City of Kawartha Lakes

Municipal and Tourism Wayfinding Strategy

13 August 2026

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Executive Summary

The City of Kawartha Lakes Municipal and Tourism Wayfinding strategy provides a comprehensive, long-term framework for creating a clear, consistent, and accessible navigation system across the city. This strategy responds to the need for a more unified approach to signage, identification and information delivery—one that supports residents, visitors and businesses. Developed through extensive research, system audits, stakeholder engagement, and best-practice review, the strategy establishes a cohesive vision for how people navigate through Kawartha Lakes destinations, public spaces, and tourism assets.

The strategy introduces a city-wide wayfinding family that reflects Kawartha Lakes unique identity, strengthens placemaking, and enhances the experience of moving through the city. It prioritizes accessibility by incorporating legible mapping, intuitive sign hierarchies, high-contrast graphics, and consistent terminology. A standard set of sign types, materials, and design guidelines ensures that all departments and community projects implement wayfinding in a coordinated and future-ready manner.

Aligned with the Official Plan, Economic Development Strategy, and Transportation Master Plan, this strategy directly supports municipal goals to make it easier to move around the city, unite communities, increase dwell times, boost economic vitality, and improve the visitor experience.

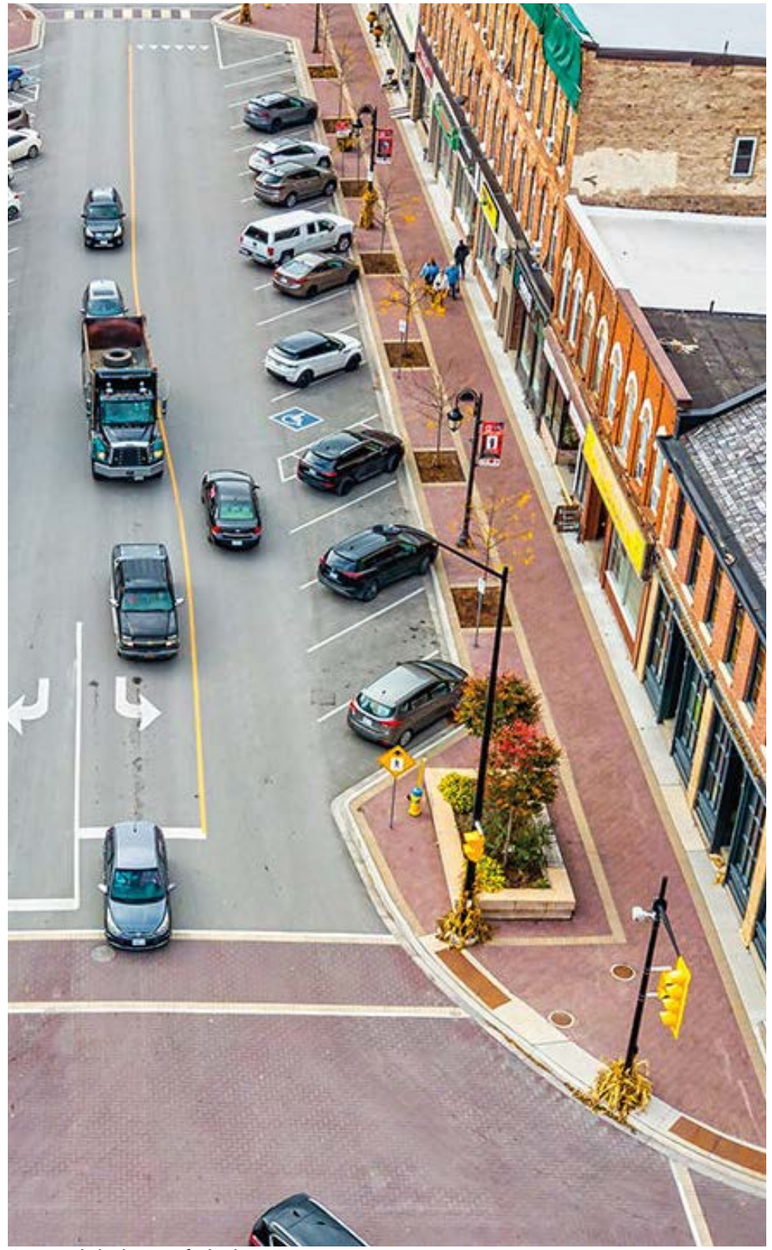
The strategy concludes with a phasing and implementation plan that outlines priority locations, integration with existing infrastructure projects, maintenance guidance, and cost-effective delivery approaches. Collectively, this strategy sets the foundation for a connected, intuitive, and welcoming wayfinding system that enhances visibility, strengthens identity, and supports Kawartha Lake's long-term growth and vibrancy.

Funding for this project has been provided in part by RT08 in partnership with the Government of Ontario.

In Partnership With

RT08 Regional Tourism Organization 8

Ontario



(An aerial photo of Lindsay.)

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Initial Findings

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Summary

This section provides an overview of the activities completed before developing the design and strategy for the Municipal and Tourism Wayfinding Strategy. The process included a review of existing City documents and an on-site audit of Kawartha Lake's current wayfinding system. Engagement sessions were held with City staff, local business owners, and the public—both online and in person.

This foundational phase was essential to creating a context-specific wayfinding strategy that resonates with the community while offering visitors an accurate and lasting impression of Kawartha Lakes. The information gathered also revealed key gaps and resource needs, ensuring the final strategy aligns with the City's current capabilities.



(A photo of Bobcaygeon library.)

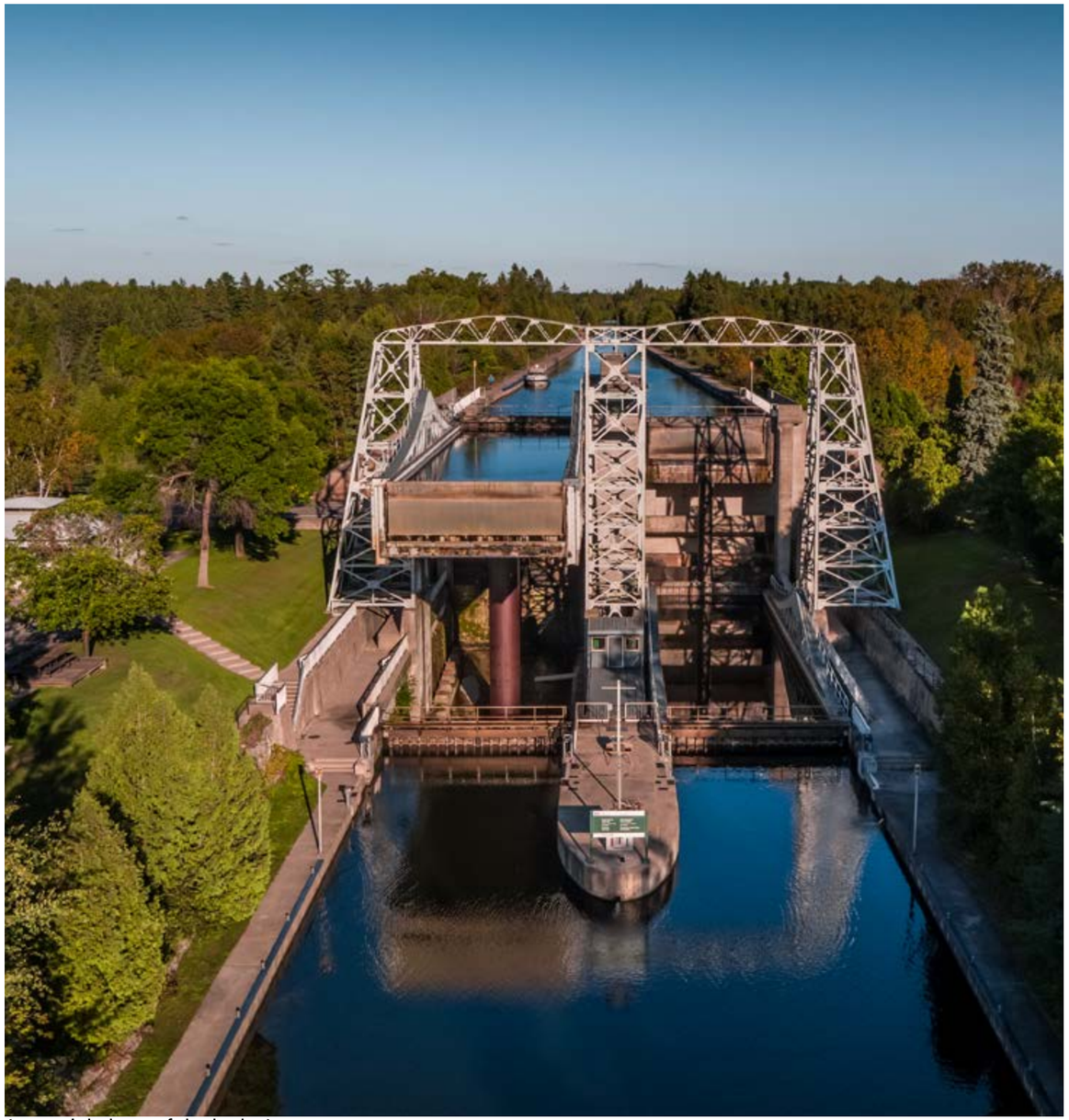
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Engagement Activities

The engagement process for the City of Kawartha Lakes Wayfinding Strategy brought together residents, businesses, Chambers of Commerce, tourism partners, and City staff through workshops, department meetings, and an online survey. This comprehensive approach ensures that local knowledge, operational insight, and community identity directly shape the design and implementation of the new wayfinding system.

Engaging a broad range of voices builds understanding of how people move through and experience the city, highlights unique local destinations, and identifies challenges that may affect accessibility or consistency. Most importantly, this inclusive process fosters collaboration, transparency, and shared ownership, resulting in a wayfinding program that is functional, authentic to each community, and widely supported across the City of Kawartha Lakes. The following sessions and activities took place:

- November 18th, 2025: BIA & Chambers Stakeholder Session (Virtual)
- November 19th, 2025: Communications, Economic Development, Tourism & Strategy Staff Session (Virtual)
- November 21th, 2025: Realty Services, Planning, By-Law, Fire Prevention Staff Session (Virtual)
- November 24th, 2025: Public Works, Parks and Recreation, Engineering and Corporate Assets Staff Session (Virtual)
- December 1st - January 4th, 2026: Online Survey
- December 9th - 11th, 2025: In person Site Audit
- December 9th, 2025: Fenelon Falls public Engagement Session (In person)
- December 10th, 2025: Lindsay Public Engagement Session (In person)
- December 11th, 2025: Bethany Public Engagement Session (In person)
- December 15h, 2025: Tourism Stakeholder Session (Virtual)



(An aerial photo of the locks.)

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Background Review

A comprehensive background assessment was completed to inform the development of this strategy. The background assessment examined the city's existing conditions, key destinations, user needs, and opportunities for improving navigation, identity, and visitor experience.

Existing Wayfinding Conditions

- Fragmented System: There is a significant lack of a unified wayfinding system; instead, a mix of outdated, faded, and mismatched sign styles from former municipalities contributes to confusion.
- Limited Continuity: Routes between communities currently rely heavily on local knowledge. Pedestrian wayfinding is particularly limited, often consisting of ad-hoc, community-led initiatives that are difficult to follow.
- Aging Infrastructure and Maintenance: Many signs suffer from sun exposure fading, graffiti, and vandalism. Furthermore, maintenance is a burden as different departments handle their own signage with non-standardized parts.
- Sign Clutter and Variable Standards: "Sign forests" and visual clutter are prevalent at gateways and intersections. Existing signage often lacks visibility in low light as current community signs do not utilize lighting or reflective materials.

Key Destination Categories

- The analysis identifies primary hubs and "hidden gems" to be prioritized in the future network:
- Major Downtowns: Lindsay, Fenelon Falls, and Bobcaygeon.
- Natural & Cultural Assets: The Trent-Severn Waterway and lock system, various falls, and the extensive trail networks including the Victoria Rail Trail and Trans Canada Trail.
- Civic & Hidden Gems: City Hall and municipal offices, the Academy Theatre, Kawartha Dairy, Ken Reid Conservation Area, and "hidden" public water access points.

User Experience Insights

- Visitors: Frequently miss entrances, downtown cores, and public water access points. There is a high reliance on digital navigation because physical signage to landmarks is insufficient.
- Residents: Express a strong desire to maintain individual community character ("Community of Communities") while still having a functional citywide system.
- Drivers: Experience confusion due to inconsistent highway signage and street name changes within communities (e.g., Highway 121 becoming Lindsay Street, Colborne Street and Short Street).
- Service & Business Providers: Local businesses lack visibility off main streets, and municipal staff spend significant time providing basic directions to visitors.

Opportunities Identified

- Unify with Local Flexibility: Develop a "cohesive but not corporate" design language that incorporates natural materials and respects the unique identity of each village.
- Improve Functional Navigation: Prioritize clearer signage for municipal parking (including boat trailers), public washrooms, and civic facilities.
- Coordinate Multi-Departmental Standards: Align the wayfinding strategy with the new sign bylaw and create a corporate "how-to" manual for all city departments to follow.
- Modular & Sustainable Design: Implement interchangeable panels to allow for cost-effective updates and a paid placement model for tourism businesses.
- Digital & Strategic Integration: Use QR codes strategically for updateable information while ensuring the physical system remains accessible to older populations without smartphones.

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Survey Findings

The online survey conducted between December 1, 2025, and January 4, 2026, gathered input from a broad range of stakeholders to shape the wayfinding strategy with a total of 111 responses. Below is a summary of the key findings.

Respondent Profile

- Residency: 94% of participants live in the City of Kawartha Lakes.
- Work & Business: 20% work within the city, and a combined 24% own or manage a local business.
- Primary Locations: Lindsay (41%), Fenelon Falls (16.5%), and Bobcaygeon (5.5%) were the most represented home or work communities.

Public Sentiment on Existing Signs

- Mixed Impressions: While 47% of respondents have a positive or somewhat positive impression of current community signage, a significant portion remain neutral (19%) or negative (19.5%).
- Room for Growth: Stakeholders emphasized that improved quality, consistency, and maintenance are needed to move neutral perceptions into the positive category.

Visual Identity & Perception

- Core Symbols: Water and lakes were identified as the strongest unifying visual identity for the region.
- Key Imagery: Nature, landscapes, and wildlife—specifically the osprey—resonated deeply as identity markers.
- Color Palette: Respondents strongly preferred natural, muted tones, specifically blues and greens.
- Personality: The city is characterized as a “collection of small towns” offering a relaxed, rural, and friendly lifestyle.

Priorities for Improvement

- Critical Amenities: Respondents noted it is most important to easily find general parking (76%), public washrooms (69%), parks (64%), and trails (62.5%).
- Sign Features: The most helpful features on a sign were identified as street names (70.5%), distances (47%), and symbols or icons (37.5%).
- Top Destinations: Key areas requiring better navigation include Kirkfield Lift Lock, Fenelon Falls (falls and locks), and the downtown cores of Lindsay and Bobcaygeon.

Wayfinding Challenges

- Naming Confusion: Frequent absence of street names, road numbers, and consistent intersection signage creates navigation hurdles.
- System Inconsistency: A mix of outdated, faded, and mismatched styles from former municipalities causes confusion.
- Visibility Gaps: There is insufficient signage for public buildings, trails, landmarks, and downtown areas, forcing reliance on digital tools.
- Gateway Issues: Directional signage from major highways (e.g., 35, 36, 7) is limited.

Guiding Principles and Strategy

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Overview

Wayfinding is often misunderstood. Many people equate it solely with signage, yet signs represent just one element of a much broader system. Effective wayfinding requires consideration of the entire visitor journey—from pre-trip information and digital tools like apps or Google Maps, to the on-site experience shaped by landmarks, public art, and, most importantly, people.

At its core, wayfinding is a cognitive process: the series of decisions individuals make as they navigate an environment. It relies on visual and sensory cues that guide them through cycles of orientation, navigation, and confirmation.

Designers, facility managers, and planners who address navigational challenges often describe their efforts as “working on wayfinding.” However, this assumes wayfinding is the system itself rather than the human process it supports. Signage, maps, and environmental cues are tools that aid wayfinding—they are not the process. The true role of those designing these systems is to “show the way” and empower others to do the same.



(An aerial photo of Omemee)

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Wayfinding Principles

The following five wayfinding principles serve as the framework for the signage and wayfinding system. Integrating them into the Municipal and Tourism Wayfinding Strategy is vital to achieving successful, long-term outcomes for the municipality.

"Legibility research at the Pennsylvania State University has shown that inconsistent and cluttered environments can adversely affect viewer legibility and vehicular safety by relaying too many incomplete and ineffective messages."
— Sign Research Foundation.

1

CONSISTENCY

Sign types within a wayfinding sign family share a consistent look and feel so that each component is recognizably connected. This consistency creates a sense of predictability for users making it easier to search and find relevant signs as the user navigates an area, as well as where to find key information on each sign.

Specific information on signage such as destination nomenclature and addresses should also aim to be consistent with how it's presented throughout and beyond the signage system. This might include City websites, other collateral information, and how areas are identified at the destination themselves.

2

USER-FOCUSED

Wayfinding information should be focused on helping users navigate an area, and be accessible to as many users as possible in its performance. As such, sign content and sign locations should meet or exceed AODA requirements, the City of Kawartha Lakes Accessibility Standards, and other applicable standards. Various levels of abilities should be considered when planning, including physical access, eyesight and legibility, language, cognitive limitations, as well as cultural background and context.

Signs should also be user-focused in terms of content by avoiding unnecessary information that requires additional time to process and interpret, and by abstaining from including any disruptive elements (e.g. advertising) that are not relevant to the wayfinding purpose.

3

INTERCONNECTED

As wayfinding is a repeating cycle of orientation, direction, and confirmation to get from place to place, all components of a wayfinding system must work together in order to support this cycle. Maps provide abstract information for orientation and support the development of a user's mental map for the local area. Directional components help navigation by providing clear pathing to notable destinations. Any contextual information on signage such as destination names or addresses further confirms an individual's current location or arrival.

Because of this interconnectivity, each sign cannot be looked at singularly, but as part of a larger system, a network of information and pathing.

4

SIMPLIFIED

It's best to keep things simple. Display only the content that is strictly necessary and remove any excess information. Messaging and visual cues should be curated to be appropriate for every decision point, and be written in plain language so as not overwhelm users. The more information that is present, the less likely a visitor will take the time to interpret it—a key reason for the well-known adage, "less is more".

Similarly, when considering locations for new signs, it is best to simplify and consolidate existing signs and messaging to declutter the area whenever possible, and to streamline what is being conveyed about the area in a consistent manner.

5

PROGRESSIVE DISCLOSURE

The wayfinding system should provide a breadcrumb trail with each "crumb" along the journey providing just enough information to navigate to the next. This requires particular consideration in planning phases to ensure relevant information is being conveyed at the appropriate time and place without overwhelming a user with too much information.

Whenever a sign provides directions to a specific destination, all other directional signs along the path of travel must continue to list that same destination to complete the breadcrumb trail. This is to ensure no user becomes lost or confused mid-route.

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Progressive Disclosure

Progressive disclosure means that information presented to visitors becomes more specific and tailored to their destination as they move from their initial point of departure to their final location. It is important to remember that the wayfinding process begins at home and continues through the city, across neighborhoods, through streets, and ends with arrival at a destination. Accordingly, content on directional assets should evolve as visitors move closer to their destination, with information becoming increasingly detailed.

How does progressive disclosure work?
Here are a few ways to reword this, depending on the tone you are aiming for:

Take a visitor's journey to downtown Fenelon Falls as an example. The experience begins at home with an online search for local parking and attractions. As they drive toward the area, regional highway signs first direct them toward Kawartha Lakes. Once within the municipality, gateway signs confirm arrival, and vehicular signs guide them into Fenelon Falls. After arriving, local road signs point them toward downtown parking. Finally, on foot, smaller-scale maps and signs help them navigate to their destinations, such as local shops, cultural landmarks, or civic buildings.

How can we embed progressive disclosure in wayfinding?
Progressively disclosing information throughout the visitor journey helps people navigate effectively. When reviewing wayfinding content for progressive disclosure, keep the following in mind:

- Information should be provided to visitors at all stages of their journey from online resources to signage.
- Present information in the order visitors experience it—starting with the city and district, then routes and parking areas, followed by key destinations, entrances, and specific points of interest within each location.

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Strategy Models

Successful wayfinding systems work because they match how people mentally understand and navigate space. No single model fits every situation, using one or more models together ensures information is intuitive, reduces confusion, and supports different user needs, travel modes, and familiarity levels.

Together, the below models ensure the wayfinding system is inclusive, intuitive, and adaptable, supporting different users, travel modes, and levels of familiarity—key ingredients for a successful, long-term wayfinding strategy.

Community and Zone Model

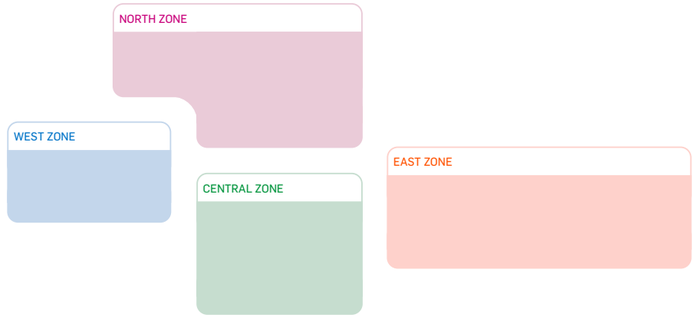
- Divides the city into zones such as communities, hamlets, and downtown cores. This model uses a step-by-step information approach, helping to break down content into smaller, more manageable pieces.

Street Model

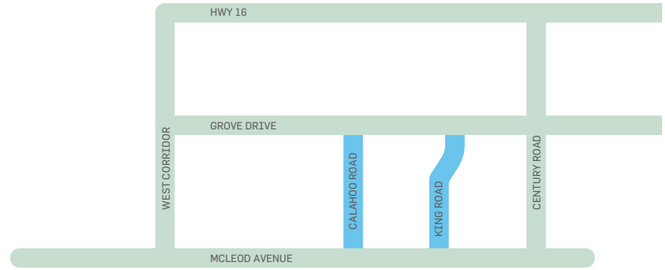
- Focuses on navigating routes rather than areas. This model is particularly useful for traveling between communities.

Connector Model

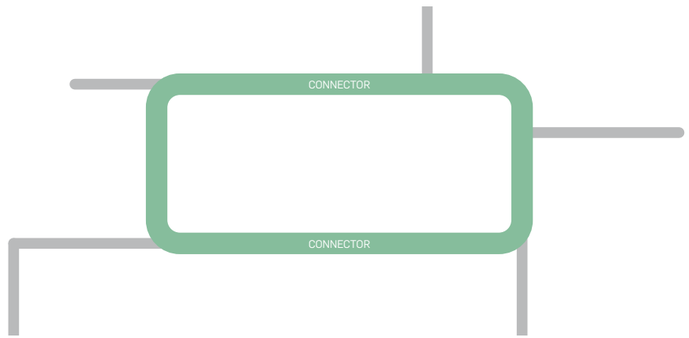
- Focuses on key intersections, transit hubs and where users change directions or modes of transportation.



Community and Zone Model



Street Model



Connector Model

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Communities

The City of Kawartha Lakes is comprised of a series of communities of varying sizes. Each community is an essential piece of the city and should be considered in the overall strategy. While some communities are larger and more well-known than others, considerations have been taken to include smaller communities due to historical significance and cultural importance. Boundaries for each community and sub-zones, such as downtowns, need to be taken into consideration. It should be noted that not all hamlets and communities have, or need, a formal downtown.

