

ROCKY MOUNTAIN HOUSE

WAYFINDING PROGRAM

OCTOBER 2024

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1.0 INTRODUCTION

The Wayfinding Program has been prepared to guide the future upgrading and development of a new vehicular and pedestrian wayfinding approach for the Town of Rocky Mountain House. The Wayfinding Program has been prepared through a shared vision process with the purpose of establishing a community wayfinding approach that is unique to Rocky Mountain House.

Key objectives of the Wayfinding Program included:

- Assess and integrate all relevant Town resource information (e.g., marketing/branding, plans, policies, and guidelines) into the program.
- Identify key community essences (e.g., predominant colours, textures, patterns, materials, and forms that are found in the surrounding natural, regional, and local built environment) and characteristics (a central or series of coherent community themes) that make Rocky Mountain House unique; support community enhancement; and create a distinct and positive sense of place.
- Develop a wayfinding framework plan to identify community districts and destinations and primary landmarks, nodes, and corridors to be incorporated into the wayfinding program to support and clarify points of entry, movement, visual reference, ambient character, and sense of place.
- Prepare vehicular and pedestrian wayfinding sign concept options that include sign map locations and variations in the application of selected essence and character, fonts, language, symbology, community branding, and other sign component features.
- Based on a preferred vehicular and pedestrian wayfinding concept option approach, refine the wayfinding design, complete with 3D modeling, material schedules, art and font files, appropriate plan and drawing notes, and cost estimate.
- Prepare a Wayfinding Program Report, complete with a staged implementation strategy for the Wayfinding Program.

The Wayfinding Program is comprised of four key sections:

Wayfinding Program - Foundations, Principles and Criteria

This section provides an overview of key foundations - Town statutory and non-statutory plans, policies, guidelines, and related branding, marketing, business development and tourism initiatives - that should be aligned within the wayfinding program. These key foundations are further addressed in the wayfinding program principles and criteria.

Wayfinding Program Framework

This section explores and identifies the essences and character that define Rocky Mountain House and its uniqueness and sense of place, with the intent of merging these components into the wayfinding program signage – colours, textures/patterns, materials, form, and messaging. To assess, identify, and define the application of the wayfinding program within the Town, a wayfinding program framework was

completed, incorporating key Town districts/destinations, landmarks, nodes, corridors and edges. In addition, this section provides an overview of other community enhancements that would further support the wayfinding program framework and gateway/entry and wayfinding within the community.

Wayfinding Program Design Development

This section provides an overview of the wayfinding program content and concept design process and the proposed design refinement of the preferred Option 4 concept.

Wayfinding Program Implementation

This section provides a proposed implementation strategy for the wayfinding program.



2.0 WAYFINDING PROGRAM - FOUNDATIONS, PRINCIPLES & CRITERIA

2.1 Wayfinding Program Foundations

The Wayfinding Program has been developed in alignment with current Town statutory and non-statutory plans, policies, guidelines, and related branding, marketing, business development and tourism initiatives. Future wayfinding program development and enhancements must adhere and align to these foundation documents and initiatives.

The following provides an overview of related foundation documents and initiatives provided by the Town and key information that has been reviewed and reflected upon while developing the Wayfinding Program.

Rocky Mountain House Municipal Development Plan (Bylaw 2020/20)

- Significance - Confluence of the North Saskatchewan and Clearwater Rivers.
- Importance of CN railway and airport.
- Generational and cultural diversity.
- Traditional Territory – Indigenous Peoples.
- Fort & Fur Trade significance.
- Population growth and aging demographic.
- Housing – 61.7% single-detached. **Note: Newer developments named, while older communities are not named.**
- Economic Drivers – oil and gas, tourism, agriculture, and forestry. **Note: Named industrial area(s).**
- Retail/Commercial or Tourism main forms of registered businesses **Note: these are mainly concentrated in the Downtown area.**
- Land Availability – **Note: The Town should use the Wayfinding Program as a ‘living document’ to include future land and community development.**

Noted Opportunities for development and economic diversification:

- Innovative businesses and industry.
- Focus on public realm improvements, especially in the downtown core.
- Encouraging density in the downtown core.
- Diversification of housing stock/options in the surrounding area.
- “Adventure Hub” focus – promote recreation ventures and accommodation providers.
- Improvements to public recreational amenities and open space that extends beyond the Town. **Note: The North Saskatchewan River Park and National (Fort) Site are to be included in the wayfinding program.**

Noted Challenges for development and economic diversification:

- Highway 11 and CN rail line physically bisects the Town and places constraints on development, connectivity, and sensory environment.
- Development setbacks from infrastructure (e.g., sewage lagoon, solid waste transfer station, pipeline R.O.W.’s, etc.).
- Natural feature development constraints (e.g., North Saskatchewan River; single bridge crossing over NSR; low/boggy areas; etc.).

Vision & Guiding Principles

- Vision in 20 years... *Rocky Mountain House is: the adventure capital of Alberta, with unparalleled access to pristine river and mountain environments and boundless recreational opportunities and events; a forward-thinking, innovative, and prosperous community that supports diverse local businesses and industries and is full of opportunity for growth and change; and a livable, inclusive community where residents of all ages can access community amenities within walking and cycling distance.*
- Guiding Principles:
 1. **Resilient, Diverse Economy:** Rocky Mountain House supports a diverse and prosperous economy.
 2. **Adventure Hub:** Rocky Mountain House is Alberta’s adventure hub, which supports a thriving local tourism industry.
 3. **Healthy and Connected:** Rocky Mountain House is well connected, with a complete network of streets and pathways that link key destinations in Town and the surrounding region.
 4. **Complete, Sustainable Communities:** Rocky Mountain House is a leader and innovator in sustainable community development.
 5. **Vibrant Arts & Culture:** Rocky Mountain House supports a vibrant arts and culture community.
 6. **Celebrated History & Diversity:** Rocky Mountain House acknowledges the area’s rich history and its significance to Indigenous Peoples.
 7. **Abundant Recreational Opportunities:** Rocky Mountain House celebrates its connection to the North Saskatchewan River and boasts a vibrant network of parks, trails, and recreation opportunities.

Goals (Review)

The Wayfinding Program should support these goals, including the following:

- Reinforce the downtown core as the Heart of Town.
- Support major public gathering spaces.
- Support current and future business development.
- Promote an “Adventure Hub” tourism destination.

- Better define and celebrate existing and future neighbourhood development.
- Define direction to key social support destinations and promote individual, family, and community quality of life.
- Define and promote heritage resources that contribute to community identity, pride, and sense of place.
- Define and interpret Town and surrounding area natural areas; ecosystem functions; stewardship and environmental management and conservation; and climate resiliency.
- Wayfinding to support vehicular and pedestrian connectivity.
- Include wayfinding to key parks, natural areas, recreational/facilities, cultural and business-related destinations.
- Support future Clearwater County or Provincial initiatives (e.g., regional active mode development) that requires wayfinding.

Town of Rocky Mountain House – Community Sustainability Plan (May 2010)

- Cultural, Economic, Social, Environmental, and Governance are the key sustainability topic areas.
- “green” products and practices.
- Recycled materials.
- New directional signage on Main Street.
- Support local businesses and industry.
- Potential transportation routing and/or design (traffic circles) changes to enhance sustainability.
- Expansion of historic plaques to promote diversity in culture and history.

Town of Rocky Mountain House Land Use Bylaw (Bylaw # 2020/19 | January 2021)

- 14 types of Land Use Districts.
- No future annexation identified.

Rocky Mountain House 2020 Community Profile

- Popular Attractions: RMH Historic Site, Rocky Museum, Crimson Lake PP, Siffleur Falls, Brazeau Collieries Mine Site, Rocky Regional Recreation Centre
- Potential “Did you know” facts about RMH.
- Numerous important community destinations (e.g., RCMP, hospitals/heath cares, schools, recreation/culture & sports facilities) and local/regional events identified.

Rocky Mountain House Region Recreation Master Plan (September 2017)

- Overview of current (2017) parks and recreation system, trends, and needs.
- Wayfinding trail signage identified as an important need.
- Future regional trail links and community parks, recreation, and culture recommendations.

Area Structure Plans

No pertinent wayfinding related information was identified in the following Area Structure Plans, except for residential district identification:

- East Area Structure Plan
- North Area Structure Plan
- Old Town Area Redevelopment Plan
- North East Area Structure Plan
- South West Area Structure Plan

Intermunicipal Development Plan

- Land Use Concept – identifies areas and locations of concentrated commercial, industrial, residential, and open spaces.
- Provides specific goals, objectives, and policy directions for community and regional development with respect to land use (agricultural, residential, commercial/industrial, public/institutional, major green space/parks and trails); recreation and community services; transportation; utility services; urban expansion and annexation; and governance.

Outline Plans

No pertinent wayfinding related information was identified in the following Outline Plans, except for location/context and residential district identification:

- Augoustis Outline Plan
- Creekside Outline Plan
- Falcon Ridge Outline Plan
- Mud Lake Outline Plan
- North East Outline Plan
- Riverview Outline Plan
- RVB Outline Plan

Design Guidelines, Town of Rocky Mountain House (Version 2020)

- Design Guidelines Manual provides information regarding the Town of Rocky Mountain House’s (Town) standards governing the subdivision design, servicing standards, the design and construction approval process, and the as-constructed drawing submission requirements.

Street Naming Policy 006/2009


Street Naming Policy provides uniform and orderly street numbering and naming, which enables geographic locations to be found quickly and without incident. Names for streets, including avenues, are generally proposed by the developer, or named in relation to a natural geographic feature or landmark, or to a name of an individual or family in relation to a historic event or significant community contribution.





Town of RMH – Event: Where Adventure Begins WEB.mp4

- Direct access to the surrounding natural environment (river, lakes, foothills) ... right out the backdoor.
- Year-round events and outdoor activities – walking, hiking, biking/mountain biking, canoeing.
- Shops and restaurants – for residents and visitors.
- Diversity in Culture & Community Spirit
- Volunteerism & Public Events
- Embrace all Seasons.
- Inclusivity – events and activities for all.
- Gateway to David Thompson Country
- “Where Adventure Begins”

Town of Rocky Mountain House Branding Guidelines

Cooper Hewitt Thin
Cooper Hewitt Medium/Book/Regular
Cooper Hewitt SemiBold
Cooper Hewitt Heavy

			
Dark Blue Pantone 2767C #0e3253 C= 100 M=82 Y= 42 K=36	Medium Cyan Pantone 801C #0097ce C= 100 M= 17 Y= 9 K= 0	Light Blue Pantone 291C #97caeb C= 38 M= 8 Y= 1 K= 0	Cool Gray Pantone 7C #98989a C= 43 M= 35 Y= 35 K= 1

	
Primary Logo	Primary Logo Reversed
	
Primary Logo Single Colour	Primary Logo Single Colour Reversed

Town of Rocky Mountain House - Architectural Guidelines (December 2011)

- Historical Hudson's Bay Trading Fort Theme.
- Sensitivity to Nature.
- Handcrafted using local materials (e.g., wood).
- Human-oriented and scaled.
- Uniformity and scale.
- Specific materials and design approaches.
- Specific signage guidelines, materials (e.g., wood, plexiglass, fiberglass, or metal), and lighting (overhead spot lighting).

Visitor Friendly Community Assessment – Rocky Mountain House (July 2017 - B. Robertson)

- **The focus for this assessor was the overall quality of public wayfinding, the quality of public information and the overall ambiance created using public art, business signage, and façade treatments.**

Related wayfinding data is as follows:

- The banner system applied to streetlight supports on Main Street is very appealing and effective. The overall effect of the banners is very good, but the images on the banners are not easy to decipher. The permanent metal banners located on the highway light stands are less effective as they are often lost in the overall signage. **Banners could be developed as a form of wayfinding.**
- There are some indications of an overall theme in the community. These indications are found on the Town's main entry signs, the highway landscaped pockets, on some buildings that follow the architectural guidelines and on Main Street as part of the new streetscaping program.
- Highway signage is clear and direct. **To be assessed in the wayfinding program.**
- The east and west gateway signage is aesthetically pleasing and welcoming. The east town entry gate sign on the right-hand side of the road is partially obscured for motorists by trees. To be assessed in the wayfinding program.
- The gateway signs are effective and welcoming.
- The signs indicating businesses and services are clear.
- Directions to the Visitor Information Centre could be more pronounced.

Existing Wayfinding:

- The general comment here is that the Town should develop of a comprehensive public signage and wayfinding program.
- The blue and white, metal slat and wooden post signage system applied at various locations in the town needs to be reconsidered.

- The symbols used on the blue slat and wooden post signs should be redesigned and used consistently on all maps and for other wayfinding applications.
- The typography used on all public signage should be the same.
- A clean sans serif font should be introduced for public signage.
- The finger post multi-directional sign at 49th and Main should be expanded to other areas around Main Street. This street is a pleasant and important corridor, and the public signage should provide good directions.
- The signage at the front entrance to the VIC/Museum is a patchwork of information and should be consolidated along the lines of the freestanding sign outside the Lou Soppit Community Centre.

Other:

- Signage to sites and attractions effectively directed me to attractions: The welcoming sign on the west side of Main Street at 52nd Avenue is set back too far to be seen easily.
- Signage to VIC is visually appealing: The directional signage to the VIC needs to be improved.
- Signage to VIC effectively directed me to the VIC: Could be part of a comprehensive wayfinding system.
- Signage to key parking areas is visually appealing: Could be part of a comprehensive wayfinding system.
- Signage to key parking areas effectively directed me to parking: Could be part of a comprehensive wayfinding system.
- Signage at key attractions is visually appealing: Could be part of a comprehensive wayfinding system.
- Signage at key attractions effectively directed me around the attraction site: Could be part of a comprehensive wayfinding system.

Information (e.g. maps, products, services) is available at outdoor kiosks for 24-hr access.

- The outdoor mapping and brochure box at the VIC/Museum parking area are in the right place, but they need a redesign to improve their graphic standards.
- The regional map and town map should be redesigned and used consistently in ALL media applications.
- The Town map in the Visitor Guide is too small.
- The wall mounted “kiosk/map” frames used on Main Street need to be refurbished or replaced with free-standing kiosk structures that allow information to be updated.
- The town should also assess how the Town's overall visual identity is being applied in places where public information and site identities have “official” status for audiences.



2.2 Wayfinding Program Principles and Criteria

The following Wayfinding Program principles and criteria are to be used to guide future wayfinding development. The foundation documents and initiatives have been used as the basis for the following principles. Each principle has a rationale and specific criteria. When effectively applied, the principles and criteria will ensure that Wayfinding Program delivers on the Town's vision.

PLAN PRINCIPLES are concepts that guide Wayfinding Program decisions, direction, and development.

PLAN CRITERIA outline the specific Wayfinding Program design direction and requirements that will be evaluated with respect to each principle.

PRINCIPLE 1: VIBRANT COMMUNITY DISTRICTS

Rationale: Establishing a well-defined conceived Wayfinding Program is essential to supporting Rocky Mountain House as an attractive place to live and work. Community district development provides the opportunity to define and direct residents and visitors to key districts and destinations within the community and offers the ability to introduce a variety of essence and character that integrates a cohesive wayfinding approach throughout the community, while providing opportunities to establish district differentiation and uniqueness. The Wayfinding Program framework has applied districts and destinations to assess and guide future wayfinding development and specific locations, and their priority, integration with capital and operating budget, and alignment with improving community life, living, health and wellness.

Criteria: Social Interaction

District and destination development and enhancement defines and creates further opportunities for social interaction, cultural exposure and cohesion, and information exchange in vibrant, safe, well-connected areas.

