The County of Peterborough
County Council

To: Warden and Members of Council

From: Peter Nielsen, Manager, Engineering & Design,
          Tracie Bertrand, Director of Tourism, Peterborough Economic
          Development

Date: February 1, 2017

Subject: Wayfinding Signage

Recommendation:

Be it resolved that Council approves the allocation of $10,000 towards the 2017
Peterborough Economic Development (PED) grant application to be submitted to
the Regional Tourism Organization 8 (RTO8) on or about April 01, 2017 for the
development of a Tourism Wayfinding Signage Program which includes
guidelines, toolkit and specifications, and further;

That this funding be provided equally from the 2017 Operating Account for Sign
Maintenance (Job Code 870106 - 531) and from the Corporate Services
Advertising account (1-40-2085-3300).

Financial Impact:

Contribution to be funded from 2017 operating accounts ($5,000 + $5,000)
assuming successful grant application.

Background:

In 2008, County Council of the day approved in principle the development of a
wayfinding signage program for the tourism region of Peterborough & the
Kawarthsas (refer to Attachment 1).

The 2008 PED report highlighted the purpose of wayfinding signage which is to
provide a clear, methodical sequence of identification and tourism-based
directional signage for visitors and residents in the Peterborough & the Kawarthsas
tourism region.

In 2015, County Council approved the design and installation of our gateway sign
on Highway 115 north-bound and a new corporate branding strategy that would
integrate the new County logo and the change of our corporate identity to
Peterborough County, including our website and email addresses. This change will be complete by January 30, 2017.

At the County Council meeting of January 20, 2016 during which the County Sign By-law 2007-55 was discussed, staff were reminded of the previous interest of Council with tourism wayfinding signage and contact was made with PED staff to discuss the previously identified objectives.

Through 2016, meetings were held with County and PED staff to conduct research and investigations on best practices and current status of tourism wayfinding signs throughout the Province of Ontario.

Staff involved in these meetings included:

Fiona Dawson, Tracie Bertrand, Kelly Jessup- PED
Doug Saccoccia, Peter Nielsen, Bill Grylls – County Public Works
Sheridan Graham– County Corporate Services
Tammy Sikma – County GIS
Kevin Jones – City of Peterborough

It is considered best practice for upper and lower tier governments in the Province to jointly develop tourism wayfinding sign programs. Tourism wayfinding programs are expected to deliver the following key benefits:

1. Increase visitors to key attractions and tourism businesses throughout the region
2. Boost the local economy through increased spending
3. Enhance the overall image of Peterborough & the Kawarthas as a destination
4. Enhance overall awareness of the destination
5. Improved opportunities for navigation throughout the region
6. Creating a sense of community and connectivity throughout the destination

This report is intended to present for consideration of Council the opportunity to begin development of a Tourism Wayfinding Toolkit that will include design guidelines and specifications for joint use throughout the Peterborough & the Kawarthas tourism region.

Analysis:

The condition of current guidance and tourism signage along County roads is in a variable state of repair and this report is intended to provide Council with an alternative to start a review of the needs for this type of tourism oriented signage.

With the successful installation of the Highway 115 Gateway Sign, and the successful implementation of Peterborough & the Kawarthas signed road cycling routes, there is future opportunity to develop a plan that will enhance visual
interest, enhance destination awareness and improve navigation throughout the region.

Design standards will use Peterborough & the Kawarthas destination brand identity while ensuring to maintain the brand of the County. This program will be complementary and consistent with the current and ongoing marketing and communications tools used to promote Peterborough & the Kawarthas. A successful tourism wayfinding program will assist Peterborough & the Kawarthas in further becoming a premier tourist destination. The overall objective of the program is inline with the objectives of Peterborough & the Kawarthas Tourism:

1. Increase visitation to the region
2. Increase average visitor spending in the region, including Visiting Friends and Relatives and Seasonal Residents (cottager) markets
3. Increase average length of stay

Local municipalities will have opportunities to use the toolkit and guidelines and to add tourism design elements to new Gateway signs to be installed on County roads.

