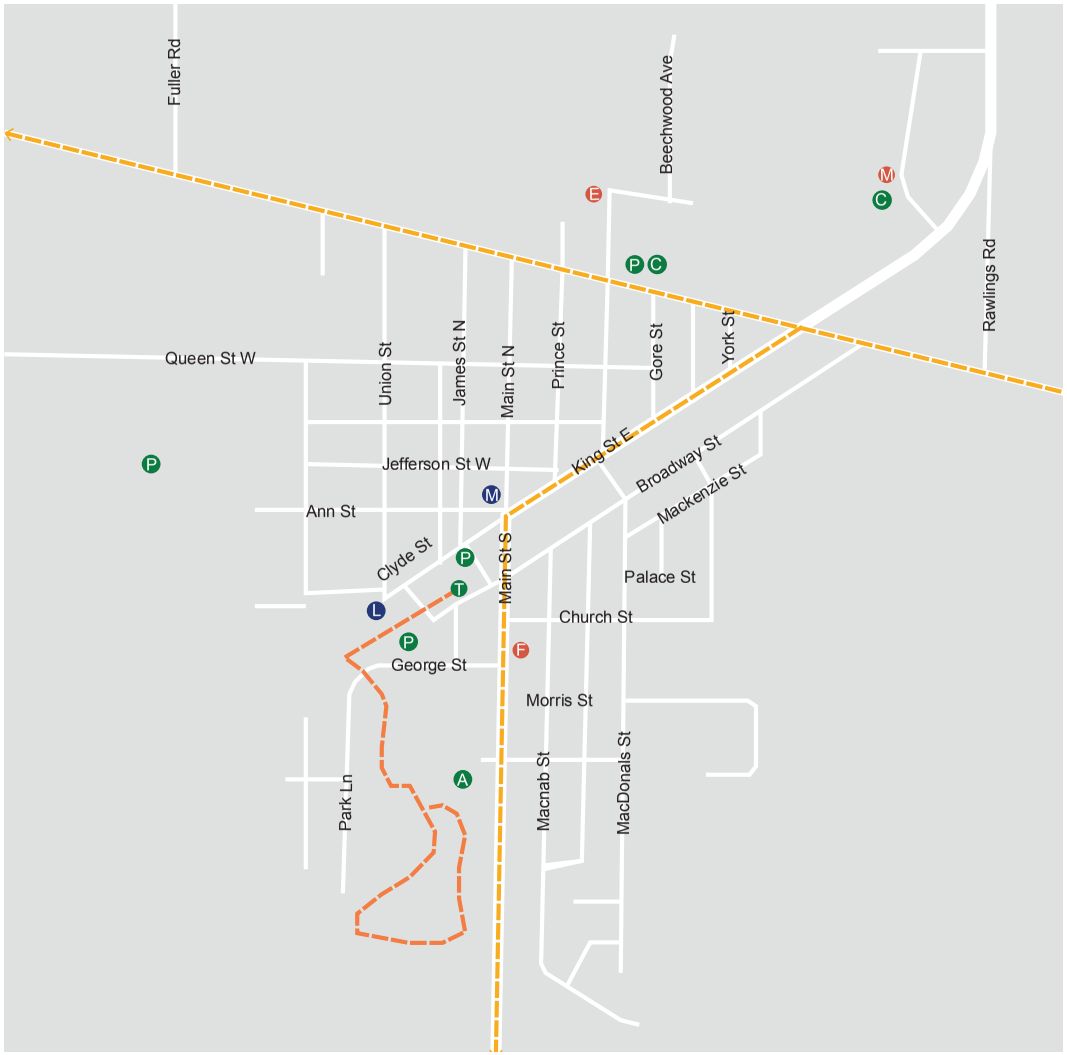
Cultural

- **Library**
  Arkona Library

Recreation/Leisure

- **Arenas & Community Centres**
  Arkona Community Centre
  Arkona Senior Centre
- **Park**
  Utter Park
  Arkona Community Centre Park
- **Lambton County Regional Trail Network**

Forest



Legend

Civic

- **Fire Hall**
- **Evacuation Centre**
  Royal Canadian Legion
- **Municipal Office**

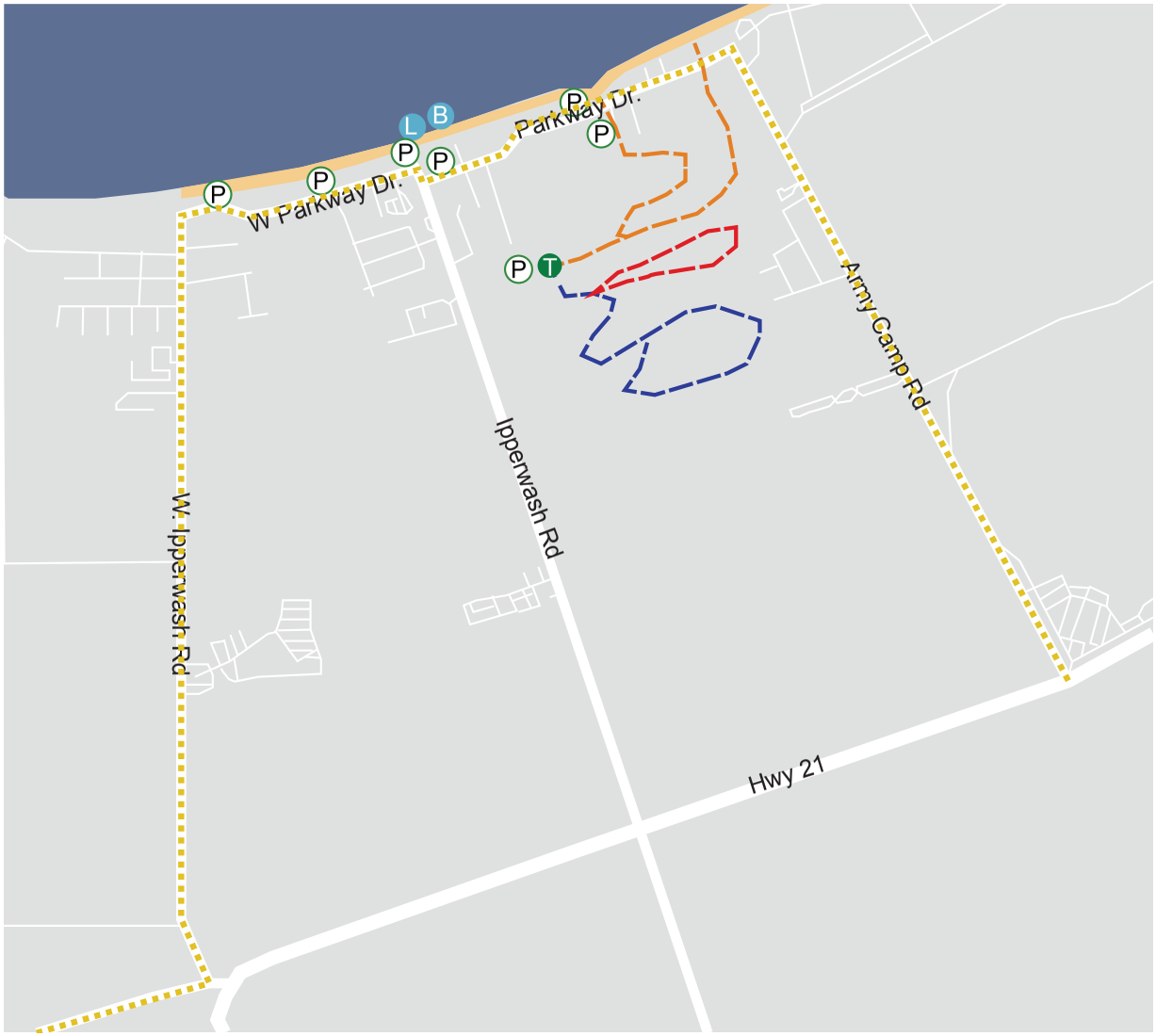
Cultural

- **Library**
- **Museum**
  Forest Museum

Recreation/Leisure

- **Arenas & Community Centres**
  The Shores Rec Centre YMCA
  Kimball Hall/Curling Club
- **Park**
  Rotary Civic Square
  Shipley's Grove
  Coultis Park
  Forest X Park
  Forest Fairgrounds
- **Conservation Area**
  Esli Dodge Conservation Area
- **Trail Head**
  Forest Walkway Trail
- Forest Walkway Trail
- Lambton County Regional Trail Network

Ipperwash


Parkway Dr.
W Parkway Dr.
W. Ipperwash Rd
Ipperwash Rd
Army Camp Rd
Hwy 21
Legend
Parking
Recreation/Leisure
Trail Head
Waterfront Trail
Beach Trail
Cedar Trail
Dunes and Swales Trail
Tourism
Boat Launch
Beach

3.4 Inventory - Interviews & Surveys

3.5 Assessment

Wayfinding Needs/Gaps

This section reflects on background research and comments from local stakeholders to highlight the needs and gaps found in Lambton Shores regarding the current wayfinding signage. These have not been prioritized:

- Existing municipal boundary signage is overlooked and lacks a distinct entrance into Lambton Shores. *Placing noticeable municipal entry signs along the boundary will create entryways establishing a clear, identifiable boundary for visitors entering/ exiting Lambton Shores;*
- Existing signage has minimal branding/identity associated with the Municipality. *Establishing branding/logo guidelines will create clear and identifiable signage for Lambton Shores;*
- There is a lack of uniformity between existing signage including: size, colour, and overall design of signs. This confuses the overall identity of Lambton Shores. *Maintain a uniform style for a consolidated 'Family of Signs' for the Municipality;*
- There are few directional signs that identify key destinations within the Municipality. *Strategically placing directional and identification signage will enhance Lambton Shores facilities, services and assets;*
- Mapping signage or information kiosks can provide visitors with overview of Lambton Shores' assets and to connect people to other destinations in other communities within the Municipality. *Placement of signs would be useful in common public areas (ie. recreation centres or harbor);*
- Cycling routes, off road trails and community parks are not made apparent using wayfinding signage. *Signage can promote these assets to benefit both the Municipality's communities and it's tourism;*
- Lambton Shores has plenty of road signage making it confusing for drivers. *Limiting the amount of signs in these areas will benefit travellers.*
- In pedestrian-focused areas, there is no appropriate signage directed for pedestrian use. Most signage is vehicle focused. *Include wayfinding signage that is scaled appropriately for pedestrian use.*

4.0
Recommendations

This section provides information regarding recommendations for the Municipality of Lambton Shores Signage Master Plan.

4.1 Recommendations

This report will determine the requirements and preferences for the Signage Master Plan development and implementation. It will focus on a range of signage elements and identify design guidelines for future development of signage in Lambton Shores. Signage elements include:

- Entry signs (boundary and welcome)
- Directional signs (Post mount and tourism)
- Trail Head signs
- Kiosks

Feedback from local stakeholders discussed a range of recommendations of what they would like to see with the Signage Master Plan. The report responds to these suggestions, such as:

General

- Lambton Shores does not have an established brand/identity, proposed signage will help Lambton Shores be Lambton Shores and instill a strong sense of character and identity through the use of signage;
- Consistently using the Lambton Shores logo on the proposed signage will enhance Municipality's identity;
- Creating a unified signage plan will further support Lambton Shores identity and will limit confusion of travelers within the Municipality;
- Existing signage should be replaced when needed or repaired;
- Proposed signage will be flexible and have the ability to be adjusted/changed if future development of tourist destinations arise;
- A main goal for the signage plan is to create guidelines to install consistent, durable and flexible signage that reflects Lambton Shores character and instill a sense of pride within the Municipality;
- Overall look of signage will be clean, legible, accessible and elegant with elements reflecting the character of Lambton Shores.

Gateway/Boundary Signs

Currently the gateway/boundary signs (municipal and community entrances) do not provide Lambton Shores with a clear representation of its identity. To address this issue there is opportunity to:

- Revamp the current signs that are weathered or outdated and replace with signs that better represent the character of the Municipality;
- Establish a hierarchy of signs as residents or visitors travel within Lambton Shores;
- Locate municipal boundary signs within the boundary of the Municipality;
- Make municipal boundary signs large enough to be easily read on high speed road ways;
- Limit the number of signs around entrance/gateways to declutter and limit confusion.

Gateway/Welcome Signs will be placed along the boundary of Lambton Shores and the many communities within. Signs will adopt the suggestion of utilizing the backside of the sign to add a 'Come Again' message. Proposed gateway/welcome signs can be installed when repair or maintenance is required on existing signs. Signs will follow the elements discussed in the Style Guide and adopt elements of individuality to represent specific community and the Municipality of Lambton Shores.

Community Service Group Signs:

Community Service Group signs often leads to 'sign clutter' if not integrated with the original sign design. When new community gateway signs are being considered for a community, both current service group participants and new service groups, along with any regional tourism / conservation groups, should be consulted for inclusion on the gateway sign. Should there be enough groups to warrant an additional 'service group sign', this should be the only source for recognition. (ie. groups would not be included on the gateway sign).

Recreation/Natural Areas

The Signage Master Plan will be focusing on signage to Conservation Areas and trails as they are included as tourism destinations. The program provides opportunity for further signage development into neighborhood parks at a later phase.

Directional Signage (Destinations / Tourism)

Lambton Shores has much to offer regarding tourism and destination locations. As noted in the Needs/Gaps, Lambton Shores needs to implement wayfinding, signage and visitor information around these key destinations. This provides opportunity to:

- Develop consistent design standards to help guide and direct residents and tourists through the Municipality on various routes;
- Create signs that represent Lambton Shores' character;
- Have a unified signage plan with a hierarchy of signs throughout the Municipality;
- Provide adequate directional signage towards key destinations for residents and tourists to navigate through Lambton Shores.

Directional Signage

Signage to support tourism will be directed towards municipally owned 'public' destinations and points of interest in Lambton Shores. This report includes a range of destinations that are available to the public and will be identified on directional signage in the Municipality. Destination/points of interests highlighted include:

- Grand Bend Beach
- Ipperwash Beach
- Grand Bend Harbor/Marina
- Grand Bend Boat Launch
- Ipperwash Boat Launch
- Public Washrooms
- Tourist Information Centre
- Lambton Heritage Museum
- Forest Museum
- Arkona Lions Museum
- Pinery Provincial Park
- Esli Dodge Conservation Area
- Rock Glen Conservation Area
- Ausable River Cut Conservation Area
- Lambton Shores Trails
- 'Downtowns'

Discussion of participating in a provincial Tourism Oriented Destination Signage (TODS) program was highlighted in stakeholder consultations. The TODS program is independent to typical municipal signage, which maintains tourism destination (directional) signage throughout the province. It is recommended that Lambton Shores direct private businesses to the TODS program and not a 'pay-to-play' (POP) program which operates at a municipal level.

