Place Branding Through a Design Lens

entro

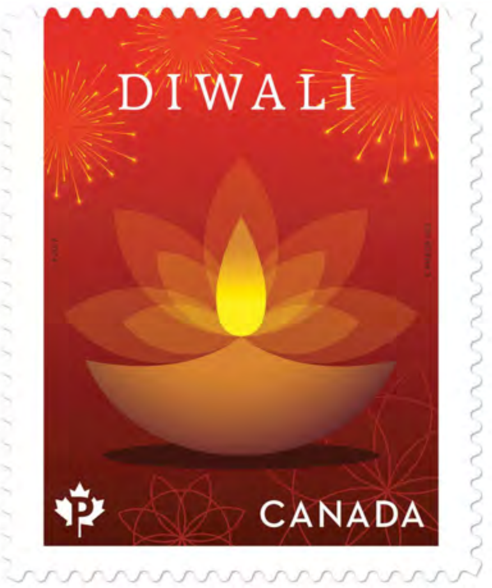
About Us

entro

International and Interdisciplinary

Established in 1966 in Montreal
Toronto, Calgary, New York, Zürich
55+ Team

What we do


DIWALI
CANADA

RI
HALLETTS POINT
ASTORIA
ENJOY
RENTAL RESIDENCES NOW LEASING
STOP
Tramway Plaza
Roosevelt Island
RI

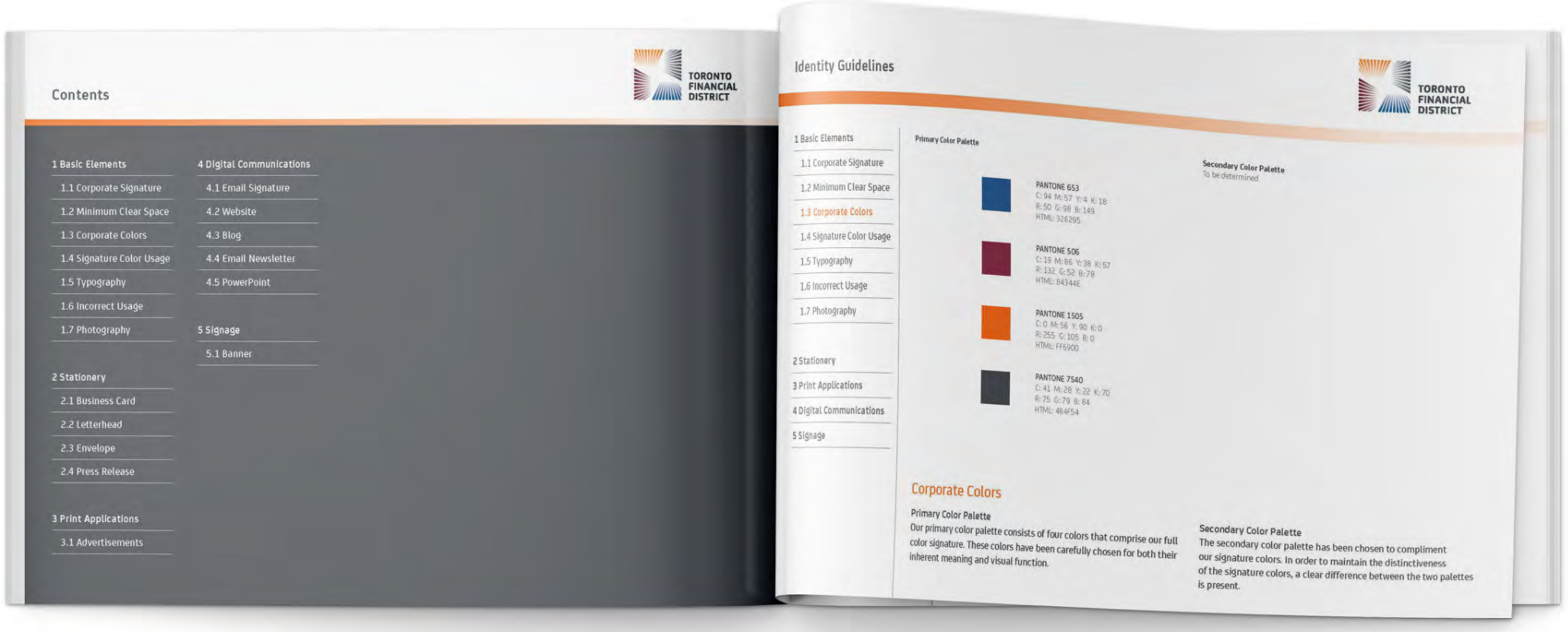
Connect people to places.

Give places identity and meaning
Create design that is practical & beautiful
Make everyday experiences inspirational

Brand Strategy and Identity

We distill the essence of an entity into a positioning that can transcend and unify the way a brand is expressed.

TORONTO
FINANCIAL
DISTRICT



Contents

TORONTO
FINANCIAL
DISTRICT

1 Basic Elements
- 1.1 Corporate Signature
- 1.2 Minimum Clear Space
- 1.3 Corporate Colors
- 1.4 Signature Color Usage
- 1.5 Typography
- 1.6 Incorrect Usage
- 1.7 Photography

2 Stationery
- 2.1 Business Card
- 2.2 Letterhead
- 2.3 Envelope
- 2.4 Press Release

3 Print Applications
- 3.1 Advertisements

4 Digital Communications
- 4.1 Email Signature
- 4.2 Website
- 4.3 Blog
- 4.4 Email Newsletter
- 4.5 PowerPoint

5 Signage
- 5.1 Banner

Identity Guidelines

TORONTO
FINANCIAL
DISTRICT

1 Basic Elements
- 1.1 Corporate Signature
- 1.2 Minimum Clear Space
- 1.3 Corporate Colors
- 1.4 Signature Color Usage
- 1.5 Typography
- 1.6 Incorrect Usage
- 1.7 Photography

2 Stationery
3 Print Applications
4 Digital Communications
5 Signage

Primary Color Palette

PANTONE 653
C: 94 M: 57 Y: 4 K: 18
R: 50 G: 98 B: 149
HTML: 326295

PANTONE 506
C: 19 M: 86 Y: 38 K: 57
R: 132 G: 52 B: 78
HTML: 84344E

PANTONE 1505
C: 0 M: 56 Y: 90 K: 0
R: 255 G: 105 B: 0
HTML: FF6900

PANTONE 7540
C: 41 M: 28 Y: 22 K: 70
R: 75 G: 79 B: 84
HTML: 484F54

Secondary Color Palette
To be determined

Corporate Colors

Primary Color Palette
Our primary color palette consists of four colors that comprise our full color signature. These colors have been carefully chosen for both their inherent meaning and visual function.

Secondary Color Palette
The secondary color palette has been chosen to compliment our signature colors. In order to maintain the distinctiveness of the signature colors, a clear difference between the two palettes is present.

OMERS

Professional Engineers
Ontario

TORONTO
FINANCIAL
DISTRICT

Labatt

JDS

MyndTec

Super C

Grace

Smart Border

240
SPARKS

AURIGEN

Caisse de dépôt et placement
du Québec

HVB Group

SUSUR

Avenor

Registrar
of Imported
Vehicles

OLG

THE GLOBE AND MAIL

Schulich
School of Business
York University

Canada Trust

OPB

2006
Alberta
at the Smithsonian

Nexfor

A

NORQUEST
COLLEGE

CGI

YWCA

Yonge

MDS

LIVINGSTON

OLIVER & BONACINI
RESTAURANTS

Ciba

W

The Strategic Counsel

CA

ACTRA

St Joseph
Communications

RMA

SKYDOME

CAE

innocon

Arts2000

bannock

Beaumark

INMET
MINING

VIEWER'S CHOICE

ARCADIAN
COURT

PATH

Marketing Communications

We provide marketing, strategy, and planning services to realize all of our client's communications initiatives.

Search
NORQUEST COLLEGE
Programs Courses
Prospective Students
Accepted Students
Current Students
Alumni
Our Students
Supporters
Corporate Training
Centre for Excellence
Applied Research
Resources Services
Staff Faculty
Careers
About Us
Media Centre
We care about our Students
Application De
August 5, 2012
tart your future!

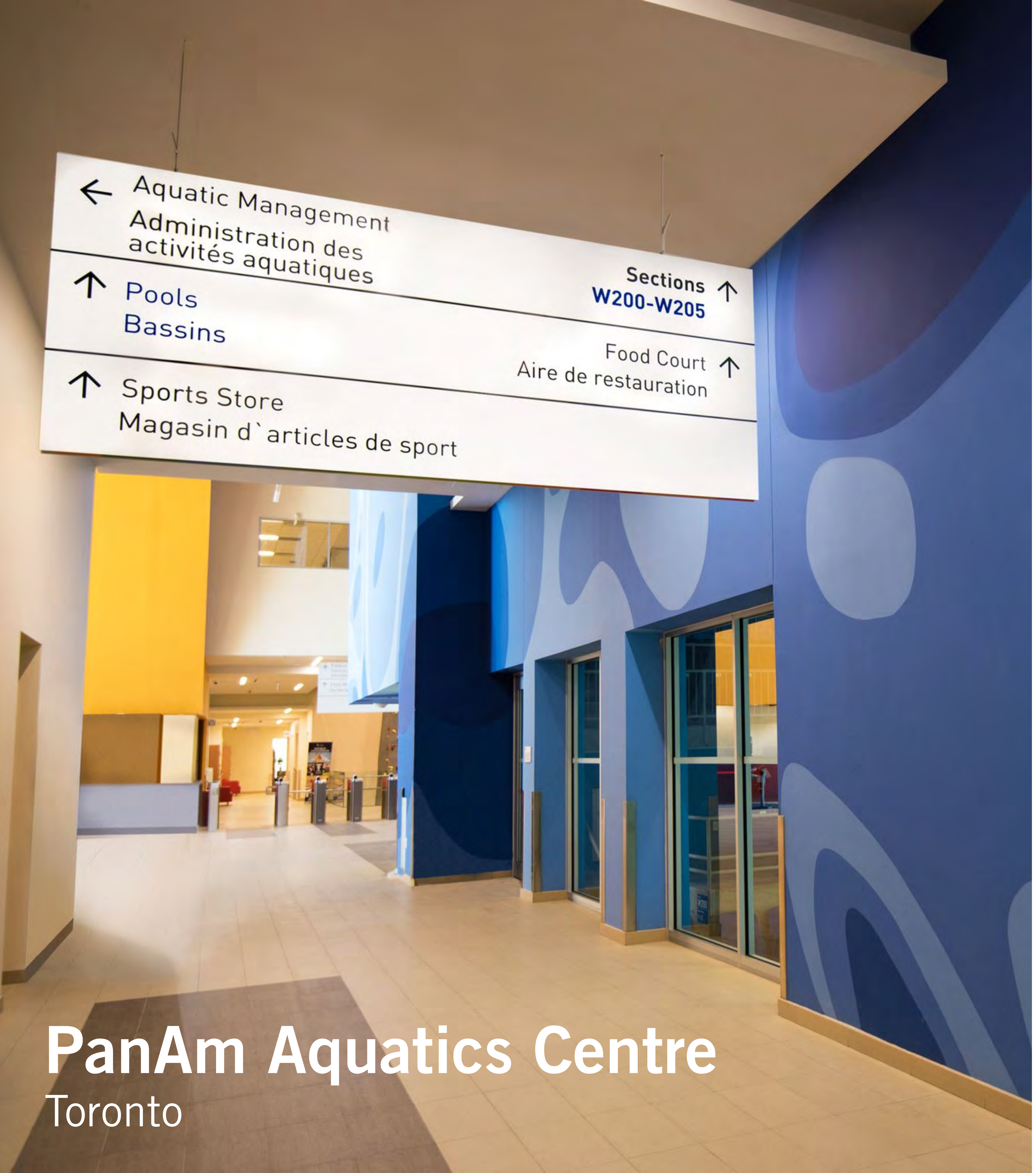
Grace
Toronto Grace Health Centre
The Salvation Army
Toronto Grace Health Centre
putting the face
to the Grace
The Salvation Army
Toronto Grace Health Cent
putti
to the

Placemaking & Experiential Graphic Design

We inform and enrich the daily lives of those who use a space.

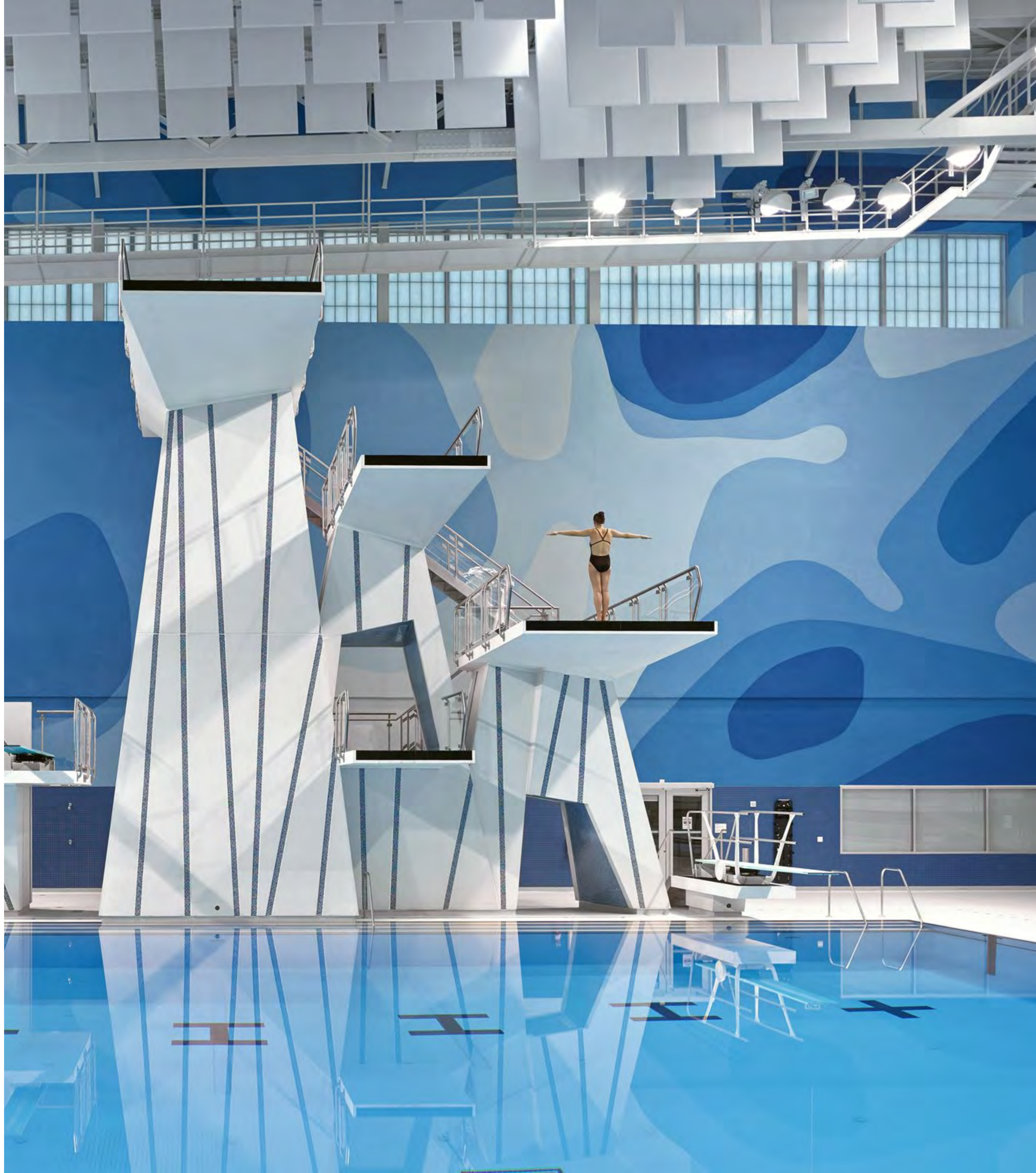
5
Deloitte.
7–16
Workfloors
6 Deloitte Greenhouse
Deloitte House
Terrace
5 Multipurpose
4 Recharge
D.411
Mailroom
Print Shop
3 Deloitte University
2 Reception
1 Bistro 1858
5
A3
5
A4
A6
EAST

Deloitte
Toronto Office


Aquatic Management
Administration des activités aquatiques
Sections W200-W205
Pools
Bassins
Food Court
Aire de restauration
Sports Store
Magasin d`articles de sport

