

District of Barriere

# REPORT TO COUNCIL

## Request for Decision

<b>Date:</b> May 25, 2026	<b>File:</b> 530.20/Rpts
<b>To:</b> Council	<b>From:</b> Deputy Corporate Officer
<b>Re: Signage and Wayfinding Strategy Framework Approval</b>	
<b>Recommendation: THAT Council approve, as presented, the conceptual framework of the Wayfinding Strategy Proposal that is intended to remain flexible and adaptable as community priorities, tourism patterns, and future development needs continue to evolve.</b>	

### Purpose

To present the updated Signage and Wayfinding Strategy conceptual framework to Council for review and approval in principle prior to final grant submission deadlines of May 31, 2026.

### Background

On March 30, 2026, Council received an overview presentation from TRUE Consulting regarding the District of Barriere Signage and Wayfinding Strategy project, including community engagement findings, existing signage challenges, and three preliminary conceptual design directions.

At that meeting, Council passed the following resolution:

**THAT Council approve Concept #1 as the preferred signage and wayfinding concept presented, with final design details to be refined through the next stages of the project.**

The updated framework now builds upon Council's previously endorsed conceptual direction and incorporates additional details related to signage hierarchy, location strategies, community engagement findings, cultural integration opportunities, and future implementation considerations.

### Summary

The draft framework establishes a comprehensive conceptual direction for future signage and wayfinding throughout the District of Barriere.

The document identifies several key objectives, including:

- improving navigation for residents and visitors,
- reinforcing community identity and sense of place,
- supporting economic activity and tourism,
- integrating Secwépemctsin and cultural storytelling opportunities, and
- improving accessibility and readability standards.

The framework also proposes:

- gateway signage enhancements,
- directional and destination signage improvements,
- trail and recreation signage,
- pedestrian-oriented signage,
- civic and facility identification signage, and
- phased implementation opportunities.

Staff notes that the document is conceptual in nature and intended to remain adaptable as future priorities, funding opportunities, tourism patterns, partnerships, and development needs evolve.

Approval of the conceptual framework does not commit the District to immediate implementation of all recommendations or associated capital expenditures.

Staff is seeking Council feedback and conceptual endorsement at this time to support final grant submission requirements prior to the May 31, 2026 deadline.

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## Benefits or Impact

### General

The proposed framework provides a coordinated long-term approach to signage and wayfinding throughout the community while helping improve navigation, community identity, tourism support, and visitor experience.

The framework also supports opportunities for cultural collaboration and bilingual signage integration with Simpcw.

### Finances

Approval of the conceptual framework itself does not create an immediate financial commitment.

The current grant-funded portion of the project focuses on development of the conceptual framework, engagement findings, and long-term wayfinding strategy. Upon completion of this phase, future implementation phases, including detailed design, fabrication, and installation of signage, would require additional grant funding opportunities and future Council budget consideration.

### Strategic Impact

#### **Priority #4: General Governance and Community Engagement**

Goal 1. – Increase Partnership with Simpcw First Nation  
b. Wayfinding Signage

Goal 3. – Enhanced Engagement with the Community and our Partners  
a. In partnership with the Chamber, present a wayfinding strategy for Council consideration by the summer of 2026.

## Risk Assessment

### Compliance:

The framework is conceptual and intended for planning purposes only. Future implementation would continue to require applicable approvals, permitting, budgeting, and partnership coordination as necessary.

### Risk Impact:

Low. The primary risk associated with delaying endorsement is the potential impact on current grant submission timelines and future funding opportunities.

### Internal Control Process:

Future implementation phases and associated expenditures would be subject to Council approval, annual budgeting considerations, and future grant funding opportunities.

## Next Steps / Communication

### - Upon approval, Staff will:

- Incorporate any final Council feedback into the framework document in order for the Barriere & Area Chamber of Commerce to complete final grant submission requirements.
- Finalize the current grant-funded planning phase of the project
- Work collaboratively with project partners to explore future grant funding opportunities to support detailed design, fabrication, and installation of signage and wayfinding improvements.

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## Attachments

- DOB Signage and Wayfinding Strategy Framework Document

## Recommendation

**THAT Council approve, as presented, the conceptual framework of the Wayfinding Strategy Proposal that is intended to remain flexible and adaptable as community priorities, tourism patterns, and future development needs continue to evolve.**

## Alternative Options

1. Council could choose to approve the conceptual framework with amendments.
2. Council could choose not to approve the conceptual framework at this time and provide further direction to Staff. Not recommended due to grant deadline.

### Prepared By:

J.Mosdell, Deputy Corporate Officer

### Reviewed By:

D. Drexler, Chief Administrative Officer





## FINDING BARRIERE : Signage and Wayfinding Strategy

This document has been prepared for planning purposes only. Concepts, illustrations, mapping, and wayfinding information are subject to refinement through future design development, detailed site review, and implementation planning.

Mapping and diagrammatic information contained in this document is not to scale and should not be relied upon for engineering, surveying, navigational or other purposes.

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# Setting the Direction

**Introduction**

**Purpose of the Framework**

**How to Use This Document**

**What Wayfinding Means for Barriere**

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## Introduction

The District of Barriere is a growing community nestled in the North Thompson Valley, characterized by its scenic landscapes, welcoming atmosphere, and strong connection to the natural environment. As the community evolves, so too must the systems that help residents and visitors navigate and experience Barriere.

This Signage and Wayfinding Strategy represents a collaborative effort between the District of Barriere, the Barriere & Area Chamber of Commerce, Simpcw First Nation, the Thompson-Nicola Regional District, and the Lower North Thompson Tourism Society. Together, these partners have worked to develop a comprehensive strategy that addresses current wayfinding challenges while positioning Barriere for future growth.

The framework is grounded in community input gathered through the project engagement process, that included a community survey which received 87 responses from residents, business owners, and members of Simpcw First Nation. This feedback, combined with a detailed audit of existing signage conditions, forms the evidence base for the recommendations contained within this document.



## Purpose of the Framework

The purpose of this framework is to **establish a clear, consistent, and culturally inclusive approach to signage and wayfinding** throughout the District of Barriere. It sets out design principles, sign types, information hierarchies, and location strategies that will guide the development, installation, and maintenance of signage across the community.

Specifically, this framework aims to:

- Improve **navigation** for residents, visitors, and newcomers by providing clear, consistent directional information at key decision points.
- Reinforce **community identity** and sense of place through design that reflects Barriere's natural character, history, and cultural heritage.
- Support **economic vitality** by making it easier for visitors to find destinations, businesses, and attractions throughout the district.
- Integrate **Secwépemctsin and cultural elements** in a meaningful, respectful manner that acknowledges the district's location on Secwépemc territory.
- Establish **accessibility standards** that ensure signage is readable and usable by people of all ages and abilities.

- Create a **phased implementation plan** that allows for systematic improvement while respecting budgetary and operational constraints.

## How to Use This Document

This framework is organized into ten sections, each addressing a different aspect of the wayfinding system. Readers are encouraged to review the document in its entirety for a complete understanding of the strategy.

**Section 01** establishes the context and purpose. **Sections 02 through 05** describe the community, document what we heard from residents, assess existing conditions, and define the wayfinding challenge. **Sections 06 and 07** establish the design principles and system architecture. **Sections 08 through 10** provide location strategies, implementation guidance, and direction for long-term stewardship.

The framework should be used by District staff, Council, and partner organizations to guide decisions about signage design and procurement, installation, and maintenance.

## What Wayfinding Means for Barriere

Wayfinding is more than signage. It is the process by which people orient themselves, navigate through environments, and arrive at their intended destinations. Effective wayfinding combines physical cues (signs, landmarks, sightlines), spatial logic (street patterns, connections, decision points), and sensory information (materials and colors) to create an intuitive navigation experience.

For Barriere, wayfinding must address the unique challenges of a small but growing community. Visitors arrive primarily via Highway 5, often uncertain about where to turn to reach downtown, parks, or cultural destinations. Residents navigate daily routes but may struggle to find new facilities or guide guests to lesser-known attractions. Trail users seek clear markers to explore the district's outdoor amenities safely and confidently.

Wayfinding in Barriere also carries cultural significance. The district is located within the traditional territory of the Simpcw First Nation, a member community of the Secwépemc Nation, and the wayfinding system provides an opportunity to honour and celebrate this heritage. Through bilingual signage, cultural storytelling elements, and thoughtful integration of Indigenous design sensibilities, the system can contribute to reconciliation and cultural understanding.



**I need to know which road will take me to HWY 5.**

**How do I get to Downtown?**

**I need to know what facilities are available at the park.**

**I need to find the parking.**

**Are there any dog parks nearby?**

# Understanding Barriere

**The Community in Context**

**Seasonal & Visitor Dynamics**

**Movement Patterns & Key Corridors**

**Destinations, Anchors & Activity Nodes**

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## The Community in Context

Barriere is a district municipality in the North Thompson Valley of British Columbia, Canada. With a population of approximately 1,765 residents (2021 Census), it serves as a hub for the surrounding rural and agricultural communities.

The district's economy blends agriculture, forestry, retail services, and tourism. Highway 5 serves as both a vital transportation corridor and a commercial spine, with businesses located along the highway corridor as well as in the downtown core. Community parks, trail networks, and cultural sites provide recreational and heritage amenities for residents and visitors alike.

## Seasonal & Visitor Dynamics

Barriere experiences seasonal variation in activity. Summer months bring increased tourism, outdoor recreation, and event attendance. The Fall Fair, fishing season, and trail use peak during warm weather, placing greater demands on wayfinding systems.

Winter months see reduced tourism but continued local activity. Snow conditions affect trail accessibility and may require seasonal signage adjustments. Year-round residents, particularly seniors (55% of survey respondents aged 55+), seek consistent wayfinding regardless of season.

Visitor dynamics also vary by origin. Highway travelers may be passing through or seeking services. Destination visitors come specifically for recreation, events, or family connections. Newcomers and recent residents (including those who have lived in the community for two years or less) expressed particular difficulty locating trails and recreational destinations.

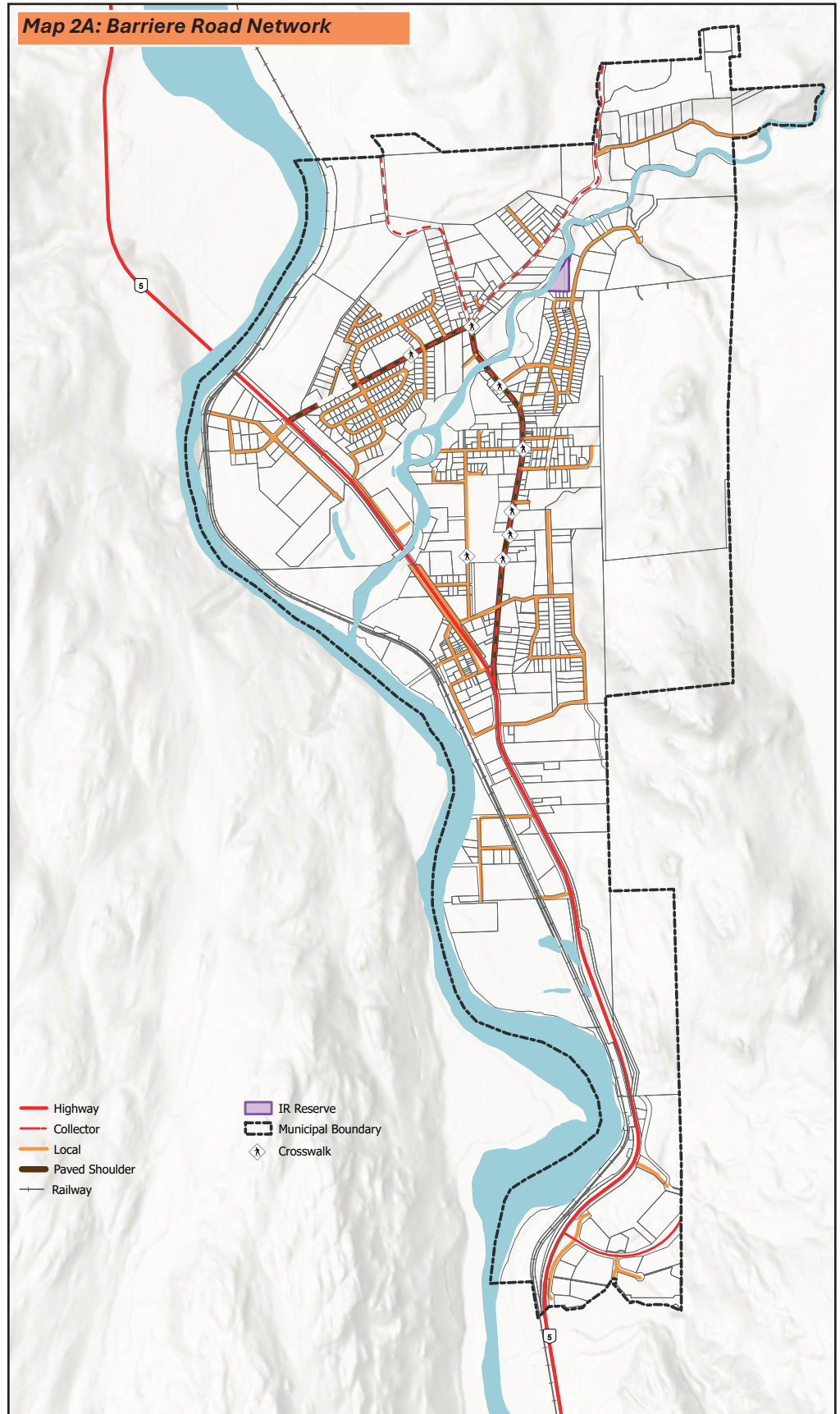


## Movement Patterns & Key Corridors

Understanding how people move through Barriere is essential for effective wayfinding (see **Map 2A**). Key vehicular corridors include:

- **Highway 5:** The primary arterial route carrying through-traffic and local trips.
- **Barriere Town Road:** Connecting the highway corridor to downtown and civic facilities.
- **Gilbert Road / Conner Road:** Providing access to residential areas, facilities, and the Barriere Industrial Park.
- **Louis Creek Road / Agate Bay Road:** Connecting the Louis Creek area and Industrial Park.

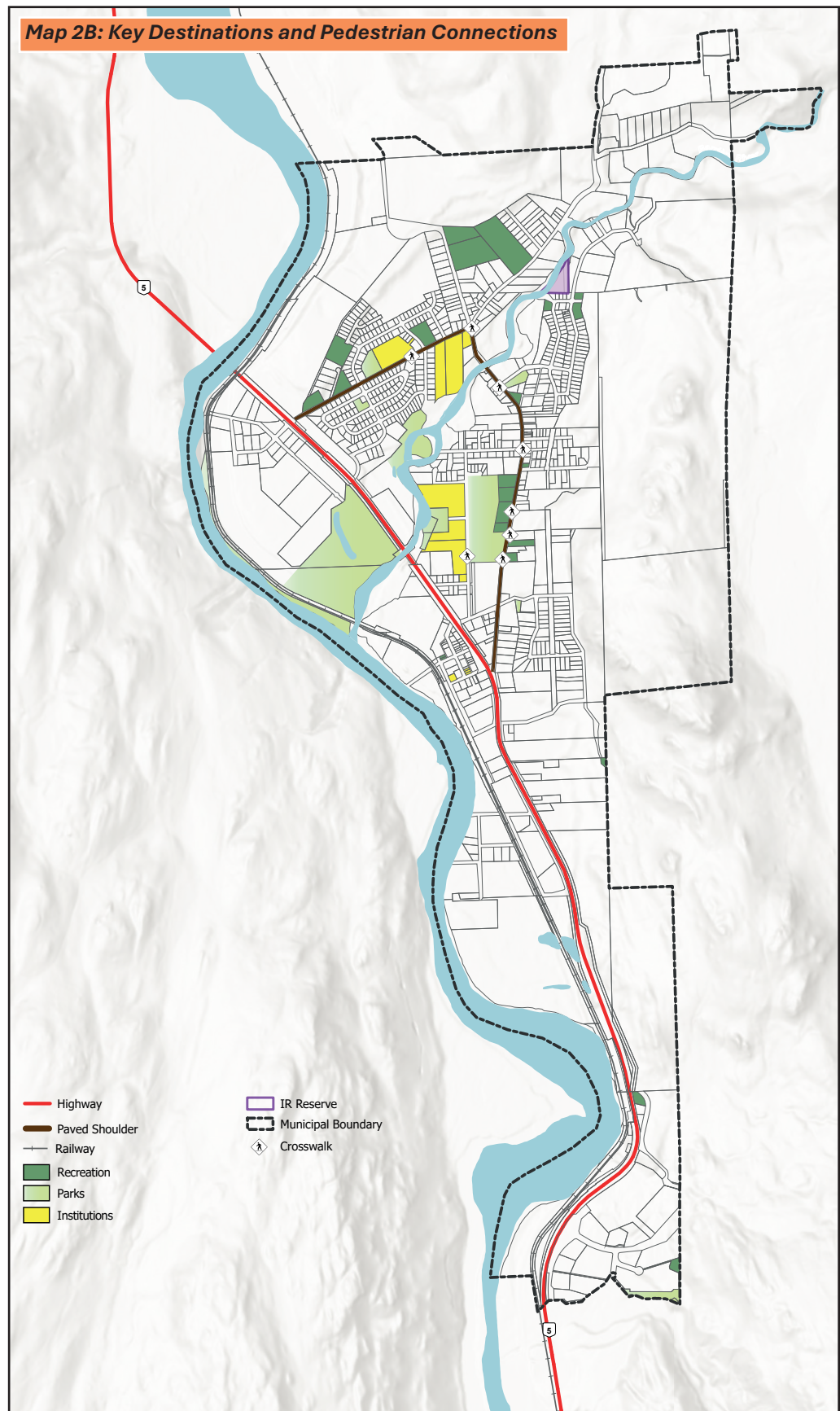
Pedestrian movement concentrates in the downtown core, along park pathways, and at trailheads. The community's sidewalk network, while limited, serves important connections between residential areas, schools, and commercial destinations.



## Destinations Anchors & Activity Nodes

Barriere's destinations can be organized into several categories that serve as anchors within the wayfinding system (see **Map 2B**):

- **Civic Anchors:** District Office, Library, Community Hall, and public institutions that form the community's administrative and social core.
- **Commercial Anchors:** Downtown businesses and Highway 5 commercial corridor that serve daily needs and visitor services.
- **Recreational Anchors:** Community parks, trail networks, and sports facilities that support active living and tourism.
- **Cultural Anchors:** Sites and spaces that tell the story of Barriere's heritage, including Simpcw cultural landmarks and historical interpretation points.



# What We Heard

**Engagement Overview**

**Key Themes from the Community**

**Community-Identified Wayfinding Challenges**

**Opportunities for Improvement**

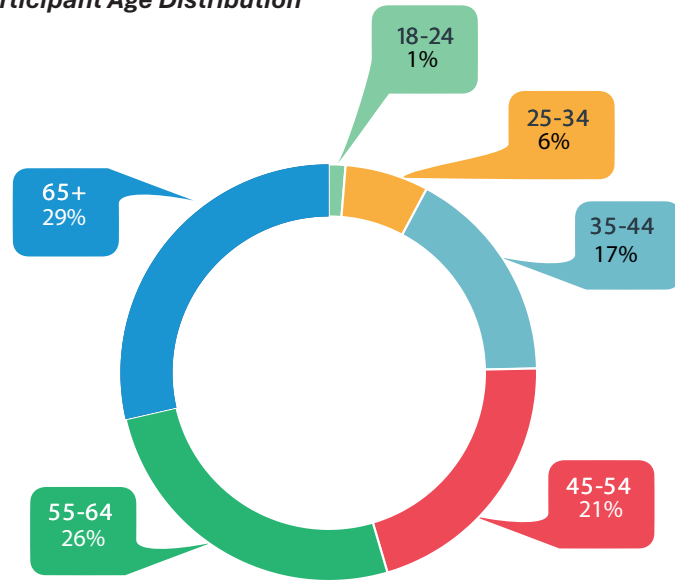
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## Engagement Overview

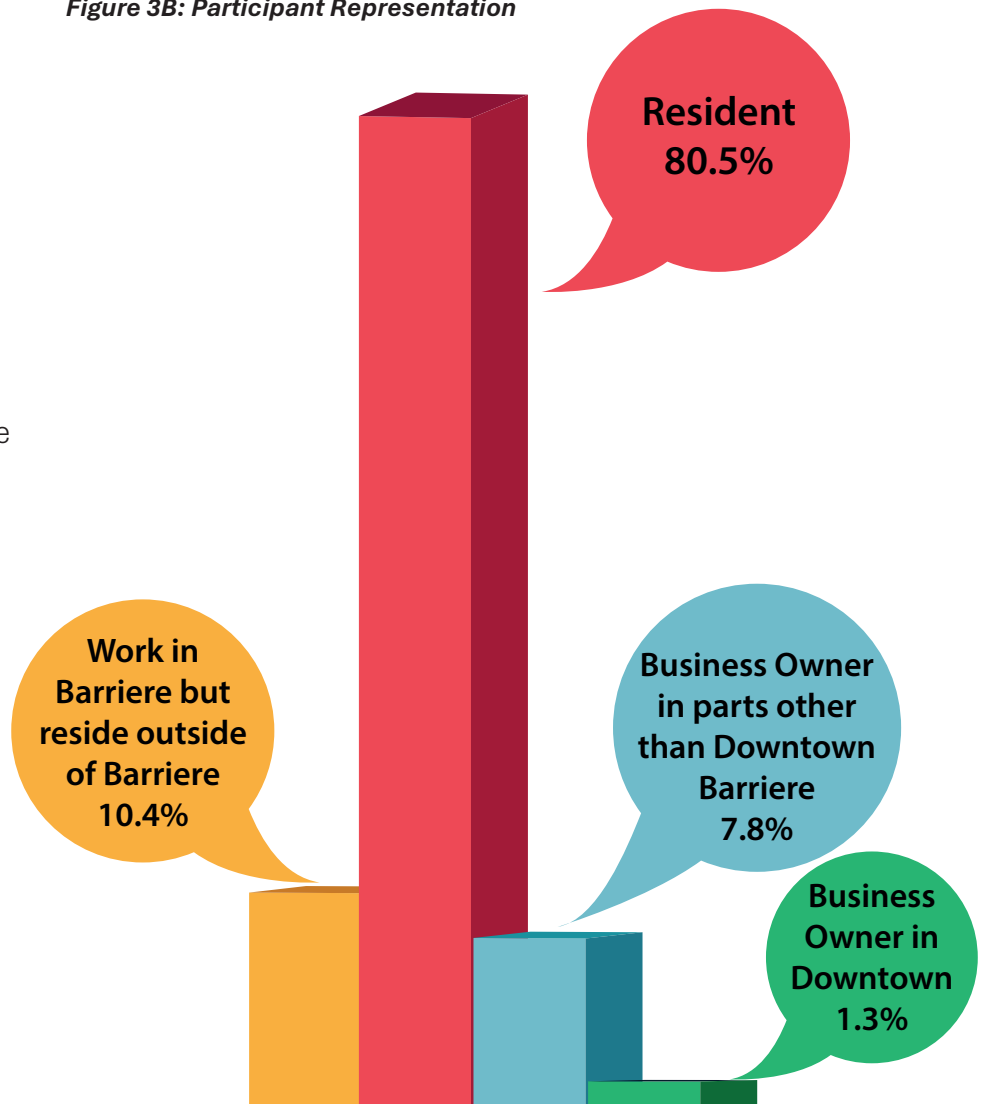
Community engagement for the Signage and Wayfinding project was conducted through an online survey (**Appendix A - Community & Stakeholder Engagement Summary**) available from January 27 to February 12, 2026. The survey gathered input from residents, business owners, community members, and members of Simpcw First Nation on how they experience navigation in Barriere, what is working well, what needs improvement, and what priorities should guide future development.

The survey received 87 responses, representing approximately 5% of the district's population based on the 2021 Census figure of 1,765 residents. Participation was particularly strong among residents aged 55 and older, with 29% of respondents aged 65+ and 26% aged 55-64 (**Fig. 3A**). The majority of respondents (81%) were residents of the District of Barriere (**Fig. 3B**).

**Figure 3A: Participant Age Distribution**



**Figure 3B: Participant Representation**



## Key Themes from the Community

**Five major themes** emerged from the community feedback, reflecting perspectives on Barriere's character, current signage challenges, and aspirations for the future wayfinding system.

**Theme 1: Community Identity - Quiet, Growing, and Welcoming**

**Theme 2: Traditional Aesthetic Preferred**

**Theme 3: Color Matters**

**Theme 4: Need for Clear Directional Signage**

**Theme 5: Strong Support for Trail and Cultural Signage**

## Community-Identified Wayfinding Challenges

The community identified several significant challenges with the current wayfinding system (**Table 3A**):

- **Visibility:** 61% of the total respondents identified visibility as a key improvement area. Comments noted signs are "too small to read from the highway," "not eye catching," and "lack color and visual impact."
- **Placement and Location:** 60% identified placement issues. Signs are perceived as poorly positioned, with some "hiding behind bridges" or failing to provide advance warning of turns.
- **Size and Legibility:** 55% cited size and legibility concerns. The most common words used to describe current signage were "outdated," "lacking," "small,"

and "minimal."

- **Clarity of Information:** 41% noted that signs lack clear, useful information. Comments included confusion at three-way stops and difficulty finding specific destinations.
- **Consistent Design:** 36% identified inconsistent design as a problem, with business signs lacking uniform colors and town branding.
- **Maintenance and Condition:** 22% of respondents indicated that some signs throughout the District are worn or in need of maintenance.

Nighttime visibility received particularly low ratings (3.01/10), indicating a significant opportunity for improvement through better lighting, reflective materials, or illuminated signage. Readability for seniors and people with limited vision was also flagged as a concern.

