



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

Project overview

This project falls under the Plus Fifteen Policy Implementation. A comprehensive, holistic, coherent wayfinding system makes it easier for Calgarians and visitors to access and navigate the Plus 15 Network. Its development is supported by over a decade of Centre City policy, including the 2007 Centre City Plan, 2009 Calgary Downtown Retail District Strategy, the 2015 Centre City Urban Design Guidelines, the 2017 Access Design Standards, and the 2019 Plus 15 Network Study.

Engagement overview

The City and its partners operate the Plus 15 network's 86 bridges and more than 16 km of elevated walkways that connect office towers, protect pedestrians from the weather and provide connections between buildings. Engagement on the network's wayfinding signs and maps has involved two phases. Due to COVID-19-related conditions and uncertain access to the Plus 15 network, all public engagement was done online using the Engage Portal.

The objective for Phase 2 of this engagement was to gather feedback on three different wayfinding design concepts. The options were developed based on design criteria and feasibility, and input gathered through the first phase of engagement.

Phase 2 engagement took place between June 14 and June 27, 2021. The opportunity to participate was promoted using social media advertising and local news coverage. A total of 1,969 individuals visited the Portal page for the project and 322 people completed the survey.

Phase 1 Public Engagement

Phase 1 of engagement took place between March 17 and April 8, 2021, using an innovative interactive tool to collect location-based input on the project's page on the Engage Portal. Called "social mapping", individuals dropped annotated pins on a map of the Plus 15 network and provided their input through comments directly on the map. Key issues identified were getting oriented and finding accessible routes; key opportunities were promoting points of interest like public art and important buildings. The What We Heard report for Phase 1 can be found [here](#).

What we asked

The majority of the online questions were open-ended, and respondents were free to provide feedback in their own voice. They were presented with three design options, specifically an example of a 'gateway' overhead sign that would be placed at +15 level, at the entrance to a building. They were also asked for their input on a small sample area of a design of a new Plus 15 map.

For each design concept for the signs, participants were asked:



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- If they agreed or disagreed that the information is clear and easy to read.
- If they agreed or disagreed that the design would fit well in Plus 15.
- Why they feel that way.
- What strengths they think the design has.

For the map design, participants were asked:

- If they think that this map design is clear and easy to understand.
- If they think this map includes the kinds of information required to help them navigate the Plus 15.
- If they think that this map design represents the Plus 15 network.

Participants were also invited to share their general comments about the designs and the Plus 15 Wayfinding Project.

The Engage portal page was optimized for use with mobile devices as well as computers. Colour contrast and fonts met accessibility standards and, as with other City pages, it functions with many, though not all, adaptive technologies.

What we heard

The responses were analysed and themed to capture how participants felt about each option and the development of a new wayfinding design in general.

Overall themes:

Overwhelmingly, participants indicated the importance that text and symbols be as accessible as possible and easily read by all users, with considerations for colour, contrast, size and placement.

The majority of respondents liked wayfinding that includes commercial businesses, such as retail, food courts and dining as well as buildings. Many liked the idea of including landmarks and points of interest, but most were concerned those symbols might not be immediately understood without a legend.

Participants indicated that new wayfinding should present a good first impression to visitors, be eye catching and reflect a professional environment. A majority expressed concern about construction looking “cheap” or poor quality.

The top three elements participants indicated were important for the signs are: easy to read, especially at a distance when on the move; a modern aesthetic; and, clear directional indicators like arrows or compass.



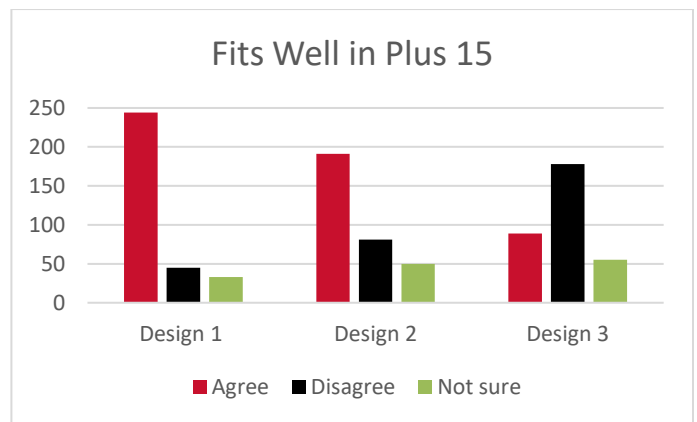
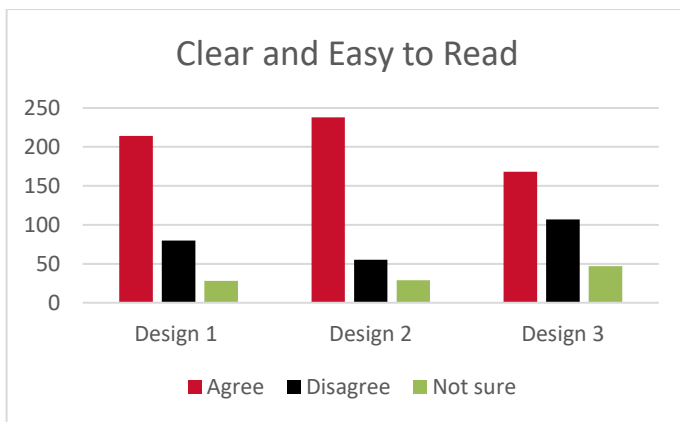
Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

The top three elements participants indicated were important for the map were: easy to read, especially including a legend; current location and cardinal directions; and, functionality over aesthetics.

Survey results:

For each of the three design concepts for the signs, participants were asked they agreed or disagreed that the information is clear and easy to read, and if they agreed or disagreed that the design would fit well in Plus 15.

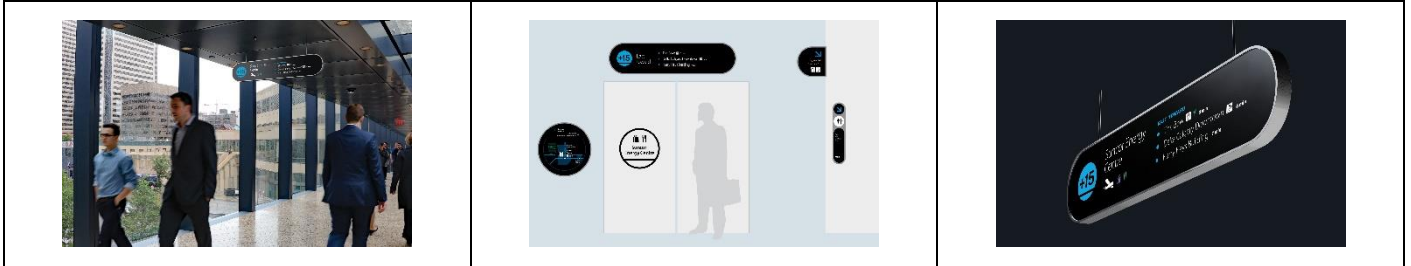


Themes

The analysis identified many themes. Respondents provided detailed feedback including design-related input like font type, spacing and emphasis; specific colours and tones; accessibility-specific considerations such as colour-blindness, non-English readers and sign placement. Some respondents felt that wayfinding does not need to be updated or present. There were additional themes related to topics that are out-of-scope for the project including: information booths and security; designs that speak or read text aloud; interactive screens like the ones in shopping malls; and online information and apps. The project team was provided with and has reviewed all comments.

The themes below were the most common and responded directly to the questions asked. The sample responses have not been edited or abridged.

Option #1



Why do you agree or disagree that the information is clear and easy to read, or that it would fit well in the Plus 15?

Theme	Details	Sample Verbatim Comments
Communicates information	Respondents indicated that while the information was relevant, it could be difficult to understand at a glance.	<ul style="list-style-type: none"> <i>The signage has modern look and feel but the messaging is not clear. When pointing to a certain direction, arrows are needed. Signage must be universal so that everyone can quickly comprehend it and get to the right place.</i> <i>The landmarks of buildings mentioned are important, and to know where foodcourts are</i> <i>It doesn't stand out enough as showing information. What stands out the most in this design is the +15 identifier</i>
Legibility	A majority of respondents expressed that this design was hard to read or harder to read than the second option.	<ul style="list-style-type: none"> <i>The black background makes it hard to read the blue print for the streets. It's too dark and not welcoming. The text is too "fine", needs to be bolder.</i> <i>Signs should be simple which these are but I feel the font is a little thin and might be hard to read without stopping</i> <i>The small text is too thin to be readily read. (I'm 33 and have good eyesight). What about others with vision disabilities or just worse eyesight? And what are the blue dots next to the locations meant to mean? Need a legend to understand.</i>
Fit	Respondents felt this design would fit the image of the Plus 15s and was a	<ul style="list-style-type: none"> <i>The design would fit well, it looks good.</i> <i>Rounded ends with metal accents make for a sleeker design and the bright colours add vibrancy</i>

Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

	<p>style that would work with current wayfinding.</p>	<ul style="list-style-type: none"> • <i>I was new to the +15 network in '19 and this type of signage would have been a great help in navigating it for first-timers like myself, or even tourists.</i> • <i>Uses existing signage allowing easier installation.</i>
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What do you think the strengths of this option are?

Theme	Details	Sample Verbatim Comments
Style or feel	<p>Respondents expressed that the first impression, colour and familiarity of the design was a positive.</p>	<ul style="list-style-type: none"> • <i>The look is clean and modern. Like this look the best</i> • <i>I like that the shopping and the food signs are different colours purple and green. they stand out</i>
Identifiable	<p>Many respondents liked the network logo and felt it was a strength that differentiated this design from the other options.</p>	<ul style="list-style-type: none"> • <i>It's recognizable. It's the most +15 of them all. It resembles the original design, but modernized and clean. The sign says explicitly +15 and has the original blue colour. It honours it's origins .</i> • <i>It lets you know what buildings you are walking towards, the blue +15 symbol lets you know you are still in the 'trail' system</i>
Information provided	<p>Respondents indicated that the information on the sign was relevant and useful.</p>	<ul style="list-style-type: none"> • <i>I can tell when my path will branch. I can find elevators for strollers/wheelchairs. I can information for more than 1 building ahead so I'm on the right path. Well done.</i> • <i>More information for tourists as well as daily users.</i>

Option #2





Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

Why do you agree or disagree that the information is clear and easy to read, or that it would fit well in the Plus 15?

Theme	Details	Sample Verbatim Comments
Communicates information	Generally, respondents felt there was enough information and it was easy to understand. A few noted that more colour and symbols could be helpful to non-English readers.	<ul style="list-style-type: none"> <i>I like the layout of the information, clear and well contrasted</i> <i>Needs a colour scheme. You can block the whole +15 into themes/routes. This doesn't accomplish that and text is still too small/English dominant</i> <i>Facilities such as escalators and elevators are clear</i>
Legibility	Respondents felt this option was the easiest to read, however several had concerns that there was not enough contrast for someone with a visual impairment.	<ul style="list-style-type: none"> <i>This sign is the most clear of the 3 designs. It has larger & clearer lettering, making it easier for people who have some visual impairments to read it.</i> <i>Bolder text is easier to read. Easy to see the main information at a glance but the space for more detail is welcomed for those needing more information</i>
Fit	Many respondents expressed concerns that this design looked dated and generic. Several felt the shape would be more difficult to maintain.	<ul style="list-style-type: none"> <i>it's bland and impersonal, focusing on business instead of the city and the people who use it, or the reasons why they're using the +15.</i> <i>does not say plus 15 anywhere so unless you've dropped the name "plus 15" this wont work for people new to the concept. If tourist research Calgary and read about "plus 15" they will be trying to find a sign that says "plus 15" on it</i> <i>wall signage appears to not be flat. Will become a competing design element and will require additional cleaning</i>

What do you think the strengths of this option are?

Theme	Details	Sample Verbatim Comments
Easy to read	Respondents found this design easiest to read and understand.	<ul style="list-style-type: none"> <i>Easy to read, modern design, blends with general city architecture</i>

Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

		<ul style="list-style-type: none"> • <i>The shape of the sign seems to be a universal design for signs that provide directions. The font choice on the signs are large and bold and better for viewing the signs from a distance without needing to squint. The maps look bigger and more readable.</i> • <i>Super easy to read from a distance (best of all 3 options) because of large text, directional arrows stand out, orange helps the sign stand out</i> • <i>Showcasing the amenities of the building the person is within but more so the presence of the sign, its heft and design is excellent. It draws attention towards it.</i>
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Option #3



Why do you agree or disagree that the information is clear and easy to read, or that it would fit well in the Plus 15?

Theme	Details	Sample Verbatim Comments
Communicates information	Respondents found the information was insufficient for easy navigation or confusing. However, many respondents liked the large arrows, and some felt they would be a good addition to the other designs.	<ul style="list-style-type: none"> • <i>Please add address or intersection info to overhead signs to help navigation.</i> • <i>Arrows take up a large amount of sign space, compressing text. Might be visually distinctive and easy to spot for non-English speakers, though.</i> • <i>big arrows are better for wayfinding!</i>
Legibility	Respondents felt this option was the hardest to read, that the writing was	<ul style="list-style-type: none"> • <i>Contrast is too low for the fonts to be legible</i>

Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

	the smallest and difficult to see.	<ul style="list-style-type: none"> • <i>The 50% split in the sign makes it harder to read the information</i> • <i>Font of the buildings is smaller. Cannot be read from very far.</i>
Fit	Generally, respondents indicated the other designs were a better fit, but a few noted it looked like this option would require the least maintenance.	<ul style="list-style-type: none"> • <i>Aesthetically not a fit. A bit confusing,</i> • <i>It looks good as directional signage, but I don't see any +15 identifier at all. The +15 network is something that is uniquely Calgary; we should be proud of it, but design options 2 and 3 seem to want to keep it a secret</i> • <i>Looks like a transit sign, not something in a professional building. Don't like the frame around the sign</i> • <i>It's the one that would collect the least amount of dust (less cleaning & better for allergies)</i>

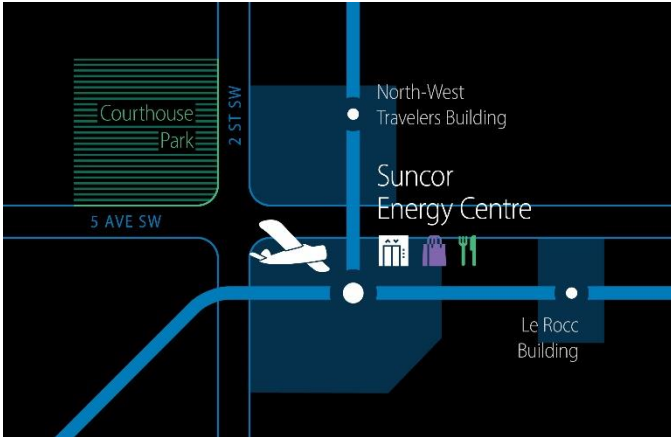
What do you think the strengths of this option are?

Theme	Details	Sample Verbatim Comments
Directional arrows	Many respondents expressed that the arrows were the primary strength of the design.	<ul style="list-style-type: none"> • <i>the arrows help point at the direction that guides you</i> • <i>I like the use of arrows...those would be great at any sort of intersection. Also looks like the cheapest and lowest-maintenance option.</i>
Disliked the design	The majority of respondents felt strongly that they did not like anything about this option.	<ul style="list-style-type: none"> • <i>I don't there are any strengths in this design</i> • <i>None, it's confusing</i> • <i>This is my least favourite design visually. It looks cheap and flimsy compared to the other options</i> • <i>It looks cheap. The material looks cheap. It doesn't look high quality.</i>
Less expensive looking	Some respondents felt that this option seeming the least expensive is a positive.	<ul style="list-style-type: none"> • <i>I am assuming they are dramatically less expensive than the other options?</i> • <i>Cheaper which means more can be installed</i>

Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

Map



Do you think that this map design is clear and easy to understand? If not, why?

Theme	Details	Sample Verbatim Comments
Easy to read	Most respondents found the map easy to read, however some expressed concerns about accessibility.	<ul style="list-style-type: none"> • <i>Does not appear to assist the poor of sight nor other disabled.</i> • <i>The weight of the font needs to be thicker. I'm colourblind and the three shades of blue for me look the same. There needs to be more contrast between the buildings, the street, and the bridges</i> • <i>Building names should be a consistent font, and inside the footprint they describe</i>
Clarity of information and communication	Many respondents indicated that information on the map was confusing or unclear and weren't confident they understood the symbols.	<ul style="list-style-type: none"> • <i>yes, but the icon idea would be very confusing unless you have a list beside it with each icon / identifier, which renders the icon pointless.</i> • <i>Yes but takes more time to figure it out than words</i> • <i>No, this map is useless to anyone who does not intuitively know identities of buildings/businesses. It is exclusionary and unfriendly to someone who is not connected to Calgary office culture. Make something that is useful to people who know streets</i>



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

Do you think this map includes the kinds of information required to help you navigate the Plus 15? If not, what would you like to see added?

Theme	Details	Sample Verbatim Comments
Overall navigation	Many respondents felt the map had the information they needed in find their way.	<ul style="list-style-type: none"> • <i>Yes, I like that it shows outside buildings for reference</i> • <i>I think it has an appropriate amount of information, anything more would make it cluttered</i>
Additional information needed	Elements that many respondents indicated should be added include: a clear “you are here” symbol, exits, cardinal directions or compass, accessible public washrooms, bus stops and LRT.	<ul style="list-style-type: none"> • <i>No. I would like to see directions for washroom, Ctrain, info centre, parking, hotels.</i> • <i>Public bathrooms would be useful for visitors</i> • <i>Places to get outside and down to the street (external staircases or ramps) should be on here. There should be something indicating direction, and a "you are here" indicator.</i> • <i>A good addition would be to include additional and smaller icons for food and shopping on the paths leading away from this location, so people know there are more options ahead..</i>

Do you think this map design represents the Plus 15? Why or why not?

