

**THE FORKS RENEWAL CORPORATION
SIGNAGE POLICY AND GUIDELINES
NOVEMBER, 1993**

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THE FORKS RENEWAL CORPORATION SIGNAGE POLICY AND GUIDELINES

OCTOBER, 1993

1.0 INTRODUCTION

1.1 BACKGROUND

On 30 April 1993, the Board requested that the administration prepare a policy statement and guidelines for signage at The Forks. During the first years of development at The Forks each project, including signage, was assessed individually based on the principles of site planning and design as set out in the Phase 1 Concept and Development Plan. Since that time, demand for signage of all types has increased greatly. Many different organizations, agencies and businesses have signage requirements. Co-ordination of all these signage requirements can no longer be carried out on an ad hoc basis without some overall signage guidelines for the site as a whole. It was therefore deemed necessary to establish an FRC approved Signage Policy and Guidelines for all signage at the Forks.

1.2 INTENT

The intent of The Signage Policy and Guidelines is to insure that the signage at the Forks:

- Achieves its designated goals of informing and directing visitors within or onto the site and appropriately identifying buildings, spaces, organizations and activities of importance.
- Reflects the historical and environmental character of the site and the intended development.
- Meets acceptable design standards and, as such, maintains a certain consistency and character throughout the site.
- Determines generally where and how signage should be used and installed.

1.3 THE FORKS RENEWAL CORPORATION SIGNAGE POLICY

In the interests of maintaining the unique environment and character of The Forks while satisfying the many signage requirements on the site, the following statement of Policy is endorsed by the Forks Renewal Corporation.

- All signs visible in public areas⁽¹⁾ on Forks Renewal Corporation lands are subject to the relevant sections of this Policy and Guidelines document.
- All signs visible in public areas⁽¹⁾ on Forks Renewal Corporation lands must receive written approval of The Forks Renewal Corporation prior to construction or installation.
- Every individual building owner or developer must submit a Signage Plan, including their own tenant signage criteria, to The Forks Renewal Corporation for approval. These developer Signage Plans are to be based upon the guidelines outlined in this document.
- The attached Guidelines are intended to assist those individuals or organizations designing signs at the Forks. The Guidelines are also for the use of FRC officials in their assessment of signage proposals. However, due to the numerous variables of context, each sign will be assessed individually, and the Forks Renewal Corporation reserves the ultimate right of approval for each sign.
- Signs are only to be erected when the objective for that sign cannot be satisfied in any other way. In order to minimize visual clutter and reduce the amount of signage, planning and design devices should be given preference over solutions requiring signage.
- All signs erected at The Forks must satisfy two primary objectives. The first is to be functional and effective for their stated purpose. The second is to reinforce the unique character of The Forks as described in the Concept and Financial Plan. Signs will not be approved that do not satisfy both objectives.
- As in all developments at The Forks, it is the intent of the Board to achieve the highest level of design quality for all signs erected on the site.

(1) "Public Areas" are herein defined as all areas accessible to the public and under the control of The Forks Renewal Corporation. Defined areas within buildings or developments leased by The Forks Renewal Corporation to a legal entity shall be considered as "public areas" if they are publicly accessible, such as corridors, lobbies or circulation spaces, or if they are so defined in the lease agreement.

2.0 WAYFINDING AT THE FORKS

THE ROLE OF SIGNAGE IN WAYFINDING

The Forks offers a richly diverse visitor experience, comprising a wide range of possible activities, from passive observation of physical landmarks and historical elements, to active participation in shopping, guided interpretive walks, and even public archaeology.

Signs are but one of a number of wayfinding "elements" that may be used to assist visitors in understanding what The Forks has to offer, and where to find the services and activities which best meet the visitor's needs. Indeed, there are many other elements, that are equally important to wayfinding; they include: brochures, guides, maps, information centres, exhibits, interactive directories, kiosks, staff contacts, and overall visual identity such as architectural features, spatial order, landscape, streetscape, environmental and program graphics.

Wayfinding can be regarded as a series of information transactions in which the visitor attempts to satisfy his or her information needs based on the resources available to him or her at any particular moment. Such information may be lacking, or at the other extreme, the visitor may suffer from information overload and be unable to recognize the information he/she needs amid a barrage of other elements. This latter situation is particularly evident when there is too much visual clutter in the visitor environment, and when there is incoherent, inconsistent or visual confusion created by the visual information system.

Therefore, the success with which a visitor finds his way to the destinations which most interest him or her depends as much upon the availability of wayfinding information as it does on the extent to which such information is clearly organized and unambiguously communicated to the visitor. The consistent use of symbols, logos, colour and other aspects of visual design from one location to another, and through all elements (ie. signs, maps, directories, etc.), can simplify the task of visitor orientation immensely. As well, excessive clutter should be avoided in the visitor environment by adopting a "minimalist" approach of:

- a) using signs only when there is no more effective means of communication, and,

b) minimizing the information content to the "need to know".
Studies have found that first-time visitors rely more on graphic elements such as signage during the first part of a visit, while building their mental "cognitive map" of landmarks and environmental features, until their reliance on signage is reduced significantly. Wayfinding signage, therefore, should generally be designed with the information needs of the first-time visitor in mind.

3.0 SIGNAGE DESIGN GUIDELINES

The following guidelines are for the use of designers, as well as the Forks administration and Board in conceiving, designing and assessing all signage in public spaces at the Forks. The intent is to achieve consistency of image to achieve the wayfinding objectives noted above. However, it is recognized that it is not possible to foresee every particular sign context and requirement. In these cases, these guidelines should be used to understand the intent of the Forks signage environment. Any non-conforming sign will then be assessed by The Forks on an individual basis using this document as a guide.

3.1 A KIT OF PARTS APPROACH TO SIGNAGE

In order to achieve consistency of image in the context of diverse signage requirements, a "kit of parts" has been developed for all signs that require a framework or sign post. In general, painted steel is used for the majority of sign frame parts. Wood (heavy timber) is allowable for temporary signs or where wood is a more appropriate material due to context (eg. in a wooded area such as parts of The South Point) or due to usage (eg. fur trade heritage interpretive sign). The pieces that comprise this kit of parts are shown in the Illustrations.

3.2 GENERAL GUIDELINES FOR ALL SIGN TYPES

The following are a list of guidelines that apply to all sign types at the Forks:

- All major signs initiated by The Forks Renewal Corporation should, wherever possible, conform to relevant Provincial and Federal regulations regarding the use of both official languages. Street signs, for instance, (Illustration 16) should be converted to the two official languages. In addition, where possible, signage that interprets our unique history should endeavour to incorporate the Cree language of the "First Nation" at The Forks.
- There should be a consistency of colour usage for sign elements throughout The Forks.
 - a) SIGN FRAMES - The two existing colours of "Forks Green" and "Forks Red" should be the basic colours for most sign posts and sign frames on the site. Neutral colours such as black and greys may also be used if the context dictates that the signpost be a neutral element in the environment. Other colours may be approved by exception if the context warrants a different colour

scheme. (eg. within buildings to suit the colour scheme of that building)

- b) **SIGN PANELS** - Sign panels erected by the Forks Renewal Corporation shall utilize a consistent range of colours that reinforce the identity of The Forks. (See Appendix for the specific approved Forks colours)
- Wherever possible, the kit of parts system should be used for the sign frame design.
 - Wherever possible, symbols rather than words should be used on signs at the Forks. This is to reduce the size and number of signs required, and to make the information accessible to more people whose language may not be either of the official languages. However, care should be taken to use universal symbols since studies have shown that less common symbols can cause confusion.
 - Wherever possible The Forks logo or an adaptation of that logo should be used on all signs. Examples of adaptations of The Forks logo are shown in the Appendix.(Illustrations 22-27)
 - To maintain the character of the Forks during the evening hours, outdoor sign lighting, if required, should be soft and unobtrusive, preferably incandescent lighting. Back-lit signs, fluorescent and neon signs, pulsating electronic signage, etc. are therefore not permitted in outdoor areas of the Forks.

The guidelines are broken down into the following categories:

- **DIRECTIONAL SIGNS (WAYFINDING)**
- **IDENTIFICATION SIGNS**
- **BUILDING IDENTIFICATION SIGNS**
- **TENANT SIGNS**
- **HERITAGE INTERPRETIVE SIGNS**
- **INFORMATION SIGNS**
- **TRAFFIC SIGNS**
- **OTHER**

4.0 DIRECTIONAL SIGNS (WAYFINDING)

The primary purpose of this type of signage is to provide direction and orientation within the site. They are directed to two types of viewers: i) pedestrians and ii) motorists.

4.1 DIRECTIONAL SIGN "TREES".

These signs are useful at locations where the public is confronted with a number of choices and there are not enough visual clues in the environment to use as a guide. The existing sign trees at the east end of The Market courtyard are an example of this type of sign.

They are exclusively pedestrian oriented since they contain too much information to be absorbed by a moving motorist.

There are three primary types of sign trees:

- S.T.-1 OUTDOOR PERMANENT
- S.T.-2 OUTDOOR TEMPORARY
- S.T.-3 INDOOR PERMANENT

S.T.-1 OUTDOOR PERMANENT

This sign type is constructed from the Forks Signage kit of parts. Design Guidelines are as shown on Illustrations 1, 2, 3, 4, and 5

S.T.-2 OUTDOOR TEMPORARY

This type of sign is identical to the permanent Sign Trees shown above but are intended for use for periods of several days to one or two weeks. Examples of use might be festivals and events, directing the public to tents, scheduled activities, etc. It is intended that The Forks would keep one or two of these sign kits in storage for use as required. The only difference in design to those sign trees shown in Illustrations 1, 2, 3, 4 and 5, is that these would have to be freestanding. The seat shown in Illustrations 2&3 could be used for support or a steel support base could be used.

S.T.-3 INDOOR PERMANENT

This type of sign is identical to the sign tree system used at the Market. For consistency, the same base, seat and frame design can be used in other buildings where a sign tree is required. The sign panel colours, type style and design can vary from building to building for variety and to suit each tenant organization.

4.2 **DIRECTIONAL SIGN POSTS.**

This sign type is constructed from the Forks Signage kit of parts. (See Illustration 6). These exterior signs are similar to the sign trees described above but incorporate one or two larger sign panels rather than a number of directional arrows. They are for use when the public is confronted with one or two choices of direction such as street corners, and/or where more information is required than a name and an arrow. The larger sign panel allows for larger lettering sizes so that these signs can be used for directing motorists. Due to their size, they are most effectively used at places where cars come to a stop. (intersections, parking lot entries, etc.)

Due to the size of the sign panels, they are most visible and effective with a maximum of two panels per sign post. The colours to be used are off-white letters on Forks green background panels. The sign post colour is standard Forks Red.

The existing "quarter-round" signs are of similar design and can remain in use until such time that the available space on the quarter-round sign panel is not sufficient. At that time these signs can be modified to incorporate the more functional rectangular panel.

4.3 **TEMPORARY WIRE SCREEN SIGN STANDS.**

These may be used only as temporary directional signs during peak traffic periods such as special events when no other option is appropriate. They serve a useful purpose when a directional sign is needed for a period of several hours to three days maximum.

The colour of these sign frames can be Forks Red, Forks Green or CPS Yellow. The sign panels should be constructed of wood, matte plastic, or a similar durable and low-key material. Gloss plastic or other high reflectivity materials are not appropriate for the Forks image.

The lettering, although temporary, should be legible, neat, uniform and consistent. "Letraset" type stick-on letters or a set of pre-painted sign types (eg. LOT FULL, AVAILABLE PARKING THIS WAY, etc.) are the preferable lettering type. If the signs are to be hand lettered, lettering templates should be used. Lettering colours should also be consistent, using black, Forks Red or Forks Green. Lettering should be one of the suggested Forks type styles.

5.0 IDENTIFICATION SIGNS

These are signs identifying key areas, activities or places; (e.g. The Canadian Parks Service has identification signs in concrete and other materials in historic script identifying The Forks National Historic Site.). It is important to note that not all public spaces need to have sign identification. A space should be considered for sign identification only if the public is regularly directed there for activities or programs and the identity of the space is not self explanatory. There are two types of permanent Identification Signs: custom designed, and Forks standard signs.

Custom designed Identification Signs will be considered when the design of the sign can be integrated into the materials and design of the space itself. This is the preferable approach since the sign will then blend into the environment and the site will not appear to be oversigned. For example, the Forks National Historic Site sign on the Riverwalk is cast into the concrete of the earth retaining wall. It is clear and yet it blends well into the environment.

Standard Forks Identification signs are to be used when custom designed signs are not possible (eg. Surface Parking Lot Identification Signs). This type of sign is shown in Illustration 6, and is identical to the Directional Sign Post sign described in 3.1. In this case, however the purpose of the sign is different and the sign message and design on the panel will be different.

There is also a requirement for temporary Identification signs (eg. Public Archaeological Dig, Festivals and events. These can be:

- banners
- Forks wire screen frame signs (as per existing - see Illustration 15)
- Forks wood frame signs (as per existing -see Illustration 14)

6.0 BUILDING IDENTIFICATION SIGNS

These would fall into three sub-categories:

- a. Signs that are part of the building fabric, integral to it.
- b. Signs that are attached to it or applied on or over it.
- c. Free-standing signs next to the building and identifying it, its owner, contents or activities. e.g. Tourist Information Centre.

The main requirement for these signs is that they must be designed as part of the building whether they are in category a., b. or c. They must also reinforce the character of the Forks as per the Concept and Financial Plan. The building identification signs for the Market, Johnston Terminal, and Forks Pavilion have received the appropriate design attention and serve as good examples of these principles.

a. Signs that are part of the building fabric, integral to it.

These are signs that use the materials of the building to form the sign as part of the building. Examples would be brick relief signs as part of a brick wall, tile signage on a tile wall etc.. This is an excellent device to reduce the visual clutter of the environment and to help ensure that the sign is compatible with the architecture of the building.

b. Signs that are attached to it or applied on or over it.

This is the style of most of the building identification signs used at the Forks to date it is in keeping with historic signs that were often used in this manner. Each sign of this nature that is being considered should take into account the buildings historic context, its materials and architectural design to ensure compatibility of the sign with the building (see Illustrations 10 & 11).

c. Free-standing signs next to the building and identifying it, its owner, contents or activities.