Improvement Area	Responses
Visibility	53
Placement/Location	52
Size/Legibility	48
Clarity of Information	36
Consistent Design	31
Maintenance/Condition	19

**Table 3A: Summary of Identified Wayfinding Challenges**

## Opportunities for Improvement

The community feedback reveals clear opportunities to improve the wayfinding system (**Fig. 3C**):

- Trail Markers & Park Maps:** The most requested missing signage (64%), reflecting strong community interest in outdoor recreation and nature-based tourism.
- History, Culture & Storytelling Signs:** 60% of respondents identified this as missing, with 81% supporting bilingual (English and Secwépemctsin) integration for cultural and historical signage.
- Temporary, Event & Seasonal Signs:** 47% identified a need for flexible signage that supports community programming and seasonal activities.
- Gateway & Arrival Signs:** High priority given the 70% dissatisfaction rate with current directional signage to the district.
- Signs for Public Buildings:** 46% identified missing facility signage, making it harder for visitors and newcomers to locate civic destinations.

The survey also revealed divided opinions on QR code integration (45% support, 49% opposed), suggesting that while technology has potential, traditional physical signage should remain the primary wayfinding method.



**Figure 3C: Priority Signage Types Identified Through Engagement**

# COMMUNITY SURVEY SNAPSHOT

Can I get more trailmarkers?



## KEY FINDINGS

Average rating of **7.4/10** on the importance of wayfinding in the community

**70%** of respondents said that the current level of signage is inadequate to direct people to the District

Most common words used to describe current signage

Outdated

Lack of

Minimal



# WHAT'S WORKING?



- Adequate basic wayfinding
- Clear directional signage
- Use of traditional materials
- Recent improvements acknowledged



What would the community like to see more of?

- Improved signage for key destinations
- Greater investment in trail and cultural signage
- Bilingual (English & Secwepemctsin) signage support
- Integration of technology (e.g., QR codes)



# WHAT'S NOT?

## Top 5 Missing Signage

- Trail Markers
- Cultural & Storytelling Signage
- Temporary Signage
- Gateway Signage
- Facility Signage

## Areas for improvement

- Visibility
- Placement
- Size/Legibility
- Clarity
- Consistency

## Priority Areas

- Downtown
- Parks & Trails
- Historical/Cultural Sites
- Community Facilities
- HWY 5 Commercial Corridor

## Issues identified

- Letters are too small to read
- Needs better visibility
- Lacks color and visual impact
- Insufficient lighting



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# Existing Conditions

**Overview of Existing Signage System**

**Distribution of Sign Types**

**Condition Assessment**

**Where the System Is Working Well**

**Key Gaps & Deficiencies**

**System-Level Issues (Clutter, Gaps,  
Misalignment)**

# 4

## Overview of Existing Signage System

A comprehensive on-site audit of existing wayfinding signage was conducted throughout the District of Barriere (**Map 4A** and **Appendix B: Detailed Sign Audit**). The audit catalogued 87 signs across the community, documenting sign type, ownership, condition, and functional observations. This inventory provides a systematic assessment of Barriere’s existing signage assets and establishes a baseline for future improvements.

Signs are owned by multiple entities: the District of Barriere (DoB), Ministry of Transportation and Transit (MoTT), and Thompson-Nicola Regional District (TNRD).

## Distribution of Sign Types

The distribution reveals several important insights about the existing signage system in Barriere :

Sign Type Group	Count
Regulatory & Safety Signs	33
Parks, Trails & Recreational Wayfinding	23
Vehicular Directional Wayfinding	11
Gateway & Arrival Signs	8
Civic, Cultural & Institutional Signs	6
Interpretive & Placemaking Signs	4
Temporary, Event & Seasonal Signs	1
Digital Signs	1
Pedestrian Wayfinding	0
<b>Total</b>	<b>87</b>

**Table 4A: Distribution of Existing Sign Types**

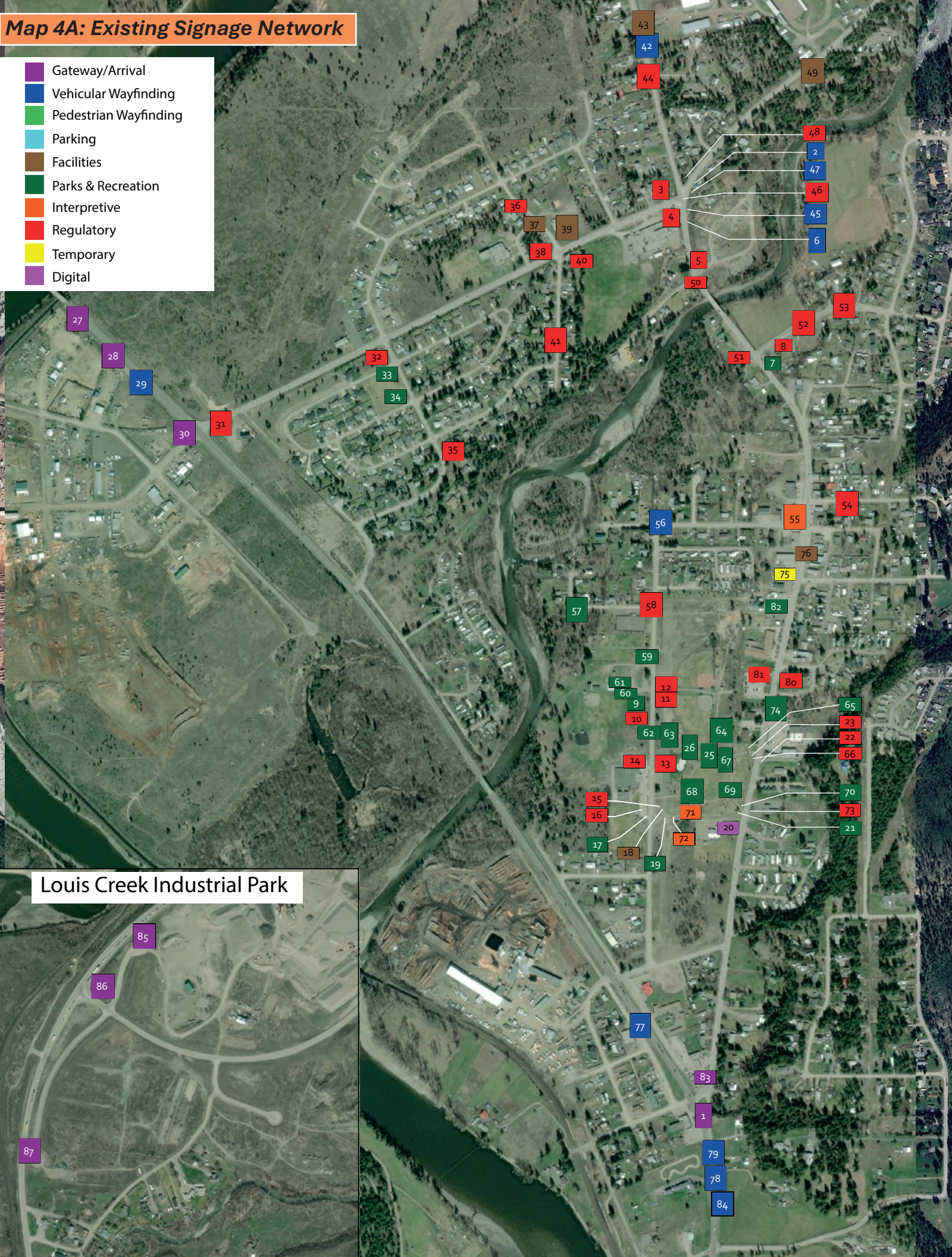
Regulatory and safety signs dominate the inventory, reflecting the functional but limited scope of the current signage network. Parks, trails, and recreational wayfinding signs represent the second-largest category, highlighting the community’s strong connection to outdoor recreation and open spaces. Specialized wayfinding sign types — including vehicular directional and interpretive signage — represent a comparatively small proportion of the overall inventory, with no dedicated pedestrian wayfinding signage currently identified.

***The limited presence of specialized wayfinding sign types aligns closely with community feedback identifying gaps in directional clarity, pedestrian navigation, community identity, and cultural storytelling opportunities throughout the District.***



# Map 4A: Existing Signage Network

- Gateway/Arrival
- Vehicular Wayfinding
- Pedestrian Wayfinding
- Parking
- Facilities
- Parks & Recreation
- Interpretive
- Regulatory
- Temporary
- Digital



## Condition Assessment

Each sign was assessed for physical condition using a three-tier rating system: **Good, Fair, or Poor**. The overall condition profile shows:

- **Good Condition:** The majority of signs fall into this category, indicating that basic maintenance and replacement cycles are generally adequate for standard regulatory and facility signs.
- **Fair Condition:** Several signs show weathering, fading, or minor damage that does not yet impede function but indicates approaching end-of-life. Notably, some park and trail signs fall in this category.
- **Poor Condition:** A small number of signs require immediate attention. These include worn-out interpretive signage facing significant wear and tear, and trail markers that have degraded to the point of reduced effectiveness.

The condition assessment indicates that the existing signage system is generally functioning well; however, ongoing maintenance and phased replacement planning will help support its long-term effectiveness. Signs in fair and poor condition are primarily located in high-exposure outdoor areas and locations with higher visitor activity, highlighting the importance of durable material selection and regular maintenance over time.



## Where the System Is Working Well

The audit found that several components of the existing signage system continue to function adequately:

- **Basic Regulatory Compliance:** Traffic control, school zone, and safety signage generally meets regulatory standards and provides necessary road safety information.
- **Facility Identification:** A few public buildings such as the District Office, are generally identified with visible signage.
- **Recent Improvements:** Some recently installed signs, including updated arrival signage, represent positive steps toward better wayfinding.
- **Active Transportation Safety:** Rectangular Rapid Flashing Beacons (RRFB) at key crossings enhance pedestrian safety.
- **Digital Presence:** An existing digital sign provides a platform for community messaging, though its integration with the broader wayfinding system could be improved.

**These strengths provide a foundation upon which to build. Rather than wholesale replacement, the framework emphasizes strategic additions, upgrades, and integration that preserves working elements while addressing gaps.**

## Key Gaps & Deficiencies

The audit and community feedback together identify the following key gaps (**Map 4B**):

- **Trailhead Signage:** Multiple trailheads lack adequate or visible signage, making it difficult for users to locate trail starts and understand route options.
- **Gateway Signage:** While gateway signs exist, community feedback indicates they are insufficient for directing people to the downtown core and creating positive first impressions.
- **Pedestrian Wayfinding:** Very limited signage supports walkability or encourages downtown exploration on foot.
- **Cultural Interpretation:** Few signs currently communicate the community's identity, history, or cultural character, including the recognition of Secwépemc heritage and presence.
- **Event and Seasonal Flexibility:** The system lacks provisions for temporary messaging that supports community events and seasonal activities.
- **Parking and Access:** Limited signage reduces clarity around parking locations and access routes to key destinations.

These gaps closely reflect the

priorities identified through community engagement, demonstrating a strong alignment between the technical findings of the sign audit and the public's desire for a more visible, cohesive, pedestrian-friendly, and culturally reflective wayfinding system.

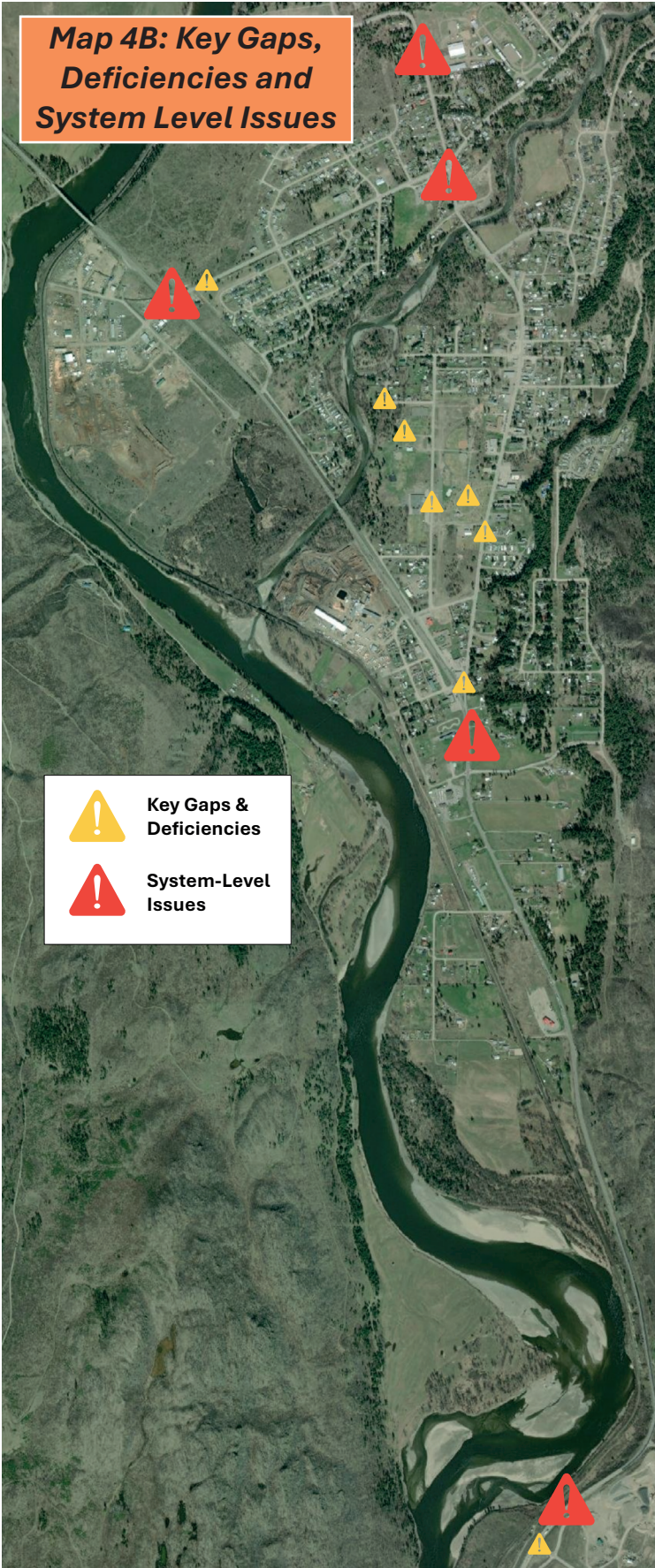
## System-Level Issues (Clutter, Gaps, Misalignment)

Beyond individual sign conditions and gaps, the audit reveals several system-level issues that affect overall wayfinding performance (**Map 4B**):

- **Lack of Design Standards:** No comprehensive graphic standards exist to guide typography, color, materials, or information hierarchy across sign types.
- **No Bilingual Protocol:** While community support for bilingual signage is strong (81%), no established protocol exists for Secwepemctsin integration.
- **Information Hierarchy:** Existing signs do not clearly differentiate between primary destinations, secondary routes, and local amenities, creating cognitive load for users.

Addressing these system-level issues is essential for long-term wayfinding success. Individual sign improvements, while valuable, will not achieve cohesive wayfinding without coordination across ownership boundaries and clear standards that all parties can adopt.





### Existing Key Gaps & Deficiencies



### Existing System-Level Issues



# The Wayfinding Challenge

**The Wayfinding Problem**

**Who Is Struggling? (User Groups)**

**Where Breakdowns Occur**

**What Success Looks Like**

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## The Wayfinding Problem

Wayfinding in Barriere is supported in part by local familiarity and established landmarks, allowing many long-term residents to navigate comfortably. However, newcomers, visitors, and recent residents may experience greater difficulty locating destinations, trails, and community amenities. Enhancing the clarity and consistency of the wayfinding system presents an opportunity to improve visitor experience and community connectivity.

The wayfinding challenge manifests in several specific ways. **First**, while Barriere is located directly along a major transportation corridor, many visitors pass through the community without realizing what it offers or where key destinations are located. The transition from highway travel into the community occurs quickly, with limited advance notice and subtle visual cues, making turns and points of entry easy to miss. Community feedback reflected this concern, with 70% of survey respondents indicating that directional signage into the District is inadequate. As a result, opportunities to encourage visitors to stop, explore, and support local businesses may be missed.

**Second**, once in Barriere, visitors may not immediately recognize the location or relationship between key destinations, particularly if they are unfamiliar with the community. While the town's layout is straightforward for residents, the

existing signage system provides limited visual reinforcement between downtown, parks, civic facilities, and recreational areas.

**Third**, specific destinations are hard to locate. Trailheads, cultural sites, and some public buildings lack clear identification. As one respondent noted: "We've lived here for 2 years and I still hear people talking about trails that I have no idea where they are."

**Fourth**, the current signage system offers limited expression of community identity and cultural heritage. While many existing signs serve important functional purposes, there are opportunities to better reflect Barriere's character, natural setting, and relationship with Simpcw First Nation through a more cohesive and place-based wayfinding approach. Community feedback highlighted a desire for signage that feels more welcoming, visually distinctive, and reflective of local identity.

### Who Is Struggling? (User Groups)

Wayfinding difficulties affect distinct user groups in different ways:

#### Visitors and Through-Travelers

Highway travelers making quick decisions about where to stop need clear, advance notification of Barriere's offerings. Current gateway and corridor signage fails

to communicate the district's identity or guide travelers to downtown, parks, or services. The gateway sign at the south entrance, while appreciated as "nostalgic" by some, is described by others as "outdated," "in need of a facelift," and suffering from "letters too small to read from the highway."

#### Newcomers and Recent Residents

People who have recently moved to Barriere, as well as regular visitors unfamiliar with the community, expressed difficulty navigating local destinations and trail networks. Several comments highlighted that many recreational areas and trails are primarily known through local knowledge and word-of-mouth rather than visible signage or mapping. While this familiarity works well for long-term residents, it can create challenges for newcomers and visitors trying to explore and understand the community independently.

#### Seniors and People with Accessibility Needs

With 55% of survey respondents aged 55 and older, accessibility considerations are prominent. Concerns about readability, visibility, and clear direction were frequently mentioned. The low rating for nighttime visibility (3/10) is particularly relevant for seniors and those with vision limitations. Small text, low contrast, and lack of illumination create barriers for this significant user group.

## Business Owners

While most business respondents (72%) indicated that existing signage does not significantly affect customer navigation, 14% identified wayfinding as an ongoing concern. Feedback highlighted that some businesses in Louis Creek feel less visible within the broader community context. Improved wayfinding and destination visibility could help strengthen economic activity by making commercial areas, local services, and visitor destinations easier to identify and access.

## Trail and Recreation Users

The strong demand for trail markers and park maps (64% identified these as missing) highlights the importance of improving recreational wayfinding throughout the community. Clear trail signage and mapping can help residents and visitors better understand available routes, access points, and destinations, while supporting safer, more confident, and more enjoyable outdoor experiences.

# Who Is Struggling?

## User Groups



### VISITORS & THROUGH-TRAVELERS

Need clear signs to know where to stop.



### NEWCOMERS & RECENT RESIDENTS

Rely on local knowledge to find places and trails.



### SENIORS & PEOPLE WITH ACCESSIBILITY NEEDS

Need readable, visible signs with clear direction.



### BUSINESS OWNERS

Want better visibility for businesses and services.



### TRAIL & RECREATION USERS

Need trail markers and maps to explore with confidence.



## Where Breakdowns Occur

Wayfinding breakdowns occur at predictable points in the user journey, corresponding to the four stages of wayfinding: Orientation, Route Decision, Route Monitoring, and Destination Recognition (**Map 5A**).

### Orientation Breakdowns

Users entering Barriere may not immediately understand how key destinations are organized within the community due to limited orientation signage. While the gateway sign establishes identity and recognition, it provides minimal information about what lies ahead, where important destinations are located, or how visitors can navigate the broader district.

### Route Decision Breakdowns

At decision points - intersections, roundabouts, and corridor transitions - users lack sufficient advance information to make confident choices. The Highway 5 corridor presents multiple decision points where drivers must choose between continuing on the highway or turning toward downtown, parks, or commercial areas without adequate preview signage.

### Route Monitoring Breakdowns

Once users commit to a route, there are limited visual cues confirming they are continuing in the correct direction. This is particularly noticeable within Barriere Town Road, where intermediate wayfinding elements

and reassurance signage are limited. Recreational networks similarly provide few secondary markers that help users maintain confidence while navigating through the community.

### Destination Recognition Breakdowns

Several destinations throughout Barriere have some form of identification signage; however, the visibility, consistency, and clarity of these signs vary considerably. Public facilities, trailheads, and community destinations do not always clearly communicate arrival or reinforce a strong sense of place, making the transition from navigation to destination recognition less intuitive for visitors and new users.

## What Success Looks Like

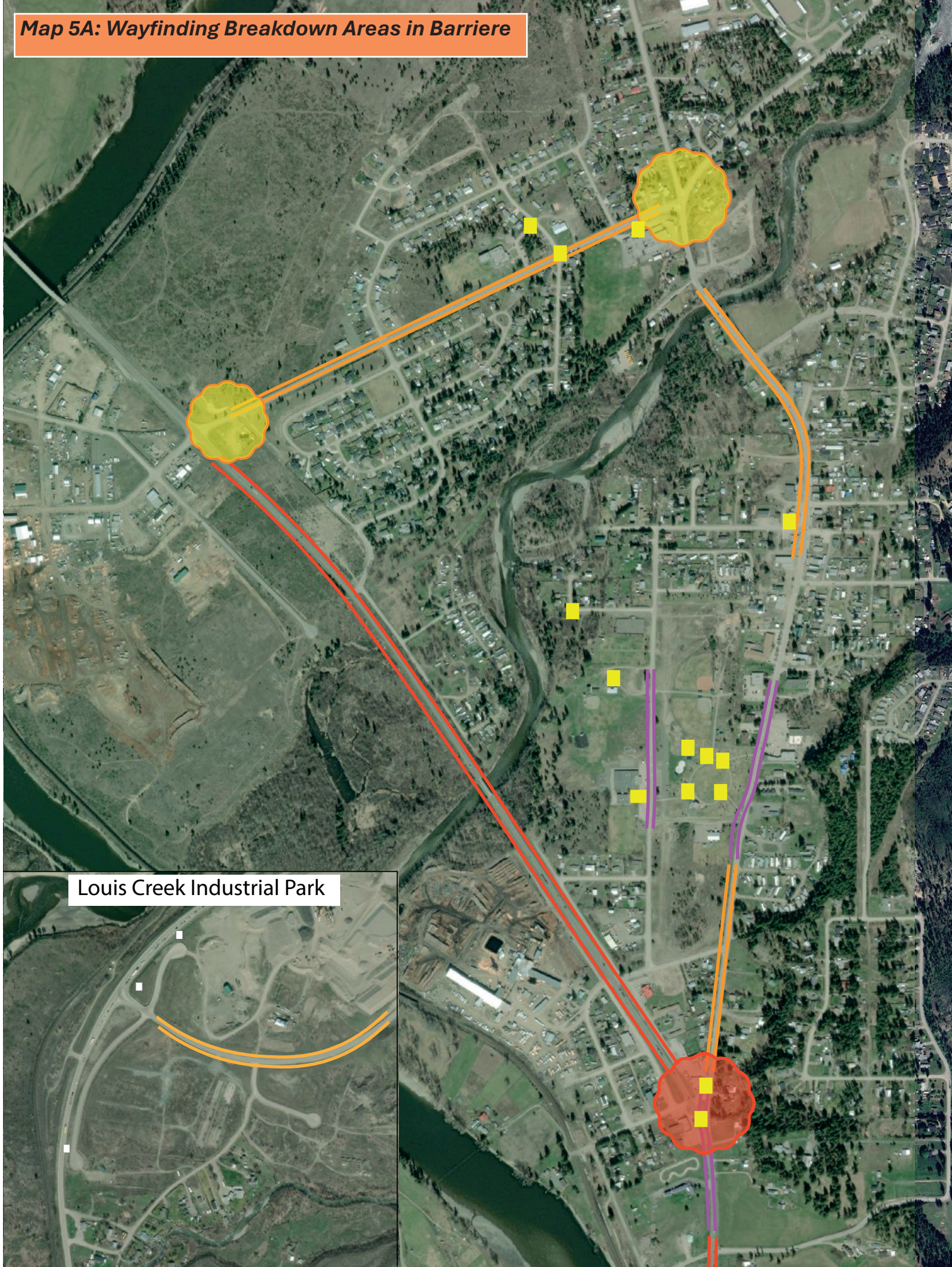
A successful wayfinding system for Barriere would achieve the following outcomes:

- **Clear Arrival Experience:** Visitors know when they have reached Barriere, understand what the community offers, and can easily identify where to go for services, attractions, or information.
- **Confident Navigation:** Drivers, pedestrians, and cyclists can find their way to any public destination without hesitation, backtracking, or reliance on local knowledge.

- **Inclusive Accessibility:** People of all ages and abilities can read, understand, and use wayfinding information at any time of day and in any season.
- **Economic Support:** Clear wayfinding to commercial areas, attractions, and events supports local businesses and encourages visitor spending.
- **Cultural Integration:** The wayfinding system acknowledges and celebrates Secwépemc heritage, embedding Simpcw language and cultural storytelling as integral elements rather than afterthoughts.
- **Recreational Enablement:** Trail networks and outdoor amenities are accessible and enjoyable for residents and visitors alike, supported by clear markers and maps.
- **Community Pride:** The wayfinding system contributes to residents' sense of place and community identity, reflecting the character and values that make Barriere unique.

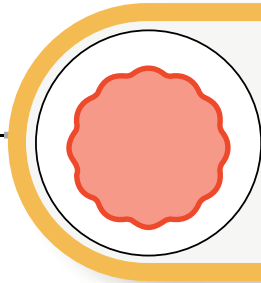
Success is measured not only by improved navigation metrics but also by community perception. When residents feel that signage reflects their community and visitors describe Barriere as easy to navigate and welcoming to explore, the wayfinding system will have achieved its purpose.

