





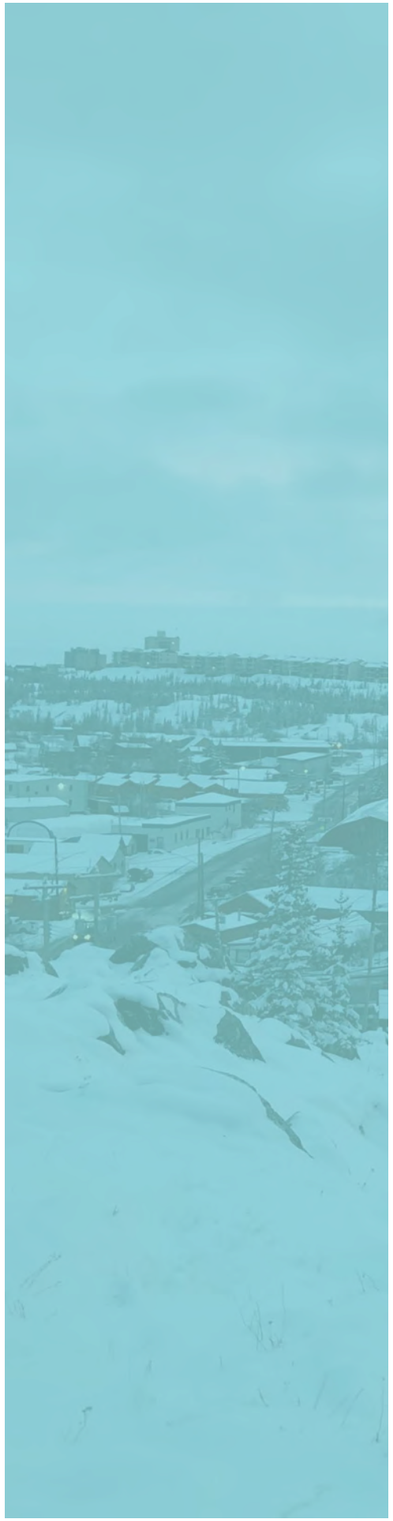
City of Yellowknife
Wayfinding Strategy

LEES + ASSOCIATES

Avens Associates Ltd.

OUTCROP

September 9, 2019



Acknowledgments

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"Yellowknife is a city like no other. It sits on the north shore of Great Slave Lake, the tenth-largest lake in the world, and the deepest recorded lake in North America. It is a friendly and welcoming community, with the amenities of a large city, in a vast subarctic expanse of rivers, lakes and boreal forest. No matter where you are in the city you are only minutes away from nature, trails, abundant wildlife, forests and lakes."

-Extraordinary Yellowknife Branding Strategy

Introduction

In early 2019, the City of Yellowknife undertook the creation of a comprehensive Wayfinding Strategy to meet the needs of visitors and residents. Wayfinding connects people to place, creating a greater potential for memorable experiences and lasting impressions. It is not only about getting from point A to B, it is about the journey and how people move through space. By combining landscape features, history, architecture, and landmarks with the creative use of signage, the wayfinding system can help us experience a place that keeps us healthy, active and connected to our communities.

Improvements to wayfinding and signage have been identified as a key priority of the City's Tourism Strategy (2014), the Yellowknife Harbour Plan (2012), the Intercultural Placemaking Plan (2018), the Trail Enhancement and Connectivity Strategy (2018), City Hall Grounds Barrier Removal Action Plan (2018) and the Integrated Parks, Trails and Open Space Development Study (2005). The inter-jurisdictional Capital Area Development Plan (2018) has also identified the importance of wayfinding improvements.

With year-round activities attracting visitors to Yellowknife, tourism is one of the fastest growing sectors of the Yellowknife economy. This wayfinding strategy helps support safe and comfortable travel through the city network, clearly defining key destination points within the city and integrated trails system, contributing to the growth of a strong and stable economy.

While many principles reflected in this strategy are applicable to other signage types, this report is focused on wayfinding content and signage rather than regulatory, safety, interpretive or traffic signage.

What is Wayfinding?

The project started by defining the meaning of wayfinding in consultation with stakeholders and the public.

What is wayfinding?

- Wayfinding is more than signage. Wayfinding covers the whole journey, while signage is one element of the journey;
- Good wayfinding helps create a better experience for people using a space by helping them better understand where they are and where they are going.

Key elements of good wayfinding:

- Supports navigation and movement around a place for pedestrians, cyclists, public transit, snowmobiles and vehicles;
- Contributes to a sense of comfort and safety;
- Is effective for people with diverse abilities and levels of understanding.

Wayfinding goals for Yellowknife:

- Support economic development through improved visitor experience;
- Communicate the unique identity of Yellowknife;
- Support the safety of visitors and residents;
- Improve orientation for residents and deepen knowledge of local area;
- Be accessible to those with limited English language knowledge, reading abilities or learning difficulties.



Figure 1. Northern Lights near Yellowknife (Photo: Attractions Canada)

Signage & Wayfinding Responsibilities

In the City of Yellowknife, responsibility for signage and wayfinding falls to several departments. Figure 2 shows the current distribution of signage and wayfinding responsibilities in Yellowknife.

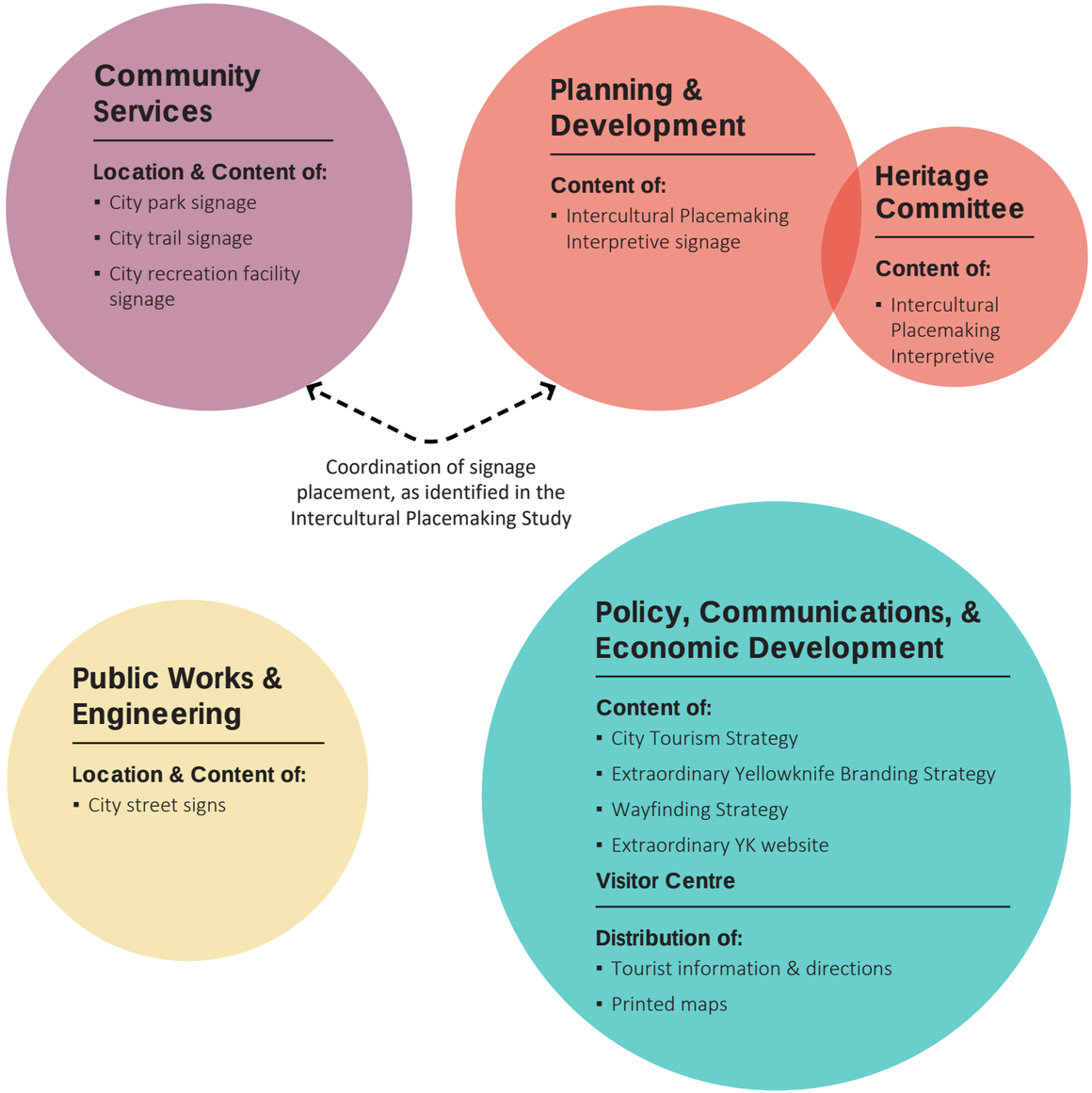


Figure 2. Responsibilities for Signage and Wayfinding within City of Yellowknife departments.

There are a number of different jurisdictions within the capital area. They are shown in the map below. Figure 4 demonstrates the ownership of different signage within this area as well as composition of the Capital Area Committee.

The Capital Area Committee coordinates responsibilities for operations, maintenance and development initiatives within the capital area and administers a budget for collaborative projects. Signage and wayfinding falls within its purview.

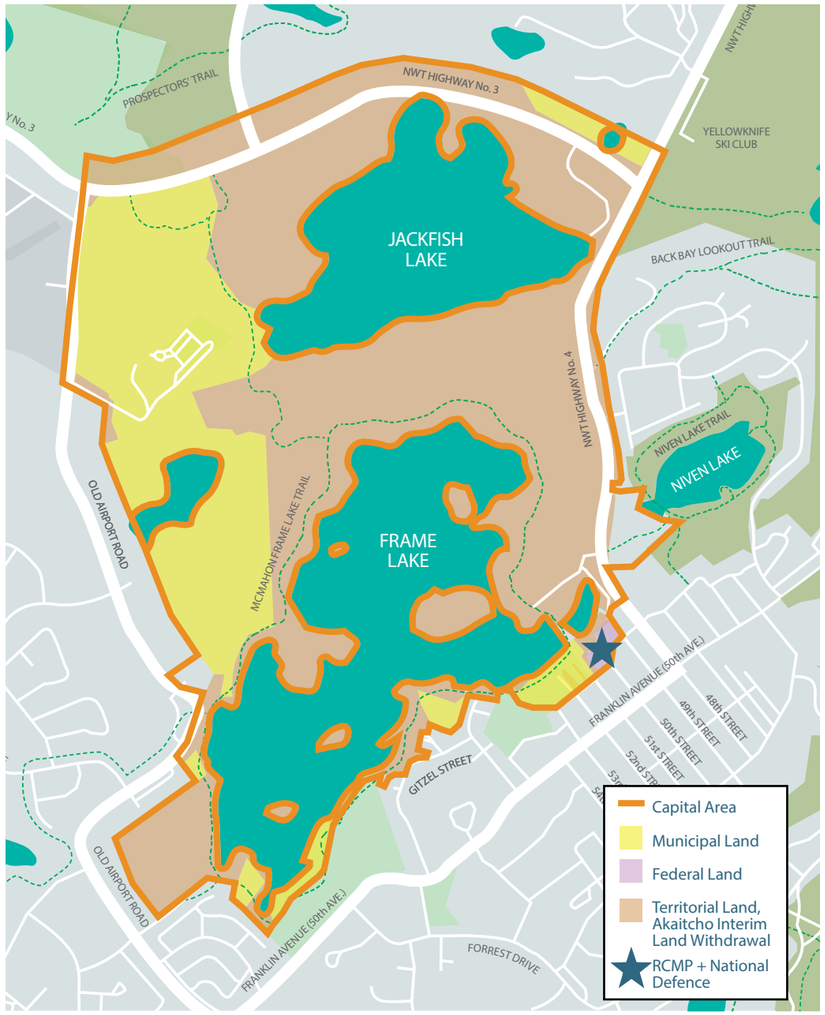


Figure 3. Capital Area Map.

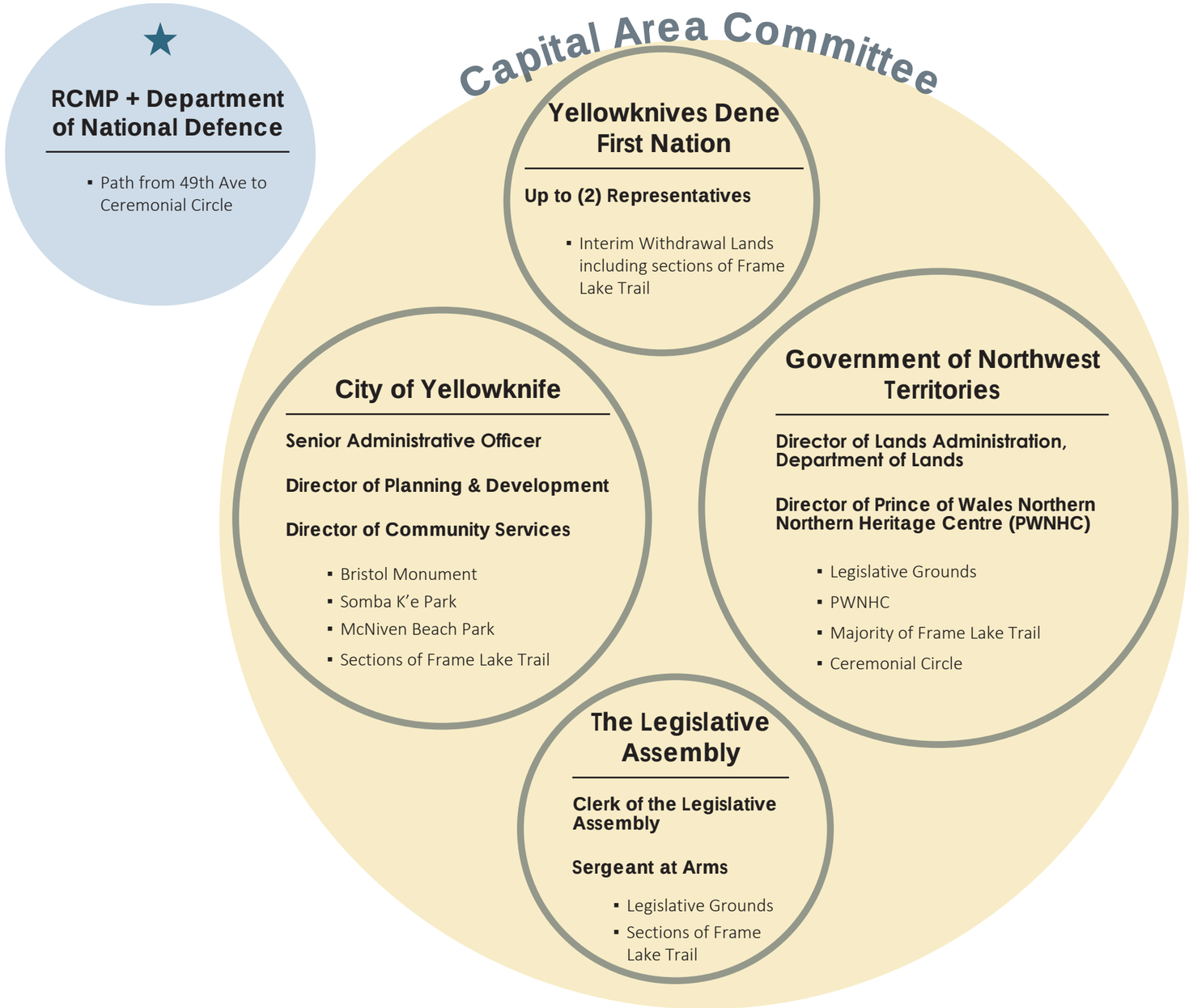


Figure 4. Responsibilities for Signage and Wayfinding within the Capital Area and Composition of the Captial Area Committee.