PanAm Aquatics Centre

Toronto



University of Phoenix Stadium

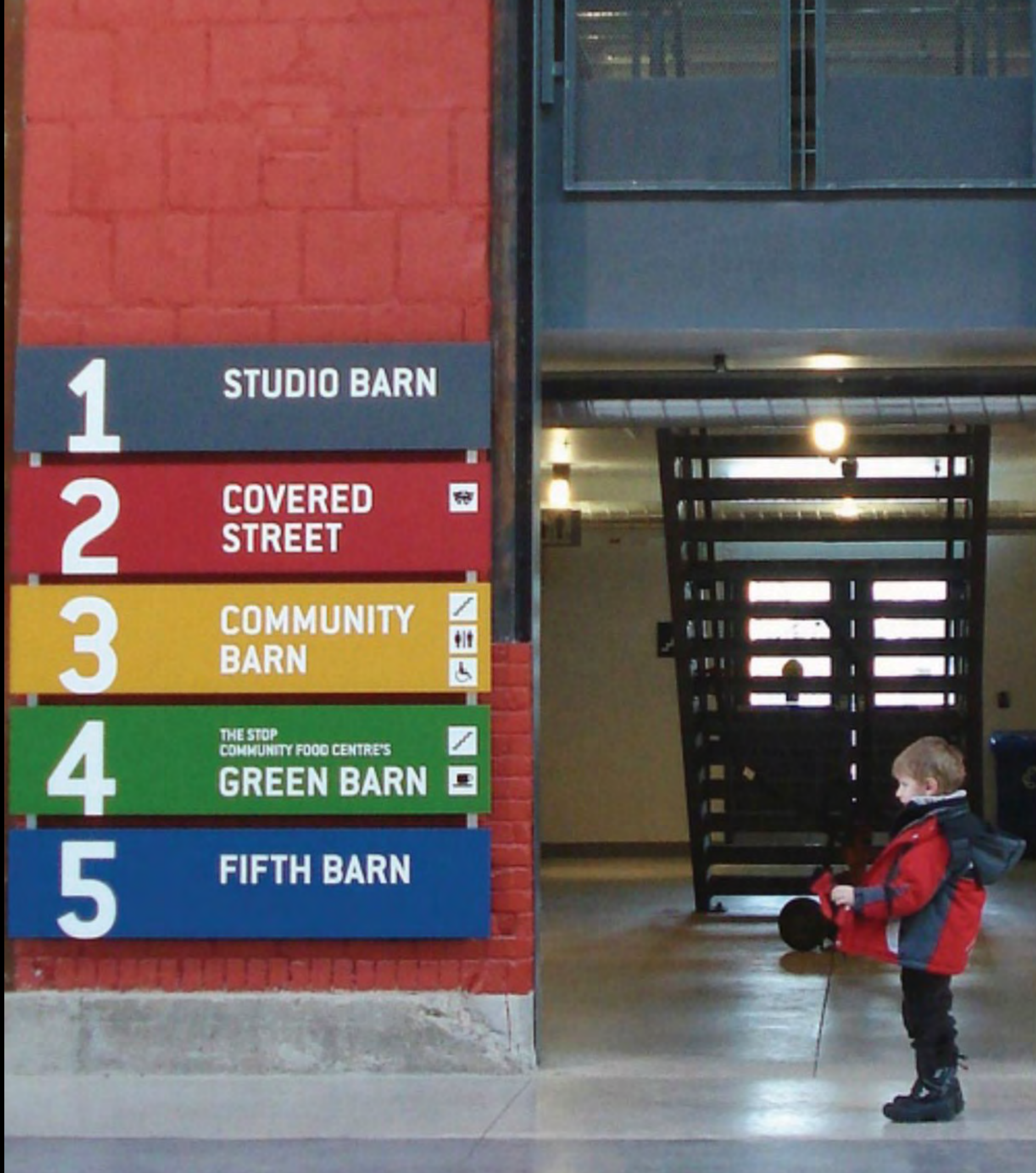
Arizona Cardinals

REDZONE
Budweiser
REDZONE
REDZONE
CARDINALS
ARIZONA

Arizona Cardinals University of Phoenix Stadium

Wayfinding

We create a system that supports a user's ability to navigate the built environment easily, efficiently, and confidently.


1
STUDIO BARN
2
COVERED
STREET
3
COMMUNITY
BARN
4
THE STOP
COMMUNITY FOOD CENTRE'S
GREEN BARN
5
FIFTH BARN

GVK T2
GVK T2
GVK T2
GVK T2
3
4
5
6
7

Chatrapati Shivaji International Airport

Mumbai

ALLISON AND WARREN KANDERS STAIRWAY
1
OUTDOOR GALLERY
SPECIAL EXHIBITIONS
EDUCATION CENTER
THEATER
RESTROOMS
MUSEUM SHOP
RESTAURANT
COAT CHECK
RESTROOMS

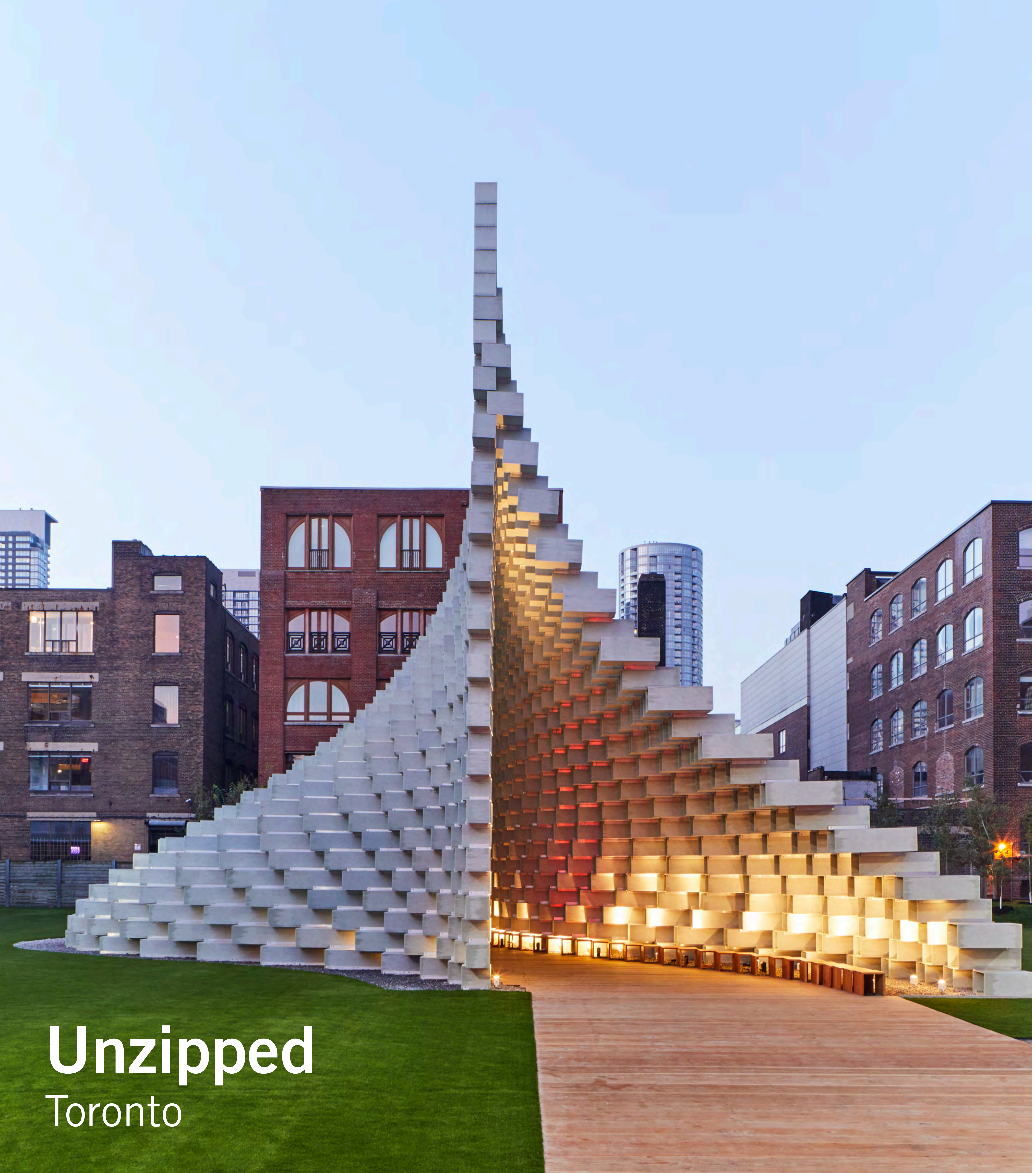
Whitney Museum

New York

Exhibit Design

We design, develop, and manage the creation of exhibits.

CELEBRATING 50 YEARS OF TORONTO-DOMINION CENTRE
#TDC50

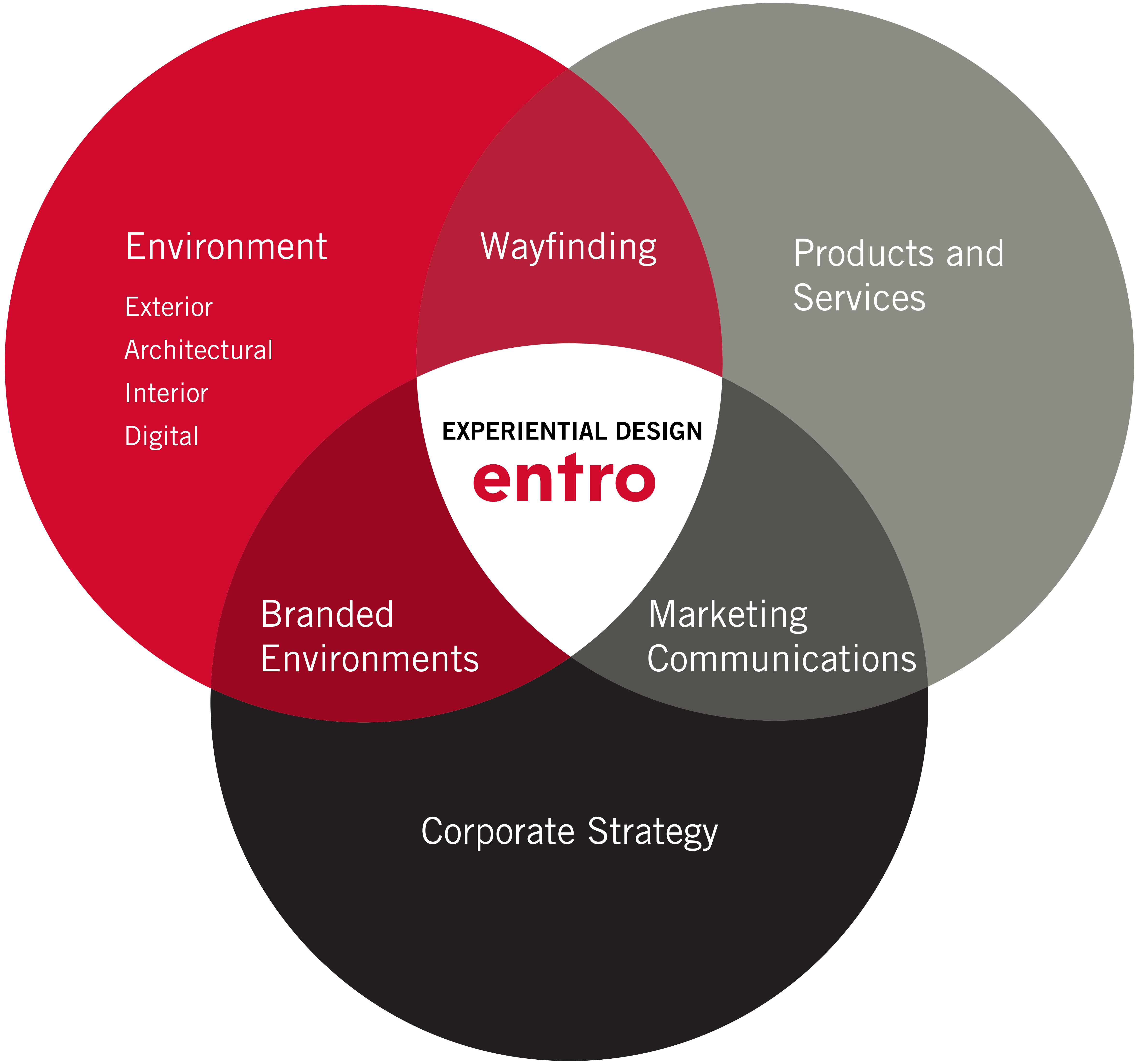


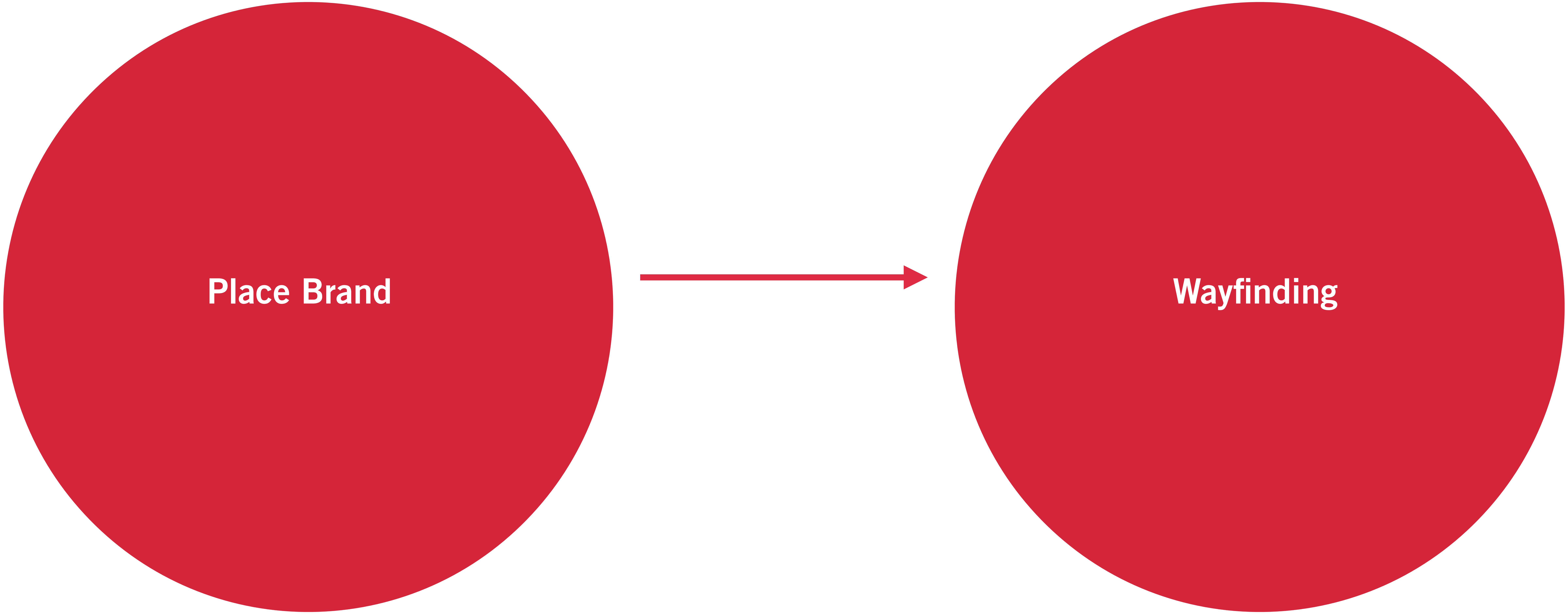
Unzipped
Toronto

GREEN HOUSE

Place Branding & Experiential Design

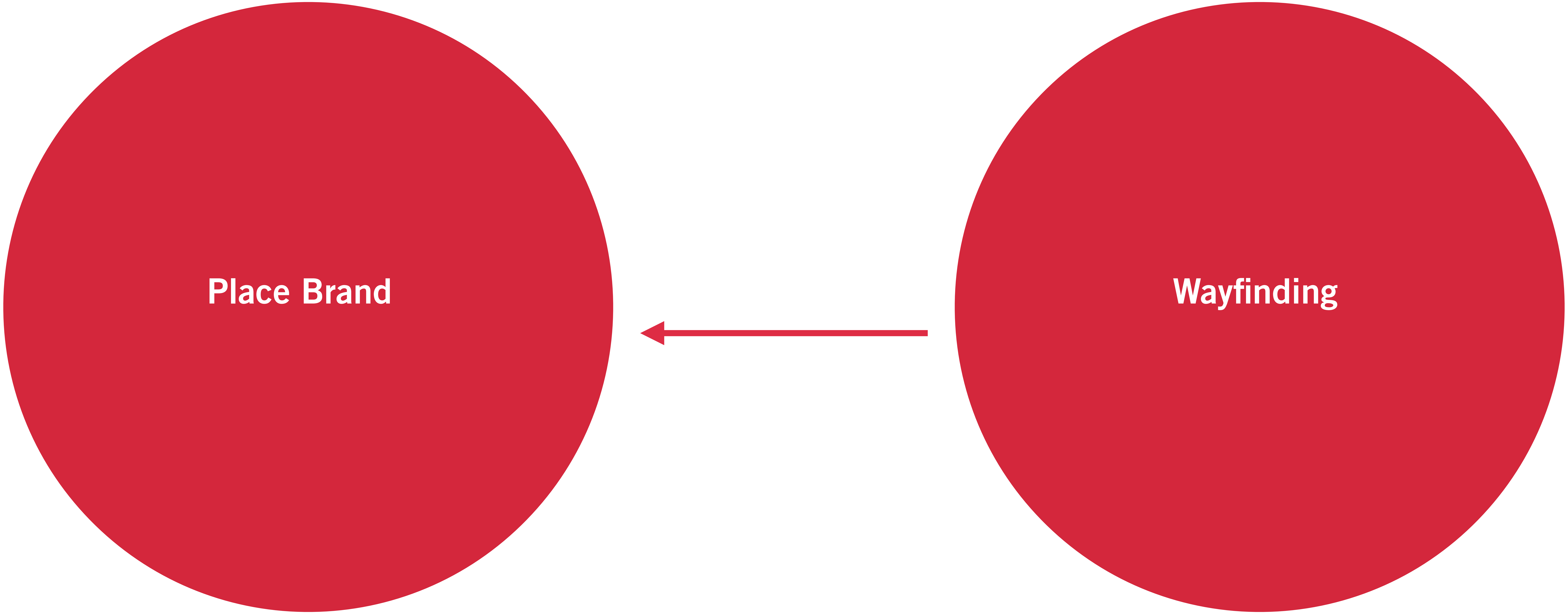
Holistic Service


Environment
Exterior
Architectural
Interior
Digital
Wayfinding
Products and Services
EXPERIENTIAL DESIGN
entro
Branded Environments
Marketing Communications
Corporate Strategy



Place Brand

Wayfinding



Place Brand

Wayfinding

Philosophy

A place brand defines and communicates **what a place stands for**, **a promise** it makes, and the **personality** it conveys.

Seeking to **enhance the user experience** through **thoughtful** and **creative** design solutions.

Balancing **functionality and beauty** to create experiences that **connect with people on an emotional level**.

Using **research and science to better understand** how people think, feel and behave within any environment.