Map 5A: Wayfinding Breakdown Areas in Barriere

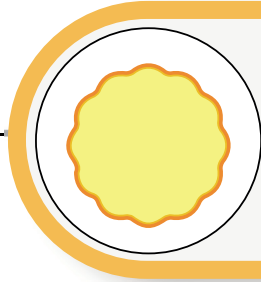


Louis Creek Industrial Park

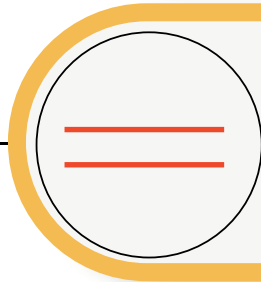
ORIENTATION  
BREAKDOWNS



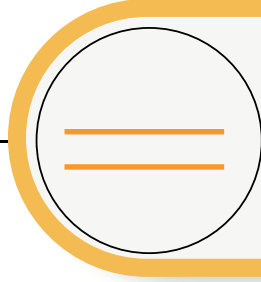
ROUTE DECISION  
BREAKDOWNS



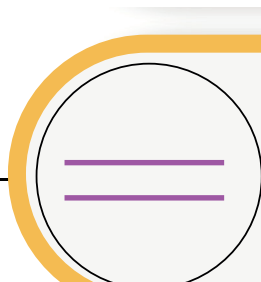
ROUTE MONITORING  
BREAKDOWNS  
(HIGHWAY)



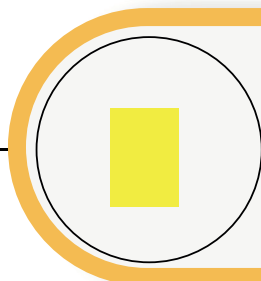
ROUTE MONITORING  
BREAKDOWNS  
(BARRIERE TOWN RD)



DESTINATION  
RECOGNITION  
BREAKDOWNS



DESTINATION  
RECOGNITION  
BREAKDOWNS



# Wayfinding Principles

Hierarchy

Proximity

Alignment

Aesthetic

Color

6

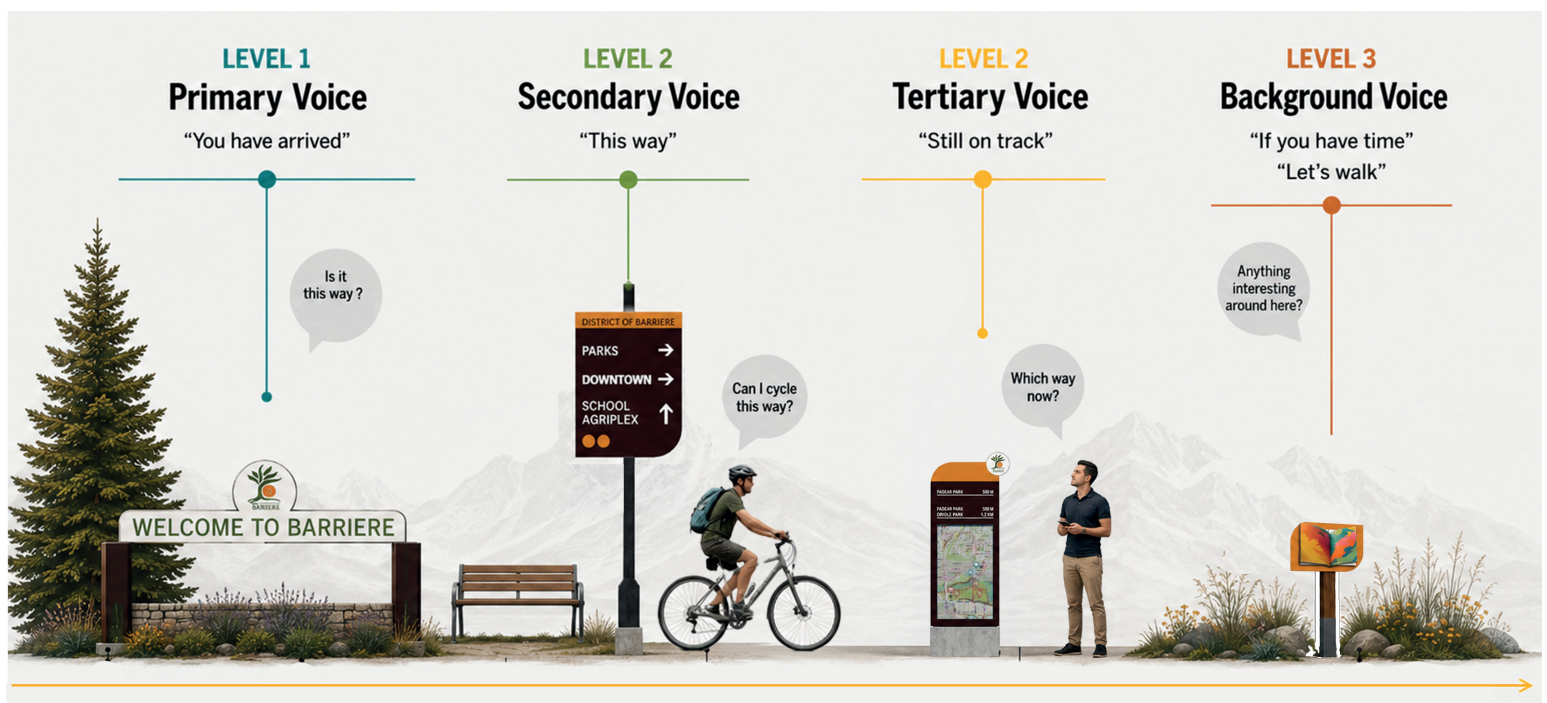
## The Wayfinding Problem

The design of Barriere's wayfinding system is guided by five core principles intended to improve navigation, strengthen community identity, and create a more cohesive user experience. These principles help shape decisions related to signage hierarchy, visual design, placement, materials, accessibility, and cultural integration, while responding to the unique character and needs of the community.

## Hierarchy

Hierarchy is a foundational wayfinding principle that organizes information according to importance, helping users navigate environments more easily and confidently. A clear hierarchy ensures that primary destinations and decisions are emphasized first, while secondary information remains accessible and easy to understand. For Barriere, the wayfinding system is structured into four levels, each corresponding to a different stage of the user journey:

- **Primary Voice** - "*You Have Arrived*": Arrival and Gateway signs, community entry markers, and high-level identity elements that establish where the user is. These are the largest, most visually prominent signs, typically encountered at highway speeds.
- **Secondary Voice** - "*This Way*": Directional signs at decision points that guide users toward major destinations such as Downtown, Parks, Civic Facilities, and Highway 5 Commercial. These signs provide clear, concise routing information.
- **Tertiary Voice** - "*Still On Track*": Intermediate confirmation signs and route markers that reassure users they are proceeding correctly. These include corridor signs, trail blazes, and proximity indicators.
- **Background Voice** - "*If You Have Time*": Pedestrian-scale information that invites exploration and provides detail about local amenities, history, and cultural points of interest.



## Proximity

In wayfinding design, proximity helps users understand how destinations, information, and routes relate to one another. Grouping related information together improves readability, reduces confusion, and helps users make quicker navigation decisions.

### Related Destinations

When destinations are located close together — such as the District Office, Agriplex, and Barriere Secondary School — signage should present them as a connected group. Organizing related destinations together helps users understand their spatial relationship and simplifies decision-making.



## Sign Families

Signs with similar functions should appear consistently along key corridors and routes. A predictable sequence of gateway signs, directional signs, and confirmation signs creates visual continuity and helps build user confidence in the reliability of the wayfinding system.

### Separation of Unrelated Information

Information that serves different purposes should be visually separated to avoid confusion. For example, regulatory information such as speed limits or parking restrictions should generally remain separate from directional wayfinding signage unless a direct relationship exists between the two.

The proximity principle also influences the design of maps and directories. Elements that are near one another on a map should reflect actual spatial proximity in the environment, maintaining the correspondence between represented space and real space that allows users to translate map information into navigational decisions.



## Alignment

The Alignment principle states that elements in a design should be aligned with one or more other elements, creating unity, cohesion, and perceived stability. In wayfinding, alignment ensures that signs within a system feel related and that information within a sign is organized for easy scanning and comprehension.

Alignment operates at two scales in Barriere's wayfinding system:

### System Alignment

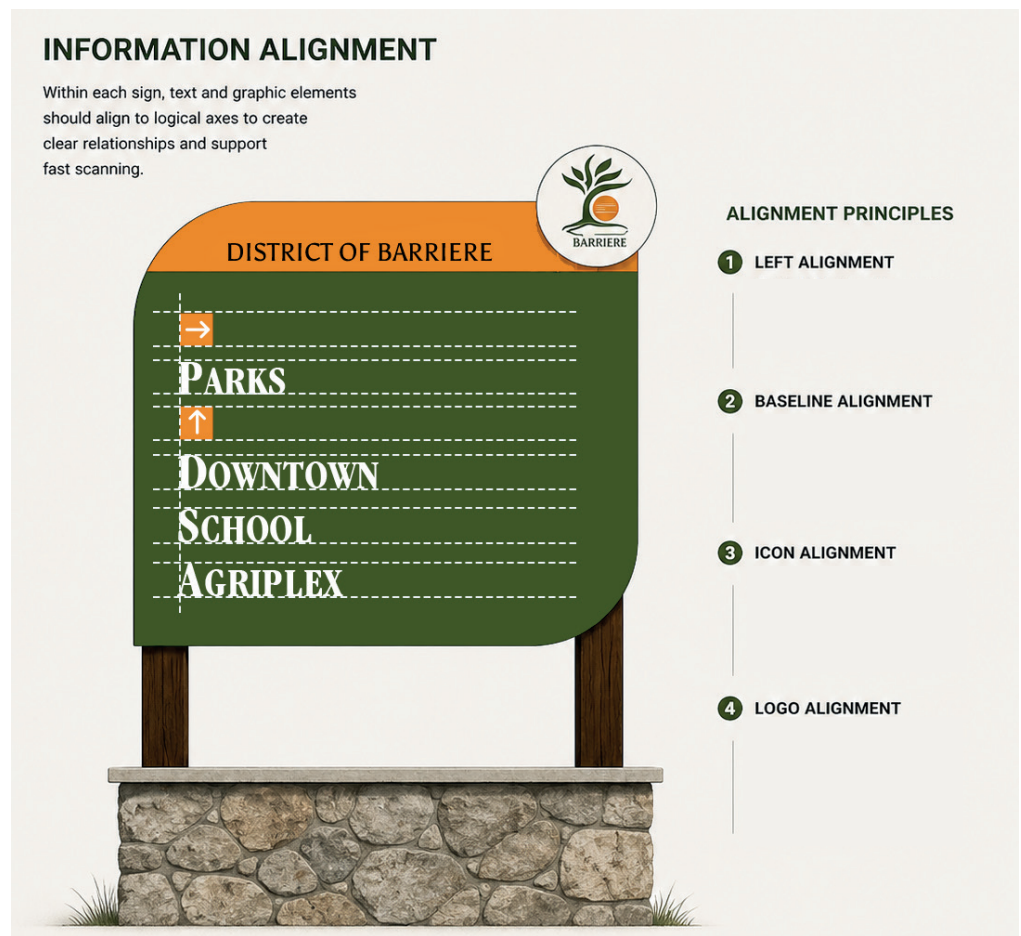
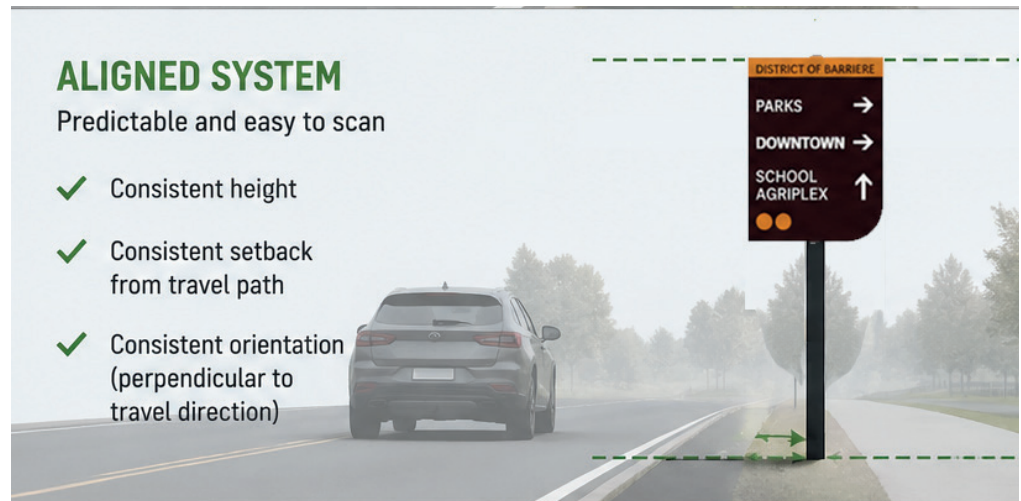
Across the community, signs should align with one another through consistent placement heights, lateral positioning relative to travel paths, and orientation toward user sightlines. When signs are predictably positioned - at the same height above ground, at consistent offsets from road edges, and perpendicular to travel directions - users learn to scan the environment efficiently for wayfinding cues.

### Information Alignment

Within each sign, text and graphic elements should align to logical axes. Left-aligned text blocks create strong vertical edges that improve scanning speed. Graphic elements (arrows, icons, logos) should align with text baselines or cap heights to create visual relationships that reinforce information hierarchy.

The alignment principle also extends to the relationship between signs and their physical context.

Signs should align with architectural features, landscape elements, and pedestrian pathways so that they feel integrated rather than imposed. This contextual alignment supports the community's preference for traditional aesthetics and natural materials.



## Aesthetics

The Aesthetic-Usability Effect recognizes that visually appealing and well-designed systems are often perceived as easier to use. In wayfinding, cohesive and well-maintained signage helps build user confidence, while outdated or inconsistent signs can create uncertainty even when the information itself is accurate.

For Barriere, aesthetics are also deeply connected to community identity. Survey respondents overwhelmingly associated Barriere with traditional aesthetics (77%) and natural materials (wood at 79%, stone at 31%). The aesthetic

quality of signage therefore communicates not only navigational confidence but also community character and pride.

The framework applies the aesthetics principle through:

- **Material Authenticity:** Use of real wood, stone, and metal finishes that age gracefully and feel genuine rather than synthetic.
- **Proportional Harmony:** Sign dimensions, text sizing, and spacing that follow established proportional relationships, creating visual balance and readability.
- **Craft Quality:** Attention to fabrication details, mounting hardware, and finishing that signal care and durability.
- **Contextual Fit:** Sign designs that complement rather than compete with Barriere's natural surroundings and built environment.

The Aesthetic-Usability Effect reminds us that beautiful wayfinding is not a luxury but a functional requirement. When signs look trustworthy, they are trusted.



## Color

Color is one of the most powerful tools in wayfinding design. The Color Effects principle recognizes that color influences perception, emotion, and behavior in predictable ways. The Color Theory principle provides the framework for combining colors effectively to create harmony, contrast, and meaning. For Barriere's wayfinding system, color serves three functions:

### Identification

**Barriere Orange** serves as the signature color of the wayfinding system, creating strong visual recognition across all sign types. The warm and energetic hue reflects the community's welcoming character while

providing visibility and contrast within natural roadside and landscape settings. **Barriere Green** is drawn from the District's existing visual identity and reflects the forests, natural landscapes, and outdoor character that define the community. **Bark Brown** is inspired by the material palette and character of several existing community and gateway signage elements. The color references wood, earth, and natural textures.

### Hierarchy

Color variations support the overall information hierarchy within the wayfinding system. Primary signs utilize the color Barriere Orange more to create strong visibility and immediate recognition at key arrival and decision points. Secondary and Tertiary signage incorporates a greater use of Barriere Green to reinforce community identity while maintaining clarity and cohesion throughout the system.

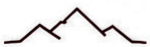
### Legibility

Color contrast directly affects readability. All sign combinations must meet minimum contrast ratios for accessibility. The framework specifies high-contrast pairings (dark text on light backgrounds or light text on dark backgrounds) that ensure readability for users with vision limitations and in low-light conditions.

## COLOUR PALETTE

Natural. Warm. Grounded.

A welcoming and timeless palette inspired by the natural landscape of Barriere. These colours work together to create a clear, cohesive and inviting wayfinding system.



### BARRIERE GREEN

#415220  
PMS 7741 C

Nature | Growth | Harmony



### BARRIERE ORANGE

#ED7B12  
PMS 1585 C

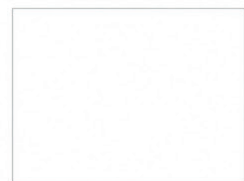
Energy | Direction | Clarity



### BARK BROWN

#311814  
PMS 4975 C

Grounded | Strong | Timeless



### WHITE

#FFFFFF  
-

Clean | Clear | Balanced

## COLOUR USAGE



Green connects to nature and dominates the palette. Orange draws attention. Dark Brown adds strength and contrast. White provides clarity and space.

**Community survey data indicates that nearly 75% of respondents consider colour to be an important part of how Barriere presents itself. The proposed palette responds to this feedback while also supporting the functional requirements of the wayfinding system. Drawing from the surrounding landscape and natural material context, the palette maintains a vibrant and recognizable visual identity that feels approachable and community-oriented.**

# The Wayfinding System

**Sign Families & Applications - Types**

**Hierarchy & Information Structure (What Goes on Signs)**

**Where Signage Is Needed — and Where It Is Not**

**Integration of Identity & Culture**

**Accessibility & Legibility Considerations**

7

## Sign Families & Applications - Types

The wayfinding system is organized into sign families (**Appendix C- Preliminary Sign Specifications**)- groups of related sign types that share common design characteristics while serving distinct functions. The sign families are built around the concept - (Movement-Led / Clarity-First), which treats wayfinding as a linear journey with clear progression from arrival through the town's layers to final destinations.

The following sign types form the complete wayfinding family:

- **Gateway & Arrival Signs (G):** Establish identity and signal arrival into the community. These are the system's largest and most prominent signs, designed for high-speed visibility and first impressions.
- **Vehicular Directional Wayfinding (VD):** Help drivers navigate efficiently to key destinations. Positioned at decision points and along corridors, these signs provide clear, concise routing information.
- **Civic, Cultural & Institutional Signs (FD):** Clearly identify public buildings and community assets. These signs reinforce civic identity while providing necessary facility identification.
- **Parks, Trails & Recreational Wayfinding (FD,T):** Support safe and enjoyable use of outdoor

amenities. Includes park identification, trail markers, and activity-specific guidance.

- **Pedestrian Wayfinding (PD):** Support walkability and encourage exploration. Located mostly in the downtown core, and recreation areas, these signs operate at human scale with detailed information.
- **Interpretive & Placemaking Signs (I,P):** Tell the community's story and strengthen sense of place. These signs provide cultural, historical, and natural interpretation at key locations.
- **Temporary, Event & Seasonal Signs (TP1):** Support flexibility and community programming. These signs allow the district to respond to events, seasonal activities, and temporary conditions.
- **Digital Signs (K):** Complement physical signage where appropriate. The existing digital sign infrastructure can be leveraged for dynamic messaging and community highlights.

## Hierarchy & Information Structure (What Goes on Signs)

Information within the wayfinding system is organized hierarchically to support users at different stages of their journey and with different levels of familiarity with Barriere.

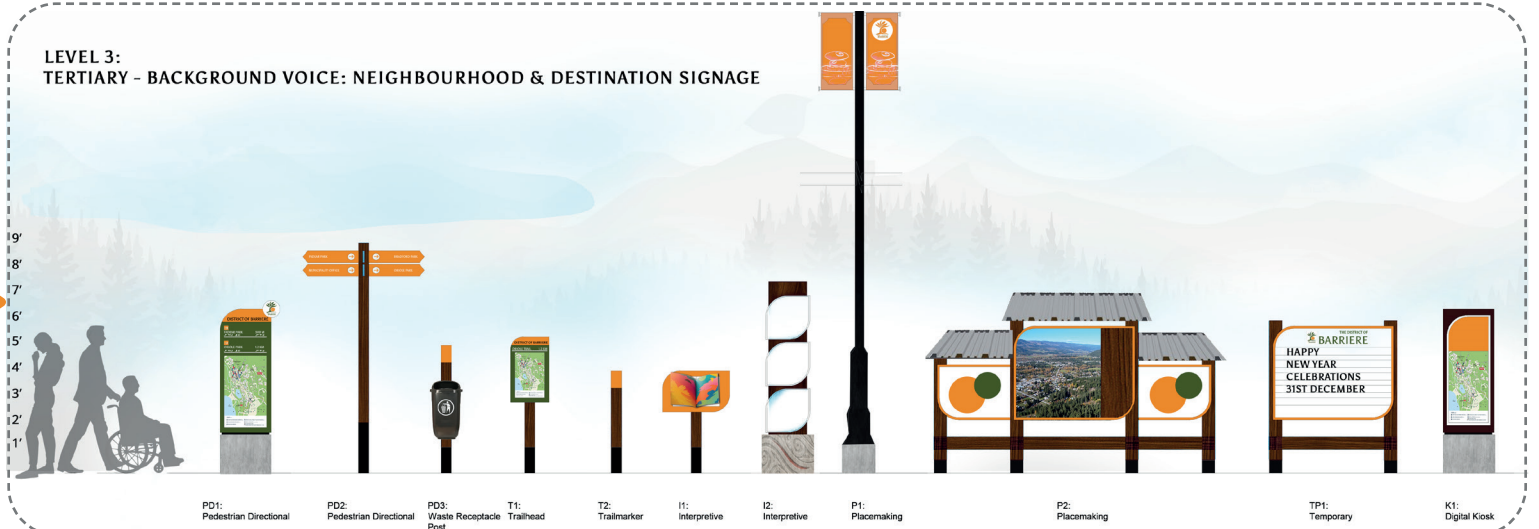
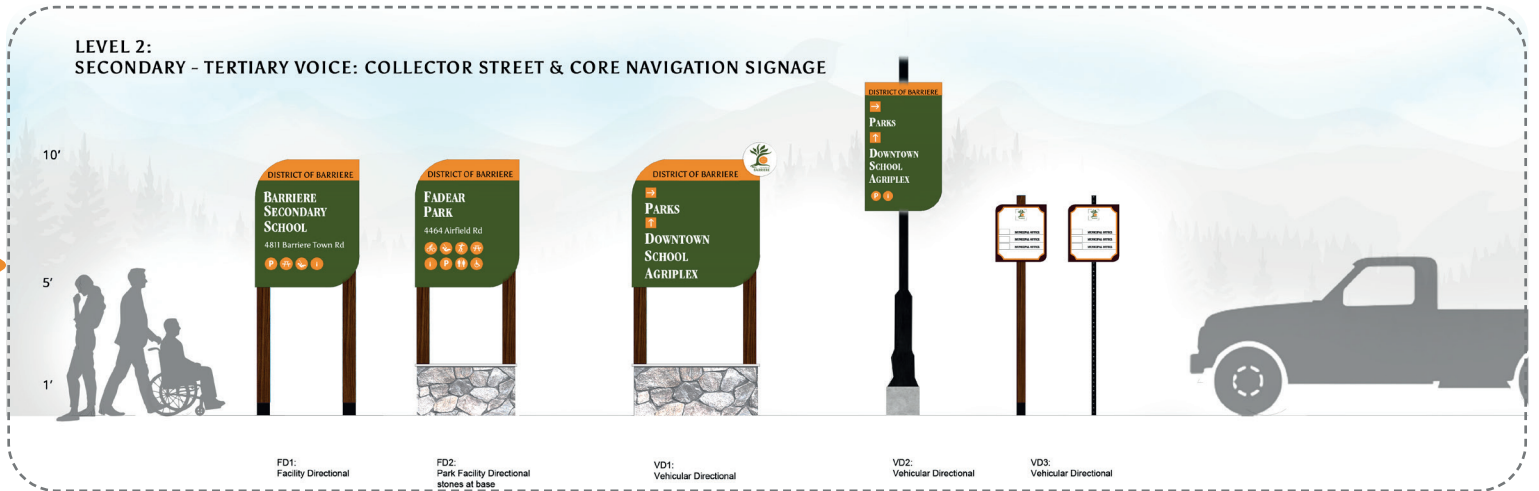
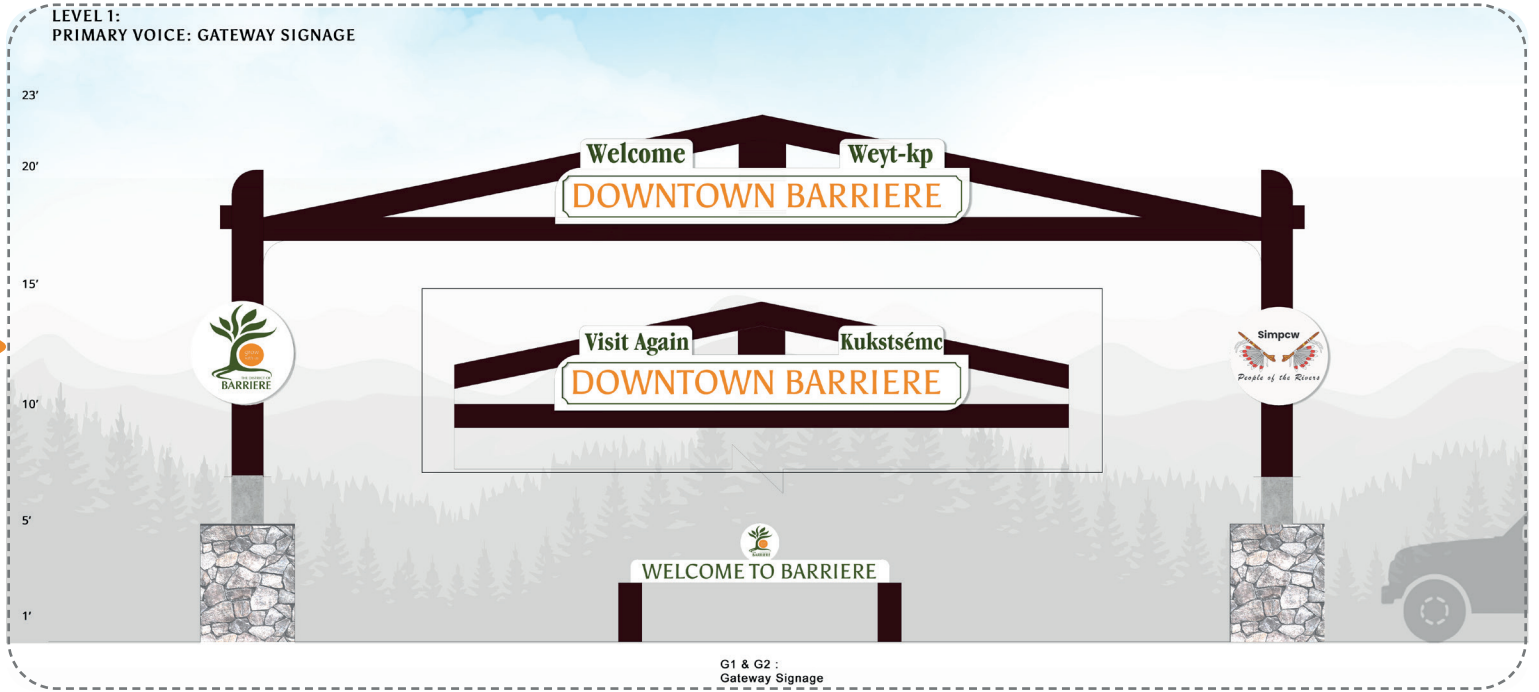
The four-level voice structure establishes how information is presented:

- **Primary Voice - Identity Level**
- **Secondary Voice - Decision Level**
- **Tertiary Voice - Confirmation Level**
- **Background Voice - Support Level**

Primary signs utilize the largest type sizes and the strongest application of Barriere Orange to maximize visibility and establish community identity at key arrival points. Secondary signs introduce slightly smaller typography and a more balanced color application to support directional decision-making. Tertiary and pedestrian-oriented signs adopt a more restrained visual presence focused on finer detail, smaller-scale information, and a more subtle treatment suited to slower-paced user experiences.

