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## EXHIBITION PLACE

May 13, 1999

To: The Board of Governors of Exhibition Place

From: Fatima Scagnol  
Corporate Secretary

Subject: **Directional Signage Plan – Exhibition Place**

### **Recommendation:**

**It is recommended that the Board approve the Revised Directional Signage Proposal for Exhibition Place.**

### **Background:**

At its meeting of April 9, 1999, the Board deferred the Revised Directional Signage Plan for Exhibition Place to the Marketing & NTC Liaison Committee for review and consideration for subsequent reporting to the May meeting of the Board.

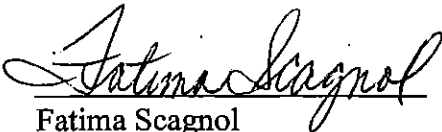
The Marketing & NTC Liaison Committee met on May 7, 1999 (in attendance were Carole Kerbel/Chair, Rob Davis, John Downing, David Windrim, and Paul Valenti) to discuss the signage/wayfinding plan proposed by staff, suggest improvements and make recommendations with the view toward minimal sign pollution while enhancing the appearance of the grounds and making the Board self-funding.

### **Discussion:**

The Marketing & NTC Liaison Committee had before it the attached reports:

- (a) Wayfinding Signage Plan
- (b) Wayfinding Signage Program Presentation
- (c) Report of City Council dated December 16/17, 1998

At the above noted meeting, the Marketing & NTC Liaison Committee adopted a motion recommending that the Board approve the Revised Directional Signage Plan for Exhibition Place and requested that a Request for Proposal addressing the criteria and concerns identified by the Committee be developed.

  
Fatima Scagnol  
Corporate Secretary





# Memorandum

BOARD OF GOVERNORS OF EXHIBITION PLACE  
EXHIBITION PLACE  
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(a)

**Date:** May 6, 1999  
**To:** Marketing & NTC Liaison Committee  
Mr. Paul Valenti  
**From:** Kathryn Reed-Garrett  
**Subject:** Wayfinding Signage Plan Work Team

Further to the information package forwarded to you on April 12<sup>th</sup>, please find below a comparative table that summarizes the original proposal from Entro Communications and the revised plan that was presented to the Board at its meeting of April 9, 1999. A detailed site plan indicating location by sign type will be presented at the meeting on Friday, May 7, 1999.

SIGN TYPE AND DESCRIPTION	ENTRO PROPOSAL	REVISED PLAN
<b>Directional – Vehicular</b> Located at strategic vehicular decision points with either single or double sign faces (depending on the amount of information required)	14 (sgl) 7.2'w x 19'h (dbl) 14.4'x 19'h	0
<b>Directional – Pedestrian</b> Located at pedestrian decision points and intended to be secondary to Directional – Vehicular signs. Placed only in areas of the grounds that are not accessible by vehicles with either single or double sign faces (see above). NOTE: includes provision for third party advertising	8 (sgl) 4.5'w x 15.4'h (dbl) 9'w x 15.4'h	0
<b>Directional – Vehicular/Pedestrian combined</b> Located at all decision points and strategically located to capture maximum vehicles and pedestrians combined. Single sign face only. NOTE: no provision for third party advertising Signs placed at strategic intersections contain LED messaging Signs placed between strategic intersections do not contain LED option	0  0 0	13 total see below  4 (sgl) 4.5'w x 15.4'h 9 (sgl) 4.5'w x 15.4'h

<p><b>Entrance Gates</b></p> <p>Large two-sided pylon signs located at all major gates.</p> <p>NOTE: Entro Proposal includes provision for LED messaging OR third party advertising. The Revised Plan includes provision for LED messaging only.</p> <p>NOTE: In the Revised Plan, the strategic relocation of Major Identification/Advertising signs allows them to act as Entrance Gates, and provides for a reduction of three Entrance Gate Signs (from the Entro Proposal).</p>	<p>9</p> <p>9'w x 22.75'h</p>	<p>3</p> <p>6.12'w x 16.25'h</p>
<p><b>Parking Identification</b></p> <p>Large freestanding pylon signs identify major access points to each parking lot.</p> <p>Each sign provides for both third party advertising and LED messaging.</p> <p>NOTE: the increased number of signs in the Revised Plan reflects the additional signs required for the new "Festival Grounds" (former Stadium location).</p>	<p>8</p> <p>6'w x 19.5'h</p>	<p>12</p> <p>6.12'w x 16.25'h</p>
<p><b>Major Identification/Advertising</b></p> <p>Located along Lakeshore Boulevard, these two-sided signs combine destination awareness with third party advertising and revenue opportunities that are comparable to billboard advertising opportunities.</p> <p>NOTE: The Entro Proposal provided for eight (8) signs.</p> <p>NOTE: The Revised Plan provides for four (4) signs, two (2) of which would replace existing non-conforming signage located at British Columbia/Lakeshore and Strachan/Lakeshore intersections. These signs have been strategically located to act also as Entrance Gate identification.</p>	<p>8</p> <p>20'w x 30'h</p> <p>or</p> <p>12'w x 33'h</p>	<p>4</p> <p>12'w x 33'h</p>
<p><b>Site Maps</b></p> <p>A comprehensive site plan that identifies all buildings, gates, streets and transit routes on the grounds, as well as providing orientation to the surrounding community and adjacent streets.</p> <p>NOTE: The Entro Proposal provides for third party advertising.</p> <p>NOTE: The Revised Plan does not provide for third party advertising, and site maps are strategically located at major entrances only.</p>	<p>11</p> <p>8.4'w x 16.25'h</p>	<p>6</p> <p>5.7'w x 11.3'h</p>

<b>Building Identification</b> Large freestanding pylon signs located at prominent entrances to each building. NOTE: Each sign has the flexibility to feature third party advertising, or LED messaging, or additional directional information in the bottom 1/3 of each sign, as well as additional "banner-style" third party advertising. NOTE: The Revised Plan makes no provision for building identification.	21 6.12'w x 16.25'h	0
<b>TOTAL Number of Signs</b>	<b>79</b>	<b>38</b>

It is important to note that the ENTRO Proposal did not include final design criteria. The intent of this study was to identify opportunities to improve wayfinding on the grounds, suggest design options that could incorporate current event and show information into the signage program, develop standards that would consistently present Exhibition Place's identity within the hierarchy of a signage plan, and identify advertising and sponsorship opportunities that would fund the installation and maintenance of the signage program as well as generate additional revenues to the Board.

The final design criteria will form a critical component of the RFP and, particularly, the selection process. The successful bidder will be expected to work with staff to develop an overall design criteria that meets with the Board's approval, and the design process will be very interactive. Both Montreal and Laval most recently used this RFP process for the design, construction, installation and maintenance of their new wayfinding signage programs.

