



Woolwich Township's

# St. Jacobs Wayfinding Sign Strategy [Draft]

*November, 2024*

**pl.ural**

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November 2024

**Township of Woolwich**  
**“St. Jacobs Wayfinding Sign Strategy”**

**Township of Woolwich:**

**Project Management:**

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*Design, Landscape Architecture, Planning  
Rural, Destination & Amenity Landscapes*

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*Print Date:*

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# Table of Contents

## Introduction

The Project ..... 2  
 Introduction to Wayfinding ..... 3  
 Vision ..... 4  
 Guiding Principles ..... 5

## Building a Foundation

Context ..... 9  
 Document Review ..... 10  
 Context Plans ..... 12  
 Existing Signage ..... 16  
 Stakeholder Discovery Session: What We Did ..... 20  
 Stakeholder Discovery Session: What We Heard ..... 21  
 Community Engagement: What We Did ..... 22  
 Community Engagement: What We Heard ..... 23  
 Workshop: What We Did ..... 24  
 Workshop: What We Heard ..... 25  
 Visual Preference Survey: What We Heard ..... 26  
 Needs, Gaps, and Benefits ..... 31  
 Project Framework ..... 32  
 Destination Selection ..... 35

## Designing The System

Sign Types ..... 48  
 General Graphic Standards ..... 51  
 Sign Locations ..... 53  
 Messaging Charts ..... 60  
 Style Guide ..... 72  
 Sign Concepts ..... 76  
 Sign Design Intent ..... 77

## Implementation

Introduction ..... 95  
 Management ..... 96  
 Phasing & Budget ..... 98  
 Installation ..... 101  
 Sign Placement Standards ..... 104  
 Removal of Existing Signs ..... 106  
 Maintenance ..... 107

## Appendices

Sign Concepts ..... 123

# ***INTRODUCTION***



# The Project

## An Overview

The Brand Audit and Toolkit will look to past efforts, and historical and cultural context and work to evolve current branding into tangible assets. These assets could include but are not limited to, a logo, logo use guidelines, recommended text and formatting, a dedicated color palette, letterhead, and more. These invaluable assets will influence all wayfinding projects to follow and add intention to the look and feel of community materials, content, and infrastructure.

The Wayfinding Sign Strategy, informed by the Brand Toolkit, will take these resources a step further, to establish a series of signage and wayfinding elements to be implemented throughout the community. It is important to understand that these assets will be responsible for more than guiding visitors. Signage and wayfinding elements, when designed and executed thoughtfully, create a sense of arrival, contribute to placemaking and tourism development, strengthen connectivity, improve circulation patterns, promote community assets, and present opportunities for private local businesses.

The Strategy and Toolkit mean to simplify and organize efficiency, it also needs to suggest methods to reach different people of varied backgrounds, all parts of the community and Town, ages, needs, and expectations. It must also be valuable in the future. Therefore, it must be insightful, anticipating the future, based on the past. This Strategy has been devised to be a flexible tool with allowances for amendments.

# Introduction to Wayfinding

## What is Wayfinding?

Wayfinding is the process of using the 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 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. Confusions may be operational, organizational, having to do with nomenclature, or a result of staff-provided direction. A wayfinding design can then resolve the issues and evolve into an appropriate solution.





## Vision

The St. Jacob's Brand Audit and Toolkit, and Wayfinding Sign Strategy are tools for your community to showcase its unique heritage, promote your thriving tourism industry, and enhance civic pride. As St. Jacobs continues to welcome more visitors each year, strong brand identity and intentional wayfinding infrastructure will be key contributions to fostering a sense of place that residents, returning, and new visitors can enjoy.

# Guiding Principles

Each element of interpretation and wayfinding in St. Jacobs will need to fit into its unique context. The following guiding principles provide a foundation for this Strategy and are relevant to other elements within and around the Village of St. Jacobs and the Market district.



## Be Appropriate

All sign elements in the Village, Market, and around the peripheral should be in scale to the intended location and user.



## 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 about their presence or their message. They can be tasteful, humble, and visible as the background to gardens; complementing, enhancing, and not overshadowing the St. Jacobs landscape.



## Be of Consistent Attitude

Everything seen and experienced by the public should reflect a consistent attitude and philosophy of the area. Signs and built elements should complement the Town’s context, location, aesthetic, and brand.



## Embrace Change

Remember 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.



## Use Character Befitting of the Place

The character of signs should fit within the aesthetic of the area. An effort should be made to retain the rural, naturalistic, and heritage environments that residents and visitors now enjoy.





### Engage all Senses

When appropriate, use materials for color, texture, light, sound, and scale to tell or enhance a story of the place.



### Structures are Informative

Sign design and style can have their own interpretation, delivering a different interpretation and message to each user. The function of words and pictures is in addition to this message, this provides a unique and cohesive message per each individual sign.



### 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).



### Fit the Historic Context

The design of signs and markers should draw from the historical elements of the Village, Market, and community without replicating them. They should fit the historical context and character of the downtown but take initiative to find innovation and transcend the current status.



## Place Only a Few, Harmonious Signs

Built elements, physical markers, and man-made items in the St. Jacobs landscape have the potential to distract from the immersive quality of the downtown, buildings, streets, and natural heritage, which are the main character-defining elements of the place. Though some visitors appreciate or even sometimes long for more information than what is provided, others feel as though they are in the way or resent the intrusion of signs. Given the need for balance, we strongly suggest as few signs as possible, are logically placed, and harmonious with each other and the sites they are placed within.



## Cluster and Incorporate

Wherever possible, wayfinding markers should be located near and incorporated into the design of other built elements 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 kiosks or orientation panels.



## Maintain Consistent Leadership

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

# ***BUILDING A FOUNDATION***



## Context

St. Jacobs is a community and former village located in the township of Woolwich in Waterloo Region, Ontario, just north of the city of Waterloo. With a population of approximately 2,000 residents, the area is characterized by its landscape, heritage, and proximity to the Conestogo River. People are drawn to St. Jacobs for the architecture, recreation, quaint village appearance, retail focus, and Mennonite heritage, with visitors traveling from all over to visit, including the neighboring urban areas of Waterloo and Kitchener.

Through this Foundations chapter, the following gathered information will inform the overall Strategy, including hierarchy of destinations, key routes, sign location, and overall sign designs. The Foundation information includes document review, focus group results, evaluation of destinations, routes into Town, and key decision nodes found within St. Jacobs.

# Document Review

The following documents and reports have been reviewed to provide supporting information for the Wayfinding Sign Strategy for St. Jacobs.

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## Township of Woolwich Official Plan (2022)

From the settlement area maps provided in the Official Plan, and the planning framework surrounding the Stockyards, the following can be concluded:

- The ‘Village’ of St. Jacobs (an area defined by the Business Improvement Area Association) is located in the Township Urban Area of St. Jacobs.
- The St. Jacobs Farmers Market is located in the Urban Area officially identified as the Stockyards.
- There is no designated area identified as St. Jacobs Country.
- There is no designated area identified as the Market District.

Moving forward, the following recommendations are proposed in efforts to satisfy all stakeholders when considering destinations and sign locations for the Wayfinding Strategy.

- A geographical area and specific gateway portals will need to be defined to provide a logical boundary to accommodate the Wayfinding Sign Strategy for St. Jacobs.
- To support planning initiatives defined in the Official Plan, the strategy should be flexible to accommodate future growth projections for both the Stockyards and St. Jacobs.
- The wayfinding system should be designed to provide logical progression between designated areas without compromising intended development initiatives.

*See Appendix A for the Township of Woolwich Official Plan (2022)*

## The Woolwich Township Strategic Action Plan

This plan identifies many directions that are relevant for the Brand Audit and Wayfinding Sign Strategy for St. Jacobs. These should be considered to ensure alignment with the strategy

- Balance the small town feel, maintenance of rural values and lifestyle with provision of urban amenities and infrastructure.

*See Appendix B for The Woolwich Township Strategic Action Plan*

## Tourism Recovery Strategy and Action Plan

This strategy action plan identifies a few items specific to a Wayfinding Sign Strategy, such as providing systems to improve visitor experience through the provision of improved tourism infrastructure (physical directional signage, information kiosks etc.) maps for washrooms and parking and brand development.

*See Appendix C for The Tourism Recovery Strategy and Action Plan*

The following documents have been reviewed to support accessibility considerations for the Wayfinding Sign Strategy for St. Jacobs. Accessibility for wayfinding signage will be one of the guiding principles for sign design and placement.

The Township of Woolwich is committed to providing inclusive and accessible communities and continues to implement the legislated requirements set out in the Accessibility for Ontarions with Disabilities Act (AODA).

**It is vital that the Wayfinding Sign Strategy for St. Jacobs abides by the ODA and AODA in order to develop a comprehensive wayfinding system that is inclusive and accessible to all.**

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## **Grand River Accessibility Advisory Committee (GRAAC)**

The Grand River Accessibility Advisory Committee will be a valuable resource and quality check point for wayfinding sign design and strategy development.

## **The Ontarians with Disabilities Act, 2001 (ODA)**

This act defines the basic groundwork upon which the Township of Woolwich Accessibility Policy is founded.

## **Accessibility for Ontarians with Disabilities Act, 2005 (AODA)**

This act defines additional groundwork upon which the Township of Woolwich Accessibility Policy is founded.

## **Woolwich Township Multi-Year Accessibility Plan and Policy 2020 – 2023**

Regard for accessibility (both in terms of graphic messaging content and specific placement within the public realm) will be included as a guiding principle for all wayfinding information systems (eg. signage, information kiosks, digital, and printed materials).

## **A Guide to the Integrated Accessibility Standards Regulation, April 2014**

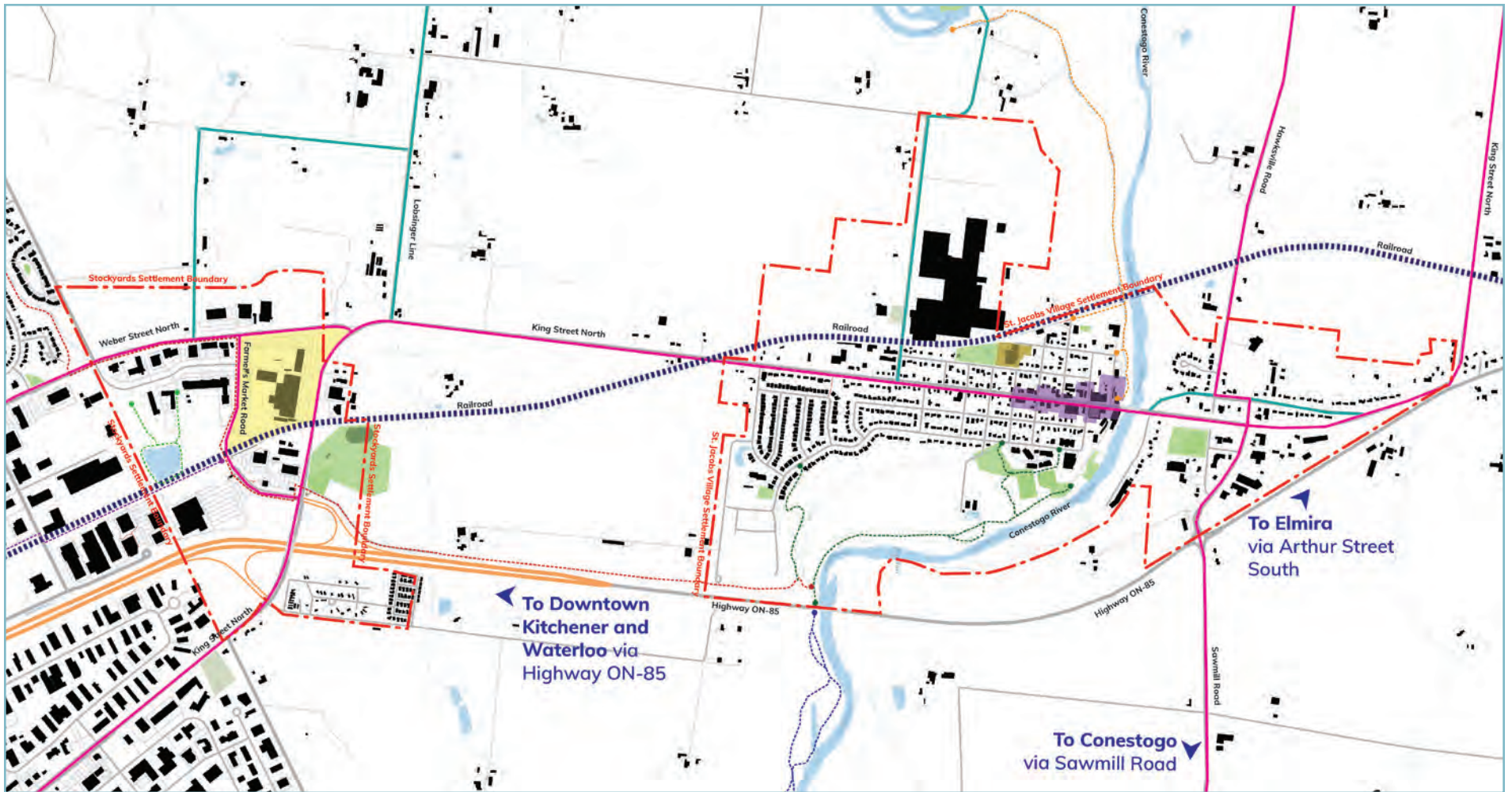
Details are provided in the four categories: Information and Communications, Employment, Transportation and Design of Public Spaces. There are no specific requirements in terms of linear wayfinding, but many guidelines can be used to aid common sense when it comes to accessible wayfinding sign design.

## **The Design of Public Spaces Standard, 2017 (Greg Thomson, 2019)**

This Standard is also based on the Guide to the Integrated Accessibility Standards Regulation, April 2014, with a focus on Public Space. It provides some guidance re accessibility for the design of Public Spaces in which wayfinding signs and information kiosks may be located.

*See Appendix D for Accessibility for the Wayfinding Sign Strategy for St. Jacobs*

# Context Plans

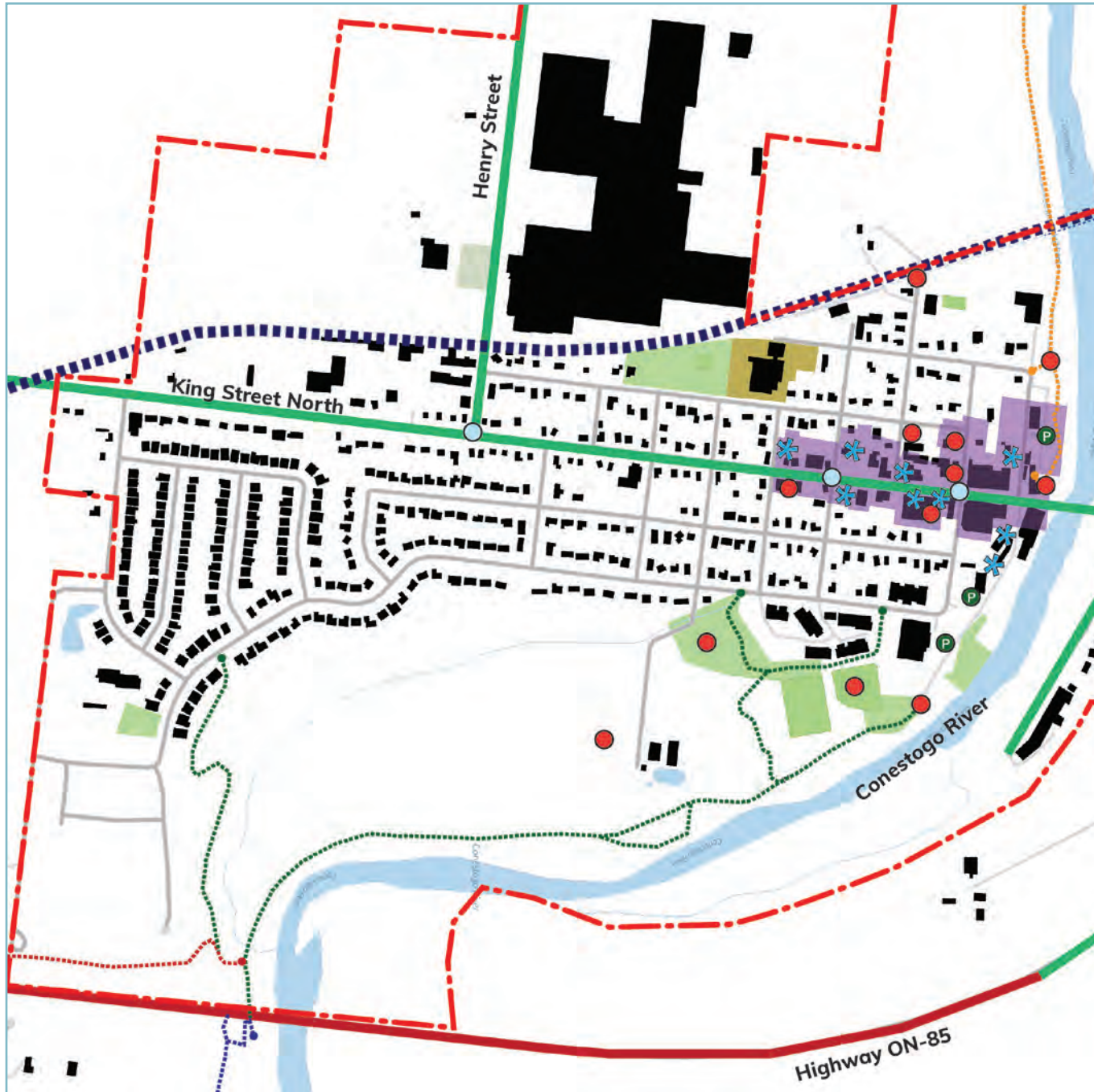


**LEGEND**

- Streets
- Buildings
- Railway
- Water Course
- Water Bodies
- Parks & Open Space
- Settlement Boundary
- Farmers Market District
- St. Jacobs Village Core
- Provincial Highway (Orange)
- Minor Entrance Road (Teal)
- Major Entrance Road (Pink)
- Mill Race Trail
- Avon Trail
- Trans Canada Trail
- Health Valley Trail
- Benjamin Road Trail
- Market Trail



## St. Jacobs Settlement Area (1 of 2)



### LEGEND

- Streets
- Buildings
- Railway
- Water Course
- Water Bodies
- Parks & Open Space
- Settlement Boundary
- St. Jacobs Village Core
- Provincial Highway (Orange)
- Roads With 30-40 Km/H Speeds
- Roads With 50-60 Km/H Speeds
- Roads With 70-80 Km/H Speeds
- Mill Race Trail
- Avon Trail
- Trans Canada Trail
- Health Valley Trail
- Proposed Destinations (To Be Reviewed)
- P Public Parking Lots
- \* Washrooms
- Decision Nodes





## St. Jacobs Settlement Area (2 of 2)



### LEGEND

- Streets
- Buildings
- Railway
- Water Course
- Water Bodies
- Parks & Open Space
- Settlement Boundary
- Provincial Highway
- Roads With 30-40 Km/H Speeds
- Roads With 50-60 Km/H Speeds
- Roads With 70-80 Km/H Speeds
- Proposed Destinations (To Be Reviewed)
- Decision Nodes



## The Stockyards



### LEGEND

- Streets
- Buildings
- Railway
- Water Course
- Water Bodies
- Parks & Open Space
- Settlement Boundary
- St. Jacobs Farmers Market District
- Provincial Highway (Orange)
- Roads With 30-40 Km/H Speeds
- Roads With 50-60 Km/H Speeds
- Roads With 70-80 Km/H Speeds
- Trans Canada Trail
- Benjamin Road Trail
- Market Trail
- Proposed Destinations (To Be Reviewed)
- Private Parking Lots
- Washrooms
- Decision Nodes
- Electric Charging Station



# Existing Signage

## Introduction

The existing signs in the Village of St. Jacobs and Market range in various sign types, sizes and configurations. The evaluation focuses on signs that serve St. Jacobs's gateways, directional signage, and informational panels found within and around St. Jacobs.

An image inventory of the existing signs can be found in this section. They are categorized by gateway signs, directional signs, and information panels.



## Gateway Signage

- There are three types of Gateway Signage in St. Jacobs: St. Jacobs Country, The Village of St. Jacobs, and Woolwich Township - St. Jacobs signs;
- Some signage is relatively new and in good condition, but some signs are in obvious need of repair or replacement; and
- Branding is inconsistent between the signs



The Village has two similar signs located on either side of the Villages (BIA) boundary. The signs are in good condition. The event signage looks to be an afterthought and while confusing the welcome message, is also difficult to read.



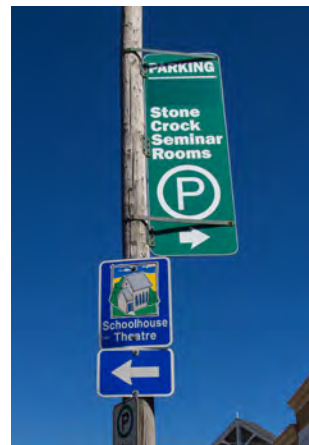
Woolwich Township has installed gateway signs at the entrances into St. Jacobs settlement area. They incorporate township branding as a primary message, with a lower priority on St. Jacobs. The additional 'community' message dominates; and the service sign adds clutter.



This specific sign is using St. Jacobs Country as a 'header' (in poor condition - looks repaired) for a place identification sign. It suggests that this area (in which the sign is placed) is St. Jacobs Country, which is misleading.

## Directional Signage

- Lack of uniformity using a range of colours, sizes, fonts and materials;
- Some directional signage is outdated / poor condition and is in need of replacement;
- Panel size is too small for users to read;
- Font size is too small on certain panels or hidden by other objects (branches, other signs, etc.);
- Inconsistent mounting heights / placement; and
- Multiple signs for the same destination and at the same location.



Assorted directional signs with various issues.

## Informational Panels

- Information panels are a mixture of colours, formats, and conditions;
- Lack of St. Jacobs identity / branding;
- Some identity signage is in poor condition and in need of replacement;
- Poor graphic layouts result in reduced legibility of signs;
- Accessibility approaching panels could be improved; and
- Information is outdated



# Stakeholder Discovery Session: What We Did

## Discovery Session

On September 28th, 2022 we held a Stakeholder Discovery Session virtually, to hear and gather thoughts on the current Branding and Wayfinding challenges in St. Jacobs today.

### The Purpose of this Discovery Session was to:

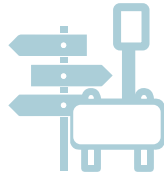
- Discover what the Stakeholders in the Community, feel works or doesn't work with Branding and Wayfinding in St. Jacobs; and
- Discover how our efforts will best support these concerns about Branding and Wayfinding in St. Jacobs.



# Stakeholder Discovery Session: What We Heard

## Stakeholder Findings

During our stakeholder meeting, we asked the group to identify any wayfinding challenges they find in St. Jacobs as well as any other considerations for wayfinding. These were the common themes identified:



### Sign Clutter and Overload

- Assorted signs clutter the streetscape and are ineffective.
- There are too many signs with too many brands and logos.
- The excessive number of signs get ignored and then people ask where to go

### The way Signage looks and feels

- There is no cohesion within the existing signage.
- There is a lack of consistency within the existing signage.
- There is also an overwhelming assortment of signs on various roads.
- First impressions are diminished when many existing signs are in need of repair or replacement.
- The tonality on the signage should be adjusted.



### Sense of Arrival and Identity

- Current signage does not convey a sense of arrival or identity.
- People have a hard time understanding what to do when you get there
- The existing signage does not give off a 'warm invitation'
- The signage should excite people when they arrive in St. Jacobs



### Inclusivity and Accessibility

- Needs to be accessible for Drivers, Pedestrians, and Cyclists
- For drivers specifically, the signage should be easy to read and consistent to avoid confusion and distraction
- Wayfinding should be implemented for overnight guests
- Distances from one place to the next are not clear or unknown
- Possibility to connect physical wayfinding signage to an online platform
- Parking and Washrooms – Essential



# Community Engagement: What We Did


## Community Engagement Pop Up

On October 1, 2022 we held a pop up opportunity at the market and in the village, to spread project awareness, answer questions, and engage with locals and visitors.

Digital and print materials were used to spread the word about the project, and to encourage engagement in survey opportunities:

- **Woolwich Website & Social Media**  
Panel materials are available via the Woolwich website, and announcements have been made via Woolwich social media channels.
- **Postcards**  
Print postcards were distributed during pop up events and are available via Woolwich Staff and local businesses/vendors.

## Engagement Survey

33 

### Online Responses

Available online beginning on October 1 through to October 21, our online survey opportunity received **33 online responses**.

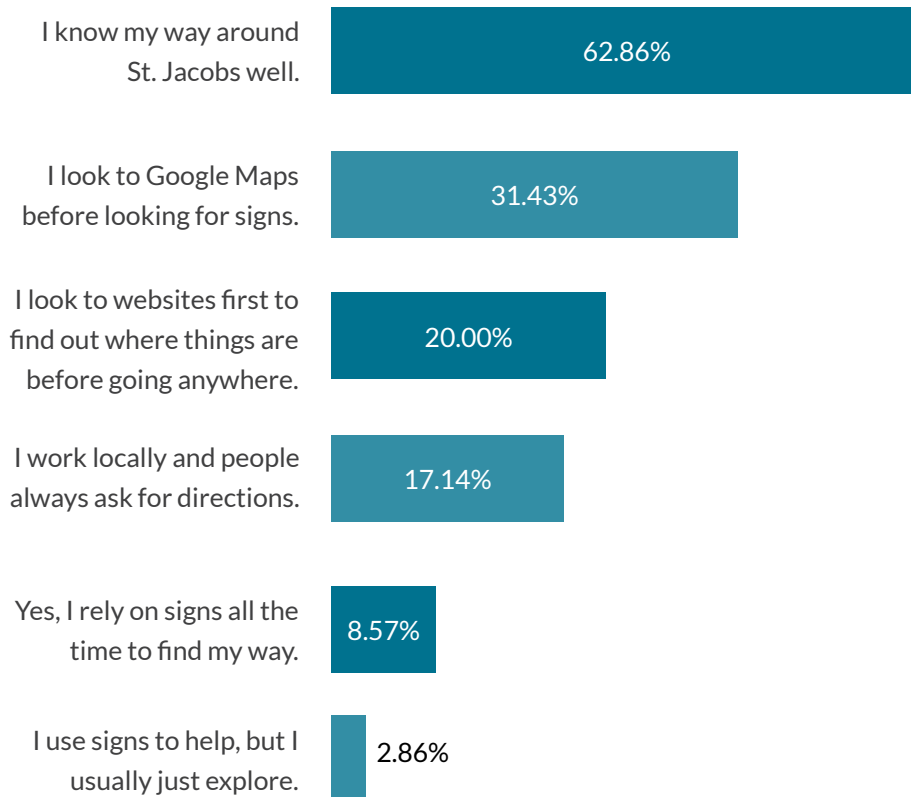
13 

### Hard Copies Submitted

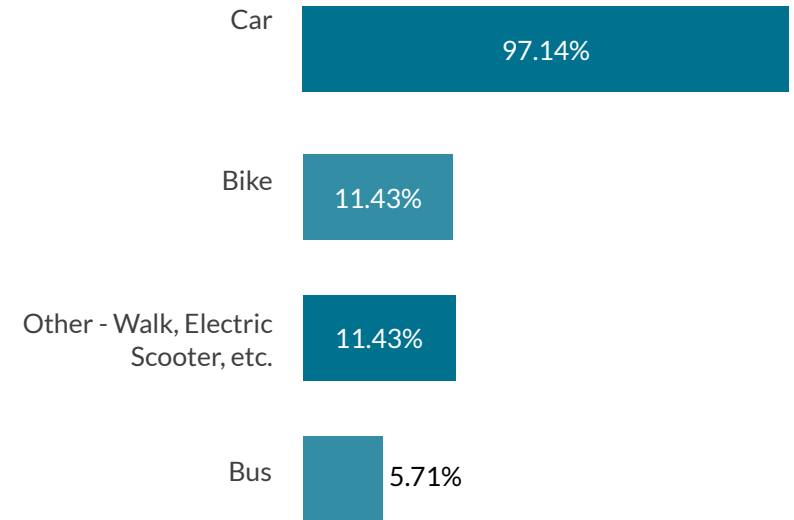
Available on October 1, during our market and village pop up, and again on October 12, during the St. Jacobs Initiative Stakeholder Workshop, we received **13 hard copies**.

# Community Engagement: What We Heard

## How do you find your way to and around St. Jacobs?



## How do you travel to St. Jacobs?



Sources: Statistics have been taken from Online Survey Findings

# Workshop: What We Did

## In-person Workshop

On November 23rd, 2022 pl.ural held a workshop to determine preferences for the Wayfinding Strategy.

Participants were given two participatory activities which included Exercise 1 and a Visual Preference Survey (VPS), each intentionally designed to draw out information to inform and guide the Strategy.

## Exercise 1

Currently, St. Jacobs Country has no official boundary. The first part of the activity tasked participating groups with outlining what they believed to be the boundary of St. Jacobs Country.

Using the boundary the groups created in the first part of the exercise, the participants were asked to place where they believe Gateway signage should be located.

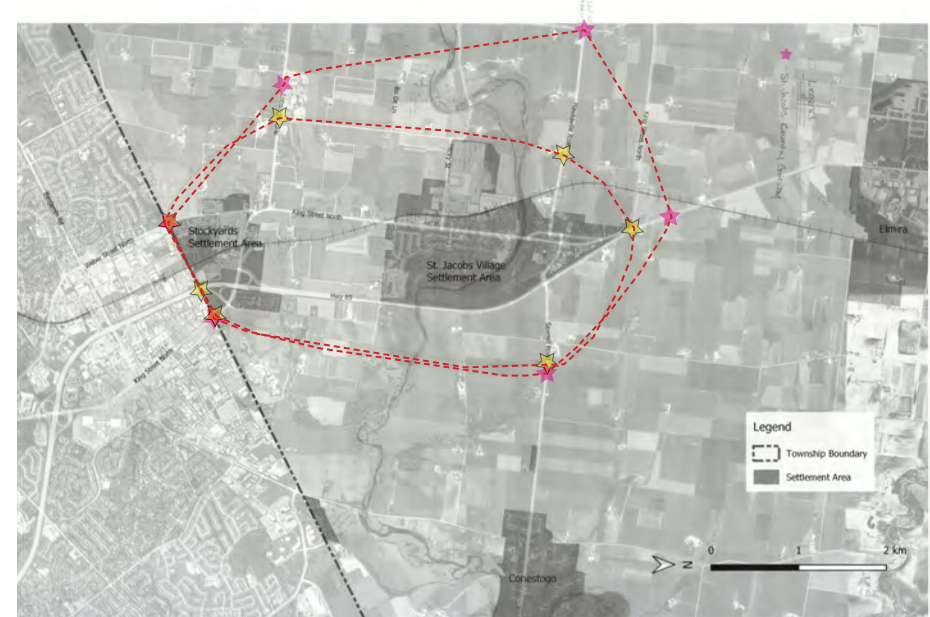
## Visual Preference Survey (VPS)

The focus group members were shown a series of slide images and were asked to rank each image as preferred or not preferred. Slides were shown for approximately 7-10 seconds, requiring participants to rank images based on first reactions. The images were broken down into different sections including, but not limited to; colour, style, and different materials.