5.0 Visual Identity: Branding & Style

The Visual Identity/Branding provides information on existing identity, logos and colour palettes in support of Lambton Shores Signage Master Plan.

5.1 Themes

This section elaborates on the visual, signage and typology theming for the Signage Plan. Information gathered from consultation meetings with local stakeholders allowed development of inspiration for the Municipality of Lambton Shores. Images, colours, logos, fonts and words that best describe Lambton Shores are illustrated below.

Lively ***Authentic*** ***Inviting*** ***Timeless***

Relaxed Organic Scenic Cheerful

5.2 Style Guide

General

A general theme of dynamic, upbeat and lively elements were incorporated into the overall design of signs for the Municipality of Lambton Shores. The general design of the signs include:

- Elements of wood, aluminum and colour to promote continuity throughout the signs;
- The Municipality's logo is incorporated within the signs to establish a common branding element;
- Character and a unique design to the communities' entry signs to represent individuality throughout the Municipality ;
- A hierarchy of signs;
- The use of colour, typology, logos and materials work in harmony to establish a comprehensive signage guidelines for Lambton Shores.

Logo

The Municipality of Lambton Shores logo is used to distinguish Lambton Shores specific signs. The logo provides a graphic branding element that is common throughout the Signage Master Plan. The logo is shown in three formats (colour, white or black) as displayed below:

Colour Logo

White Logo

Black Logo

Colour

The general design of the signs instill character supporting unique signage guidelines distinguishing Lambton Shores from neighboring municipalities. A colour palette was developed from the Municipal Logo of Lambton Shores. The base colours of blue, orange and green have been chosen to reflect water, sun and land. Colours were modified slightly to work best with wayfinding elements. Colours work in harmony to provide consistency for the Signage Master Plan.

C=100 M=52 Y=2 K=12	C=100 M=57 Y=0 K=40	C=100 M=90 Y=10 K=0	C=52 M=6 Y=0 K=25	C=0 M=0 Y=0 K=0
R=18 G=43 B=84	C=62 M=31 Y=81 K=79	C=49 M=0 Y=100 K=39	C=39 M=14 Y=60 K=0	C=3 M=72 Y=88 K=0

Typography

Proposed typographic standards for the Signage Master Plan uses three typefaces. The primary typeface, used on all types of signage, is a 'sans serif' font Corbel. This font is AODA compliant and recommended for signage as it provide clear and visible messaging. The typeface Arial is used only when a number is present on the sign. The secondary typeface used is Minion, complements Corbel, and is used on welcome signs. It is noted that Minion is a 'serif' font and will not be used for displaying primary messages. Sizes of font will vary depending on the road speed. On lower speed roadways font will be smaller. As roadway speed increases, the font will be enlarged for visibility.

Corbel

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial

123456789

Minion

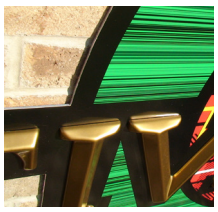
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789

Materials

Materials recommended for the signage plan are reminiscent of the theme and are cohesively used throughout the signs. Generally, materials for signs will include:

- Wood;
- Sandblasted urethane or wood;
- Coloured aluminum;
- All materials will be new and free from defect;
- Materials should be of high quality to limit maintenance requirements;
- Sun and ultra violet resistance should be considered to maintain original colour;
- Panels should be 'warp' or weather resistant;
- Materials should be readily available;
- 'Off the shelf' products should be considered as preferred alternative to custom work (ie. banner arms/brackets etc.).

Wood


Raised Lettering (3D)

Coloured Aluminum

Sandblasted Urethane

5.3 Sign Types

Entry:

Municipal Gateway:
These signs will be substantial markers that will welcome visitors and residents into the Municipality of Lambton Shores and provide a sense of arrival. Signs will be clearly visible/legible for vehicles along higher speed roads. Each sign will be durable, authentic and unique to Lambton Shores and sited strategically along the boundary of Lambton Shores.

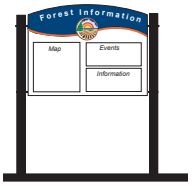
Community Gateway:
These will be substantial markers that will complement the 'Municipal Boundary Identification' signs and will welcome visitors and residents to the Lambton Shores communities. This type of signage will provide a sense of arrival and identification to a specific community. Each sign will be durable, authentic and consistent with other community signs in Lambton Shores.

Directional:

Post Mount:
These markers will provide orientation (understanding your location) direction to facilities and assets that reside in a specific community. The signs will be placed in an urban setting are scaled ideally for pedestrian use. Signs will be standardized throughout the communities with a modular design to allow flexibility in adding/subtracting directional panel.

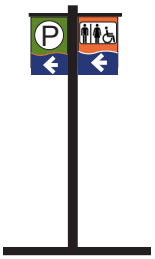
Rural Directional Signage:
These markers will also provide direction to facilities and assets that reside in a specific community. The signs will be placed in a rural setting and designed at a larger scale to provide clarity along higher speed roadways. Signs will be standardized through the communities with a modular design to allow flexibility in adding/subtracting orientation panel.

Tourism Kiosk:
These will provide a map and information of Lambton Shores and the specific community the kiosk is placed in. The kiosk will provide an overview of amenities close by and help orientate the reader in Lambton Shores.



Amenity Signs:

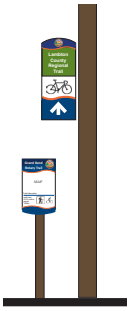
Washroom & Parking Signs:
These markers will help identify public washrooms and parking in downtown areas in the Municipality. They are to be placed at public washrooms and parking to guide visitors in the area. They will identify the specific amenity and are simple, modest and easy to find.



Parking Lot Identification:
These are signs that identify specific parking facilities within the Lambton Shores. These signs are to be visible from the entry. Title will be legible from a moving vehicle whenever possible. Parking Lot signs will be consistent throughout the Municipality.

Trail Signs:

Trail Head Marker:
These are markers that will help identify the beginning of trails in the Municipality. They are to be placed at the head of a trails that traverse Lambton Shores. They will identify the specific trail and are simple, modest and easy to find.



Trail Head Kiosk:
These will provide a map and information of the trail in use in Lambton Shores. The kiosk will provide an overview of the trails system and orientate the reader in the Municipality. They are to be complementary to Trail Head Markers.

5.4 Concept Development

Header panel has a curved top adding interest versus a simple rectangular sign and offers a place holder for specific messaging. Messaging could include a 'Welcome' note, or place identifier (Lambton Shores).

The wave detail is consistent in all wayfinding signs for Lambton Shores. The wave 'shape' separates different messages in a friendly and inclusive way. The wave is to represent both land and water elements significant to all communities in Lambton Shores.

The Lambton Shores logo is currently a strong brand for the Municipality and is used consistently throughout the various concepts. As a central feature to the header, located on the wave, it consolidates messages to indicate that Lambton Shores is the primary place in which you are in. It is placed over a white backing to maintain clarity.

The colours of blue (lake, sky, water) orange (sunset, friendly), and green (land, nature, agriculture) are used as the base colours. Blue predominates, with orange and green as accents.

The Base Panel supports the Primary message - either place identification or destinations.

5.5 Family of Signs

The following section displays a ‘family’ of signs developed as considerations for the Municipality of Lambton Shores Signage Master Plan. This provides signage alternatives to each sign category and displays a hierarchy of signs that present a range of cost options. These ideas are guidelines to establish sign design in order to promote harmony throughout Lambton Shores.

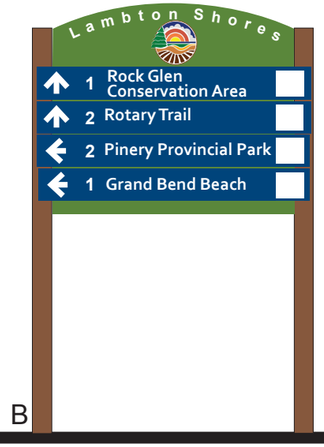
Municipal and Community Gateway Signs

Primary Alternative A

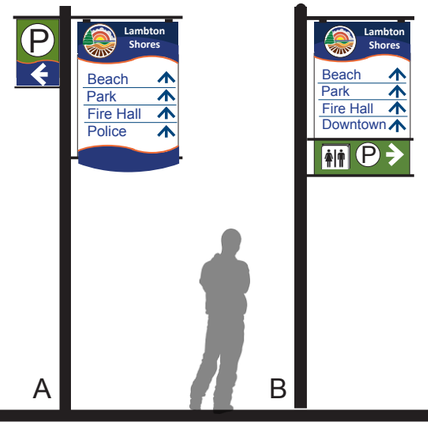
Secondary Alternative A

Directional Signs

Primary Rural Directional

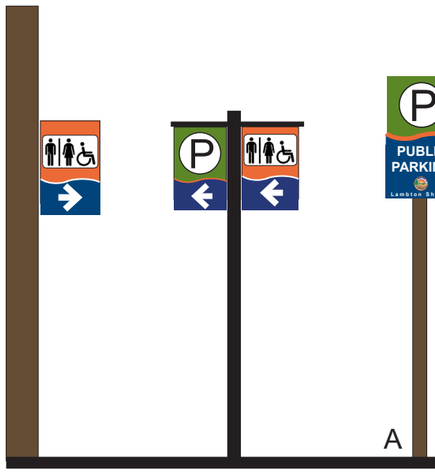


Primary Rural Directional



Primary Directional

Amenity Signs

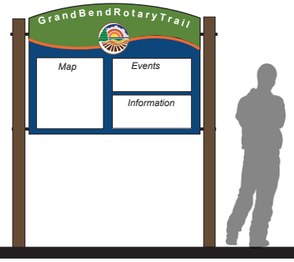


Washroom and Parking Signs

Parking Lot Identification

Trail Signs

Trail Markers



Trail Head Kiosk (no casement)

Information Kiosk

Info. Kiosk: Forest (w Casement)

6.0 Implementation

This section provides information regarding the placement of municipal signage within the Municipality through standards and aerial maps.

6.1 Standards

Sign Placement Standards

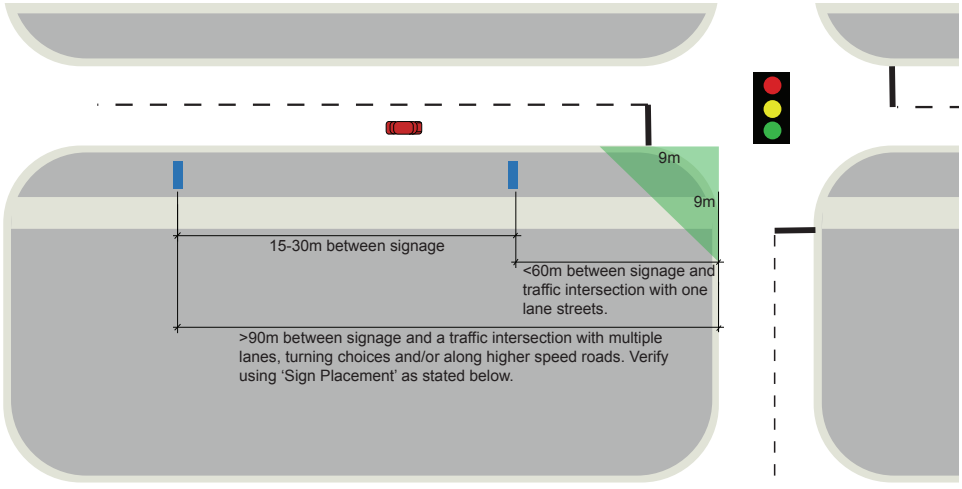
The review of the MTO standards identifies guidelines on placement of municipal signage within Lambton Shores. The following section showcases a number of schematic drawings of signage standards that are followed along local, regional and provincial roads in Lambton Shores. Note that these are conceptual diagrams and are general in nature. Each sign that is placed should be site verified prior to installation.

General Standards:

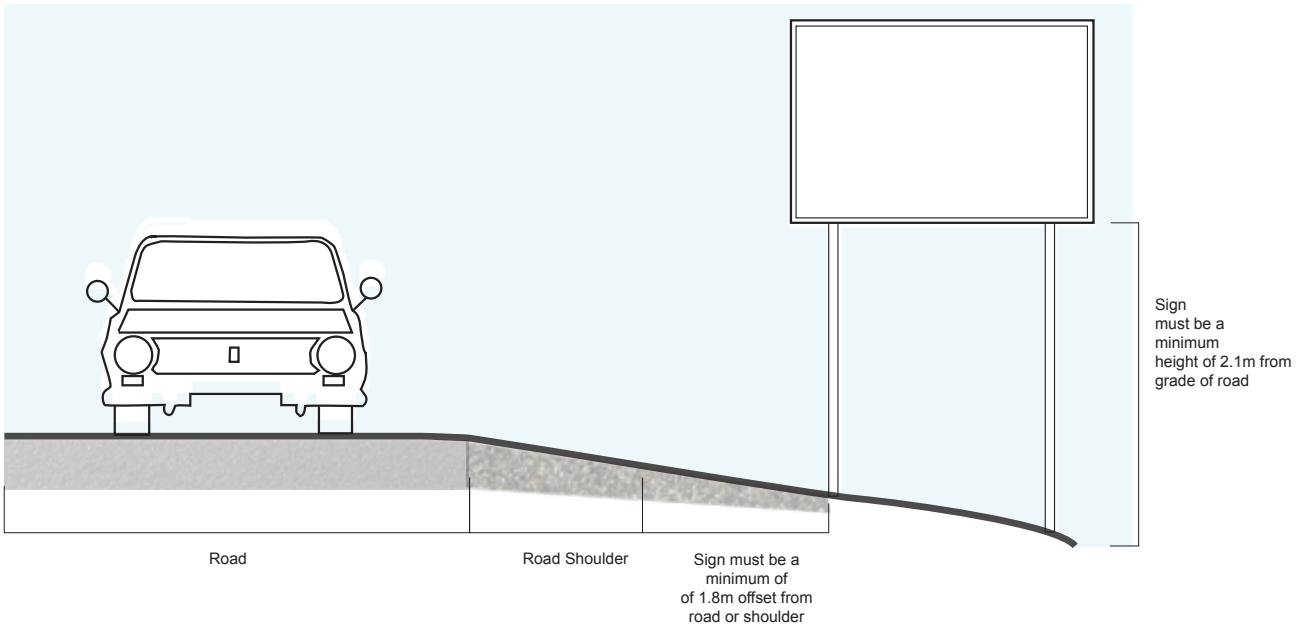
- Do not install signage within 15m of a traffic safety sign if present;
- Signs should be located on passenger side of the road unless forced by site conditions;
- Placement of signs should avoid visual obstructions to existing elements ie. tree, signs and banners;
- Signs should not be located within 9m of site triangle of an intersection.

