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
Phase 1: Project Overview

- Analysis & Strategy
- Graphic Req’s
- Sign Types
- Sign Descriptions
- Design intent
Who are we?

• Integrated planning and design firm
• Planners, landscape architects, graphic designers, architects, engineers, specialists in interpretation and brand.

Parks Canada / Batoche National Historic Site
Who are we?

Our division specializes in wayfinding, interpretation, and signage. We:
• plan,
• develop concepts,
• strategize
• design sign systems, and
• do sign programming.

Recent wayfinding clients: Yarmouth, University of Manitoba, Collingwood, RTO7, East Coast Trail (NL)
Why wayfinding?

Best practices in wayfinding

• Wayfinding is being a good host!
• A set of environmental strategies to help point visitors in the right direction.
• Help people who are outside of their normal environment (e.g. tourists, seasonal residents)
• Not just signs! The road, the trail, the structure of a building, the presence of landmarks, and other things are all very important to wayfinding.
Why wayfinding?

Best practices in wayfinding

- Consistency in look is important
- Efficiency of message
- Accessibility is essential
- Wayfinding can help people DISCOVER as much as it DIRECTS
- Best done REGIONALLY, not piecemeal
- For every sign added to the environment, signs must come out
Why wayfinding?

Road signs must be legible at speed and from a distance

- Short messages
- Sans-serif typeface
- High colour contrast
- Text size determined by speed
A comprehensive study and design

1. Began with a two-day site visit to assess the state of the region
2. Hour-long interviews to gauge the interest and to get opinions and context from the leaders of each regional stakeholder group: the townships, the county, the city, and Curve Lake First Nation.
3. Reviewed sign bylaws and CIPs
4. Consulted with Middlesex County
5. Looked at existing Tourism-Oriented Directional Signage programs
6. Developed a set of design principles for the system, and strategies to move it forward
7. Developing sign designs
Discovery highlights

Unity

- Townships identified tourism as very important: 4.5 or 5 out 5
- Willingness to work together
- Clear support for the regional brand
- Existing wayfinding programs are insufficient
- Lots of market-ready destinations have no wayfinding
- System needs to work at a regional scope; this is PKED's role
- No point sending people to a destination that doesn't have an experience
- Sign-clutter is a problem everywhere, and visitor perception matters....
Sign clutter
What's in the toolkit?

**Toolkit is the first step**

- Defining the problems
- Providing some guidance as to the way forward
- Designing many of the signs which may be required at this time
- Design intent—tender-ready drawings which can be fabricated
1 — Boundaries

Information is given as needed, as boundaries are crossed. Lots of potential for visitor discovery of new attractions.
2 — Sign environment

- For consistency, the system should provide the only tourism wayfinding for the whole region (other than C-TODS).
- Use the standard blue colour for tourism-oriented signage.
- Townships' CIPs will be complemented by this sign system.
3 — TODS

Let the provincial C-TODS system do tourism destination signage on provincial roads (7, 115, 28) in the region.

We will complement C-TODS with a parallel regional tourism directional sign system on all other roads, in a collaborative solution between participating municipalities and PKED.

C-TODS is expensive for effective signage to tourism attractions (thousands of dollars per year)—this system will be more accessible to a variety of attractions.
4 — Ontario sign standards

• use existing OTM book 8 sign designs, as adopted by the county, for all designated amenities (universities, colleges, hospitals, etc.)
• do not attempt to supplant or replace green guide signs; this project’s tourism directional system will guide using directional arrows and arrival signage only (we don't use street names)
5 — Sustainability

- We don’t recommend replacing or removing existing branded gateway signs, except where they are in poor condition or out of date. This system offers a generic community ID design which townships or settlement areas may use.
- We will strive to use renewable resources wherever possible; materials that have a long lifespan, materials that are made from renewable or easily recycled materials.
- Messages change, but signs are in place for a very long time!
Strategy: alternatives for bush country signage

Instead of ....
Alternatives for bush country signage

6 — A flexible kiosk

May contain:
• a local or regional map
• regional tourism highlights
• site-specific interpretive
• listings of local businesses
• advertising

May be township or regionally branded, or both.

Install at natural stopping places: parking lots, cycling routes, at gas stations, and in public spaces.
Alternatives for bush country signage

To preserve....
Sign family—in development

Wayfinding, Peterborough & the Kawarthas
Phases and next steps

First of three phases

- The toolkit includes an initial set of designs, to the level of design intent
- We are developing and finalizing the design and report over the next month
Phases and next steps

Phase 2—programming

We recommend a second phase to work out a program for the sign system.
- audit of existing signs, recommending which signs to be removed
- a plan of what new signs need to be located in the region
- what each sign will say
- developing tourism attraction criteria to define who may be involved based on industry best practices
Phases and next steps

Phase 3—implementation

- promoting signs to tourism attractions
- deciding on methods for fabrication and installation
- putting signs in the ground
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

We are happy to answer any questions at this time.
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