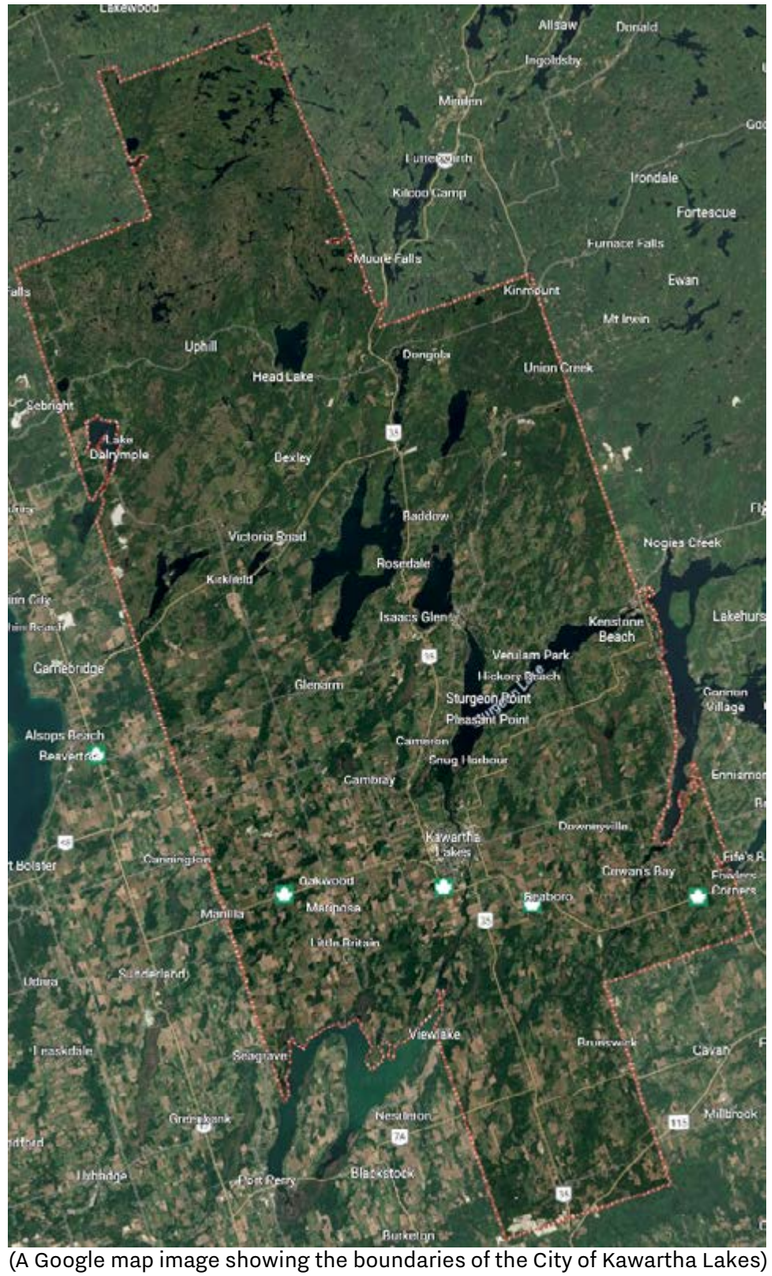
To better understand scale and significance while establishing a hierarchy within the overall wayfinding system, the following tiers have been created:

- **Tier 1: Primary Communities**
  Large, well-known communities with a defined downtown or main street. Have a concentration of services, employment and institutions and are regionally recognized. These are places most people orient themselves around.
- **Tier 2: Secondary Communities**
  These function as local centres with core clusters of development and are commonly used as place names in addresses. They have core clusters of development and are commonly used as place names in addresses.
- **Tier 3: Tertiary Communities**
  These are your smaller hamlets, cottage areas, beach communities, historic or informal place names, estates, corners, points, and landings. These matter locally and have smaller clusters of development.

To successfully achieve progressive disclosure, wayfinding must function as a sequential journey where information is revealed incrementally as a traveler approaches a final destination. Establishing a tiered framework allows the City to maximize the long-term value of its infrastructure through an objective, data-driven approach to resource allocation. This methodology places high-cost, high-impact signage where it captures the highest volumes of non-local traffic, while providing smaller communities with scaled, cost-effective signage on an as need basis.

This distribution model directly aligns wayfinding investments with the density of local tourism assets and regional visitor traffic. Tier 1 communities serve as primary regional economic hubs with dense downtown cores, signature parks, and cultural attractions. Due to the high volume of unfamiliar visitors navigating these spaces, a greater concentration of physical signs is deployed to boost local economic vitality and ease transit.

In contrast, Tier 3 communities are predominantly composed of localized residential clusters and cottage zones that feature fewer regional tourism draws. Because traffic in these spaces relies predominantly on local knowledge, signage will be implemented on an as need basis. Limiting major signage infrastructure to Tier 1 and Tier 2 hubs effectively maintains the rural character of smaller hamlets, prevents visual sign clutter, and optimizes municipal asset management.



(A Google map image showing the boundaries of the City of Kawartha Lakes)

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Communities

Tier 1: Primary Communities

- Bobcaygeon
- Fenelon Falls
- Lindsay
- Omemee

Tier 2: Secondary Communities

- Argyle
- Bethany
- Bolsover
- Burnt River
- Cambray
- Cameron
- Coboconk
- Downeyville
- Dunsford
- Janetville
- Kinmount
- Kirkfield
- Little Britain
- Manilla
- Norland
- Oakwood
- Pontypool
- Reaboro
- Rosedale
- Sebright
- Sturgeon Point
- Woodville

Tier 3: Tertiary Communities

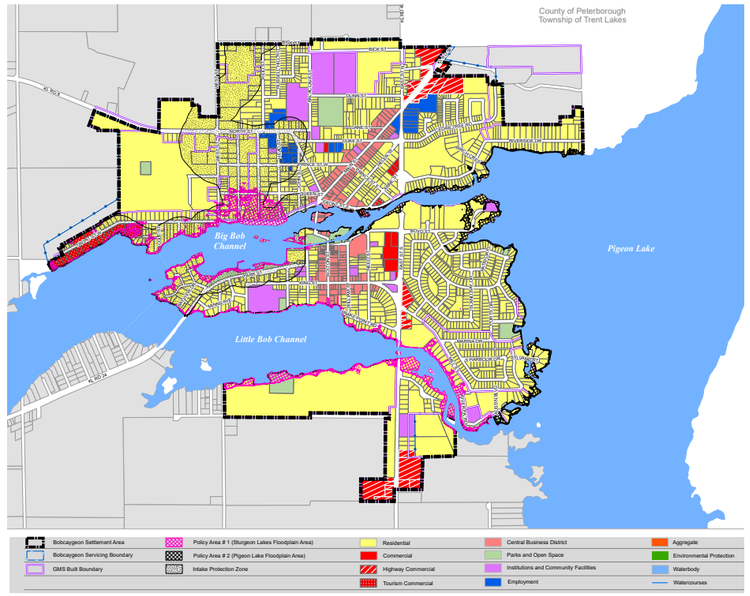
This category includes smaller hamlets, cottage areas, beach communities, historic or informal place names, estates, corners, points, and landings. Community classification for these areas is determined on an as-needed basis and at the discretion of the City.

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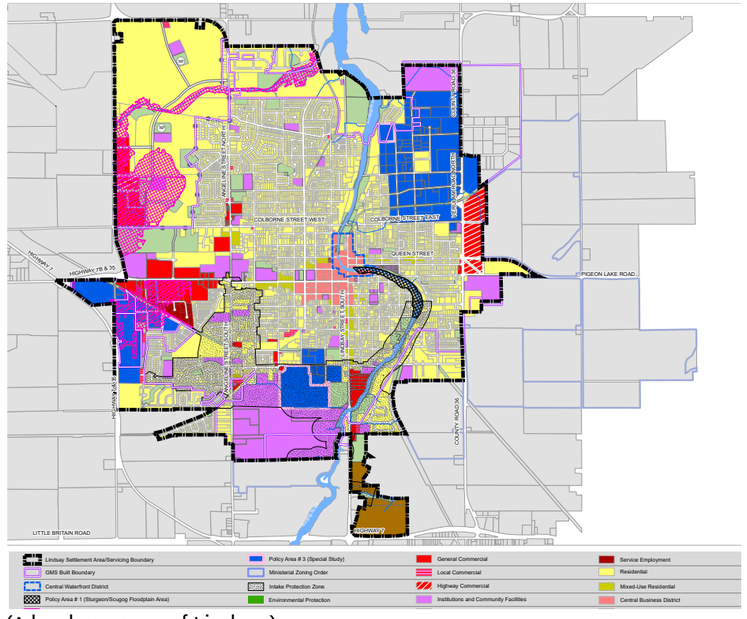
Zones

In conjunction with traffic flow analysis, land use mapping from the Official Plan has determined where downtown cores are in the Tier 1: Primary Communities. Downtown cores are identified on the shown maps as ‘Central Business Districts.’

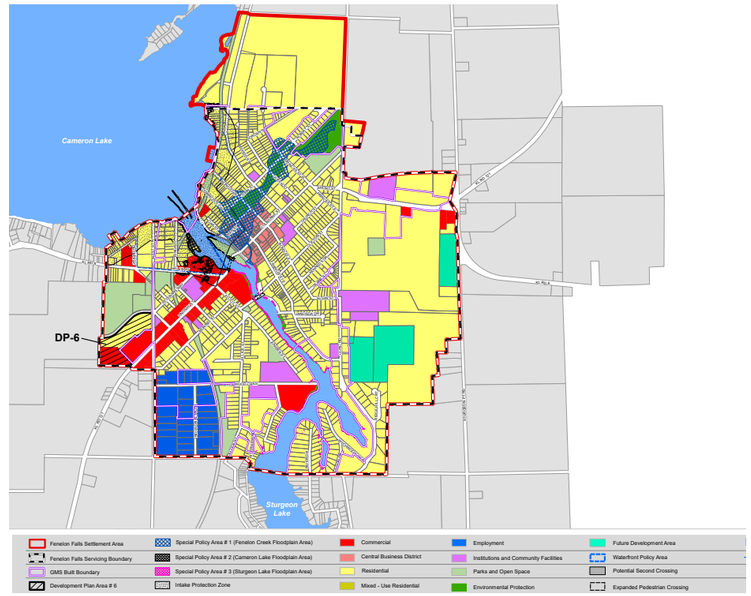
Downtown cores signify key destinations and a higher concentration of pedestrian directional signage and parking signage.



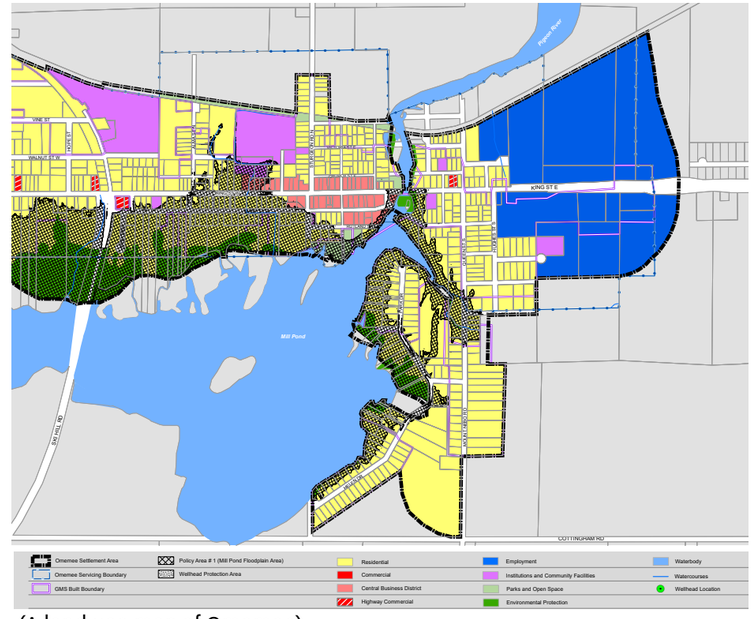
(A land use map of Bobcaygeon)



(A land use map of Lindsay)



(A land use map of Fenelon Falls)



(A land use map of Omemee)

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Community Identity

The City of Kawartha Lakes is defined by its identity as a "Community of Communities," each possessing unique historical significance and individual community character. While the modernization of the wayfinding network requires the removal of outdated, faded, or mismatched roadside markers to eliminate visual sign clutter and maximize driver safety, it is vital that the physical heritage of these settlement areas is not lost.

To balance modern navigation standards with civic pride, this strategy establishes a framework for adaptive reuse and asset preservation. Rather than disposing of decommissioned wooden entry signs and gateway structures, it is recommended that the City evaluates salvaging, refurbishing, and relocating one legacy gateway structure per community into a central pedestrian zone, mirroring the successful model previously executed in Bobcaygeon. However, future funding models and ownership agreements must be determined to ensure this strategy remains sustainable for both the City and local community partners.

The core objectives of this strategy are to:

- Retain the unique community-led design elements that residents cherish, keeping local history alive in the public realm.
- Transition these signs from high-speed vehicular warnings into pedestrian centrepieces that encourage gathering, exploration, and community pride.
- Divert heavy structural timbers and usable materials from regional landfills through creative circular asset management.

Implementation

A phased implementation plan has been outlined in the Implementation section of this strategy. Phase 1 and phase 2 of implementation takes into consideration community gateway signage that has been deemed structurally sound or possessing high cultural/historical value to be safely dismantled and cataloged rather than discarded. Salvaged components will be transferred to a temporary municipal holding facility for staging.

Once recovered, assets will undergo a standardized refurbishment process of:

- Reinforcing internal framing, treating weathered timber elements, and removing peeling or hazardous paint finishes.
- Re-furbishing the original text and artwork while maintaining the sign's historic charm, ensuring it serves as an authentic retrospective marker.

Refurbished signs will be strategically placed within Tier 1 and Tier 2 downtown cores, urban parks, or waterfront zones, aligning directly with pedestrian traffic patterns. Ideal deployment sites include:

- Civic gathering spaces such as: adjacent to community centers, public libraries, or town squares (e.g., near Queen's Square in Lindsay or the Bobcaygeon library grounds).
- Primary pedestrian transition nodes, such as Trent-Severn lock entries, public docks, or recreational trailheads where visitors transition to foot travel.

Signs must be set back appropriately to ensure municipal sidewalk snowplows and maintenance vehicles retain full right-of-way clearance, and they should be positioned alongside existing physical obstructions to avoid creating new pedestrian hazards.

Supplementary Landscaping and Local Beautification

Local community groups, Chambers of Commerce, the Business Improvement Association and horticultural societies are permitted to integrate decorative landscaping and hardscaping—such as stones, rocks, wooden structures, and floral displays—around the base of refurbished gateway assets at their own discretion and expense. However, to ensure municipal asset management stability, it is recommended the community partner retains sole responsibility for all ongoing care, including watering, weed control, and seasonal maintenance of any supplementary vegetation. Additionally, before any installation can begin, the local group and the city must enter into a formal written agreement to clearly outline ownership and responsibilities.



(A Bobcaygeon gateway sign relocated and refurbished.)

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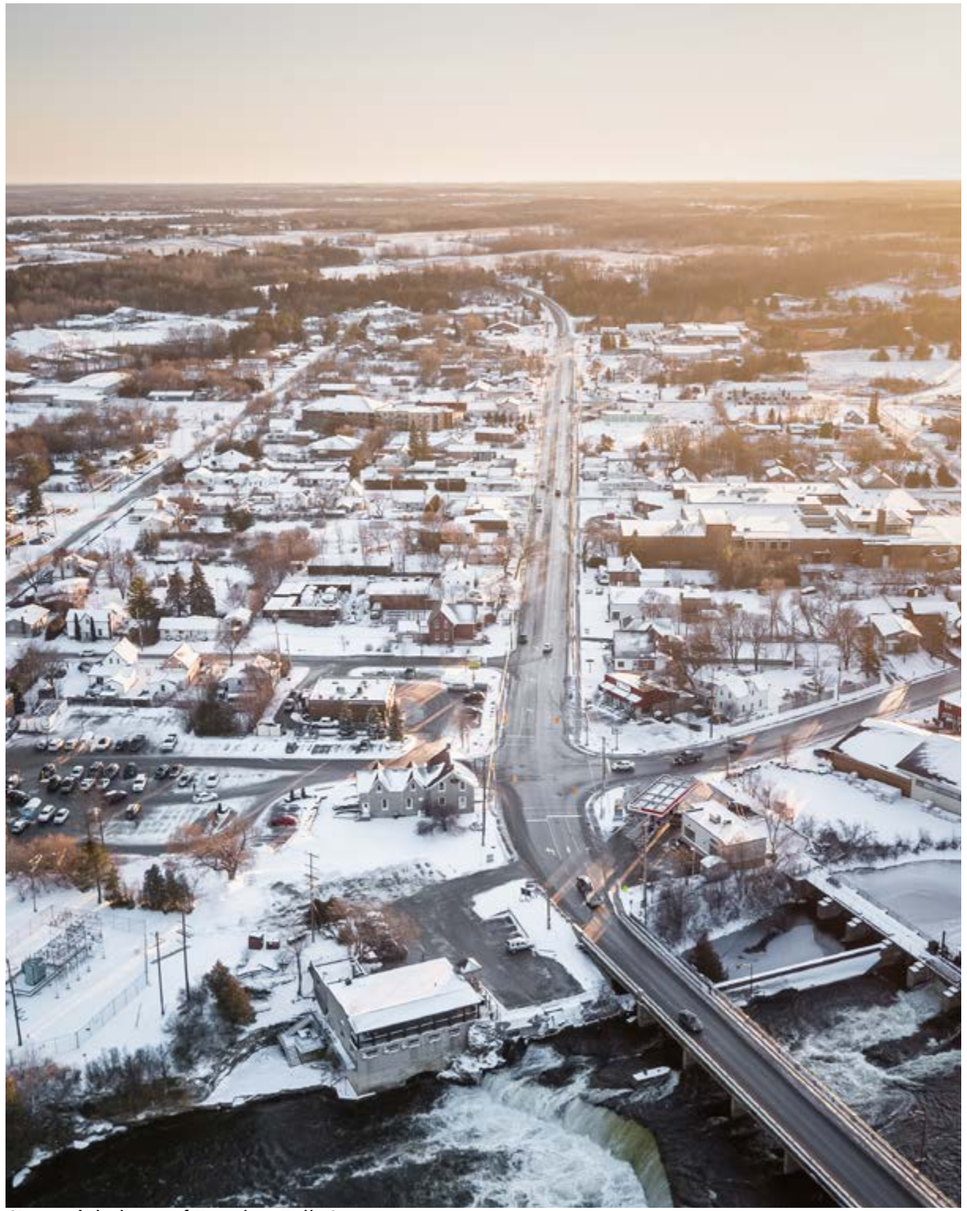
Street Model

The Street Model prioritizes linear routes, primary corridors, and key intersections over complex, region-wide mapping. This approach is highly effective for a sprawling municipality like the City of Kawartha Lakes. Rather than requiring travelers to memorize a massive regional grid, it guides them sequentially from town to town along established connecting roadways.

Key Dynamics of the Model:

- The primary goal is to seamlessly transition travelers between distinct hubs such as tier 1 and 2 communities.
- Major routes like Highway 35 and Highway 7 serve as navigational spines. Signs along these corridors actively preview the next upcoming community, eliminating rural driving anxiety by reassuring drivers they are on the right path.
- By placing signage strictly at critical transit corridors and junctions, the municipality can deploy fewer, high-impact signs instead of cluttering every rural concession road.

The Street Model transforms the City of Kawartha Lakes into a simplified “connect-the-dots” map. It redefines a vast, potentially overwhelming territory into an easily navigable network of vibrant community hubs linked by clear, well-signed roadways.



(An aerial photo of Fenelon Falls.)

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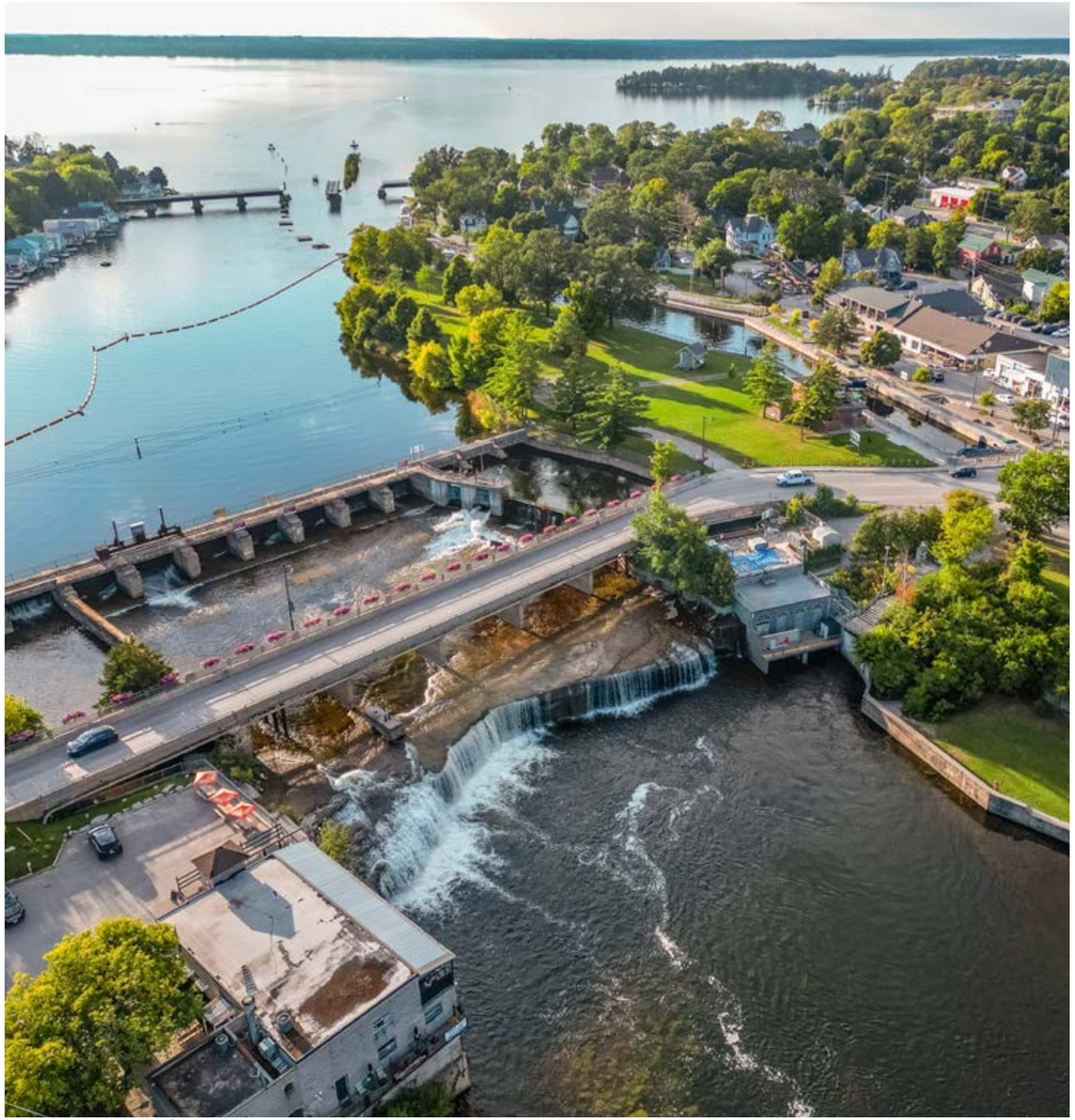
Connector Model

The Connector Model focuses entirely on critical decision points—key intersections and zones where travelers switch directions or change their mode of transportation.

In the City of Kawartha Lakes, this model is essential for managing the interface between arriving vehicles or boats and the pedestrian-focused downtown cores. Because the region relies heavily on both road and water tourism, the Connector Model acts as the vital bridge that transitions people out of their vehicles and onto their feet to explore local communities.

For drivers navigating into communities like Lindsay or Fenelon Falls, the Connector Model targets the entry points of downtown cores. Instead of just pointing drivers down the main street, wayfinding at key intersections proactively funnels vehicular traffic away from congested retail zones and directly into designated parking lots. The parking lot itself becomes the “hub.” Once parked, clear signage instantly switches modes, welcoming visitors with pedestrian maps, walking distances to key attractions, and directional cues for exploring on foot.

Kawartha Lakes handles a massive amount of seasonal boat traffic via the Trent-Severn Waterway. Communities like Bobcaygeon and Coboconk serve as primary marine entry points. When boaters tie up at public docks or pass through the locks, they experience a change in transportation mode. The Connector Model places high-visibility wayfinding right at the shoreline and dock exits. These waterfront kiosks act as transit hubs, immediately orienting boaters who are now pedestrians. Signs point them toward main street shopping, grocery stores, restaurants, and public washrooms, making the leap from water navigation to foot travel seamless.



(An aerial photo of Fenelon Falls.)

