Tourism Wayfinding

Township of Cavan Monaghan
Council Report
Oct 16, 2017
Background

• 2008 GPA EDC Report for improved tourism wayfinding in Peterborough & the Kawartha

• Development and execution of Destination Brand
Sign Conditions
Cycle Peterborough & the Kawarthas Classics

Some like to take it easy on flat terrain. Others thrive on the challenge of long distances, deep valleys and steep hills. Some prefer a city ride; others want to be as far from the crowd as possible. That's what makes cycling in Peterborough & the Kawarthas such a pleasure. You can ride from city to country in no time and our Classics feature the best of our tried and true road cycling.

For more info on cycling the Kawarthas and to join in on the conversation...

thekawarthas.ca/cycling
#cycleptbo

facebook.com/TheKawarthas
@pktourism
1-800-461-6424

Watch for these signs

PLEASE NOTE: Routes are signed in recommended direction only.
Gateway & Bush Country Signage Discussions
Collaboration
# Technical Advisory Committee

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<th>Municipality</th>
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What is Bush Country Signage?
What is Directional Signage?
What is Wayfinding?
Why Tourism Wayfinding?
Objective 1: Economic Impact

1. Increase # visitors to key attractions and tourism businesses throughout the region

2. Boost the local economy through increased spending
Objective 2: Awareness

1. Enhance the overall image of Peterborough & the Kawarthas as a destination

2. Enhance overall awareness of the destination
1. Improved opportunities for navigation throughout the region

2. Creating a sense of community and connectivity throughout the destination
Plan your cycling adventure in Peterborough and the Kawarthas

From routes and trails to accommodation and food – all you need to know for riding in the region

June 28, 2017 | By Canadian Cycling Magazine
Phase 1 will result in a toolkit which will include:

- a set of strategies
- a set of sign designs
1. Analysis & Strategy
2. Graphic Requirements
3. Sign Types & Descriptions
4. Design Intent
Sign Types

sign family

[Diagram showing various sign types with examples and descriptions]
Boundaries
Information is given as needed, as boundaries are crossed (at townships, villages, decision points)
Wayfinding Example
Wayfinding Example - #1
Wayfinding Example - #2

WELCOME TO

Peterborough &
THE KAWARTHAS
Wayfinding Example - #3
Wayfinding Example - #4

- Destination X 800m
- Destination on two lines Y 2km
- Warsaw Caves Z 34km
Wayfinding Example - #5
Wayfinding Example - #6

- Destination X 800m
- Destination on two lines Y 2km
- Warsaw Caves Z 26km
Wayfinding Example - #7

[Image of a sign with directions]
Wayfinding Example - #8
Wayfinding Example - #9
Wayfinding Example - #10

→ Warsaw Caves X 100m
Next Steps

• Endorsement in Principle by township councils
• Presentation to County Council Nov 15
• Completion of Toolkit (Dec 8)
• Phase 2 (2018)
• Phase 3 (TBD)
Sign Types

sign family

Welcome to Peterborough, The Kawartha

Destination 800m

Destination on two lines

Destination on two lines

Destination 800m

Destination 2km

Destination 32km

Destination 2km

LOGO AREA

WELCOME TO

Insert name here

TOWN OF

Insert name here

Follow the path to nature.

Wayfinding, Peterborough & the Kawartha
Be it resolved that Council endorses in principal the Tourism Wayfinding Signage Toolkit and directs the Technical Advisory Committee to finalize the requirements of the toolkit and report back with next steps for the proposed development of a regional tourism wayfinding signage program for further consideration by council.
Thank You

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