This type of sign is acceptable if it is kept at an appropriate scale for the context of the Forks. Pedestrian scale signs of this type would be appropriate, if they are visually compatible with the building that they identify. Too often, however, free-standing signs become monumental in size and scale. This type of large scale free-standing building sign would, in The Forks context, be the most obtrusive of the three types mentioned. This sign type should therefore only be used in exceptional circumstances when no other means are available.

Each of these signs will be assessed individually, based on the signage guidelines of this document.

7.0 TENANT SIGNS:

Signs governed by this section include:

- a. Identification of tenant, e.g. Branigans, Stephen and Andrews, etc.
- b. Promotion of product, e.g. Gordy's Fish Menu, CocaCola, etc.
- c. Tenant Promotional Displays visible in public areas (Such displays are governed by these guidelines since they are in effect advertising devices and can have the same type of visual impact as signage in public areas.

These signs and displays are numerous and have considerable effect on the overall visual environment and character of The Forks. Each such sign, visible in a public space, should therefore receive approval prior to construction or installation. (see Illustration 17)

General tenant signage guidelines are provided for all signage displays visible from public spaces at The Forks (see Section 1.3 for a definition of "public spaces"). They apply to all tenants at The Forks, whether those tenants lease directly from The Forks Renewal Corporation or from a third party who leases from The Forks Renewal Corporation.

All building owners or developers will be required to develop and submit for approval a specific Signage Plan document for their building.

Tenant signs visible on the exterior of buildings have the most dramatic impact on the character of the environment. Therefore specific guidelines for this type of sign are provided and each such sign shall be submitted to FRC for approval prior to construction or installation.

7.1 GENERAL GUIDELINES - ALL TENANTS

- **Product signs-visible from outdoor areas**
No product signs or names should be visible from outdoor public spaces at the Forks. This includes, but is not limited to umbrella signs displaying product names, or product signs visible from a building interior, etc. The purpose of this regulation is to ensure that the outdoor public domain in this historic location is primarily a non-commercial environment.

Exceptions may be made with the permission of The Forks Renewal Corporation, for some outdoor product signs associated with special

events, festivals, Forks Market activities in the Market Vehicle Court area, etc.

- **Product signs visible from interior public spaces**

No product signs or other advertising signs should be displayed in public spaces at the Forks. However, product signs are permitted within tenant spaces in commercial areas such as The Forks Market and the main and second floors of The Johnston Terminal, provided that these signs are discrete, and do not overpower the display of product which each tenant is merchandising.

- **Exterior Tenant Identification Signage**

The intent of these tenant identification sign regulations is to minimize signage competition between tenants which tends to result in each successive sign attempting to be louder and more eye-catching than the next. No one benefits and the visual environment deteriorates. The intent is to ensure that the primary identification on a building's exterior is the building name. The primary tenant identification zone is to be on the interior of each building.

Therefore, no tenant identification signs will be permitted on the exterior of any building at The Forks with the following exceptions: Tenants with windows who require an awning are permitted to place the name of their establishment on the vertical face of the awning (see Illustration 17).

Tenants with exterior windows on the main or second floor of each building are permitted to install an identification sign in the interior of their window (see Illustration 17) facing outward provided that this sign:

- is at least 6 inches from the glass
- is a static sign (ie. no pulsating lights or similar display)
- the opaque or lighted surface does not represent more than 25% of the total glass area
- is in conformance with window-sign regulations of each building

7.2 SPECIFIC BUILDING GUIDELINES - JOHNSTON TERMINAL

The intent of these guidelines is to provide a framework for the specific criteria to be developed by the developers of this building and to identify the issues of particular concern to The Forks Renewal Corporation. This is one of four historic buildings on the site that was saved for re-use in order to take advantage of the unique character of the building within the historic context of The Forks. At the same time, it is recognized that the building is a commercial venture and the survival of each tenant is important. The intent of these regulations and guidelines is to satisfy both objectives.

7.2.1 OVERALL BUILDING GUIDELINES

All building owners or developers at The Forks, including the Johnston Terminal Developers, must submit their own detailed Signage Plan for the building as a whole. This developer signage plan should be based on this Forks Renewal Signage Policy and Guidelines document. As per the Forks Renewal Corporation Signage Policy, all signs visible in public areas are governed by this Policy and Guidelines document and any sign erected in these areas must be submitted for approval to The Forks Renewal Corporation.

The exterior of the building divides into two zones of sensitivity related to its exterior context or surroundings.

The most sensitive zone is the south-east elevation. This is the short elevation that faces the forks of the rivers, the landscaped area of the future Forks Plaza, and the southern entrance to the CPS National Historic site. This is a non-commercial node focussing on history and passive enjoyment of the site's scenic beauty. Therefore, no tenant or building signage is permitted on the southeast elevation of the Johnston Terminal, either outside the building or inside the building where such signage may be visible from the exterior.

The other three elevations of the building face more active areas of the site and some signage that is visible from public spaces will be permitted within the context of the following guidelines for specific areas of the building. Under no circumstances will tenant or developer signage be allowed outside the building, either freestanding or affixed to the building. An exception will be made for the first three months of the building opening when some temporary banners and other temporary signage may be necessary to introduce the public to the tenants and features of the building.

7.2.2 MAIN FLOOR WALKWAY

The entire walkway along the west side of the Johnston Terminal is a public area and therefore the long glazed walkway wall shall be reserved for a developer sign related to all of the shops and areas of public interest. This developer sign shall not exceed two bays in width. It must be a static sign, (no pulsating lights) at least 6 inches from the face of the glass, and shall not be back-lit.

The tenants along this walkway whose shops open directly onto the walkway shall be allowed to install signs on the interior side of the exterior window wall provided that:

- there is only one sign per tenant. (The two square four-pane windows on either side of the main entry lobby are the most appropriate locations for signage for the walkway tenants.)
- it does not occupy more than 25% of the square four-pane window area
- it is at least 6 inches from the face of the glass
- it is not a back-lit sign
- it is a static sign (no pulsating lights or similar display -neon is permitted)
- it is in conformance with the window sign regulations of the developers Signage Plan

7.2.3 OTHER MAIN FLOOR WINDOWS

Main floor tenants having windows on the north-east elevation shall be permitted to install signs and/or displays in these windows subject to the following:

- each tenant shall be permitted to install only one sign per elevation (ie. tenants whose premises are large enough to have windows on the north-east and south-west elevations shall be permitted to install two signs).
- it is at least 6 inches from the face of the glass
- it is not a back-lit sign
- it is located above the horizontal mullion in the top 1/3 of the window.
- it is in conformance with the window sign regulations of the developers Signage Plan
- displays can be located in the lower 2/3 of the windows provided that the transparency of the window is maintained. ie. posters and

other opaque window coverings should occupy no more than more than 15% coverage of the total glass area

7.2.4 SECOND FLOOR WINDOWS

Tenant Identification Signs are permitted in these windows subject to the following:

- Each tenant shall be permitted to install only one sign per elevation (ie. tenants whose premises are large enough to have windows on the north-east and south-west elevations shall be permitted to install two signs)
- It must be located in the upper third of these windows.
- It must be located 6 inches back from the glass face.
- Signs may be solid letters, lit from the front if desired, or neon. No back-lit signs are permitted.
- Displays can be located in the lower 2/3 of the windows provided that the transparency of the window is maintained. ie. posters and other opaque window coverings should occupy no more than more than 15% coverage of the total glass area

7.2.5 THIRD & FOURTH FLOOR WINDOWS

No tenant signs or other window signs are permitted in these areas.

7.2.6 INTERIOR PUBLIC SPACES

Signage and displays shall be permitted in all the interior public spaces at all the levels, provided that:

- only one sign per tenant shall be permitted
- display windows or grided openings do not have more than 33% of their surface area covered by signage and/or display
- illuminated signage shall be static (no pulsating lights or similar displays)
- all signage and displays are in conformance with the developers Signage Plan

7.3 SPECIFIC BUILDING GUIDELINES - THE FORKS MARKET

It is recognized that The Forks Market is fully developed and that the signage has been based on The Tenant Design Manual and subsequent guidelines developed from the experience of the first years of operation. This Signage Policy and Guideline document is intended to formalize some of the guidelines that have been developed so that tenants, designers and Forks Market administration can have a consistent set of guidelines for signage development.

7.3.1 EXTERIOR SIGNAGE

The majority of tenant signage is intended to be located on the interior of the building in order to create a vital and exciting "Market" atmosphere within the building. The intention of the exterior signage is limited to informing the public about the Market and to inviting them inside. The exterior environment can then be better designed to relate to the sites history and scenic beauty.

Exterior tenant signs are therefore restricted to the following:

Awning signs - Those tenants with window awnings are permitted to place their name and logo on the vertical face of the awning.

Window signs - Those tenants with exterior windows who do not have awnings are permitted to place one sign with their name and logo on the inside of the glass, subject to the following:

- It must be designed to suit the particular window type of that tenancy. Due to the multiplicity of window types, each window sign design will be considered separately based on its particular context. The intent is to maintain the overall transparency of the windows.
- It must be located 6 inches back from the glass face.
- Signs may be solid letters, lit from the front if desired, or neon.
- No back-lit signs or pulsating signs are permitted.

Signs for outdoor areas - If a tenant has an outdoor area that cannot be signed with a window sign or an awning sign, then that tenant can request permission for an alternate sign type to suit his or her particular requirements. Due to the sensitivity of the outdoor environment in this area, this type of sign, if allowed, must be small in size, restrained, and low key in its appearance and impact.

Tenants with outdoor eating and drinking areas are permitted to have freestanding signs such as menu boards, chalkboards to advertise daily specials, etc.. Such signs must be within the tenants assigned space, and must be submitted for design approval prior to installation.

Temporary signs for new tenants - If it is determined that a new tenant with exterior access needs a temporary banner sign to announce his or her arrival, then that sign can be displayed at that tenants own location for a maximum of 3 months. Such signs require design review and approval prior to installation.

Temporary signs for special events , Market promotions etc. - If The Market sponsors special outdoor marketing events, then those tenants taking part may display the appropriate product signs, price markers etc.

7.3.2 MAIN FLOOR TENANT SIGNAGE

Main floor tenant signage is governed by the following guidelines:

- Primary tenant identification signs are to be suspended from the painted steel wall brackets supplied for the purpose. These signs are to be high quality signs designed to suit the heritage context of the building and the atmosphere of the Market. Materials can be carved or sand blasted wood, or painted signs with a heritage theme. Corplast, plastic, plywood with no edging or similar lower quality materials should not be used.
- A wide range of tpestyles compatible with the Market/Heritage theme are acceptable. Modern style block letters are not acceptable.
- Discrete neon is acceptable, but only one foot or more inside the inside face of the brick arch; or on side aisles, three feet inside the lease line.
- No back-lit signs are acceptable. Exceptions may be made for coolers with integral back-lit signs provided that:
 - such coolers are not in public aisles or public spaces
 - a distinctly heritage logo and/or tpestyle is used for all product identification or tenant lettering on the back-lit area.
- No tenant signage is accepted on the brick arch.
- All signs must be submitted for approval prior to manufacture.

7.3.3 SECOND FLOOR TENANT SIGNAGE

Second floor tenant signage is intended to have the same character as the Main floor tenant signage. Therefore, the lettering typestyle guidelines are the same, as are the guidelines regarding heritage character. There are certain differences as follows:

- The intent on the second floor is to create a "street" with heritage recall through the design of each shop and shop facade.
- Tenant identification signs should be an integral part of the "street" facade design , rather than suspended from wall brackets which are not supplied.
- Due to the difference in product and character between the main floor food market and the Hayloft which is craft oriented, neon signs are not permitted in The Hayloft area on the second floor.

7.3.4 TEMPORARY SIGNS

The only signs allowed in public aisles are tenant identification signs, signs installed by the Forks Market administration and temporary signs governed by this section of the Guidelines. For the purposes of these Guidelines , public aisles also include all the space on the aisle side of the brick walls, including the tenant lease area that extends into this space.

Temporary signs are intended for temporary use only, changing daily or weekly to advertise specials, to market particular items, highlight prices, etc. Temporary sign messages will be allowed to remain in place for a maximum of one month.

Attractively designed signs are encouraged but they may be handwritten or hand drawn by the tenant to suit the practical and economical requirements of a temporary promotional sign.

The following types of temporary signs in these locations are acceptable :

- Freestanding "sandwichboard" or "easel" signs. These signs are acceptable provided that they are not placed in locations that could be a hazard to shoppers or in violation of building or fire codes. Each proposed location and design must be approved prior to

installation of the sandwichboard or easel. They must be attractively designed and constructed, and have wood trim framing the message panel. The maximum dimension of the message panel is 2 feet in width and 3 feet in height. The panels must be self supporting, and not leaning on, or affixed to, the building walls. The sandwichboard or easelboard panel may be permanent, but the signs installed on the board must be temporary signs subject to the time limits noted above.

- "New Tenant" identification signs. These signs are intended to serve as identification for a new tenant if the tenant's permanent sign is not ready for installation at the time of opening. They may be installed above the tenant location and may be of economical materials. Size and details of the sign must be approved prior to installation. Due to the different function of this type of temporary sign the time limit to remain in place is extended to two months.
- Signs affixed to the yellow lightbars. The yellow lightbars are one of the features of the building's architecture and are intended for suspended lights and suspended product-oriented display. No signs are permitted to be suspended from, or affixed to, the lightbar.
- Signboards on brick walls. Temporary signs on these walls may be mounted or written on permanent signboards. Permanent signboards may be affixed to the brick pilaster, or to the archway jamb on the side of the pilaster. (ie. on the vertical face of brick underneath each archway).
Maximum dimensions are as follows:
 - on the centre of pilaster-max. ht.-2.5 feet, max. width-2 feet
 - on the jamb side of pilaster-max. ht.-1.5 feet, max. width-1 footThese signboards must include a wood trim frame or similar treatment that is appropriate to the character of the Market.
The message panel could accommodate temporary handwritten messages written directly on the panel, or messages on temporary paper signs. Time limits for temporary signs apply to the sign messages on these boards. The location and design of each permanent signboard must be approved prior to construction or installation.
- Paper or cardboard signs. These signs may be handwritten and of economical materials, but should be attractively designed in the character of the Market. ie. modern block letters on Corplast or suppliers printed advertising material are not as appropriate as handwritten and hand coloured signs, for example.

