

Plus 15 Wayfinding Project



What will the outcomes be?

Sign placement guidelines



Sign schedule & message schedule



Schematic map



Brand and graphic standards



Schedule



**Phase 1:
Discover**

Dec 2020
– Feb 2021

**Phase 2:
Strategize**

Mar 2021
– Apr 2021

**Phase 3:
Design**

Apr 2021 –
May 2021

**Phase 4:
Finalize**

May 2021
– May
2021

Why do the project?

Operational Need:

- Network is difficult to navigate
- Existing signs are outdated
- No overarching plan

Policy

- Centre City Plan, Downtown Retail District Strategy, Plus 15 Network Study

Objectives

- Develop guidelines for signage that makes the network easier to navigate.
- Develop a sign plan that specifies sign locations and messaging