Theme	Details	Sample Verbatim Comments
Good representation	Many respondents felt the design represents the Plus 15 well.	<ul style="list-style-type: none"> • <i>Yes - the intersection points (i.e. decision making points) are clear. The path(s) is clear.</i> • <i>Yes far more informative then the old system.</i> • <i>Yes, it shows the connections between buildings, streets, and common navigational needs (food, shopping, elevators, escalators)</i>
Additional information or improvements needed	Respondents expressed that changes were needed to better represent the	<ul style="list-style-type: none"> • <i>No, because it is RARE for the pathway to lead directly through the building. The map should indicate the weaving one will need to do.</i> • <i>Not really. No sense of elevation</i>



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

	irregular shape of connections and routes.	<ul style="list-style-type: none"> • <i>Mostly, but the plus 15's are not a straight line and I use the shape sometimes to remember the path eg. the circle at Met Conference Center. I don't think smooth lines of even thickness are the best choice.</i>
Branding	Some respondents felt strongly that the representation should include familiar elements like colours and logos.	<ul style="list-style-type: none"> • <i>This map needs to have the +15 symbol.</i> • <i>It doesn't represent the Plus 15 because it doesn't even reference the original beautifully done designs. You're blowing it.</i> • <i>No. The colors are not representative of Calgary. The man with cowboy hat is pretty iconic +15 logo</i>

Overall Comments

Do you have any other comments about these designs, or the Plus 15 Wayfinding Project in general?

Theme	Details	Sample Verbatim Comments
In favour of updating wayfinding	Most respondents expressed support for the project, usually providing additional information to explain their comments.	<ul style="list-style-type: none"> • <i>I'm glad to learn you guys are working in this, I've found my self lost there so many times! I'd recommend to advertise the +15 as well, as it took me months to learn that this existed and it was open to public to walk - always thought it was private space.</i> • <i>Thank You! I have lived in Calgary since *before the plus 15* when they had trolley buses. The signage left me leaving the premises and walking to the location desired. I did learn *some* of it but..... whoa. When this is finished, can we make the road signs as good? :D.</i> • <i>Wayfinding is critical in the +15 system. It needs to supply more info about addresses, streets, orientations (directions) on the overhead signs. I often avoid using it because I lose track of where I am relative to the streets below. I don't want to have to consult a map at every juncture.</i>



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

<p>Concern about cost</p>	<p>A few respondents had concerns about the cost of the project and of spending money right now.</p>	<ul style="list-style-type: none"> • <i>I don't know what was wrong with the old system. I used it for decades and it was quite serviceable. The project looks like a waste of tax dollars.</i> • <i>Use electronic signs with paid advertising so we the tax payers don't get stuck with the bill. Again.</i> • <i>I love using the +15 system, so I support the Wayfinding Project. Please use my money wisely, though. I can't afford any more increases to my taxes.</i>
<p>Accessible for everyone</p>	<p>As with the questions about the designs, respondents indicated that it was important for wayfinding to meet the needs of as many different users as possible.</p>	<ul style="list-style-type: none"> • <i>What about wayfinding for people like me - I use a disabled scooter!</i> • <i>I think the project is a good one but it also needs to be made for people who are not fully able-bodied. You need to have signage on the lower level the printing needs to be bigger or an option where people can download a map that can speak to them maybe and tell them which direction they should go. Could there be an interactive map that you can put on your phone and it could literally direct you to where you're going like the GPS on Google maps</i> • <i>When designing wayfinding and maps, please think from perspective of vulnerable groups and not workers in those buildings as they will not even use this signage. Think newcomers, women, parents, disabled people, homeless people, tourists. What do they need? Washrooms, info centres, transit, hotels, grocery stores, cafes. Plus15 should have same wayfinding system as the above grade street systems uses. Be clear in messaging, use simple words, universal symbols, and Calgary colours.</i>
<p>Keep it up to date as things change</p>	<p>Some respondents expressed concerns about maintaining the accuracy of signs and maps, especially where the</p>	<ul style="list-style-type: none"> • <i>I also manage a property that is located on the Plus 15, the address on the signs is incorrect and we'd like to update that with whatever new signage system gets installed. Having a clear way to update</i>



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

	names of buildings change.	<p><i>that on the City site or 311 section would be helpful for property owners.</i></p> <ul style="list-style-type: none"> • <i>Why not future proof this by relying on stable identities like addresses or the street grid? Corporations change names, move, die at the hands of capitalism, etc... Make something that does not privilege people who know the names of offices and is instead accessible to someone who has never heard of Suncor before and has no idea what or where it is. That should be your challenge, not pandering to the business elite who already know the space.</i>
Distinctly Calgary	Many respondents expressed a sense of ownership and pride in how well-known the Plus 15 network is.	<ul style="list-style-type: none"> • <i>Really good initiative. Please make sure any final colour schemes you go with don't feel dated! One of Calgary's biggest strengths is how bright and modern it is, and the Plus 15 network is a big part of how new visitors experience our city.</i> • <i>WHERE IS THE MAN WITH THE HAT? HE'S THE MASCOT FOR THE +15. This is an example of a designer who is sacrificing traditional familiarity with out-of-touch conceptual minimalism. Include some of the original designs like the Fort Calgary, River, Train symbols and the hat man. Include important locations from the WayDownTown film like the TD-Bankers Hall bridge.</i> • <i>The purpose of the project is to help people find their way, so as noted previously, directional signage, along with smaller icons depicting more food and shopping in the directions of the +15 would be of great help to people from out of town especially. We had relatives from Ontario visiting in 2018 who couldn't wait to see our famous +15 but did note that it was confusing to navigate so this would be a huge help to people like that.</i>
Promoting downtown businesses	Several respondents expressed an interest in using wayfinding to direct	<ul style="list-style-type: none"> • <i>It would be great to also provide indicators for small businesses along the network? Could also consider investing in</i>



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

	users to specific stores and restaurants.	<p><i>something that is a screen for advertising and future changes.</i></p> <ul style="list-style-type: none"> • <i>Needs to be an app that shows route and small businesses in the +15. They need help being promoted. Give them a space to, for example, post menus. Lots of hidden gems that you need to stumble across. Need more visibility.</i>
Recreational walking	Several respondents felt wayfinding could promote use of the Plus 15 network for casual walking for exercise.	<ul style="list-style-type: none"> • <i>You should highlight the walking loop for lunch time walkers so they don't get lost and make a wrong turn. And everyone love a good healthy) get fit additional to any new change.</i> • <i>There are people I work with that do not know you can walk an entire 50 minute loop from Livingstone Centre to NEXAN Building and back. Because signage is poor.</i> • <i>Keep +15 routes open on weekends. Especially in the winter, provides a warm place to stay active and walk downtown.</i>

Next steps

The feedback will help inform decisions about the final design. Piloting and a phased implementation will begin in 2022 in collaboration with the property owners who have partnered with The City to operate the Plus 15s.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

Verbatim

Any personal identifying information has been removed from the comments. Comments or portions of comments that contain profanity, or that are not in compliance with the [City's Respectful Workplace Policy](#), have also been removed. No other edits have been made. As a result, some of the content may still be considered offensive or distasteful to some readers.

Design Option 1

Is information on these signs is clear and easy to read? Does the design fit well in the Plus 15? Why or why not?

- Map could be larger - similar to Design 2
- Information is clear but could be larger than shown. Change the airplane to a "walking person"
- Font size for landmarks is a little small and will limit readability from a distance or for vision impaired.
- Looks the best, easiest to read
- I am worried the signs may be difficult to read for some people however the icons for food and elevator/escalator are very handy
- Signs should indicate which street is being crossed
- bright the colors make easier to read specially people with learning disabilities dyslexia
- Font is too small
- could remove the logo
- Past style, not forward looking
- Having the +15 on the overhead sign allows for instant awareness and recognition.
- Hard to read White on Black, Unless Font is bigger
- Great visibility!
- I like that it says +15 and the times to each location - BUT what is the airplane for? the Airport is not within the +15 matrix? - Misleading Also why the shopping bags - there is no mall in Suncor Energy Centre - Misleading
- I am not sure how this would work for sight impaired individuals. It is quite high and the graphics are confusing to me.
- Although it's a nice looking sign, the lettering is narrow & harder to read than Design Option 2.
- I'm uncertain the stacking of East & toward without a colon is sufficiently intuitive. Moving 'toward' above the potential destinations may help. Also, using all-caps for NSEW reduces legibility but an attendant benefit is that makes people read it.
- The font is not appropriate, difficult to read
- I like that it is modern and easy to read
- clean and simple



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Agrees with the current design.
- Simple and informative
- The hanging sign might be okay for sighted people but not a tall for those with poor sight. The lower left sign is too busy and does not appear to have any real readable characters - is there any brail there - it seems not. Are all the signs like this?
- The current signs are fine.
- Already exists. Less waste of taxpayers money. Anybody who goes downtown already knows their way around. No reason for people who don't work downtown to EVER go there.
- Good design and easy to understand and easy to transition to. Blye accent is eye catching
- Put more office buildings or destinations on the signs
- It has a nice modern take on it, and the blue color looks nice despite "red" being a popular color for signage that speaks "Calgary". However, the font weight seems too thin to read, especially from a distance.
- Font needs to be bolder. The airplane is confusing. Does it reference the airport??
- +15 is visible and ensures the wayfinding sinage speaks to the +15 and not anything else. It's unclear if you want feedback on the design of the graphics of the form factor of the signs. Confusing survey.
- Sign Board doesn't stand out, not bright enough to be spotted -blends in with the interior.
- The signage looks a little too dark, symbols are a little vague
- The upper signs are fine but I feel looking at the doors, the maps and signage is a bit dark and doesn't catch your attention to where you are and where you need to go
- There's clarity now on what leads to where and saves us time.
- Its dated (as is the Plus 15 decor)
- Slick design, but bigger font would be nicer
- Familiar, but modernized. However, what is the white symbol? A plane?
- Having the buildings it connects to on the sign is very helpful.
- it was fine the way it was
- I looked at this sign for a few minutes and I still can't tell what the white symbol to the left of the shopping/eating icons are. Can't you pick more recognizable icons?
- The lettering looks easier to read on Design option 2.
- The small text is too thin to be readily read. (I'm 33 and have good eyesight). What about others with vision disabilities or just worse eyesight? And what are the blue dots next to the locations meant to mean? Need a legend to understand.
- The big +15 logo is a waste of space on a directional sign since it is always displaying the same information on every sign.
- looks kinda generic/mass transit-y. Missing the little dude thought



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- the rounded edges and similar colors
- Very discreet but easy to locate when you know where to look
- The thin typeface is harder to read at a distance/in a hurry, Especially Reversed! It is not clear but I assume Suncor Energy Centre is where we are, and the other destinations are where we are headed on this path? Make this clear?
- I was new to the +15 network in '19 and this type of signage would have been a great help in navigating it for first-timers like myself, or even tourists.
- Too many signs at once can be too much -make it simple
- Like the idea that it tells you how much time
- The fact that you are in the +15 is not necessary in my opinion. Don't need the +15 logo so large. Also maybe too many different colors
- Consistent with current design.
- building owners may have already accommodated the existing design elements
- Similar shape to current. However the signs are very hard to read and not a good choice for that reason.
- it suits its theme
- Looks more modern but hard to read with black background
- The black background makes it hard to read the blue print for the streets. It's too dark and not welcoming. The text is too "fine", needs to be bolder.
- Only issue is the white-black icon next to "The Bow". Eyes jump right over it.
- The signs are good for people who have good vision. When you are visually disabled these signs do not help
- Very clear easy to read but the +15 symbol takes a lot of space. Don't we already know we're on the +15? Do we really need to see it?
- A similar look to what we currently expect
- Familiar
- It's nice for people who don't know their way around
- I am not sure that the text size is easily readable
- What we already have is working . Why change it for the sake of change?
- The +15 branding differentiates from other generic building signs
- The design would fit well, it looks good.
- Text is way too small, but otherwise the design seems clear
- Not enough info being provided
- Letter setup hard to read
- It doesn't stand out enough as showing information. What stands out the most in this design is the +15 identifier



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- What does the white image represent?? (between the +15 circle and shopping bag image)
- Shape is familiar. Information is small.
- Text too small. Blends in too much with surroundings.
- Didn't know the plus 15 had a "look" to match
- The fonts are too small and thin to be readily legible.
- Classy
- Type face needs to be heavier, minute options may be too small, add space between number and min, not enough contrast for people for lower vision to read. line through text can be confusing. What is the airplane? how does it relate to + 15?
- Too hard to read with black background if vision issues present.
- Rounded ends with metal accents make for a sleeker design and the bright colours add vibrancy
- Blue and black are too similar for the colour scheme. It feels like the colours need to be inversed for better readability.
- The print seems smaller compared to the current design. The additional information would be very helpful, but someone with vision issues may not find any difference to the current signage.
- Little small letters
- I like this design, it's clear and concise.
- Looks clean and simple but the black background might make it hard to spot the signs themselves.
- Very clean and clear to read
- Not clear direction sign
- Letters are too thin, too dark overall
- It's the best one of the three. It's recognizably +15. None of the other signs even have the symbol +15 nor the blue colour scheme of the traditional +15 signage.
- Clearest of all
- Like the sleekness.
- current theme and branding, so no change to the +15 identity
- Much more descriptive and helpful.
- It's easy to read and not distracting
- Signs would have to be backlit at all times. If the Plus15 had lots of day light it will be hard to see the sign. Light background with Dark letters would be preferable.
- I am assuming the sign on the door, the door is a sliding a door and when the door is slid open, it will block the sign on the wall to the left. Physical barriers may not allow the signs to be located where shown. Should indicate street locations.
- It needs to consider universal access. Would a tourist understand this or should the icons (even universally-understood) be the main focus to remove the English-dominance from this?
- Seem too busy



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Amenity graphics are too small. The +15 notation is superfluous
- The round corners are familiar and will stand out
- I like the sign.... But what is the white thing that looks like an airplane on it?
- Elegant design
- Font is not readable from a distance
- Needs another / alternative map to cover a larger area, plus make a clear "you are here" icon
- Too much info on a small sign
- Looks so nice
- Seems too neon
- I like the extra maps on the walls with directions. Also need to show north, south, east, west on all maps
- Design is catchy as it has different color and has +15 sign.
- It took working in tourism to know that the existing signage symbols reflected the direction you are walking towards (fish = North to the bow). When I've explained to other Calgarians, they had no idea. I would never expect a tourist to know this.
- Tiny print, hard to read or decide direction without reading. No hierarchy of fonts, also the signs are different depending on the rendering.
- Fonts seem very small, need to change the "look" of the signs
- Font looks small. Not really sure what the symbols all mean.
- only design shown that keeps the +15 branding. helps one stay on track
- It's very dark
- The sign should be bigger. And there should be arrows as to where the listed buildings (The Bow, Delta, etc.) are
- They are more descriptive
- May not be that noticeable or blend in too much
- old style - let's get something new!
- It's clear and helpful for the directionally challenged.
- They're snazzy
- There are people I work with that do not know you can walk an entire 50 minute loop from Livingstone Centre to NEXAN Building and back. Because signage is poor.
- Black background and smaller font sizes than option 2, makes these signs harder to read.
- The background is too dark
- Noticeable without being obtrusive.
- Font is somewhat difficult to see, but may be easier once larger (i.e., in person)
- The dark background is not easy to read.
- nice clean design



- I don't know that the airplane graphic means.
- Font is too small. Iconography for elevator and airplane(if that's even what it is?) are a little unclear to me and I think at a distance may be unidentifiable. May require people to move towards/under sign to find info they seek.
- Dark and thin text makes it hard to read
- Blue on black background is hard to identify the words and symbols.
- About time these get replaced - the existing ones are old and doesn't provide much information unlike the proposed
- Bigger fonts, centered placement
- Because having something is better than nothing! Also they look modern and appropriate.
- It is clear and concise
- Dark background, not sure I understand the reasoning behind having a dark background on any sign, how visible it is? Is it going to be lighted up? If not suggest using another background!
- Overhead space might limit the size of the signs or text
- Words "East toward" should be replaced with arrows pointing in the direction. There are lots of people that don't know where east, west, north are, when you are in the building.
- The landmarks of buildings mentioned are important, and to know where foodcourts are
- Provides the same info as before
- The "+15" is too big. You already know what you're walking on/in.
- Not easy to read
- While I agreed, if anything the text might be a little small?
- Signs should be simple which these are but I feel the font is a little thin and might be hard to read without stopping
- Clean and it gives out more info
- The font does not "pop" on these signs.
- Modern look
- I think it's sharp, clear and easy to read. Although I would prefer to have the font size a little bigger. No one stops to read a sign but walk and read at the same time so a little bigger and something you can read from a further distance would be helpful
- Small font may be hard to read from a distance
- Not sure what the map is telling us. There are three plus +15 directions yet the top of the map only tells what's left or right. The question is whether those places on the left and right accessible from the +15 or not. If so, what's straight ahead?
- Using cardinals sometimes it gets confusing. Make it more straight forward. For example straight ahead we have the now building on your right Transcanada on your left Harry Hays building things like that



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

- I believe the signage provides the adequate information for way finding.
- No addresses. The names of the buildings are meaning less to someone unfamiliar with downtown. I loved the old graphics to indicate which direction you were traveling. It made it easy for my kids too.
- Sharp, minimalistic, CLEANABLE [have you looked ^ up there on the Plus 15??]
- Great sleek shape
- It's nice to look at but I think there should be a part on the map that says "you are here" and using left and right instead of east and west
- Immediately recognizable as +15 signage (similar enough to current design in shape and colour)
- I think it is easier to read, like the indicator of what is coming up next
- as long as it says which way you are going north, south, east or west.
- Smooth and easy to see from afar
- it's bland and impersonal, focusing on business instead of the city and the people who use it, or the reasons why they're using the +15.
- I only wonder about the dark background.
- It is similar to what is already there so people will be familiar with it. Signs hanging from the ceiling are easy to spot.
- Small text, might be difficult to read for those with vision impairments. I am confused about some of the iconography, is that an airplane? What does that mean?
- Stupid sucks keep the original you morons
- Similar to current signs
- Clear direction on what buildings are in which direction
- It's minimalist and can go with anything
- Clean design
- I don't understand some of the symbols. The diagonal arrow is confusing. Print is not very bold.
- Professional, yet communicate the info
- What a shame that you'd replace Harold Hanen's designs with something so anonymous and cold. This city just cannot keep anything decent around.
- It is dark and not clear
- The black background of the sign blends in with the dark ceiling. It makes them easy to not notice.
- Like the colour selections, but the font may be a bit small in some of the renderings.
- I find the dark background harder to read than the other 2 options.
- Keep it simple. Lots of signs.
- Is this the best use of limited funds
- Not very noticeable.
- The design is nice.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Overall a good design, but there should be a differentiation between the boldness of the location the +15 is in and the upcoming destinations in the bridge.
- looks more modern
- Crisp, clean graphics.
- While east/west/north/south are understood by many, they are definitely not one size fits all! Think like airport signs, arrows pointing, no room for error
- I like this option has more colours, and +15 is clearly identifiable. This is my favourite option
- The design of this would fit well as it is a modern look. The font, however, is too small and hard to read.
- It's too hard to read...even in the exhibits. Signs need to be read from a distance.
- The signage has modern look and feel but the messaging is not clear. When pointing to a certain direction, arrows are needed. Signage must be universal so that everyone can quickly comprehend it and get to the right place.
- What is the symbol between the +15 and the shopping bag?!
- If people were finding the existing way finding maps difficult, this might not be enough change.
- Stop spending on unnecessary things! The current system is adequate!
- Familiar looking but with more relevant information
- Colour scheme similar but updated. Not busy.
- I like the slim look of the signs. Clean and crisp.
- Text is too small
- Too small to read
- The font is not bold enough and will be hard to read from a distance of for those with poor vision
- Hard to read at a distance due to lack of contrast - defeats the purpose of a sign

What do you think the strengths of Option 1 are?