These signs may be attached to the interior walls of the tenancy, or supported by the tenants counters, fixtures, display cases, etc. They may also be attached to the brick walls with the following height restrictions: The signs should not be below 2' or above 7' from the floor. They should not be attached to the lightbar or the tenants identification sign or sign bracket. Maximum size of such signs is 2' wide x 2'-6" high.

8.0 HERITAGE INTERPRETIVE SIGNAGE

Because of the significance of heritage on this site and in order to distinguish information on heritage from other signage, heritage signage should embody special design characteristics that are immediately identifiable and relate more closely to historical markers.

At present each such sign has been designed and approved on an individual basis. This process should be continued (see Illustration 18).

Eg. Historic flood markers on the skating rink columns (brass)
Caboose plaques (brass)
Wall through Time panels (granite and coloured enamel)

The following materials are available for use as heritage signage:

- Limestone - Appropriate as a base for heritage interpretive signage.
- Polished Granite - Appropriate as a sign panel. To achieve consistency, all lettering in polished granite should be carved into the stone.
- Brass - Appropriate for plaques and sign panels.
- Enamel panels - For sign panels requiring graphics and extensive text.
- Wood (Heavy Timber) - Appropriate as a frame material for signage especially for the fur trade and pre-contact eras.

The Forks logo should be part of any heritage interpretive signs wherever possible. Exceptions to this requirement may be made in the case of heritage interpretive signs that are part of a development by an organization other than The Forks Renewal Corporation. If such an organization funds the signage, then the logo of that organization may be used. The Forks Renewal Corporation reserves the right of signage review and approval to ensure historical accuracy and thematic consistency with overall Forks heritage interpretive signage.

All Heritage Interpretive Signs will be submitted to the Forks Heritage Advisory Committee for their review and advice.

9.0 INFORMATIONAL SIGNS

Eg. Parking signs, rules and regulations, etc.

These signs are numerous and increasing rapidly in number as vehicular and pedestrian traffic increases. They are a mix of sign types usually standard signs available from any supplier.

These signs are often installed without planning and design input. As a result the signs are numerous and effective but often create significant visual pollution especially in parking areas. These guidelines are intended to reduce the visual clutter and still retain the effectiveness of these signs.

Three types of informational signs are dealt within this section:

- a) multipurpose information sign panels
- b) custom information sign panels and
- c) parking control signs

a) Multipurpose information sign panels

Multipurpose Information sign panels could be used for parking rules and regulations to replace the signs supplied by parking management companies. This could greatly improve the visual environment. These sign panels could also be used for orientation maps keyed to lists of services and activities available (as suggested in the wayfinding study). These signs can be made from the kit of parts and are shown in Illustrations 7 & 8.

b) Custom designed information signs

Examples of the Custom designed information signs are the busk stops and pedestrian area circulation control signs found in the Market Plaza. These are effective and with some refinements, such as improving the appearance of the busk stop base, these could continue to be used (see Illustrations 12 & 13).

c) Parking control signs.

The proliferation of these signs constitute the most significant visual pollution at The Forks. In the long range plans, a parking structure would eliminate most of these signs visible in public areas. Meanwhile, efforts should be made to reduce the number of these signs while maintaining effectiveness, and at the same time improve the visual appearance of the remainder. Illustration 9 indicates ways that this can be accomplished.

9.1 TRAFFIC SIGNS

These fall primarily under the City of Winnipeg jurisdiction and their design criteria but some might be slightly modified for The Forks. e.g. The round Forks logo sign could be affixed to stop signs; bus stop signs, speed signs, etc. Discussions with the Streets and Transportation Department should take place to assess the feasibility of this type of measure.

9.2 OTHER

These might include temporary signs, pendants, flags, murals or wall graphics, etc. Each of these must be dealt with and approved on an individual basis, but a few guidelines can be suggested:

- The Forks has purchased a number of wire screen signs on a steel tube frame (various colours) that hold hand-written sign panels. They have been reasonably effective at close range viewing, although they have a makeshift quality due to the assortment of sign panels. Those panels that are not hand-written, eg. LOT FULL, OVERFLOW PARKING, are of block letters, poorly designed and not in keeping with the character of The Forks. With improvements in this area, these sign frames are effective devices.
- The Forks wood sign frames were effective as temporary parking signs, but will be replaced by the permanent direction and identification signs discussed earlier. These panels could still be used as temporary information signs for festivals, public archeology, etc. These are shown in Illustration 14.

10.0 APPROVAL PROCEDURE

Consistent with the Forks Renewal Corporation's Signage Policy (Section 1.3 of this document), all signs visible in public areas on Forks Renewal Corporation lands must receive written approval of The Forks Renewal Corporation prior to construction or installation. This section outlines the procedure for review and approval of such signs. There are two approval tracks, one for signs initiated by The Forks Renewal Corporation, and one for signs initiated by any proponent other than the Forks Renewal Corporation.

The procedure to be followed for development and approval of signs initiated by The Forks Renewal Corporation is as follows:

- 1) a) Scale drawings of the sign are prepared at 3"=1'-0"(imperial) or 1:5 (metric). This drawing must show all lettering in the proposed typestyle and a scale drawing of all graphics to be incorporated. It must also indicate the materials and construction of the sign.
b) The location and physical context of the sign is identified either by written description and / or context drawing, whichever is more descriptive.
- 2) The sign proposal is submitted directly to the Vice President of Operations, for review and approval by the Forks management committee. To assist the management committee, the Vice President of Operations may request an assessment by the Site Planning Manager of the proposed sign's conformance to the guidelines.
- 3) All major Forks Renewal Corporation signs are presented to The Forks Renewal Corporation's Board of Directors for their information and approval.

The procedure to be followed by any proponent other than The Forks Renewal Corporation that desires to erect a sign at The Forks is as follows:

- 1) a) Scale drawings of the sign are prepared by the proponent at 3"=1'-0"(imperial) or 1:5 (metric). This drawing must show all lettering in the proposed typestyle and a scale drawing of all graphics to be incorporated. It must also indicate the materials and construction of the sign.

b)The location and physical context of the sign is identified either by written description and / or context drawing, whichever is more descriptive.

- 2) Subtenants submit their sign proposal for approval to their primary tenant in order to check conformance to the signage guidelines of the primary tenant. Following this approval, the primary tenant submits the sign to The Forks Renewal Corporation for approval.

(for the purposes of this document, *primary tenants* are defined as those organizations who lease directly from The Forks Renewal Corporation (including the Forks Market), *subtenants* are those individuals or organizations who lease from a primary tenant)

- 3) Primary tenants who wish to erect a sign must submit their sign proposal directly to The Forks Renewal Corporation, for review and approval.
- 4) The Forks Renewal Corporation conducts an internal administrative review of all proposals to assess conformance to the guidelines contained in this document. The proponent is advised of the approval or rejection. In the case of rejection, The Forks Renewal Corporation will provide the reasons for the rejection and provide suggestions of ways in which the sign can be made to conform to the Guidelines.
- 5) If a tenant disagrees with the administration's decision, they may request that their proposal be presented to The Forks Renewal Corporation's Board of Directors. The Board's decision will be final.