# Workshop: What We Heard

## Exercise 1 Results



### Group 1

- ★ Tier 1 Gateway Signage (St. Jacobs)
- ★ Tier 2 Gateway Signage (St. Jacobs Village + Market)

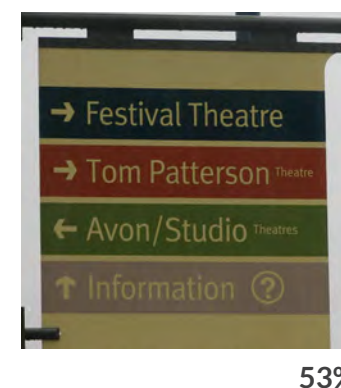
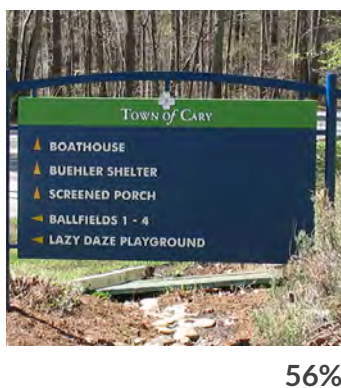
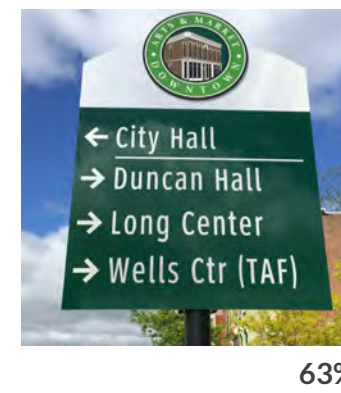
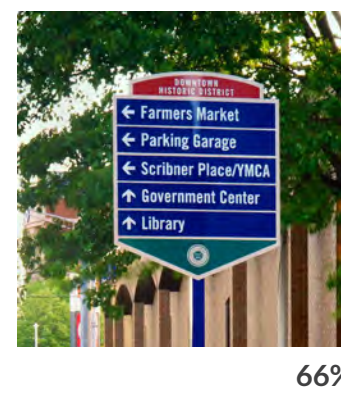
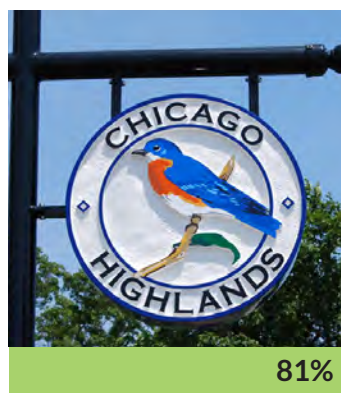
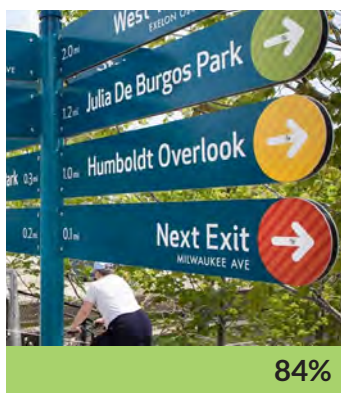
*This group did not identify a boundary*

### Group 2 + Group 3

- ★ Gateway Signage Locations
- ★ Gateway Signage Locations
- St. Jacobs Boundary (according to participants)

# Visual Preference Survey: What We Heard

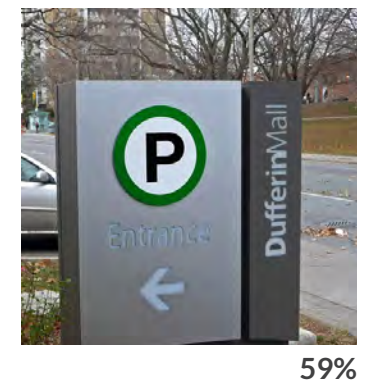
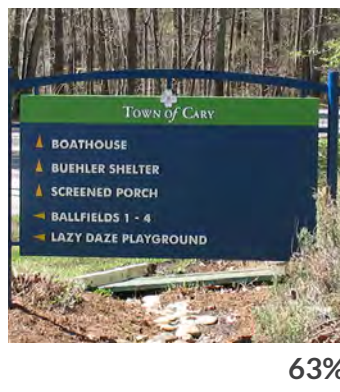
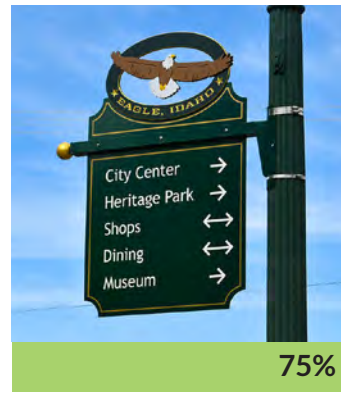
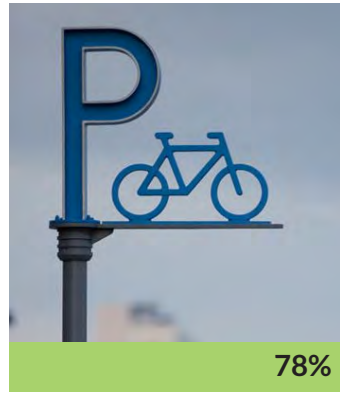
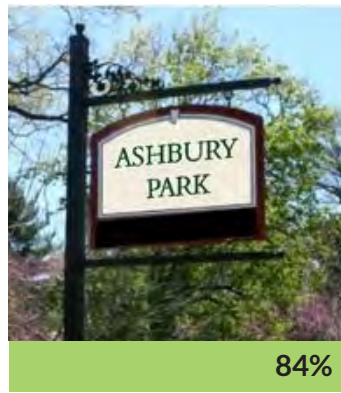
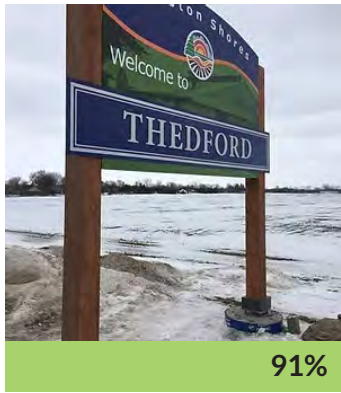
**Colour** The following visuals were considered very favourable, receiving scores above 2 (50%):



## In Summary, participants preferred:

- signage with a consistent background (or blade colour)
- signage with small pops of colour.
- the use of one or two accent colours (a simplified palette)
- the use of white writing on a coloured background (with good contrast)
- the use of a colourful palette with slightly reduced chroma (colourful, but more muted)

**Style** The following visuals were considered very favourable, receiving scores above 2 (50%):



**Style (continued)** The following visuals were considered very favourable, receiving scores above 2 (50%):



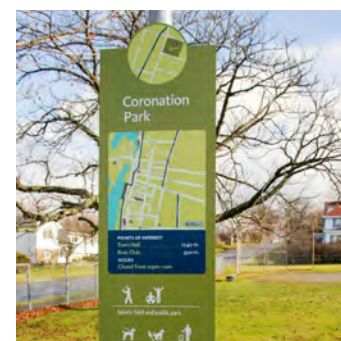
59%



59%



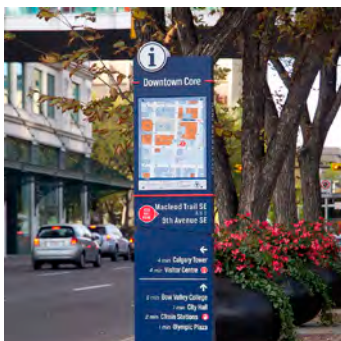
59%



56%



56%



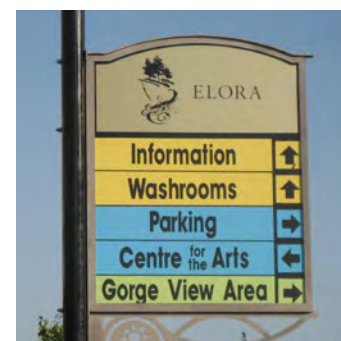
56%



56%



56%



53%



53%



53%



53%

**In Summary, participants preferred:**

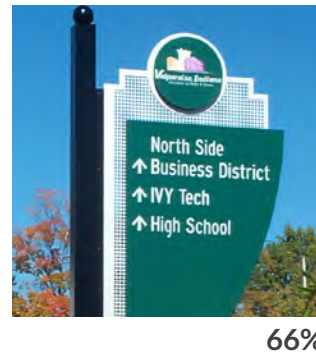
- a more traditional aesthetic
- signage with motifs, icons, and/or branding assets
- signage that appeared to be 'manufactured'
- signage with unique or detailed hardware (e.g., cut metal, finials, exposed fasteners, etc.)
- signage that is not perfectly square (e.g., curved top and/or edge, corner detailing, etc.)

**Materiality** The following visuals were considered very favourable, receiving scores above 2 (50%):

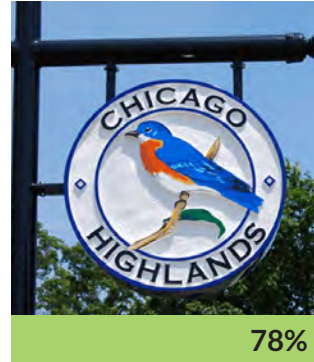
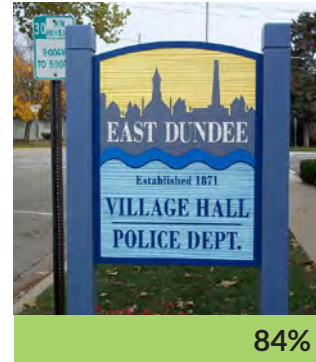
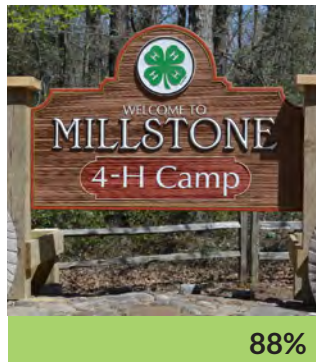
**Corten Steel:**



**Applied Colour:**



**Sandblasted:**



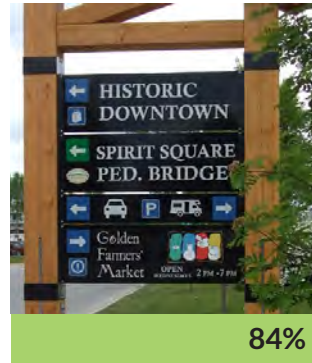


**Materiality (continued)** The following visuals were considered very favourable, receiving scores above 2 (50%):

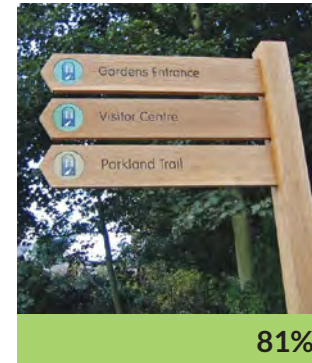
**Wood:**



91%



84%



81%



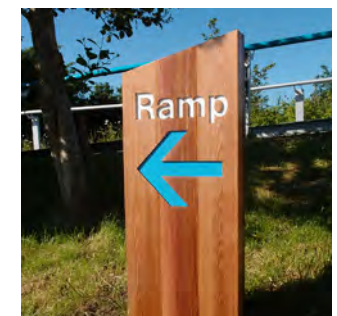
69%



59%



56%



56%

**In Summary, participants preferred:**

- the use of wood; with a slight preference for a 'natural' appearance over 'sandblasted'
- the use of 'Corten' Steel, or weathered metal



# Needs, Gaps, and Benefits

## Needs and Gaps

This section reflects on background research and comments to highlight the needs and gaps found within St. Jacobs regarding the current signage system. The following are not in order of priority:

- Sign clutter is overwhelming (especially at main intersections);
- Using QR codes exclusively is not friendly to all users;
- Some signage was outdated, faded or obstructed;
- Difficult to find things from a distance;
- Banners help to create a sense of place;
- Info kiosks and pedestrian-focused directional signage for visitors was lacking, or not available;
- The “Here You Are” map affixed on the window of the business store along the downtown street is not user-friendly or sustainable;
- No signs for the visitor information centre;
- Lack of wayfinding information/connections between the Village of St. Jacobs and St. Jacobs Farmer’s Market;
- No directional sign for the Farmer’s Market along highway;

# Project Framework

## The Process:

### Why Are We Doing This?

- Provide wayfinding opportunities to connect the Village of St. Jacobs with attractions and destination in and around the Market District area.
- Provide an opportunity to strengthen 'Sense of Place' and heighten 'Identity'.

### Who is our Audience?

- First time tourists, visitors and guests who don't know where they are going or need help re locating destinations and amenities.
- Drivers, pedestrians, cyclists.
- The business and tourism operators.
- The community of St. Jacobs.
- Maintenance team.
- Management team

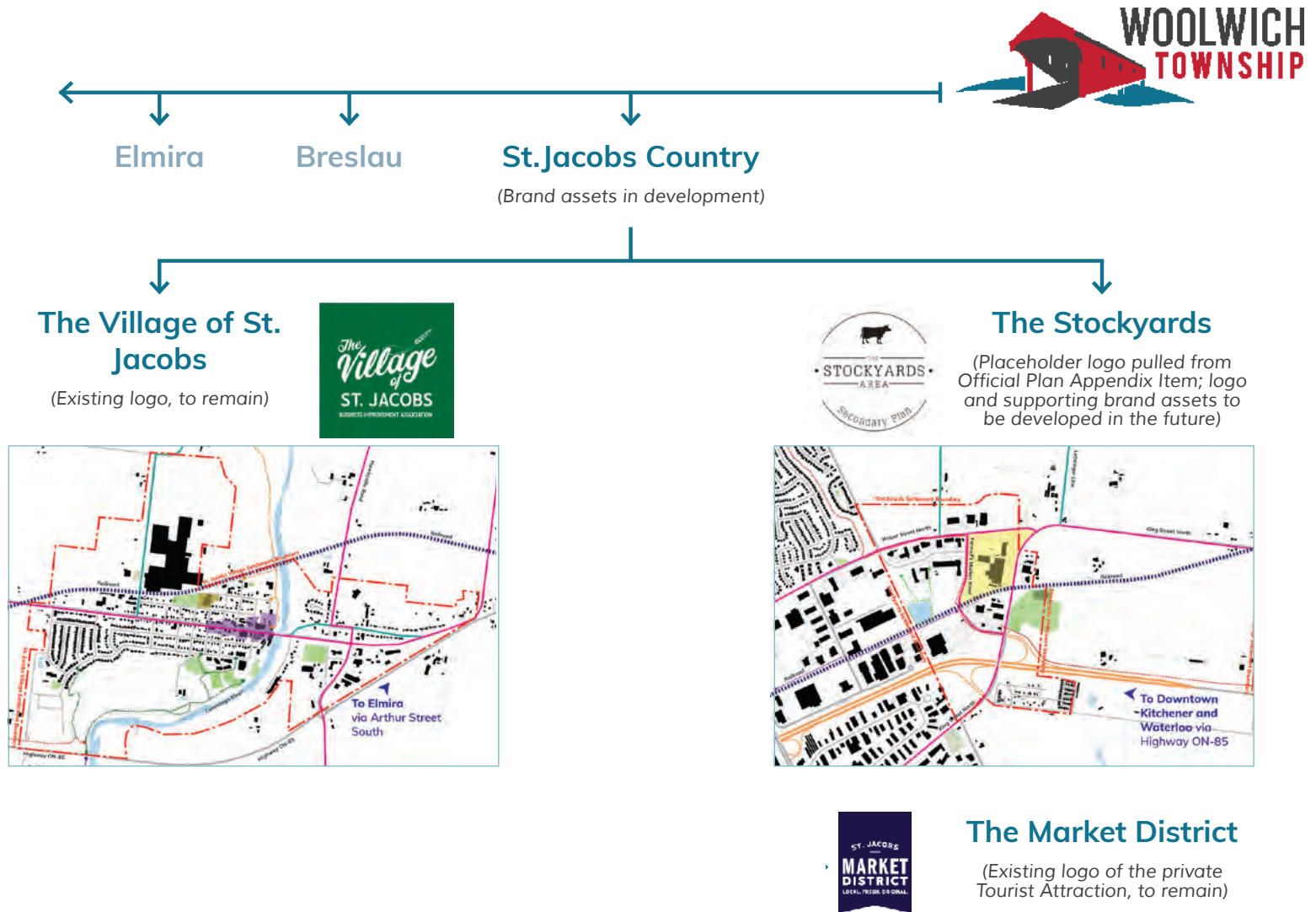
### What is the message?

- Destinations
- Directions
- Spatial Awareness (speaks to where we are going and where we are now – (i.e., St. Jacobs, Woolwich Township)

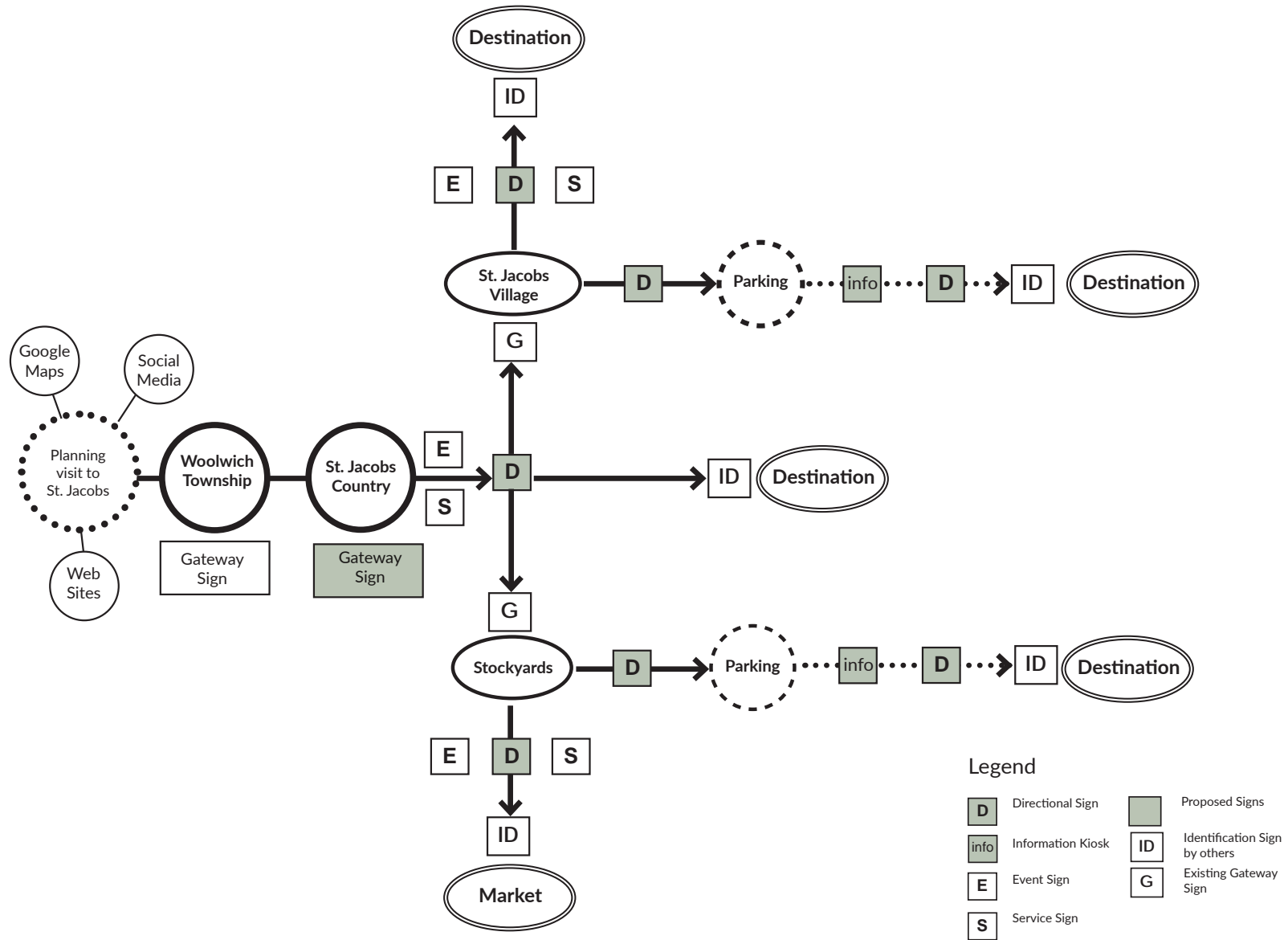
### How do we direct?

- Determine and locate destinations and identify decision nodes (intersections, turning points) and best travel route.
- Determine the messaging - destinations, directions, travel distance (length, time).
- Apply hierarchy to destinations to maintain sequencing (i.e., maintain message until arrival)
- Assign appropriate sign types to suit the location and intended audience.
- Assign messages on signs (message chart).

## Understanding Brand Hierarchy



## Understanding Wayfinding Logic





# Destination Selection

## Introduction

With so many possible destinations to include in a wayfinding system, a rational and selective process helps to define a final acceptable list of destinations. Although not completely definitive, the system provides a framework to work within that helps to essentially 'plan' the system. The process includes 2 steps.

The first step provides specific categories under which a destination must fit. The proposed categories support the wayfinding vision for St. Jacobs and are quite broad to enable a wide spectrum of supportive destinations. Additional specific criteria is suggested to ensure that the selected destinations meet a minimum standard and provide services that support the wayfinding system and those that are using it. The second step provides guidelines for ranking a destination in terms of importance as one navigates the system. For example, a primary tourist attraction that appeals to a wider audience should be considered at the front end of the wayfinding sequence and will therefore have a higher ranking than a neighbourhood park that has a smaller audience. Identifying the prime intended audience will also further assist in messaging placement (i.e. is message directed for a driver or pedestrian).

## Step One – Criteria for Inclusion

General criteria have been modelled based on a review of best practices of wayfinding strategies for communities of similar size and character. The criteria are meant to guide and inform decisions regarding destination inclusion, though site-specific alteration may be required. Typically, a destination must meet the general criteria first, and then fit within one of the specific categories.

## General Criteria

<p><b>Location</b></p>	<ul style="list-style-type: none"> <li>• Destinations shall be within and/or between the St. Jacobs Urban Area and the Stockyards as defined in the Township of Woolwich Official Plan, and within the St. Jacobs project boundary as identified within this report.</li> </ul>
<p><b>Classification</b></p>	<ul style="list-style-type: none"> <li>• Destinations shall be considered ‘public’, or non commercial ‘not for profit’ operations.</li> <li>• Destinations of a commercial nature shall be acknowledged by the region as major tourism drivers for St. Jacobs Country.</li> <li>• Destinations shall fit within one of the following categories: Community, Recreational, or Tourist Service destination.</li> </ul>
<p><b>Identification</b></p>	<ul style="list-style-type: none"> <li>• Destinations shall have an Identification sign informing users that they have arrived at the said destination. A ‘motive’ or scenic route may also be included if it has been designated as such and has it’s own identification (e.g. trail, or driving route)</li> </ul>
<p><b>Maintenance</b></p>	<ul style="list-style-type: none"> <li>• Destinations shall be welcoming in appearance and maintained to a standard acceptable by the Township in order to safely and proudly receive visitors. (i.e., maintained parking area and landscaping, facilities in good repair, etc.)</li> </ul>
<p><b>Access/Parking</b></p>	<ul style="list-style-type: none"> <li>• Destinations shall have their own parking facility or be within walking distance of a public parking lot or on street parking or be within walking distance of a public transit stop.</li> </ul>

## Destination Categories and Specific Selection Criteria

<p><b>Districts</b></p>	<ul style="list-style-type: none"> <li>• Officially designated area as per planning or zoning regulations.</li> </ul>
<p><b>Government Buildings</b></p>	<ul style="list-style-type: none"> <li>• A public building occupied by any level of government; and</li> <li>• Tourist-friendly.</li> </ul>
<p><b>Cultural, Institutional or Community</b></p>	<p><b>Heritage Sites</b></p> <ul style="list-style-type: none"> <li>• Open to public; and</li> <li>• Maintained and operated by the Township of Woolwich and or Region of Waterloo.</li> </ul> <p><b>Libraries, Museums, &amp; Art Galleries</b></p> <ul style="list-style-type: none"> <li>• Open to the public and</li> <li>• Have posted hours of operation and</li> <li>• Maintained and operated by the Township of Woolwich and or Region of Waterloo and</li> <li>• Non-profit facility.</li> </ul> <p><b>Theatres, Performing Arts &amp; Concert Halls</b></p> <ul style="list-style-type: none"> <li>• Open to the public; and</li> <li>• Supported by the Township of Woolwich and or Waterloo Region.</li> <li>• Accommodates a minimum of 200 people.</li> </ul> <p><b>Transportation Stations or Centres</b></p> <ul style="list-style-type: none"> <li>• Serves tourist and residents.</li> <li>• Supported with parking area</li> </ul> <p><b>Cemeteries</b></p> <ul style="list-style-type: none"> <li>• Active cemetery maintained by the Woolwich Township.</li> <li>• Serves the broader community and visitors.</li> </ul> <p><b>Community Centres</b></p> <ul style="list-style-type: none"> <li>• A communal space or building that is open to the public</li> <li>• Offers activity space for community events and programming.</li> </ul>



<p><b>Recreational</b></p>	<p><b>Riverfront /Waterfront Lookouts, Dams &amp; Locks; Water access</b></p> <ul style="list-style-type: none"> <li>• Open to the public.</li> <li>• Access to water.</li> <li>• Significant recreational value.</li> <li>• May offer supplemental recreational activities (i.e., boating, canoeing, lookout point, etc.).</li> </ul> <p><b>Hiking &amp; Cycling Trailheads/Access Points</b></p> <ul style="list-style-type: none"> <li>• Publicly accessible designated routes, maintained by Woolwich Township or other government or conservation agency.</li> <li>• On-Road routes must be designated as a ‘route’ by Woolwich Township and signed with independent identification and regulatory signage (ie ‘share the road’; bicycle pavement marking etc).</li> </ul> <p><b>Parks – Township</b></p> <ul style="list-style-type: none"> <li>• Open to the public.</li> <li>• Maintained by the Township of Woolwich.</li> <li>• Features amenities to serve the broader public.</li> </ul> <p><b>Sports Facilities, Recreation &amp; Community Centres, Outdoor Cultural Amenities</b></p> <ul style="list-style-type: none"> <li>• Includes stadiums, rinks, arenas, auditoriums or convention facilities.</li> <li>• Outdoor sport fields, recreational courts and sporting facilities that serve up to a regional level.</li> <li>• Note: May include facilities with destination appeal to visitors.</li> </ul>
<p><b>Tourist Venues</b></p>	<p><b>Visitor Information Centres</b></p> <ul style="list-style-type: none"> <li>• A primary support centre catering to tourists.</li> <li>• Operated by any level of government or an associated non-profit agency.</li> </ul> <p><b>Unique Natural Areas</b></p> <ul style="list-style-type: none"> <li>• Open to the public.</li> <li>• Area of special interest.</li> </ul> <p><b>Tourist Attractions</b></p> <ul style="list-style-type: none"> <li>• Includes recreational activities, health and wellness, educational, historical or cultural attractions and</li> <li>• Has been in operation for 3 years or more, and</li> <li>• Identified as a major tourism driver (supports local economy such as agricultural business, hotels, restaurants, etc.) by the Township of Woolwich.</li> </ul>

<p><b>Amenities</b></p>	<ul style="list-style-type: none"> <li>• Parking, Washrooms, Vehicle Charging Stations</li> </ul>
<p><b>Privately Owned/Operated</b></p>	<ul style="list-style-type: none"> <li>• If destination is outside the boundary identified for the Village (BIA) and the Stockyard area (Official Plan) but within the boundary of St. Jacobs Country, it could be considered for participation in a 'Pay to Play' signage program opportunity.</li> <li>• Optional 'generic' destination identification could be used (such as 'Lodging', 'Shops' 'Farm Gate') instead of a business name.</li> </ul>

## Step Two – Destination Ranking

With sign space at a premium, it is necessary to determine when a destination will be included in the progressive disclosure sequence of directional signs. Below are descriptions of five (5) destination priority levels for consideration for destinations in St. Jacobs Country. The levels are used as an initial guideline to aid in priority messaging. If too many destinations are in line for messaging on one sign, alternative priorities will have to be considered and some destinations may be reallocated to the next level. Once a destination is included on a sign, it must be continued on following signs to maintain a logical progressive disclosure while directing the user to the intended destination. The levels suggested below serve as a starting point for designing the messaging system.

### Level One: Major Destinations

Regional attraction with information responding to vehicular traffic. Level One destinations include districts, major destinations, or areas that provide primary visitor information (i.e., visitor centres, etc.). Messaging may represent a grouping of major destinations under an umbrella term. These accessible destinations will have ample parking opportunities. Level One messaging begins at the periphery of the wayfinding sequence, usually near a Township, Settlement Gateway, or primary decision nodes.

- Downtown / Village of St. Jacobs
- Farmers Market
- Shops & Dine
- Train Station
- Hwy 85

### Level Two: Popular Attractions & Landmarks

Popular civic, cultural, historic, and leisure destinations that generate many visitors and tourists. Included are attractions or services catering to residents within the settlement areas of St. Jacobs and surrounding areas. Primarily located on major roads, but well connected to multi-modal routes. Often has its own parking facilities or is near public parking lots. Messaging for Level Two destinations would begin at the nearest primary decision point along the nearest major road closest to the destination.

- Health Valley Trailhead
- Mill Race Trailhead – (currently closed – may require a stand alone sign for future consideration)
- St. Jacobs Country Playhouse
- St. Jacobs Schoolhouse Theatre
- Arena
- Mennonite Museum
- Model Railway Museum

### Level Three: Local Destinations

Local destinations, parks and attractions that provide a level of service to both visitors and residents. Often located on local or collector roads and/or multi-modal routes and are near public parking. Messaging would begin within a five-to-ten-minute walking distance from the destination. Signs to accommodate low speed vehicular use, cyclists and pedestrians.

- Community Hall
- Cemetery – Calvary Cemeteries
- Library
- Ball Diamond
- Bus Drop off
- Optimist Park
- Snider Memorial Park
- Riverside Meadows Park
- Schaner Park
- Valleyview Park
- Dog Park
- 3 Bridges Park

### Level Four: Local Level Services

Includes local destinations that serve as amenities such as washrooms, electric vehicle charging stations, etc. May also include destinations that cater to residents or visitors with a single intention (i.e., libraries, cemeteries). Level 4 destinations may also be served by an alternative destination symbol rather than specific message or destination name. Level Four destinations are included within the 350-450m walking radius along the preferred/popular travel routes to that destination. Depending on wayfinding priorities of the community, some Level Four destinations may be included in the Level Three category.

- Parking
- Information
- Bed and Breakfasts /Inns
- Hotels
- Vehicle Charging Stations
- Washrooms

### Level Five: Rural Destinations

Includes rural destinations (those located outside the settlement boundaries) that fit into a specific category and are supported by the Townships website. Level 5 destinations will be served by an alternative destination symbol and or generic message rather than place or business identification name

- Bed and Breakfasts /Inns
- Hotels
- Farm Gates
- Apple Orchards

## Specific Destinations

### Washrooms

At the time of publication, public access to washroom facilities has been provided by 9 businesses in St. Jacobs. Directional information (via a QR code) to guide guests to washrooms has been provided on small signs located on the waste receptacles throughout the Village. There are also 2 seasonal portable units located in local parks. The current system is problematic with business name changes (names on website map differ from the participating business) apparent lack of coordinated signage efforts (i.e. some businesses do not have a sign in their window, and or/ many are not visually accessible) and poor communication re visibility of the signs on the waste receptacles. If one does not have a phone available or is technically challenged with the use of QR codes, access to available washroom facilities becomes difficult.

Until a more permanent public washroom facility becomes available, inclusion of washrooms on the wayfinding signs is not recommended.

It is recommended that an accessible QR code specific to a washroom map on the website be included on all information kiosks/mapping. For navigation purposes, the branding used for washroom notices, window signs or standalone directional signs should have a unified look. A washroom map should also be included on information kiosks. Consideration for a removable system will provide flexibility for changing information.

### Tourist information Centres

At the time of publication, there are no Tourists Centres in either St. Jacobs or the Stockyard area. It is recommended that comprehensive information be provided at the Information Kiosks. As prominent features within the wayfinding system, the Kiosks provide pedestrians with directional information, points of interest and access to a broader business directory via a QR code to website based information. This allows greater flexibility for active stores, dining and tourist destinations. Until a permanent Tourist Information Centre becomes available, the destination 'Information' should not be included on directional signs. An optional side banner (with a universal information symbol) could be included at a later date to accommodate a new centre.

### **Public Parking Lots and Vehicle Charging Stations**

Directions to public parking lots located in St. Jacobs are included on the directional messaging charts. Optional parking banners are also included in the Family of Signs for consideration. There are no public parking lots in the Stockyard area, with all parking belonging to the St. Jacobs Farmers Market, hotels or other area businesses. Vehicle charging stations are only available in the hotel parking lots, and are therefore not available for use by the greater public. As such, these are not included in the wayfinding system at this time. Should public access vehicle charging stations become available, an alternate stand alone sign or flexible side banner on the directional signs could be used to direct guests to this ever more popular asset.

### **Farm Gates**

As a popular attraction in St. Jacobs Country, 3 Farm Gates establishments (as found on the Township of Woolwich website) are located within the St. Jacobs Country boundary. It is recommended that they be signed at the nearest main intersection in both directions. The signs are designed to provide generic messaging ('Farm Gate') rather than using a specific business names.

## Private Sector Participation

A common question when developing a new signage strategy is ‘how do we handle or incorporate our private sector businesses in the system?’ After all, the private sector as a stakeholder group has much to gain from a successful wayfinding system that directs potential customers their way. However, including private businesses on traditional directional wayfinding signs can prove to be problematic on many levels. There is a fine line between general directions and the associated advertising that goes along with directing. When a collective or congregation of like activities is apparent, a more communal message (to Shops, Lodging, Entertainment etc.) directing to a district or neighbouring area is the common approach.

The following are common issues surrounding private sector participation in a wayfinding system:

- In consideration of limited messaging space on a sign that supports accessible and practical communications, including businesses on the sign can lead to confusion and messaging overload.
- With sign clutter a main concern, keeping sign messaging specific and intentional is imperative to a respectful wayfinding system.
- Permanent destinations do not affect the longevity of sign messages; but private businesses can come and go making sign maintenance costly.
- Most sign infrastructure is supported (managed, installed and maintained) by a public agency, that has reserved interest or public support to include signs for private enterprise.

A few alternative options to accommodate private sector involvement in a wayfinding strategy include the development of a Pay to Play program, heightened awareness at an information kiosk via a directory, and connectivity to social media and websites via QR codes.

### Pay to Play

A tourism signage program, commonly referred to as a ‘pay-to-play’ program, is a program in which signage directing vehicular traffic to tourism operators’ sites, is fabricated and installed in exchange for an installation fee and reoccurring maintenance fee for tourism operators. Provided by municipalities, regions or counties, a Pay to Play program usually operates alongside but apart from a publicly operated wayfinding system that directs visitors to public attractions or amenities. Most Pay to Play programs support private businesses that are rurally located or are outside an urban settlement area where signage clutter can be an issue. Similar in look and design, Pay to Play signs usually support the branding (but still provide an independent look) of their public counterpart in efforts to present a unified and cohesive effort and aid in message recognition. At the ‘provincial’ level, the Ministry of Tourism, Culture and Sport and the Ministry of Transportation supervise the delivery and maintenance of Tourism Oriented Directional Sign program (TODS) by a third-party company – Canadian TODS Limited. These signs are specifically located on MTO designated highways, with optional signs available for lower tiered roadways. The TODS signs feature a standard utilitarian graphic with some branding opportunity.



For both local Pay to Play and the TODS program, specific criteria outlining standards and guidelines for participation help to maintain a manageable system that supports tourism initiatives.

Depending on the scale or geographical boundary of a Pay to Play program, consideration should be given to the management of the program. Most programs are delivered and operated through a regional or municipal level of government.