Directional & Guidance Sign Placement:
Key placement issue for directional and guidance signs is to ensure there is enough time available for the driver to check for a gap and change lanes comfortably before reaching a gore or turnoff. In low volume traffic, a distance equivalent to 8 seconds at assumed operating speed is required. In high volume traffic, time should be increased to 9.8 seconds. If advance signs are used, this increases the distance between where the information becomes available to the driver and the gore.

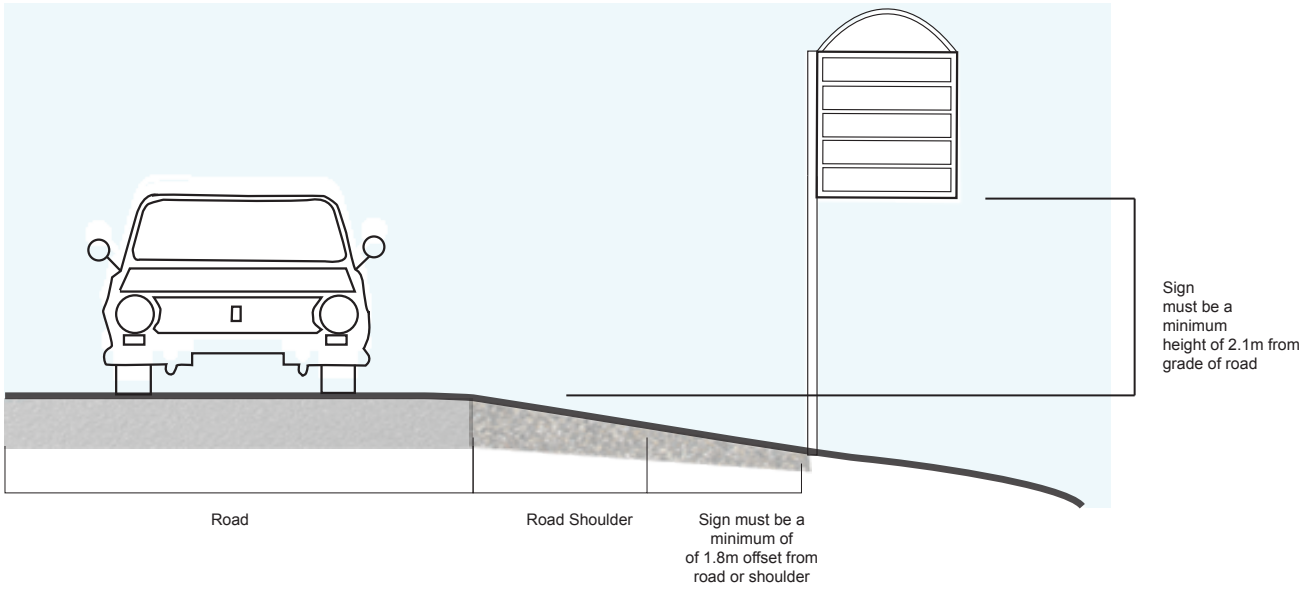
Sign Placement - Intersection



Sign Placement - Gateway Sign



Sign Placement - Post Mount Sign



6.2 Sign Details

General Requirements

The signage designs found in this document are for reference only and to illustrate the general intent of wayfinding markers in Lambton Shores. If fabricated outside of the Municipality shop, detailed shop drawings will need to be provided to the Municipality for approval.

All workmanship is to be completed with a high degree of precision and architectural finish. It is the responsibility of the contractor / sign fabricator to inspect all materials prior to fabrication in order to ensure there are no defects. Any defects found in the materials, fabrication or finishing will be the responsibility of the contractor / sign fabricator to assume. All work will be inspected prior to transportation to the site and upon installation. The contractor / sign fabricator is fully responsible to obtain the necessary permits required (eg: MTO regulations), adhear to municipal, county and provincial bylaws, as well as ensuring all signs meet the current set signage standards.

All fastening hardware is to be stainless steel or high grade powder coated steel finish. Fastening holes in sign faces and structures are to be pre-drilled and deburred prior to paint and finishing. Structural welding will be completed using the best trade practices. To achieve proper fit and finishing, welds must be cleaned and ground smooth. All painted surfaces are to use an acrylic polyurethane anti-graffiti paint system. Aluminium / Stainless Steel is to be sanded, acid washed and coated with a self etching primer base. For each colour being applied, a minimum of two coats is recommended. Once all colour applications have been applied, the sign will be sanded with fine sand paper to create a smooth finish and remove any ridges left by the masking process. Finally, clear coating will be used on the signs to achieve a consistent semi-gloss finish.

The contractor / sign fabricator is to make every effort to maintain the work site by avoiding ongoing unsightly conditions and ensuring safety requirements are met. All discarded materials will be left to the contractor / sign fabricator to be removed and disposed of at their own expense. Landscaping and hardscaping disturbed at the site will be repaired to its original condition by the contractor / sign fabricator once work is completed.

Ministry of Transportation (MTO) Note:
All signage to be located along MTO governed roadways must use ‘breakaway’ sign supports. These columns will have perforations in both front and back, allowing them to shear off at the footings if struck by a vehicle. Under normal conditions these supports will withstand wind forces, but will yield and tear during a collision while forming a hinge on the back, allowing the sign to fall backwards away from the vehicle. Please refer to the **MTO Sign Support Manual** for further details on breakaway sign supports.

Submittal Notes:
Detailed shop drawings must be provided for review and approval by the Municipality before fabrication can commence. Signs of the same type may be shown through one typical detail, but must be accompanied with a graphic schedule. Prior to fabrication, contractors / sign fabricators are to provide physical samples of all materials and finishes for approval. All approved shop drawings must be stamped by a certified structural engineer.

Maintenance Recommendations:
Upon completion of signage installation, the sign fabricator will provide to the Municipality a manual outlining the maintenance guidelines specific to each sign type. It is recommended these manuals be followed in order to keep the signage maintained and out of disrepair.

Signage Symbols

Shown below is a list of universal icons recommended for use in Lambton Shores' signage where applicable. The original electronic artwork for these symbols should be used for reproduction purposes. The client will provide production files for the symbols required for signage.

Please refer to the *Ontario Provincial Standard Icons used by TODS* and/or the *Kings Highway Guide Signing Policy Manual* for any additional symbols not shown here.

Note:
Some of the Province's standard icons are subject to copyright. Examples include, but are not limited to Farmer's Markets and organization logos such as Provincial Parks.

All-Terrain Vehicles

Arrow

Bicycle Trail

Campground

Cross-Country Ski Trail

Fishing

Food Service

Gas Station

Golfing

Horseback Riding

Hospital

Ice Skating

Information

Library

Litter Receptacle

Lodging

Museum

Parking

Pets on Leash

Picnic Area

Post Office

Restrooms

Restroom - Wheelchair Accessible

Restroom - Family

Baby Changing Station

Restroom - Men

Restroom - Women

Skateboarding

Snowmobile Trail

Snowshoeing

Swimming

Trailhead

Wheelchair Accessible

Paint Finishes

The Municipality of Lambton Shores standard exterior grade sign paint for metal substances. Powder-coat painting process is an acceptable alternative to powder-coat equivalent colour matches and submitted County for approval prior to use. All painted surfaces shall be protected with a graffiti- resistant polyurethane clear-coat finish with a gloss sheen.

P2 Pantone Blue A
C=100 M=57 Y=0 K=40

P3 Pantone Blue B
C=100 M=90 Y=10 K=0

P4 Pantone Light Blue
C=52 M=6 Y=0 K=25

P5 Pantone Reflex Blue C
R=18 G=43 B=84

P7 Pantone Green
C=49 M=0 Y=100 K=39

P9 Pantone Orange
C=3 M=72 Y=88 K=0

S1 Custom Wood Stain. Transparent Brown.

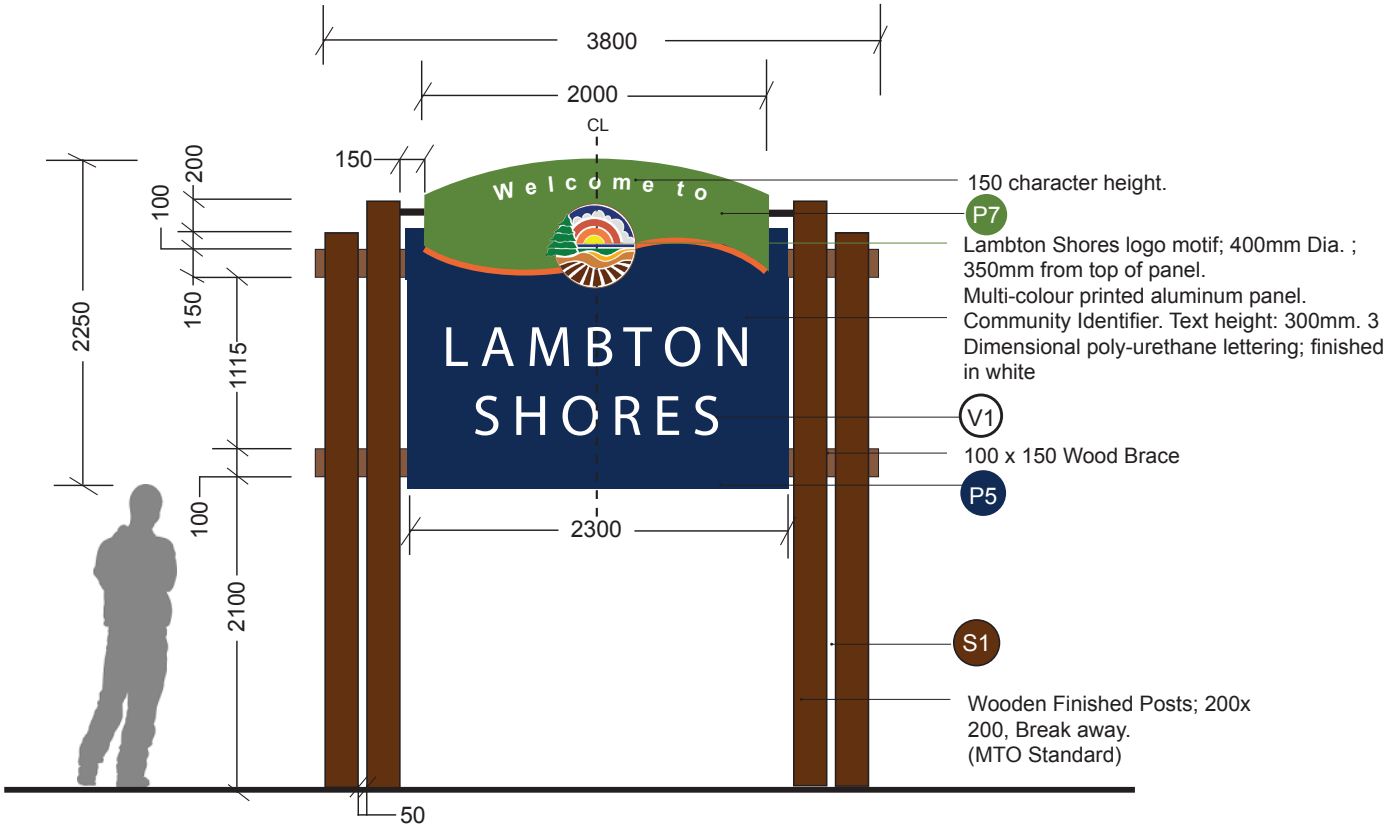
Vinyl Finishes

Municipality standard exterior grade vinyl film or approved equal. High visibility reflective films will be utilized where required. Any substitutions and/ or custom colours require samples to be provided by fabricator to the Municipality for approval prior to fabrication.

V1 Avery HV 1200 High Visibility Reflective Film
White HV 1200-101-R

Entry Signage

Primary Municipal Gateway Sign



Alternative A - Secondary Access Route

NOTE:

- Refer to finishings key for Paint/Coating information.
- All Dimensions are in millimetres unless otherwise stated
- Municipality to determine streets that receive this signage treatment.
- To be installed at Municipality perimeter along roadways and major intersections.
- Design representation only, fabricator to supply shop drawings to the Municipality for approval prior to any fabrication.
- Optional amenity logos to be determined by Municipality.