Criteria: Vibrant Economy

Establishing a Wayfinding Program provides opportunities to define and enhance district and destination direction and to promote access and movement to a diversity of key economic drivers (e.g., the downtown, industries, etc.).

Criteria: Sustains and Defines Community Identity

Establishing opportunities to define a cohesive wayfinding approach throughout the community and establish district differentiation and uniqueness to promote ownership, organization, involvement, integrity, management, and pride.

PRINCIPLE 2: CONNECTIVITY & INTEGRATION

Rationale: Enhancing community connectivity not only involves the establishment of safe, secure, accessible, and inclusive community corridors; but a well-defined and comprehensive Wayfinding Program. Through the development of the Wayfinding Program framework, a hierarchy of key corridors (vehicular and pedestrian) and nodes has been established to assess and identify key connectivity (e.g., access and movement) to districts and destinations.

Criteria: Safety, Security and Barrier-free Accessibility

The Wayfinding Program has been established to align and provide safe, secure, and accessible connectivity throughout the community. To enhance future wayfinding and connectivity, proposed vehicular and pedestrian routes should maintain and/or enhance safe, secure, and accessible connectivity. Future connectivity between key districts, destinations, and quadrants of the community should be considered through future operating (e.g., infrastructure improvements/upgrading) and capital improvement projects.

Criteria: Parks and Open Space Integration

Parks, open spaces, and natural areas are to be preserved, enhanced, and integrated into the community corridor network to support safe, secure, inclusive, and accessible routes.

Criteria: Wayfinding Program

Establishing a consistent and well-defined community Wayfinding Program is an important component of community placemaking and community corridor network development. Wayfinding signage (both vehicular and pedestrian) provides the added support to help script and navigate people through the community to discover the various assets the community has to offer and define the type of impression that we want to provide tourists/visitors, future residents, developers, and business owners/employers. Wayfinding also offers the opportunity to incorporate community interpretation information.

PRINCIPLE 3: COMMUNITY DIVERSITY & INCLUSIVITY

Rationale: Rocky Mountain House has a diverse cross-section of residents with varied cultural, social, abilities and needs.

Criteria: Wayfinding Design Aspects

The Wayfinding Program should support and respond to community diversity and inclusivity through physical form and signage content.

PRINCIPLE 4: COMMUNITY SUSTAINABILITY

Rationale: The Wayfinding Program should support community sustainability, and the initiatives outlined in the Community Sustainability Plan.

Criteria: Wayfinding Design Components

The Wayfinding Program should incorporate components that support “green” products and practices, incorporate the use of recycled/restored materials, and local business/industry materials, equipment, and labour.

PRINCIPLE 5: PLACEMAKING

Rationale: Placemaking provides an opportunity for a community to re imagine and develop a vision for future development and enhancements that creates a distinct and unique sense of place. Through the identification of key community essences, themes and a framework, the Wayfinding Program is to be applied to better define districts, destinations, access, and movement through the community and support sense of place enhancement that sustains and defines community identity; supports and enhances the local economy; builds and creates opportunities for meaningful

contact; improves accessibility; and promotes inclusivity.

Criteria: Character & Identity

Essence and character development is a key component of the Wayfinding Program and has been used to create a multitude of meanings, impressions, forms, continuity, and consistency in how each district within the community is developed or enhanced.



3.0 WAYFINDING PROGRAM FRAMEWORK

3.1 Wayfinding Program – Essence & Character

Establishing a shared vision and direction for the Wayfinding Program requires a good understanding of the key essences and characteristics that define and make the Town of Rocky Mountain House unique. The following essences and characteristics have been established through a review of the community and foundation documents and initiatives.

ESSENCE

Etymology: Middle English, from Middle French & Latin; Middle French, from Latin *essentia*, from *esse* to be.

1 a : the permanent as contrasted with the accidental element of being b : the individual, real, or ultimate nature of a thing especially as opposed to its existence c : the properties or attributes by means of which something can be placed in its proper class or identified as being what it is

2 : something that exists : ENTITY

3 a (1) : a volatile substance or constituent (as of perfume) (2) : a constituent or derivative possessing the special qualities (as of a plant or drug) in concentrated form; also : a preparation of such an essence or a synthetic substitute b : ODOR, PERFUME

4 : one that possesses or exhibits a quality in abundance as if in concentrated form <she was the essence of punctuality>

- in essence : in or by its very nature : ESSENTIALLY, BASICALLY <was in essence an honest person>

- of the essence : of the utmost importance <time is of the essence>

*Merriam Webster Dictionary

Creating a Wayfinding Program that responds to a community's unique sense of place requires an understanding of the base elements or essences that establish our sensory experience of the place - - the predominant colours, textures, patterns, materials, forms, sounds and smells that occur in the surrounding natural and built environment. These essences are distilled and used to inform the wayfinding design development process. creating a better 'fit' with place.

A review and assessment of proposed Town of Rocky Mountain House essence components is as follows:

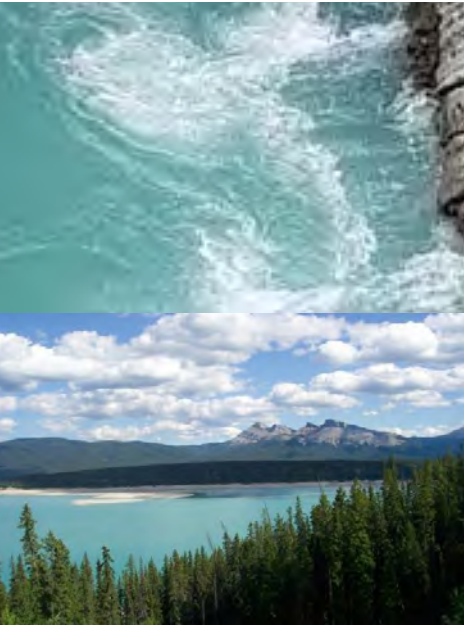
Colours

- Natural Colours (as per Architectural Guidelines)
- RMH Brand Colours
- Bluish Green/Yellowish Green



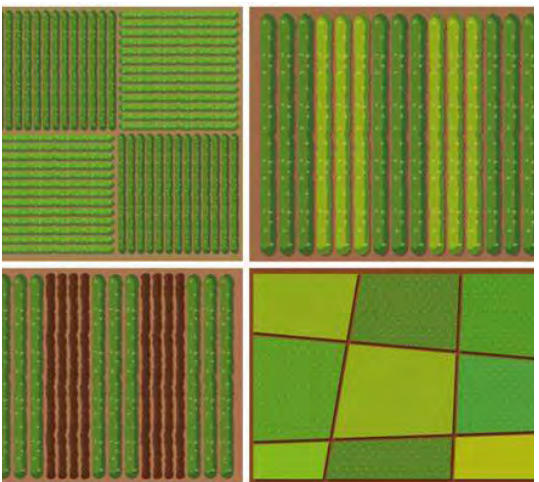
Textures/Patterns

- Water - river meander, falling water.
- Spruce/Aspen/Birch (bark, needles, leaf).
- Weathered Wood.
- Big Rock
- Agricultural Fields.
- Mountain/Foothills Horizon
- Train Bridge Trestle
- Log Rounds



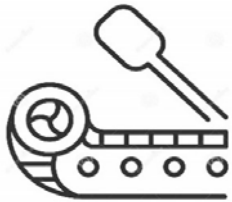
Materials

- Timber.
- Shaved Timber.
- Split Logs.
- Wood Shakes.
- River/ Ledge/ Field/ Stacked Stone.
- Clay
- Buffalo Hide.
- Birch Bark.



Forms

- Palisade.
- Red River Frame.
- Bastions.
- Fort Wall.
- Blackfoot Symbology
- Metis Symbology
- Voyager Canoe.



CHARACTER

Entomology - mid-14c., carecter, “symbol marked or branded on the body;” mid-15c., “symbol or drawing used in sorcery;” late 15c., “alphabetic letter, graphic symbol standing for a sound or syllable;” from Old French caratere “feature, character” (13c., Modern French caractère), from Latin character, from Greek kharaktēr “engraved mark,” also “symbol or imprint on the soul,” properly “instrument for marking,” from kharassein “to engrave,” from kharax “pointed stake,” a word of uncertain etymology which Beekes considers “most probably Pre-Greek.” In English the Latin ch- spelling was restored from 1500s.

1b (1) : a feature used to separate distinguishable things into categories

- also a group or kind so separated advertising of a very primitive character

(2): the aggregate of distinctive qualities characteristic of a breed, strain, or type

- a wine of great character

(3) : the detectable expression of the action of a gene or group of genes

c: the complex of mental and ethical traits marking and often individualizing a person, group, or nation

- the character of the American people

d : main or essential nature especially as strongly marked and serving to distinguish

*Merriam Webster Dictionary

A community’s key characteristics provide inspiration and direction to the wayfinding design development process and, more importantly, relevance, meaning, originality and vitality to the final wayfinding solution. The utilization of character in the design development process is not necessarily a direct or literal translation of forms or ideas, but an indirect reference which may not be immediately—or ever—apparent to the others, but which subtly informs and crystallizes the design.

The design process and the relationship between the essences and the character are not strictly linear; rather, they are a web of relationships that create a multitude of meanings, impressions, forms, and possibilities for effective wayfinding design development responses. The selected characteristics that define the uniqueness and sense of place for the Town of Rocky Mountain House are:

An Adventure Hub

- “Where Adventure Began” and “Where Adventure Begins”
- The uniqueness of Rocky Mountain House and access to the surrounding natural environment. The Confluence of the North Saskatchewan and Clearwater Rivers.
- The Foothills.
- Mountains.
- Lakes.

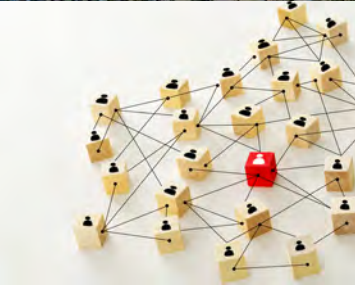
History & Diversity

- Historical 18th Century.
- Early Indigenous Gathering Ground.
- The Fur Trade - Trading Fort, The Fur Trade, David Thompson, Hudson Bay Company/Northwest Company, Coal Mining, 1913 – Village status, 1939 – Town status,

Connectivity – people and places.

Innovation and Sustainability

Arts & Culture



3.2 Wayfinding Program Framework

The development of a wayfinding program framework provides a basis to assess, identify, and define the visual and physical qualities of the Town, including specific **Districts** (areas having a typical character and/or land use based on a combination of elements) and **Destinations** (key community and visitor destinations and points of interest to be incorporated in the wayfinding program); **Landmarks** (reference points - significant natural, built form or other community features that act as visual references); **Nodes** (key vehicular and pedestrian intersections; and areas with variation in hierarchy and concentration of activity); **Corridors** (the primary network that integrates districts/destinations, nodes, and landmarks and defines vehicular, pedestrian and multi-use routes and their spatial qualities); and primary corridor **Edges** (natural and built form boundaries).

As illustrated in **Figure 01**, four (4) distinct districts have been identified:

- The Downtown.
- Active.
- Water’s Edge.
- Industrial.

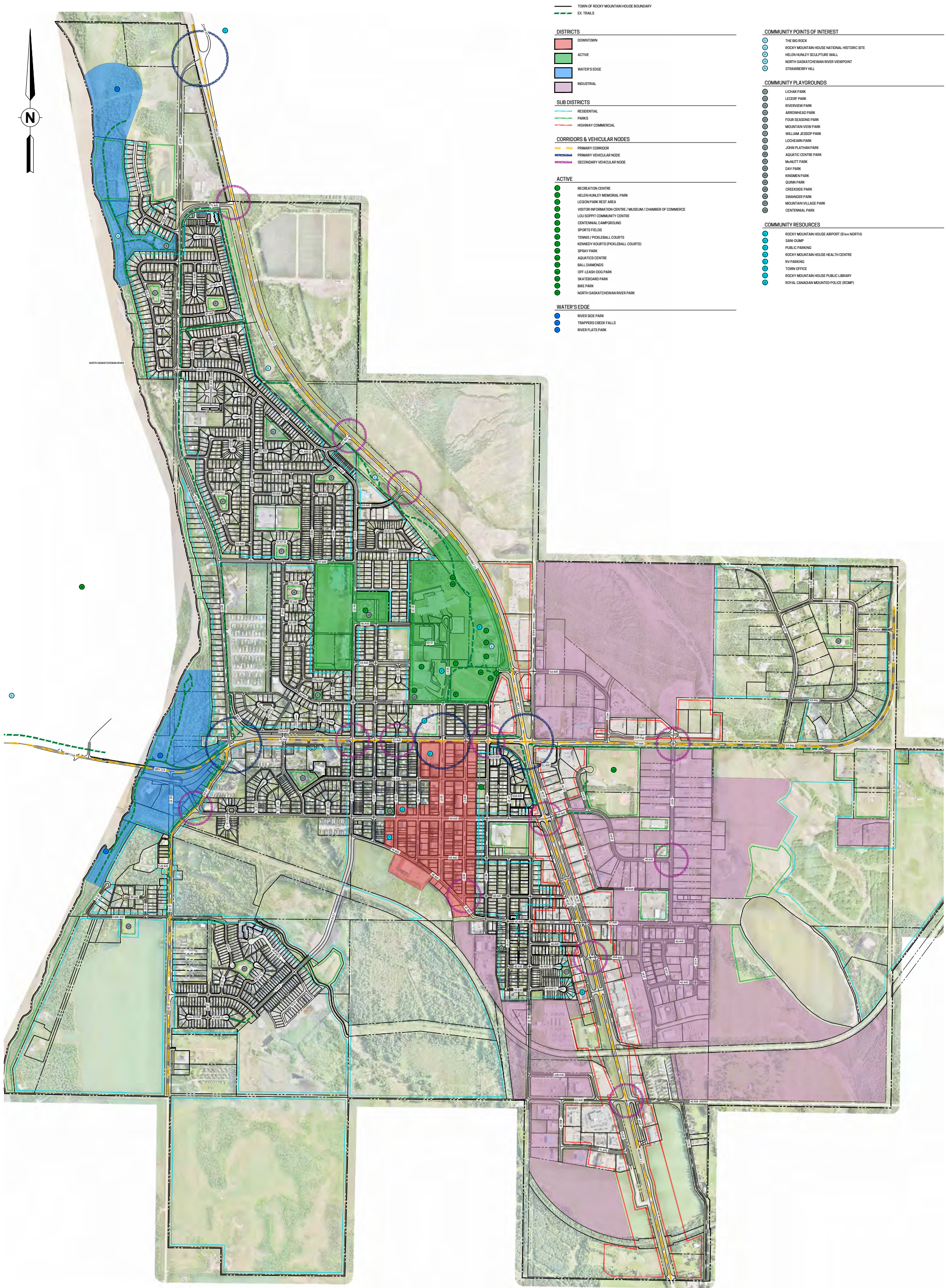
In addition, three (3) subdistricts have been identified:

- Residential.
- Parks.
- Commercial/Retail.

Specific districts, community-wide and surrounding context destinations have been applied to the framework and include key points of interest (and landmarks); parks, recreation, heritage/culture, and sports facilities; and community resources. To connect districts and destinations, the framework has identified all primary and secondary vehicular nodes and corridors to define a hierarchy of wayfinding and specific wayfinding sign locations.

Note: The framework plan (**Figure 01**) has also been used to produce wayfinding location maps and directories. Pedestrian and trail nodes are not included in Figure 01 and have been provided in **Figure 02**.