It is recommended that should a Pay to Play program be offered for St. Jacobs Country, signs would be provided for businesses outside the settlement boundaries of St. Jacobs and The Stockyard to limit sign congestion within the settlement areas.

### **Information Kiosks**

Strategically placed, pedestrian oriented information kiosks offer opportunities for more specific information to help direct and inform visitors of local attractions and amenities. As a more flexible type of sign in terms of space and access, an information kiosk can include directories and maps that can be updated as required to suit changing business environments. There should be consideration of who is maintaining the kiosk if it is to have flexible opportunities for tourist information. Providing QR codes for access to a website is the most efficient and economical way to maintain flexibility within the system.

### **Website Connections**

As an additional level of connectivity, avenues for connecting to a website for more information can be accommodated via a QR code. At a management level, this system is more efficient as most updates can be done 'in-house'. Although the specific QR code and subsequent connections to various websites (Township, BIA, Market) are outside the scope of this report, inclusion of a QR code location on various sign types is provided as a design consideration.

# ***DESIGNING THE SYSTEM***

# Sign Types

Various sign types are required at specific locations to ensure the proper function of a wayfinding system. This includes the size of each sign relative to road speeds, and the appropriate quantity of information to ensure people are able to understand and process the displayed sign. The following sign types outline their primary function, ideal road speeds, and destination listing organization.

## Gateway (G)

Gateway signs are identification signs that highlight entry into a specific area. Information is usually limited to place identification and should reflect the communities branding. Higher tiered identification can be included at a smaller scale. Additional information, such as regulatory messaging is not recommended in general as it competes with the intended 'Welcome' message, and compromises a friendly first impression. Optional community messaging (eg. 'Drive like your children live here') population size and service group logos may be considered but incur additional maintenance re. yearly changes. Primarily located on roadways, entrance portals also include those along the railroad, a recreation trail, or along the river. Gateway signs are scaled appropriately to reflect the mode of travel and travel speeds. Primary gateway signs may be highlighted with planting, seasonal decoration, and task lighting.

## Gateway Directional (GD)

Currently there are a few directional signs informing travelers how to get to St. Jacobs Country. These are located outside the boundary of St. Jacobs Country, but integral to the wayfinding system as they advertise St. Jacobs Country beyond the actual gateway, and provide interest and intrigue ahead of time. It is recommended that these sign types be continued.

## Directional Rural (DR) & Directional Highway (DH)

These directional markers will be the first introduction to wayfinding along major routes, after entering St. Jacobs Country. The signs will be placed along main roads including any MTO designated highways, and designed to provide clarity along higher-speed roadways. A maximum of four destinations will accommodate visual comprehension at higher speeds. Signs include arrows and optional distances and graphics (eg. camping, museum, etc.). Reflective lettering and anti-glare surfacing ensure legibility.

### **Directional (Urban) (D)**

These markers will provide orientation (understanding your location) and direction to facilities and assets that are located at the periphery and between urban boundaries (eg between the village of St. Jacobs and the Stockyard area). These signs will be the first signs upon entering an urban area and are scaled ideally for slower vehicular speeds. A maximum of five destinations suit driving conditions upon entering a community. Signs include arrows with optional logos and distances. Reflective lettering and anti-glare surfacing ensure legibility.

### **Directional Neighbourhood (DN)**

These specific signs will be located along routes that deviate from the primary travel route and will assist a driver with navigation through a neighborhood to the intended destination. Smaller in scale, these signs will typically only include one or two destinations.

### **Information Kiosks (K)**

To be located at pedestrian gathering places associated with parking areas, trailheads, pedestrian connections, or main entrances to a designated destination area, or at an outdoor area associated with an information center. Information panels or kiosks are used to supply pedestrian-based directional information to pedestrians via an integrated map as well as directional information.

Universal icons or symbols should be used to highlight common amenities such as washrooms, vehicle charging stations, other information kiosks and other pedestrian accessible destinations. Walking distances provide an indication on the scale of the district, and provide assurance that destinations are within reach of the visitor.

If integrated as a removable panel to accommodate yearly changes, optional directories support economic development by highlighting local private sector destinations. Information kiosks should be scaled appropriately based on location within the system. Optional community information could include emergency information; walking trail details, interpretation information. etc.

Advertising information is not recommended due to necessary ongoing maintenance and management. Inclusion of QR codes is recommended for connectivity to associated websites for additional wayfinding information.

## MTO Jurisdiction Signage

The Ontario Ministry of Transportation (MTO) is responsible for many highway corridors throughout the province. Highway corridors within MTO jurisdiction are subject to regulations and permitting. There is one section of provincial highway, ON-85, under MTO jurisdiction, that crosses the Village of St. Jacobs and the St. Jacobs Market District.

Generally, all signage within 400m of any limit of a provincial highway (MTO Permit Control Areas) requires an MTO-issued permit. The MTO Permit Control Area could also include signage intended for users of roadways adjacent to, or intersecting, provincial highways.

The (2022) Highway Corridor Management Manual or the latest, published by the Ministry of Transportation should be used as an official resource for signage slated for MTO Permit Control Areas. This document provides useful information such as:

- Policies, standards, and requirements for installing signage within MTO Permit Control Areas
- MTO sign types and classifications
- Official setbacks and special circumstances
- Fee calculations
- Other sign-related procedures

# General Graphic Standards

All signage, regardless of sign type, is subject to a series of standards. These standards, developed from MTO standards in combination with best practice, are intended to ensure safety, legibility, and effectiveness.

The party(ies) responsible for composing final signage designs, fabrication and installation (i.e. the municipality, consultant(s), contractor(s) etc. are to adhere as best possible to the standards found throughout this section.

## Messaging

Messaging refers to the written and graphic information present on a sign. Although information will vary, there are several messaging standards that should remain consistent across all sign types.

Note: The following general considerations should be applied in conjunction with sign-specific messaging details. Refer to Section 3.2: Signage Standards for more information.

### Order of Information:

- Order of messaging on a sign begins with destinations that require a maneuver to the left, followed by destinations that require a maneuver to the right, then destinations that require no maneuver (straight ahead).
- Where there are multiple destinations requiring the same maneuver, destinations are to be ordered according to distance from sign location, beginning with the nearest.
- Where there are multiple destinations requiring the same maneuver, at equal distance from the sign location, destinations are to be ordered alphabetically.
- Vehicular-oriented signage should carry no more than five destinations to allow for adequate time to read and process information.
- If a destination has been introduced on a sign, it must be included in the messaging of all remaining signs on the route until the destination has been reached.

## Destination Abbreviations

The length of a destination name can impact its legibility on a sign. Further, if a destination name is too long, accommodation on a sign may not be feasible. Destination names may span across two lines of text if necessary, although this solution takes up space that could be used to accommodate additional messaging. Destination names may instead be abbreviated to shorten their

overall appearance on signage. It is recommended that destination names are limited to 16 characters total. If a name is abbreviated, it must remain similar enough to the original, to ensure users understand and make the appropriate connection (i.e. recreation vs. rec.). Abbreviations should also remain consistent throughout the of the wayfinding system.

**Commonly used abbreviations:**

Avenue.....	<b>Ave.</b>	Lane .....	<b>Ln.</b>
Boulevard.....	<b>Blvd.</b>	Metre(s) .....	<b>m</b>
Circle .....	<b>Cir.</b>	North .....	<b>N.</b>
Concession.....	<b>Con.</b>	Place.....	<b>Pl.</b>
County.....	<b>Cty.</b>	Parkway .....	<b>Pkwy.</b>
Court .....	<b>Ct.</b>	Point .....	<b>Pt.</b>
Crescent .....	<b>Cr.</b>	River .....	<b>R.</b>
District.....	<b>Dist.</b>	Road .....	<b>Rd.</b>
Drive.....	<b>Dr.</b>	Saint .....	<b>St.</b>
East .....	<b>E.</b>	Sideroad .....	<b>Sdrd.</b>
Expressway .....	<b>Expwy.</b>	South .....	<b>S.</b>
Freeway.....	<b>Fwy.</b>	Square .....	<b>Sq.</b>
Fort .....	<b>Ft.</b>	Street.....	<b>St.</b>
Highway .....	<b>Hwy.</b>	Townline .....	<b>Tline.</b>
Junction.....	<b>Jct.</b>	Township.....	<b>Twp.</b>
Kilometre(s).....	<b>km</b>	Trail .....	<b>Trl.</b>
Lake.....	<b>L.</b>	West.....	<b>W.</b>

**Typography**

Consistent and legible messaging is crucial to ensure the success of a wayfinding system. To align with MTO (Ministry of Transportation Ontario) standards, it is recommended that signage adheres to the following:

Messaging should be composed lower-case letters with initial upper-case letters.

Font size corresponds to road speed and viewing distance. Measurements refer to the height of the capital letter.

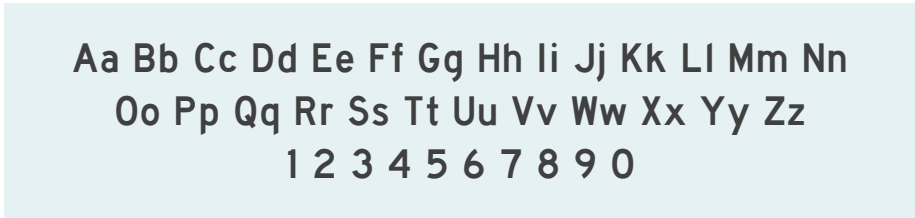
Primary messaging on vehicular-oriented signage should have a font size no smaller than 100mm.

All vehicular-oriented messaging should feature a single, consistent font; see primary font below.

A primary font should be used to display messaging across most sign types in the wayfinding system, especially vehicular-oriented signage. It is suggested that the primary font be **ClearviewHwy**. This is a sans serif font that is currently utilized by the province on all new MTO signage.

A secondary font may be used on pedestrian-oriented signage and information kiosks. This font will lend to the character of the overall sign design, and is to be selected during the completion of final sign designs. The secondary font should be a sans serif typeface that meets municipal and/or provincial accessibility requirements.

**ClearviewHwy:**

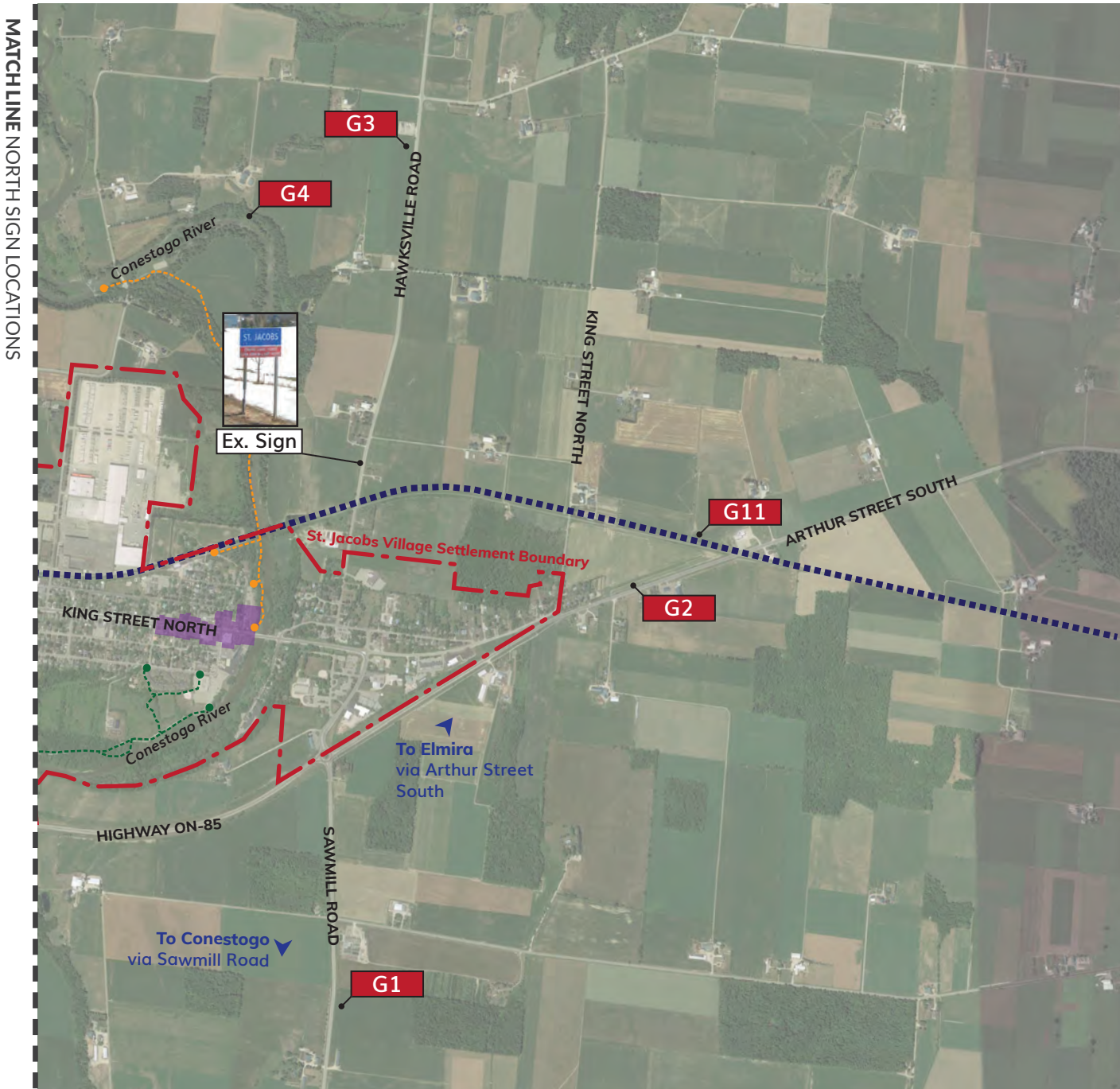


## Sign Locations

The following sign location maps illustrate the approximate location of the recommended signs that make up the wayfinding system for St. Jacobs Country. The location maps should be read in conjunction with the messaging charts that indicate the nearest road intersection and sign face direction, as well as the section on sign placement which provides more specific detail and guidelines for siting considerations. (See Implementation chapter, [pages 95-108](#))














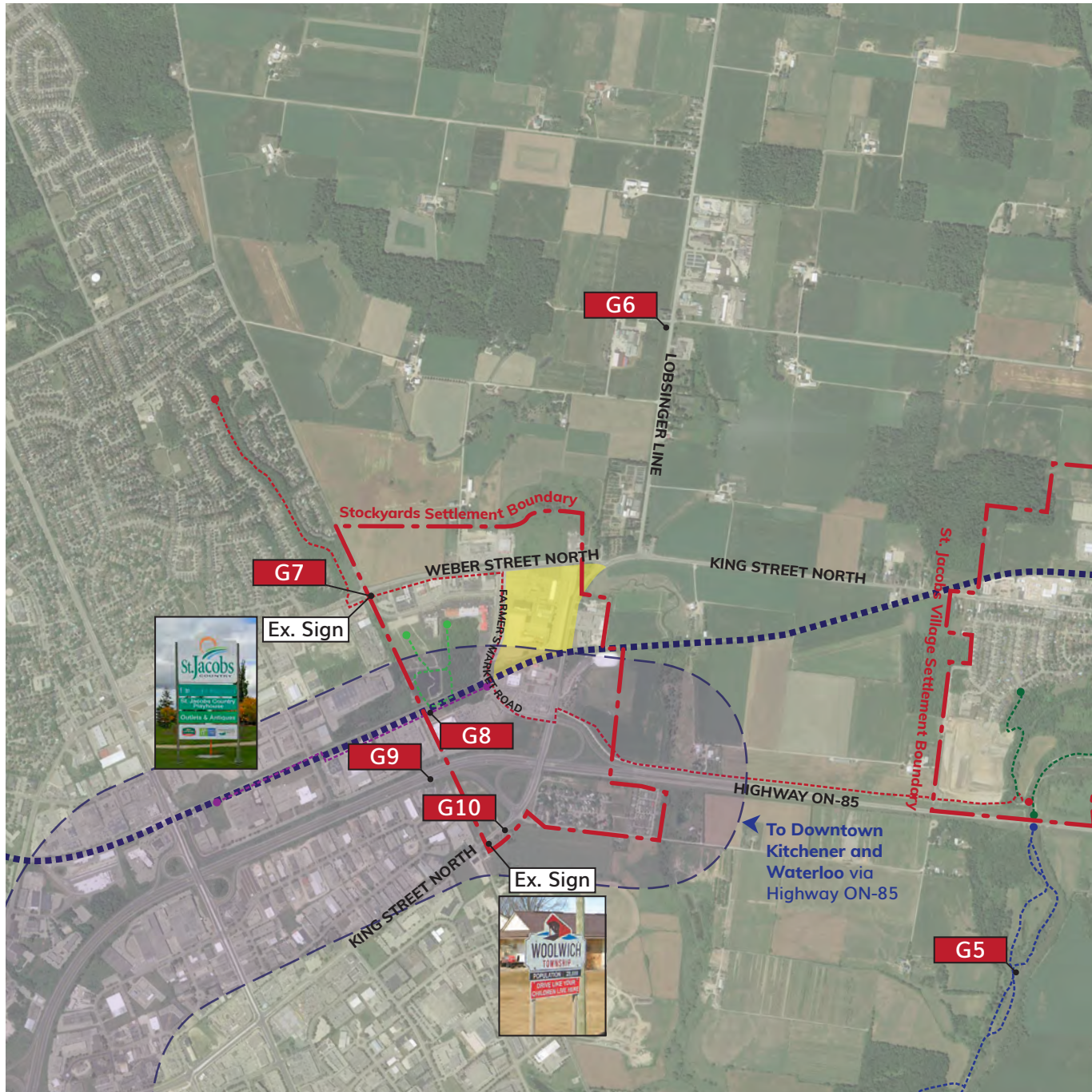
## St. Jacobs Country Gateway Signage (1 of 2)

Note: Plan is for illustration purposes only. See corresponding messaging chart for specifications.

### Legend

-  Settlement Boundary
-  Railroad
-  MTO Permit Control Area
-  Proposed Gateway Signs
-  Existing Signage
-  Farmers Market District
- 





MATCHLINE SOUTH SIGN LOCATIONS

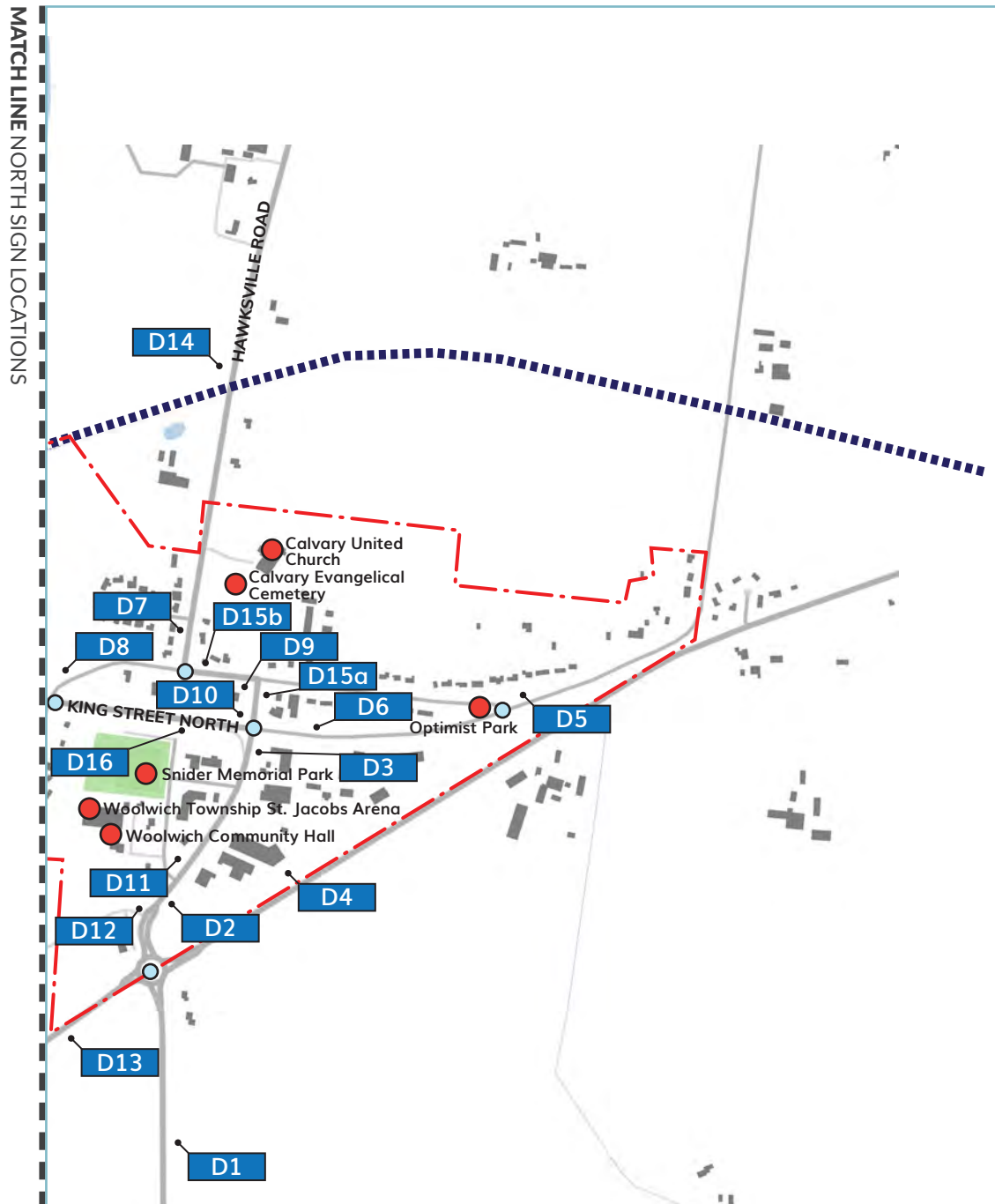
## St. Jacobs Country Gateway Signage (2 of 2)

Note: Plan is for illustration purposes only. See corresponding messaging chart for specifications.

### Legend

- Settlement Boundary
- Railroad
- MTO Permit Control Area
- G Proposed Gateway Signs
- Ex. Sign Existing Signage
- Farmers Market District
- 



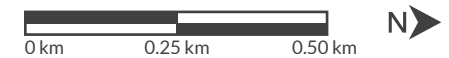


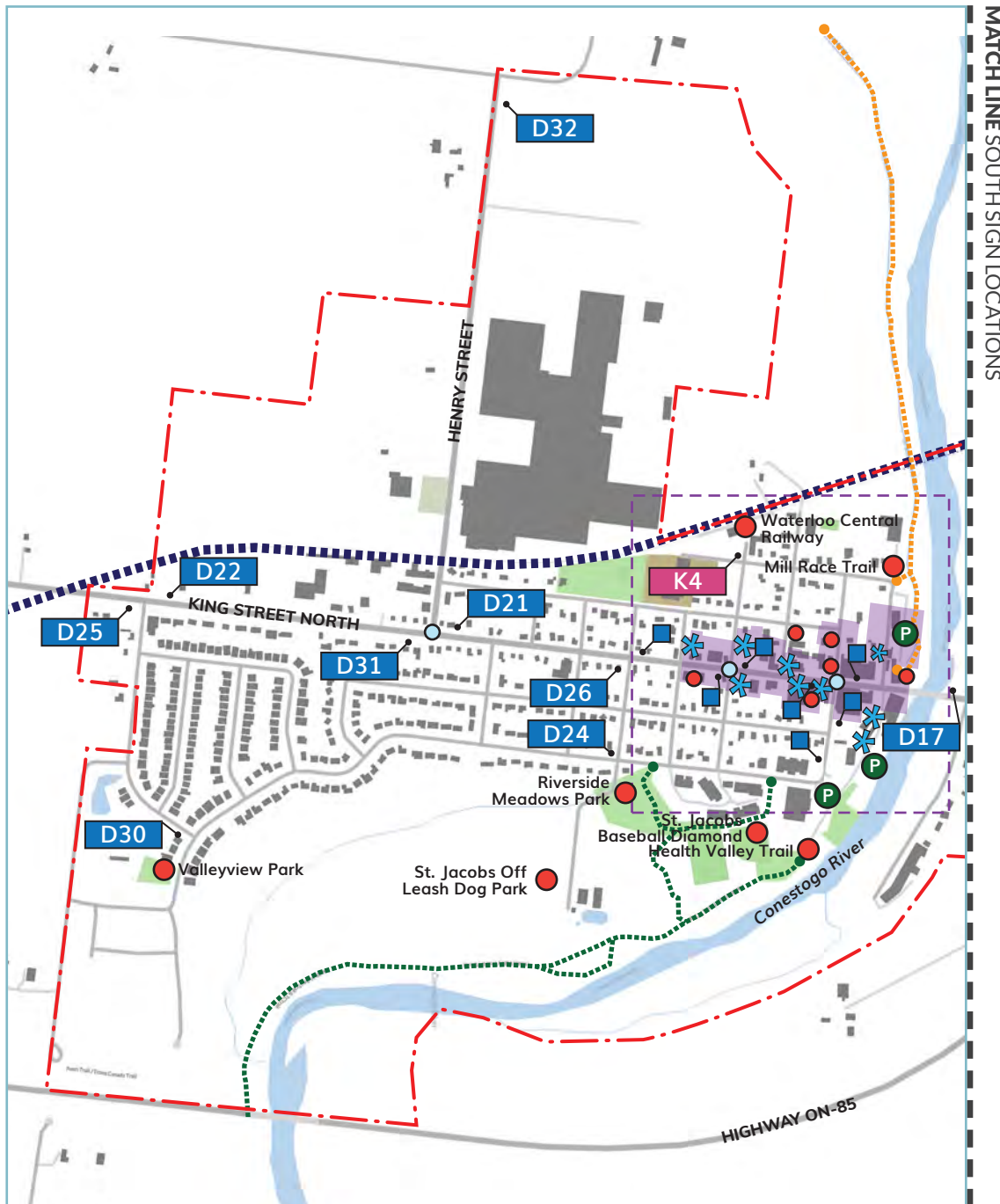
## St. Jacobs Settlement Area Signage (1 of 2)

Note: Plan is for illustration purposes only. See corresponding messaging chart for specifications.

### Legend

- - - St. Jacobs Village Settlement Boundary
- - - - - Railroad
- St. Jacobs Village Core
- D## Proposed Directional Signs
- K## Proposed Kiosks
- Destination Markers
- Decision Nodes
- Public Parking
- ✱ Washrooms
- See pg. 58, St. Jacobs Village Core plan for details.





## St. Jacobs Settlement Area Signage (2 of 2)

Note: Plan is for illustration purposes only. See corresponding messaging chart for specifications.

### Legend

- - - St. Jacobs Village Settlement Boundary
- - - - - Railroad
- St. Jacobs Village Core
- D## Proposed Directional Signs
- K## Proposed Kiosks
- Destination Markers
- Decision Nodes
- P Public Parking
- ✳ Washrooms
- See pg. 58, St. Jacobs Village Core plan for details.

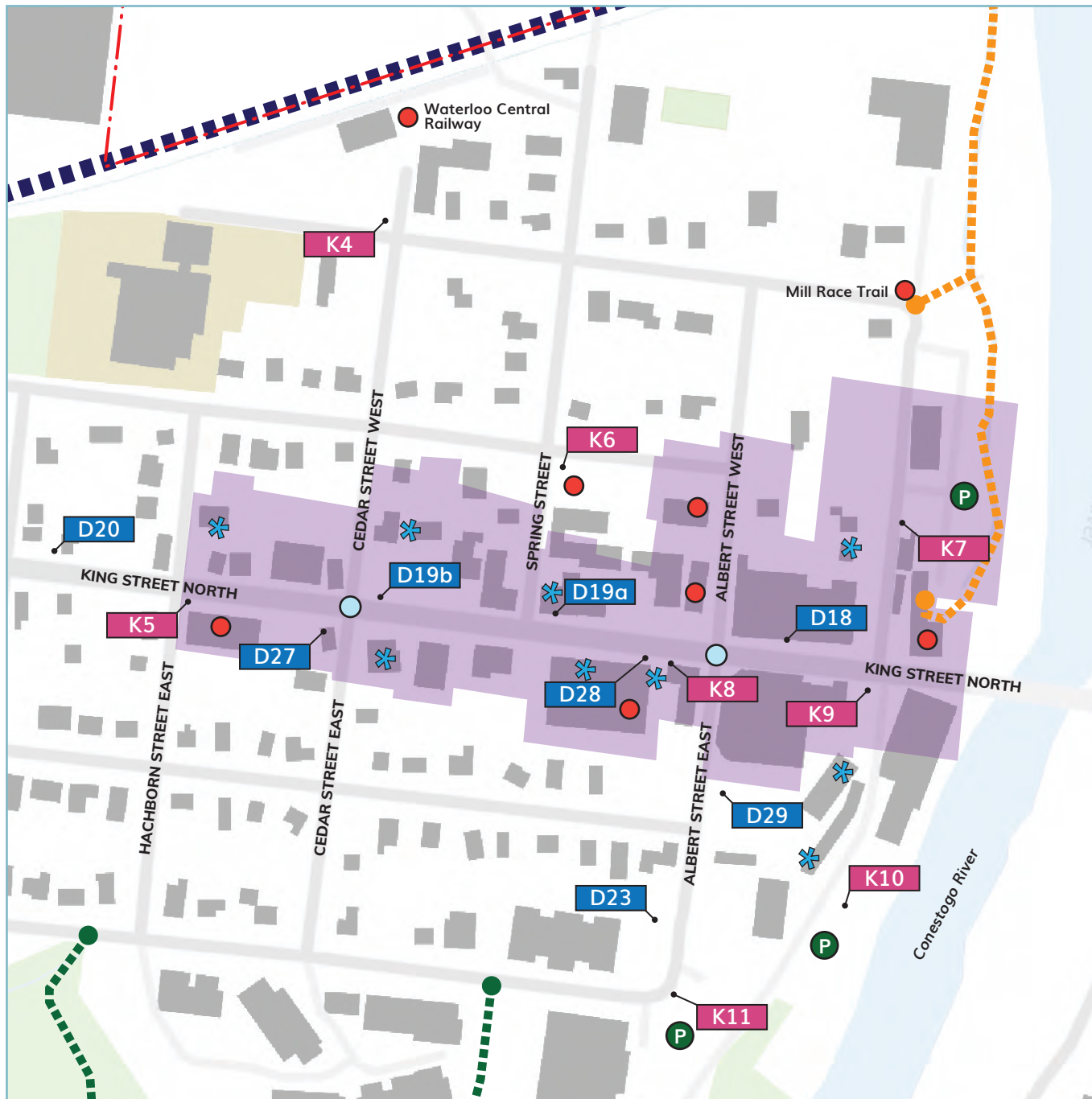
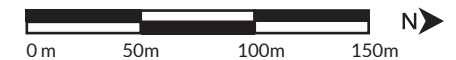


## St. Jacobs Village Core Signage

Note: Plan is for illustration purposes only. See corresponding messaging chart for specifications.

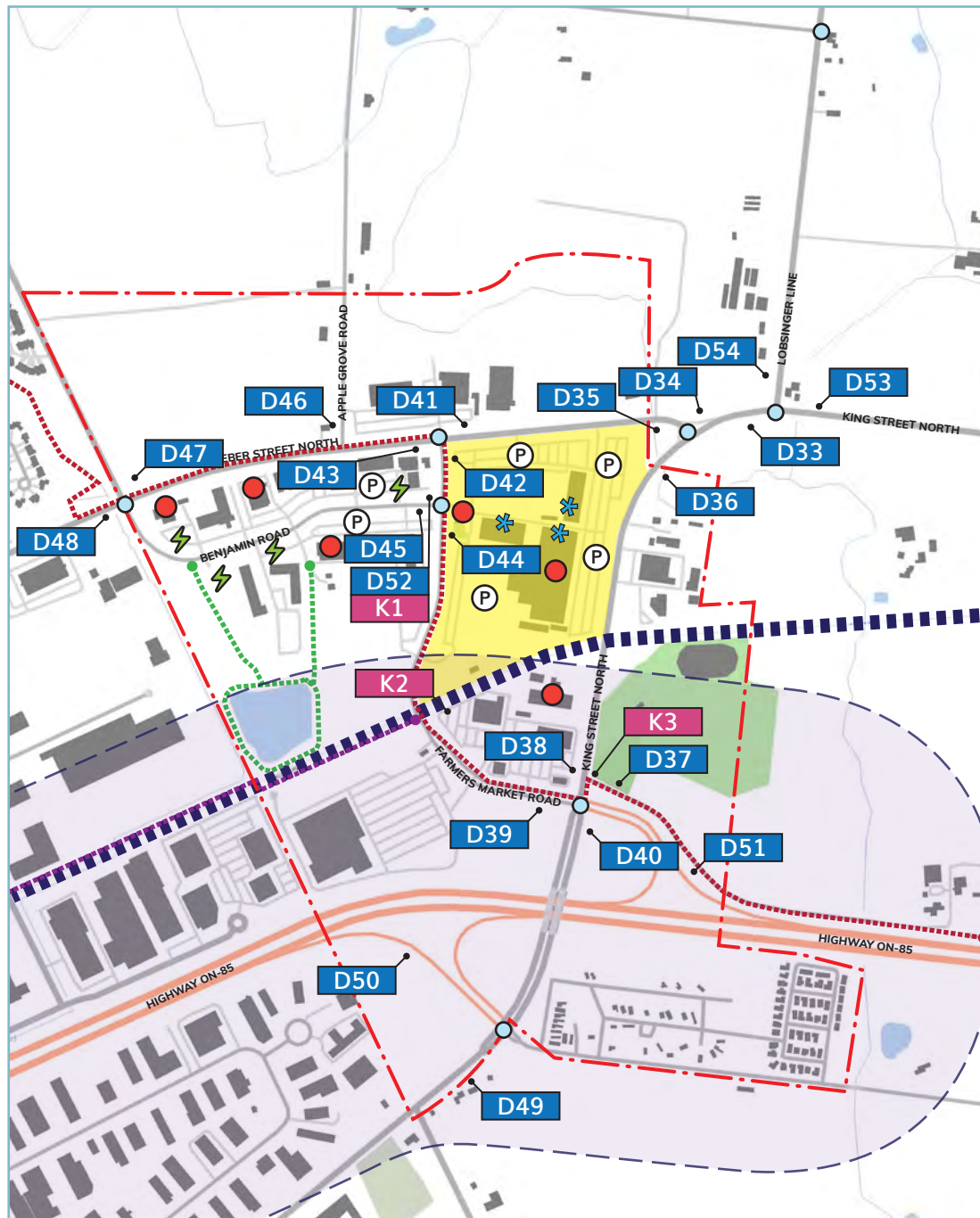
### Legend

- St. Jacobs Village Settlement Boundary
- Railroad
- St. Jacobs Village Core
- Proposed Directional Signs
- Proposed Kiosks
- Destination Markers
- Decision Nodes
- Public Parking
- Washrooms



## The Stockyards Signage

Note: Plan is for illustration purposes only. See corresponding messaging chart for specifications.