Signage & Wayfinding Inventory

Yellowknife has several different signage types created and maintained by different City departments and jurisdictions. These form the backbone of the existing wayfinding system. Examples are shown on the following two pages.

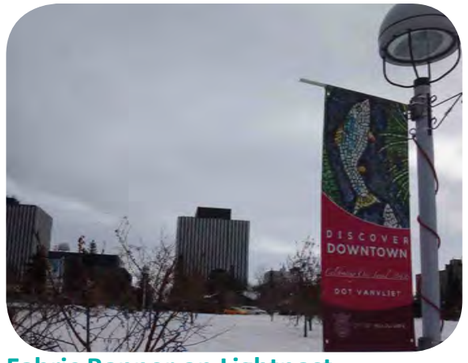
City of Yellowknife or Capital Area Responsibility:

- **Community Services**
- **Planning & Development**
- **Policy, Communications & Economic Development**
- **Public Works & Engineering**
- **Capital Area**



Entry Sign

Located at Bristol Monument, the "Welcome to Yellowknife" sign is a landmark at the entry to the city. It is a popular place for photos.



Fabric Banner on Lightpost

Fabric banners hang from light posts along major streets in Downtown and near the Legislative Assembly. Banners include artist's work and indicate arrival in particular areas of Yellowknife with district names. They can be changed seasonally, yearly, or for special events.



Directional Trail Signage

Blade signs on trails indicate destinations and trail etiquette. They are part of the standard parks and trails signs created in 2013. They use bold colour for strong visual consistency. The fastening system allows for update and replacement. Some colour combinations offer minimal contrast (e.g. white text on yellow) and updating or correction of directional information is needed on some signs.



One-Sided Trail Orientation Sign

One-sided trail signs are located at key trailheads. They include maps, rules about what not to do, and place names. The signs are a part of a "family" of signage created for parks and trails, with strong colours and visual consistency across sign types and locations. Information about rules and regulations is more prominent than wayfinding information, such as place names.



3-Sided Metal Frame Orientation and Interpretive Kiosk

These 3-sided metal frame kiosks are located on Franklin Ave at major downtown intersections. They feature maps, interpretive information, and have space for community-posted fliers.



4-Sided Wood Frame Orientation and Interpretive Kiosk

These 4-panel wood frame kiosks are located at City Hall, Downtown, Old Airport Rd. and Old Town. They feature wayfinding maps, interpretive information and a space for community-posted fliers. Some additional fliers and signage on regulations have been affixed to the wooden posts. These signs are part of the "family" of parks and trails signs created in 2013.

Signage & Wayfinding Inventory



Directional signs use international standard symbols and arrows to indicate the direction of the feature or destination.

Directional Road Signage



These directional and interpretive signs are specific to the Frame Lake Trail. Some signs (shown on page 24) out of date or in poor condition.

Frame Lake Trail Signage



The Capital Area has its own signage types, including the translucent sign shown at left. This signage style offers aesthetic interest, but presents challenges for legibility.

Capital Area Orientation Signage



These interpretive signs are specific to the Niven Lake Trail. While not primary elements of the wayfinding system, they include place names and provide a deeper understanding of the site's significance. Some signs (see pg 24) are damaged or in poor condition.

Niven Lake Interpretive Signage



A variety of interpretive signs are located on the Capital Area grounds. While not primary elements of the wayfinding system, these signs include place names and provide a deeper understanding of the site's significance. Some signs (see page 24) are damaged or in poor condition.

Capital Area Interpretive Signage



These interpretive metal plaques are mounted near downtown buildings and heritage sites. While not primary elements of the wayfinding system, these include place names and provide a deeper understanding of the site's significance.

One-off Interpretive Signage

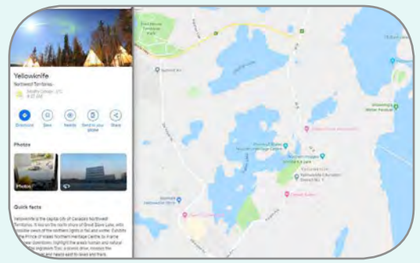
Map Styles

Yellowknife wayfinding maps come in many different styles. The images below shows four of the current tyles of maps people use to navigate the city.



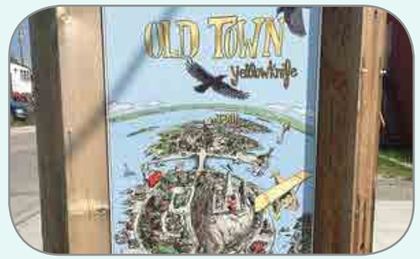
The paper map, from the Visitors Centre, is an important wayfinding tool. Visitor Centre staff mark up the maps and give them to visitors to explore the city. Key destinations and locations of key amenities such as public washrooms are highlighted on this map.

Visitor Centre Paper Map



Google Maps is an important wayfinding tool for visitors and locals navigating the city and trip planning. While Google Maps shows most major landmarks, attractions and businesses, some locations and trails are not included.

Google Maps



This Old Town map illustrated by Alison McCreesh is part of the information kiosk at Yvonne Quick Heritage Wharf. It provides a birds-eye illustration of key destinations and landmarks while communicating Yellowknife's electic character.

Old Town Map



Yellowknife map used in the current Parks and Trails signage.

Current Trailhead Map Style

Wayfinding Precedent Studies

In order to learn from other jurisdictions, the wayfinding strategies of Kenora, Ontario, Tofino, British Columbia and Juneau, Alaska were reviewed. These municipalities have significant tourism industries, with visitors coming from around the world. Kenora and Juneau have similar size populations to Yellowknife (population 19,500).

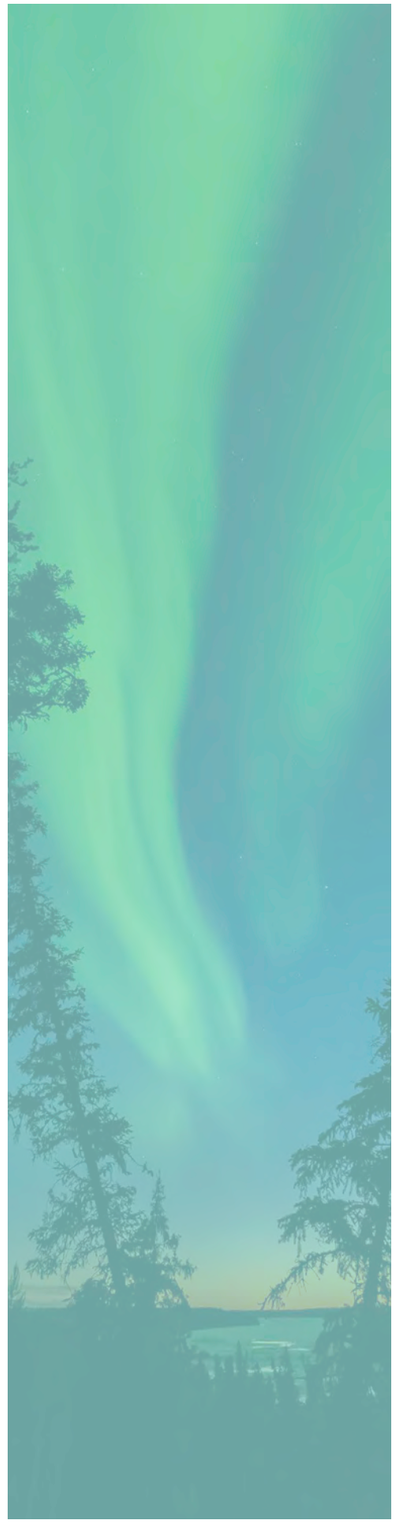
Kenora, Ontario is a city of 15,000 people situated close to the Manitoba border on the Lake of the Woods. Its year-round tourism industry attracts over one million visitors per year for cottaging, boating, water sports, ice fishing, and winter sports. Wayfinding recommendations were produced as part of the Second Street Downtown Revitalization project.

Tofino, British Columbia is a town of 2,000 people that hosts approximately 600,000 visitors per year. The key tourism attractions are beaches, hiking, surfing and whale watching. It borders Pacific Rim National Park Reserve and Clayoquot UNESCO Biosphere Reserve.

Juneau, the capital of Alaska, is a city of 32,000 people on the Alaskan panhandle. As a northern community, the tourist attractions and activities are abundant in the summer and winter. It hosts an estimated one million visitors per year, with cruise passengers making up the vast majority of visitors.



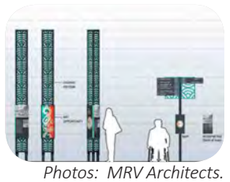
Figure 5. Tofino Trail Signage Precedent (Photo: Public: Architecture + Communication)











Photos: MRV Architects.

Juneau, Alaska

Key Lessons:

- Encourage people to explore with signage: Incorporation of familiar wayfinding and signage elements along routes (ie. map, walk times, area information) can direct and confirm wayfinding experience.

Key Recommendations:

- Provide “Area/District” descriptions so visitors know what to expect;
- Include walk times on signage;
- Promote multiple routes;
- Encourage visitors to explore with maps by locating maps throughout secondary areas;
- Demonstrate a sense of place by reflecting Juneau’s unique qualities through signage detail and materials.

Signage Types/Hierarchy:

- Orientation Sign: welcoming signage;
- Primary Marker: mark major entry ways with map and interpretive panel;
- Secondary Sign: provide confirmation and encourage visitor to continue, located at key decision points or gathering places;
- Directional Sign: provide confirmation at intersections;
- Additional Sign Types: Building Mounted Interpretive Sign, District Street Sign Toppers, Historic Waterline Markers.

Engagement:

- Community Meetings.

Digital Integration:

- Recommendation to coordinate with Google Maps to ensure key destinations are accurate online.









Photos: Kenora.ca

Kenora, Ontario

Key Lessons:

- Consider all methods of transportation when planning wayfinding (vehicle, bus, boat, bike, foot);
- Geographic locations or areas can be themed by colour on signage for better recognition within the larger wayfinding system.

Key Recommendations:

- Reflect existing landscape qualities in the style of signage and materials; granite, wood, coloured aluminum panels;
- Signage with “clean lines and rustic touches...synonymous with recent Kenora Projects”;
- Signs colour coded based on district (location);
- Key city features marked on all maps on kiosks;
- Ojibwe language use on kiosk signage;
- Include removable signage features providing directions to info kiosk (seasonal).

Signage Types/Hierarchy:

- Signage Types: Two sided kiosk with map (illuminated and non-illuminated), parking and directional sign (blade signage).

Engagement:

- Council Update.

Digital Integration:

- Smartphone app recommended.









Photos: Public Archtiecture + Communication

Tofino, British Columbia

Key Lessons:

- Less is more in terms of wording and content on signs. Simplicity in signage provides a clear message that is accessible to more people.

Key Recommendations:

- Less is more (sign content);
- Phase signage over time (phased sign replacement program);
- Signage approach true to the essence of Tofino (natural, organic, casual);
- Nuu-chal-nulth language use on signage.

Signage Types/Hierarchy:

- Directional signage (flag banner and map): Large ID/directional/ orientation, small ID orientation/bus stop;
- Directional Signage (blade signage): RV-directions, small directional/ orientation, multi use path-milestones;
- Other Signage: events/temporary (fabric), parking information (blade signage), interim main street roadway signage (pavement markers), multi use path (pavement markers).

Engagement:

- None.

Digital Integration:

- None.

Community & Stakeholder Engagement

On April 23rd, 2019 the project team facilitated a Community Open House at City Hall. The purpose was to better understanding Yellowknife's wayfinding opportunities and challenges. An estimated 20 community members attended the event and shared their feedback via sticky notes and in conversation with the consulting team.

Additionally, an online community survey was used to gather feedback from the wider community and those who could not attend the Open House.

The project team also conducted interviews with stakeholder groups including staff from Prince of Wales National Heritage Centre and the Legislative Assembly. A meeting with representatives from the Yellowknives Dene First Nations (YKDFN) was also held at the N'dilo Administration Office.

Feedback from engagement sessions informed the recommendations and implementation priorities described later in this strategy.

Key takeaways from the public and stakeholder engagement included:

- Good wayfinding is important to both locals and visitors;
- Organizations, jurisdictions, and governments want to be able to have influence on how they are represented in wayfinding and signage;
- There is an opportunity to improve communication between City departments and Capital Area jurisdictions about signage and wayfinding issues and planning;
- The variety of different signage types creates challenges with the consistency of both the terminology and aesthetics of signs across the city;
- Some signs include information that may be misleading or not relavant;
- Some signs are in need of repair and replacement;
- Location names and wayfinding information should be more prominent on many signs;
- Over-emphasis of rules and regulations can overwhelm important wayfinding information and communicate a negative message.



