

(b)

EXHIBITION PLACE

Wayfinding Signage Program

Presented to the
Board Of Governors
April 9, 1999

INTRODUCTION

At its meeting of April 13-14, 1997, the former Metro Council approved a report to permit the installation of the free-standing Omni message board overlooking the Gardiner Expressway.

That report also identified the need for a complete review of signage on Exhibition Place grounds.

Wayfinding Signage Study

In consultation with Toronto Urban Planning & Development Services, staff undertook a study of existing signage to identify & determine opportunities for improvement.

Consulting assistance was provided by Entro Communications, a firm that has extensive experience with signage programs.

Wayfinding Signage Study

Results

A comprehensive signage program was recommended that identified parking, buildings, and entrances along walkways and vehicular thoroughfares.

The program called for a total of 79 signs, including 8 billboard advertising signs to be located along Lakeshore Boulevard that would generate the revenue required to fund such a program.

Signage Program Review

At its meeting of October 30, 1998, the Board reviewed the proposed Program and approved of it in principal, pending refinement of the number and types of signs and a further review by the Board.

Together with comments about the impact of the number and overall size of the signs, the Board forwarded its report to City Council for its consideration.

Signage Program Review

At its meeting of December 16, 1998, City Council considered the Program along with a report from Urban Planning and Development Services, and adopted in principle the Program and deferred the issue of billboard signage on Lakeshore Boulevard until a final proposal is submitted by Exhibition Place.

Program Review & Revision

The Chair of the Board and staff have re-examined the Program to address these comments, and have reviewed the Program to determine ways to strategize and maximize efficiencies while reducing the total number of signs.

Wayfinding Signage Program

Objectives

- Design/implement an integrated wayfinding, signage and sponsorship/advertising system;
- Identify opportunities to improve wayfinding on the grounds;
- Incorporate a design that will relay current event and show information;
- Develop standards that consistently present Exhibition Place's identity;

Wayfinding Signage Program Objectives

- Identify advertising/sponsorship opportunities that will fund the installation and maintenance of the Program, as well as generate additional revenues to the Board; and
- Produce a plan that provides sufficient details to prepare a Sign By-Law Variance permitting installation of the Program.

Original Signage Proposal

Directional (vehicular)	14
Directional (pedestrian)	8
Entrance Gate	9
Building Identification	21
Parking Identification	8
Major Identification & Advertising	8
Site Maps	<u>11</u>
Total	79

Revised Signage Proposal

Directional (veh/ped)	9
Entrance Gate w/LED	4
Entrance Gate w/o LED	3
Building Identification	0
Parking Identification	12
Major Identification & Advertising	4
Site Maps/Directional	6
Total	32

Original VS Revised Plan Size Comparative

	<u>Original</u>	<u>Revised</u>
Directional (vehicle)	19.5'h	n/a
Directional (pedestrian)	15.4'h	15.4'h
Entrance Gate	22.75'h	16.25'h
Parking Identification	19.5'h	16.25'h
Identification/Advertising	20x30'h	12x33'h
Maps	16.25'h	11.3'h