4.0 WAYFINDING PROGRAM DESIGN DEVELOPMENT

4.1 Wayfinding Program Content and Concept Design

Wayfinding is more than just providing directions – it’s about creating an integrated system that guides individuals intuitively through a community and expresses the unique qualities of community and sense of place. Wayfinding reflects a community’s brand and values; defines districts; and directs residents and visitors to the community to key destinations. An integrated wayfinding program not only applies to vehicular and pedestrian wayfinding but can also be incorporated into community gateway entries; neighbourhood entries; directories/kiosks (at primary intersections and/or key destinations); street signage blades; highway/roadway/trail markers; community facility and park signs; base or district banners/flags; sound attenuation walls; screens/fences; utility boxes/pedestals; and site furnishings and features. The focus for the Rocky Mountain House Wayfinding Program is vehicular and pedestrian/trails wayfinding. During the design development process specific base content was assessed with reference to the essences and character components in Section 2.1 and incorporated into vehicular and pedestrian wayfinding concept options. This content includes:


- 1. Graphic Standards – Type Fonts & Logo/Branding & Colour Palette
- 2. Materials Palette
- 3. Symbol System – Pictograms
- 4. Base and/or Character (Interpretive) Graphic Panels
- 5. District Identifiers, Maps, & Messaging (e.g., colour, icons/pictograms, mosaics, etc.).
- 6. Sign Hierarchy
 - Primary Vehicular
 - Secondary Vehicular
 - Primary Pedestrian
 - Secondary Trail

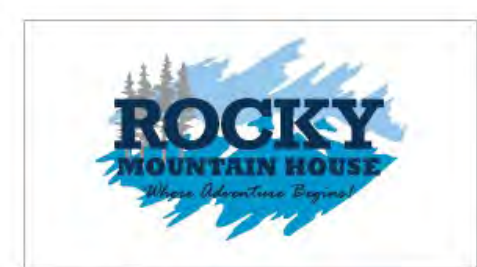

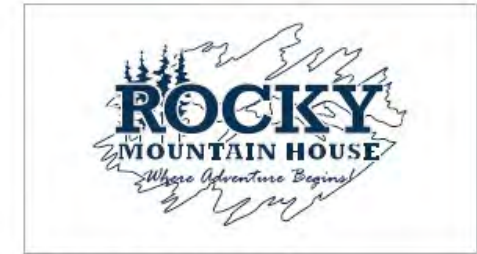
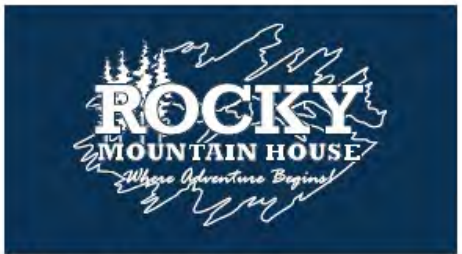




Note: Events and Directory signs (Type 1 & 2) have also been included in the Wayfinding Program.

4.1.1 Graphic Standards – Type Fonts & Logo/Branding & Colour Palette

The information below illustrates the graphic standards explored through the design development concept option process. The Cooper Hewitt Medium and Semibold type fonts will work well to support the detailed sign content for the wayfinding program. Refer to Section 4.2 for the proposed application of graphics standards used in the selected sign hierarchy.








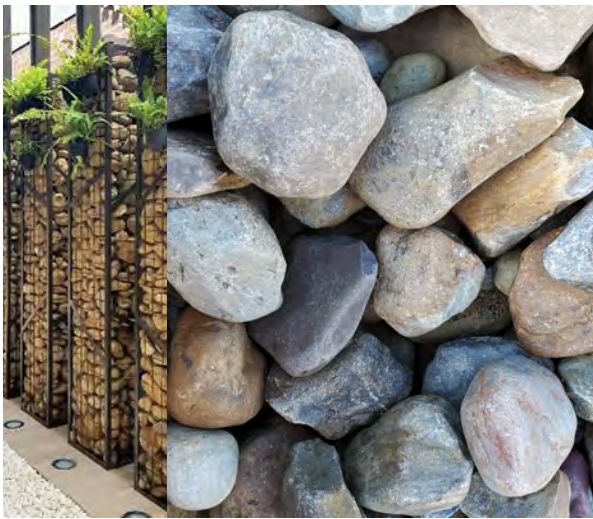
Cooper Hewitt Heavy

			
Dark Blue Pantone 2767C #0e3253 C=100 M=82 Y=42 K=36	Medium Cyan Pantone 801C #0097ce C=100 M=17 Y=9 K=0	Light Blue Pantone 291C #97cae8 C=38 M=8 Y=1 K=0	Cool Gray Pantone 7C #98989a C=43 M=35 Y=35 K=1

			
Primary Logo	Primary Logo Reversed		
			
Primary Logo Single Colour	Primary Logo Single Colour Reversed		
			

4.1.2 Materials Palette

The following palette of materials was explored through the design development concept option process. Refer to Appendix B for the application of these materials into the concept options. Refer to Section 4.2 for the proposed application of graphics standards used in the selected option and sign hierarchy.

	
Log Rounds	Milled Wood
	
Weathered Wood	Rough Sawn Planks
	
Metal Sheet	Weathered Steel
	
Motif Engraved Wood	River Rock

4.1.3 Symbol System – Pictograms

To support directional signage to key destinations, a palette of symbols/pictograms should be incorporated into both vehicular and pedestrian wayfinding. **Refer to Section 4.2** for the proposed application of symbols used in the selected option and sign hierarchy.

Town of Rocky Mountain House: Possible Symbol System Options



4.1.4 Mapping

As outlined in **Section 2.2**, **Figure 01** illustrates the proposed districts, subdistricts, and destinations to be incorporated into the wayfinding system. This mapping has been used to generate location maps for pedestrian and trail wayfinding (**Refer to Section 4.2**). This mapping has also been used in the development of directory and location maps. Directory mapping should be applied at all highway/roadway visitor layby's and at all key destinations. Location maps are to be used on all pedestrian and trail wayfinding signs. (**Refer to Section 4.2**)

Figure 02 illustrates the proposed vehicular and pedestrian/trail sign hierarchy and recommended locations.

4.2 Wayfinding Program Sign Hierarchy

The following section provides the proposed design refinement of Option 4 and sign hierarchy for Vehicular, Pedestrian/Trail wayfinding, Events and Directory (Type 1 & 2) signs (**Refer to Figures 03 to 05**). Sign design has been produced in CAD format and includes proposed material schedules, art/font files and layout, and standard notes for seamless transition into Contract and Tender documents.

Materials were assessed and selected based on resiliency/durability, thermal performance, aesthetics/visual identity (related to essence/character components), cost-effectiveness, installation ease, and local availability.

All signs include helical pile installation. All vehicular wayfinding sign bases should incorporate a break-away system.

All directional, location map, and vehicular wayfinding, events, and directory signs are 3mm thick aluminum, complete with colour coatings.

All directional and location map additions to pedestrian wayfinding signs will be raised with spacers to provide a 3-dimensional quality.

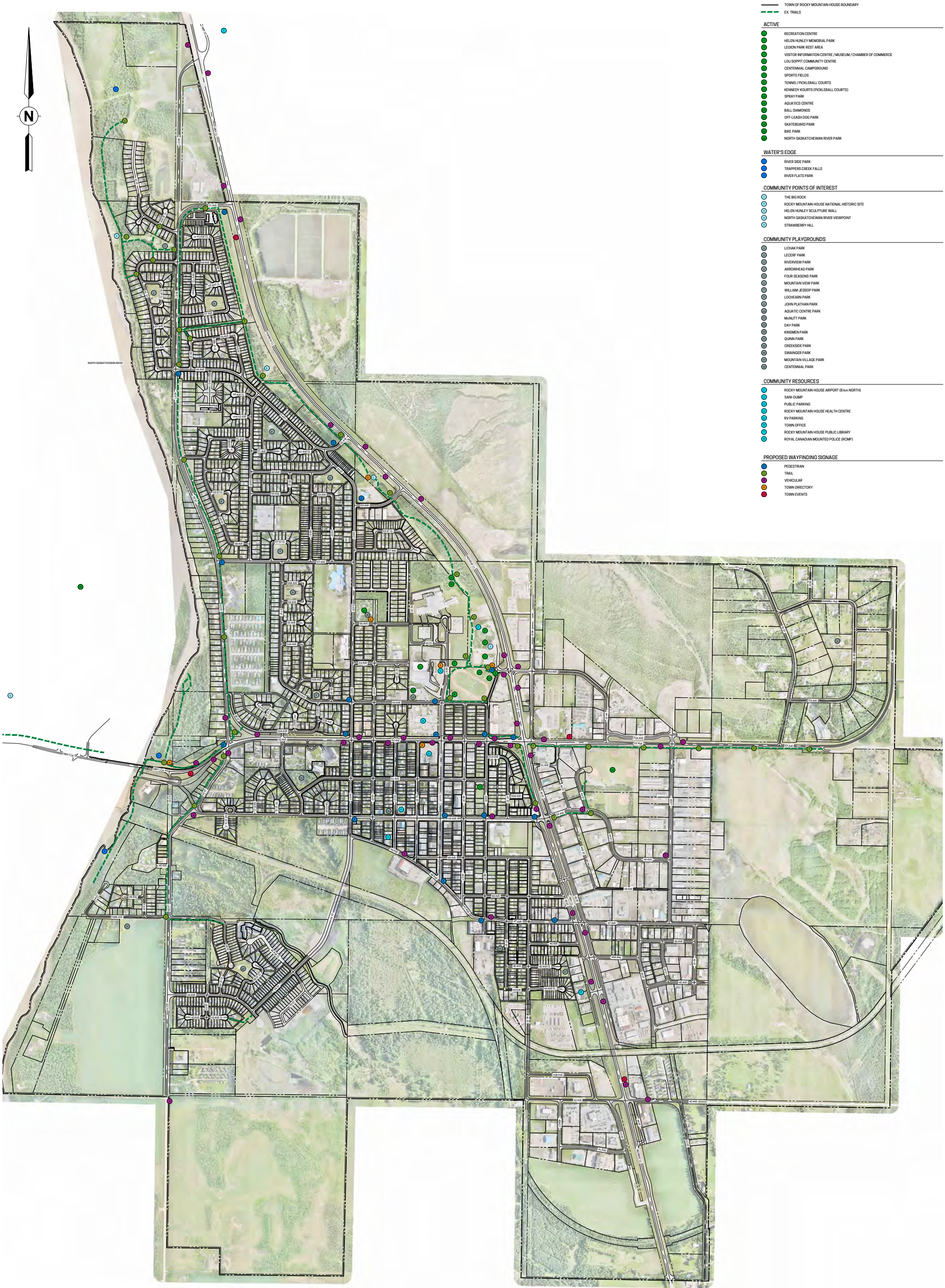
A 12.7mm thick custom high-pressure laminate (CHPL) is proposed to provide a more durable pine plank approach on the pedestrian wayfinding signs.

The directional, location map, and CHPL are directly applied to a 12.7mm thick aluminum sheet, which is mounted directly to a steel pile cap sleeve and the helical pile.

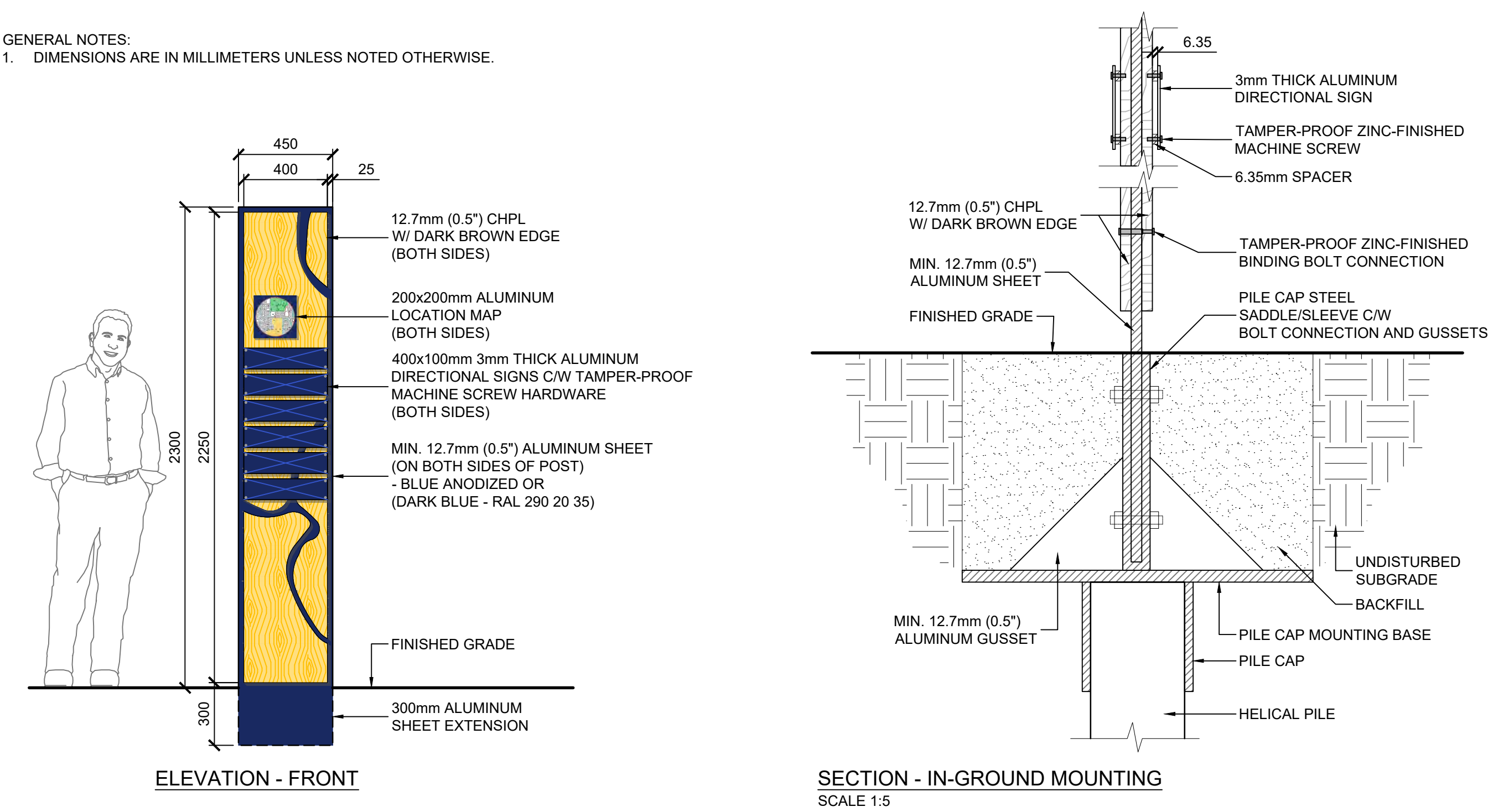
All trails and vehicular wayfinding signs and events and directory signs will include rough sawn douglas fir posts and a steel post bases.

Events signs include interchangeable event panels.

All directional signage is to use the Cooper Hewitt Medium font in clear and legible sizes.