# From Fragmented Signage to a Cohesive System





## Where Signage Is Needed — and Where It Is Not

Not every location needs signage, and over-signing creates the visual clutter that the framework seeks to avoid. The following principles guide where signs are placed:

Signage Is Needed At:

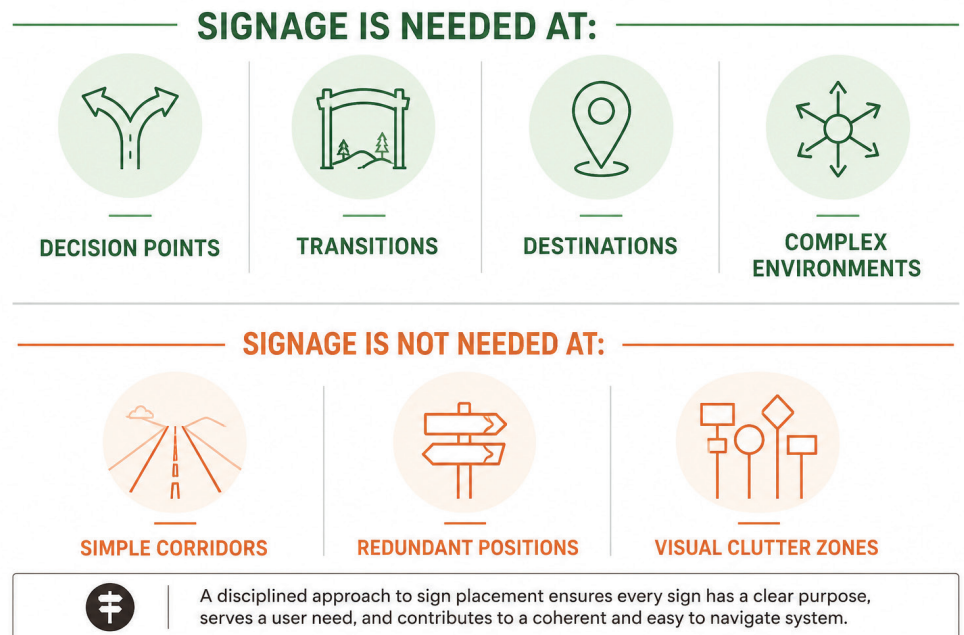
- **Decision Points:** Locations where users must choose between two or more routes, including highway exits, major intersections, and trail junctions.
- **Transitions:** Boundaries between zones where the character of the environment changes, such as district entrances, neighborhood boundaries, and park perimeters.
- **Destinations:** Final arrival points where users need confirmation that they have reached their goal.
- **Complex Environments:** Areas with multiple options, confusing geometry, or high cognitive load, such as downtown parking zones and multi-use trailheads.

Signage Is Not Needed At:

- **Simple Corridors:** Straight short- distance segments with no turns or decisions, where wayfinding provides no additional value.

- **Redundant Positions:** Locations immediately adjacent to existing signs providing the same information.
- **Visual Clutter Zones:** Areas already overloaded with signage, where additional signs would contribute to confusion.

The framework encourages a disciplined approach to sign placement: each sign must have a clear purpose, serve a user need, and contribute to overall system coherence.



## Integration of Identity & Culture

The wayfinding system provides a unique opportunity to express Barriere's identity and honour the cultural heritage of the Secwépemc people on whose territory the district is located. The framework establishes that cultural integration is not decoration but a core function of the system.

With respect to bilingual integration, the framework follows the approach outlined by Simpcw First Nation while ensuring overall clarity and legibility within the system. This means emphasizing Simpcw language more strongly at the pedestrian and tertiary levels, where users have more time to engage, while maintaining clear and efficient wayfinding at the primary and secondary levels.

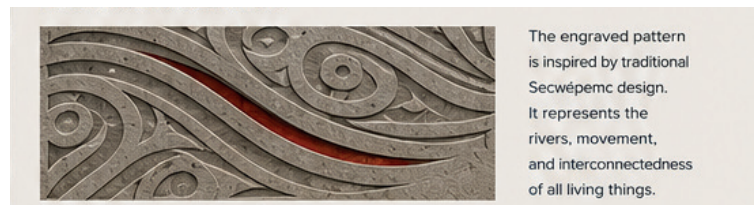
To ensure this feels intentional and integrated, these elements are embedded more deeply within the pedestrian-scale experience. At the background voice level, interpretive and placemaking signs provide the richest opportunity for bilingual storytelling, cultural education, and language revitalization. Gateway signs and cultural markers incorporate Secwépemc names alongside English, acknowledging the original names of places and landmarks.

Cultural integration also extends to design sensibilities. The framework encourages collaboration with

Simpcw artists and knowledge keepers in the development of sign graphics, material selections, and interpretive content. Natural materials - wood, stone - that are central to the community's design preference also resonate with Secwépemc connections to the land, creating alignment between aesthetic choices and cultural values.

The community's strong support for bilingual signage (81% for historical and cultural signs, 62% for gateway and arrival signs) provides a mandate for this integration. The framework treats this support not as a single feature but as a guiding principle that shapes how the entire system communicates.

**Note: The cultural references, motifs, and interpretive concepts illustrated herein are preliminary visual explorations only. Any final incorporation of Simpcw First Nation identity or cultural content into the signage system would be subject to meaningful engagement, cultural review, and approval processes led in collaboration with Simpcw First Nation.**



The engraved pattern is inspired by traditional Secwépemc design. It represents the rivers, movement, and interconnectedness of all living things.

## Accessibility & Legibility Considerations

All signage within the framework must meet or exceed accessibility standards, ensuring that people of diverse ages, abilities, and sensory capacities can perceive, understand, and use wayfinding information. Key accessibility requirements include:

- Typography:** Use of the Asul and Garamond ITC Bold Condensed typefaces to maintain consistency with existing District signage while supporting clear visual hierarchy and readability. Character sizing should respond to viewing distance, particularly along vehicular corridors.
- Contrast:** High contrast between text, symbols, and background colors to improve visibility and readability in varying lighting and weather conditions.
- Consistent Iconography and Information Hierarchy:** Clear symbols, simple language, and consistent organization of information throughout the system to reduce confusion and support intuitive navigation.

## TYPOGRAPHY IN USE

The typography system uses Asul for the District of Barriere headings and Garamond ITC Bold Condensed for primary information. This combination creates a clear hierarchy, ensures legibility at a distance, and maintains consistency with existing District signage.



### TYPEFACES

Aa

#### ASUL

Official font for Barriere. Used for "District of Barriere" headings.

Aa

#### GARAMOND ITC BOLD CONDENSED

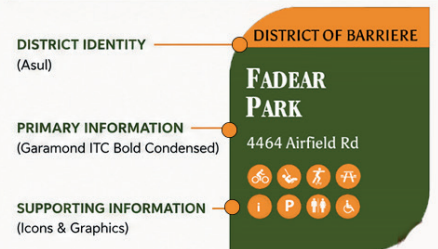
Used for primary information such as place names, destinations, and addresses.



#### ICONS & GRAPHICS

Used for supporting information and wayfinding.

### HIERARCHY EXAMPLE



### LEGIBILITY GUIDELINE



A

Minimum character height:  
~1 inch per 25 feet of viewing distance for vehicular signs.



- **Mounting Height:** Pedestrian-oriented signs positioned within comfortable viewing ranges for both standing and seated users, while maintaining visibility within the public realm.
- **Visibility and Reflectivity:** Use of reflective materials, durable finishes, and appropriate illumination considerations to support visibility during nighttime and low-light conditions.
- **Cognitive Accessibility:** Application of accessibility principles that improve the experience for all users, including seniors, visitors unfamiliar with the community, families, and people with varying sensory or mobility needs.






The framework supports a universal design approach in which accessibility is integrated into the overall user experience rather than treated as a separate requirement. Clear signage, readable typography, intuitive information hierarchy, and consistent placement contribute to a more welcoming and navigable community environment for everyone.

## ACCESSIBILITY & LEGIBILITY CONSIDERATIONS

-  **READABLE TYPOGRAPHY**
-  **MULTIPLE WAYS TO UNDERSTAND**
-  **HIGH CONTRAST**
-  **APPROPRIATE MOUNTING HEIGHT**
-  **EASY TO UNDERSTAND**
-  **INCLUSIVE BY DESIGN**
-  **VISIBILITY DAY & NIGHT**



**A UNIVERSAL DESIGN APPROACH**

-  **BETTER FOR EVERYONE**
-  **CLEAR FOR ALL**
-  **LESS CONFUSION**
-  **INCLUSIVE ACCESS**
-  **WELCOMING COMMUNITY**

# Location Strategy

**Key Decision Points**

**Gateway Locations**

**Priority Corridors**

**Civic & Destination Clusters**

**Trail & Recreation Network**

**Proposed New Signage Locations**

**Proposed New Signage Inventory**



## Key Decision Points

Decision points are locations where users must choose between two or more possible routes. These are the most critical locations for wayfinding intervention, as they represent moments of maximum navigation uncertainty. Effective signage at decision points reduces hesitation, wrong turns, and backtracking.

Barriere's key decision points include:

### Highway 5 & Barriere Town Road Intersections:

These entry points represent the primary arrival and decision locations for travelers entering downtown Barriere from Highway 5. At both intersections, users must decide whether to continue along the highway corridor or transition toward the downtown core and community destinations. While the existing southern gateway arch provides a recognizable sense of arrival, additional vehicular directional signage is recommended at both approaches to improve notice, reinforce downtown connectivity, and strengthen orientation for first-time visitors and through-travelers.

### Highway 5 & Gilbert Road /

**Conner Road:** A key corridor connection serving residential areas, facilities, and the Barriere Industrial Park.

### Highway 5 & Louis Creek Road /

**Agate Bay Road:** Connecting the Louis Creek area and Louis Creek Industrial Park.

### Downtown Core Intersections:

Key decision points within the downtown area where users navigate between parking areas, local businesses, civic facilities, and community destinations. Enhanced directional signage at these locations can help improve orientation, strengthen connectivity between destinations, and create a clearer and more intuitive visitor experience.

**Trail Junctions:** Points within the trail network where users choose between route options, including connections between the municipal trail system and regional recreation corridors.

**At major decision point, the framework specifies advance preview signage (alerting users to an approaching choice), decision signage (presenting the options at the point of decision), and confirmation signage (confirming the chosen route immediately after the decision). This three-part sequence provides the complete information users need to navigate confidently.**

## Gateway Locations

Gateway signage is used to establish identity, reinforce arrival sequences, and create a recognizable sense of entry into key areas of the community. These elements are typically larger in scale and strategically located along primary travel corridors and important community access points. The framework identifies the following gateway context:

- **Barriere Town Road Entry:** Key vehicular entry points into the community that establish identity and support orientation for arriving residents and visitors.

Gateway signs are intended to serve as the system's largest and most visually prominent elements, incorporating the preferred material palette of wood, natural stone, aluminum paneling, and concrete to establish a strong and recognizable community identity.

Community feedback on the existing gateway sign reveals both affection and concern. While many value the arch's nostalgic quality, the dominant themes in feedback are that it needs a facelift, better visibility (especially at night and in poor weather), larger lettering, and greater color and visual impact. The framework responds to these concerns while respecting the community's attachment to the gateway as a landmark.



The new design (**below**) enhances visibility — particularly during nighttime and poor weather conditions — through larger lettering, stronger color contrast, lighting and increased visual presence. The proposal also recommends maintaining vegetation along the corridor in a way that preserves sightlines and improves visibility of the gateway arch from a greater distance, helping users recognize the turn into downtown more intuitively.





## Priority Corridors

Priority corridors are the routes that carry the highest volume of users and therefore require the most comprehensive wayfinding support. Based on community survey data and movement pattern analysis, the following corridors are designated as priority:

- **Highway 5 Corridor:** The district's main transportation spine, carrying through-traffic, local trips, and visitor arrivals. Wayfinding along this corridor must serve high-speed decision-making while introducing Barriere's identity.
- **Downtown Core Loop:** The walkable heart of the district, connecting businesses, services, civic facilities, and parking. Wayfinding here supports exploration, discovery, and economic activity.

Priority corridors receive the most intensive wayfinding treatment, with signs at regular intervals, multiple information levels, and enhanced materials and illumination. As corridors decline in priority, the density and prominence of wayfinding elements reduces accordingly, maintaining system coherence while concentrating resources where they serve the most users.

## Civic & Destination Clusters

Civic clusters are concentrations of public facilities and community services that function as wayfinding anchors. Clear identification and intuitive access to these clusters supports residents' daily needs and visitors' understanding of community structure.

Barriere's key civic clusters include:

- **Downtown Civic Core:** District Office, Library, and surrounding public spaces that form the administrative and social centre.
- **Schools and Institutions:** Educational facilities that serve as community gathering points and daily destinations.
- **Recreation Complex:** Sports fields, arenas, parks, and associated facilities that support active living and event programming.

Each civic cluster should be identifiable from all primary approach routes, with clear secondary-level signage guiding users to individual facilities within the cluster. Parking and pedestrian access should be explicitly signed, addressing the 19.8% of survey respondents who identified downtown parking as needing better signage.





## Trail & Recreation Network

The trail network represents both a significant community asset and a major wayfinding challenge. Survey data identified trail markers and park maps as the most requested missing signage (64%), reflecting both the network's importance and its current navigational inadequacy.

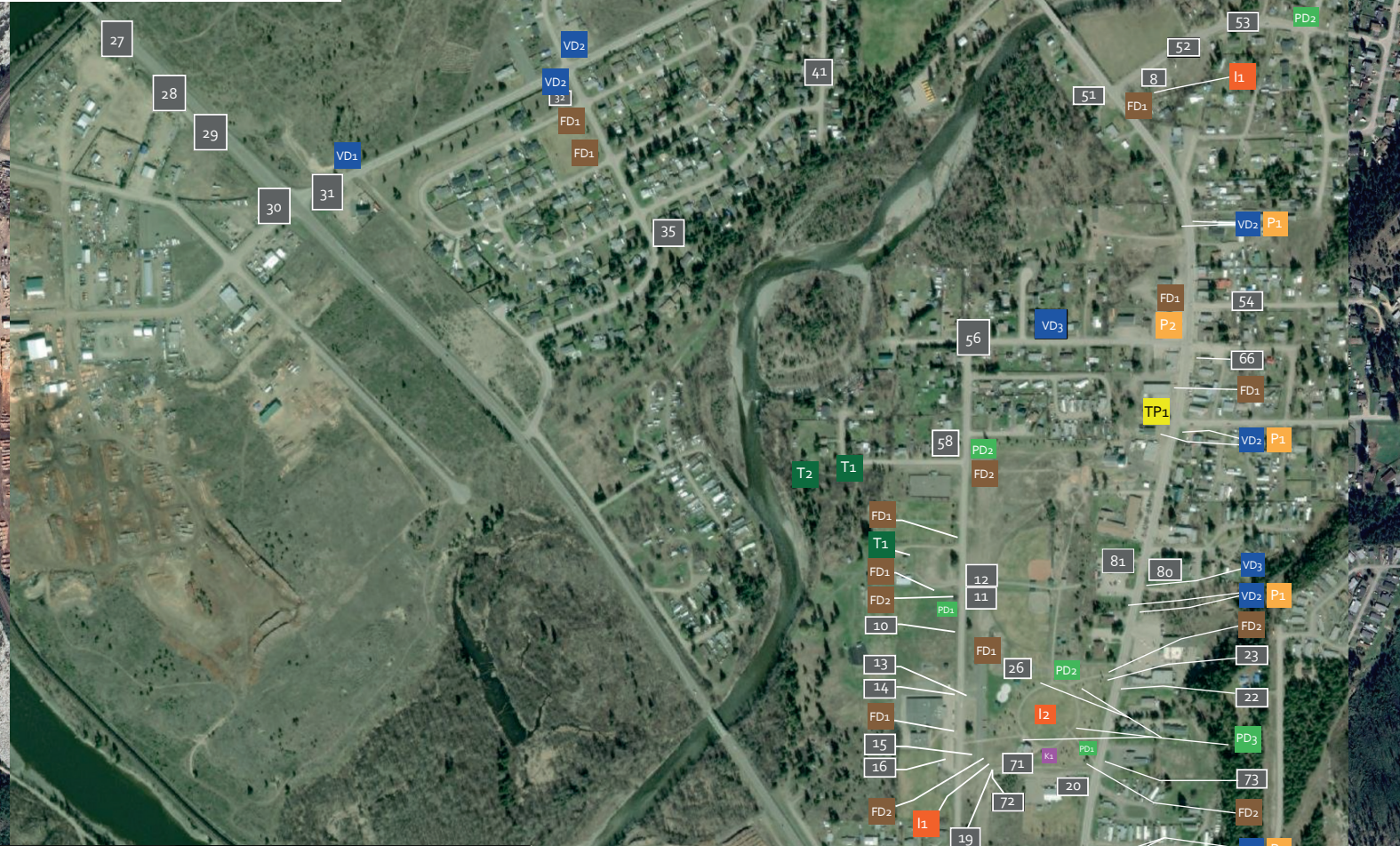
Trail wayfinding should be durable enough to withstand outdoor conditions, vandal-resistant, and designed for users who may be navigating in challenging weather or with limited daylight. Materials should align with the natural aesthetic while providing the visibility and durability that outdoor exposure demands.

The framework establishes a trail wayfinding system that includes:

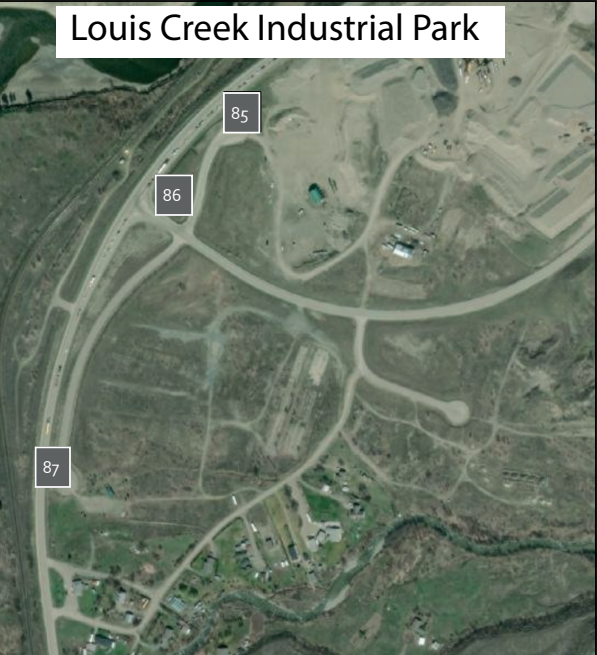
- **Trailhead Identity Signs:** Large signs at trail access points that identify the trail, provide overview maps, communicate rules and safety information, and establish trail character.
- **Junction Markers:** Signs at trail intersections that indicate route options, destinations, distances, and difficulty levels.
- **Confirmation Blazes:** Intermediate markers (typically smaller, simpler signs or painted blazes) that confirm users are on the correct trail.
- **Interpretative Stations:** Points of interest along trails where cultural, natural, or historical interpretation enriches the user experience.
- **Trail Maps:** Physical maps at trailheads and key junctions that show the network context, connections, and exit points.

# Map 8A: Proposed New Signage Locations

G1	G2	Gateway	
FD1	FD2	Facilities	
VD1	VD2	VD3	Vehicular Wayfinding
PD1	PD2	PD3	Pedestrian Wayfinding
T1	T2	Trails	
I1	I2	Interpretive	
P1	P2	Placemaking	
TP1		Temporary	
K1		Digital Kiosk	
No.		Existing Signage	



## Louis Creek Industrial Park



## Proposed New Signage Locations

All of the points outlined in this section contribute to an advanced preview sequence that provides users with the information needed to navigate confidently and establishes the foundation for the proposed signage locations identified in **Map 8A**.

## Proposed New Signage Inventory

The following inventory summarizes the proposed signage types and preliminary quantities associated with the recommended wayfinding framework identified in **Map 8A**.

Sign Type	Abbreviation	Quantity
Gateway Arch Signage	G1	1
Secondary Gateway Sign	G2	1
Facility Directional	FD1	12
Park Facility Directional	FD2	5
Vehicular Directional	VD1	3
Vehicular Directional	VD2	14
Vehicular Directional	VD3	7
Pedestrian Directional	PD1	2
Pedestrian Directional Fingerpost	PD2	6
Waste Receptacle Post	PD3	4
Trailhead	T1	2
Trail Marker	T2	4
Interpretive Sign	I1	1
Interpretive Sign	I2	1
Placemaking Banner	P1	8
Placemaking Structure	P2	1
Temporary / Event Sign	TP1	1
Digital Kiosk	K1	1
<b>Total</b>		<b>74</b>

**Table 8A: Proposed New Signage Inventory**

# Implementation Strategy

**Phasing Approach**

**Preliminary Sign Fabrication Estimates**

**Maintenance & Lifecycle**

9

## Phasing Approach

The wayfinding system is intended to be introduced incrementally over time, allowing the District to respond to funding opportunities, community priorities, operational capacity, and future growth.

As signage is implemented, certain sign locations or priorities may evolve based on user experience, redevelopment, tourism patterns, or changing community needs. The framework is therefore intended to remain flexible, allowing signage elements to be refined, expanded, replaced, or adapted over time.

### Phase 1 – Priority Signage and System Identity

Initial implementation should focus on the highest-priority and highest-visibility locations throughout the community, including:

- Gateway signage enhancements
- Primary vehicular directional signage along Barriere Town Road
- Downtown and civic destination identification
- Priority trailhead signage and park wayfinding
- Establishment of visual standards, materials, and bilingual coordination with Simpcw First Nation

This phase establishes the core visual identity and organizational structure of the wayfinding system while responding directly to community concerns related to visibility, arrival experience, and navigation.

### Phase 2 – Network Expansion and Community Connectivity

The second phase focuses on expanding the system into additional community areas and strengthening connectivity between destinations. This may include:

- Secondary vehicular and pedestrian wayfinding
- Expanded park, trail, and recreational signage
- Downtown pedestrian navigation improvements
- Cultural, interpretive, and placemaking signage
- Parking and access signage improvements
- Temporary and event signage infrastructure

### Phase 3 – Long-Term Adaptation and Refinement

The final phase focuses on long-term refinement and ongoing evolution of the system as the community grows and changes over time. Future considerations may include:

- Expansion into new development areas
- Additional trail network mapping and route confirmation signage
- Replacement or upgrading of aging signage components
- Digital integration and visitor information tools where appropriate
- Ongoing updates to cultural and interpretive content in collaboration with Simpcw First Nation

Regular review of the signage system is recommended to ensure it remains clear, cohesive, functional, and reflective of the community's evolving identity and priorities.

**All signage along roadways owned and operated by the BC MOTT shall be installed as per the BC MOTT's Manual of Standard Traffic Signs & Pavement Markings.**

## Preliminary Sign Fabrication & Implementation Estimates

These figures (**Table 9A**) represent preliminary planning-level cost estimates intended to support budgeting, prioritization, and future funding discussions.

Costs are based on comparable municipal wayfinding projects, conceptual sign typologies, preliminary industry input, and anticipated fabrication approaches. Estimates are intended to provide an order-of-magnitude understanding of potential implementation costs only.

Figures are exclusive of taxes, site survey, footings, permits, engineering drawings/stamps, utility coordination, and installation unless otherwise noted.

Final costs will vary depending on detailed design development, structural engineering requirements, permitting, material selection, fabrication methods, site conditions, electrical servicing requirements, contractor availability, and installation approaches.