**FORKS RENEWAL CORPORATION
SIGNAGE POLICY & GUIDELINES**

ILLUSTRATIONS

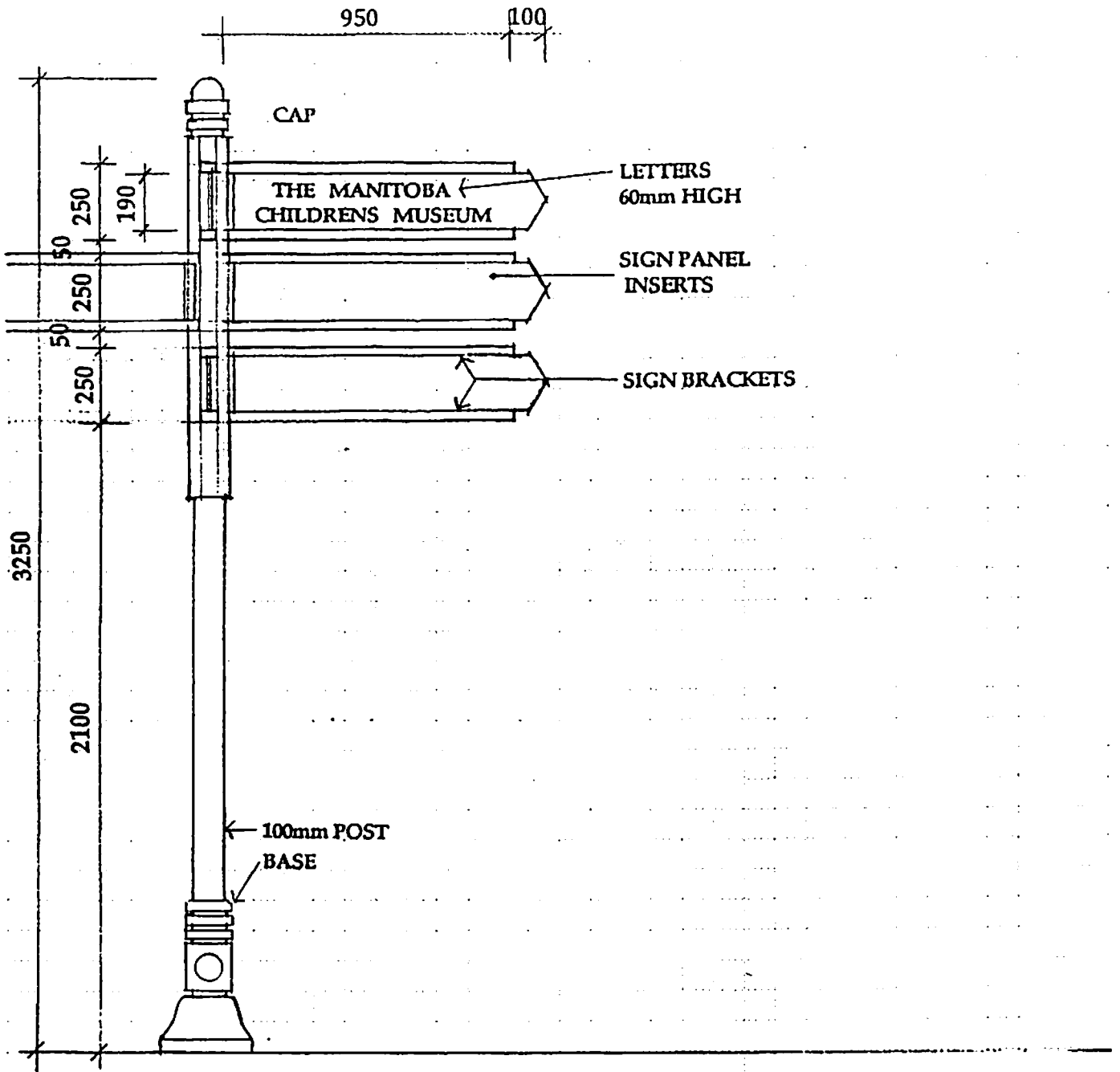


ILLUSTRATION 1 DIRECTIONAL SIGN TREE
ELEVATION

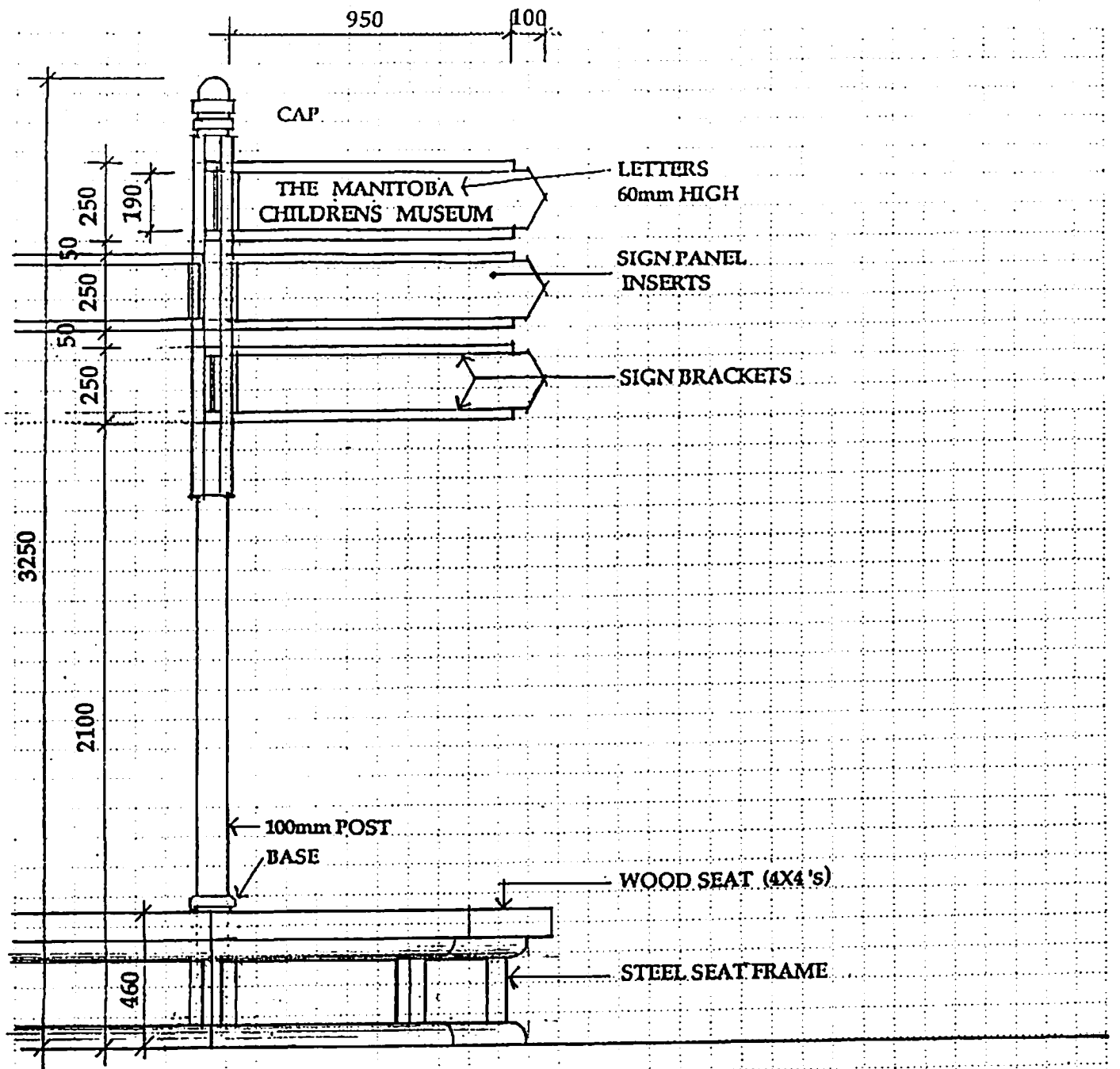


ILLUSTRATION 2

DIRECTIONAL SIGN TREE + SEAT
ELEVATION

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

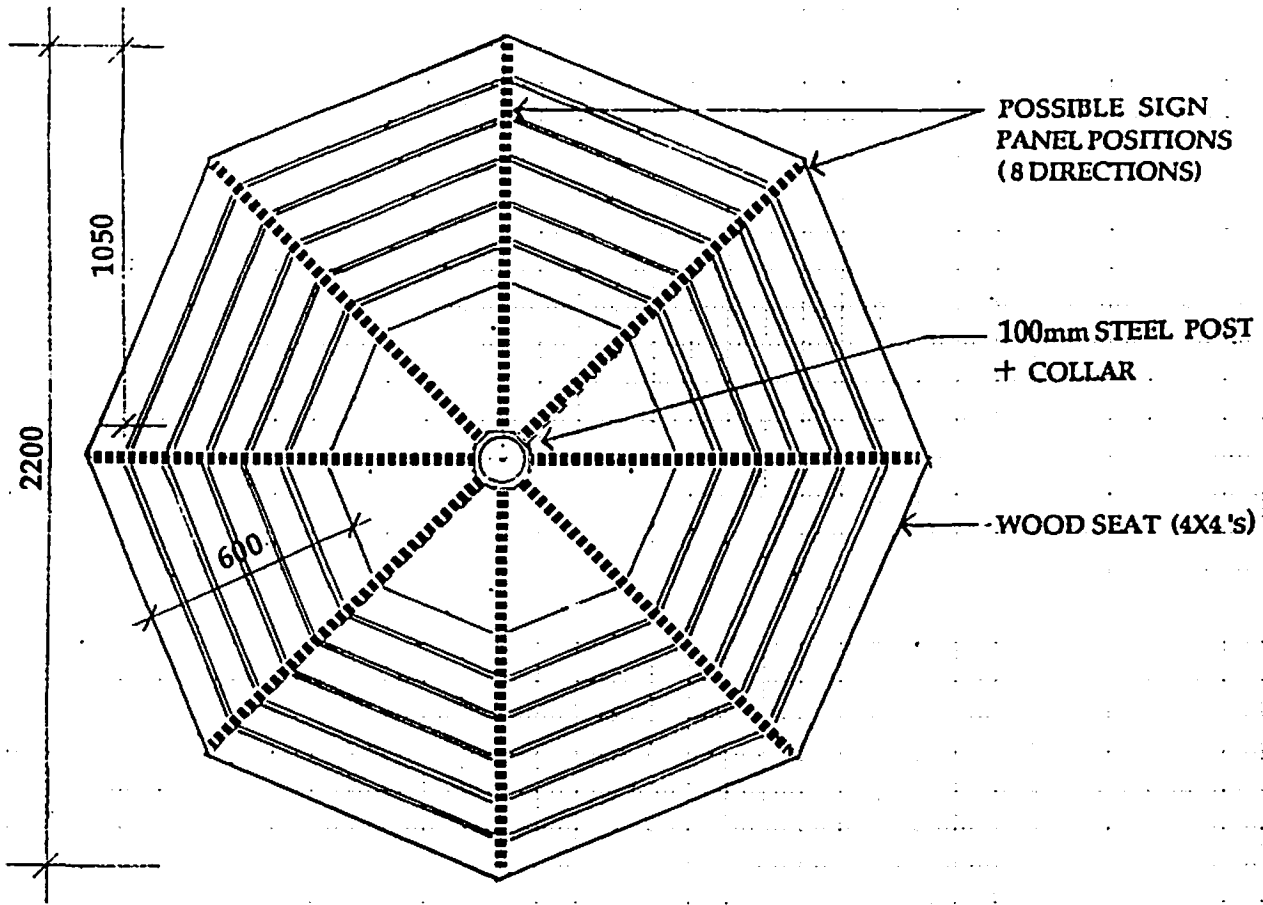


ILLUSTRATION 3

DIRECTIONAL SIGN TREE + SEAT PLAN

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

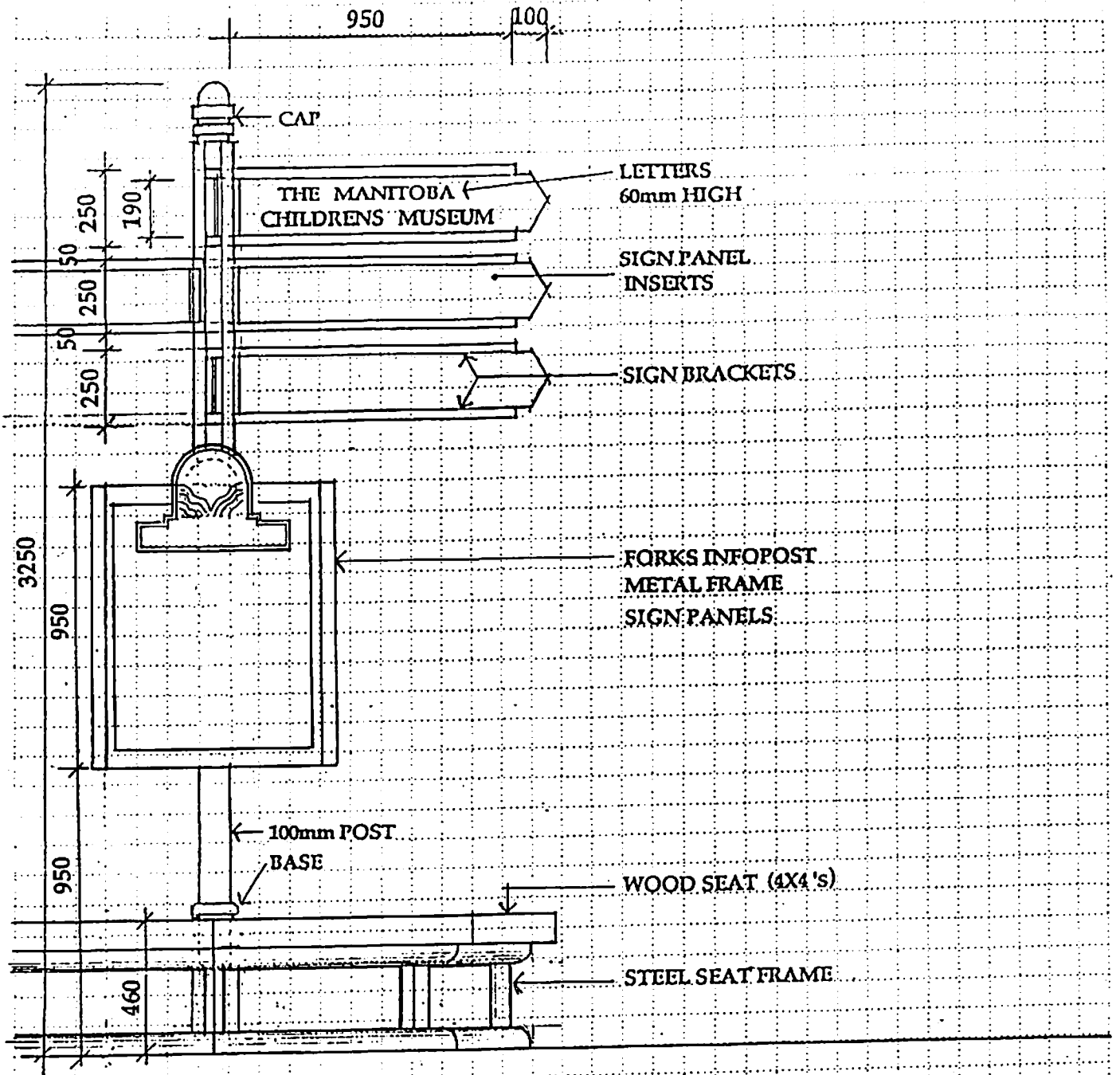


ILLUSTRATION 4 DIRECTIONAL SIGN TREE + SEAT + INFOPOST ELEVATION

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

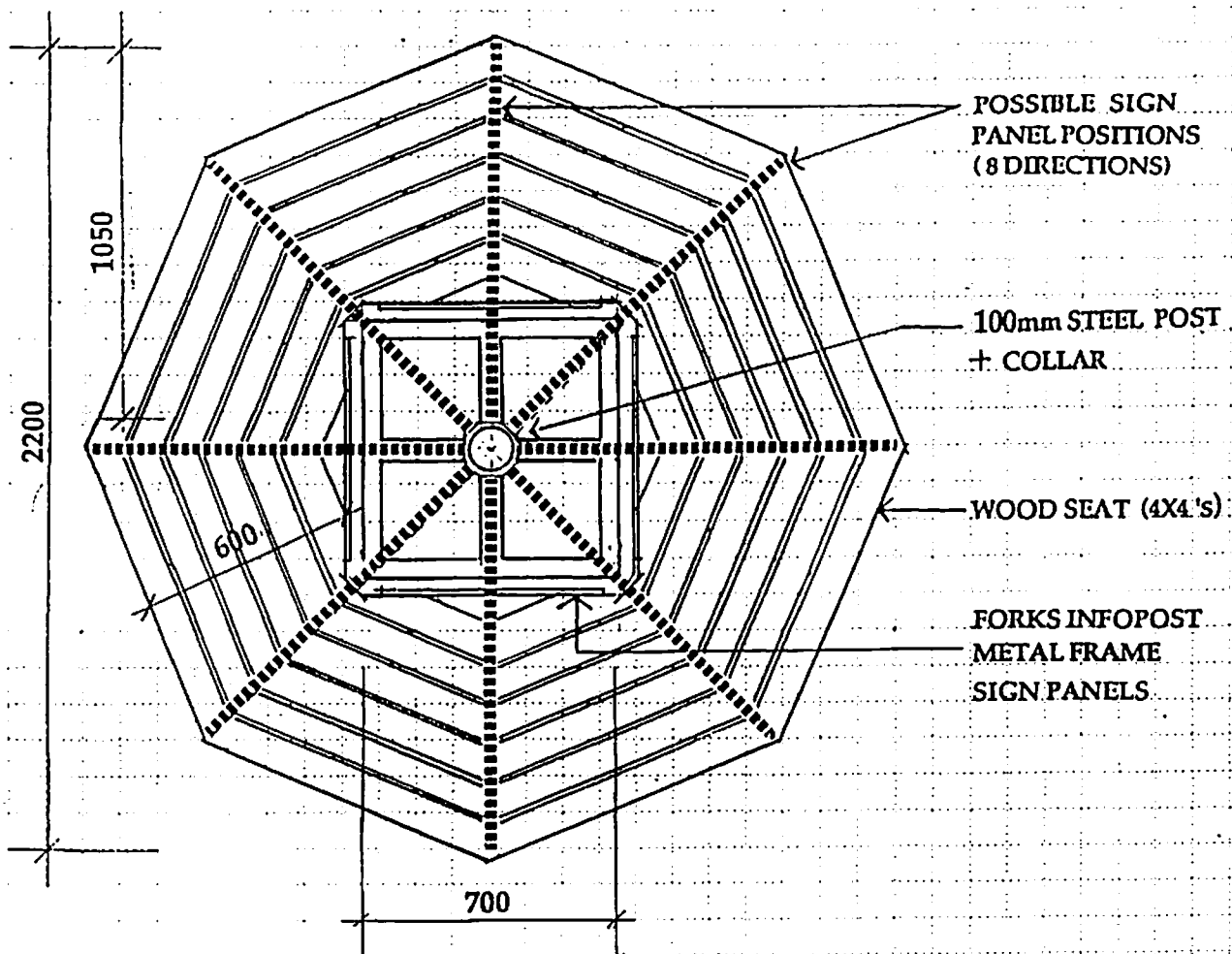
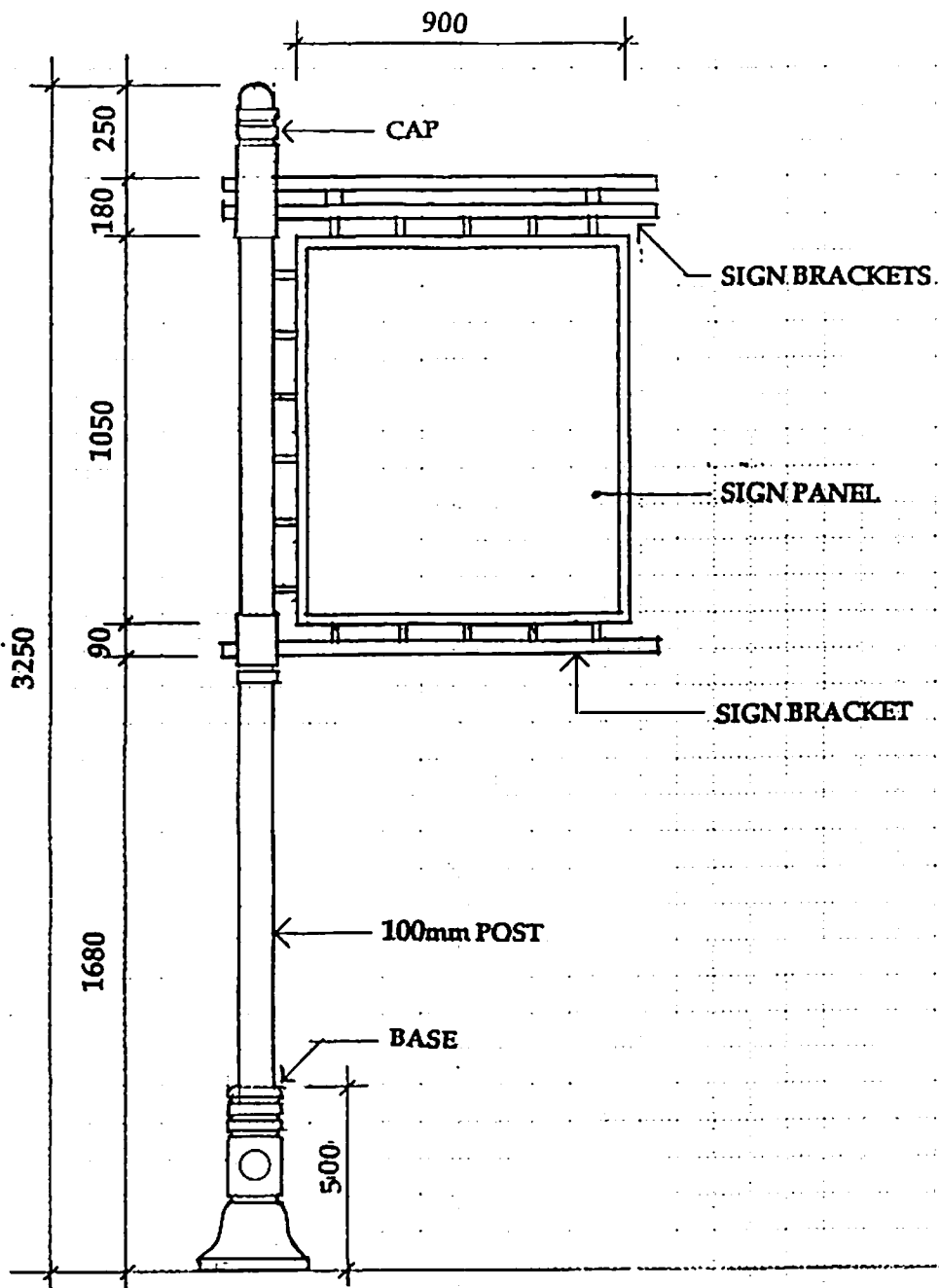