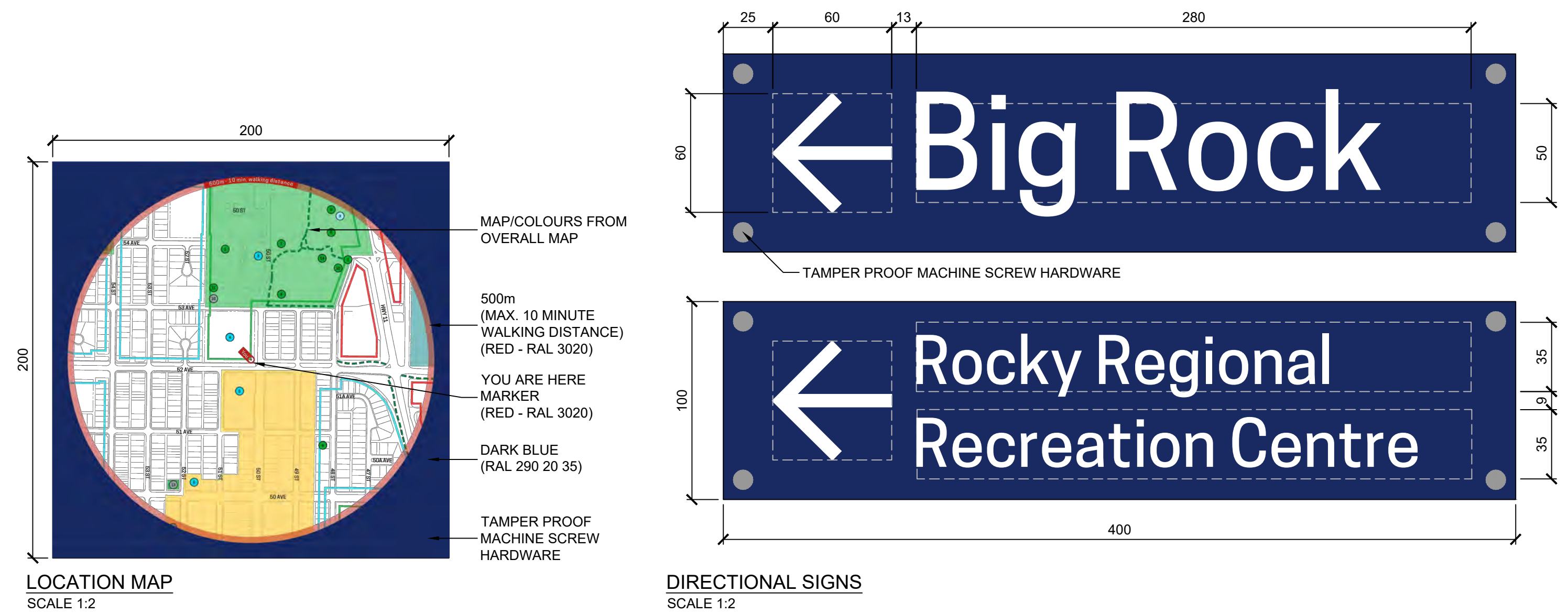


GENERAL NOTES:
1. DIMENSIONS ARE IN MILLIMETERS UNLESS NOTED OTHERWISE.

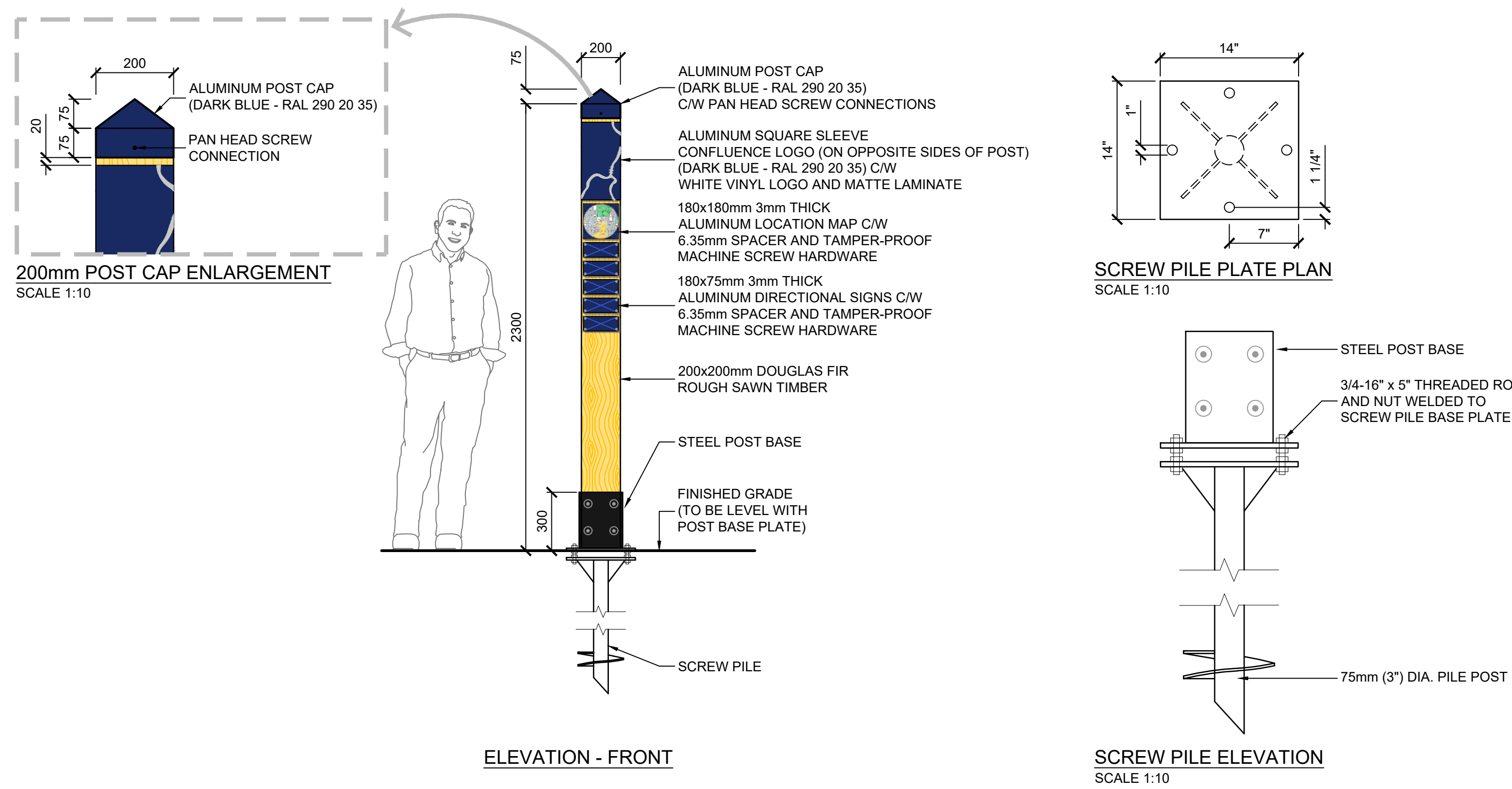


1
03 PEDESTRIAN WAYFINDING SIGN

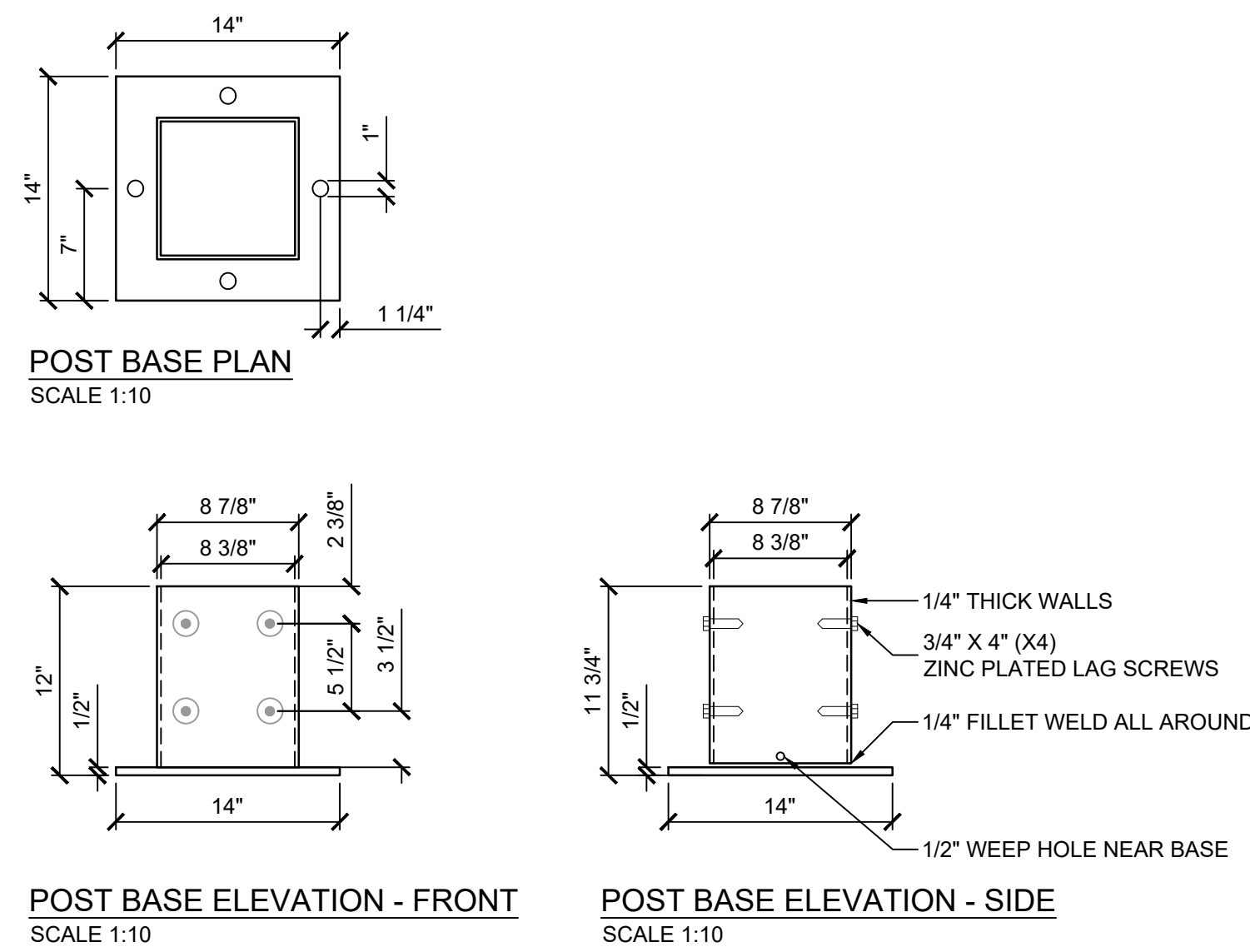
NOTES:
1. SIGN BACKGROUND TO BE DARK BLUE (RAL 290 20 35)
2. ALL TEXT ON PRIMARY PEDESTRIAN SIGNAGE TO BE:
FONT: COOPER HEWITT MEDIUM
SIZE: MIN. 25mm, MAX. 50mm
COLOUR: WHITE
3. ARROWS ON PRIMARY PEDESTRIAN SIGNAGE TO BE:
SIZE: 60x60mm
COLOUR: WHITE



