

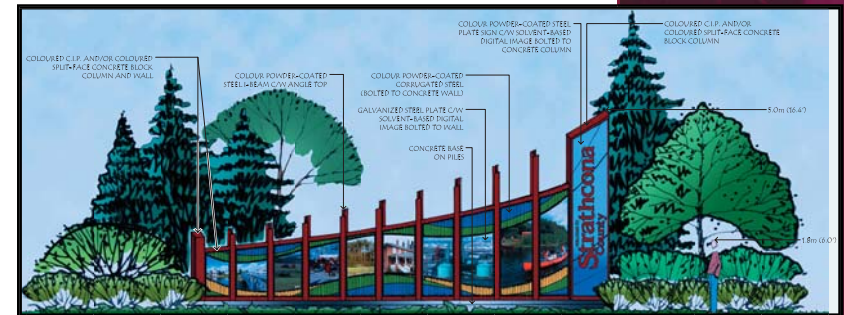
DESIGN GUIDELINES - SIGNAGE AND WAYFINDING

GUIDELINE 4.0
CREATE VISUAL GATEWAYS TO IDENTIFY ENHANCED
STREETScape AREA

Note: It is anticipated that Strathcona County will experience growth in the future, especially in the Wye Rd area. It is important to plan all gateway features as elements that:

1. Can be repetitive elements used to transition through different areas of the community (i.e. Hwy 21)
2. Allow for fluid transitions, such that they are inclusive rather than divisive in the entrance/exit of various community areas (ie. urban vs. rural)

Context map showing gateways



Council approved gateway feature for Hwy 216



OPPORTUNITY 1
 Green Gateway: possible to use on intersection of Hwy 21



OPPORTUNITY 2
 Create a sculptural looking vertical element as a gateway feature



OPPORTUNITY 3
 Combine with road signs to create gateway

DESIGN GUIDELINES - SIGNAGE AND WAYFINDING

GUIDELINE 4.1

USE SIGNAGE TO HELP DEFINE PLACE AND TO IMPROVE VEHICULAR AND PEDESTRIAN WAYFINDING

Well designed and integrated signage can be instrumental in helping to define the street as a place and for helping people navigate. Traffic signals, utility poles and signage may be combined or featured in their own right to make these necessary elements helpful and place defining elements. Traffic lights may serve two functions by incorporating street signage into the overall framework of the structure. Poles and signage can be coordinated for a more unified look (dark gray is recommended). Graphic signage and ornamental banners can be used to help define place, promote cultural events and improve vehicular and pedestrian wayfinding.

EXISTING CONDITIONS/ CONSTRAINTS

Many existing intersections have no street sign to indicate street names, which may cause way-finding problems for residences as well as visitors.



Nye Road Urban Design Guidelines



OPPORTUNITIES

Street signs may be free-standing or combine with traffic lights and street lights

Street signs of sculptural interest can also become landmarks in the pedestrian realm



Strathcona
County

DESIGN GUIDELINES - SIGNAGE AND WAYFINDING

GUIDELINE 4.2

REDUCE VISUAL CLUTTER OF COMMERCIAL SIGNAGE

OPPORTUNITY 1

The example (right) shows a before and after streetscape condition. It is clear that removal, reduction, or better design of commercial signage can have a tremendous impact on the overall desirability of a street. The county may consider signage bylaws that dictate placement, size, and character of any new sign.



OPPORTUNITY 2

Well designed banners and other commercial signs can promote the street's urban feeling and make the road visually more pedestrian friendly. Banners can also promote heritage.