ILLUSTRATION 5 DIRECTIONAL SIGN TREE + SEAT + INFOPOST PLAN



NOTE: SIZE OF SIGN PANEL AND BRACKETS MAY VARY DEPENDING ON CONTEXT

ILLUSTRATION 6 IDENTIFICATION SIGN
DIRECTIONAL SIGN.

NOTE: SIZE OF SIGN PANEL
AND BRACKETS MAY VARY
DEPENDING ON CONTEXT

POST HEIGHTS MORE THAN
2400mm HIGH SHOULD
INCREASE FROM 75mm TO
100mm DIAMETER.
SIZES OF BASE, CAP ETC.
SHOULD ALSO INCREASE
ACCORDINGLY. (SEE
IDENTIFICATION SIGN
DIMENSIONS.

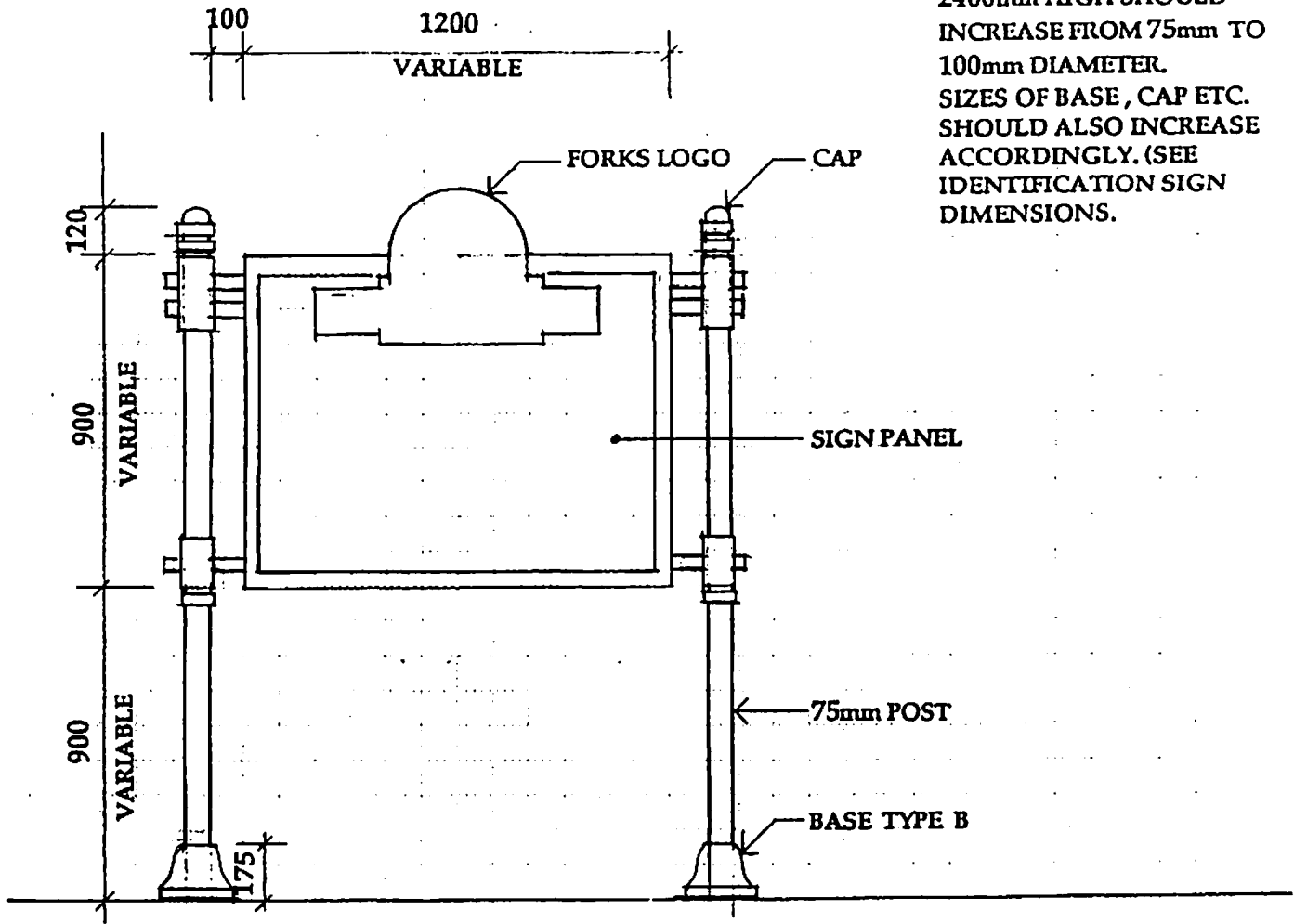
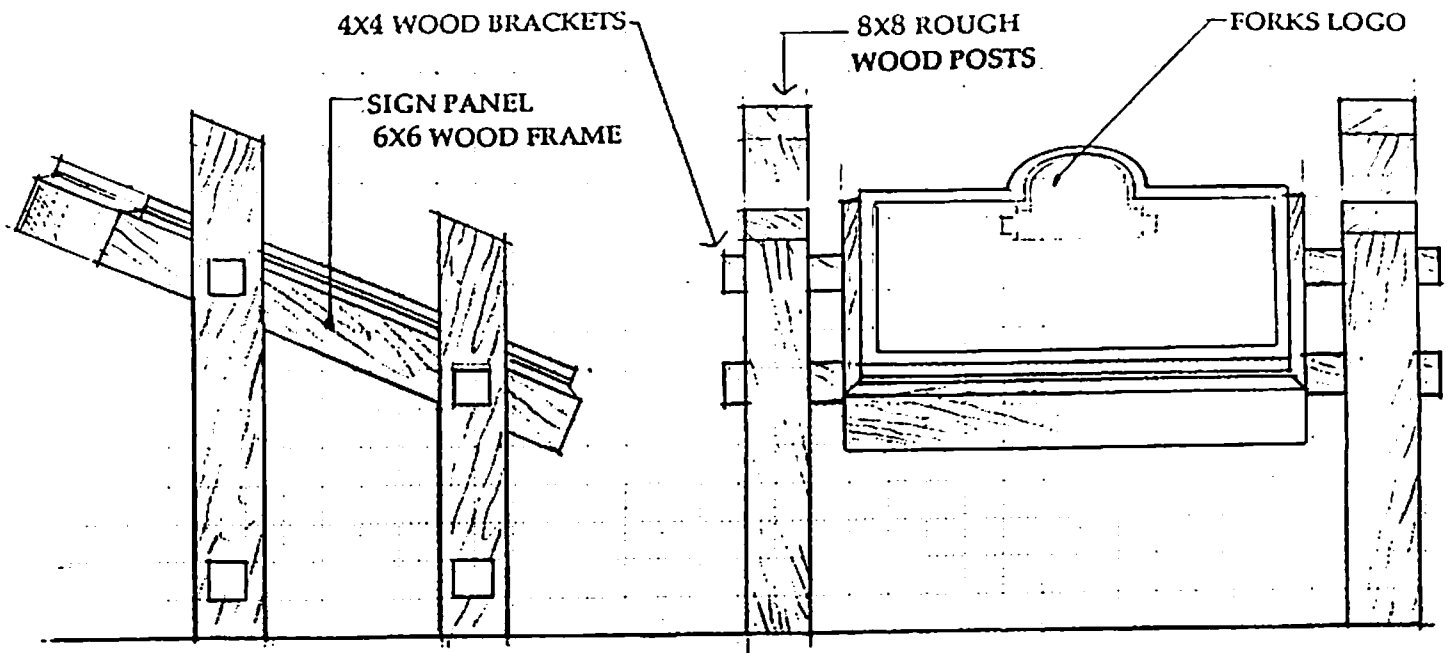
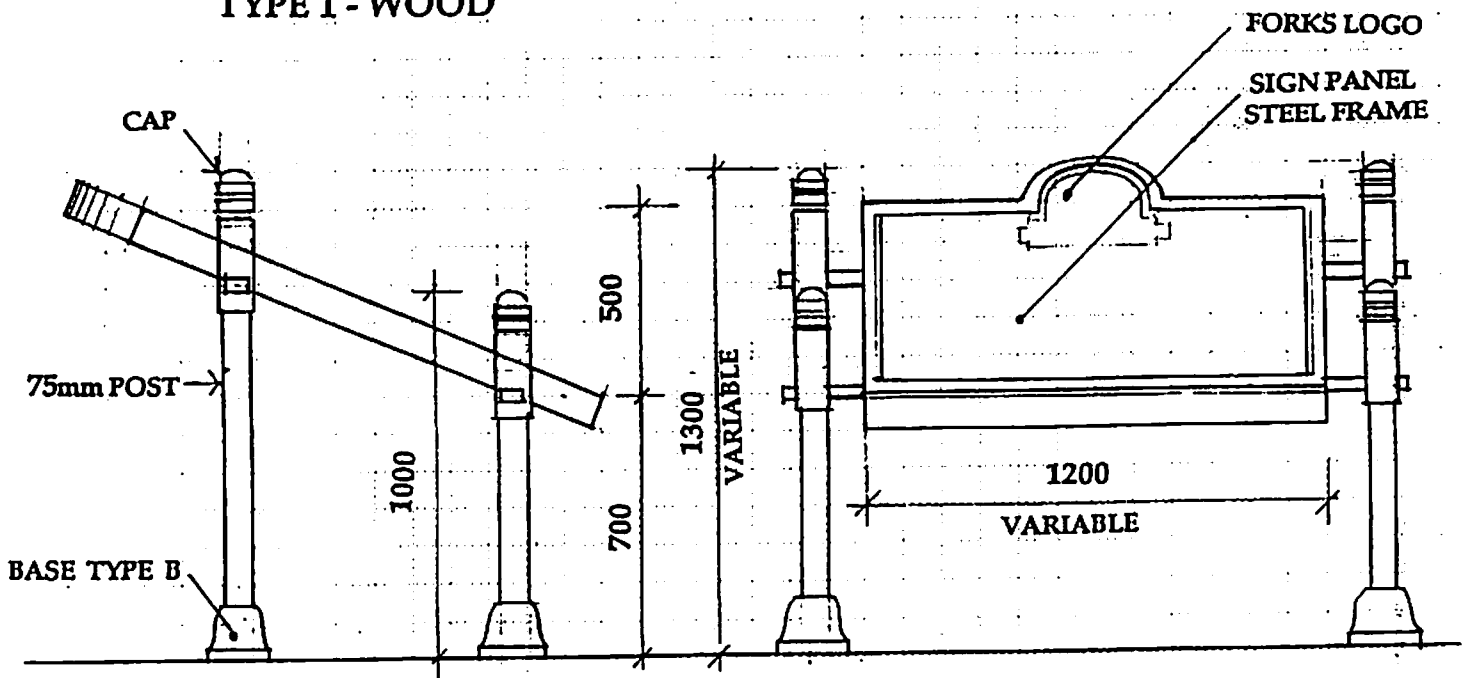


