



Municipality of West Perth

Wayfinding Sign Design & Locations Plans

20 January, 2026

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20 January 2026

Municipality of West Perth

“Wayfinding Sign Design & Location Plans”



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Table of Contents

SECTION ONE

Sign Design

Proposed Family Of Signs	8
Preferred Sign Concept	12
Sign Design Intent Drawings	14
Additional Gateway Sign Concepts	24

SECTION TWO

Sign Location & Messaging

Destination Review & Classification	28
Signage Location Plans	30
Messaging Charts	44
Sign Placement Guidelines	52

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SECTION ONE

Sign Design

Included in this section:

- Proposed Family of Signs
- Preferred Sign Concept
- Signage Design Intent Drawings
- Additional Gateway Sign Concepts

Proposed Family Of Signs

Signage Classification

Two signage classifications have been identified for The Municipality of West Perth Wayfinding Sign Design & Location Plans. The classifications explain at a high level the need for signage and gaps within the municipality. These classifications help inform the recommended sign types moving forward.

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 message. The recommended sign types outline their primary function, ideal road speeds, and destination listing organization.



1. Identification (ID)

Signs that highlight entry into a specific area. Primarily located off roadways, and entrance portals of the destination. These signs are scaled appropriately to reflect the mode of travel and travel speeds upon arrival.



ID Sign, Lambton Shores



2. Directional

Signage that assists visitors in making decisions at certain point along their journey, and informs what lies ahead, or which direction to travel to a desired destination.



Directional Signage, Fergus

Signage Type Descriptions

The tangible component of a wayfinding system, the signage, is diverse. To accommodate varied user groups, modes of transportation and speed limits, multiple sign types are required.

This section will provide a description of each of the five (5) sign types prescribed for use throughout the Municipality of West Perth.

- Gateway
- Directional Rural
- Directional Urban
- Directional Local
- Identification Sign

Gateway Signs

As a first introduction to the wayfinding system, Township Gateway signs are important on a number of levels. Not only do they highlight that one is entering the Township, they initiate and familiarize visitors with Township branding, and support a sense of pride established through the wayfinding system.

Gateway signs are simple in terms of messaging, usually restricted to identification (the Municipality of West Perth) and possible supportive information re population size, and or a community message or tag line. To keep signs direct and to the point, signs should be welcoming and friendly in nature, without additional sign clutter such as service group signs, or regulatory/warning information. Additional “thank-you for visiting – come again’ messaging could be included on the reverse side if wanted.

Design Considerations:

- These gateway signs should be scaled appropriately to suit the road type on which they are located.
- Priority should be given to higher traffic routes, with side roads secondary priority.

Identification Sign

Currently there are a few identification signs informing travelers they have arrived at a destination. These markers are located at the entrance of a place, and integral to the wayfinding system. They clearly mark a particular area, and offer reassurance to travelers beyond the directional signage. Identification signs for this strategy are limited to Municipal Assets (Parks, recreational destinations, civic amenities etc.). Destinations that are included within the strategy and are part of the messaging system, but not Municipal assets should have their own place identification signs.

Design Considerations:

- Primary messaging (i.e. destination name) is to be legible to visitors upon arrival at the destination, regardless of their mode of transportation.
- Secondary messaging may include information symbols to indicate facilities/activities within the destination (i.e. washrooms, picnic area, sports court, hiking, dog park, etc.).
- Tertiary messaging may include supplemental information (i.e. sponsorship, community support, stewardship, etc.).

Directional Rural

These directional markers will be the first introduction to wayfinding along major routes, after entering The Municipality of West Perth. The signs will be placed along main roads, and designed to provide clarity along higher-speed roadways. A maximum of five destinations will accommodate visual comprehension at higher speeds. Signs include arrows and graphics (eg. camping, museum, etc.). Reflective lettering and anti-glare surfacing ensure legibility.

Design Considerations:

- Signage may accommodate up to five (5) destinations.
- Messaging may include information symbols to indicate facilities/activities within a posted destination (i.e. washrooms, swimming pool, sports court, skate park, dog park, etc.).

Directional Urban

These markers will provide orientation (understanding your location) and direction to facilities and assets that are located at the periphery and between urban boundaries (e.g., the beginning of a community). These signs will be the first signs upon entering a settled area and are scaled ideally for slower vehicular speeds. A maximum of five destinations suit driving conditions upon entering a community. Sign include names and arrows with reflective lettering and anti-glare surfacing to ensure legibility.

Design Considerations:

- Signage may accommodate up to five (5) destinations.
- Messaging may include information symbols to indicate facilities/activities within a posted destination (i.e. washrooms, picnic area, sports court, hiking, dog park, etc.).
- Signage is to be positioned to accommodate both vehicular and pedestrian use, where applicable.

Directional Local

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.

Design Considerations:

- Signage may accommodate up to four (4) destinations.
- Messaging may include up to four (4) information symbol to indicate a facility/amenity within the posted destination (i.e. washrooms, picnic area, sports court, hiking, dog park, etc.).
- Signage is to be positioned to accommodate both vehicular and pedestrian use, where applicable.
- Local directional signs may also direct drivers to an approaching entrance driveway located on a higher tiered travel way.

Preferred Sign Concept

NATURAL CHARM

friendly, rustic, structural



NATURAL CHARM

friendly, rustic, structural



Sign Design Intent Drawings

1. Municipal Gateway (Primary) - Ga

(Between 80-70km/hr)

Graphics & Colours:

- R1 RGB 0-44-115
- R2 RGB 191-205-233
- W White

NOTES:

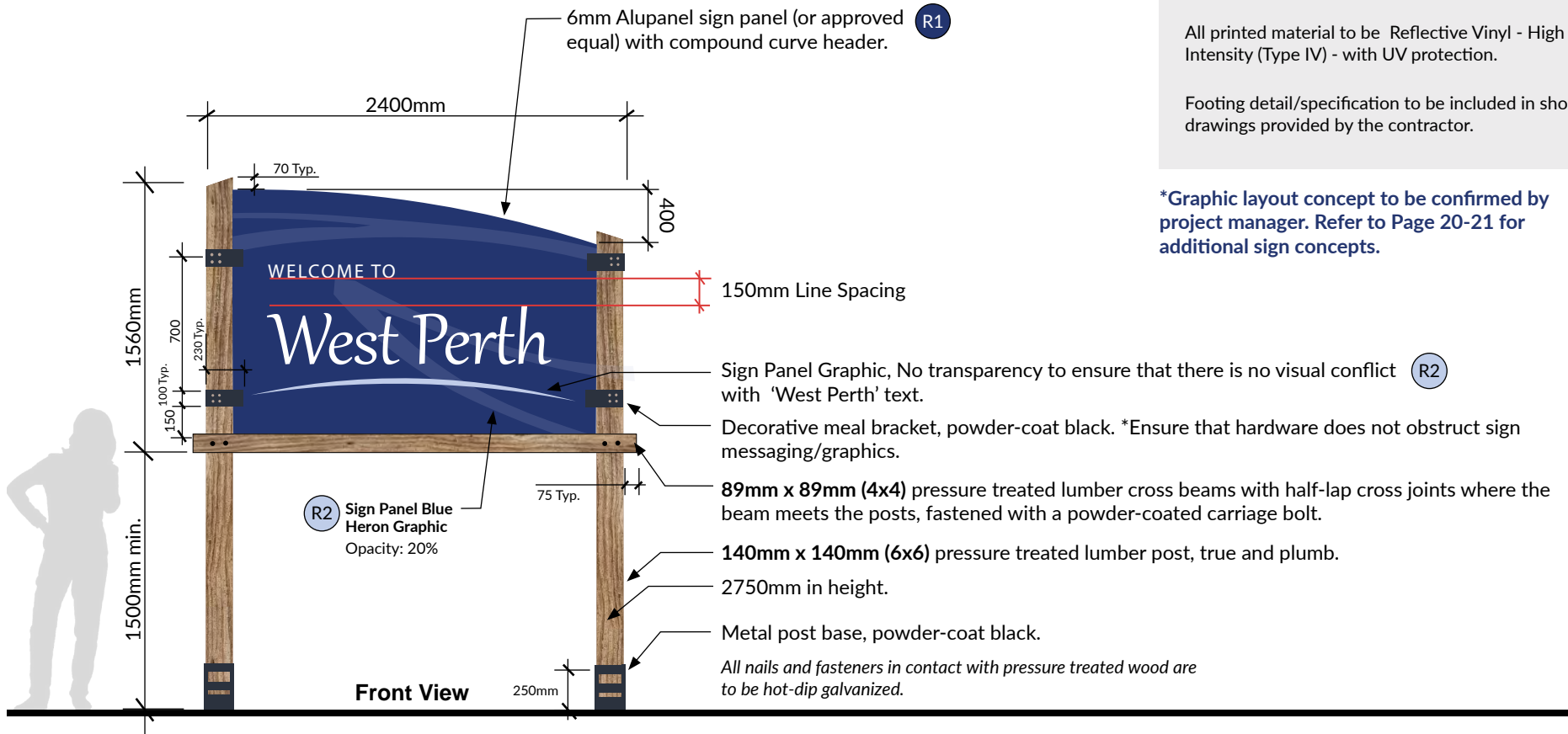
'Welcome To' Messaging
 Font size: 75mm cap. height min.
 Font style: Gabarito
 Format: White, left-justify

'West Perth' Messaging
 Font Size: 160mm cap. height min.
 Font Style: Gabriola
 Format: White, left-justify

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

***Graphic layout concept to be confirmed by project manager. Refer to Page 20-21 for additional sign concepts.**



Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by Municipality prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee. All dimensions in mm unless otherwise stated.

2. Hamlet Gateway (Secondary) - Gb

(Between 60-80km/hr)

Graphics & Colours:

- R1 RGB 0-44-115
- R2 RGB 191-205-233
- W White

NOTES:

Hamlet Gateway Messaging
Font size: 180mm cap. height min.
Font style: Clearview Hwy, 2-W
Format: White, left-justify

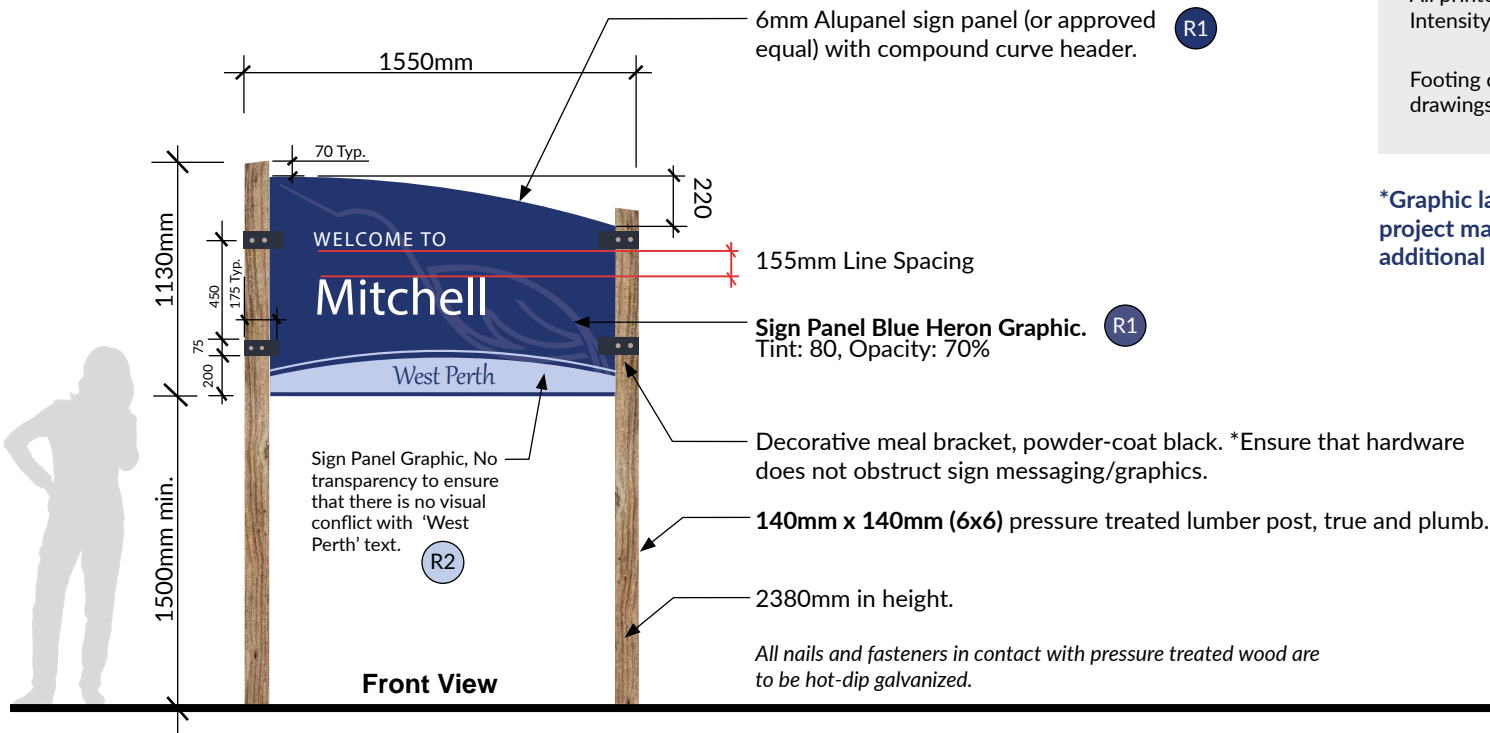
'Welcome To' Messaging
Font Size: 60mm height min.
Font Style: Gabarito
Format: White, left-justify