### Legend

- Stockyards Settlement Boundary
- Railroad
- MTO Permit Approval Area
- Farmers Market District
- Proposed Directional Signs
- Proposed Kiosks
- Destination Markers
- Decision Nodes
- Private Parking
- Washrooms
- Lightning Bolt





## Messaging Charts

The following charts outline specific information per sign, including the sign reference number (that is located on the sign location plans), approved destinations, turning direction, approximate location etc. The charts are designed to be flexible to suit specific situations and should be reviewed prior to each installation phase. The ranking levels were used to determine where the destination should be started within the system. Individual signs have been designed to suit 'best fit' for a maximum of five destinations per sign. Additional possible destinations that could appear on each sign are also listed. The management team should review the charts and review the destinations included to ensure accuracy re. sequencing, consistent identification names, sign locations etc.

## Messaging Chart Definitions

**Sign Type:** The following abbreviations are associated with the Family of Sign Types (see Design Intent [pages 76 -81](#)) and Sign Type descriptions on [page 48](#).

- **DU:** Directional (Urban)
- **DUC:** Directional (Urban Core)
- **DR, DH, DN:** Directional Rural, Directional Highway, Directional Neighbourhood
- **DFG:** Directional Farm Gate
- **K:** Kiosk (Primary, Secondary)
- **G:** Gateway
- **GD:** Gateway Directional
- **GWC:** Gateway Combo

**Ref. ID:** Specific sign number noted on the Sign Location Plans.

**Direction:** The directional arrow associated with the destination on the specific sign.

**km:** Distance from the sign to the destination. Distances are to be added when the exact location of the sign is determined by the management group. Distances should be rounded off to the nearest half kilometer relative to the audience. For vehicles - kms should be used; for pedestrians, meters should be used.

**Primary Message:** The destination names listed in association with the approaching intersection. The message order is coordinated with the turning direction, with the first messages with a left turn; the next messaging with a right turn, and the last messages proceeding through the intersection. The order of destination within each turn, will be the closest destination first. See [pages 36-42](#) for more destination message information.

**Alternative Message:** Additional destinations surpassing the recommended 5 destinations have been included for consideration. The alternative may be included on an additional 'banner' in the form a 'symbol' if possible (eg. A parking symbol 'P' could be used instead of the word 'parking' to leave additional room on the message panel for another destination name). Should an alternative destination be included instead of the proposed destination, the progressive disclosure associated with the substitution should be reviewed and the system should be edited to suit.

**Modular Banner Panel:** An additional panel (if necessary) to accommodate possible 'symbols' such as parking, museums, hotels, picnic areas, etc.

**Symbol:** Possible destinations that could be messaged with a symbol instead of a destination name.

**District banner ID:** A designated banner space to include the district in which the sign is located. Districts are 'public' in nature such as a downtown district, rather than a collective within a private development, such as a shopping mall.

**Approximate Location:** The street location at the nearest intersection. The locations of the signs are also noted on the Sign Location Plans.

**Sign Facing Direction:** The direction the front of the sign faces – usually the opposite direction of travel for that particular sign.

**Pole Option:** For consideration. As a default, all signs have been assigned a new pole option. At the time of installation, it may be found that an existing hydro pole may be available to accept the sign. This should be coordinated and approved by the regulating authority during phase development.



**Existing Sign:** If an existing sign is being replaced by a new sign, the existing sign should be removed to accommodate the new sign. Correspondence with the governing agency / owner of the existing sign should be part of phase development.

**Circuit:** Each sign is part of a sequence in which all destinations included in a group of signs are part of a circuit. If a sign from a circuit is removed or not installed with the rest of that circuit, the sequence is broken and not all destinations will have adequate wayfinding signs, resulting in a breakdown of the progressive disclosure messaging sequence. Circuits have been provided to assist with appropriate phasing and budget allocation.

## St. Jacobs (1 of 4)

Sign Type	Sign Information								Site Information				Circuit
	Ref ID	Direction	km	Primary Messaging	Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction	Pole Option	Existing Sign	
DR	1	← → ↑ ↑		Farmers Market Elmira St. Jacobs Village Arena & Com. Hall	optional				Sawmill Road/ Weeby Place rd	East	New	no	A
DN	2	←		Arena & Community Hall					Sawmill Rd West of roundabout	East	New		A
DR	3	← ← ← ↑		St. Jacobs Village Parking / Bus Drop Off Shop & Dine Train Station Cemetery	Schoolhouse Theatre optional		Parking / or separate sign		North East corner of Sawmill Rd. and King St. North	East	New	replace existing Woolwich sign	A
DR	4	→ ↑ ↑ ←		St. Jacobs Village Farmers Market Waterloo Conestogo					Arthur St. South	North	New		F,A
DU	5	← ← ← ← →		St. Jacobs Village Farmers Market Arena & Com. Hall HWY 85 Optimist Park	optional				King St North & Northside Drive	North	New		H
DU	6	↑ ↑ ← ← ←		St. Jacobs Village Shops & Restaurants Arena & Com. Hall Farmers Market HWY 85					King St. North & Sawmill	North	New		H
DU	7	← ← ← →		Arena & Com. Hall Farmers Market HWY 85 St. Jacobs Village					Hawksville Road @ Northside Drive	West	New		I
DU	8	← → → → →		HWY 85 St. Jacobs Village Shop & Dine Train Station Schoolhouse Theatre					Northside Drive @ King St. North	West	New		I
DU	9	→ → → → ↑		Arena HWY 85 Farmers Market Snider Memorial Park Optimist Park					Northside Drive @ Sawmill	South	New		I

D: Directional **DR, DH, DN**: Directional Rural, Directional Highway, Directional Neighbourhood **DFG**: Directional Farm Gate

## St. Jacobs (2 of 4)

Sign Type	Sign Information								Site Information				Circuit
	Ref ID	Direction	km	Primary Messaging	Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction	Pole Option	Existing Sign	
DU	10	→ → → ↑ ↑		St. Jacobs Village Shop & Dine Train Station Arena & Com. Hall HWY 85					Sawmill @ King St. N	West	New		I
DN	11	→ → ↑		Arena Snider Memorial Park HWY 85					Sawmill @ Parkside Drive	West	New	check MTO signs for HWY85	H
DU	12	→ → ↑ ←		Farmers Market Waterloo Conestogo Elmira					Sawmill Rd West of roundabout	West	New	to review on site	H
DR	13	← ← ← → ↑		St. Jacobs Village Shop & Dine Arena & Com. Hall Conestogo Elmira					HWY 85 South of roundabout	South	New		G,A
DU	14	← ↑ ↑ ↑ ↑		Cemetery St. Jacobs Village Farmers Market HWY 85 Train Station					Hawksville Rd. West of Railroad	West	New		I
DN	15a	←		Cemetery					King St. N West of Railroad	West	New		A
DN	15b	→ ↑		Cemetery St. Jacobs Village							New		A
DU	16	← → → → →		Cemetery Arena & Com. Hall HWY 85 Farmers Market Snider Memorial Park					King St. N @ Sawmill	South	New		C
DU	17	↑ ↑ ↑ ↑		Parking / Bus Drop off Train Station Schoolhouse Theatre Farmers Market		Parking / Bus Drop Off	Mill Race Trail Ball Diamond	Village	King St. N North of Conestogo River	North	New		A

D: Directional **DR, DH, DN**: Directional Rural, Directional Highway, Directional Neighbourhood **DFG**: Directional Farm Gate

## St. Jacobs (3 of 4)

Sign Type	Sign Information							Site Information				Circuit
	Ref ID	Direction	km	Primary Messaging	Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction	Pole Option	
DUC	18	←		Parking / Bus Drop off			Health Valley Trail	Village	King St. N @ Albert Street	North	New	
		←		Museum								
		→		Schoolhouse Theatre		Parking / Bus Drop Off						
		↑		Train Station								
DN	19a	↑		Farmers Market					King St. N @ Cedar St.	North	New	
		→		Library								
DN	19b	→		Train Station							New	
		↑		Farmers Market								
DU	20	←		Riverside Meadows Park				Village	King St. N @ Princess St.	North	New	
		←		Dog Park								
		↑		Farmers Market								
DU	21	→		Woolwich Trail					King St. N @ Henry St.	North	New	
		→		3 Bridges Park								
		↑		Farmers Market								
DU	22	←		Trail					King St. N @ Printery Rd.	North	New	
		←		Valleyview Park								
		↑		Farmers Market								
DU	23	←↑		Parking			Parking / Bus Drop off	Village	Albert St. E @ Water St.	West	New	
		←↑		Trail								
		←		Museum								
		↑		Ball Diamond								
DU	24	←		Health Valley Trail					Princess St. E @ Water St.	West	New	
		←		Ball Diamond								
		←		Museum								
		↑		Riverside Meadows Park								
		↑		Dog Park	Optional, Valleyview Park							
DU	25	→		Health Valley Trail			Parking / Bus Drop off		King St. N @ Printery Rd.	South	New	
		→		Valleyview Park								
		↑		St. Jacobs Village								
		↑		Parking								
		↑		Train Station								
DU	26	→		Health Valley Trail			Parking / Bus Drop off		King St. N @ Princess St.	South	New	
		→		Ball Diamond								
		↑		Schoolhouse Theatre								
		↑		Train Station								
		↑		Hwy 85								

D: Directional **DR, DH, DN**: Directional Rural, Directional Highway, Directional Neighbourhood **DFG**: Directional Farm Gate

## St. Jacobs (4 of 4)

Sign Type	Sign Information							Site Information				Circuit	
	Ref ID	Direction	km	Primary Messaging	Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction	Pole Option		Existing Sign
DUC	27	← ↑ ↑ ↑		Train Station Parking Museum Schoolhouse Theatre Hwy 85			Parking / Bus Drop off	Village	King St. N @ Cedar St.	South	New		C
DUC	28	← → → →		Schoolhouse Theatre Parking Heath Valley Trail Museum Ball Diamond			Parking / Bus Drop off	Village	King St. N @ Albert Street	South	New		C
DU	29	← ← → ↑ ↑		Farmers Market Train Station Hwy 85 Schoolhouse Theatre Trail				Village	Albert St. E @ King St. N	East	New		D
DU	30	↔ ← ← ← ←		Health Valley Trail Riverside Meadows Park Dog Park Museum Parking	Optional, Valleyview Park				Printery Rd. @ Water St.	South	New		A
DN	31	← ←		3 Bridges Park Woolwich Trail					King St. N @ Henry St.	South	New		E
DN	32	→ →		3 Bridges park Woolwich Trail					Henry St. @ Township Rd 21/Three Bridges Rd.	East	New		E
DFG	It is recommended that 2 directional Farm Gate signs be included at the nearest road intersection for each Farm Gate establishment noted on the Township website. At the time of publication, 2 Farm Gates establishments in the St. Jacobs area were found on the Township of Woolwich website. (4 signs in total)												

D: Directional **DR, DH, DN**: Directional Rural, Directional Highway, Directional Neighbourhood **DFG**: Directional Farm Gate

## The Stockyards (1 of 3)

Sign Type	Sign Information								Site Information				Circuit
	Ref ID	Direction	km	Primary Messaging	Notes / Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction	Pole Option	MTO Permit	
DR	33	← ↑ ↑ ↑		Xxxxxxxxxxxxxxx St. Jacobs Village Shop & Dine Train Station Schoolhouse Theatre	Possible destination on Lobsinger Line				Lobsinger Line @ King St. N	South	New		K
DR	34	→ ↑ → ↑ → ↑		Hotels & Playhouse Farmers Market Parking HWY 85					King St. N @ Weber St. N	North	New		J
DR	35	← ← ← ← →		St. Jacobs Village Schoolhouse Theatre Shop & Dine Train Station HWY 85	or Trailhead				Weber St. N @ King St. N	South	New		K
DR	36	← ← ↑ ↑ ↑		Farmers Market Hotels & Playhouse St. Jacobs Village Schoolhouse Theatre Train Station					King St. N @ Weber St. N	East	New		L
DN	37	→ →		Farmers Market St. Jacobs Village	Note: can only turn RIGHT at this sign				Highway 85 Exit @ King St. N	North	New	Yes	P
DR	38	→ → → → ↑		Farmers Market Parking Hotels & Playhouse St. Jacobs Country Playhouse St. Jacobs Village	Consider added support sign for St. Jacobs Village on overpass with existing MTO sign to Elmira				King St. N @ Farmers Market Rd.	West	New	Yes	J
DR	39	← ← ↑		St. Jacobs Village Trailhead HWY 85					Farmers Market Rd. @ King St. N	South	New	Yes	M
DR	40	← ← ← ↑		Farmers Market Hotels St. Jacobs Country Playhouse St. Jacobs Village					King St. N @ Farmers Market Rd.	East	New	Yes	L

D: Directional **DR, DH, DN**: Directional Rural, Directional Highway, Directional Neighbourhood **DFG**: Directional Farm Gate

## The Stockyards (2 of 3)

Sign Type	Sign Information						Site Information				Circuit		
	Ref ID	Direction	km	Primary Messaging	Notes / Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction		Pole Option	MTO Permit
DR	41	← ← ← ←		Farmers Market Parking Hotels St. Jacobs Country Playhouse					Weber St. N @ Farmers Market Rd.	North	New		J
DU	42	← → →		Waterloo Farmers Market St. Jacobs Village					Farmers Market Rd. @ Weber St. N	East	New		M
DU	43	↑ → → → ↑		Farmers Market Hotels St. Jacobs Country Playhouse St. Jacobs Village					Weber St. N @ Farmers Market Rd.	South	New		K
DU	44	← ← ← ↑ ↑		Hotels St. Jacobs Country Playhouse Trail Farmers Market Parking					Farmers Market Rd. @ Benjamin Rd.	East	New		L
DU	45	← ← → → →		Farmers Market St. Jacobs Village HWY 85 Trail Train? (no parking)					Benjamin Rd. @ Farmers Market Rd.	South	New		M
DU	46	← ← ← →		Farmers Market St. Jacobs Village St. Jacobs Country Playhouse Waterloo					Apple Grove Rd. @ Weber St. N	West	New		N
DR	47	← ←		Hotels St. Jacobs Country Playhouse					Township Rd. 39 @ Weber St. N	West	New		O

D: Directional **DR, DH, DN**: Directional Rural, Directional Highway, Directional Neighbourhood **DFG**: Directional Farm Gate

## The Stockyards (3 of 3)

Sign Type	Sign Information							Site Information				Circuit	
	Ref ID	Direction	km	Primary Messaging	Notes / Alternative Message	Modular Banner Panel	Symbol	District ID Banner	Approximate Location	Sign Facing Direction	Pole Option		MTO Permit
DR	48	→ → ↑ ↑		St. Jacobs Country Playhouse Hotels Farmers Market St. Jacobs Village					Weber St. N @ Township Rd. 39	South	New		K
DR	49	← ↑ ↑		St. Jacobs Village Farmers Market	Consider adding St. Jacobs to existing MTO sign with Elmira				King St. N @ Martin Grove Rd./Hwy 85 on ramp	East	New	Yes	L
Gate Way Combo	50	← ←		Welcome to St. Jacobs Country Farmers Market St. Jacobs Village	Combination Gateway and Directional				Highway 85 Exit @ King St. N	South	New	Yes	L
DH	51	↑ → ↑ ↑		Farmers Market Hotels St. Jacobs Country Playhouse							New	Yes	J
DU	52	→ → ↑ ↑		Hotels St. Jacobs Country Playhouse Farmers Market Parking							New		K
DR	53	↑ ↑ ↑		Farmers Market Hotels St. Jacobs Country Playhouse					King St. N @ Lobsinger Line	North	New		J
DR	54	← ← ← → →		St. Jacobs Village Train Station Schoolhouse Theatre Farmers Market Hotels & Playhouse	or Shop & Dine				Lobsinger Line @ King St. N	West	New		Q
DFG	It is recommended that 2 directional Farm Gate signs be included at the nearest road intersection for each Farm Gate establishment noted on the Township website. At the time of publication, 1 Farm Gate establishment in the Stockyard settlement area were found on the Township of Woolwich website. (2 signs in total)												

D: Directional **DR, DH, DN**: Directional Rural, Directional Highway, Directional Neighbourhood **DFG**: Directional Farm Gate



## Kiosks

Kiosks				
Ref ID	Sign Information		Site Information	Phase
	Sign	Location	Approximate Location	
K1	Primary	Stockyards	Corner of Farmers Market Rd and Benjamin Rd.	TBD
K2	Primary	Stockyards	Train Station	TBD
K3	Secondary	Stockyards	Trail Head	TBD
K4	Primary	St. Jacobs	Issabella St. and Cedar St.	TBD
K5	Secondary	St. Jacobs	King St and Hatchbom St.	TBD
K6	Secondary	St. Jacobs	Library Park	TBD
K7	Secondary	St. Jacobs	Front St @ parking lot	TBD
K8	Secondary	St. Jacobs	King St @ pedestrian walkway	TBD
K9	Secondary	St. Jacobs	King St. @ 1440 King St.	TBD
K10	Secondary	St. Jacobs	on Conestogo River	TBD
K11	Primary	St. Jacobs	corner of Albert St. E. and Water St.	TBD

K: Kiosk

## Gateways

Gateway Signs							
Sign Information				Site Information			Phase
Ref ID	Primary Messaging	Sign	Location	Approximate Location	MTO Permit	Sign Facing Direction	
G1	St. Jacobs Country	Rural Road	St. Jacobs	Sawmill Rd, west of Twp. #30		East	TBD
G2	St. Jacobs Country	Rural Road	St. Jacobs	Arthur St. S., south of Scotch Line Rd		North	TBD
G3	St. Jacobs Country	Rural Road	St. Jacobs	Hawksville, east of Twp. #21		West	TBD
G4	St. Jacobs Country	River	St. Jacobs	TBD			TBD
G5	St. Jacobs Country	Trail	St. Jacobs	TBD			TBD
G6	St. Jacobs Country	Rural Road	Stockyards	Lobsinger Line, south of Kressler Rd.		West	TBD
G7	St. Jacobs Country	Urban Road	Stockyards	Weber St. south of Benjamin South		South	TBD
G8	St. Jacobs Country	Trail / Rail	Stockyards	TBD	Yes		TBD
G9	St. Jacobs Country	HWY 85 (MTO sign)	Stockyards	Hwy 85, south of King St. N	Yes	South	TBD
G10	St. Jacobs Country	Urban Road	Stockyards	King St. Noth, north of Bridge St. W	Yes	South	TBD

G: Gateway

Other:

Ref ID	Primary Messaging	Direction	Location	Approximate Location	MTO Permit	Sign Facing Direction	Phase
GD1	To St. Jacobs Country	→	Conestogo (St. Jacobs)	Northfield Dr. East @ Sawmill NW corner		North	TBD
GD2	To St. Jacobs Country	←	Conestogo (St. Jacobs)	Northfield Dr. East @ Sawmill SE corner		South	TBD
GD3	To St. Jacobs Country	↑	Conestogo (St. Jacobs)	Sawmill Rd. @ Northfield Dr. E NE corner		East	TBD
GD4	To St. Jacobs Country	←		Ament Line @ Hawksville Rd		North	TBD
GD5	To St. Jacobs Country	→		Kressler Rd @ Hawksville Rd.		South	TBD
GD6	To St. Jacobs Country	←	Heidelberg (Stockyard)	Kressler Rd. @ Lobsinger Line		North	TBD
GD7	To St. Jacobs Country	→	Heidelberg (Stockyard)	Kressler Rd. @ Lobsinger Line		South	TBD

GD: Gateway Directional

Note: Refer to Sign Location Plans and Sign Placement Guidelines for additional information.

# Style Guide

## General

A general theme of modern meets traditional, and natural to suit the quaint, rural community has been established and incorporated into the overall signage design. The general design of signs include:

- Elements of wood and/or aluminum and colour to promote continuity on the signs;
- The St. Jacobs Country logo and/or branding elements are incorporated within the signs to establish a cohesive and distinctive family of signs.
- Character and a unique design to the signage program that distinguishes St. Jacobs Country from neighbouring communities;
- A hierarchy of signs;
- The use of logo, colour and typography work in harmony and comply with the St. Jacobs Country Brand Guidelines to provide a comprehensive wayfinding sign strategy for Woolwich Township.

## Logo

The St Jacobs Country logo is used throughout each family of signs. The logo features an icon and wordmark. The logo is used as a whole or with the icon alone. The icon and quilt patterns are used as a watermark or subtle background to add interest and unify the family of signs.

### Correct Use

The primary logo feature a stacked icon and wordmark. Other variations include a horizontal orientation, the just the icon, and just the wordmark. The logo may be used in a variety of the brand colours (see [page 73](#)), provided there is adequate contrast from the background.



*See Appendix E for more information about St. Jacobs Country Branding.*

## Colours

St. Jacobs Country brand colours have been chosen in response to market research, community feedback, and colour theory. The hues compliment the natural environment of St. Jacobs Country and are aligned with the brand's target demographic.

The St. Jacobs Country colour palette features three primary colours, three secondary colours, and two tertiary colours. These colours are not to be altered for any use. White and black can also be used.



## Typography

Sizes of font will vary depending on road speed, with smaller fonts used on lower speed roadways and enlarged fonts as speed increases.

### Oakes Grotesk

Oakes Grotesk Medium is a sans-serif font with high legibility. It is the primary font for the St. Jacobs Country brand and is suitable for headlines and body text. When Oakes Grotesk is unavailable, suitable substitutions are Helvetica Neue Regular and Arial Regular

**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  
1 2 3 4 5 6 7 8 9 0**

### Manier

Manier is a serif display font used as an accent font for the St. Jacobs Country brand. It may be used sparingly throughout the signage program within the logo or large titles. It is not suitable for a large amount of text at a small size.

**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  
1 2 3 4 5 6 7 8 9 0**

## Materials

Materials recommended for the signage program are representative of the St. Jacobs Country brand and theme. Materials are natural, commonly used in a rural setting and reminiscent of the rich agricultural history. Generally, materials for signs will include the following:

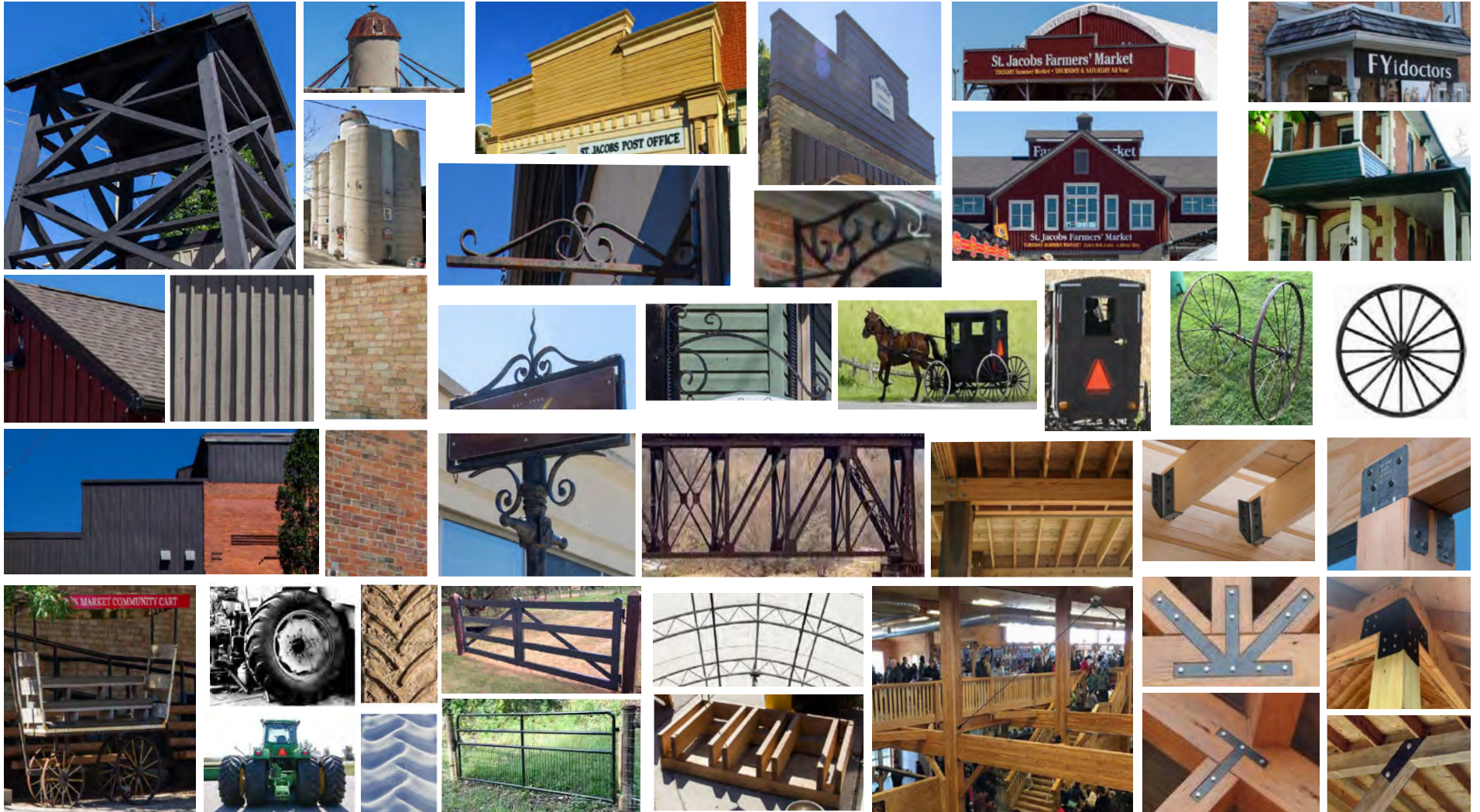
- Wood is used in sign panels or posts;
- Steel is used for accessory details and to help mount signs;
- Aluminum is used for signs panels with wood or aluminum posts;
- Sun and ultra violet resistance should be considered to maintain original colour;
- ‘Off the shelf’ products should be considered as a preferred alternative to custom work (ie. banner arms/brackets, etc.)
- Materials should be of high quality to limit maintenance requirements;
- All materials will be new and free from defects.

## Architectural Cues

Architectural cues have been noted through background research to inspire materials, colours, shapes and other details within the sign concept designs. Noteworthy cues include:

- Quaint village appearance
- Mennonite culture
- Waterloo Central Railway Bridge
- Agriculture
- Farmers Market
- Barns and Silos
- Gates
- Traditional farming equipment
- Wrought iron decor
- Beams, gables and braces.

## Architectural Cues



# Sign Concepts

## An Overview

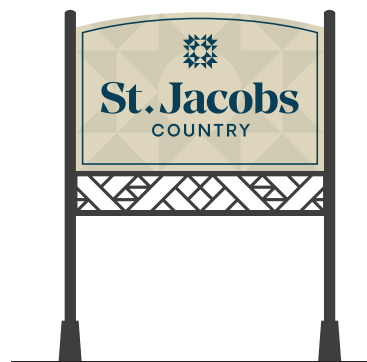
A full family of signs for each sign concept can be found in the [Appendices](#).



### Concept 1: Timber

- The symmetry of the panel is traditional and the silhouette shape is reflective of some architecture in the area, such as barns and silos.
- The timber and metal hardware embellishments reinforce a quality of strength and are reminiscent of materials used in the area.
- Branding is incorporated with a subtle background pattern and the blue colour is natural yet stands out in a rural landscape.

Concept 1 was chosen as the preferred concept and has been further developed in the following section: [Sign Design Intent](#).



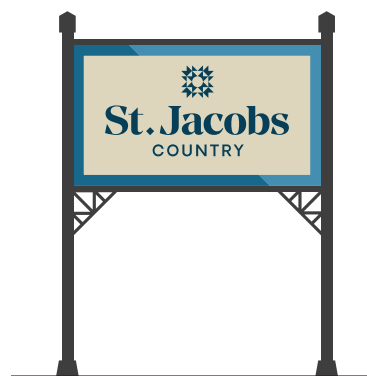
### Concept 3 A/B: Iron Quilt

- The decorative metal band reflects the updated St. Jacobs Country branding, using the quilt pattern for a modern twist on a traditional design.
- The curved edge contrasts the straight lines in the quilt to add a softness that is welcoming and friendly.
- The posts and decorative details are metal for a traditional feel.
- The quilt pattern is also incorporated as a subtle background on the panel.



### Concept 2: Gate

- Inspired by the surrounding farms and countryside.
- The wide timber posts and wood details are reminiscent of rural architecture.
- Opportunity for a pop of colour adds playfulness.
- Simple rectangular panels with a dark blue band create a modern look and allows each sign to be recognized within the family.

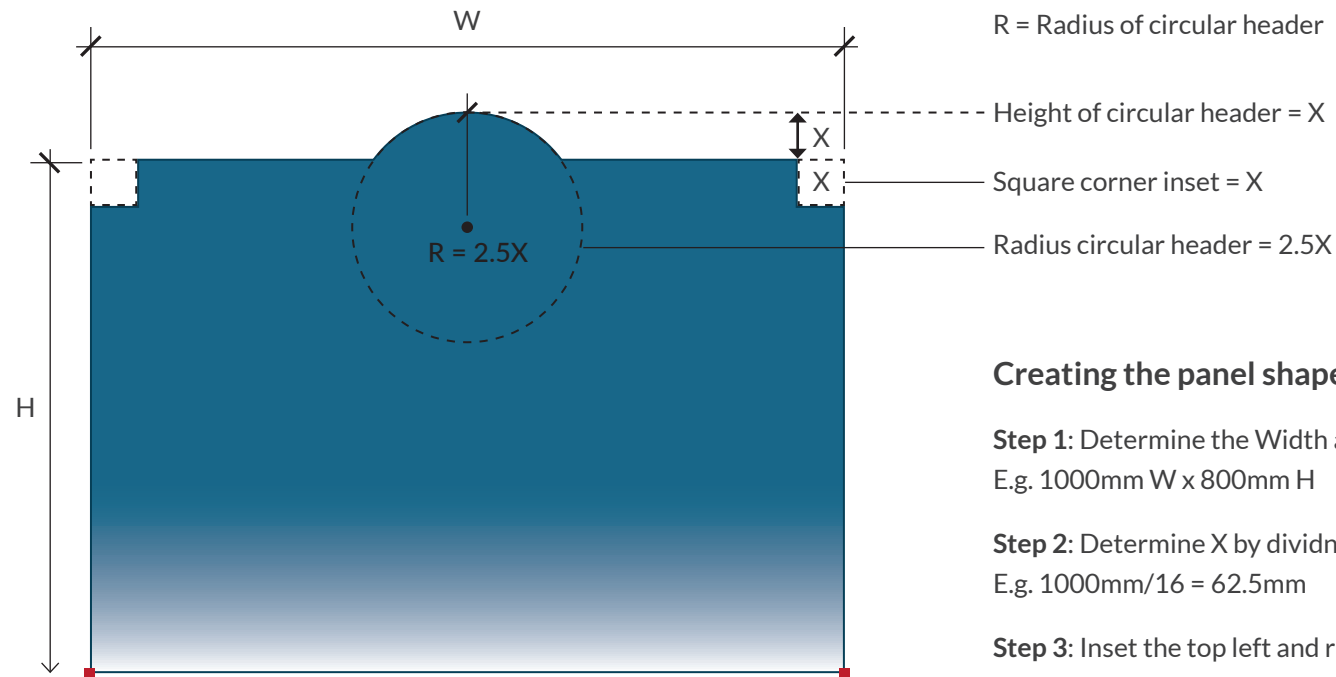


### Concept 4: Iron Triangle

- The triangle is a subtle architectural feature that reinforces branding with the quilt pattern.
- The straight lines and triangles reinforce the updated St. Jacobs Country branding.
- The border/band is consistent throughout and allows for interest through use of colour.

# Sign Design Intent

## Panel Shape Details



Note: Once this vector shape is established, simply adjust the bottom left and right anchor points to establish the desired height of the panel.

