



## Report to Council

Department: Development Services  
Division: Economic Development  
Date: September 8, 2020  
Prepared by: Nelson Silveira, Economic Development Officer  
Report Number: Economic Development-2020-15  
Subject: Wayfinding Signage Implementation  
Number of Pages: 4

### Recommendation(s)

**That** Economic Development-2020-15 entitled Wayfinding Signage Implementation prepared by Nelson Silveira, Economic Development Officer dated September 8, 2020 be received, and

**That** Council provide direction on the use of the word "Centre" on proposed signage as it relates to Essex, Harrow, Colchester, and McGregor urban centres.

### Purpose

To provide Council with an update on the municipal wayfinding signage project and seek direction on the use of the word "Centre" on proposed signage as it relates to Essex, Harrow, Colchester, and McGregor urban centres.

### Background and Discussion

Municipal wayfinding signage is intended to inform and direct visitors and residents to key points of interest related to cultural and recreational amenities, business districts and municipal services. This includes an overall signage design that is cohesive, attractive, easy to follow, and creates improved branding for the Town of Essex.

In the 2019-2022 Corporate Strategic Plan, Council has identified that implementing wayfinding signage throughout the municipality was a priority in improving connectivity between our urban centres. Administration has been working collaboratively to implement the wayfinding signage project, which has included a technical and feasibility review of various locations throughout the municipality.

As depicted in the image below, on June 30, 2020 a sample wayfinding sign was placed at the intersection of King and Queen Streets in downtown Harrow to provide Council, residents, and businesses with advanced exposure, as well as to provide Administration with insight into technical matters. Response on the design and placement has been overwhelmingly positive.



County of Essex approval has been received for wayfinding signage along various County Roads in Colchester and McGregor with installation targeted for completion by the end of

2020. Installation in the urban centres of Essex and Harrow will be coordinated with the streetscape project schedules in those areas.

Administration is seeking Council's consideration regarding use of the word "Centre" on the wayfinding signage as it relates to our urban centres. It is important to note that the existing Gateway Signage in each of our four urban centres include the word "centre". However, during the recent strategic planning process, it was identified that the word "centre" be removed.

Below are options for Council's consideration:

**OPTION 1:** Use of the word "Centre" following Essex, Harrow, Colchester, and McGregor urban centres on all signage. As noted above, this option aligns with the existing Gateway and Facility Signage in place throughout the municipality.

**OPTION 2:** Use "Centre" in reference to Essex Centre and remove "Centre" when referring to Harrow, Colchester and McGregor.

## **Financial Impact**

Funding for this project was provided by the Main Street Revitalization Initiative through the Ministry of Agriculture, Food and Rural Affairs. Council approved \$5,000.00 in additional funding in 2020 to complete this initial implementation of wayfinding signage.

## Link to Strategic Priorities

- ☐ Manage, invest and plan for sustainable municipal infrastructure which meets current and future needs of the municipality and its citizens.
- ☐ Create a safe, friendly and inclusive community which encourages healthy, active living for people of all ages and abilities.
- ☐ Provide a fiscal stewardship and value for tax dollars to ensure long-term financial health to the municipality.
- ☒ Manage responsible and viable growth while preserving and enhancing the unique rural and small town character of the community.
- ☐ Improve the experiences of individuals, as both citizens and customers, in their interactions with the Town of Essex.
- ☐ Improve the Town's capacity to meet the ongoing and future service needs of its citizens while ensuring the corporation is resilient in the face of unanticipated changes or disruptions.

## Report Approval Details

Document Title:	Wayfinding Signage Implementation - Economic Development-2020-15.docx
Attachments:	
Final Approval Date:	Sep 2, 2020

This report and all of its attachments were approved and signed as outlined below:

A handwritten signature in black ink, appearing to read "Lori Chadwick", with a long horizontal flourish extending to the right.

**Lori Chadwick, Director, Development Services - Aug 31, 2020 - 3:31 PM**

**No Signature - Task assigned to Chris Nepszy, Chief Administrative Officer was completed by delegate Doug Sweet, Director, Community Services/Deputy CAO**

**Chris Nepszy, Chief Administrative Officer - Sep 2, 2020 - 11:20 AM**