

Mississauga Transitway Signage and Wayfinding Design Presentation

Dec 3, 2024



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Executive Summary

Overview

Since the opening of the Mississauga Transitway in 2017, MiWay has received feedback from both transit operators and customers requesting improved wayfinding.

As the system expanded and ridership grew, the need for a more cohesive, accessible, and user-friendly signage and wayfinding system became increasingly evident.

This feedback revealed significant gaps in the wayfinding experience, particularly for customers navigating the complex network of services and connections.

In response to these challenges, the City of Mississauga retained Kramer Design Associates (KDA) to develop a new signage and wayfinding system aimed at enhancing the overall customer experience.

As part of this engagement, KDA was tasked with designing a comprehensive signage and wayfinding program for nine (9) City of Mississauga owned transitway stations.

Project Timeline

Phase 1: Assessment of Existing Conditions

- Site Tour and Site Photo Audit
- Observations and Documentation
- Stakeholder Session

Phase 2: Wayfinding Master Plan

- Session Report and Blue-Print Criteria
- Case Study Review – three (3) stations
- Location Plans – three (3) stations

Phase 3: Implementation Plans

- Location Plans and Sign Fixtures
- B Cost Estimate per Station
- RFP Package Preparation

Phase 4: Tender & Construction Admin

- Award Tender Package(s)
- Install Wayfinding Fixtures

Executive Summary

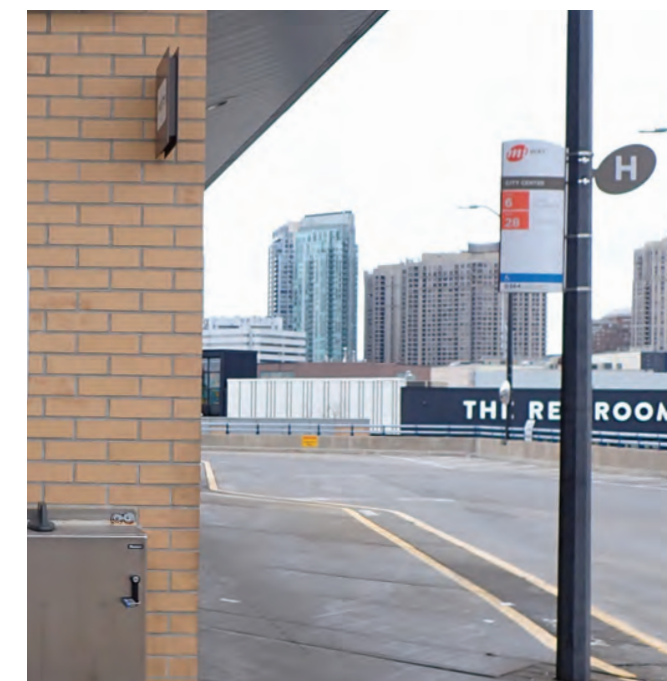
Phase 1: Assessment & Workshop

- Conducted transit signage research;
- Presented best practices in transit signage and wayfinding;
- Gathered input on branding, accessibility, and sustainability;
- Compiled site audits for all nine (9) stations;
- Led stakeholder workshops;
- Defined criteria; and
- Identified current signage gaps.

