

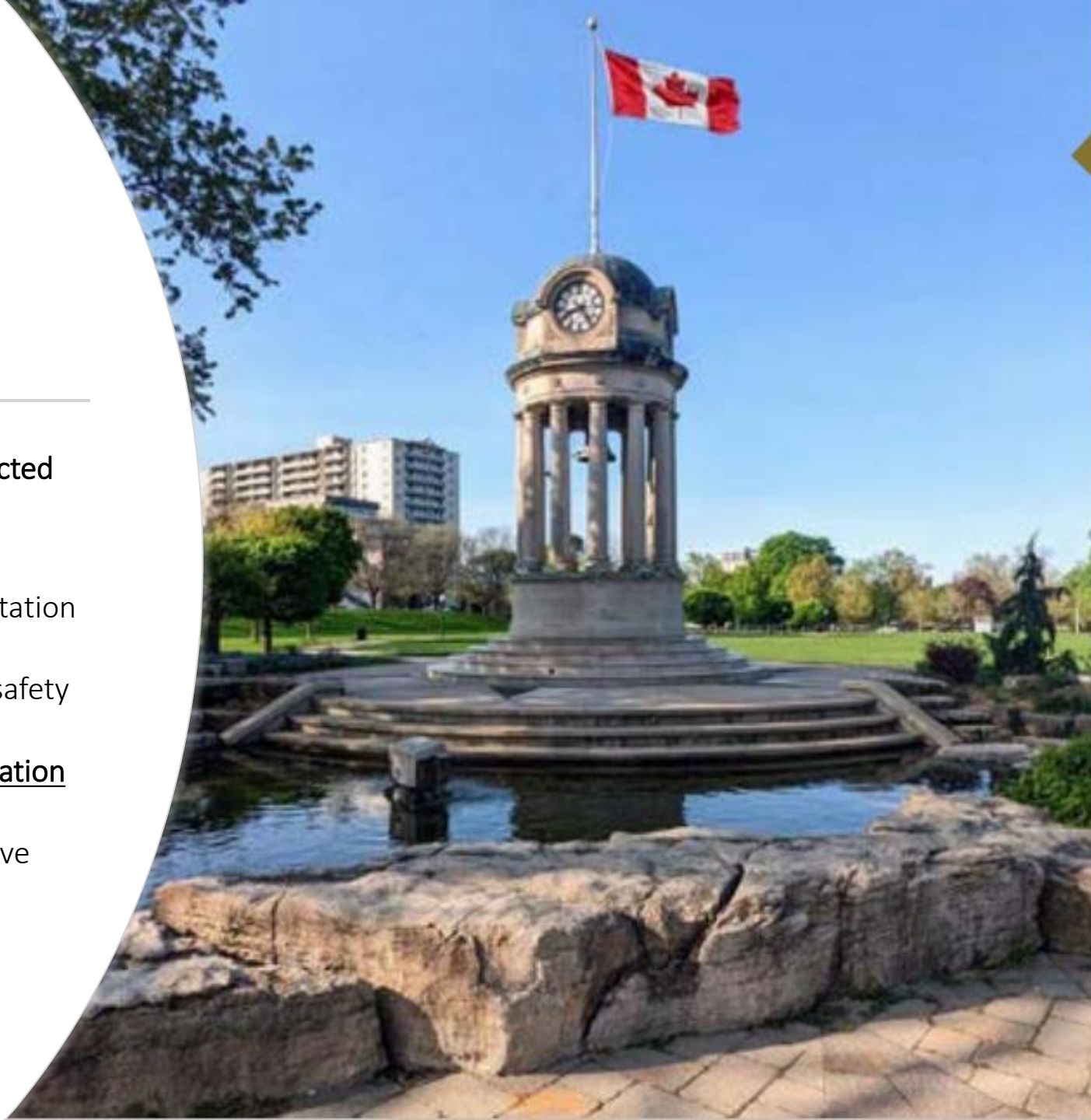
Wayfinding and branding for city-wide active transportation routes