Subjective vs. Objective

EMOTIV

Holistic Understanding

Holistic Understanding

Inclusive of users, staff, services, destinations, spaces & stakeholders

Holistic Understanding

Inclusive of users, staff, services, destinations, spaces & stakeholders

+

Compelling Brand Framework

Holistic Understanding

Inclusive of users, staff, services, destinations, spaces & stakeholders

+

Compelling Brand Framework

Unique offer; encapsulates intended values and positioning

Holistic Understanding

Inclusive of users, staff, services, destinations, spaces & stakeholders

+

Compelling Brand Framework

Unique offer; encapsulates intended values and positioning

+

Unified Communication

Holistic Understanding

Inclusive of users, staff, services, destinations, spaces & stakeholders

+

Compelling Brand Framework

Unique offer; encapsulates intended values and positioning

+

Unified Communication

Visually clear, consistently recognizable & well integrated

Design can **fuel a dialogue between people** and the **spaces** they occupy.

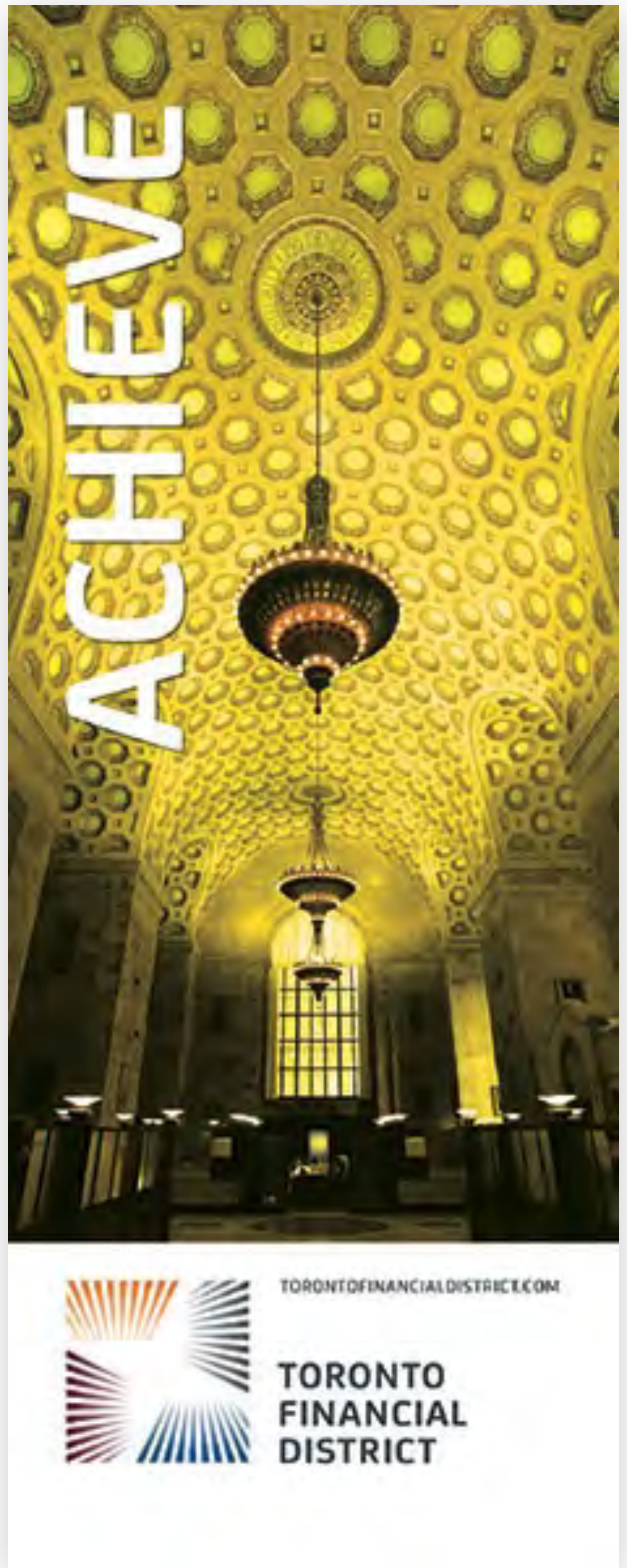
Toronto Financial District

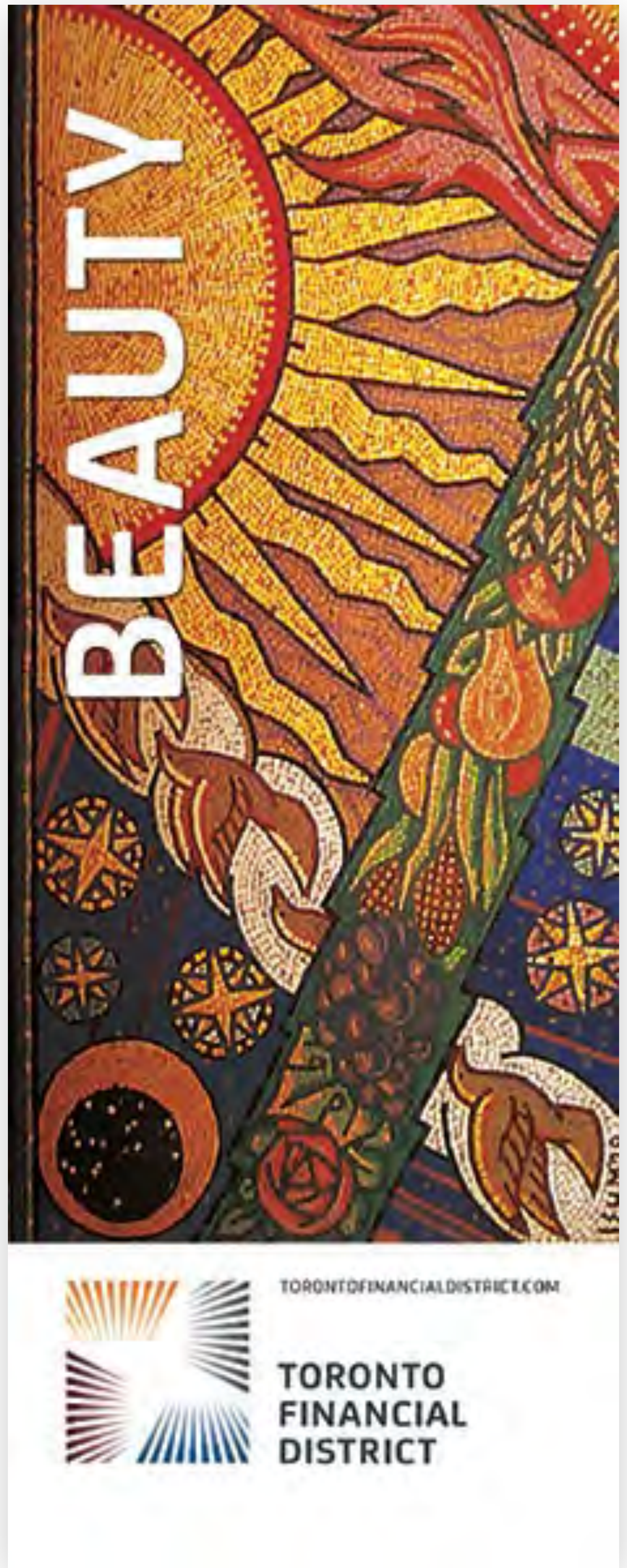
Creating a distinct & identifiable brand & brand guidelines for the financial district located in the heart of downtown Toronto.

TORONTO
FINANCIAL
DISTRICT

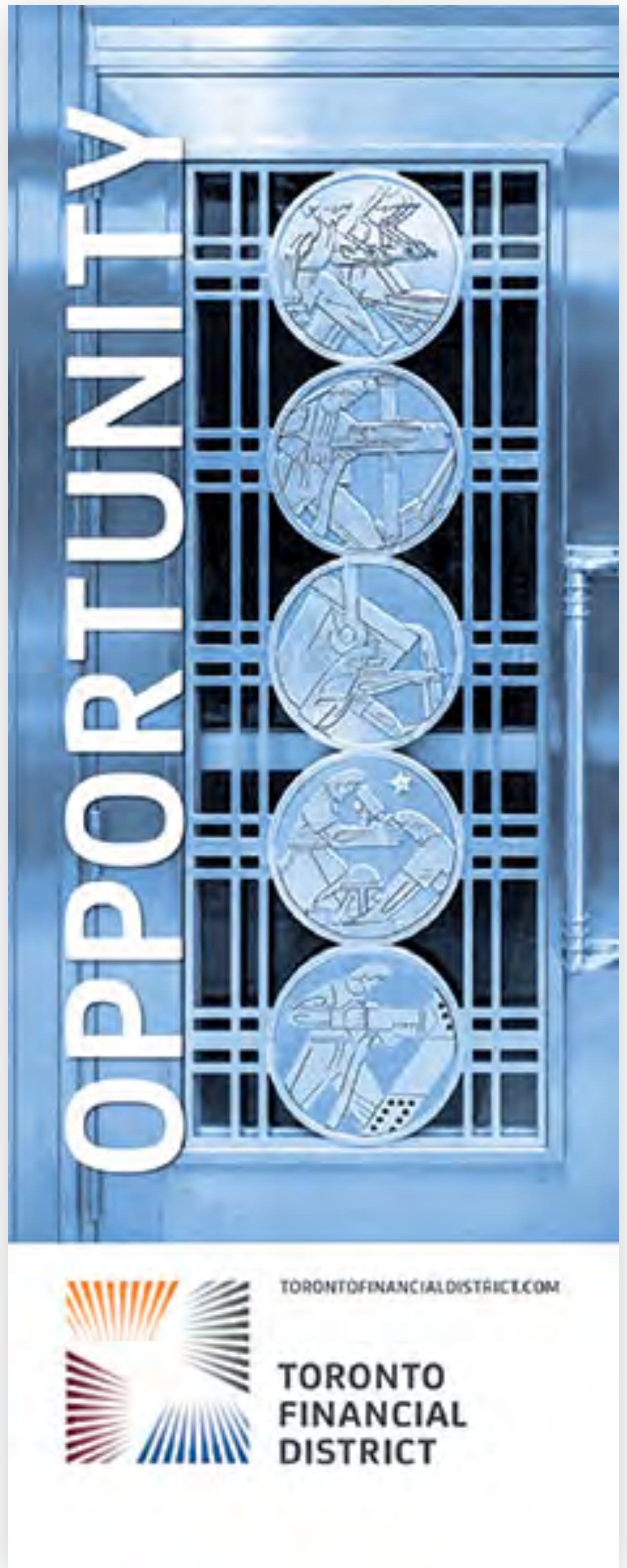
ACHIEVE
TORONTOFINANCIALDISTRICT.COM
TORONTO
FINANCIAL
DISTRICT

TORONTO
FINANCIAL
DISTRICT


ACHIEVE
TORONTOFINANCIALDISTRICT.COM
TORONTO
FINANCIAL
DISTRICT


BEAUTY
TORONTOFINANCIALDISTRICT.COM
TORONTO
FINANCIAL
DISTRICT

DISCOVER
TORONTOFINANCIALDISTRICT.COM
TORONTO
FINANCIAL
DISTRICT

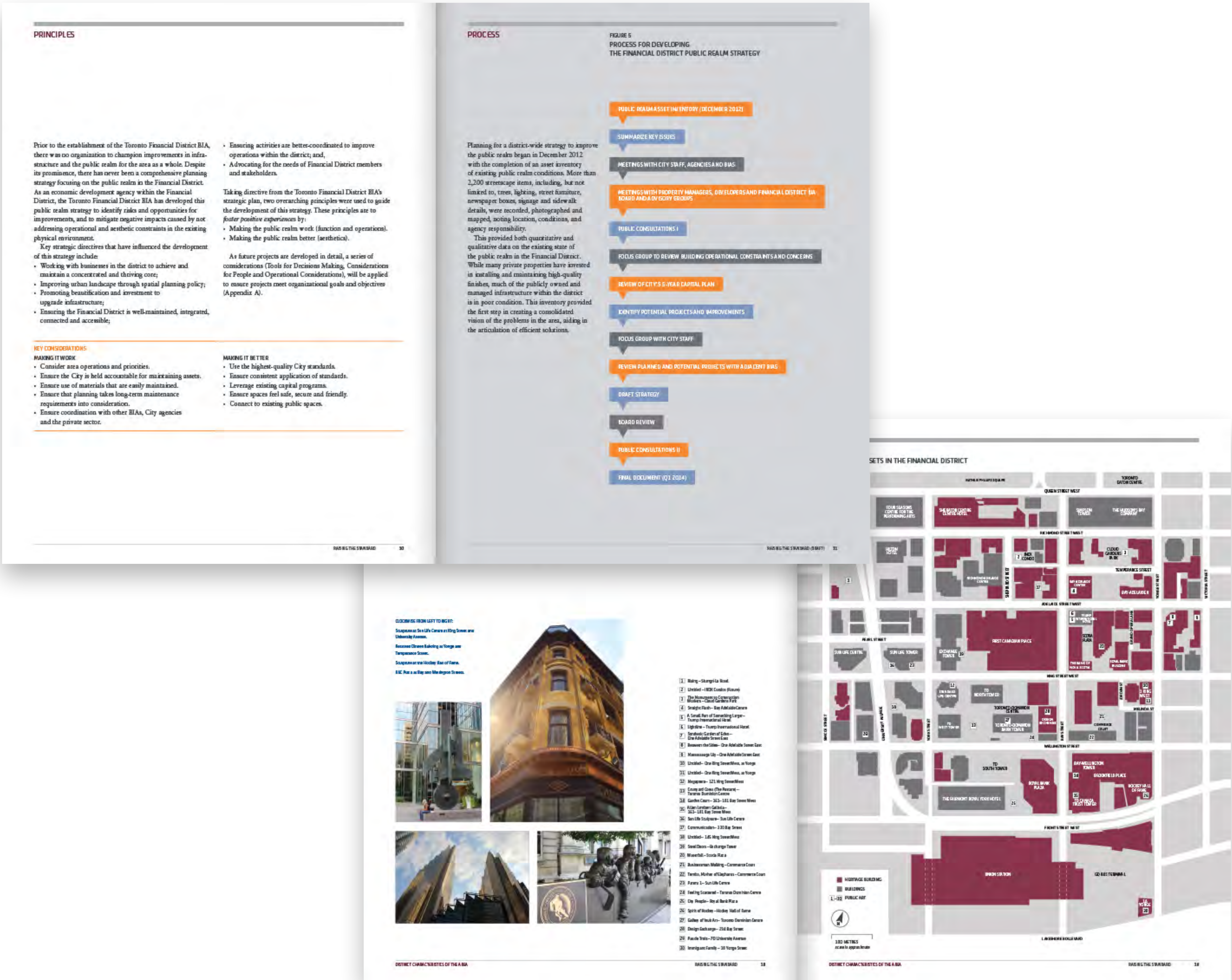

OPPORTUNITY
TORONTOFINANCIALDISTRICT.COM
TORONTO
FINANCIAL
DISTRICT

CONNECT
TORONTOFINANCIALDISTRICT.COM
TORONTO
FINANCIAL
DISTRICT

A PUBLIC REALM STRATEGY
FOR TORONTO'S
FINANCIAL DISTRICT

TORONTO
FINANCIAL
DISTRICT

RAISING THE STANDARD



PRINCIPLES

Prior to the establishment of the Toronto Financial District BIA, there was no organization to champion improvements in infrastructure and the public realm for the area as a whole. Despite its prominence, there has never been a comprehensive planning strategy focusing on the public realm in the Financial District. As an economic development agency within the Financial District, the Toronto Financial District BIA has developed this public realm strategy to identify risks and opportunities for improvements, and to mitigate negative impacts caused by not addressing operational and aesthetic constraints in the existing physical environment.

Key strategic directives that have influenced the development of this strategy include:

- Working with businesses in the district to achieve and maintain a concentrated and thriving core;
- Improving urban landscape through spatial planning policy;
- Promoting beautification and investment to upgrade infrastructure;
- Ensuring the Financial District is well-maintained, integrated, connected and accessible;
- Ensuring activities are better-coordinated to improve operations within the district; and,
- Advocating for the needs of Financial District members and stakeholders.

Taking directive from the Toronto Financial District BIA's strategic plan, two overarching principles were used to guide the development of this strategy. These principles are to *foster positive experiences* by:

- Making the public realm work (function and operations).
- Making the public realm better (aesthetics).

As future projects are developed in detail, a series of considerations (Tools for Decisions Making, Considerations for People and Operational Considerations), will be applied to ensure projects meet organizational goals and objectives (Appendix A).

KEY CONSIDERATIONS

MAKING IT WORK

- Consider area operations and priorities.
- Ensure the City is held accountable for maintaining assets.
- Ensure use of materials that are easily maintained.
- Ensure that planning takes long-term maintenance requirements into consideration.
- Ensure coordination with other BIAs, City agencies and the private sector.

MAKING IT BETTER

- Use the highest-quality City standards.
- Ensure consistent application of standards.
- Leverage existing capital programs.
- Ensure spaces feel safe, secure and friendly.
- Connect to existing public spaces.

PROCESS

Planning for a district-wide strategy to improve the public realm began in December 2012 with the completion of an asset inventory of existing public realm conditions. More than 2,200 streetscape items, including, but not limited to, trees, lighting, street furniture, newspaper boxes, signage and sidewalk details, were recorded, photographed and mapped, noting location, conditions, and agency responsibility.

This provided both quantitative and qualitative data on the existing state of the public realm in the Financial District. While many private properties have invested in installing and maintaining high-quality finishes, much of the publicly owned and managed infrastructure within the district is in poor condition. This inventory provided the first step in creating a consolidated vision of the problems in the area, aiding in the articulation of efficient solutions.