- Similar to current signage but cleaner
- The look is clean and modern. Like this look the best
- Clean and modern design, landmarks based pathfinding is smart.
- Icons provided
- Defund the arts
- color used
- Modern, nice design easy to read
- No maintenance
- They look sleek, substantial and classic.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Like Map on the Side
- wonderful contrast & colours, best for reading on the go with the black background and brighter colours on the Towards section. USE THIS ONE!
- What is the airplane for? the Airport is not within the +15 matrix? - Misleading. Also why the shopping bags - there is no mall in Suncor Energy Centre - Misleading
- The design is similar to what is already in place.
- It looks nice & modern, but the lettering is not as clear as Design Option 2.
- Updated design language, and destination ETAs.
- It has colour, no sharp corners, a modern look, sleek, useful information. Like the black background.
- Straightforward, easy to read, modern
- Simple
- Familiarity. Clean.
- Rounded corners are nice
- Looks modern and nice
- None.
- None- it is too expensive- we can't afford this.
- I still like the focus on having the blue +15 logo for this design to clearly show what the signage is for.
- Could repurpose some existing infrastructure
- It's simple and has a minimalist look that would give the +15 a clean image.
- +15 is very visible. A distinct colour on all of these signs would also be helpful. In New York, all subways have the same green light fixtures at the openings. Something that is synonymous with +15 would be great - when you see it, you know you are at +15
- Direction East towards is Bolded and highlighted.
- 45%
- Each building you are approaching is clearly stated
- The addition of timelines getting to various destinations help a lot.
- It provides information as to what buildings are ahead and includes the approx time to get there.
- Distinctive. Seeing only a few of these as a visitor makes it easy to know what to look for.
- Minimalist, modern, no corners and would take up little space.
- Having the buildings it connects to on the sign is very helpful.
- Relatively uncluttered.
- the shape is reminiscent of the existing signs and seem a homage to the past
- I like the light text on the dark background. little icons of if you have to take an escalation, elevator, etc. sleek design.
- The "East toward" is the easiest to read on this option.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- clean look, slim
- feels uniform colors make easy to spot and determine what its for, different colors for different options ie food
- Showing what landmarks/buildings are beyond the next building.
- Large blue +15 makes it easy to spot from a distance
- I like the "forward" sections with the times to each destination.
- It has everything pointing to what you need to look up
- Clean design - modern font
- This is my second favourite.
- Travel time between waypoints
- clear direction and easy to know which buidngs are where
- Clean, modern, high-contrast.
- I like the clear look and that they look like they can light up for regular people that can see it's great.
- Very clear and easy to read.
- it says plus 15 on the sign and is a good colour and size for people to see from a far.
- Clean and clear
- Effective design. Just not my favorite
- Familiar
- Clean, Simple
- Reuse existing infrastructure
- It's a good design but the smaller (location text) is too small. It needs to be easily legible by someone walking quickly. In the +15 you can't stop and squint at the sign, there are usually people walking behind you.
- Clarity
- Shape
- Clearly know that the signage is about the +15
- It lets you know what buildings you are walking towards, the blue +15 symbol lets you know you are still in the 'trail' system
- Shape
- The chrome edging is strong. The blue +15 circle is very identifiable.
- The walk time is useful
- Good contrast for the text
- Blends in well, looks modern
- It's modern design
- Bright and eye catching design
- Has +15 on the signs, unlike other designs



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- A coherent design I suppose, but the colour choice is a bit off.
- More information for tourists as well as daily users.
- Design and sleekness
- +15 branding
- Easy to read, classy, and I like the large/clear +15 symbol
- This is my favourite shape of all the options.
- Lettering is easy to read. It's familiar and looks like it can use the existing sign holders. The blue accents make it familiar
- I like the time estimate and building identification. I often know which busifon I am heading to but get turned around with directions.
- Sleek and modern design
- It's recognizable. It's the most +15 of them all. It resembles the original design, but modernized and clean. The sign says explicitly +15 and has the original blue colour. It honours it's origins . Make the font a bit more thick/bold for legibility.
- The plus 15 logo differentiates it from building signage, good fonts and layout
- The style and presentation of information.
- consistency, people know this means the +15
- Matter of understanding where you are close to
- Simplicity. Not flashy.
- It has a colour scheme which could break the barrier for new visitors/tourists/secondary language
- bright blue is easiest to see
- More info than current signage
- The side circle map
- good information content
- Friendly looking? If that's a thing for a sign
- They're good. Easy to read - except for the white graphic that looks like an airplane
- Concise information
- Familiarity, unobtrusiveness
- No strengths
- Colours and typesetting
- Uses existing shape
- Helpful for all users, aesthetic
- The shape
- Clean, modern, bright text
- +15 sign gives clear info of skywalk, info of other palces like cafe, resturants im 3min
- Clarity for Calgarians and tourists that may not be as familiar with our +15 system.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Consistent with current signs
- Minimalistic and not intrusive.
- Simple and all info is present, good style, keeps the root design in mind.
- Much more modern
- Not sure, it is a bit too small
- They are more descriptive
- Simple, has time to destinations on it
- recognizable to Calgarians.
- highly visible, shows clear directions and nearby shops and buildings, look sharp
- Less crowding around the maps, less wasting time googling maps of the +15s, etc
- Gives directions and names of buildings PLUS time it takes to walk there. Perfect.
- Shows expected time and if you have to change levels.
- Similar to existing signage, so those already familiar with the +15 would recognize it as such
- its modern looking, easy to read and highlights additional information such as travel time, escalator, elevators etc.
- I really like the inclusion of how much time it takes to get somewhere.
- Good colour contrast. Nice to see confirmation signage as well as decision point signage. Estimated time useful but font a bit small.
- Modern looking
- no strength.
- Better understanding of the building and amenities within the +15 network
- Uses existing signage allowing easier installation.
- Reads well in day and night; stylish
- Easier to understand... better direction
- Those of us who will walk outside in -30 weather in order to not get lost, will now feel more comfortable navigating around in the plus 15.
- I like the "what's ahead" feature so a person is aware they are heading in correct direction.
- Provide more guidance, but not easily readable, so what is the point! Change the background.
- Concise and very clear
- Simple and easy to understand. I love the idea of have steps away and a current map of where you are in the system.
- Uses symbols that are easily understood/common, includes accessibility symbols (elevators, escalators, etc)
- Indication of travel time, and available amenities.
- Knowing you are going towards certain landmarks,
- Provides necessary info



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- The Escalator and Elevator icons are terrible
- Looks like an iphone and people love them an iphone.
- Looks nice, but fits with the previous ones as well.
- Keeps the character of the current signage but with more helpful information
- See above
- Are they backlit? If so, that will make it easier to read.
- Clean, clear, white font against black helps and catches the eye. Looks sleek and mordern.
- Simple and complete
- Update to current design shape and style so familiar but refreshed.
- Minimalist design
- Gives location and distances to close locations and relative time to make it to that location.
- They are bigger
- Visible, simple and EASY TO CLEAN
- Easy to integrate. Soft round edges
- They look aesthetically pleasing
- Wording is clear and easy to read
- Clear fonts better navigation
- fine
- Easy to see and follow
- if the signage is all the same it will be easy to recognize them.
- I can tell when my path will branch. I can find elevators for strollers/wheelchairs. I can information for more than 1 building ahead so I'm on the right path. Well done.
- I like that it tells you which buildings are coming up. Also if it said retail or food court are ahead that would be awesome. Looks very modern.
- Sleek looking
- Let's some idiot bureaucrats justify their jobs by changing things that some need changing
- High contrast and simple
- Easy to read
- As Calgary seeks to become a tech hub, a sleek modern design like this works well.
- Modern design for a modern city. Great colour scheme. Attractive shape. I love the blue +15 symbol, this should be used throughout the whole +15 network for a clear and cohesive experience. Design Option 1 is absolutely the best choice.
- Clean and readable design, time durations is a great idea
- Familiar
- Directions to popular buildings
- None.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- The colours pop on the sign.
- The graphics are clear and simple and I like the font style.
- Modern look.
- it looks dramatic
- It list other buildings and distance within the network. Is helpful to know if you in the right area and the distance of other buildings.
- Most people are idiots. Keep it as simple as possible. Maybe even color coded
- None
- The font is clear and the design is modern.
- The simplicity off the design makes it easy to read and thus helps make the system easy to use.
- shows multiple places with the approximate time to get there.
- let's you know which buildings are coming up and not just which one is next
- Much cleaner and more modern look and feel.
- Colours pop
- See previous answer
- The design of the sign and the circular look is quite appealing to the eye. The colour scheme is also quite nice.
- Logo is prominent and tasteful. Changeable icons.
- Colour scheme.
- Modern sleek design, easy to understand
- Clear, sophisticated looking
- I like that it notes the direction you are going. It's easy to get turned around in the +15
- It looks similar to the old design so people may adjust to it quicker/not notice the change.
- They are not necessary
- Expected time to walk , direction (east,west)
- Very eye catch sleek and modern.
- Shows direction AND which buildings you are going towards. Now just shows direction but routes have lots of twists and need a "map in your head" of the buildings.
- I like that the shopping and the food signs are different colours purple and green. they stand out
- Consistent blue color
- Looks fine
- None



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

Design Option 2

Is information on these signs is clear and easy to read? Does the design fit well in the Plus 15? Why or why not?

- Looks very big
- Very clear and large enough to read. Would be much nicer if the colors and symbols were the same as Option 1. Change the airplane to a "walking person".
- The colours seem a bit outdated to me - specifically the cream/orange on the arrows.
- Like the first option best but the orange makes it noticeable
- Easier to read
- Signs should indicate which street is being crossed
- I find that all looks the same not defined enough
- Font is a suitable size. Unlike the first design, the emphasis is on what places the +15 will take you rather which direction you're headed - which is less important.
- Yes, it looks good
- The infographics work well. Having the name of the building allows one to recognize where they are. It does look a little cluttered on the overhead sign though.
- I prefer the first option. I do not read this version as well, the contrast is more difficult for my vision issues. I find the signs not to be eye catching. I do not like the blue background.
- What is the airplane for? the Airport is not within the +15 matrix? - Misleading
- Same as first one - not clear if you have vision impairment.
- This sign is the most clear of the 3 designs. It has larger & clearer lettering, making it easier for people who have some visual impairments to read it.
- Showcasing the building isn't helpful for the bulk of traffic as they would be travelling thru the building they may or may not know aiming to get to the building they do want. Direction, NSEW, is priority IMHO.
- I like that it is modern and easy to read
- does not jump out as much
- Looks more like an airport.
- Colour scheme doesn't work.
- Too Bulky
- See answers to questions 1 through 4.
- This is too expensive; Put stickers over the old signs.
- This is the best out of the three, has a nice appeal.
- Not worth the (any) investment.
- This design is my least favourite. Missing the +15 logo, looks like generic signage



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Seems impractical, harder to update
- The designs of these signs have a more familiar look to them like signage found in airports or train stations around the world.
- It does not say +15, how do I know I am in the +15 - feels like this is just building signage that is not part of a connected network.
- signage is clearer easier to read
- Again the upper signs are fine but the signage at the doors are dark and the orange I feel doesn't fit, not eye catching
- These are much easier to see and read compared to option 1. There's clarity now on what leads to where and saves us time.
- Definitely the best of the options
- It also provides clear information like the first design.
- Nice and modern, but not distinctive enough.
- I think the first option was easier to read.
- not sure why it needs to change
- Same iconography problem - what is that coloured symbol to the left of the elevator? So strange. When you have a symbol no one recognizes it makes the whole thing confusing.
- much easier to read!
- Don't like the orange color, I think it is a bit dated. Prefer the blue but with this layout and sign format.
- looks out of the 90s/2000s
- looks too bulky, not as modern as 1st option
- Too clunky
- The more colorful sign seems to better highlight the info.
- Far more legible. Access icons + times don't interfere with text.
- Designs 1 and 2 are the ones I like the best though I could see how vandalism repair of the overhead signage may be more difficult/costly. Don't know if that's a real problem.
- Its relaxing to the eye and modern
- This feels old and dated.
- Looks too square and dates
- wall signage appears to not be flat. Will become a competing design element and will require additional cleaning
- Blue background makes it clear and easy to read
- Readable, except for the small-size white-block icons.
- Not made well for visually disabled individuals. Or a few other types of disabilities where it can be hard to lift your head that high to see



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- All information. No unnecessary symbols taking up space.
- The grey colour doesn't stand out enough. Option 1 with the blue icon catches my attention more and easier to notice
- does not say plus 15 anywhere so unless you've dropped the name "plus 15" this won't work for people new to the concept. If tourist research Calgary and read about "plus 15" they will be trying to find a sign that says "plus 15" on it
- Looks too much like an airport sign, not the same look as what we currently expect
- Easy to read. Looks smart and new
- First sign was plain simple easy to read
- I love the modern look. It is more appealing and represents Calgary as a progressive city
- Too many signs around
- Shows better contrasts
- It looks like and will blend in with every boring building sign. Lack of +15 branding
- This one is kind of boring.
- This design seems very cluttered
- Too bland with shape
- I'm not sure about the orange itself but the information stands out and looks sleek and modern, probably more modern than some of the sections of +15
- Still not sure what the image to the left of the elevator image represents
- Overall, this one is pretty good.
- Looks clean and professional.
- Fonts are more legible and larger.
- Reminds of a sign you'd see at an airport
- minutes may still be too small, map does not have enough contrast, appears too wordy, no +15 indicator - need to differentiate between building hallways and actual +15 route. I have needed this many times!
- Too hard to read
- Good colours good visibility.
- The text seems easier to read than option 1, even with the additional information on the sign.
- Like the rounded approach
- This one can go out dated soon
- Not as distinctive and could be confused with other building signage.
- Looks dated and boring
- I like this design, but it would be nice to add the +15 symbol. What is the half-airplane symbol?
- It somehow looks dated and old already?
- Looks fine but the orange doesn't draw my eye



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Not clear direction sign, also not sure it is for +15
- I prefer the other option as it's easier to read and over all more simple looking.
- Easy to read, feels balanced
- It's nice but it's not blue. When I think +15 I think blue.
- No +15 logo to mark as wayfinding signage
- Kinda already feels dated.
- modern, clean, business-themes and easy to read
- Larger font size and blue background are improvements over first design.
- Same reasons as above.
- Needs a colour scheme. You can block the whole +15 into themes/routes. This doesn't accomplish that and text is still too small/English dominant
- i dont think this is as well defined or as easy to see as option 1
- Would require complete replacement of sign . Not necessary when same info can be displayed on current rounded edge illumination box.x nt
- I like the layout of the information, clear and well contrasted
- I prefer this sign.... Why is there an airplane on all the signs?
- It's modern look fits the city motif
- This is the best font, clear and bolder than the others.
- Hard to read from a distance
- Bulky looks like a light
- But not as bright and eye catching as the first option. Colors are too muted.
- No sign of +15 can be confusing
- Over simplified maps don't match the reality of the twisting turns in +15 network
- Look good, added color
- Easier to read and interpret. Looks more like an airport.
- Too Much text on the map.
- Looks like airport signage where's the character
- It's big enough to be read from afar.
- Same as above, they are more descriptive
- The white words don't pop out as much
- This is the best option
- love the new design!!!
- while it provides similar useful information to option 1, it is not as sharp looking
- Same as above, this colour scheme fits better, but i like the different colours of text in the first option - draws your attention better.
- Both are excellent.



