



# WHISTLER

## MINUTES

**REGULAR MEETING OF ADVISORY DESIGN PANEL  
WEDNESDAY, APRIL 15, 2015, STARTING AT 3:00 P.M.**

**In the Flute Room at Whistler Municipal Hall  
4325 Blackcomb Way, Whistler, BC V0N 1B4**

**PRESENT:**

Architect AIBC, Doug Nelson  
Architect AIBC, Co-Chair, Tom Bunting  
MBCSLA, Chair, Crosland Doak  
UDI, Dale Mikkelsen  
Councillor, Steve Anderson  
GM Resort Experience, RMOW and ADP Secretary, Jan Jansen  
Director of Planning, RMOW, Mike Kirkegaard  
Manager Resort Parks Planning, RMOW, Martin Pardoe  
Recording Secretary, Kay Chow

**REGRETS:**

Architect AIBC, Duane Siegrist  
MBCSLA, Elaine Naisby  
Member at Large, Pam Frentzel-Beyme  
Member at Large, Pat Wotherspoon

**ADOPTION OF AGENDA**

Moved by Tom Bunting  
Seconded by Dale Mikkelsen

**That** Advisory Design Panel adopt the Advisory Design Panel agenda of April 15, 2015.

CARRIED

**ADOPTION OF MINUTES**

Moved by Tom Bunting  
Seconded by Dale Mikkelsen

**That** Advisory Design Panel adopt the Regular Advisory Design Panel minutes of March 18, 2015.

CARRIED

**PRESENTATIONS**

*The applicant team of Brent Harley and Carlos Zavarce, Brent Harley & Associates Inc. entered the meeting.*

Jan Jansen introduced the project, a continuation of the RMOW Village Portals and Gateways project presented to Advisory Design Panel on June

Wayfinding Signage  
Throughout Whistler  
1<sup>st</sup> Review  
File No. P032

12, 2014. This wayfinding signage project links to various municipal initiatives including the Cultural Connector and Gateway Loop; these priority projects are an outcome of the Economic Partnership Initiative. Target delivery of new way finding signage is the start of the 2015/2016 ski season. Staff seeks Panel comments on Option D.

Brent Harley advised on the following.

1. Have been working with merJe ENVIRONMENTS & EXPERIENCES, a wayfinding company from Pennsylvania.
2. Primary goals:
  - assist visitors to easily find their destinations;
  - upgrade wayfinding experience;
  - reinforce sense of place;
  - co-ordinate and align with other RMOW projects;
  - build consensus with stakeholders;
  - consider all modes of transportation, vehicular arrival, parking, pedestrian and biking;
  - address needs of international guests.
3. Develop recommendations, priorities, implementation strategy, guidelines for design management and maintenance.
4. Align the wayfinding strategy with other wayfinding oriented projects already underway such as the Cultural Connector and Gateway Loop, Portals and Gateways and vice versa.
5. Aspects to consider include home technology prior to the visit, place technology such as apps and QR codes, environment, support information, signage.
6. Information hierarchy, YVR to Whistler, arrival, internally in Whistler, mapping and signage.
7. merJe ENVIRONMENTS & EXPERIENCES has conducted an inventory and analysis through a case study approach; they also sat in the Village Host information booth for one day.
8. Work with stakeholders, consensus for three district zones within Whistler Village:
  - Village North
  - Upper Village
  - Village Centre
9. Key pieces: village circulation, village parking, village portals, pedestrian experience. How does signage relate?
10. The old Whistler Village map was complicated and hard to read. New map is in place and is being used.
11. Align signage with Whistler Village, the vernacular in place, incorporate pictograms to assist international tourists.
12. Three concepts created; they were work shopped with stakeholders and the Wayfinding Steering Committee. Identified information hierarchies, appropriateness, colour coding with the goal of relating to the portals and gateways; ensure signage and strategy aligns with other projects. This created the basis for the three concepts.
13. There was an overview of the three concepts, options A, B, and C.
14. Option A: signage shapes, menu of signs, driving pieces, alignment with shapes and colours of portal design. Stakeholders felt this option was the most aligned with the goals and objectives.

15. Option B: urban oriented; stakeholders felt it was not right for Whistler, too much like an airport or downtown anywhere.
16. Option C: classic national park approach, there is a sense of timelessness, might see this in a place like Banff, done before. Appropriate? Longevity, still strong in 20 years?
17. Red colour chosen for Village Centre; blue for Village North and orange for Upper Village.
18. Blue colour for parking; "P" for parking.
19. There were concerns with the proposed use of corten steel from a maintenance, management, product quality and cost perspective; therefore it was dropped from the discussion.
20. Draw from the inspiration of Whistler. What is Whistler oriented? Basalt, mountain peaks, angular shapes.
21. Provide the right information at the right time; reduce the information, there is too much information out there. Reduce the number of neighbourhoods to three with three colours, less confusing.
22. Request panel comments on option D: basalt colours, red colour for Village Centre, blue Village North, and orange Upper Village. Angular elements tie back to portals, shapes and colours.

Panel appreciates the approach taken and the efforts put into a very thorough study and offers the following comments.

### **Materials, Colours and Details**

1. Panel supports the reduction in the number of neighbourhood zones.
2. Panel supports the simplification of colours assigned to the zones and the proposed colours for those zones but does not have a preference as to which colour is assigned to each zone.
3. Panel encourages the reduction of signage and deletion of old signage.
4. Panel supports the proposed angular forms.
5. Panel supports the proposed durable materials, steel and stone, which represents Whistlers' mountain culture.
6. Panel encourages testing a mock-up of a typical sign.
7. A panel member recommended consideration of technology as a method of wayfinding but also cautioned that technology outdates quickly.

Moved by Dale Mikkelsen  
Seconded by Doug Nelson

**That** the Advisory Design Panel supports Option D as presented and defers to Staff to carry the project through to completion with consideration of Panel's comments and does not need to see this project return for further review.

CARRIED.

*The applicant team left the meeting.*

### **ADJOURNMENT**

Moved by Crosland Doak

**That** Advisory Design Panel adjourn the April 15, 2015 committee meeting at 4:05 p.m.

CARRIED

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CHAIR: Crosland Doak

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SECRETARY: Jan Jansen

cc: 2034.1