FIGURE 5
PROCESS FOR DEVELOPING
THE FINANCIAL DISTRICT PUBLIC REALM STRATEGY

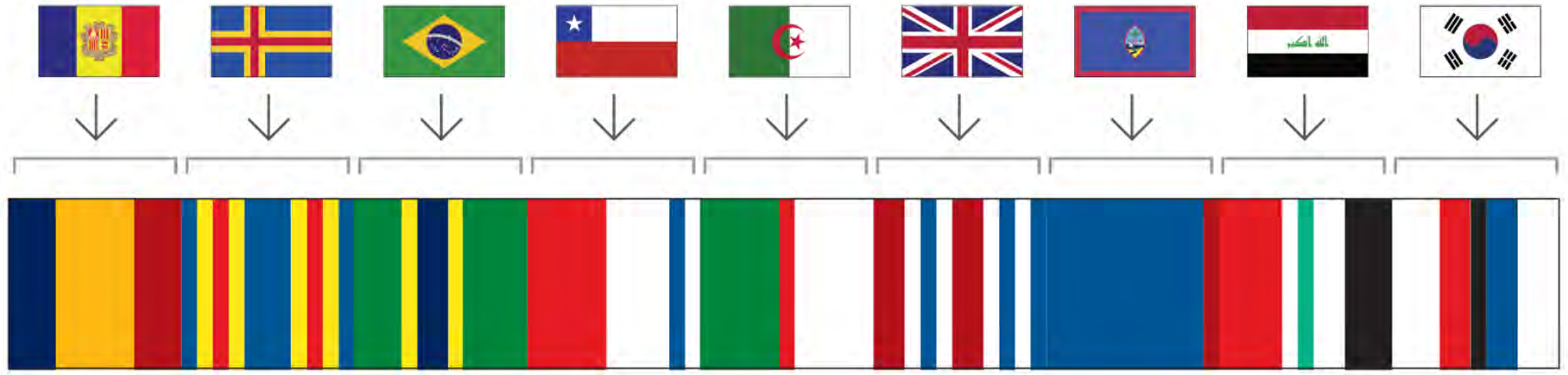
PUBLIC REALM ASSET INVENTORY (DECEMBER 2012)
SUMMARIZE KEY ISSUES
MEETINGS WITH CITY STAFF, AGENCIES AND BIAS
MEETINGS WITH PROPERTY MANAGERS, DEVELOPERS AND FINANCIAL DISTRICT BIA BOARD AND ADVISORY GROUPS
PUBLIC CONSULTATIONS I
FOCUS GROUP TO REVIEW BUILDING OPERATIONAL CONSTRAINTS AND CONCERNS
REVIEW OF CITY'S 5-YEAR CAPITAL PLAN
IDENTIFY POTENTIAL PROJECTS AND IMPROVEMENTS
FOCUS GROUP WITH CITY STAFF
REVIEW PLANNED AND POTENTIAL PROJECTS WITH ADJACENT BIAS
DRAFT STRATEGY
BOARD REVIEW
PUBLIC CONSULTATIONS II
FINAL DOCUMENT (Q1 2014)

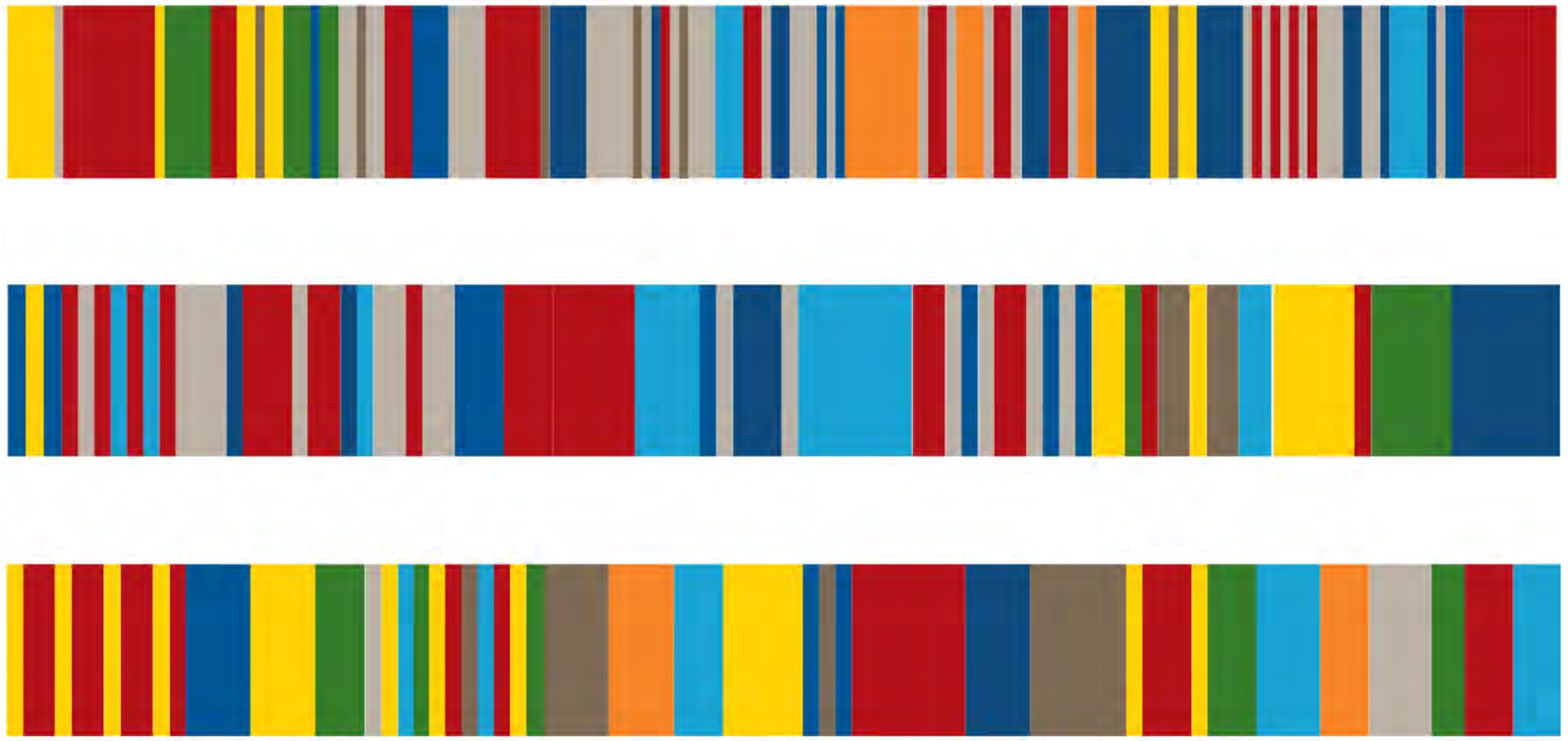
RAISING THE STANDARD (DRAFT) 31

Daniels Spectrum
Regent Park Arts & Cultural Centre

This 60,000 square foot, multi-tenant facility is one of the most important building blocks in the revitalization of the Regent Park neighbourhood.

Award: *2014 Architectural Record. Good Design is Good Business Award*





DANIELS SPECTRUM

ARTSCAPE LOUNGE

COBA COLLECTIVE OF BLACK ARTISTS
AKI STUDIO THEATRE
ROOTED IN REGENT PARK. OPEN TO THE WORLD
6

ARTSCAPE
NATIVE EARTH PERFORMING ARTS
REGENT PARK FILM FESTIVAL
PATHWAYS TO EDUCATION
REGENT PARK CHC
THE GOOGLE DIGITAL BRIDGE

Chào mừng
Benvenuti
Enna vishayam
স্বাগতম
Akwaaba
Tawāw
स्वागतम
Добро пожаловать
Welcome
Bem-vindo
Soo dhawoow
Witamy
Khosh aamadid
欢迎 | 歡迎
Padhaaro
أهلاً وسهلاً
Selam
Bienvenido
Καλώς ορίσατε
Biin dig gain
Bienvenue
환영
WASHROOMS

DESIGN AND PLACE BRANDING

BEYOND THE LOGO

CITY NATION PLACE AMERICAS
JUNE 6, 2019

OTTAWA
TOURISM • TOURISME

DESTINATION DEVELOPMENT

is the strategic planning and advancement of defined areas to support the evolution of desirable destinations for visitors, by providing compelling experiences, quality infrastructure, and remarkable services to entice repeat visitation.

OTTAWA
TOURISM • TOURISME

PLACEMAKING

is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

fabrications
sew.create.learn
613.854.9091
The Hintonburg Public House
OTTAWA
TOURISM • TOURISME

CITY **BUILDING**

The sum of actions by individuals, groups or organizations that, through urban planning and built infrastructure, volunteerism and civic action, makes a city a better place today and for the future through the process of shaping the setting or public realm.

LANSDOWNE
FURY
FURY

CLOCKTOWER BREW PUB

PLACEMAKING
SITE-BASED

DESTINATION DEVELOPMENT
EXPERIENCE-BASED

CITY BUILDING
PUBLIC REALM

MORE ON DESTINATION DEVELOPMENT

TO STRENGTHEN THE DESTINATION EXPERIENCE BY:

- evolving the destination's **visitor servicing** and information offering
- facilitating and supporting new **demand-generating niches**
- filling any gaps between tourism expectation and the **visitor experience**
- **advocating** that Ottawa's evolution as a city apply a **visitor experience lens** to new development of all kinds
- integrating tourism into **symbiotic** industries (education, high-tech, government, etc.)

OTTAWA TOURISM • TOURISME

ACTIONS FOR SUCCESS

1. **Awareness of** and engagement with community projects
2. **Communication and advocacy** around the value of your destination's visitor economy to attract allies and build support
3. **Consultation** – how your DMO engages with external projects and how your DMO engages its audiences with DMO-driven initiatives
4. **Research** and analyse data to gauge community buy-in
5. **Invest** in destination development opportunities
6. **Stay on top of trends** in travel – what is the new frontier?

TOURISM IS A HIGH-VALUE INDUSTRY

AND A MAJOR ECONOMIC GENERATOR FOR THE CITY OF OTTAWA

In terms of direct tourism activity, Ottawa's visitor economy supports **30,640 jobs, $1 billion in earnings** (wages and salaries) and **$1.4 billion in gross domestic product** (GDP)

11 MILLION
Number of visitors Ottawa welcomes annually

$2.2 BILLION
Total visitor spending by overnight and same day visitors

43,570 JOBS
Direct, indirect, and induced employment related to Ottawa's visitor economy

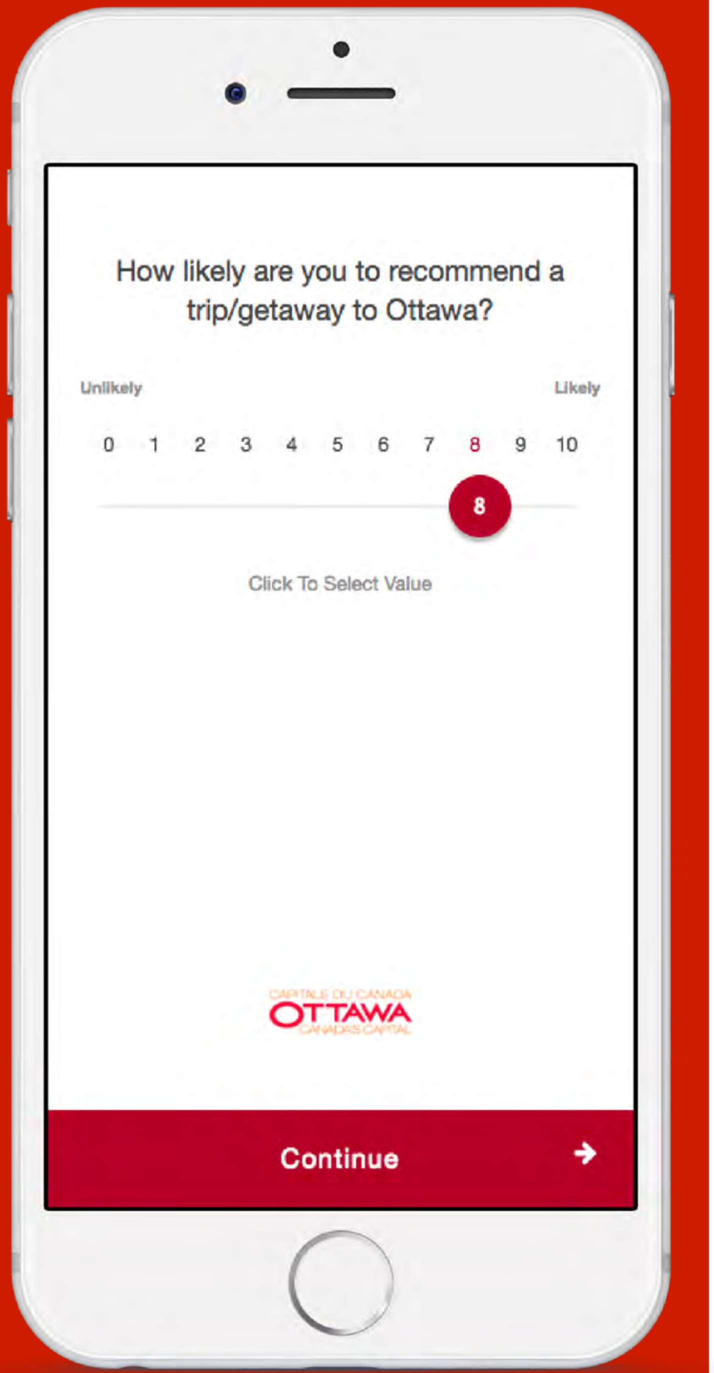
$755 MILLION
Estimated annual tax revenue from Ottawa's visitor economy

TAX

For every resident of Ottawa, the visitor economy supports over $750 of government services

$3.8 MILLION
Visitor economy's daily contribution to Ottawa's GDP

$3+ BILLION
Total direct economic output


How likely are you to recommend a trip/getaway to Ottawa?

Unlikely — Likely

0 1 2 3 4 5 6 7 8 9 10

8

Click To Select Value
CAPITALE DU CANADA
OTTAWA
CANADA'S CAPITAL
Continue →

IMPROVING OUR VISITOR EXPERIENCE

GAINING VALUABLE INSIGHT THROUGH OUR VISITOR SURVEY

- Over 140,000 responses collected in 2018
- Deployed over wifi at Ottawa-area attractions and visitor-oriented locations

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RURAL TOURISM STRATEGY

OTTAWA
TOURISM • TOURISME

FESTIVAL STRATEGY

OTTAWA
TOURISM • TOURISME

VISITOR SERVICING STUDY

FINANCIAL DISTRICT
Bay St &
Queen St West
Nathan Phillips Square 1 min
Toronto City Hall 2 min
QUEEN STREET WEST
Four Seasons Centre
for the Performing Arts 4 min
Osgoode Station 5 min
HISTORIC QUEEN EAST
2 min Eaton Centre
3 min Queen Station
bannock

OTTAWA
TOURISM • TOURISME

WAYFINDING PROJECT

BUILDING PARTNER SUPPORT
WAYFINDING PHASE 1

A UNIFIED PEDESTRIAN
WAYFINDING SYSTEM
FOR OTTAWA-GATINEAU

FEASIBILITY STUDY

A UNIFIED PEDESTRIAN
WAYFINDING SYSTEM
FOR OTTAWA-GATINEAU

WAYFINDING STRATEGY

BUILDING PUBLIC SUPPORT
WAYFINDING PHASE 1

Ottawa – Gatineau
Signalisation unifiée pour les piétons
Objectif
Un effort collaboratif
Pratiques exemplaires
Plan d'emplacements
Gatineau
Ottawa
Durée de la marche
Retombées économiques
Pour chaque
1$
la ville peut s'attendre à des retombées de
0,90$ - 2,40$
liées au transport

Ottawa – Gatineau
Unified Pedestrian Wayfinding
OTTAWA
OUTAOUAIS
MCINTYRE SOLUTIONS
entro
Objective
of destination-wide wayfinding
A Collaborative Effort
to improve pedestrian wayfinding in the National Capital Region, including the following organizations:
International Best Practices
and active examples of wayfinding globally
Anatomy of a Wayfinding System
Location Plan
Gatineau
Centre-ville
Byward Market/
Marché By
Lowertown/
Basse-Ville
Lebreton Development/
Lotissement Lebreton
PRODUCT FAMILY
TYPE A - Main Totem
Walking Times
5
Economic Impact
For every
$1
the city can expect betwe
$0.90 – $2.40
of transportation benefits