A number of local municipalities have already developed or are in the process of developing wayfinding sign design standards for settlement areas through Community Improvement Plans (CIP).

The CIP design standards would be fully respected through the PED review of wayfinding signs for possible integration into a wayfinding signage program.

There are many examples of successful wayfinding signage programs that have been developed to highlight and market the local attractions and guide visitors to navigate the region, thereby supporting the economic development of various counties and municipalities throughout the province.

These examples will be useful as reference documents for a committee of Township, County and PED staff to consider.

Some examples are:


https://www.brucecounty.on.ca/business/economic-development.php

Refer to the attached 2017 PED report titled “Peterborough & the Kawarthas Tourism Wayfinding Program” (Attachment 2). The attached document provides a summary of project scope, overall experience and business objectives, regional objectives and program area of focus as well as project timelines and measureables, program partnerships and forecasted budget.

The Director of Tourism and Communications for PED will provide an overview and presentation as part of this report.

Summary:

The recommendation presented to Council is to request support of a PED grant application to be submitted to RTO8 for the preparation of a tourism wayfinding toolkit including sign design standards and specifications and a guide booklet for the design of tourism wayfinding signs.

The combined contributions from the County and PED will total $25,000 to support an application for a grant application to RTO8 of equivalent value for a total project budget of $50,000.

Approval would demonstrate the interest of County Council in jointly developing tourism wayfinding signage design standards and toolkit that will assist in the marketing of Peterborough and the Kawarthas as a premier tourism destination. In addition, it demonstrates County Councils commitment to moving forward with this initial development stage. There is no further commitment proposed at this time towards tourism wayfinding signs.

Upon the successful completion, a report will be provided to County Council by the Wayfinding Signage Committee on the proposed next steps.

Respectfully submitted,

Peter Nielsen                                Tracie Bertrand
Manager, Engineering & Design              Director of Tourism
Attachment 1 – 2008 PED Report on Wayfinding Signage

Recommendations for Improved Tourism
Way-Finding in Peterborough & the Kawarthas

The main objective of a signage way-finding program is to provide visitors and residents with information to easily access local attractions, parks, historic buildings, and meeting venues.

In general, the following types of destinations will be included in the program:
- cultural/institutional sites (e.g. arenas, college, museums, libraries, theatres),
- historic sites, recreational sites (e.g. trails, parks), transportation related sites (e.g. bus stations, marinas), and tourist-related facilities (information centers).

The following principles should underlie a regional tourism signage system:
- Safety: signs may not pose a safety hazard and an impediment to smooth traffic flow
- Standardization: of sign size, location, color, and content in compliance with federal and state highway regulations
- Trail-blazing: throughout the entire regional road network (including local, county roads) from the highway exit into the area of recreational and cultural interest and to the individual attraction or business
- Accessibility: the signage system should guarantee equal access for any attraction or business that meets predetermined eligibility criteria
- Self-finance: each attraction or business assumes the cost for sign erection and maintenance

The regional tourism signage system should include both public and privately owned/for-profit destinations:
- Cultural/institutional (museums, libraries, art galleries, theatres, colleges, government buildings, convention centers, ecological gardens, zoo, etc.)
- Historic (historic sites, landmarks, etc.)
- Recreational (trails, parks, skiing areas, golf course, public beaches, marinas, bicycle rental, boat cruises, riding centers, theme park, etc.)
- Transportation-related (transportation centers, bus stations, etc.)
- Tourism-related (visitors and interpretation centers, hotels, campgrounds, bed and breakfasts, arts and crafts shops, etc.)
- Agriculture-related (orchards, vineyards, farm markets, fish hatcheries, etc.)
The Tourism Advisory Committee of the GPA EDC wishes to extend the following recommendations to City and County Councils to consider:

- Continue with the Provincial Tourism Oriented Directional Signage (TODS) program at major entrances, off ramps and provincial King's Highways for continuity.