Sign Type	Abbreviation	Qty.	Preliminary Unit Estimate	Estimated Total
Gateway Arch Sign Panels*	G1	2	\$4,000	\$8,000
Secondary Gateway Sign	G2	1	\$3,000	\$3,000
Facility Directional	FD1	12	\$1,200	\$14,400
Park Facility Directional	FD2	5	\$2,000	\$10,000
Vehicular Directional	VD1	3	\$2,000	\$6,000
Vehicular Directional	VD2	14	\$900	\$12,600
Vehicular Directional	VD3	7	\$400	\$2,800
Pedestrian Directional	PD1	2	\$1,500	\$3,000
Pedestrian Directional Fingerpost	PD2	6	\$1,000	\$6,000
Waste Receptacle Post	PD3	4	\$800	\$3,200
Trailhead	T1	2	\$4,000	\$8,000
Trail Marker	T2	4	\$300	\$1,200
Interpretive Sign	I1	1	\$1,500	\$1,500
Interpretive Sign	I2	1	\$2,500	\$2,500
Placemaking Banner	P1	8	\$600	\$4,800
Placemaking Structure	P2	1	\$5,000	\$5,000
Temporary / Event Sign	TP1	1	\$1,500	\$1,500
Digital Kiosk	K1	1	\$10,000	\$10,000
<b>Total</b>				<b>\$103,500</b>

\*Note: Gateway Arch unit costs reflect sign panels and graphics only.

**Table 9A: Preliminary Sign Fabrication & Implementation Cost Estimates**

## Maintenance & Lifecycle

A successful wayfinding system depends not only on initial installation, but also on long-term maintenance, consistency, and adaptability. Ongoing care ensures that signage remains functional, visually cohesive, and reflective of the community over time.

Key maintenance considerations include:

- **Routine Condition Monitoring:** Regular inspection of signage throughout the community, particularly along highway corridors, and high-exposure locations, to identify wear, visibility concerns, or damage.
- **Durable Material Selection:** Use of materials, finishes, and mounting systems suited to Barriere's climate conditions, including seasonal temperature variation, moisture, snow, and UV exposure.
- **Vandalism and Damage Response:** Consideration of sign placement, material durability, and repair protocols to minimize long-term impacts from vandalism or accidental damage.
- **Information Updates:** Ongoing review of sign content to reflect changes to destinations, community facilities, or tourism assets as the community evolves.
- **Lifecycle Replacement Planning:** Gradual replacement or refurbishment of signage components as they age to maintain a consistent and high-quality user experience across the network.

The framework recommends that the District incorporate wayfinding maintenance into ongoing operational planning and budgeting to support long-term system performance and consistency. Proactive maintenance and periodic updates will help preserve the visibility, functionality, and overall community perception of the wayfinding system over time.

# Moving Forward

**Next Steps**

**Long-Term Vision**

**Maintaining Long-Term Consistency**

# 10

## Next Steps

The framework establishes a long-term direction for the evolution of Barriere’s wayfinding system. The following next steps are recommended to support future implementation and continued refinement of the strategy:

### Council Adoption

Formal endorsement of the framework by District Council to establish a shared direction for future wayfinding, signage, and placemaking initiatives throughout the community.

### Ongoing Partner Collaboration

Continued coordination with project partners and stakeholders — including the Barriere & Area Chamber of Commerce, Simpcw First Nation, TNRD, and the Lower North Thompson Tourism Society — to support alignment, collaboration, and long-term implementation opportunities.

### Detailed Design Development

Further refinement of the conceptual sign families into detailed design standards and fabrication-ready documentation, including materials, dimensions, accessibility considerations, and placement specifications.

## Bilingual and Cultural Integration

Continued collaboration with Simpcw First Nation to explore opportunities for Secwépemctsin language integration, cultural storytelling, interpretive content, and place-based identity throughout the wayfinding system.

### Implementation Planning

Development of phased implementation priorities, funding opportunities, budgeting considerations, and procurement approaches to support future installation of signage components.

### Test Installations and Evaluation

Consideration of phased rollout initiatives to evaluate visibility, user experience, material performance, and overall system effectiveness prior to broader implementation.

### Community Communication and Awareness

Ongoing communication with residents, businesses, and visitors regarding implementation priorities, project updates, and opportunities for future community input as the system evolves over time.

**The framework is intended to remain flexible and adaptable as community priorities, tourism patterns, and future development needs continue to evolve. Regular review and refinement of the system will help ensure that Barriere’s wayfinding network remains cohesive, functional, and reflective of the community’s identity over the long term.**

## Long-Term Vision

The long-term vision for wayfinding in Barriere extends beyond signage installation to the creation of a cohesive navigation experience that strengthens community identity, supports economic growth, improves accessibility, and enhances everyday movement throughout the District.

Over time, the wayfinding system has the potential to:

- Establish a more recognizable and welcoming identity for Barriere along the Highway 5 corridor and throughout the community.
- Support a more connected and walkable downtown experience where residents and visitors can more easily discover businesses, parks, services, and community destinations.
- Integrate Simpcw cultural representation and Secwépemctsin language in meaningful and respectful ways that support visibility, learning, and cultural connection.
- Improve access to trails, parks, and recreational amenities through clearer navigation, mapping, and route confirmation.
- Adapt over time as community priorities, tourism patterns, and future development opportunities continue to evolve.

This vision is supported by a strong foundation of community input, collaboration, and a shared interest in improving how people experience and move through Barriere.

## Maintaining Long-Term Consistency

Consistency will play an important role in ensuring the long-term success and recognizability of the wayfinding system. As new signage is introduced over time, continued coordination between the District, project partners, and community organizations will help maintain a cohesive visual identity and user experience throughout the network.

### Design Standards and Oversight

The framework is intended to serve as a guiding reference for future signage decisions, helping maintain consistency in materials, typography, colors, placement, and overall visual character throughout the community.

### Partner Collaboration

Ongoing collaboration between the District, the Chamber of Commerce, Simpcw First Nation, tourism organizations, and other stakeholders will support coordinated implementation and future refinement of the system over time.

## Community Feedback and Monitoring

Residents, businesses, and visitors can continue to play an important role in identifying maintenance issues, visibility concerns, missing signage, or future wayfinding opportunities as the system evolves.

Ultimately, the success of the wayfinding system will depend on continued stewardship, collaboration, and a shared commitment to creating a more welcoming, accessible, and recognizable community experience.

**Wayfinding is not only about helping people navigate. It is also about strengthening identity, improving connection, and helping people experience Barriere more confidently and meaningfully over time.**



# District of Barriere Existing Signage Audit

Sign ID No.	Photo ID No.	Sign Type (Other)	Owned By	Condition	Notes
SIGN-000001	SIGN-000001_Photo 1, Photo 2	Gateway & Arrival Signs	DoB	Good	
SIGN-000002	SIGN-000002	Vehicular Directional Wayfinding	DoB	Good	
SIGN-000003	SIGN-000003	Regulatory & Safety Signs	DoB	Good	Stacked Regulatory Assembly
SIGN-000004	SIGN-000004	Regulatory & Safety Signs	DoB	Good	
SIGN-000005	SIGN-000005	Regulatory & Safety Signs	DoB	Good	Stacked Regulatory Assembly
SIGN-000006	SIGN-000006	Vehicular Directional Wayfinding	DoB	Fair	
SIGN-000007	SIGN-000007	Parks, Trails & Recreational Wayfinding	DoB	Fair	
SIGN-000008	SIGN-000008	Regulatory & Safety Signs	DoB	Good	
SIGN-000009	SIGN-000009	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000010	SIGN-000010	Regulatory & Safety Signs	DoB	Good	
SIGN-000011	SIGN-000011	Regulatory & Safety Signs	DoB	Good	
SIGN-000012	SIGN-000012	Regulatory & Safety Signs	DoB	Good	
SIGN-000013	SIGN-000013	Regulatory & Safety Signs	DoB	Good	
SIGN-000014	SIGN-000014	Regulatory & Safety Signs	DoB	Good	
SIGN-000015	SIGN-000015	Regulatory & Safety Signs	DoB	Good	
SIGN-000016	SIGN-000016	Regulatory & Safety Signs	DoB	Good	
SIGN-000017	SIGN-000017	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000018	SIGN-000018	Civic, Cultural & Institutional Signs	DoB & TNRD	Good	Civic / Informational
SIGN-000019	SIGN-000019	Interpretative & Placemaking Signs	DoB	Good	
SIGN-000020	SIGN-000020	Digital Signs	DoB	Good	
SIGN-000021	SIGN-000021	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000022	SIGN-000022	Regulatory & Safety Signs	DoB	Good	Active Transportation Safety Sign; RRFB
SIGN-000023	SIGN-000023	Regulatory & Safety Signs	DoB	Good	Active Transportation Safety Sign; RRFB
SIGN-000024	SIGN-000024	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000025	SIGN-000025	Parks, Trails & Recreational Wayfinding	DoB	Poor	
SIGN-000026	SIGN-000026	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000027	SIGN-000027	Gateway & Arrival Signs	MoTT	Good	
SIGN-000028	SIGN-000028	Gateway & Arrival Signs	DoB	Good	Recently installed signage
SIGN-000029	SIGN-000029	Vehicular Directional Wayfinding	MoTT	Good	
SIGN-000030	SIGN-000030	Gateway & Arrival Signs	DoB	Good	
SIGN-000031	SIGN-000031	Regulatory & Safety Signs	DoB	Good	
SIGN-000032	SIGN-000032	Regulatory & Safety Signs	DoB	Good	Stacked Regulatory Assembly
SIGN-000033	SIGN-000033	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000034	SIGN-000034	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000035	SIGN-000035	Regulatory & Safety Signs	DoB	Good	Stacked Regulatory Assembly
SIGN-000036	SIGN-000036	Regulatory & Safety Signs	DoB	Good	
SIGN-000037	SIGN-000037	Civic, Cultural & Institutional Signs	DoB	Good	
SIGN-000038	SIGN-000038	Regulatory & Safety Signs	DoB	Good	Stacked Regulatory Assembly
SIGN-000039	SIGN-000039	Civic, Cultural & Institutional Signs	DoB	Good	
SIGN-000040	SIGN-000040	Regulatory & Safety Signs	DoB	Good	
SIGN-000041	SIGN-000041	Regulatory & Safety Signs	DoB	Good	
SIGN-000042	SIGN-000042	Vehicular Directional Wayfinding	DoB	Good	
SIGN-000043	SIGN-000043	Civic, Cultural & Institutional Signs	DoB	Good	
SIGN-000044	SIGN-000044	Regulatory & Safety Signs	DoB	Good	
SIGN-000045	SIGN-000045	Vehicular Directional Wayfinding	DoB	Good	
SIGN-000046	SIGN-000046	Regulatory & Safety Signs	DoB	Good	
SIGN-000047	SIGN-000047	Vehicular Directional Wayfinding	DoB	Good	
SIGN-000048	SIGN-000048	Regulatory & Safety Signs	DoB	Good	
SIGN-000049	SIGN-000049	Civic, Cultural & Institutional Signs	DoB	Good	
SIGN-000050	SIGN-000050	Regulatory & Safety Signs	DoB	Good	
SIGN-000051	SIGN-000051	Regulatory & Safety Signs	DoB	Good	Active Transportation Safety Sign; RRFB
SIGN-000052	SIGN-000052	Regulatory & Safety Signs	DoB	Good	
SIGN-000053	SIGN-000053	Regulatory & Safety Signs	DoB	Good	

SIGN-000054	SIGN-000054	Regulatory & Safety Signs	DoB	Good	Stacked Regulatory Assembly
SIGN-000055	SIGN-000055	Interpretative & Placemaking Signs	DoB	Poor	Signage facing wear & tear
SIGN-000056	SIGN-000056	Vehicular Directional Wayfinding	DoB	Good	Vehicular Directional Wayfinding (Primary) & Regulatory (Secondary)
SIGN-000057	SIGN-000057	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000058	SIGN-000058	Regulatory & Safety Signs	DoB	Good	
SIGN-000059	SIGN-000059	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000060	SIGN-000060	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000061	SIGN-000061	Parks, Trails & Recreational Wayfinding	DoB	Good	Trailhead needs a better signage
SIGN-000062	SIGN-000062	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000063	SIGN-000063	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000064	SIGN-000064	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000065	SIGN-000065	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000066	SIGN-000066	Regulatory & Safety Signs	DoB	Good	
SIGN-000067	SIGN-000067	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000068	SIGN-000068	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000069	SIGN-000069	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000070	SIGN-000070	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000071	SIGN-000071	Interpretative & Placemaking Signs	DoB	Good	
SIGN-000072	SIGN-000072	Interpretative & Placemaking Signs	DoB	Good	
SIGN-000073	SIGN-000073	Regulatory & Safety Signs	DoB	Good	
SIGN-000074	SIGN-000074	Parks, Trails & Recreational Wayfinding	DoB	Good	
SIGN-000075	SIGN-000075	Temporary, Event & Seasonal Signs	DoB	Good	
SIGN-000076	SIGN-000076	Civic, Cultural & Institutional Signs	DoB	Good	
SIGN-000077	SIGN-000077	Vehicular Directional Wayfinding	MoTT	Good	
SIGN-000078	SIGN-000078	Vehicular Directional Wayfinding	MoTT	Good	
SIGN-000079	SIGN-000079	Vehicular Directional Wayfinding	MoTT	Good	
SIGN-000080	SIGN-000080	Regulatory & Safety Signs	DoB	Good	
SIGN-000081	SIGN-000081	Regulatory & Safety Signs	DoB	Good	
SIGN-000082	SIGN-000082	Parks, Trails & Recreational Wayfinding	DoB	Fair	
SIGN-000083	SIGN-000083	Gateway & Arrival Signs	DoB	Good	
SIGN-000084	SIGN-000084	Vehicular Directional Wayfinding	MoTT	Good	
SIGN-000085	SIGN-000085	Gateway & Arrival Signs	MoTT	Good	
SIGN-000086	SIGN-000086	Gateway & Arrival Signs	DoB	Good	
SIGN-000087	SIGN-000087	Gateway & Arrival Signs	DoB	Good	Recently installed signage

#### Abbreviation List

<b>DoB</b>	District of Barriere		
<b>Private</b>	Private Sign Either Business or Industry		
<b>Business</b>	Business Signage		
<b>MoTT</b>	Ministry of Transportation and Transit		
<b>TNRD</b>	Thompson-Nicola Regional District		
<b>RRFB</b>	Rectangular Rapid Flashing Beacon		

LEVEL 1:  
PRIMARY VOICE: GATEWAY SIGNAGE



G1 & G2 :  
Gateway Signage

LEVEL 2:  
SECONDARY - TERTIARY VOICE: COLLECTOR STREET & CORE NAVIGATION SIGNAGE



FD1: Facility Directional  
FD2: Park Facility Directional stones at base  
VD1: Vehicular Directional  
VD2: Vehicular Directional  
VD3: Vehicular Directional

LEVEL 3:  
TERTIARY - BACKGROUND VOICE: NEIGHBOURHOOD & DESTINATION SIGNAGE



PD1: Pedestrian Directional  
PD2: Pedestrian Directional  
PD3: Waste Receptacle Post  
T1: Trailhead  
T2: Trailmarker  
I1: Interpretive  
I2: Interpretive  
P1: Placemaking  
P2: Placemaking  
TP1: Temporary  
K1: Digital Kiosk

SHEET TITLE  
SIGN FAMILY

GENERAL NOTES

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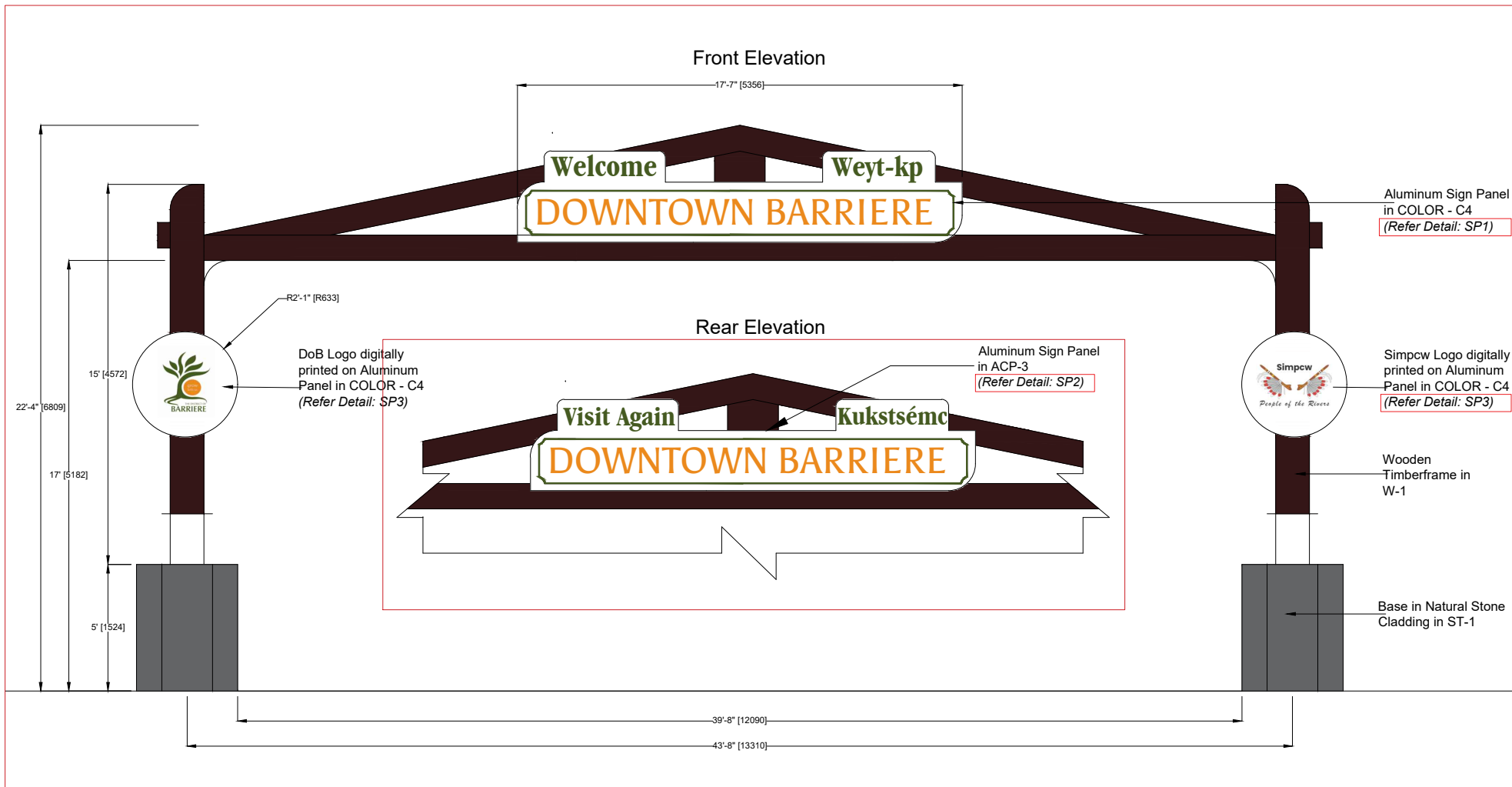
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Barriere Signage & Wayfinding Strategy

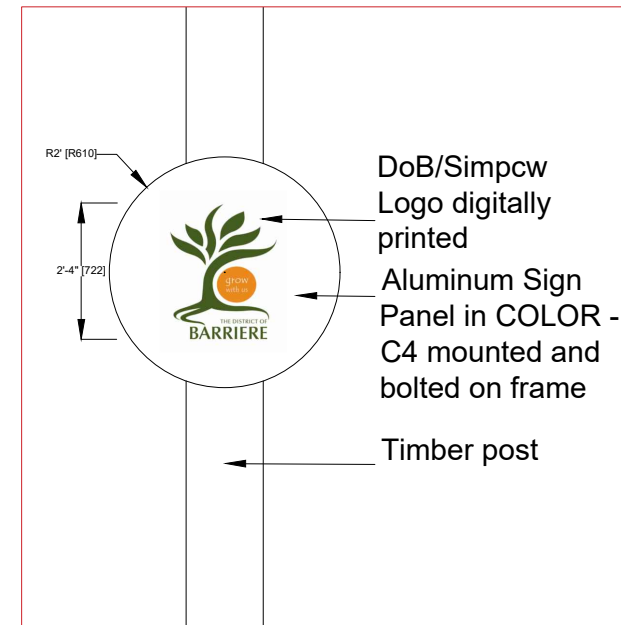
CLIENT

District of Barriere  
British Columbia

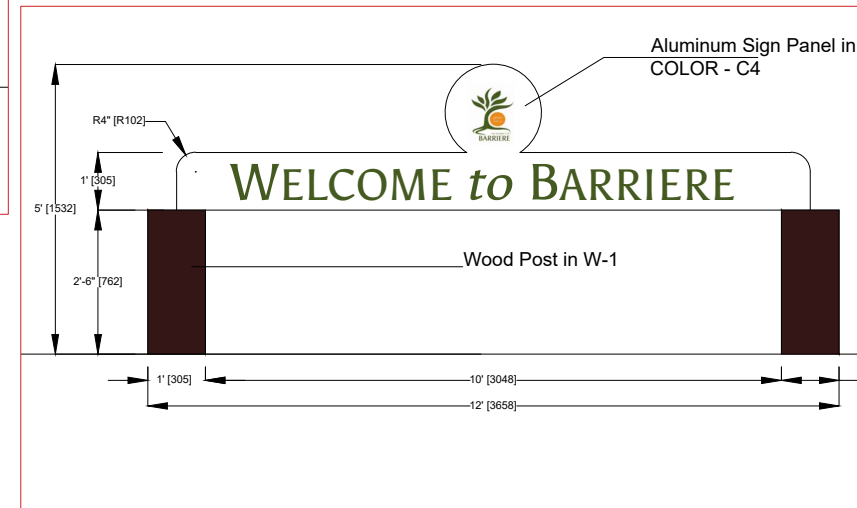




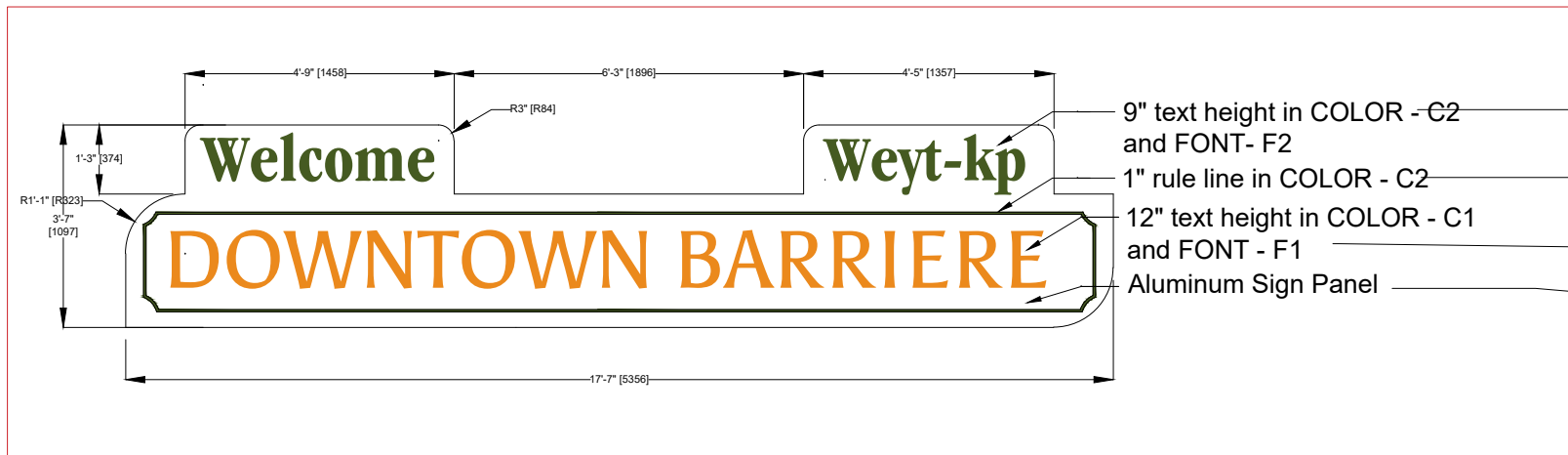
G1: GATEWAY SIGNS



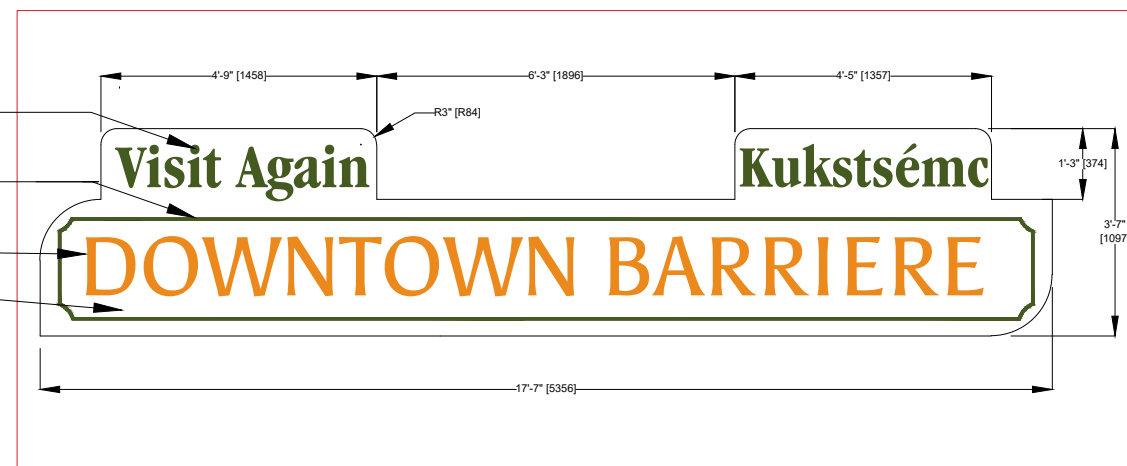
DETAIL - SP3



G2: GATEWAY SIGN



DETAIL - SP1



DETAIL - SP2

**SHEET TITLE**

L1: GATEWAY SIGNAGE

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**NOTES**

- Refer Materials & Specification Sheet for details on materials, colors and font types.