- Best of the 3 options due to font size and thickness of the font. The font of the time to walk the distance is too small.
- Noticeable without being obtrusive.
- Similar to existing signage, so recognizable as such to current +15 system users
- complicated physical signage increases costs
- I like design option 1 much better, but this design looks good and has the same information
- I think it should still have the +15 symbol somewhere. That's the marker I look for all along the way as I'm walking and looking for directions.
- Ok, is that an airplane? Font still too small on key information and some iconography unclear. No clear codification that this information is connected to the plus 15.
- Easier to read but I don't like that it looks like airport signage
- The Arrow stands out in pale orange shape on dark gray.
- Simple design, easy to read, more legible in general
- Similar to the first concept
- I prefer this to the first option.
- Clean and modern looking
- Do you guys another colour palette to use other than black as background, please try harder!
- Again not a great deal of difference from previous design!
- Too much to read and reason out while others are busy passing by, I would rather ask a stranger
- Words "East toward" should be replaced with arrows pointing in the direction. There are lots of people that don't know where east, west, north are, when you are in the building.
- Not overly clear and too similar to other signage
- Same as Design 1
- It's missing a +15 logo. Seems to have more information.
- harder to read than option 1 - no defining border of sign
- Simple and clean. Matches the vibe of most +15s
- Easiest to read
- Text is a better size than Option 1, but this option might be a little bland?
- It has a really modern design and not all buildings in the plus 15 would mesh well it
- Really like the size and orientation of the fonts.
- Easier to read
- Don't like the shape.
- This is definitely much clearer than Design 1
- Symbols and fonts are clear and easy to read
- New design. Appears there may be a lot of detail in the small print. Offers more.
- The description pops out , better nomenclature.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- It is a fresh look and still covers the basics.
- No addresses. The names of the buildings are meaning less to someone unfamiliar with downtown
Still liked the fish, train, mountains and fort for direction
- hefty and a great pinata for some
- Modern. Simple
- Different colour scheme; orange is not recognizable as +15 signage, especially when nothing identifies it as being for the +15s
- Not any more helpful than the previous signs
- easy as long as it say north , south, east & west directions.
- Looks easy to read
- it's bland and impersonal, focusing on business instead of the city and the people who use it, or the reasons why they're using the +15.
- It would fit but it doesn't really stand out. Has a bit of an airport vibe.
- Bolder text is easier to read. Easy to see the main information at a glance but the space for more detail is welcomed for those needing more information
- Stupid sucks keep the original you morons
- Missing the symbolic +15 logo
- Facilities such as escalators and elevators are clear
- "East toward" is small and difficult to read.
- Looks like an airport, doesn't stand out
- Just stop. All you need to do is work on the strengths of the original design. This is awful.
- Again It is dark and not clear
- Again, dark background against a dark ceiling. Plus now you don't even have the metal edging around the sign so it blends even more.
- Simple and easy to read.
- Map is harder to read
- I find it easy to read
- Waste of money. Simple design is cheaper and you can put more up
- Why spend the money never got lost with the current system
- Also not very noticeable.
- It looks nice.
- a bit less modern. looks like it will be dated sooner than first option
- Not quite as clear as option 1, but still a huge improvement.
- While east/west/north/south are understood by many, they are definitely not one size fits all! Think like airport signs, arrows pointing, no room for error.
- It's decent, seems like a boring option



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

- This is boring and would not attract my eyes to view the signs.
- Why is this one shown as a static sign and the previous option appears to be digital/changeable...might be just my interpretation.
- Same as first option: messaging is not clear, symbols are not universal (what does the white/orange symbol mean?), confusing guidance and somewhat irrelevant information.
- Looks very outdated
- Not quite as easy to read as option 1
- Lettering and maps are larger, which is helpful for quick reading.
- Who cares what shape they are. The existing signage is functional and does not need to be changed!
- Can be confused with other signs. Plus 15 logo must be kept
- How people will know which way is East ???
- It reads weird
- Don't like the orange. Shape fades to background.
- Signs are too bulky. They look like they belong in the airport. Don't like the orange
- Missing blue and reference to +15. Inconsistent. Too new
- Easy to read from a distance
- Letters seem to be bigger
- Directional arrows are poor, font could be bigger and bolder
- Easy to read from a distance. Clean design.

What do you think the strengths of Option 2 are?

- Map is great! Easy to read
- Larger sign and larger lettering.
- Font size and boldness on the landmarks are very readable from a distance and the design is clean.
- The larger writing is easier to read
- Defund the arts
- clear letters
- Highlighting the places that it takes you too rather than just direction (East, North etc.) which isn't very useful.
- no more Plus15 logo
- Looks modern, no maintenance required
- The signs feel more substantial and give an image of stability.
- not strong



- What is the airplane for? the Airport is not within the +15 matrix? - Misleading
- It fits with what is already there - people are used to these designs.
- The words look the most clear & large on this design, making it easier for people to quickly see it.
- Showcasing the amenities of the building the person is within but more so the presence of the sign, its heft and design is excellent. It draws attention towards it.
- Like the colors, font and the ribbon shape
- Same as option 1 - Straightforward, easy to read, modern
- looks like airport signs
- It's clean. Cleaner than design 1
- Contemporary look
- easy to read
- None.
- None- it is too expensive- we can't afford this.
- Clear and aesthetically pleasing
- None
- I like the larger Icons for ammenities
- The shape of the sign seems to be a universal design for signs that provide directions. The font choice on the signs are large and bold and better for viewing the signs from a distance without needing to squint. The maps look bigger and more readable.
- The font is bolder and easier to read as you are quickly walking in a crowded area.
- Rounded design of the sign form is appealing, but confusing as you are asking "is the sign clear and easy to read" but change the form factor and ask if it fits well in the +15. A horrible survey will generate confusing and non-conclusive results.
- Signage symbols are displayed clearly. The colour scheme stands out
- 50%
- This option is better than option 1. Right away, the dining and escalator signs stood out more, and the shape and design draw your eyes up to the sign.
- More legible font used and better design compared to design 1. The addition of timelines getting to various destinations help a lot.
- easier to read
- Familiar because similar to airport signage.
- Slightly uncluttered (but option 1 is less uncluttered)
- more modern signage linke the wall siganed better with more infomation easier to read
- easier to read!
- Great use of the space.
- lots of space to put information



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- I dislike this option
- While it doesn't say +15 like the previous sample, the legibility outweighs that. Orange map background stands out at a distance and has dark type on light background, giving better legibility.
- I find it relaxing showing helpfulness -easy on the eyes
- I like the two primary colors, large font of the building name, and the rounded sign ribbon design
- This is my least favourite of the three designs.
- This option has better contrast than the others. The new shape is more modern and interesting.
- East bound also could be more brighter fond
- This is a more "friendly", softer option that is modern and appealing. It's easy to understand the information being conveyed.
- Readability.
- I like the look and feel of it. I agree that the +15 doesn't need to be as predominate as in the first one.
- Many people like contemporary designs
- All the informaiton you need, clear and easy to read.
- None
- The design overall. Contemporary look and feel
- The Background color is vibrant and the letters are very legible and easy to read.
- Good contrast, text is easier to read
- Delightfully meh
- It's more legible than option 1.
- More information?
- Informative
- Letters are decent enough to read
- Super easy to read from a distance (best of all 3 options) because of large text, directional arrows stand out, orange helps the sign stand out
- The rounded edge. but the +15 symbol is not evident so some may be unsure if they are in the trail network
- Clear information.
- Not a strength, quite the opposite. Those will get super dusty
- Not too business like
- Better type face - easier to read, better stair and/or elevator indicators
- It reminds airport signs, which make us to watch them with more credibility and catches more people's attention
- I like the salmon.
- A more updated feel, the additional information being a bit clearer.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- It's clear, easy to read, and looks classy.
- The rounded ends look nice but flat signs don't look distinctive
- Contemporary, easy to read, modern
- It's clean and modern. HOWEVER, it looks like airport signage. Not +15. Where is the +15 sign anyways. How can we differentiate this sign with actual building signs. We need it to read +15, with the +15 logo. This reads airport.
- Simplicity
- it reflects the business/corporate nature of the +15 network well
- More modern looking.
- Larger font size.
- No idea what the orange logo is for but it provides some direction past a +15 logo
- Easier to read than option number one
- Clean, modern look but vastly more expensive.
- The simple signage on top of the door
- Good blend of directional and amenity information. Looks great.
- I really prefer This one
- Easy to read, modern design, blends with general city architecture
- The font is readable further away. When the city is in full swing, people move fast in the +15 system, and don't appreciate tourists stopping to read. Been there years ago.
- Form factor of overheads is pleasant, bold text makes for easy reading
- None
- Colors
- Timeless
- I'm not overly excited about this option.
- Modern looking
- Clear font
- Seems to be a more modern design. Easier to read than 1.
- Font is in bold
- Same as above, they are more descriptive
- Will stand out nicely without being garish
- love the new design!!!
- Bright coloring may be helpful in fining/seeing signs
- information is relevant
- i like the shapes and background colour
- The fonts are large and clear looking, the blue/gray background and the coral orange are appealing. The ribbon design is attractive and modern.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- I think this is the best of the 3 - information seems clearer, more contrast between different types of info
- Shows expected time and if you have to change levels.
- Fonts and pictures are easy to see, arrows are clearly highlighted to help with directionality
- Size of icons under the place name is better. Still good contrast
- Large arrows
- bright contrasting coloured letters and symbols on dark background. Direction font is too small though. Make it larger so easier to read from far.
- see above.
- Those of us who will walk outside in -30 weather in order to not get lost, will now feel more comfortable navigating around in the plus 15.
- Concise and clean
- Dark background!
- Slightly more eye catching map with the orange color
- Brighter colours, higher contrast, better visibility near the elevators/escalators
- Indication of travel time, and available amenities.
- Same as Design 1
- Looks like it's always been there, not "of a time" or anything.
- The shape of the sign is nice.
- Don't is bolder and very easy to read and could be read without stopping
- Prefer as it is more modern.
- Clean and simple without seeming institutional.
- From the picture, definitely more legible to read
- Clear and simple but no color
- Aesthetically pleasing.
- Title
- Provides a little bit more information, but do not feel it is necessary.
- Bigger than old one
- I would be surprised if this design was cost efficient. There are no other gains over the first option.
- Simple
- Legibility and large fonts
- ok
- Good and classy
- as above
- Higher contrast is good
- Seems clear to read but a bit boring.



- See above
- Let's some idiot bureaucrats justify their jobs by changing things that some need changing
- Similar to airport sign
- Easy to follow
- Good design, similar to the first option.
- It clearly shows what building you're in. Not confusing to read
- Design Option 2 is okay. Feels informative but I don't like the colour scheme. It severely lacks the elegant symbology of option 1.
- Better than #1. Modern. Bold print. Friendlier than black
- There are none.
- The words are clear to read.
- Simple yet sophisticated which fits the theme of the corporate population who frequent the +15's. Very New York City/subway transit vibes.
- More like styles at airport.
- it looks modern and catches your attention
- It list other buildings and distance within the network. Is helpful to know if you in the right area and the distance of other buildings.
- No strengths. Too expensive design
- Save the money
- The contemporary design. The bolder font is easy to read.
- I love this design very much. It stands out with the colours and the location is clearly differentiated from the other destinations within the +15. The design is sleek and modern, easy to read and overall pleasing to the eye.
- easy to read and like the times
- let's you know which buildings are coming up and not just which one is next
- Interesting design.
- No one cares if they are rounded, do they tell you where you are & where your headed
- Best legibility of the options
- Easy to read. Clear destination. (Can you combine this text/font with the +15 icon from Option 1?)
- Simple colour scheme but at the same time very unattractive.
- Second option is easier to see
- See above.
- Not necessary! Stop the madness before we're all bankrupt!
- Clearer, easier to tread..i
- Looks like an airport
- Looks like more info on the signs by the door. Focus on building rather than direction.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Larger surface area for dust to collect
- Bold text
- Good contrast between words and background
- Easy to read
- Font is readable but still not great
- High contrast color scheme increases readability from a distance

Design Option 3

Is information on these signs is clear and easy to read? Why or why not?

- Don't like design
- Too much like an airport sign. Not fond of this at all. Change the airplane to a "walking person"
- Doesn't display current location very easily. The design feels cheap and colours remind me of public transit.
- Blends into the walls and ceiling
- Not easy to read at all
- Signs should indicate which street is being crossed
- don't like the design
- Sign seems too busy. Font is too small
- Other options were nice
- Doesn't have that modern look
- The sign is clear enough. The simplicity of the frame makes it look and feel a bit weak.
- Clearer
- Not high contrast enough, Boring and outdated looking.
- What is the airplane for? the Airport is not within the +15 matrix? - Misleading
- Hopefully these letters are well-lit, it is hard to see from the picture. It is a bit clearer than the first 2 options.
- Although the shape of this sign is artistic with the way it evokes the Plus 15 Bridge structures, the lettering on the right is smaller and harder to read.
- It would fit but the design language of the structure is the weakest of the options IMO. It lacks a presence and substance to draw a person's attention toward it as do the other two options.
- Close to the Second option, but I prefer the slick design of the ribbon
- It looks cheap, too simple/dull/plain.
- It is outdated and boring
- does not look that nice



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- This is my favourite so far.
- font too small on right hand side
- Simple but good information
- The Arrow on this sign option in great. Easy to get turned-around in the +15. Prefer the arrows be added to option 1 for functionality and design
- See answers to questions 1 through 4.
- Too expensive!
- Not worth the (any) investment.
- Love the simple and modern design, eye catching, easy to read. Still would like to keep the +15 logo.
- The angular design is fresh
- This design appears to have less information on the signs in favor of big arrows. Arrows are only helpful when there is enough information to accompnny them. The design is industrial, but appears a bit dated.
- These don't appear to be as sturdy as the other options.
- Too many shades of blue, square frame design reminds me of Walmart.
- It is not distinctively +15.
- Font of the buildings is smaller. Cannot be read from very far.
- to dark
- Some of the +15s are aged, I also like how the first two designs have lasting power design wise
- I feel the signage is just more eye popping and catches your attention. The blue stands out
- The design is poor, looks cheap.
- Writings are too small
- Looks cheap and nasty. Doesn't look professional
- This design is not visually appealing.
- Will age quickly. Poor colour choice - difficult to read. Text too small.
- Takes up unnecessary space. Sharp corners.
- The signs don't look as good of quality.
- Probably the easiest to read
- dont like theis design at all very plain no style
- big arrows are better for wayfinding!
- I think it looks a bit dated.
- looks kinda cheap, like a tube steel frame with a cardboard insert
- looks modern like the 1st option but lacks the more vibrant color, the square signage doesn't pop as much
- This design is not nice at all



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Slimline
- The font doesn't "pop"
- Hard to compare in these renderings, but seems less legible, smaller type, and lower contrast between gray background and white type. Access icons too distracting versus text. Again, is Suncor where we are, or where we are approaching? Clarify?
- Bold, remains me being at the airport
- Like the designs of the previous 2
- Not sure what the symbols mean in the bottom right hand corner of the main sign. Very small.
- Very informative, large easy to read and find, room for more information. It appears digital and updatable. I hope it is.
- this looks terrible. seems cheap
- Blue may not work everywhere. To many surfaces to be cleaned.
- These look cheap
- Looks cheap and not appealing
- This option is just very bland, not interesting.
- Arrows take up a large amount of sign space, compressing text. Might be visually distinctive and easy to spot for non-English speakers, though.
- Hard to tell in these pictures if it's readable for disabled individuals really
- Too simple.
- Same reason as Option 2
- this is a good way-finding sign but again if you are using the name "plus 15" as your concept, it should be included in the sign so if tourist/visitors are visiting Calgary and read about "plus 15" they should see that on a sign somewhere.
- Not very clear
- Just looks busy and it's not easy to read.
- Too much happening in the sign
- Kind of better than some of the other ones
- Looks to industrial
- Distinctively +15 colour can be used for branding
- I like the shape of these signs! My favourite of the three.
- Font seems better suited than other options
- Not informative
- It screams too cheap to have have a decent sign or rephrased look at us we want to be just like Edmonton
- The rectangle shape itself would blend in, this is a nice modern option. The colours might blend in a bit too much though



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- The shapes of the first two options are more attractive. Please add address or intersection info to overhead signs to help navigation.
- Information is large and clear. Shape is boring..
- It's kinda stale looking
- Contrast is too low for the fonts to be legible
- It's too plain - a bit boring
- This option appears cold. I like the street names on the map which the other options do not appear to have. This is very important for people not familiar with the area.
- Too hard to read
- Like option 2, the information is easier to read, the two colours help with that, and the arrows help with direction as well.
- Too big
- This one is not sleek
- Can be updated with new info if required
- This looks cheap, complicated (divided in half), and messy. What is the 1/2 airplane symbol?
- The colour division is subtly suggesting left/right which may not be what you want for wayfinding signage.
- I'm missing the compass direction and +15 logo on most signs
- The shape feels clunky and the colours don't pop like the first option.
- Light blue (arrow sign) is too outstanding, it feels sharp to have the rectangular design, the map is too dark
- It looks cheap. The material looks cheap. It doesn't look high quality.
- Mostly building signage, dated look.
- The sizing of what is important is off
- it had more of a tourist or consumer feel, and I know the city wants to move +15 in that direction
- Prefer the other 2 options
- Colours
- Smaller font size.
- Same reasons as above
- It looks easy to vandalize. It's the best of the 3 as long as there is a relevant colour scheme to provide direction over and above English-text and more complimentary with icons.
- barely noticeable or legible
- The 50% split in the sign makes it harder to read the information
- Lets not reinvent the wheel. Current light boxes can be reused with simply new info.
- Not appealing
- writing is too small



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- not aesthetically appealing at all
- I like the rounded edges sign
- The colour block is attractive and not eye catching
- It's ugly and institutional looking
- I like the arrows on this one the best.
- Overhead signage would need to be twice as large when approaching a T-junction
- Too hard to read
- looks stone age
- This one feels more industrial - kind of cold. Too much space is given to the building name.
- Doesn't look like it matches with the surroundings.
- The arrows are very prominent which is very helpful
- Font seems smaller.
- Looks cheap
- Looks cheap
- Not readable from afar
- These stand out a bit better
- Don't like the format
- Looks like a transit sign, not something in a professional building. Don't like the frame around the sign
- reminds me of an airport....
- looks a bit outdated
- This is my least favourite design visually. It looks cheaper and flimsy compared to the other options
- All three are excellent. Matters not which one you choose.
- Colour shades in the light blue section are too similar, would be hard to read from further away.
- The light colour blue makes it hard to distinguish the navy coloured and text icons. The font sizes are much smaller than the other two options.
- The current building name is too forward; it takes a second look to find the other destinations.
- + Arrows are easily visible and clear in providing directions; - Visually too linear / square
- consistent +15 branding should be present
- design looks dated
- I prefer if all signs include the +15 symbol or logo somewhere, so I know I'm still in the right network.
- Where Am I? All I see here is arrows. font is small and I can't read it yet... Is this information about the building or the plus 15? Oh, wait, now I see a small +15 in the corner of the map - I guess I'll need to look at that to know where I am now...
- Larger, high contrast text - easier to read