'West Perth' Identity Text
Font Size: 100mm cap. height min.
Font Style: Gabriola
Format: 'R1', Centre-aligned

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

***Graphic layout concept to be confirmed by project manager. Refer to Page 20-21 for additional sign concepts.**



Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by Municipality prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee. All dimensions in mm unless otherwise stated.

3. Destination Identification (a) - IDa

Graphics & Colours:

- R1 RGB 0-44-115
- R2 RGB 191-205-233
- W White

NOTES:

Destination Messaging
 Font size: 150mm cap. height min.
 Font style: Clearview Hwy, 2-W
 Format: White, left-justify

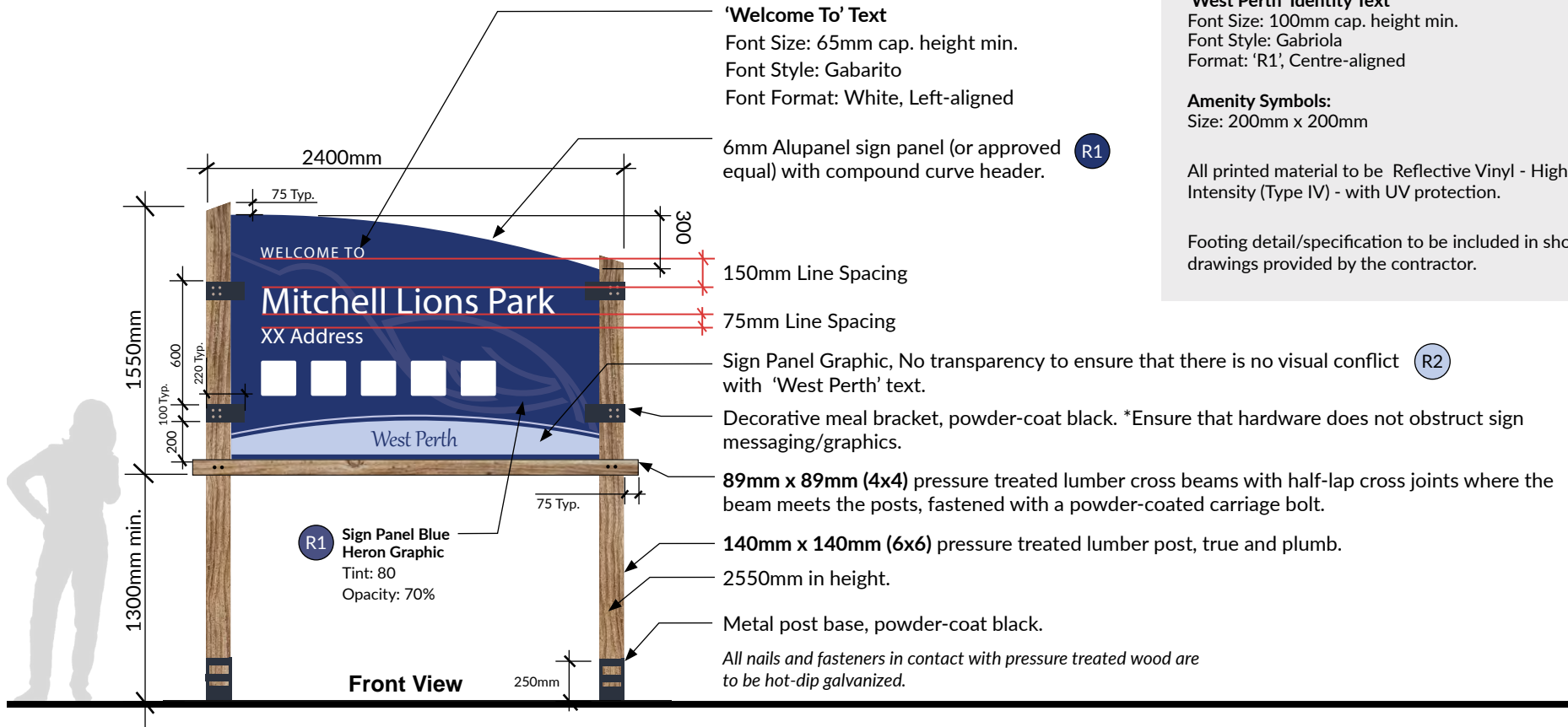
Address Destination Messaging
 Font Size: 90mm height min.
 Font Style: Clearview Hwy, 2-W
 Format: White, left-justify

'West Perth' Identity Text
 Font Size: 100mm cap. height min.
 Font Style: Gabriola
 Format: 'R1', Centre-aligned

Amenity Symbols:
 Size: 200mm x 200mm

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.



Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by Municipality prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee. All dimensions in mm unless otherwise stated.

4. Destination Identification (b) - IDb

Graphics & Colours:

- R1 RGB 0-44-115
- R2 RGB 191-205-233
- W White

NOTES:

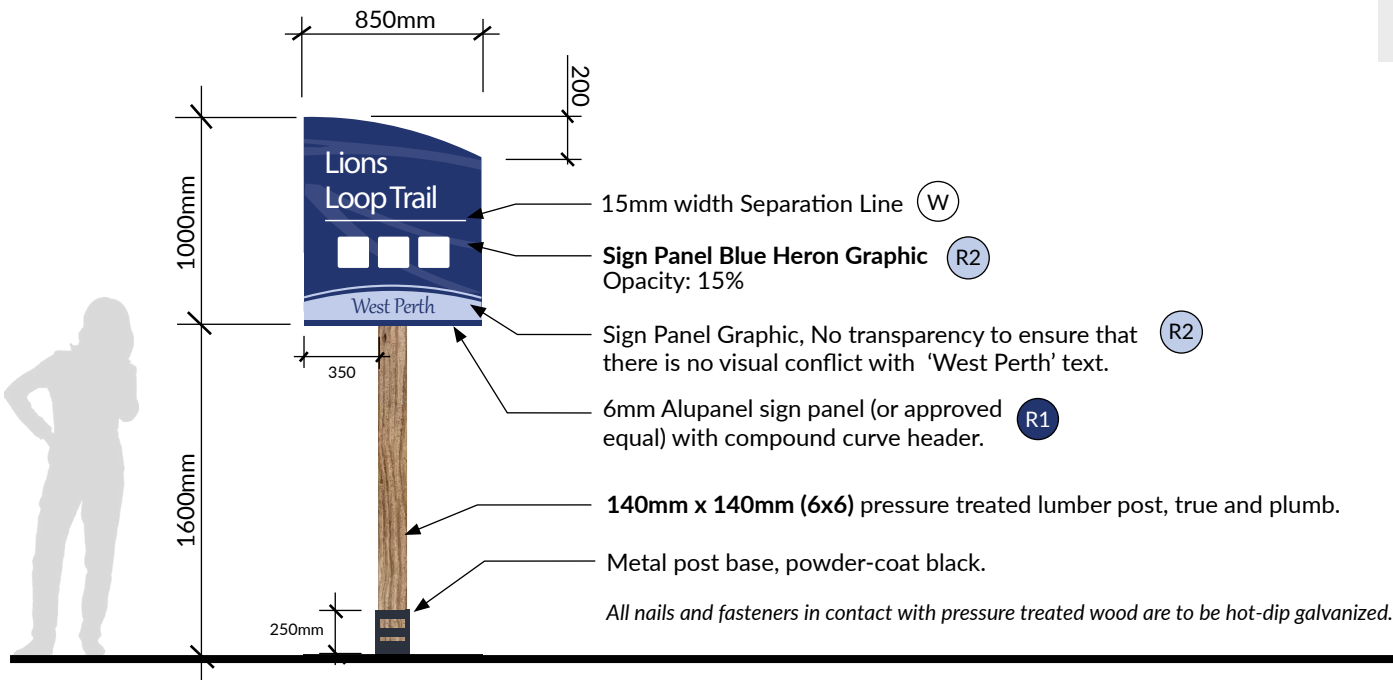
Destination Messaging
Font size: 100mm cap. height min.
Font style: Clearview Hwy, 2-W
Format: White, left-justify

'West Perth' Identity Text
Font Size: 80mm cap. height min.
Font Style: Gabriola
Format: 'R1', Centre-aligned

Amenity Symbols:
Size: 150mm x 150mm

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

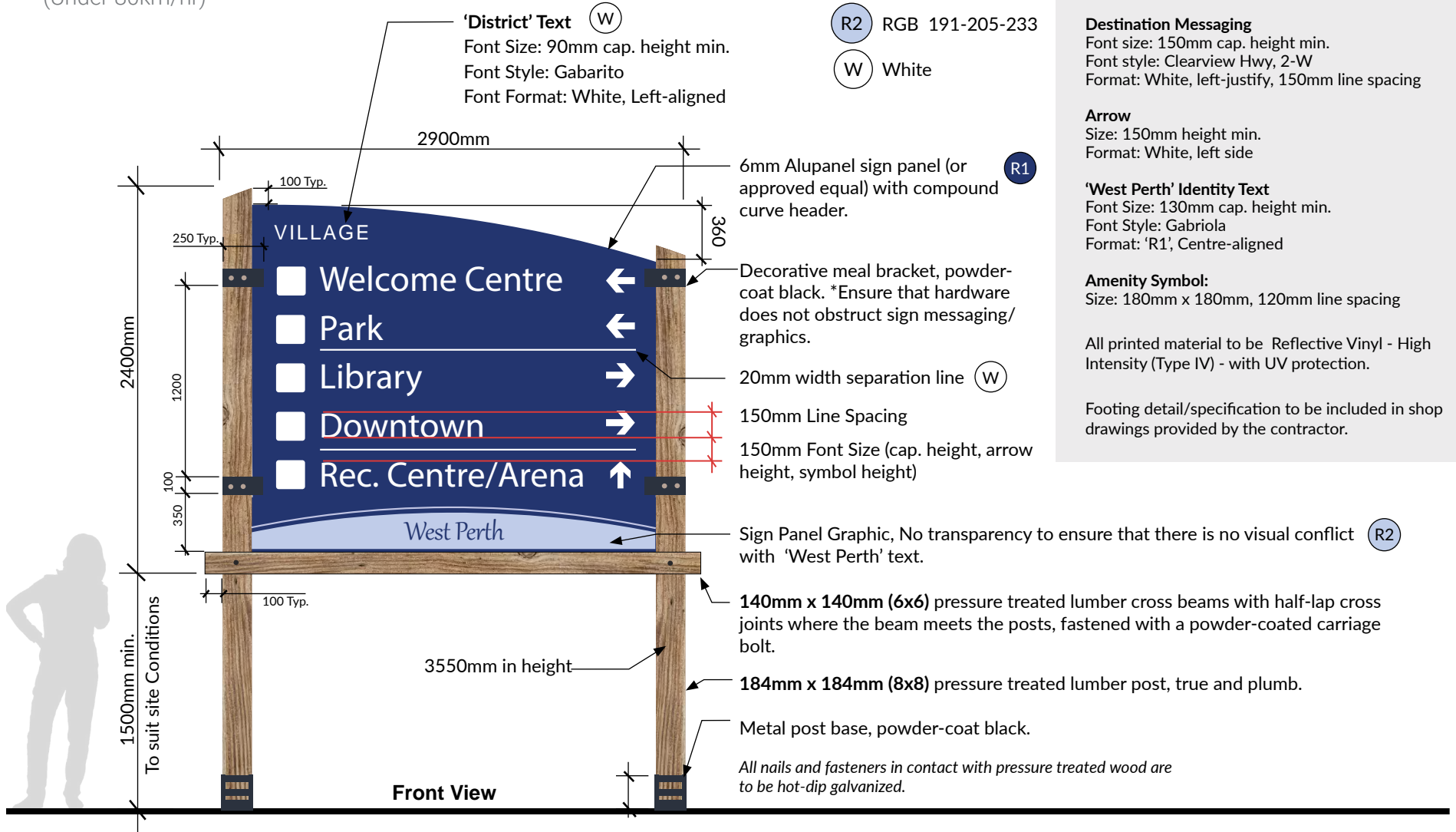
Footing detail/specification to be included in shop drawings provided by the contractor.



Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by Municipality prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee. All dimensions in mm unless otherwise stated.

5. Directional Vehicular Rural (a) - DVRA

(Under 80km/hr)



Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by Municipality prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee. All dimensions in mm unless otherwise stated.

6. Directional Vehicular Rural (b) - DVRb

(Under 80km/hr)

* Sign Width based on the length of characters per sign

Graphics & Colours:

R1 RGB 0-44-115

R2 RGB 191-205-233

W White

NOTES:

2 destinations maximum

Destination Messaging

Font size: 150mm cap. height min.

Font style: Clearview Hwy, 2-W

Format: White, left-justify, 150mm line spacing

Arrow

Size: 150mm height min.

Format: White, left side

'West Perth' Identity Text

Font Size: 130mm cap. height min.

Font Style: Gabriola

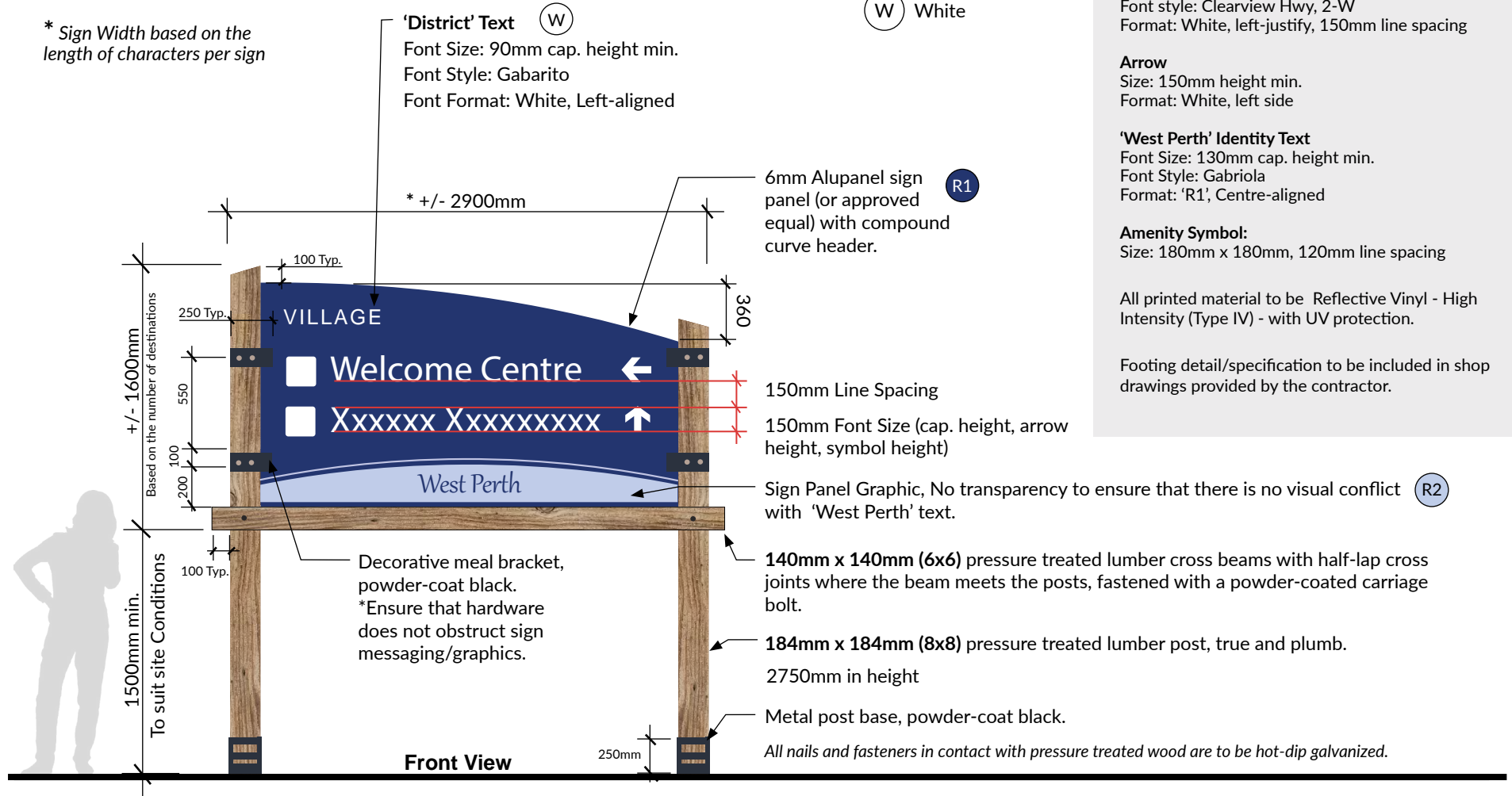
Format: 'R1', Centre-aligned

Amenity Symbol:

Size: 180mm x 180mm, 120mm line spacing

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.



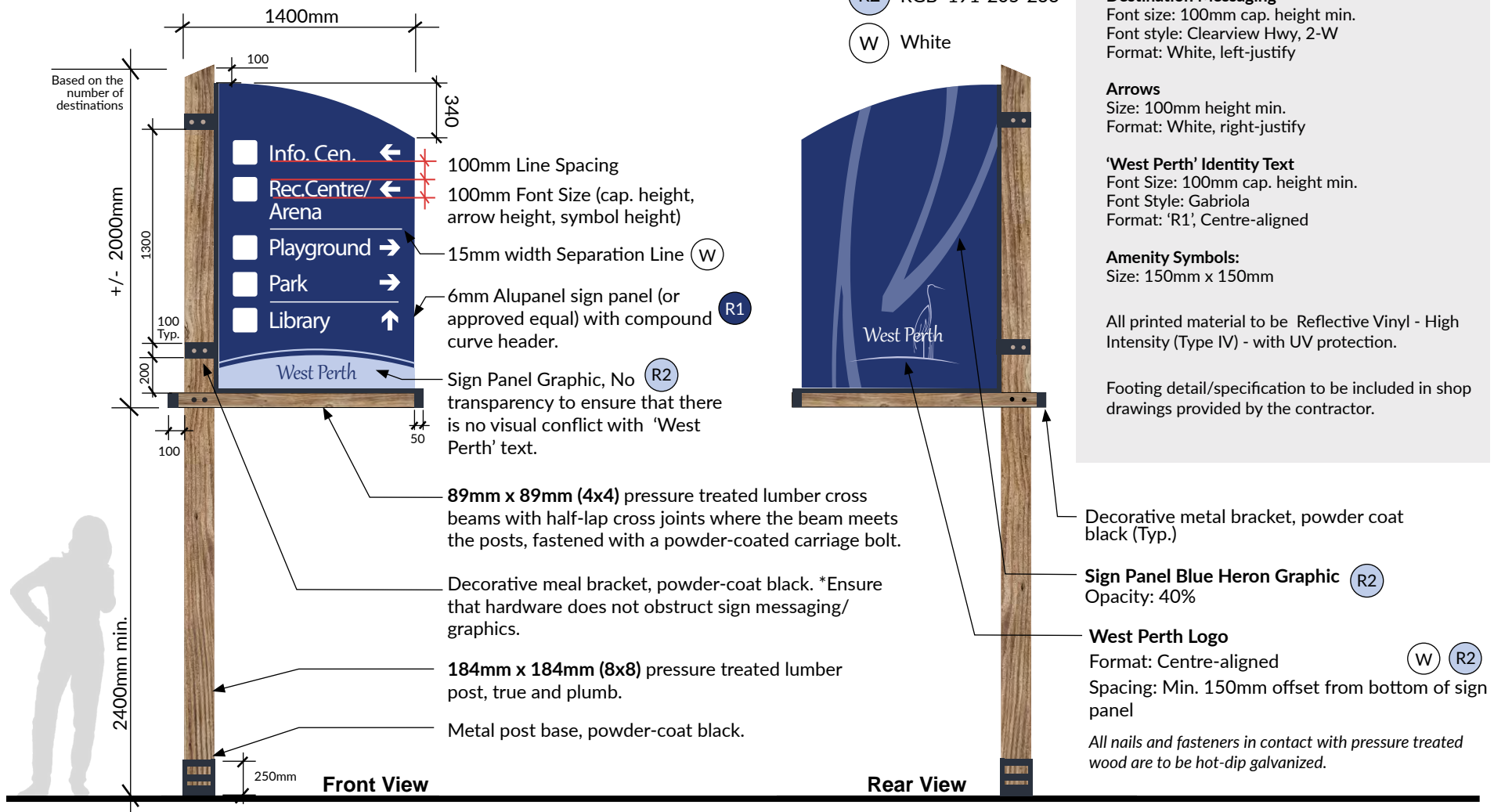
Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by Municipality prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee. All dimensions in mm unless otherwise stated.

SECTION ONE

Sign Design

7. Directional Vehicular Urban- DVU

(50-60km/hr)



Graphics & Colours:

- (R1) RGB 0-44-115
- (R2) RGB 191-205-233
- (W) White

NOTES:

5 destination maximum

Destination Messaging
 Font size: 100mm cap. height min.
 Font style: Clearview Hwy, 2-W
 Format: White, left-justify

Arrows
 Size: 100mm height min.
 Format: White, right-justify

'West Perth' Identity Text
 Font Size: 100mm cap. height min.
 Font Style: Gabriola
 Format: 'R1', Centre-aligned

Amenity Symbols:
 Size: 150mm x 150mm

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by Municipality prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee. All dimensions in mm unless otherwise stated.