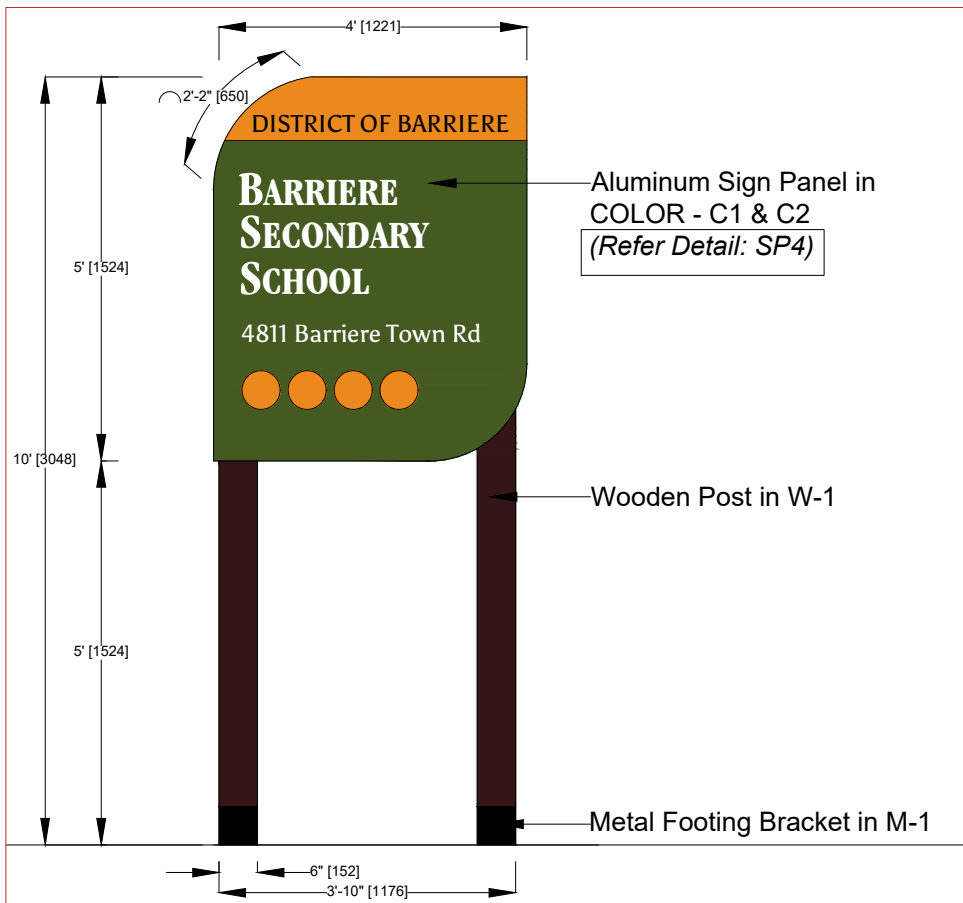
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Barriere Signage & Wayfinding Strategy

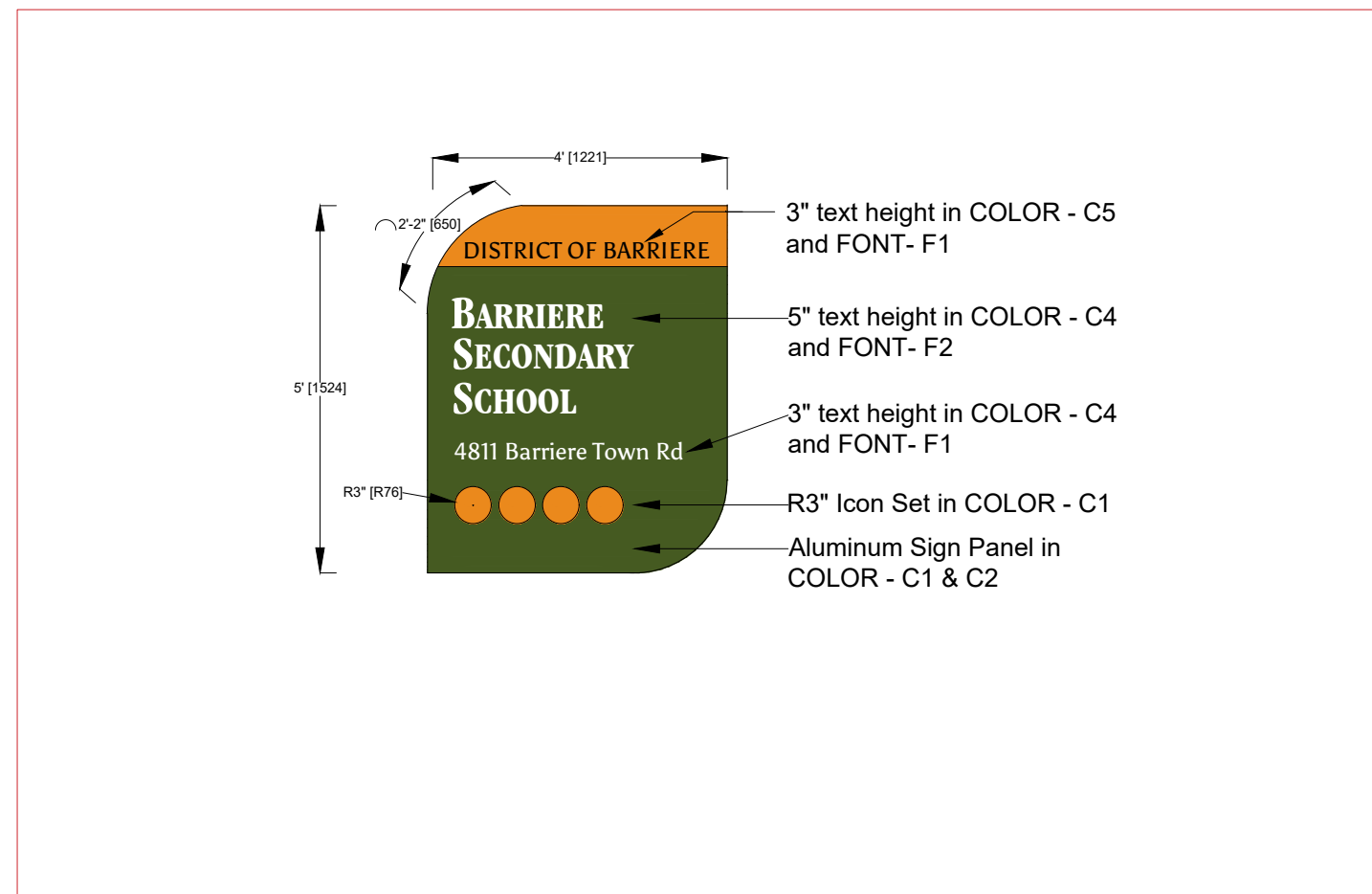
**CLIENT**

District of Barriere  
British Columbia

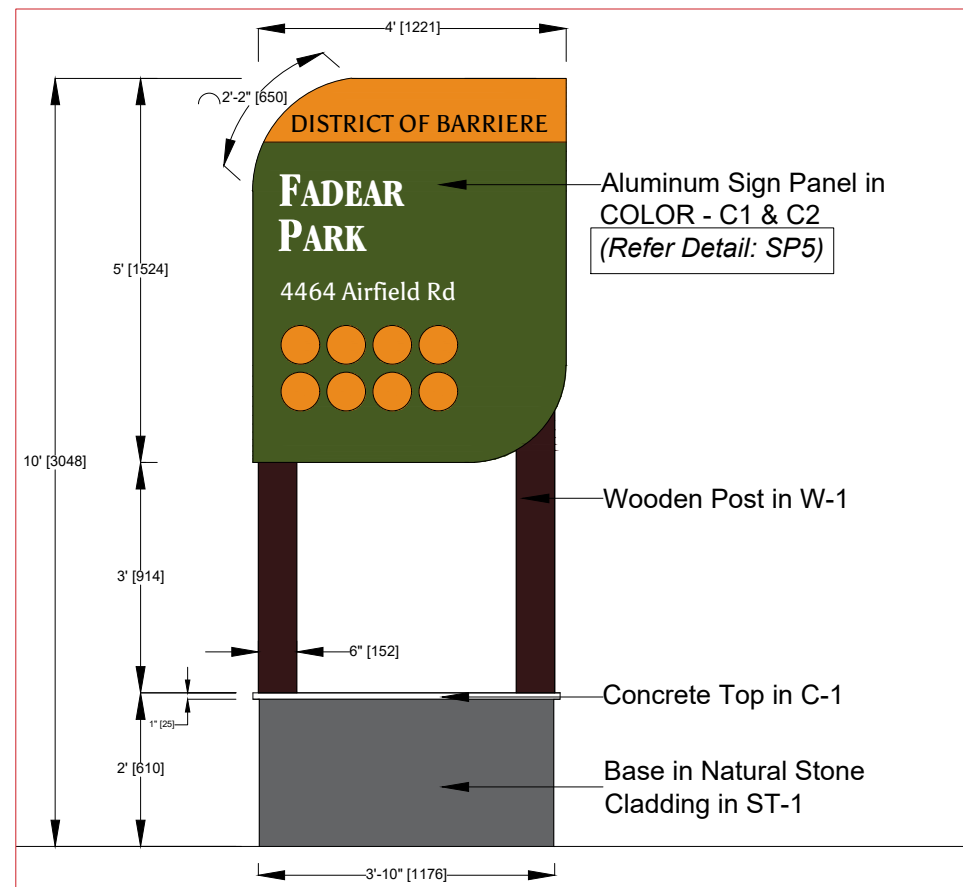




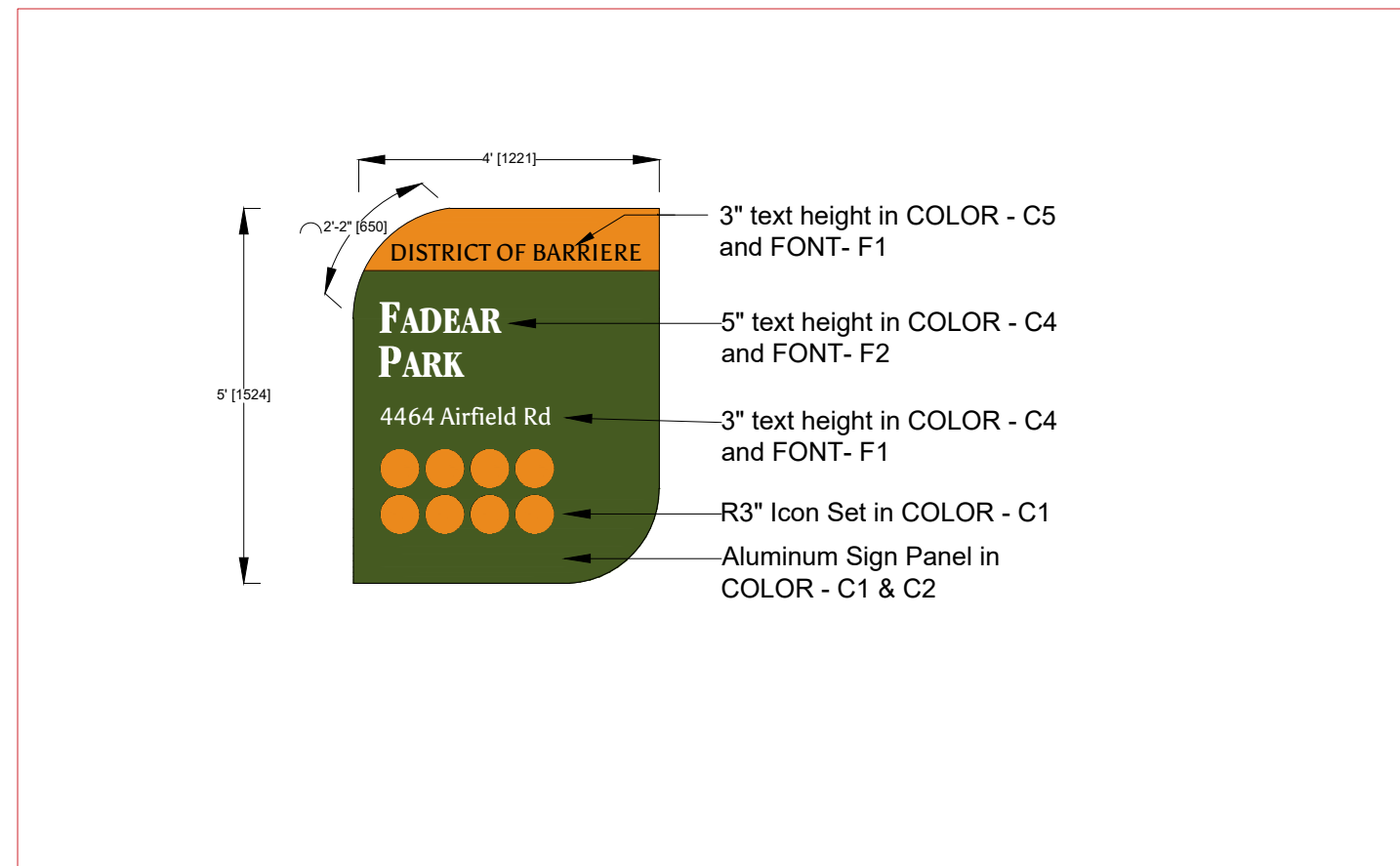
FD1: FACILITY DIRECTIONAL SIGNAGE



DETAIL - SP4



FD2: FACILITY DIRECTIONAL SIGNAGE FOR MAJOR PARKS



DETAIL - SP5

**SHEET TITLE**

L2: FACILITIES SIGNAGE

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**NOTES**

- Refer Materials & Specification Sheet for details on materials, colors and font types.

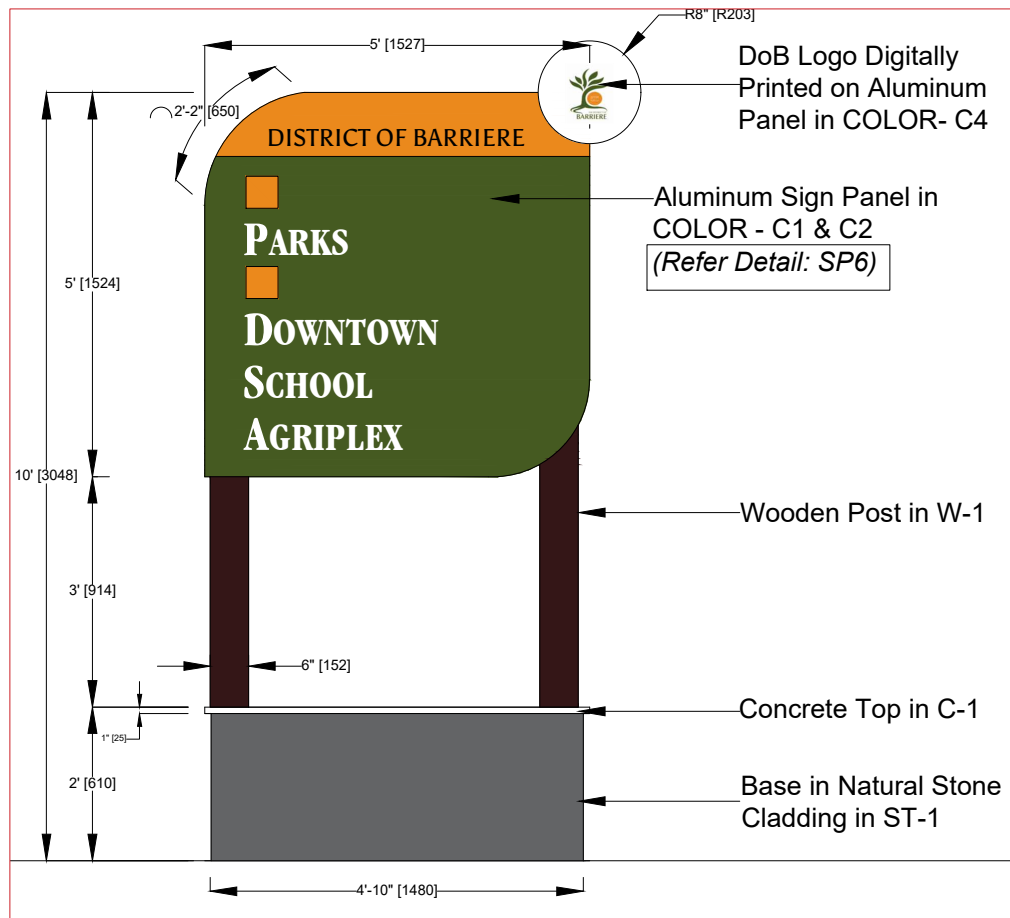
**PROJECT**

Barriere Signage & Wayfinding Strategy

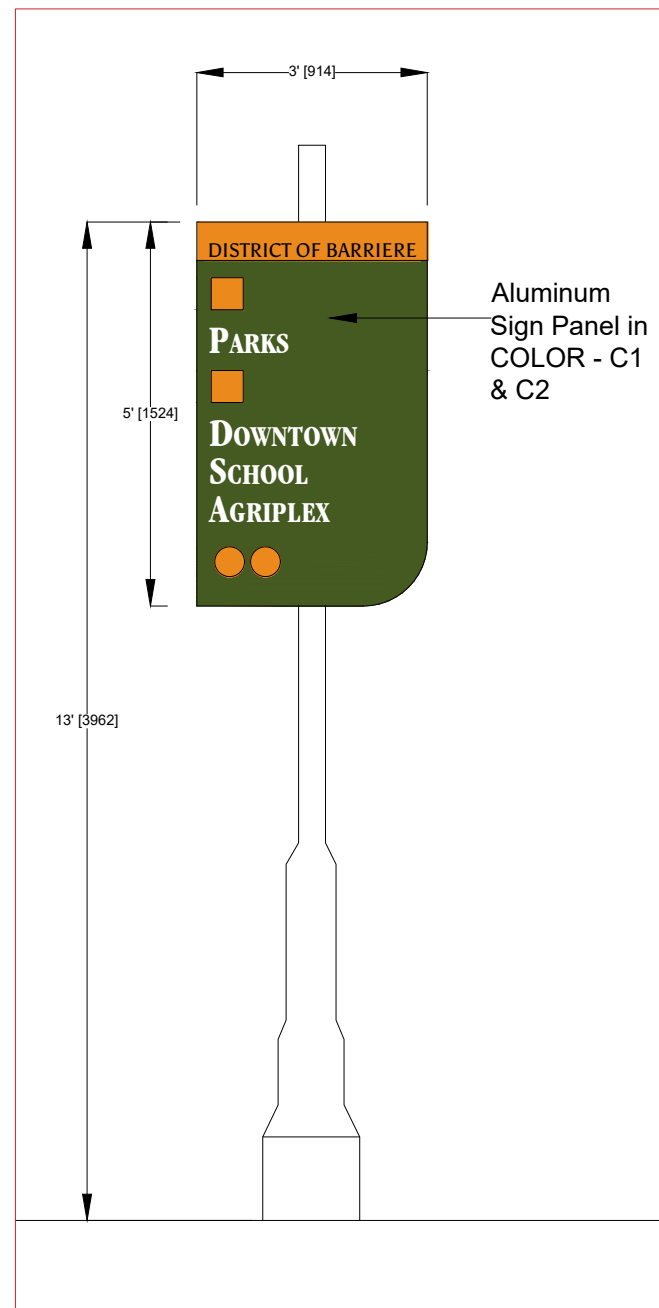
**CLIENT**

District of Barriere  
British Columbia



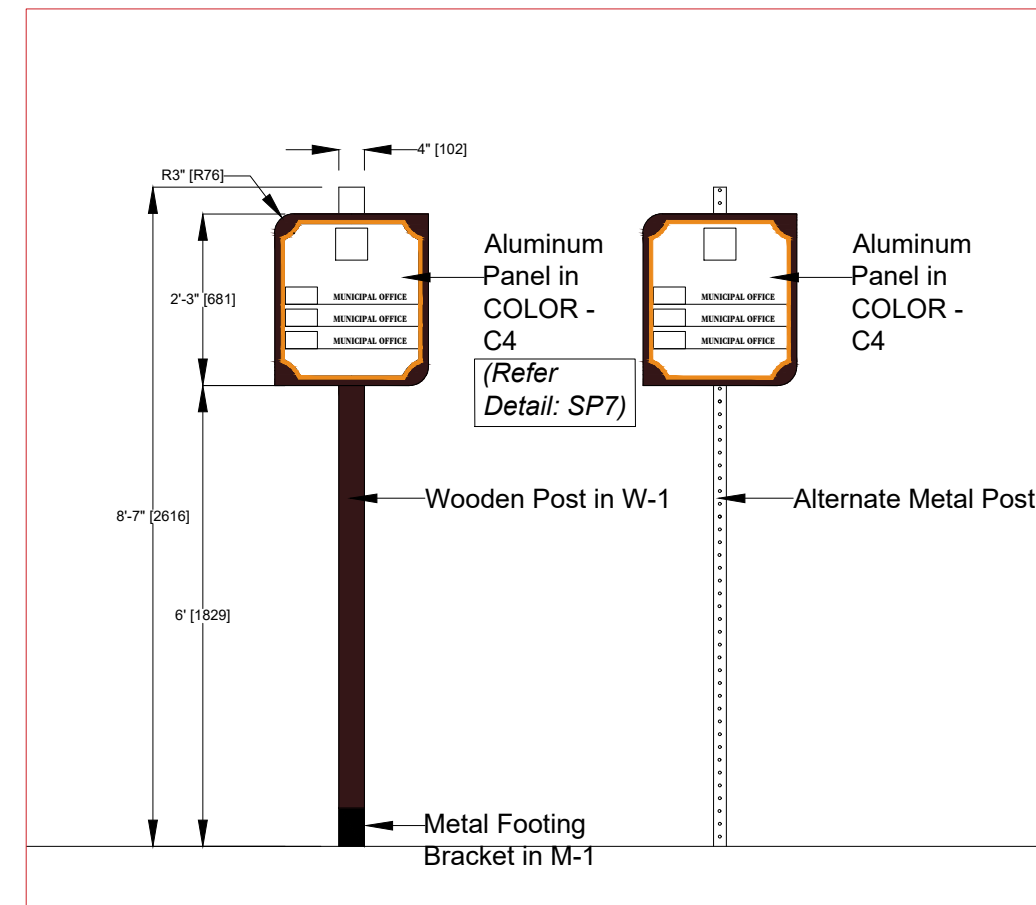


VD1: VEHICULAR DIRECTIONAL SIGNAGE

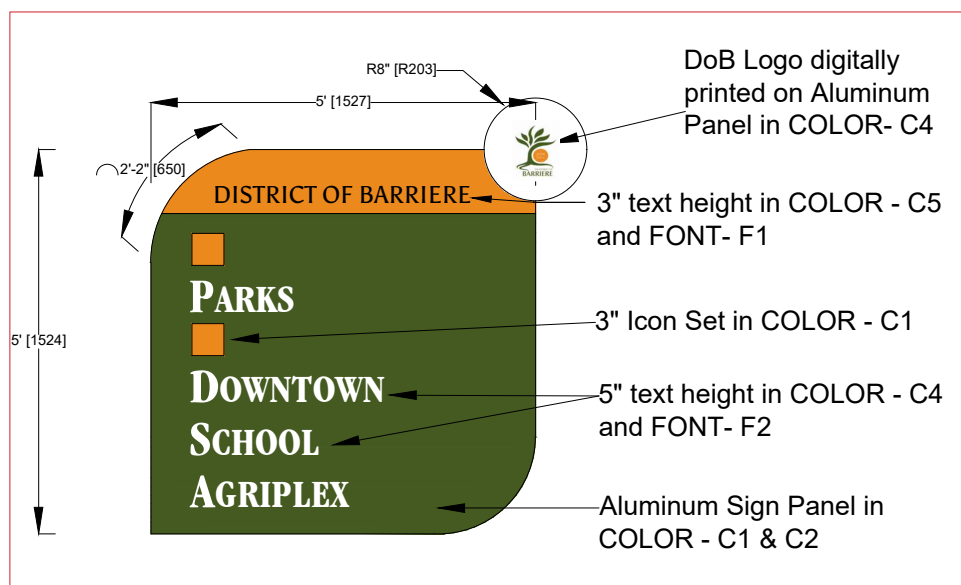


VD2: VEHICULAR DIRECTIONAL SIGNAGE

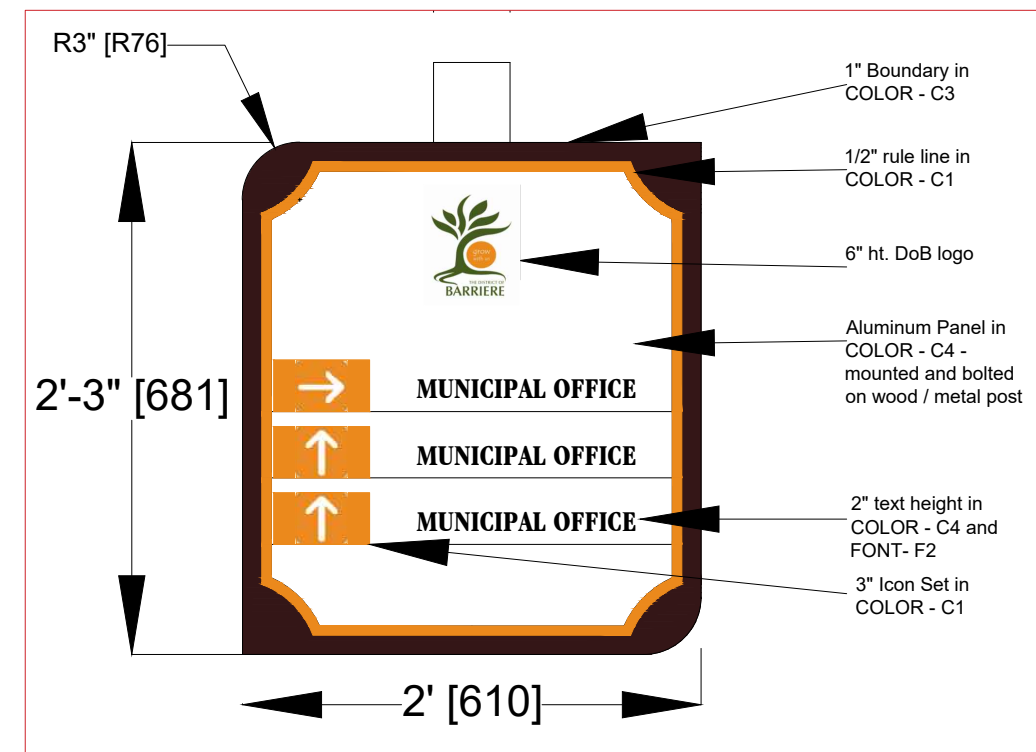
*Vehicular signage should use larger scaled typography based on anticipated viewing distance and travel speed.*



VD3: VEHICULAR DIRECTIONAL SIGNAGE



DETAIL - SP6



DETAIL - SP7

**SHEET TITLE**

L2: VEHICULAR DIRECTIONAL SIGNAGE

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- CONTRACTOR TO PROVIDE COORDINATED SHOP DRAWINGS FOR OWNER REVIEW AND APPROVAL.
- FOOTING AND MOUNTING TO BE ENGINEERED BY CONTRACTOR.