Figure 6. Key Destinations identified at Open House



Figure 7. Open House

"Tourists don't care about what jurisdiction they're in when they're looking at a sign."
-Yellowknife Community Member



Summary Analysis of Community Engagement

The following analysis outlines the strengths, weaknesses, opportunities, and challenges that described in community feedback at the Open House, YKDFN engagement, stakeholder meetings, as well as precedent studies and site analysis. This analysis informed the recommendations described on the following pages.

Strengths

- Yellowknife has a strong and growing tourism industry that welcomes visitors from around the world. It is lively both in the winter and summer.
- There is already a lot of interpretive signage in the City of Yellowknife, as seen in the North Slave Interpretive Signage Report by the Yellowknife Chamber of Commerce.
- Yellowknife has a strong artist community.
- The public, tourism operators, Prince of Wales Northern Heritage Centre, and other organizations in Yellowknife strongly support better wayfinding and the creation of an overarching Wayfinding Strategy.
- The Intercultural Placemaking Plan creates a framework for collaboration between the City and the YKDFN on the representation and visibility of key cultural sites in Yellowknife.
- A number of existing plans and documents create a strong foundation for the Wayfinding Strategy including Yellowknife Brand Style Guidelines, Tourism Strategy, Accessibility Audit, Trails Study, Capital Area Planning Study.
- The existing signage types developed in 2013 Parks and Trails Signage Plan contribute substantially to wayfinding.
- The diversity and prominence of Indigenous cultures in the Northwest Territories are a strength.
- Yellowknife has waterfront access to the 10th largest lake in the world (Great Slave Lake) along with several smaller lakes.
- There are identified Aurora viewing areas within Yellowknife.

Weaknesses

- Some directional signs have information that may be misleading or less relevant (e.g. signage at Ceremonial Circle pointing to Lakeview Cemetery rather than PWNHC or Legislature Building). See photo 1.
- There is a lack of signage to direct people to Twin Pine Hill lookout.
- Some Frame Lake trail directional and interpretive signs are in need of repair. See photo 2 and 3.
- Location names are not very prominent on most signage. See photo 4.
- Text and icons describing “what not to do” are overly prominent, creating a negative impression. See photo 4.
- There is a lack of **interdepartmental** coordination and review of signage and wayfinding initiatives.
- There is a lack of **interjurisdictional** coordination and review of signage and wayfinding initiatives.
- Visitors are sometimes unable to locate key destinations (e.g. Prince of Wales Northern Heritage Centre, City Hall, Legislative Assembly Building, ice road, hospital).
- The large amount of text and minimal use of icons and symbols on signage contributes to difficulties for non-English speakers and those with reading challenges.
- Inconsistent names for destinations can create confusion (e.g. PWNHC/Museum).
- Limited signage for Latham Island public parkettes including Otto Drive Park and Mitchell Drive Park can make people feel uncertain if the land is publicly accessible and discourage use. See photo 5 and 6.













Opportunities

- Strengthen Indigenous visibility through signage and wayfinding.
- Create signage as destinations. The Yellowknife sign at Bristol Monument is an opportunity to create iconic “Welcome to Yellowknife” experience and selfie-spot.
- Utilize Capital Area budget for signage and wayfinding initiatives.
- Increase tourist and resident use of Tin Can Hill with improved signage.
- Augment Aurora Beacons (owned by Astronomy North) with improved explanatory signage. See photo 7.
- Improve awareness of Twin Pine Hill lookout through signage and winter access to help the public feel more confident and comfortable using trails.
- Indicate parks and trails on wayfinding signage and visitor centre maps (ie. Twin Pine Hill lookout and trail north from Somba K’e Civic Plaza).
- Reinforce user’s comfort in small parkettes and waterfront areas with wayfinding signage.
- Opportunity to add “welcome” signage at airport using multiple languages.
- Float Plane Association is willing to pay for safety signs in Back Bay/Yellowknife Bay.
- YKDFN are currently working on Place Names Report; once complete this will be useful for possible incorporation of Indigenous place names in wayfinding and interpretive materials.

Challenges

- Sun, snow, extreme temperatures result in a shortened lifespan for signage and increased need for maintenance.
- Low sunlight for portions of the year affect the visibility of signage in Yellowknife, particularly on signs that use less contrast. See photo 8.
- Cold temperatures and other factors limit the outdoor use of digital wayfinding applications and phones (i.e. phone batteries can die in cold, incompatible networks or roaming charges, people with limited access or comfort with smart phones).
- Yellowknife hosts visitors who speak a variety of languages. The diversity of languages raises challenges for signage and wayfinding materials.
- The permanently closed Northern Frontier Visitors Centre can create confusion for visitors. See photo 9.
- The temporary location of the Visitors Information Centre can be hard to find.
- With several departments working on wayfinding initiatives, there can be challenges coordinating and communicating efforts with one another.
- There is limited municipal budget for signage and wayfinding.
- Placement of private property signs on the approach to Twin Pine Hill lookout may discourage use. See photo 10.
- Sign describing main access to Twin Pine Hill lookout at different location might suggest users are in the wrong place. See photo 11.



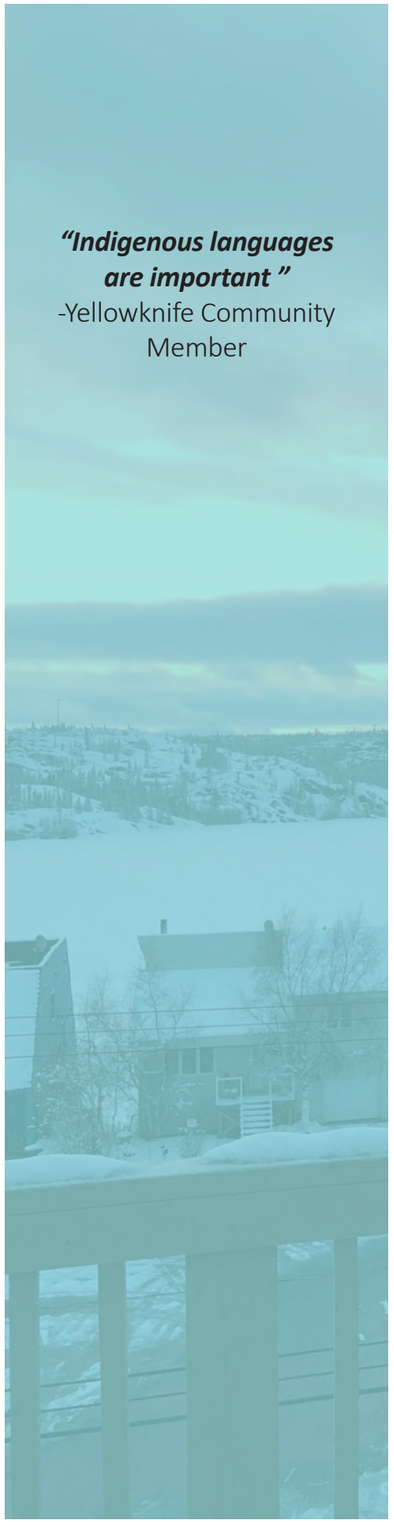








“Indigenous languages are important ”
-Yellowknife Community Member



Recommendations

The following recommendations are proposed to provide a consistent framework for wayfinding in Yellowknife. They are intended to capitalize on the strengths of the City's current wayfinding system, take advantage of key opportunities, and address identified challenges.

Please note that recommendations flagged with * require collaboration with other governments or jurisdictions.

Recommendation 1: Improve Welcome Signage

1.1 Improve existing welcome signs:

a. **"Welcome to Yellowknife" sign and surrounding landscape near Bristol Monument:** Improve the approach to the sign by including places to put a camera, easier access and better site lines for a "selfie spot" *Capital area
   - References: Open house, PlaceSpeak survey, Capital Area Development Plan - recommended initiative 5.1

1.2 Add new welcome signs:

a. **Ice Road entry at Rotary Centennial Park:** Add welcome signage in multiple languages (including Indigenous languages) *YKDFN
   - References: Stakeholder engagement

b. **Airport:** Add multilingual "welcome" sign at airport with full Yellowknife destinations map. *YKDFN, GNWT Infrastructure
   - References: Open House, Kenora Wayfinding Precedent



Figure 8. Yellowknife welcome sign.

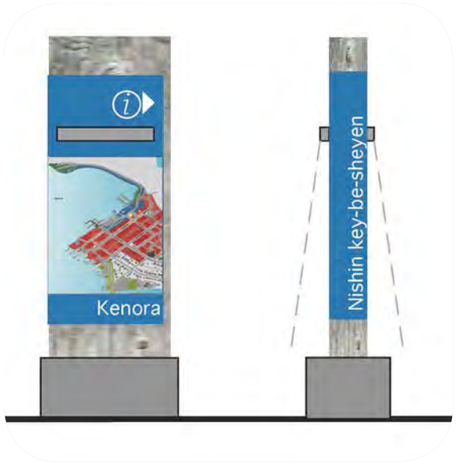


Figure 9. Kenora's signage includes the Ojibwe greeting "Nishin key-be-sheyen" (It's good that you are here). Source: Kenora.ca

Proposed "Family" of Wayfinding Signage

Different wayfinding signage types meet different wayfinding needs. The purposes of these different signage types are described below.

1. Welcome Signage

Welcome signage announces arrival at key gateways to the City.

2. Information Kiosks

Information kiosks are placed at community gateways and decision points. They include prominent place names, maps, and leave room for interpretive content and community bulletin boards.

3. Trailhead Signage

Trailhead signage is used at the start of a trail system or pathway to orient the user to the location and experience. They provide confirmation and allows the user to continue toward their destination.

4. Directional Signage

Directional signage are simple signs intended to point people in the right direction and provide confirmation that users are going the right way. They list key destinations, arrows, and sometimes distances.

5. Destination Signage

Destination signage includes parks and facilities signs confirming arrival and providing key amenity information.

6. Supplementary + Digital

Supplementary and digital wayfinding encompasses online tools, apps, QR codes, pamphlets and websites, providing the visitor with more detail. These are often used for trip research and planning.

Welcome Signage

Recommended Locations

1. Ice Road Welcome Sign
2. "Welcome to Yellowknife" site improvements
3. Airport Welcome Sign

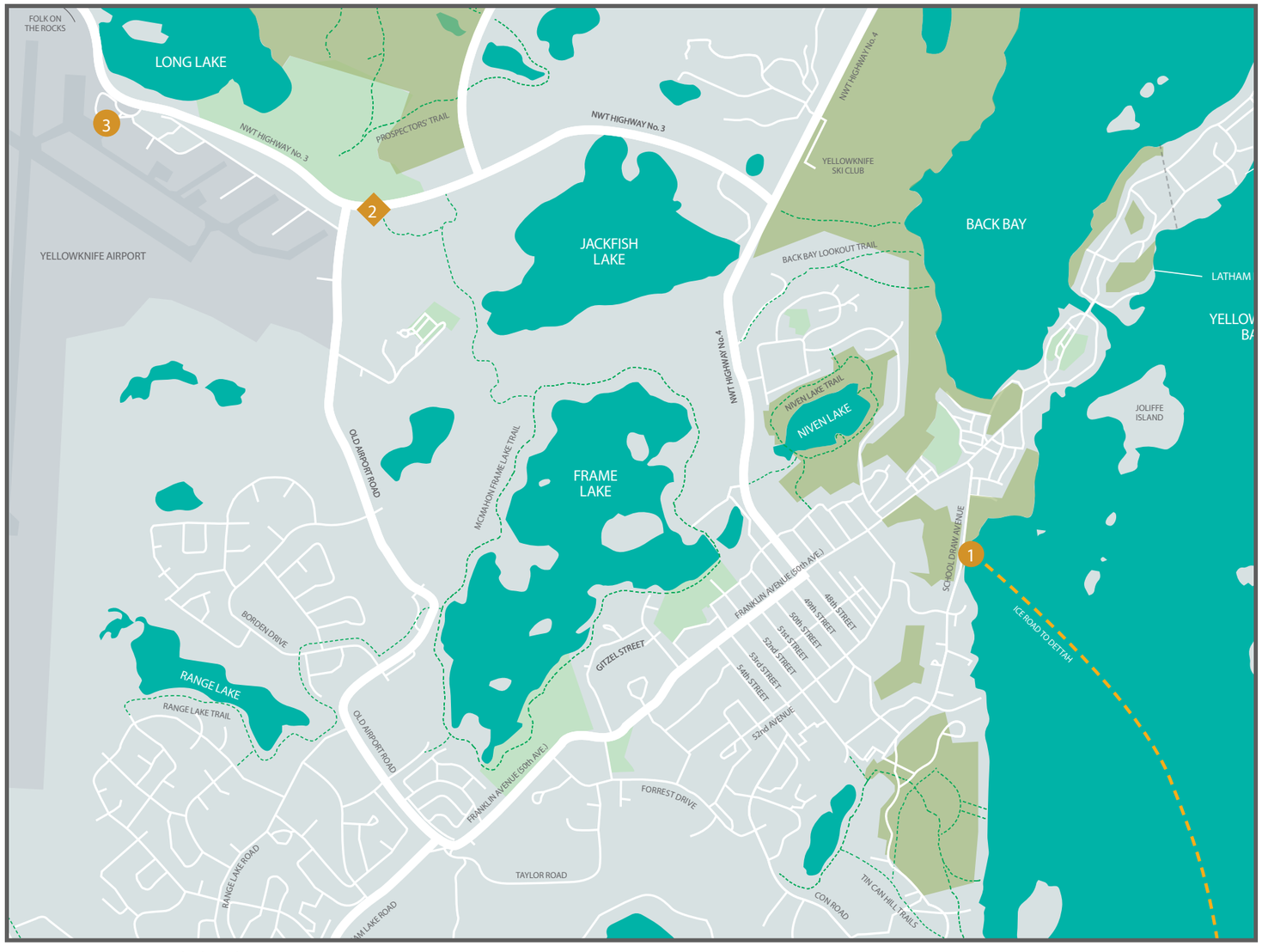


Figure 10. Recommended Welcome Signage Locations Map.