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Content and Messaging

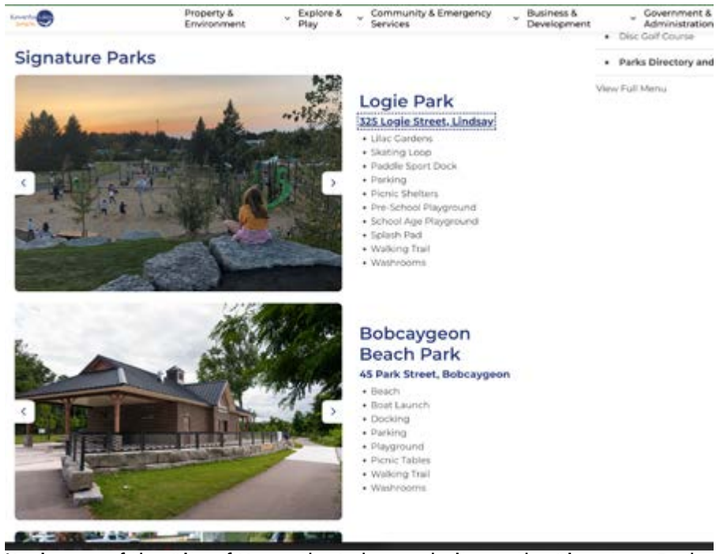
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Content and Messaging

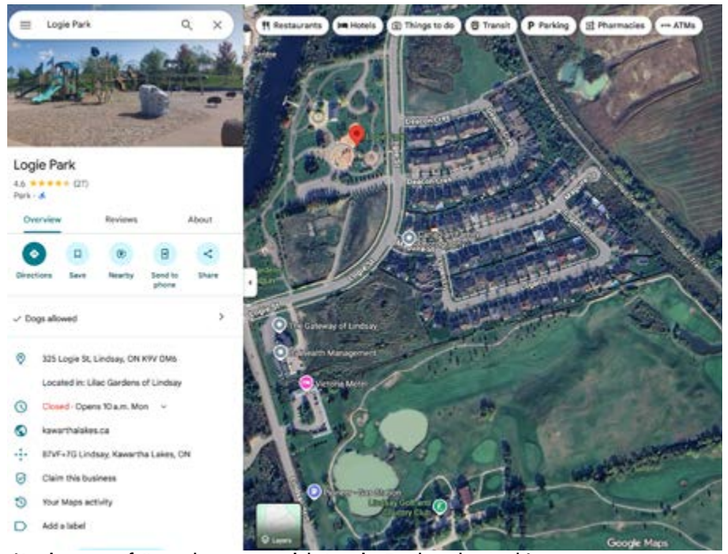
Consistency in destination naming is essential throughout the wayfinding program—from directional signage and building identification to digital touchpoints—to support a clear, intuitive, and inclusive user experience. This includes the consistent use of both functional and commemorative names where they have been formally adopted by the City.

A user's journey often begins before arriving in the City of Kawartha Lakes, during pre-trip planning through the City's website or third-party platforms such as Google Maps. In these early interactions, destination names play a critical role in shaping expectations and supporting confident navigation.

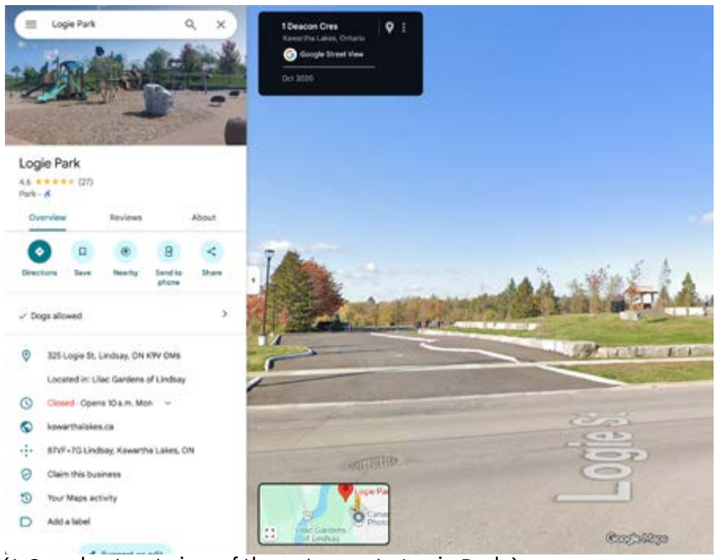
To support a seamless experience, all online resources—including the City of Kawartha Lakes website, mapping services, and other digital tools—should use standardized destination names that align with physical signage. Coordination between city staff members should be outlined with clear roles and responsibilities determined through a governance plan.



(An image of the City of Kawartha Lakes website on the Signature Park page. The webpage displays Logie Park's amenities and address.)



(An image of Google maps with Logie Park selected.)



(A Google street view of the entrance to Logie Park.)

Directional Signage Messaging

The City of Kawartha Lakes offers a wide range of attractions and amenities for both residents and visitors.

Because directional signage has limited space, it must remain uncluttered and easy to read. To achieve this, it is important to prioritize the most logical and significant destinations when deciding what to include on signage.

The following pages organize communities, destinations, and parks into tiered categories, with Tier 1 representing the highest priority within each category.

When determining which destinations to include on directional signage, apply the following considerations:

1. **Does the destination serve the audience you are speaking to? For example, local parks may not be the top priority for vehicular directional signs.**
   - Ex. Focus on city-wide destinations and signature parks. Local parks may be included, but with limited space they are not a priority for vehicular directional signs.
2. **Is the destination logically accessible from the location? Avoid including destinations that require detours or complicated routes.**
   - Ex. While Victoria Park is a signature park, the route to the park may not be direct from the location of the proposed sign.
3. **Select destinations that help users make decisions at key wayfinding points.**
   - Ex. Users have the option of turning left, right, or proceeding straight through an intersection. Turning right will bring people directly to a park and proceeding straight through the intersection will lead to Downtown.

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Nomenclature

Proper nomenclature is essential to a successful wayfinding system, as clear signage and accurate naming ensure that visitors and residents alike can easily navigate to their destinations. For consistency, facility names—including sports facilities, libraries, and community centres—have been extracted directly from the City of Kawartha Lakes GIS Mapping system. Moving forward, all facilities included in this framework must be owned and operated by the municipality.

Nomenclature Considerations

- Be economical; shorter and fewer words are generally better for faster read times and less clutter.
- Visitors may be unfamiliar with acronyms.
- Private businesses will be included in accordance with the tourism strategy. Guidelines, rules and restrictions have been put in place for private businesses to ensure long-term program stability and predictable asset management.

Public Amenities & Services

- Bobcaygeon Service Centre
- Coboconk Service Centre
- Lindsay Service Centre
- Omemee Service Centre
- City Hall

Libraries

- Bethany Library
- Bobcaygeon Library
- Coboconk Library
- Dalton Library
- Dunsford Library
- Fenelon Falls Library
- Kinmount Library
- Kirkfield Library
- Lindsay Library
- Little Britain Library
- Norland Library
- Oakwood Library
- Omemee Library
- Woodville Library

Community Centres

- Baddow Community Centre
- Bobcaygeon Verulam Community Centre
- Bolsover Community Centre
- Burnt River Community Centre
- Carden Community Centre
- Coboconk Community Centre
- Coronation Hall
- Dalton Community Centre
- Emily Omemee Community Centre
- Fenelon Falls Community Centre
- Fenelon Township Community Centre
- Forbert Pool
- Janetville Community Centre
- Kinmount Community Centre
- Lindsay Recreation Complex
- Little Britain Community Centre
- Manvers Community Centre
- Norland Recreation Centre
- Oakwood Community Centre
- Victoria Park Armoury
- Woodville Eldon Community Centre
- Woodville Town Hall

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Destination Hierarchy, Parks

Destination Considerations

The City of Kawartha Lakes has an extensive network of parks. A classification system is proposed based on their function and who the parks serve.

Tier 1 parks include destination parks, natural areas and waterfront parks, as they serve broader audiences and attract both residents and visitors; therefore, they are prioritized on directional signage. Tier 2 parks include community parks and boat launches. These serve a smaller demographic and may appear on district-level or secondary signage.

The development of the Parks Master Plan and Recreation Facility Master Plan, alongside broader asset management strategies, will guide the long-term classification and tiering of these assets.

By aligning directional messaging with the park classification system, the wayfinding network:

- Maintains clarity and hierarchy, helping users find the most relevant destinations.
- Supports equitable representation of key community assets based on their reach and role.
- Reinforces planning consistency across departments, ensuring signage decisions reflect existing municipal priorities.
- Reduces visual clutter, keeping information concise and effective for both drivers and pedestrians.

Tier 1 -Destination Parks and Waterfront Parks

High-priority municipally owned destinations that should appear consistently. These include:

- Austin Sawmill Heritage Park
- Bobcaygeon Beach Park
- Bobcaygeon Riverview Park
- Bobcaygeon Wilderness Park
- Bolton Street Park
- Carew Park
- Coboconk Lions Park
- Coboconk Wharf
- Elliot Falls
- Emily Forest Tract
- Fenelon Falls Community Centre Park
- Four Mile Lake Beach
- Garnet Graham Park
- Government Dock Thurstonia
- Henderson Park
- Hickory Beach Beach Parkette
- Hickory Beach CKL Docking
- Hickory Beach Park
- Joan Park
- Kinmount Fairgrounds
- Lloyd Kelly Parkette
- Logie Park
- McAlpine Park
- McDonnell Park West
- McQuarrie Point
- Omemee Beach Park
- Rivera Park
- Riverview Park
- Sand Bar Park
- Shaft Park
- Somerville Forest Tract
- Trent River Road North and Road Allowance
- Vernon LeCraw Historic Forest Reserve
- Wilson Fields

Tier 2 - Community Park Major attractions.

Important for wayfinding but with more local or thematic sequence.
These include:

- Birch Point Beach
- Bolsover Community Centre
- Burnt River Somerville Centre
- Cambray Ball Park
- Carden Community Centre Park
- Coboconk Legion Park
- Dalton Community Centre Park
- Elgin Park
- Emily/Omemee Community Centre Park
- Head Lake Boat Launch
- Little Britain Community Centre
- Memorial Park
- Nimigon Memorial Park
- Norland Old School Hall Park
- Oakwood Community Centre
- Optimist Soccer Park - Wilson Fields East
- Ops Community Centre Park
- Pinewood Park Robinglade Boat Launch
- Sam's Dock Thrustonia
- Southview Estates Park
- Terry Staples Memorial Park
- Tommy Anderson Park
- Valentia Park
- Victoria Road Park
- Ward Memorial Park
- Wellington Street Park
- Woodville Ball Park
- Woodville Community Centre

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The proposed strategy builds upon successful models established in similar jurisdictions, including Wellington County, Essex, and Tourism Oriented Directional Signs (TODS) guidelines. The framework establishes clear parameters for integrating private tourism and commercial assets into both the vehicular and pedestrian wayfinding networks across the City of Kawartha Lakes.

To facilitate movement across different modes of travel, the system manages these assets through two distinct channels:

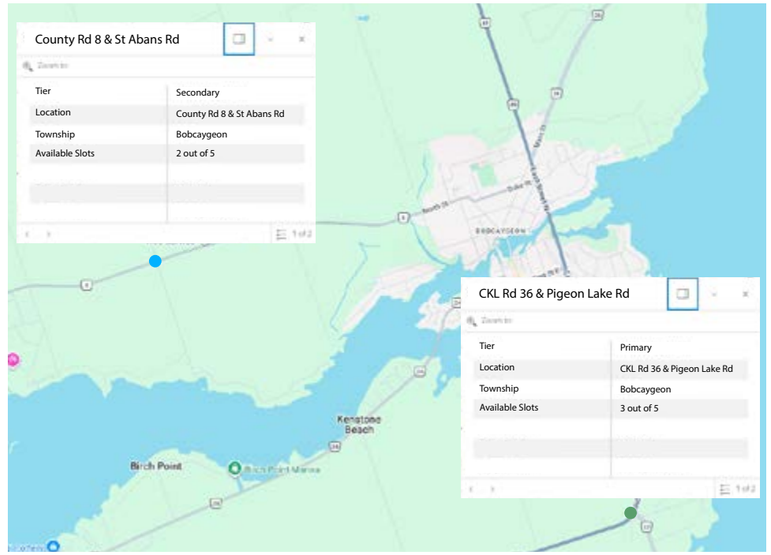
- Vehicular Directional Signage: Located along municipal highways and regional roadways to capture non-local visitor traffic and assist with local driving circulation.
- Pedestrian Directional Signage: Integrated within downtown commercial districts, business cores, and waterfront zones to guide visitors exploring on foot.

To preserve the integrity of the network, prevent user confusion, and ensure readability, different baseline constraints apply depending on the sign type.

To maintain legibility at highway speeds, primary vehicular directional signage is restricted to destinations within a 20-kilometre radius, while secondary vehicular signage is reserved for local assets within 10 kilometres. To protect driver safety, vehicular sign assemblies are strictly capped at a maximum of four (4) destination, and pictograms or commercial logos are excluded to prevent cognitive overload.

For pedestrian wayfinding, boundaries are calculated by walking distances rather than driving radii, prioritizing local businesses, shops, and restaurants within the immediate downtown core or business district. Pedestrian assets are mapped onto localized directional finger-posts (PD2) or Tertiary Pedestrian Directional signs (PD3).

For both networks, a destination will not be listed if it requires more than three directional changes (turns or intersection maneuvers) from the sign location, ensuring travelers are not misled or lost mid-route.



(A sample image of what the tourism wayfinding interactive map could look like, displaying sign locations and space availability)

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Tourism Eligibility

It is recommended that participation in the City of Kawartha Lakes Tourism Wayfinding Program be subject to a mandatory cost-recovery fee structure. Similarly, to ensure long-term program stability and predictable asset management approved participants should be required to enter a minimum three-year service commitment with the municipality.

The program operates on a complete cost-recovery model utilizing a recommended non-refundable initial application fee of $150 combined with a recommended annual participation fee:

- Secondary Vehicular Directional (VD2.1): $350 per panel
- Tertiary Vehicular Directional (VD3): $200 per destination
- Secondary Pedestrian Directional (PD2): $200 per panel
- Tertiary Pedestrian Directional (PD3): $150 per destination

Pricing is subject to change and may be revised in the Consolidated Fees By-Law based on a cost recovery model.

Eligibility Requirements

A business must generally meet the below requirements to qualify having their name displayed.

1. Must serve motorist and visitors who are passing through, not just locals or restricted groups. Must be accessible by public road.
2. Must comply with all applicable federal, provincial, and municipal legislation, including safety and accessibility requirements.
3. Must have a reception structure, controlled gate, staffed reception, orientation point, or permanent interpretive display to ensure the site offers a defined visitor experience.

Farmers markets, marinas, boat launches and historical sites may be exempt from the above requirements at the discretion of the city on a case-by-case basis.

Regional destinations that justify advance, off-site wayfinding

- Agri-tourism / farm-based tourist attractions
- Authentic regional dining, craft breweries, distilleries
- Boat rentals and charters
- Campgrounds
- Destination spas, wellness retreats
- Equestrian facilities
- Farmers' markets
- Golf courses (Public)
- Historic sites / heritage buildings
- Live and performance theatre
- Marinas and boat launches
- Overnight accommodations
- Public arts galleries
- Public museums and archives
- Local retail*
- Sports facilities

*Local retail: Primary cultural, recreational, or boutique commercial asset whose core purpose is to offer unique, localized visitor experiences. Including independently owned small businesses and artisan shops that contribute to regional identity Explicitly excluding mass-market, multi-category retail facilities.

Non-Profit and Community Organization Accommodations

To ensure equitable access to the wayfinding system, eligible non-profits, community-managed historic sites, and agricultural societies should receive financial support. This can be achieved by offering a 50% reduction in annual participation fees. Alternatively, the City could introduce a community grant program to offset initial non-refundable application and fabrication costs, subject to annual budget approvals.



(A photo of the streets in Fenelon Falls)

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Graphic Standards

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Typeface

Noto Sans Condensed Medium is an ideal choice for directional signage for its well balanced horizontal space efficiency and high-speed legibility. By utilizing a narrower character profile, it allows long destination names to remain large and readable within constrained physical panels. It maintains open counters and distinct character shapes critical for distinguishing numbers and letters at a distance.

Aleo Regular serves as a secondary decorative font perfectly bridging the gap between rugged heritage and modern refinement. Its sturdy, blocky structure evokes the “modern rustic” charm of cottage country and historic masonry, while its semi-rounded edges provide a friendly, approachable warmth that aligns with the area’s relaxed, lakeside lifestyle. The font maintains high legibility and a grounded, “Quietly Incredible” aesthetic that feels both sophisticated and deeply connected to the natural landscape.

Noto Sans Condensed Medium
The quick brown fox jumps over the lazy dog
0123456789

Aleo Regular
The quick brown fox jumps over the lazy dog
0123456789

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Colour and Finishes

COLOUR: WHITE

PANTONE: N/A

PAINT: N/A

REFLECTIVE VINYL: 3M Reflective 3430 White

OPAQUE VINYL: N/A

NOTES: Text, and regulatory pictograms.

COLOUR: DARK BLUE

PANTONE: 303C

PAINT: To match Pantone

REFLECTIVE VINYL: N/A

OPAQUE VINYL: N/A

NOTES: x2 brightness of Night Sky Blue

Main sign panel colour.

COLOUR: LAKESHORE

PANTONE: 2182C

PAINT: To match Pantone

REFLECTIVE VINYL: N/A

OPAQUE VINYL: N/A

NOTES: Graphic colour.

COLOUR: TRENT-SEVERN

PANTONE: 2234C

PAINT: To match Pantone

REFLECTIVE VINYL: N/A

OPAQUE VINYL: N/A

NOTES: Graphic colour.

COLOUR: BEIGE

PANTONE: 7529C

PAINT: Matthews Paint ‘Elston Brown’ MP#29237

REFLECTIVE VINYL: N/A

OPAQUE VINYL: N/A

NOTES: Painted Sides and fingerpost.

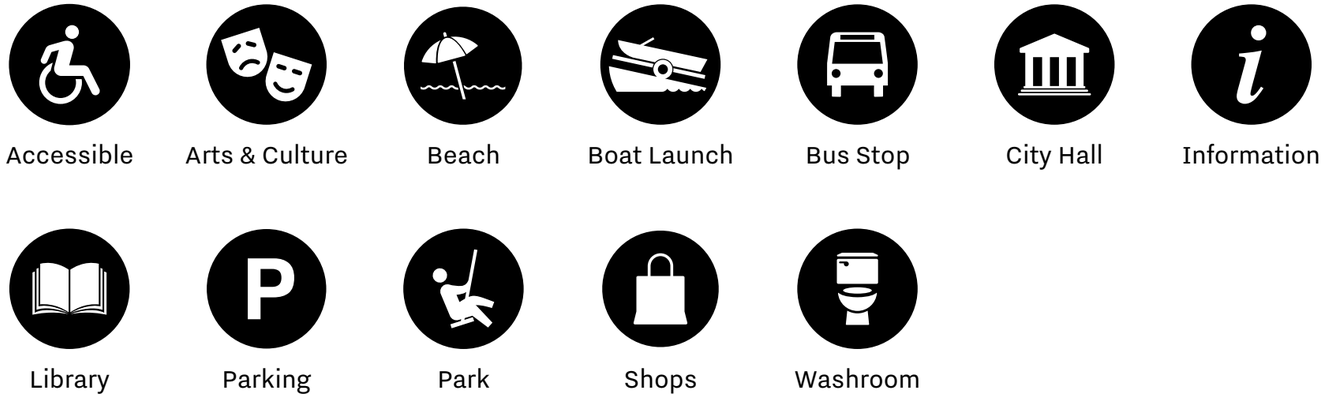
WOOD TEXTURE:

Luxyclad Cream Distressed Oak (LCF-1512)

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Pictograms

Pictograms serve as vital visual aids designed to reduce cognitive load across the wayfinding system. These icons are intended to function both alongside text and as standalone navigational markers. To ensure immediate legibility and universal recognition, the selected iconography utilizes a clean, minimalist aesthetic.



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Maps

The City of Kawartha Lakes offers a wide range of civic facilities, amenities, businesses, restaurants, museums, outdoor spaces, and historic sites. While reducing on-street sign clutter, maps and map-based tools provide an effective way to showcase the full breadth of destinations and experiences available throughout the City.

Maps can be incorporated into pedestrian directional kiosks located in key gathering areas to highlight nearby destinations, while QR codes can provide access to additional maps and digital wayfinding tools. This approach also creates opportunities to showcase amenities and destinations in neighbouring communities.

Several maps are already existing and should be leveraged to reduce additional work, such as:

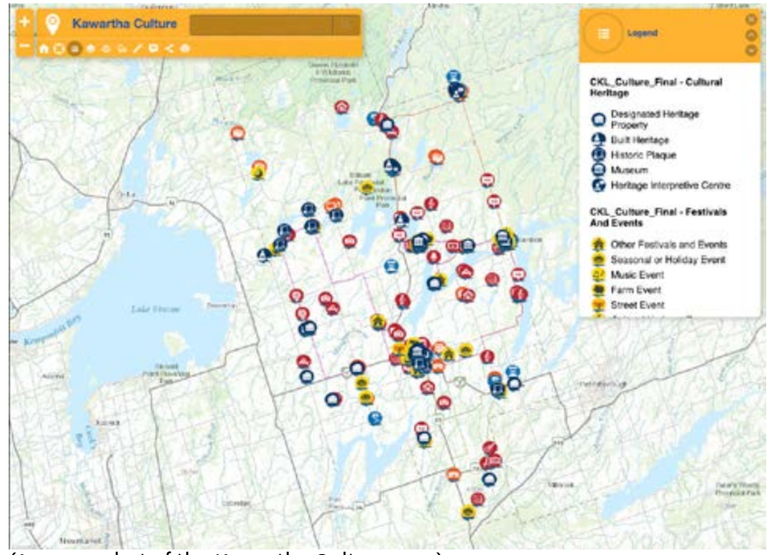
- Kawartha Culture, showcasing over 700 cultural assets including businesses, heritage sites, festivals and arts
- Trail maps
- Scenic drive maps
- Canoe & kayak routes
- Arts & Heritage Trail map

Physical map content could include district boundaries, major streets, parks, and landmarks. Using pictograms to represent landmarks can enhance recognition and usability, offering quick visual cues that are easy to understand. Including a walking radius—such as a 5 km range—can serve as a useful scale, helping users assess the walkability of their surroundings relative to their location.

All map designs should maintain a cohesive visual approach that reflect the City of Kawartha Lakes visual identity, prioritizing legibility, clarity, and multilingual accessibility.

The same design principles can extend into digital formats, creating a cohesive visual system that guides visitors from early trip planning through to arrival. Digital maps can include features like real-time updates, zoomable views, and destination filters for a more tailored wayfinding experience.

Establishing maps at key connector points and aligning them with both physical signage and digital tools, the City of Kawartha Lakes strengthens navigation for residents and visitors.



(A screenshot of the Kawartha Culture map)



(An example of a pedestrian sign with a map)


(An example of a pedestrian sign with a map)

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Digital Integration, QR Codes

QR codes can be integrated into the City of Kawartha Lakes wayfinding system to provide a seamless bridge between physical signage and digital information. These scannable codes can enhance the user experience by offering instant access to detailed, context-specific content using personal mobile devices.

Placed strategically on kiosks and pedestrian directories, QR codes allow users to access:

- Business listings
- Interactive City maps
- View up-to-date event listings

QR codes offer a low-cost, scalable, and flexible solution that complements physical infrastructure and supports adaptive messaging. They enable content updates without altering hardware, making the system more responsive to seasonal changes, construction impacts, and city programming.

A commitment to maintaining QR code links is required to ensure reliability, trust, accuracy, accessibility and operational efficiency. This initiative should consider secure application methods, interchangeability, routine inspections, and user education to mitigate tampering.

Each individual sign within the system must have its own unique QR code that is associated with the asset. This will allow for the QR code to be updated in the event that a different web page or link needs to be reassigned without needing to reprint.

The following considerations should be taken into account when determining the appropriate link to be associated with the QR code:

- Prioritize links to city-owned webpages that already exist rather than creating a new webpage;
- If there is not a webpage that already exists, consider if a current webpage has most of the information required and updating that webpage to include any outstanding information;
- If a webpage must be created, consult with the IT department team to determine the best place for this information to live;
- If linking to a map, work with the IT department to link to an index rather than a static map page so that updates can be made over time;
- Ensure that any information that is required by the Accessibility for Ontarians with Disabilities Act (AODA) are represented in the web pages.



