

City Staff Report

Original signed by: City Manager Johnson

Report Date: November 22, 2018

Meeting Date: November 27, 2018

To: City Manager

From: Economic Development Officer

Subject: Wayfinding Strategy Implementation

Purpose

The purpose of this report is to review the Sign Strategy and designs with the current Council.

Summary

The Sign Strategy was presented to the previous Council by Cygnus, the firm that completed the design.

The Strategy includes designs for main community gateways, minor community gateways, major and minor parks, neighbourhood entrances, vehicular and pedestrian wayfinding, trailhead and trail wayfinding, and interpretive signs.

Recommendation

THAT Council receive this report as information.

Strategic Objective

3.6 Continue to implement the City brand through resident recruitment, marketing, and wayfinding initiatives.

Financial Implications

The cost of full implementation, including all sign types, is approximately \$1.1 million. This has been included for consideration with the capital budget.

Background

The Wayfinding Strategy was completed with funding through Rural Dividend. The signs will be a strong visual of the City's brand throughout the community and provide visitors with the sense that they've arrived, and will compel them to stop. The Wayfinding Strategy includes production-ready design drawings of the proposed sign types (Excluding interpretive sign content). This project is intended to increase the number of people who stop and stay in Quesnel, generating increased tourism revenue, while attracting new residents.

A number of consultation events were held leading to the sign strategy, including focus groups, an open, community workshop, and a survey. A committee representing arts, culture, tourism, and local business were consulted to select the final design.

Supporting Document(s):

1. Wayfinding Program – Presentation
 - Forwarded electronically to Council
 - Available for viewing at [Wayfinding and Place-making Project | City of Quesnel](#)