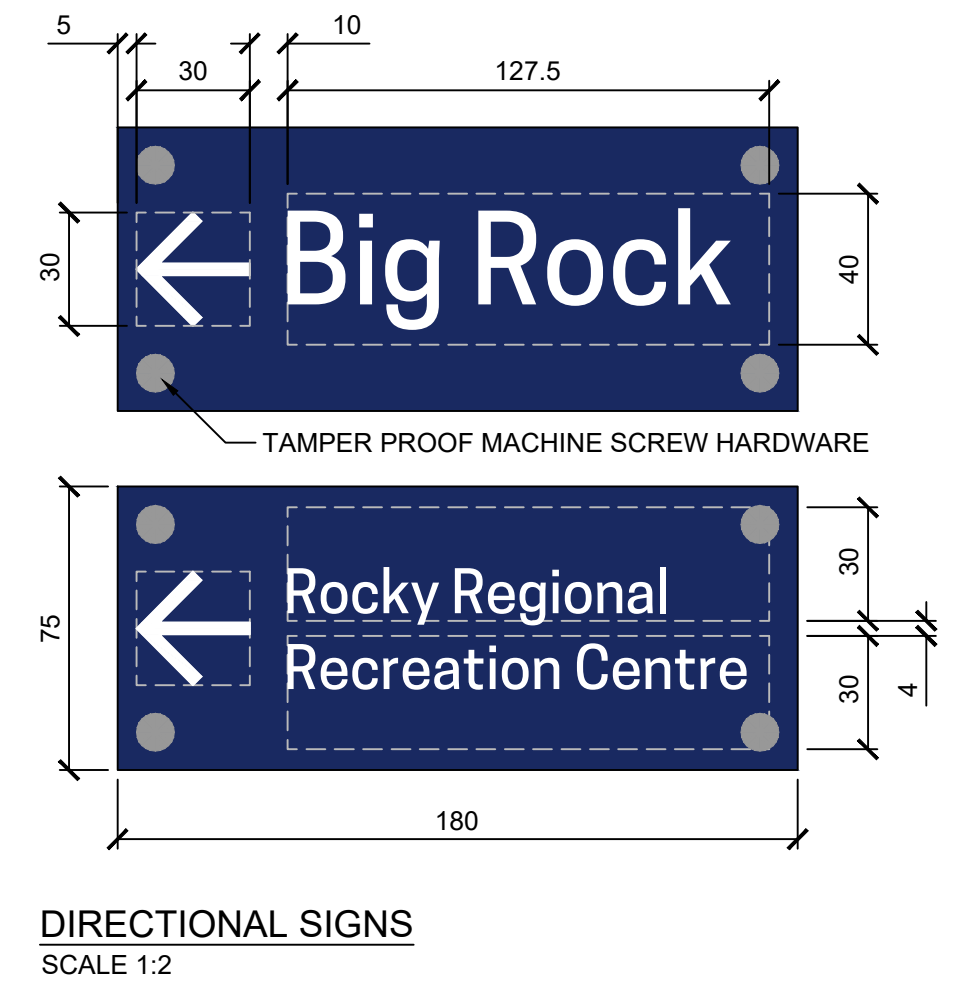
SCALE 1:20



2
03 TRAIL WAYFINDING SIGN

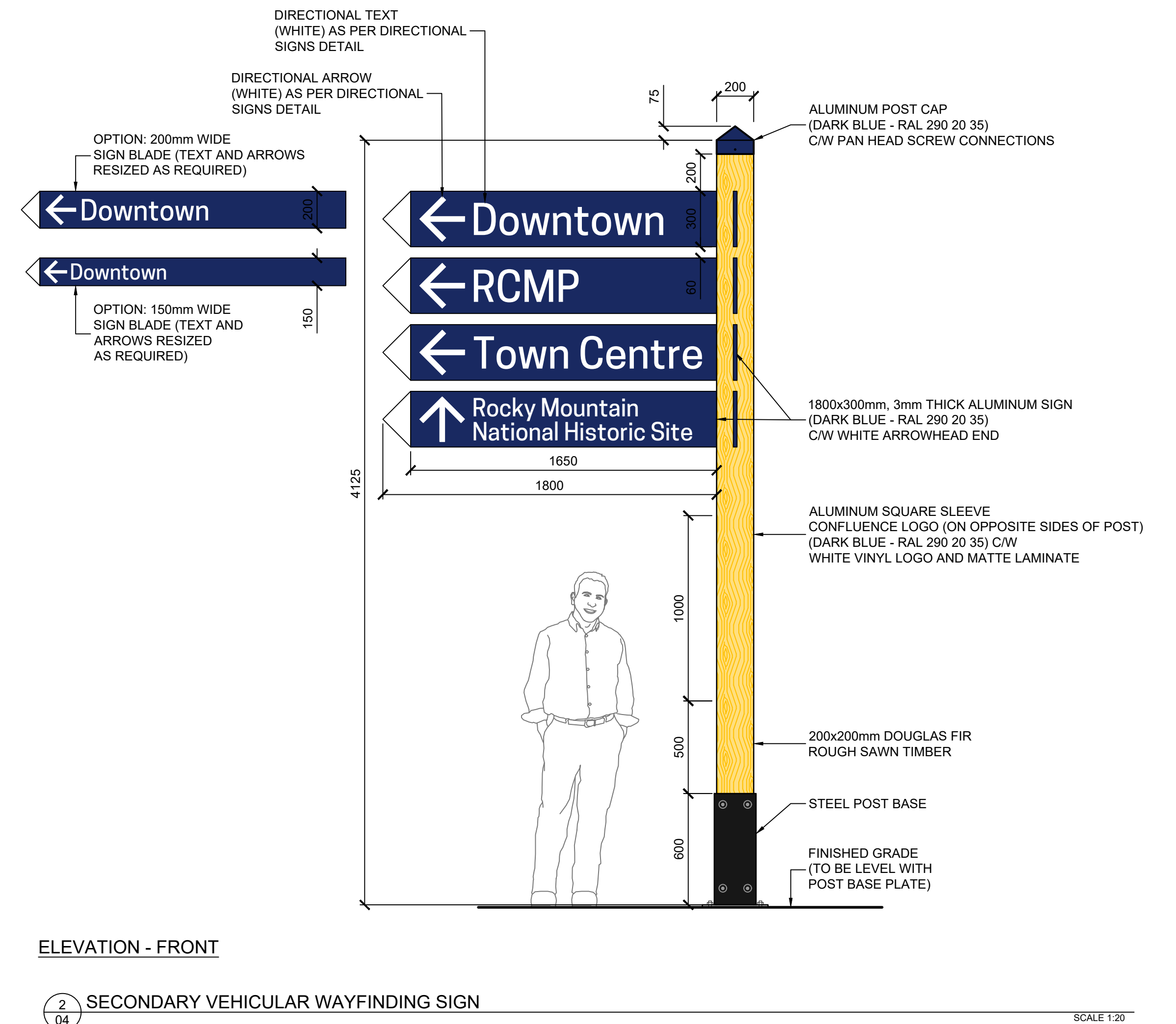
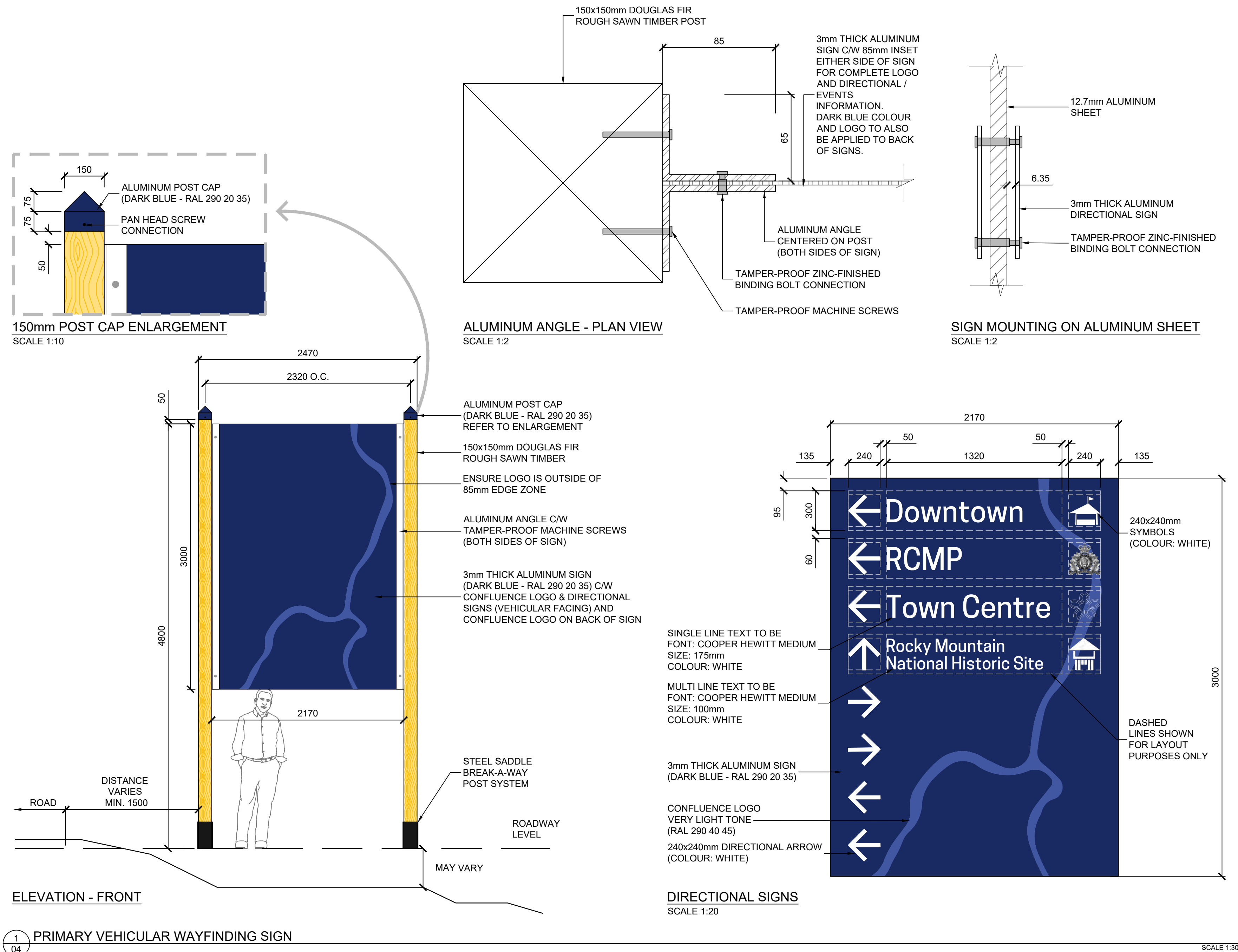


NOTES:
1. SIGN BACKGROUND TO BE DARK BLUE (RAL 290 20 35)
2. ALL TEXT ON SECONDARY TRAIL SIGNAGE TO BE:
FONT: COOPER HEWITT MEDIUM
SIZE: MIN. 12mm, MAX. 25mm
COLOUR: WHITE
3. ARROWS ON SECONDARY TRAIL SIGNAGE TO BE:
SIZE: 30x30mm
COLOUR: WHITE

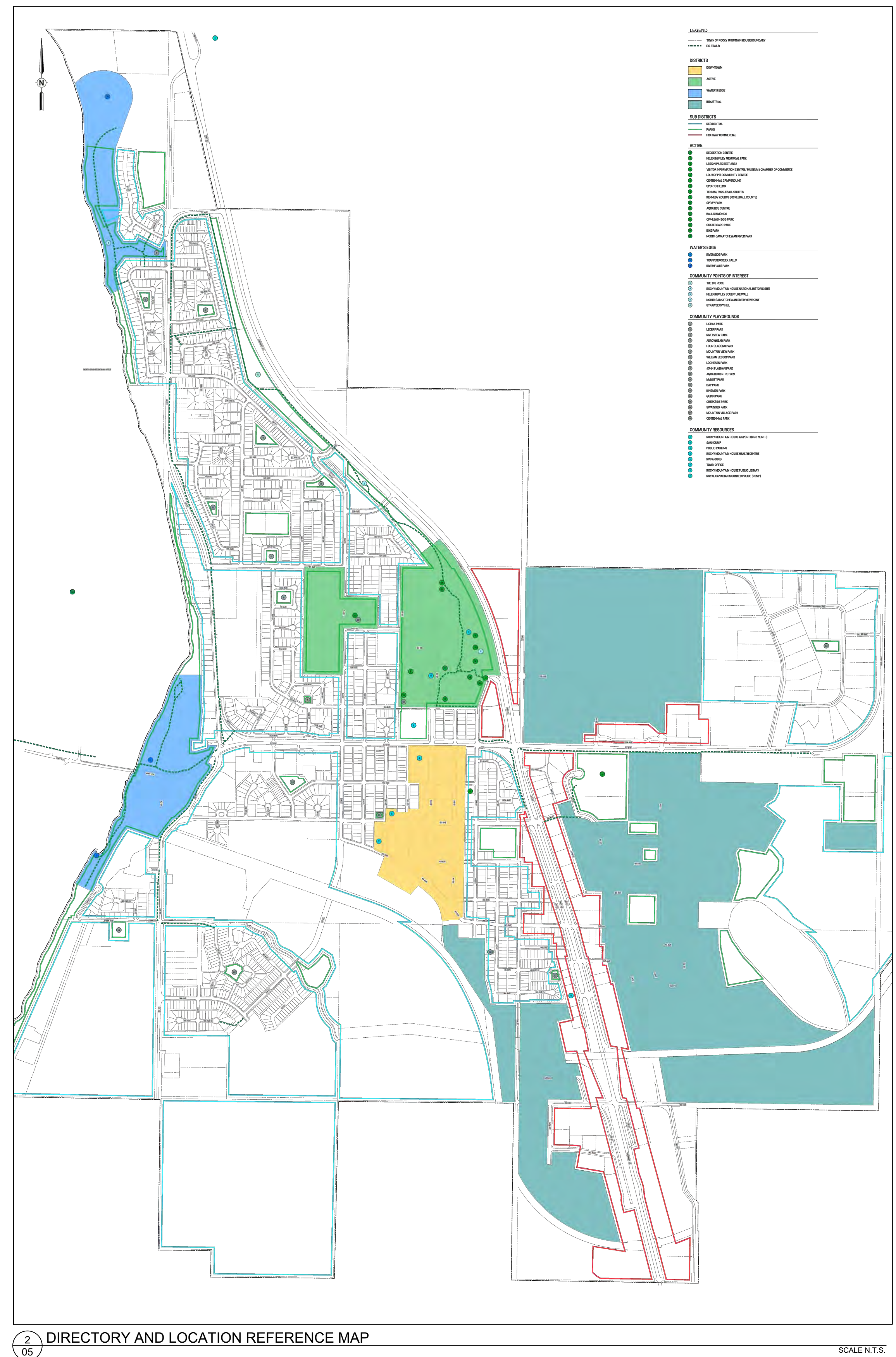
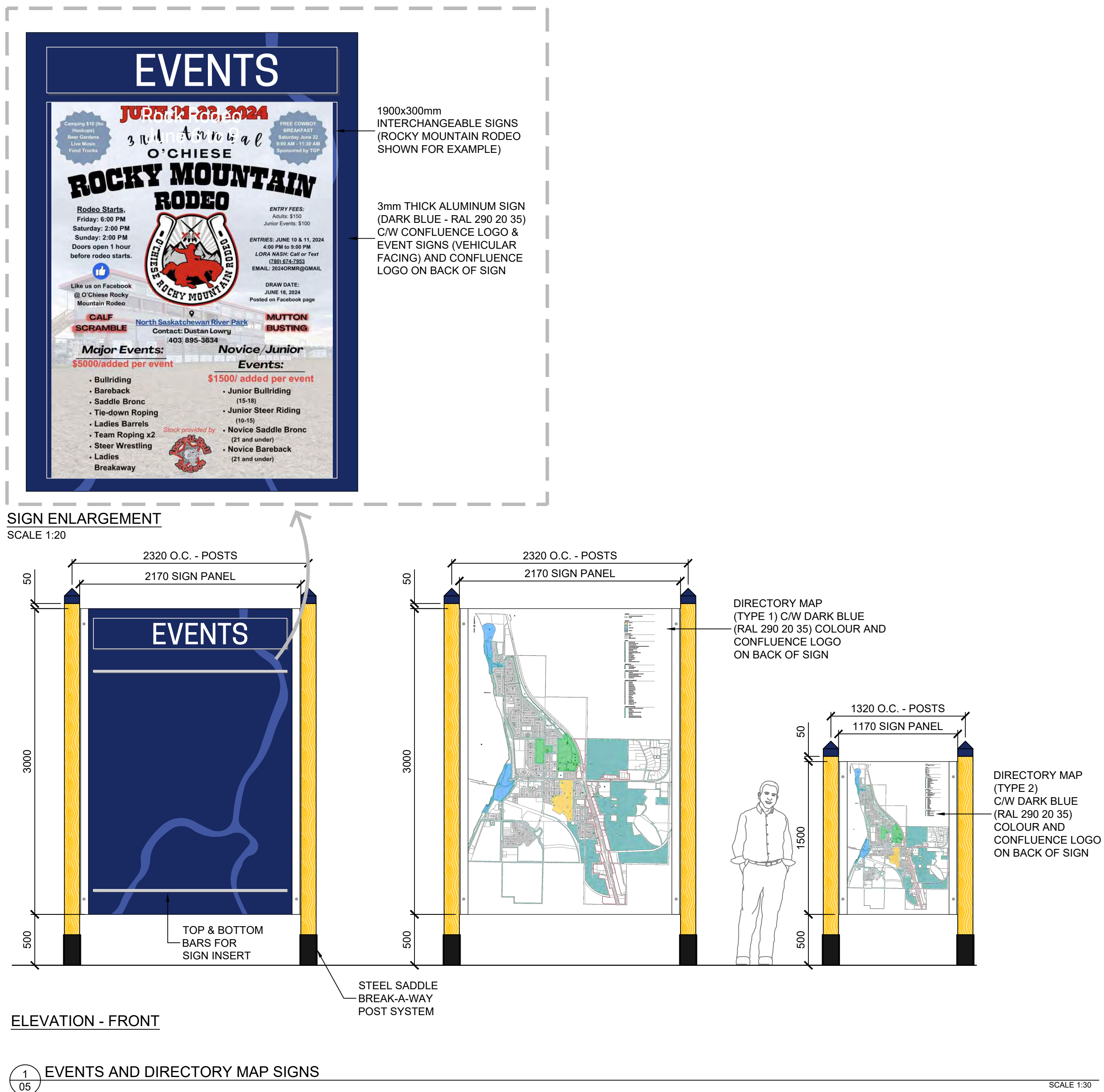


SCALE 1:20

GENERAL NOTES:
1. DIMENSIONS ARE IN MILLIMETERS UNLESS NOTED OTHERWISE.



GENERAL NOTES:
1. DIMENSIONS ARE IN MILLIMETERS UNLESS NOTED OTHERWISE.



5.0 WAYFINDING PROGRAM IMPLEMENTATION

This section provides a proposed implementation strategy for the first three (3) years of the Wayfinding Program, which was assessed and developed through a review of all proposed sign types and locations; their implementation priority (high to low); and associated estimated cost. With reference to **Figure 02**, the estimated quantity of wayfinding signs is as follows:

- Pedestrian Wayfinding Signs - 20 approx.
- Trail Wayfinding Signs - 38 approx.
- Vehicular Wayfinding Signs (Primary/Secondary) - 46 approx.
- Directory Signs (Large) - 6 approx.
- Directory Signs (Small) - 50 approx.
- Town Event Signs - 6 approx.

Note: The estimated quantity of vehicular wayfinding signs includes both primary and secondary signs. The Town has the option of using either format in the proposed locations. In past municipal Wayfinding Program development, the selection and application of primary and/or secondary signs has been dictated by existing site and utility (e.g., water, gas, storm, sanitary, CCTV, etc.) conditions within the municipal/provincial road right-of-way.

As the Wayfinding Program proceeds it is important that the program is economically sound, practical, adaptable, and achievable; promoted and accepted by the community-at-large to ensure and encourage community ‘buy-in’, participation, and pride; and regarded as strategic community investment that will yield a unified and strong sense of place for the Town of Rocky Mountain House.