Phase 2: Wayfinding Master Plan

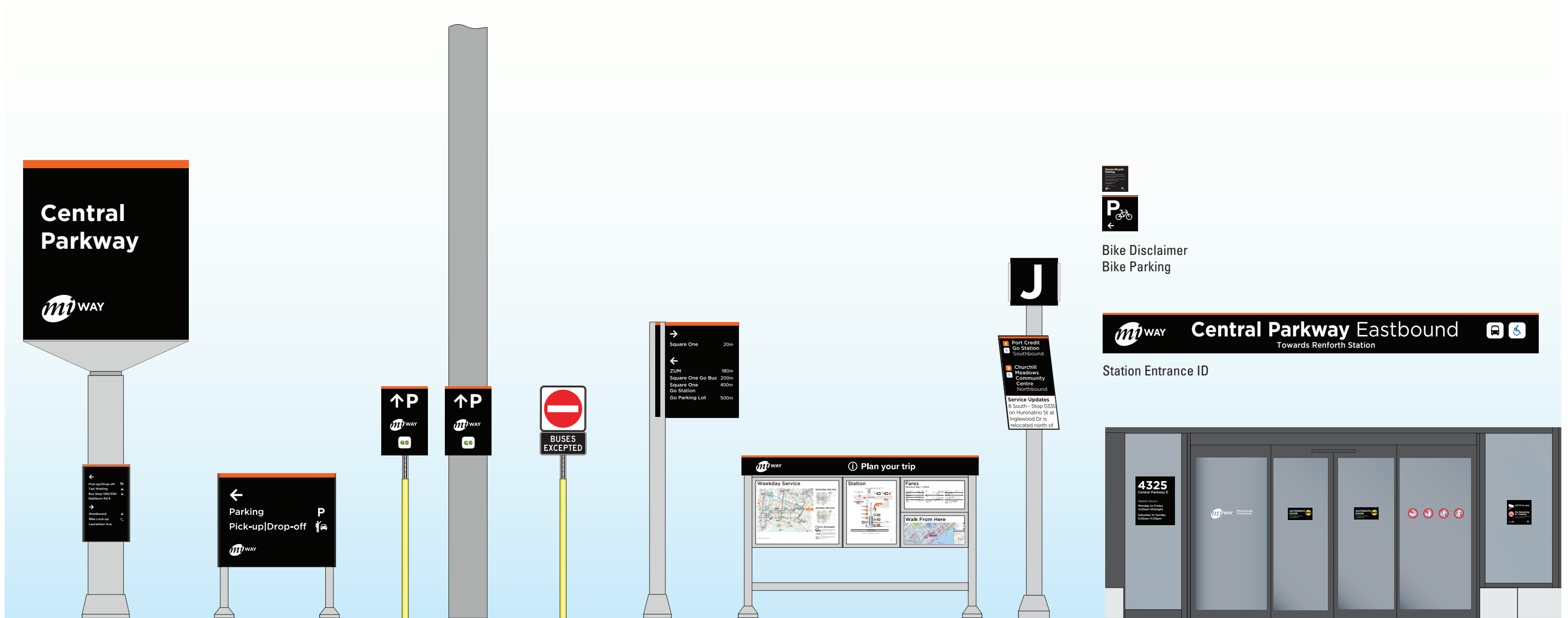
- Stakeholder feedback;
- Goals and objectives; and
- Recommendations for three station locations, including detailed cost estimates and risk mitigation strategies.

Signage Gap Examples



● Sign Typologies

Exterior Signage Line-up



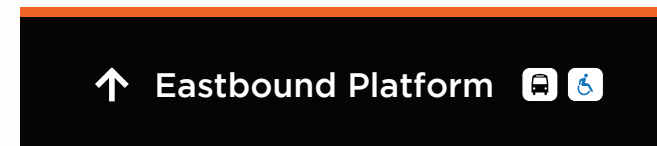
Station Beacon Vehicular Directional Trail-blazer Sign (Post/Pole Mounted) Vehicular Regulations Pedestrian Directional Exterior Information Hub Terminal Marker Sign Facility Address / Station Hours Branding Automatic Door Regulatory Strips CCTV / No Smoking