September 16, 2024



Project Justification

- Strategic Plan: Building a connected city together
- Actions:
 - Housing for All implementation
 - Localized transportation safety improvement program
 - City-wide active transportation routes
 - Official Plan comprehensive update



**WE
ARE
KITCHENER**

KITCHENER'S 2023-2026
STRATEGIC PLAN



Project Purpose

Encourage increased use of active transportation that connects neighbourhoods through holistic trail and bike route enhancements that are easy to identify, navigate and use for all ages and abilities



Easy to use for All Ages and Abilities

- All ages and abilities infrastructure is a priority in the Cycling and Trails Master Plan
- People can be confident they can travel the majority of city-wide routes on all ages and abilities infrastructure



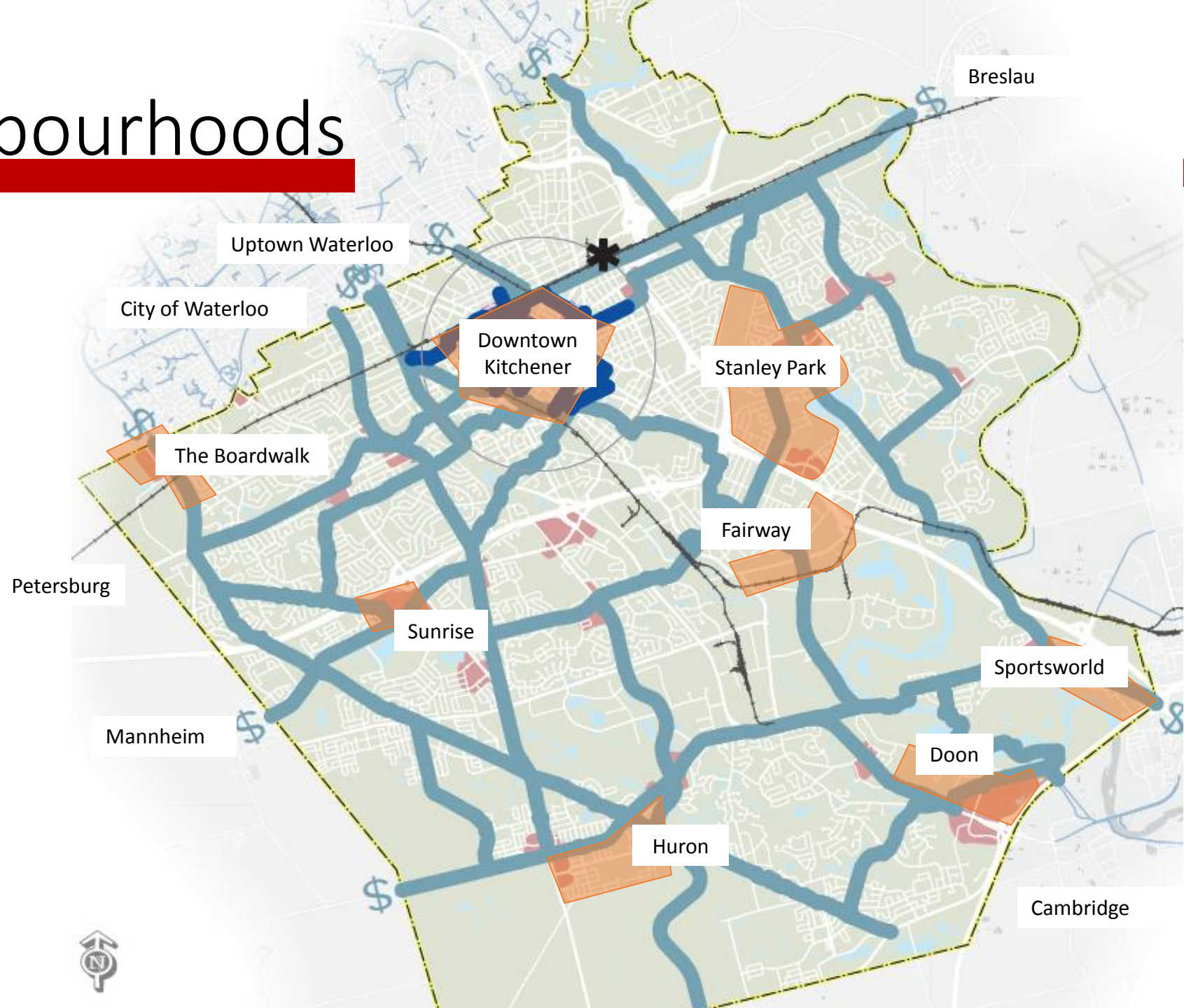
Connects Neighbourhoods

- Level 1 destinations in Kitchener identified using criteria from Cycling and Trails Master Plan:
 - Regional, municipal, town or urban centres
 - Characterized as major centre of activity that offer a range of attractions and services and provide primary geographic orientation points.
 - Recognizable to a Region-wide audience as an orientation point
 - Has a transit terminal with the same name
 - Has multiple Level 2 or 3 destinations with the same name (ex. community centre or shopping centre)