- New signs that are approved and erected in the city and county be blue and white with the Peterborough & the Kawartha Tourism logo to support the branding of our tourist area. The signs would be similar to the provincial program currently in place on King’s Highways and would be highly recognizable to visitors.

- When replacing city and county brown and white signs, follow the new blue and white style with PKT logo. The program should not create unnecessary expenses for tourism businesses.

- Major (20 plus rooms) accommodations should be allowed to purchase badge signs from TODS to direct visitors. Area hotels provide information on restaurants and attractions. The important thing is to guide visitors to their roofed accommodations in a quick and efficient manner.

- Restaurants and fast food outlets should not be allowed to purchase badge signs from TODS. The committee feels that too many of these signs will create clutter and that most visitors will realize these establishments will be located near large accommodations.

- Visitors do not recognize municipal boundaries. Township, City and County welcome signs should feature PKT banner signs below to ensure visitors realize they are in the Peterborough & the Kawartha tourist area.
• Signage would be pre-approved by appropriate city/county department per usual using policies developed with the principles above. Where possible, every effort should be made to utilize existing posts. See example below.

• In the downtowns, efforts should be made to create a way-finding program to direct visitors to key attractions such as culture and heritage venues, art galleries and other non-profit demand generators that our key attractions in the downtown cores of the region. See example below.
• With the move to the new Visitor Information Centre, the city and county may wish to consider having vandal proof kiosks with brochure stock available at key locations.
Attachment 2 - 2017 PED Report

Peterborough & the Kawarthas Tourism
Wayfinding Program

PROJECT DATE: 2017 – 2019 (Phased project from inventory, design and toolkit development to roll out programming)

PRIORITY AREA: Tourism Wayfinding

Project Scope

The visitor experience is a high priority for Peterborough & the Kawarthas Tourism. Ease of navigation throughout a destination is an important part of the visitor experience and contributes positively to the time spent in the region. A consistent, organized and unique wayfinding program will help to provide visitors to Peterborough & the Kawarthas with better awareness of its tourism assets, communicating that the area is efficient, organized and welcoming while still promoting the sense of discovery that visitors yearn for.

The primary goal is to ensure that visitors and residents can easily navigate the region to find tourism landmarks, businesses, and destination experiences to enhance their time in the region. The Tourism Wayfinding Program will build on the brand identity of the destination, providing a visually appealing sign system which will connect the branding efforts of Peterborough & the Kawarthas Tourism in a cohesive manner with those of the County, City and townships.

The Tourism Wayfinding Program is an essential next step in the evolution of Peterborough & the Kawarthas brand efforts to position the area as a premier destination, and to grow tourism. With the successful integration of the tourism brand into all marketing, communications and product development over the past 5 years, the addition of a signage program will help enforce place marketing initiatives of Peterborough & the Kawarthas Tourism (PKT). As an extension of PKT’s ongoing external marketing efforts, the development, implementation and maintenance of a tourism wayfinding program will ultimately contribute to:

1. Increasing visitation to the region
2. Increasing average visitor spending in the region, including Visiting Friends and Relatives and Seasonal Resident (Cottage) markets.
3. Increased the average length of stay of a visitor

Overall Experience and Business Objectives:

- To provide a clear, methodical sequence of identification and tourism based directional signage elements for visitors and residents.
- To ensure consistent guidance within the County and City of Peterborough through simple, universal and clear signage designs and messaging.
- To have the opportunity to design experience routes through region that will link municipalities together and offer a connected travel experience through the region resulting in visitors staying longer and opportunity to increase spending.
- To be able to provide tourism- based businesses with a quality pay to play option for signage that is inclusive and complimentary to needs of the business, visitor and municipalities.
- To provide improved and consistent options for businesses interested in marketing/ billboard related opportunities.
Regional Objectives:

