Background

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

• 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

Kawartha Lakes • Northumberland County
Peterborough & the Kawarthas

Ontario
Yours to discover

Peterborough County
Our History - Your Future

Peterborough & The Kawarthas
Tourism
## Technical Advisory Committee

<table>
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<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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<td>Shari Paykarimah, Deputy Clerk/Finance Clerk</td>
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<td>David Clifford, CAO</td>
<td>Township of Douro-Dummer</td>
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<tr>
<td>Peter Malin, Transportation Services Coordinator</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 Kawarthas 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 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
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 - #2
Wayfinding Example - #3
Wayfinding Example - #5
Wayfinding Example - #6

- Destination X 800m
- Destination Y 2km
- Warsaw Caves Z 26km
Wayfinding Example - #7
Wayfinding Example - #8

- Destination X 800m
- Destination on two lines Y 2km
- Warsaw Caves Z 15km
Wayfinding Example - #9
Wayfinding Example - #10
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)
Resolution

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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