### Creating the panel shape details:

**Step 1:** Determine the Width and Height of the panel  
 E.g. 1000mm W x 800mm H

**Step 2:** Determine X by dividing W by 16  
 E.g. 1000mm/16 = 62.5mm

**Step 3:** Inset the top left and right corners by X

**Step 4:** Create a circle with a radius of 2.5X  
 E.g. 62.5mm x 2.5 = 156.25mm

**Step 5:** Place the circle Xmm beyond the top edge of the panel  
 E.g. In this case, 62.5mm beyond the top edge

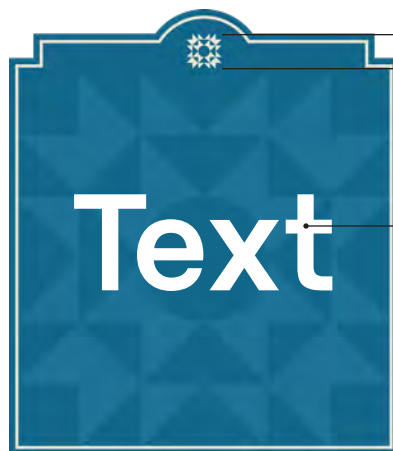
Note: The header design proportions are relevant to the width of the panel. The height of the panel is independent and can be established/adjusted after the top shape details have been created.



## Panel Graphics



- 2-Stroke Border:**  
Outer Dark Blue stroke is approx. 1/4 size of X  
Inner Cream border is approx. 1/2 thickness of Dark Blue stroke
- Main Background Colour:**  
Dark Blue
- Background Pattern (logo icon):**  
Light Blue; Opacity 30% (ensures subtle contrast ratio of 1.2:1)
- Background Position:**  
Centre the icon pattern on a vertical axis  
The edges of the icon should touch the edge of the panel stroke.





- Header Icon:**  
Cream colour  
Centre aligned  
Height aligned with panel strokes as demonstrated
- Sign Message:**  
White text creates contrast ratio of 5.4:1. (Ensure min. contrast ratio of 4.5:1)

### St. Jacobs Brand Colour Palette

-  Light Blue  
Pantone 7696C  
CMYK 73 33 17 0
-  Dark Blue  
Pantone 7705C  
CMYK 92 53 30 8
-  Cream  
Pantone 7527C  
CMYK 8 7 17 0

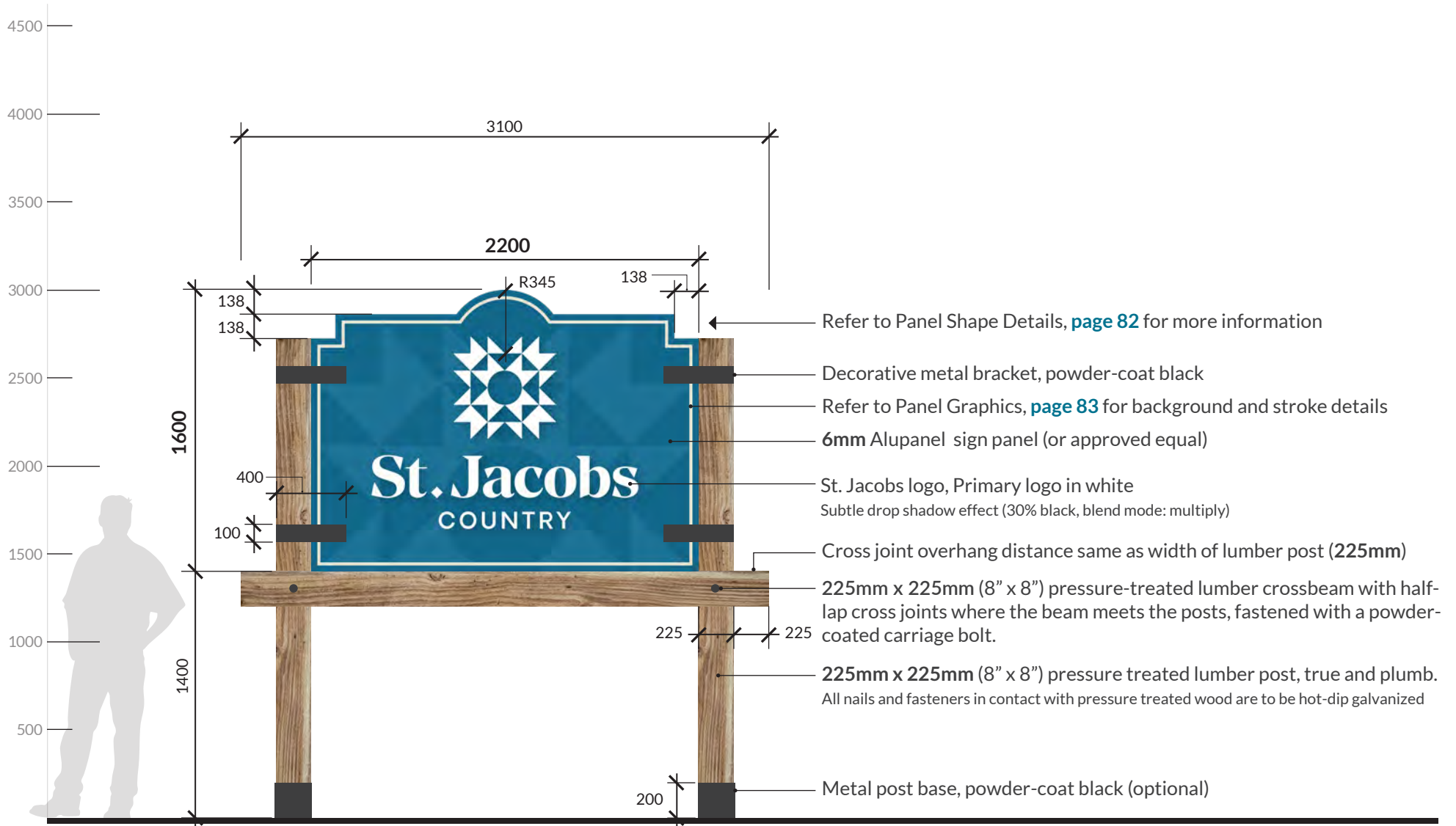
### Additional Signage Colours

-  Dark Blue-Black Accent  
CMYK 94 69 53 53
-  Green Accent  
CMYK 57 35 98 16

Note: Additional Signage Colours are based on St. Jacobs brand colours, but have been adjusted slightly to ensure minimum contrast ratios in sign designs. For additional information about the St. Jacobs Country brand colour palette, refer to St. Jacobs Country Brand Guidelines.

## G - Gateway (Primary)

Dimensions in milimetres, unless otherwise noted.



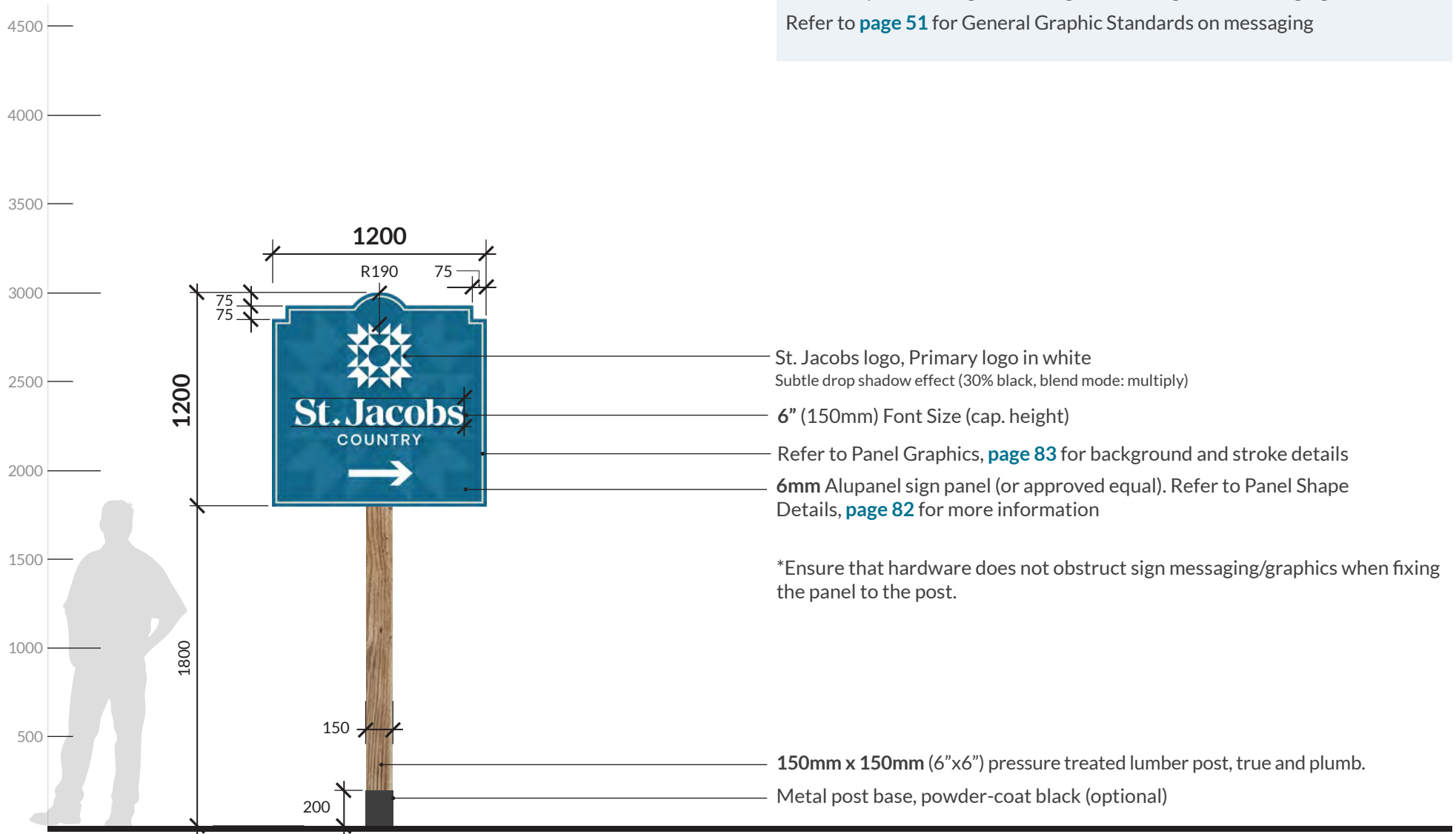
**NOTE:**  
Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## GD - Gateway Directional

up to 70-80 km/h

Dimensions in millimetres, unless otherwise noted.



**NOTES:**

Example uses message from Ref ID **GD1**. Final messaging to be confirmed prior to fabrication.

Arrow to point left, right, or straight according to the messaging chart.

Refer to [page 51](#) for General Graphic Standards on messaging

**NOTE:**  
Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## GWC - Gateway Combo

70-80 km/h

Dimensions in millimetres, unless otherwise noted.



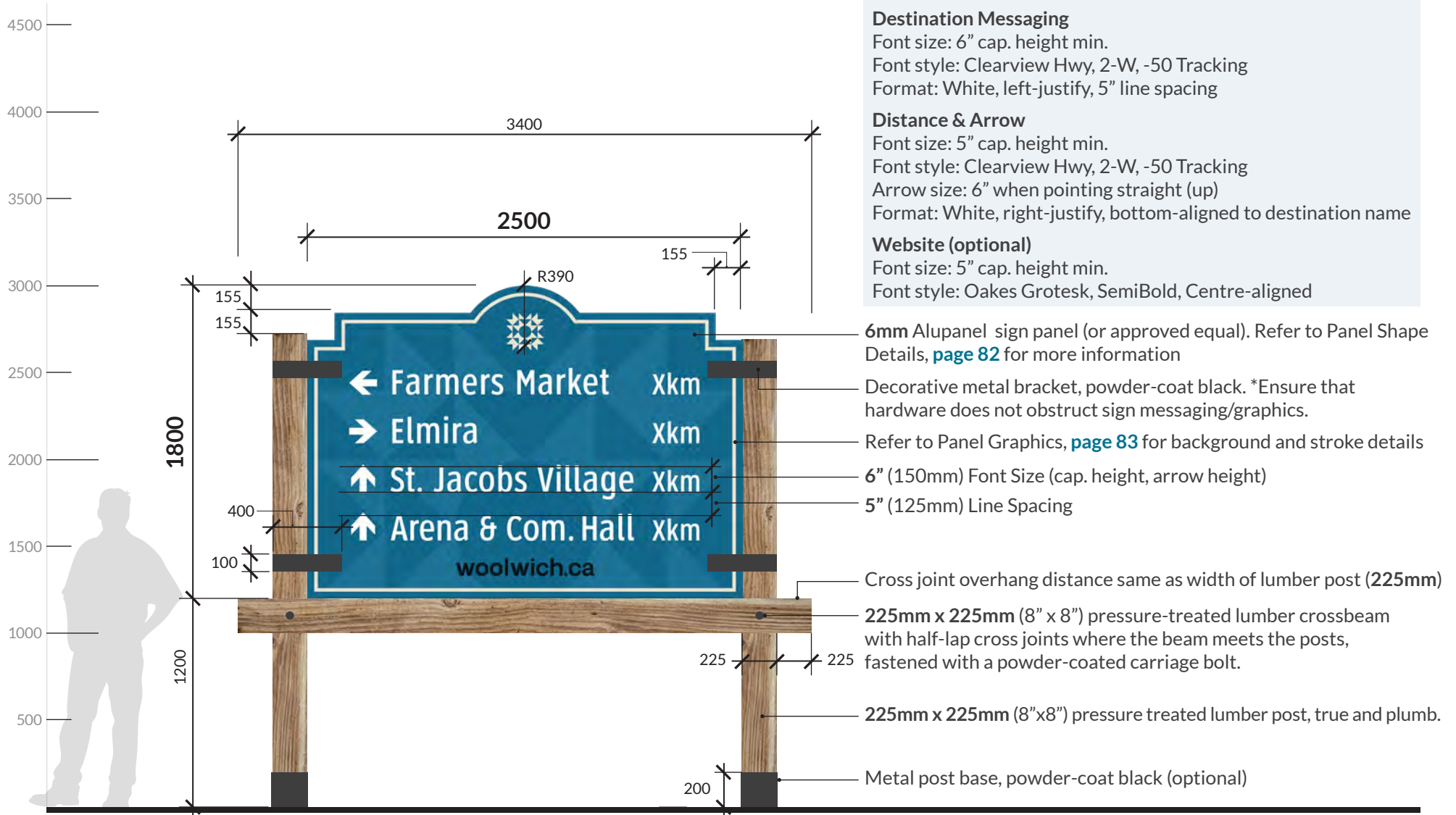
**NOTE:**  
Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## DR - Directional Rural

70-80 km/h

Dimensions in millimetres, unless otherwise noted.



**NOTE:** Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

### NOTES:

Example uses message from Ref ID DR1. Final messaging and distances to be confirmed prior to fabrication.

4 destinations maximum

16 characters max. per line

Refer to [page 51](#) for General Graphic Standards on messaging

#### Destination Messaging

Font size: 6" cap. height min.

Font style: Clearview Hwy, 2-W, -50 Tracking

Format: White, left-justify, 5" line spacing

#### Distance & Arrow

Font size: 5" cap. height min.

Font style: Clearview Hwy, 2-W, -50 Tracking

Arrow size: 6" when pointing straight (up)

Format: White, right-justify, bottom-aligned to destination name

#### Website (optional)

Font size: 5" cap. height min.

Font style: Oakes Grotesk, SemiBold, Centre-aligned

6mm Alupanel sign panel (or approved equal). Refer to Panel Shape Details, [page 82](#) for more information

Decorative metal bracket, powder-coat black. \*Ensure that hardware does not obstruct sign messaging/graphics.

Refer to Panel Graphics, [page 83](#) for background and stroke details

6" (150mm) Font Size (cap. height, arrow height)

5" (125mm) Line Spacing

Cross joint overhang distance same as width of lumber post (225mm)

225mm x 225mm (8" x 8") pressure-treated lumber crossbeam with half-lap cross joints where the beam meets the posts, fastened with a powder-coated carriage bolt.

225mm x 225mm (8" x 8") pressure treated lumber post, true and plumb.

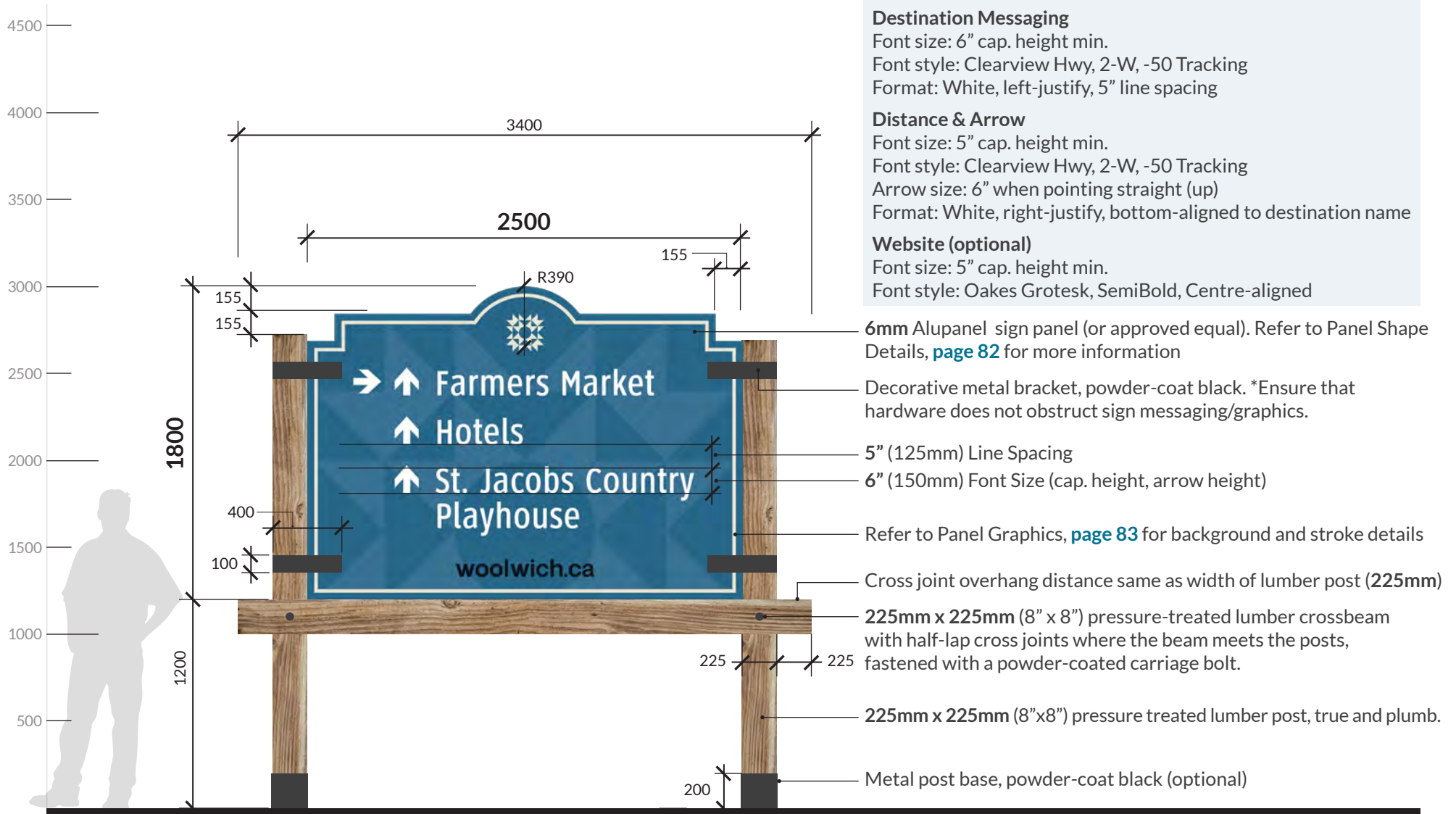
Metal post base, powder-coat black (optional)

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## DH - Directional Highway

70-80 km/h

Dimensions in millimetres, unless otherwise noted.



### NOTES:

Example uses message from Ref ID DH51. Final messaging and distances to be confirmed prior to fabrication.

4 destinations maximum

16 characters max. per line

Refer to [page 51](#) for General Graphic Standards on messaging

### Destination Messaging

Font size: 6" cap. height min.

Font style: Clearview Hwy, 2-W, -50 Tracking

Format: White, left-justify, 5" line spacing

### Distance & Arrow

Font size: 5" cap. height min.

Font style: Clearview Hwy, 2-W, -50 Tracking

Arrow size: 6" when pointing straight (up)

Format: White, right-justify, bottom-aligned to destination name

### Website (optional)

Font size: 5" cap. height min.

Font style: Oakes Grotesk, SemiBold, Centre-aligned

### NOTE:

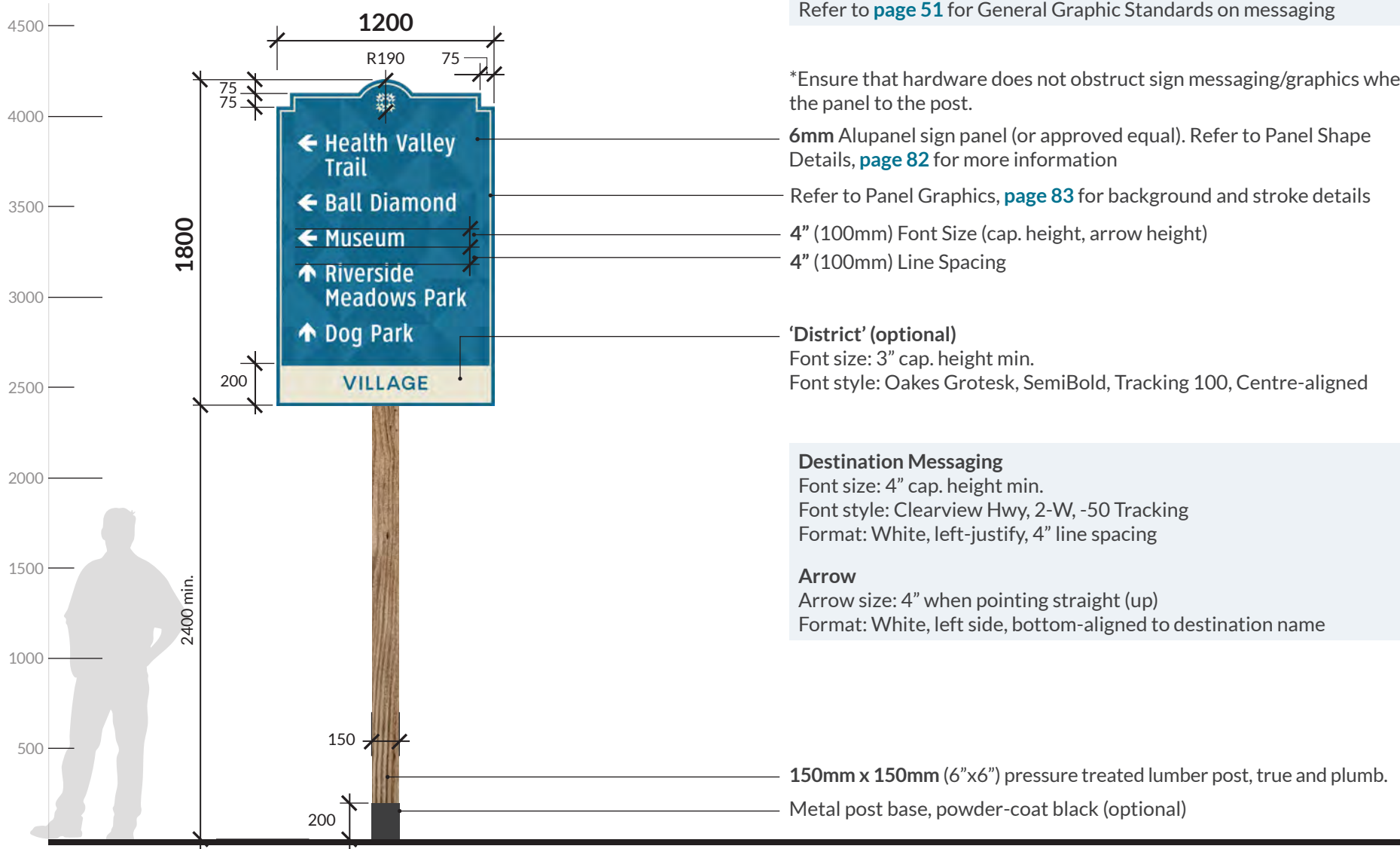
Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## DU - Directional (Urban)

50-60 km/h

Dimensions in millimetres, unless otherwise noted.



### NOTES:

Example uses message from Ref ID **DU24**. Final messaging and distances to be confirmed prior to fabrication.

5 destinations maximum

13 characters max. per line

Refer to [page 51](#) for General Graphic Standards on messaging

\*Ensure that hardware does not obstruct sign messaging/graphics when fixing the panel to the post.

**6mm** Alupanel sign panel (or approved equal). Refer to Panel Shape Details, [page 82](#) for more information

Refer to Panel Graphics, [page 83](#) for background and stroke details

**4"** (100mm) Font Size (cap. height, arrow height)

**4"** (100mm) Line Spacing

**'District' (optional)**

Font size: 3" cap. height min.

Font style: Oakes Grotesk, SemiBold, Tracking 100, Centre-aligned

### Destination Messaging

Font size: 4" cap. height min.

Font style: Clearview Hwy, 2-W, -50 Tracking

Format: White, left-justify, 4" line spacing

### Arrow

Arrow size: 4" when pointing straight (up)

Format: White, left side, bottom-aligned to destination name

**150mm x 150mm (6"x6")** pressure treated lumber post, true and plumb.

**Metal post base, powder-coat black (optional)**

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

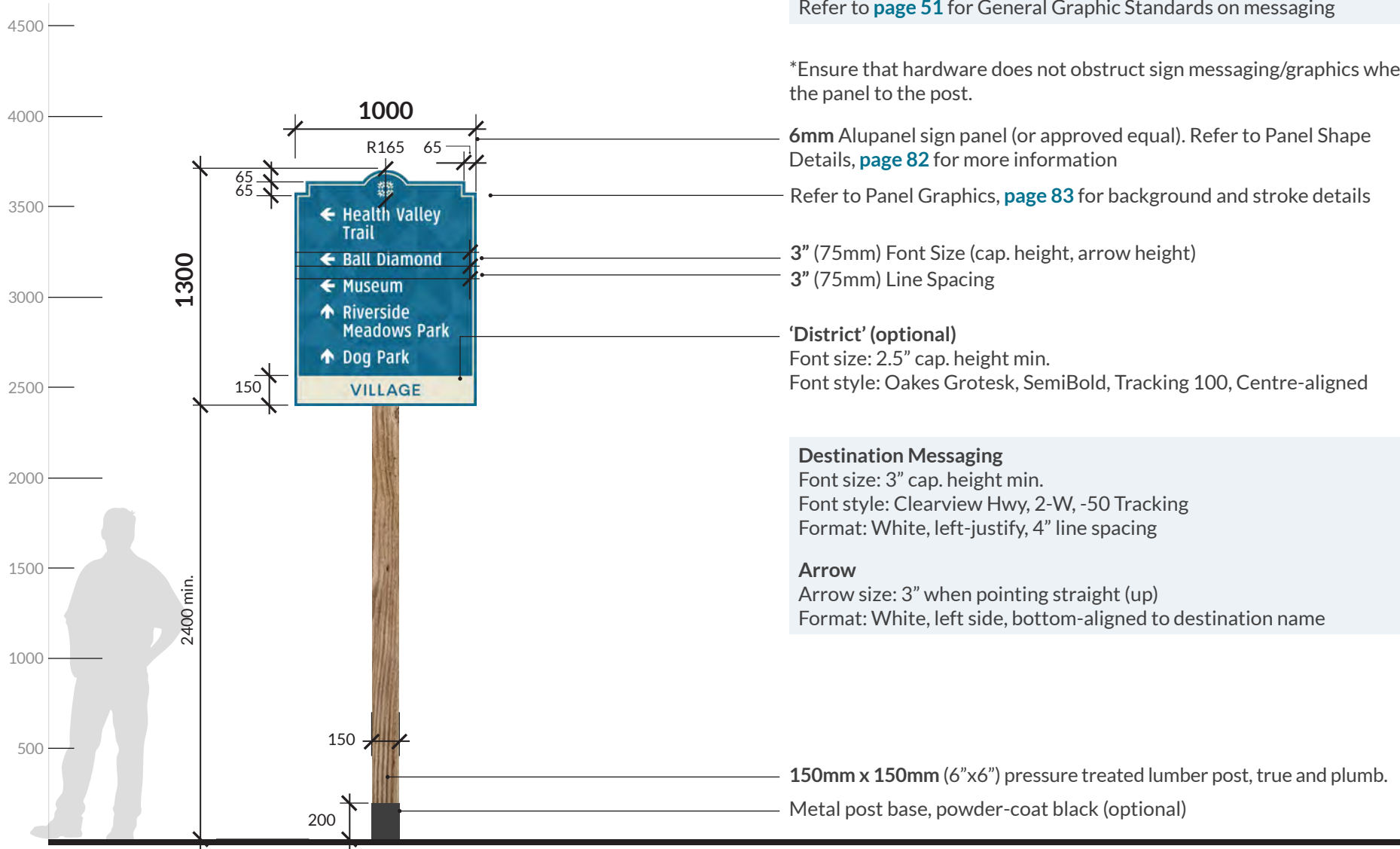
### NOTE:

Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

## DUC - Directional (Urban Core)

30-40 km/h

Dimensions in millimetres, unless otherwise noted.



### NOTES:

Example uses message from Ref ID DU24. Final messaging and distances to be confirmed prior to fabrication.

5 destinations maximum

13 characters max. per line

Refer to [page 51](#) for General Graphic Standards on messaging

\*Ensure that hardware does not obstruct sign messaging/graphics when fixing the panel to the post.

6mm Alupanel sign panel (or approved equal). Refer to Panel Shape Details, [page 82](#) for more information

Refer to Panel Graphics, [page 83](#) for background and stroke details

3" (75mm) Font Size (cap. height, arrow height)

3" (75mm) Line Spacing

'District' (optional)

Font size: 2.5" cap. height min.

Font style: Oakes Grotesk, SemiBold, Tracking 100, Centre-aligned

### Destination Messaging

Font size: 3" cap. height min.

Font style: Clearview Hwy, 2-W, -50 Tracking

Format: White, left-justify, 4" line spacing

### Arrow

Arrow size: 3" when pointing straight (up)

Format: White, left side, bottom-aligned to destination name

150mm x 150mm (6"x6") pressure treated lumber post, true and plumb.

Metal post base, powder-coat black (optional)

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

### NOTE:

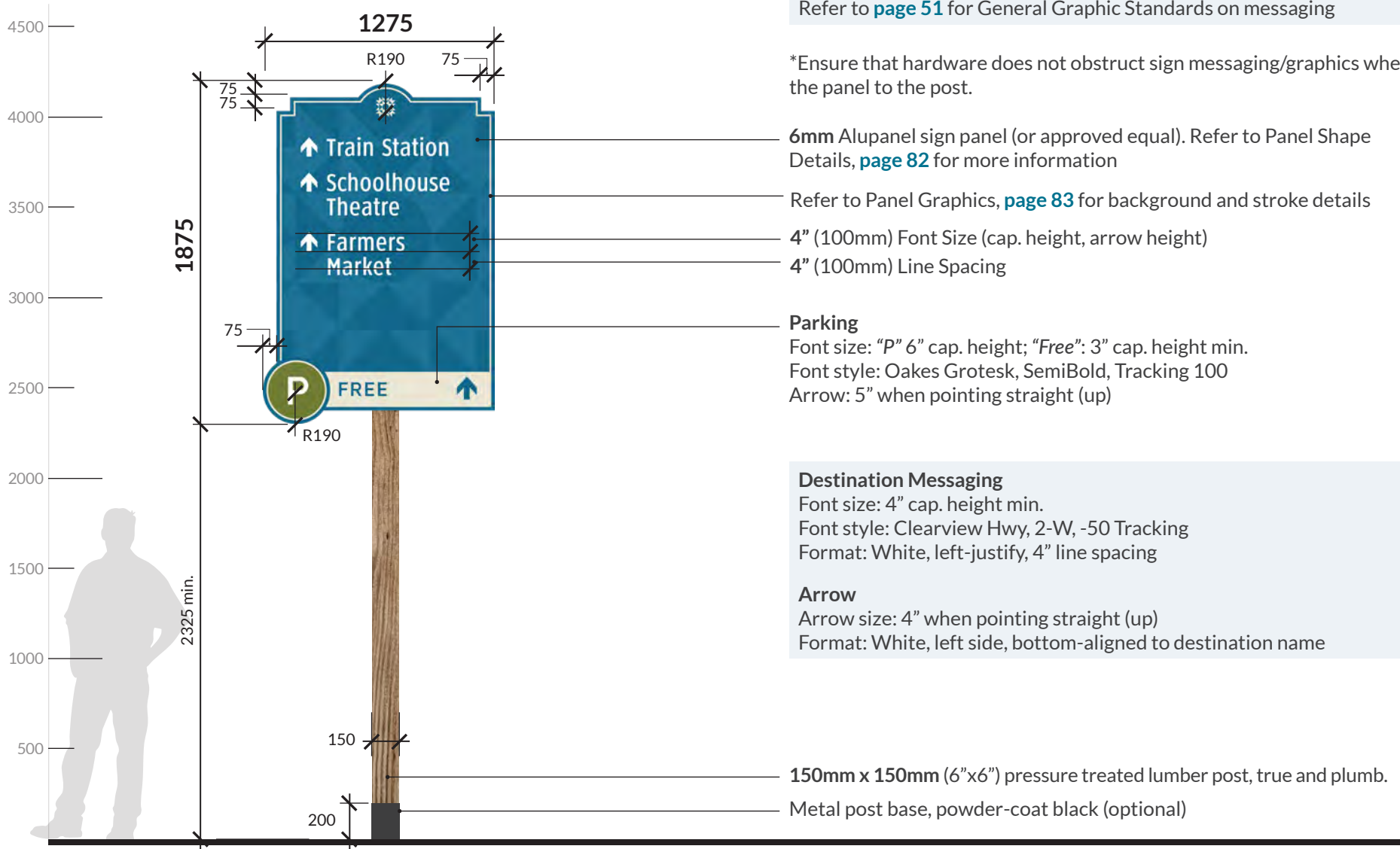
Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.



