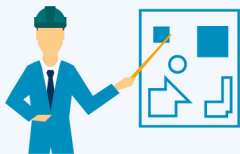# Horseshoe Bay Terminal Development

In May 2018, we heard from over 1500 people about the improvements they would like to see at Horseshoe Bay. The following design drivers and visual profile reflect the feedback we heard.

The terminal redevelopment team will use the design drivers (check-list of needs) and the visual profile (picture book) to measure how well different design options meet the needs we heard from you, and how well they create the experience you told us you wanted to have.

Design Drivers

Design drivers are like a check-list of needs. They help the redevelopment team understand what to include in the design of the future terminal. The following list of final design drivers reflect public and stakeholder feedback and will be used going forward in the terminal development process.
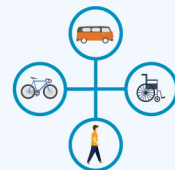
01
Practical, functional solution
Keep designs practical and focus on the function of the terminal. Ensure efficient movement of people to and from their destinations.

02
Easy access to and through
Make it easy and comfortable for everyone to move to and through the terminal no matter who they are or how they travel.

03
Integration of technology and information
Make sure people have quick and easy access to travel information through their smart phones, computers, information boards at the terminal etc.

04
Future flexibility
Make sure the terminal will be able to change as the world changes, for example new technology (e.g. autonomous vehicles), people changing the way they travel (e.g. more transit riders).

05

Integrate the terminal with the Village of Horseshoe Bay
Make it easy to move between the terminal and the Village of Horseshoe Bay, and work together with the Village to make sure the people who live and work there benefit from the terminal.

06

Cost effectiveness
Minimize costs and ensure the best value for the dollars spent.

07

Human-centric design
Build a place that is meant for people. Think about how people will experience the space and how they will feel getting around inside the space. Provide interesting sights, sounds, smells, and feelings and make it easy for people to know where they're going.

08

Sense of arrival
Create a warm and welcoming feel for people arriving at the terminal from the highway, the Village, and on the ferries.

WELCOME

09

Sense of place
Create an experience for people who visit the terminal that connects them to the unique history and natural environment of Horseshoe Bay.

Horseshoe Bay
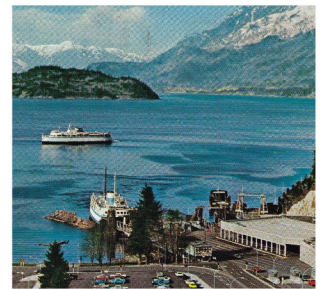# Terminal Development
Visual Profile

A visual profile is like a picture book that tells a story about how the design should make people feel (for example, welcome, calm, close to nature, etc.). The following images make up the final visual profile. The images reflect public and stakeholder feedback and will be used going forward in the terminal development process.
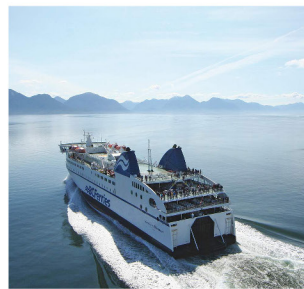
A	Story	These images reflect the kind of narrative you would like the design of the terminal to tell (for example, seaside village, ocean and nature, First Nations history, etc.)

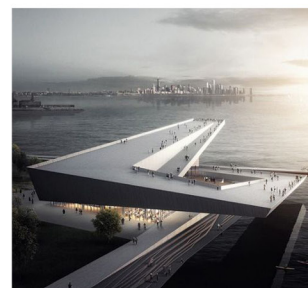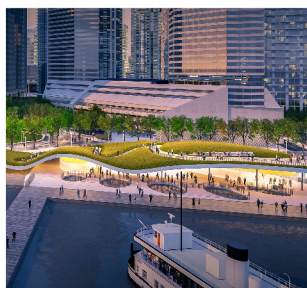| B	Brand and Identity	These images reflect how you would like the future terminal to be recognized.

C — Form and Scale Massing

These images reflect the general shape, form, and size of building you would like to experience as part of the future terminal.
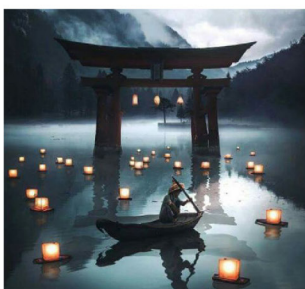

D — Exclamation Marks

These images reflect unique design elements you thought would be interesting to include in the terminal.
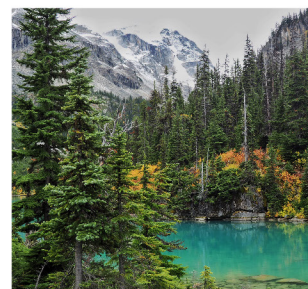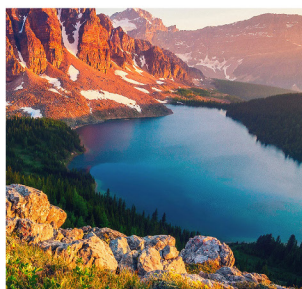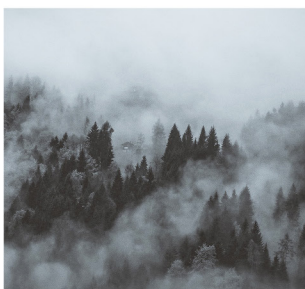

E — Front Door and Arrival

These images reflect how would like to feel, see, and experience the terminal when you arrive from the highway, the Village, or on the ferries.

F — Colour, Materials and Texture

These images reflect design element you thought would work well both inside and outside the terminal building.
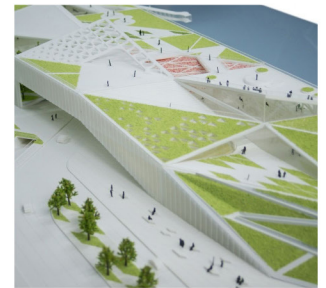
G — Interactive and Public Space

These images reflect how you want to enjoy gathering space as part of the future terminal.
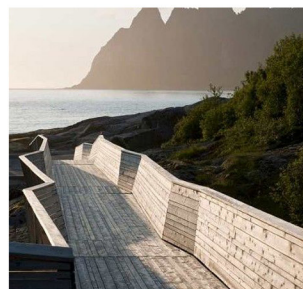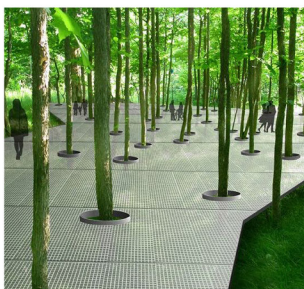
H — Landscape and Open Space

These images reflect how you want to bring together green space (trees, grass, plants), the environment (mountains, ocean views, etc.), and the terminal building in the space available.

I — Pedestrian Walkways

These images reflect the type of experience you want to have while walking through the terminal.

J — Wayfinding, Signage and Orientation

These images reflect the type of signs and pathways you want as guides in and around the terminal.