INVESTING IN OUR CITY

OFFERING FINANCIAL SUPPORT THROUGH OUR DESTINATION DEVELOPMENT FUND

Helping to deliver unique visitor experiences that drive visitation

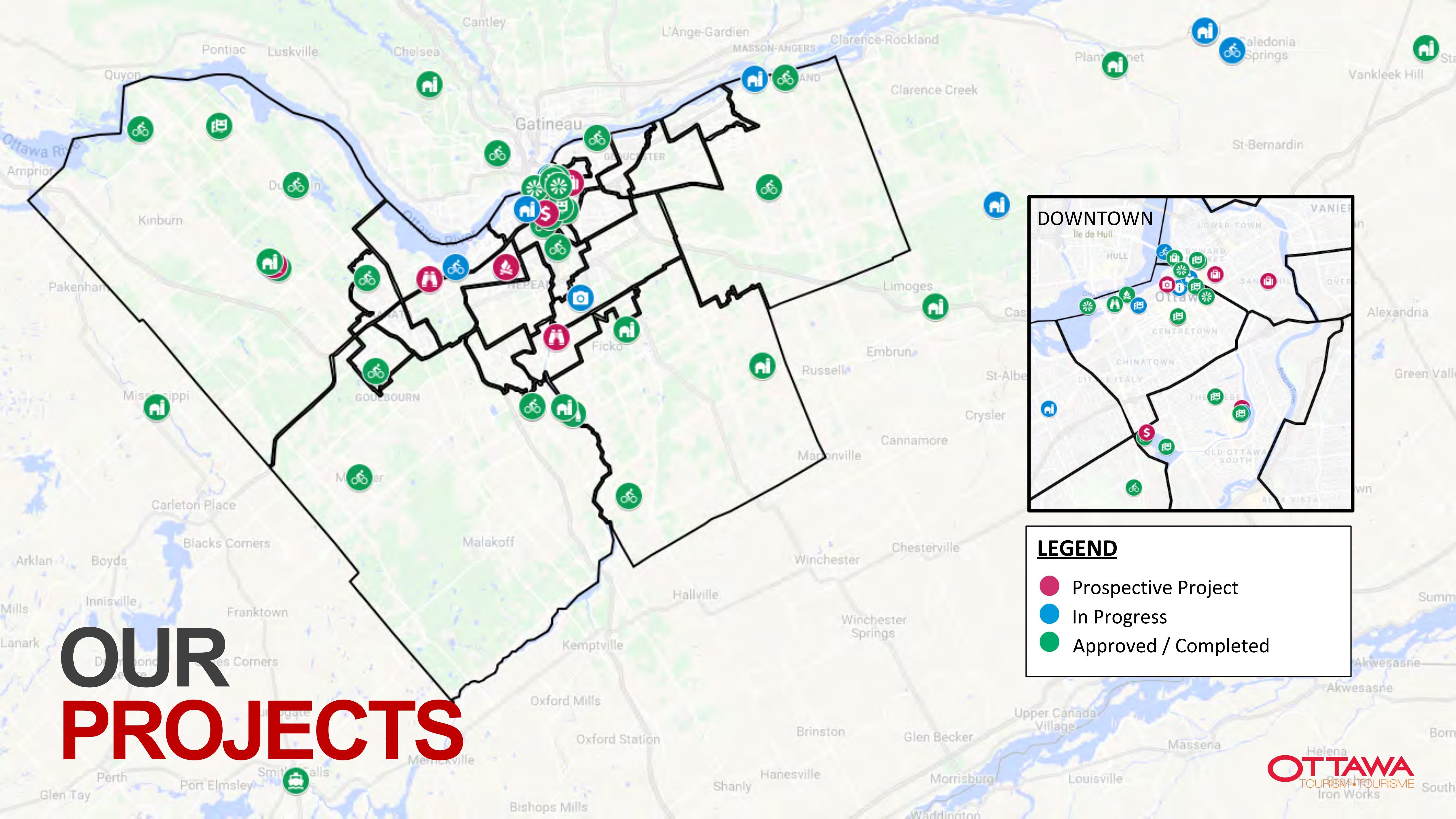
OTTAWA
TOURISM • TOURISME
OTTAWA
welcomes the world
accueille le monde
OTTAWA
TOURISM • TOURISME

DESTINATION DEVELOPMENT FUND
FUNDING STREAMS

- TOURISM INNOVATION FUND
- TOURISM PROJECT FEASIBILITY STUDIES
- ATTRACTIONS, FACILITIES AND TOURISM INFRASTRUCTURE PROJECTS
- FESTIVALS AND EVENTS
- EXPANSION OF THE REGIONAL / NICHE TOURISM OFFER

www.OttawaTourism.ca/destinationdevelopment

OUR PROJECTS



Cantley
L'Ange-Gardien
Pontiac
Luskville
Chelsea
Masson-Angers
Clarence-Rockland
Caledonia Springs
Quyon
Gatineau
Clarence Creek
Vankleek Hill
Ottawa River
Arnprior
Gloucester
St-Bernardin
Dunrobin
Kinburn
Ottawa River
Pakenham
Nepean
Limoges
Kanata
Casselman
Embrun
Fickot
Russell
St-Albert
Mississippi
Goulbourn
Crysler
Marionville
Cannamore
Munster
Carleton Place
Blacks Corners
Malakoff
Chesterville
Winchester
Arklan
Boyds
Innisville
Mills
Franktown
Hallville
Winchester Springs
Lanark
Kemptville
Oxford Mills
Upper Canada Village
Oxford Station
Brinston
Glen Becker
Massena
Helena
Perth
Port Elmsley
Smiths Falls
Merrickville
Hanesville
Shanly
Morrisburg
Louisville
Glen Tay
Bishops Mills
Waddington
Iron Works
Alexandria
Green Valley
Akwesasne
DOWNTOWN
Île de Hull
Hull
Lower Town
Vanier
Byward Market
Sandy Hill
Overbrook
Ottawa
Centretown
Chinatown
Little Italy
The Glebe
Old Ottawa South
Alta Vista

LEGEND

● Prospective Project

● In Progress

● Approved / Completed

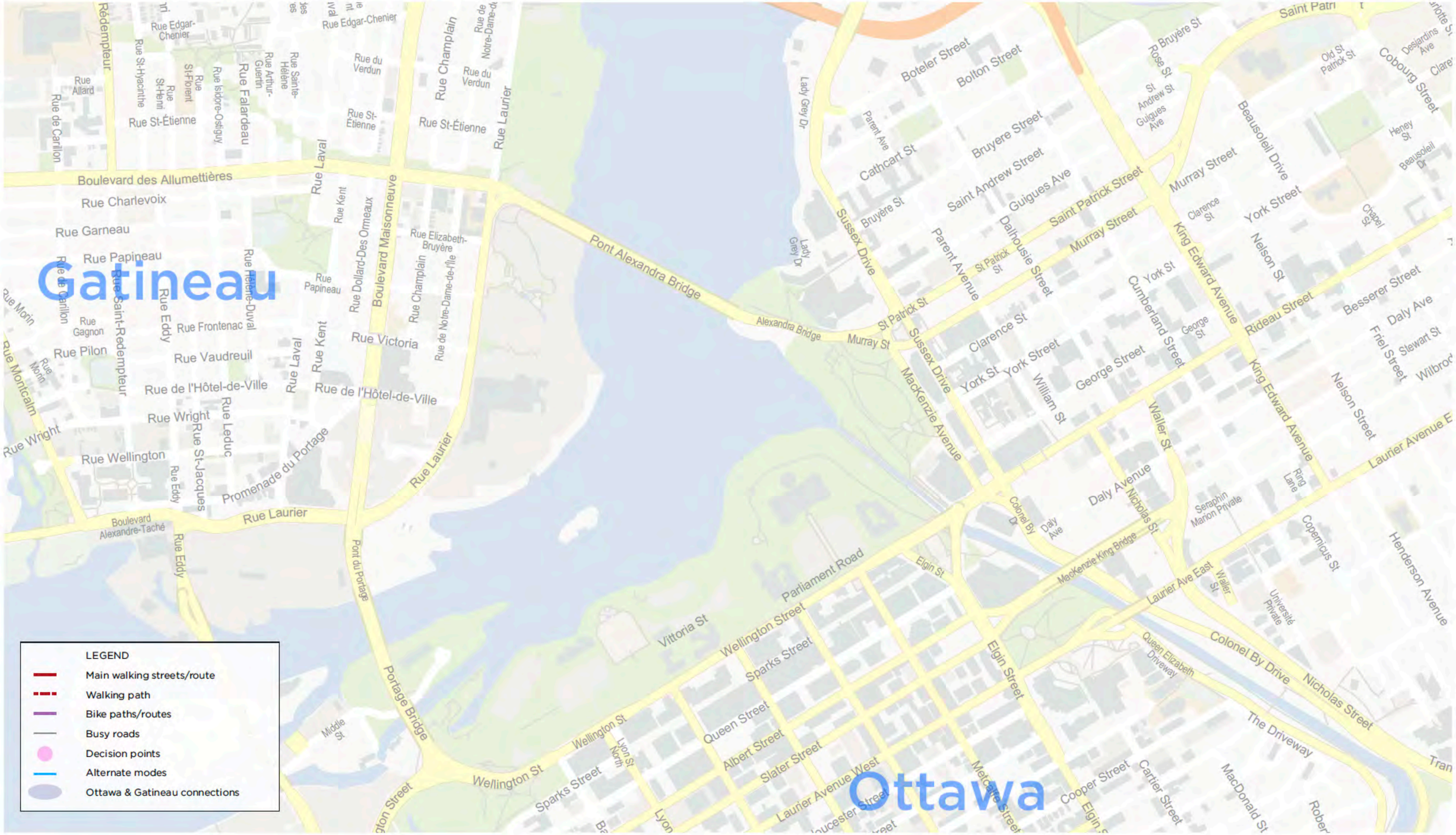
OTTAWA
TOURISM • TOURISME

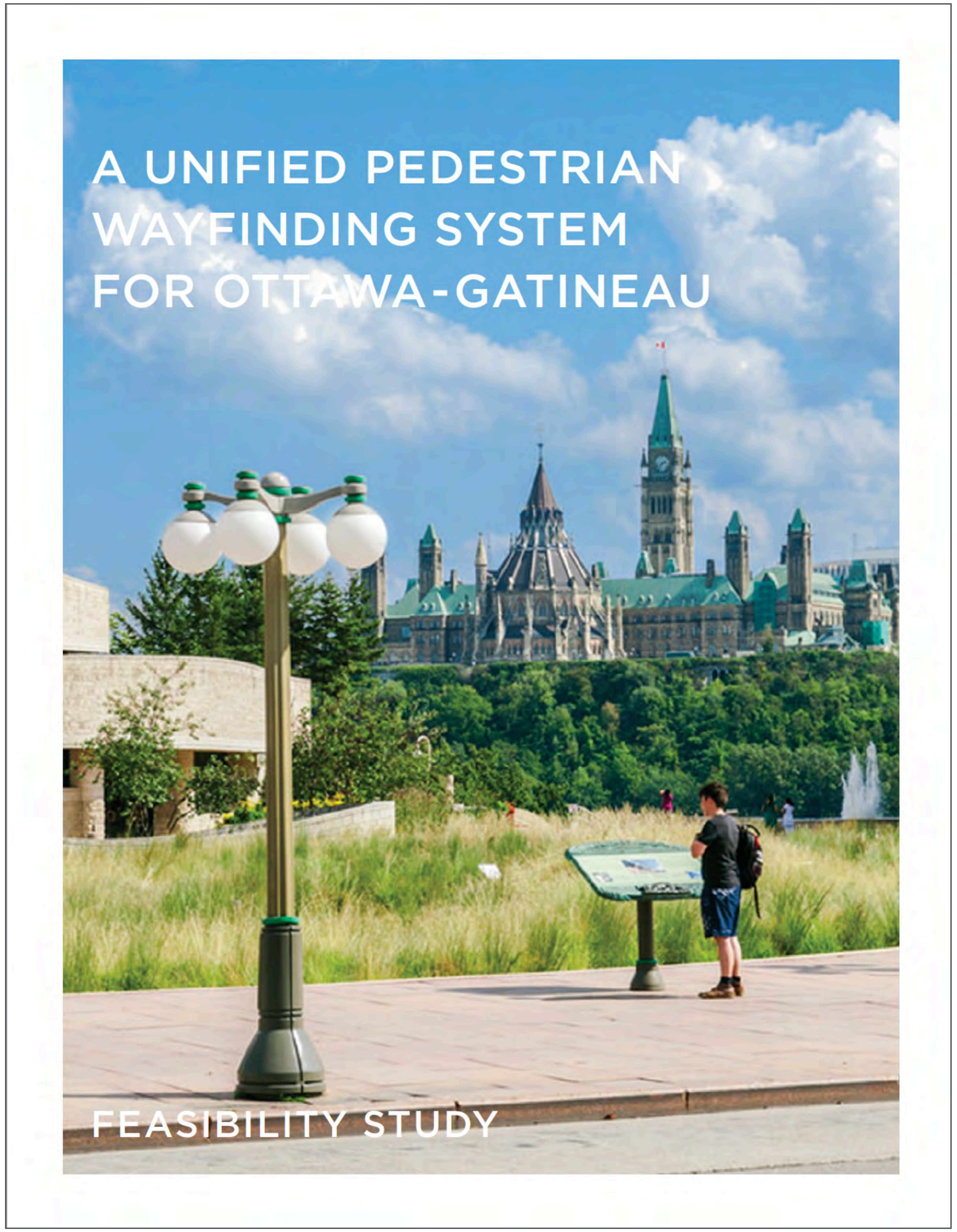
THANK YOU.

Ottawa Tourism

Ottawa & Gatineau / Ontario & Quebec

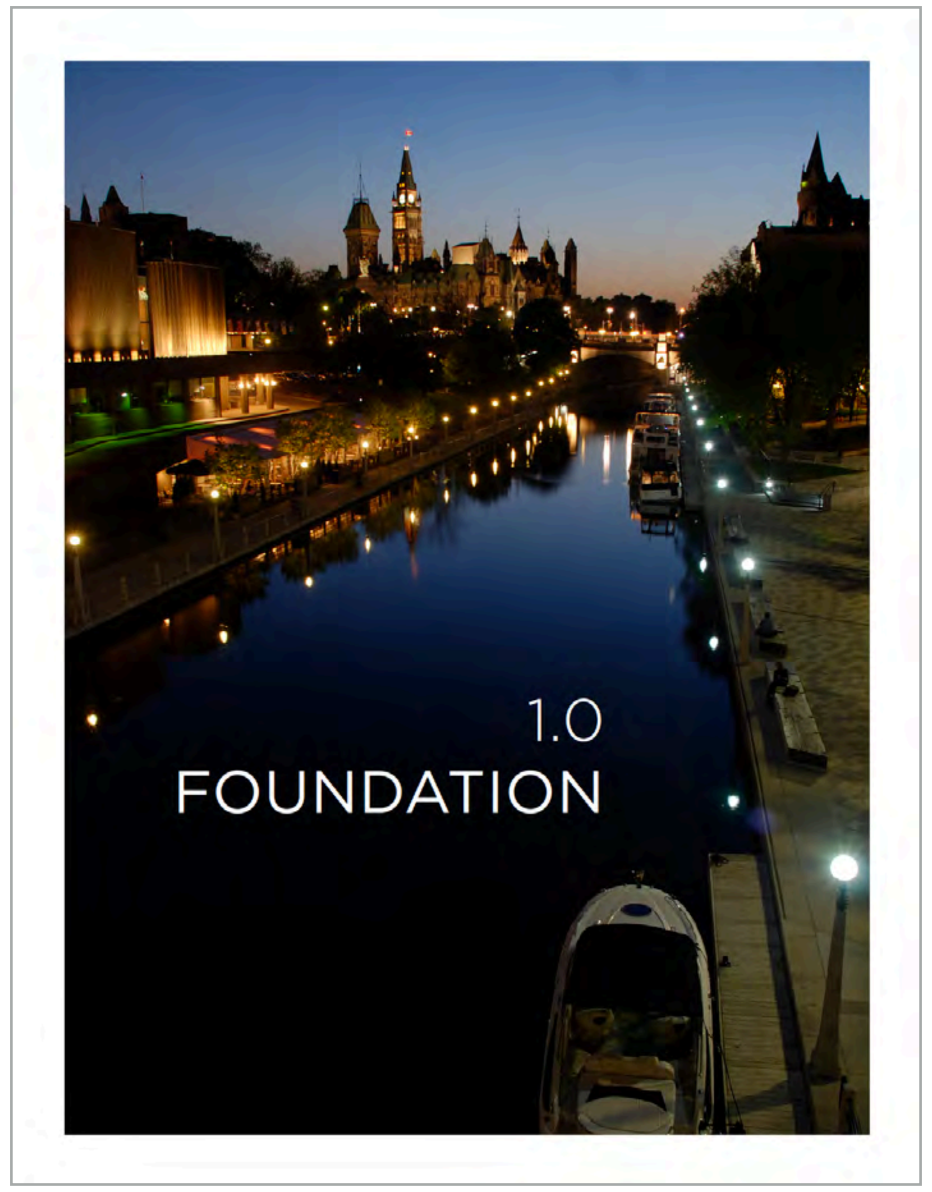
Making a Walkable City….