SECTION ONE

Sign Design

9. Directional Vehicular Local (b) - DVLb

(Under 50km/hr)

Graphics & Colours:

- R1 RGB 0-44-115
- R2 RGB 191-205-233
- W White

NOTES:

1 destination maximum

Destination Messaging

Font size: 100mm cap. height min.
Font style: Clearview Hwy, 2-W
Format: White, left-justify

Arrow

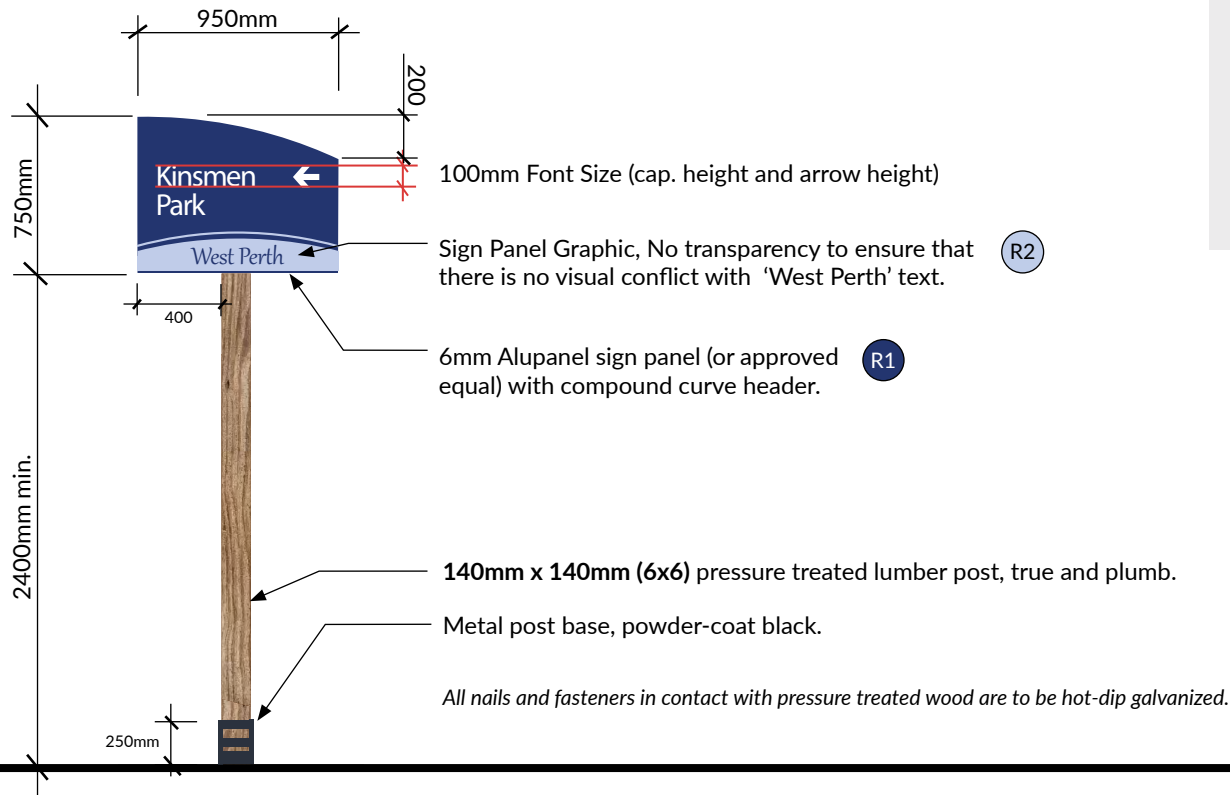
Size: 100mm height min.
Format: White, left side

'West Perth' Identity Text

Font Size: 80mm cap. height min.
Font Style: Gabriola
Format: 'R1', Centre-aligned

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

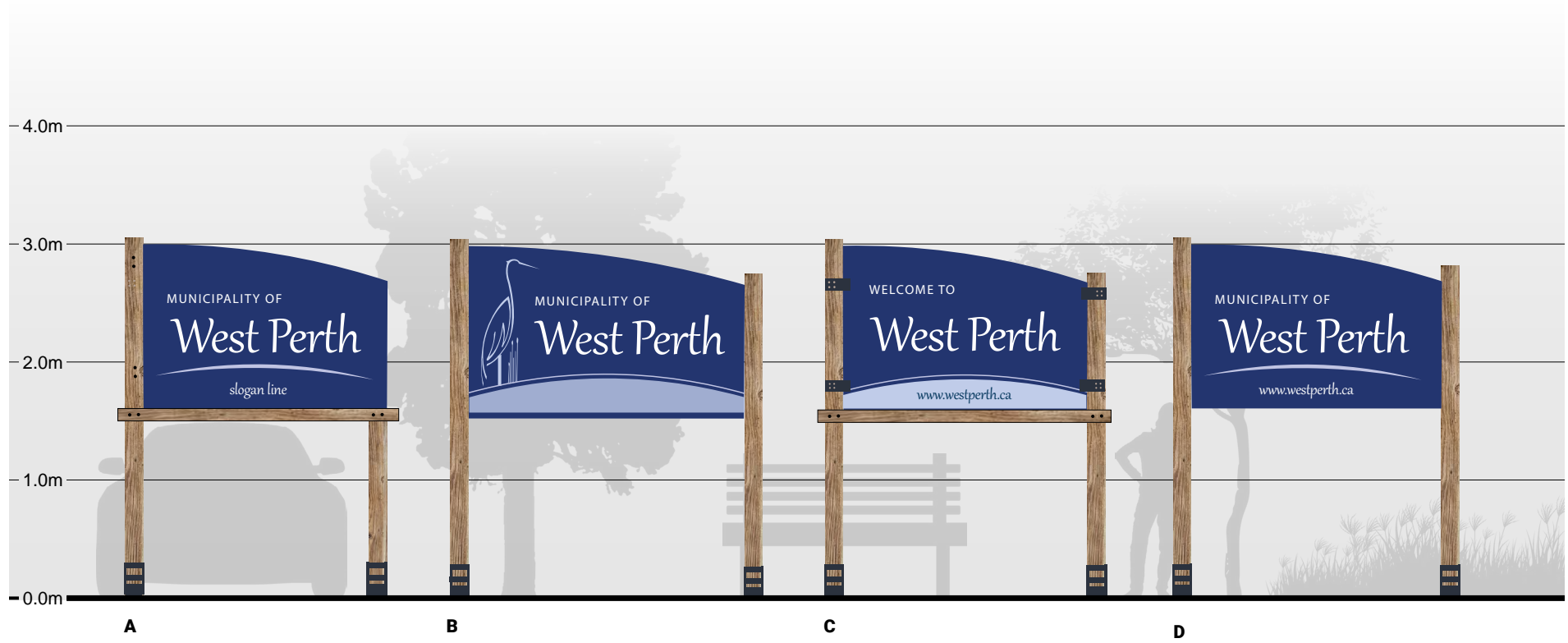
Footing detail/specification to be included in shop drawings provided by the contractor.



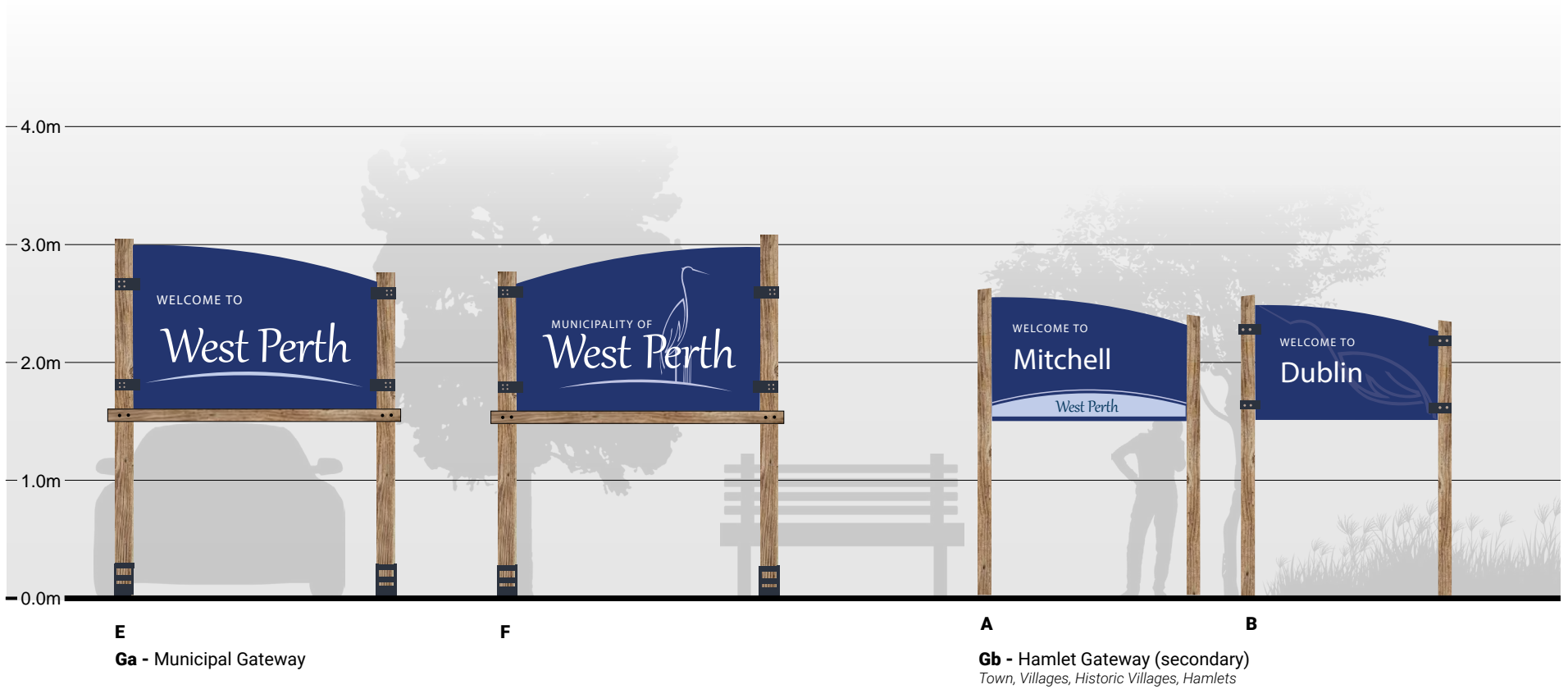
Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by Municipality prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee. All dimensions in mm unless otherwise stated.

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Additional Gateway Sign Concepts



Ga - Municipal Gateway



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SECTION TWO

Sign Location & Messaging

Included in this section:

- Destination Review & Classification
- Sign Location Plans
- Messaging Charts
- Signage Placement Guide

Destination Review & Classification

Recreational

Parks¹

- Brodhagen Park
- Centennial Park
- Cromarty Park
- Dublin Lions Park²
- Fullarton Centennial Park
- Howie Morenz Memorial Gardens
- Keterson Park
- Kinsmen Park
- Lions Park³
- Memorial Forest
- Mitchell Jaycees Park
- NeighbourWoods Demonstration Forest
- Rotary Park
- Stacey Park
- Veterans Park
- West Perth Dog Park
- West Perth Wetlands

Trails

- West Perth Thames Nature Trail⁴
- Lions Loop Trail⁵
- Sofina Family Foods Trail

Facilities

- Brodhagen Hall & Community Centre⁶
- Dublin Hall & Pavilion⁷
- West Perth Community Centre & Arena⁸
- Tim Hortons Pavilion⁹