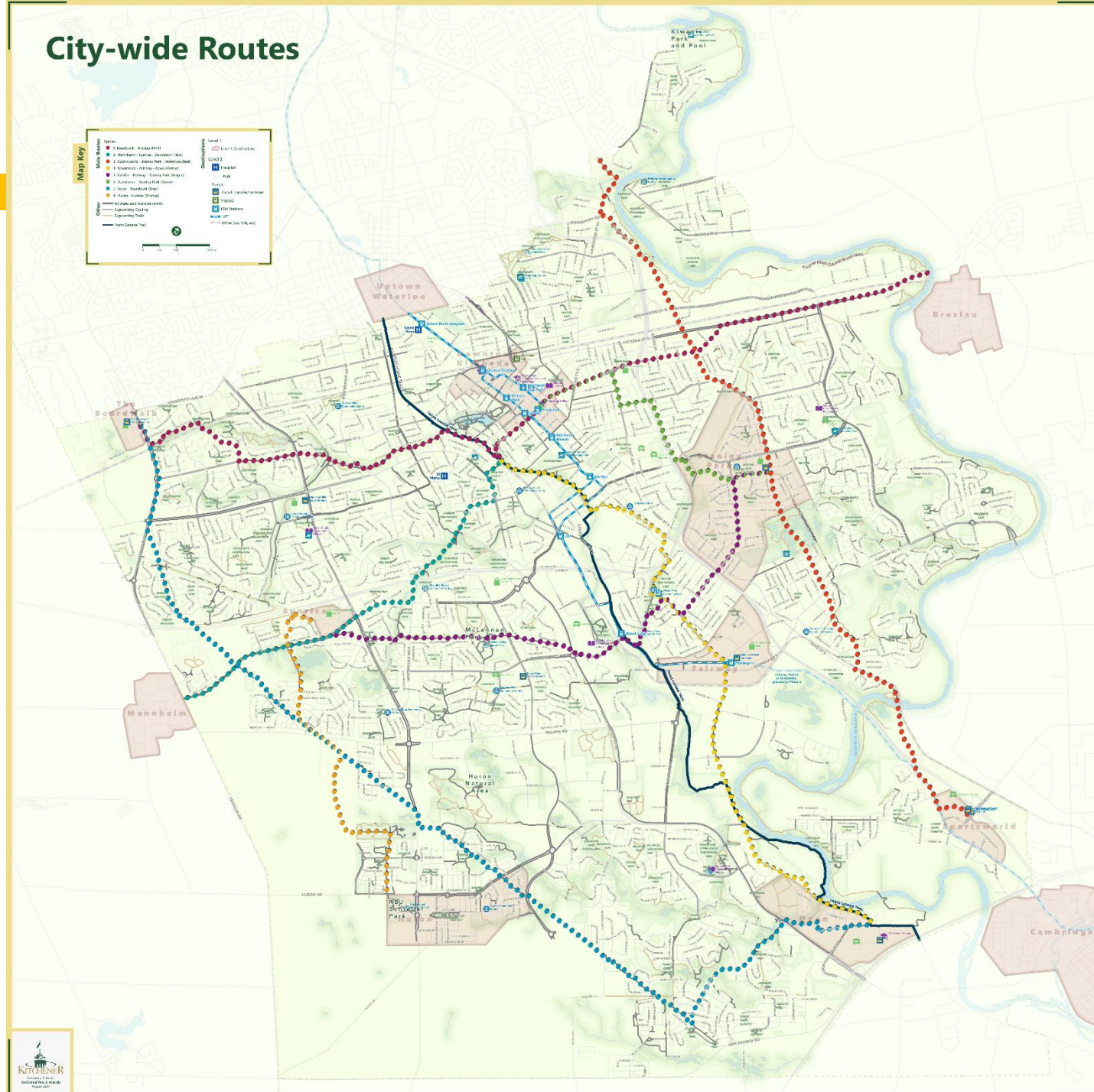
Connects Neighbourhoods

- 8 in Kitchener:
 - Downtown Kitchener
 - Boardwalk
 - Fairway
 - Stanley Park
 - Sportsworld
 - Sunrise
 - Doon
 - Huron
- 6 adjacent to Kitchener:
 - Uptown Waterloo
 - City of Waterloo
 - Cambridge
 - Breslau
 - St. Petersburg
 - Mannheim



Easy to identify

- Trans Canada Trail
1. Boardwalk – Breslau
 2. Mannheim – Sunrise - Downtown
 3. Sportsworld – Stanley Park - Waterloo
 4. Downtown – Fairway – Doon
 5. Sunrise – Fairway - Stanley Park
 6. Downtown – Stanley Park
 7. Doon – Boardwalk
 8. Huron - Sunrise