Gatineau
Ottawa
LEGEND
Main walking streets/route
Walking path
Bike paths/routes
Busy roads
Decision points
Alternate modes
Ottawa & Gatineau connections
Boulevard des Allumettières
Pont Alexandra Bridge
Alexandra Bridge
Portage Bridge
Pont du Portage
Rue Laurier
Rue Wellington
Rue Wright
Rue de l'Hôtel-de-Ville
Rue Victoria
Boulevard Maisonneuve
Promenade du Portage
Boulevard Alexandre-Taché
Rue Papineau
Rue Garneau
Rue Charlevoix
Rue Frontenac
Rue Vaudreuil
Rue Pilon
Rue Montcalm
Rue Eddy
Rue Laval
Rue Kent
Rue Champlain
Rue St-Étienne
Rue Falardeau
Rue St-Jacques
Rue Leduc
Sussex Drive
MacKenzie Avenue
Murray St
St Patrick St
Saint Patrick Street
Murray Street
Dalhousie Street
Cumberland Street
King Edward Avenue
Rideau Street
Besserer Street
Daly Ave
Daly Avenue
Nelson Street
Laurier Avenue East
Laurier Ave East
Waller St
Nicholas St
Colonel By Drive
Nicholas Street
The Driveway
Queen Elizabeth Driveway
MacKenzie King Bridge
Elgin Street
Elgin St
Metcalfe Street
Wellington Street
Wellington St
Sparks Street
Queen Street
Albert Street
Slater Street
Laurier Avenue West
Cooper Street
Cartier Street
MacDonald St
Parliament Road
Vittoria St
Lyon St North
Middle St
York Street
George Street
Clarence St
William St
Parent Avenue
Guigues Ave
Saint Andrew Street
Bruyere Street
Cathcart St
Bolton Street
Boteler Street
Lady Grey Dr
Beausoleil Drive
Cobourg Street
Henderson Avenue
Copernicus St
Friel Street
Stewart St
Wilbrod



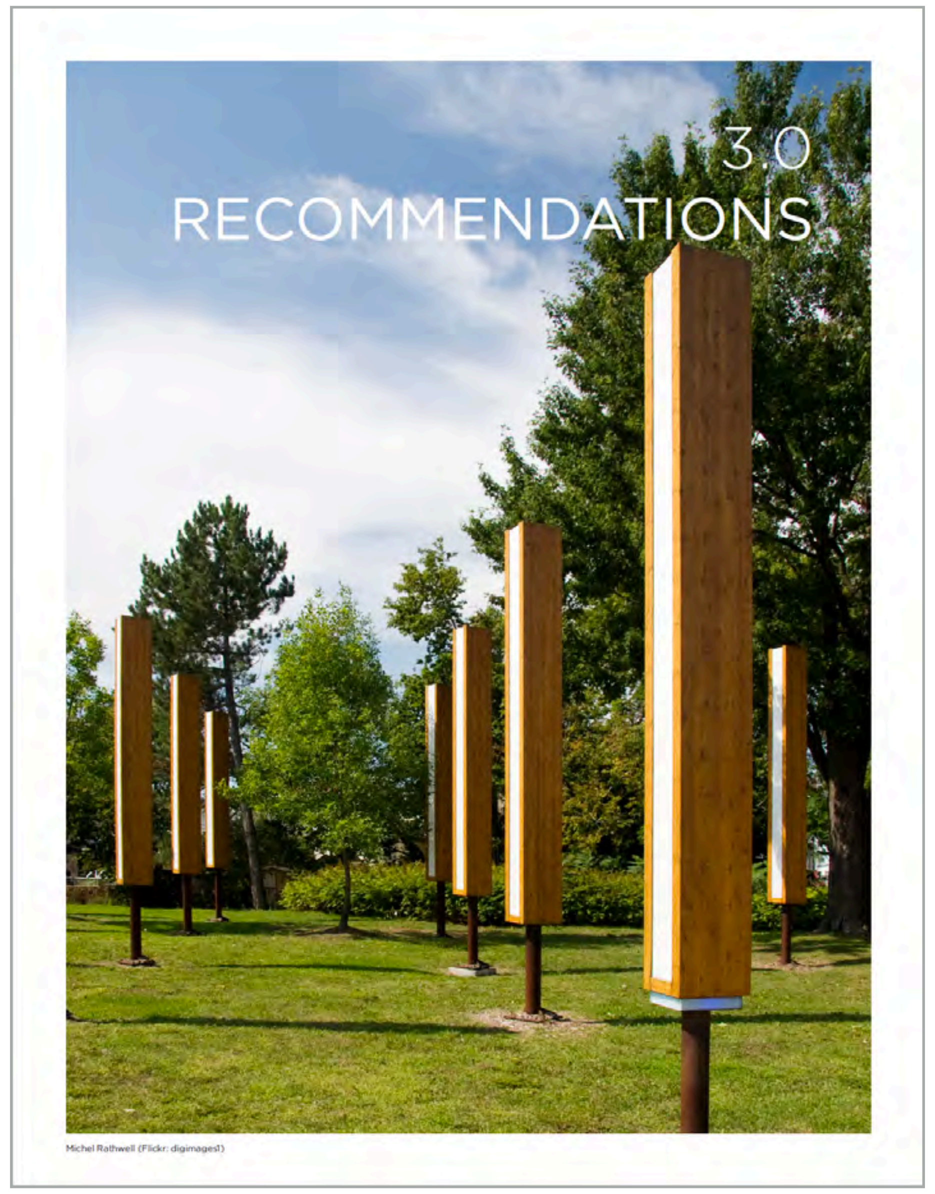
A UNIFIED PEDESTRIAN WAYFINDING SYSTEM FOR OTTAWA-GATINEAU

FEASIBILITY STUDY



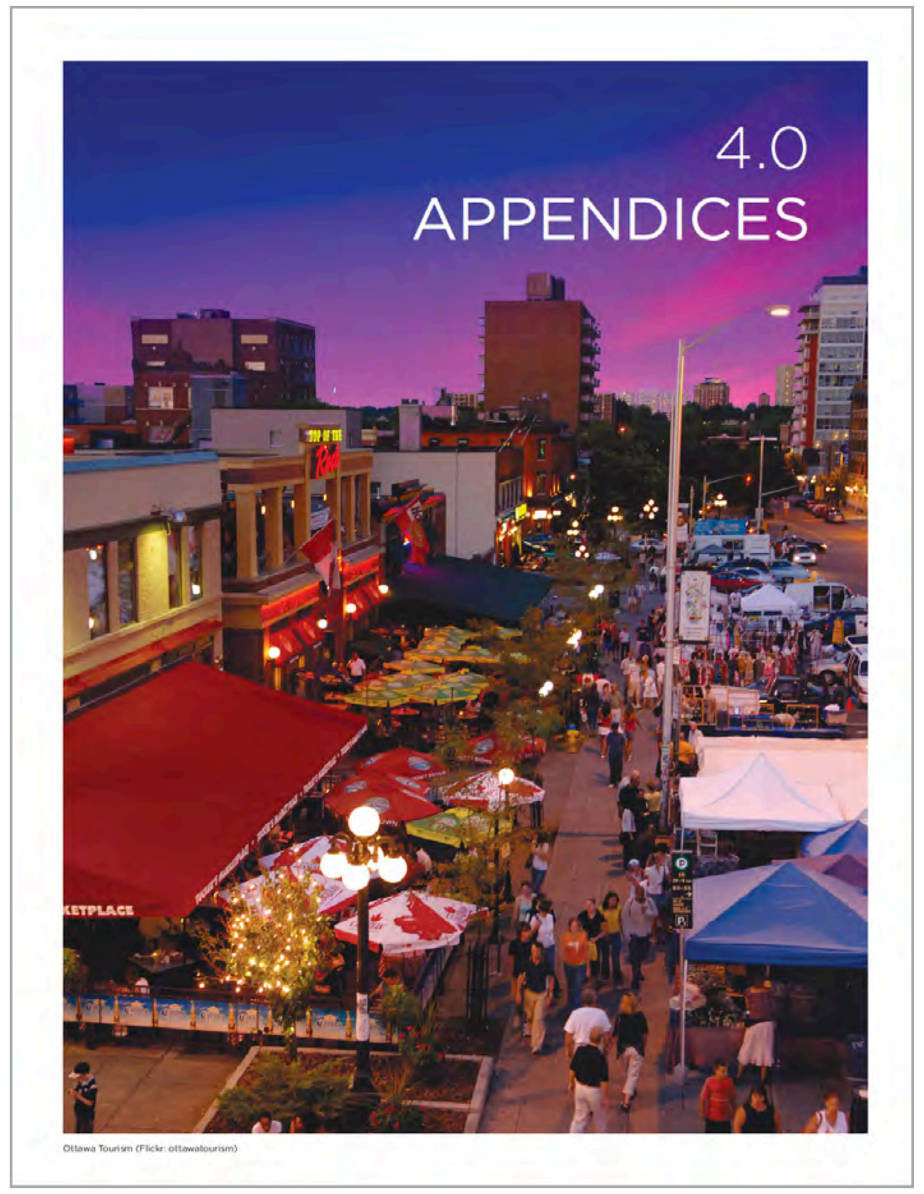
1.0
FOUNDATION

2.0
ANALYSIS



3.0
RECOMMENDATIONS

Michel Rathwell (Flickr: digimagesl)



4.0
APPENDICES

Ottawa Tourism (Flickr: ottawatourism)

Stakeholder Engagement

Stakeholder Engagement

Inform and Engage

The workshops were a balance of sharing best practices with stakeholders, and engaging them directly with activities designed to help elicit conversation and information.

2.1 STAKEHOLDER CONSULTATION

Part of the feasibility study involved stakeholder engagement as a method of engaging the broader interests who may be impacted by an Ottawa-Gatineau wayfinding system.

Stakeholders were engaged through interviews, questionnaires, shared resources, workshops, and activities. They were selected as a representative cross-section of interests and organizations across the National Capital Region.

2.2 PEDESTRIAN STREET INTERVIEWS

Used as a tool to better understand the users of a potential pedestrian wayfinding signage system, pedestrians were interviewed as part of the research process. These interviews, 64 in total, were conducted on March 7–8, 2017.

As part of the research process, pedestrians were informally engaged with a pre-set bilingual questionnaire on locations around the National Capital Region. The surveys were conducted March 7–8, 2017, and available in both French and English. To address the two-day time limitation for pedestrian surveys, a separate online questionnaire was designed (see Section 2.4).

One limitation of the street interviews was that the weather did not cooperate, with freezing rain throughout the March 7 survey time. While stakeholders were able to provide alternate indoor survey locations within their organizations, this limited many of the survey locations to Ottawa-only which impacted collecting from a broader geographic base.

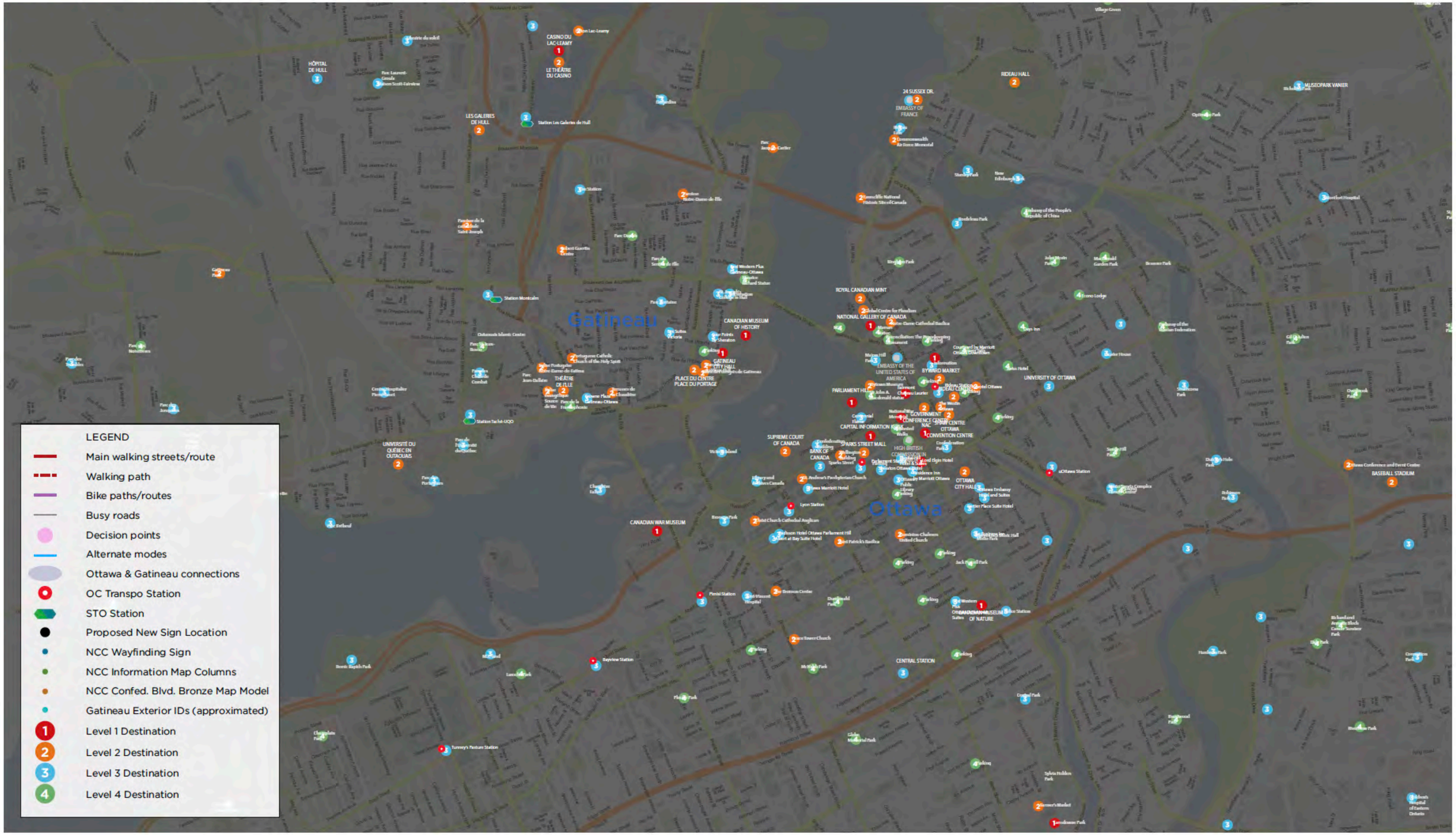
The survey results are entirely anonymous, though basic demographic questions were asked, including both written and spoken languages, and general residence of the interviewee (local, or visitor).

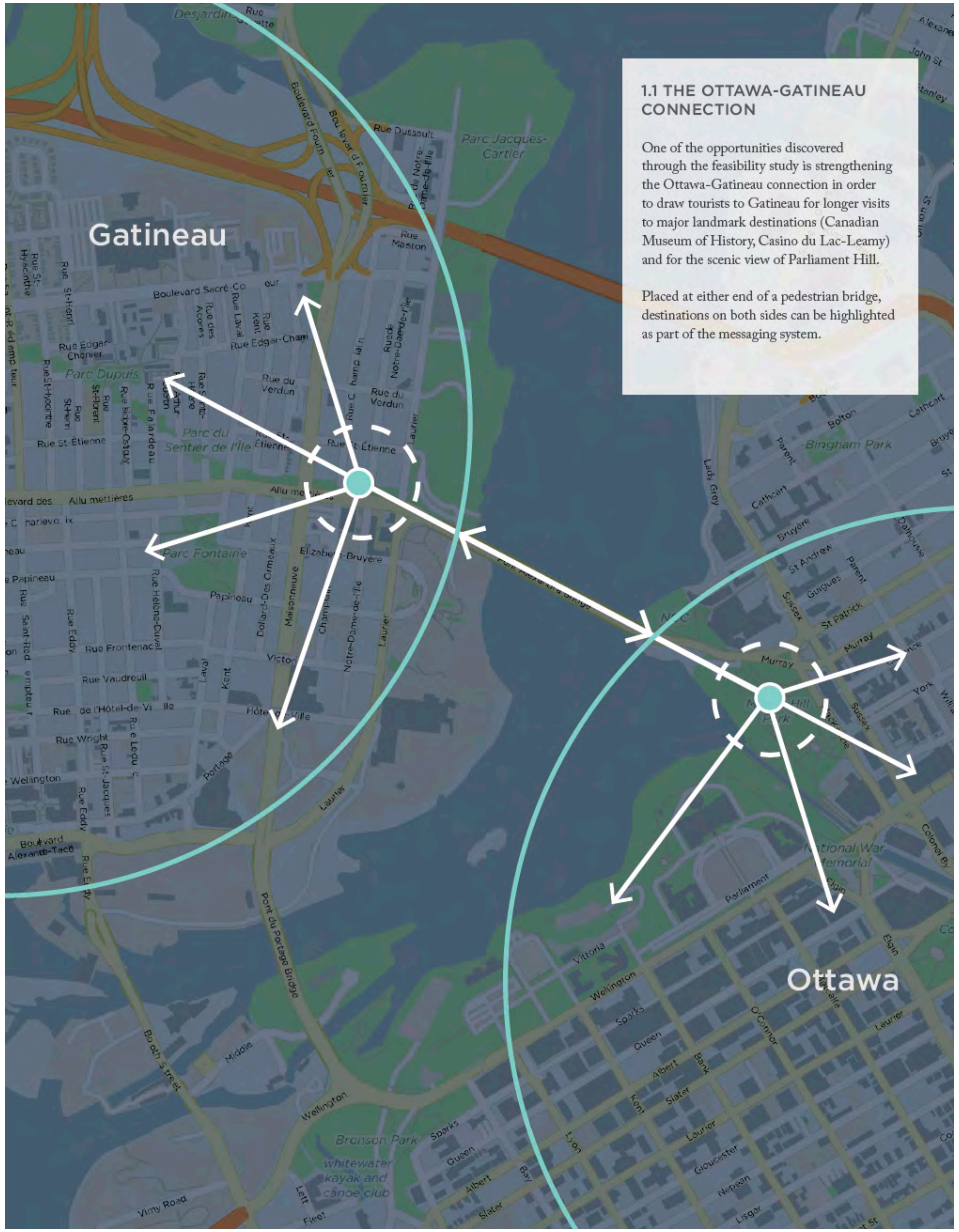
As an interview style, part of the dialogue was to engage the pedestrian and understand more about how they understand the neighbourhoods and districts within Ottawa-Gatineau, as well as understanding their comfort level for using a map. All pedestrians were engaged in order to understand how they oriented themselves through conversation. Those who were tourists were asked what wayfinding tools they had been using to find their way around while visiting.