As the Town advances the Wayfinding Program it is important that the following suggestions be considered:

- A priority driven budget approach should be applied, which includes the intergration of potential sources of grant funding and joint project development and implementation. This should include operational budgeting to manage and care for the wayfinding sign investments.
- The scope and resources (e.g., Town staff (administrative/operational), external consulting, design development, survey/line locates, local suppliers/manufacturers/contractors, etc.) required to implement the Wayfinding Program, and
- The Wayfinding Program should be a continuous and outcome-oriented process. Specific benchmarks should be established to manage and measure how the program achieves its goals and objectives over time. It is recommended that an annual ‘report card’ be provided each year to provide a summary of the benchmarks that has been achieved. In addition, a systematic review and update of the program should be undertaken every five (5) years.

Without an allocation of budget, staff, and further consulting resources the Wayfinding Program will likely remain a plan document. These types of programs work best if there is an established capital and operating Wayfinding Program amount committed each year for an initial three (3) year period.

The proposed initial three (3) year plan, which will commence in 2025, will focus on the implementation of vehicular wayfinding sign development. In 2026/2027, the focus will be turned to the implementation of pedestrian wayfinding sign development. The majority of the trail wayfinding sign development will be established as a “shovel ready” program and tied to future grant/joint project funding opportunities (e.g., active transportation, healthy communities, etc.).

The annual Capital budget amounts for the initial three (3) year program is as follows:

2025 - \$200,000.00

Primary Vehicular Wayfinding Signs (6 approx.).

Secondary Vehicular Wayfinding Signs (6 approx.).

Pedestrian Wayfinding Signs (1 approx.).

Directory Signs (Large - 1 approx.).

2026 - \$250,000.00

Primary Vehicular Wayfinding Signs (2 approx.).

Secondary Vehicular Wayfinding Signs (10 approx.).

Pedestrian Wayfinding Signs (4 approx.).

Trail Wayfinding Signs (5 approx.).

Directory Signs (Small - 2 approx.)

Events Signs (

2027 - \$160,000.00

Pedestrian Wayfinding Signs (6 approx.)

Directory Signs (Large - 2 approx.).

Events Signs (4 approx.).



APPENDIX A - COMMUNITY ENHANCEMENT

As part of the wayfinding program, supplementary community enhancement considerations for districts, landmarks, nodes, corridors and edges have also been provided to support gateway/entry and wayfinding within the community. With reference to **Figure A1**, key community enhancement considerations include:

Consideration 1 – Highway 11A West Gateway Enhancement: Potential future bridge approach and crossing enhancements should be considered to create a better gateway into Town from the west along Highway 11A (Note: no RMH gateway Highway 11A west into the Town).

Consideration 2 - Water’s Edge: Potential opportunity to enhance River Side Park and river access area as a primary Civic Park (water’s edge) space, complete with improved wayfinding and accessible trail connectivity north and south of the bridge.

Consideration 3 - Downtown Definition: Potential opportunity to better define entry into the Downtown through the addition of gateway/signage components.

Consideration 4 - North Saskatchewan Escarpment Trail & Look-out: The existing look-out along river escarpment trail is not defined or included on any mapping. The application of chain link fencing along the trail and at the look-out is visually unappealing and limits views to the river, especially from the look-out. The look-out should be formalized and enhanced to include the removal and replacement of the chain link fence, improved surfacing, and site furnishing and interpretive sign additions. The chain link along the escarpment trail should also be removed and replaced with a more aesthetic and decorative ‘barrier’ approach.

Consideration 5 – The Active District: This district has numerous destinations within destinations. Future planning, design, and upgrading should consider how the various destinations are physically and visually defined. With reference to Consideration 4, chain link fencing should either be removed, or if required, replaced with a more aesthetic and decorative ‘barrier’ approach.

Consideration 6 – North Saskatchewan River Park Wayfinding: Future wayfinding and rest nodes should be considered to and throughout North Saskatchewan River Park (Rodeo Grounds) and trail system.

Consideration 7 – Park Signage: Destination (and park signs) should be aligned with wayfinding program format. Additional “disclaimer” and other related signage should be separate from the destination/park sign.

Consideration 8 – Residential Area Naming: Residential areas should be named (if not already) and better defined through gateway/entry features, signing (e.g., street sign blades, etc.), banners, and other site furniture and features to enhance wayfinding; build community and neighbourhood pride and ownership; and provide opportunities to celebrate and interpret relevant aspects of each area’s history, heritage, geography, cultural landscape, etc.

Consideration 9 – Adventure Hubs (not mapped on Figure 02): In keeping with current Town statutory and non-statutory plans, policies, guidelines, and related branding, marketing, business development and tourism initiatives, specific adventure hubs should be established around Town, complete with marketing and business/tourism information. T

Consideration 10- Community Naturalization (not mapped on Figure 02): To enhance community sustainability and reduce parks, open space, and public right-of-way operations/ maintenance, a naturalization program should be considered. This program should include the preservation of existing natural vegetation, ecological,

and cultural landscapes; low impact development applications; a naturalization operations/management program; and a public education program that engages, informs, and interprets/educates the ecological importance and interactions between geology, topology, hydrology (LID), soils plants, animals, the land, and human use.

Consideration 11 – Gap Infill via Active Modes (not mapped on Figure 02): Numerous gaps in the community’s active mode network were observed during the preparation of the wayfinding program. Active mode routes can include sidewalks, shared use paths, various trail types, bicycle lanes, specialized roadways (e.g., Complete Streets, Green Streets, Safe Journey routes, etc.), and even waterways. Active modes of transportation can include walking, hiking, jogging/running, biking, skateboarding, in-line skating/ roller blading, micro mobility, snowshoeing and cross-country skiing – with regional connectivity to motorized/non-motorized trails. Key considerations with respect to community active modes include:

Assess and address current active mode multi-use network gaps throughout the Town.

Establish an active mode classification system and design guidelines that:

- Support multi-modal year-round use, safety, and security.
- Improve accessibility, inclusivity, convenience, physical/mental health, vitality, and connectivity.
- Provide affordable and alternative modes of transportation to work and other key destinations.
- Enhance wayfinding and network legibility.
- Incorporate rest nodes, site furniture, informative/ interpretive/educational signing, and features (e.g., public art).
- Apply sustainable/Low Impact Development strategies to enhance climate resiliency.
- Better define developer active mode requirements and responsibilities; and
- Provide the opportunity to further define and enhance the qualities and sense of place that makes Rocky Mountain House unique.

Pursue opportunities for trail/multi-modal regional trail network partnerships and development.

Establish an Active Mode Network Management, Operations, and Maintenance Program.

Consideration 13 – Town Site Furniture and Features (not mapped on Figure 02): Site furniture (e.g., benches, picnic tables, waste receptacles, bicycle racks, bollards, planters, etc.) and features (e.g., lighting, fences/screens, public art, etc.) should be consistent and reflect selected essence and theme components and potential individual district palettes. Site furniture selection should consider manufacture/supplier locality, aesthetics, form and function, material/properties and year-round use and durability, assembly and installation requirements, maintenance requirements, and hardware replacement availability/ease.

Consideration 14 – Community Gateways: Key community gateways include:

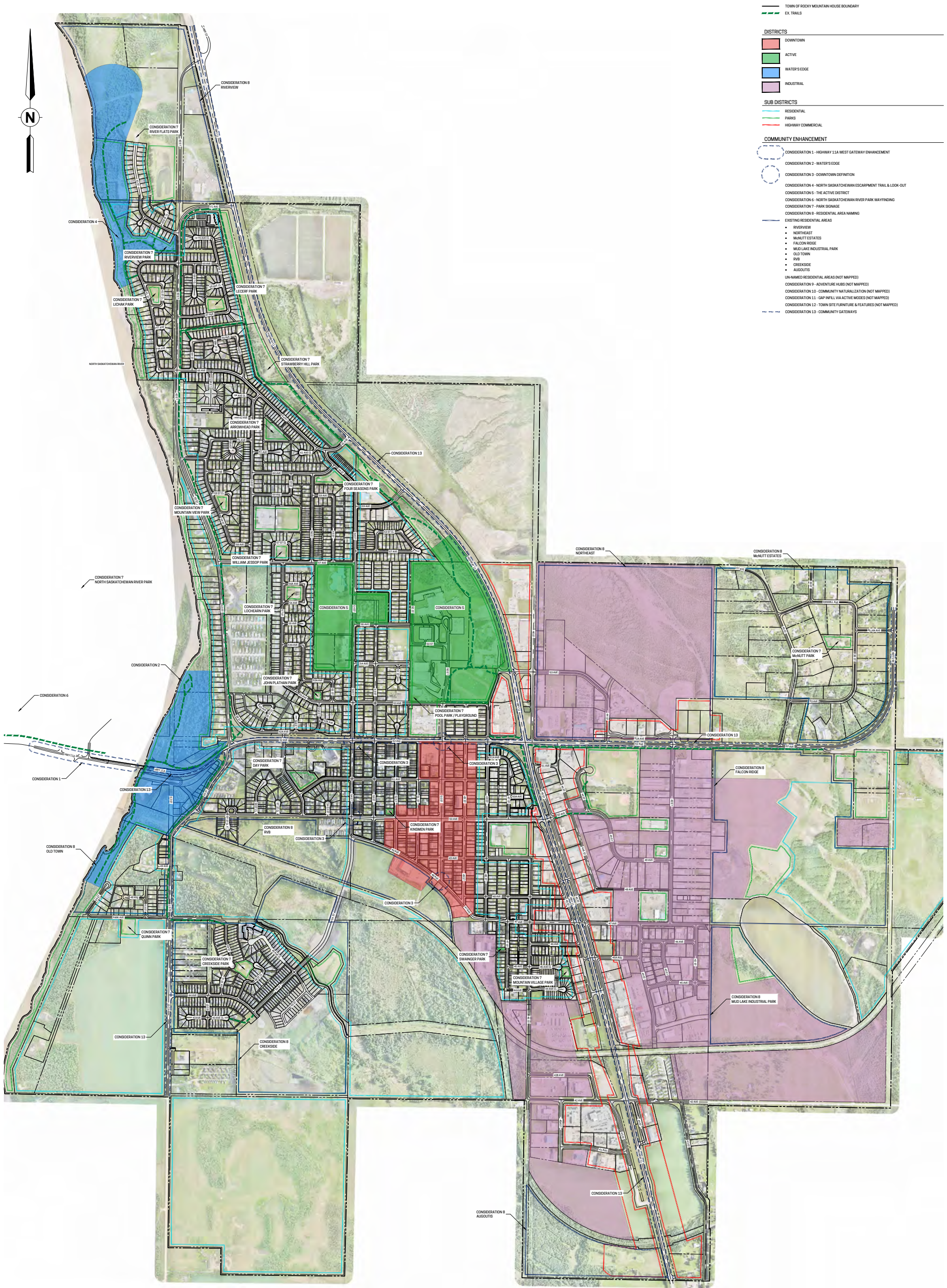
Highway 11 & 22 North: This is a primary highway (just north of the Highway 11 and 22 intersection) is predominately wooded. South of the intersection, wooded areas open with open turf areas and residential development (to the west). Gateway entry into Rocky Mountain House is defined with a fort motif and landscaped gateway. Potential enhancement considerations include aesthetically controlled business signage along the R.O.W.; a visitor layby, complete with directory and new events signing; active mode development, rest nodes (every 500m), and future regional trail development/connectivity (see Consideration 6 and 12); naturalization within the right-of-way and open turf areas, especially along the west edge of the corridor (See Consideration 11); landscape frontage improvements/screening of light industrial (west side) development south of the Highway 11 & 22 intersection, the commercial/retail development (east side) north of 50 Avenue and commercial/retail development (east and west) between 50 and 52 Avenue; and vehicular/future trail wayfinding to 52 Avenue.

Highway 22 South: This is a primary highway with predominantly farm steads and agricultural fields, with several light industrial yards. Gateway entry into Rocky Mountain House is defined with a fort motif and landscaped gateway. Potential enhancement considerations include corridor tree planting; enhancement of the existing visitor layby, complete with directory and new events signing; active mode development, rest nodes (every 500m), and future regional trail development/ connectivity (see Consideration 12); naturalization within the right-of-way (See Consideration 11); landscape frontage improvements (west and east corridor edges) to commercial retail and light industrial development north of Service Road West to 52 Avenue; and vehicular/future trail wayfinding to 52 Avenue.

Highway 11A West: Refer to Consideration 1.

AB-598 East: This is a rural highway with predominantly farm steads and agricultural fields. Gateway entry into Rocky Mountain House is defined with a standard “Welcome to Rocky Mountain House” sign. Potential enhancement considerations include existing sign and landscape enhancements; a visitor layby, complete with directory; future regional trail development/connectivity (see Consideration 12) – note: an existing trail connects McNutt Estates to Highway 22 along the south side of AB-598; naturalization within the right-of-way, especially along chain link and rustic fence and trail/ditch edges (See Consideration 11); McNutt Estates neighbourhood definition at 55 Avenue and 40 Street (See Consideration 9); 52 Avenue (AB-598) landscape frontage improvements to light industrial development west of 40 Street; trail rest nodes (every 500m); and vehicular/future trail wayfinding to Highway 11A.

AB-752 South: This is a rural highway with countryside estate and agricultural field edges. Gateway entry into Rocky Mountain House is defined with a standard “Welcome to Rocky Mountain House” sign. Potential enhancement considerations include existing sign and landscape enhancements; a visitor layby, complete with directory; future regional trail development/connectivity (see Consideration 12); naturalization on approach to 44 Avenue (See Consideration 11); Creekside and Old Town neighbourhood definition (See Consideration 9); and vehicular/future trail wayfinding to Highway 11A.



APPENDIX B - CONCEPT OPTIONS

The following section provides an overview of the four (4) concept options (Figures B1 to B4) that were developed for vehicular and pedestrian wayfinding, incorporating the various palette of materials, graphics, and sign locational/directional layout options. Based on the review and assessment of the concept options, **Option 4** was selected as the preferred approach. **Refer to Section 4.2** for the design refinement of Option 4.

With respect to base and/or character graphic panels, the following themes were explored in the design development concept options. As shown in **Section 4.2**, a confluence theme was selected as the overall theme for all wayfinding signage.