Revised Plan - Additional Efficiencies & Improvements

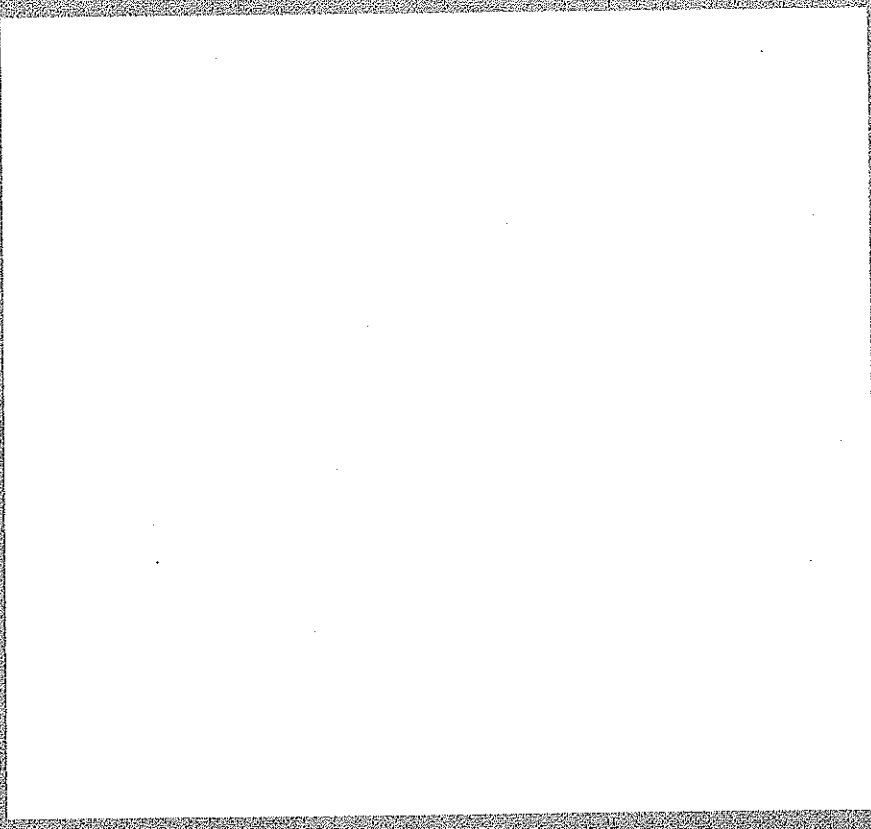
- Improved strategic location of directional signage and less information on each sign;
- Combined pedestrian and vehicular directional signage reduces overall "clutter" of wayfinding signage;
- Combined directional signage and site maps reduces total number of signs and improves quality of information;

Revised Plan - Additional Efficiencies & Improvements

- Combined use and reduced number of signs will reduce overall installation and maintenance costs; and
- Reduced major identification and advertising signage for Lakeshore Boulevard is in proportion to existing “non-conforming” signage that would be replaced with new signage.

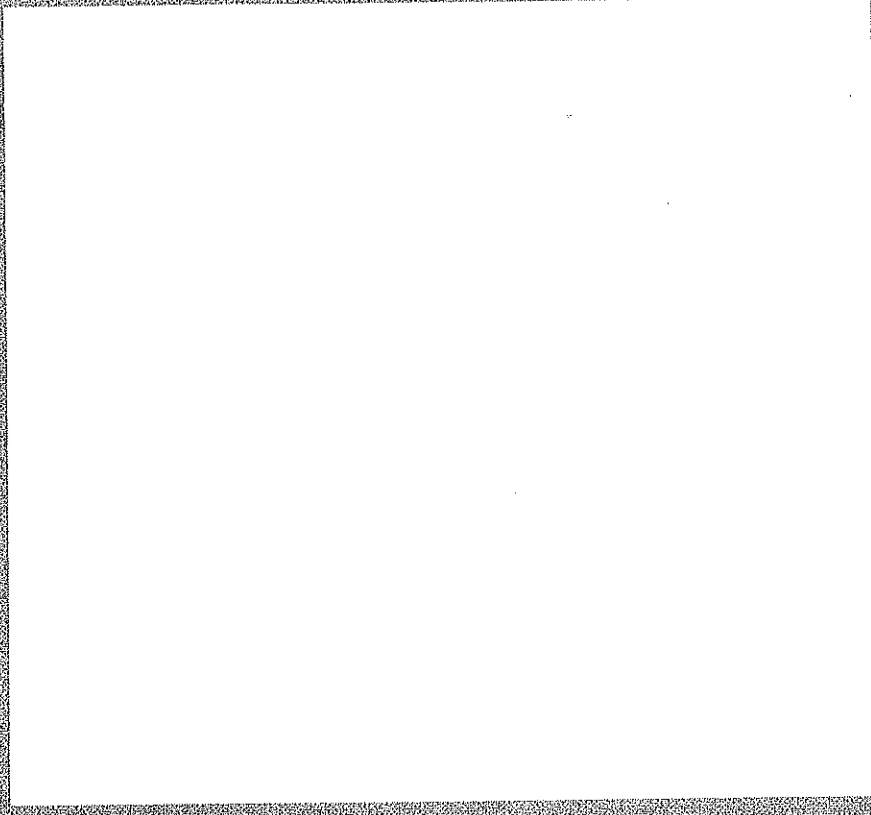
Existing Signage Lakeshore Boulevard

- East-facing face,
located at Strachan
and Lakeshore Blvd
- Two-sided
- 18.5'h x 28.0'w



