

Community

A DESTINATION IN WEST KELOWNA

GOAT'S PEAK DEVELOPMENT - TEMPORARY SIGNAGE PROPOSAL



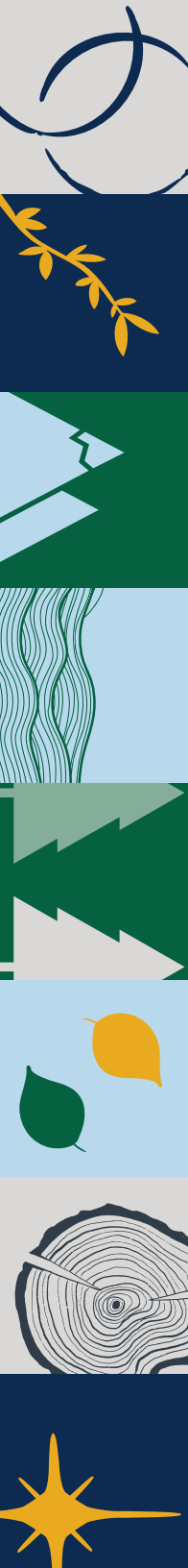
For the purpose of this proposal, we've adopted the term "Community" to denote the future neighbourhood name. It is our intention to release the brand identity for this community in conjunction with the temporary development signage launch.

DEVELOPMENT SIGNAGE

During the initial phases of development, a key to building awareness for Community will reside in being able to tell the brand story and foster engagement with both existing neighbourhood groups and targeted in-market-buyers alike.

This signage plan is a proposed strategy for capturing and redirecting northbound and southbound traffic from Highway 97 onto Gellatly Road. Throughout various stages of development, the key entrance to Community will be a high traffic location for construction vehicles and machinery, but the east facing slopes of Goats Peak present a unique opportunity to convey the vision for this neighbourhood in a way that befits the land and outdoor lifestyle that Community promises.

When completed, the east facing slopes of Goats Peak will include a primary information hub and parking space, with an orientation trail that connects visitors with the land.



- Re-Directional Sign
- North Facing on Gellatly Rd.
- Sized 12' x 8'
- Installed with a 1.5m setback from the property line



- Southbound Directional Sign
- North Facing on Gellatly Rd.
- Sized 4' x 8'
- Installed with a 1.5m setback from the property line



Gorman Bros. Lumber

2
ENTRANCE ROAD

3

BLOCK E

1

Orientation Trail Shelter



4

- Northbound Directional Sign
- South Facing on Gellatly Rd.
- Sized 9' x 6'
- Installed with a 1.5m setback from the property line.



- Northbound Directional Sign
- South Facing on Hwy 97
- Sized 20' x 10'
- Installed with a 4.5m setback from the property line

BLOCK C

BLOCK D

BC FLAG AND POLE

1

BLOCK B

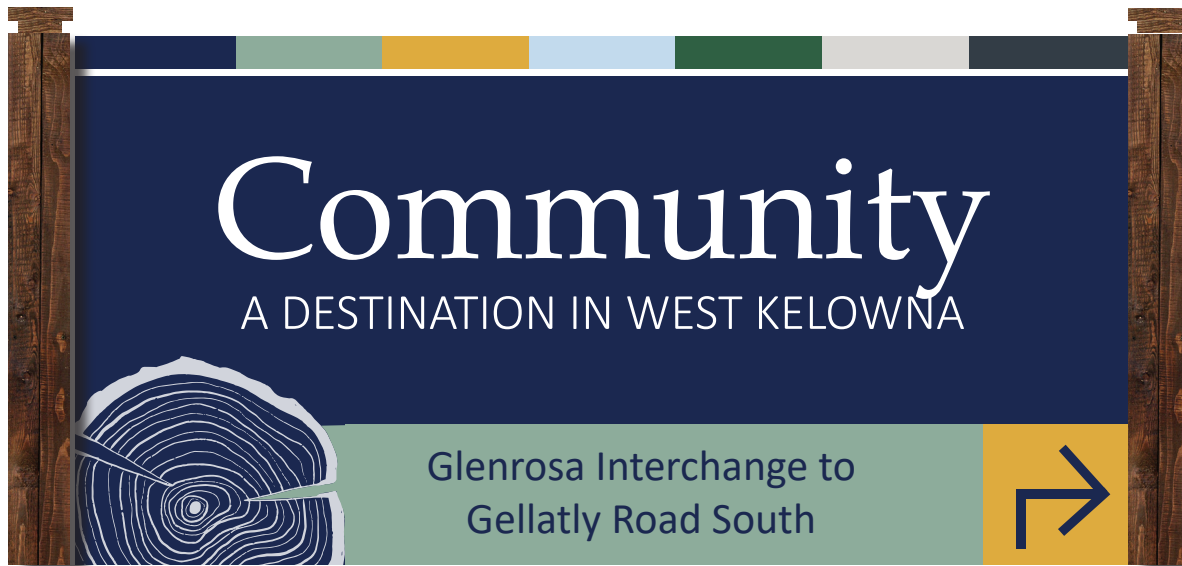
EXISTING TRAIL TO GOATS PEAK REGIONAL PARK