- To develop a Tourism Wayfinding Signage Toolkit and guidelines that can be used by the County, City of Peterborough and any participating Townships to align signage programs for the purpose of clear, seamless, consistent and efficient wayfinding across multiple municipal geographic lines through Peterborough & the Kawartha Tourism region.
- To develop signage design standards and process for implementation that can be used by the municipalities (all implementation to follow Municipal bylaws and policies)
- To develop more standardized wayfinding signage policy/ by-laws where needed (County/ City requirement)
- Integrate universal tourism icons and colours representing tourism already defined and used within Ontario Canada and beyond (i.e. MTO guidelines)
- County Specific: also to incorporate opportunity to improve the Bush Country sign program

Program Areas of Focus:

- The Arrival Experience
- Tourism Business identification
- Tourism Themed Experience Routes (1-3): Routes of interest to guide visitors through the region with a interest focus i.e. food, Culture, Historic, fall colours etc.
- Tourism Areas of Interest Identification: i.e. Adventure Stops like paddling launch, Unique Look outs or photo opportunities
- Information Kiosks: updating and reviewing current requirements

May Also Include:

- County & City Specific requirements: Other specific Signage requirements outside of Tourism identified as important navigational need i.e. rural businesses, College, University etc.
- Ancillary signs: Consideration and awareness of Historical and Commemorative Signs, interpretive panels/ markers, service clubs current and future opportunities
- Enhanced Marketing Opportunity Signage (can be non-tourism) – an alternative for the current Bush Country Signs (County Specific). This is an opportunity to improve current signage that is used as promotional billboards etc.

*Important to Note*: Consideration/ awareness defining wayfinding signage that is needed both for vehicular and pedestrian requirements.

Guiding Principles:

1. **Safety**: signs can not pose a safety hazard and an impediment to smooth traffic flow
2. **Standardization**: agree on a consistent, simple clear and universal way finding signage design. Standardize sizes, locations, colours, content, icons in compliance with federal and provincial highway regulations. And program execution delivered through the established policies/ bylaws of the individual municipalities.
3. **Trail Blazing**: throughout the entire regional road network (including local, and county roads) from highway exit into the area of recreational and cultural interest and to the
individual attraction or tourism business

4. **Accessibility**: The signage system should guarantee equal access for any attraction or business that meeting predetermined eligibility criteria. Also, ensure signs follow the Accessibility for Ontarians Act (AODA)

5. **Self-Finance**: each eligible attraction or business assumes the cost for the sign erection and maintenance.

6. **Municipality - Financed**: each eligible attraction/point of interest the municipality in which it is in would assume the cost of erection and maintenance.

7. **Focus on the Visitor experience** – sign keeping in mind that the use of the signs has higher reliance by individuals unfamiliar with the region.

8. **Administration**: All Signage will be erected under the Municipalities Signage bylaws and established policies. Execution of the signage program for cost efficiency can operate under a grandfathering out system as required. As well both the City and the County adhere to the Ontario Traffic Manual (OTM) requirements and so this program needs to ensure consistency with the (OTM) manual.

9. **Way finding vs. Marketing**: Wayfinding signage is not for use of business marketing/promotion.

10. **Beautification**: improve the aesthetic visual quality of Peterborough & the Kawarthas natural and built landscapes while welcoming visitors and enhancing quality of life for residents.