Public Engagement

NOUS SOMMES OUVERTS! WE'RE OPEN!
LOUIS RIEL
OTTAWA'S NEWS WEATHER TRAFFIC PEOPLE PLACES & STORIES
HEAR IT ON 91.5
Ottawa – Gatineau
Unified Pedestrian Wayfinding
Ottawa – Gatineau
Signalisation unifiée pour les piétons

Destination Plan - With Names

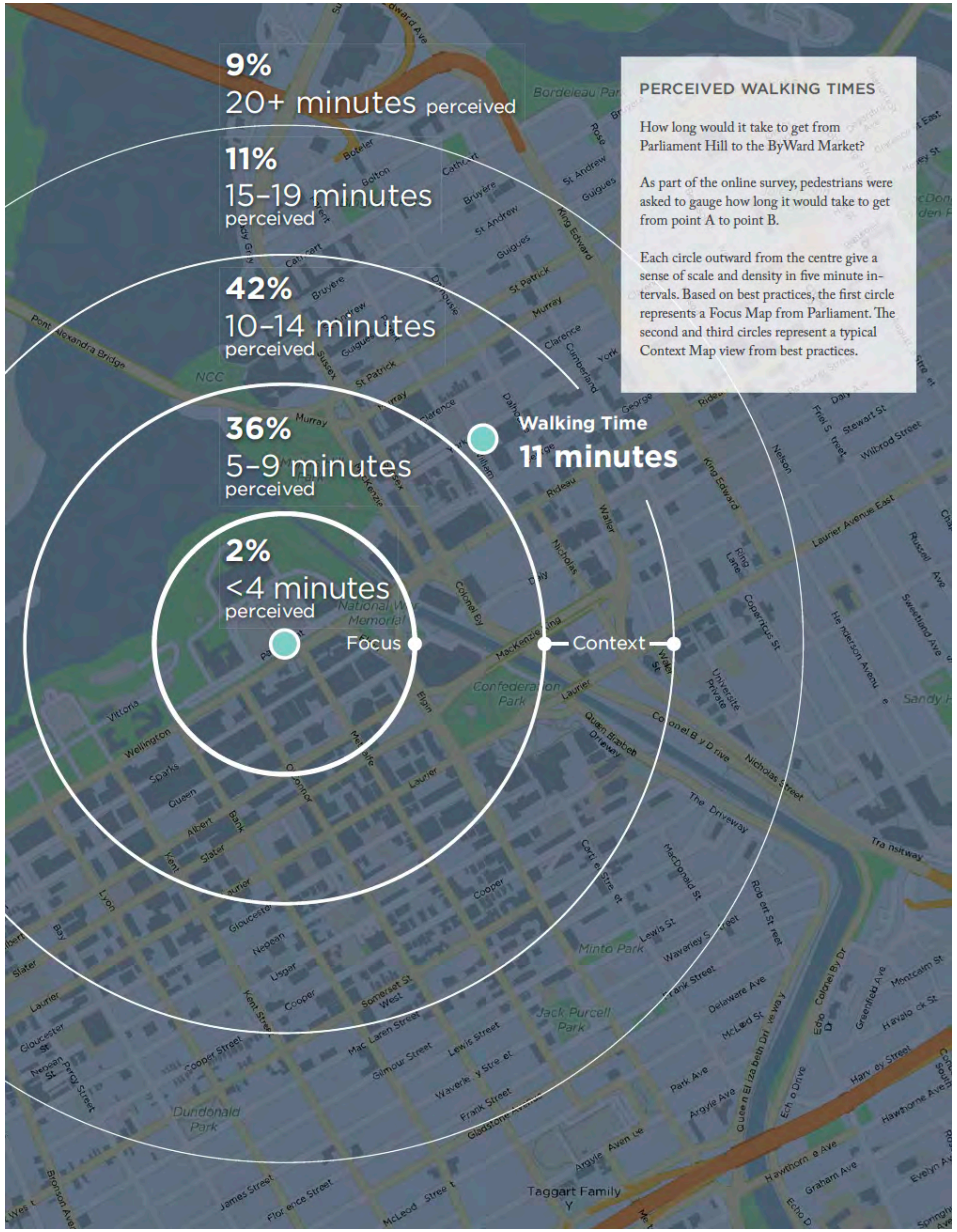

LEGEND
Main walking streets/route
Walking path
Bike paths/routes
Busy roads
Decision points
Alternate modes
Ottawa & Gatineau connections
OC Transpo Station
STO Station
Proposed New Sign Location
NCC Wayfinding Sign
NCC Information Map Columns
NCC Confed. Blvd. Bronze Map Model
Gatineau Exterior IDs (approximated)
1 Level 1 Destination
2 Level 2 Destination
3 Level 3 Destination
4 Level 4 Destination
Gatineau
Ottawa
CANADIAN MUSEUM OF HISTORY
NATIONAL GALLERY OF CANADA
ROYAL CANADIAN MINT
PARLIAMENT HILL
SUPREME COURT OF CANADA
CANADIAN WAR MUSEUM
UNIVERSITY OF OTTAWA
RIDEAU HALL
24 SUSSEX DR.
CASINO DU LAC-LEAMY
UNIVERSITÉ DU QUÉBEC EN OUTAOUAIS
CENTRAL STATION
BASEBALL STADIUM


Gatineau
Ottawa

1.1 THE OTTAWA-GATINEAU CONNECTION

One of the opportunities discovered through the feasibility study is strengthening the Ottawa-Gatineau connection in order to draw tourists to Gatineau for longer visits to major landmark destinations (Canadian Museum of History, Casino du Lac-Leamy) and for the scenic view of Parliament Hill.

Placed at either end of a pedestrian bridge, destinations on both sides can be highlighted as part of the messaging system.


9%
20+ minutes perceived
11%
15–19 minutes perceived
42%
10–14 minutes perceived
36%
5–9 minutes perceived
2%
<4 minutes perceived
Walking Time
11 minutes
Focus
Context

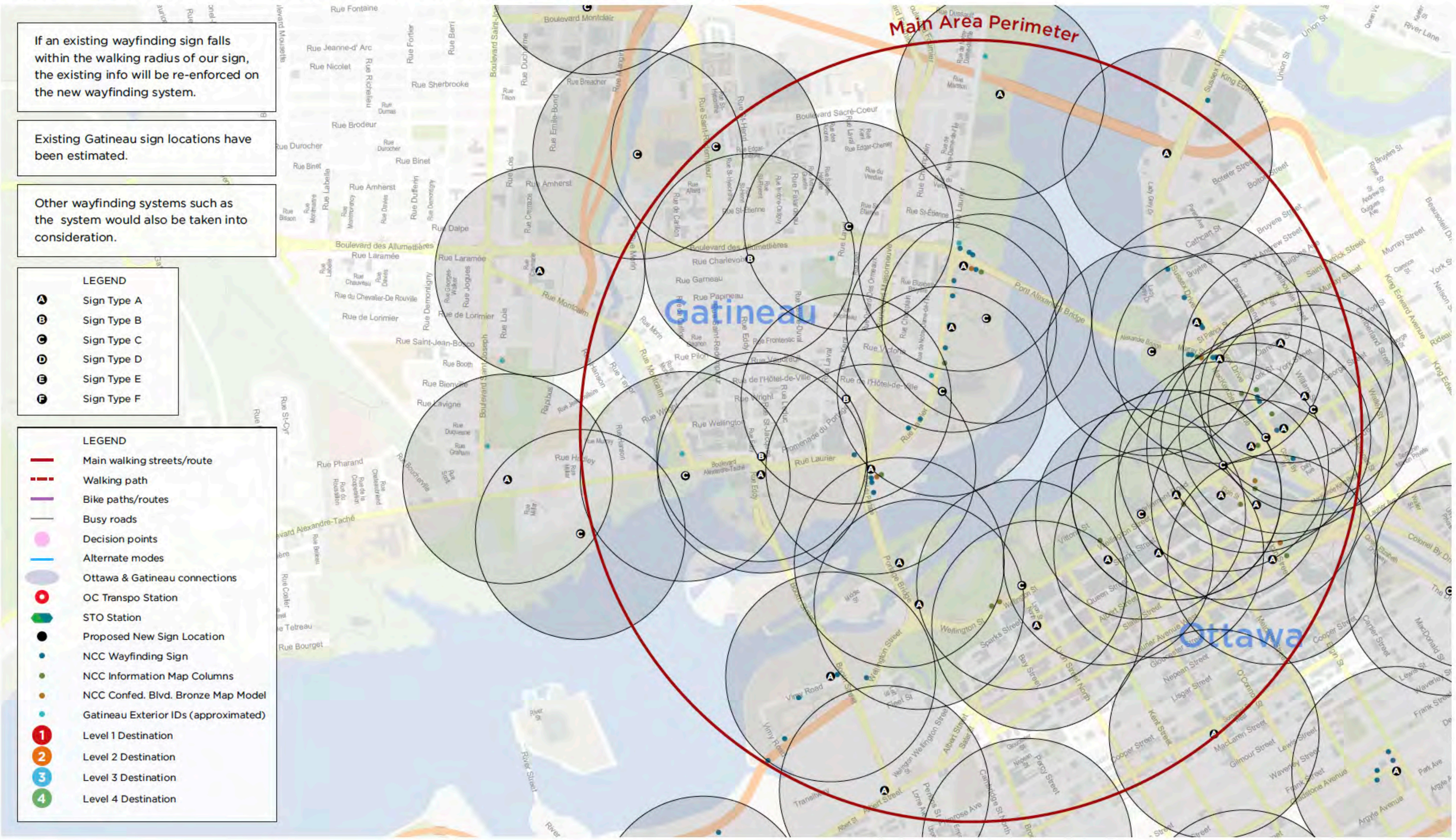
PERCEIVED WALKING TIMES

How long would it take to get from Parliament Hill to the ByWard Market?

As part of the online survey, pedestrians were asked to gauge how long it would take to get from point A to point B.

Each circle outward from the centre give a sense of scale and density in five minute intervals. Based on best practices, the first circle represents a Focus Map from Parliament. The second and third circles represent a typical Context Map view from best practices.

Walking Times - Actual



If an existing wayfinding sign falls within the walking radius of our sign, the existing info will be re-enforced on the new wayfinding system.

Existing Gatineau sign locations have been estimated.

Other wayfinding systems such as the system would also be taken into consideration.

LEGEND

- Ⓐ Sign Type A
- Ⓑ Sign Type B
- Ⓒ Sign Type C
- Ⓓ Sign Type D
- Ⓔ Sign Type E
- Ⓕ Sign Type F

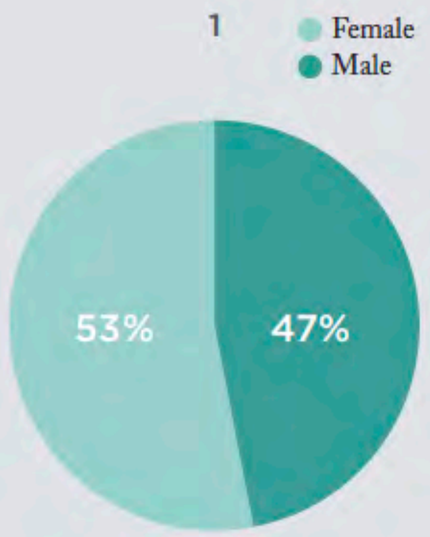
LEGEND

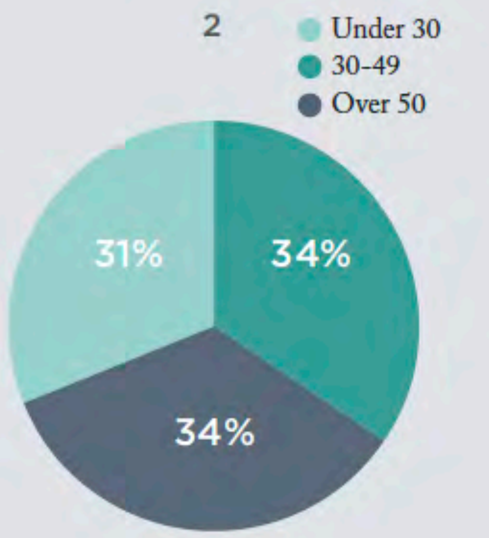
- Main walking streets/route
- Walking path
- Bike paths/routes
- Busy roads
- Decision points
- Alternate modes
- Ottawa & Gatineau connections
- OC Transpo Station
- STO Station
- ● Proposed New Sign Location
- ● NCC Wayfinding Sign
- ● NCC Information Map Columns
- ● NCC Confed. Blvd. Bronze Map Model
- ● Gatineau Exterior IDs (approximated)
- ① Level 1 Destination
- ② Level 2 Destination
- ③ Level 3 Destination
- ④ Level 4 Destination

1. Gender

2. Age Group

Both age and gender demographics were evenly split between all categories.



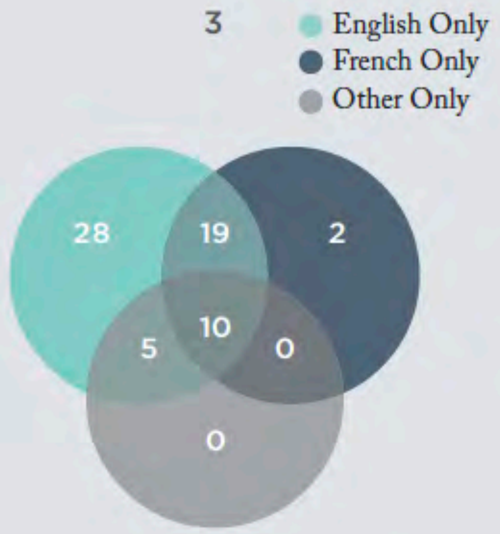


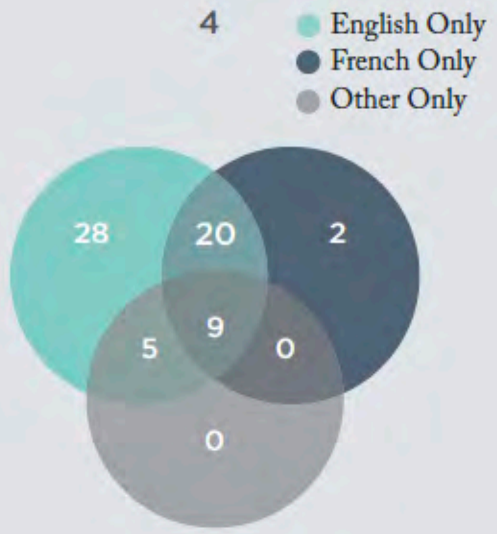
3. Languages Spoken

4. Languages Read

While the results reflect the Ottawa-density in survey locations, the results reinforce the necessity of bilingual messaging.

No pedestrians were encountered who did not speak English or French.

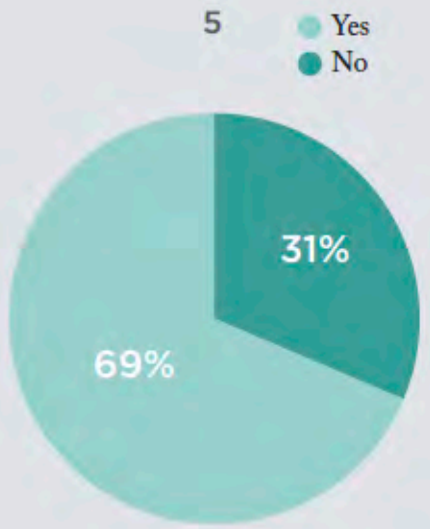


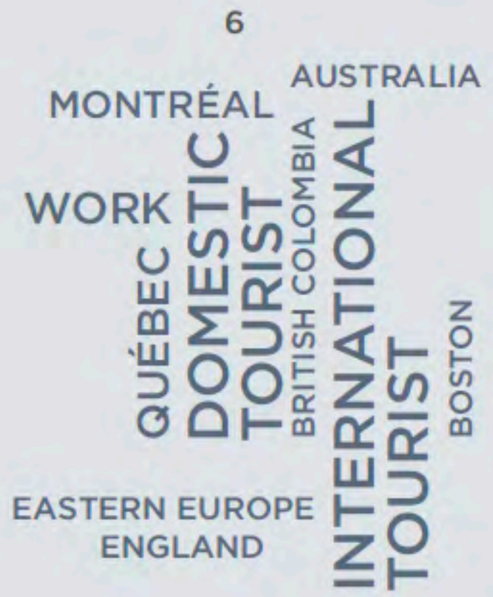


5. Do you live in Ottawa-Gatineau?

6. (If no) What brings you to Ottawa-Gatineau? Where are you from?

Given that the intercept survey was conducted in March during no major winter festivals, the majority of interviewees were local and not tourists.




6
AUSTRALIA
MONTRÉAL
WORK
QUÉBEC
DOMESTIC TOURIST
BRITISH COLOMBIA
INTERNATIONAL TOURIST
BOSTON
EASTERN EUROPE
ENGLAND

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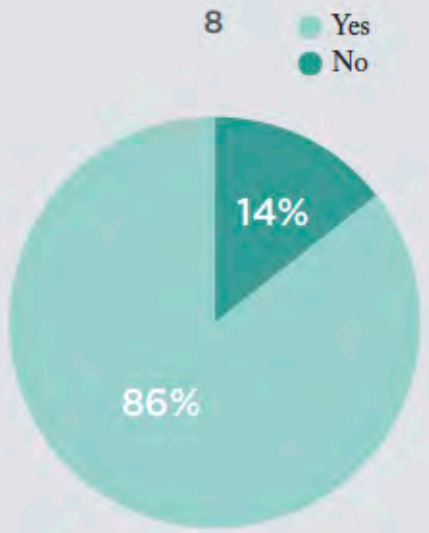
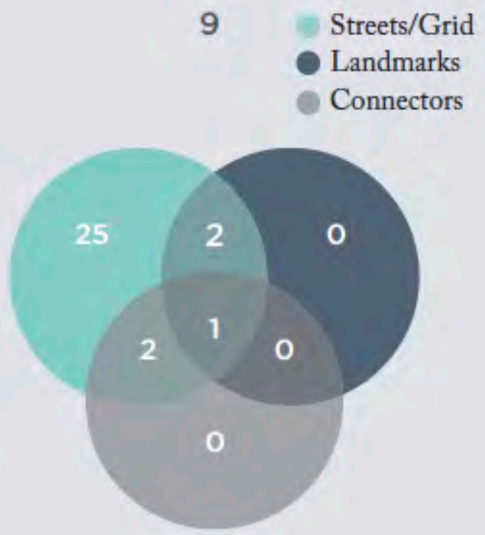
8. Do you have a specific destination?