ILLUSTRATION 7 INFORMATION SIGN - VERTICAL

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION



TYPE 1 - WOOD



TYPE 2 - STEEL

ILLUSTRATION 8 INFORMATION SIGN - ANGLED

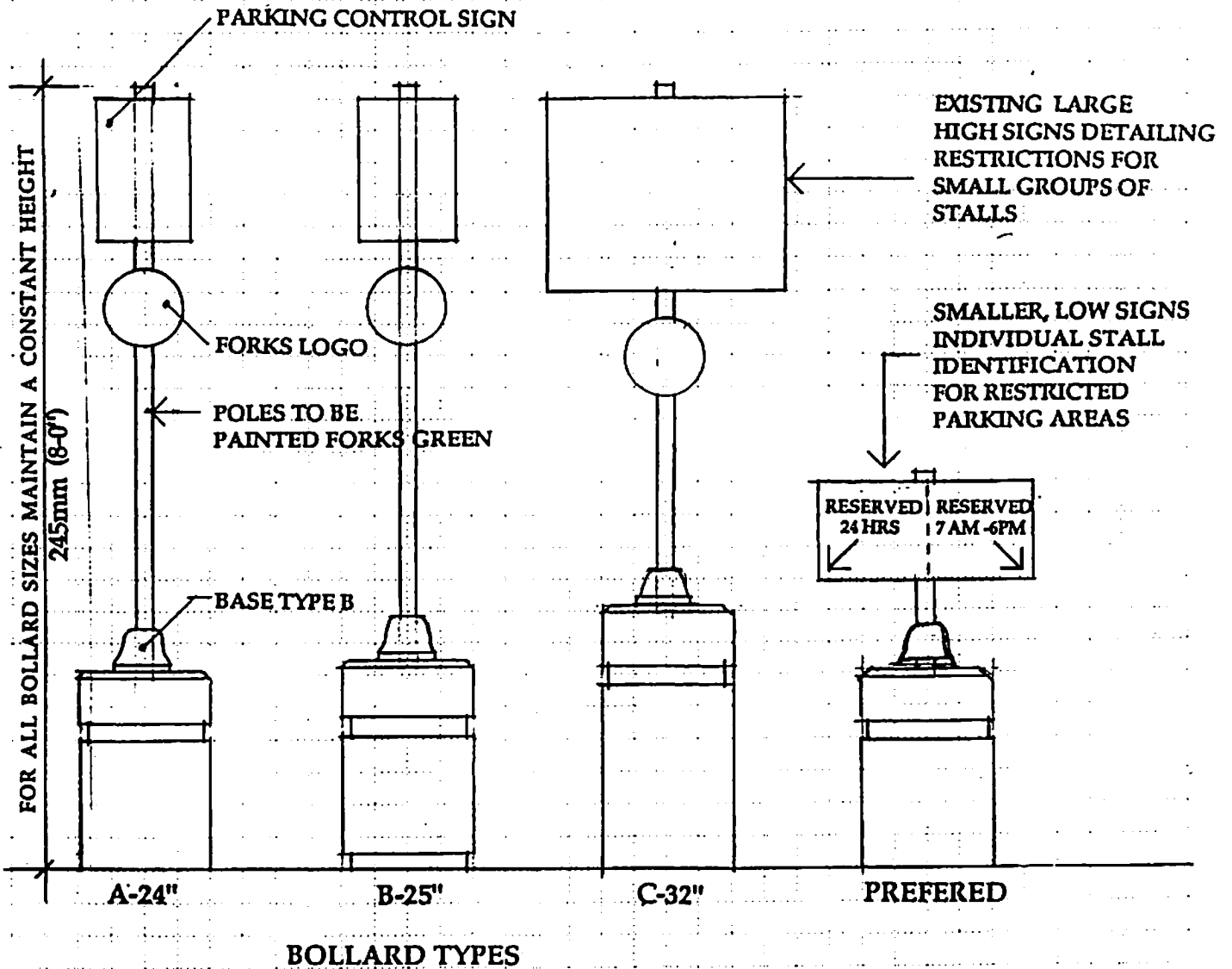


ILLUSTRATION 9

INFORMATION SIGNS
PARKING CONTROLS

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

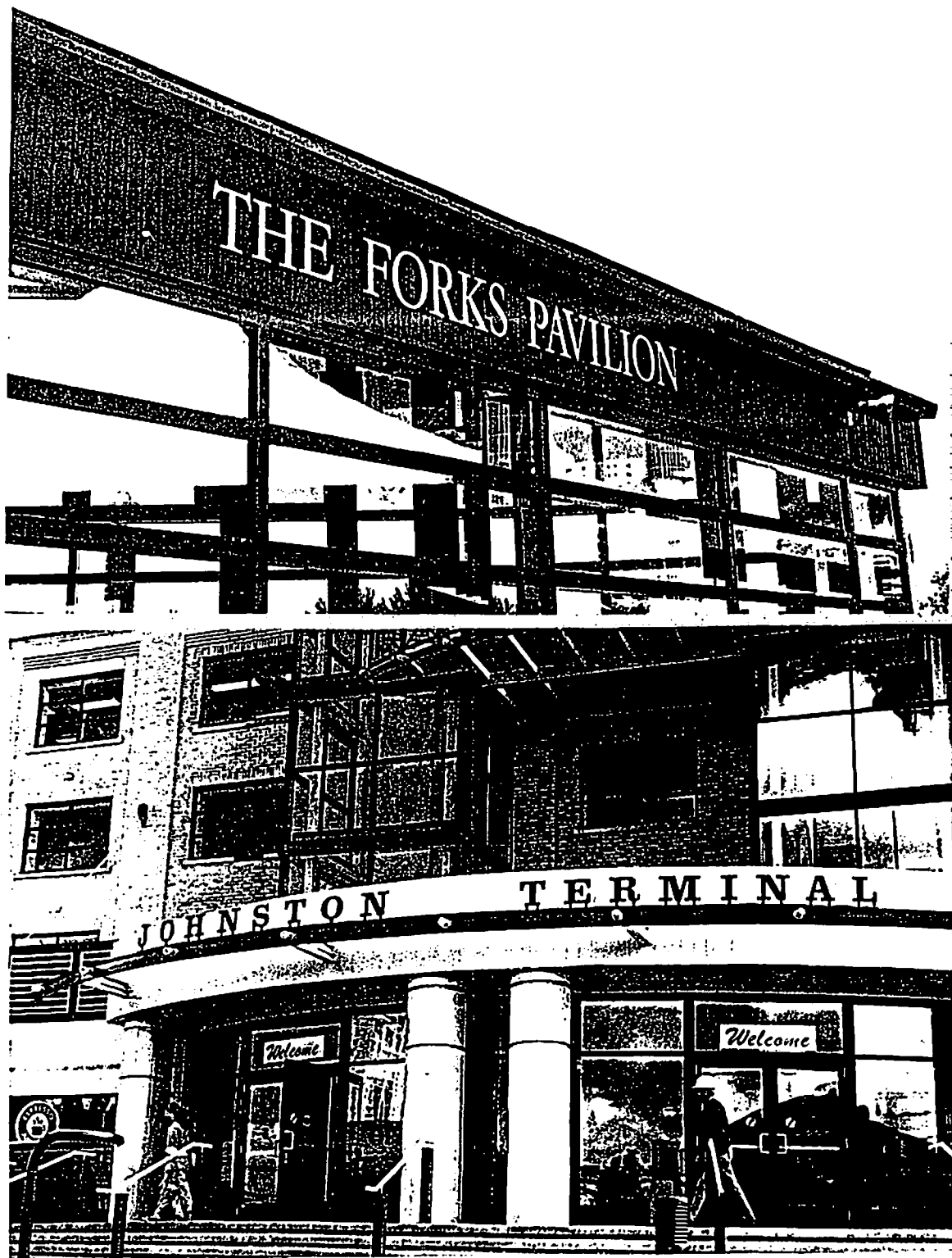


ILLUSTRATION 10

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION



ILLUSTRATION 11

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

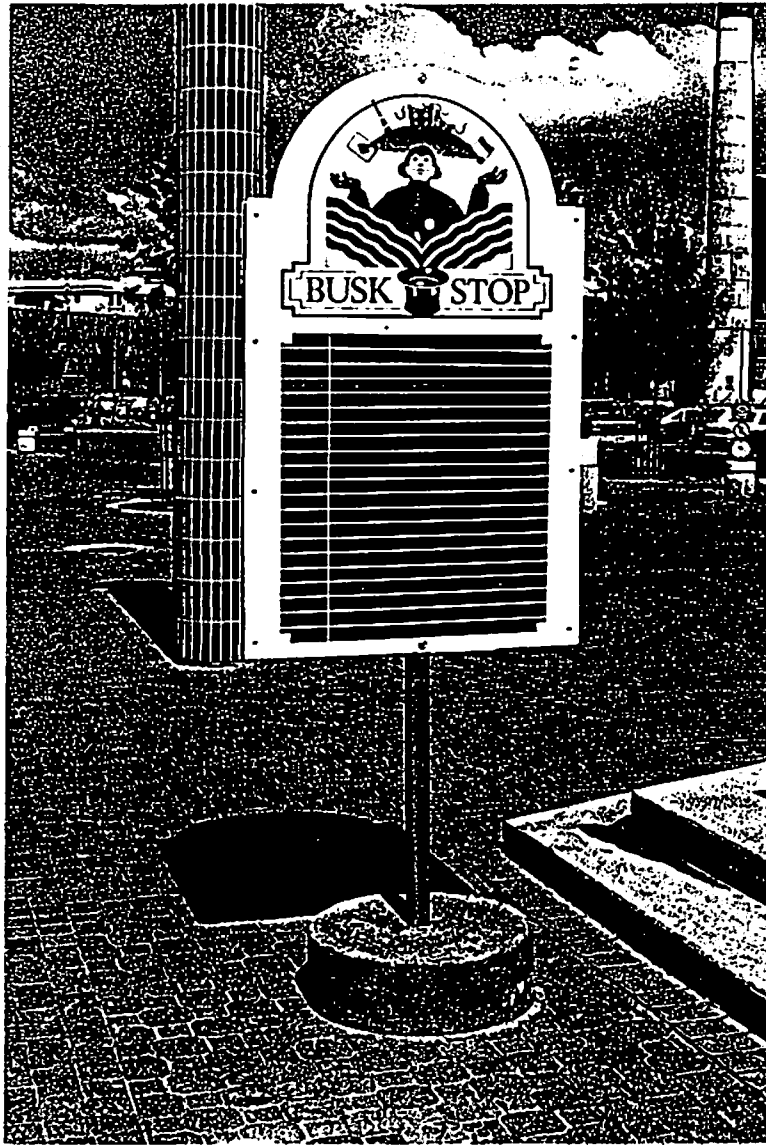


ILLUSTRATION 12

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION



ILLUSTRATION 13

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION



ILLUSTRATION 14

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

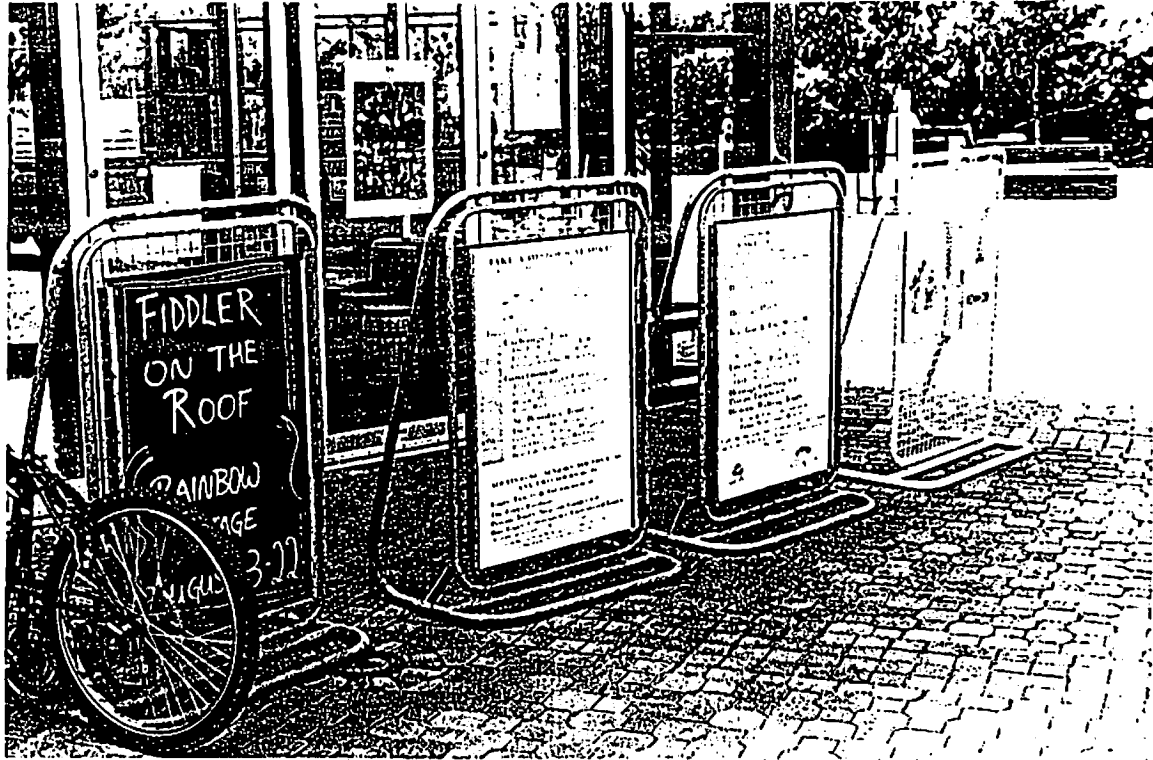


ILLUSTRATION 15

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION



ILLUSTRATION 16

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

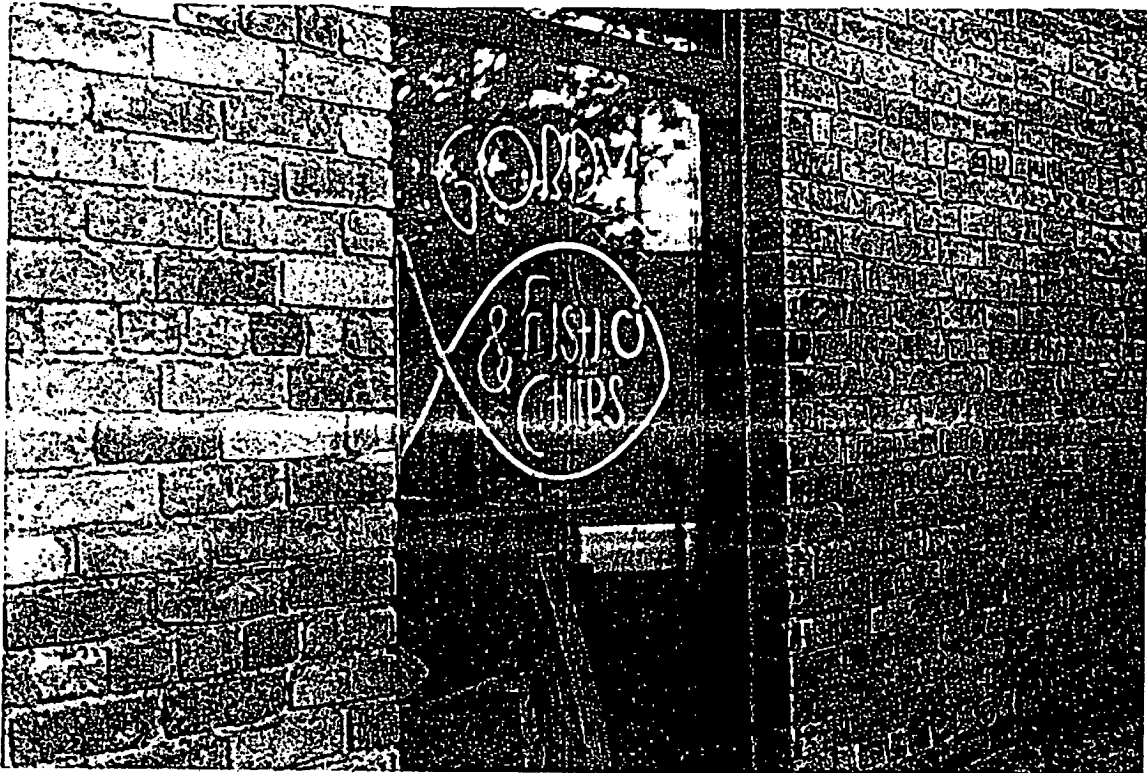


ILLUSTRATION 17

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

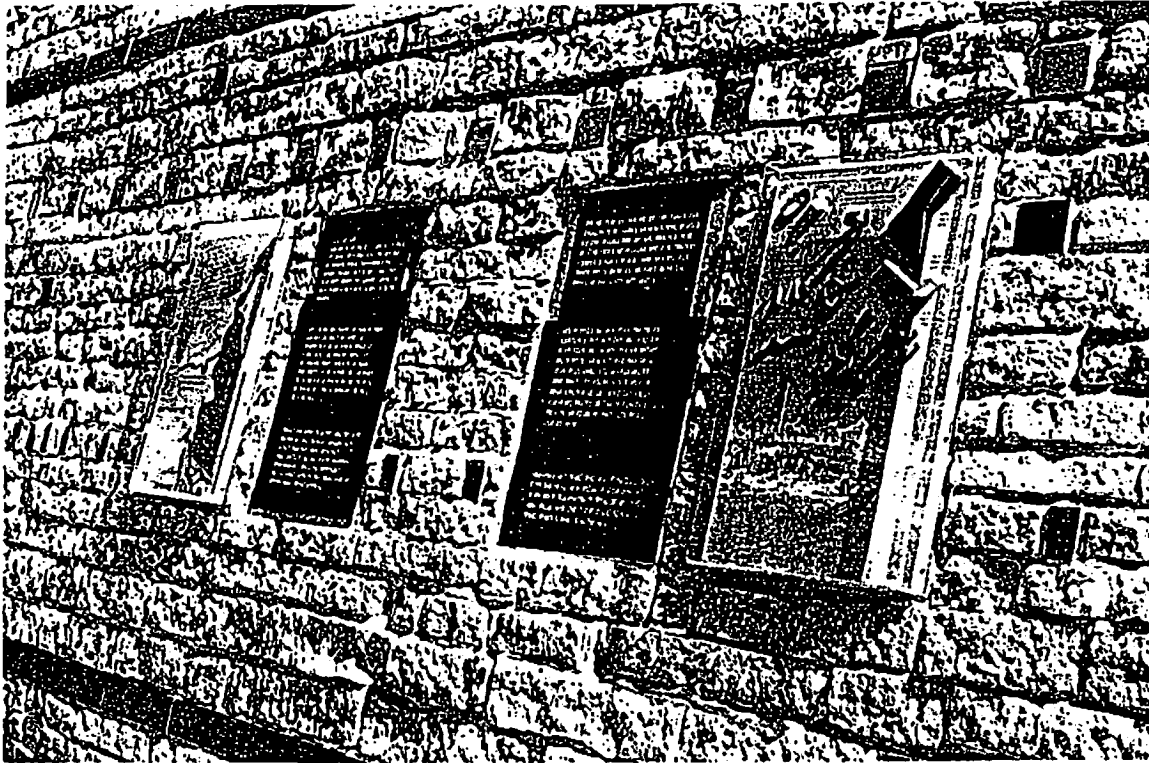


ILLUSTRATION 18

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

**FORKS RENEWAL CORPORATION
SIGNAGE POLICY & GUIDELINES**

APPENDIX

APPENDIX

TABLE OF CONTENTS

- A-1 EXISTING SIGNAGE EVALUATION
- A-2 WAYFINDING EVALUATION-EXISTING SITE
- A-3 FORKS TYPE STYLES
- A-4 FORKS COLOURS
- A-5 FORKS LOGO ADAPTATIONS

A-1 EXISTING SIGNAGE EVALUATION

There are several signage types that are currently being used at The Forks. Some are effective; others less so. Some are well integrated and in keeping with the character of the Forks; others are not as sensitive to the special character of The Forks. The following is an outline of the strengths and weaknesses of the various types of signs currently in use.

.1 DIRECTIONAL SIGNAGE (WAYFINDING)

The primary purpose of this type of signage is to provide direction and orientation within the site. City-wide wayfinding signage to The Forks is not under the direct control of FRC and therefore is not included in this document. It is however important to the Forks and to the city as a whole and therefore it is recommended that the City Planning Department work in conjunction with FRC to develop City-wide Wayfinding signs directing tourists and locals to The Forks from key points throughout the city.

At present there are few directional or wayfinding signs on the site. Examples are as follows:

- a) Directional sign "trees" within the Market. These have been effective according to Market officials, although due to the nature of the facility many people are not destination oriented and therefore are not looking for directions to any particular location. They often wander casually to experience the environment and facilities as a whole.
- b) "Quarter-circle" green signs on "Forks red" standards. These signs are custom designed to suit the Forks image and are effective at close range. They have not been as effective, however, where major sign "announcements" are required such as the Forks entry portals on Main Street.
- c) Temporary wire screen sign stands. These are often used as directional signs during peak traffic periods such as special events. They serve a useful purpose at these times but the hand-written sign panels are often makeshift and crude in appearance, which does not satisfy the requirement for excellence.
- d) Temporary heavy wood sign frames. These sign frames were also designed for the Forks using a different vocabulary than the quarter-round signs. They were intended to be temporary on a longer term (6 months - 2 years.) and to be multipurpose. One of the functions

they serve at present is to direct vehicular traffic into the temporary and cobblestone parking lots.

.2 IDENTIFICATION SIGNS

Signs identifying key areas, activities or places; e.g. Market Plaza, Vehicular Court, Forks Plaza, Festive Park, etc. At present there are no such permanent signs on FRC lands. The Canadian Parks Service has signs in concrete (and other materials) in historic script identifying The Forks National Historic Site. Signs identifying key areas, activities or places on FRC Lands have so far been temporary signs (eg. Public Archaeological Dig, Festivals and events). There are valid arguments for and against such signs being permanent at The Forks.

.3 BUILDING IDENTIFICATION SIGNS

These would fall into three sub-categories:

- a. Signs that are part of the building fabric, integral to it.
- b. Signs that are attached to it or applied on or over it.
- c. Free-standing signs next to the building and identifying it, its owner, contents or activities. e.g. Tourist Information Centre.

The main requirement for these signs is that they must be designed as part of the building whether they are in category a., b. or c. They must also reinforce the character of the Forks as per the Concept and Financial Plan. The building identification signs for the Market, Johnston Terminal, and Forks Pavilion have received the appropriate design attention and serve as good examples of these principles.

.4 TENANT SIGNS:

Which could include:

- Identification of tenant, e.g. Branigans, Stephen and Andrews, etc.
- Promotion of product, e.g. Gordy's Fish Menu, CocaCola, etc.
- Displays

These signs are numerous and have as considerable effect on the overall visual environment and character of The Forks. Each such sign visible in a public space should therefore receive approval prior to construction or installation.

Tenant signs visible from public spaces within buildings should be governed by guidelines developed for, and appropriate to, each building. (eg. Market signage guidelines).

These interior sign guidelines should be developed by each building owner or tenant and approved by FRC.

Tenant signs visible on the exterior of buildings have the most dramatic impact on the character of the environment. Therefore specific guidelines for this type of sign should be drawn up by FRC. Each such sign should be submitted to FRC for approval prior to construction or installation.

No product signs or other advertising signs should be displayed in public places at the Forks. Exceptions can be made, on an individual basis for products made at The Forks (eg. Gordy's Fish, etc.)

.5 HERITAGE INTERPRETTIVE SIGNAGE

Because of the significance of heritage on this site and in order to distinguish information on heritage from other signage, heritage signage should embody special design characteristics that are immediately identifiable, and relate more closely to historical markers.

At present each such sign has been designed and approved on an individual basis.

Eg. Historic flood markers on the skating rink columns (brass)
Caboose plaques (brass)
Wall through Time panels (granite and coloured enamel)

.6 INFORMATIONAL SIGNS

Eg. Parking signs, rules and regulations, etc.