Recommendation 2: Add Information Kiosks at Key Decision Points

2.1 Place at key decision points: Recommended locations (see Figure 14) are based on their relevance to visitors and locals, their high visibility, and unmet need, particularly for cyclists and walkers.

2.2 Utilize Current Kiosk Structure Design: Use the design of the current 4-sided kiosk structure (see Figure 11) to make new kiosks consistent with the existing, minimizing visual clutter.

2.3 Update panels for consistency with Extraordinary Yellowknife branding: Use Extraordinary Yellowknife Colours & Fonts (see Figures 12 and 13).

2.4 Prioritize place name: Make the location name the most prominent piece of information by printing place names in large, bold lettering that is strongly contrasted to the sign's background colours (see FIgure 18, page 16). Ensure place names are consistent to minimize confusion.

2.5 Wayfinding: Use updated destinations map (page 22) for one panel of the kiosk, with "you are here" indicator and circles indicating typical walking distances.

a. Where possible, place the map so viewers are looking north. This eases the viewer in translating between the map and the city.

2.6 Include space for community fliers in partnership: Continue to allow dedicated space for the community to post notices on kiosks for locations where management partners can be found. See sidebar for recommendations to manage fliers. If effective community partners cannot be found, posting space should not be included.

- References: Stakeholder engagement, Open house

2.7 Artist participation: Highlight the creativity and eclectism of Yellowknife by seeking artists and designers to:

a. Design or license artwork for inclusion as a panel in an Information Kiosk.

b. Participate in designing signage kiosk maps following a terms of reference.

- References: Open house, Intercultural Placemaking Plan

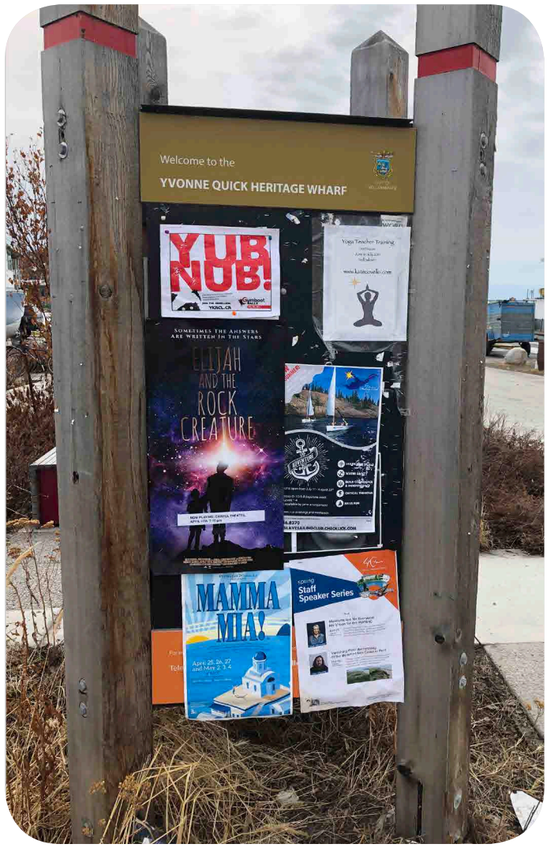


Figure 11. Current information kiosk



Figure 12. Extraordinary Yellowknife fonts

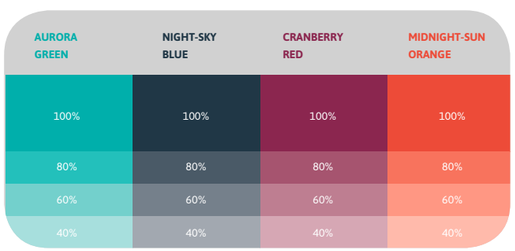


Figure 13. Extraordinary Yellowknife colour scheme

Community Bulletin Board Management

Community bulletin boards included on one side of information kiosks allow visitors and locals to connect with upcoming events, providing regularly changing content. These amenities require management to avoid overflowing the bounds of the bulletin board.

Recommended guidelines for posting:

The following text is recommended for inclusion, in small type, on bulletin boards: "Please note that fliers will be removed on a regular basis. Fliers posted outside of the bulletin board will be removed."

Bulletin board management:

Suggested partnerships and practices that can help with the ongoing maintenance of the bulletin board space are noted below.

"Adopt-a-kiosk" community partnerships:

Neighbouring businesses, the Chamber of Commerce, Lions Club, Rotary Club, youth groups or other community groups may be interested in maintaining specific bulletin boards. If desired, short "memorandums of understanding" may be used to formalize the role and duration of the partnership. It is important to note that the frequency of removal would vary between different bulletins boards.

Report an overflowing board on PingStreet:

To tie into Yellowknife's innovative use of PingStreet mobile app, the option to report an overflowing bulletin board should be added to PingStreet.

Integration with existing maintenance:

Overflowing bulletin boards should be noted by city staff during regular maintenance such as snow clearing, trash emptying or parks and trails maintenance.

Information Kiosks

Recommended Locations

1. RV Dump Station - Kam Lake & Old Airport Road
2. Downtown - Franklin Avenue & 54th Street
3. Old Airport Road - at Byrne Road
4. Old Town Entry - Franklin Avenue & School Draw Avenue

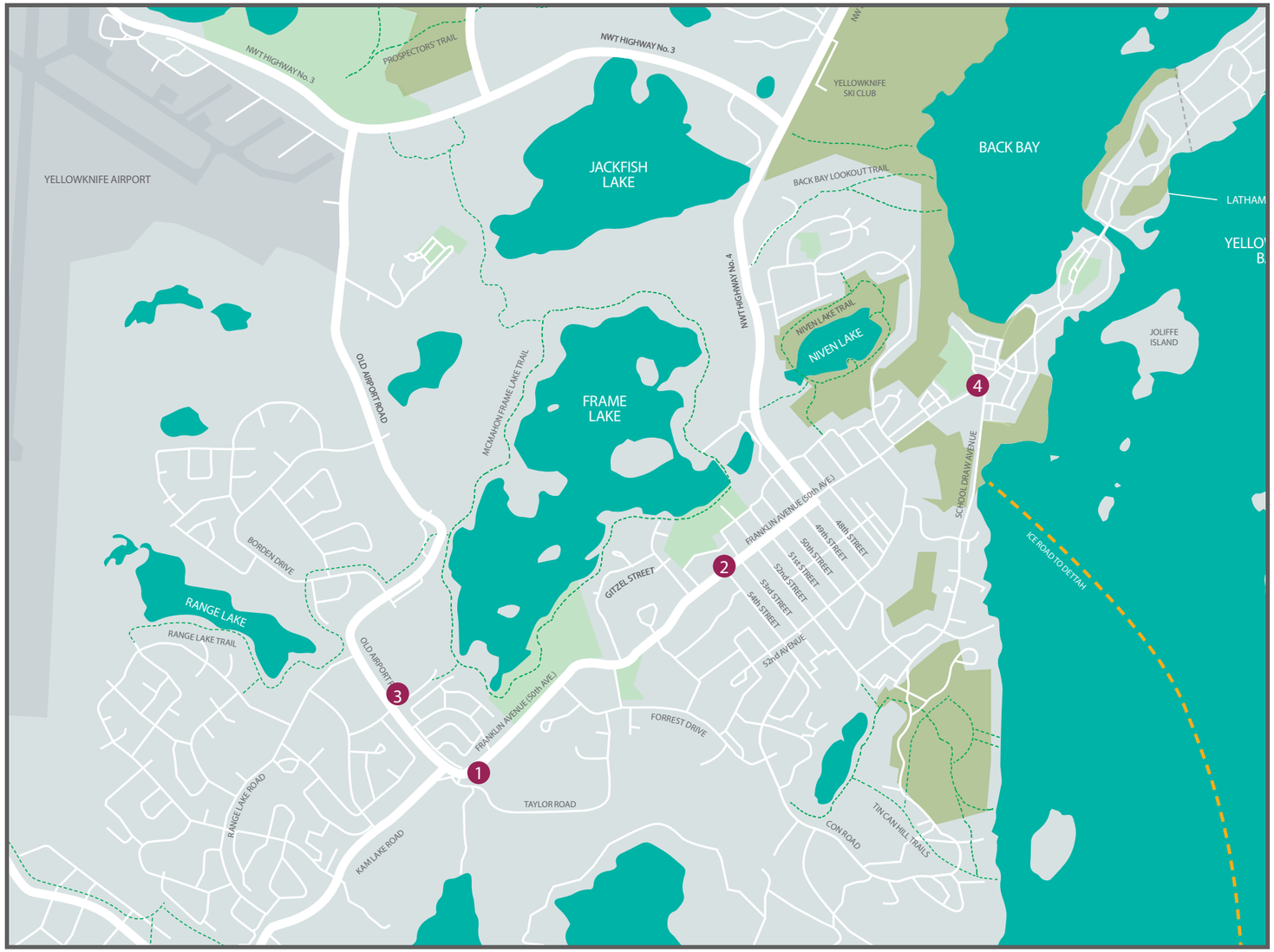
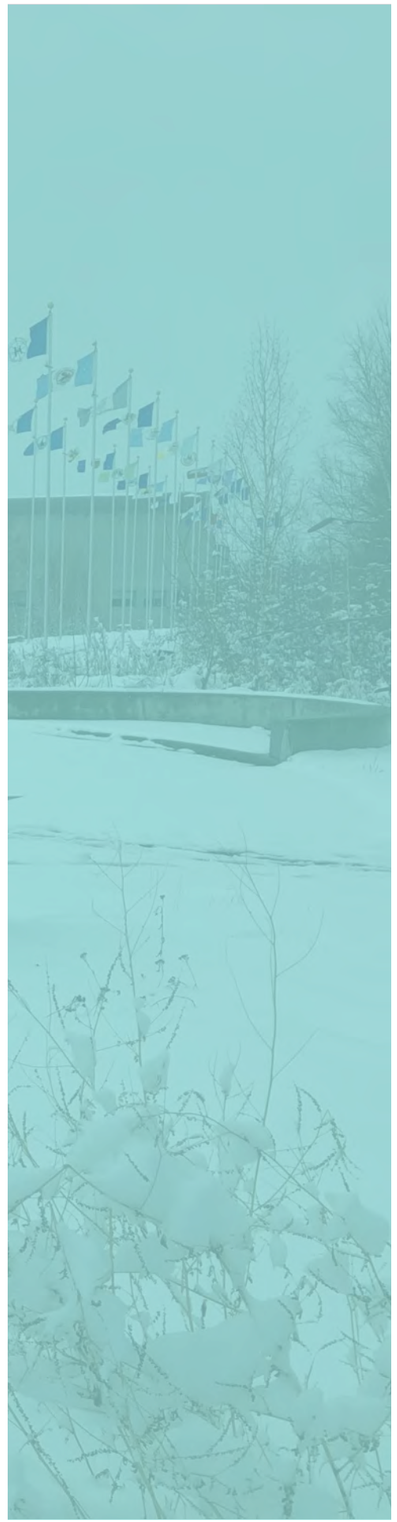


Figure 14. Recommended Information Kiosk Location Map



Recommendation 3: Trailhead Signage

3.1 Update the existing trailhead sign (Figure 16) with the proposed trailhead sign (Figure 17). The new trailhead sign should include the following refinements:

a. Integrate Extraordinary Yellowknife branding including: Colour palette, ASAP bold and body fonts.

- References: City of Yellowknife 2015-2019 Tourism Strategy (Action 12); Yellowknife Tourism Branding Guidelines.

b. Make the location name the most prominent piece of information by printing place names in large, bold lettering that strongly contrasts with the sign's background colours.

c. Simplify regulatory information.

3.2 Add proposed trailhead signs at priority locations (see Figure 15).

a. Where possible, place the map so viewers are looking north. This eases the viewer in translating between the map and the city.

Trailhead Signage



Recommended Locations

1. Tin Can Hill
2. Twin Pine Trailhead on Franklin
3. Byrne Road to Frame Lake Trail
4. Twin Pine Trailhead on 44th Street
5-6. Frame Lake Trail from Mackenzie Highway (x 2)

Figure 15. Recommended Trailhead Signage Location Map



Figure 16. Current trailhead sign

City of Yellowknife Wayfinding Signage Concept 1

TRAILHEAD SIGN

Concept 1 of the Trailhead Sign echoes the design of the existing City of Yellowknife Trailhead Sign in its use of horizontal banding of information and colour. For continuity, the colour palette, hierarchy of text, placement of text and use of pictographs is the same as the Standard Destination Sign, fostering a single overriding theme in the City of Yellowknife's signage.

The Trailhead Signage map is the Extraordinary Yellowknife map. The longer sign dimension accommodates a larger-sized map and builds in flexibility for the varying number of pictographs found on signage in relation to location.