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**PROJECT TIMELINES AND MEASURABLES FOR PHASE 1A:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TIME FRAME</th>
<th>MEASURABLE RESULTS (and how they will be measured)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Re-endorsement of Tourism Wayfinding Program</td>
<td>January 2017</td>
<td>Present for re-endorsements of program in principle as received in 2007</td>
</tr>
</tbody>
</table>
|                                 |            | - PED Board  
|                                 |            | - County Council  
|                                 |            | - Tourism Advisory Committee (TAC)  
|                                 |            | - City (TBD)  |
| Confirm Tourism Wayfinding Taskforce | February 2017 | Taskforce Confirmed To Date:  |
|                                 |            | - Tracie Bertrand (PKT)  
|                                 |            | - Kelly Jessup (PKT)  
|                                 |            | - Peter Neilsen (County)  
|                                 |            | - Sheridan Graham (County)  
|                                 |            | - Tammy Sikma (County)  
|                                 |            | - Doug Saccocia (County)  
|                                 |            | - Peter Malini/ Kevin Jones (City)  
<p>|                                 |            | - Township staff (TBD)  |
| Confirm process for review, requirements for | March 2017 | Timeline Confirmed  |
|                                 |            | RFP Complete  |</p>
<table>
<thead>
<tr>
<th>Tool kit, assign tasks per partner, confirm budget, prepare RFP, Funding Application to RTO</th>
<th>Assigned tasks complete (per partner) Budget confirmed Funding application complete</th>
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</thead>
<tbody>
<tr>
<td>Awarding of RFP, toolkit creation</td>
<td>April 2017</td>
</tr>
<tr>
<td>Completion of toolkit, design files and guidelines. Submit report to county council</td>
<td>TBD</td>
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<tr>
<td>NEXT STEPS</td>
<td>TBD based on costs/timelines</td>
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**Program Partnerships:**

**Phase 1A:**
Peterborough Economic Development (Peterborough & the Kawarthas Tourism Division)  
County of Peterborough  
City of Peterborough (identified list of tourism signs)  
Regional Tourism Organization 8 (Kawarthas Northumberland) – TBD Based on successful funding application

**Phase 1B:**
Peterborough Economic Development  
County of Peterborough  
City of Peterborough (identified list of tourism signs)  
Regional Tourism Organization 8 (Kawarthas Northumberland) – TBD based on successful funding application

**Phase 2 (preliminary):**
Peterborough Economic Development (Peterborough & the Kawarthas Tourism Division)  
County of Peterborough  
City of Peterborough (identified list of tourism signs)  
Regional Tourism Organization 8 (Kawarthas Northumberland) – TBD Based on Funding Township (PILOT) TBD

**Other possible partners/sources:**
Province (TBD)  
Federal (TBD)  
Private Investment (with appropriate fit – Win/Win) (TBD)
## PROJECT BUDGET AND FINANCING:

<table>
<thead>
<tr>
<th>BUDGET</th>
<th>FINANCING</th>
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<tbody>
<tr>
<td><strong>Eligible Supported Costs (add lines if necessary)</strong></td>
<td><strong>Cost Estimate</strong></td>
</tr>
<tr>
<td>Phase 1 - Part A: Tool Kit completion and sign designs with files</td>
<td>$20,000 - $25,000</td>
</tr>
<tr>
<td>Phase 1 - Part B Gateway/Secondary Gateway sign development and installation</td>
<td>TBD</td>
</tr>
<tr>
<td>Phase 2: Pilot project with township (TBD)</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>TOTAL COSTS</strong></td>
<td><strong>TOTAL CONTRIBUTION</strong></td>
</tr>
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## MANAGEMENT AND SUPPORT PLAN (Roles):

- Peterborough & the Kawarthas Tourism division leading in partnership with the County of Peterborough, City of Peterborough and area municipalities/townships
- Note: City of Peterborough has limited Tourism wayfinding signage opportunities (approx 30 signs). City will remain involved with design process to ensure cross regional focus works, particularly in cross regional tourism route design/tourism areas of interest identification as examples.
- The confirmed task force will be the key individuals whom will work through this process and develop the program.
- Through the process the Peterborough & the Kawarthas Tourism Advisory Committee (whom represent the tourism industry in the region) will be presented the information at appropriate stages for endorsement.
- At key stages and where required the program will address and present to Councils.