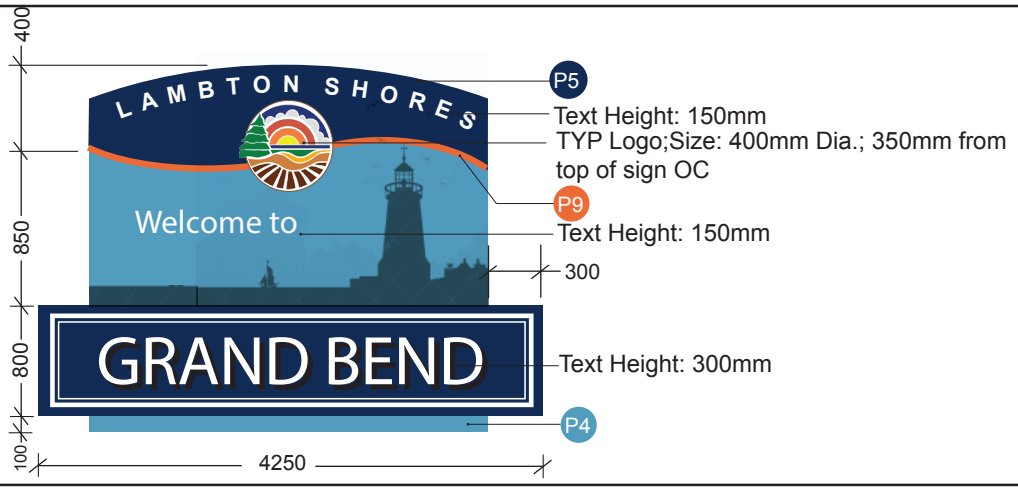
Entry Signage

Community Gateway Signage

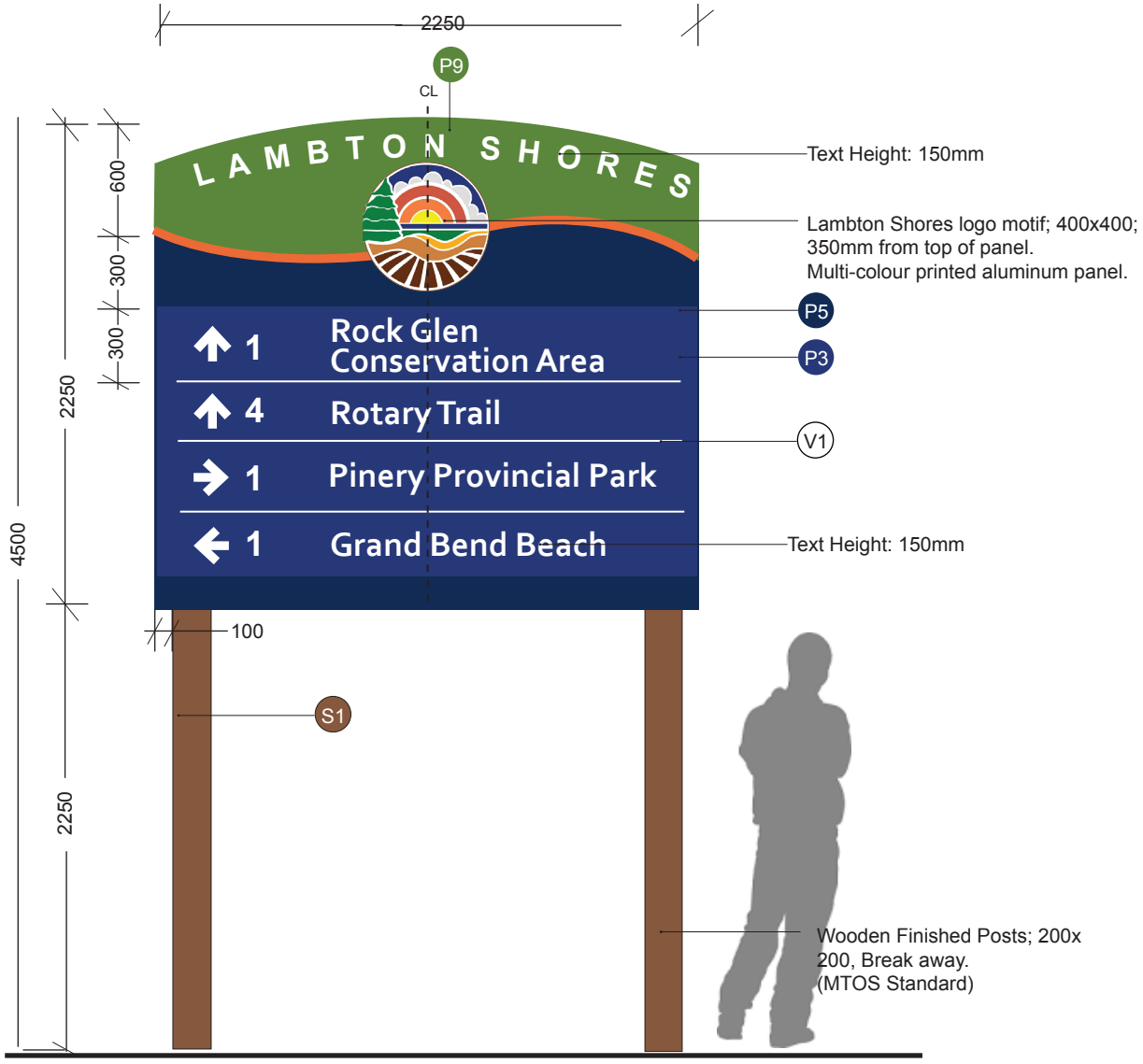
Primary Gateway Alternative A
Waterside Community: Grand Bend, Port Franks, Ipperwash Beach)

NOTE:

- Refer to finishings key for Paint/Coating information.
- All Dimensions are in millimetres unless otherwise stated
- Municipality to determine streets that receive this signage treatment.
- To be installed at community perimeter along roadways and major intersections.
- Design representation only, fabricator to supply shop drawings to municipality for approval prior to any fabrication.



Directional Signage
Rural and Regional Roads



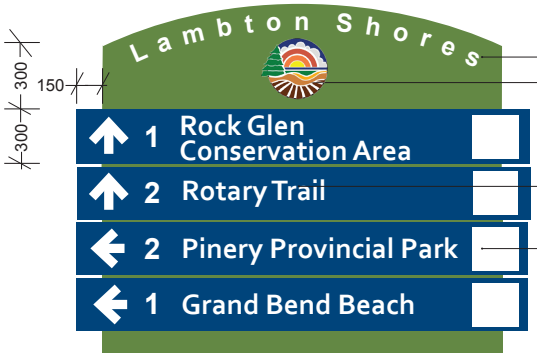
Alternative A - Wave Header: Navy and Orange

NOTE:
- Regional Roads include: Regional Road 21
- Refer to finishings key for Paint/Coating information.
- All Dimensions are in millimetres unless otherwise stated
- Municipality to determine streets that receive this signage treatment.
- To be installed along regional and rural roads as Municipality requires.
- Design representation only, fabricator to supply shop drawings to Municipality for approval prior to any fabrication.
- Optional amenity logos to be determined by Municipality.
- Text height will vary depending on number of characters.

Directional Signage

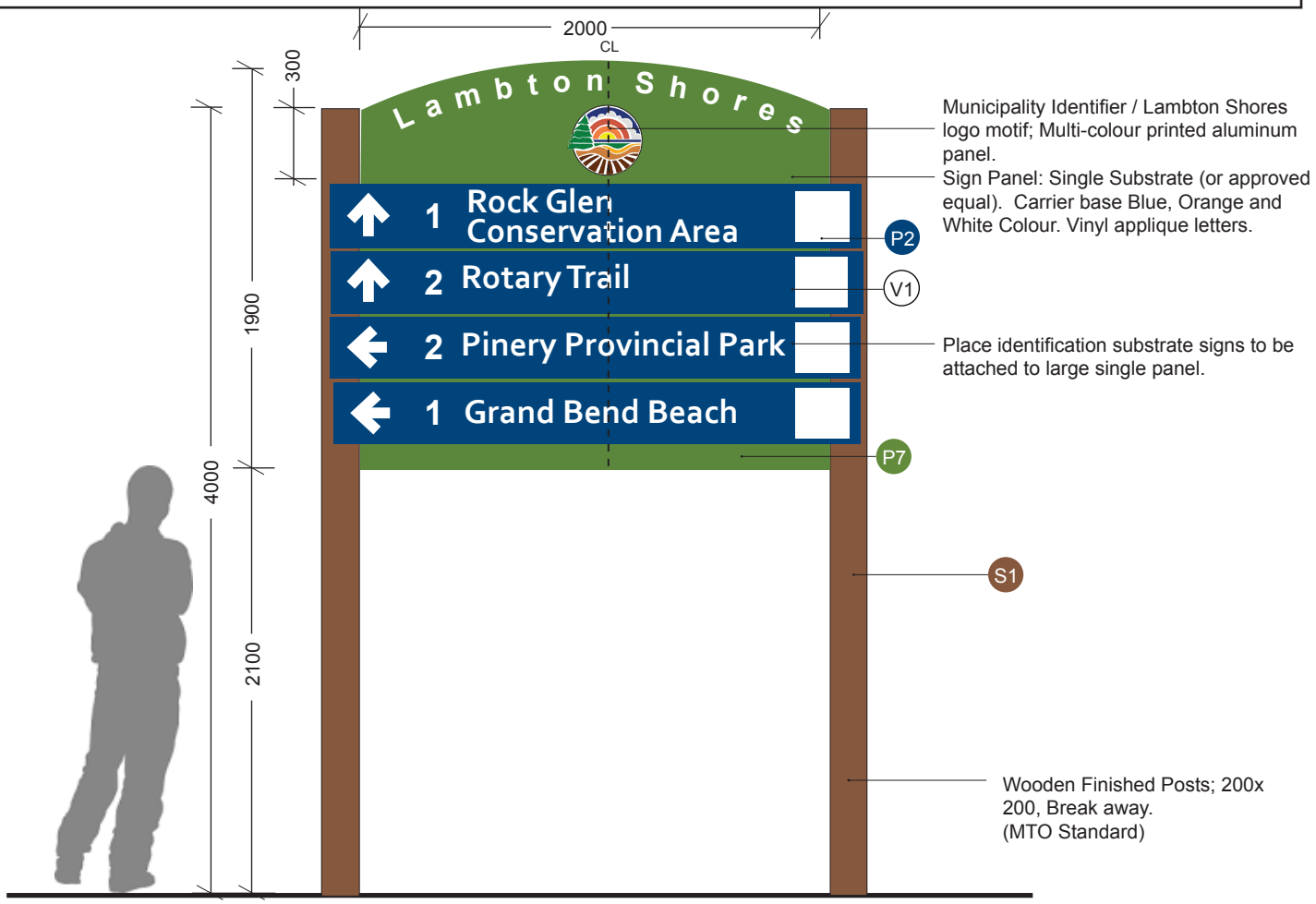
Rural and Regional Roads

Additional Sign Detail



NOTE:

- Refer to finishings key for Paint/Coating information.
- All Dimensions are in millimetres unless otherwise stated
- Municipality to determine routes that receive this signage treatment.
- To be installed along rural and regional roads.
- Design representation only, fabricator to supply shop drawings to Municipality for approval prior to any fabrication. Typical Cantilever sign bracket to attach sign to post.
- Size of amenity text will differ depending number of characters
- Amenity symbols to be determined by Municipality.



Alternative B - Curve Header:
Navy and Orange

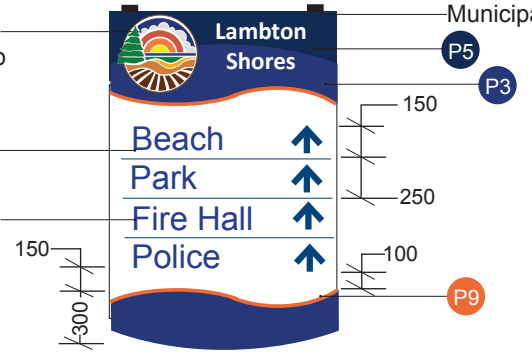
Directional Signage
Post Mounted Banners and Blades

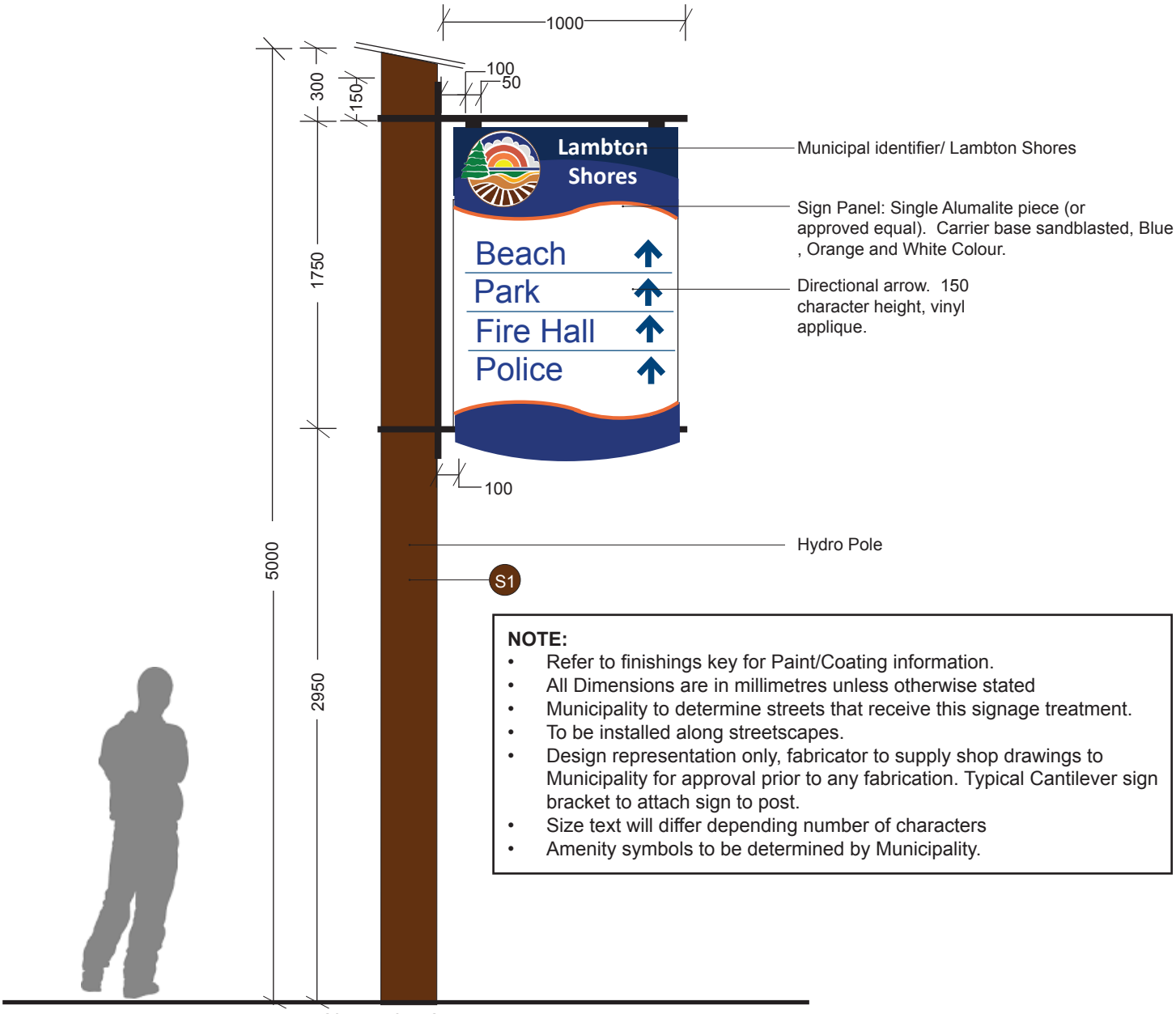
Additional Sign Detail

Lambton Shores logo motif; 400mm Dia. ; 50mm from top of panel. Multi-colour printed aluminum panel.