These signs are numerous and increasing rapidly in number as vehicular and pedestrian traffic increases. They are a mix of sign types usually standard signs available from any supplier.

Generally these are approved and installed by FRC operations personnel without planning or design input. As a result the signs are effective, numerous and create significant visual pollution especially in parking areas. This whole area of parking and circulation signage is one of the most difficult and potentially contentious areas of signage guidelines.

.7 TRAFFIC SIGNS

These fall primarily under the City/Province criteria but some might be slightly modified for The Forks. Eg. stop signs; bus stop signs, no parking signs, speed signs, etc.

.8 OTHER

These might include temporary signs, pendants, flags, murals or wall graphics, etc.

The Forks has purchased a number of wire screen signs on a steel tube frame (various colours) that hold hand-written sign panels. They have been reasonably effective at close range viewing, although they have a makeshift quality due to the hand-written sign panels. Those panels that are not hand-written, eg. LOT FULL, OVERFLOW PARKING, are of block letters, poorly designed and not in keeping with the character of The Forks.

A-2 WAYFINDING EVALUATION-EXISTING SITE

A-2.1 OVERALL OBSERVATIONS

The wayfinding consultation and review activities has identified shortcomings in the signage at The Forks, particularly in signage required to address the needs of the visitor during the initial stages of arrival to The Forks, orientation and itinerary planning.

These shortcomings are primarily caused by a lack of signage, and to a lesser extent, ineffective or confusing signage.

The most common concerns and frustrations of visitors (particularly first-time visitors) are in obtaining basic orientation and information such as:

- *Where is the parking for The Forks?*
- *What does The Forks have to offer that I might be interested in today?*
- *Where should I go to find the services and attractions I am looking for?*

To respond to these concerns, the goals of the signage should be to assist the visitor during this initial stage of their visit, in order to:

- Convey a warm and friendly "welcome"
- Facilitate vehicular and pedestrian circulation and parking
- Assist in visitor orientation and itinerary planning

Meeting these goals will increase the likelihood that the visit will be a positive and rewarding experience, and will enable visitors to make the most efficient use of their time.

A-2.2 OVERALL RECOMMENDATIONS

- 1 *Directional signage to direct vehicular traffic to parking lots.*
This signage should be easy to read and interpret from a moving vehicle. It is suggested that accepted norms for parking signage be followed, such as colour (green) and symbols ("P" for "Parking").
- 2 *Welcoming signage at all access points to the site.*
In addition to reassuring visitors by confirming their arrival to their intended destination, it will also provide a greater presence for The

Forks in the downtown environs. In the case of roadside signage, the signs should be substantial and prominent enough to be easily seen and read by the driver of a moving vehicle. (1) Care must be taken to put only one message on each sign.

(1) Note: Speed limits are 50 km/hr on roads in the area surrounding The Forks. At 50 km/hr, the driver's natural focusing point is approximately 230 meters ahead of the car, and the closest point of clear vision lies about 25 metres ahead of the car.

.3 *To provide a consistent visual identify for The Forks throughout the information continuum, it is recommended that a symbol be adopted and used consistently throughout all wayfinding elements.*

.4 *Orientation aids should be provided to assist visitors.*

These should be strategically located to intercept the visitor at a convenient point early in their visit. A suggested implementation would be a billboard or tablet with:

a) A list of **Services**, such as parking, parking shuttle, horse-drawn shuttle, washrooms, public telephones, baby changing stations, food and refreshments, bus stops, taxi stands, bank machines, boat rentals, first aid, security, and visitor information.

b) A list of **Visitor Activities**, such as shopping, interpretive exhibits, riverwalks, playground, guided tours, public archaeology, and so on. It may be advisable to allow for periodic updating of this list, in order to facilitate the promotion of special events or seasonal activities.

c) An **Orientation Map**, indicating the locations of each of the above services and activity venues.

As a general observation, it should be noted that the majority of signage at The Forks is currently unilingual English. With few exceptions, most signage has also not been designed for the needs of the visually impaired and other disable persons.

A-2.3 DETAILED FINDINGS

.1 DIRECTIONAL SIGNAGE

Parking:

- Lack of effective directional signage. This problem has been eased somewhat by the introduction of temporary signage.

- Difficulty in finding the Events Parking lot, when the paved lots are full.

Confusion over National Historic Site versus The Forks could be alleviated with better directional signage or an orientation map.

Similarly, directional signage could alleviate confusion over where the riverwalk goes, both on-site as well as off-site. (ie. where does it lead to?)

Market Building:

- The first-time visitor has difficulty in locating basic services such as washrooms, security, telephones, elevators, information booth, etc. Consideration should be given to improving orientation with a floor-plan style map which highlights the locations of services provided in the Market Building, as well as the location of corridors, stairs, elevators, and entrances. This would also provide the opportunity to "promote" the shopping galleries to visitors, particularly those on the second floor.
- At busy times of day, it can be particularly difficult for visitors with wheelchairs and baby strollers to gain access to the elevator to the tower. This can be particularly acute when these people become "stranded" on the second floor, where the elevator continually arrives full. Signage or orientation aids to indicate the existence of the alternate elevator serving the first and second floors is advised.

Consideration should also be given to signage advising elevator patrons to yield to wheelchairs and baby strollers.

Johnston Terminal: Similarly, consideration should be given to providing a floor-plan or directory of services. Again, this would also provide the opportunity to "promote" the second floor shopping galleries to visitors. At present, there is a large railway crossing sign located in the stairwell, which may distract attention from the second floor.

Currently, there are plans to locate an interactive computer information terminal in the Manitoba tourism Information services. Consideration should be given to locating a second such terminal in the Market Building.