(An image of a sign with a QR code)

(An image of a sign with a QR code)

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Accessibility

Accessibility and equity serve as the foundational pillars of this strategy to ensure compliance with the City of Kawartha Lakes Facility Accessibility Design Standards.

The City of Kawartha Lakes Facility Accessibility Design Standards (FADS) position signage and wayfinding as integral components of an accessible built environment rather than isolated graphic elements. Wayfinding is understood as a coordinated system that supports orientation, movement, and decision-making through the combined use of signage, accessible paths of travel, tactile cues, lighting, materials, and spatial organization. Best-practice for wayfinding reinforces this approach by prioritizing intuitive layouts, clear circulation hierarchies, and the alignment of signage with how people naturally move through and understand spaces.

FADS establishes clear requirements for accessible signage design including typography, colour, and materials, the use of plain language, sans serif fonts, minimum character heights, high colour and tonal contrast, non-glare finishes, and raised tactile characters with Grade 2 Braille. From a best-practice perspective, these technical requirements are most effective when paired with a strong information hierarchy that limits sign clutter, uses consistent terminology, and ensures information is delivered only where and when it is needed.

Best-practice emphasizes placing signs at key decision points, confirming routes through reassurance signage, and minimizing the need for users to backtrack or ask for assistance.

In addition to visual signage, FADS promotes multi-sensory wayfinding strategies, including directional tactile walking surface indicators (TWSI), visual contrast in finishes, textural floor cues, controlled acoustics, and appropriate lighting with glare control. Best practice supports this layered approach by recognizing that no single cue works for all users. When implemented as a cohesive system, signage and wayfinding support dignity, independence, and equal access by enabling intuitive, self-guided navigation and integrating accessibility seamlessly into the overall design rather than treating it as a standalone compliance measure.



(An image of the cover page of the Facility Accessible Design Standards)

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Sign Family

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Overview



ID1
Municipal Gateway

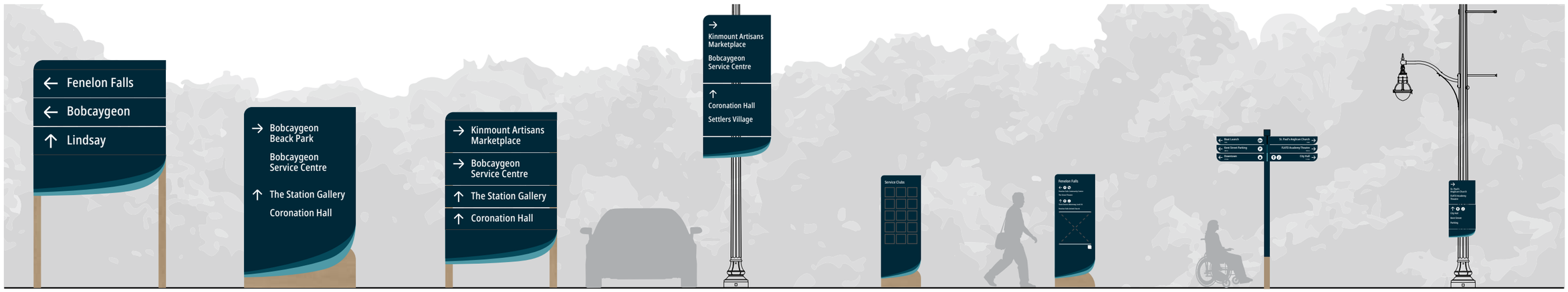
ID2
Primary Community Gateway (Existing Structure)

ID2.1
Primary Community Gateway

ID3
Secondary Community Gateway (post mounted)

ID3.1
Secondary Community & Event Gateway

ID4
Tertiary Community Gateway



VD1
Primary Vehicular Directional

VD2
Secondary Vehicular Directional

VD2.1
Secondary Vehicular Directional

VD3
Tertiary Vehicular Directional

SC1
Service Club

PD1
Primary Pedestrian Directional

PD2
Secondary Pedestrian Directional

PD3
Tertiary Pedestrian Directional

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SIGN FAMILY

ID1, Municipal Gateway

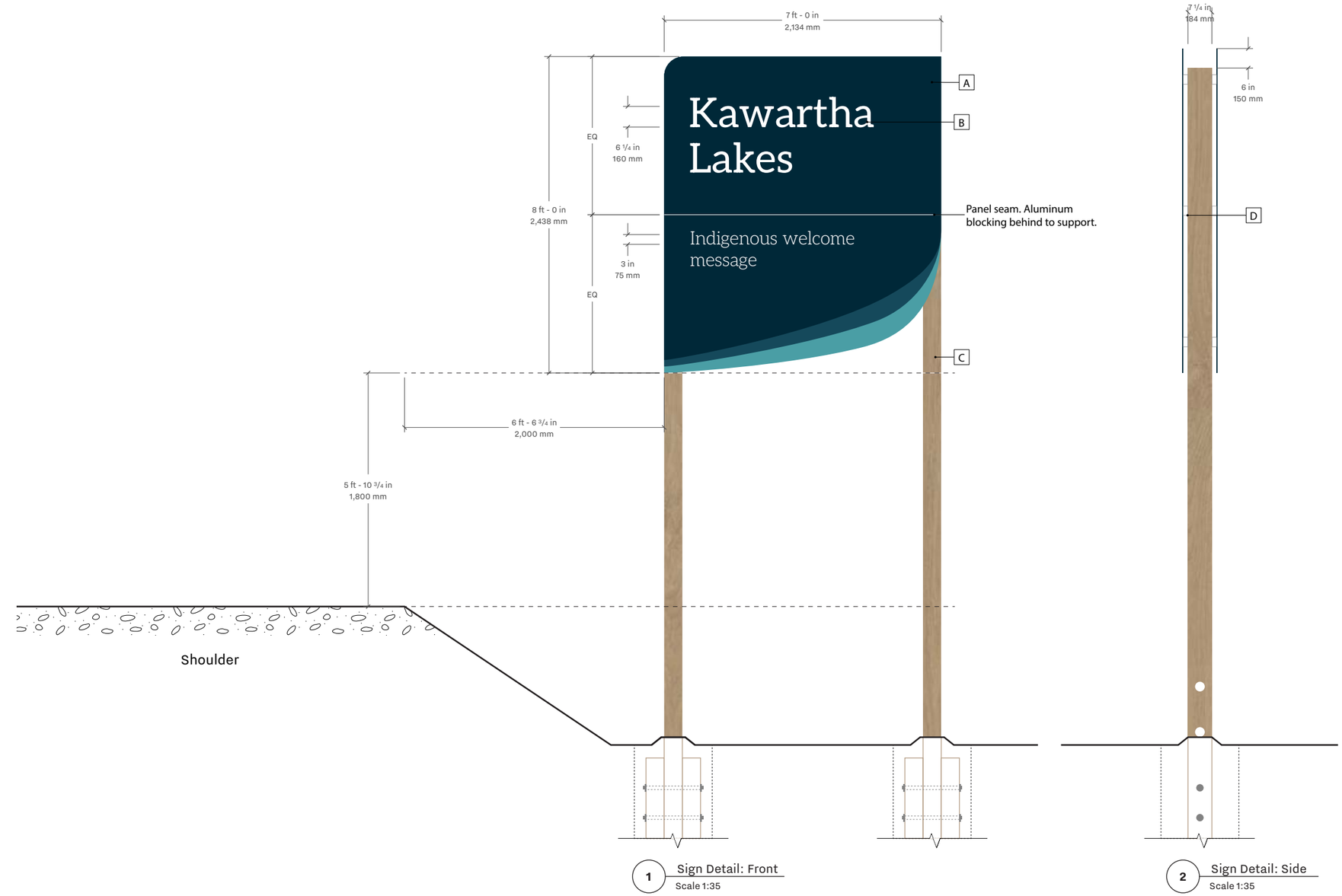
A **SIGN PANEL**
- 6mm (¼") Thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

B **TEXT**
- Kiss-cut reflective white vinyl applied on top of clear coat.

C **POSTS**
- 140 x 184mm Douglas Fir or Pine breakaway timber posts that meet NCHRP Test 350 standards.
- Drill Ø 75mm holes in posts to meet MTO breakaway standards.

D **ALUMINUM TUBING**
- 3mm (⅛") Thick 28 x 76mm aluminum tubing to be welded to rear of sign panels.
- 6mm (¼") Thick 51 x 76mm aluminum L-brackets secured to 6mm thick 152 x 180mm steel connector plate.
- Secure to posts using M16 bolts.

NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:35

2 Sign Detail: Side
Scale 1:35

Purpose and Placement:

These signs are municipal gateway signs to announce arrive in Kawartha Lakes.

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SIGN FAMILY

ID2, Primary Community Gateway - Existing Structure

A **FACE PANELS**
- 6 mm (¼") thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

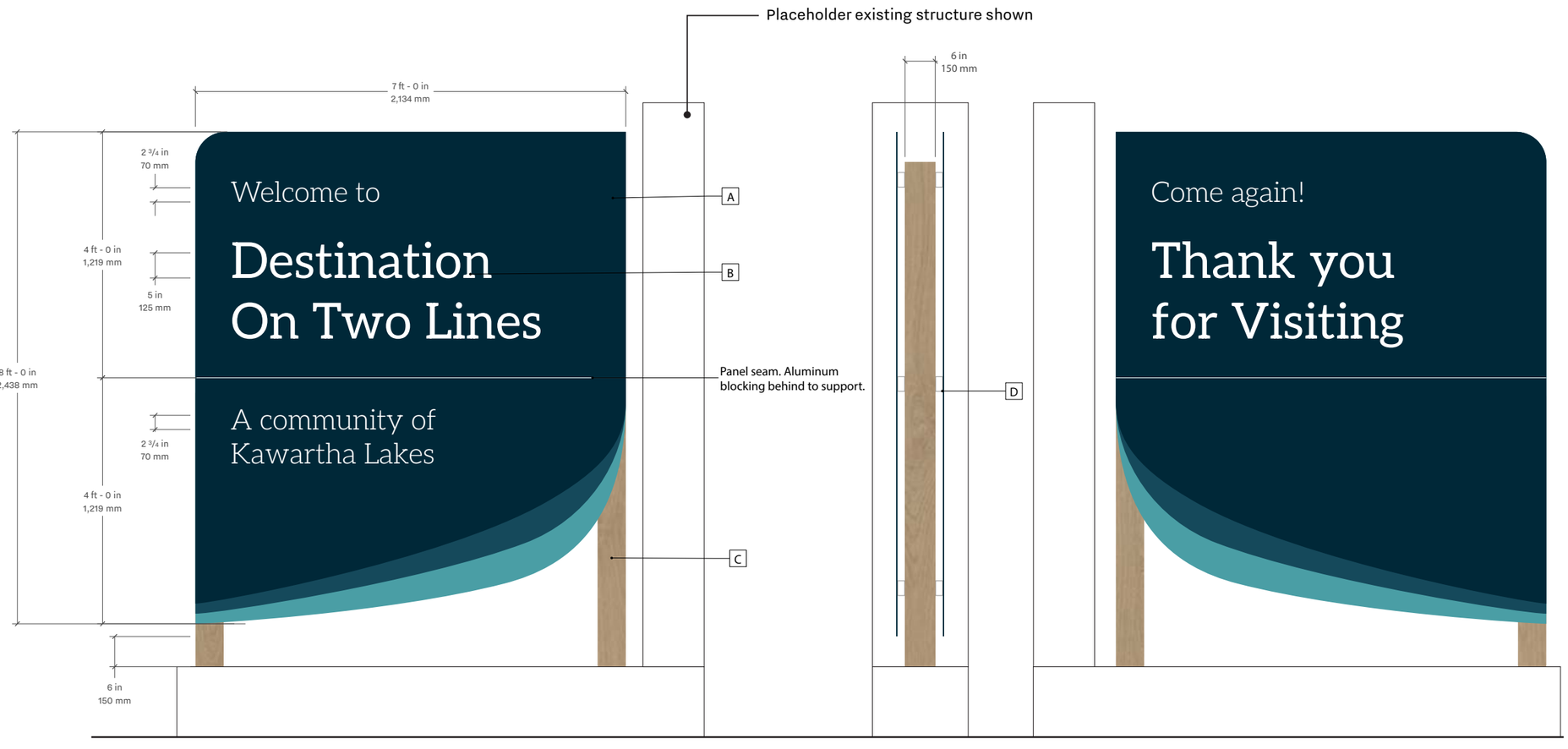
OR
- 3 mm (⅛") thick backer panel waterjet cut aluminum panel painted Lakeshore Blue on all exposed sides.
- 3 mm (⅛") thick face panels water jet cut aluminum panel painted Dark Blue and Trent-Severn Blue on all exposed sides. Mechanically fastened to backer panel.

B **TEXT**
- Kiss-cut reflective white vinyl applied on top of clear coat.

C **POSTS**
- 150 x 150 mm (6" x 6") Aluminum posts. Closed off top with welded aluminum plate.
- Powder coated and sublimated wood finish.

D **ALUMINUM TUBING**
- 3mm Thick 28 x 76mm aluminum tubing to be welded to rear of sign panels.
- 6mm Thick 51 x 76mm aluminum L-brackets secured to 6mm thick 152 x 180mm steel connector plate.
- Secure to posts using M16 bolts.

NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:25

2 Sign Detail: Side
Scale 1:25

3 Sign Detail: Back
Scale 1:25

Purpose and Placement:

These signs are community gateway signs to announce arrival in Tier 1: Primary Communities. Only to be used if an existing structure, in usable condition, is present.

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SIGN FAMILY

ID2.1, Primary Community Gateway

A **STRUCTURE**
- 150 mm (6”) deep fabricated aluminum structure.
- Sign return to be faced with 6 mm (¼”) thick aluminum panel painted beige.
- Sign is double-sided.

B **FACE PANELS**
- 6 mm (¼”) thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

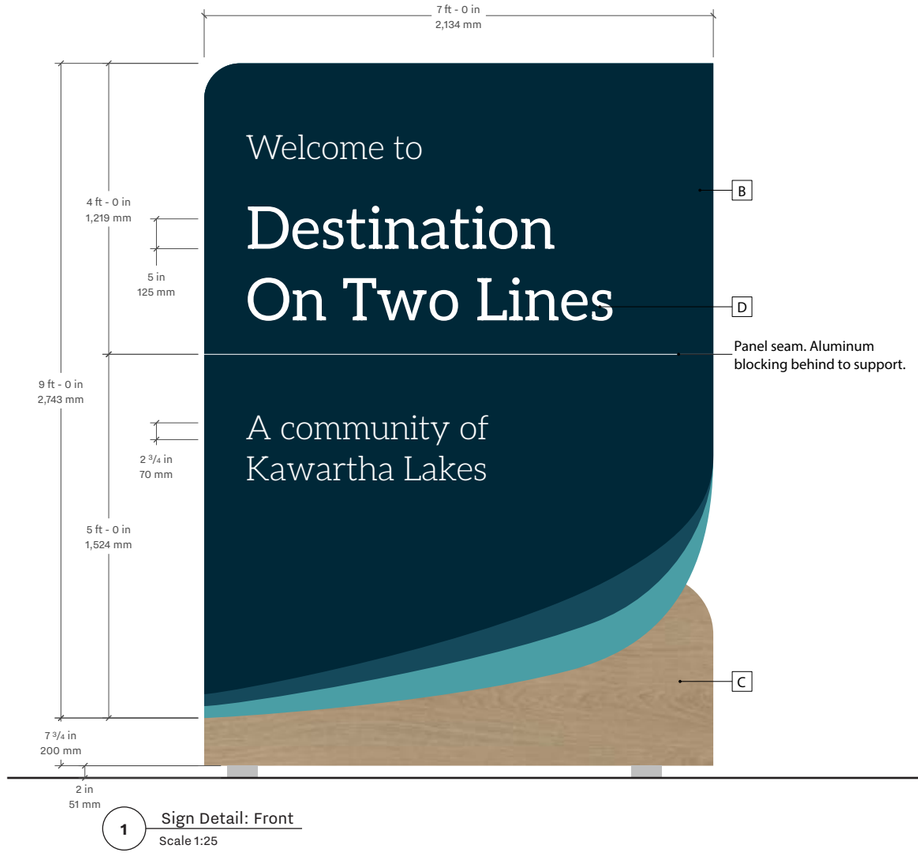
OR
- 3 mm (⅛”) thick backer panel waterjet cut aluminum panel painted Lakeshore Blue on all exposed sides.
- 3 mm (⅛”) thick face panels water jet cut aluminum panel painted Dark Blue and Trent-Severn Blue on all exposed sides. Mechanically fastened to backer panel.

C **SIGN BASE**
- 3 mm (⅛”) thick waterjet cut aluminum panel powder coated and sublimated wood finish.

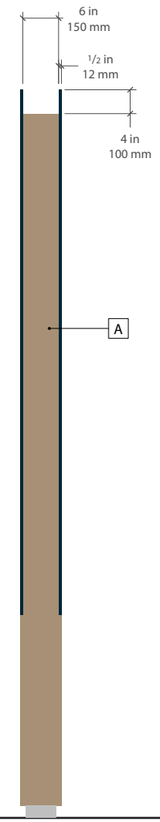
D **TEXT**
- Kiss-cut reflective white vinyl applied on top of clear coat.

INSTALLATION
- Mount sign structure onto finished concrete foundation.

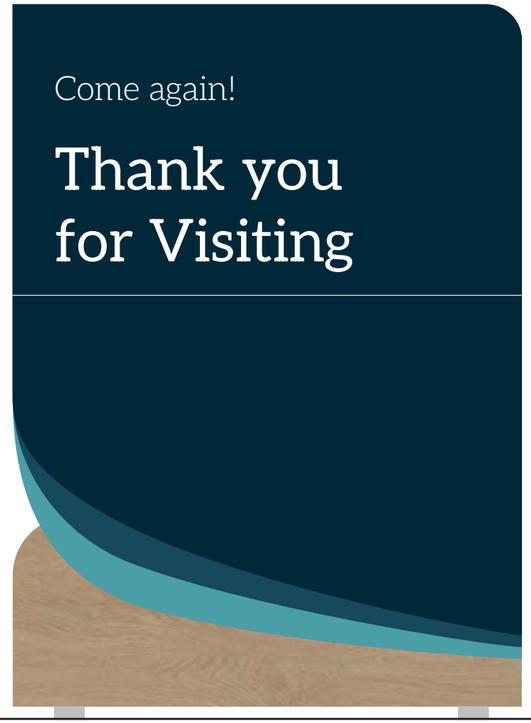
NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:25



2 Sign Detail: Side
Scale 1:25



3 Sign Detail: Back
Scale 1:25

Purpose and Placement:

These signs are community gateway signs to announce arrival in Tier 1: Primary Communities. Only to be used at community entrances along primary routes.

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SIGN FAMILY

ID3, Secondary Community Gateway

A **FACE PANELS**
- 6 mm (¼") thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

OR
- 3 mm (⅛") thick backer panel waterjet cut aluminum panel painted Lakeshore Blue on all exposed sides.
- 3 mm (⅛") thick face panels water jet cut aluminum panel painted Dark Blue and Trent-Severn Blue on all exposed sides. Mechanically fastened to backer panel.

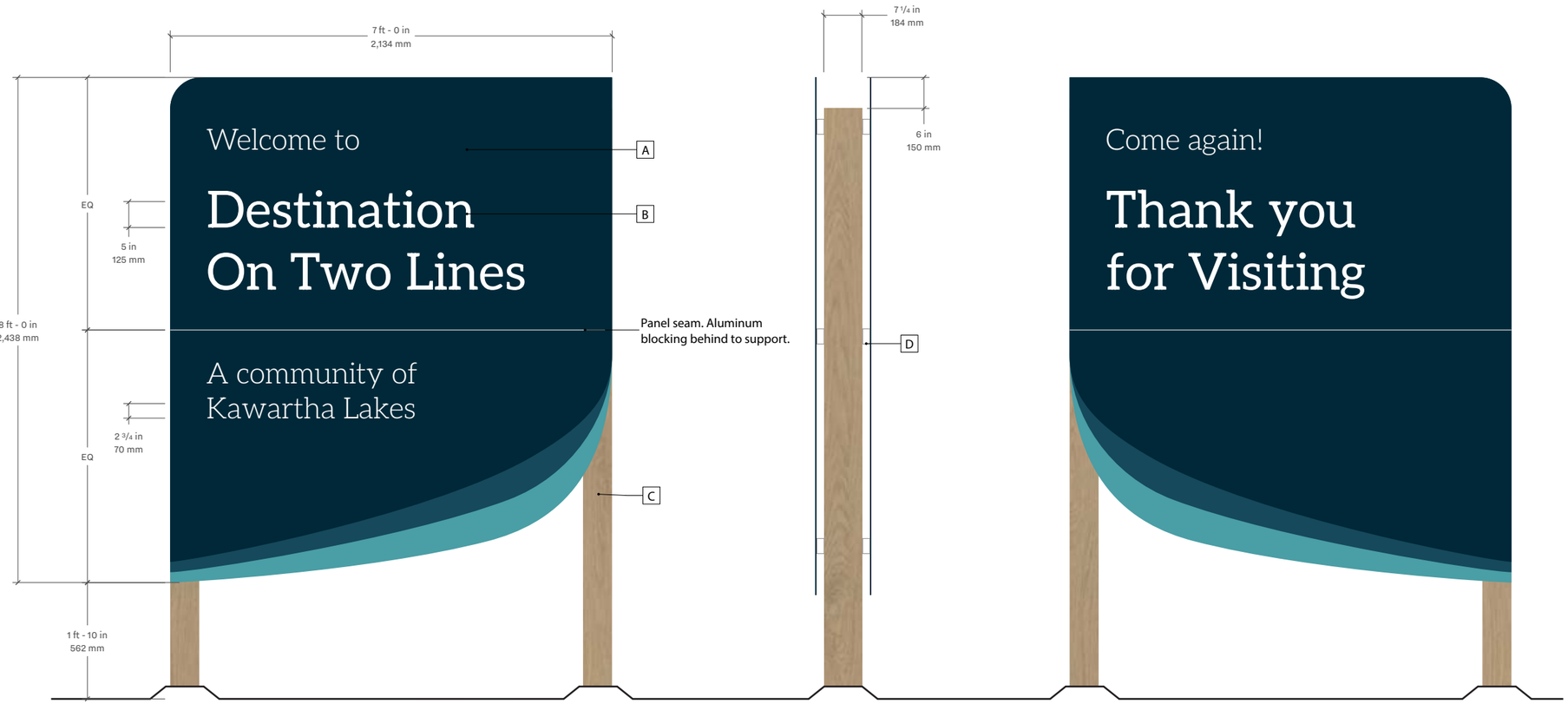
B **TEXT**
- Kiss-cut reflective white vinyl applied on top of clear coat.

C **POSTS**
- 140 x 184mm Douglas Fir or Pine breakaway timber posts that meet NCHRP Test 350 standards.
- See general specifications if on MTO permit controlled areas.

D **ALUMINUM TUBING**
- 3mm Thick 28 x 76mm aluminum tubing to be welded to rear of sign panels.
- 6mm Thick 51 x 76mm aluminum L-brackets secured to 6mm thick 152 x 180mm steel connector plate.
- Secure to posts using M16 bolts.

INSTALLATION
- For landscape surfaces, post buried a minimum of 920 mm (36") and set with concrete.
- For hard surfaces, a 200 x 200 x 12 mm (8 x 8 x 1/2") thick aluminum base plate welded to posts and mechanically fastened to the surface.
- Engineer to review and confirm attachment details based on the sign size and site conditions.

NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:25

2 Sign Detail: Side
Scale 1:25

3 Sign Detail: Back
Scale 1:25

Purpose and Placement:

These signs are community gateway signs to announce arrival in Tier 1: Primary Communities at community entrances along secondary routes and Tier 2: Secondary Communities along primary routes.

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SIGN FAMILY

ID3.1, Secondary Community & Events Gateway

A **FACE PANELS**
- 6 mm (¼") thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

OR
- 3 mm (⅛") thick backer panel waterjet cut aluminum panel painted Lakeshore Blue on all exposed sides.
- 3 mm (⅛") thick face panels water jet cut aluminum panel painted Dark Blue and Trent-Severn Blue on all exposed sides. Mechanically fastened to backer panel.