## DP - Directional with Parking

50-60 km/h

Dimensions in millimetres, unless otherwise noted.



### NOTES:

Example uses message from Ref ID **D17**. Final messaging and distances to be confirmed prior to fabrication.

5 destinations maximum

13 characters max. per line

Refer to [page 51](#) for General Graphic Standards on messaging

\*Ensure that hardware does not obstruct sign messaging/graphics when fixing the panel to the post.

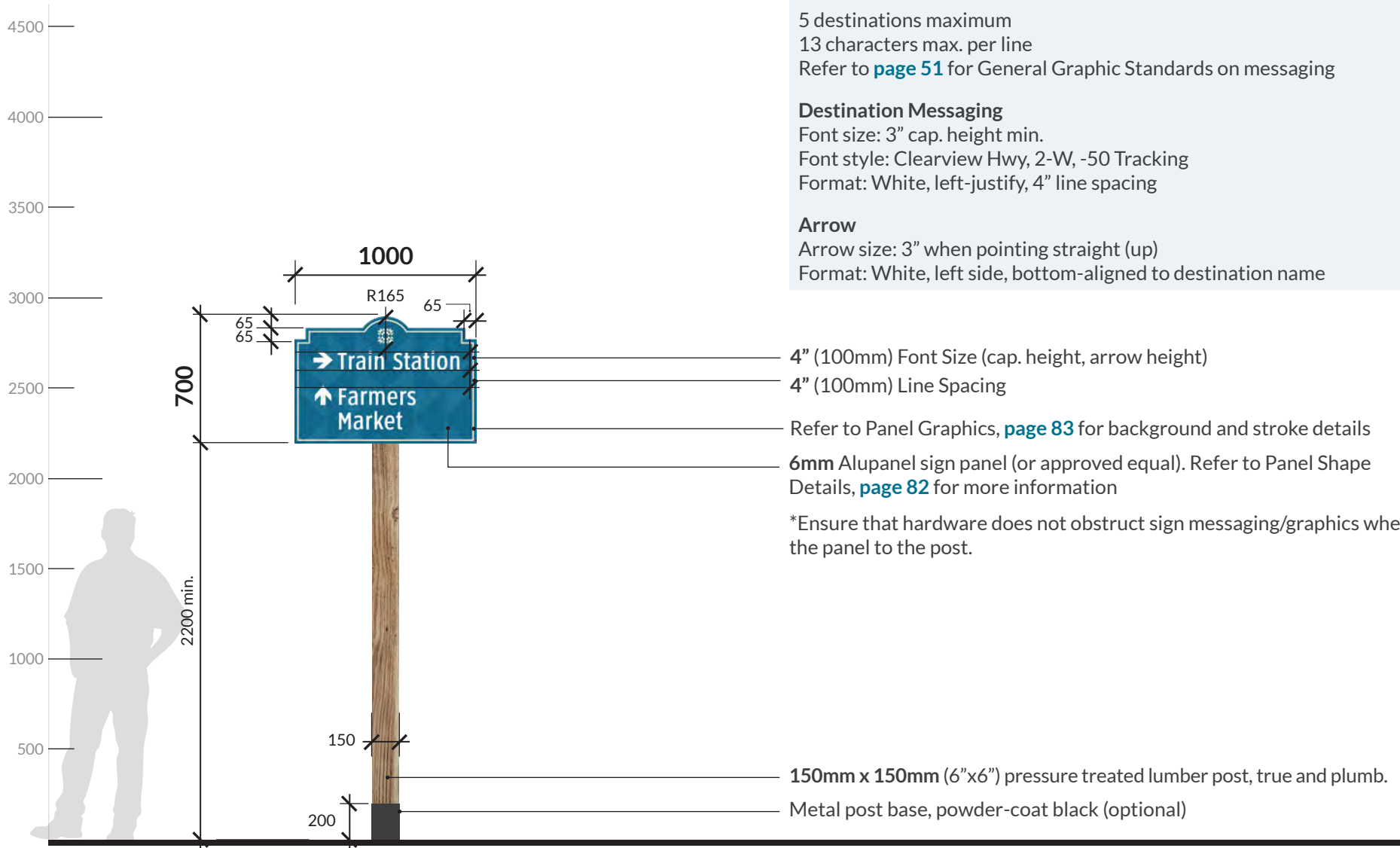
**NOTE:**  
Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## DNa - Directional Neighbourhood (4")

50-60 km/h

Dimensions in millimetres, unless otherwise noted.



**NOTES:**

Example uses message from Ref ID **DN19b**. Final messaging and distances to be confirmed prior to fabrication.

5 destinations maximum  
 13 characters max. per line  
 Refer to **page 51** for General Graphic Standards on messaging

**Destination Messaging**  
 Font size: 3" cap. height min.  
 Font style: Clearview Hwy, 2-W, -50 Tracking  
 Format: White, left-justify, 4" line spacing

**Arrow**  
 Arrow size: 3" when pointing straight (up)  
 Format: White, left side, bottom-aligned to destination name

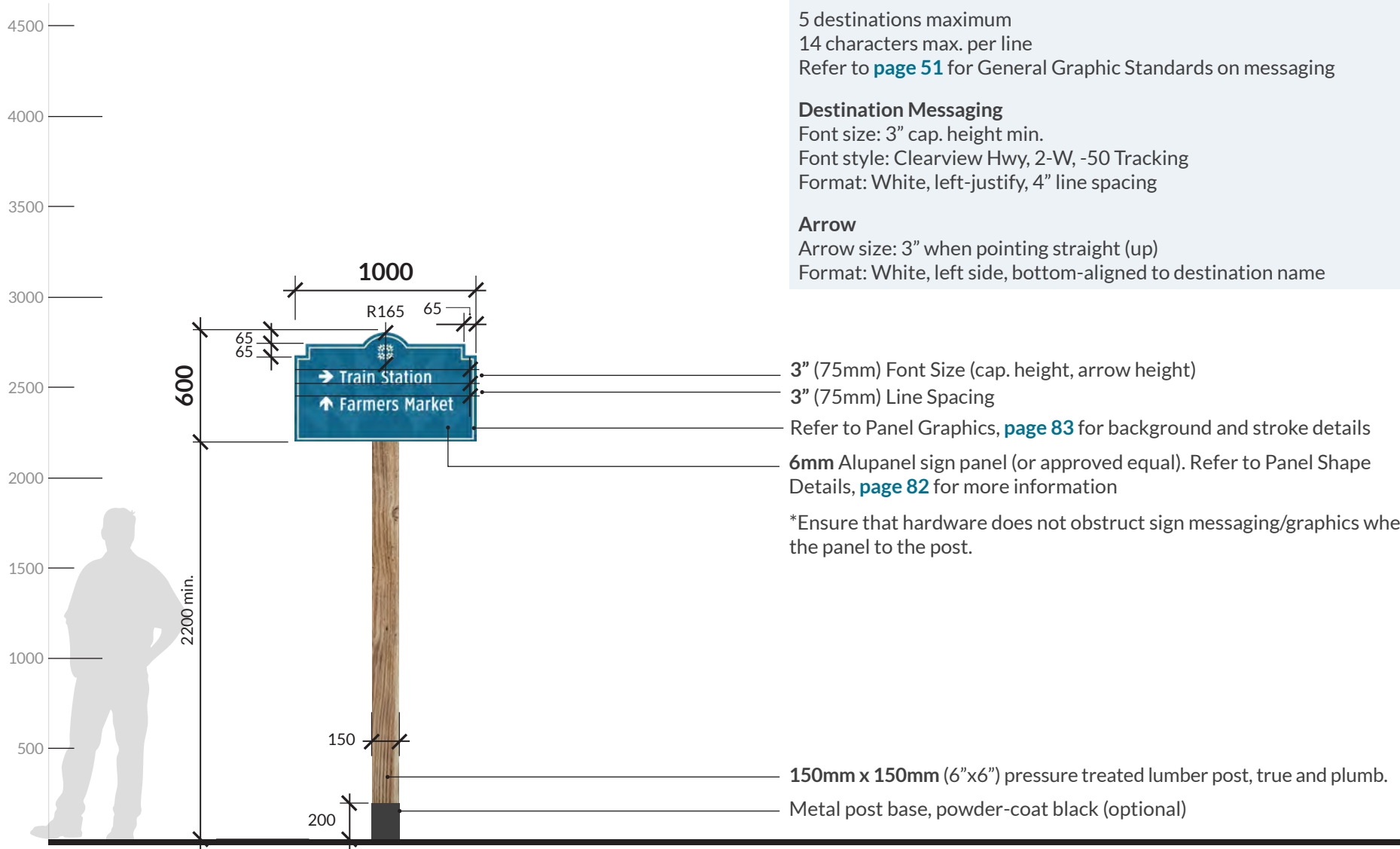
**NOTE:**  
 Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## DNb - Directional Neighbourhood (3")

30-40 km/h

Dimensions in millimetres, unless otherwise noted.



**NOTES:**

Example uses message from Ref ID **DN19b**. Final messaging and distances to be confirmed prior to fabrication.

- 5 destinations maximum
- 14 characters max. per line
- Refer to [page 51](#) for General Graphic Standards on messaging

**Destination Messaging**

- Font size: 3" cap. height min.
- Font style: Clearview Hwy, 2-W, -50 Tracking
- Format: White, left-justify, 4" line spacing

**Arrow**

- Arrow size: 3" when pointing straight (up)
- Format: White, left side, bottom-aligned to destination name

**NOTE:**  
 Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

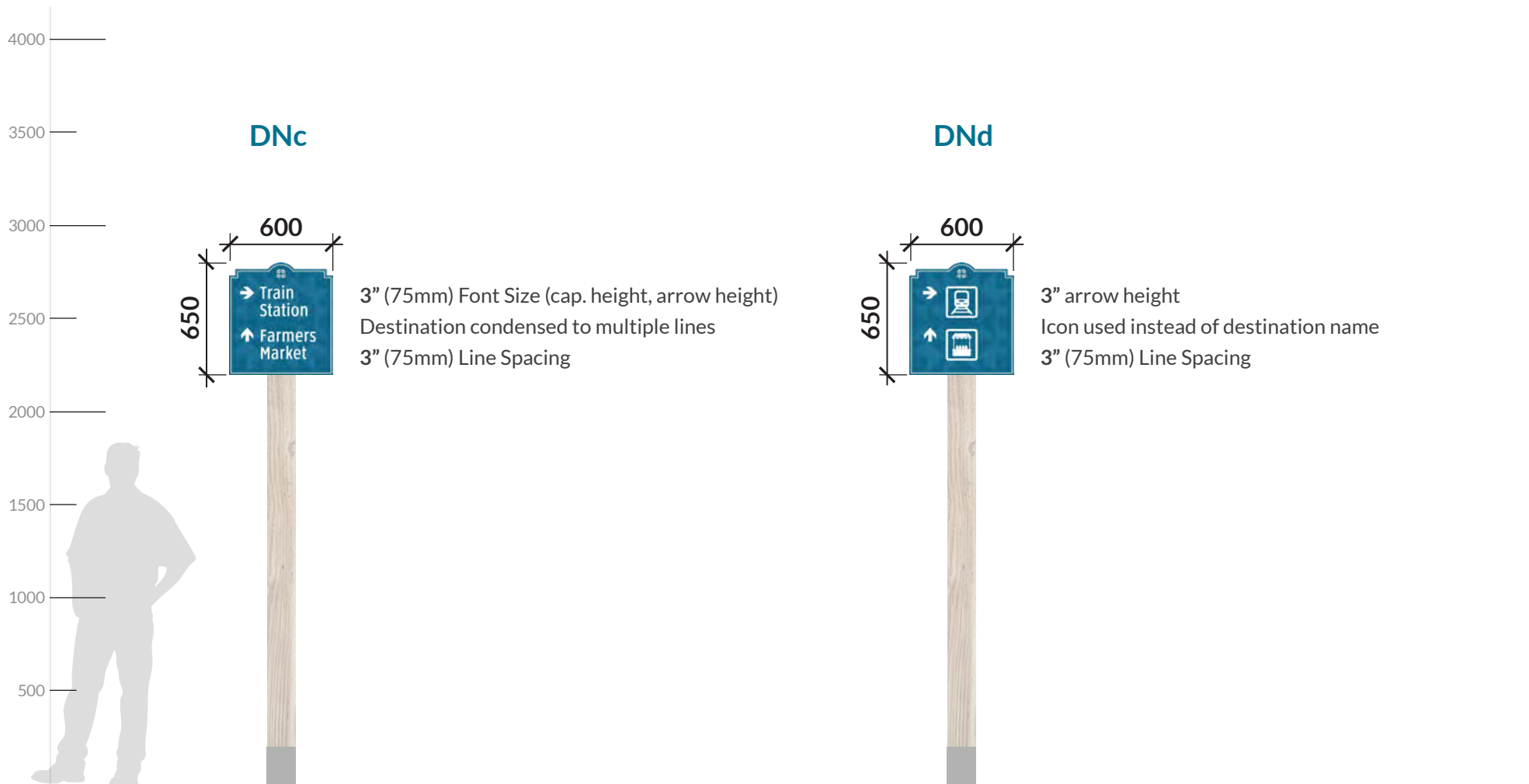
All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## DNb - Directional Neighbourhood (3") - Alternatives

### Alternative panel sizes and message layouts

Dimensions in millimetres, unless otherwise noted.

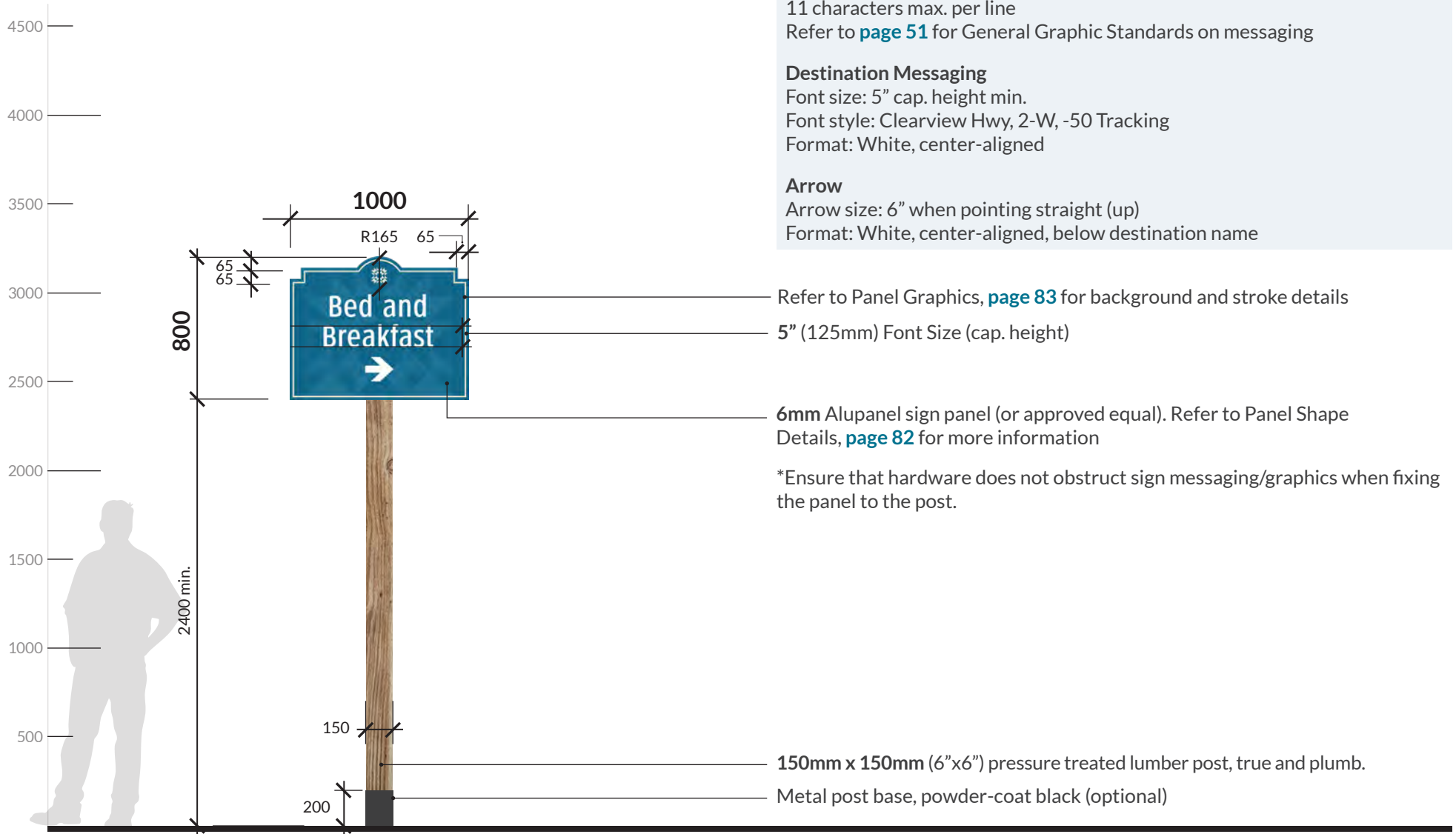
Refer to [page 93](#) for additional sign materials and detailing.



## DFG - Directional Farm Gate

up to 70-80 km/h

Dimensions in millimetres, unless otherwise noted.



### NOTES:

Example message for demonstration only

1 destination maximum

11 characters max. per line

Refer to [page 51](#) for General Graphic Standards on messaging

### Destination Messaging

Font size: 5" cap. height min.

Font style: Clearview Hwy, 2-W, -50 Tracking

Format: White, center-aligned

### Arrow

Arrow size: 6" when pointing straight (up)

Format: White, center-aligned, below destination name

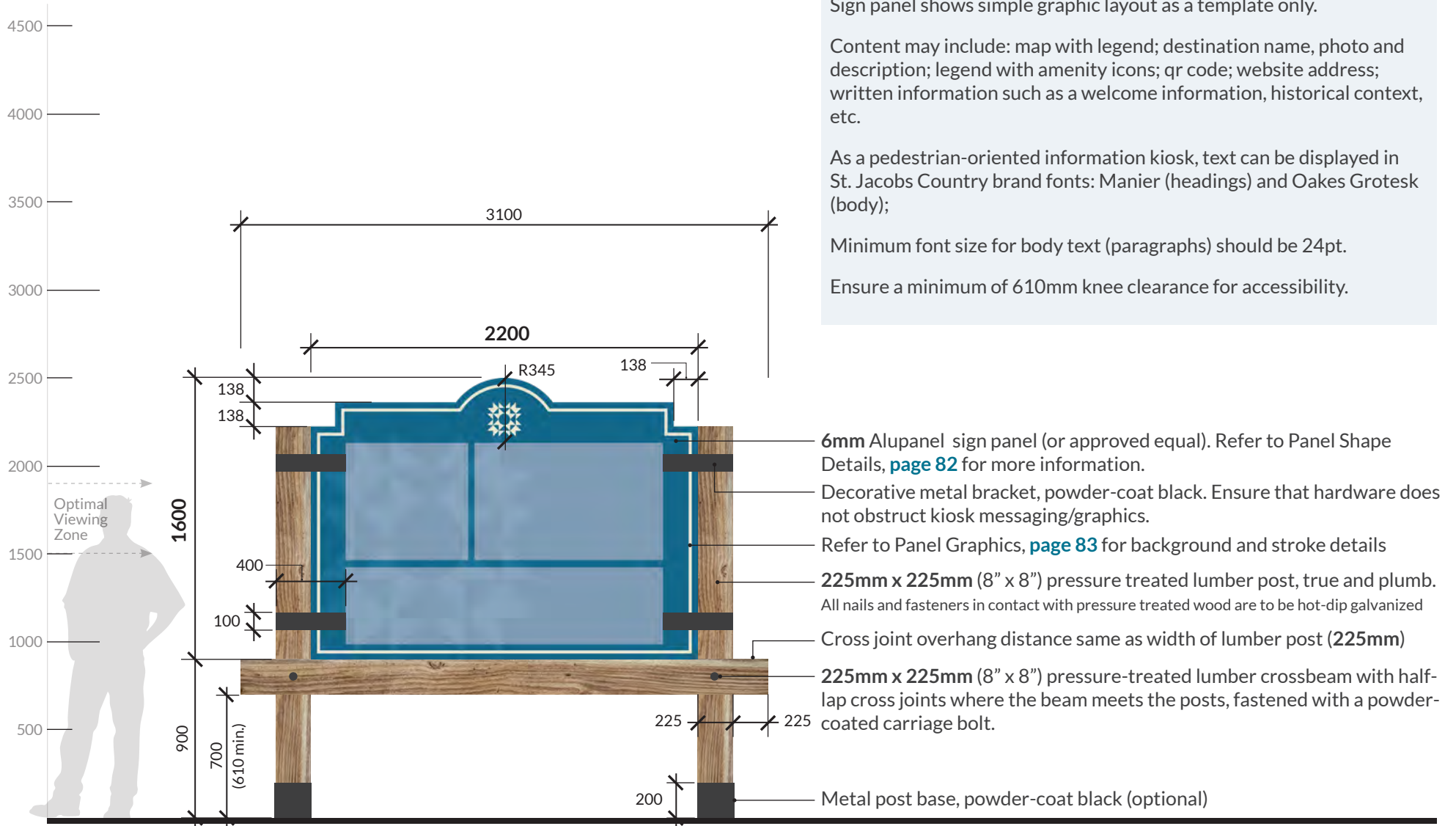
### NOTE:

Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## Ka - Information Kiosk (Primary)

Dimensions in millimetres, unless otherwise noted.



### NOTES:

Optimal Viewing Zone is between 1500mm-1900mm above ground.

Sign panel shows simple graphic layout as a template only.

Content may include: map with legend; destination name, photo and description; legend with amenity icons; qr code; website address; written information such as a welcome information, historical context, etc.

As a pedestrian-oriented information kiosk, text can be displayed in St. Jacobs Country brand fonts: Manier (headings) and Oakes Grotesk (body);

Minimum font size for body text (paragraphs) should be 24pt.

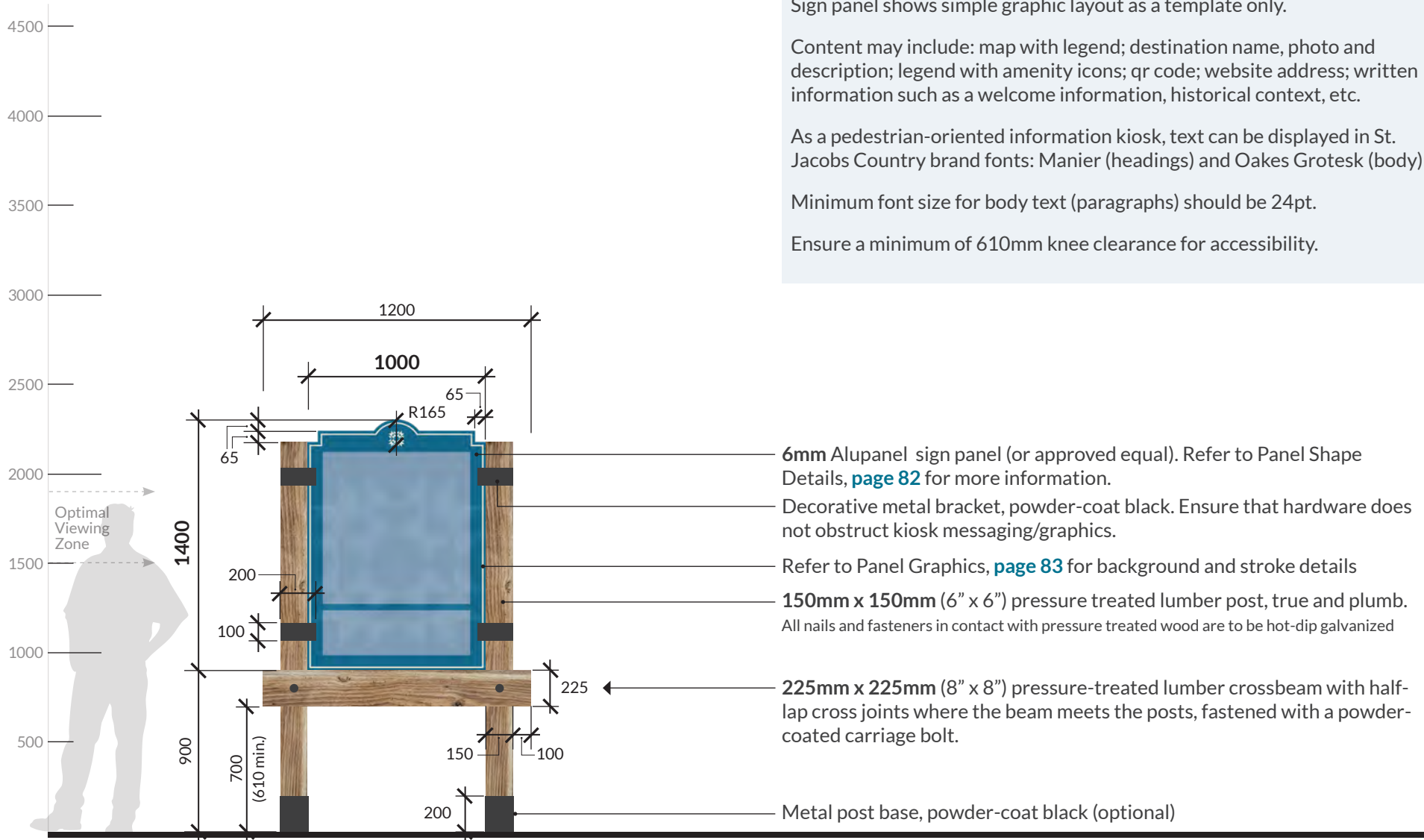
Ensure a minimum of 610mm knee clearance for accessibility.

### NOTE:

Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

## Kb - Information Kiosk (Secondary)



**NOTES:**

Optimal Viewing Zone is between 1500mm-1900mm above ground.

Sign panel shows simple graphic layout as a template only.

Content may include: map with legend; destination name, photo and description; legend with amenity icons; qr code; website address; written information such as a welcome information, historical context, etc.

As a pedestrian-oriented information kiosk, text can be displayed in St. Jacobs Country brand fonts: Manier (headings) and Oakes Grotesk (body);

Minimum font size for body text (paragraphs) should be 24pt.

Ensure a minimum of 610mm knee clearance for accessibility.

**NOTE:**  
 Drawings illustrate sign and graphic design intent only. Fabricator to supply Township with graphic proofs prior to fabrication. Shop drawings (to include panel(s), structural/footing components, and fastening techniques) to be supplied by fabricator, and must be stamped by a certified structural engineer.

All nails and fasteners in contact with pressure treated wood are to be hot-dip galvanized

***IMPLEMENTATION***





## Introduction

This guide has been developed to assist the Township of Woolwich in coordinating the implementation of the St. Jacobs Wayfinding Sign Strategy. There are many variables that may change throughout the implementation stage, such as available budgets, new developments or needs, manufacturing advancements and more. This guide is flexible to accommodate these potential changes and encourages on-going review to ensure overall success.

Implementation is not to commence until final sign designs have been developed.

The guide has been divided into 4 areas of coordination:

Management, Phasing and Budgets, Installation, and Maintenance

# Management

A wayfinding system is not complete without a management team. Appointed by the township, the management team is to execute the wayfinding strategy, oversee the implementation, and continually monitor the overall success of the system.

## The management team should consist of:

- **Manager:** a specific point person responsible for the project and coordinating with the review committee and necessary township departments.
- **Review Committee:** a team of individuals (i.e. staff members, stakeholder representatives, etc.) responsible for reviewing materials as directed throughout the wayfinding strategy.
- **Designated Department Head:** a designated department head (i.e. Public Works/ Economic Development) responsible for co-ordination with Council.

## Tasks & Responsibilities

The tasks and responsibilities of the management team may include, but are not limited to, the following:

Review the St. Jacobs Wayfinding Sign Strategy and become familiar with its contents.

Consult various township departments, stakeholder groups, and operating committees to introduce the strategy, review recommended destinations, routes, sign locations and placement, and confirm and adjust accordingly.

- Review and consult additional planning documents as they become available to ensure continued compliance.
- Identify available grants and/or partnership opportunities applicable to the wayfinding strategy.
- Initiate and manage the tender process for the fabrication and installation of wayfinding infrastructure.
- Review and approve sign locations to limit physical and visual obstructions (i.e. trees, hydro poles, regulatory signage, etc.).
- Review and approve messaging information (i.e. confirm destination names, etc.) and sign locations to ensure accuracy, relevancy, and messaging continuity.
- Select a contractor for sign fabrication and/or installation and manage annual installation contracts.
- Review and approve signage prototypes/design proof to confirm accuracy and effectiveness, prior to further fabrication.

- Review and acquire required permits from the Township, Region, MTO, and/or other permit regulatory agencies.
- Coordinate the identification of sub grade utilities (the responsibility of the Township).
- Coordinate the removal of existing signage where applicable.
- Review and prepare phased annual plans and budgets. Present materials to council to secure funding.
- Consult with various agencies that may have insight as to the effectiveness of installed signage (e.g. BIA committee, visitor information staff, public works team, etc.).
- Establish a method(s) to monitor the success of the wayfinding system (e.g. questionnaires, record of complaints, feedback from user groups, etc.).
- Design a method to record annual installations as well as adjustments required for ongoing success of the strategy.
- Maintain a database of installed signage and relevant information (i.e. year of installation).
- Coordinate with appropriate department heads to ensure supportive wayfinding systems (i.e. Township website, Google Maps, etc.) align with physical wayfinding infrastructure.

# Phasing & Budget

Considerations for phasing vary for different communities, and will change from year to year based on available budgets, goals for the wayfinding system, existing signage, new developments and so on. Rarely does a complete system happen in one year.

Part of the strategy for the wayfinding system for St. Jacobs Country is to provide flexible options for incremental or phased installation. The complete system needs to be phased logically to ensure that each phase will be successful in its own right. Supported by budget estimates, the system can be phased over a number of years to suit yearly budget allocations.

## Sign Circuits & Groups

Given the nature of wayfinding and goals of the St. Jacobs Wayfinding Sign strategy, “progressive disclosure” is a fundamental requirement to ensure that the user is guided to their final destination without interruption. As individual signs will include multiple destinations, often situated in different locations, it is imperative that when one sign is installed, the sign sequencing to reach each destination is complete. As one progresses to the next sign in a sequence, new destinations may be included, and therefore a new route and group of signs will need to be included to complete the circuit, or the grouping of signs.

With careful messaging and routing selection, different circuits act independently to one another and could be installed without affecting the success of the system at any one time. Circuits could be further subdivided with ‘end-circuits’ that are located closer to the final destination. These end-circuits would act similarly to the main circuit, but if installed initially, would still function without causing misdirection. Circuits can include different sign types.

The wayfinding system for St. Jacobs Country has been organized into 18 distinct ‘circuits’ (A-Q, plus one more for Gateways, Kiosks and Farm Gates) and 2 groups that could be installed independently of each other, providing flexibility for yearly phasing. Additionally, there are independent signs (Gateways and Information Kiosks) that could be installed individually as needed, or as a complete group if budgets allow. The circuits are provided as a means to support flexible budget allocations.

## Priorities

Phasing will respond directly to available and approved budgets based on a priority system. Several priorities may be in effect concurrently. Those priorities not achieved in its intended year should be included in the following phase. Priorities should be identified to assist with understanding what may logically happen in each phase. The following recommendations ought to be considered to assist with selecting priorities for installation.

- Organize management of the strategy.
- Problem Areas: Identify an area that may incite the most confusion in regards to user satisfaction re. navigation. Eg. Connectivity between St. Jacobs Village and the Farmers Market District.
- Parking areas in St. Jacobs Village.
- Economic Impact: Prioritize an area that would benefit mostly in terms of increased visitation and associated economic return such as the downtown core.
- Sign Prototype Trial: Using an area or system with only one or two recommended signs is a good opportunity to 'test drive' a sign design. (i.e. an 'end circuit' or local directional sign with one or two destinations that is not dependent on other directional signs)
- Gateways: Establishing the boundaries and gateways for St. Jacobs Country will introduce and highlight the new branding initiative.
- One needs to know that they have arrived. Ensuring that destination identification signs are existing, in good repair, are placed without visual obstruction, and are effective, should be considered prior to sending visitors to the destination.

- Civic Pride: Destinations should be ready to receive visitors. Ensure that the destinations are visually pleasing, safe, and 'open for business!'
- Civic Pride: New or recently renovated destinations should include signage as part of construction activities to complete the celebration of the new amenity.
- Ensure future construction or development of Township projects (Trail heads, parking lot improvements, park sites, recreational facilities etc) incorporate appropriate signage.
- Available and approved yearly budgets.

## Phasing & Budget Chart

The following chart includes a listing of sign types, with a budget allocation (high and low) for each. The circuits and groups are identified along the top of the chart, with the quantity of each sign type noted within each circuit or group. A budget is then determined for each circuit or group of signs, with a total for the complete system identified at the end. Information for each sign can be found on the messaging charts, and associated sign layout plans.

As an example, phasing is suggested to follow a four year 'build out' plan. Appropriate circuits should be chosen for each year to reflect identified priorities and proposed budgets.

