Background

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

• Development and execution of Destination Brand
Sign Conditions
Wayfinding Success Story

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Municipality</th>
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<tbody>
<tr>
<td>Laura Stone, Junior Planner</td>
<td>Township of North Kawartha</td>
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<tr>
<td>Shari Paykarimah, Deputy Clerk/Finance Clerk</td>
<td>Township of Asphodel-Norwood</td>
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<td>Tania Goncalves, Deputy Clerk</td>
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<td>Brigid Ayotte, Economic Development Coordinator</td>
<td>Township of Cavan Monaghan</td>
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<td>Brian Grattan, Economic Development Officer/Deputy Clerk</td>
<td>Township of Havelock-Belmont-Methuen</td>
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<td>David Clifford, CAO</td>
<td>Township of Douro-Dummer</td>
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<td>Eleanor J. Rath, CAO/Director of Planning &amp; Economic Development</td>
<td>Township of Otonabee-South Monaghan</td>
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<tr>
<td>Lois O’Neill-Jackson, CAO/Economic Development Officer</td>
<td>Municipality of Trent Lakes</td>
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<tr>
<td>Peter Malin, Transportation Services Coordinator</td>
<td>City of Peterborough</td>
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<tr>
<td>Krista Coppaway, Communications/Community Engagement Officer</td>
<td>Curve Lake First Nation</td>
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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 Kawartha as a destination

2. Enhance overall awareness of the destination
Objective 3: Navigation

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 Kawartha's

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
Project Overview

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
Boundaries
Information is given as needed, as boundaries are crossed
(at townships, villages, decision points)

- region / county
- township
- village
- destination
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 Y: 2km
- Destination on two lines
- Warsaw Caves Z: 26km
Wayfinding Example - #7

- Destination
  - 800m
- Destination
  - 2km
Wayfinding Example - #8

- Destination X 800m
- Destination on two lines Y 2km
- Warsaw Caves Z 15km
Wayfinding Example - #9

TOWN OF
Insert name here
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

[Diagram of various sign types, including direction signs, distance signs, and logo signs.]
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
Tracie Bertrand, Director of Tourism & Communications
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