1 Undeveloped park blocks (i.e., Russeldale Park Block, Sunset Park) have been intentionally omitted.

2 Features Dublin Hall & Pavilion.

3 Features West Perth Lions Pool, West Perth Splash Pad, and Optimist Accessible Playground.

4 South entrance accessed via Centennial Park (Mitchell).

5 Accessed via Centennial Park (Mitchell).

6 Located in Brodhagen Park.

7 Located in Dublin Lions Park.

8 Located in Keterson Park.

9 Located in Keterson Park.

Civic, Institutional & Cultural

Areas

Municipal Offices

- West Perth Municipal Office

Fire Departments

- West Perth Fire Hall

Libraries

- West Perth Public Library

Other

- Welcome Centre¹

Districts

- Downtown

Towns

- Mitchell

Villages

- Dublin
- Monkton
- Staffa

Historic Villages

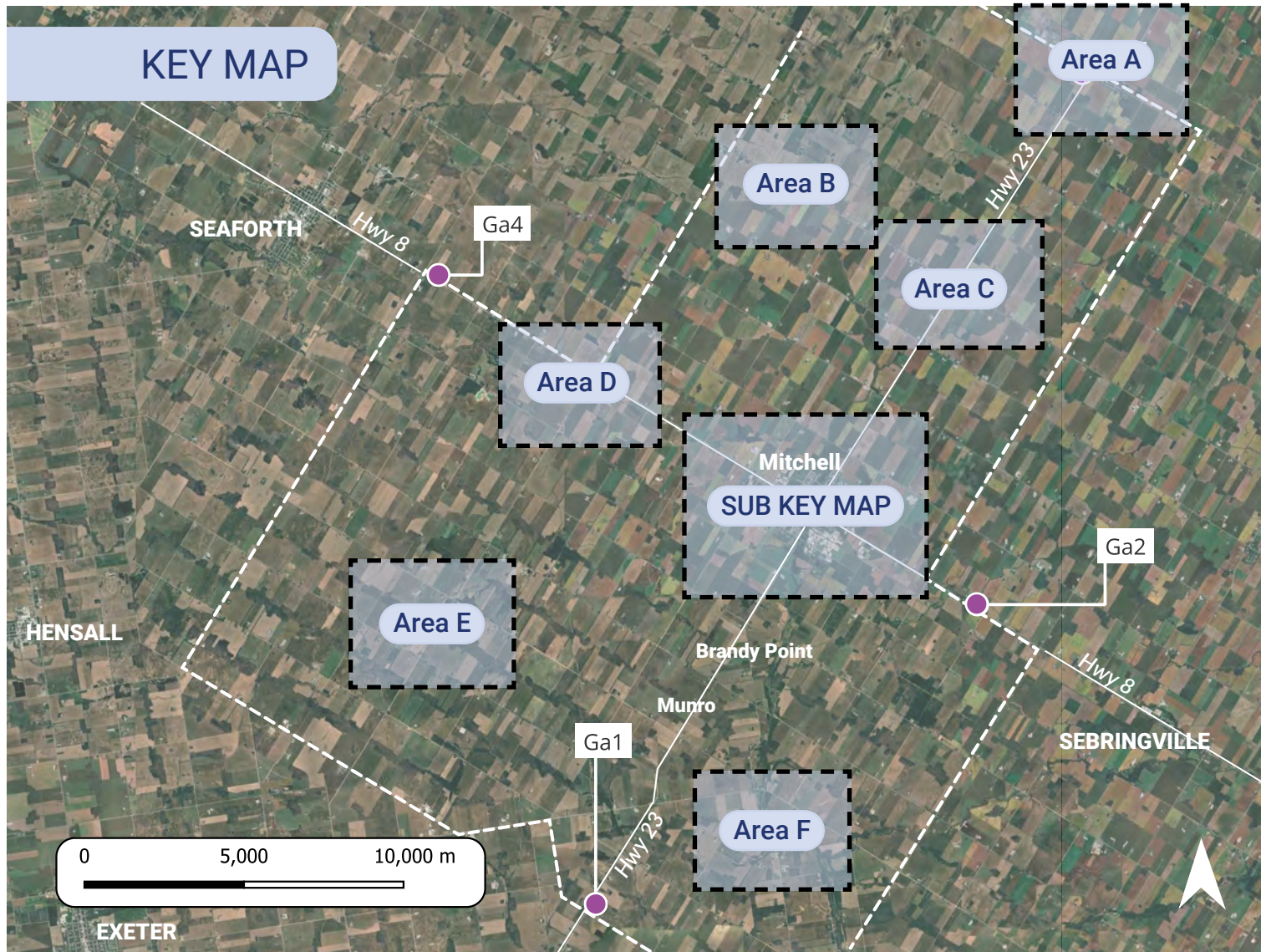
- Kennicott
- Willow Grove
- Carmunnock
- Flensburg
- Kenneville
- Chiselhurst
- St Columban
- Motherwell
- Russeldale
- Gowrie
- Munro
- Mount Pleasant
- Brandy Point

Hamlets

- Cromarty
- Russledale
- Fullarton
- Carlingford
- St Columban
- Brodhagen
- Bornholm










¹ Located in Centennial Park (Mitchell).

Signage Location Plans



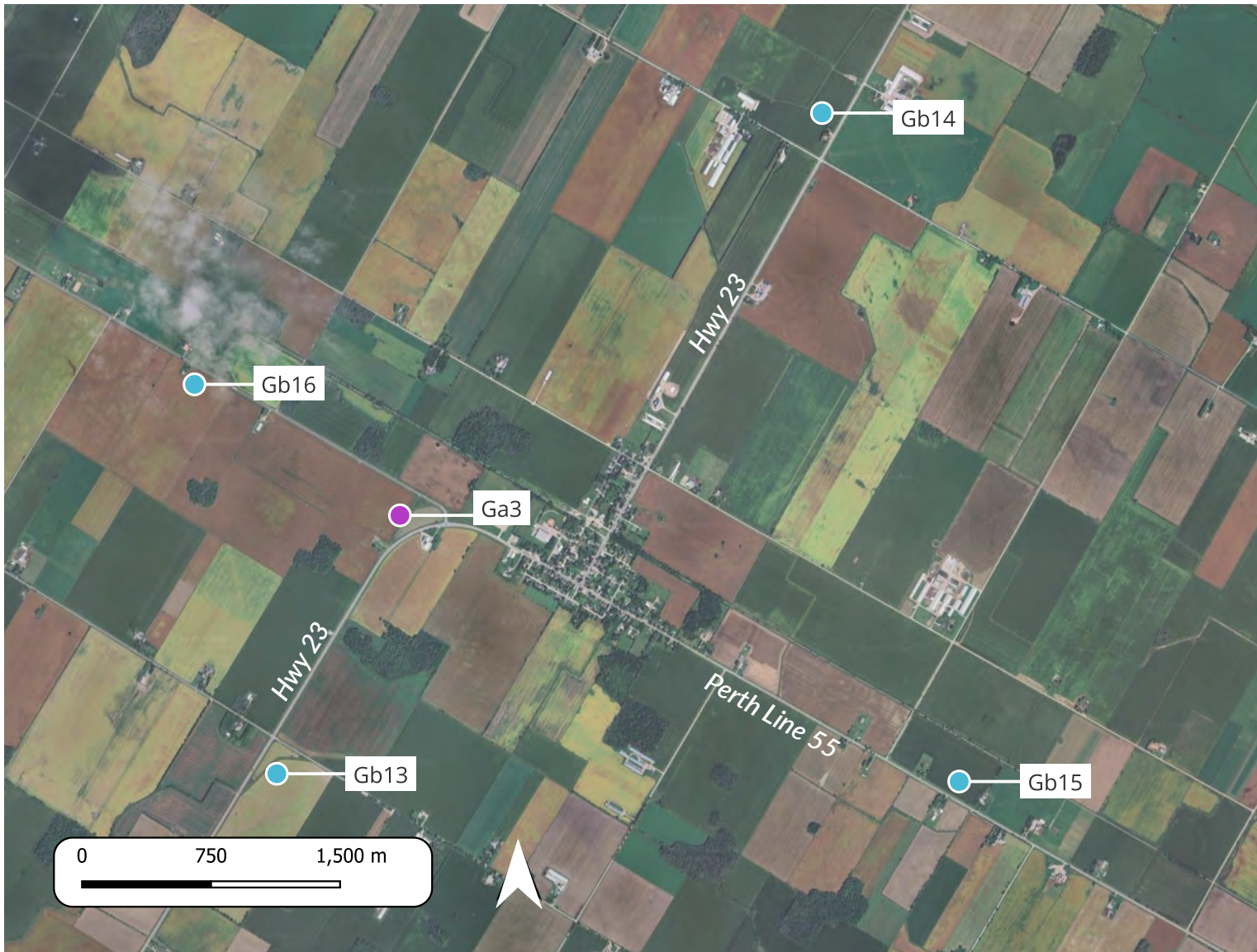
LEGEND

Proposed Signage:

-  Ga Municipal Gateway
-  Gb Hamlet Gateway
-  Ra Directional Rural (a)
-  Rb Directional Rural (b)
-  U Directional Urban
-  La Directional Local (a)
-  Lb Directional Local (b)
-  IDa Park Identification (a)
-  IDb Park Identification (b)

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area A - Monkton



LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area B - Brodhagen



LEGEND

Proposed Signage:

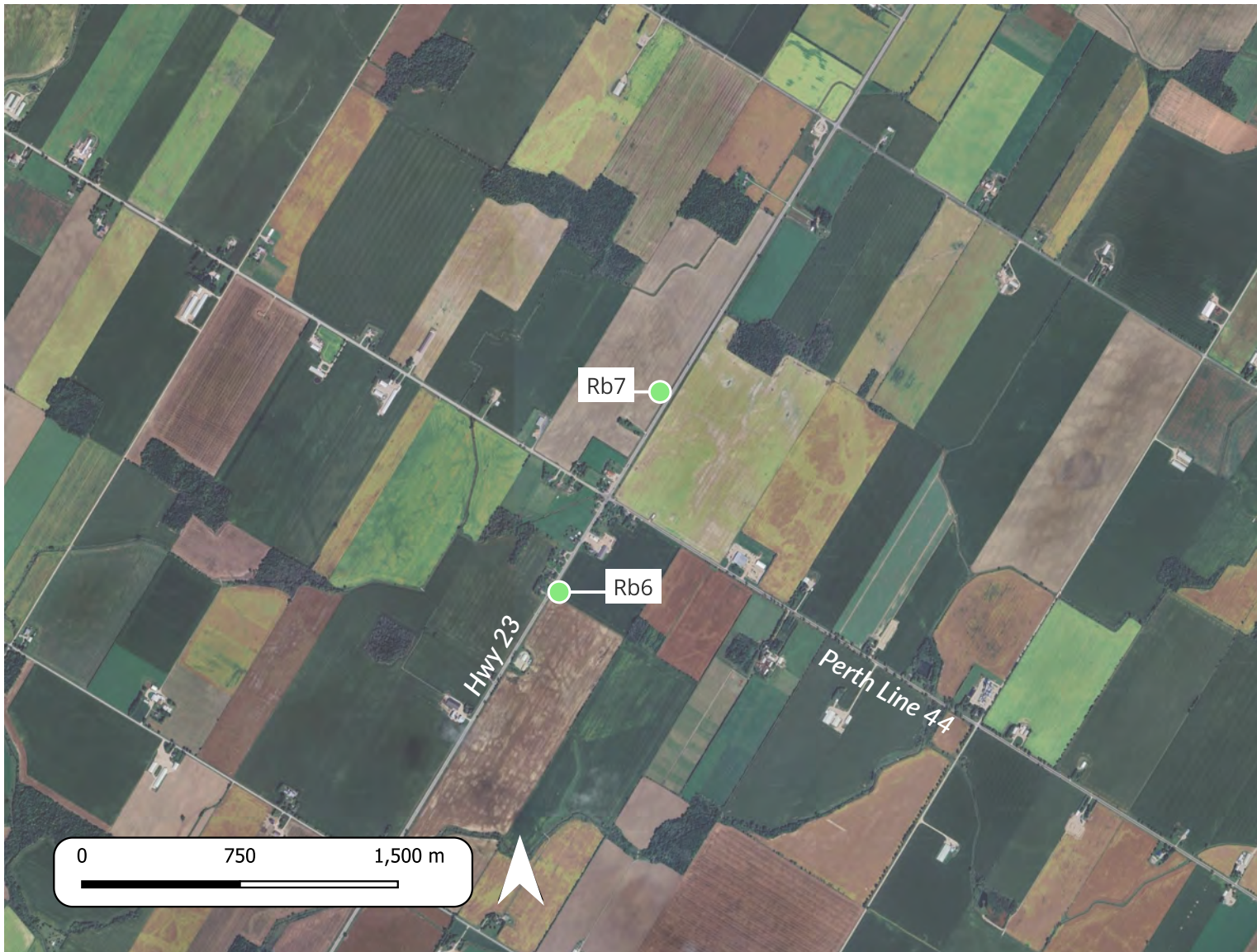
- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- ① Brodhagen Hall & Community Centre
- ② Brodhagen Park

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area C - Bornholm



LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area D - Dublin



LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- ① Dublin Hall & Pavilion
- ② Dublin Lions Park

