

COUNCIL REPORT

Meeting Date: August 16, 2021
Department: Community Services
Report No.: CS-2021-22
Submitted by: Robert Lilbourne, Director of Community Services
Approved by: Fred Tranquilli – CAO & Clerk
SUBJECT: Wayfinding Strategy Update

RECOMMENDATION: THAT: Council receive report CS 2021-22 titled Wayfinding Strategy Update for information.

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

Economic Development – Strathroy-Caradoc will have a diverse tax base and be a place that offers a variety of economic opportunities to current and prospective residents and business.

Community Wellbeing – Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

Destination Building – Strathroy-Caradoc will provide distinct experiences that celebrate its past and future by prioritizing innovative new ideas that set the community apart.

BACKGROUND:

As part of the 2021 Capital Budget, Council included the development of a Wayfinding Strategy. This project was a direct recommendation of the First Impressions Community Exchange that was conducted in 2018.

Staff and members of the community, including representatives of the Strathroy Business Improvement Area, Strathroy and Area Chamber of Commerce and the Mt Brydges Business Association have worked with Entro Communications to develop a wayfinding system which reinforces the sense of place, identity and interconnectedness of the Municipality and its features. The strategy will improve and enhance navigability within the borders of Strathroy-Caradoc using

a consistent design theme and hierarchy of signage.

COMMENTS:

The 50% Design Document (attached) reflects the staff and community direction to reflect the following themes;

- Friendly, welcoming, stylish and not overly playful;
- Consistent with the Municipal brand across destinations;
- Considers rural and urban characteristics;
- Provides clear information hierarchy which identifies amenities and resources available at the destination.

CONSULTATION:

The Wayfinding Strategy Committee is comprised of representatives of:

Strathroy BIA

Strathroy and Area Chamber of Commerce

Mt. Brydges Business Association

Senior Staff

FINANCIAL IMPLICATIONS:

Funding for the Wayfinding Strategy was approved in the 2020 budget. Future budgets will propose allocations to gradually replace existing municipal signage with a format which reflects the depictions in the attachment, subject to Council adoption.

ATTACHMENTS:

Wayfinding Strategy 50% Design Document