

# Wayfinding Strategy

The District of 100 Mile House Economic Development Strategy identified that 100 Mile House needs to create a wayfinding strategy to determine the best mix of tools to increase awareness of the region.

The District of 100 Mile House is seeking proposals from potential consultants with placemaking expertise to develop a Wayfinding Strategy for the District of 100 Mile House.

The Wayfinding Strategy will provide analysis, system design and recommend a phased implementation plan. This infrastructure investment will highlight local assets and facilities to support visitors, new residents, and businesses and to guide people moving throughout the community, giving visitors a positive experience. A Wayfinding Strategy will provide clear guidance for visitors and encourage them to explore destinations not immediately visible from the highway.

The selected consulting firm will be expected to:

- a) conduct a review of the municipality and familiarize themselves with the current signage situation
- b) prepare and submit a signage audit of all municipal signage
- c) conduct research, provide analysis, report, and make recommendations on:
  - Using landmarks to provide orientation cues and memorable locations
  - Create well-structured paths
  - Create regions of differing visual characteristics
  - Create an identity at each location, different from all the others
- d) establish a strategy for aesthetic signage to make landmarks and services easy to find

The wayfinding strategy will create both a pride of place for residents and to welcoming and assisting our seasonal residents and visitors.

A rebranding is not within the scope of work of this project. However, utilizing existing identity, potentially in a hybrid brand format, may be considered.