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Good contrast in letter and symbol colours against background. Direction and destination names too small to read though.
- looks cheap in comparison to option #1 & 2
- Looks weak and flimsy. It is basic, but the oversimplicity and geometric shape actually makes it look old / outdated.
- Clearer separation
- Don't like the look of it
- I prefer this option the best.
- Appears bulky and not as modern looking.
- Looks too old
- Still dark background, try harder!
- Garbage
- Too much to sort out on the sign; I would be stuck in the traffic flow
- The design looks cheap
- Not a fan of the square/straight edges. Seems sharp
- It lacks esthetics. Words "East toward" should be replaced with arrows pointing in the direction. There are lots of people that don't know where east, west, north are, when you are in the building.
- Colouring
- Looks budget
- Looks a little flimsy?
- They are ugly
- This looks more like it should be in a hospital!
- Too clinical (hospital like).
- This looks cheap.
- Seems small and crowded
- Small font too hard to read
- Aesthetically not a fit. A bit confusing,
- The nomenclature seems very small and the arrows are prominent here .
- It is a fresh look, but does appear to be a little on the industrial side. Do not feel it is that friendly.
- Same problems as above. Look cheap
- This framework can be built tough. Coroplast signs are durable and a cost effective replacement against vandalism/painting over/etc.
- Cheap looking
- It looks good as directional signage, but I don't see any +15 identifier at all. The +15 network is something that is uniquely Calgarian; we should be proud of it, but design options 2 and 3 seem to want to keep it a secret



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- May be harder to read at a distance
- might work
- Looked confusing / too much on the sign
- looks cheap
- Esthetically my least favorite option. Looks like an airport.
- Design would give you the info you need but it's a bit bland.
- Looks a little too stylized
- Stupid sucks keep the original you morons
- No +15 logo. Unaware this is the legendary +15
- Writing too small
- Again, "East toward" is too small and hard to read.
- It looks cheap
- Feels like an airport. Which is not good. Lower contrast feels washed out.
- Ugly. Looks cheap.
- So awful. Don't do this. I beg of you.
- Not simple design
- This sign design does not blend in with the dark ceiling. It grabs your attentions and are less likely to not see it.
- I think the vibe is too industrial looking and less modern for some of the more traditional offices.
- Don't like the two panel design In the first pic.
- very readable/ looks modern
- Cheap and effective
- Same as other comments do not spend the money
- This one stands out.
- Doesn't seem as easy to read. Signage doesn't seem substantial (perhaps a bit flimsy?)
- I think that the design looks cheap and fails to stand out from advertising signs found on the side of the street. If anything, these signs are likely to blend in with their surroundings, making them difficult to use. Overall looks like a cheap menu board
- although they are modern they are not as colourful as first option and times are harder to read because they are a small font.
- Not as clean or elegant as the other two options.
- While east/west/north/south are understood by many, they are definitely not one size fits all! Think like airport signs, arrows pointing, no room for error
- Boring. I prefer the current signage to this option
- This is really basic. Too basic. It looks like a grade 10 project.
- Looks cheap and the light blue looks dated.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Design is clear and messaging is simple, I like that you finally included arrows. Try adding more colours, washroom directions, and info centre. Not sure if it's digital but that would be great for easier wayfinding changes in the future.
- Harder to look at with the 2 boxes
- Larger signs
- Just NO!
- Multi colours and got slightly distracting.
- Hard to read. Plus 15 logo not present so can be confused with other signs.
- Broken up weird and not easy to read
- They're just plain ugly.
- Missing reference to +15
- Looks old fashioned and hard to read
- Directional arrows are very clear and the font is the best of the three but it could still be bigger and bolder
- Hard to read - don't like the split design - takes longer to consume the content
- sign design is too extra

What do you think the strengths of Option 3 are?

- Large map, use of arrows
- The sign is large
- None
- Defund the arts
- don't like the colors used
- Maybe just the arrows how they're pointing
- None
- The graphics themselves are really well done. The information is simple and clear.
- not strong
- What is the airplane for? the Airport is not within the +15 matrix? - Misleading
- It looks like it is easier to read.
- It's an artistic look, but again the lettering is not quite as readable and clear as Design Option 2.
- The arrows supporting NSEW directions; the use of colour to categories a cohort of data is very good. It's the physical sign itself that is weak.
- The left side of the sign is read easily
- n/a



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- the arrows help point at the direction that guides you
- In one glance I knew what I was reading.
- Colour and size fits space.
- Arrow, provided concise direction
- None
- None- it is too expensive- we can't afford this.
- None
- I love how it has the clearly 2 types of panels making it easier to read and includes the icons.
- Also looks easy to update
- The font used on the signs appears legible from a distance.
- Modern look
- I think 90% will agree
- Large map
- Colors might helpful.
- Uncluttered
- none
- big arrows
- I like the use of arrows...those would be great at any sort of intersection. Also looks like the cheapest and lowest-maintenance option.
- space to put information
- easy to read
- Very large and easy to locate
- The light blue background calling attention to the primary thing seems useful. Arrows showing where you can go makes sense as primary. Again, is Suncor where you are (blue meaning opposite blue arrows) or where you are approaching?
- Stands out
- Arrows are very visible and obvious.
- If digital, it leaves room for change and updating. This is my favourite option of the three.
- I am assuming they are dramatically less expensive than the other options?
- It is not a good design in the first place
- More emphasis on icons over text.
- This has a cheap feel to it.
- None
- This option at least has a consistent blue and arrow symbol that is easily recognizable if Calgary were to describe their 'plus 15' system as such
- Arrows



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- I don't there are any strengths in this design
- None
- Looks super super super cheap.
- Unique shape, interesting. Consider if light text on a dark bg is the best choice for the smaller text for legibility.
- I can actually read the sign
- The letters are easy enough to read
- The clear directional arrows - assuming they actually help navigate (the example above the elevator is confusing). However the text is too small - combine this and the 2nd option (maybe with a +15 symbol) and I think that would be a winner.
- Arrows are clearest and current building is made obvious.
- The arrows show which way to go for specific places
- Information design.
- I like the clear and obvious arrows.
- It's the one that would collect the least amount of dust (less cleaning & better for allergies)
- ?
- I like this option the least.
- None, it's confusing
- Probably the two colours to divide the information and making it easier to read.
- Distinctive branding
- Maybe it's the cheapest?
- Colours and sign shape are appealing
- Add +15 on it
- Casual design
- It's pretty.
- Why would you have a building name in a +15 bridge between buildings? Should be "suncore Center ahead" or something. (See image associated above)
- None.
- clean design, and it fits with a transition to a consumer/casual vision use for the network
- Not as aesthetically pleasing as the other two options
- Lighter blue background for wayfinding arrows is a strength.
- It looks digital. If so you can use qr code or new tech to support the journey. It's less about signs now and more icons/linkage to phones and directional support. Icons still seem small for (all) to see and or understand. May want to pilot first.
- The map sigage beside the door. Looks clean with contrasting colours
- Information is clear



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- It's okay
- None
- Arrow directions can be seen clearer from a distance. I didn't have to enlarge the photo.
- Durable
- overall design is good
- Use of color makes it stand out better.
- low cost?
- None. Really small icons on the right most are not clear.
- These stand out a bit better
- clear and the colours are inviting
- It's brighter than the first two.
- Colour blocking and simplicity of content; Highly visible arrows to provide direction
- looks like they're probably well secured to the walls...
- Like that it looks like street signage, more than airport signage
- Simple.
- n/a
- Those of us who will walk outside in -30 weather in order to not get lost, will now feel more comfortable navigating around in the plus 15.
- If this option is one that can be programmed (is it a TV screen) then it might work the best to change names etc.
- Same as before!
- The Blue panel to separate information is interesting
- Indication of travel time, and available amenities.
- Provides destination info
- I like the arrow
- Big arrows!
- No distractions
- None
- All three do the job but the first one with color is more appealing
- Can't think of any.
- Arrows and thin design
- Still provides the basic information.
- None
- While the "upfront costs" may be a bit higher than in the first 2 options, the "industrial" build of this design would cost less over time [this is an assumption, obviously]
- Easy to replace signs



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- None
- Not good
- as above
- Arrows are easy to see.
- I really like that it appears to be a screen which would allow for things like temperature and time to be displayed.
- Let's some idiot bureaucrats justify their jobs by changing things that some need changing
- Easy to follow pictures/directions
- Nothing.
- Easy to read
- Design option 3 is by far the worst option. Looks like something from an oil boom city in the 70's, which is absolutely not our identity anymore. Poor spacing between text/symbols, looks way too flat and cheap.
- There are no strengths.
- More differentiated from its surroundings. Two tone backgrounds separate the information so that it is easier to understand.
- arrows appear to be more clear than some of the other options.
- Large arrows indicating direction.
- looks fresh/easy to read
- It list other buildings and distance within the network. Is helpful to know if you in the right area and the distance of other buildings.
- Cheaper which means more can be installed
- Save money
- Simple
- Stop worrying about shapes of the sign!
- Direction arrows look like they would be the easiest to see
- Easy indication from the signs.
- Readability and "direction" indicator. If used consistently the colour could represent +15, but I like the icon from Option 1.
- Big font, clear messaging, arrows. Still, some signs are confusing (like the big yellow bird/plane look-a-like), and it would be great to add directions to Ctrain, washrooms, and info centre.
- The signage is very similar to airport signage which may make it more noticeable. The different tones make the lettering more noticeable.
- No strengths
- The color
- None. Others look better.



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Blue, easy to read - arrows
- None
- Directional arrows are very clear

Map

Do you think that this map design is clear and easy to understand? If not, why?

- Yes
- Design is clear and easy to understand.
- The bush plane design is very confusing because it's in a different perspective compared to the more flat icons. The plane wings also look like an escalator at a glance. The design feels a little too abstract for some viewers.
- Yes
- Defund the arts
- unclear where I am the big dot? I'm think? "you are here" would be nice everyone knows that
- No. Seems too busy. And the plane is very confusing. Thought it initially signaled a travel agency or something like that. Focus should be on places rather than landmarks.
- Text over the drawing not very clear
- Yes
- Yes except I don't understand the airplane
- It is clear and concise.
- It's pretty good really. Colours work well and uncluttered design
- No - What is the airplane for? the Airport is not within the +15 matrix?
- Not really - the plane icon is a lot bigger than the information icons - and perhaps directional information could help as well?
- It's alright.
- Not bad. I like the sizing differences. You will need to consider using attachment lines as people may get confused without them making it clear. Also, use colour [red—used only once per map] to differentiate where a person is, not just size.
- I think it's easy to understand.
- Yes
- Yes
- No. It says Suncor Energy building but I don't know which one is the building.
- Not really. Didn't know the connection of bush plane to Suncor until I Google it
- yes



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Yes. Location of maps is important. It is easy to get mixed up and lose northing when walking on +15.
- Yes, it is clear
- What about those people with poor sight - again!
- How about just make a Google maps add on that shows the +15 system.
- Yes
- The airplane icon is confusing. I didn't understand under I read the description.
- Yes
- I think it is clear and easy to understand. Good design matching modern tech "dark" themes
- No, this map is useless to anyone who does not intuitively know identities of buildings/businesses. It is exclusionary and unfriendly to someone who is not connected to Calgary office culture. Make something that is useful to people who know streets
- No - why the plane?
- I think the map is clear in showing the buildings along the +15 and any attractions the building may have. I do not like how the major landmarks are shown. Someone not aware may not know what it means and misunderstand the meaning of the landmark icons.
- Yes, major landmarks would help to navigate better
- Yes
- yes
- I initially thought the plane was to show where you can get on a bus that takes you to the YYC airport. Most people wouldn't understand the meaning of the bush plane when they are just looking for a location on the map. Use the company logo instead.
- Map design is clean and easy to understand. I don't get the Airplane graphic, I'd rather see a graphic of the actual building. I want to know what building I am in, knowing what it looks like is another way of understanding where you are downtown.
- Yes, As long as we also include " you are here" button in case one is lost
- map design is clear elevator symbol looks like a panel
- Yes
- I think more directional markers need to be added to the map, N, S, E, W.
- This map is clear, the only thing I feel is missing would be an arrow pointing northing for example so people have an understanding of which direction they are headed.
- Yes
- yes, but the icon idea would be very confusing unless you have a list beside it with each icon / identifier, which renders the icon pointless.
- It appears a bit messy and unorganized.
- yes, looks like a subway map



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- This icon is not descriptive enough. I'm not sure that Suncor's logo is clear enough to represent the place.
- If the building names will be outside of the buildings in the map area an arrow relating building name to actual location would be helpful. Or put the name within the location such as the "Courthouse Park" example.
- I don't understand what the airplane symbols are for.
- Oh the iconography which was so difficult to read is the "bush plane". This is a horrible idea. I made two separate comments in this survey about how bad that icon was and how I couldn't understand it. It makes everything way more confusing - drop that.
- yes
- yes
- yes. Need a compass or some sort of directional indicator. Someone might go north if it looks like they need to go straight ahead, which might not be the correct way to go.
- don't know what the purple symbol is. Why are some of the points larger? Why is the airplane so big
- yes, clear difference everything well labeled
- Why would you put a bush plane for Suncor? An airplane to me indicates airport. It's confusing.
- Y3s
- clear
- I don't know what the airplane is referring to and I can't tell if Suncor is referring to the building above or below the font.
- Seems clear and easy to understand. Thin text over varying background diminishes legibility, not sure why this was chosen?
- Not a fan of the airplane logo
- No. Too much information, needs to be simple
- Not the plane. Seeing it made me think airport. I do like the buildings and the other symbols, like elevator and such.
- Its clear, shows directions well
- Yes
- No. I think people are very used to maps these days (e.g. Google Maps) and so deviating to create an artsy interpretation of a map leaves you with a really counter-intuitive, hard to read map. The black background is also kind of depressing.
- Yes
- yes
- Black background is not a good idea and it wont be readable from far



- I think the "icons" are confusing to people who don't know about them in the first place. For example, if you didn't know about it you might think the Suncor "bush plane" was somewhere to get a shuttle to the airport.
- Yes
- Yes, but it took a while to understand why a plane was being used in the imagery, and I work in the area. Originally I thought the plane had to do with the airport.
- I think the map is okay but the use of color and the small printing is hard to see. There's a large amount of people who are colorblind and some who are completely color blind
- For those people who don't know the special icons for the various buildings, I think they would be confused. I think just the name of the building is enough.
- Yes but takes more time to figure it out than words
- yes
- No, not common symbols for the average person
- Not really.
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes but the dark colours will be hard to read on super bright days
- It's definitely an improvement on the existing maps. I like the addition of the building icons.
- What does the airplane signify? Art in the lobby? Otherwise not bad
- Not clear enough some would love I'm at it and think there's an airport
- It's easy to read after the initial burning of eyes from color if was less bright and such and had some form of directional arrows it'd be nice
- It's okay but I'm not sure the "landmarks" are meaningful- like would people who weren't familiar with the buildings know the plane was there to use as a navigation key - I've used the building many times and don't even recall the plane.
- Yes
- A little person icon makes more sense for 'you are here' than a slightly enlarged dot.
- Yes but I have no idea what the image on the left was a 'bush plane' and why it would be on a +15 map beside an elevator/shopping bag/food way finding icon.
- Yes. I think the icons for buildings is a great idea. Toys iconography should carry through into all way finding (e.g. icons next to adjoining building names on signage)
- Looks great
- Whats the plane for?



- No. The text makes it look like Suncor Is across the street. There is nothing indicating orientation of the map. Is North up? Down? Left? Right? I have used the +15 system for decades and can't place this location from the map.
- Yes, but the needs to be a legend
- Is the large dot indicate where the sign is located or just the building? How do you tell where are? Buildings referenced should be readily identifiable from the street as well as the +15.
- Not at all - is the plane the airport? I can't learn where it's north east west and south looking at this map.
- Icon is obscure to me.
- Icon is too confusing unless you knew what it was. Looks like an airport icon. Suggest skipping those.
- Yes, if it keeps the directions as well of north, south, east and west.
- Yes. Very Visual
- Yes
- Yes
- Yes
- I don't know what the white half-airplane thing is. Is that supposed to be my location? Otherwise it's very nice.
- For the most part yes but I didn't know a plane meant suncor until you said it and I was very confused why there would be an airport on the map.
- Yes, I like the icons for the building and amenities
- Yes I do. I'm only confused what the airplane represents. It's easy to see the labelled streets in comparison with the plus 15.
- Somewhat yes
- The weight of the font needs to be thicker. I'm colourblind and the three shades of blue for me look the same. There needs to be more contrast between the buildings, the street, and the bridges
- I don't know about the plane icon. It reads as "airport" to me. Will not make sense to people who have never been in 15 before.
- Think the icons are confusing. People who don't know about icons would think it's an airport
- yes
- All I see is an airplane and wonder why the airport is showing up in downtown Calga
- Yes
- I think it's clear but the dark colours could be hard to read
- The map design is clear and easy to understand except for the inclusion of the bush plane. In most places the airplane is a wayfinding towards the airport.
- Yes, i think the map design is clear



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- No , not clear on showing you where your exact location is.
- It does as a static photo. It largely depends though of how the live, interactive map is. There are several good examples of wayfinding in Calgary malls (digital) and static (Calgary zoo). Just link to these for what works and it should be great.
- Yes
- yes, it shows where you are in the system and what buildings are around you
- I have no idea what it's trying to tell me.
- Yes
- The name of the building location can be confusing if man building are listed around it as well. Nothing to separate the naming of the building from each other for quick differences
- not sure what the plane icon adds, there is a plane in lobby but not an airport
- No. It needs directions that mirror the signs shown above. The airplane symbol also doesn't make any sense to me.
- Too many logos. If the point is to provide directors to the Suncor building, there should be only one logo. the airplane makes it look like there is some connection from Suncor to the airport
- Not sure why the white dots are different sizes, is that significant?
- No needs for the plane icon. People that know where that stuff is don't need a map, and those that do need a map won't know about those "landmarks"
- This is great. (still the airplane?)
- Yes, very clear
- No - it's not accurate, the plane image is too large and distracting, and building name is not inside the building footprint
- Yes, but what's with the airplane? If that's to show direction of travel, it was totally confusing. I took it as a sign for airport.
- Yes
- Yes
- Not really easy. I like the plane because that's what's in suncor but it's too large. I like the overlap of the plus 15 overtop of the buildings but perhaps more landmarks are required?
- Yes
- Yes
- There is no way for anyone to navigate Suncor building based on this map.
- Not clear at all, not sure which building is where and the tail of the airplane is out of place on this sign
- Yes. Think I just realized that's supposed to be the airplane inside the suncor building. Made me think airport which is confusing.
- overall good, But what's with the airplane?