**NOTES**

- Refer Materials & Specification Sheet for details on materials, colors and font types.

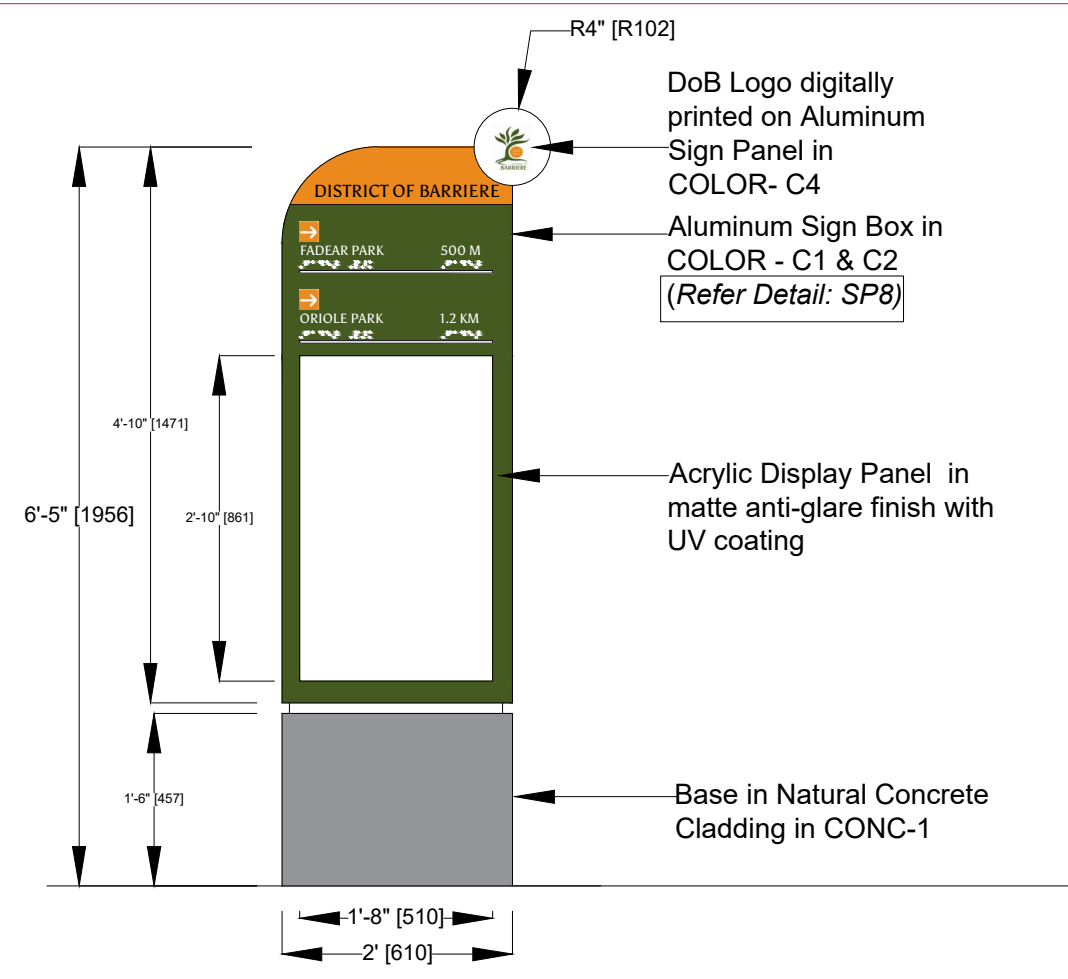
**PROJECT**

Barriere Signage & Wayfinding Strategy

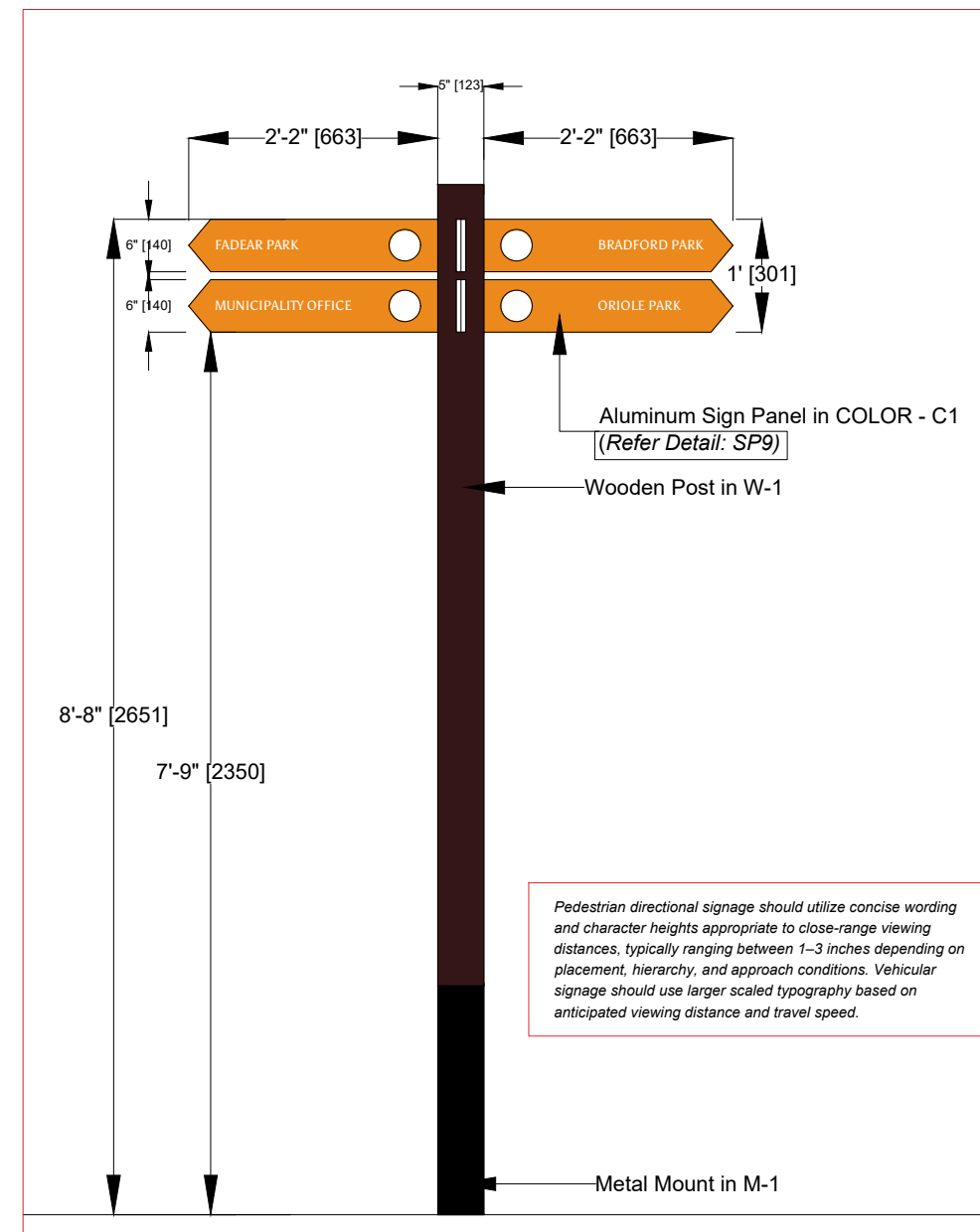
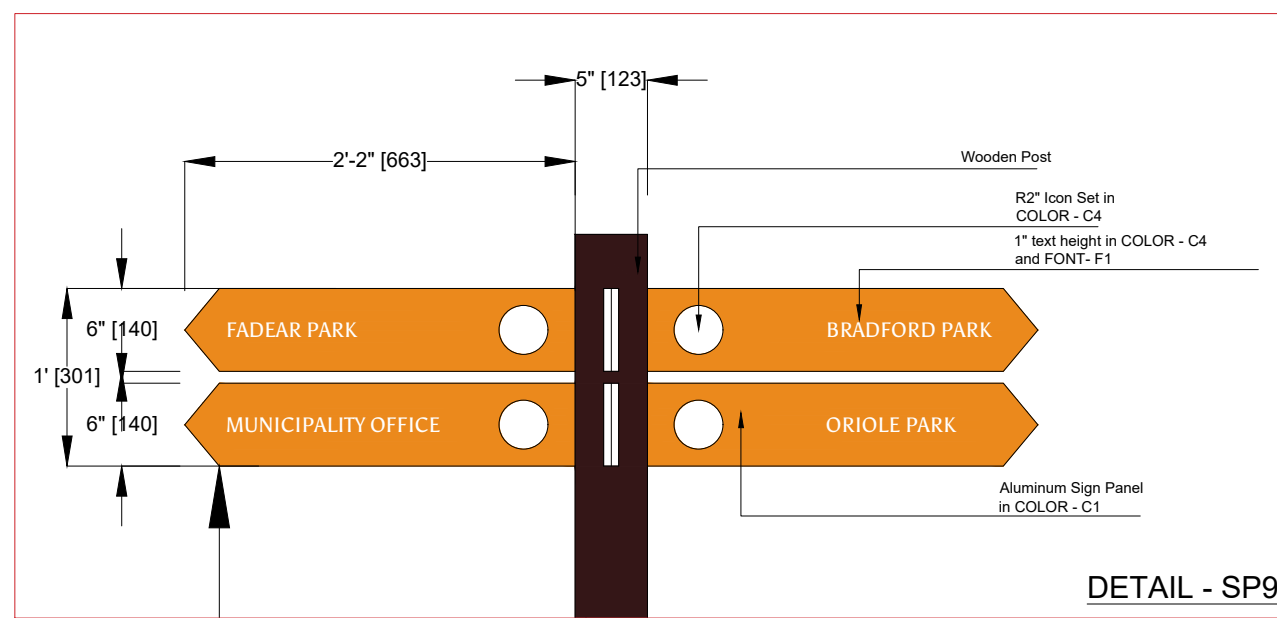
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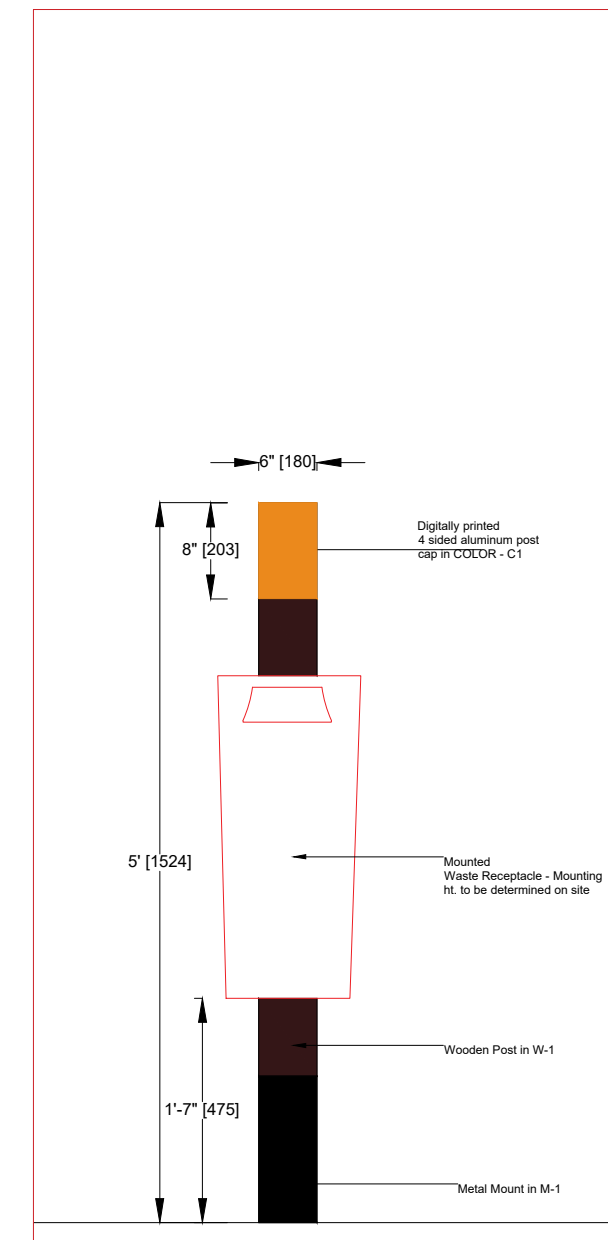




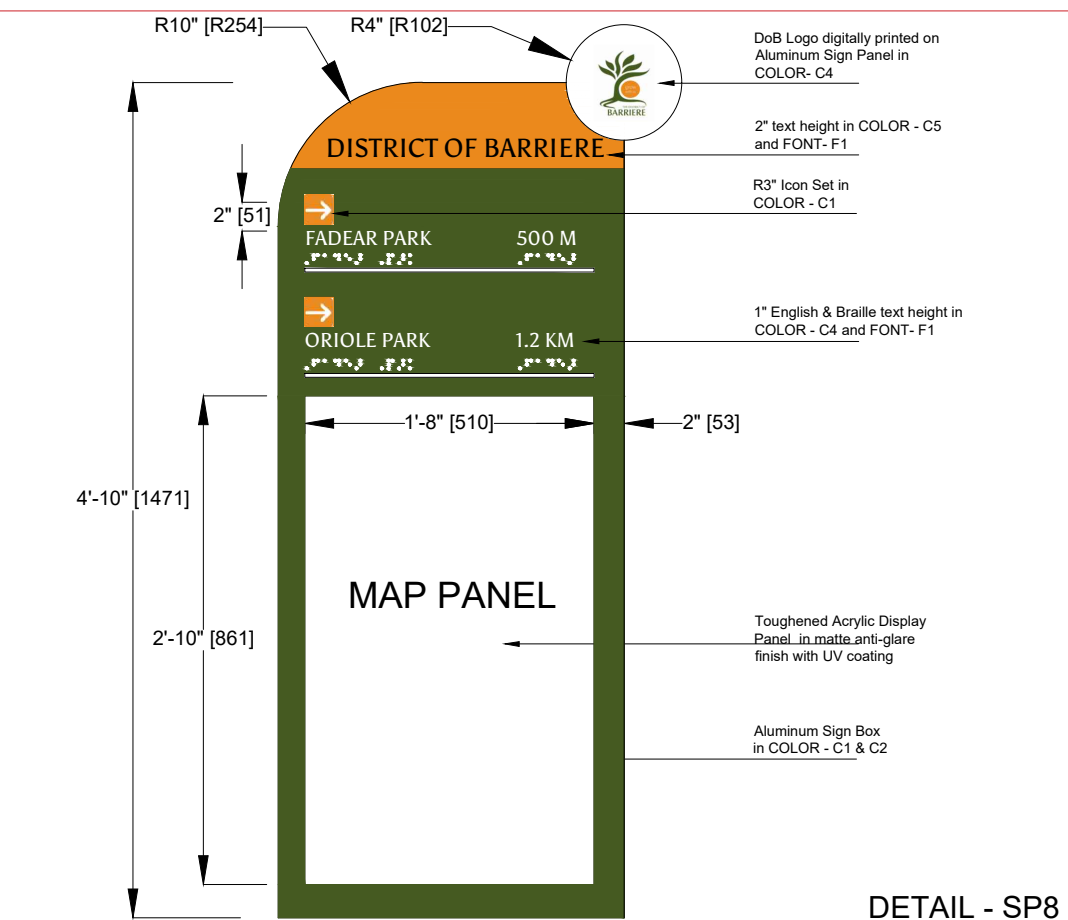
**PD1: PEDESTRIAN DIRECTIONAL SIGNAGE**



**PD2: PEDESTRIAN DIRECTIONAL SIGNAGE**



**PD3: WASTE RECEPTACLE POST**



**SHEET TITLE**

L3: PEDESTRIAN DIRECTIONAL SIGNAGE

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**NOTES**

- Refer Materials & Specification Sheet for details on materials, colors and font types.

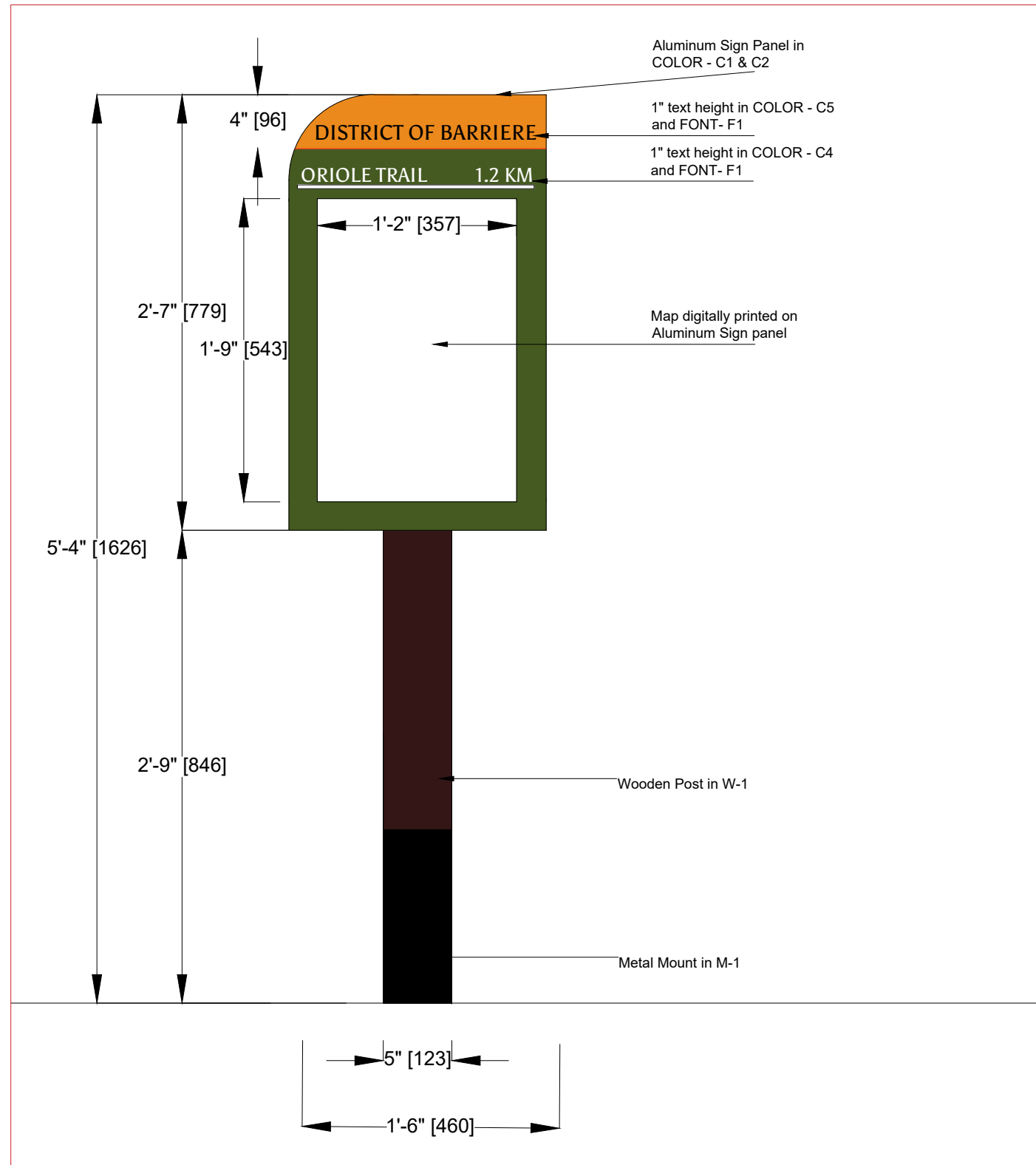
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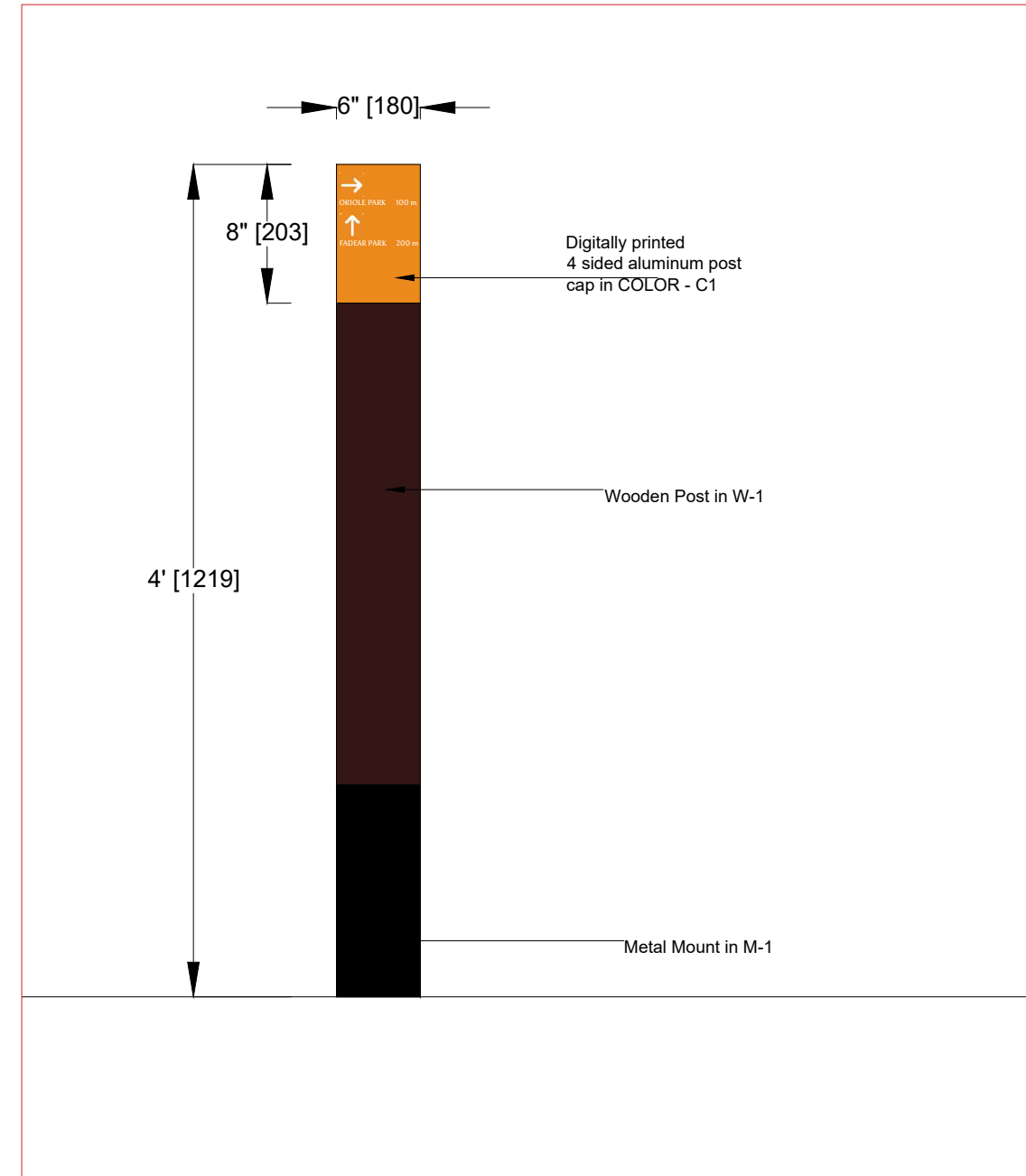
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**T1: TRAILHEAD SIGNAGE**



