

**Meeting Date:** January 17, 2022  
**Department:** Community Services  
**Report No.:** CS-2022-01  
**Submitted by:** Robert Lilbourne, Director of Community Services  
**Approved by:** Fred Tranquilli, Chief Administrative Officer / Clerk  
**SUBJECT:** **Wayfinding Strategy – Final**

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**RECOMMENDATION: THAT: Council receive report CS 2022-01 titled Wayfinding Strategy - Final for information; and further, THAT: Council adopt the Wayfinding Strategy as presented.**

**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:**

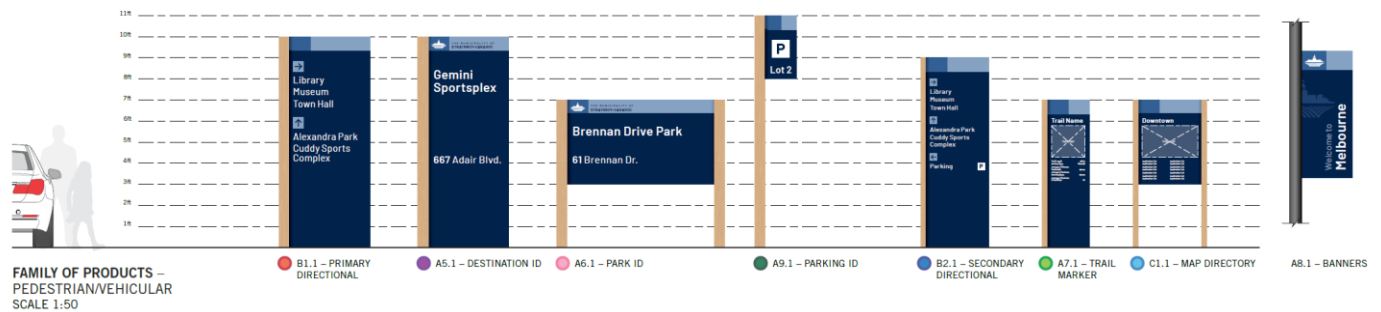
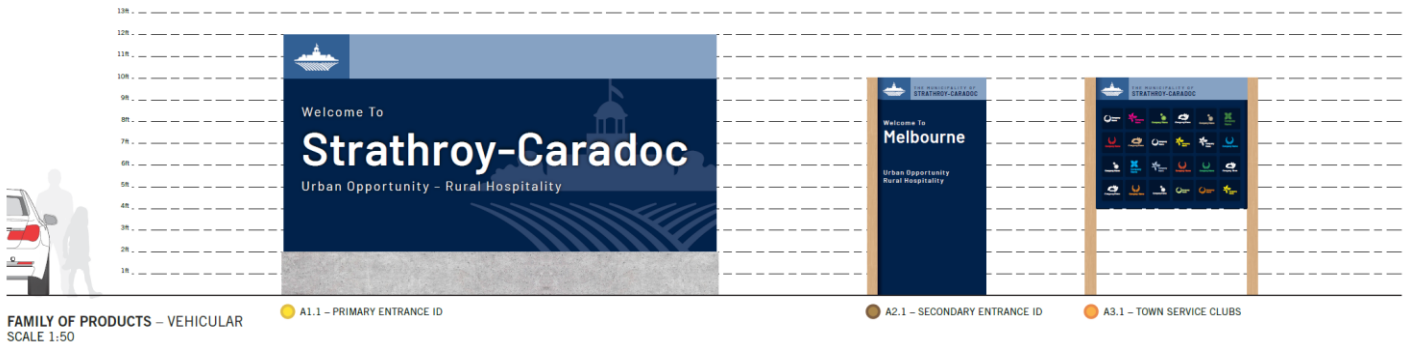
As part of the 2021 Capital Budget, Council included the development of a Wayfinding Strategy. This project was a direct recommendation of the First Impressions Community Exchange that was conducted in 2018.

Staff and members of the community, including representatives of the Strathroy Business Improvement Area, Strathroy and Area Chamber of Commerce, and the Mount 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.

The 50% design document that was provided to Council in August reflected the themes of:

- 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.



**COMMENTS:**

The final Wayfinding Strategy provides further detail into planning principles including but not limited to:

- Nomenclature
- Primary and Secondary Destinations
- Information Hierarchy
- Placement Guidelines
- Circulation and Key Destinations
- Location Plans

The strategy has also provided an implementation, cost estimate and phasing program. To complete all phases of the signage that has been identified through this strategy the estimate equals \$1,383,700.00.

The strategy utilizes the Municipal brand's colours, however, it does manipulate the logo to allow for greater legibility of the signage. To avoid any conflict between the Wayfinding Strategy and the Branding Policy, staff will bring forward an updated Branding Policy to a future Council meeting.

**CONSULTATION:**

The Wayfinding Strategy Committee is comprised of representatives of:

- Strathroy BIA
- Strathroy and Area Chamber of Commerce
- Mount Brydges Business Association
- Senior Staff

**FINANCIAL IMPLICATIONS:**

Current proposed and future capital budgets will include allocations of funding to replace existing municipal signage, based on the strategy attached.

**ATTACHMENTS:**

- Wayfinding Strategy – Final