Base:

- Rocky Mountain House - Historical Parchment Graphic/Illustrative Map of Rocky Mountain House and Region

Character (District Themes):

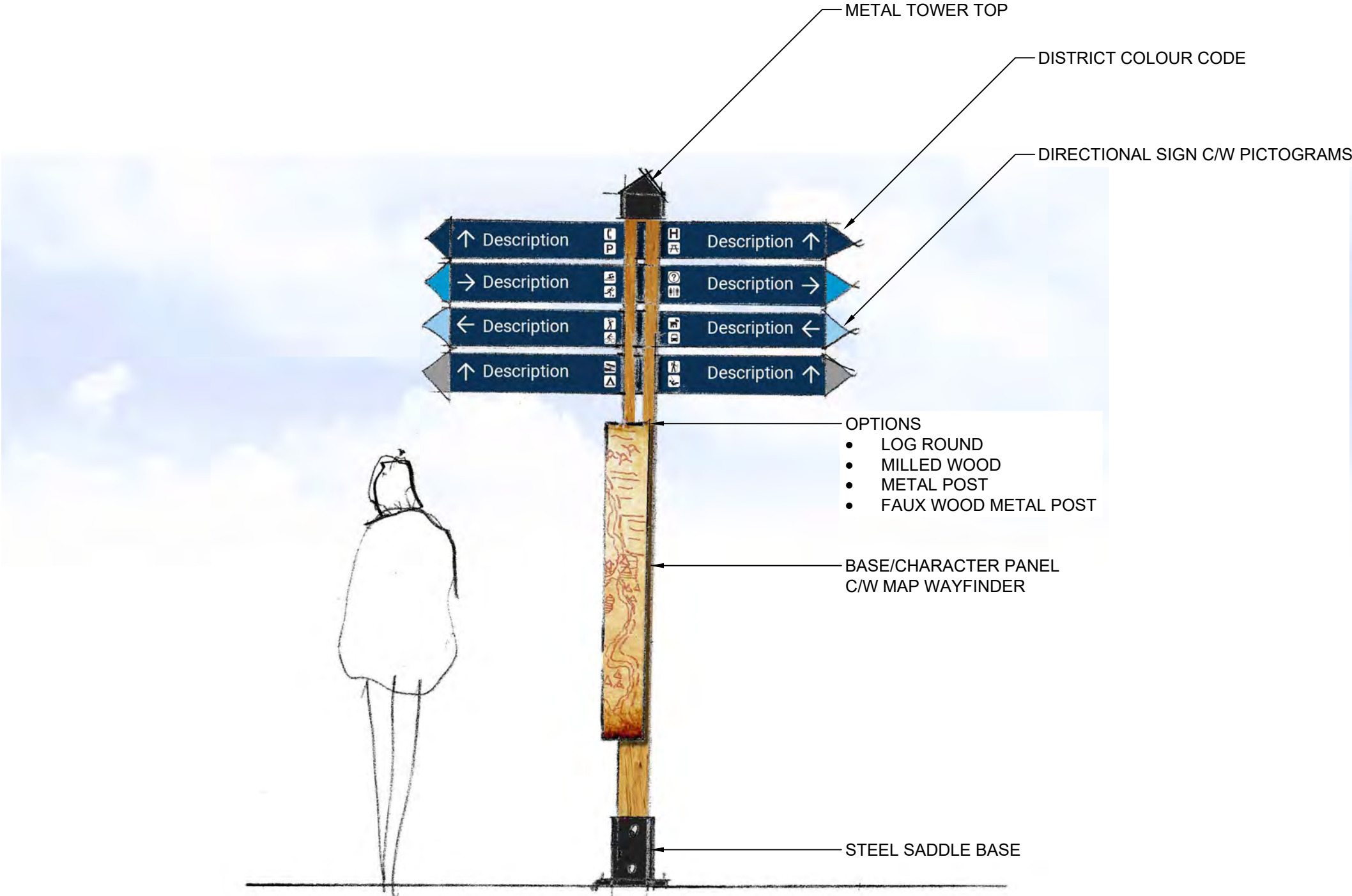
- Confluence – People, River, Gathering.
- Downtown – History and Community Heart.
- Nature – Various aspects of the surrounding Natural River, Foothill, and Rocky Mountain context.
- History – Fur Trade, David Thompson, Voyageurs, the Canoe, and the Gateway to the Rockies.
- Indigenous – Blackfoot & Metis.



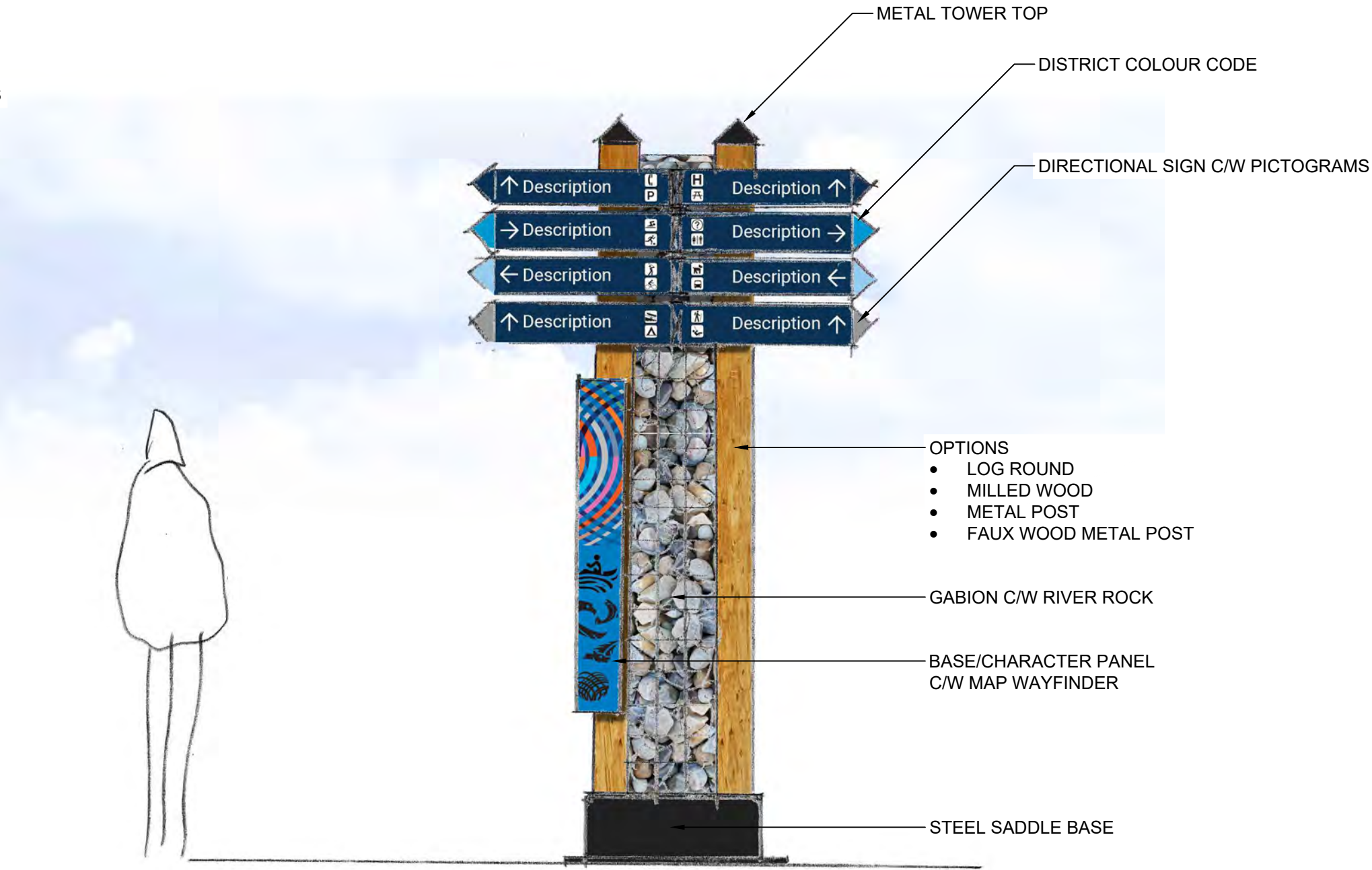
A common, colourful and playful treatment for a banner system combined with silhouette images. The silhouettes could be used in other ways.

Please note that these are concepts only and new and original artwork would be required for some of these images.

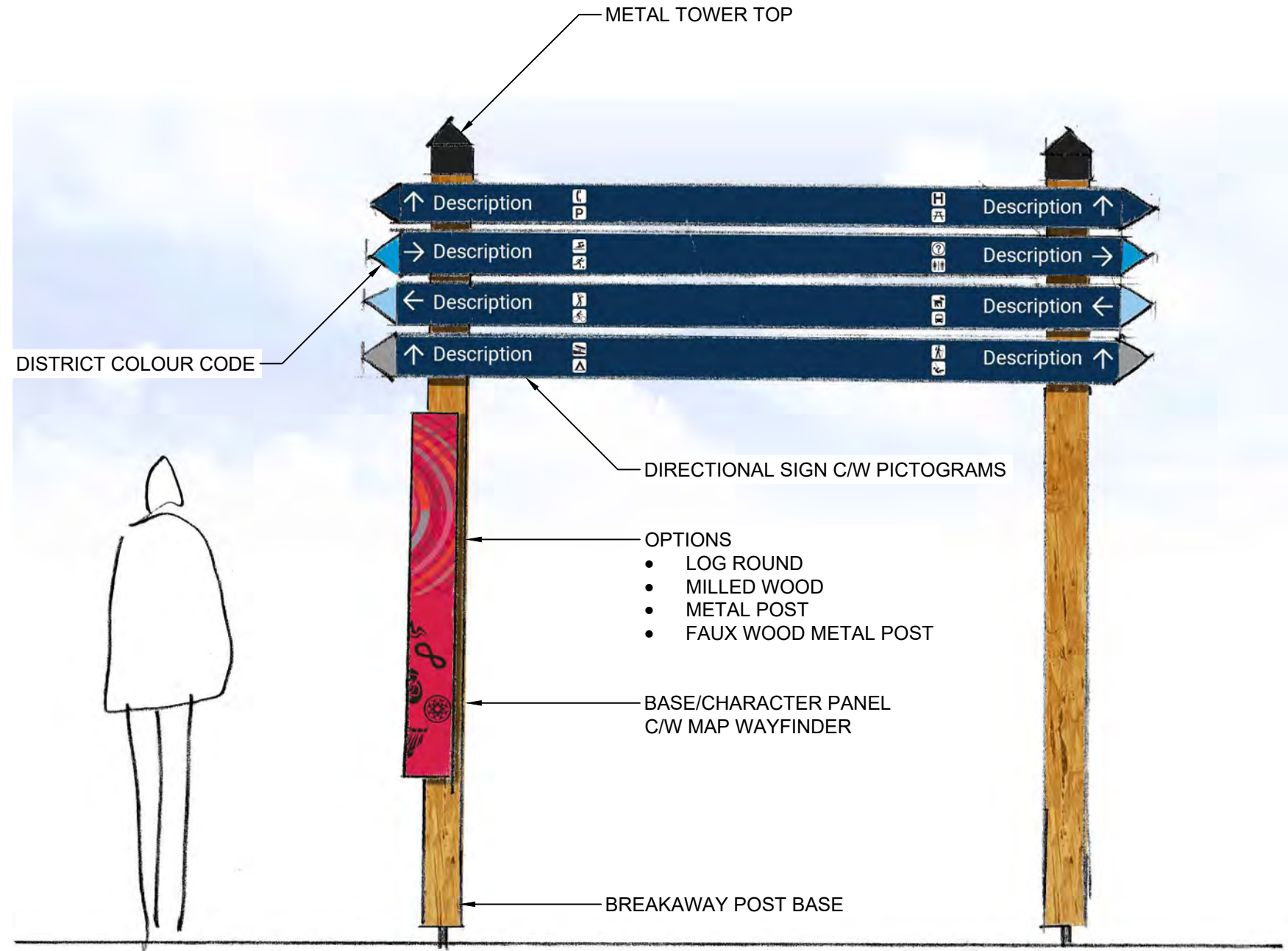
NatureConfluenceDowntownIndigenousHistory