- No. What is the icon of an airplane doing there?
- sort of ... i get the elevator, shopping bag and food, but why the plane? we are downtown, not near the airport.
- Should have a N, W, S, E chart on it in the corner
- I'm not sure why there is an airplane on it.
- yes
- Yes.
- Yes
- yes
- Yes - looks good. Not sure why the plane is there.
- Too many icons, for maps like this just include names.
- Would like to see a brighter colour or white font used for the street/avenue names as they bleed too easily. What does the airplane mean on this example?nto the black.
- Yes
- Yes
- Yes
- Yes, although I have no idea why there is a plane showing for Suncor Energy Centre. Is it just because there is one inside the building? If so, will all art pieces have pictures? It doesn't seem relevant and if it changes all the signage needs updating.
- no
- this section is clear, but would need to see the smaller version that shows the larger overall area
- Mostly clear. What does the airplane mean? A 'You are Here' indicator would be helpful.
- I think that more info is needed about what isn't on this map. Only use with info shown is if I'm going to one of these destinations - otherwise which way do I go?
- Yes
- Sure but why black colour background? Difficult to read the street names in blue on black background....
- yes - much better than existing
- It is neat and minimalistic with clear points.
- No, there is no compass and thus relies on a knowledge of Cardinal orientation. Please put in landmarks.
- Yes, it is clear. I like the visual aids like the plane from the Suncor Building.
- Yes, I would say so- buildings are labelled and the streets are labelled. Not sure that we need the food icons and the plane, etc?
- Yes
- Yes, the background could be light instead of dark though.



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

- No - too dark, use another colour as background
- Yes
- Not really, what do the pictures mean if I am a tourist. I live in Calgary, still dont understand this map
- Better contrast would help. Will this be able to be updated easily (if buildings or points of interest change)?
- Not clear. doesn't show directions (north, west, etc). What is the purpose of the plane? It can be replaced with picture of the building. Why is there elevator sign? is it not in every building? What does sign in purple mean?
- No, as it does not indicate "You are here"
- Icons are not clear enough. Use traditional elevator and shopping icons.
- It's "fine". Not great, but fine.
- Is that an airplane? Why is there an airplane? Did I miss a question about an airplane? Am I the airplane?
- Yes
- Looks great.
- It's alright has the street names a buildings names
- only if it is interactive, example click on the plane to understand why it is showing.
- Yes
- Yes
- Yes - other than the airplane which is confusing?
- Yes
- Yes but need direction Eg N and Direction indicator on the plus 15
- What is the white airplane looking thing? It's on all of them
- No. I am not sure what I am looking at. Is the one icon an airplane? If so, why? What does it have to do with Calgary's downtown and +15 system? If it is not an airplane, what is it?
- No, I don't understand why there is a plane there it could be confusing
- Yes it is clear and easy to understand. Provides location and adjoining buildings.
- No, needs addresses. I don't know where the sun or building is because I never worked downtown
- Yes
- Please denote N, S, E, W. In lieu of that, please expand the street/avenue so we can figure that out.
- Yes.
- No. It doesn't have a legend for what the symbols mean and you need to have a "you are here" spot
- I like the design; it is simple and very easy to read. I would like to see the map rotated as appropriate to match the orientation of the person looking at it (e.g. someone facing south would see south at the top)
- Better but more building indicators...each direction



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- yes
- I like that
- airplane? Placement of names is odd - suncore is over the street, LeRocc and Travellers half on. If I'm in a building I probably know what it has (elevator) but not where I'm going. The overhead signage relies on East/West etc but this doesn't have it.
- I get the airplane but that might confuse people who haven't seen it. A point of interest symbol would help.
- Yes, it looks much more informative than what's there now.
- What does the plane mean?!?!?
- yes
- No Star Trek is for entertainment don't use it to base signage on you idiots
- No. Not cartographically correct.
- Yes
- Mostly yes, but I'm not sure what the airplane is supposed to represent.
- The colors are not easy on the eyes. Graphic-wise it's clear
- I like the colours and symbols. The font could use some work for sure. I like the round map from Design Option 1 but it could be more clear where you aren currently located ("you are here" symbology)
- Yes
- It's okay. Prefer bolder, larger print, or needs zoom
- No, colours are hard to see
- Looks alright
- It's fine I guess. You should keep the original designs.
- Yes. Larger dot and detailed info signifies you are here.
- Yes, I think so! Simple and clear. Like including landmarks in this as well.
- Yes
- With the sample it seems to be clear. Is there a color code for different Plus 15 availability times?
- why is there an airplane in it?
- Yes
- Use a pedestrian figure. Plane is confusing and stupid. Idiots wont figure it out!
- No
- Yes. Although what is the plane for?
- Yes, this design is very clear and easy to navigate and utilize.
- If is but the plane is confusing for tourists.
- Sure, maybe. I get that the airplane represents Suncor because they have an airplane in the foyer.
- It needs to show where I'm standing in relation to the map



- Yes. Nice contrast. Internationally legible symbols and graphic language.
- No, where am I now in correlation to what's showing
- Yes. I really like shopping and food are colour coded
- What is the airplane and what does it signify? I don't know buildings by their names, I know them by their address. Maybe give address for each building?
- I have no idea why an airplane would be used in this, that will confuse people (Airport Bus?)
- yes
- No. Why is this plane still here? It is very confusing... Also, the colours do not match and the symbols that should be highlights of the map are hard to be found as they are translucent.
- Yes
- I am a bit confused by it
- Yes
- Yes
- Yes. Is that what that symbol is? A bush plane?
- Easy to understand. It clearly states where things are.
- Current maps are fine for now
- I think the icons are distracting, but may where better know be good information for som people.
- Somewhat
- How people will know which way is East ???
- Yes
- I do not associate Suncor with a bush plane. Confusing. Makes no sense to people not in the know. Unnecessary.
- I like the different colours for the shopping and the food. Not quite sure about the plane. It's hard to know what building you're trying to mark as Suncor. The word is actually so far away from the building and the white dot
- Kind of. Needs symbol legend. What is the airplane for?
- No! There is a bug white symbol which looks like an airplane which is confusing.
- I do
- It's too busy
- yes
- The colour palette may not have enough contrast for the visually impaired (e.g. might be difficult to distinguish purple against dark background)
- Missing compass orienter
- Yes



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

Do you think this map includes the kinds of information required to help you navigate the Plus 15? If not, what would you like to see added?

- Would include additional information for buildings nearby (restaurant, LRT, etc)
- Yes but Change the airplane to a "walking person". A plane doesn't make sense
- Looks pretty good to me. Entry/exit points need to be as clear as possible. In the winter the main goal is to find your closest exit.
- Distance
- Defund the arts
- what is a court house park? place to eat? What direction I'm I heading if I want food?
- The name for 'Suncor Energy Centre' seems way off the building. Seems like it's referring to 2 buildings at the same time. I like the services icons. Those are very helpful
- the airplane is a bit strange
- add direction, north pointer and Calgary tower direction a must
- it's ok
- I think it has an appropriate amount of information, anything more would make it cluttered
- Streets should be Clearer, mark the Access on Ground level
- not sure
- I don't like the shopping bags - there is no mall in the Suncor Energy Centre
- Directional arrows would be helpful - also an icon for parking and bus stops and LRT stations where possible.
- I would like to see "You Are Here" on the map.
- Yes.
- I would love to see street naming more clear: either different font, or on both sides of the picture (on the right side, too)
- Does it show where you are on the map?
- Looks good to me
- yes it does but I'm still not clear how to use it to navigate
- Yes
- Current location is very important in a full map, not small sections.
- Where you are coming from (Building) and directions (N,S,E,W)
- Which way is north? How far in meters to the next option for street level exit.
- How about just make a Google maps add on that shows the +15 system.
- If the path options had different colours that also matched the sign colours when you went that direction it might make navigation better for some people.
- Yes



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

- No. Not needed
- I would like to see hours of each +15 section on the map.
- Addresses! Make something for people who only know the street grid, and are not steeped in the lore of knowing where Suncor is relative to Nexen (may it Rest In Peace)
- Note more buildings on the map
- No, I want to see where exits from the +15 are. I need to see where I can exit via stairs or an elevator, not just elevators. Not showing the exits would make the +15 feel trapping.
- If the +15 continues on or ends in a specific building
- Yes
- yes
- Are the squares of the buildings the outline of the property of the building? Indicating the direction of traffic on the roads may be helpful. Perhaps instead of blue lines throughout there could be different colours for different regions of the +15.
- As above
- Yes, honestly I just want to know how to get to what building I'm going to!
- The map above really doesn't tell your where you are going. more annotation should be added
- A good addition would be to include additional and smaller icons for food and shopping on the paths leading away from this location, so people know there are more options ahead.
- Yes
- It's hard to say without seeing the entire map. I should hope there's a legend available.
- Are the maps interactive i.e. can we see what is open and closed?
- Yes this looks helpful.
- I like the walking minutes between locations.
- washrooms should be added
- yes
- Lots of maps!
- See below, but I wish the shapes of the various pathways were represented. I use the shapes/widths of the paths as landmarks. I think using different colors to represent different areas would be more helpful (eg. far north = purple)
- how do I get out of the +15 system. What are some of the points of interest that are not in the +15 system
- looks good not too cluttered with too much info
- I would like directions ie N S E W etc.. added. Some you are here markers.
- Yes
- put a few more building names around so there is better context
- N, S, E, W.



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

- Not clear from this fragment, but distances between points would be useful.
- I like the elevator, dining and shopping icons.
- It helps, it looks too busy
- yes
- This needs a "YOU ARE HERE" marker, and of course always the N, S, E, W compass
- Direction symbols, i.e. which way is North.
- Which buildings have public washrooms. These are hard to find downtown
- yes, should be oriented as viewed and have directional information at edges (NWSE)
- Yes
- yes
- Different background colour
- Places to get outside and down to the street (external staircases or ramps) should be on here. There should be something indicating direction, and a "you are here" indicator.
- Yes
- I'd like to see an option where people can have it speak to you when you can't see the map is not helpful. There's too many colors and everything again is small when you can't see color you can't see far it is very difficult to navigate. With a growing po
- Get rid of the special building icons and add direction to the map. Show the Le Rocc Building (East) and North-West Travelers Building (North).
- Yes
- north arrow
- No. People use the plus 15 for more services, more details are needed
- Yes
- Yes
- Yes
- Yes
- If people are not used to maps they might not understand where north is
- Needs better integration with transit.
- Does the green lined building mean "not accessible by +15"? That's what it looks like, and if so it's doing its job.
- Not sure the plane being the biggest image makes sense
- Need building names and that all that's needed
- Needs to include arrows as skinny as pen width so takes little room as well as braille and other features for disabled people to use it would be alright



- Yes, I like the elevator and services logos as some buildings are truly pass-throughs. If the map is digital/online, would be great to hover over those services icons to get a list of what's in the building or a link to the building's page to find out
- Yes
- Orientation info like a compass rose or something to say that the map is placed in correct orientation with the building or cardinal points to help determine which way a person might be facing. It's too easy to become disoriented in the +15.
- I would like the directions added (North, east south west). I usually get confused about the direction. You should add interactive maps like in malls that direct you to exactly where you need to go or make an app that does that
- Sure
- Bathrooms. Access to outside. C-trains. Bus stops. Fire egress.
- Public Bathrooms & train stations/major bus routes
- Street access points would help. Add public washrooms. Perhaps a graphic of that the building looks like from the street?
- Escalator locations and if possible plus 15s that are closed.
- Transit and LRT stops nearby, nearby public washrooms, some indication of where I am and what direction I am going.
- Where's north east west and south, and also include where there are bathrooms.
- Indication of compass direction
- Would like to see times of operations.
- Yes.
- Yes
- Yes
- Yes
- Yes
- This map needs a clear "you are here symbol".
- I'm looking for a "you are here" and compass direction
- Would be nice to see where crosswalks are located on the streets below the plus 15. Je
- How do I get downstairs? How do I get to the street? Where are the exits? How do I access the ctrain? This is too conceptual, it's not gonna resonate with regular people.
- Building names are helpful. It's what everyone uses. The other icons maybe superfluous. Ensure building names are over the building shading and not crossing a street and covering 2 building icons on the map. Otherwise having other landmarks (parks)= good
- Keep them simple and vivid.
- most of the information. May want to make a few major landmarks or services more obvious



- Public bathrooms would be useful for visitors
- Yes
- Yes
- Yes
- Yes
- Building address should added in a smaller text below the building name. A lot of people have a building address they are searching for, but may not have the Building name.
- I'm from Calgary. This response will likely largely be the daily users (need to orient then good for the most part) or people like me (lost with current map) but needs the tourist/new visitor and pilot how easily they can adapt to this map (universal?)
- Yes
- compass direction maybe North, south, east, west orientation
- Yes
- I icon are simple enough to understand. But the same founds and letting of the building names can cause confusing on quick glance
- not sure on a small portion.
- I think numbers/names/colours for the plus 15s would support navigation so that people know they are in the right place
- it does not accurately show the Plus 15 route
- perhaps add a compass to determine direction of travel?
- Walk times like the overhead signs
- It's very simplistic - make sure the ' you are here' is on this design. I'm not sure I would get around effectively without more details on the map
- Yes
- Building names should be a consistent font, and inside the footprint they describe
- Compass in corner. My daughter knew she was headed west if she could see the mountains.
- Yes, but the key for the map should also be considered. Too often not enough time is spent on the symbol key or index. Ensure everything is alphabetical, and only grouped if absolutely necessary.
- Yes
- A picture of the front of the building or other landmarks. This is too abstract.
- Yes
- Restrooms and accessibility should be added.
- No, hallways or directions through the plus 15 within the building are often the most confusing part.
- Has the right info, just needs to be clearer
- Would be curious to know what landmarks are chosen for other buildings.



- looks Good! i like in inculcation of land marks and areas of interest, like the park show in the example
- No. It must include N,E,S,W directions and a 'YOU ARE HERE' phrase
- Public washrooms might be good to identify
- What's the airplane for?
- A "you are here" indicator or symbol might be helpful
- yes
- Would like "You are here" on the maps. Also potentially arrows or something to point which direction you should walk to get to travel the correct direction.
- Yes but I would add YOU ARE HERE text, I find this helps me find a starting point
- Yes, I like that it shows outside buildings for reference
- Yes
- Contrasting colours for Plus 15 pathways vs ground level/street walkways
- Would like to icons for attractions like Calgary Tower, Olympic Plaza, Municipal Bldg. Would also like to have a view of the entire +15 in case I need to change my direction or choice of where I want to go.
- Yes
- Yes...I like that its not fully schematic...ie that it overlies a street/building map. Its nice to understand not only where you are at in the +15 schema, but where in real...
- Zoomed in too much. The old map was zoomed out too much.
- Needs the "You are here" sticker and cardinal points (NESW). Also, what about indicating public restrooms?
- info on exits could be added
- No - it should indicate where the other paths lead
- nice to see information under the building (ie food, shopping, elevators etc). I would question how much information can be put onto the map on a larger scale. Unless users have the ability to highlight and area and zoom in to show the above screen
- Public washrooms
- Cardinal direction, where are other destinations I may be going to? How can I get in and out of the system. A legend would be useful. Is there an airport at the suncor engery centre?
- Would be nice to see walking time / distance to different places
- Indicate which direction is North/South/East/South. Airplane symbol is not needed. Distracting.
- Yes - it's important to understand the type of amenities the respective properties have to offer
- Points to access the street and where exactly so I can better plan / understand how to get in or out of the network. That way I am not lost and don't know the road I am on once I leave.