Destination Text height: 150mm

Text to be offset 50mm from edge of board





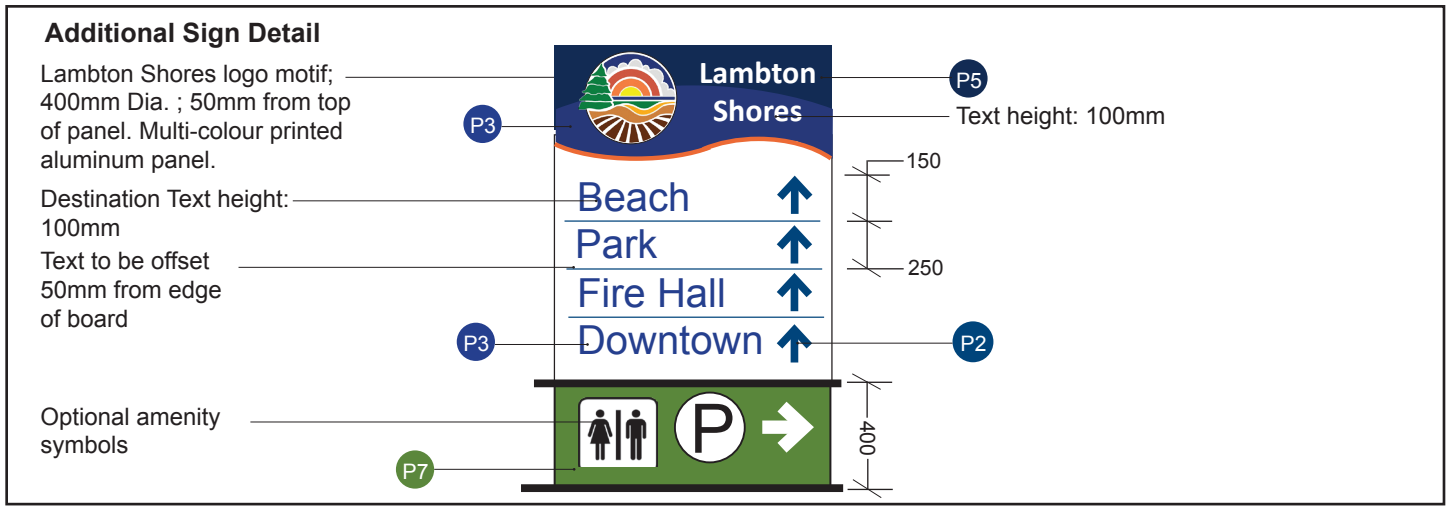
NOTE:
- Refer to finishings key for Paint/Coating information.
- All Dimensions are in millimetres unless otherwise stated
- Municipality to determine streets that receive this signage treatment.
- To be installed along streetscapes.
- Design representation only, fabricator to supply shop drawings to Municipality for approval prior to any fabrication. Typical Cantilever sign bracket to attach sign to post.
- Size text will differ depending number of characters
- Amenity symbols to be determined by Municipality.

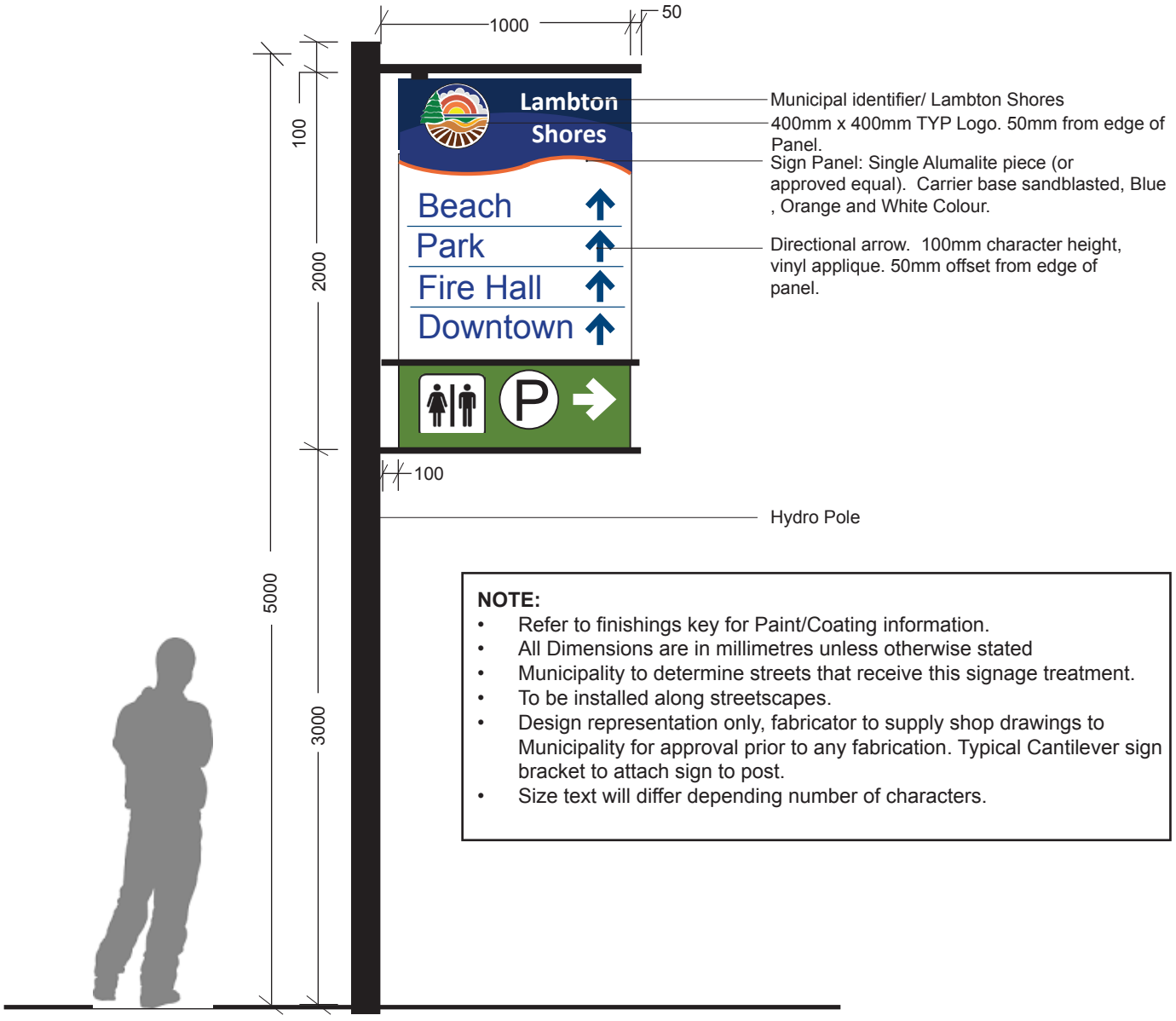
Alternative A
mounted on existing hydro pole

Directional Signage

Post Mounted Banner

Additional Sign Detail



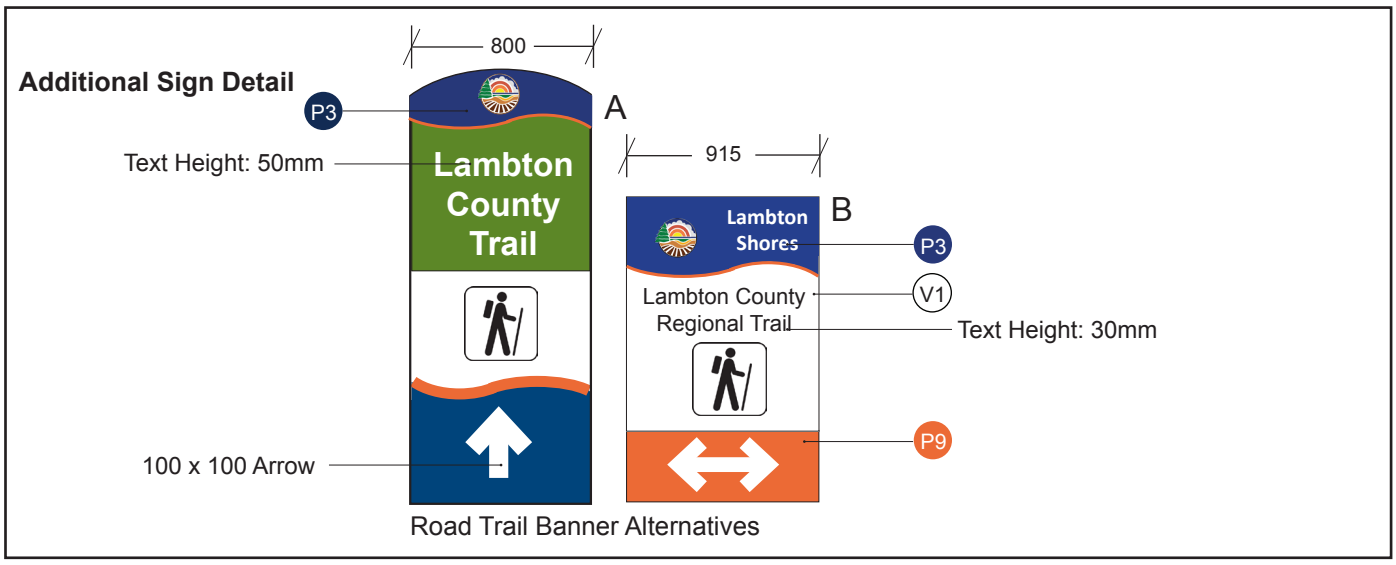


NOTE:

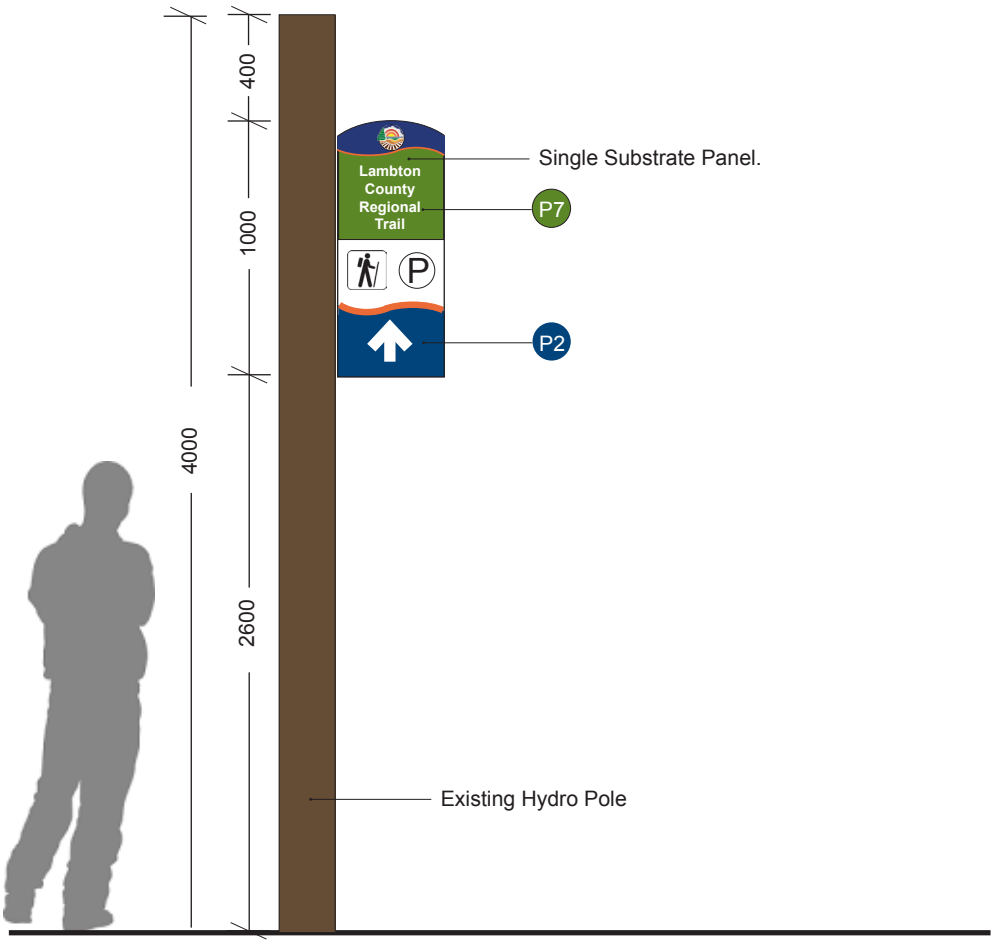
- Refer to finishings key for Paint/Coating information.
- All Dimensions are in millimetres unless otherwise stated
- Municipality to determine streets that receive this signage treatment.
- To be installed along streetscapes.
- Design representation only, fabricator to supply shop drawings to Municipality for approval prior to any fabrication. Typical Cantilever sign bracket to attach sign to post.
- Size text will differ depending number of characters.