Glen Canyon Regional Park

WAYFINDING SIGNAGE

Large-scale wayfinding signage will be placed at key locations along Highway 97 for northbound and southbound traffic. This signage will direct visitors to access the Glenrosa Road / Gellatly Road overpass in order to access The Project.

1 Northbound Directional Sign (East of Highway - Neighbouring Block B)



20'w x 10'h

COMING SOON

"COMING SOON" SIGNAGE
SNIPE APPLIED IN ADVANCE OF
ORIENTATION TRAIL SIGNAGE
CONSTRUCTION COMPLETION.

WAYFINDING SIGNAGE



- 1 **Northbound Directional Sign** - Shown on location at 20'w x 10'h. Each galvanized fence post measures 9.5'

WAYFINDING SIGNAGE

2 Redirectional Sign (Construction Entrance on Gellatly Road)



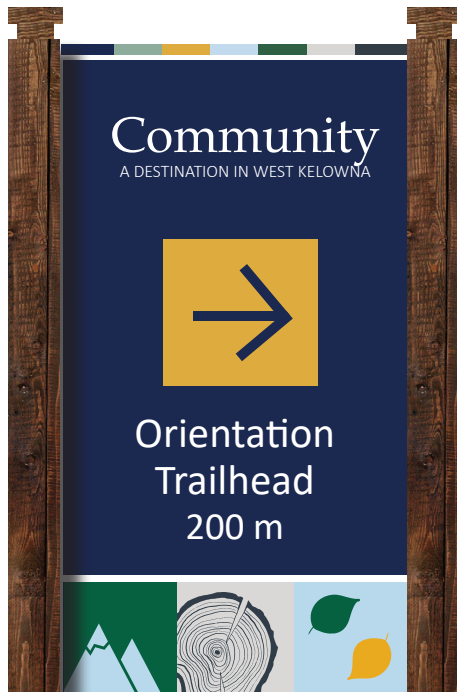
12'w x 8'h

COMING SOON

“COMING SOON” SIGNAGE SNIPE APPLIED IN ADVANCE OF ORIENTATION TRAIL SIGNAGE CONSTRUCTION COMPLETION.

WAYFINDING SIGNAGE

3 Southbound Directional Sign
(West Side of Gellatly Road)



4'w x 8'h

4 Northbound Directional Sign (East Side of Gellatly Road)



9'w x 6'h

COMING SOON

"COMING SOON" SIGNAGE SNIPE APPLIED IN ADVANCE OF
SIGNAGE LAUNCH.

ORIENTATION TRAIL: ENTRANCE FEATURE, SHELTER, ORIENTATION SIGNAGE

1

Entrance Feature, Shelter & Orientation Signage (Features History of the Land, Community Vision, Product Types, Amenities, Lifestyle)



Wooden Pergola Sunshade / Shelter (Scale TBD)



Entrance Feature- Multi-Substrate Sign, with Cut Aluminum Lettering (Scale TBD)



Community Orientation / Information Panels (Scale TBD)