Other items of consideration:

- The signage uses standard collection of City of Yellowknife pictographs used through all signage
- To maintain clarity and lagibility, the signage excludes artwork
- High contrast, large scale lettering provides easy to read place names (recommended by the accessibility audit, Barrier Removal Action Plan City Hall Grounds, 2017)



Figure 17. Proposed trailhead signs

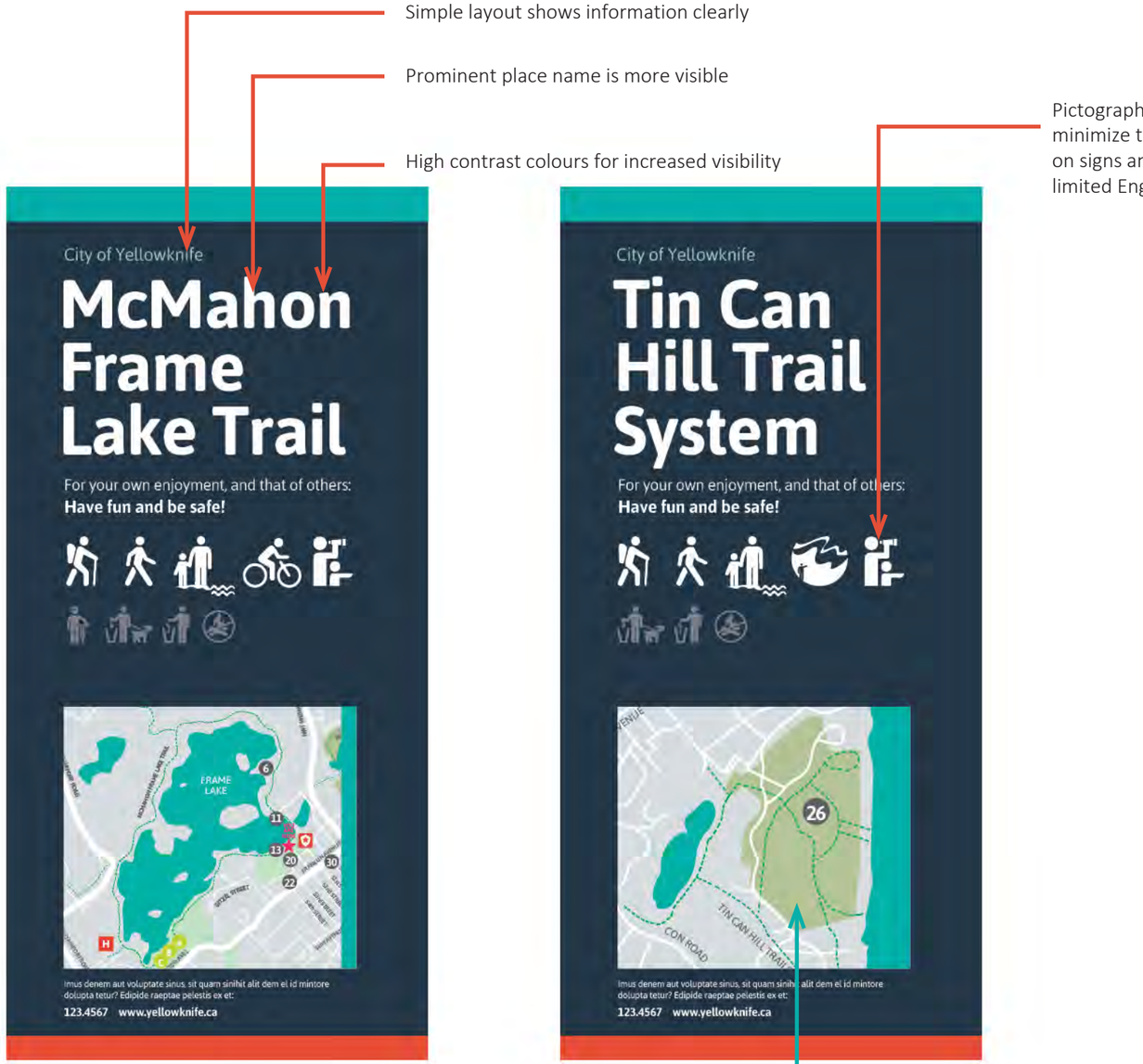
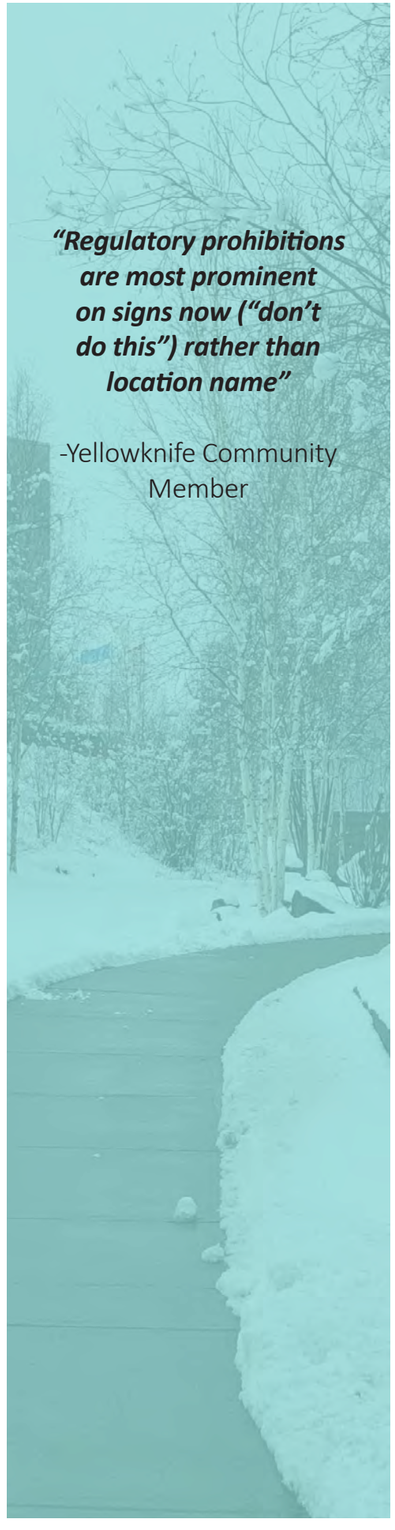


Figure 18. Proposed trailhead signs



"Regulatory prohibitions are most prominent on signs now ("don't do this") rather than location name"

-Yellowknife Community Member

Current & Proposed Signage Layouts

The diagrams below illustrate the arrangement and prominence of different information on the current and proposed parks and trail signs. The numbers refer to the primary questions, shown in sidebar at right, users face about how to navigate and utilize spaces. "What CAN'T I do here?" is the most prominent information type in the current signage.

The proposed signage layouts highlight the wayfinding information that people look for most often, use positive messages to encourage beneficial use of public space, and use succinct, clear messages.

Before installing a new sign or signage element, it's recommended to pause and consider the need for the proposed sign, or signage element. Since wayfinding decisions are typically made quickly and need to be understood at a glance, it's important to remember that "less is more" and minimize competing messages.

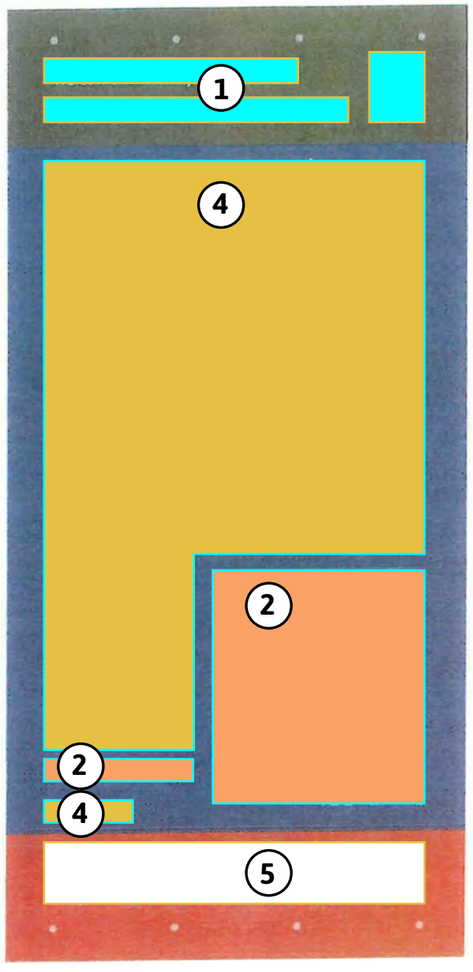


Figure 19. "Anatomy" of the current trailhead sign

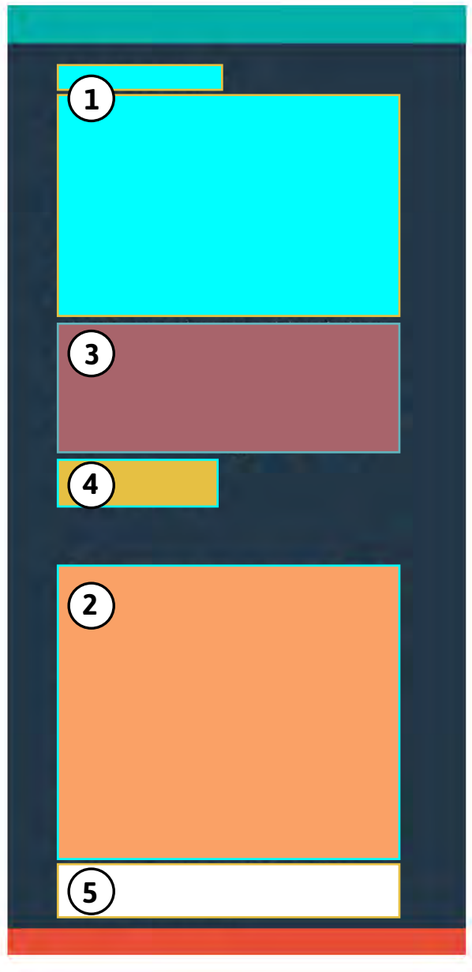


Figure 20. "Anatomy" of the proposed trailhead sign

Proposed Heirarchy of Information for Wayfinding Signage

The recommended heirarchy of information is described below in descending order of prominence.

1 Where am I?

Location and place name is the most fundamental information for wayfinding and the most important purpose of wayfinding signage. Knowing or reaffirming place name helps people feel more comfortable with where they are and where they are going. Location name should be most prominent information on a wayfinding sign and should be legible for pedestrians, bicyclists and slower-moving vehicles. Community name and branding provides an additional level of recognition and confirmation.

2 How can I go elsewhere?

A map visually describes a user's location and provides a valuable tool for navigating the nearby area and getting to nearby destinations. This information should be the next most prominent information on wayfinding signage.

3 What can I do here?

Amenity icons describe what users can do within the space, inviting visitors and locals to enjoy the benefits on offer and highlighting the positive view of the community.

4 What guidelines should I follow here?

Information on user etiquette and rules should be a reference that is there when needed. Rules and etiquette should be less prominent than the primary wayfinding information such as place name and how to navigate to neighbouring spaces.

5 How can I find out more?

Access to more in-depth and supplementary information is made available with phone numbers, websites, and QR codes. This can allow for further details and changing details.

Recommendation 4: Update & Replace Directional Signage

4.1 Replace the current "trail wayfinder" sign with the directional sign in order to:

a. Provide direction to key destinations (listed in Figure 23).
   - References: Stakeholder Engagement, Open House, City of Yellowknife 2015-2019 Tourism Strategy (Action 16)

b. Increase contrast between text and background colours: Visibility in low light conditions should be maximized by white text on dark sign backgrounds.
   - References: Stakeholder engagements, Barrier Removal Action Plan (Accessibility Audit, A2.1)

c. Add pictograms: Build on existing library of pictograms to increase accessibility and legibility of signage for people with limited literacy or limited English knowledge. (See Appendix 2 for suggested pictorgrams, including Yellowknife specific pictograms).
   - References: Stakeholder Engagement, Open House, City of Yellowknife 2015-2019 Tourism Strategy (Action 16)

4.2 Replace "trail wayfinder" signs with directional signs at the following locations:

a. Replace "trail wayfinder" signs at Ceremonial Circle with directional signs indicating the key destinations of Somba K'e Civic Plaza, Downtown, Frame Lake Trail, Museum and Legislature (Figure 23);

4.3 Add directional signs at key locations (see Figure 23):

a. Add directional signs at Somba K'e Civic Plaza to show the way to Ceremonial Circle, Downtown, Frame Lake Trail, PWNHC and Legislature, and Hospital;

b. Add directional signs along Frame Lake Trail between City Hall and Legislative Assembly Building;

c. Add directional signs at 51st and 49th towards Ceremonial Circle, Frame Lake Trail, PWNHC, City Hall, and Legistlature Building;

d. Add directional signs at Old Town Hub, Tin Can Hill, Frame Lake Trail, Mitchell Drive, and Otto Drive.



Figure 21. Current "trail wayfinder" sign



Figure 22. Proposed directional sign

Directional Signage

Recommended Locations

1. Ceremonial Circle
2. Somba K'e Civic Plaza
3. Traffic triangle at southern side of causeway to Latham Island
4. 51st Street and 49th Avenue
5. Old Town Hub
6-8. Tin Can Hill x 3
9-12. Frame Lake Trail x 4
13. Hearne Hill Road and Mitchell Drive to Mitchell Park
14. Otto Drive to Otto Drive Park



Figure 23. Recommended Directional Signage Location Map

Recommendation 5: Destination Signage

5.1 Update the existing Standard Park Sign (Figure 25) to the proposed Destination Sign (Figure 26);

5.2 Add or update Destination Signage at key locations (see Figure 24):

a. Twin Pine Lookout, Mitchell Drive Park, Otto Drive Park, Back Bay Cemetery, Parker Park, Watt Drive Park, and Pilots Monument.

See Appendix 3 for complete Destination Sign Concepts.

Destination Signage



Recommended Locations

1. Twin Pine Lookout
2. Mitchell Drive Park
3. Otto Drive Park
4. Back Bay Cemetery
5. Parker Drive Park
6. Watt Drive Park
7. Pilots Monument

Figure 24. Recommended Destination Signage Location Map



Figure 25. Current Standard Park Sign

City of Yellowknife Wayfinding Signage Concept 1

STANDARD DESINATION SIGN

Concept 1 echoes the design of the current Standard Destination Signage with the use of horizontal banding of information and colour, but with a few amendments: a larger typeface size for the titles aid in the clarity of identifying the destination; white on a dark background for both the text and the pictographs makes the information more visible because of the high contrast in colour, allowing for "scanning" of signage at a distance and at speed (for vehicles). A limited colour palette and focus on hierarchy of information through size helps to communicate an overall design that is friendly, welcoming and approachable. The signage feels authentic and personable. Adding artwork to the Standard Destination Signage adds a layer of visibility and energy which in turn, creates a uniquely informative wayfinding system for Yellowknife.

Please note: artists' work are placeholders only and are not meant to suggest preference.

Other design elements:

- The design allows for multiple levels of information
- It uses the standard collection of City of Yellowknife pictographs that are positive in nature, rather than negative. There is a focus on visual language of pictographs to overcome language barriers.
- These designs use the Extraordinary Yellowknife Branding Colour Palette and ASAP typeface.
- The signage utilizes upper and lower case letters for quicker comprehension.
- The signage design allows for the placement of a QR Code.



Figure 26. Standard Destination Signage Concepts

Extraordinary Yellowknife Brand Colours

Simple layout displays information clearly

Prominent place name is more visible

High contrast for increased visibility

Opportunity for link to more information on website through QR code

Pictographs of amenities minimizes the need for text and helps those with limited English

Information about rules doesn't compete with amenity information

Opportunity for artist collaboration

Recommendation 6: Develop Wayfinding Website

6.1 Develop an interactive wayfinding website as a complement to the "Extraordinary Yellowknife" website;

- References: Stakeholder Engagement, Open House

a. Ensure consistency in branding and naming between online materials, printed materials and signage;

b. Utilize website and printed materials to provide more detailed information.