- NO. Please for the lov of God include landmarks along the way. Inside a building we have very little sense of Cardinal directions. If we can't use landmarks then we should colour code buildings, si you can go "I'm in the red building, and headed to orange
- Yes.
- N, S , E and W noted
- Perhaps more clarity. What is the plane? A newcomer won't know.
- Yes
- Yes, perhaps walking distance will help as well or time to walk there, so if somebody walks there and has exceeded the time, they know they are loast already!
- Yes
- What are the white dots to mean?
- Might be good to know where along the route the elevators or escalators are.
- Add direction of traffic on the streets. North. west, etc can be added. "You are here" point to be added.
- I would like to know what buildings are in what directions, and where i currently am
- Each +15 connection needs to include the time that it closes. I remember trying to go through one building and finding out it was closed already.
- meh, it's "fine"
- Are washrooms available? Would there be a way to include info about certain entrances/buildings that are closed at certain times?
- What is the airplane for
- For sure -- love the idea of 'landmarks' (like the airplane). Helps to position yourself, especially if you're a little bit familiar with the network, but don't yet have it memorized.
- It's alright though I didn't see any transit information
- North Arrow
- Yes
- Somewhat, should include directions or route to specific places like the core shopping area, Eau Claire, main hotels, etc.
- Nearest exit to street level
- Yes
- Building numbers need to be added to the building names.
- Yes but need direction Eg N and Direction indicator on the plus 15
- No. Often what we need is not immediately adjacent so this map would be of little use to me. To go short distances, like to the adjacent building, I can cross the street and likely wouldn't need the +15 except in harshest weather situations.
- Exits , bathrooms



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- Provides good information. Time of travel could be added at the ends of routes to the next buildings not on the map.
- No. Needs addresses!!! I hated trying to find an appointment with an address in the plus15s. Also I loved the directions graphics. What is the white icon on the left? Also need access info especially where it is not open 24-7
- Yes
- noted above
- Include compass
- No. Add place where you are and maybe also how to get to popular places
- Depending on the size of the map, it would be useful to indicate walking distances (in minutes) to buildings more than a couple blocks away.
- If the sign was more interactive, so I could see what is in all directions
- yes
- Yes
- NO. It NEEDS to include when the different areas are closed. It's incredibly frustrating that the +15 walkways all have different operating hours. Any place there's a locked door there should be an indicator with when they're open.
- North arrow
- Yes
- Is north always going to be up? I find maps make so much more sense when oriented in the direction you'd be facing when looking at it, with the cardinal directions indicated. Or at least an arrow showing which direction you are currently facing
- yes
- No
- Yes
- As long as there is a simple, easy to follow legend
- A compass showing orientation.
- Accessible washrooms, bus stop locations
- "You are here" symbology is extremely important for situating yourself. Is that what the airplane is for? The meaning of this symbol is not very clear in this example. It could also be more clear where the entrances/exits to the +15 are in each building.
- Yes
- I would make it more clear where a person is relative to the map
- Further landmarks beyond boundaries. Compass directions. External stairs. Hours if not 24/7. Bridges marked.
- Thicker type, white icons



- I would think that some sort of “main path” designation would be helpful. There are several routes that travel for a long direction that could be named or highlighted in a different colour.
- The original Harold Hanen designs. This is awful.
- The current one is already good
- Yes, if the map is oriented in the same direction as the user is standing. So in this example, I would go straight to the North-West Travelers Building. A compass telling me that straight or “up” is North (or South) would help with orientation.
- Yes, nothing to be added that I can think of.
- Yea
- With the sample it seems to be
- maybe a "you are here" indicator??no it doesn't; it represents a street-level map
- Yes
- Pedestrian for starters
- Somewhat
- Yes.
- Sections of the +15 that have different open and close times should be in different colours or changed on digital screens so people are able to plan their routes ahead of time.
- maybe a directional arrows and better details of adjacent buildings /city blocks
- Sure. I won't use this anyway.
- It needs to be able to expand so I can see if a route takes me where I want to go.
- Yes
- No. “You are here” is required
- Yes
- Give the address for the buildings. Might also be useful to have a "you are here" indicator. Similar to the Courthouse, might want important venues and buildings as landmarks around downtown (I.e. City Hall, Calgary Tower, etc.)
- Yes, I like the icons under the Building label, as well as the dots, buildings, parks, and the street references.
- yes, maps are great
- No. I would like to see directions for washroom, Ctrain, info centre, parking, hotels.
- I find the airplane confusing
- I think it needs more detail
- Yea
- I want to know where I can have access to the street. Not just where I can go up and down.
- A “you are here” marker is always beneficial.a compass rose may also be helpful.
- No change required



- Doesn't show overall downtown and your respective location
- Yes
- Yes. Streets and building and path helpful. Is there a way to also include floor for food and shops? Also I'm sure lots of people do not know names of buildings. Can there be an address in small somewhere as a reference?
- If all the buildings are going to have little signs like airplanes there needs to be a map legend
- An icon legend, Any after hour closures.
- Info on how to get to Ctrain should be included
- It does
- yes
- Would be nice to see a key (what does the airplane mean?)
- I think including the direction of the entrance on each building might be help For example, East entrance of Le Roc building. Also directional arrows instead of bullets might be understood faster when in a hurry.
- yes

Do you think this map design represents the Plus 15? Why or why not?

- Yes, I think it shows the path and how it differs from street level
- Yes, clear and show exactly where you would like to go
- It does a good job of representing the important parts of the Plus 15.
- If in the Plus 15, yes, otherwise it honestly looks like random lines
- Gian Carlo Carrera is a goof
- I like the sybols i just don't know what direction I'm going to find this areas arrows maybe?
- It could - with some improvements like bigger, clearer font and re-organizing the placing of the building names.
- Yes, it does
- Yes, I do. It is bold, helpful, and straight forward. Much like many Calgarians.
- the Black back ground could be hard to see earlier morning/ late evening when dark outside, unless there is lighting
- Yes. seems good overall
- I don't like the airplane and shopping bags - misleading. I think the rest of map and sign works
- I don't think it gives enough information and the black background can make it difficult to read.
- Sure - it shows where the bridges are going.



- Yes. It prioritises the +15 as the point of the map. The only other, but perhaps useful option, is to treat the +15 as a subway and use the same NYC-type subway map that de-prioritises distance in favour of making direction and destination the priority.
- Probably yes.
- I like the symbols
- yes
- Yeah - it's ok though.
- Entry and exit locations are difficult to use. Also need to add train stations/routes to cross/reference.
- Does not appear to assist the poor of sight nor other disabled.
- How about just make a Google maps add on that shows the +15 system.
- Yes
- Yes, overall it's clear and shows the available connections to other buildings.
- No not needed
- I think it represents it well. I like the theme for blue with the +15 visuals.
- Oh absolutely. The plus fifteen is unfriendly to anyone not part of Calgary office life, and this map reflects that beautifully. I don't know about bush planes, couldn't care less about Suncor, and yet those are your ideas. Reinforces this is not for me.
- In regards to the visual design of the map, the fonts are too thin. It hurts the eyes to read with how thin the font weight is and the color contrast on the map is also harsh to look at. It is not a pleasing map to look at for long, no less use.
- Yes
- yes
- Do not use blue for the street outlines, street address and buildings, as well as the plus 15. Use bright yellow or orange to easily see the plus 15 route.
- Depends on the context. Is the map framed by something that says +15 - on it's own, it looks like a transit map.
- Yes
- Yes, it's like a subway map which is essentially what the +15s are
- IF on the ledge on the sign shows that the blueline is +15 then its fine but otherwise looking at this photo it just looks like a road
- Yes, I like how it notes the streets, the buildings etc.
- Yes
- No comment.
- Yes
- Yes.
- Yes



- Sure.
- Mostly, but the plus 15's are not a straight line and I use the shape sometimes to remember the path eg. the circle at Met Conference Center. I don't think smooth lines of even thickness are the best choice.
- no comment
- yes, obviously shows links between buildings
- I think so.
- Yes, it clearly shows the user where they are and buildings around them
- Yes
- I assume that somewhere the +15 logo is included
- somewhat
- Yes.
- Perhaps intentional, but the black background evokes a sense that street-level and everything outside the Plus-15 is closed or dangerous.
- Yes
- yes
- Yes. Solid +15 color jumps up from the muted/empty fill roads and building footprints.
- Yes, I like it.
- Yes
- Yes if you go with option 1 or 3 for the signs to keep the colour scheme the same.
- No, not very clear or descriptive of what's offered
- No.
- Yes
- Yes
- Yes cause it's clear to see where you are going
- Yes
- It's fine.
- Sure. For the map I don't care about the identity as much as clear legibility.
- Yes - the intersection points (i.e. decision making points) are clear. The path(s) is clear.
- It can be if was matched properly between map as well as the sign set up
- Yes, it's shows the above and through and I like that there are a few external buildings as reference
- Wat? I don't understand the question
- Modern. Clear and sharp. Yes.
- It's a map... I should hope that it does, not really a open for interpretation sort of deal.
- I don't understand the question. Perhaps you mean something other than what the words say. Special jargon being used that mortals are not privy to?



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

- Yes
- With only 2 street indicators, I can't really tell if I am going in the right direction. (Besides your map is totally off for the actual location) Many people will use a map app and +15 building names should coordinate with apps.
- Yes.
- Likely
- Yes
- Yes
- Yes
- This map needs to have the +15 symbol.
- Yes, it's simple and helps me orient myself
- Sure?
- No. It looks like airport signage, it looks like a train schematic. This is the +15.
- Yes it's helpful. The +15s need a map system.
- Yes
- yes
- Yes far more informative then the old system.
- Sure
- yes this map design represents the Plus 15.
- Yes
- No where on the map does it indicate it is a Plus 15 map.
- What does that even mean? Who cares. It is fun to get lost in now but a nightmare for visitors and I would go crazy if I were them. Who cares about the now. Use colour as a layer and not an attachment to the old. Colour and icons should be enough to guide
- Yes
- Yes. The largest problem with the current maps is some are outdated with former names and many are missing the "you are here" red star which is kind of the most important feature.
- No, hard to understand at quick glance with out any type of reference of where you are exactly
- not really, there are very few straight lines in the plus 15 ways.
- Each map should show all the Plus 15 that are within that area. Otherwise, someone going into the Suncor building may end up taking the wrong steps
- Perhaps add a "+15" text occasionally in the blue lines to make it clear
- Yep. I really like it
- Yes
- Perhaps
- I like the street names below.



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

- Yes
- Yes
- It's very cold and doesn't give me a feeling for what the buildings are or what they look like.
- Yes
- yes
- No, very over simplified
- Not a good design
- Yup!
- Not sure. I need to see a whole map.
- Could have more detail
- yes
- Yes
- Yes, it shows a clear pathway and where it is located as relative to outside
- Yes
- It's a little stark or utilitarian looking, but of course its a map so I guess if it does the job it shouldn't matter.
- Yes
- yes
- It's a little simplistic.
- Yes, it shows the connections between buildings, streets, and common navigational needs (food, shopping, elevators, escalators)
- Yes
- I guess it depends how it's branded. the first thing someone looking for information needs to be identify is that a sign is relevant to their needs (i.e. clear identification that sign is about +15), after that it gets to orientation and direction to dest
- Sure
- Doesn't matter it represents or not, The map should be simple and easy to navigate to get to the destination.
- Yes.
- Not necessarily. It is close to a subway map which looks neat but might not work well since we still need to walk and navigate ourselves.
- No, because Cardinal directions are terrible. The problem with the +15 is that we are disoriented, inside; Cardinal directions do not work.
- Yes.
- Seems cold and pehaps more 3D would work.
- Yes



- Perhaps, what other meaningful info can be included, as above distance and walking time will help!
- Modern clear design
- Looks more like it should be the Ctrain transit map with stops
- Nice depiction with the road below
- Does not provide sufficient useful information to easily navigate +15.
- It works, but I do not see the reason for the change.
- Not really. It looks more like a bus/train map
- The plus 15 is more of an autumn, I don't know that this represents it well.
- Not really
- In a literal sense, yes.
- I think it is a nice simple map to display the +15s
- Yes, I think it is an improvement over current.
- Yes
- Sure.
- Yes
- Yes
- Yes
- In its vaguest sense, maybe.
- It's too dark it's supposed to be a map
- Yes I feel this does represent the plus 15 because it is showing the adjoining buildings.
- Not sure. What are the white dots? Where is there information on how and where to get access to them?
- works for me
- Yes. Clearly not a road
- No it's kind of confusing, I don't know if I'm looking at roads or bridges or anything
- I like how it looks; I hope the +15 logo will be prominently displayed for ease of recognition.
- Much better representation
- yes
- Yes because there are lots of things to place on the signs and easy to find the store, etc
- No, because it is RARE for the pathway to lead directly through the building. The map should indicate the weaving one will need to do.
- Yes, it clearly connects buildings
- Yes. It tells you what to expect in regards to food and retail and gives you an easy to identify visual symbol for the building ie the plane in the Suncor building.
- Sure



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- yes
- No it's something an idiot came up with because he needs to get a real job
- No. The +15 is not just vector lines. It is polygons. +15 have different width and areas.
- Yes
- I think so.
- No. The colors are not representative of Calgary. The man with cowboy hat is pretty iconic +15 logo
- Mostly, the map shows destination buildings, routes, amenities and which streets you are crossing. It is missing entrances/exits and "you are here" symbology.
- Yes
- Not really. No sense of elevation
- No, it looks like an airport map. The hierarchy is off.
- Sure
- It doesn't represent the Plus 15 because it doesn't even reference the original beautifully done designs. You're blowing it.
- I think so.
- Yes, I think so. As stated previously, it is simple and sophisticated like the corporate/office clientele downtown.
- Yes
- Yes
- same as #14
- Yes
- Nope. Maybe an airport. Plane is a terrible idea. Fire that person asap
- It's a map
- Yes, it's clean and modern looking.
- No, the current themes represent the +15s. This looks forced and futuristic. Also, there's no "courthouse park" there - that's not a real map.
- Yes. It is easy to understand how the bridges relate to buildings and other landmarks.
- I like it
- Yes I like it. It also is a modern look.
- Yes, because the streets/parks are in the "background", and only the connected buildings are included.
- ya
- No, it confuses people. Symbols are odd and not all are universal, destinations highlighted are not what people are usually looking for, and the colour scheme does not represent Calgary.
- I mean i guess
- Stop the mad spending



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- I would need to see a larger area of the map.
- Doesn't show the nearby +15 routes in case of maintenance closures of a section
- I'm not sure
- I'm not sure. I don't remember what the signs look like now as I haven't been there for over two years
- Nothing distinguishing about this being a + 15
- Better than nothing
- yes
- Schematic approach is good, but also needs to show entry and exit points are on the street map.
- Neutral

Overall Comments

Do you have any other comments about these designs, or the Plus 15 Wayfinding Project in general?

- Keep it simple, can be confusing to navigate if you need to use multiple plus15 to get to LRT
- Really good initiative. Please make sure any final colour schemes you go with don't feel dated! One of Calgary's biggest strengths is how bright and modern it is, and the Plus 15 network is a big part of how new visitors experience our city.
- Great idea
- Defund the arts
- I have not been downtown using the plus 15 for along time so I would totally get lost at this point. Keep it simple, more universal symbols I feel are good. I understand the shopping and food and elevates? What does the plane stand for? is there a plane somewhere I'm guessing yes? I like the design just a few changes would be good.
- Definitely more signage required with 'You Are Here' pointers. I always used to get lost in +15 from lack of signage and not knowing where they could take me. Also, dead-end buildings should be highlighted too.
- I like the first design with colours helping to distinguish the icons, but the Plus15 logo could be smaller or removed
- Add a few digital boards, would be great.
- Keep it simple - name of building, direction to adjacent buildings, indication of elevators and escalators are good for the mobility challenged. Do not put on misleading icons like airplanes or shopping bags



- The project is definitely needed and all the work is appreciated. I do think that some information is missing on the maps and they could be improved. If I am new to the City, the street names alone may not be enough information - I could still get lost. So directional arrows, and reference points such as parking lots, bus stops and LRT stations would be very helpful.
- Design Option 2 is the best for how clear & readable it is for people, especially if they are walking - they want large lettering so they can quickly scan it.
- Good job for looking at this. It's needed!
- Icon may not mean anything to many people, especially visitors.
- Plus 15s need to be safer, no homeless people sleeping or asking for money
- It will definitely make a difference.
- I think an app would help. The signs should also tell you the end connection like how if you went this direction you can access certain buildings eventually as well as buildings that are connected immediately.
- Option 3 was the best in my opinion. Signage above for map is ok.
- wayfinding is a dumb word - can't we use words already in the english language?
- A phone App should be developed to have more information and gps that shows current location.
- What about wayfinding for people like me - I use a disabled scooter!
- Sounds like a major "make-work" project courtesy of Spendshi and city hall. 99% of the people who use the +15 know where they are going.
- Stop finding pointless ways of spending my money
- I feel we need a wayfinding app with all the hours and amenities on it. The app could be applied for users but also duplicated in navigation termiamls.
- Why not future proof this by relying on stable identities like addresses or the street grid? Corporations change names, move, die at the hands of capitalism, etc... Make something that does not privilege people who know the names of offices and is instead accessible to someone who has never heard of Suncor before and has no idea what or where it is. That should be your challenge, not pandering to the business elite who already know the space.
- Design Option 2 looks the best because the signage uses large, heavy fonts to assist with being able to read the information on the signage both comfortably and from a distance. The color choices for Design 2 is also the most easy on the eyes to be able to read without glaring contrast of dark colors (like in Design 1) or lighter colors being used with a white font (like in Design 3). In sum, focus on legibility on the fonts like highway signs place an importance on and the color contrast.
- This is a horrible survey, mixing graphic design feedback with form factor feedback. These should be separate requests.
- I would like to see sign when plus 15 is closed and a detour
- I like the signage from Opinion 2 but the crispness of opinion 3



- The purpose of the project is to help people find their way, so as noted previously, directional signage, along with smaller icons depicting more food and shopping in the directions of the +15 would be of great help to people from out of town especially. We had relatives from Ontario visiting in 2018 who couldn't wait to see our famous +15 but did note that it was confusing to navigate so this would be a huge help to people like that.
- I often prefer walking on the street instead as it is easier to find my destination. I would use the +15 if street names were added to the signs simply because not everyone knows the names of the buildings. Without knowing exactly where you are, it's hard to figure out where you want to go. Or, include the street name as you cross the bridges so you can tell if you're going the right way. Some people still base where they are going on street names and civic addresses.
- A jogging lane/circuit should be incorporated into the +15 system.
- None!
- Again - I think the biggest issue is these need to be uncluttered so you can look at it quickly and figure out where you're going. Avoid complex or strange icons (bush plane = not good). Avoid colours as wayfinding markers (PATH in Toronto does this and that makes it difficult for accessibility - for example but not limited to the 10% of all men who are colour blind).
- this should be considered only in addition to an app that allow users to plot their current location and perhaps give the shortest time to a given location. Also should advise of interruptions in the system and alternate routes.
- Another waste of taxpayer money. The existing signage works fine.
- Make sure there is a zoomed out map available...some places are impossible to get to in a straight path eg. 605 5th Ave to Bow Valley square means knowing which right-turn to take.
- Will the map be interactive? What are the points of interest that are not in the +15 system
- "Make the print extremely legible and large
- Make it easy for anybody to understand not just for people that know downtown Calgary
- Put signs in the middle of major intersections and then at the door entrances into each plus 15
- Add directions so we know if we are going East or West etc.... Thank you."
- I'd keep those circular fittings where the old maps were and echo the design in New installations. It's at a friendly angle and is also a great design.
- all designs quite similar -
- My responses are made without the context of the primary project goals, but the intro suggests reducing confusion and increasing clarity. To this end these designs look like they are moving in the right direction, with these main questions: 1. is legibility of typography under less than ideal conditions (in a hurry, less than perfect eyesight, glare from sunlight, etc., being tested? 2. Are these designs, or at least the selection process, informed by testing with real-world users?
- All are good but most people are visual needs to capture simple and easy on the eyes