B **TEXT**
- Kiss-cut reflective white vinyl applied on top of clear coat.

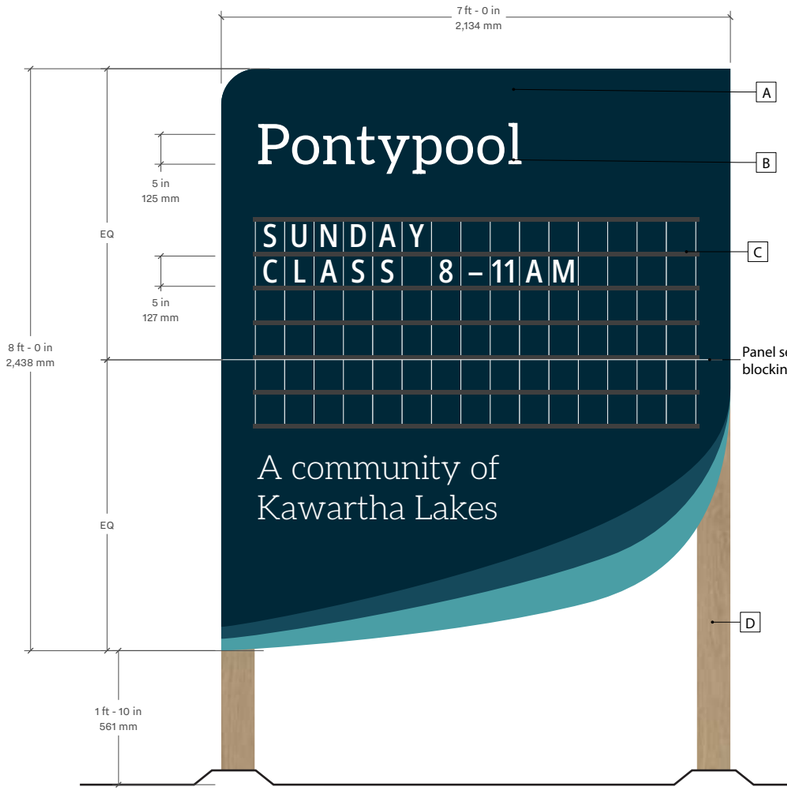
C **INTERCHANGEABLE LETTERS**
- Interchangeable letters on removable tracks.
- Tracks to be tamper-proof and locked on ends.

D **POSTS**
- 140 x 184mm Douglas Fir or Pine breakaway timber posts that meet NCHRP Test 350 standards.
- See general specifications if on MTO permit controlled areas.

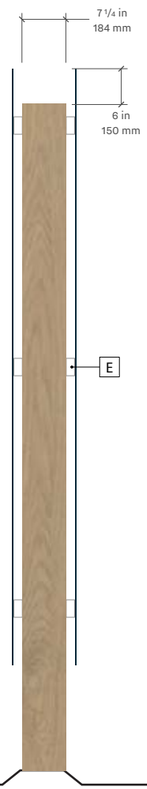
E **ALUMINUM TUBING**
- 3mm Thick 28 x 76mm aluminum tubing welded to rear of sign panels.
- 6mm Thick 51 x 76mm aluminum L-brackets secured to 6mm thick 152 x 180mm steel connector plate.
- Secure to posts using M16 bolts.

INSTALLATION
- For landscape surfaces, post buried a minimum of 920 mm (36") and set with concrete.
- For hard surfaces, a 200 x 200 x 12 mm (8 x 8 x 1/2") thick aluminum base plate welded to posts and mechanically fastened to the surface.
- Engineer to review and confirm attachment details based on the sign size and site conditions.

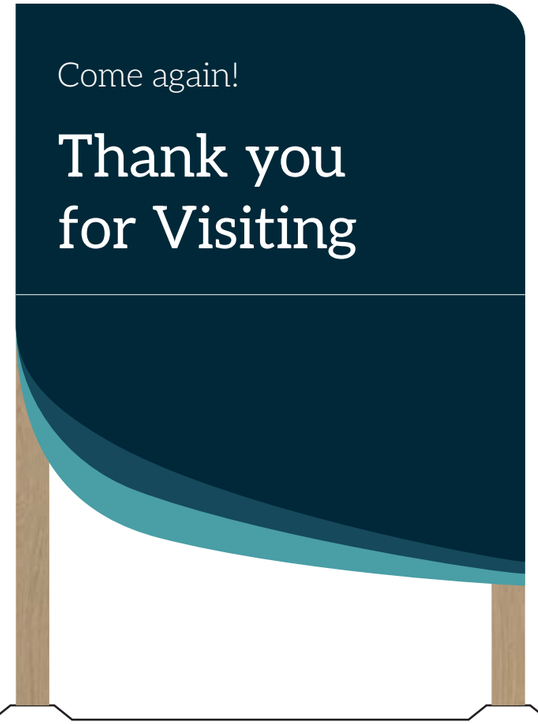
NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:25



2 Sign Detail: Side
Scale 1:25



3 Sign Detail: Back
Scale 1:25

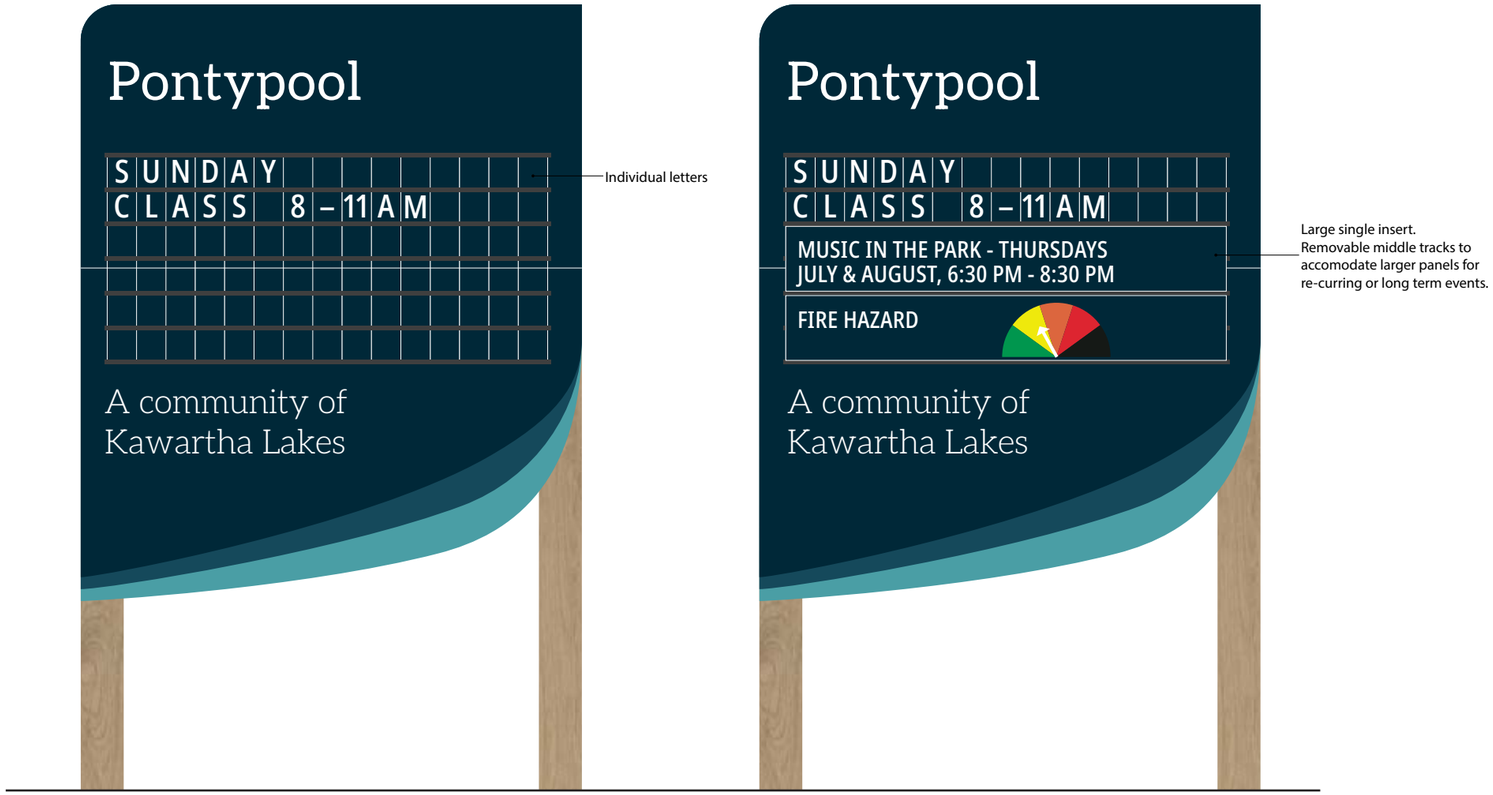
Purpose and Placement:

Tier 1 communities may have this sign simultaneously with a ID2/ ID2.1/ID3 sign, while Tier 2 communities may only have one type of gateway sign per location.

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ID3.1, Secondary Community & Events Gateway, Layout Options

Custom track system is removable to accommodate large panels for long term or recurring events. Illustrated are two examples of layouts options.



1 Layout Option
Scale 1:15

2 Layout Option
Scale 1:15

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SIGN FAMILY

ID4, Tertiary Community Gateway

A **FACE PANELS**

- 6 mm (¼") thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

OR

- 3 mm (⅛") thick backer panel waterjet cut aluminum panel painted Lakeshore Blue on all exposed sides.
- 3 mm (⅛") thick face panels water jet cut aluminum panel painted Dark Blue and Trent-Severn Blue on all exposed sides. Mechanically fastened to backer panel.

B **TEXT**

- Kiss-cut reflective white vinyl applied on top of clear coat.

C **POSTS**

- 108 x 108mm Douglas Fir or Pine breakaway timber posts that meet NCHRP Test 350 standards.
- See general specifications if on MTO permit controlled areas.

D **ALUMINUM TUBING**

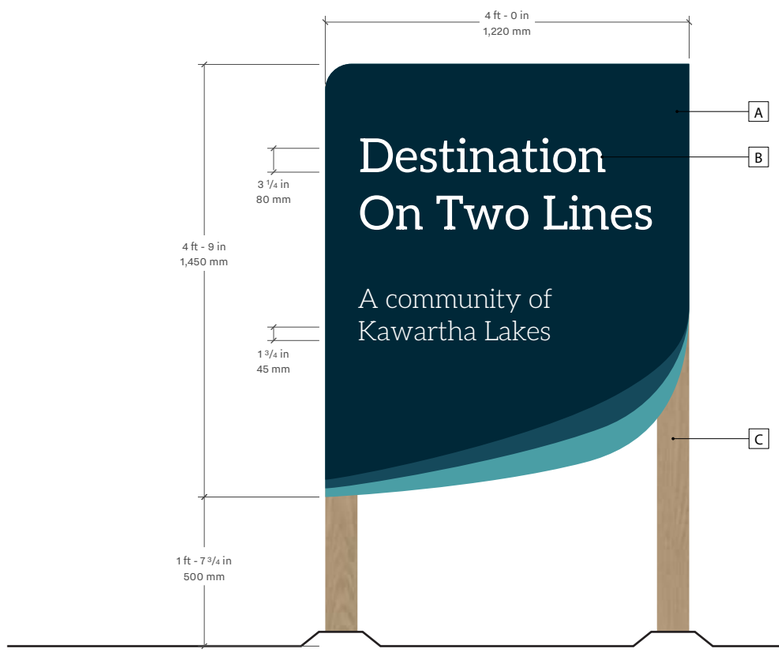
- 3mm Thick 28 x 76mm aluminum tubing to be welded to rear of sign panels.
- 6mm Thick 51 x 76mm aluminum L-brackets secured to 6mm thick 152 x 180mm steel connector plate.
- Secure to posts using M16 bolts.

INSTALLATION

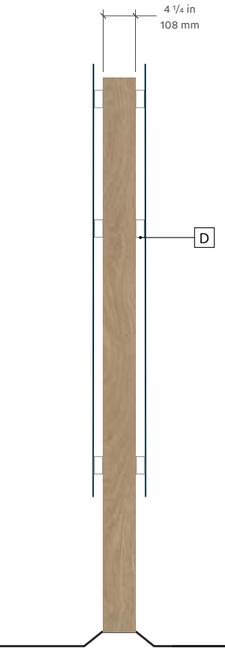
- For landscape surfaces, post buried a minimum of 920 mm (36") and set with concrete.
- For hard surfaces, a 200 x 200 x 12 mm (8 x 8 x 1/2") thick aluminum base plate welded to posts and mechanically fastened to the surface.
- Engineer to review and confirm attachment details based on the sign size and site conditions.

NOTE

- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:20



2 Sign Detail: Side
Scale 1:20



3 Sign Detail: Back
Scale 1:20

Purpose and Placement:

These signs are community gateway signs to announce arrival in Tier 3: Tertiary Communities along primary routes.

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SIGN FAMILY

VD1, Primary Vehicle Directional

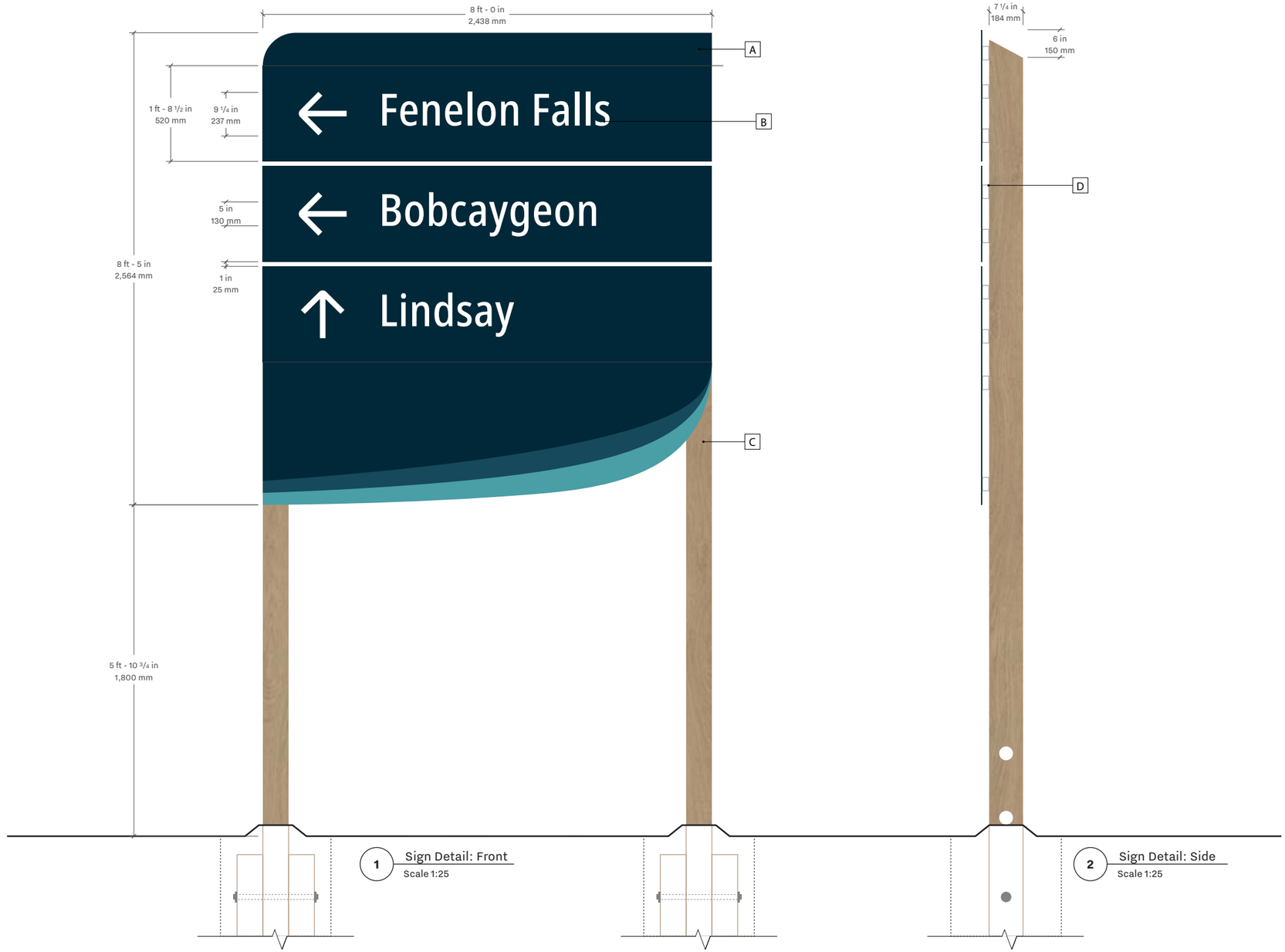
A **SIGN PANEL**
- 6 mm (¼") thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

B **TEXT**
- Kiss-cut reflective white vinyl applied on top of clear coat.

C **POSTS**
- 140 x 184mm Douglas Fir or Pine breakaway timber posts that meet NCHRP Test 350 standards.
- Drill Ø 75mm holes in posts to meet MTO breakaway standards.

D **ALUMINUM TUBING**
- 3mm Thick 28 x 76mm aluminum tubing to be welded to rear of sign panels.
- 6mm Thick 51 x 76mm aluminum L-brackets secured to 6mm thick 152 x 180mm steel connector plate.
- Secure to posts using M16 bolts.

NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:25

2 Sign Detail: Side
Scale 1:25

Purpose and Placement:

These signs are for directing traffic from community to community along MTO Roads and regional roads with speeds of 80km/h or higher. See MTO guidelines on page 55.

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SIGN FAMILY

VD2, Secondary Vehicular Directional

A **STRUCTURE**
- 200 mm (7”) deep fabricated aluminum structure.
- Sign return to be faced with 3 mm (¼”) thick aluminum panel painted beige.
- Sign is double-sided.

B **FACE PANELS**
- 6 mm (¼”) thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

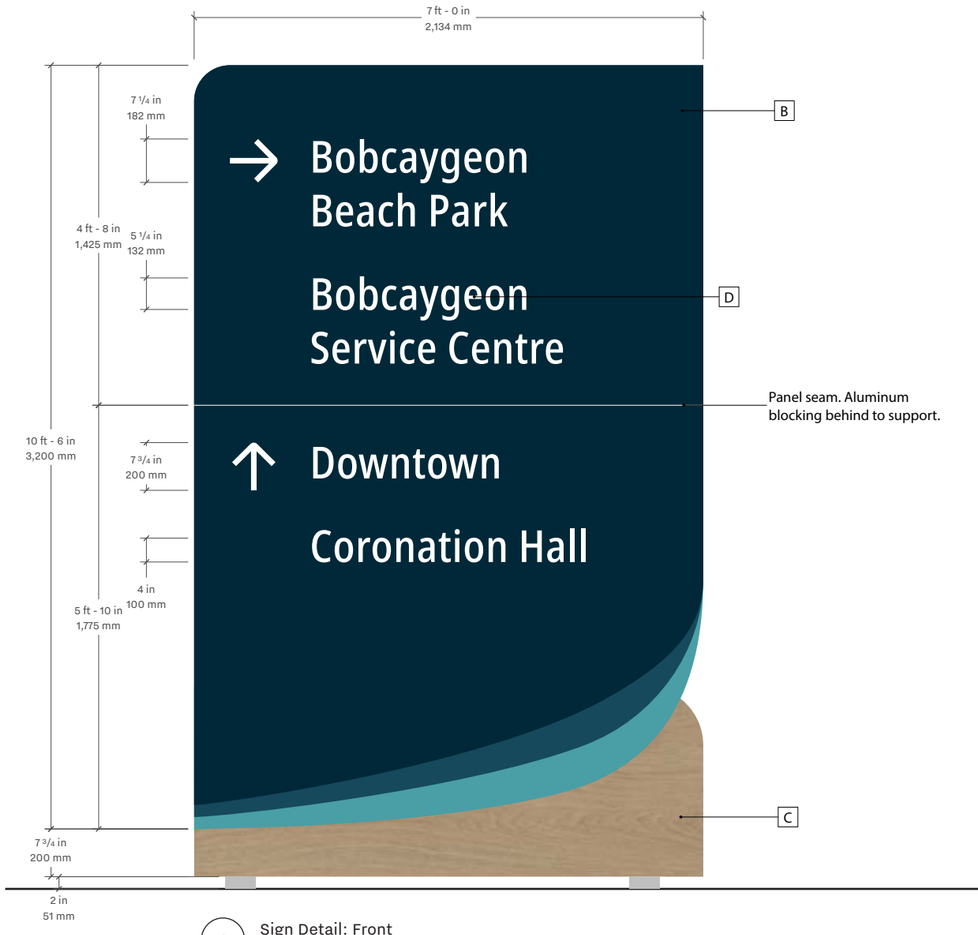
OR
- 3 mm (⅛”) thick backer panel waterjet cut aluminum panel painted Lakeshore Blue on all exposed sides.
- 3 mm (⅛”) thick face panels water jet cut aluminum panel painted Dark Blue and Trent-Severn Blue on all exposed sides. Mechanically fastened to backer panel.
-

C **SIGN BASE**
- 3 mm (⅛”) thick waterjet cut aluminum panel powder coated and sublimated wood finish.

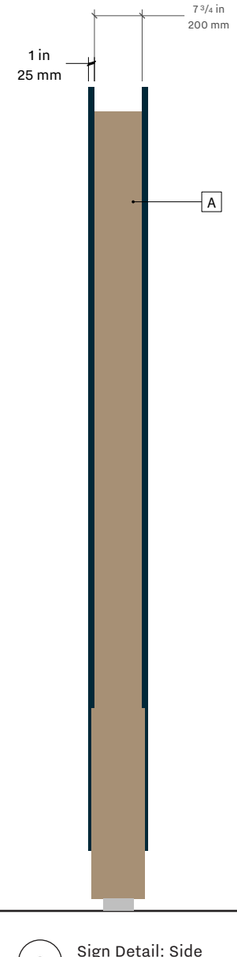
D **TEXT / ARROWS**
- Kiss-cut reflective white vinyl applied on top of clear coat.

INSTALLATION
- Mount sign structure onto finished concrete foundation

NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:25



2 Sign Detail: Side
Scale 1:25

Purpose and Placement:

These signs are for directing traffic in communities at entrances along primary routes.

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SIGN FAMILY

VD2.1, Secondary Vehicular Directional

A **SIGN PANEL**
- 6 mm (¼") thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

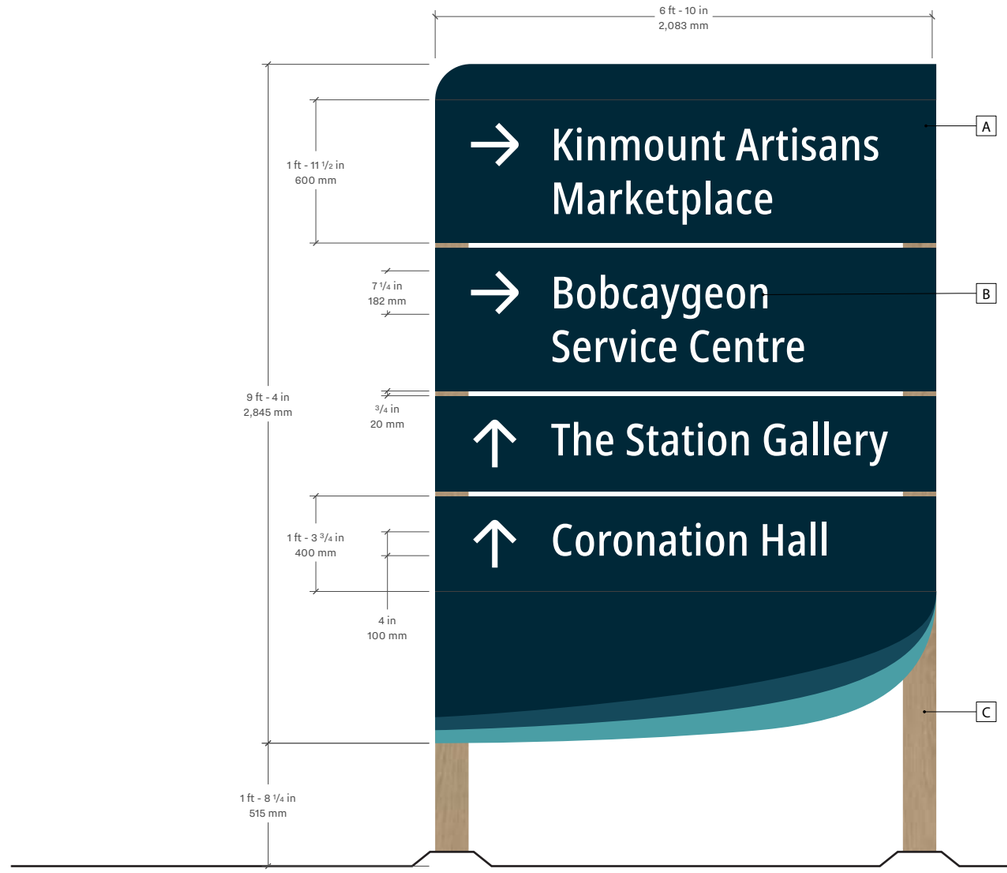
B **TEXT**
- Kiss-cut reflective white vinyl applied on top of clear coat.