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area E - Staffa & Cromarty



LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- 1 Cromarty Park

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area F - Fullarton



LEGEND

Proposed Signage:

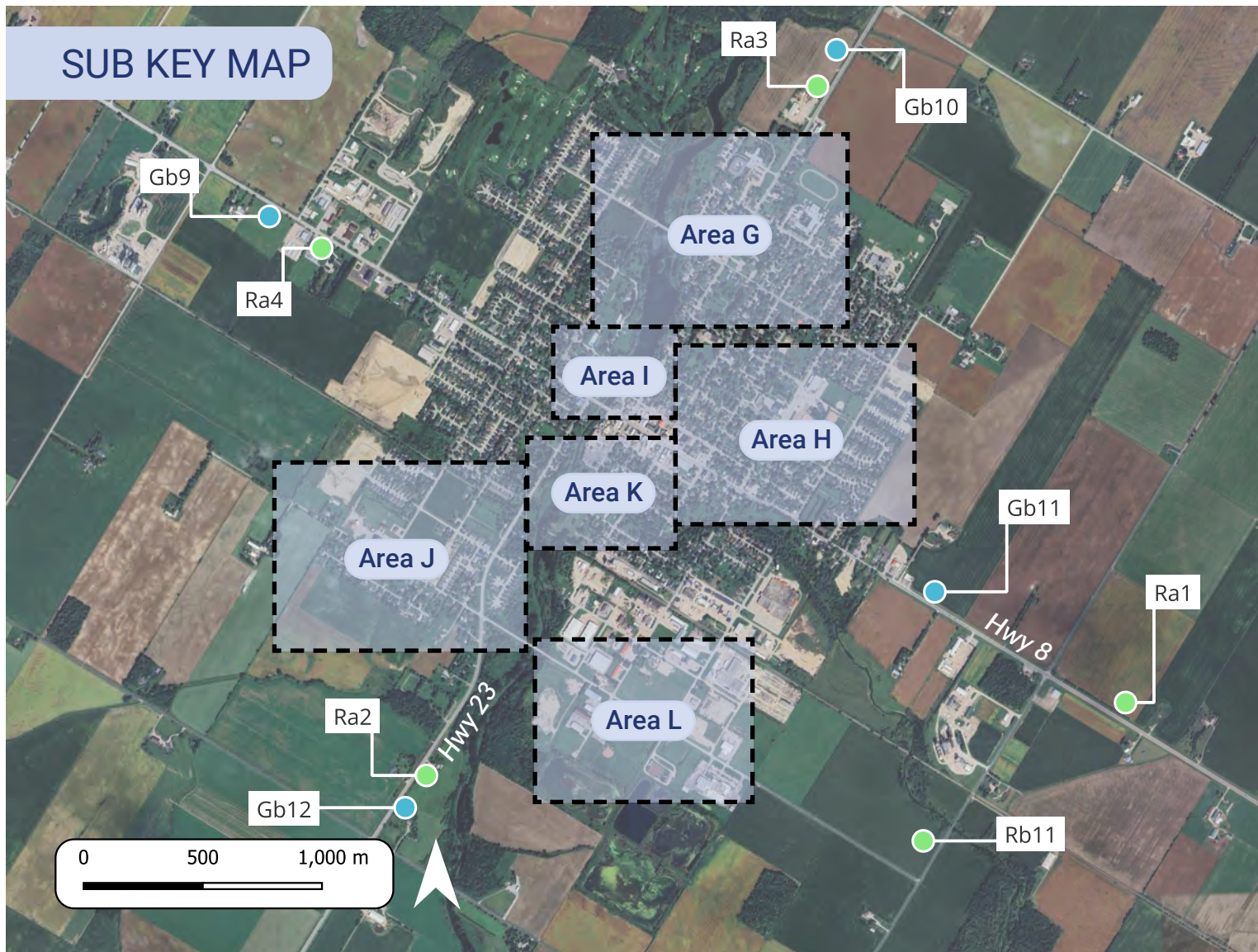
- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- 1 Fullarton Centennial Park

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Mitchell



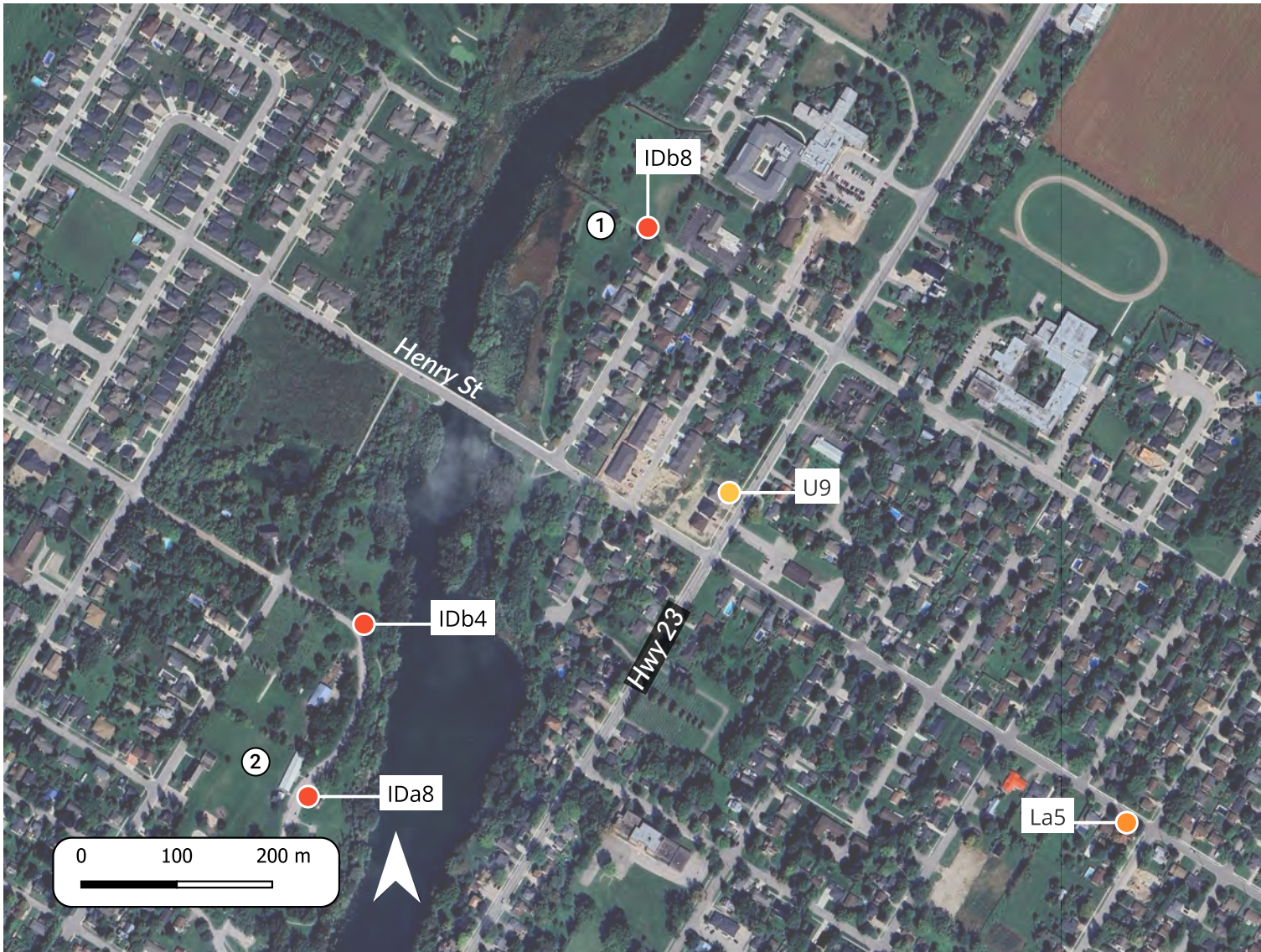
LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area G - Mitchell



LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- ① Sofina Family Foods Trail (North)
- ② Lions Park

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area H - Mitchell



LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- ① Keterson Park
- ② Tim Hortons Pavilion
- ③ Community Centre/Arena
- ④ Veterans Park
- ⑤ Municipal Office
- ⑥ Downtown
- ⑦ Library
- ⑧ Neighbourhoods Demonstration Forest

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area I - Mitchell



LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- ① Lions Park
- ② Welcome Centre
- ③ West Perth Thames Nature Trail (North)
- ④ Howie Morenz Memorial Gardens
- ⑤ Downtown
- ⑥ Sofina Family Foods Trail (South)
- ⑦ Lions Loop Trail (South)

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area J - Mitchell



LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- 1 Memorial Forest
- 2 Mitchell Jaycee Park

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area K - Mitchell



LEGEND

Proposed Signage:

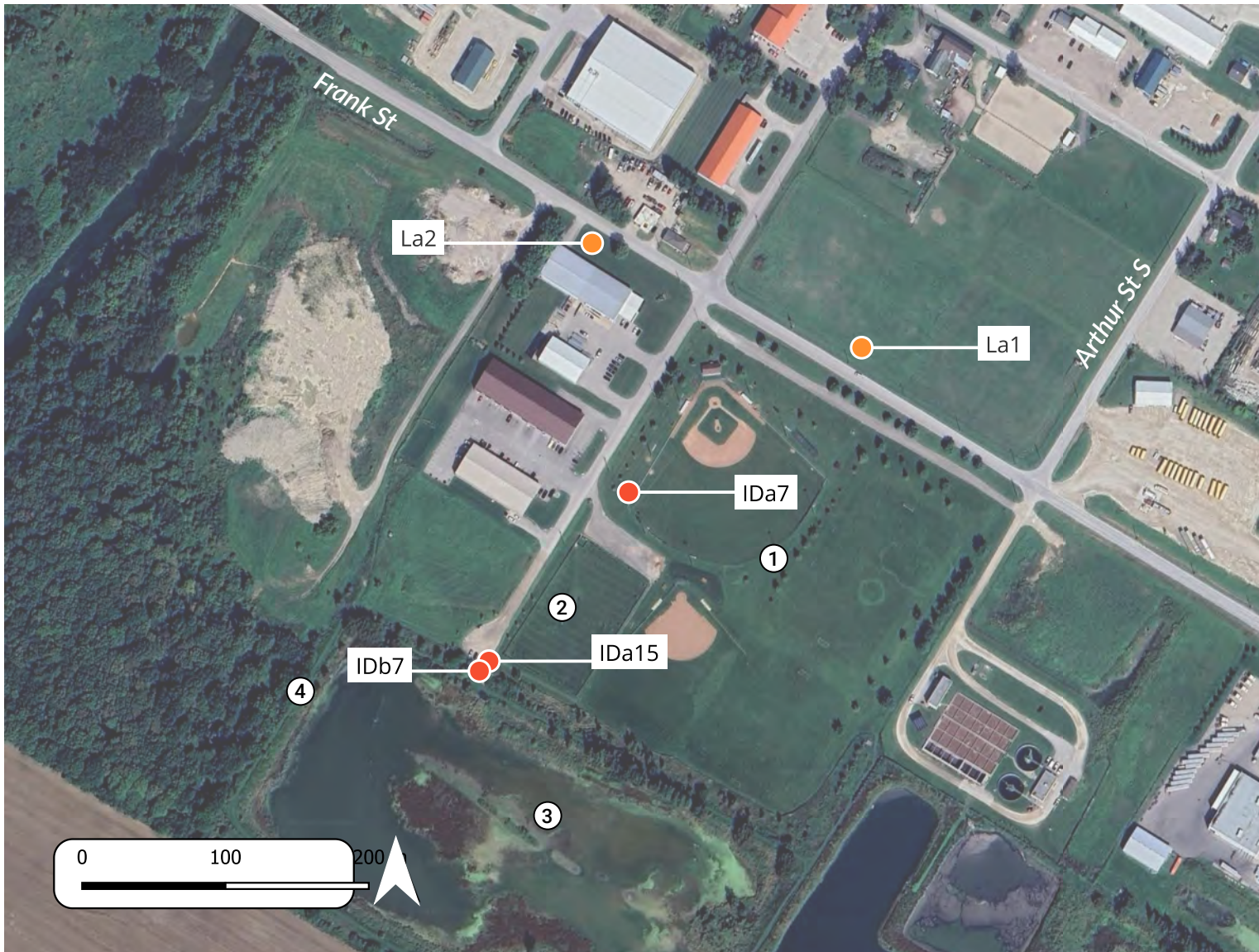
- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- 1 Stacey Park
- 2 West Perth Thames Nature Trail
- 3 Rotary Park

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Area L - Mitchell



LEGEND

Proposed Signage:

- Ga Municipal Gateway
- Gb Hamlet Gateway
- Ra Directional Rural (a)
- Rb Directional Rural (b)
- U Directional Urban
- La Directional Local (a)
- Lb Directional Local (b)
- IDa Park Identification (a)
- IDb Park Identification (b)

Destinations:

- ① Kinsmen Park
- ② Mitchell Leash Free Dog Park
- ③ West Perth Wetlands
- ④ West Perth Thames Nature Trail (South)

Note: Sign Locations are approximate and require review and approval prior to installation. Refer to Signage Placement Guide for more information.