Exterior Sign Line-up
Scale 1:50

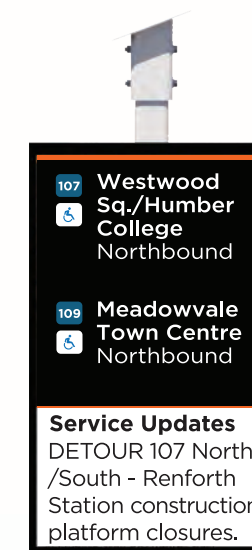
Interior Signage Line-up



Platform Directional



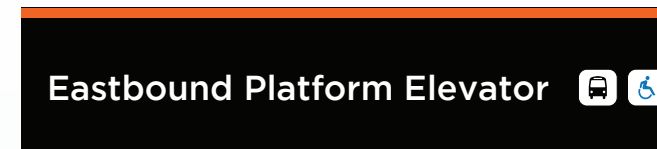
Overhead Directional



Overhead Digital Display



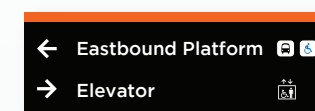
Station Exit Directional



Elevator Banner



Interior Platform ID



Wall Mounted Directional



Back of House / Wall Mounted Amenity



Projecting Amenity



Platform / Road Barrier

Interior Sign Line-up
Scale 1:20

- **Demonstration:
City Centre
Transit Terminal**

(CC) City Centre Transit Terminal Exterior



(CC) City Centre Transit Terminal Exterior



(CC) City Centre Transit Terminal Exterior



(CC) City Centre Transit Terminal Interior

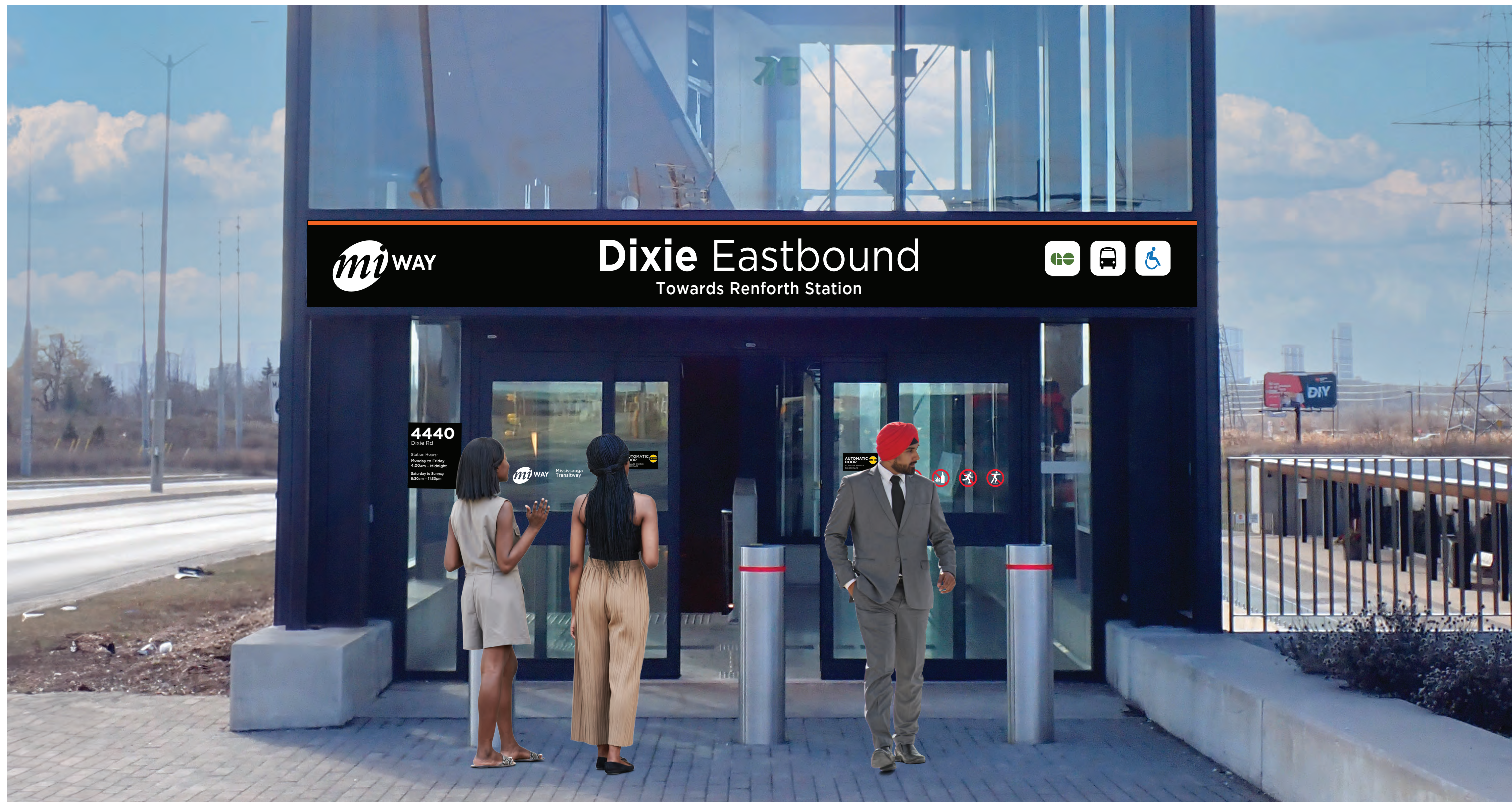


