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The City of Vaudreuil-Dorion develops a tool to ensure consistent and harmonized signage

Vaudreuil-Dorion, November 29, 2023 – The City of Vaudreuil-Dorion recently finished development of its brand-new master plan for exterior signage. This reference document, developed in collaboration with a signage design firm, provides precise guidelines on how to identify municipal infrastructures in a coherent and harmonized manner.

The crafting of this master plan is part of a program to reposition and improve the City's signage system. It will be used to bring attention to the City's places of interest (tourist and cultural attractions, commercial areas, industrial parks, institutional areas, public parking lots, parks and green spaces, etc.) and will make travelling across the City's territory easier for everyone passing through (citizens, residents of surrounding areas, tourists, visitors, potential investors) thanks to clear and uniform signage. The signage plan includes the identification of buildings, city entrances, streets, parks and neighbourhoods as well as exterior, directional and regulatory signage. The various elements will be implemented gradually over several years.

"Currently, signage in the City is insufficient. Several parks and public places are not identified and there are no signs to clearly define the territory at the entrances to the City. Last year's assessment of the existing signage system revealed significant shortcomings in terms of consistency, but also a lack of effectiveness of directional signs," explains Chantal St-Laurent, Head of Urban Planning for the City of Vaudreuil-Dorion.

The new Lotbinière fire station, soon to be operational, will be the first building to be identified using the new exterior signage plan. "Given the current budgetary challenges, exterior signage will be implemented gradually with a focus on new buildings, unidentified locations and infrastructures, and damaged components requiring replacement", said Mayor Guy Pilon.

The exterior signage plan was developed using the City of Vaudreuil-Dorion's new logo. The plan will make it possible to harmonize signage and public information and facilitate access to services for the greater benefit of citizens, while at the same time creating a sense of belonging through a brand image.