- Whatever the final outcome of the maps are, make sure there is an app or a digital option to see the overall +15 system so people (especially non-regular users) can trip plan.
- I would like it to be interactive with an app on my phone.
- Plane pictogram is very large. Is this an identity pictogram for the building ? How will it be determined which buildings get this and what they are? All buildings should have equal representation.
- Improvements are needed for sure. I miss the big maps that showed you the entire network, which were the most useful for figuring out which direction to go. Certain buildings (e.g. Core) seem to deliberately hide connection points or point you 2 buildings over, presumably to prevent people from realizing there is an adjoining food court immediately accessible. It would be nice if this practice was stopped.
- Design 1 is by far my preference. I think the other designs are a little drab.
- The black background makes it hard to read the blue print for the streets. It's too dark and not welcoming.
- Pay attention to the icons at small sizes. Not visually distinctive.
- I think the project is a good one but it also needs to be made for people who are not fully able-bodied. You need to have signage on the lower level the printing needs to be bigger or an option where people can download a map that can speak to them maybe and tell them which direction they should go. Could there be an interactive map that you can put on your phone and it could literally direct you to where you're going like the GPS on Google maps
- If someone is new to Calgary and are trying to research how to get around and they come across the concept of "plus 15" then the need to be able to easily recognize the sign description when they are using the system. This could be a description like "follow the signs with the blue plus 15 symbol (option 1), or follow the signs with the blue arrow on them (opt 3). If you go with opt 2, I would stop calling the whole system "plus 15" and just tell tourists/public to just simply follow the signs.
- Be sure to outline all plus 15 options similar to a mall sign showing exactly what's in each area
- Glad this work is being done.
- Would be nice if the Plus 15 was open later
- Will this be digital so that it can be easily updated?
- Need something distinctively +15. Integrate the style with Calgary Transit. The +15 network should be thought of as an extension to the public transport network.
- I like design three the best, it has an airport vibe. 1 doesn't really change enough and feels stuck in the past, 2 is too boring. If your designers haven't yet, I'd recommend walking through the +15 some afternoon. I got lost so many times there when I worked downtown. The maps must have a very clear "you are here" identifier. Alternatively, have you considered an app to start from a given point and highlight a route for users? That would be really handy.



- So here's the weird thing about the +15 - I do not want to break stride when I decide which way to turn, whereas if I come to a map I feel I can stop and study it. Please please please make the fonts big enough to read from a distance - we're not all 20 years old anymore. Also, please please please keep the signs indicating street/avenue I am passing over (in fact make them more obvious - they are currently too small). Love the +15 but it is stressful going to a new location. Also, need an app!
- Need to be more informative as in how many level to go down
- I like the digital displays that were replaced as you could find building faster than just maps
- Just keep simple doesn't need to be artsy should be inviting for everyone not just wealthy people
- Great idea. The PATH signage in Toronto is clear and would be great inspiration. I've never got lost there - every sign you know is about the Path and it's readable from a distance.
- Promotion. I have not used it since I moved to Calgary
- Wayfinding is critical in the +15 system. It needs to supply more info about addresses, streets, orientations (directions) on the overhead signs. I often avoid using it because I lose track of where I am relative to the streets below. I don't want to have to consult a map at every juncture.
- I would like the directions added (North, east south west). I usually get confused about the direction. You should add interactive maps like in malls that direct you to exactly where you need to go or make an app that does that (Turn by then directions as you walk to your destination)
- The building icon (such as the 'bush plane') should not be located beside amenities like food/ shops/ elevators, etc) maybe put those right beside the building name so people don't mistake it for a weird amenity.
- I think all of the designs are a marginal improvement over the current system and if they are going to be changed, a more radical or innovative approach should be used
- "Option 2 & 3 don't indicate +15. The final design should.
- If you incorporated the body of Design 2 with the text and images of Design 3,
- That would be my preference. Otherwise my choice is #3. But add "+15" somehow.
- I like the black, blue and green on the map. Good colour choices."
- Making sure people don't get lost is super important and I think the minutes to mark how far away something is is SUPER useful but honestly, go for what gets the information across with the least amount of bells and whistles. Save the money on making it pretty by making it simply useful and then there can be money to spend in other sectors that could be more beneficial to the city as a whole.
- I don't know what was wrong with the old system. I used it for decades and it was quite serviceable. The project looks like a waste of tax dollars.
- Have you tested these signs and map with people with lower vision? Type face and contrast may need to be changed. Building names change. Are you prepared to update the map every time that happens? Change "Travelers" to "Travellers" which is the official spelling on the North-West



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

Travellers building. Unless the building icons are very recognizable by anyone, don't use them. My response to the bush plane was "oh yeah" and I used to work in that building. A plane to most people means travel.

- I'm glad to learn you guys are working in this, I've found my self lost there so many times! I'd recommend to advertise the +15 as well, as it took me months to learn that this existed and it was open to public to walk - always thought it was private space.
- Keep +15 routes open on weekends. Especially in the winter, provides a warm place to stay active and walk downtown.
- I also manage a property that is located on the Plus 15, the address on the signs is incorrect and we'd like to update that with whatever new signage system gets installed. Having a clear way to update that on the City site or 311 section would be helpful for property owners.
- No
- Not designs but the good are very not convenient. 6am to 6pm now that the restrictions are lifted will you be extending the +15 hours to regular 7-12?
- Glad you are doing it. It's confusing finding your way around downtown
- I love using the +15 system, so I support the Wayfinding Project. Please use my money wisely, though. I can't afford any more increases to my taxes.
- I'll be sad to see the old direction signs with the fish, Fort, train and mountains but understand they were a little cryptic
- I like this idea to make things easier to navigate with new signage.
- "WHERE IS THE MAN WITH THE HAT? HE'S THE MASCOT FOR THE +15. This is an example of a designer who is sacrificing traditional familiarity with out-of-touch conceptual minimalism. Include some of the original designs like the Fort Calgary, River, Train symbols and the hat man.
- Include important locations from the WayDownTown film like the TD-Bankers Hall bridge."
- Design option 1 is most professional looking and least confused with corporate building signage. Map colours and concept as shown is nice and will be helpful.
- Keep them modern and sleek. Still feels like transit options aren't super clear. Would be good to have a sign with what transit routes or items are at the exit if you are to exit then and there.
- Great system offers more year-round use of the downtown core I'm so much more comfortable.
- This a great improvement to the Plus 15 access!
- The Plus 15 mapping is a very complex wayfinding problem. May be it would be easier to have an app that any one could download off of a QR code located at building entrances that would provide you a map of the plus 15 network in the downtown and it would show you where yo are located at any given time while you are on the plus 15 network. This maybe cheaper than designing, constructing and installing physical signs.



- Yes. As stated, it should be a combo of colour and icons being all that's needed for ANY person to get from a to b. Google 'Victoria coach station wayfinding'. My first visit to this place I was lost and they said follow the line. It's that simple. Make that linkable with tech (digital line/QR to the map - try to avoid an "app"... use google or another mainstream product. And again see what the malls here and the zoo have done. Combine the two and you will have a winner. Pilot... pilot... pilot!
- exits to ground level might be good to indicate, as never sure where you can get out when looking at the maps.
- Use electronic signs with paid advertising so we the tax payers don't get stuck with the bill. Again.
- I like the concept, simple, clear and informative is good. Giving a clear indication of where the +15 ends at various buildings would also be helpful
- 1 or 3 are great options
- In supportive or an update, but want it to be a relevant design and an improvement. I really hope we don't end up with a result that looks institutional and bureaucratic. Option 2 is the best fit for the city, and with some cleanup improvements, the maps can look much better as well.
- Keep it simple. Keep it readable. If whoever is on this project has little kids at home, ask them if they can understand the directions on the signs. Don't design for the people that work here and use it daily, design it for those who don't. Is it possible to have art (for landmarks) for those of us who use that as well. Take the opportunity to have some fun with the wall space, that people would really want to explore the entire +15. Good luck with the project.
- Develop an app like Google maps. Where I can enter where I want to go and I'll get directions through the plus 15.
- The person designing this actually needs to experience the chaotic maze of deadend corridors and exterior to interior transitions that are required to move between buildings.
- More signage is better than less, as long as it is not obtrusive and overwhelming to the overall look.
- Option 2 made me think of airports. Those are usually good with maps and wayfinding. The estimated time to the next buildings is also helpful!
- Consider brighter signage
- Perhaps we can use brighter colors to contrast the dark background (red, orange, etc.)
- I would like to know when a +15 section is about to end and I have to go outside to the next building with one. (not all buildings are connected). This would cut down on confusion.
- maps should be touch screens.
- As long as the legend is clear I think this is a great upgrade
- Thank you for re-designing :)
- About time our great walkway system was improved upon.
- Would still like to see a +15 logo incorporated in the design. It would be nice to have DDUs along the way showing portions of the +15 map on a scroll, so that you can find where you are in the big



picture. You could include pop-up ads for City attractions in between showing portions of the entire route.

- There needs to be enough information to get somewhere even if you don't know the names of the buildings you need to go through.
- The biggest issue I have in navigating the +15 is not knowing what path to take when there is a twisty point within a building and multiple paths (e.g., one path leads to the next +15 bridge and the other is to go to the main floor of the current building). Lots of backtracking is frustrating.
- A clear 'You are here' indicator on the map is very helpful. If possible, interactive maps to find the best route are great. Sometimes when walking in the +15 I have a hard time finding my way back to where I came from. Maybe a color system to indicate the direction you're walking is helpful.
- I'm concerned that some basic principles of wayfinding are being overlooked here. I can appreciate making maps simple for those who may not have basic map reading skills but if you make it too simple you actually lose functionality. Icons should stick to tried and true symbols that are easily recognized at a glance. Font size and contrast are important for comfort to read at a distance so you won't have people breaking stride or stopping below signs. Option 1 looked best but needs work.
- Don't lose the full maps of the +15 system - I like being able to send the start and end point in one map. I also think investing in a better +15 app would be a good use of money
- Good activity. Please consider for more clear sign or wayfinding to find where to enter plus 15 from the streets.
- It's about time for an upgrade!
- Please colour or symbol code buildings so we can orient ourselves as we are walking and as we are talking with people. Going down into parcares and then coming up to +15 leaves you discombobulated. It would be much easier to give directions, were you able to say cut through orange to light green, we're at purple. Think like a metro map!
- Happy to see something is being done as this certainly has been a pet peeve of mine for many years, in my often always lost.
- Any of these are better than the floor level round versions currently in place.
- Times on the map when doors close can help plan routes/detours
- Stay away from the dark background!
- Kudos to City for initiating updates to +15 signage. Please make sure to get it right, as existing signage is not easy to navigate.
- More information about where you are in respect to other locations. More information about where foodcourts are (what levels upon arriving) and where street exits and entrances are located from your current location as well.
- Why is the change needed? Need to include the times that some buildings or connections close.
- They're all underwhelming, but better than the current design.



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

- Much needed. All of the options presented are good!
- Looks great.
- I think an online map with directions through a plus 15 would be greatly helpful. Like a google maps for plus 15. Some people are directionally challenged and just need a little more help to know the beat way to get from A to B.
- The large map of the entire downtown needs to be available so you can navigate from origin to destination in the most direct, logical path, otherwise you could spend a half hour trying to navigate in frustration. Many a day in my work in the downtown core, have I seen tourists or out-of-towners trying to navigate the area and needing to ask others for assistance. The current maps aren't clear enough and these seem to remove essentials instead of add them.
- I think estimated time of travel is extremely helpful. Much like the highway signs indicating how long to the Airport, Stoney Trail, Anderson Road, Memorial Drive, etc. Incorporating the same technology with the Plus 15 would help travelers in busy time to know whether to get on and off the Plus 15 to make meets and appointments even faster.
- You should highlight the walking loop for lunch time walkers so they don't get lost and make a wrong turn. And everyone love a good healthy) get fit additional to any new change.
- Thank You! I have lived in Calgary since *before the plus 15* when they had trolley buses. The signage left me leaving the premises and walking to the location desired. I did learn *some* of it but..... whoa. When this is finished, can we make the road signs as good? :D
- Easier access from the streets is necessary
- "I prefer Option 1; the design is clean and can instantly be recognized because of the similarity to existing signage. I *strongly* think the current logo (figure walking over the dotted +15) should be kept; everyone knows what it is, and the plain +15 in a circle in these images is boring and has no vibrancy at all.
- I don't think there is anything wrong with the current look of the signs; it's that they aren't informative enough, e.g. where it is not obvious which route the +15 follows"
- Either having interactive maps or perhaps coloured floor lines so I know what direction to go
- Any chance we could get North, South, East and West signage at each +15 intersection area? That would help too
- "Most importantly, if the +15 is going to have a variety of operating hours, this needs to be on signage. It's frustrating to walk 3 blocks out of my way in order to stay inside... only to find that there's another locked door and I need to go back half a block to get outside, to go around the other side of the building, to finally be on my way.
- Destinations other than office towers should be included. Which path to take to get close to eau claire market, or the library, or Olympic plaza..."
- I'm glad you are doing this. I have always worked downtown but I still get lost.



Plus 15 Wayfinding Improvements

Report Back: What We Heard

July 2021

- Interactive map would be very helpful, like input your destination and it could show you the shortest route you would take to get there
- I like all of the designs and agree that the current signage could do with an update . It's been years hasn't it?
- Physical signs are great, but static. Many people preplan their trips online or on mobile. Which are more interactive.
- Get new designs/colors
- Design Option 1 is far and away the best choice for a modern city.
- 1st design looks the best
- Great to see improvements, I've lived here for a long time and sometimes can't seamlessly navigate unfamiliar areas. Make sure we don't need reading glasses to make sense of it. Include tourist perspective in consult.
- Make the physical signs (like at the ctrain stations) digital so they can be updated easily and make it something you can pick on google maps.
- If you need to update the designs, there's a way to do it that doesn't erase one of the few designs around Calgary that has some flavour. You're making some big mistakes here. Turn back and rethink this.
- "See, already the current system and signs are nice, why do we need to change. In the COVID time please use this money of some useful activities.
- Thank you"
- Knowing people don't read signs are good days, having them blend in with the surroundings is not a good idea. Making them two toned and not black would help.
- Not at this time.
- I prefer Option 2. I am pleased this revision is happening-I have used the Plus 15 occasionally over many years and have never found it easy to find my way. Mostly, though, I am interested because my nephew from Toronto is one of the consultants on this project and his expertise is Wayfinding!!
- No
- K I S S
- Leave it as it is in fact let's label it retro then it is in style
- It might be cool if there is a QR code for a digital reference online!
- "I won't use these signs anyway. I've been navigating the +15s for 15+ years and am proud to know my own way around. I learned routes and amenities by walking at lunch. I really only look at the maps to avoid dead ends and closures. I might just see these new signs and think ""oh, that's pretty, probably expensive.""
- The +15s are inherently confusing, like a hamster maze, because you aren't following streets exactly or travelling in straight NWSE lines."



- The biggest problem in the Plus 15 is knowing where you are vs where you want to end up. Digital interactive stations and an app to map your route are needed
- A much needed upgrade. I appreciate the modern approach, focus on legibility and I support ditching the ‘man in a cowboy hat’ logo. Nice work!
- Focus on two things, an interactive app that works well. It knows your location & by typing in where you want to go it leads you there, not a static map. Secondly, clear precise universal words or symbols ... left, right, ahead, behind, etc
- It would be great to also provide indicators for small businesses along the network? Could also consider investing in something that is a screen for advertising and future changes.
- "I wish you could combine some elements of all options...such as icons, attractive sign casings, and readable fonts/colours."
- Tough issues to grapple with...good project and good work."
- When designing wayfinding and maps, please think from perspective of vulnerable groups and not workers in those buildings as they will not even use this signage. Think newcomers, women, parents, disabled people, homeless people, tourists. What do they need? Washrooms, info centres, transit, hotels, grocery stores, cafes. Plus15 should have same wayfinding system as the above grade street systems uses. Be clear in messaging, use simple words, universal symbols, and Calgary colours.
- Directional arrows in addition to “eastward” (or similar notations) would be helpful
- You should only be spending on necessities at this time - not the want or nice to haves!
- Existing round maps should be made touch screen with zoom capabilities. Also these routes should be integrated with apple and Google maps for walking directions.
- How people will know which way is East ???
- Needs to be an app that shows route and small businesses in the +15. They need help being promoted. Give them a space to, for example, post menus. Lots of hidden gems that you need to stumble across. Need more visibility.
- I hope that there will be an opportunity to also include an app that is consistent with all these changes. There should be consideration to bilingual descriptions near Chinatown. Also will there be Braille or voice for those sight impaired for accessibility? How will these be sustained who pays for electricity (building owners), is it going to be energy efficient or solar? Who will fix in case of vandalism or breakage.
- There should be a QR code so people can access entire map of the Plus 15 network with their phone.
- There is a need for more Road signs to get into the +15 from the street
- I was expecting the project to look at new ways to help people navigate the system. I'm disappointed to see that is only rebranding the signage, feels like another waste of our money



Plus 15 Wayfinding Improvements

Report Back: What We Heard
July 2021

- I'm not sure why an airplane was used as a symbol...most people would associate that to an Airport through years of signage history...why mess with the "You are Here" with a personthe person doesn't have to signify male or female - use a star ★ Or Asterisk * .
- no