Alternative B Steel Post Mount

Trail Signs
Trail Markers



Road Trail Banner Alternatives



Alternative A - Curve Header: Navy and Orange

Trail Sign

Trail Kiosk

Information to come

Directional Sign
Tourism Kiosk

Information to come

Amenity Sign

Washroom & Parking Signs

Information to come

Amenity Sign
Parking Lot Identification

Information to come

6.3 Signage Placement

The following section showcases a number of aerial images which illustrate important signage placement information for Lambton Shores as well as the six communities highlighted within the Municipality: Grand Bend, Port Franks, Thedford, Arkona, Forest and Ipperwash. These maps illustrate proposed signage locations for:

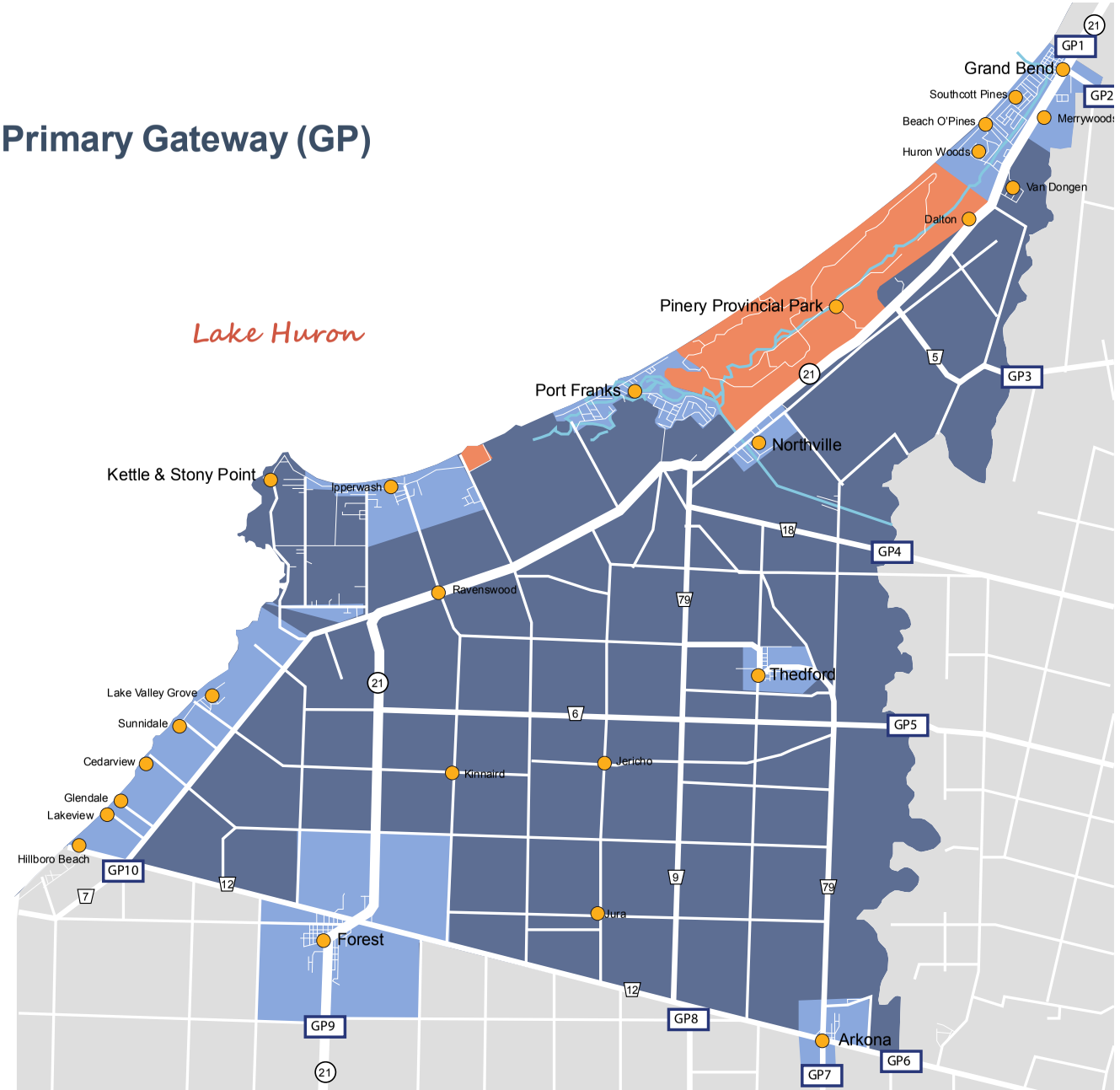
- Municipal boundary identification signs
- Community identification signs
- Directional signage to civic and tourism locations
- Information Kiosk

Each sign type is highlighted with a colour that coordinates with a designated sign type. The reference key written inside specific colour coordinates the sign with specification charts that follow the aerial images. Specification charts illustrate the type of sign information, site information, phasing and budget. Currently charts are in progress and will be completed in the final draft of the report.

Municipal Gateway Sign - Primary Gateway (GP)

Legend

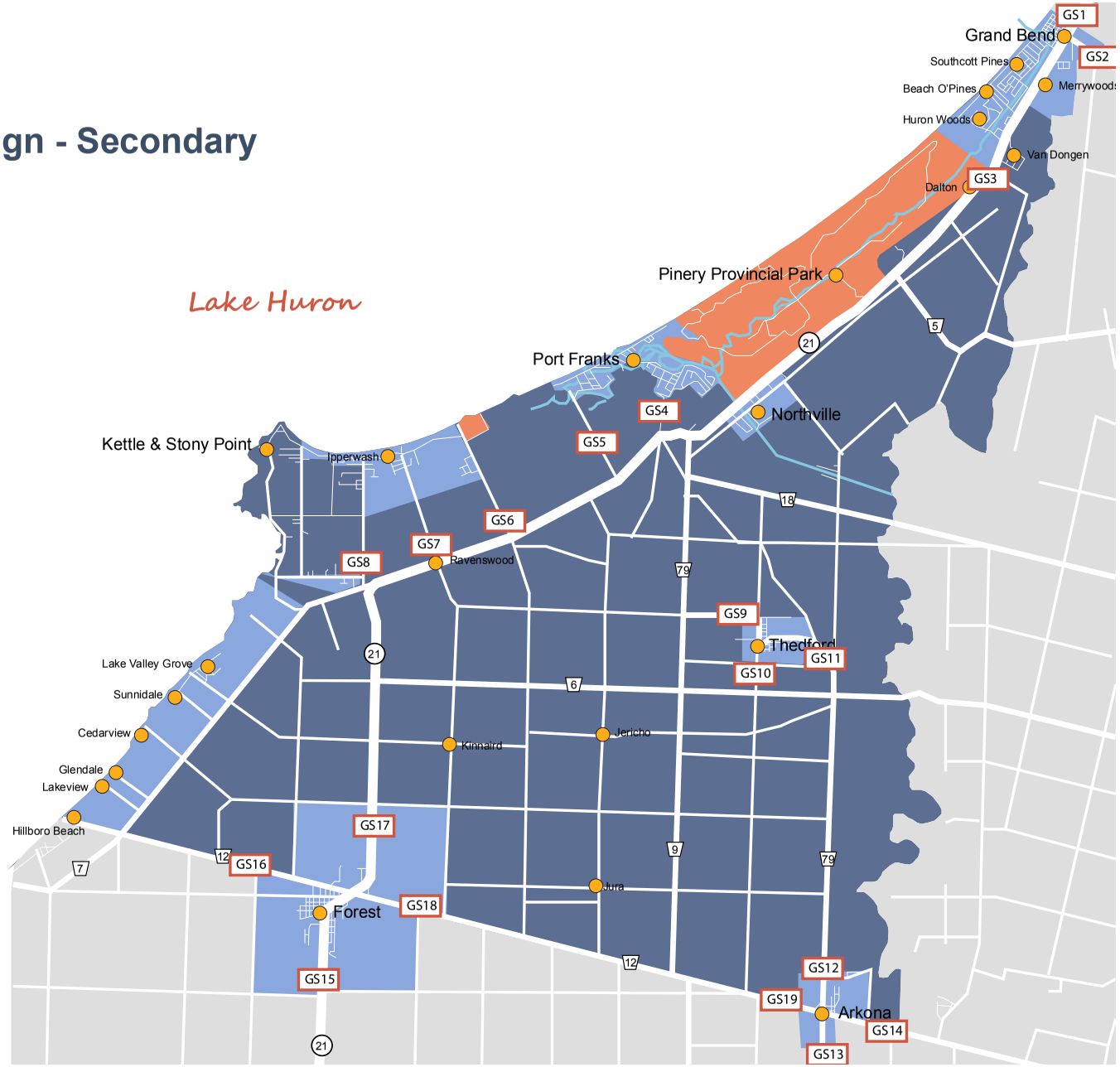
GP# Primary Gateway



Community Gateway Sign - Secondary Gateway (GS)

Legend

GS# Secondary Gateway



Municipality of Lambton Shores

Rural Directional Sign Locations

Legend

TP# **Rural Directional - Primary (refer to chart)**

Grand Bend

Legend

Civic

- **Fire Hall**
- **Evacuation Centre**
  Royal Canadian Legion
- **Police**
- **Municipal Office**

Cultural

- **Library**
  Grand Bend Library

Recreation/Leisure

- **Arenas & Community Centres**
  The Grand Bend Recreation Centre
- **Park**
  Grand Bend Lion's Park
- **Trail Head**
  Grand Bend Rotary Trail

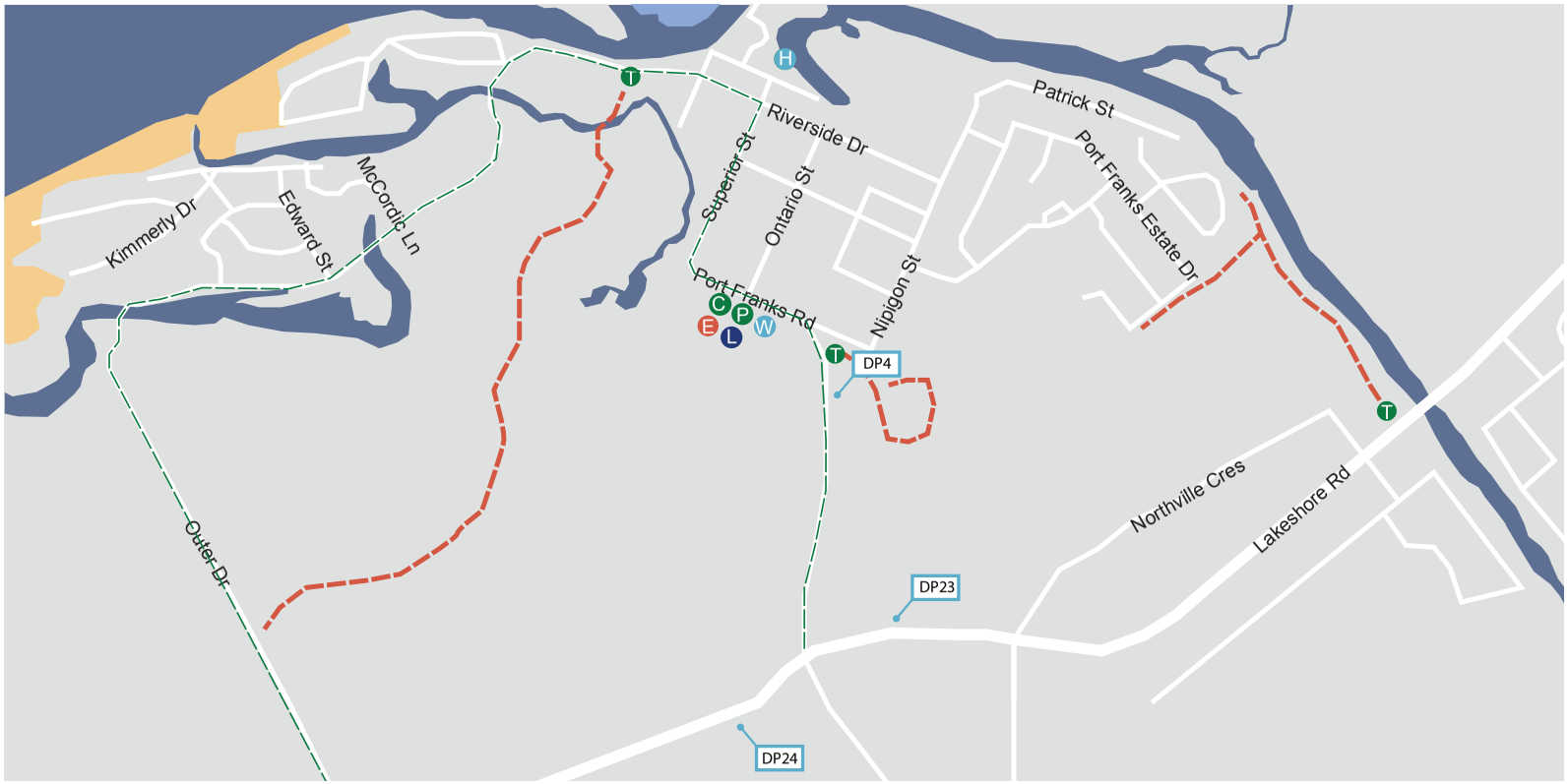
Tourism

- **Beach**
- **Harbour**
- **Boat Launch**
- **Washroom**
- **Tourist Info Centre**
- **Parking**

Key

- DP# **Directional Primary (refer to chart)**
- I# **Tourism Map Location**

Port Franks



Legend

Civic

- **Evacuation Centre**
  Port Franks Community Centre

Cultural

- **Library**

Recreation/Leisure

- **Arenas & Community Centres**
  Port Franks Community Centre
- **Park**
  Port Franks Community Centre Park
  Pinery Provincial Park
- **Trail Head**
- Lambton County Forest Trail System