C **POSTS**
- 140 x 184mm Douglas Fir or Pine breakaway timber posts that meet NCHRP Test 350 standards.
- See general specifications if on MTO permit controlled areas.

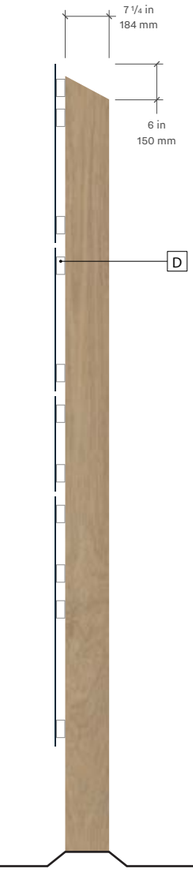
D **ALUMINUM TUBING**
- 3mm Thick 28 x 76mm aluminum tubing to be welded to rear of sign panels.
- 6mm Thick 51 x 76mm aluminum L-brackets secured to 6mm thick 152 x 180mm steel connector plate.
- Secure to posts using M16 bolts.

INSTALLATION
- For landscape surfaces, post buried a minimum of 920 mm (36") and set with concrete.
- For hard surfaces, a 200 x 200 x 12 mm (8 x 8 x 1/2") thick aluminum base plate welded to posts and mechanically fastened to the surface.
- Engineer to review and confirm attachment details based on the sign size and site conditions.

NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:25



2 Sign Detail: Side
Scale 1:25

Purpose and Placement:

VD2 Sign type is for directing traffic within communities along primary routes and for directing traffic along non-MTO roads to tourism assets.

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SIGN FAMILY

VD3, Tertiary Vehicle Directional

A **SIGN PANEL**

- 6 mm (¼") thick waterjet cut aluminum panel painted dark blue with water graphic (Wave) digitally printed directly onto the painted surface with UV-cured inks.
- Clear coat applied over painted panel with digitally printed graphic.

B **TEXT**

- Kiss-cut reflective white vinyl applied on top of clear coat.

INSTALLATION ON NEW POST

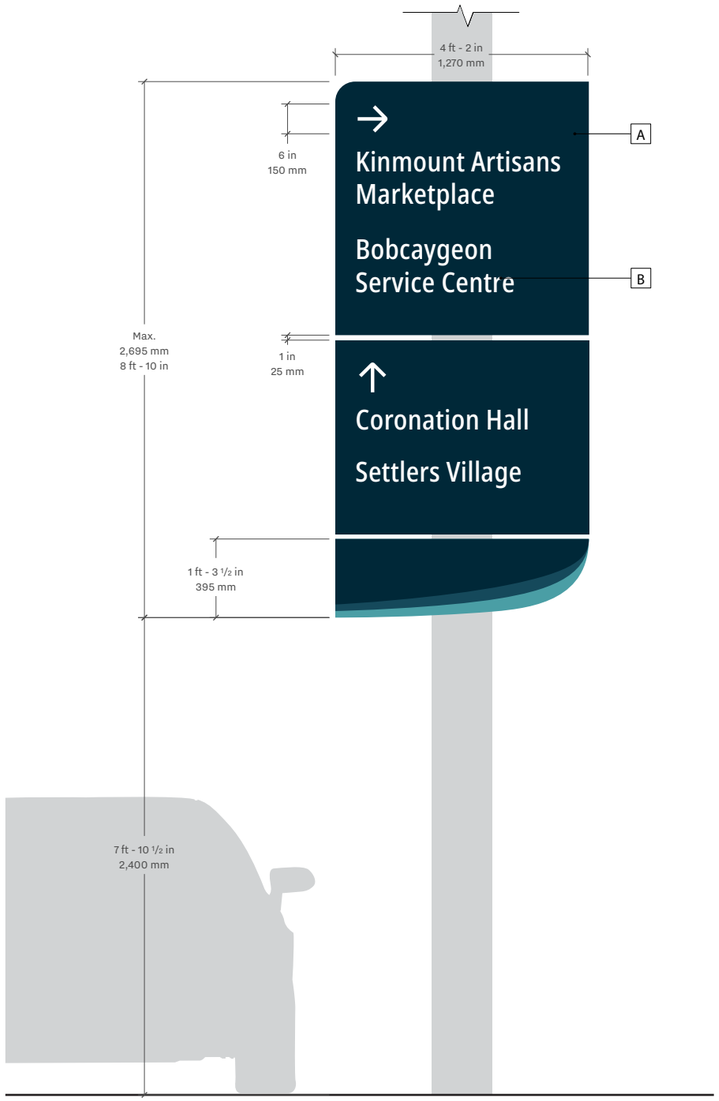
- 102 x 102 mm (4 x 4") Aluminum posts miter cut at top and closed off.
- Painted beige on all exposed sides.
- 50 mm (2") wide L- or U-bracket painted beige.
- Mount sign structure to concrete foundation.

INSTALLATION ON EXISTING POST

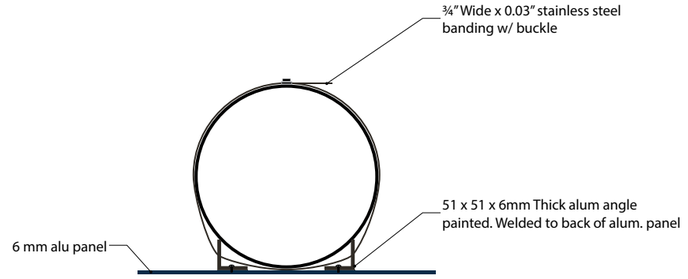
- 51 x 51 mm (2 x 2") thick aluminum angled welded to back of sign panel with holes to receive stainless steel banding
- ¾" wide x 0.03" stainless steel banding with buckle.

NOTE

- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Elevation
Scale 1:30



2 Fastening detail, Existing Street Post
NTS

Purpose and Placement:

These signs are for directing traffic within communities where there are existing posts available to mount to.

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SIGN FAMILY

SC1, Service Club

A **STRUCTURE**
- 100 mm (4”) deep fabricated aluminum structure.
- Sign return to be faced with 3 mm (¼”) thick aluminum panel painted beige.
- Sign is double-sided.

B **FACE PANELS**
- 6 mm (¼”) thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

OR
- 3 mm (⅛”) thick backer panel waterjet cut aluminum panel painted Lakeshore Blue on all exposed sides.
- 3 mm (⅛”) thick face panels water jet cut aluminum panel painted Dark Blue and Trent-Severn Blue on all exposed sides. Mechanically fastened to backer panel.

C **SIGN BASE**
- 3 mm (¼”) thick waterjet cut aluminum panel powder coated and sublimated wood finish.

D **TEXT**
- Kiss-cut reflective white vinyl applied on top of clear coat.

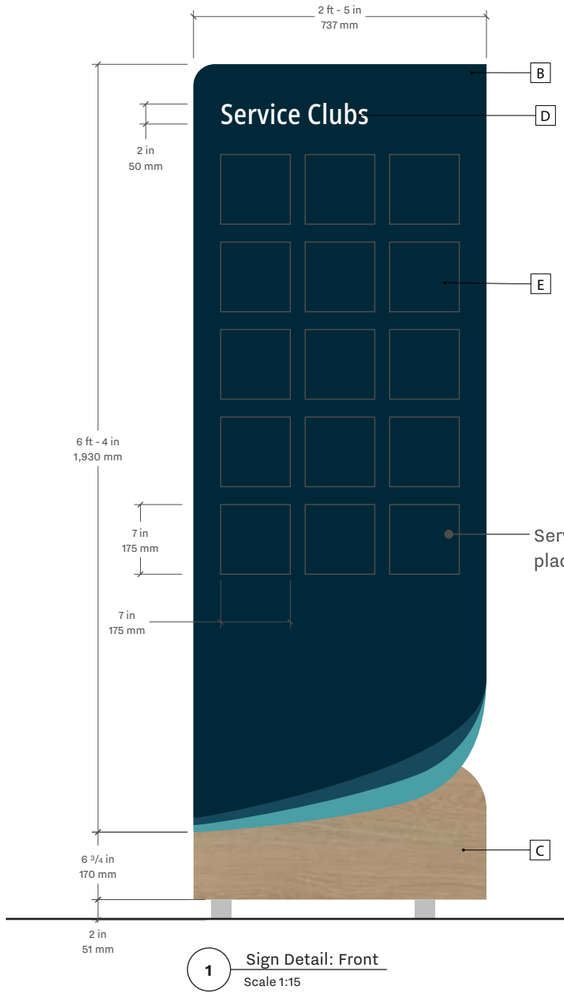
E **LOGOS**
- Kiss-cut vinyl applied on top of clear coat.

INSTALLATION
- Mount sign structure onto finished concrete foundation

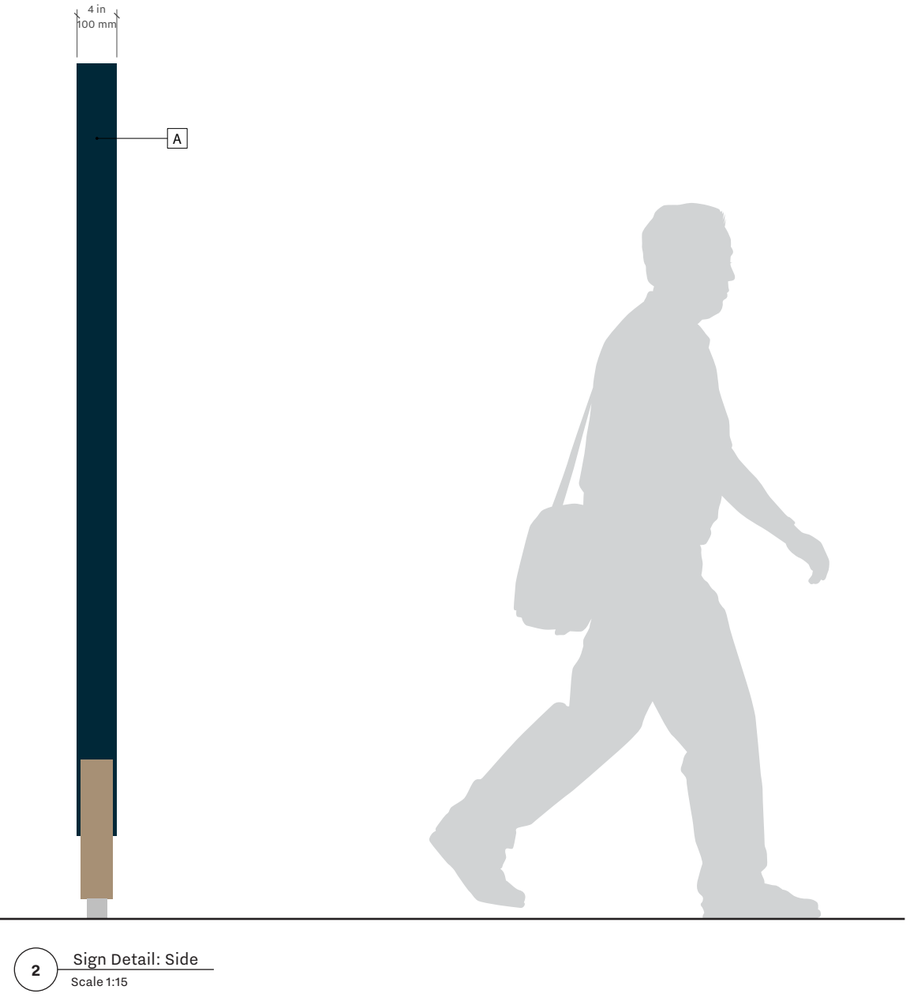
NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.

Purpose and Placement:

These signs are to display community Service Clubs within tier 1 and tier 2 communities. To be located at areas of high pedestrian traffic.



1 Sign Detail: Front
Scale 1:15

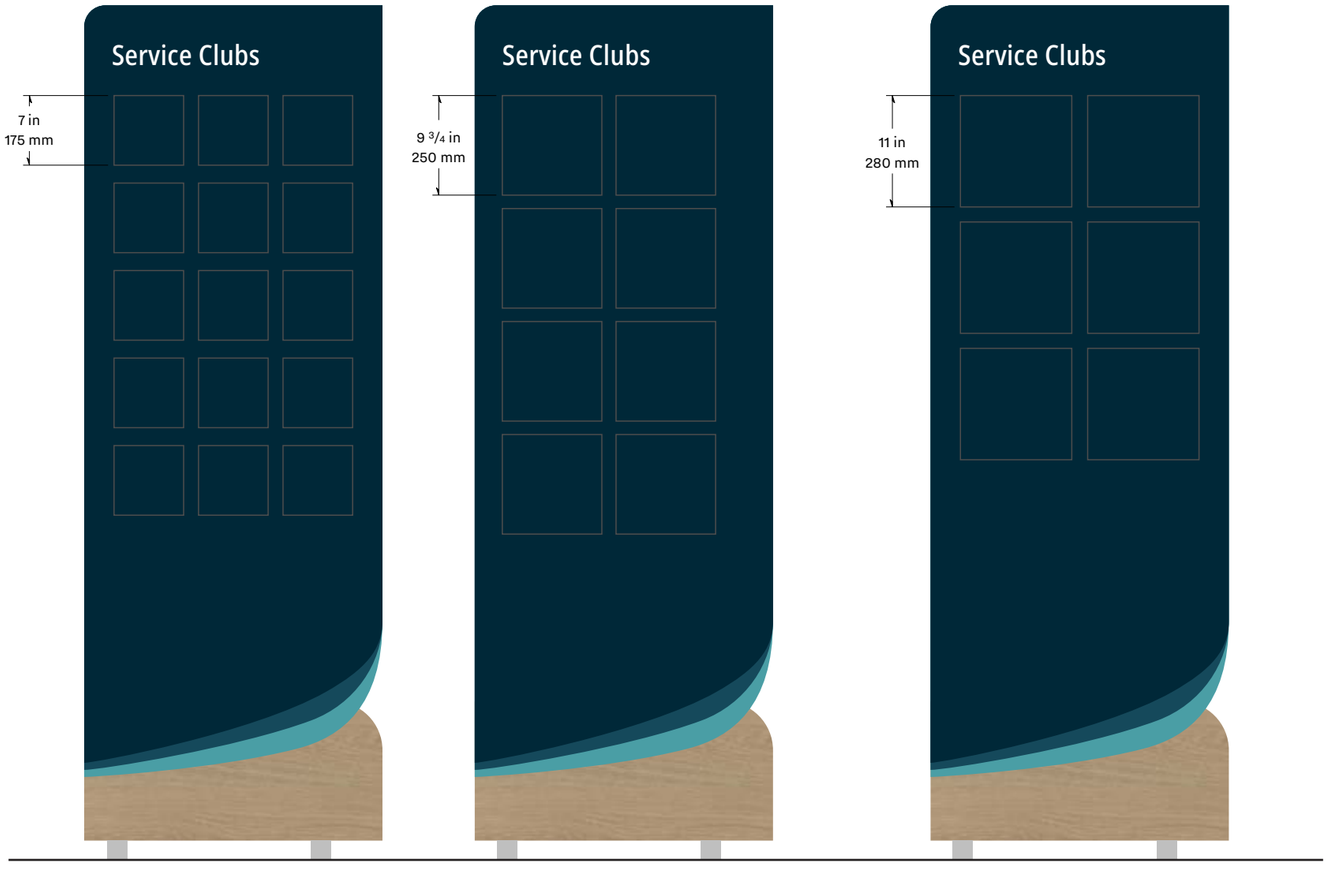


2 Sign Detail: Side
Scale 1:15

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SC1, Service Club, Layout Options

Illustrated are several layout configurations designed to accommodate varying numbers of Service Club logos. To maximize visual impact and minimize empty space, communities featuring six or fewer logos should scale up the artwork as illustrated.



1 Layout Option
Scale 1:15

2 Layout Option
Scale 1:15

3 Layout Option
Scale 1:15

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SIGN FAMILY

PD1, Primary Pedestrian Directional

A **STRUCTURE**
- 100 mm (4”) deep fabricated aluminum structure.
- Sign return to be faced with 3 mm (¼”) thick aluminum panel painted beige.
- Sign is double-sided.

B **FACE PANELS**
- 6 mm (¼”) thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panels and digitally printed graphic.

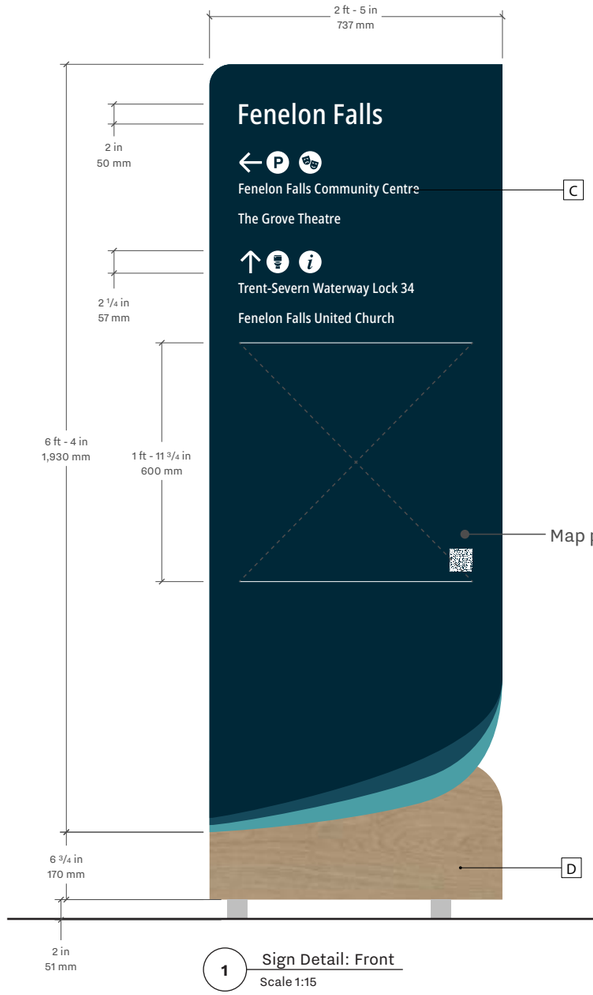
OR
- 3 mm (⅛”) thick backer panel waterjet cut aluminum panel painted Lakeshore Blue on all exposed sides.
- 3 mm (⅛”) thick face panels water jet cut aluminum panel painted Dark Blue and Trent-Severn Blue on all exposed sides. Mechanically fastened to backer panel.

C **TEXT**
- Kiss-cut reflective white vinyl applied on top of clear coat.

D **SIGN BASE**
- 3 mm (⅛”) thick waterjet cut aluminum panel powder coated and sublimated wood finish.

INSTALLATION
- Mount sign structure onto finished concrete foundation

NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:15



2 Sign Detail: Side
Scale 1:15

Purpose and Placement:

These signs are to direct pedestrian traffic in areas of high pedestrian foot traffic to help pedestrians orient themselves. Typically in tier 1 communities.

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SIGN FAMILY

PD2, Secondary Pedestrian Directional

A **SIGN PANELS (FINGERS)**
- 10 mm (⅜") thick waterjet cut aluminum panels cut to shape and painted Dark Blue on all exposed sides.
- Clear coat applied over painted panel
- Sign panels to be removable.

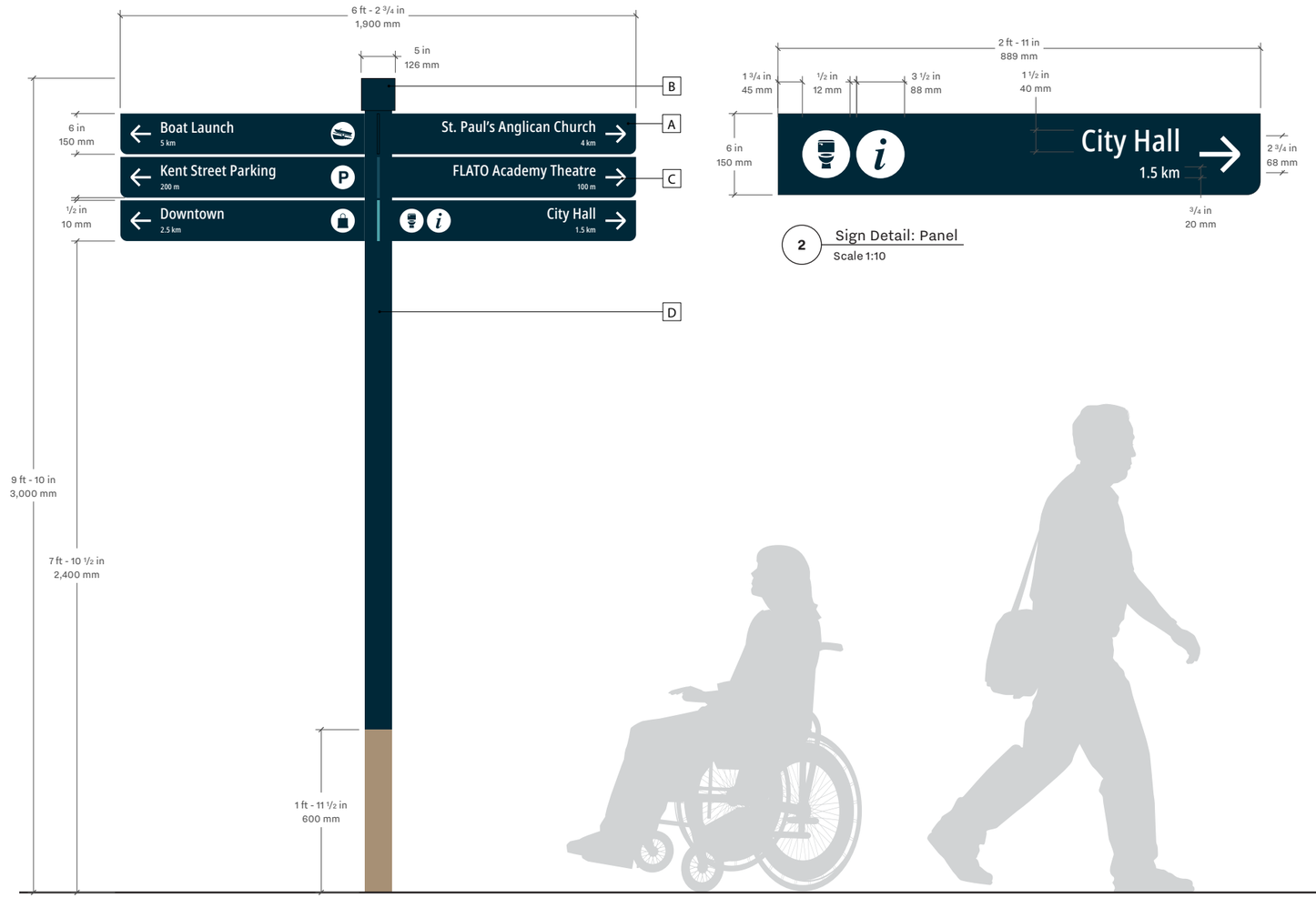
B **TOP CAP**
- Fabricated aluminum top cap painted dark blue.

C **TEXT / PICTOGRAM**
- Kiss-cut reflective white vinyl letters and pictograms.
- Kiss-cut opaque white vinyl pictogram circle with digitally printed graphic.
- Applied on top of clear coat.

D **SIGN POST**
- 102 x 102 mm (4 x 4") Aluminum post
- Painted Dark Blue and beige on all exposed sides.