## Budget Estimates

### St. Jacobs Settlement Area

Sign Type	Budget		Circuits									Gateways, Kiosks Farm Gates
	Low	High	A	B	C	D	E	F	G	H	I	
Directional Rural	\$ 7,100.00	\$ 8,520.00	4						1	1		
Directional Highway	\$ 4,800.00	\$ 5,760.00										
Directional	\$ 3,600.00	\$ 6,920.00	5	3	5	1				3	5	
Directional Neighborhood	\$ 2,750.00	\$ 4,500.00	5				2			1		
Directional Farm Gate	\$ 500.00	\$ 800.00										4
Kiosk - Primary	\$ 6,900.00	\$ 14,200.00										2
Kiosk - Secondary	\$ 4,500.00	\$ 5,400.00										6
Gateway Directional	\$ 1,000.00	\$ 1,000.00										5
Gateway - Rural/Urban	\$ 5,500.00	\$ 13,000.00										3
Gateway - Combo	\$ 6,800.00	\$ 8,160.00										
Gateway - MTO	\$ 4,800.00	\$ 5,760.00										
Gateway - Trail	\$ 1,500.00	\$ 1,800.00										1
Gateway - River	\$ 2,000.00	\$ 2,400.00										1
Gateway - Rail/Trail	\$ 2,000.00	\$ 2,400.00										1
		Sub-total, Low	\$ 60,150.00	\$ 10,800.00	\$ 18,000.00	\$ 3,600.00	\$ 5,500.00	\$ 7,100.00	\$ 7,100.00	\$ 13,550.00	\$ 18,000.00	\$ 69,800.00
		Sub-total, High	\$ 91,180.00	\$ 20,760.00	\$ 34,600.00	\$ 6,920.00	\$ 9,000.00	\$ 8,520.00	\$ 8,520.00	\$ 25,260.00	\$ 34,600.00	\$ 114,600.00

### Stockyard Settlement Area

Sign Type	Budget		Circuit								Gateways, Kiosks Farm Gates	
	Low	High	J	K	L	M	N	O	P	Q		
Directional Rural	\$ 7,100.00	\$ 8,520.00	4	3	3				1		1	
Directional Highway	\$ 4,800.00	\$ 5,760.00	1									
Directional	\$ 3,600.00	\$ 6,920.00		2	2	2	1					
Directional Neighborhood	\$ 2,750.00	\$ 4,500.00							1			
Directional Farm Gate	\$ 500.00	\$ 800.00										2
Kiosk - Primary	\$ 6,900.00	\$ 14,200.00										2
Kiosk - Secondary	\$ 4,500.00	\$ 5,400.00										1
Gateway Directional	\$ 500.00	\$ 800.00										2
Gateway - Rural/Urban	\$ 5,500.00	\$ 13,000.00										3
Gateway - Combo	\$ 6,800.00	\$ 8,160.00			1	1						
Gateway - MTO	\$ 4,800.00	\$ 5,760.00										1
Gateway - Trail	\$ 1,500.00	\$ 1,800.00										
Gateway - River	\$ 2,000.00	\$ 2,400.00										
Gateway - Rail/Trail	\$ 2,000.00	\$ 2,400.00										1
		Sub-total, Low	\$ 33,200.00	\$ 28,500.00	\$ 35,300.00	\$ 14,000.00	\$ 3,600.00	\$ 7,100.00	\$ 2,750.00	\$ 7,100.00	\$ 43,600.00	
		Sub-total, High	\$ 39,840.00	\$ 39,400.00	\$ 47,560.00	\$ 22,000.00	\$ 6,920.00	\$ 8,520.00	\$ 4,500.00	\$ 8,520.00	\$ 84,160.00	

### Overall Budget:

	Low	High
St. Jacobs	\$ 213,600.00	\$ 353,960.00
Stockyard	\$ 175,150.00	\$ 261,420.00
Sub-total:	\$ 388,750.00	\$ 615,380.00
10% contingency	\$ 38,875.00	\$ 61,538.00
5% consulting	\$ 19,437.50	\$ 30,769.00
<b>Total:</b>	<b>\$ 447,062.50</b>	<b>\$ 707,687.00</b>
<i>4 year phase</i>	<i>\$ 111,765.63</i>	<i>\$ 176,921.75</i>

### Notes:

1. Preliminary budget estimates based on best practices and current industry standards, subject to final sign design, material availability, detailing etc.
2. Consulting fees for kiosk map design, structural engineering
3. Contingency to cover incidentals such as permitting, inflation, delivery, traffic control, utility locates etc.
4. Read budget charts in conjunction with Sign Location Plans, Messaging Charts, and Implementation guide.

# Installation

As an ongoing, phased project, the selection of a responsible and experienced signage contractor is integral to the success of the wayfinding system. The following considerations should be made in all Township requests related to sign installation and/or fabrication:

## General

It is recommended that the selected contractor be retained with a renewable annual agreement at the discretion of the Township. This will ensure consistency in standards, maintain quality control, and allow for monitoring of success.

The initial year of sign fabrication and installation should include a 'prototype' model development. This will allow for any issues related to sizing, colouring, fabrication methods, etc. to be resolved. It will also provide opportunity for public feedback. An annual review with the contractor to monitor revisions, cost adjustments, etc. should be completed, prior to the fabrication/installation of signage scheduled for the following year.

Updated 'as-built' drawings, reflective of changes made throughout implementation, should be made available to the Township on an annual basis, or as required.

## Bidding Process

A Request for Quotation (RFQ) will initiate the bidding process and selection of a sign contractor. The Township will have standard procurement procedures that should be followed for each RFQ. The following items should be included in bid packages, as defined by industry standard processes, with considerations relevant to this wayfinding strategy:

- Relevant information from the St. Jacobs Wayfinding Sign Strategy (i.e. sign locations, sign standards and details, etc.).
- Required destination names, distances, and logos for each sign.
- Standard Township contract information and procurement process:
  1. Unit price schedule, with separate installation and warranty costs. Unit pricing for prototype sign development.
  2. Provision for permit, insurance, bonding, WSIB etc.
  3. Request for shop drawings (see below). Optional provisional unit cost to accommodate alternative materials and manufacturing techniques.

## Shop & 'As-Built' Drawings

The sign designs and details found throughout this document are to illustrate general design intent and are for reference purposes only. Detailed shop drawings are to be provided to the management team, as defined in Section 6.2 Management, for approval. The selected contractor will be responsible for preparing and submitting detailed shop drawings to the Township.

The contractor should provide detailed shop drawings to accurately reflect the general design intent illustrated throughout this document. Additionally, the contractor is to capture detailed design intent as developed by the Township and/or consultants. Prior to fabrication, the contractor and/or sign fabricator are to provide physical samples of all materials and finishes for approval by the Management Team. All approved detailed shop drawings should be stamped by a certified structural engineer. Upon completion of the installation, the contractor is to supply 'as-built' drawings to capture any adjustments, notable for future fabrication.

## Prototype Development

The intent of the inaugural year prototype installation is to establish an approved base design reflective of the design intent. Further, it will provide a unit cost(s) for future sign production. All signage scheduled for installation within the first year are to be treated as prototype installations. Any adjustments to fabrication will be made according to prototype sign performance, following a specified period of time (minimum one year). Once accepted, the Township will 'sign off' on the approved sign fabrication drawings. All detailed shop drawings and 'as-built' drawings will become property of the Township.

Upon completion of sign installation, the contractor will provide a manual of maintenance guidelines, specific to each sign type, to the Township. It is recommended that these manuals be followed to ensure signage is properly maintained and kept from disrepair.

## Provisional Pricing

As a provisional item, the contractor may provide alternative pricing of construction materials and/or manufacturing techniques other than those specified in the Wayfinding Sign Strategy. The contractor should also provide an explanation of differences in pricing, performance, and quality associated with the alternative materials and/or techniques.



## Workmanship

All workmanship is to be completed with a high degree of precision and fabricated finish.

It is the responsibility of the contractor and/or sign fabricator to inspect all materials, prior to fabrication, to ensure there are no defects. Any defects found in materials, fabrication or finishing will be the responsibility of the contractor and/or sign manufacturer to assume. All work is to be inspected prior to transportation to the site and again upon installation.

The contractor and/or sign fabricator is fully responsible for the following:

- Acquire the necessary permits as required by the Township, Region, MTO, and/or other permit regulatory agencies.
- Adhere to all applicable Township, Region, and Provincial by-laws.
- Ensure all signage meets the General Graphic Standards as defined on [pages 51-52](#).

## Site Requirements

The contractor and/or sign fabricator is to make every effort to ensure each work site is kept free from debris and unsightly conditions, while ensuring all necessary safety requirements are met. All discarded materials are to be removed by the contractor and disposed of at their own expense. Landscaping and/or hardscaping disturbed on site is to be repaired to its original condition by the contractor upon installation completion.

The Township is responsible for securing the intended sign location and deeming it 'ready' for sign installation (i.e. locating sub grade utilities, ensuring the site is free from visual obstructions, etc.).

# Sign Placement Standards

The review of the standards have identified guidelines for the St. Jacobs signage system. The following section lists a number of signage standards that are followed along local, regional and provincial roadways in the Village of St. Jacobs as well as in the Stockyards Settlement Area.

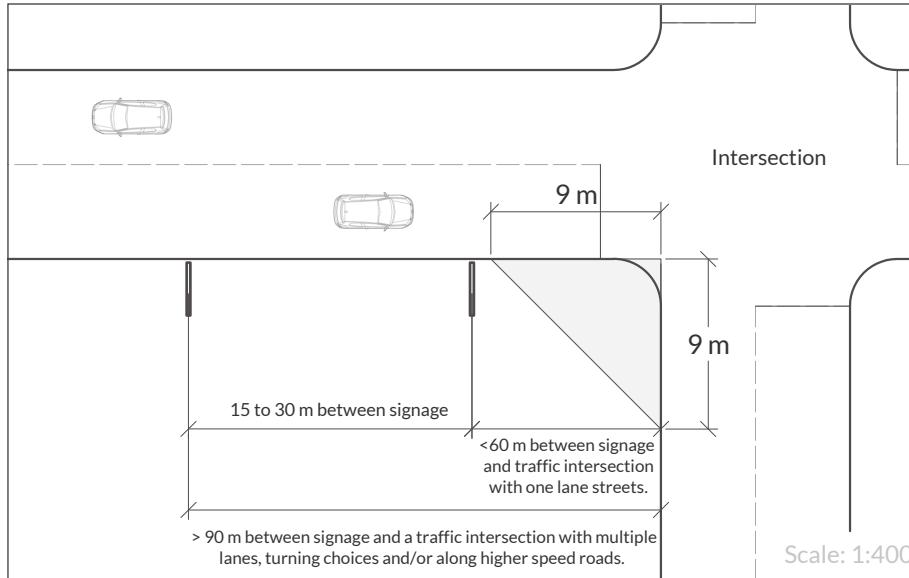
## General Standards

- 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. trees, signs and banners;
- Signs should not be located within 9m of an intersection site triangle;
- Signs should be limited to no more than four to five destinations to allow for users to process information;
- Ensure sign elements do not impose on pedestrian travel routes or create unsafe situations for pedestrians and/or those with disabilities;
- Overhanging objects over pathways, trails or exterior walks should not be lower than 2.4m; and
- If signage is mounted on a wall it may act as a protruding hazard. Protruding objects should not protrude more than 100mm unless detectable at or below 680mm above ground surface.

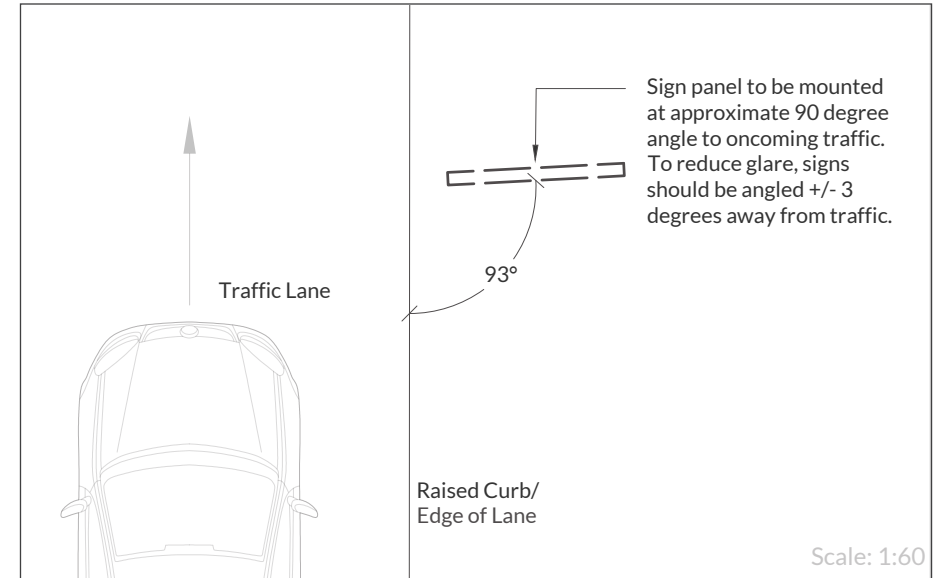
## Directional Sign Placement

The placement of directional signage is key and should provide the driver enough time before a turnoff or intersection. In low volume traffic, a distance equivalent to 8.0 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 the available information and decision point (ie. turning lanes).

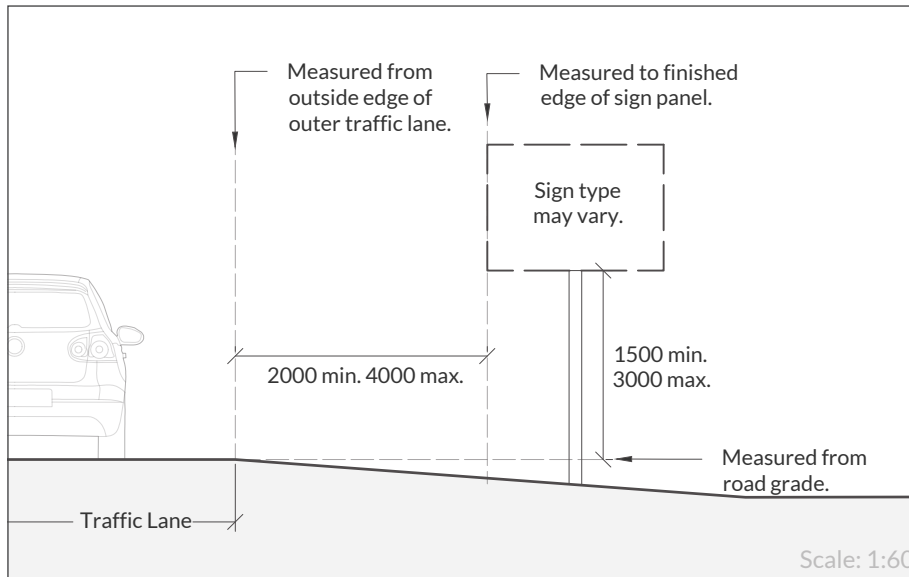
## Directional Sign Placement



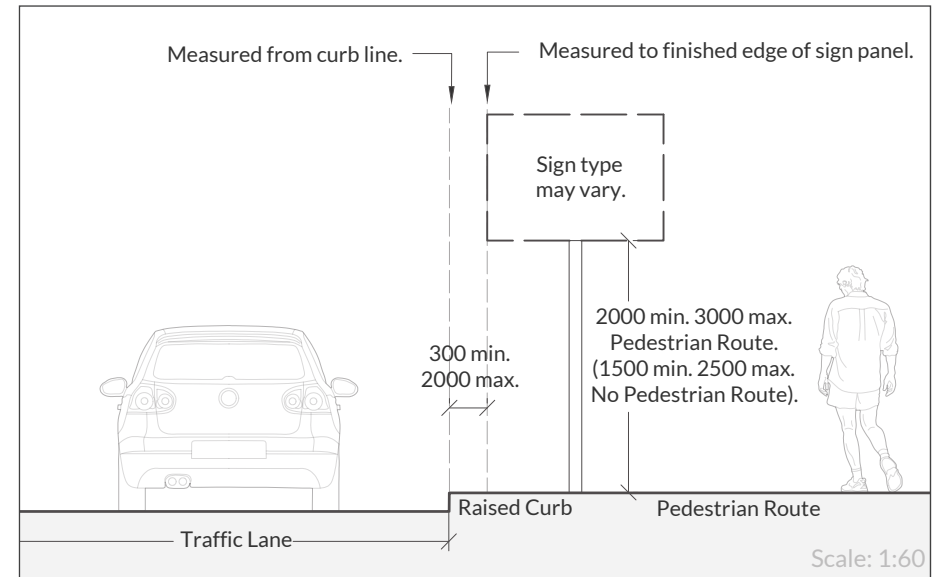
## Sign Rotation



## Sign Placement on Vehicular Pathway



## Sign Placement on Pedestrian Pathway



# Removal of Existing Signs

One objective of a successful wayfinding system is to consolidate signs to limit visual sign clutter. As such, removal of old or damaged signs, signs using previous or incongruous branding, or those with competing messaging is strongly recommended.

Correspondence with the appropriate governing agency (BIA, Township, St. Jacobs Farmers Market) or specific owner should be done as part of the phasing plan to ensure that appropriate removal happens in tandem with new sign installation.

It is strongly recommended that the proposed wayfinding system be followed without inclusion of additional signs to maintain the integrity of the system.

## A Few Existing Signs Of Note

### St. Jacobs Country signs

St. Jacobs Country signs located in and around the Farmers Market District. These signs include destinations (specific hotels, Outlets and Antiques) that are not part of the wayfinding strategy and should be discontinued.

### Tourism Oriented Directional Signs (TODS)

There are two TODS on/near the HWY 85 ramp and King St. North, directing people to 'St. Jacobs Country'. These signs should be replaced with more appropriate messaging (St. Jacobs Farmers Market or the Market District – both private businesses) or alternatively, be removed altogether. It is unknown who is responsible for these signs.

### Stand alone directional signs

There are many single destination signs located in and around St. Jacobs that will no longer be needed once the new system is in place. These signs should be removed as the new signs are installed.

### Rural Directional Signs for multiple businesses

These are typically located on private land with agreements between business and land owner. It is recommended that these signs become the inaugural stage of a possible 'Pay to Play' system. A similar arrangement/ partnership could be made with the landowner. A branded 'Pay to play' sign maintained by the Township would support the Townships Wayfinding Strategy initiative, promote St. Jacobs Country, and continue to provide advertising opportunity for the existing businesses.

# Maintenance

The wayfinding system will require organizational and physical maintenance, to ensure continued success. Organization maintenance will monitor annual signage installation, whereas physical maintenance captures physical upkeep required for each sign. Maintenance is a responsibility shared between the Township and the contractor

## Township Responsibilities

- The Township is responsible for the following:
- Signs should be reviewed following their installation, to ensure completion and quality (i.e. painted finishes, hardware, adherence to contractual obligations by contractor, etc.).
- Signs should be continually monitored to ensure they are safe, free of visual obstruction, free from debris and/or vandalism, and that fasteners and hardware are in good, working order.
- Repairs of any damage outside of the contractor's obligations.
- Notification of any deficiencies or revisions required for the enhancement of future sign production in terms of sign design.

## Contractor Responsibilities

- The contractor is responsible for the following:
- Signs are to be maintained as per specifications outlined in the contract provided by the contractor.
- Correction of any deficiencies.
- Notification to the Township of any deficiencies or revisions required for the enhancement of future sign production in terms of sign fabrication.

# ***APPENDICES***

A. Woolwich Official Plan .....	97
B. The Woolwich Township Strategic Action Plan .....	100
C. Tourism Recovery Strategy and Action Plan .....	101
D. Accessibility for the Wayfinding Sign Strategy for St. Jacobs .....	102
E. St. Jacobs Country Branding .....	105
F. Sign Concepts .....	124

# A. Woolwich Official Plan

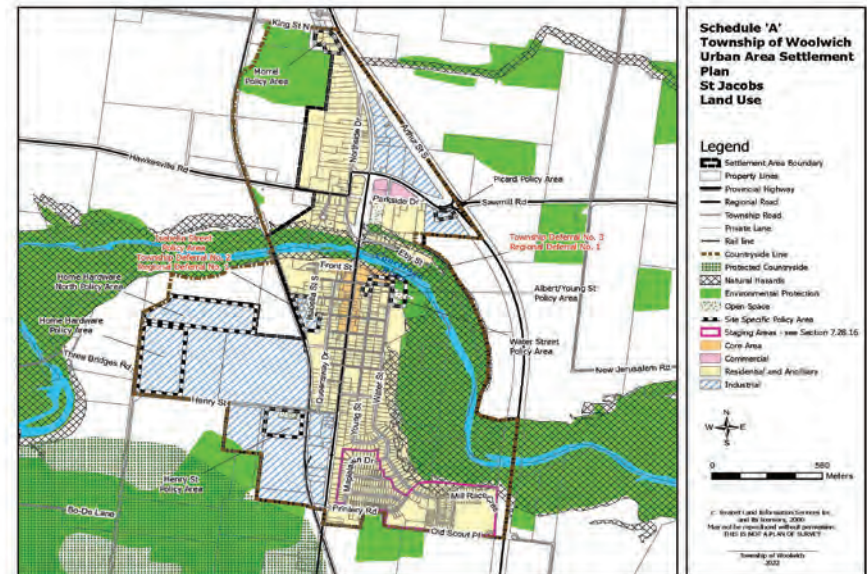
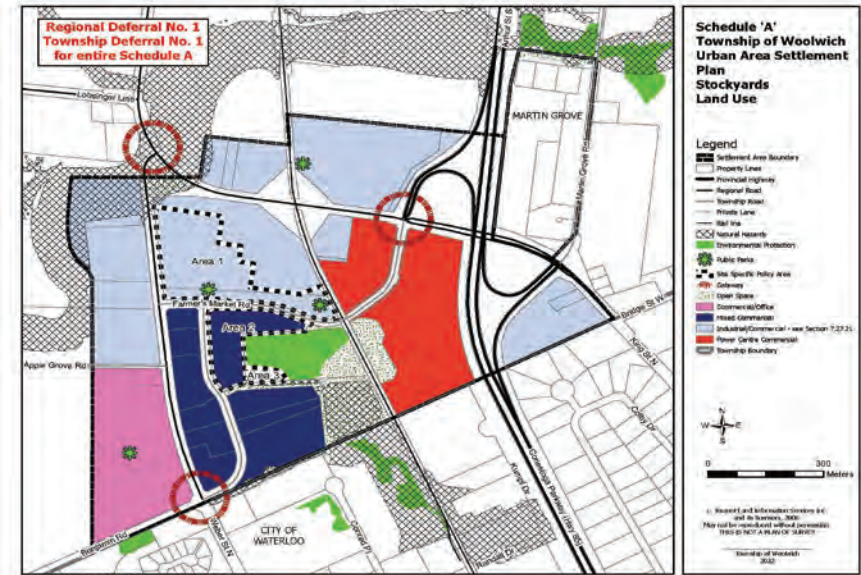
## Background

The Village of St. Jacobs, the St. Jacobs Farmers Market and the area surrounding these centres, historically known as ‘St. Jacobs Country’ are the focus of the St. Jacobs Wayfinding Strategy. Also specific to the Wayfinding Sign Strategy is the commercial area identified as the Market District. To better understand these specific areas and their boundaries, we looked to the Township of Woolwich Official Plan for accurate boundary information.

In Chapter 5, Planned Urban Structure, the Plan outlines 5 different types of land structure found in the Township. The Plan ‘supports the development of a Planned Township Structure consisting of five distinct areas as outlined in the Regional Official Plan. These areas include: 1) Urban Areas; 2) Township Urban Areas; 3) Rural Settlement Areas; 4) Rural Employment Areas; and 5) Countryside.’

Additionally, the Plan notes the following:

- **Urban Areas:** The Breslau and Stockyards Urban Areas border the Cities of Kitchener and Waterloo respectively and form part of the primary Urban Area designation shown in the Regional Official Plan. Lands within the Urban Area are intended to accommodate the majority of the Region’s population and employment growth to 2031, with a focus on re-urbanization and where permitted, mixed-use development, in a more compact built form.
- **Township Urban Areas:** The Elmira and St. Jacobs Township Urban Areas will be planned to accommodate a broad range and mix of land uses and, together with the Urban Areas, will serve as the focus for population and employment growth in the Township to 2031.



The Stockyard Urban Area is further described in the Official Plan (Chapter 7, section 7.27.1.1) as follows:

‘a unique commercial /industrial centre that has evolved around the ongoing Ontario Livestock Exchange and Farmer’s Market functions. The Stockyards Urban Area includes an eclectic mixture of retail and complementary commercial uses and light industrial uses of a variety of scales and functions.’

A Statement of Planned Function for the Stockyards was prepared in consultation with Council, staff and a number of local landowners and business operators.

The following objectives are from the Vision Statement (7.27.1.2) pertaining to the ‘Economic Development and Market’ was prepared to ensure that the Stockyards Urban Area will:

- Be a unique hub and destination for the provision of goods and services primarily for the community within the broader region, but will also attract visitors from beyond because of its tourist appeal and employment opportunities;
- Retain an authentic rural character and expression through its built form and historical uses;
- Build upon existing assets and brand recognition;
- Expand its retail and complementary commercial uses;
- Foster new office-related and compatible light industrial uses; and
- Develop a stronger internal pedestrian realm through its built form and increased retail flexibility to create a ‘Main Street’ streetscape and to improve it overall pedestrian and cycling network connections to surrounding areas.

Specifically designed to guide decisions surrounding the Stockyard Urban Area, are a series of ‘Guiding Principles.’ They are described in section 7.27.1.3 of the Official Plan as follows:

- a) The Guiding Principles formed the foundation of the policies contained in this Section and act as a test for ongoing decision-making. Any modifications or Amendments to the policies of this Section shall be consistent with the Guiding Principles.
- b) Building upon the Vision Statement, the following Guiding Principles are established to support the ongoing evolution of the Stockyards Urban Area:
  - Recognize and support the Ontario Livestock Exchange as a key anchor and major economic driver for the Township.
  - Brand the Stockyards Urban Area in a consistent and comprehensive way as a distinct destination. Build upon its existing widespread brand recognition as a unique and authentic experience. This includes a marketing strategy and public realm elements.
  - Promote a variety of employment opportunities including office uses, professional services, and higher order personal services, in addition to the current uses. Build on the proximity of St. Jacobs and Elmira and on the adjacent employment mix of the City of Waterloo.
  - Promote complementary uses to enhance the Farmer’s Market such as food services. Avoid competition with St. Jacobs.
  - Consider additional hotel/convention uses and support them with complementary uses such as restaurants.
  - Actively explore a flexible approach, recognizing the existing potential to provide additional retail and complementary commercial opportunities.



By 2031, the Stockyards Urban Area is expected to grow from an estimated 88,875 square metres of Gross Leasable Floor Area to over 185,000 square metres of Gross Leasable Floor Area, to accommodate a range of land uses that support the vision for this area as a unique hub and destination within the broader region. The Stockyards Urban Area is expected, and has the potential, to grow substantially larger than that projection in the longer term, beyond 2031.

On June 22, 2022 a revised Township Official Plan, adopted by By-law 55-2021, was approved with modifications and deferrals by the Regional Municipality of Waterloo.

Of significance for the Stockyard Urban Area are highlighted gateways (noted on the following plan) that are intended to become identifiable entrances to the Stockyards Urban Area. Although not specifically requiring gateway 'signage' the Plan suggests the following treatment for these gateway areas:

- i) Landmark buildings and/or structures that reinforce the importance of the gateway location. This includes the use of high-quality building materials, windows and entrances facing the streets and unified and consistent architectural detailing; and/or
- ii) Special landscape treatments, appropriate signage, and high quality streetscaping.

*To facilitate the construction of an identified Gateway, partnerships among the Township, the Region, developers and/or service clubs shall be encouraged.*

## Signage By-Laws

### Section 5 – General Regulation

Signs within:

- 5.0 metres of any electrical or transmission lines shall require approval of Waterloo North Hydro and/or Hydro One; and,
- 3.0 metres of any fire alarm, telephone, or other transmission line shall require the approval of the authority having jurisdiction over the same.
- Signs in the controlled area of the Ministry of Transportation shall require the approval of the Ministry of Transportation of Ontario. Signs within a Region of Waterloo road allowance require the approval of the Region of Waterloo.

### Section 9 – Directional Signs

- Directional signs shall be permitted in all zones to direct and regulate traffic and parking on a lot.
- 1 directional sign shall be permitted at each point of entrance or exit on a parking lot and, in addition, other directional signs as required to direct traffic may be permitted.
- The maximum sign height shall be 2.4 metres.
- The maximum sign area shall be 0.75 square metres in total and may bear the name of the business which owns and operates the parking lot.

# *B. The Woolwich Township Strategic Action Plan*

## Strategic Action Plan

This plan identifies many directions that are relevant for the Brand Audit and Wayfinding Sign Strategy for St. Jacobs. These should be considered to ensure alignment with the strategy:

- Balance the small town feel, maintenance of rural values and lifestyle with provision of urban amenities and infrastructure.
- Be 'ahead of the curve' in planning for future growth and ensure infrastructure capacity is available before development proceeds.
- Preserve, protect and grow what makes Woolwich unique, and support growth that will better the community.
- Develop marketing strategies that take advantage of proximity to the Cities, the GTA and the Regional Airport.
- Ensure flexibility with regard to signage for businesses, while not detracting from quality of life.
- Explore opportunities to promote the Township's extensive trails network, historic features, unique communities, and local arts and culture.
- Preserve and protect the unique nature of the 'community of communities' but address the challenge geography and distance creates and come up with solutions that focus on 'the ties that bind the community fabric'.
- Manage and maintain all municipal infrastructure with an emphasis on continuous improvement and greater efficiencies.
- Ensure high financial performance standards are in place for planning and implementation of capital infrastructure and development projects.
- Establish a modern, progressive and creative image for the municipality.
- Develop a long-term plan to improve municipal signage.
- Celebrate the cultural richness of Woolwich, which includes the Old Order Mennonite population.
- Lead with our iconic strengths when it comes to promoting Woolwich to tourists.
- Explore opportunities to bring the tourism sector together and develop municipality-wide tourism experiences and packages

# C. Tourism Recovery Strategy and Action Plan



The Tourism Recovery Strategy & Action Plan is a two-year work plan designed to help address and create solutions for tourism-related businesses within the township. The goal of the strategy is to identify action items and develop solutions to address industry concerns, and diversify tourism in Woolwich using the 6 pillars:

1. Arts & Culture
2. Culinary and Agri-tourism
3. Year-round Tourism
4. Tourism Infrastructure
5. Marketing & Brand Development
6. Business Support

# D. Accessibility for the Wayfinding Sign Strategy for St. Jacobs

## Grand River Accessibility Advisory Committee (GRAAC)

The Township is a member of the Grand River Accessibility Advisory Committee (GRAAC). GRAAC is an advisory committee that provides advice and recommendations to the Township on the identification and removal of barriers in Township policies, programs, services and facilities.

## The Ontarians with Disabilities Act, 2001 (ODA)

The Ontarians with Disabilities Act helps the government improve opportunities for people with disabilities. Under the ODA, all municipalities must:

- Prepare an accessibility plan each year and make it available to the public.
- Include people with disabilities in their planning processes, such as the members of the accessibility advisory committee; and
- Remove barriers over time (the act gives municipalities the flexibility to set their own priorities and timelines).

## Accessibility for Ontarians with Disabilities Act, 2005 (AODA)

The AODA sets out a road map for an accessible Ontario by 2025 with mandatory and enforceable standards including:

- Customer Service Standards
- Information and Communications Standards
- Employment Standard
- Transportation Standards and
- Design of Public Spaces Standards

## Woolwich Township Multi-Year Accessibility Plan and Policy 2020 – 2023

The Accessibility Plan provides a broad framework for the Township to follow Provincial Legislation – Accessibility for Ontarians with Disabilities Act, 2005 and Integrated Accessibility Standards. In terms of wayfinding signage, there is no specific reference on how the Township should provide accessible signage. Indirectly, it does commit to following accessible standards for the design of public spaces and the built environment, and providing accessible communications and access to information, under which public directional and information signage falls.

Reference to the Ontario Building Code applies to new construction and renovation of buildings. The design of public spaces addresses outdoor public spaces such as accessible parking, paths of travel, playground equipment and picnic areas.

Accessible Information and Communications addresses face to face services as well as print format, websites and alternative means to meet the needs of various individuals requiring alternative forms of communications.

## The Design of Public Spaces Standard, 2017 (Greg Thomson, 2019)

Public spaces are everywhere. We enter public space the moment we step out of our front doors to go anywhere, whether it is down the sidewalk to visit a neighbour, to the beach for a day of fun with friends, to the parking lot of the grocery store, or to the playground with our children. The Design of Public Spaces Standard brings us closer to a province where every person can take all these journeys.

The Design of Public Spaces Standard describes ways to make communal spaces more accessible. Most of the spaces it covers are outdoors. For instance, there are requirements for accessible:

- Recreational trails and beach access routes
- Outdoor public eating areas like rest stops or picnic areas
- Outdoor play spaces, like playgrounds in provincial parks and local communities
- Accessible parking (on and off street)
- Outdoor paths of travel, like sidewalks, ramps, stairs, curb ramps, rest areas and accessible pedestrian signals

In contrast, the Ontario Building Code covers rules for the accessibility of most indoor spaces. However, the Design of Public Spaces Standard includes guidelines for service-related elements like service counters, fixed queuing lines, and waiting areas with fixed seating. Finally, the Standard also covers the maintenance and restoration of public spaces.

## A Guide to the Integrated Accessibility Standards Regulation, April 2014

Excerpt: “In 2005, the Ontario Government passed the Accessibility for Ontarians with Disabilities Act to make Ontario accessible by 2025. Accessibility standards have been created as part of the Accessibility for Ontarians with Disabilities Act. These standards are rules that businesses and organizations in Ontario need to follow to identify, remove and prevent barriers so that people with disabilities have more opportunities to participate in everyday life. The Accessibility Standard for Customer Service was the first standard to become law. Four standards – Information and Communications, Employment, Transportation and Design of Public Spaces – have been combined under one regulation, the Integrated Accessibility Standards Regulation. This regulation is now law and the requirements currently in regulation are being phased in between 2011 and 2021.”