Recommendation 7: Improve Maintenance of Signs

7.1 Maintenance: Allocate maintenance budget for repair and replacement of signs.

- References: Stakeholder Engagements, Open House

7.2 Replace Damaged Signage: Signs that are no longer legible should be prioritized for repair and replacement. Second priority should be for signs that are damaged, but still legible (see Figure 29 for responsibility for specific signs).

- References: Stakeholder Engagements, Open House, PlaceSpeak survey. North Slave Interpretive Signage Report (p 3)

Recommendation 8: Continue to Utilize & Strengthen Partnerships

8.1. Indigenous Languages: Work with the Intercultural Placemaking Committee and the YKDFN to identify the best ways to utilize Tetsǫ́t'ıne on signage and wayfinding materials; *YKDFN

- References: Rights Holder Engagement (YKDFN), Open House

8.2 Foreign Languages: Coordinate with NWT Tourism to identify and update priority international languages for incorporation in printed and online wayfinding materials. See sidebar for further information; *Northwest Territories Tourism

8.3 Funding: Seek funding opportunities that can be applied to wayfinding (see Implementation Plan for further detail);

8.4 Capital Area Committee: Utilize the Capital Area Committee Standing meetings to allow partners to review proposed information, icons, location names and location of signs. Ensure organizations can review how they are represented; *Capital Area

8.5 Capital Area Responsibilities: Coordinate with the Capital Area Planning Committee to create a clear framework for who is responsible for which signage in the Capital Area; *Capital Area

- References: Stakeholder Engagements, Open House, Capital Area Development Plan Draft (Recommendation 12)

8.6 Support Signage and Wayfinding Improvements through partnerships:

a. Ensure Yellowknife paper visitor map is available at Fred Henne Park;

8.7 Work with partners to re-establish a permanent visitors centre. *GNWT

- References: Stakeholder Engagement

Recommendation 9: Increase Signage Visibility without Signage Lighting

9.1 Increase visibility of signage through adequate font size, high contrast colours, and placement of signage to face natural light and/or take advanatage of other nearby outdoor lighting. Lighting on signage is not recommended due to cost implications, ongoing maintenance requirements, and contributions to additional light pollution that could interfere with aurora viewing.

- References: Stakeholder Engagement, Open House, Smart Cities Challenge Proposal, Barrier Removal Action Plan (Accessibility Audit, A2.1)

Priority Languages for Visitor Wayfinding Material Translations

The translation of existing wayfinding materials is recommended to improve the experience of navigating Yellowknife for those who speak other languages. The languages most commonly used amongst visitors should be incorporated into printed and online wayfinding materials, as well as included in the proposed airport "welcome" signage.

The list below is extrapolated from data* on the nationality of visitors arriving at Yellowknife Airport in fiscal year 2016-2017, the most recent data available. This data should be reviewed annually.

1. Japanese (7,626)
2. Chinese (6,206)
3. French (2,776)**
4. Korean (1,938)

* http://www.iti.gov.nt.ca/en/tourism-research

** While official statistics for francophone tourism to Yellowknife and the Northwest Territories are not available, the approximate prevalence of French amongst tourists was estimated by adding the numbers of tourists from France to 3% of Canadian tourists. While 21% of Canadians are francophone, a more conservative 3% was used due Yellowknife's distance from francophone population centres and the greater prevalence of Quebec and the eastern US as destinations for francophone tourism.

Priority Materials for Foreign Language Translation

- Printed Visitor Centre map
- Wayfinding website

Updated Destinations Map

legend

- Stanton Territorial Hospital
- Fire Department
- Police
- Yellowknife Airport
- Boat Launch
- Destinations
- Walking/Hiking Trail
- Campground
- Park
- Open Space
- Water
- Ice Road
- City Hall
- Ruth Inch Memorial Pool
- Yellowknife Arena
- Yellowknife Curling Club
- Multiplex Arena
- Yellowknife Fieldhouse

destinations

1. Yellowknife Sign at Bristol Monument
2. Fred Henne Campground – Long Lake Beach
3. Government Dock
4. Houseboats
5. Ice Road (Winter)
6. Legislative Assembly
7. Northern Arts and Cultural Centre
8. NWT Diamond Centre
9. NWT Mining Heritage Site
10. Pilots' Monument
11. Prince of Wales Northern Heritage Centre (PWNHC)
12. Snow Castle
13. Somba K'e Civic Plaza
14. Twin Pine Hill Lookout
15. Parker Park
16. Giant Mine Boat Launch
17. Back Bay Cemetery
18. Bank of Toronto Building
19. CP Float Base
20. Fireweed Studio
21. Hudson Bay Warehouse
22. Old Log School House
23. Weaver and Devore
24. Wild Cat Café
25. Yellowknife Post Office
26. Tin Can Hill
27. Weavers Drive at Portage
28. Hank Koenen Park
29. Raccine Park
30. 50th Ave & 50th St.
31. RV Dump Station
32. Dog Yards
33. Mitchell Dr. Park
34. Otto Dr. Park
35. Watt Dr. Park
36. Ceremonial Circle
37. Water's Edge Park



Figure 27. Updated Yellowknife Key Destinations Map



Implementation Plan

Funding sources, priorities and budget recommendations are included on the following pages. The priorities were established based on their relevance to visitors and locals, their visibility, and the opportunity to address the "low hanging fruit". High priority was given to actions that address current damaged or misleading signage, as well as improvements that offer the biggest reward for minimal investment. These include adding signage to existing amenities that are harder to find, such as Twin Pine Lookout and Tin Can Hill.

Priorities & Budget Recommendations

The table on the following page lists the key priorities and corresponding budget recommendations and the department or jurisdiction that is primarily responsible. Key priorities are identified as those that have budget and staffing implications for the City of Yellowknife.

Recommended Funding Sources

Prospective funding sources that may be applicable to the priorities identified in the recommendations are listed below.

Federal Funding:

- First Nation Infrastructure Fund through Indigenous and Northern Affairs Canada (FNIF)

  https://www.sac-isc.gc.ca/eng/1497275878022/1533645265362#sec2
- Canadian Northern Economic Development Agency (CanNor)

  https://www.cannor.gc.ca/eng/1558021950153/1558021978063
- Strategic Investments in Northern Economic Development (SINED)

  https://www.cannor.gc.ca/eng/1385477070180/1385477215760

Territorial Funding:

- Northwest Territories Arts Council Funding

  https://www.nwtartscouncil.ca/forms/NWTAC-CATNO-2019-guidelines-lignes.pdf
- Support for Entrepreneurs and Economic Development (SEED) Industry, Tourism and Investment (ITI)

  https://www.iti.gov.nt.ca/en/services/community-economic-development-seed

Other Funding:

- Green Municipal Fund from the Federation of Canadian Municipalities & Govenment of Canada

  https://fcm.ca/en/programs/green-municipal-fund
- The Great Trail (formerly the Trans Canada Trail) Capital Improvement Plan for Wayfinding Improvements & Government of Canada

  https://thegreattrail.ca/wp-content/uploads/2018/08/TCT-Support-and-Development-Guidelines.pdf



Figure 28. Pilots Monument, Yellowknife (Photo: Aurora Village)

Signs Prioritized for Updating

Signs that need to be repaired and replaced are keyed into the map with red circles. See recommendation 7.2.

Responsibility for repair or replacement is indicated by the dots next to each photo.

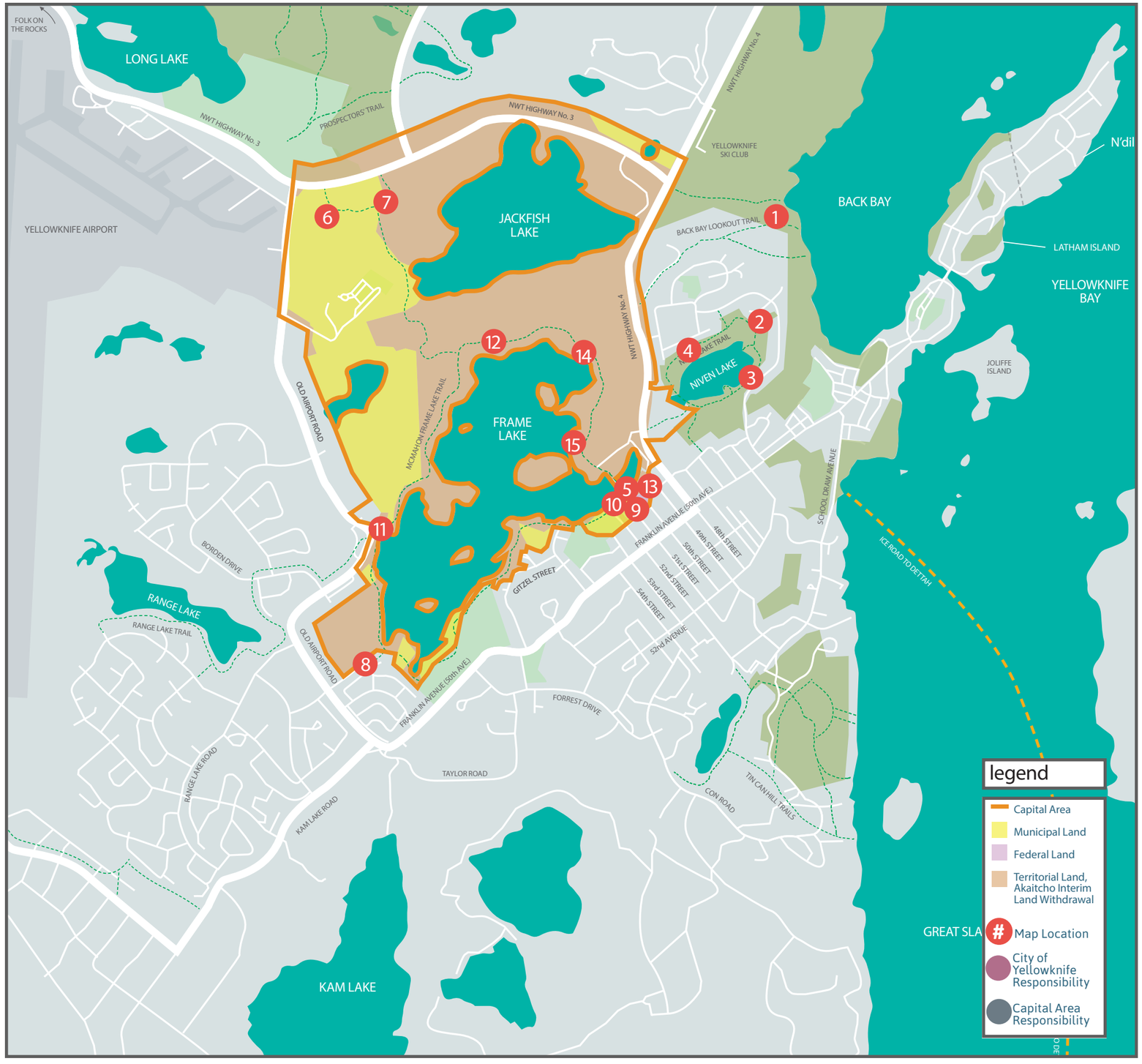
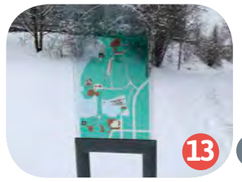


Figure 29. Signs Identified for Repair and Replacement





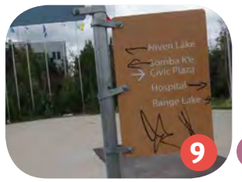




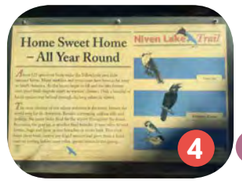




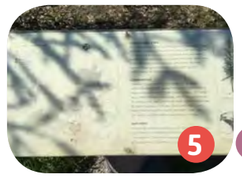


















Phased Wayfinding Improvements

The map at right provides a visual summary of the proposed signage and wayfinding improvements by phase. Please refer to the numbered recommendations for further description.