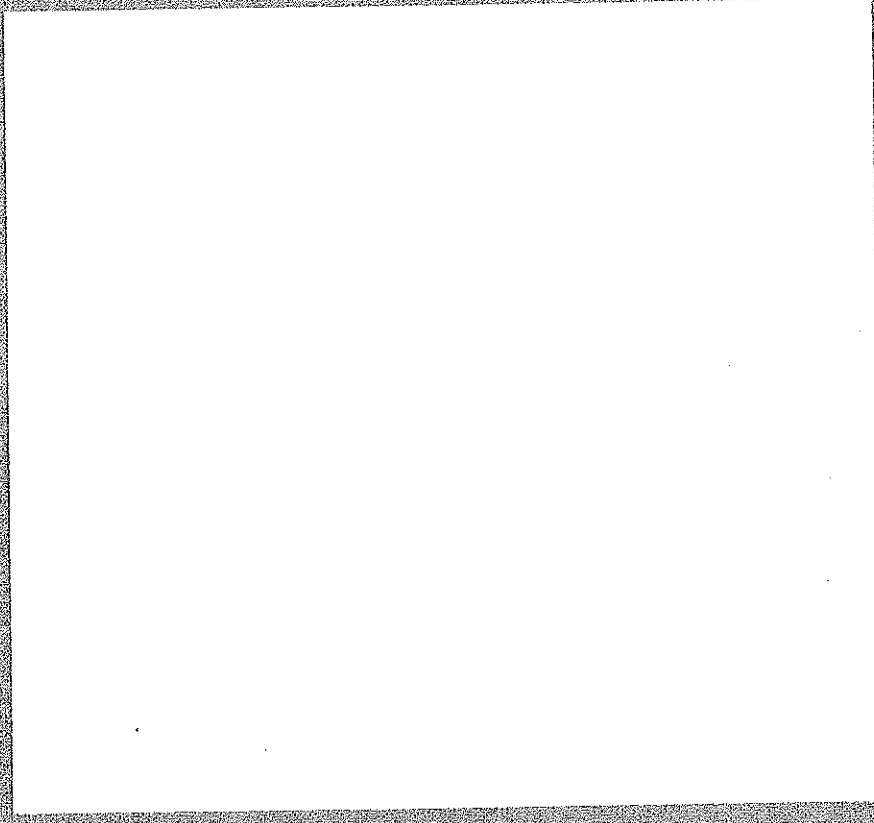
Existing Signage Lakeshore Boulevard

- West-facing face, located at British Columbia and Lakeshore Blvd
- Two-sided
- 18.5'h x 28.0'w



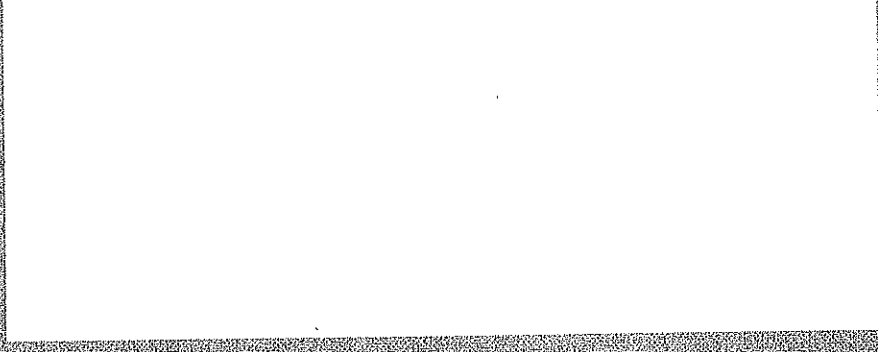
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Proposed Signage Lakeshore Boulevard

- Major site identification
- Two-sided
- 33.0'h x 12.0'w
- LED message centre
- Replaces non-conforming signage at Strachan, British Columbia, and Stadium



Next Steps - Critical path

Report to Board

April 9/99

RFP Terms of Reference

April 12/99

RFP issued

April 15/99

RFP deadline for
submissions

April 30/99

Review of proposals

Apr 30 – May 15/99

Report to Board

May - June