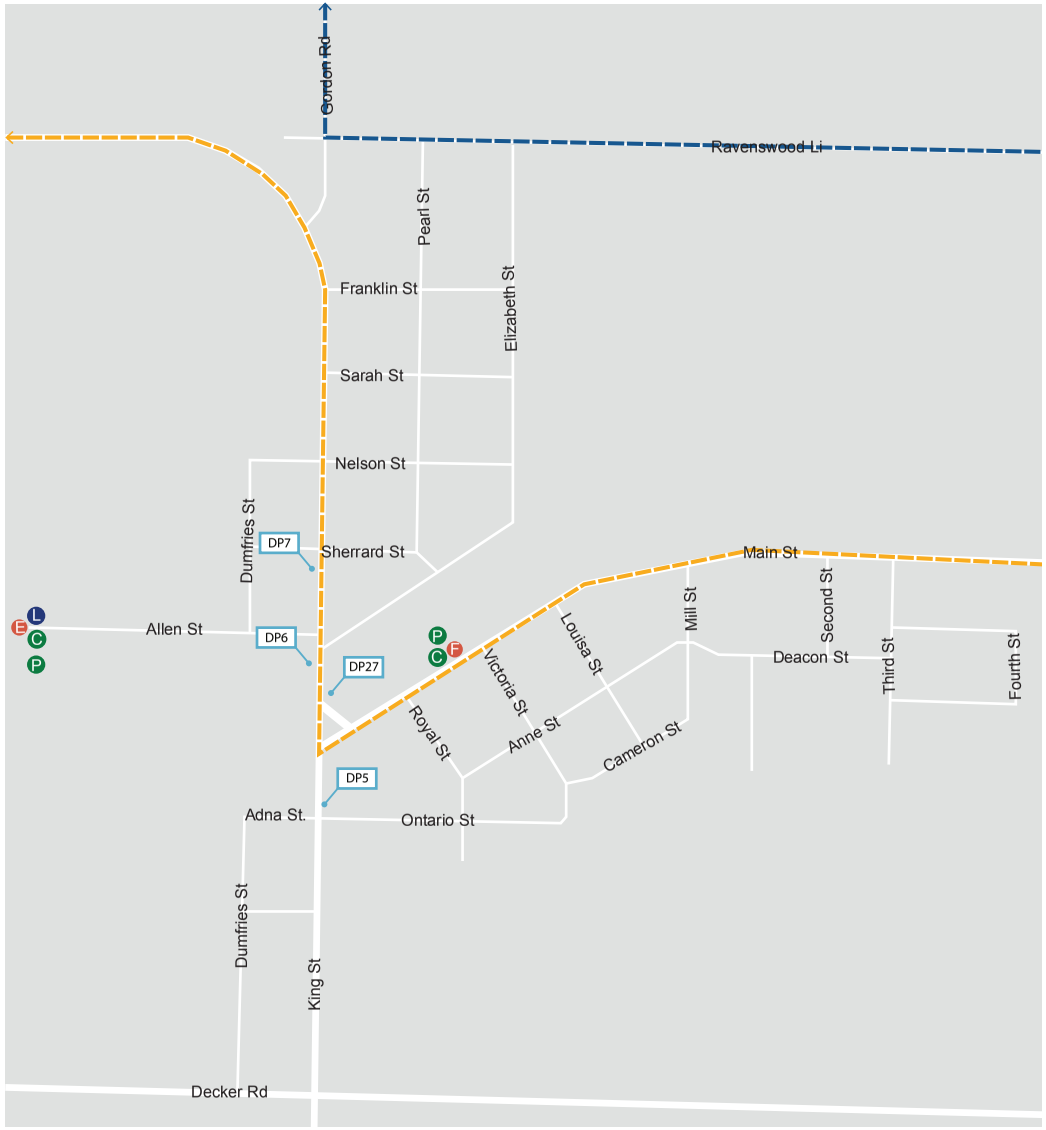
Tourism

- **Harbor**
- **Washroom (seasonal)**

Key

- DP# **Directional Primary (refer to chart)**

Thedford



Legend

Civic

- **Fire Hall**
- **Evacuation Centre**
  Thedford Legacy Centre

Cultural

- **Library**

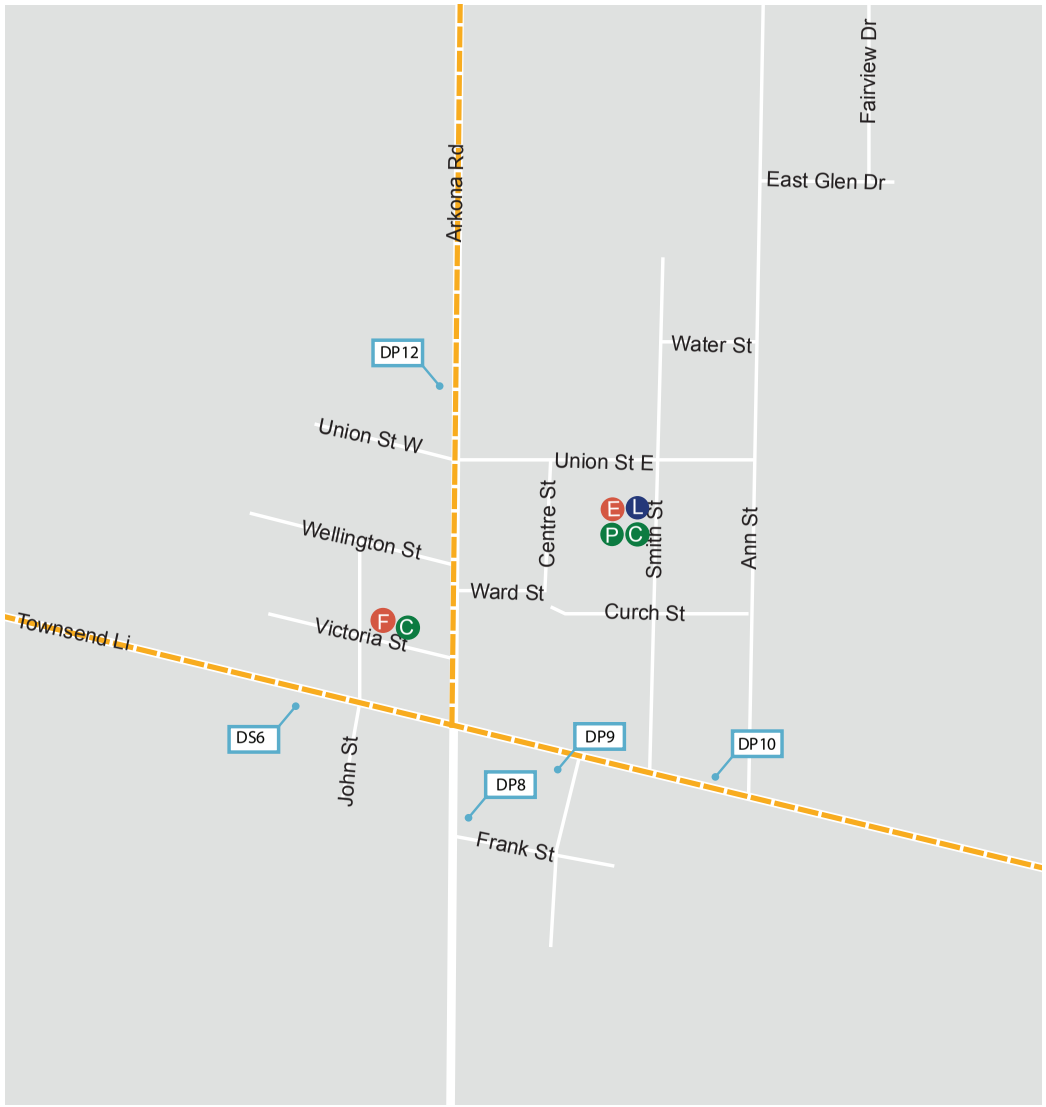
Recreation/Leisure

- **Arenas & Community Centres**
  Thedford Bosanquet Arena & Community Centre
  Thedford Village Complex
- **Park**
  Thedford Bosanquet Arena & Community Centre
  Thedford Village Green
- **Lambton County Regional Trail Network**

Key

- DP# **Directional Primary (refer to chart)**

Arkona



Legend

Civic

- **Fire Hall**
- **Evacuation Centre**
  Arkona Community Centre

Cultural

- **Library**
  Arkona Library

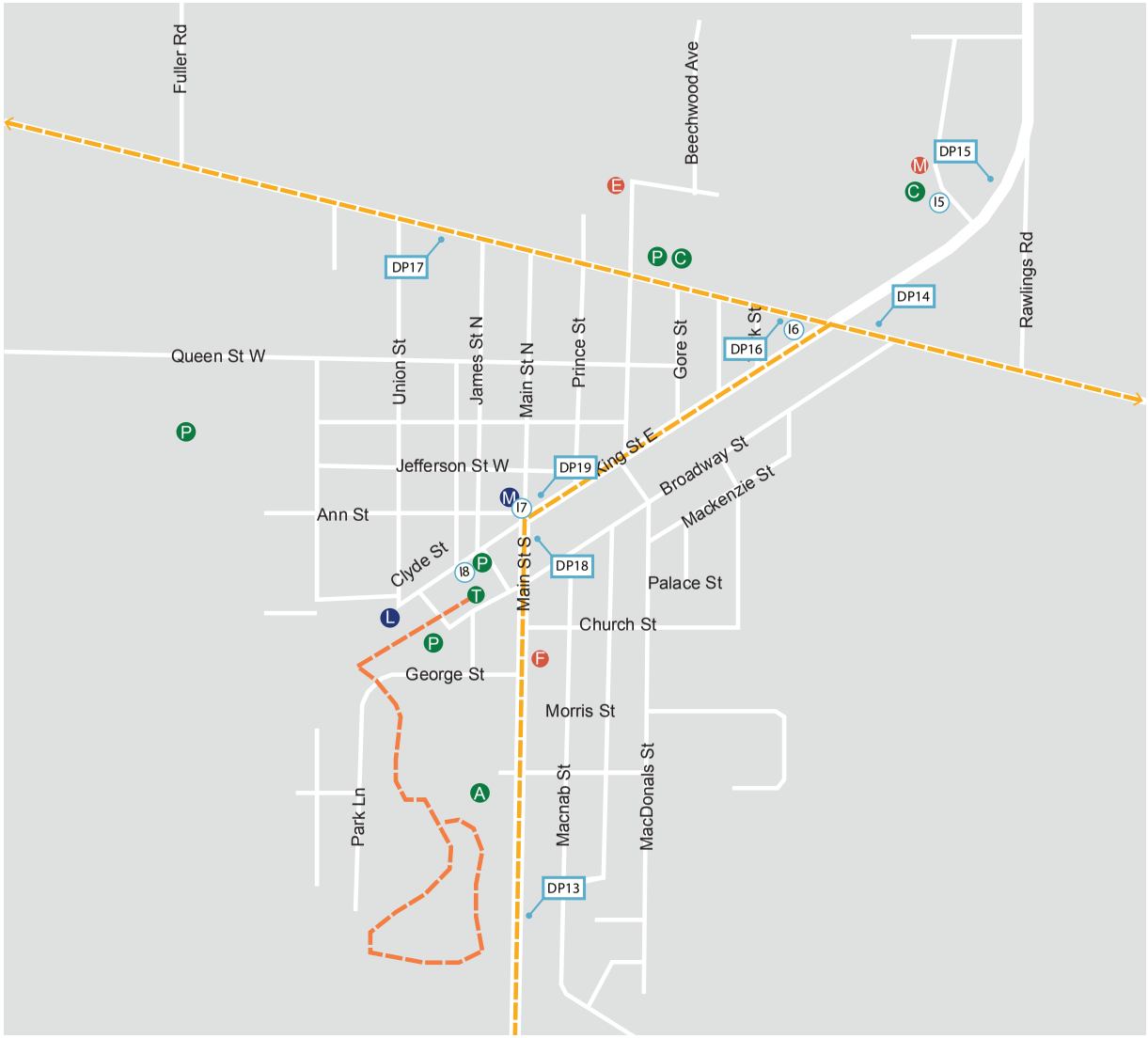
Recreation/Leisure

- **Arenas & Community Centres**
  Arkona Community Centre
  Arkona Senior Centre
- **Park**
  Utter Park
  Arkona Community Centre Park
- **Lambton County Regional Trail Network**

Key

DP# **Directional Primary (refer to chart)**

Forest



Legend

Civic

- **Fire Hall**
- **Evacuation Centre**
  Royal Canadian Legion
- **Municipal Office**

Cultural

- **Library**
- **Museum**
  Forest Museum

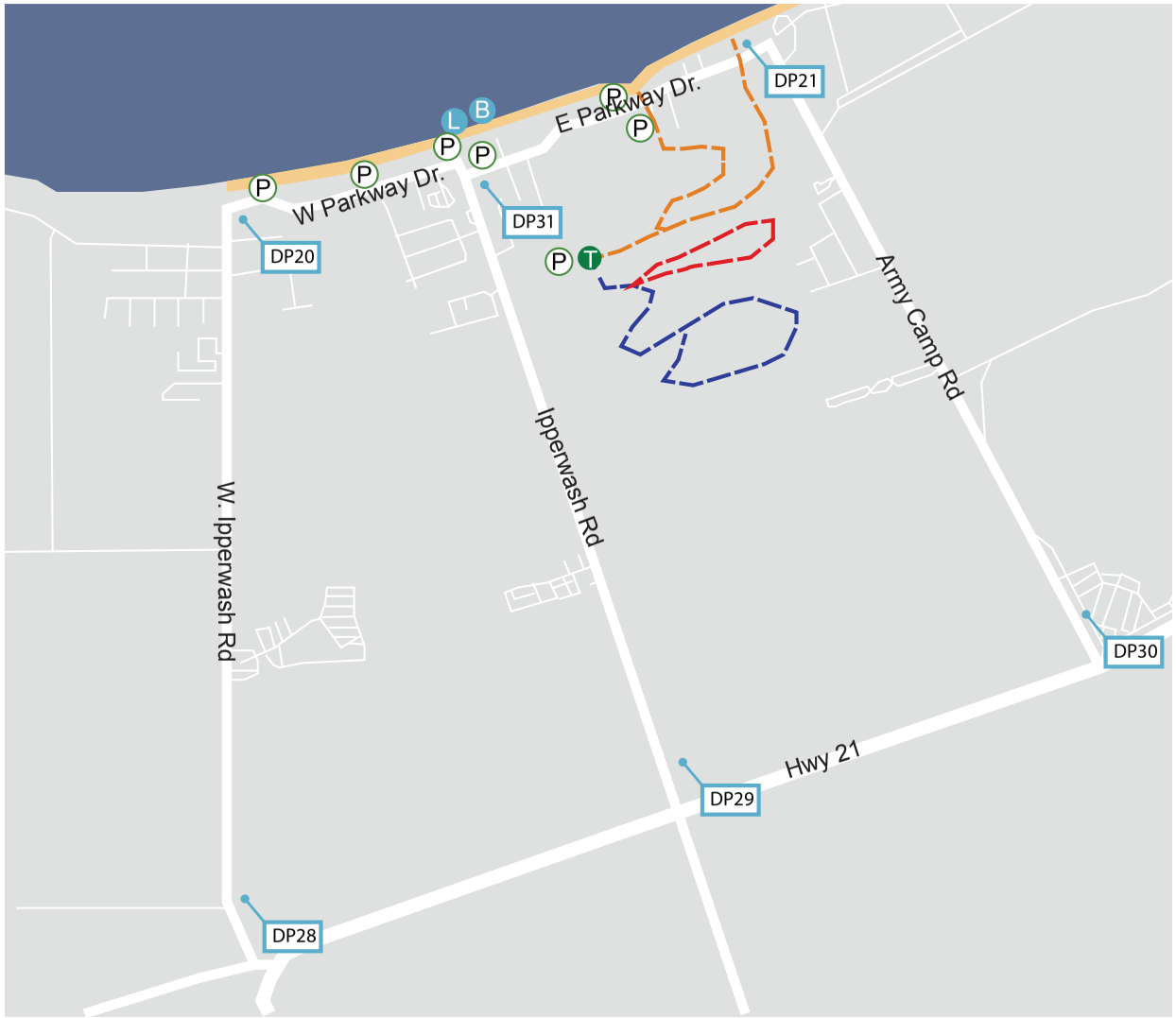
Recreation/Leisure

- **Arenas & Community Centres**
  The Shores Rec Centre YMCA
  Kimball Hall/Curling Club
- **Park**
  Rotary Civic Square
  Shipley's Grove
  Coultis Park
  Forest X Park
  Forest Fairgrounds
- **Conservation Area**
  Esli Dodge Conservation Area
- **Trail Head**
  Forest Walkway Trail
- Forest Walkway Trail
  Lambton County Regional Trail Network

Key

- DP# **Directional Primary (refer to chart)**
- I# **Tourism Map Location**

Ipperwash



Legend

- Parking
- **Recreation/Leisure**
- Trail Head
- Grand Bend Rotary Trail
- Beach Trail
- Cedar Trail
- Dunes and Swales Trail
- **Tourism**
- Boat Launch
- Beach
- Lambton County Regional Trail Network
- **Key**
- DP# Directional Primary (refer to chart)

6.4 Budget & Phasing

This recommendation will assist Lambton Shores in allocating priority for implementing the Signage Master Plan. Lambton Shores may involve many departments, each with their own priorities – hence many differing sign projects could occur concurrently. As such, the following priorities should be considered as a strategic guide that could inform phasing. Five key priorities should be addressed as shown below.