INSTALLATION
- Mount sign structure onto finished concrete foundation

NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.



1 Sign Detail: Front
Scale 1:20

2 Sign Detail: Panel
Scale 1:10

Purpose and Placement:

These signs are to direct pedestrian traffic at major pedestrian intersections. Tier 1 and tier 2 communities will have higher quantities of this sign type. Tier 3 communities may implement these signs if needed.

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SIGN FAMILY

PD3, Tertiary Pedestrian Directional

A

SIGN PANEL
- 6 mm (¼") thick waterjet cut aluminum panel painted Dark Blue with graphic digitally printed directly on to painted surface with UV-cured inks.
- Clear coat applied over painted panel with digitally printed graphic.

B

TEXT
- Kiss-cut reflective white vinyl applied on top of clear coat.

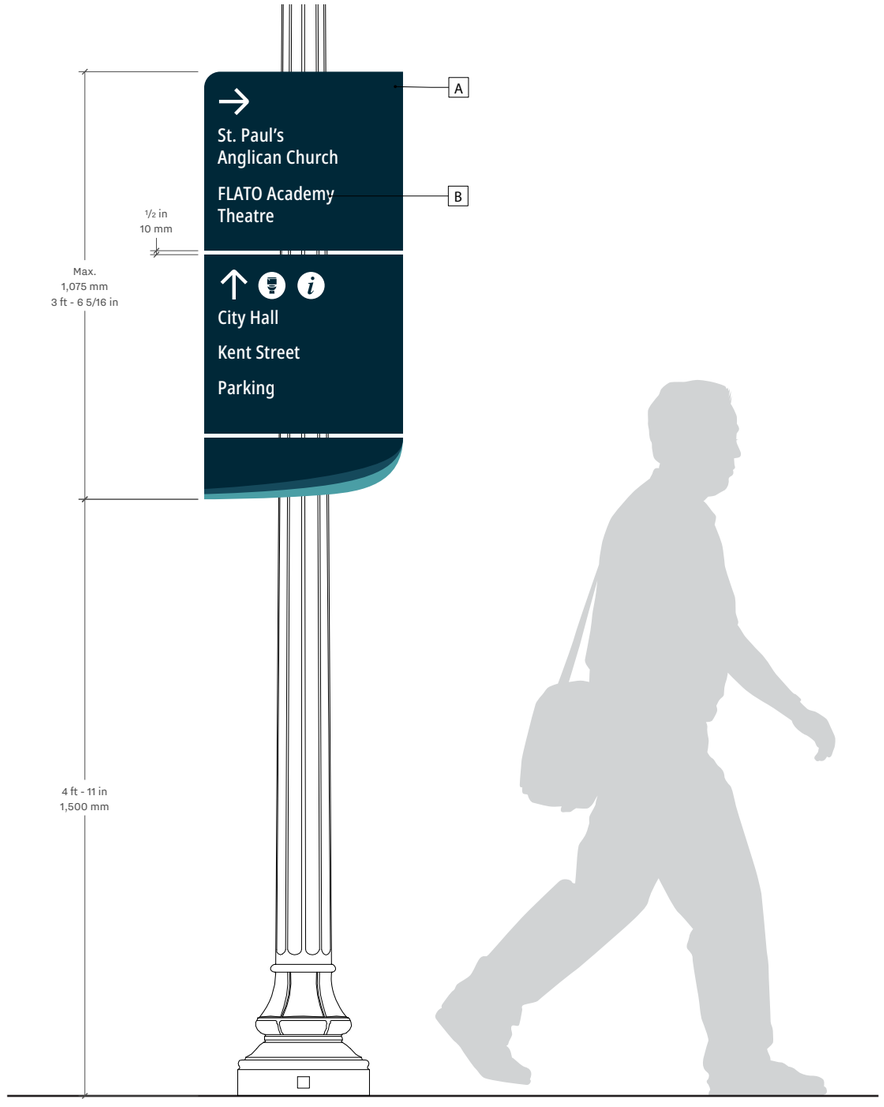
INSTALLATION ON NEW POST
- 102 x 102 mm (4 x 4") Aluminum posts miter cut at top and closed off.
- Painted beige on all exposed sides.
- 50 mm (2") wide L- or U-bracket painted beige.
- Mount sign structure to concrete foundation.

INSTALLATION ON EXISTING POST
- 51 x 51 mm (2 x 2") thick aluminum angled welded to back of sign panel with holes to receive stainless steel banding
- ¾" wide x 0.03" stainless steel banding with buckle.

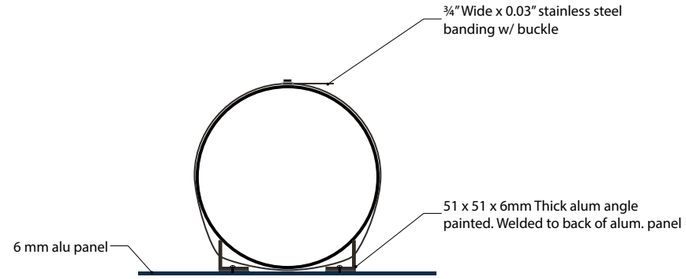
NOTE
- Sign vendor to site verify all dimensions and site conditions prior to fabrication.
- Drawings show design intent only. Signage vendor to provide engineered shop drawings for City review prior to fabrication.
- Sign vendor to obtain the necessary sign permits.

Purpose and Placement:

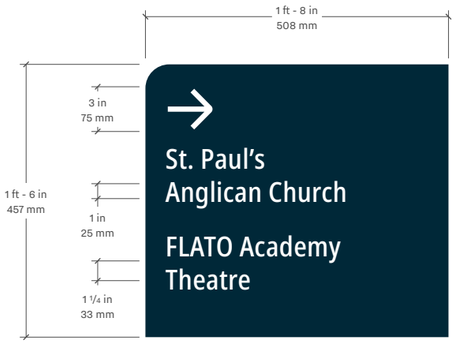
These signs are to direct pedestrian traffic along major pedestrian routes. These signs are ideal for areas with 2 of fewer directions and required with existing posts.



1 Sign Detail: Elevation
Scale 1:15



2 Fastening detail, Existing Street Post
NTS



3 Sign Detail: Panel
1:10

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Installation, Materials, and Maintenance

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Summary

To ensure all signage achieves maximum visibility and impact, the following sections detail specific installation criteria regarding property ownership, setbacks, target audience, and unique site conditions.

While individual sign type sheets provide the exact technical specifications required for manufacturing, this section establishes the strategic framework, performance baselines, and quality standards for all wayfinding assets. Defining these material criteria globally ensures that the wayfinding system remains durable, visually cohesive, and cost-effective throughout its lifecycle.



(A construction photo from the City of Kawartha Lakes.)

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Location Planning Guidelines

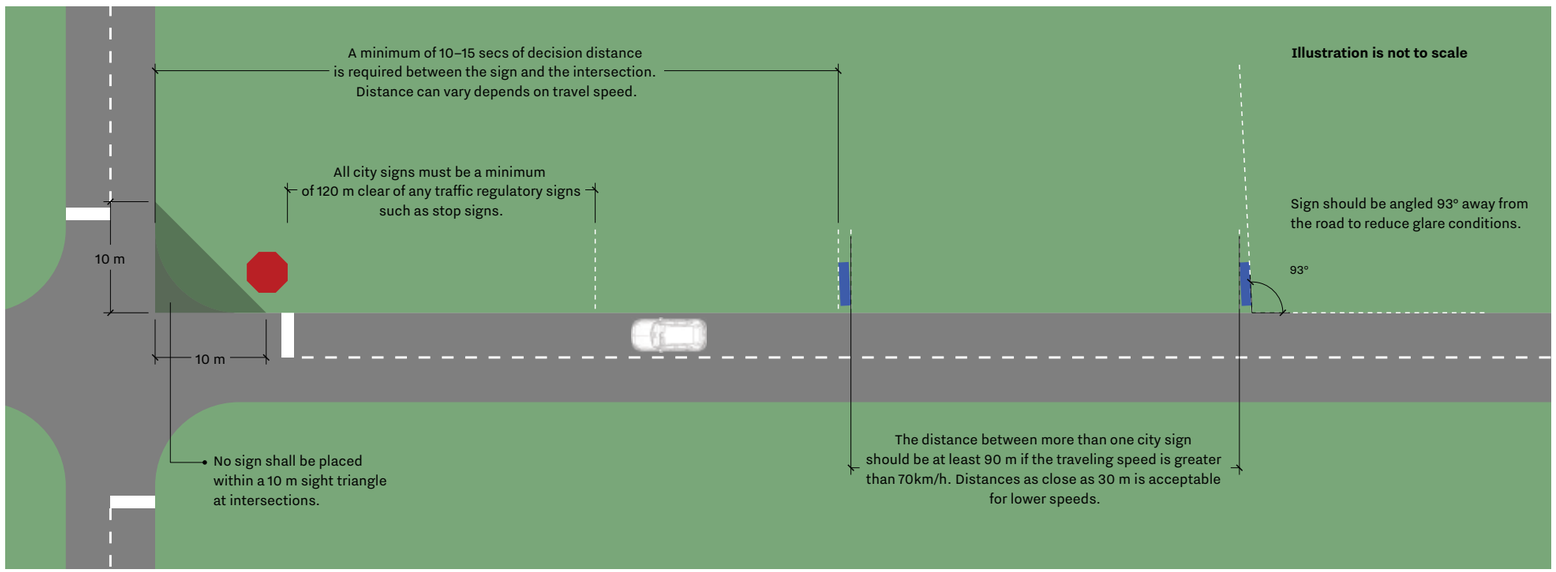
GENERAL LOCATION PRINCIPLES

- Unless forced by site conditions, signs should always be positioned on the passenger side of a road.
- In the rare case a sign is best placed on non-city property, the city will be required to negotiate the details of a contract with the owner of said land. Any resulting contract should include details for responsibility and maintenance.
- To avoid sign pollution, no more than two signs are to precede any singular decision point.
- All signs should be placed within a driver's field of vision. Other objects (e.g. signs, trees, bushes, fences, etc.) should not block the view to a sign.
- Signs should not be placed where they will block the sightlines for vehicles entering or leaving a roadway behind it.
- Signs are not to be placed where they will block other traffic, directional, regulatory, or safety signage.
- Locates for underground utilities must be investigated prior to proceeding with a location.

ADVANCE POSTING AND CONSECUTIVE SIGN SPACING FRAMEWORK

In accordance with the Ontario Traffic Manual (OTM), Book 8, Section 2.5, a road user traveling at the posted or statutory speed limit requires a safe time buffer to read, process, and react to signage. To prevent driver distraction and visual clutter, this time buffer dictates both the advance posting distance to a decision point and the minimum spacing required between consecutive signs.. The calculation to determine what advance distance is required to allow for a typical ten-seconds is:

D = 10(V/3.6)



(A diagram illustrating placement guidelines.)

The equation breaks down as follows:
• D is the advance posting distance in metres (m);
• 10 is the travel time in second (s);
• V is the velocity or speed of the road (km/h);
• 3.6 is a constant (3600 s/h divided by 1000 m/km).

For typical city road speeds, this means the following advance distances are recommended:

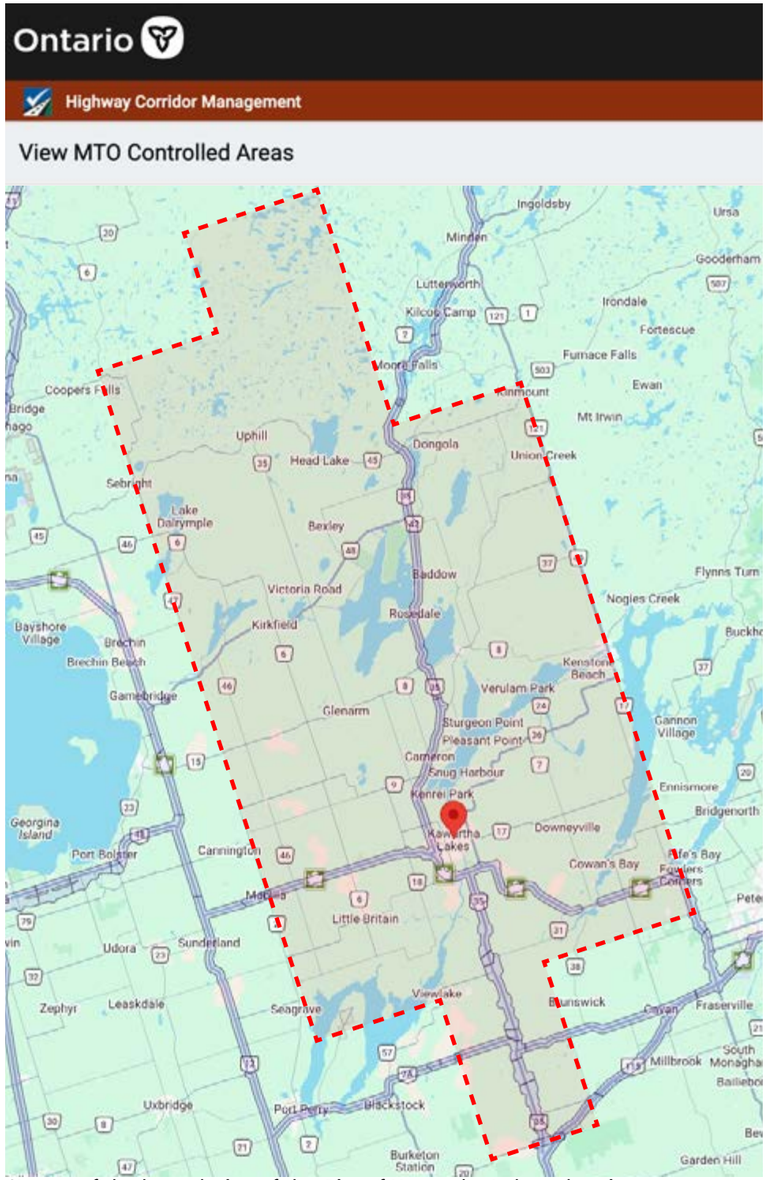
40km/h = 115 m
50 km/h = 140 m
60 km/h = 165 m
70 km/h = 195 m
80 km/h = 225 m

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MTO Coordination

Prohibition of Signage on MTO Property (Inside the ROW)
Municipal wayfinding signage is prohibited on MTO property and within the provincial Right-of-Way (ROW). The ROW extends from property line to property line—typically encompassing the roadway, shoulder, and ditch—but can vary significantly. To ensure compliance, a legal survey is required to locate the MTO property line. Once sign designs and locations are finalized, a review meeting can be scheduled to confirm these boundaries. If signage can be placed 3m beyond the MTO property line, these zones require large, costly VD1 Primary Vehicular signs designed for speeds over 80 km/h; consequently, the City may forgo installations here to manage budgets. Local wayfinding merely supplements the provincial network; the City cannot alter MTO property and will determine the necessity of supplemental signage (e.g., at the Trans-Canada Highway and Angeline Street South) on a case-by-case basis.

Signage Placed in MTO Controlled Area (Within the 400m Buffer)
If the City of Kawartha Lakes places a sign on its own municipal property or road allowance, provincial oversight is still triggered if the site falls within the MTO controlled zone. Under Ontario's Public Transportation and Highway Improvement Act, the City must apply directly for an MTO Sign Permit. This application process takes approximately 30 business days and demands detailed, scaled site plans confirming that the sign will not obstruct driver sightlines or mimic official traffic control signals. Signage within MTO Controlled Areas require permitting from MTO to ensure that signage does not obstruct or impede traffic on MTO roadways.



(A map of the boundaries of the City of Kawartha Lakes showing MTO roads.)



(Google Earth view of Trans-Canada Hwy and Angeline St S.)

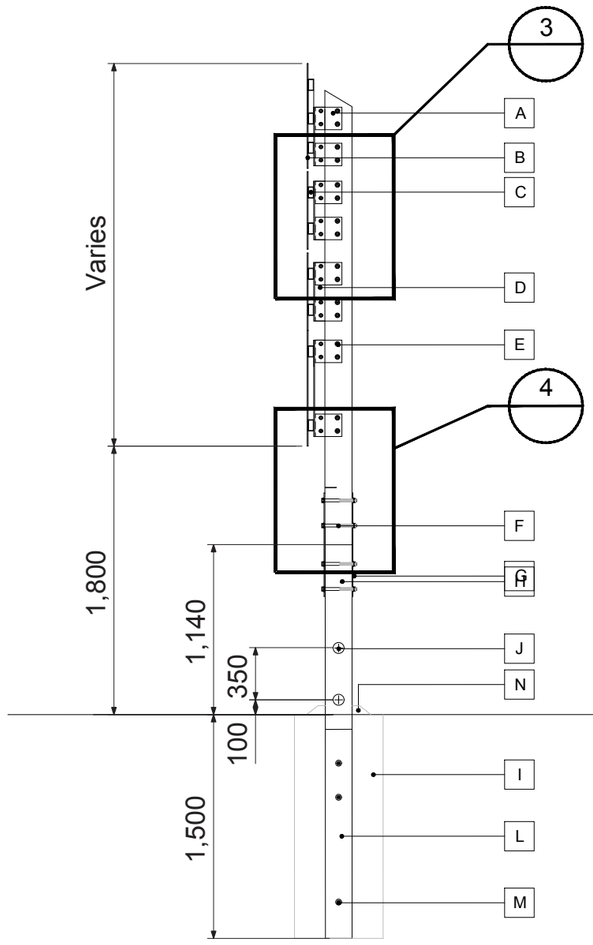


(Existing MTO directional signage at Trans-Canada Hwy and Angeline St S.)

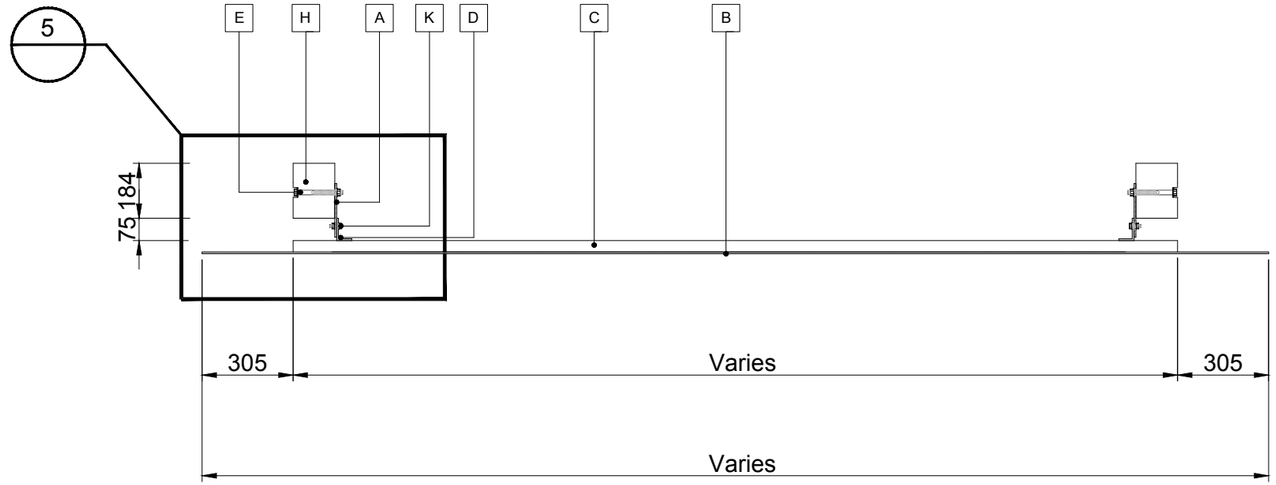
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MTO, Typical Post Mounting Detail

- **A** Connector Plate
  152mm x 180mm x 6mm thick galvanized connector plate-with slotted holes (Confirm with Structural Engineer)
- **B** Aluminum Graphic Panel
  6mm thick aluminum graphic panel-painted-(Height varies)
- **C** Aluminum Rectangular Tube
  38mmx 76mm x 3mm (w) horizontal rectangular aluminum tube-stitch weld to aluminum graphic panel-(Confirm with Structural Engineer)
- **D** Aluminum Angle Bracket
  51mm x 76mm x 6mm thick vertical aluminum angle bracket-full weld both sides to horizontal aluminum rectangular tubes-(Confirm with Structural Engineer)
- **E** Galvanized Fastener
  M16 x 165mm long A325-16mm dia. galvanized fastener with nut and washer-counter sink into post-(Confirm with Structural Engineer)
- **F** Galvanized Fastener
  M20-20mm dia. galvanized fastener with nut and washer-(Confirm with Structural Engineer)
- **G** Splice Plate
  90mm x 700mm x 6mm thick galvanized splice plate-(Confirm with Structural Engineer)
- **H** Wood Posts
  140mm x 184mm pressure treated Douglas Fir posts with angle cut at top-(Confirm with Structural Engineer)
- **I** Granular Compacted Fill
  600mm dia. cylindrical excavation with compacted granular "A" fill -(Confirm with Structural Engineer)
- **J** Break Off Holes
  75mm dia. break off holes through posts -(Confirm with Structural Engineer)
- **K** Galvanized Fastener
  13mm dia. galvanized fastener with nut and washer-(Confirm with Structural Engineer)
- **L** Overturn Resistance Lumber Footing
  140mm x 184mm Douglas Fir lumber additional footing -bolted-both sides-(Confirm with Structural Engineer)
- **M** Galvanized Bolts
  M16 X 460 galvanized A307M bolts (16mm dia.)-(Confirm with Structural Engineer)
- **N** Granular "A" Overfill
  Overfill granular "A" approx. 60mm for water runoff
- **O** Saw Cut
  75mm deep saw cut -(Confirm with Structural Engineer)



1 Section
SCALE: 1:40

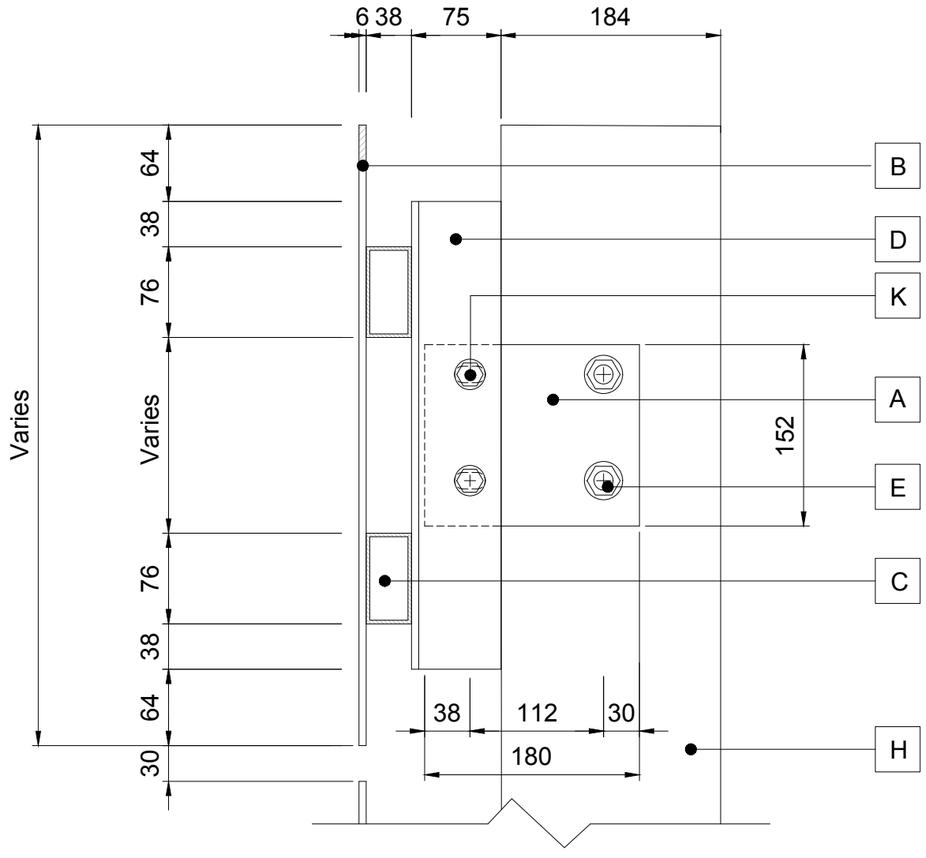


2 Section
SCALE: 1:20

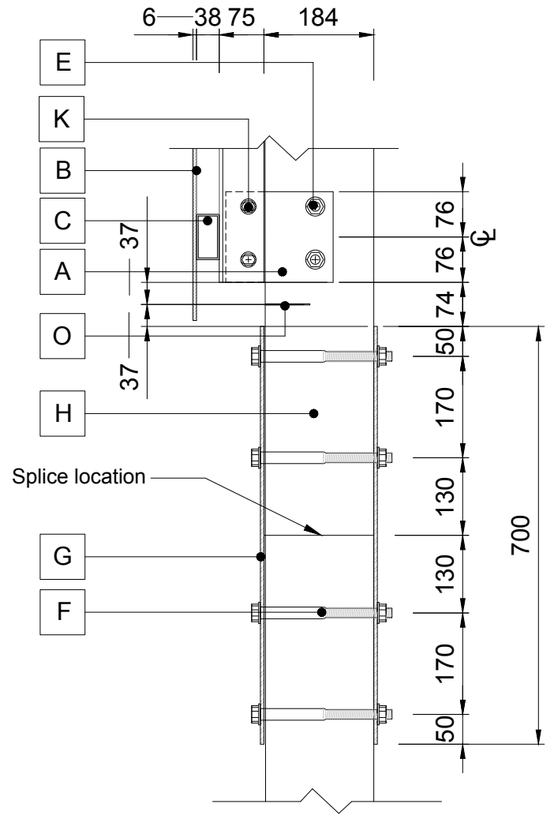
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3 Section Detail
SCALE: 1:5