- **Demonstration:
Dixie**

(DI) Dixie Exterior



(DI) Dixie Exterior



(DI) Dixie Interior



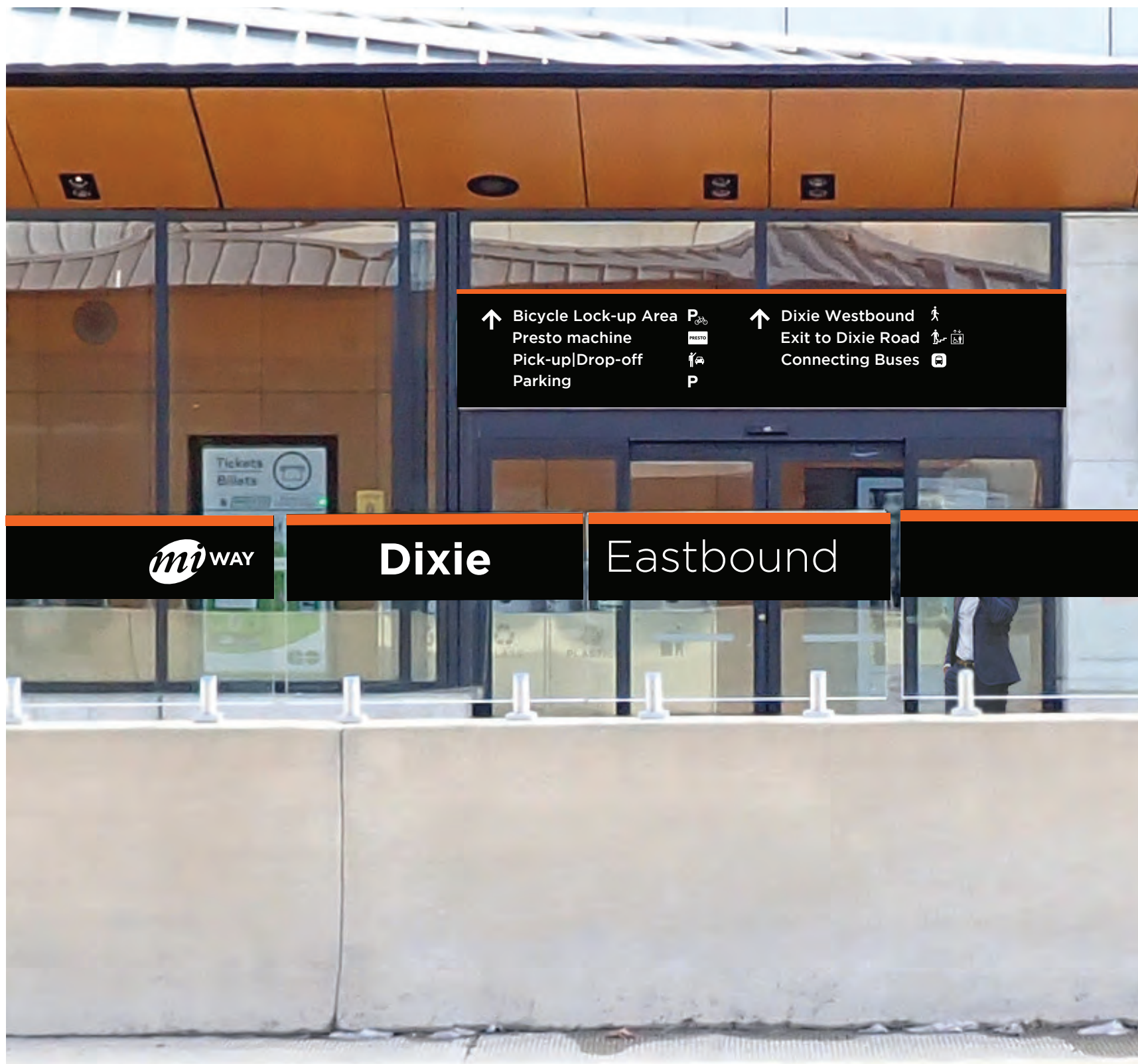
(DI) Dixie Interior

Dixie Eastbound

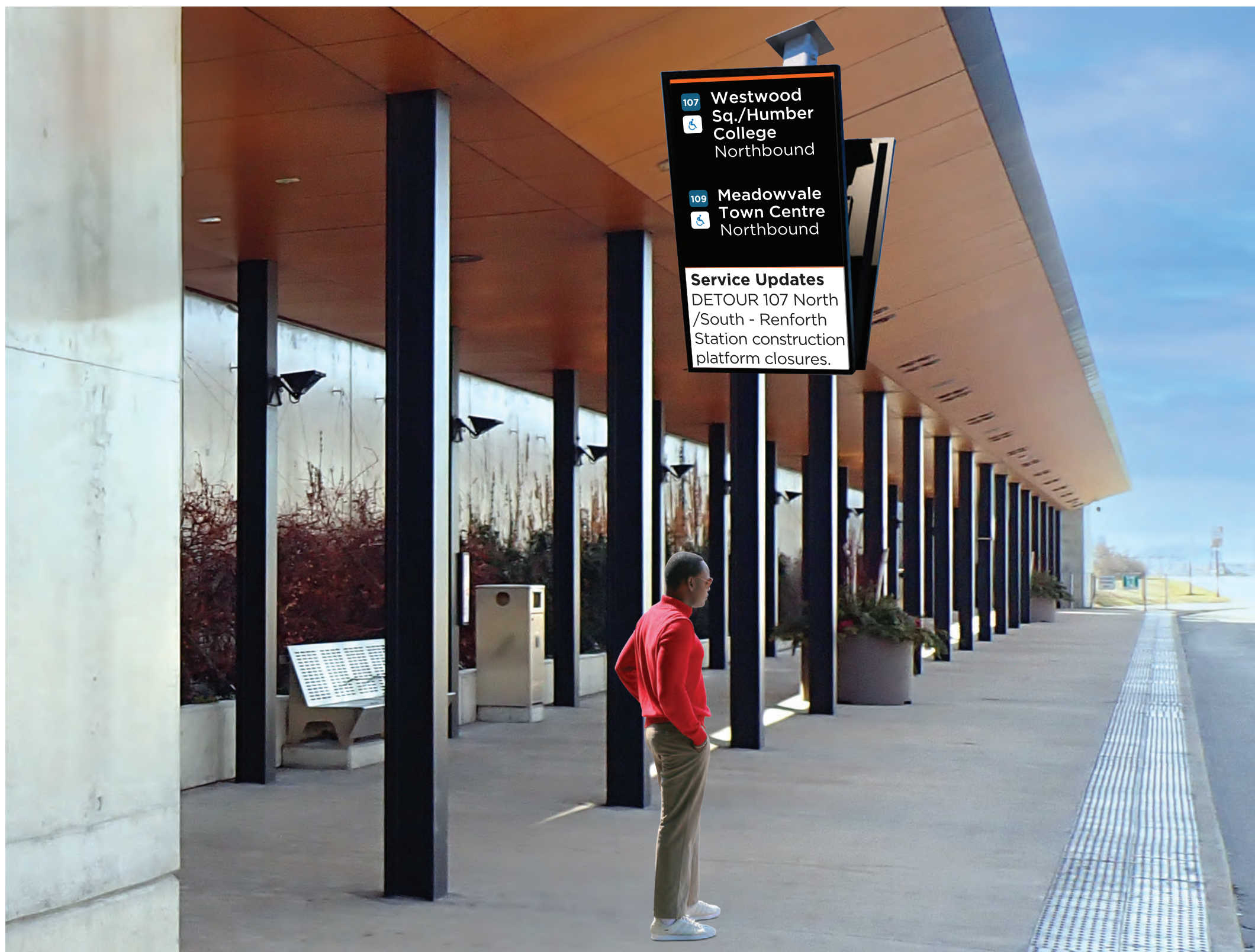
Towards Renforth Station



(DI) Dixie Interior



(DI) Dixie Interior



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Thank you.