9. Could you describe how you would get there from here?

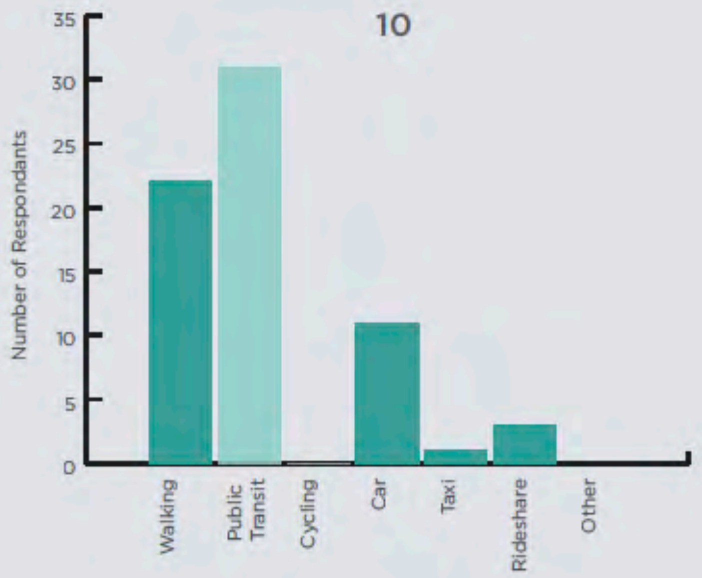
Most pedestrians were goal-oriented, with a destination they were heading to. In explaining to the interviewers how they were intending to get to their destination, the majority verbally identified through paths as their mental map.





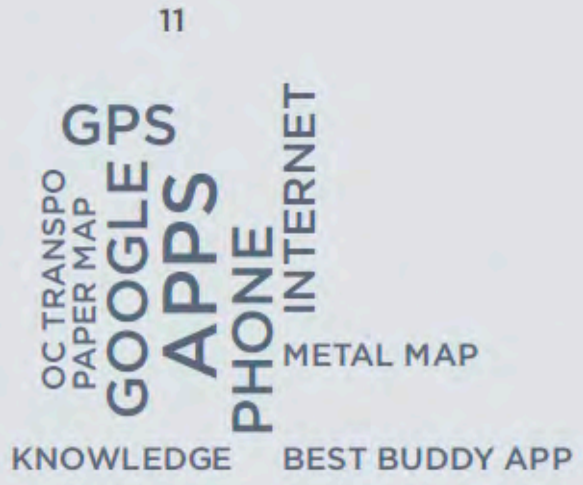
10. How did you get here today?

As this was a street-based interview, the majority of persons identified walking or public transit as their primiary method of getting around. This result is different than the online public survey where the car was identified as the primary method of transportation, followed by public transit and walking.



11. Can you show me the maps/tools you used to get here today?

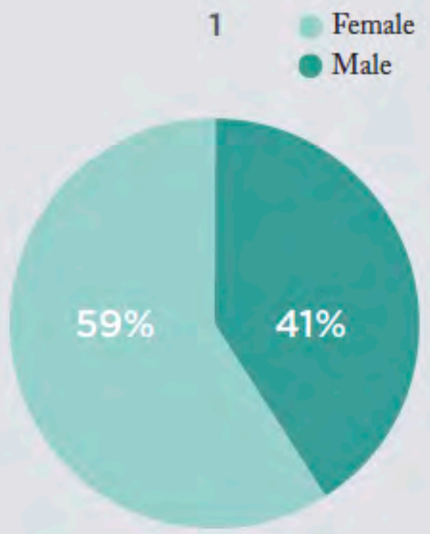
Digital and smartphone maps were the primary method of wayfinding, for both tourists and residents. Non-location centric apps, such as Google Maps, are popular, as they work across a wide range of destinations, and aren't locked to a single geographic area. Local knowledge maps, such as OC Transpo, paper, and "metal map" (i.e. bronze) were identified as well, showing benefit to having insitu maps such as part of wayfinding.

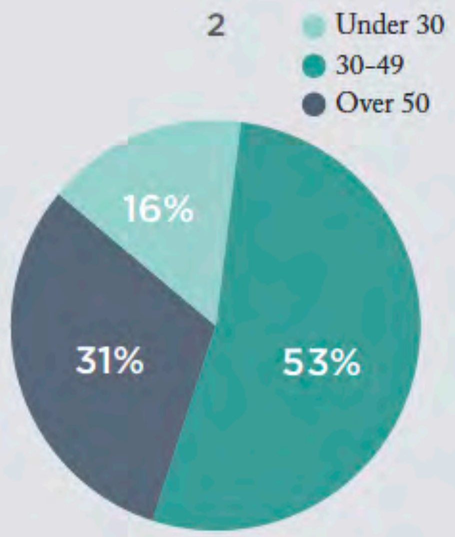

11
GPS
OC TRANSPO
PAPER MAP
GOOGLE
APPS
PHONE
INTERNET
METAL MAP
KNOWLEDGE
BEST BUDDY APP

1. Gender

2. Age Group

Differing from the Pedestrian Interviews, the demographics for the online survey skewed female, with a majority of participants between ages 30–49.

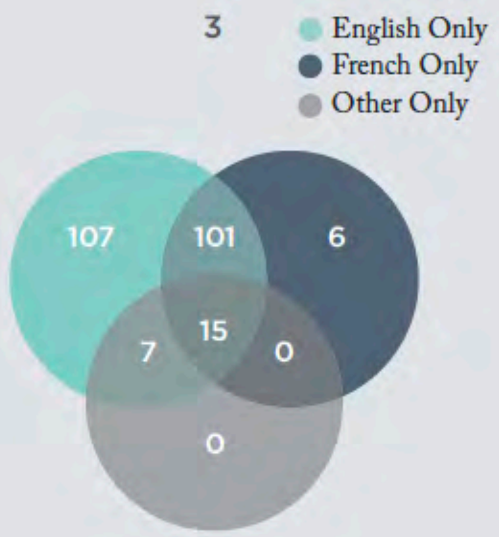


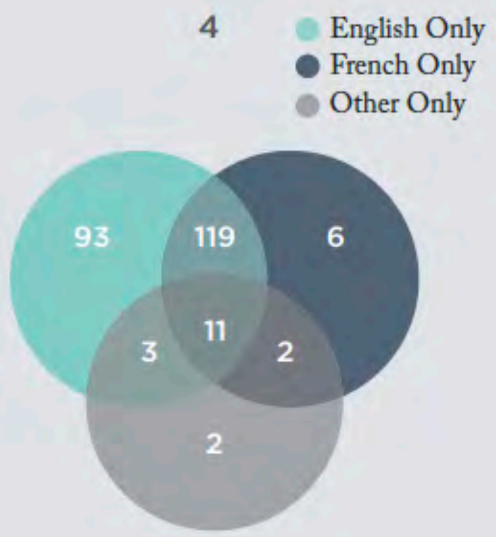


3. Languages Spoken

4. Languages Read

Similar to the Pedestrian Interviews, the results reflect the distribution channels (i.e. stakeholder promotions). However, as with the Pedestrian Interviews, the results reinforce the necessity of bilingual messaging.

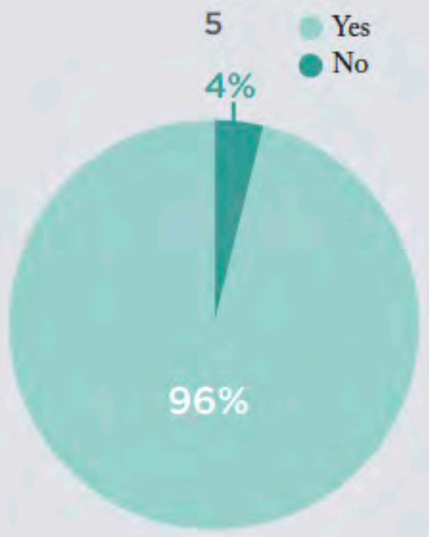


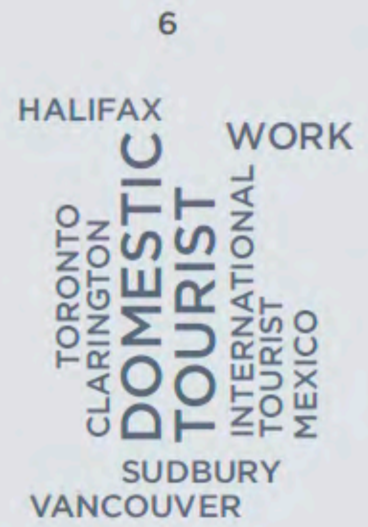


5. Do you live in Ottawa-Gatineau?

6. (If no) What brings you to Ottawa-Gatineau? Where are you from?

Given the promotional channels, the online survey garnered a high local response rate. As such, the results display a better understanding of local views and needs for a pedestrian wayfinding system, and current transportation.





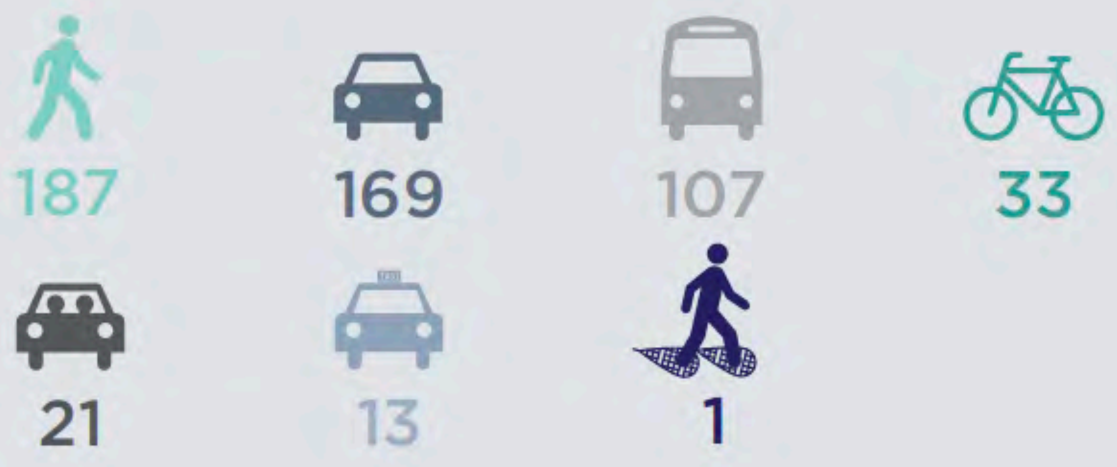
7. In the past 24 hours, what modes of transportation did you use to get around Ottawa-Gatineau?

8. Which was your primary method to get around Ottawa-Gatineau?

Similar to the results of the Pedestrian Interview, walking, car, and public transit represent a large proportion of how people travel through Ottawa-Gatineau.

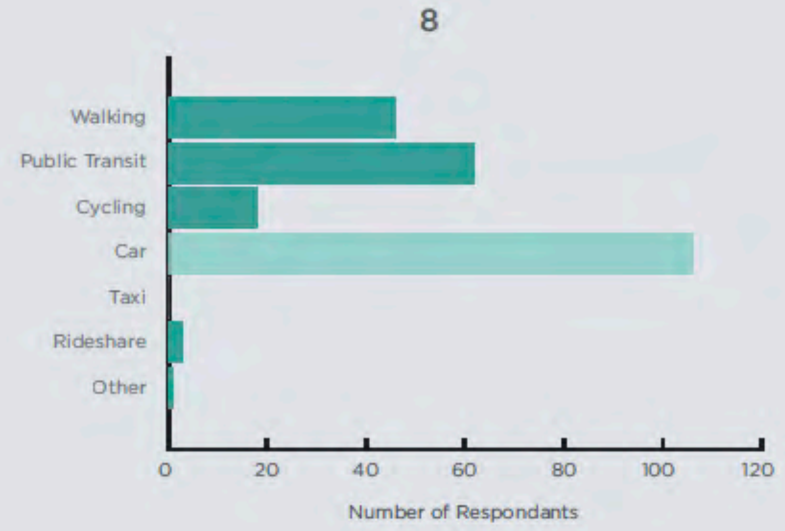
What is particularly interesting is how many modes of transportation residents use to navigate Ottawa-Gatineau, with half of respondents using two forms of transportation, and an additional third using three or more. While, as shown in Result 8, the primary method is by car, it indicates that other forms of transportation are used during the day while the car is parked. This may be especially beneficial in denser areas, where a user may park their car once, and then navigate through their day, only returning to their car when finished.

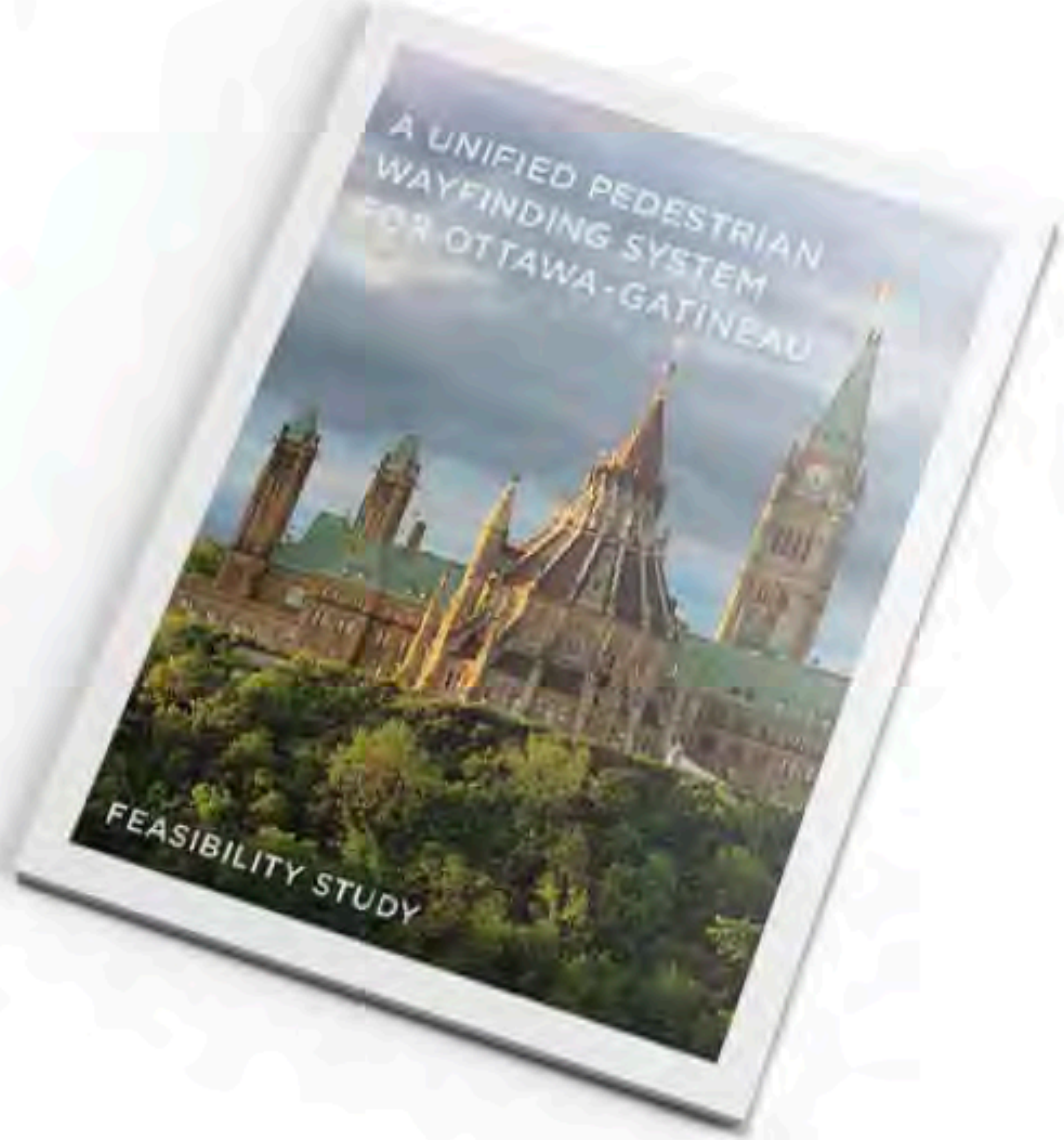
7A How many people per mode?



7B How many modes of transportation used?

1 MODE	2 MODES	3 MODES	4 MODES	5 MODES
20%	46%	25%	7%	2%



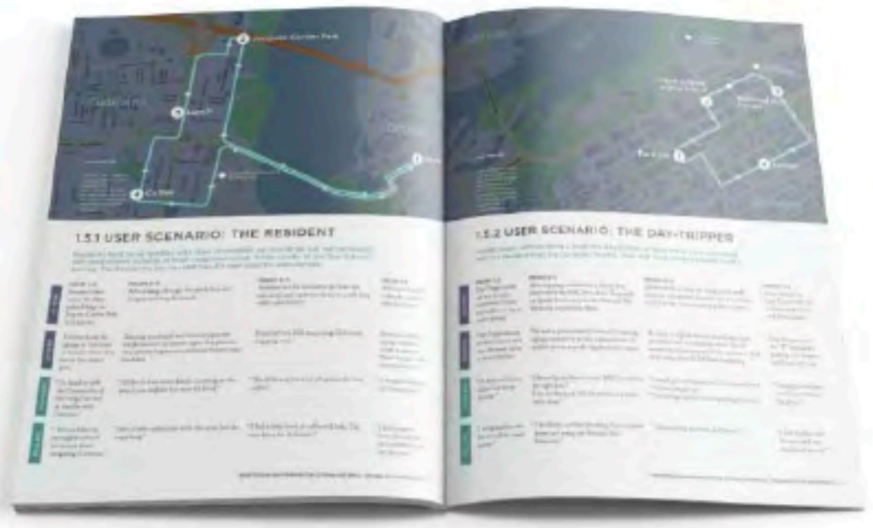


A UNIFIED PEDESTRIAN WAYFINDING SYSTEM FOR OTTAWA-GATINEAU

FEASIBILITY STUDY

2.0 ANALYSIS

Gatineau
Ottawa



1.5.1 USER SCENARIO: THE RESIDENT

1.5.2 USER SCENARIO: THE DAY-TRIPPER

Connect people to places.

Give places identity and meaning
Create design that is practical & beautiful
Make everyday experiences inspirational

Thank you