4 Section Detail
SCALE: 1:10

MTO, Typical Post Mounting Detail

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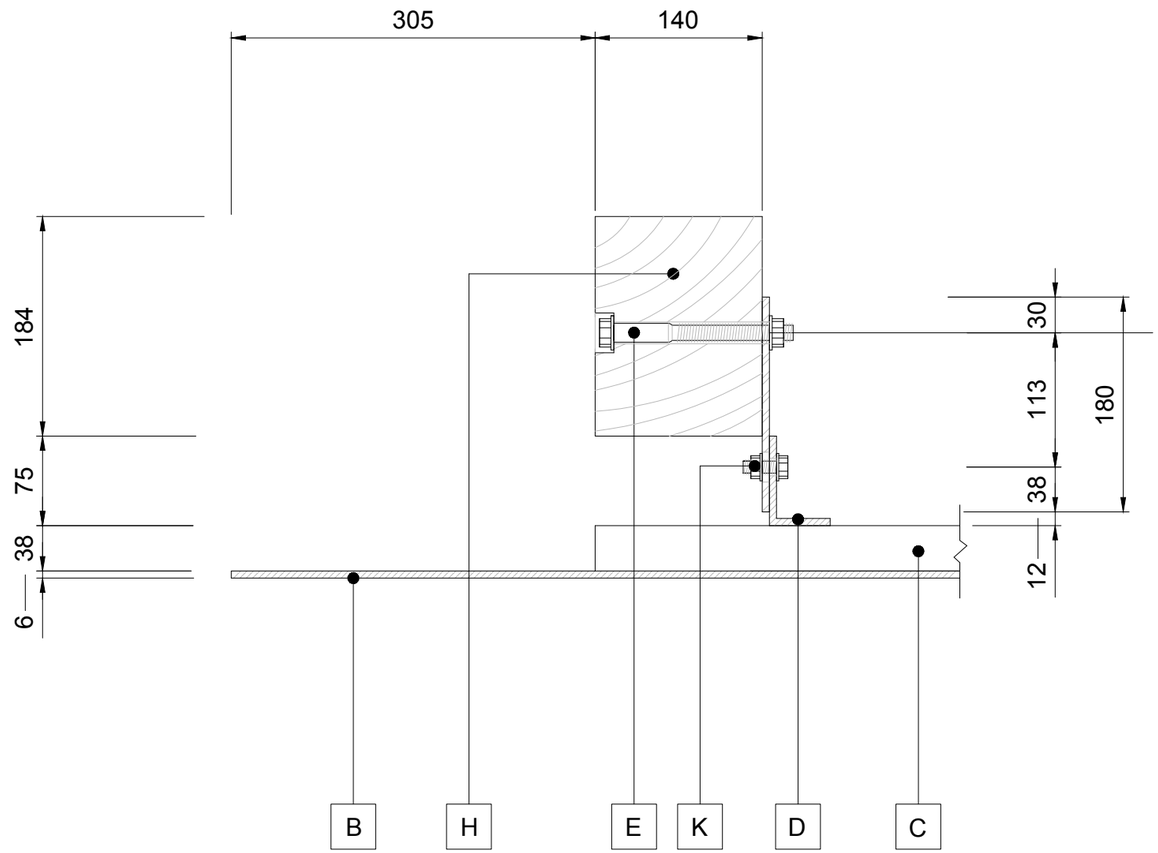
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75mm deep saw cut -(Confirm with Structural Engineer)



5 Section Detail
SCALE: 1:5

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Posts

The signage system utilizes both natural and synthetic wood finishes, balancing aesthetic warmth with structural longevity. This dual-material approach ensures full compliance with Ministry of Transportation (MTO) standards while maximizing the lifespan of each sign.

Natural Wood Posts

To satisfy MTO “breakaway” safety requirements and maintain consistency with the City’s current roadside infrastructure, natural wood is used for primary posts. To maintain a cohesive look across the entire signage family, the following specifications are mandatory:

- Must be No. 1 Grade S-P-F (Spruce-Pine-Fir) dressed timber.
- Posts must be pressure-treated. If holes are drilled after treatment, they must be field-treated with 2% copper naphthenate.

Powder-Coated “Wood” Finish

A powdercoated aluminum finish with a sublimated wood texture is utilized. This provides the organic appearance of timber with the added benefits of:

- Engineered to withstand harsh wet and freezing cycles.
- Superior resistance to UV fading compared to organic wood.
- High durability in high-traffic or high-moisture environments.

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Maintenance

To maintain municipal wayfinding signage safety and legibility while managing public works resources efficiently, all signage must undergo an inspection at least once per calendar year, with no more than 16 months between inspections. This will be achieved by utilizing existing operational workflows rather than a dedicated seasonal inspection schedule.

The objectives of the maintenance plan are to:

- Preserve system legibility and accessibility — all signs, maps, tactile features, and QR codes must remain readable, scannable, and compliant with accessibility standards (AODA, CNIB Clear Print, braille and tactile requirements).
- Ensure safety and durability — signage structures must remain structurally sound and free from hazards or damage.
- Maintain system consistency — updates, repairs, and replacements must follow the approved Wayfinding Design Standards to ensure a unified city-wide identity.
- Support long-term value — proactive inspection and asset management practices help extend asset lifespan and manage lifecycle costs.

Integrated Patrol Workflows

Public Works patrollers will incorporate signage health checks into their routine daily routes. This ensures that inspections happen continuously as a natural extension of other fieldwork, rather than as a separate administrative burden, while guaranteeing that every asset is formally evaluated within the mandatory 16-month timeframe.

Centralized Digital Reporting

Observations regarding damaged, illegible, or obstructed signs should be logged directly into a central municipal source, such as the municipal GIS mapping system. This ensures that reported issues are tracked centrally and provides data to identify recurring “problem areas.”

Coordinated Triage

A designated Signage Coordinator should be assigned to review all incoming reports to determine the appropriate response. Issues will be prioritized based on severity—addressing critical safety hazards immediately, while routing minor aesthetic or wear-related repairs into standard maintenance cycles.

Consistent Action Standards

The following should be considered for what defines a “failed” sign (e.g., specific levels of fading or structural instability). This ensures that all patrollers assess signage health against the same criteria, regardless of the individual, keeping the inspection process consistent.

- Posts, frames, and bases are not stable, upright, and/or free from structural damage.
- Mounting hardware is damaged and that footings have shifted due to winter conditions.
- Vegetation blocking visibility or access.
- Paths parallel to approach space for signs are not clear.
- Directional information, maps, and destination listings are outdated or inaccurate.

This approach allows the city to maintain the integrity of its wayfinding infrastructure proactively while preventing the strain that a formal seasonal schedule would place on existing Public Works personnel.

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Governance

About Governance

Why Governance?
The City of Kawartha Lakes views effective wayfinding as fundamental to building an accessible, welcoming, and connected municipality. Helping residents and visitors seamlessly navigate civic spaces requires ongoing, centralized oversight and continuous improvement as local infrastructure evolves.

A successful wayfinding system reflects the City's core values of sustainability, inclusivity, and community well-being. By centralizing management, Kawartha Lakes ensures seamless collaboration across key departments—including public works, communications, accessibility, tourism, and planning—aligning all navigation initiatives with broader corporate strategic goals.

Ongoing Coordination
Wayfinding information exists across multiple media, assets, and platforms. Effective coordination among departments and partners is essential. When a city facility, service, or route changes location or name, updates must be reflected across all wayfinding channels, including:

- City website and digital maps.
- Printed visitor guides and wayfinding brochures.
- Pre-trip information for residents and visitors.
- On-site and temporary signage.
- Staff and volunteer information sessions.
- Directional, identification, and interpretive signage.
- Donor or sponsor recognition signage (where applicable).

Out of Scope Projects
The Wayfinding Strategy is meant to support navigation-oriented signage and digital tools that help members of the public find their way around Kawartha Lakes. For the purposes of this strategy and policy, the following signage types would be considered out of scope:

- Building identification and information signs
- Interior building navigational signage (Example: A series of signs that would direct someone to the third floor to find administrative offices at a recreation centre);
- Informational or regulatory signage (Example: A sign listing by-law or regulatory information at a parking garage);
- Trail directional signs

Although these projects are out of scope, the strategy can still be referenced in the above areas to support the development of signage, particularly in the use of standard icons, nomenclature, and accessibility-oriented design.



(A photo from a city council meeting.)

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Wayfinding Governance Across the System Lifecycle

The following considerations support effective governance across each phase of the wayfinding system's lifecycle.

Planning and Design

During the planning and design stages—both current and future—City staff, design consultants, and relevant community stakeholders work collaboratively to shape solutions that align with the Wayfinding Strategy's vision and principles. Example governance activities may include:

- Ensuring representation from various municipal departments (e.g., Communications, Public Works, Planning, Economic Development, Corporate Assets), community organizations, and the public during key stakeholder engagement sessions and design reviews.
- Evaluating wayfinding design proposals against the principles of accessibility, inclusion, consistency, and clarity as outlined in the Wayfinding Strategy.
- Supporting alignment between wayfinding initiatives and other city-led planning frameworks, such as the Official Plan, Transit Master Plan and Accessibility Standards.

Commissioning & Post Implementation

As wayfinding elements are fabricated and installed, governance will shift toward implementation logistics and operational integration. This includes onboarding those who interact with the system regularly. Example governance activities may include:

- Delivering training and orientation to frontline City staff (e.g., customer service representatives, tourism staff, by-law officers) on wayfinding messaging and system navigation.
- Preparing materials to assist partner organizations, local businesses, and tourism operators in incorporating wayfinding guidance into their visitor interactions.
- Coordinating post-installation review workshops with operations teams, accessibility advisors, and external partners to collect input.
- Publishing a post-implementation Wayfinding Action Plan to document next steps and establish maintenance and review protocols.

Post Implementation

After the system is live, governance should focus on continuous performance monitoring, user feedback, and opportunities for refinement or future expansion. This phase supports a sustainable and evolving system that remains effective and inclusive. Example governance activities may include:

- Monitoring wayfinding system performance through public feedback (e.g., online surveys, social media, service counters) and integrating it with other municipal performance indicators (e.g., visitor satisfaction, mode share, transit ridership).
- Regular reviews with operational leadership (e.g., Transportation Services, Parks, Facilities) to assess maintenance needs and performance against strategic goals.
- Supporting Quality Improvement (QI) efforts through data-driven assessments of the wayfinding system's accessibility, clarity, and impact on navigation outcomes.
- Initiating periodic return-to-design cycles where needed, to update or refine content, signage, or digital tools in response to community growth or system performance.

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Wayfinding Governance Committee

The City of Kawartha Lakes Wayfinding Program operates under a community development model. It is designed to create an accessible, supportive framework that helps communities, businesses, and visitors seamlessly navigate the municipality.

Dedicated Signage Coordinator (Program Lead)

To ensure the program's success, a dedicated Lead role is established to serve as the single point of accountability. Wayfinding cannot be effectively managed as an informal or secondary responsibility.

- Acts as the main point of contact for external applicants, community partners, and internal staff.
- Manages day-to-day operations, customer experience, intake processes, and system management.
- Coordinates the Wayfinding Governance Committee, prepares project files for review, and ensures interdepartmental alignment.
- Maintains the strong connection between physical assets, online mapping, tourism branding, and community development.

Core Committee Responsibilities

- Proposal Review: Evaluate project proposals involving physical or digital wayfinding elements.
- Standards Compliance: Ensure strict compliance with established city standards for physical design, materials, naming conventions, and brand alignment.
- Tech Integration: Oversee the integration of new technologies, digital wayfinding tools, QR codes, and online mapping.
- System Consistency: Promote accessibility and consistency across all public facilities, pedestrian routes, and roadways.

Wayfinding Governance Committee (WGC)

The WGC provides leadership, strategic oversight, and guidance on all matters relating to signage, maps, digital wayfinding tools, and pre-trip information. The Committee ensures all planned systems uphold the broader corporate strategy, visual identity, and applicable municipal policies.

- Review Timeline: The WGC requires a minimum of three (3) weeks to review and provide comment on a wayfinding project proposal.
- Core Committee Membership (or Designate)
- Economic Development & Tourism (Committee Chair)
- Strategic Communications and Community Engagement
- Information Technology / GIS Services
- Public Works & Operations
- Corporate Assets / Realty Services
- Community Services

Roles and Responsibility

To embed wayfinding into broader City investment planning, signage planning is integrated directly into the municipal capital budget process.

Program Lead
- Establish annual maintenance budgets and capital renewal budgets.
- Engage the Wayfinding Governance Committee in the development or evaluation of wayfinding packages for approvals.
- Implement wayfinding projects.

Economic Development and Tourism
- Champion the Wayfinding Strategy.
- Lead the Wayfinding Governance Committee and maintain the Wayfinding Governance Policy.

Community and Strategy
- Ensure strict brand alignment and visual identity protection.
- Support the Coordinator in maintaining consistent messaging across physical and digital assets.

Information Technology and GIS
- Maintain the GIS layer associated with wayfinding signage to assist in infrastructure asset management, renewal, and maintenance planning.

Public Works and Engineering
- Provide technical and infrastructure standards for sign placement and ensure right of ways are maintained and path of travel are clear.
- Support the maintenance, repair, and ownership tracking of signage.

By-Law and Municipal Law Enforcement
- Oversee regulatory enforcement, sign permits, and compliance with local sign by-laws.

Planning/ Development Services
- Review wayfinding proposals against broader growth, community development, and land-use policies.

Community Services
- Asset naming accuracy, event scheduling policies, pedestrian user-experience.

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Shop Drawings, Sample Review and Prototypes

The Shop Drawing, samples, and prototype review phase is the formal process through which the awarded vendor demonstrates their ability to fabricate the City of Kawartha Lakes wayfinding signage to the required standards. This phase ensures accuracy, consistency, durability, and accessibility before any production begins. No fabrication is permitted until all components of this phase are fully approved.

This phase verifies that:

- Shop drawings accurately interpret the approved design standards
- Materials and finishes meet durability, accessibility, and visual requirements
- Prototypes demonstrate real-world performance and fabrication quality

Shop Drawing Review

The vendor must provide complete, detailed shop drawings for every sign type included in the contract. Each shop drawing must include:

- Dimensions (height, width, depth, material thicknesses)
- Construction details (layers, frames, hardware attachment, reinforcement)
- Typeface and colour references
- Material specifications and finishing

All information should align with the drawings outlined in this package. Any ambiguity or information that is not clear should be rectified to ensure compliance. The shop drawing phase of work can be daunting and may require several revisions. It is encouraged to go through the process carefully and request as many revisions as needed from the fabricator to ensure the work is completed properly.

Samples and Finish Review

Samples and finishes need to be reviewed prior to anything going into production.

The samples & finishes review ensures that all signage components meet the City's standards for durability, accessibility, and visual consistency. It confirms that colours, tactile elements, and surface finishes accurately match the approved design requirements. By evaluating physical samples, the City can prevent unapproved substitutions and identify material issues before fabrication begins. This review protects the long-term quality of the wayfinding system and reduces maintenance or replacement costs.

The following samples should be requested (dependent on project scope):

- Finished substrate samples (painted aluminum, digital prints with any applicable top coating)
- Vinyl
- Wood

Samples should be evaluated for:

- Colour accuracy and matching
- Finish quality
- Tactile and braille clarity
- Durability, resistance to wear and material integrity

Prototype Review

Once samples and shop drawings are approved, the vendor must supply prototypes that represent final production quality. Samples can either be requested as a section of a proposed sign, or the entire proposed sign. If you are requesting a full sign prototype there may be higher associated costs, but if approved the prototype can be used for the final product.

Ensure you are requesting prototypes that encompass all different finishing and material details. For example:

- Blue painted panel with reflective vinyl
- Blue painted panel with digital print and clear coat
- Blue painted aluminum panel with light blue circle pictogram

Prototypes should be evaluated for:

- Stability and rigidity
- Consistency with approved shop drawings
- Clean edges, precise assembly and uniform finishing
- Colour match consistency



(A photo of an example of sample review showing colours of varying shades of blue.)

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Implementation

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Implementation Phases

The City of Kawartha Lakes Wayfinding Strategy is intended to be implemented through a phased approached based on the City's priorities.

This strategy identifies a set of implementation priorities that have been determined through engagement with the City and community. These priorities are informed by the background review and are intended to:

- Supporting local businesses by making downtown areas, cultural sites, and tourist attractions easy to find.
- A cohesive brand that unifies all communities of Kawartha Lakes.
- Provide a unified and trustworthy navigational experience for visitors.

To support consistent implementation, the Wayfinding Strategy:

- Prioritizes a "progressive disclosure" model—regional destinations first, then local landmarks, then specific parking/services.
- Establishing a unified system starting with municipal borders and tier 1 communities and continuing to expand the network in subsequent phases.

To support future planning, cost ranges for each priority are provided as Class D estimates. These are high-level, preliminary figures based on a broad set of assumptions; they represent an order-of-magnitude outlook rather than committed budgets or approved funding. Implementation for each phase is estimated to take two years.

Phase 1: Tier 1 Community Gateway Signs, Tier 1 vehicular directional signs and Municipal Gateway Signs

Focusing on the highest-priority signage to create a consistent identity, improve navigation, and establish the foundation for the wayfinding system.

Improved Vehicular Navigation
- Introducing clear, strategically placed vehicular directional signs along primary routes to guide residents and visitors to major destinations, settlement areas, and civic amenities.

Consistent Experience
- Applying a unified visual language to ensure a recognizable and seamless experience regardless of the direction of travel.

Asset Foundation
- Establishing the primary wayfinding framework that future pedestrian signage, downtown kiosks, and tier 1 & 2 directional signs will build upon.

Class D Cost Estimate
$1,130,000

Phase 2: Tier 1 Community Pedestrian Wayfinding and Tier 2 Community Gateway Signs

Improving navigation within communities and creating a connected experience between arrival points and key destinations.

Pedestrian Navigation
- Installing clear, easy-to-follow pedestrian signs that help residents and visitors navigate downtown areas, parks, trails, and community destinations.

Community Identity
- Adding Tier 2 Community Gateway Signs to reinforce the unique character of each settlement area while maintaining a consistent municipal identity.

Connected Destinations
- Linking gateways, parking areas, downtowns, trails, and civic destinations through a coordinated wayfinding system that makes moving through the community simple and intuitive.

Class D Cost Estimate
$1,170,400

Phase 3: Tier 2 Community Vehicular and Pedestrian Wayfinding

This phase extends the wayfinding network into tier 2 communities ensuring the same navigational clarity found in major centers is extended.

Navigational Continuity
- This phase implements the navigational "spine" for secondary communities/

Predictable Experience
- The system maintains branding consistency across smaller locales and the transition from rural roads to local sidewalks remains familiar and reliable.

Eliminating Rural Dead Ends
- Clearly marking services, small-town shops, and park entries, the system prevents navigational gaps in the municipality's more remote areas.

Class D Cost Estimate
$319,440

Phase 4: Directional Signage Between Communities

This phase bridges the gaps between settlement areas, ensuring a continuous navigational thread across the municipality's rural road network.

Regional Continuity
- Placing directional signage at key rural intersections, the system guides and highlights travelers smoothly from one community to the next.

Consistent Rural Branding
- Whether traveling between Omemee and Bobcaygeon or through the northern reaches, the familiar "Kawartha Blue" signage provides a reliable visual cue that travelers are still on the right path.

Closing the Distance Gaps
- Clearly marking directions to upcoming villages, services, and regional attractions, this phase eliminates "middle-of-nowhere" uncertainty. It ensures that rural corridors act as connectors providing a seamless journey across the entire municipality.

Class D Cost Estimate
$903,430

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Funding Framework

Rural Ontario Development (ROD) Program
Formerly the RED program, this provides up to 35% to 50% cost-sharing for wayfinding and streetscaping projects that support rural economic development.

- **Funding Amount:** Typically 35% to 50% cost-sharing for municipal projects.
- **Eligible Projects:** Infrastructure that "unlocks economic potential" and "strengthens rural communities."
- **Kawartha Strategy Fit:** Ideally suited for Tier 2 and Tier 3 Gateway signs and Inter-Community Directional signs. It supports the "de-cluttering" of rural corridors and the installation of unified markers in smaller villages.

Eastern Ontario Development Fund (EODF)
EODF is a robust, regional fund specifically managed by the Ministry of Economic Development, Job Creation and Trade to drive larger-scale economic impact in Eastern Ontario.

- **Funding Amount:** Typically provides a grant of up to 50% of eligible costs, with a maximum cap of $1.5 million per project.
- **Eligible Projects:** Regional infrastructure and "cluster development" initiatives that directly attract private investment, improve industrial competitiveness, or implement comprehensive economic development strategies across multiple communities.
- **Kawartha Strategy Fit:** This fund is the ideal fit for Tier 1 and Tier 2 Wayfinding in major employment and tourism hubs (like Lindsay or Fenelon Falls). It supports high-impact "Community Kiosks" and "Industrial Park Wayfinding" that solve navigation barriers for businesses and large-scale tourism operators.

My Main Street — Community Activator
My Main Street is designed to drive community prosperity by supporting "Community Activators"—high-impact placemaking projects that bring economic activity back to local downtowns. It prioritizes projects that reshape public spaces to maximize shared value and attract visitors.

- **Funding Amount:** Provides up to $250,000 in non-repayable contributions. In some intakes, successful applicants can receive up to 25% of their approved project costs in advance to jumpstart construction.
- **Eligible Projects:** High-visibility "above-grade" improvements, including streetscape enhancements, decorative lighting, murals, and specialized kiosks. The focus is on projects that increase feelings of safety, community enjoyment, and physical appeal.
- **Kawartha Strategy Fit:** The program funds high-impact installations like pedestrian kiosks to encourage downtown exploration. It also supports Tier 3 gateway signs and unified service club kiosks, which replace visual clutter with modern markers that establish a distinct sense of community pride.

RTO8 Partnership Funding Program
Administered by Regional Tourism Organization 8 (RTO8) and funded by the Ontario Ministry of Tourism, Culture and Gaming, this organization is dedicated to expanding the visitor economy across Kawarthas Northumberland. Having already co-funded the development of this tourism wayfinding strategy, RTO8 is a natural partner to engage for its long-term implementation.

- **Funding Amount:** Matched funding model (not a grant). Minimum partner contribution of $1,500 and a maximum contribution of $14,000 from RTO8 (matched 50/50, or up to 40%–50% depending on the specific category).
- **Eligible Projects:** Digital marketing campaigns (promoting bookable consumer experiences with overnight stays), signage improvements (permanent wayfinding, heritage/storytelling, or TODS markers), visual asset creation (experience-based photography/videography), paid digital advertising, and tourism studies/strategic planning.
- **Kawartha Strategy Fit:** Strongly suited for localized, tourism-driven destination development. It directly helps operators, municipalities, and BIA/Chamber partners within Kawartha Lakes, Peterborough, and Northumberland build out the infrastructure, digital presence, and navigational signage needed to capture and retain regional visitors traveling more than 40 kilometers.

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