Year 1

Trailhead Signage:

1. Tin Can Hill
2. Twin Pine Trailhead on Franklin

Directional Signage:

1. Ceremonial Circle
2. Somba K'e Civic Plaza
3. Traffic triangle at southern side of causeway to Latham Island
4. 51st Street and 49th Avenue
5. Old Town Hub

Destination Signage:

1. Twin Pine Lookout
2. Mitchell Drive Park
3. Otto Drive Park

Year 2-3

Welcome:

1. Ice Road Welcome Sign
2. "Welcome to Yellowknife" site improvement design

Information Kiosks:

1. RV Dump Station - Kam Lake & Old Airport Road
2. Downtown - Franklin Avenue & 54th Street

Trailhead Signage:

3. Byrne Road to Frame Lake Trail
4. Twin Pine Trailhead on 44th Street

Directional Signage:

6-8. Tin Can Hill x 3

9-12. Frame Lake Trail x 4

Destination Signage:

4. Back Bay Cemetery
5. Parker Drive Park
6. Watt Drive Park
7. Pilots Monument

Year 4-5

Welcome:

2. "Welcome to Yellowknife" site improvements
3. Airport Welcome Sign

Information Kiosks:

3. Old Airport Road - at Byrne Road
4. Old Town Entry - Franklin Avenue & School Draw Avenue

Trailhead Signage:

5-6. Frame Lake Trail from Mackenzie Highway (x 2)

Directional Signage:

13. Hearne Hill Road and Mitchell Drive to Mitchell Park
14. Otto Drive to Otto Drive Park

legend

- Welcoming Signage
- Information Kiosk
- Trailhed Sign
- Directional Sign
- Destination Sign
- Improve/Replace Signage
- New Signage



Figure 30. Map of Phased Wayfinding and Signage Improvements

Budget Recommendation by Phase

legend

- City of Yellowknife
- Yellowknives Dene First Nation
- Capital Area
- Government of Northwest Territories

#	Key Recommendations	Priority & Budget Recommendations Year 1	Year 2-3	Year 4-5	Responsibility & Partnerships
1.0	**Improve "Welcome Signage" in Yellowknife**				
1.1	**"Welcome to Yellowknife" sign and surrounding landscape near Bristol Monument.** a. Landscape design; b. Construction.	**Staff time**	**$30,000**	**$60,000**	
1.2	**Ice Road Entry at Rotary Centennial Park:** Add welcome signage in multiple languages, including Indigenous languages.			**$5,000**	
1.3	**Airport:** Add welcome signage in multiple languages, including Indigenous languages.		**$5,000**		
2.0	**Add Information Kiosks at Key Decision Points**				
2.1	**Place at Key Decision Points**.		**$6,000 x 2 kiosks**	**$6,000 x 2 kiosks**	
2.7	**Artist Participation:** Highlight the creativity and eclectism of Yellowknife by seeking artists and designers to: a. Participate in designing signage kiosk maps following a terms of reference; b. Exhibition copyright fee* for artworks on information kiosks.	**Staff time**	**$1,000 x 2 kiosks**	**$1,000 x 2 kiosks**	
3.0	**Trail head Signage**				
3.2	**Add updated trailhead signs at identified locations.**	**$1,800 x 2 signs**	**$1,800 x 2 signs**	**$1,800 x 2 signs**	
4.0	**Update + Replace Directional Signage**				
4.2	**Add updated directional signs at identified locations.**	**$1,000 x 5 signs**	**$1,000 x 7 signs**	**$1,000 x 2 signs**	
5.0	**Destination Signage**				
5.2	**Add or update destination signs at identified locations:** a. Exhibition copyright fee* for artworks on destination signage.	**$1,800 x 3 signs** **$600 x 3 signs**	**$1,800 x 3 signs** **$600 x 3 signs**		
6.0	**Develop Wayfinding Website**				
6.1	**Develop an interactive wayfinding website** with Chamber of Commerce, Destination Marketing Organization, Visitor Centre.		**$45,000**		
7.0	**Improve Maintenance of Signs**				
7.3	**Replace identified damaged or misleading signage.**	**$1,800 x 15**			
8.0	**Continue to Utilize + Strengthen Partnerships**				
8.1	**Indigenous Languages:** Work with the Intercultural Placemaking Committee and the YKDFN to identify the best ways to utilize Tetsǫ́t'ıne on signage and wayfinding materials;	**Staff time**	**Staff time**	**Staff time**	
8.2	**Foreign Languages:** Coordinate with NWT Tourism annually to identify popular international languages to incorporate printed interpretive and wayfinding materials;	**Staff time**	**Staff time**	**Staff time**	
8.3	**Funding:** Seek funding opportunities that can be applied to wayfinding;	**Staff time**	**Staff time**	**Staff time**	
8.4	**Capital Area Committee:** Use the Capital Area Committee Standing meetings to allow partners to review proposed icons, names and sign locations.	**Staff time**	**Staff time**	**Staff time**	
8.5	**Support Signage and Wayfinding Improvements through partnerships:** a. Ensure Yellowknife paper visitor map is available at Fred Henne Park.	**Staff time**	**Staff time**	**Staff time**	
8.6	**Work with partners to re-establish a permanent visitors centre.**	**Staff time**	**Staff time**	**Staff time**	
9.0	**Increase Signage Visibility without Signage Lighting**				
9.1	**Increase visibility of signage** through adequate font size, high contrast colours, and placing signage to face natural light and/or take advantage of other nearby outdoor lighting.	**with installation**	**with installation**	**with installation**	
	Budget Recommendations by Phase	**$42,800**	**$114,200**	**$84,600**	

* Based on 2019 CARFAC (Canadian Artists Representation/Le Front des artistes canadiens) minimum exhibition copyright fee schedule A.1

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ASSOCIATES

Avens Associates Ltd.

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Appendices

Appendix 1: Public, Stakeholder and First Nation Engagement Summaries

The following comments were captured from the meeting with representatives from Yellowknives Dene First Nation (YKDFN):

- It could be powerful to have increased visibility on land with integration of indigenous place names in signage
- Tetsǫ́t'ıné is the traditional language of the Yellowknives Dene
- YKDFN currently working on digitizing stories and creating an Indigenous knowledge map (example: Franklin = Old caribou hunting trail)
- YKDFN has capacity challenges

The following comments were gathered from the meeting with staff from the Prince of Wales National Heritage Centre (PWNHC):

- Review protocol needed: PWNHC wants a say in how they are represented
- Suggest effectively using the Intergovernmental committee to discuss & coordinate wayfinding & review protocol – Rec: Wayfinding should be standing item on agenda
- Logo/signage on back of PWNHC needed
- Durability is key consideration in YK climate (sun, winter, weather)
- Correcting or removing problematic signage would be a positive step
- Tourists rely on wifi in hotels, restaurants, rather than using phones outside
- Phones are less important in field due to batteries dying in cold, incompatible networks/roaming.
- QR codes less important (can be hard to update)
- Directions between City Hall, Museum, Legislative Assemby needed. Staff have developed their own "How to get to City Hall" handout.

The following comments were gathered from the meeting with staff from the Legislative Assembly:

- More directional signage needed for capital area
- "Water Edge Park" should be shown on maps
- Recommendation: City to work with Legislative Assembly Building (LAB) staff on how water edge park should be shown as a destination
- Mini markers along trail (not in front of Legislative Assembly Building plaza)
- Decision Points: ceremonial circle, museum end of causeway, miners memorial, plaza end of FL trail, crosswalk from Explorer/Nova

The following comments were expressed by community members on the Open House boards and at the Open House:

- Key locations requested by visitors: museum, ice caves, Visitor Centre itself (hard to find), Pilot's Monument, aurora viewing places
- Signage to show ice caves but protect graves
- Causeway to Latham Island = visitor confusion zone
- Franklin from City Hall to Old Town = tourist confusion
- Bike routes need more directional signs (especially where they end- need directions to where to pick up next section to continue bike ride)
- Need signage for residents + visitors where there are public washrooms

Orientation and Interpretive Kiosks:

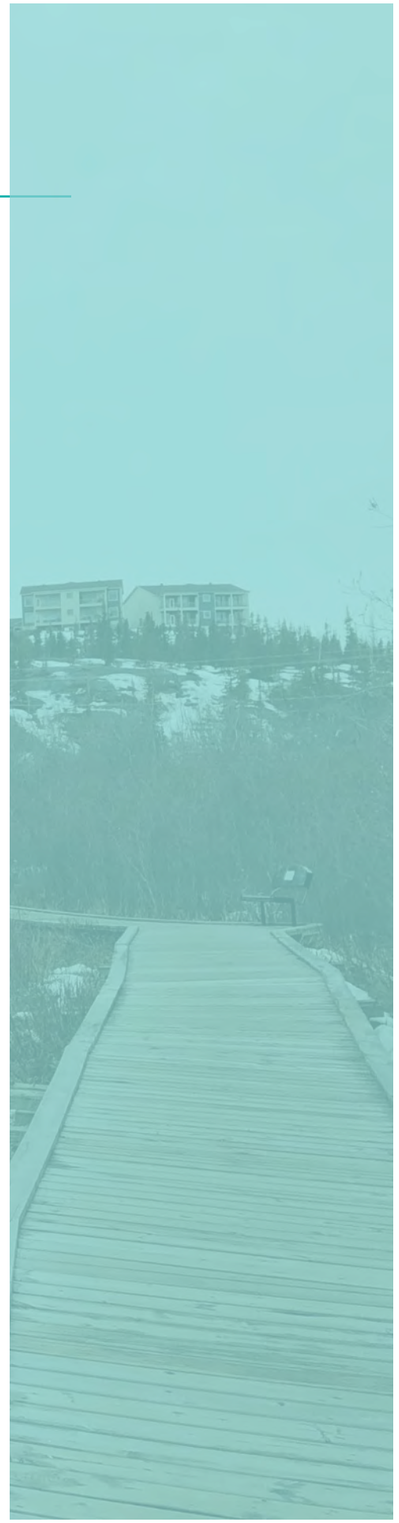
- Good to have this info online- but physical signs are important as phones can be hard to use/frozen/dead in coldest part of winter
- 4-sided interpretive kiosk: feels overwhelming, with so much info
- Regulatory prohibitions are most prominent ("don't do this") rather than location name

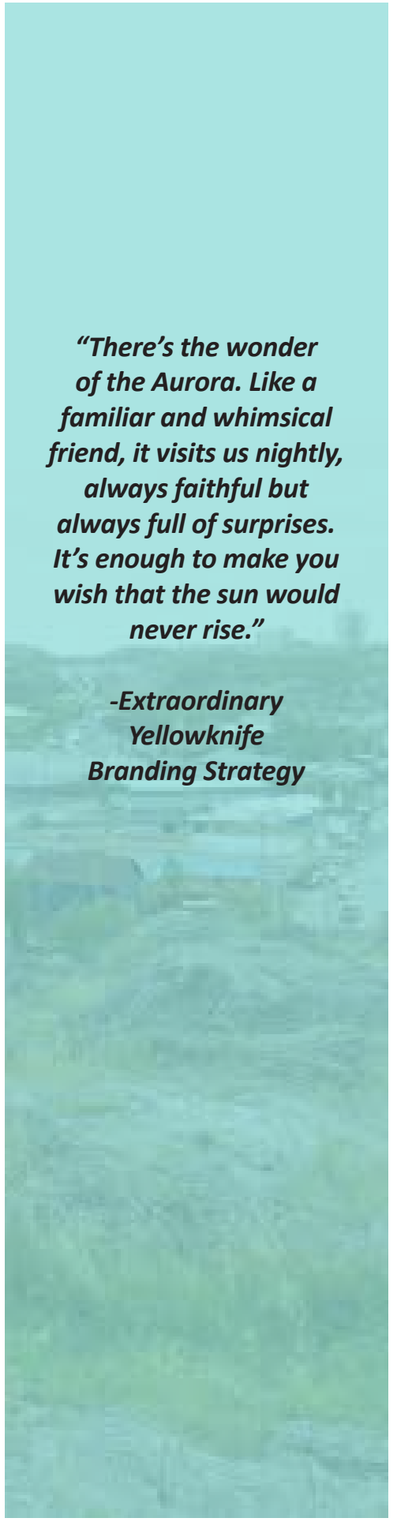
Capital Area/Frame Lake Trail Interpretive panels:

- Transparent signs are hard to see, the info is out-of-date
- Liaise with Heritage Committee- link with their signage -existing and planned
- Many are in poor condition
- Captial area interpretive signage should have some consistency with other Yellowknife signage
- Use replaceable panels so they can be switched out periodically

Trail Directional Signage:

- Some include incorrect info
- Some include destinations that are less relevant (ie. Lakeview Cemetery)
- Arrows would improve usefulness
- Simple maps could be useful in some places (You are here, etc.)





- Don't forget 35,000+ tourists come through and read/speak Japanese, Mandarin, Korean as well as upcoming markets from India and Mexico - pictograms on maps are helpful for those who cannot speak the language
- Indigenous languages are important

Other:

- Walking tour pamphlets: Great but need updating, could be shortened
- Google maps = hit or miss
- Government buildings and hospital (names and directions) are important destinations for people coming from other NWT communities for meetings, services and appointments

The following comments were submitted by community members from the PlaceSpeak online survey:

- There are priorities other than Wayfinding ..... visitors & residents need clean, safe, accessible public spaces with seating areas, internet and washrooms usable in both winter and summer, we have a number of parks in the summer which are well utilized, however in the winter when there are many visitors /tourists and when residents want to get out and about there are not many public places available.
- Wayfinding is about far more than putting up a few more signs, however helpful those signs may be. It's also about having the destinations looking unique. ex Old Town, Downtown, etc. Multilingual street signage could indicate this with a picture, and point pedestrians to the shortest way there, which might well be along a trail. Yellowknife has the potential to be a very special city indeed.
- It would be great for visitors to get a sense of where they can walk in what time and conceptually know what part of Yellowknife they are in "Downtown, OldTown, Frame Lake, Uptown, Kam Lake, Niven, etc.."
- A good map helps, but maps are better when they show not only the streets, but also the principle buildings and other major features.

Areas of Confusion/Wayfinding Challenges identified by respondents:

- Driving: Old Airport Road or Ingraham Trail, Highway 3
- Old Town (near woodyard)
- Access to Niven Lake
- Knowing where to come out of Frame Lake Trail for different destinations
- Hospital access

Important locations identified for wayfinding improvement for visitors and residents:

- Old Town
- Downtown
- Museum
- Legislative Assembly
- Visitors Centre
- Centre Square Mall
- Dettah Ice Road
- Lookout at Jackfish Lake
- Hotels
- Snowcastle
- Niven Lake
- Frame Lake
- Kam Lake
- Grace Lake
- Twin Pine Hill Lookout
- Ski Club
- Hospital
- Grocery Stores
- Walking paths
- Bike trails
- Parking
- Ball diamonds

Appendix 2: Pictograms

City of Yellowknife Wayfinding Signage

PICTOGRAMS

The pictographs are a simplified graphic language based on ISO (International Organization for Standardization) Graphical Symbols. They have been designed to provide consistency and legibility of information to all manner of tourists, regardless of their nationality or language skills. Whether navigating their journey via highway signs and Google maps or the arrivals and departure system of air travel, people will identify with the universality of these pictographs which in turn will aid comprehension and foster a confidence and enjoyment in the travel experience for all.

These pictographs are also an extension of the Extraordinary Yellowknife Brand Style font ASAP and create an added layer of continuity with the written language displayed on all the signage. They subtly describe the personality of Yellowknife: they are friendly, well-rounded and engaging. Note the rounded edges of the ASAP font character set echoed in the edges of the pictograph. With this style of pictograph, we also have the ability to create a graphic language that is uniquely Yellowknife.