"Union Station Market" sign at the corner of the CN Road and the Forks Market Road is confusing, it points the visitor in two different directions at the same item.

.2 IDENTIFICATION SIGNS

Access points to The Forks site are under-signed. The existing signs are ineffective, they are too small to be identified by the driver of a moving vehicle.

Visitors often have difficulty locating the National Historic Site. Consideration should be given to using a symbol throughout all signage and wayfinding elements associates with the National Historic Site, such as the Canada Parks Service "beaver" logo.

Shuttle Service (both horse-drawn and parking bus shuttles) pick-up points are not adequately signed.

.3 BUILDING IDENTIFICATION SIGNS

Forks Market: Generally adequate. However, better identification of alternate entrances could alleviate congestion at the main entrance on the Northeast corner of the building.

The hours of operation and After Hours Entrances ar too subtle. The visitor should be directed to the After Hours Entrances from those entrances which are closed at the end of the normal hours of operation.

There is currently a proposal to place a building sign at the top of the wall on the North side of the Johnston Terminal. Presumably, this would primarily assist new patrons to the building, who have heard about it through advertising or word of mouth. Such a sign would serve an advertising purpose, and to some extent, a wayfinding role, too. However, if the proposal is for a permanent sign, it would be inconsistent with the low-key approach taken in signing the Market Building. A similar sign would likely be advised in this case to be consistent.

.4 TENANT SIGNS

Tenants perceive a lack of consistency in the rules and standards applied to tenant signs. In particular, while some tenants have been required to comply with standards (such as standards regarding signage visible from the building's exterior, neon signs, and "no lettering on canopies, awnings or umbrellas"), others have not.

It is recommended that a review process be established incorporating the signage manual, and that this process be followed consistently.

.5 HERITAGE INTERPRETIVE SIGNAGE

Currently there exist a number of historical markers/tablets/plaques at various locations on the site, including the Wall through Time. The buildings on the site may have historical significance as well, and could be considered as candidates for historical interpretive information.

A walking tour guidebook is currently in production. This version will likely be considered as a pilot edition. Through experience with usage of the guidebook and tour itinerary, these pilot materials may be refined over time, if necessary. As well, these materials may need to be updated periodically to evolve along with the further development of The Forks.

Interpretive panorama/diorama signs could be used at the top of the Tower, to communicate salient historical/interpretive messages.

It is recommended that an integrated *Media Plan* be developed, which would delineate the intended messages and information which are to be communicated, the medium, and the location or exhibit where the communication should occur.

.6 INFORMATIONAL SIGNS

Currently, there is almost a complete lack of events/activities signage. For the time being, temporary signage has been installed to alleviate this situation somewhat.

Consideration should be given to a Community Board, for public announcements, flyers, etc. Currently, there is no posting of such community notices allowed. (A review/approval stamp would be required of each poster).

Parcel Pick-up service was suggested for Forks Market shoppers, to enable them to purchase larger quantities of fresh food. This would help to increase the potential to increase the average revenue derived from market shoppers.

Along the CN roadway, the proliferation of parking signage with different messages is confusing, particularly, in respect of designated

"After Hours" parking; the confusion is over whether it is available or not. It is difficult for the driver of a vehicle to determine the availability and location of the parking from these signs.

Parking regulations are absent in the Events Lot, which is at times out-of-control, triple parking is common.

Loading Zone in Market Vehicle Court should consider no deliveries between 11:30 and 2:30 Monday to Friday, to reduce congestion and in the interest of public safety.

Automobile Security: Need to advise vehicle owners to lock their car, and not to leave valuables in their car.

Buses frequently park in the paved lots; there should be better control and information on where buses should park.

Forks Market Information Booth sign is ineffective in identifying the booth, particularly when the corridor is congested. The words "Information Booth" are not prominent enough, are too low on the sign, and cannot be read from a distance. Preferably, the sign should be readable from the corridor area just inside the main entrance. Furthermore, there is little else about the booth itself to indicate that it provides a visitor information service (no visible display of brochures, nothing in the attire of the staff to suggest that they are information providers).

.7 TRAFFIC SIGNS

Pedestrian Crossings: There is a considerable amount of pedestrian traffic crossing the Forks Road. There should be clear delineation of the designated crossing points on the pavement. One or more pedestrian crossings should be signed, to encourage cars to yield to pedestrians more consistently. The corner of the Forks Market Road and Pioneer Boulevard could be hazardous to pedestrians, particularly since there is no control on Westbound traffic.

8 OTHER SIGNAGE - BANNERS AND TEMPORARY SIGNS

Consideration could be given to the medium to long-term to the use of banners on light standards, in order to enhance the ambience of special events. A semi-permanent series of banners would demarcate "The Forks", to be supplemented by events banners (eg. "Children's Festival").

Banners and temporary signs in The Forks Market :

- Consideration should be given to greater coordination or control over temporary signage and decorations. Reportedly, one tenant had a "Boxing day Sale" sign up in March. As well, tenants are left to their own devices in decorating for festive occasions such as Christmas, Easter, etc. Guidelines, or coordinated purchasing or guidelines and so on, would provide a more uniform, tasteful appearance throughout the building.
- Banners have been up for a long time. These are attractive, but consideration should be given to changing the banners more frequently. For example, a series of four seasonal themes could be considered.
- Standards or guidelines should also be considered for temporary signage, and a regular review process would help to ensure that "temporary" signs are not left up indefinitely.
- Security posted signs are photocopied, these should be upgraded to standards for permanent signs.

A-3 THE FORKS TYPE STYLES

In order to achieve a consistent image, The Forks has adopted a type style (GARAMOND) used in all signage, letterhead, etc. The type style should continue to be used for all signage prepared by The Forks Renewal Corporation. There are three companies that produce Garamond and Garamond variations. (Letraset, Adobe, and ITC) All of these companies and variations are acceptable, although the thinner italic variations are less visible from a distance and therefore should not be used on outdoor signs.

Examples of the Garamond family of type styles are shown on Illustrations 19, 20 and 21.

A-4 THE FORKS COLOURS

The Forks colours as discussed in the Signage Design Guidelines are as follows:

SIGN POSTS AND FRAMES

- "Forks Red" = Pratt and Lambert RO180R-Scarlet O'Hara
- "Forks Green" = Phillips Paints Code 645-4075-Dark Green

SIGN PANELS -LOGO AND LOGO VARIATIONS

The basic logo colours are as follows:

- Pantone - 5527 - Grey Used for background
- Pantone - 321 - Green Used for outlines, lower case text above sun, rivers (wavy lines), some graphic elements in the "sun" eg. ox carts
- Pantone - 1805 - Brick Red Used for the "sun" and the large text "The Forks La Fourche"

Other colours are used for variety and distinguishability on the logo variations eg. :

- Pantone - 207- Red (A Family Christmas at The Forks)
- Pantone - 157 - Amber (Public Archeology Program at The Forks)
- Pantone - 248 - Fuscia (Public Parking)
- Pantone - 116 - Yellow (Site Operations)
- Pantone - 287 - Navy (Parking Patrol)
- Pantone - 248 - Pink (Parking Patrol)

A-5 FORKS LOGO ADAPTATIONS

The following illustrations demonstrate the effectiveness of adapting the Forks logo to a variety of situations. They also retain a consistency of image that is important for wayfinding. This type of logo use should continue to be explored.

Garamond ITC Condensed book

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond ITC Condensed book Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Garamond ITC Condensed bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Garamond ITC Condensed bold Italic

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Garamond ITC Condensed ultra

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Garamond ITC Condensed ultra Italic

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

ILLUSTRATION 19

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

Adobe Garamond regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Adobe Garamond semibold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond semibold italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Adobe Garamond bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond bold italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

ILLUSTRATION 20

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

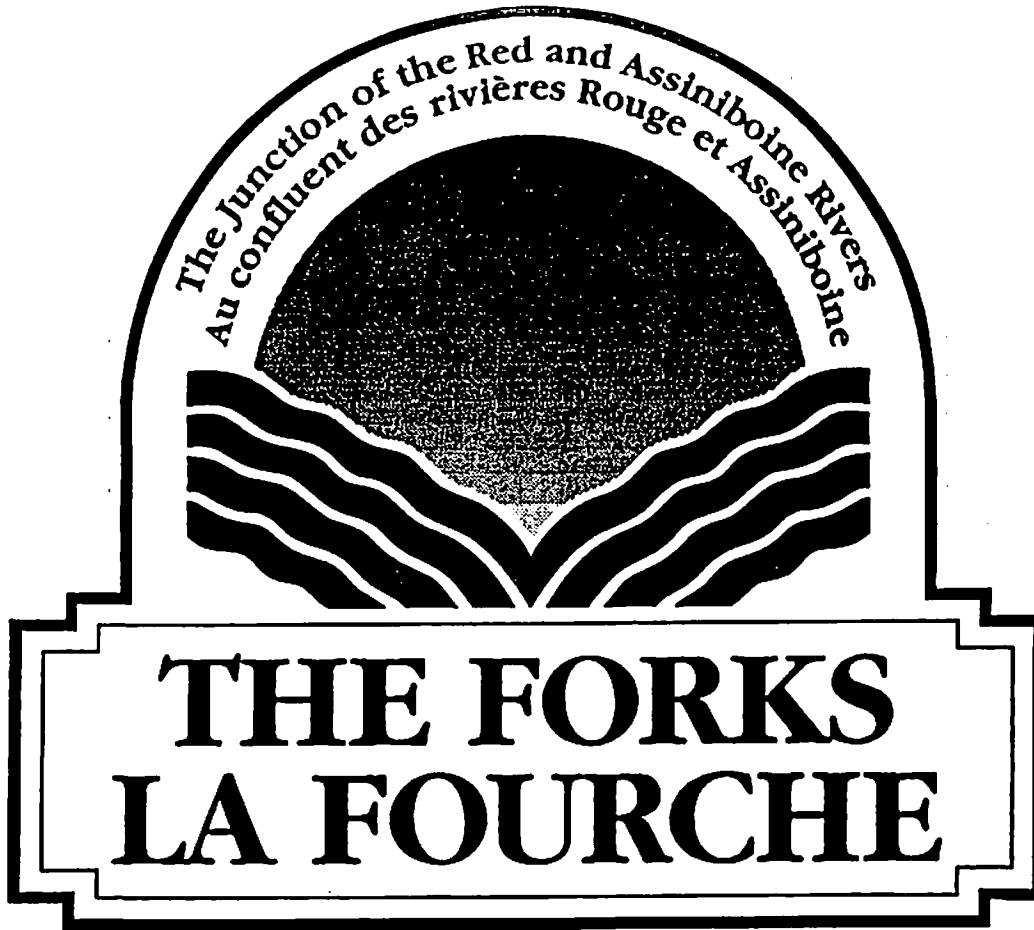


ILLUSTRATION 22 FORKS LOGO

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION



ILLUSTRATION 23

FORKS LOGO ADAPTATION

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION



ILLUSTRATION 24 FORKS LOGO ADAPTATION

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION

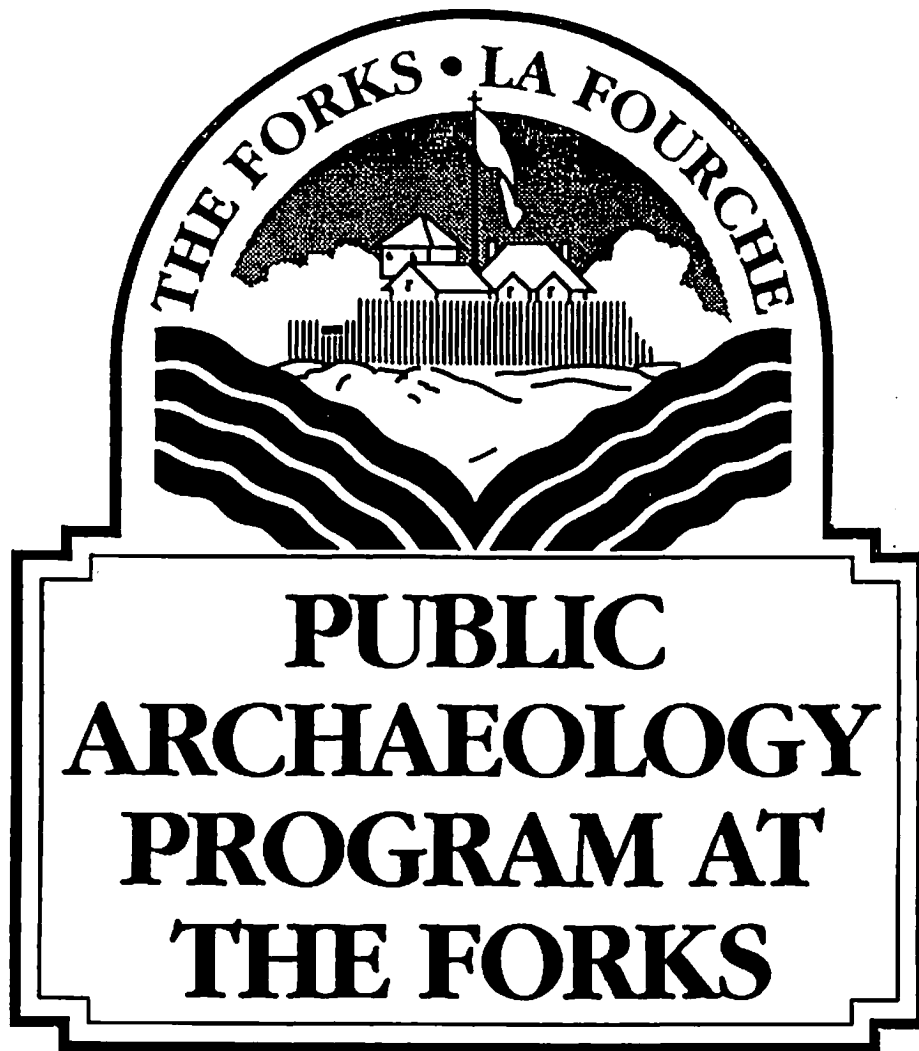


ILLUSTRATION 25

FORKS LOGO ADAPTATION

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION



ILLUSTRATION 26

FORKS LOGO ADAPTATION

SIGNAGE POLICY AND GUIDELINES
THE FORKS RENEWAL CORPORATION