SIGNAGE PEDESTRIAN 1A



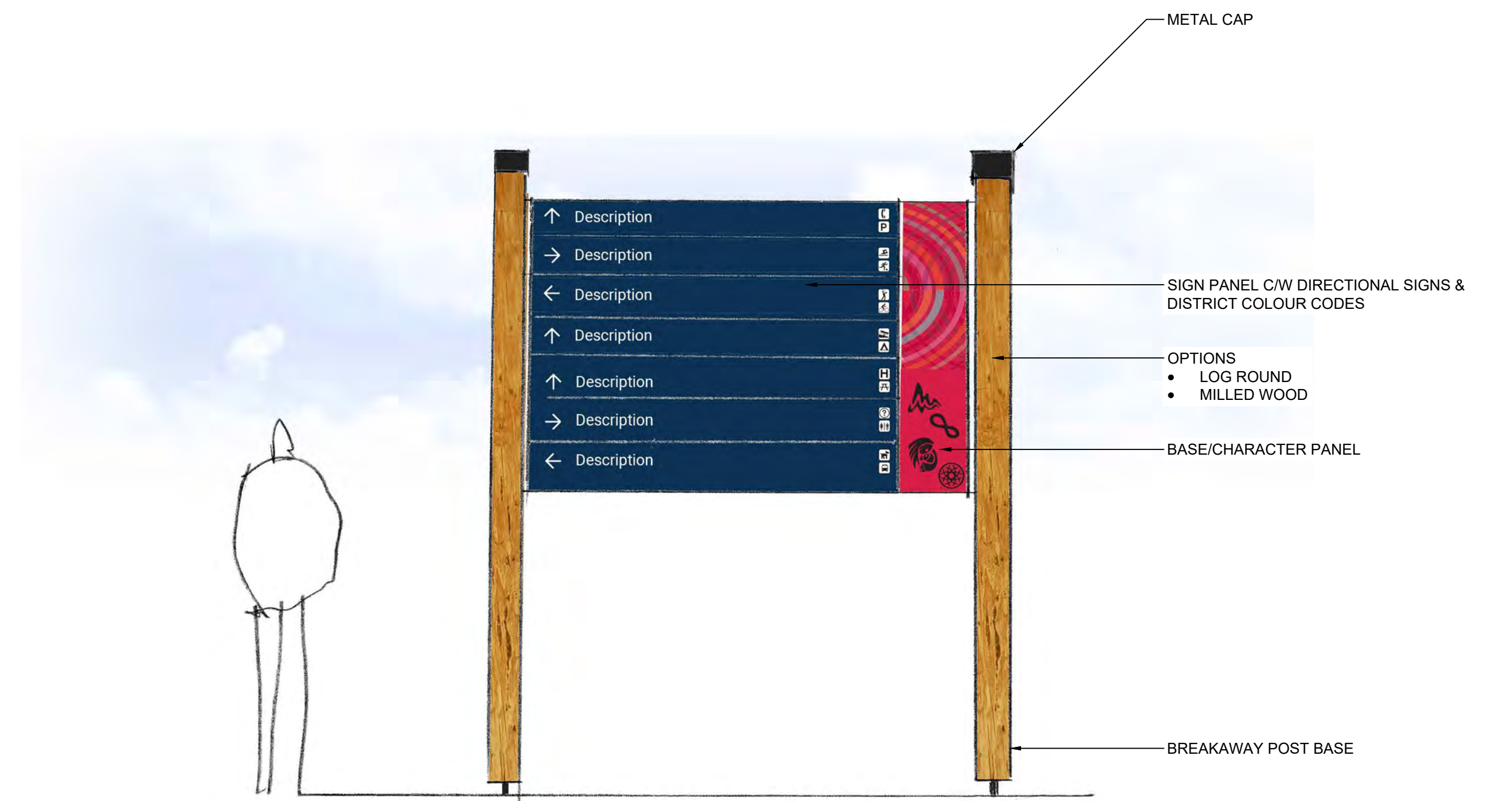
SIGNAGE PEDESTRIAN 1B



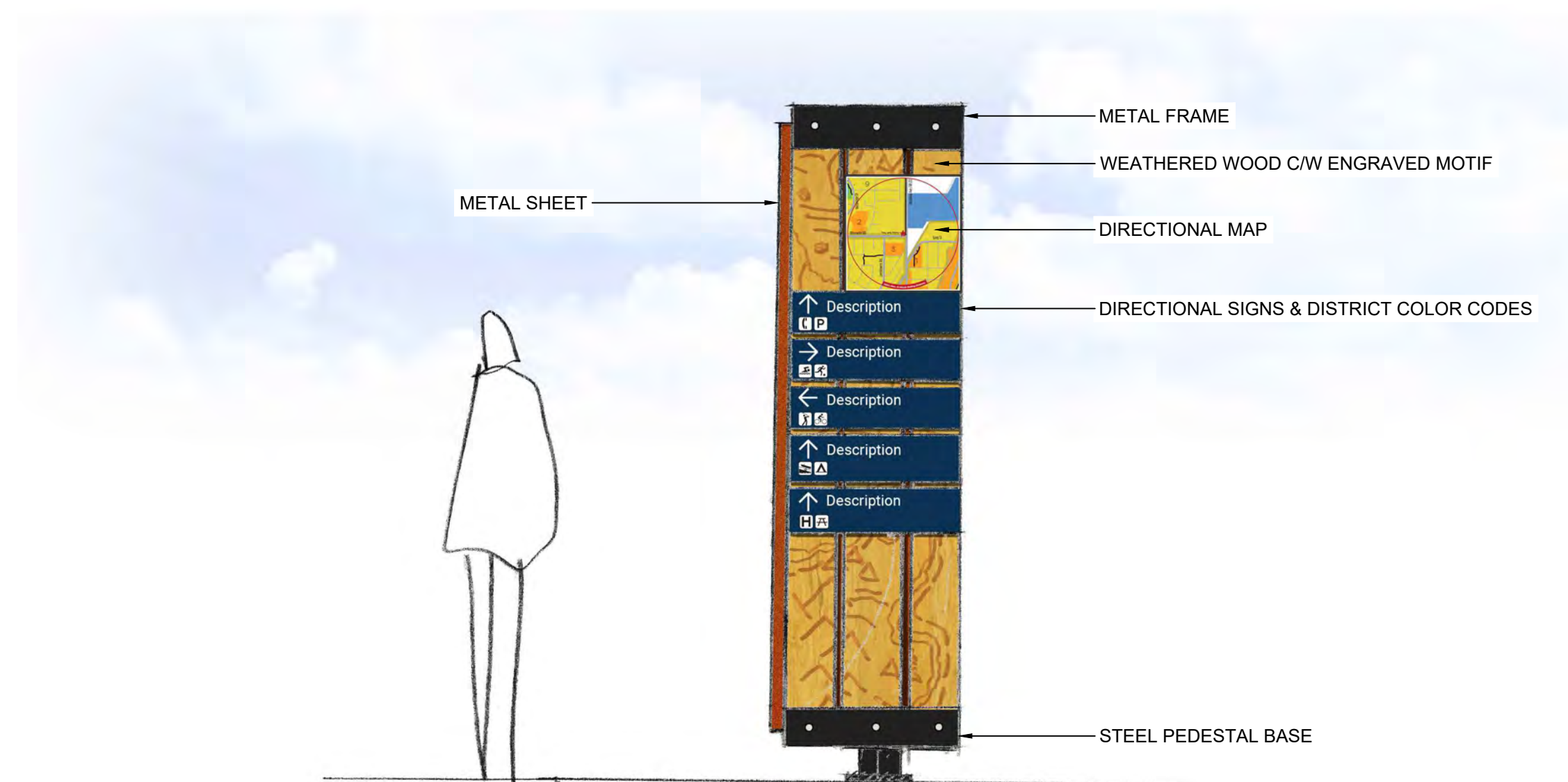
SIGNAGE VEHICULAR 1



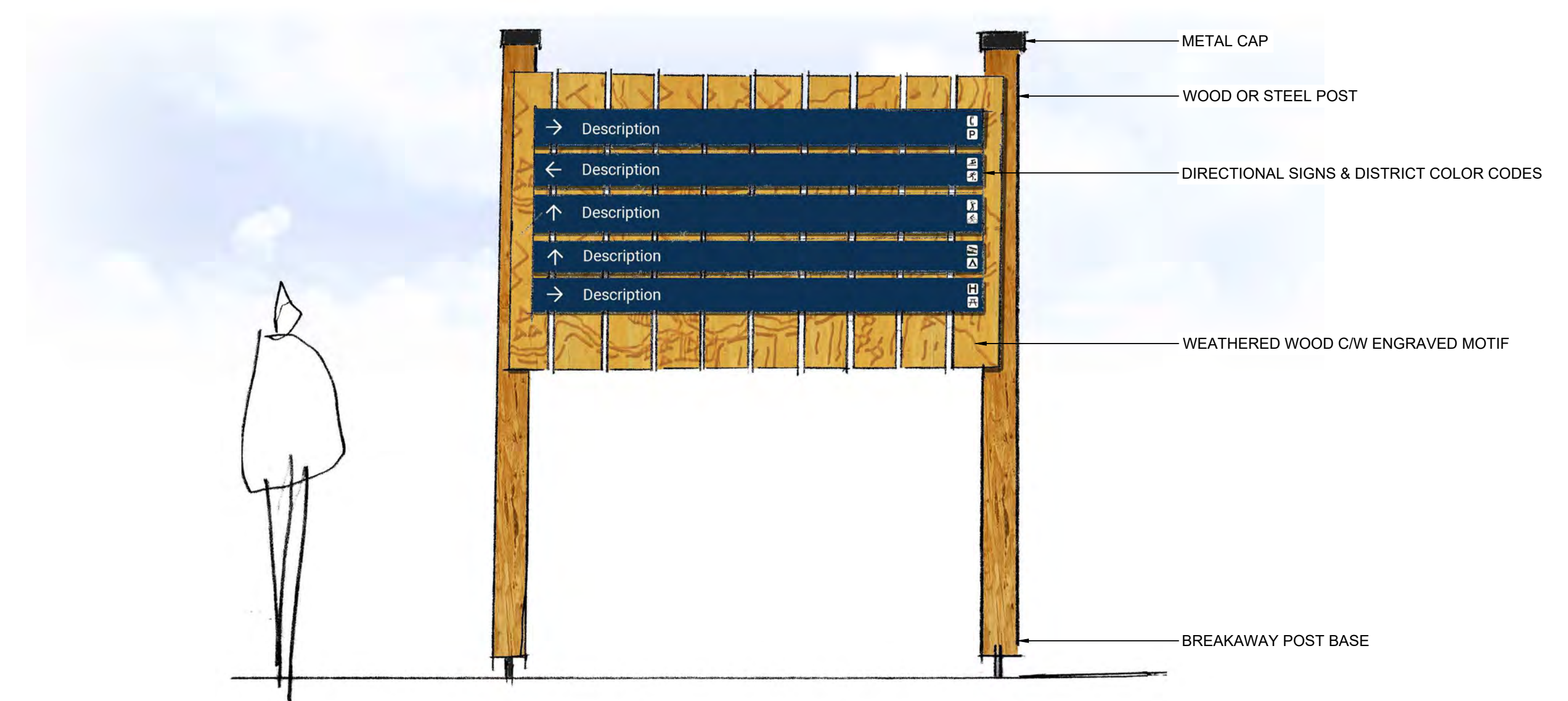
SIGNAGE PEDESTRIAN 2



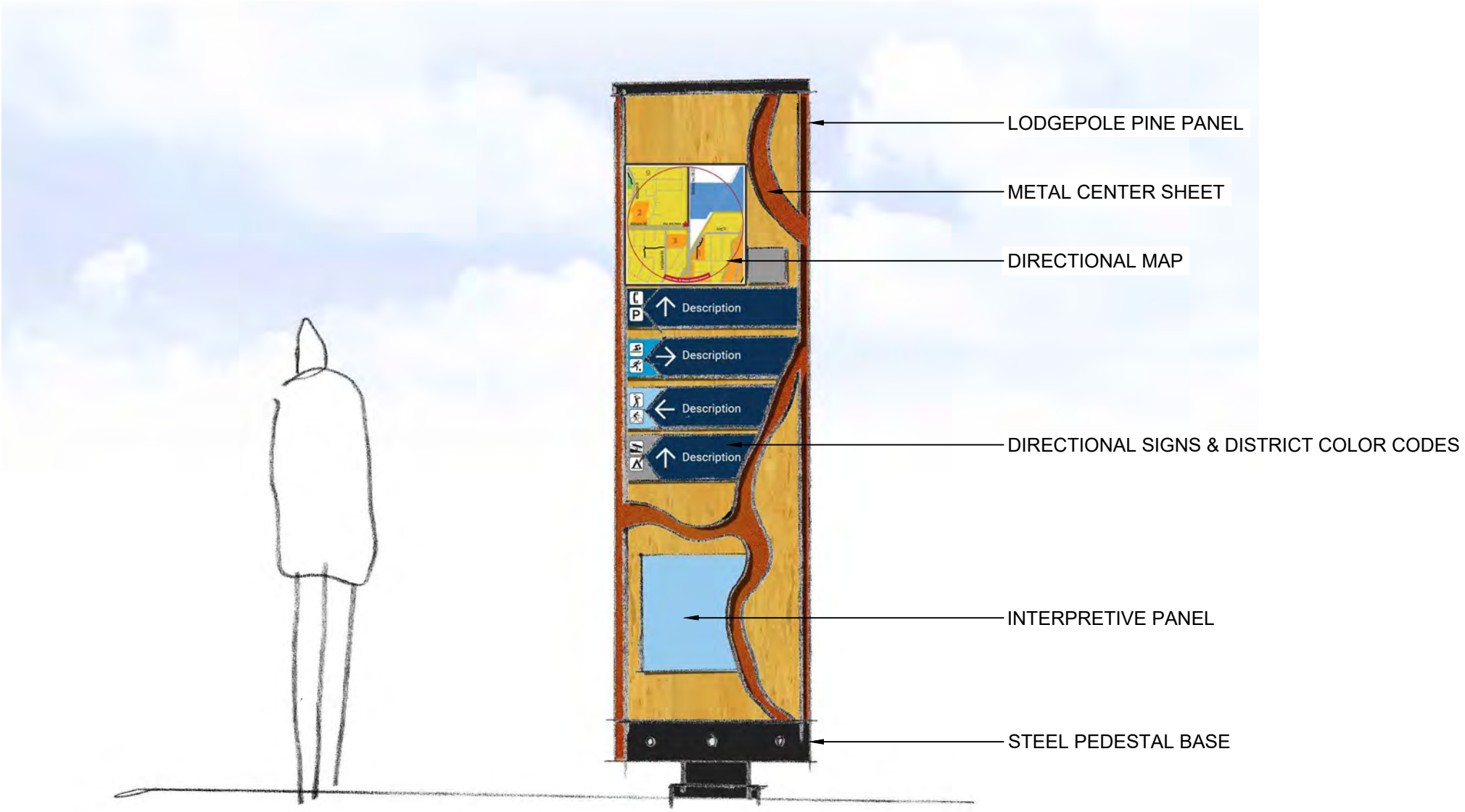
SIGNAGE VEHICULAR 2



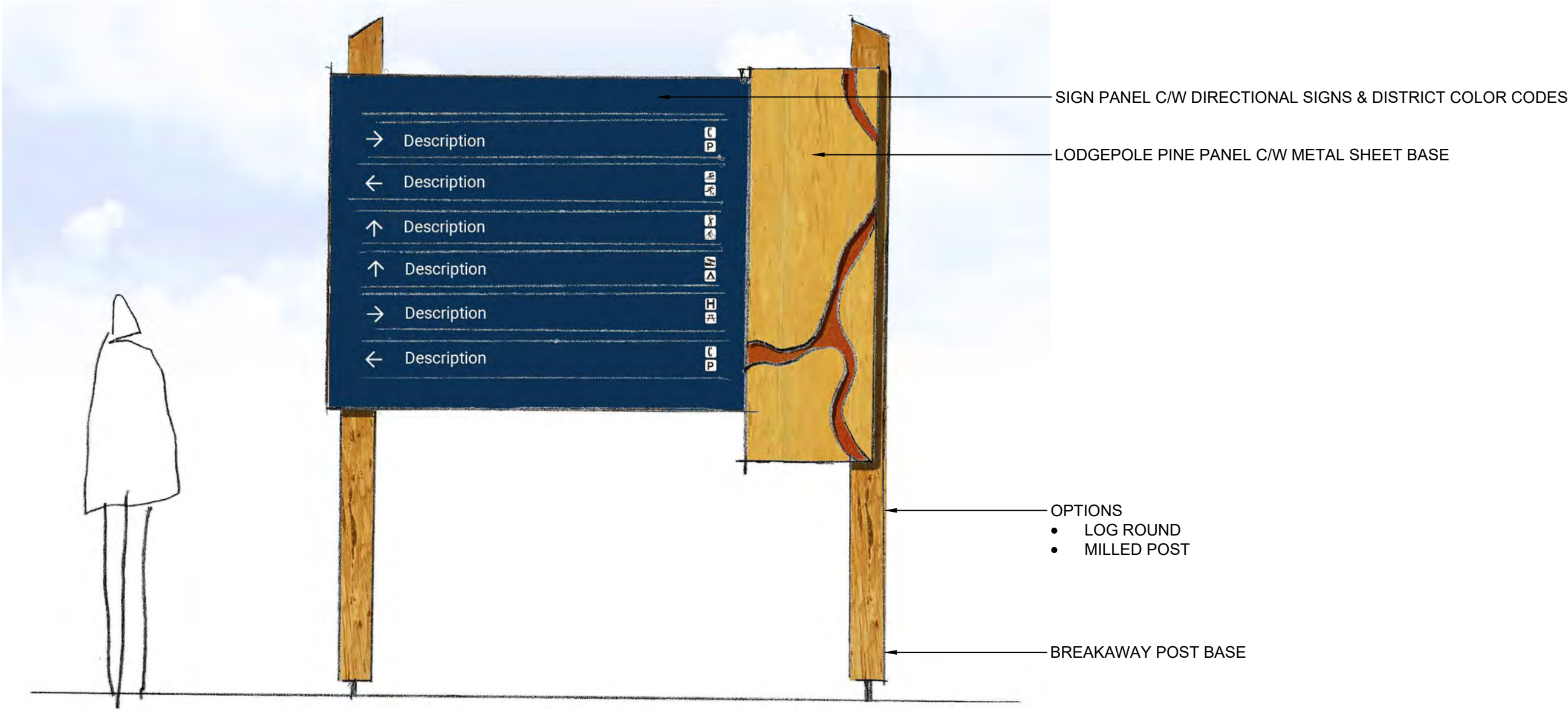
SIGNAGE PEDESTRIAN 3



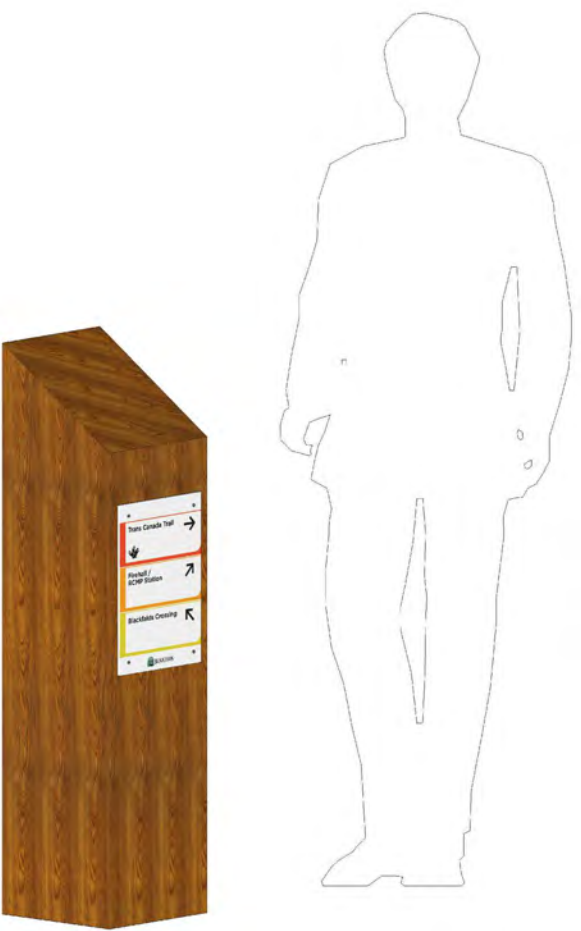
SIGNAGE VEHICULAR 3



SIGNAGE PEDESTRIAN 4



SIGNAGE VEHICULAR 4



SIGNAGE PEDESTRIAN TERTIARY (TOWN OF BLACKFALDS EXAMPLE)