ASAP Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ASAP Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Yellowknife

Yellowknife

YE

Ye

lol

Standard Pictograms



Hiking



Cycling



Walking



Viewpoint



Waterfront Access



Garbage Bin



Scoop the Poop



Camp Fires Allowed



Bathrooms



Shopping



Restaurants



Library



Museum



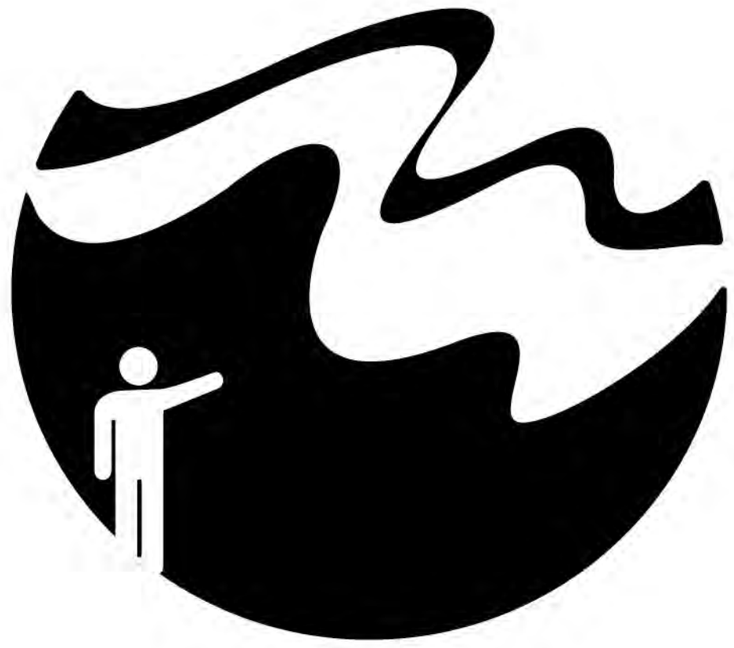
Public Transportation



Playground



Basketball Court



Yellowknife Specific Pictogram - Aurora Viewing

Appendix 3: Proposed Signage Concepts

City of Yellowknife Wayfinding Signage Concept 1

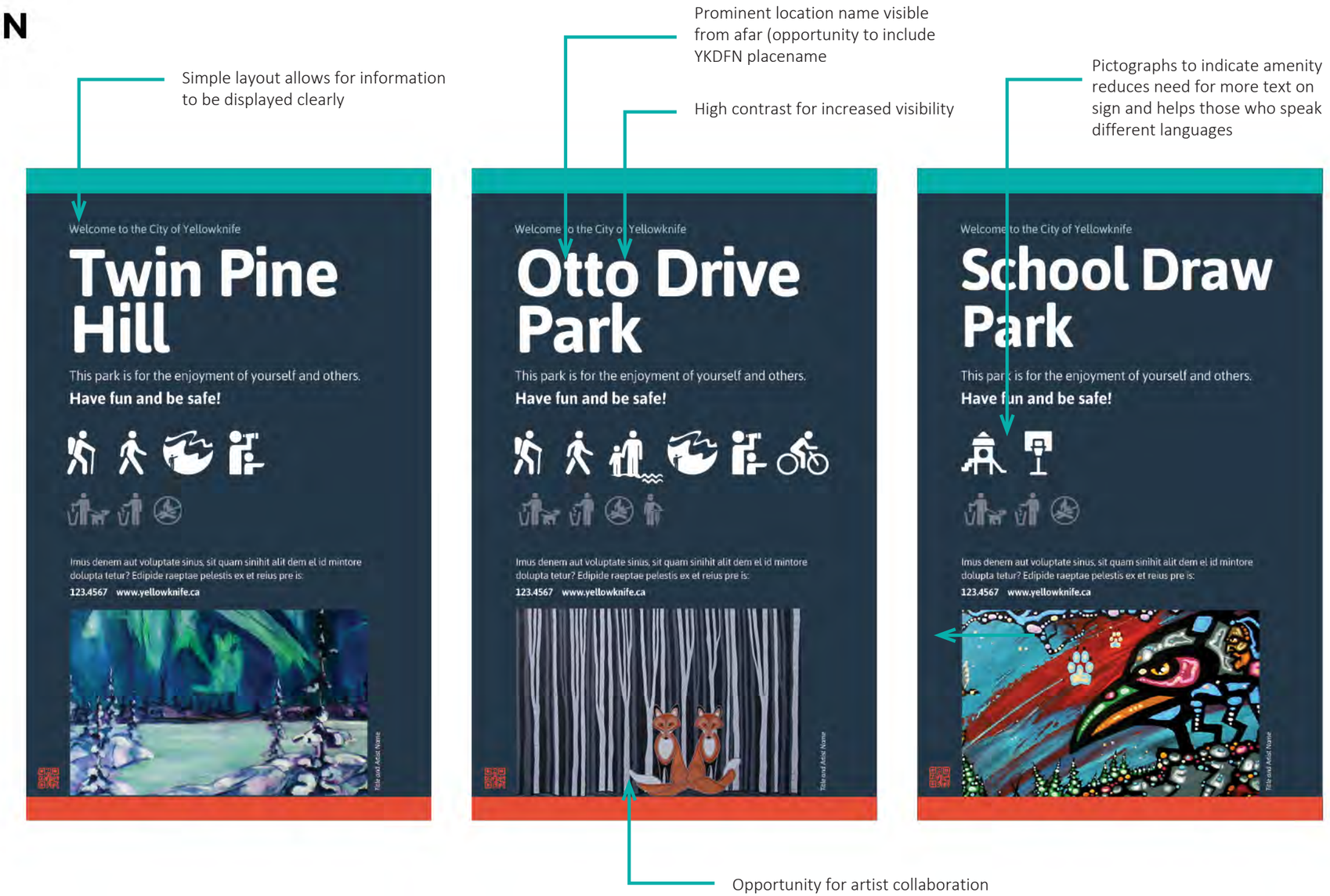
STANDARD DESINATION SIGN

Concept 1 echoes the design of the current Standard Destination Signage with the use of horizontal banding of information and colour, but with a few amendments: a larger typeface size for the titles aid in the clarity of identifying the destination; white on a dark background for both the text and the pictographs makes the information more visible because of the high contrast in colour, allowing for "scanning" of signage at a distance and at speed (for vehicles). A limited colour palette and a focus on hierarchy of information through size helps to communicate an overall design that is friendly, welcoming and approachable. The signage feels authentic and personable. Adding artwork to the Standard Destination Signage adds a layer of visibility and energy which in turn, creates a uniquely informative wayfinding system for Yellowknife.

Please note: artists' work are placeholders only and are not meant to suggest preference.

Other items of consideration:

- The design allows for multiple levels of information
- It uses the standard collection of City of Yellowknife pictographs that are positive in nature, rather than negative. There is a focus on the visual language of pictographs to overcome language barrier
- These designs use the Extraordinary Yellowknife Branding Colour Palette and ASAP typeface
- The signage utilizes upper and lower case letters for quicker comprehension
- The signage design allows for the placement of a QR Code



Extraordinary Yellowknife Brand Colours

City of Yellowknife Wayfinding Signage Concept 2

STANDARD DESTINATION SIGN

Concept 2 is more 'vocal' than Concept 1 and aimes to make the signage more welcoming and approachable. The Welcome running lengthwise is large and ... welcoming! As a graphic element it is dynamic and creates an invitation to read.

Like Concept 1, the larger typeface size for the titles aid in the clarity of identifying the destination; white on a dark background for both the text and the pictographs makes the information more visible because of the high contrast in colour, allowing for "scanning" of signage at a distance and at speed (for vehicles). A limited colour palette and a focus on hierarchy of information through size helps to communicate an overall design that is friendly, welcoming and approachable. The signage feels authentic and personable. Adding artwork to the Standard Destination Signage adds a layer of visibility and energy which in turn, creates a uniquely informative wayfinding system for Yellowknife.

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Simple layout allows for information to be displayed clearly. Colour banding on top and bottom resemble existing trail signage.

High contrast for increased visibility







Colour palette consistent with Extraordinary Yellowknife Brand

Extraordinary Yellowknife Brand Colours



City of Yellowknife Wayfinding Signage Concept 1

TRAILHEAD SIGN

Concept 1 of the Trailhead Sign echoes the design of the current City of Yellowknife Trailhead Sign in its use of horizontal banding of information and colour. For continuity, the colour palette, hierarchy of text, placement of text and use of pictographs is the same and the Standard Destination Sign, fostering a single over-riding theme in the City of Yellowknife's signage.

The Trailhead Signage map is the Extraordinary Yellowknife map. The longer sign dimension accommodates a larger-sized map and builds in flexibility for the varying number of pictographs found on signage in relation to location.

Other items of consideration:

- The signage uses the standard collection of City of Yellowknife pictographs used through all signage
- To maintain clarity and legibility, the signage excludes artwork





Trail map with "you are here" key map destinations

City of Yellowknife Wayfinding Signage Concept 2

TRAILHEAD SIGN

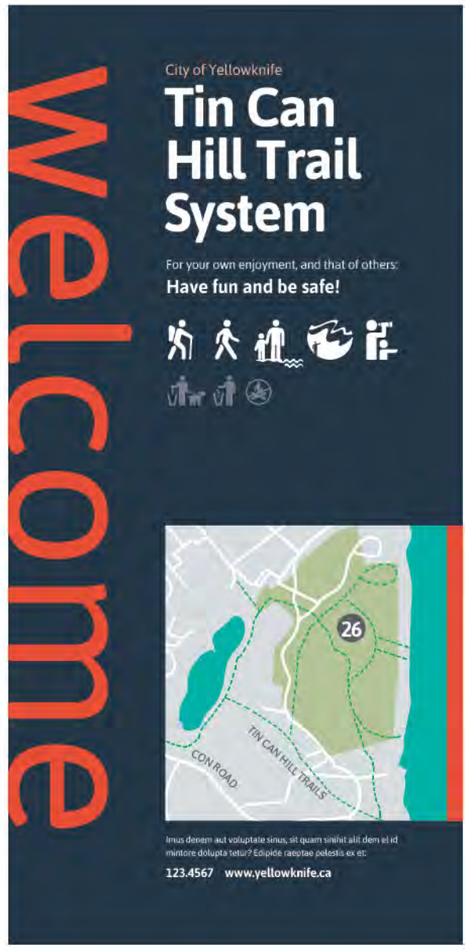
Concept 2 follows the theme of the Standard Destination Signage design (Concept 2). For continuity, the colour palette, hierarchy of text, placement of text and use of pictographs is the same, fostering a single over-riding theme in the City of Yellowknife's signage.

The Trailhead Signage map is the Extraordinary Yellowknife map; the longer sign dimension accommodates a larger-sized map and builds in flexibility for the varying number of pictographs found on signage in relation to location.

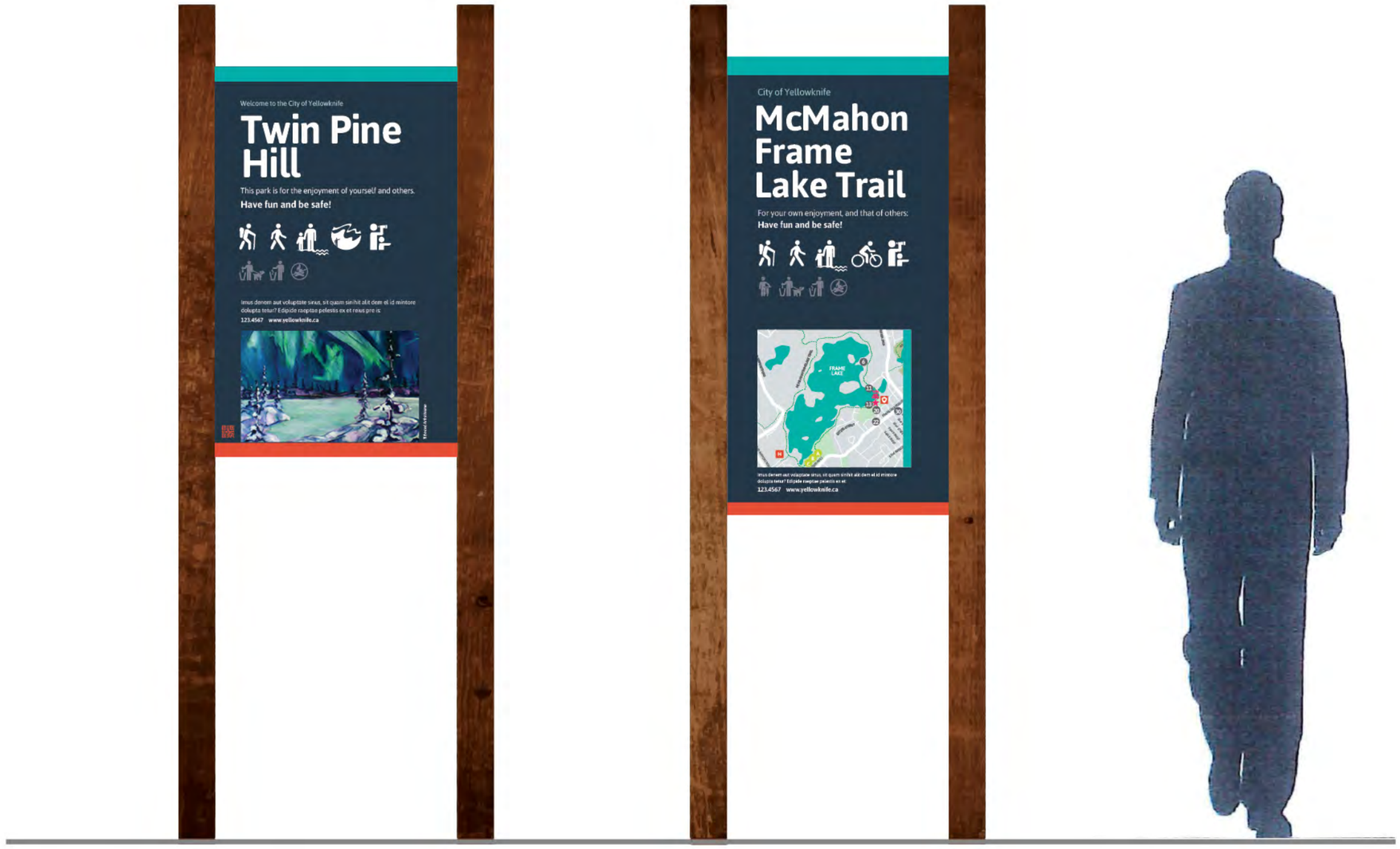
Other items of consideration:

- The signage uses the standard collection of City of Yellowknife pictographs used through all signage
- To maintain clarity and legibility, the signage excludes artwork





Wayfinding Signage Concept 1



Wayfinding Signage Concept 2