Messaging Charts

Standards

Destination nomenclature (as listed under 'destinations' and checked under 'abbreviated messaging') may be altered to suit sign space limitations. All messaging is to be reviewed and approved by the project management team.

Character Lengths:

DVRa	13 characters per line /15 maximum*
DVRb	13 characters per line / 15 maximum*
DVU	9 characters per line /12 maximum*
DVLa	9 characters per line /12 maximum*
DVLb	9 characters per line /12 maximum*

* Reduced letter spacing may be necessary to achieve maximum character lengths:

- Kerning or tracking should be done carefully to not impede legibility
- If kerning alone still does not allow enough space, abbreviations may be used

Message Loads:

DVRa	5 destinations
DVRb	1-2 destinations
DVU	3-5 destinations
DVLa	2-4 destinations
DVLb	1 destinations

Note:

- Abbreviations may be required to fit on a line
- Do not use periods
- Capitalize the first letter of the word

West Perth Messaging Chart - Ga						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
Ga1	Ga		Welcome To West Perth			
Ga2	Ga		Welcome To West Perth			
Ga3	Ga		Welcome To West Perth			
Ga4	Ga		Welcome To West Perth			

West Perth Messaging Chart - Gb						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
Gb1	Gb		Dublin			
Gb2	Gb		Dublin			
Gb3	Gb		Dublin			
Gb4	Gb		Dublin			
Gb5	Gb		Staffa			
Gb6	Gb		Staffa			
Gb7	Gb		Staffa			
Gb8	Gb		Staffa			
Gb9	Gb		Mitchell			
Gb10	Gb		Mitchell			
Gb11	Gb		Mitchell			
Gb12	Gb		Mitchell			
Gb13	Gb		Monkton			
Gb14	Gb		Monkton			
Gb15	Gb		Monkton			
Gb16	Gb		Monkton			
Gb17	Gb		Brodhagen			
Gb18	Gb		Brodhagen			

Note: The Hamlet Gateway (Gb) signs have been recommended to replace existing signage. The final sign list is not limited to the number of signs above and is to be reviewed and determined by the project management team.

Note: destination nomenclature (as listed under 'destinations' and checked under 'abbreviated messaging') may be altered to suit sign space limitations. All messaging is to be reviewed and approved by the management team.

SECTION TWO

Messaging and Sign Location Plans

West Perth Messaging Chart - DVRa						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
Ra1	DVRa	← ↑ ↑ ↑	West Perth Wetlands Keterson Park Downtown Welcome Centre			
Ra2	DVRa	→ ↑ ↑ ↑	West Perth Wetlands Welcome Centre Downtown Keterson Park			
Ra3	DVRa	↑ ↑ ↑ ↑	Keterson Park Downtown Welcome Centre West Perth Wetlands			
Ra4	DVRa	↑ ↑ ↑ ↑	Welcome Centre Downtown West Perth Wetlands Keterson Park			

West Perth Messaging Chart - DVRb						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
Rb1	DVRb	←	Dublin Lions Park			
Rb2	DVRb	↑	Dublin Lions Park			
Rb3	DVRb	→	Dublin Lions Park			
Rb4	DVRb	→	Cromtary Park			
Rb5	DVRb	←	Cromtary Park			
Rb6	DVRb	←	Brodhagen Park			
Rb7	DVRb	→	Brodhagen Park			
Rb8	DVRb	→	Brodhagen Park			
Rb9	DVRb	←	Fullarton Centennial Park			
Rb10	DVRb	→	Fullarton Centennial Park			
Rb11	DVRb	→ →	West Perth Wetlands Kinsman Park			

Note: destination nomenclature (as listed under 'destinations' and checked under 'abbreviated messaging') may be altered to suit sign space limitations. All messaging is to be reviewed and approved by the management team.

West Perth Messaging Chart - DVU						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
U1	DVU	← ← ←	Kinsmen Park West Perth Wetlands West Perth Dog Park			
U2	DVU	→ → ↑ ↑ ↑	Kinsmen Park West Perth Wetlands Welcome Centre Downtown Keterson Park			
U3	DVU	→ → ↑ ↑ ↑	Keterson Park Veterans Park Municipal Office Downtown Welcome Centre			
U4	DVU	→ ↑ ↑ ↑	Municipal Office Library Welcome Centre Lions Park			
U5	DVU	← ↑ ↑	Library Welcome Centre Lions Park			
U6	DVU	↑ → → → →	Welcome Centre Downtown Library Municipal Office Keterson Park			
U7	DVU	← ← ←	Municipal Office Keterson Park Veterans Park			
U8	DVU	→ → ↑ ↑	Library Rotary Park Municipal Office Keterson Park			

Note: destination nomenclature (as listed under 'destinations' and checked under 'abbreviated messaging') may be altered to suit sign space limitations. All messaging is to be reviewed and approved by the management team.

SECTION TWO

Messaging and Sign Location Plans

West Perth Messaging Chart - DVU						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
U9	DVU	← ↑ ↑ ↑ ↑	Keterson Park Downtown Welcome Centre Lions Park West Perth Wetlands			
U10	DVU	→ → → ←	Welcome Centre Lions Park West Perth Wetlands Library			
U11	DVU	← → ↑ ↑ ↑	Lions Park West Perth Wetlands Library Municipal Office Keterson Park			
U13	DVU	← ← ← →	West Perth Wetlands Kinsmen Park West Perth Dog Park Lions Park			

Note: destination nomenclature (as listed under 'destinations' and checked under 'abbreviated messaging') may be altered to suit sign space limitations. All messaging is to be reviewed and approved by the management team.

West Perth Messaging Chart - DVLa						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
La1	DVLa	← ←	Kinsmen Park West Perth Wetlands			
La2	DVLa	→ →	Kinsmen Park West Perth Wetlands			
La3	DVLa	→ →	Rotary Park Thames Nature Trail			
La4	DVLa	← ←	Keterson Park Veterans Park			
La5	DVLa	→ →	Veterans Park Keterson Park			
La6	DVLa	→ → ↑	Keterson Park Veterans Park Municipal Office			
La7	DVLa	← ←	Keterson Park Veterans Park			
La8	DVLa	↑ → →	Rotary Park Stacey Park Thames Nature Trail			

West Perth Messaging Chart - DVLb						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
Lb1	DVLb	←	Dublin Lions Park			
Lb2	DVLb	→	Dublin Lions Park			
Lb3	DVLb	→	Memorial Forest			
Lb4	DVLb	←	Memorial Forest			
Lb5	DVLb	→	Veterans Park			

Note: destination nomenclature (as listed under 'destinations' and checked under 'abbreviated messaging') may be altered to suit sign space limitations. All messaging is to be reviewed and approved by the management team.

SECTION TWO

Messaging and Sign Location Plans

West Perth Messaging Chart - IDa						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
IDa1	IDa		Brodhagen Park	Baseball Community Hall Pavilion Playground Washroom		
IDa2	IDa		Cromarty Park	Baseball Pavilion Playground Washrooms		
IDa3	IDa		Dublin Lions Park	Playground Washrooms Baseball Pavilion		
IDa4	IDa		Fullarton Centennial Park	Baseball Washroom Playground Pavilion		
IDa5	IDa		Keterson Park	Accessible Trail Baseball Pavilion Playground Skate Park Washrooms		South Side of Park
IDa6	IDa		Keterson Park	Accessible Trail Baseball Pavilion Playground Skate Park Washrooms		North Side of Park
IDa7	IDa		Kinsmen Park	Soccer Baseball Dog Park Hiking Washroom		Off Leash Connected to Thames Nature Trail

Note: destination nomenclature (as listed under 'destinations' and checked under 'abbreviated messaging') may be altered to suit sign space limitations. All messaging is to be reviewed and approved by the management team.

West Perth Messaging Chart - IDa						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
IDa8	IDa		Lions Park	Washroom Playground Pavilion Animal Zoo Splash Pad Swimming Picnic Area Hiking		North Side of Park
IDa9	IDa		Lions Park	Washroom Playground Pavilion Animal Zoo Splash Pad Swimming Picnic Area Hiking		South Side of Park
IDa10	IDa		Memorial Forest	Hiking		Passive Park
IDa11	IDa		Mitchell Jaycees Park	Picnic Area		
IDa12	IDa		Neighbour Woods Demonstration Forest	Hiking		
IDa13	IDa		Rotary Park	Playground		
IDa14	IDa		Veterans Park	Tennis Community Garden		
IDa15	IDa		West Perth Wetlands	Hiking		Passive Park

West Perth Messaging Chart - IDb						
Ref. #	Sign Type	Direction(s)	Destination(s)	Optional Amenity/ Symbol	Abbreviated Messaging	Notes
IDb1	IDb		Centennial Park	Information		
IDb2	IDb		Howie Morenz Memorial Gardens			
IDb3	IDb		Stacey Park			Passive Park
IDb4	IDb		Lions Loop Trail	Hiking		North End
IDb5	IDb		Lions Loop Trail	Hiking		South End
IDb6	IDb		West Perth Thames Nature Trail	Hiking		North End
IDb7	IDb		West Perth Thames Nature Trail	Hiking		South End
IDb8	IDb		Sofina Family Foods Trail	Hiking		North End
IDb9	IDb		Sofina Family Foods Trail	Hiking		South End

Note: destination nomenclature (as listed under 'destinations' and checked under 'abbreviated messaging') may be altered to suit sign space limitations. All messaging is to be reviewed and approved by the management team.

Sign Placement Guidelines

General Standards

The following section showcases a number of schematic drawings of signage standards that are followed along local, regional and provincial roadways in the Municipality of West Perth. Note that these are conceptual diagrams and are general in nature. Each sign that is placed should be site verified prior to installation.