Recommended Prioritization:

1. Start with Replacement – missing or existing entry or directional signage in need of repair or update reflect poorly on community pride and image and should have priority for replacement. Disrepair might include signs with peeling paint and message appliqués; fading sign panels, warped or damaged structures, or those that have a tired and neglected (end of life) appearance;

2. Civic Pride 1 – identification of an existing amenities that currently has no signage;

3. Filling the Gap – installing new signage that fill a wayfinding 'gap' and/or complete an existing route;

4. Civic Pride 2 – identification of new amenities, trails and facilities will have signage included as part of their construction activities. These signs complete the celebration of the new amenities through identity and access, and contribute to community pride;

5. Support Signage – identification and/or directional signage that appeal to an identified need through public or organization concern.

Phasing should accommodate and be organized into short term (1-3yrs), middle term (3-5yrs) and long term (5-10yrs) periods – these have been suggested on the 'budget & phase' charts in the following section.

Phasing will respond directly to available approved budgets, based on a priority system however in certain cases several priorities may be in effect concurrently. As such, each concurrent year or phase will continue with incomplete priorities from the previous phase that were not installed. Priorities should be reviewed and adjusted on a yearly basis.

Municipal Gateway - Primary (GP) Specification Chart

Sign Information			Site Information	Phase			Budget
Reference	Primary Messaging	Portal Location	Existing Sign	1	2	3	
GP-1	Municipality of Lambton Shores		n/a				$10,770.00
GP-2	Municipality of Lambton Shores		n/a				$10,770.00
GP-3	Municipality of Lambton Shores		n/a				$10,770.00
GP-4	Municipality of Lambton Shores		n/a				$10,770.00
GP-5	Municipality of Lambton Shores		n/a				$10,770.00
GP-6	Municipality of Lambton Shores		n/a				$10,770.00
GP-7	Municipality of Lambton Shores		yes				$10,770.00
GP-8	Municipality of Lambton Shores		n/a				$10,770.00
GP-9	Municipality of Lambton Shores		n/a				$10,770.00
GP-10	Municipality of Lambton Shores		n/a				$10,770.00
			Subtotal Signs by Phase				
			Budget by Phase	$35,900.00	$35,900.00	$35,900.00	**$107,700.00**

Community Gateway - Secondary (GS) Specification

Sign Information			Site Information	Phase			Budget
Reference	Primary Messaging	Portal Location	Existing Sign	1	2	3	
GS-1	Grand Bend		no				$9,543.00
GS-2	Grand Bend		yes				$9,543.00
GS-3	Grand Bend		yes				$9,543.00
GS-4	Port Franks		yes				$9,543.00
GS-5	Port Franks		no				$9,543.00
GS-6	Ipperwash		yes				$9,543.00
GS-7	Ipperwash		yes				$9,543.00
GS-8	Ipperwash		yes				$9,543.00
GS-9	Thedford		yes				$9,543.00
GS-10	Thedford		yes				$9,543.00
GS-11	Thedford		no				$9,543.00
GS-12	Arkona		yes				$9,543.00
GS-13	Arkona		yes				$9,543.00
GS-14	Arkona		yes				$9,543.00
GS-15	Forest		yes				$9,543.00
GS-16	Forest		no				$9,543.00
GS-17	Forest		no				$9,543.00
GS-18	Forest		no				$9,543.00
GS-19	Arkona		no				$9,543.00
			Subtotal Signs by Phase				
			Budget by Phase	$60,439.00	$60,439.00	$60,439.00	**$181,317.00**

Rural Directional - Primary (TP) Specification Chart

Sign Information			Site Information	Phase			Budget
Reference	Primary Messaging	Portal Location	Existing Sign	1	2	3	
TP-1	↑ Beach ↑ Downtown ↑ Boat Launch ↑ Harbor		n/a				$ 5,190.00
TP-2	↑ Beach ↑ Downtown ↑ Pinery Provincial Park		n/a				$ 5,190.00
TP-3	↑ Lambton Heritage Museum ↑ Pinery Provincial Park ↑ Ausable River Cut ↑ Port Franks		n/a				$ 5,190.00
TP-4	↑ Rock Glen Conservation Area ↑ Thedford ← Forest		n/a				$ 5,190.00
TP-5	↑ Rock Glen Conservation Area ↑ Thedford		n/a				$ 5,190.00
TP-6	↑ Pinery Provincial Park ↑ Grand Bend ← Ipperwash → Forest		n/a				$ 5,190.00
TP-7	← Forest → Ipperwash		n/a				$ 5,190.00
TP-8	↑ Pinery Provincial Park ↑ Grand Bend ← Ipperwash		n/a				$ 5,190.00
TP-9	→ Ipperwash		n/a				$ 5,190.00
TP-10	↑ Pinery Provincial Park ↑ Grand Bend ← Ipperwash		n/a				$ 5,190.00
TP-11	→ Ipperwash		n/a				$ 5,190.00
TP-12	↑ Forest ↑ Esli Dodge Conservation Area		n/a				$ 5,190.00
TP-13	↑ Arkona ↑ Glen Rock Conservation Area		n/a				$ 5,190.00

TP-14	↑ Ipperwash ↑ Grand Bend ↑Pinery Provincial Park		n/a				$ 5,190.00
T-15	↑ Arkona ↑ Glen Rock Conservation Area		n/a				$ 5,190.00
T-16	→ Port Franks → Ausable River Cut → Pinery Provincial Park → Grand Bend		n/a				$ 5,190.00
TP-17	↑ Conservation Area ↑ Pinery Provincial Park ↑ Grand Bend ← Port Franks		n/a				$ 5,190.00
TP-18	← Port Franks ← Ipperwash → Pinery Provincial Park → Grand Bend		n/a				$ 5,190.00
TP-19	↑ Ipperwash → Port Franks ← Conservation Area		n/a				$ 5,190.00
TP-20	↑ Grand bend ← Pinery Provincial Park		n/a				$ 5,190.00
TP-21	↑ Port Franks ↑ Conservation Area ↑ Pinery Provincial Park → Thedford		n/a				$ 5,190.00
TP-22	↑ Ipperwash → Port Franks → Pinery Provincial Park → Grand Bend		n/a				$ 5,190.00
			Subtotal Signs by Phase				
			Budget by Phase	$ 38,060.00	$ 38,060.00	$ 38,060.00	**$ 114,180.00**

Directional - Primary (DP) Specification Chart

Sign Information			Site Information	Phase			Budget
Reference	Primary Messaging	Portal Location	Existing Sign	1	2	3	
DP-1	↑ Beach ↑ Downtown ← Library ← Grand Bend Recreation Centre		n/a				$4,500.00
DP-2	↑ Beach ↑ Downtown ← Tourist Information Centre → Municipal Office		n/a				$4,500.00
DP-3	↑ Pinery Provincial Park → Downtown → Beach ← Municipal Office		n/a				$4,500.00
DP-4	↑ Port Franks Trail System ← Community Centre ←Library		n/a				$4,500.00
DP-5	↑ Legacy Recreation Centre ↑ Library → Firehall → Village Complex		n/a				$4,500.00
DP-6	← Firehall ← Village Complex		n/a				$4,500.00
DP-7	↑ Fire Hall ← Community Centre ← Library		n/a				$4,500.00
DP-8	↑ Fire Hall ↑ Senior Centre ↑ Museum ↑ Rcok Glen Conservation Area		n/a				$4,500.00
DP-9	← Library ← Community Centre (Splash Pad)		n/a				$ 4,500.00
DP-10	→ Library → Community Centre (Splash pad)		n/a				$ 4,500.00
DP-11	↑ Rock Glen Conservation Area ↑ Museum → Library → Community Centre (Splash pad)		n/a				$4,500.00

DP-12	↑ Fire Hall ↑ Senior Centre ← Library ← Community Centre (Splash Pad)		n/a				$4,500.00
DP-13	↑ Downtown ↑ Esli Dodge Conservation Area ↑ Rotary Civic Square		n/a				$ 4,500.00
DP-14	↑ Forest Fairgrounds ← Library ← Rotary Civic Square ← Downtown		n/a				$4,500.00
DP-15	↑ Downtown → Shores Recreation Centre		n/a				$ 4,500.00
DP-16	← Community Centre → Downtown → Museum → Library		n/a				$4,500.00
DP-17	↑ Community Centre → Downtown → Conservation Area		n/a				$ 4,500.00
DP-18	← Library ← Museum ← Rotary Civic Square ← Trail Access		n/a				$4,500.00
DP-19	↑ Library ↑ Museum ↑ Rotary Civic Square ↑ Trail Access		n/a				$4,500.00
DP-20	→ Parking → Boat Launch → Trail Access → Beach Access		n/a				$4,500.00
DP-21	← Parking ← Boat Launch ← Trail Access ← Beach Access		n/a				$4,500.00
DP-22	↑ Downtown ↑ Beach ← Boat Launch ← harbor		n/a				$4,500.00
DP-23	→ Library → Community Centre → Trail Access		n/a				$ 4,500.00
DP-24	← Library ← Community Centre ← Library		n/a				$ 4,500.00
DP-25	← Downtown ← Beach		n/a				$ 4,500.00

DP-26	→ Boat Launch → Harbor		n/a				$ 4,500.00
DP-27	← Library ← Community Centre		n/a				$ 4,500.00
DP-28	↑ Beach ↑ Boat Launch ↑ Trail Access		n/a				$ 4,500.00
DP-29	↑ Beach ↑ Boat Launch ↑ Trail Access		n/a				$ 4,500.00
DP-30	↑ Beach ↑ Boat Launch ↑ Trail Access		n/a				$ 4,500.00
DP-31	↑ Beach ↑ Boat Launch → Trail Access		n/a				$ 4,500.00
			Subtotal Signs by Phase				
			Budget by Phase	$46,500.00	$46,500.00	$46,500.00	**$139,500.00**

Tourism Kiosk

Sign Information			Site Information	Phase			Budget
Reference	Primary Messaging	Portal Location	Existing Sign	1	2	3	
i-1	Grand Bend		n/a				$ 7,332.00
i-2	Grand Bend		n/a				$ 7,332.00
i-3	Grand Bend		n/a				$ 7,332.00
i-4	Grand Bend		n/a				$ 7,332.00
i-5	Forest		n/a				$ 7,332.00
i-6	Forest		n/a				$ 7,332.00
i-7	Forest		n/a				$ 7,332.00
i-8	Forest		n/a				$ 7,332.00
i-9	Port Franks		n/a				$ 7,332.00
i-10	Ipperwash		n/a				$ 7,332.00
i-11	Arkona		n/a				$ 7,332.00
i-12	Thedford		n/a				$ 7,332.00
			Subtotal Signs by Phase				
			Budget by Phase	$ 29,328.00	$ 29,328.00	$ 29,328.00	$ 87,984.00

Individual Sign Cost

Sign Type	Alternatives	Unit Price
Municipal Gateway		$ 9,379.00
Community Gateway		$ 9,543.00
Rural Directional		$ 5,190.00
Directional		$ 4,500.00
Washroom & Parking	Existing post	$ 120.00
	Double post signage	$ 3,300.00
Parking Lot	Alternative A	$ 1,825.00
	Alternative B	$ 3,911.00
Trail Markers	Alternative A	$ 1,222.00
	Alternative B	$ 1,200.00
	Alternative C	$ 290.00
Trai Head Kiosk		$ 5,652.00
Tourism Kiosk	Grand Bend	$ 8,724.00
	Forest	$ 7,333.00

Total Budget

Sign Type	Quanitity	Unit Price	Phase 1	Phase 2	Phase 3	Subtotal
Municipal Gateway	10	$ 10,770.00	$ 35,900.00	$ 35,900.00	$ 35,900.00	$ 107,700.00
Community Gateway	19	$ 9,543.00	$ 60,439.00	$ 60,439.00	$ 60,439.00	$ 181,317.00
Rural Directional	22	$ 5,190.00	$ 38,060.00	$ 38,060.00	$ 38,060.00	$ 114,180.00
Directional	31	$ 4,500.00	$ 46,500.00	$ 46,500.00	$ 46,500.00	$ 139,500.00
Information Kiosk	12	$ 7,332.00	$ 31,184.00	$ 31,184.00	$ 31,184.00	$ 93,552.00
					Approximate Budget	$ 636,249.00

Appendices

i. Survey Results