**T2: TRAIL MARKERS**

**SHEET TITLE**

L3: TRAILS SIGNAGE

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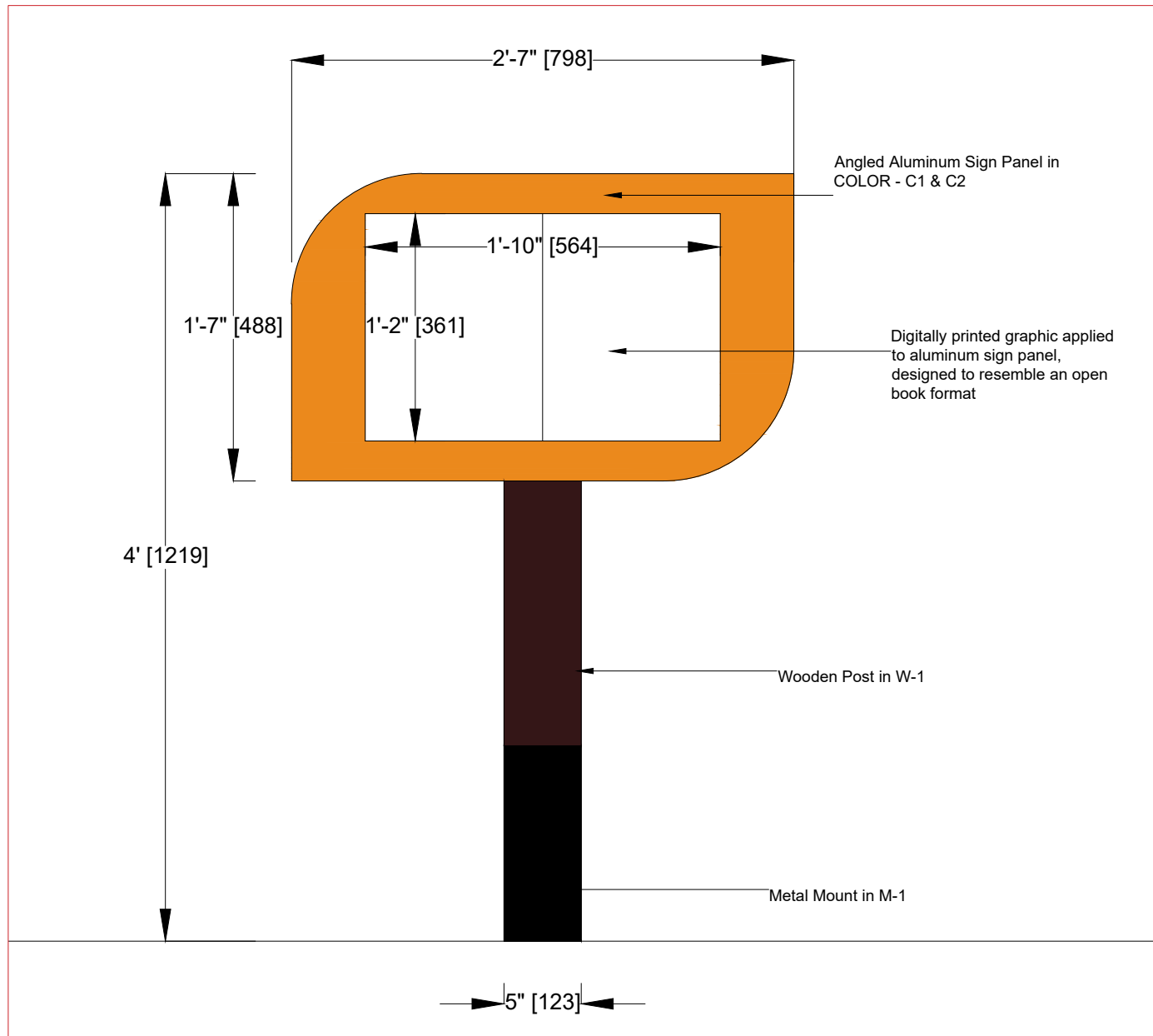
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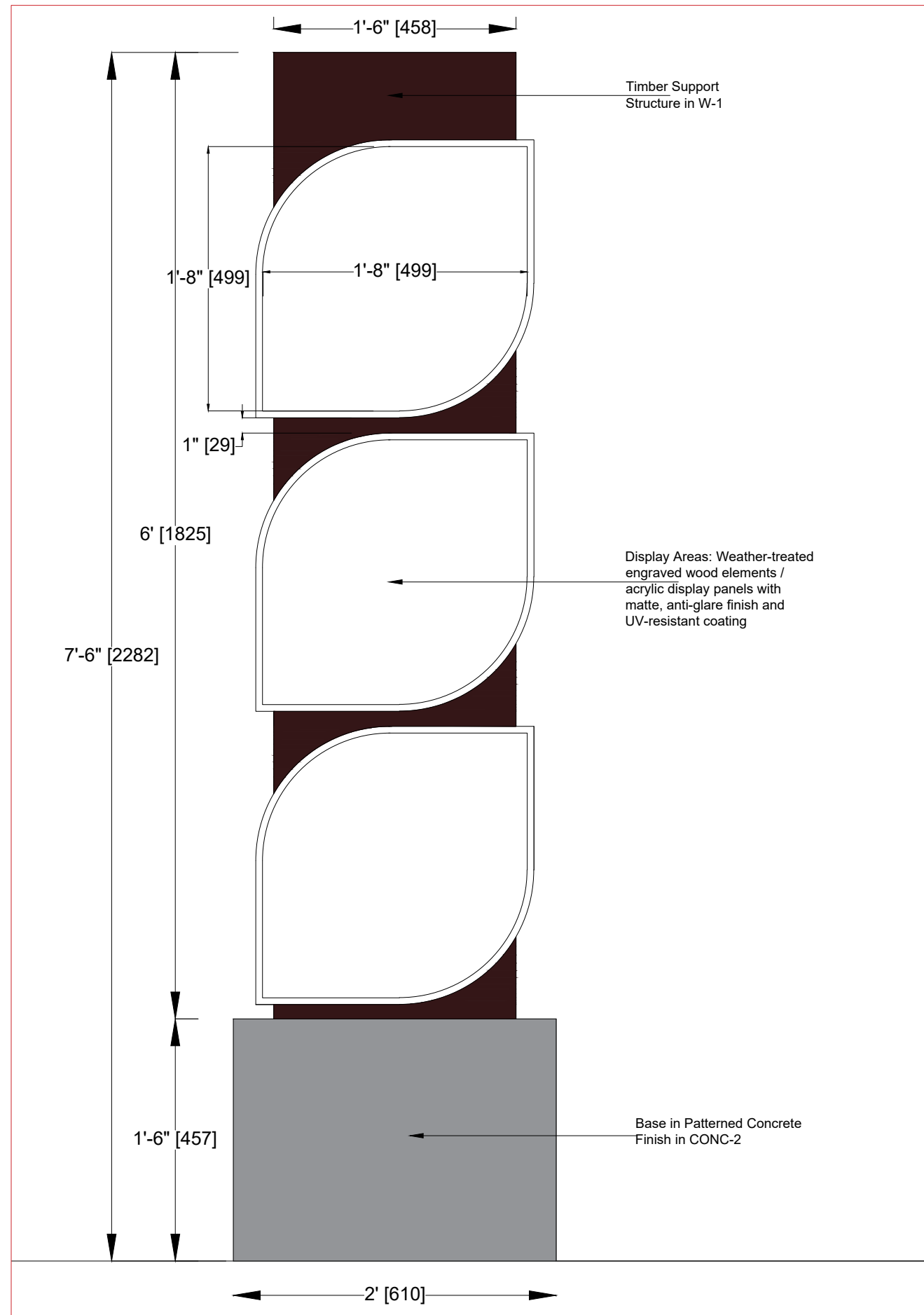
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I1: INTERPRETIVE SIGNAGE



I2: INTERPRETIVE SIGNAGE

**SHEET TITLE**

L3: INTERPRETIVE SIGNAGE

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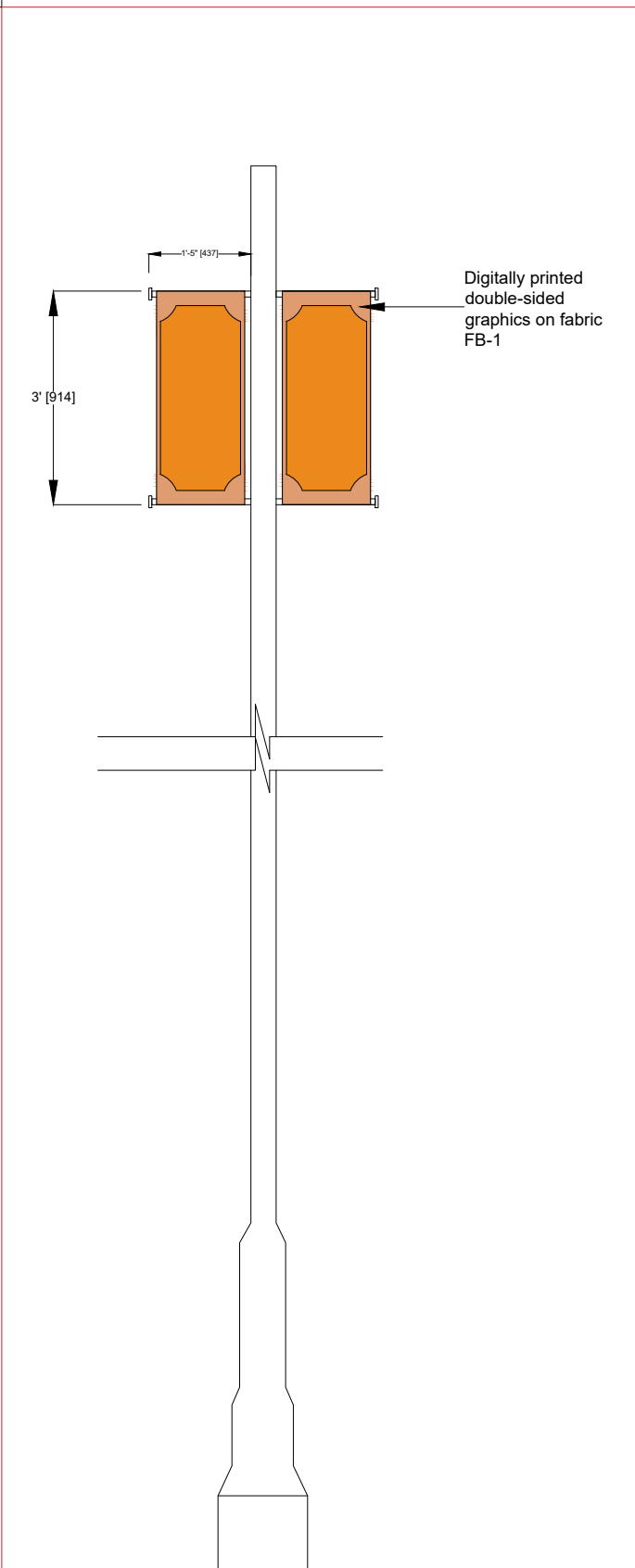
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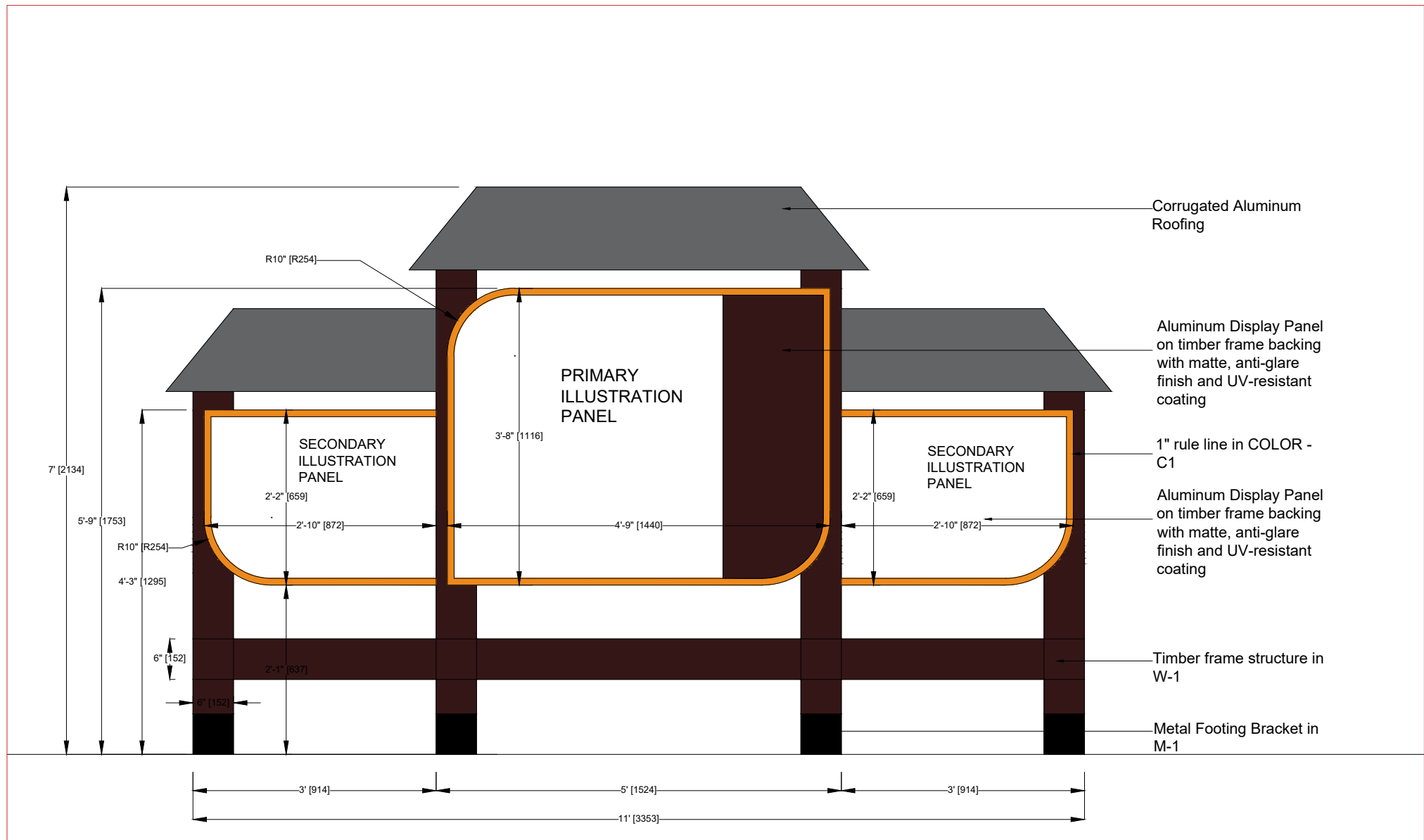
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**P1: PLACEMAKING SIGNAGE**



**P2: PLACEMAKING SIGNAGE**

**SHEET TITLE**

L3: PLACEMAKING SIGNAGE

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**SHEET TITLE**

L3: TEMPORARY SIGNS & DIGITAL KIOSKS

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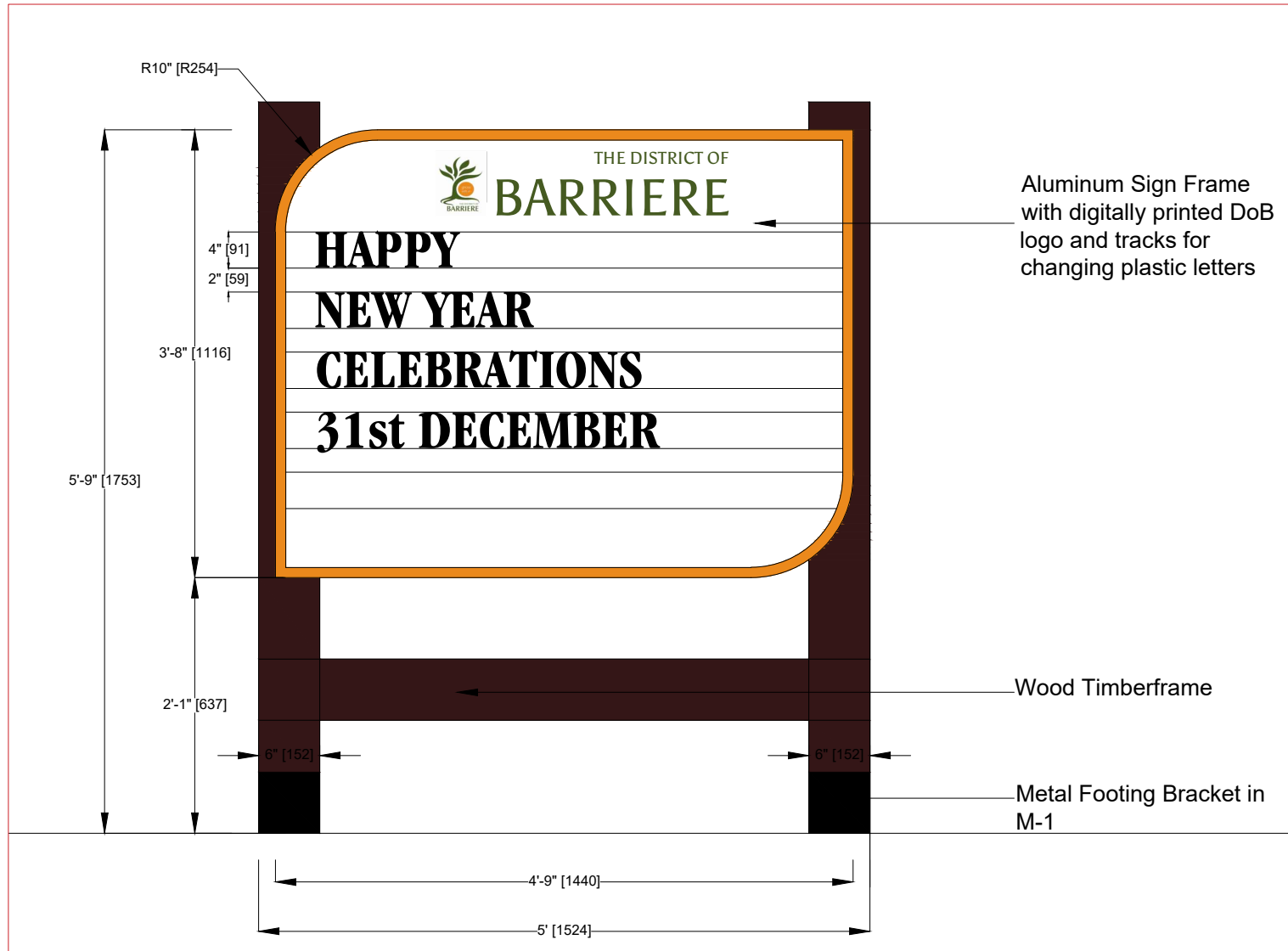
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**PROJECT**

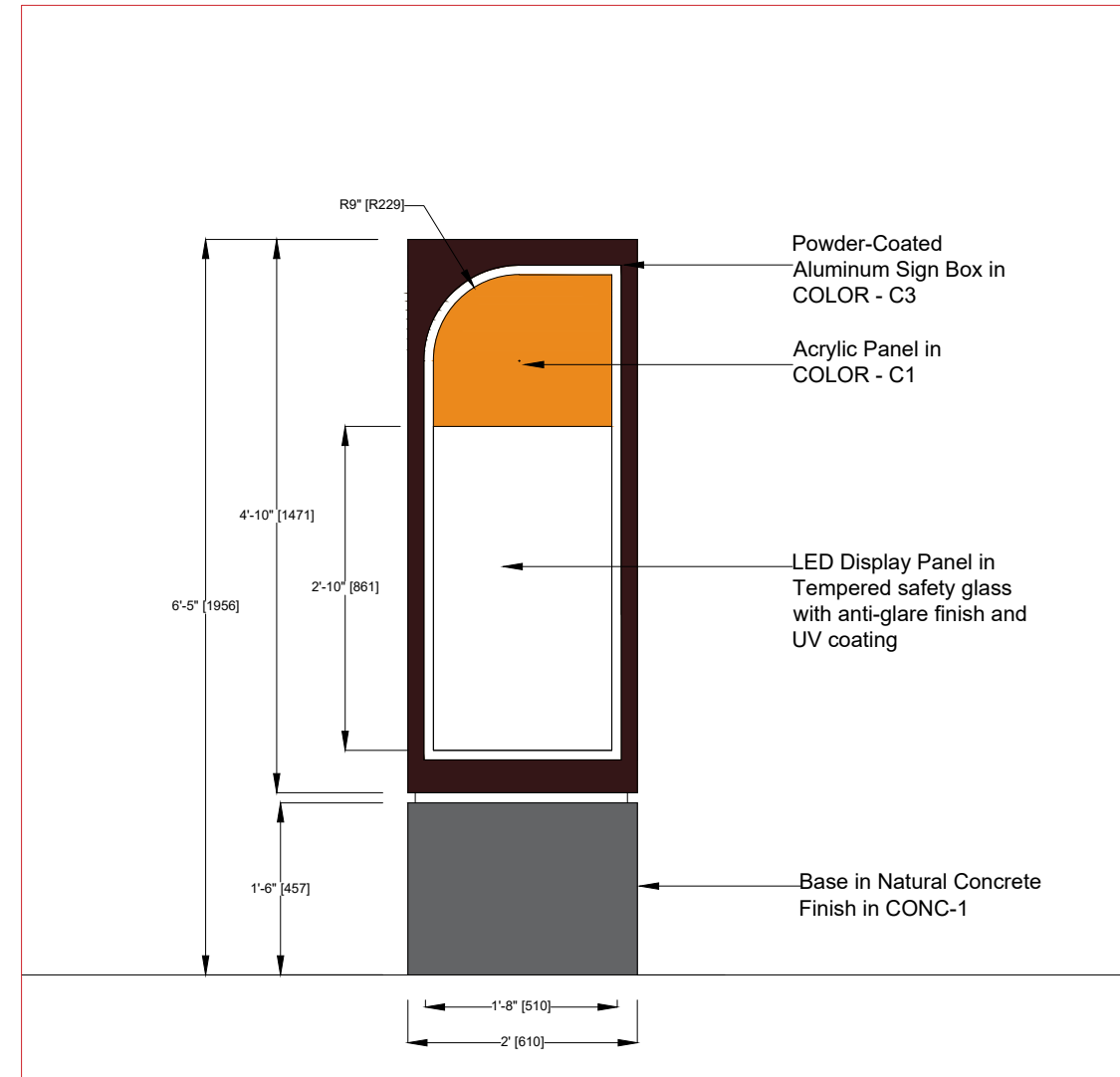
Barriere Signage & Wayfinding Strategy

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**TP1: TEMPORARY SIGNAGE**



**K1: DIGITAL KIOSK**

**SHEET TITLE**

**ICON FAMILY**

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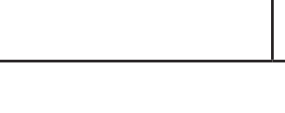
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## Material Specifications

Ref. Code	Visual / Sample	Material Name	Description
W-1		Wood / Timber	Natural wood or timber finish used to provide warmth, texture, and a grounded regional character within the signage system.
ST-1		Natural Stone Cladding	Natural stone cladding used to create a durable, permanent, and locally grounded appearance for gateway, feature, or base elements.
CONC-1		Natural Concrete Cladding	Natural concrete cladding used for long-term durability, neutral contrast, and a contemporary civic expression.
CONC-2		Engraved Concrete Cladding	Engraved or textured concrete cladding used to integrate subtle patterning, storytelling, or placemaking detail into signage elements.

## Color Specifications

Ref. Code	Color Swatch	Color Name	Intended Use
C-1		Barriere Orange - #ED7B12	Accent color used for highlights, emphasis, and visual energy within the signage system.
C-2		Barriere Green - #415220	Primary identity color inspired by the surrounding landscape, forests, and community setting.
C-3		Bark Brown - #311814	Supporting earth tone referencing timber, bark, soil, and natural materiality.
C-4		White - #FFFFFF	High-contrast neutral used for typography, symbols, and legibility.

## Typography Specifications

Ref. Code	Typeface	Sample	Application
F-1	Asul	Aa Bb Cc 123	Primary display typeface used for headings, feature text, and higher-visibility wayfinding applications.
F-2	Garamond ITC Bold Condensed	Aa Bb Cc 123	Secondary serif typeface used for supporting text, interpretive content, and longer-form reading where appropriate.

### SHEET TITLE

MATERIALS & SPECIFICATIONS

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Barriere Signage & Wayfinding Strategy

### CLIENT

District of Barriere  
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Term	Definition
Accessibility	The design of environments and information so they can be used by people of all ages and abilities.
Advance Preview Signage	Signage placed ahead of a decision point to notify users of upcoming route choices or destinations.
Alignment	A design principle that organizes visual elements along consistent axes to improve readability and cohesion.
Arrival Experience	The visual and navigational experience users encounter when entering a community or destination.
Background Voice	The fourth level of the wayfinding hierarchy focused on pedestrian-scale information, interpretation, and exploration.
Cognitive Load	The mental effort required to process information and make navigational decisions.
Community Identity	The visual, cultural, and spatial characteristics that distinguish a community from others.
Confirmation Signage	Signs that reassure users they are continuing in the correct direction after making a navigation decision.
Decision Point	A location where users must choose between two or more routes or destinations.
Destination Recognition	The ability of users to clearly identify that they have arrived at a destination.
Gateway Signage	Large-scale signage intended to establish identity and communicate arrival into a community or district.
Hierarchy	The organization of information according to importance to support intuitive navigation.
Information Hierarchy	The arrangement of content to prioritize the most important navigational information first.
Interpretive Signage	Signage that communicates cultural, historical, environmental, or educational information.
Legibility	The ease with which text, symbols, and graphics can be read and understood.
Orientation	The process by which users understand where they are in relation to surrounding destinations and routes.
Pedestrian Wayfinding	Navigation systems designed specifically for users traveling on foot.
Placemaking	The process of creating spaces that strengthen identity, experience, and community connection.
Primary Voice	The highest level of the wayfinding hierarchy focused on identity and arrival.
Proximity	A design principle that groups related information together to improve understanding and navigation.

Route Decision	The stage in the navigation process where users choose between multiple path options.
Route Monitoring	The process of confirming that users are continuing along the correct route after making a decision.
Secondary Voice	The second level of the wayfinding hierarchy focused on directional guidance at decision points.
Sense of Place	The unique character and identity that makes a location recognizable and meaningful.
Sign Family	A group of related sign types that share consistent visual and functional characteristics.
Spatial Logic	The organizational structure of routes, destinations, and movement patterns within an environment.
Tertiary Voice	The third level of the wayfinding hierarchy focused on reassurance and route confirmation.
Trailhead	A designated access point or entry location for a trail network.
Universal Design	A design approach intended to make environments usable by the widest range of people possible.
Wayfinding	The process by which people orient themselves, navigate environments, and reach destinations.

# FINDING BARRIERE

## Signage and Wayfinding Strategy