General Guidelines:

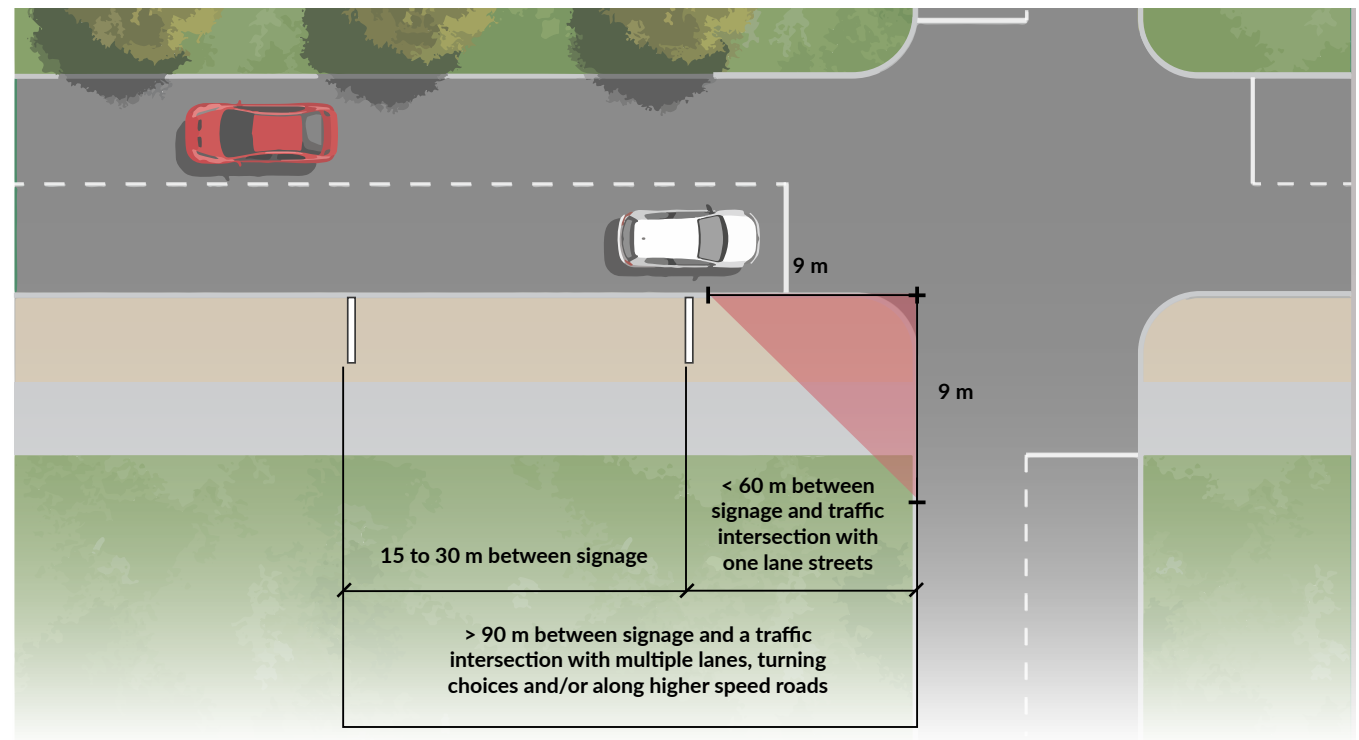
- Do not install signage within 15m of a traffic safety sign if present;
- Signs should be located on passenger side (right shoulder) of the road unless forced by site conditions;
- If site conditions are not suitable for the placement of signage (ie. cliffs, out of view sharp turns, etc.) signage may be eligible for placement on median or in turning median;
- Placement of signs should avoid visual obstructions to existing elements ie. trees, signs and banners;
- Signs should not be located within 9m of a site triangle of an intersection;
- Signs should be limited to no more than five destinations maximum to allow for users to process information;
- Straight ahead locations / destinations should always be placed in the top slot followed by the destinations left then right;
- Ensure sign elements do not impose on pedestrian travel routes or create unsafe situations for pedestrians and/or those with disabilities;
- Signage should be placed to avoid interfering with any fire escapes, fire exits, fire hydrants or access routes;
- 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;
- Do not install signage within any road allowance or on municipal property without permission of Council;

- Signage is not to be installed on existing structures and/or hydro poles;
- Adjust sign locations to suit sub-utilities. Utility located are to be completed prior to installation.

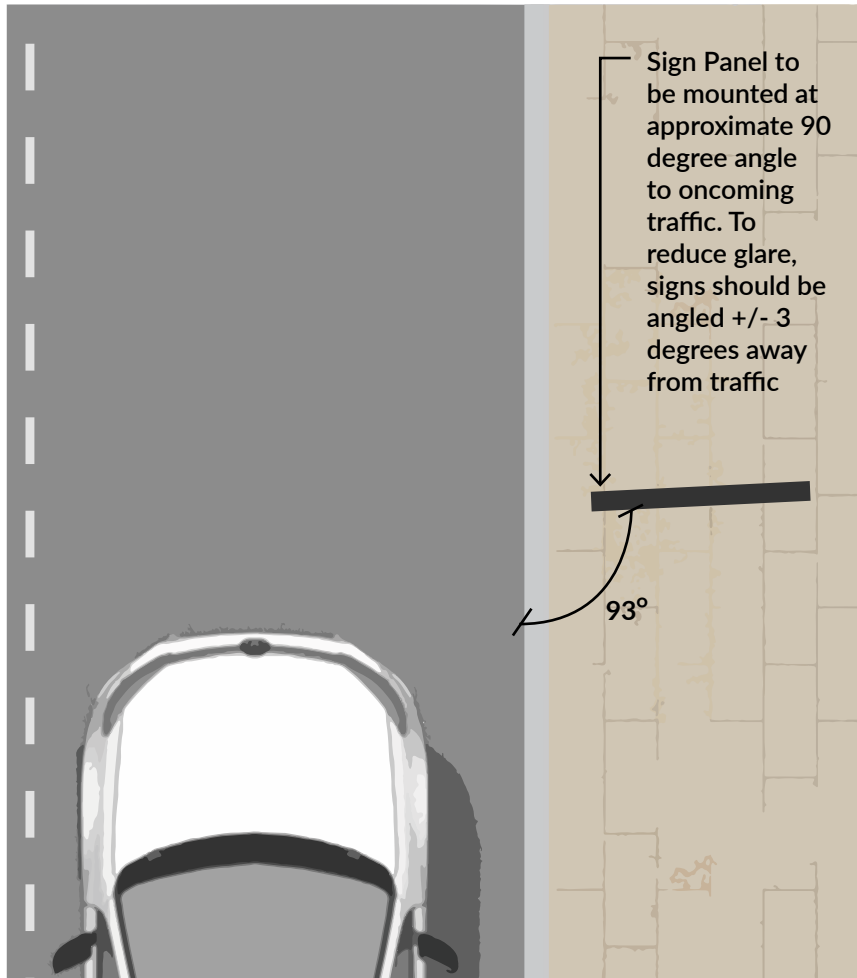
Note: These placement guidelines should be applied in conjunction with sign-specific placement details. Refer to Signage Location Plan for more information. Guidelines are not a substitute for good judgment. The Implementation Team should also reference the Ontario Traffic Manuals for additional insight on placement and installation requirements.

Directional Sign Placement

Ensure placement of directional signage provides enough time for driver to check for a gap or change lanes comfortably before reaching gore or turnoff. In low volume traffic, a distance equivalent to eight (8) seconds at assumed operating speed is required. In high volume traffic, time should be increased to 9.8 seconds. If advance signs are used, this increase the distance between where the information becomes available to the driver and the gore.



Sign Rotation



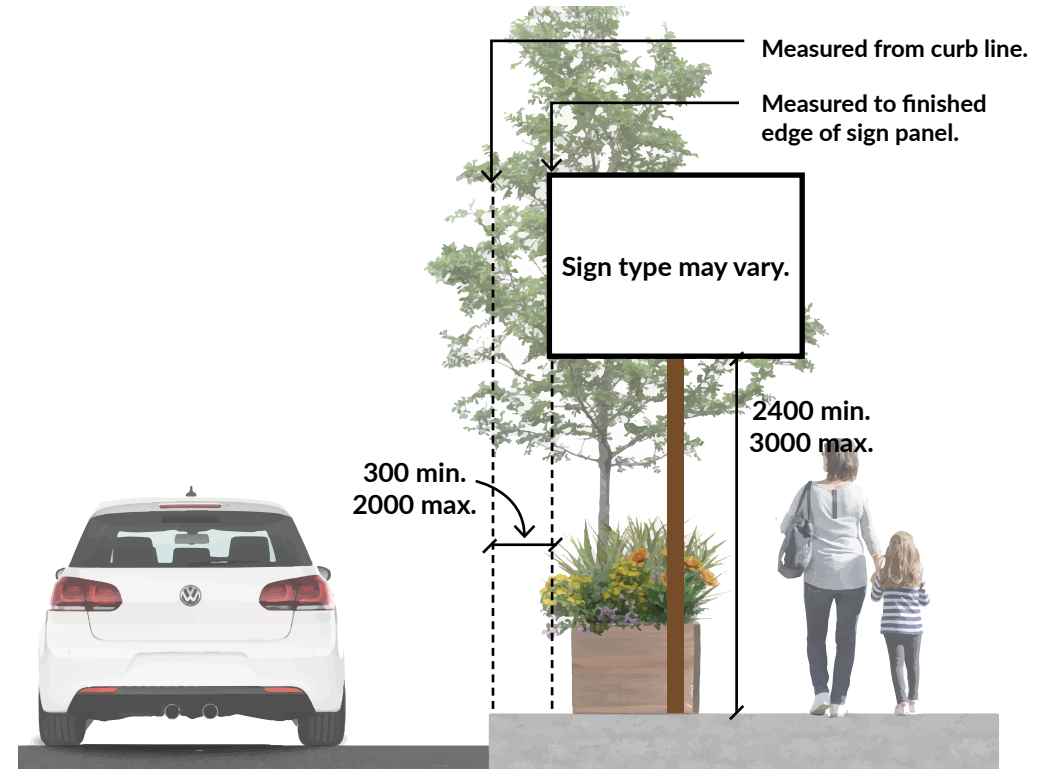
Traffic Lane

Raised Curb/Edge of Lane

Mounting Offsets

Sign panels located in areas with a raised curb and pedestrians are subject to the following:

Note: does not apply to Destination Identification, Parking Identification and Information Kiosk signage.



Traffic Lane

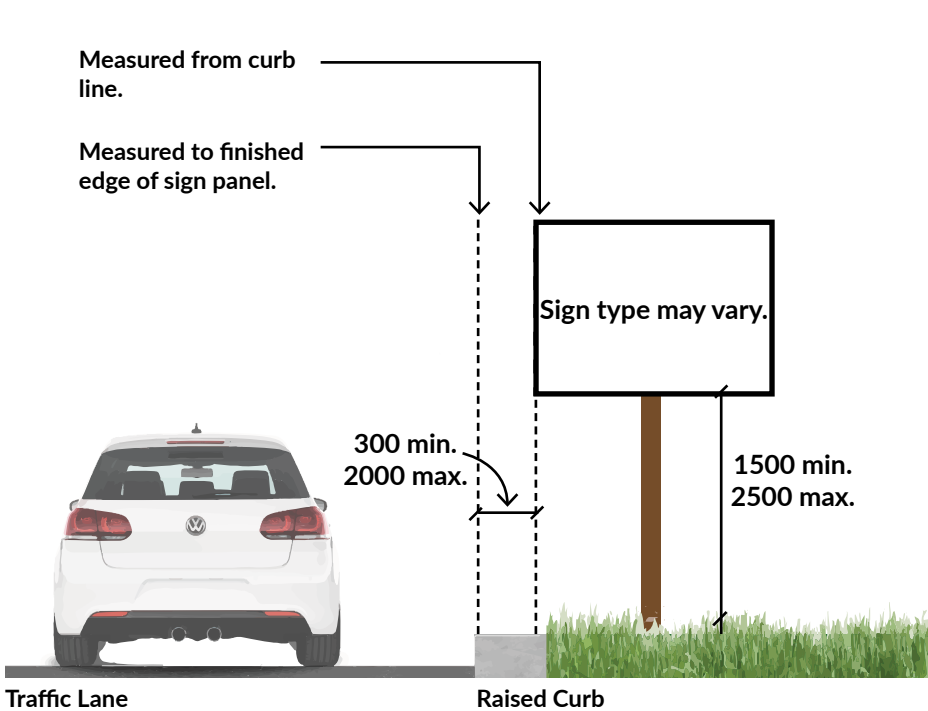
Raised Curb

Pedestrian Route

Mounting Offsets

Sign panels located in areas with a raised curb (without pedestrians) are subject to the following:

Note: does not apply to Destination Identification, Parking Identification and Information Kiosk signage.



Sign Placement on a Vehicular Pathway

Directional Sign panels located in areas without a raised curb and without pedestrians are subject to the following:

Note: does not apply to Destination Identification, Parking Identification and Information Kiosk signage.