### Additional Resources:

- Accessible Signage Guidelines - Braille Literacy Canada
- Access Ability: A Practical Handbook on Accessible Graphic Design – The Association of Registered Graphic Designers of Ontario (RGD)
- SignAids: Free Accessibility Guide - SignAids & the Province of Ontario

## Considerations for Accessible Linear Wayfinding Signage

- Accessible signage design must consider materials, placement, viewing distance and technological enhancements.
- Visual Messaging: Accessible typography and graphic design including finish, pictograms, letterform width, font size and type, colour, tone and contrast, cognitive load, etc.
- Tactile Messaging – raised text and braille.
- Accessible Spaces: Pedestrian oriented signage and kiosks – the spaces in which these features are placed require consideration for visual and physical accessibility. Vertical placement, forward, side and vertical reach should be considered for facility placement.

## Considerations for Accessible Linear Wayfinding Signage

Inclusive wayfinding falls under the umbrella term ‘accessibility’ as the system at large must be accessible to all those who are using it. Acknowledgement of local languages can celebrate ‘place’ and assist with branding and identity, and on the opposite side, acknowledgement of non-english speaking tourists can aid in providing more inclusive and welcoming first impressions. With limited space on a directional sign, universal symbols can be used to support place identification messages (eg. A symbol of picnic table indicates park facilities; a dog symbol indicates a dog park etc.) The MTO Standard books provide a collection of symbols that would speak to a multi-lingual audience that should be considered in the design of directional signs for St. Jacobs.

## E. St. Jacobs Country Branding

### The Brand Name: St. Jacobs or St. Jacobs Country?

The focus of The Brand Audit and Wayfinding Sign Strategy for St. Jacobs is to facilitate an unbiased approach to develop a cohesive sense of place and directional signage for the area. The brand 'audit' will examine the current brands that influence tourism in and around St. Jacobs and provide direction on a brand re-refresh to provide a platform for energy and growth to meet current and future market expectations. The new brand will link the Farmers Market district (Stockyards) to the Village of St. Jacobs, resulting in a common brand for 'St. Jacobs', sign designs and placement strategy. Of particular interest is the brand of St. Jacobs Country, currently a brand that has not been used intentionally or effectively in the past.

Recommendations will enhance visibility of both St. Jacobs Village and the Farmers Market District through a common 'umbrella' brand and improve connectivity and navigation between the Village and the Market areas. The concept of an 'Umbrella' brand is to provide a primary or principal brand under which the current tourism industry brands work (i.e., St. Jacobs Village, Farmers' Market, St. Jacobs Country Playhouse, The Mennonite Story, Farm Gate Stands, Trails, Fruit Farms, etc.). This third umbrella brand is not intended to replace these brands but provide a means of connection to further enhance the visual, physical and virtual relationship between visitor/ tourist assets.

The name of the umbrella brand will of course be the initial grabber that people will associate with. The following 'drivers' will help to direct future umbrella branding, and support a specific brand name.

1. Existing Branding: With successful branding in place for both the Village of St. Jacobs and the Market District, it is imperative that a new 'Umbrella' brand speaks to and accommodates both the Village and Market District branding.  
**Take away: Coordinate updated branding with existing branding to provide a familiar and cohesive look for the 'Umbrella' brand.**
2. St. Jacobs Country Brand: Though not an 'official' place, St. Jacobs Country is a 'familiar' brand with historical roots. The St. Jacobs Country brand, although present as a marker in the landscape (small directional signs, TODS signs, identification signs around the Market District) has no specific 'champion' or home base. Survey and workshop results indicated that the concept of using St. Jacobs Country as a new brand was favourable, but the current logo was dated.  
**Take away: The St. Jacobs Country brand has merit for consideration as the go forward umbrella brand, but as a brand, it would need to be 'refreshed'.**
3. Woolwich Official Plan Boundaries and Place Identification: Both settlement areas of St. Jacobs and the Stockyards have distinct settlement boundaries and identification names as noted in the Official Plan. There is no acknowledgement of the place St. Jacobs Country.  
**Take Away: Using the name St. Jacobs as an umbrella brand to include destinations in the Stockyard settlement area would be confusing for visitors and may not align with future branding plans for the Stockyard Settlement area. It also conflicts with local Township and Region signs (i.e. St. Jacobs sign near Picard's Peanuts).**

4. Existing Gateway Signs: There are existing gateway signs for St. Jacobs located at major portals into the St. Jacobs settlement area that are part of the Township of Woolwich signage program. These signs use the Townships branding.

**Take away: Incorporation of new branding for a possible umbrella brand of St. Jacobs would pose challenges in terms of gateways and boundaries.**

5. Digital Analytics: It was revealed that 2/3 of digital users are reaching the St. Jacobs Market through an organic search. People recognize both the Market and the Village through association with the town of St. Jacobs. The key is the name 'St. Jacobs'.

**Take Away: With the popularity of the name 'St. Jacobs', including 'St. Jacobs' in the new umbrella brand will be important for the new brand to succeed in the broader marketplace.**

6. Stakeholder Opinion: Primary stakeholders have indicated a divided preference for each of the terms St. Jacobs and St. Jacobs Country. Some stakeholders (and their guests) have an association with the term 'Country' as it is used in their current branding or name. Others feel the term 'Country' may not align with the character of St. Jacobs, or how St. Jacobs should be marketed to the broader community. For example, the word 'Country' has reference to 'Western' 'Countryside', or a larger regional place.

**Take Away: Updated branding will need to respect the needs of all stakeholders while achieving the goals and objectives of the project.**

## St. Jacobs as a Brand Name:

### Pros:

- Simple name already recognized by the public.
- In terms of digital searches, the name St. Jacobs is highly sought after.
- As a new brand, it would be completely fresh and independent of any branding preconceptions and respond to both current market expectations and new marketing strategies.
- It opens up the potential for the development of other areas (i.e. the Stockyards) to have their own brand. (This could also be a 'con' in this context of this specific project)

### Cons:

- St. Jacobs itself is an independent settlement area defined in the Official Plan and does not include the area that the project is trying to connect to – the market, which is in another settlement area identified as the Stockyards in the Official Plan.
- St. Jacobs has gateway signs at the entrance portals to St. Jacobs. These would not be appropriate (as per the Official Plan) elsewhere should the project encompass destinations outside of St. Jacobs boundaries.
- The St. Jacobs Village branding is embedded in St. Jacobs, so the projected association leads to the assumption that they are one in the same. Expanding the reach of a new St. Jacobs umbrella brand will be confusing as it is not inclusive of other areas.



## St. Jacobs Country as a Brand Name:

### Pros:

- Historical roots and current customer recognition give the name credibility.
- Introduces the idea of getting away to the 'country' re. marketing to the GTA and other urban areas.
- Incorporates the popularity of Farm to Table – and more currently Farm to Fork....
- The word 'country' offers a preview of the experience i.e. a trip to the 'country' – away from the 'city'....
- Including 'Country' with St. Jacobs invites one to the greater attraction of 'Mennonite Country' which is best appreciated outside of St. Jacobs proper.
- Expands on promoting more than itself making it unique against other 'singular' places (Elora, Creemore, Grand Bend)
- The name 'Country' allows the boundary of St. Jacobs to be expanded – therefor more inclusive of additional territory.
- With no defined boundary, a new boundary makes room to include destinations and attractions beyond St. Jacobs within Woolwich (i.e. Kissing Bridge, West Montrose), which is a Township priority.
- St. Jacobs Country already has a 'tab' (currently unpopulated) on the Township of Woolwich website.
- As an umbrella brand, St. Jacobs Country will not be confused with other St. Jacobs attractions – e.g. the Village and the Farmers Market.
- Opportunity for additional investment/ promotion with new partners beyond St. Jacobs – expanded economic impact.
- A brand 'refresh' will provide an opportunity for St. Jacobs Country to present a fresh up-to-date look that respects the past but anticipates and welcomes the future.

### Cons:

- The St. Jacobs Country logo has a tired look that is no longer appealing in today's market.
- Maintaining the brand in its current state with little to no change doesn't address current branding issues (lack of definition, misuse of the brand, lack of identity etc.)
- The terms 'Country' may not align with all stakeholders, or their vision of what St. Jacobs is all about.
- As an independent and largely 'fictional' place, it is unclear how the Township of Woolwich will embrace or accept the brand 'St. Jacobs Country'.

### Recommendation:

The overriding goal of the project is to provide both physical connectivity and visual cohesion between the St. Jacobs Village and the Farmers Market District and greater area attractions, such as fruit farms, trails, theatre, countryside lifestyle, etc. Many visitors know about one and not the other (market vs Village). The challenge is to have a brand that is inclusive of all tourism assets while supporting individual identities.

With the overriding association of St. Jacobs and St. Jacobs Village being one and the same place, using St. Jacobs as an umbrella brand name does not embrace other areas or places. As a strategy to enhance tourism and connectivity in an area beyond St. Jacobs, proceeding with the brand 'St. Jacobs Country' provides a more inclusive approach to achieving the required goal. It offers flexibility, it has roots in the community, and has potential to embrace both urban and rural communities, in and around St. Jacobs.

## A note on the word ‘Country’:

Definitions for the word ‘Country’ (Oxford Dictionary)

- Any area outside towns and cities, with fields, woods, farms, etc.
- An area of land, especially with particular physical features, suitable for a particular purpose or connected with a particular person or people.
- An area of land that has or used to have its own government and laws.

## Stakeholder Feedback

These pros and cons are a result of the first stakeholder workshop [held on September 28th, 2022]. Stakeholders responded with their thoughts regarding the name “St. Jacobs Country” in the following summarized comments:

### Pros

- The data that was collected indicated people thought “St. Jacobs Country” worked, or partially worked, as the brand identifier. It would seem uninformed at best, and foolish at worst, to change course based on 1 meeting. Moreover, the consultant’s recommendation is to retain “Country”. Some credence must be placed on this expertise.
- There is 40+ years of brand equity built into St. Jacobs Country. There is a distinction that must be made between what St. Jacobs was, is now, and will be in the future. The St. Jacobs Country experience will continue to change and evolve, but that does not necessarily mean that the identifier must as well.
- This same brand equity has been built on sharing and celebrating – and neither appropriating nor exploiting – Mennonite culture. The Shantz Family was a direct link to the Mennonite way of life, and tourism was a by-product of public fascination with this culture. Whether tourists have

conducted themselves in a way that is respectful of this culture is another discussion. But the point is many tourists descend into the village of St. Jacobs expressly looking to see Mennonites. And, the reality is that the best opportunity to view and/or interact with Mennonites is outside of the village ... in the country roads in and around Woolwich Township, and the charming villages and hamlets therein.

- As someone who sat in monthly marketing meetings with the Shantz Family for 15+ years, I can confirm that “St. Jacobs Country” as a brand was predicated on two purposes:
  - Marketing was directed to the GTA, Ottawa, Quebec, and bordering US states – specifically, urban metropolitan areas where the idea of a country getaway, or exploring the country, would hold appeal as something comparatively exotic from the hustle and bustle of city life. Hence why marketing campaigns focused on a quiet, tranquil place where things moved at a much slower, relaxed pace.
  - The addition of “Country” was a way to tap into, and include, tourism opportunities occurring outside of the physical precinct of St. Jacobs, such as the West Montrose Covered Bridge and Elmira Maple Syrup Festival. In more recent years, it was modernized to reflect consumer trends, including public interest in Farm to Table (visiting local farms for tours and/or the opportunity to select the freshest foods available) and ever-growing popularity in cycling tours.
- The boundaries / definition of what St. Jacobs is, in terms of physical precinct, has always been a conundrum. There is a village and a market – two distinct areas ... one of which has attractions that border on, or are actually located in, another municipality (Waterloo). Limiting an area to just “St. Jacobs” may very well alienate those attractions outside of the village, to the point they create their own marketing consortium. This could create unnecessary competition when the end goal is one cohesive, inclusive, and encompassing brand.

- If we look at comparable attractions in Ontario – whether Elora, Goderich, or Grand Bend, they all refer to themselves by town/village name only. They have failed to capture/convey what makes their locales unique. For better or worse, “St. Jacobs Country” conveys a message – one that everyone agrees can / should / will continue to change and evolve. If it is not “St. Jacobs Country”, it certainly needs to be “something”, as the name on its own loses part of what is unique, and makes the brand special. “Country” is an asset – not a liability – one that can be harnessed in a new way as St. Jacobs Country continues to redefine and reinvent what the tourism experience is.
- On a final note, the practical consideration of funding must be taken into account. It takes money to market and build a brand – significantly more money than what the BIA will be able to raise and contribute on its own. Any funding body – whether provincial, regional, or municipal – will look favourably on being able to support programs and initiatives that are going to have a positive economic impact beyond St. Jacobs proper.
- I prefer the country to stay in for the following reasons:
  - 1 there is tremendous value in any brand which has customer recognition. StJacobsCountry is well known, and has no negative baggage among clientele that I have heard
  - 2 while the primary destinations are the village and market, the assets which make this destination uniquely different, are all in the “countryside”. Part of the allure is the drive/ride by fields, churches, buggies, etc either by car for GTA visitors, or by Bus Tours. We are constantly asked where to drive to see Mennonites, farms, etc
  - 3 restarting a new brand is difficult and can be very expensive. I do not support doing so at this point, especially with no pressing reason to warrant doing so.
  - 4 keeping “country” allows us to define boundaries and inclusion as to which assets, attractions and amenities are “at” StJacobs Country.

This allows investment and promotion opportunities and partnership flexibility around the Township and Region.

- I like “Country” because it is inclusive of the greater St. Jacobs area. It allows for farms, food, farm gate stands, flower stands, horse and buggy, and beyond. The Country leaves room for “Country Getaways”. It also separates the brand from the Village of St. Jacobs and the settlement area. There are already signs that say “St. Jacobs” when you enter the settlement boundary. To have more signs that say “St. Jacobs” farther out of the town of St. Jacobs would be confusing.

## Cons

- The all inclusive BRAND which covers the various geographic areas and a multitude of central as well as marginal assets previously known as St Jacobs Country is no longer recommendable
  - To keep the brand send a loud and clear message that we cannot do any better than what the Mercedes Corporation came up with
  - It sends a secondary message that we spent money to prove that we can do no better,
    - I find this to be very limiting in getting people to believe and uphold any efforts to change or improve
    - And I am not stating that we change, just for the sake of change
  - Many things have passed since the original creation, and its important for our public to understand that we see the world differently
- I object profusely to use the word “Country” as part of the new brand
  - Being from a different Country than this one, it creates confusion in the identity of place, particularly for immigrants who either chose or were forced to leave their Country of birth. I do understand that as definitions go, it can be used to describe small districts or settlements outside larger towns or cities but why do we not consider this as the misleading word it can be in other’s perspective of place?

- Why clutter a brand with nuance of exclusivity or inclusion when other avenues can be used?
- I am not against a new word to substitute “Country” if a more specific designation is required, such as District, Region, Area or Sector (as is the case of Waterloo & Waterloo Region)
- I don’t believe what makes the existing brand is the word “Country”, as even your analysis team tends to use it when saying keep it, but drops the “Country” when actually describing the brand?
- If the answer is simply drop Country and use the path of least resistance, than I can support it, but it is disappointing that acceptance is the way forward and not one of Discovery and Development of who we are, what we have become and where we want to be in the future.
- I lean towards going with just St. Jacobs. I think putting ‘Village of St. Jacobs’ on any signs for village could work. Would need to think about how village is referred to on township website, etc.
- I agree with Joanna about missing some aspect of food in tagline. How about ‘Countryside Community flowing with Heritage and Hospitality?’ Does ‘hospitality’ imply food? Sort of, but not really farm stands, farmers market.
- If the ‘market district’ is already looking at how to rebrand their area with addition of other areas within stockyards, this could be good timing, but will be important to get Joanna’s stakeholders bought in to avoid everyone going off in their own directions again...
- That said, I think getting the village to change logos, etc. will be a challenge after the board just spent years investing in what we have in terms of the sign, etc.....not sure how to handle that if the recommendation is a different direction. Colour might be a place to compromise. We already do the logo in different colours depending on the event. Or maybe colour is how we help distinguish areas in St. Jacobs.
- I don’t love the use of the word ‘district’ to refer to each area. Feels to urban.
- And just to summarize our after meeting conversation, getting business input into where signage on a micro level (level 4?) would help direct visitors to all areas of the village downtown core (or at least make businesses feel included).
- I suggest a clear rule about who goes on signs in terms of businesses (in the Level 2 section). Profit vs. non-profit? What if you have both a for and non profit arm?

# Sign Concepts

## An Overview

### Concept 1: Timber



- The symmetry of the panel is traditional and the silhouette shape is reflective of some architecture in the area, such as barns and silos.
- The timber and metal hardware embellishments reinforce a quality of strength and are reminiscent of materials used in the area.
- Branding is incorporated with a subtle background pattern and the blue colour is natural yet stands out in a rural landscape.

### Concept 3 A/B: Iron Quilt



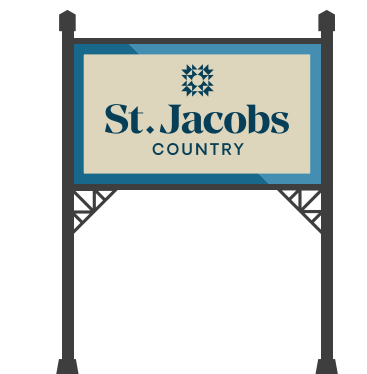
- The decorative metal band reflects the updated St. Jacobs Country branding, using the quilt pattern for a modern twist on a traditional design.
- The curved edge contrasts the straight lines in the quilt to add a softness that is welcoming and friendly.
- The posts and decorative details are metal for a traditional feel.
- The quilt pattern is also incorporated as a subtle background on the panel.

### Concept 2: Gate



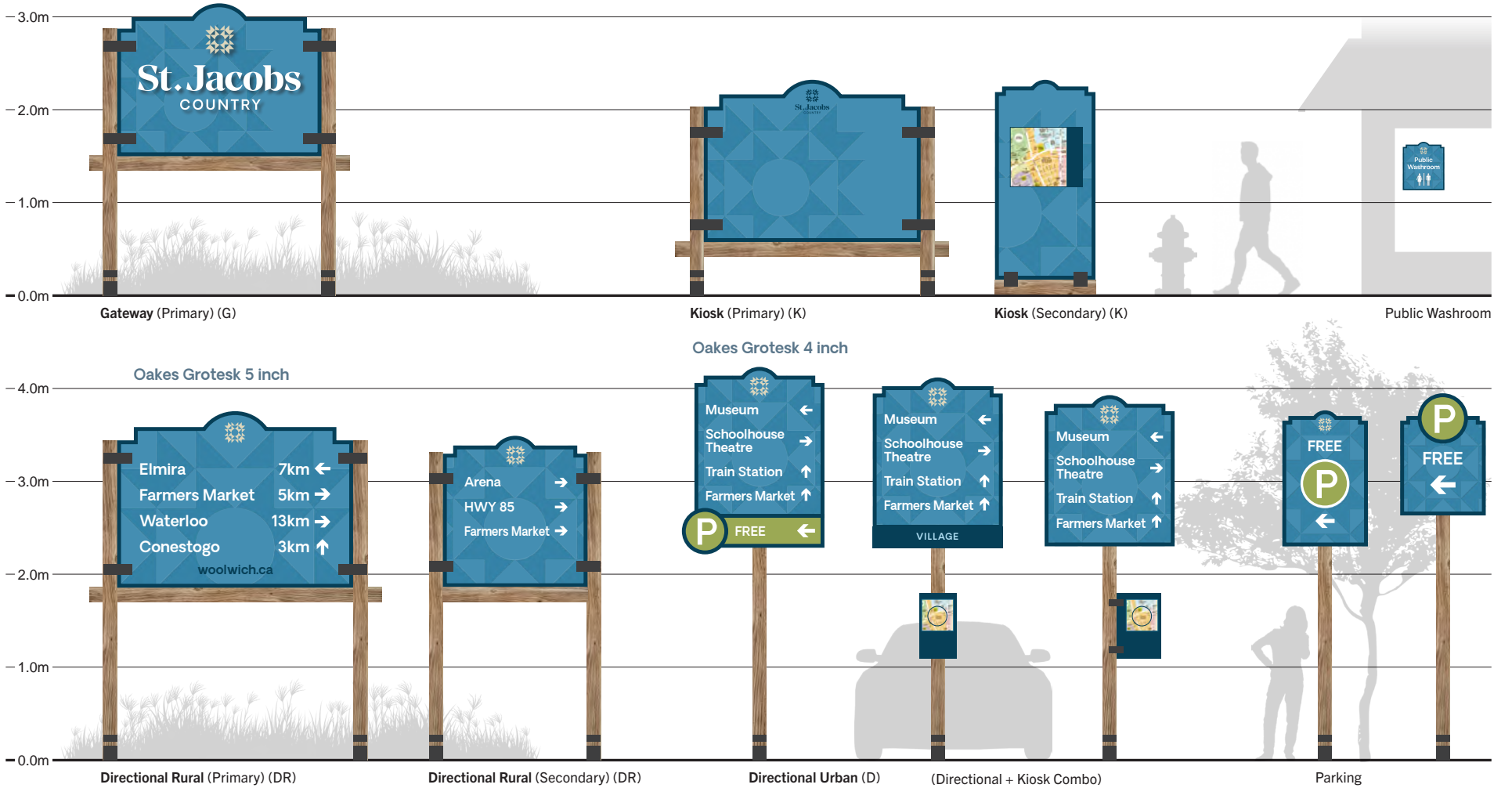
- Inspired by the surrounding farms and countryside.
- The wide timber posts and wood details are reminiscent of rural architecture.
- Opportunity for a pop of colour adds playfulness.
- Simple rectangular panels with a dark blue band create a modern look and allows each sign to be recognized within the family.

### Concept 4: Iron Triangle

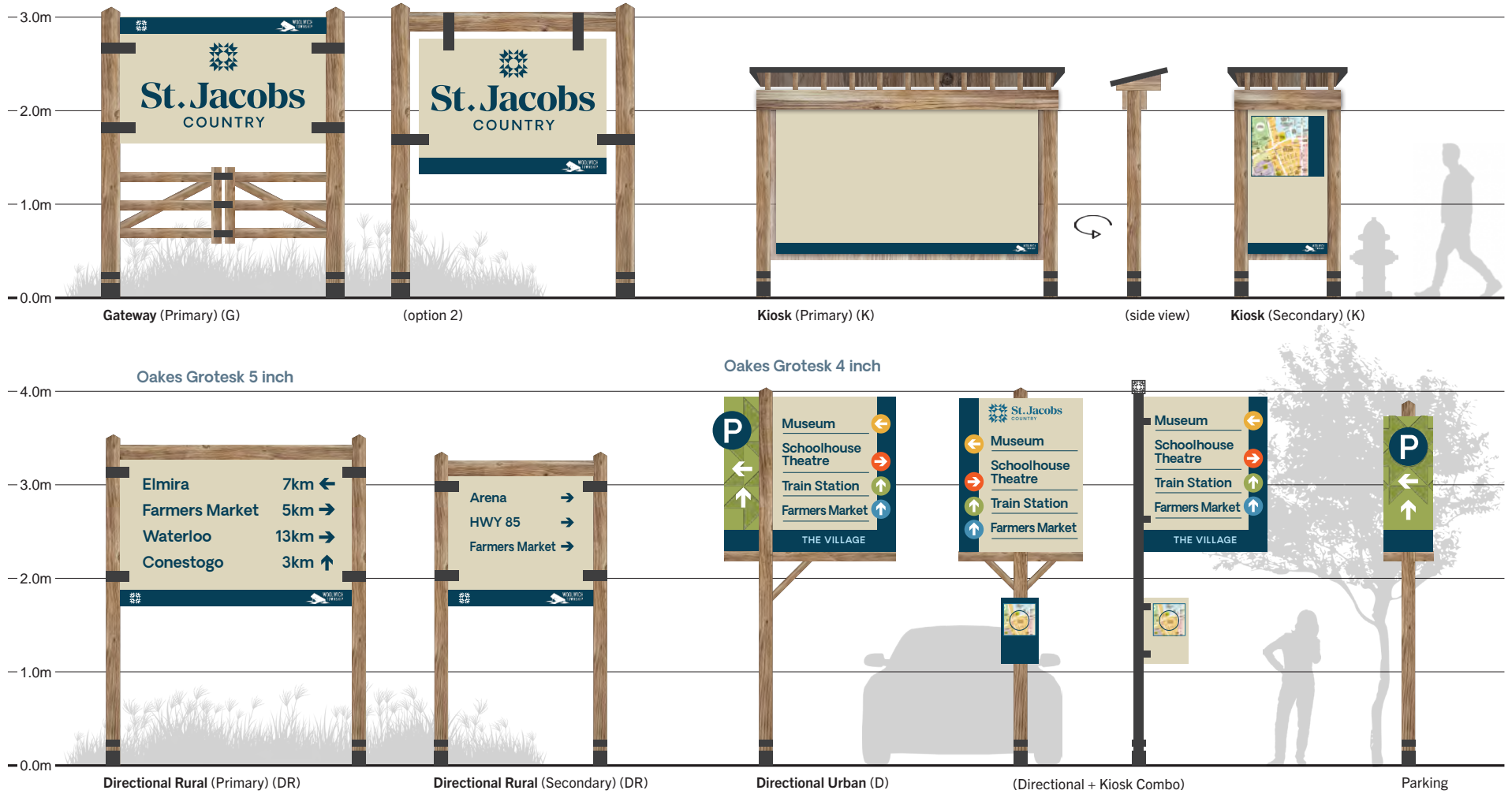


- The triangle is a subtle architectural feature that reinforces branding with the quilt pattern.
- The straight lines and triangles reinforce the updated St. Jacobs Country branding.
- The border/band is consistent throughout and allows for interest through use of colour.

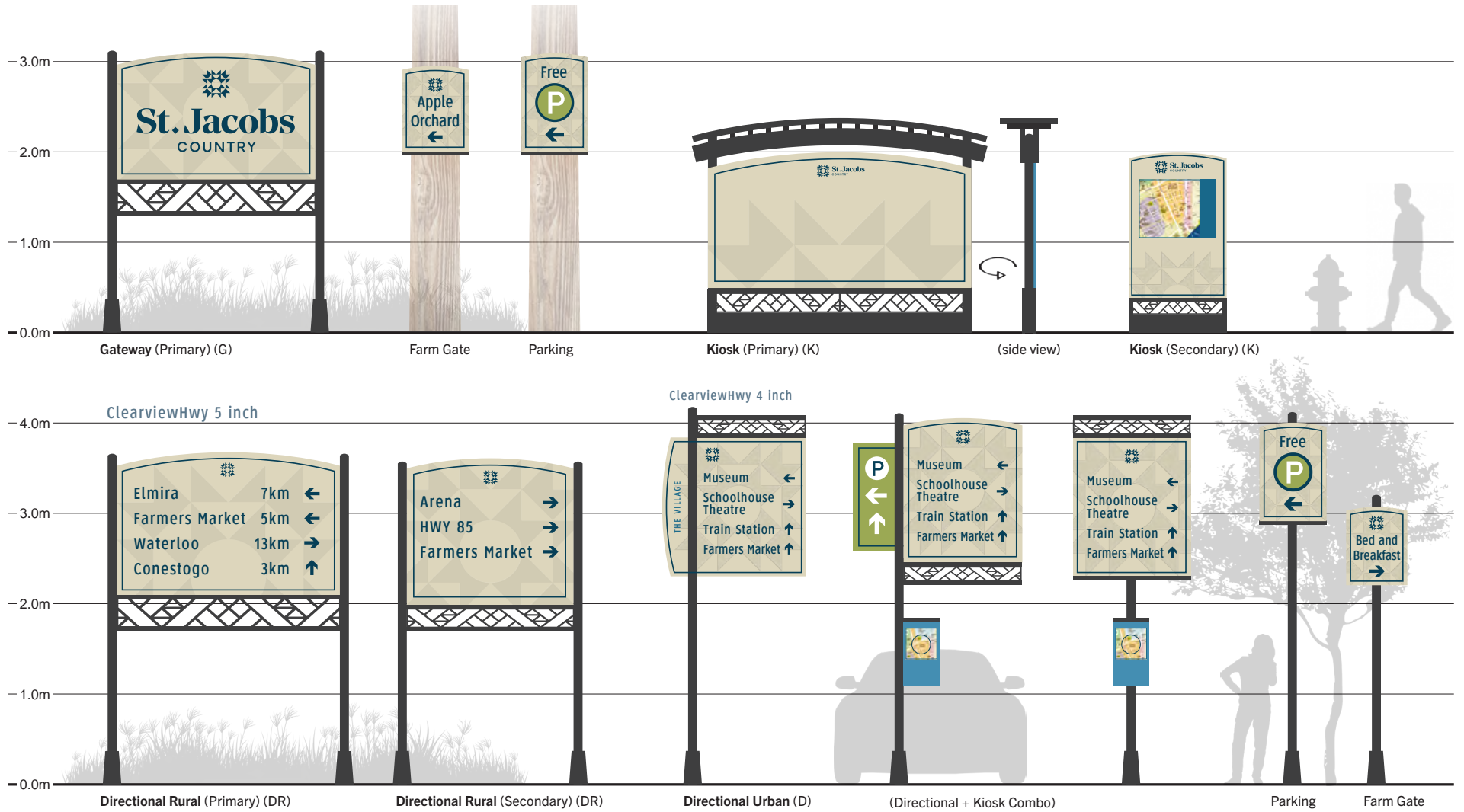
## Concept 1: Timber



## Concept 2: Gate

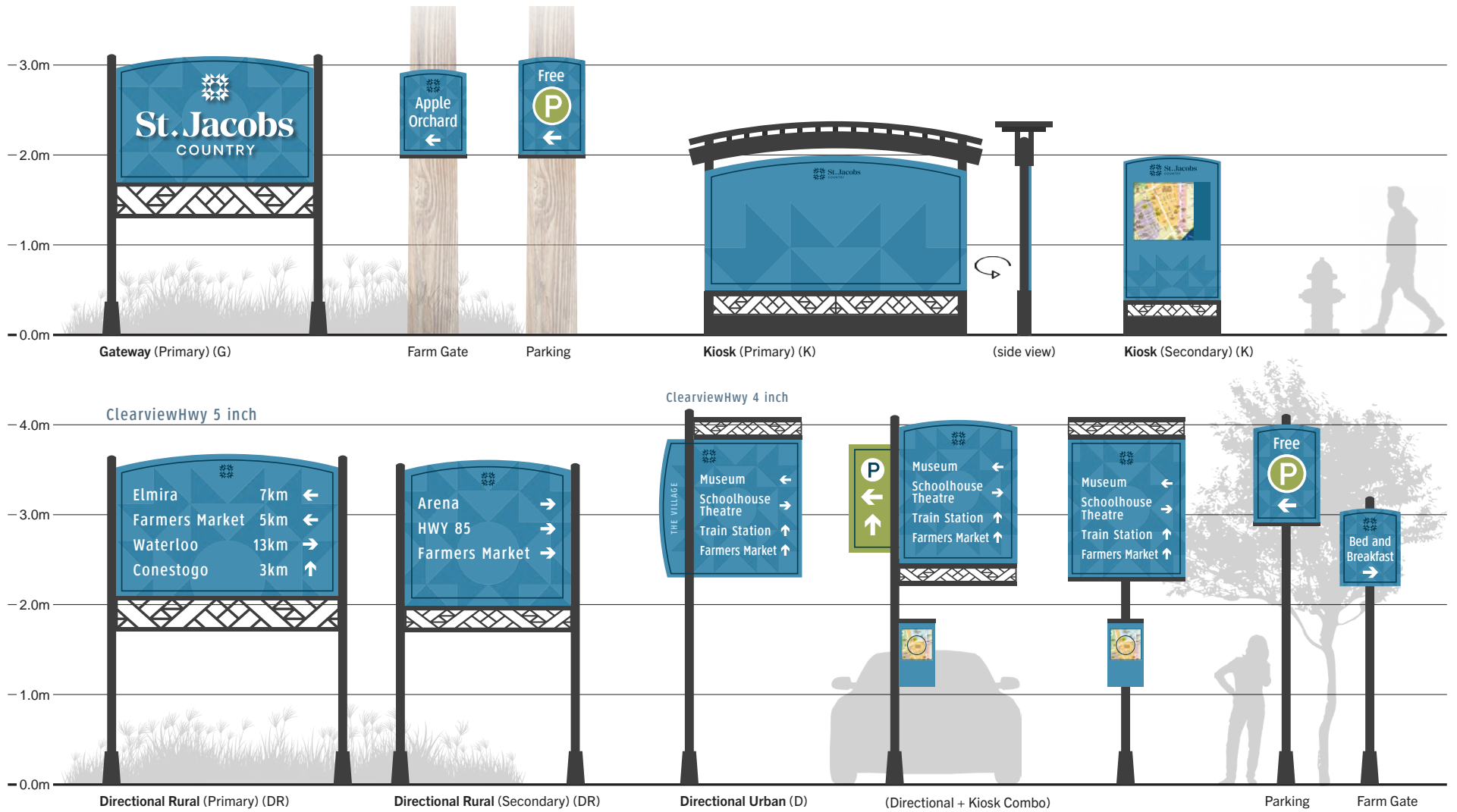


### Concept 3A: Iron Quilt





### Concept 3B: Iron Quilt



## Concept 4: Iron Triangle