Easy to navigate

Subway Style Map

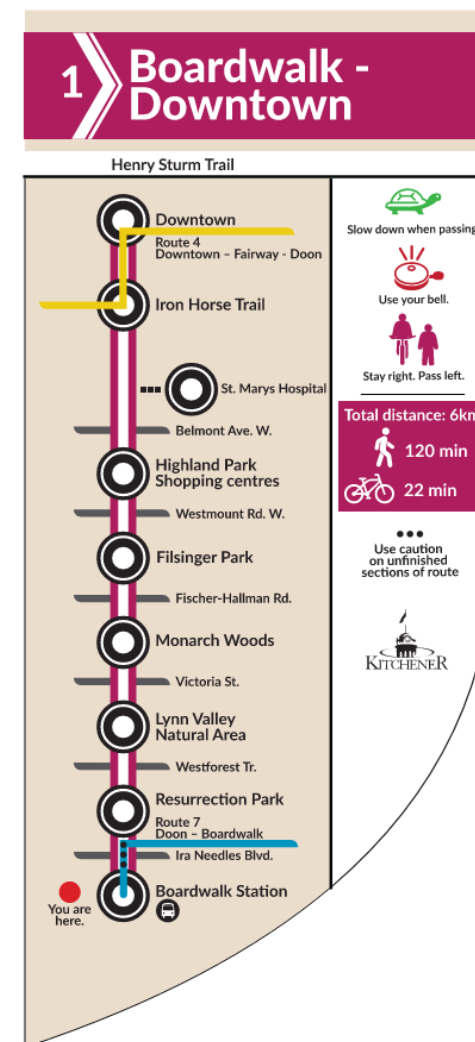
- Used mainly at start/end of route for overview of route and to highlight major destinations



Sign with no branding
(existing)



Proposed sign with branding



Easy to navigate

Directional Blade

- Used at intersections to help navigate route on trails



Sign with no branding (existing)



Proposed sign with branding



Financial Implications

- Implementation of the wayfinding signage is estimated to cost \$12,000 per km.
- The total cost of wayfinding for all 100 km of the routes would be \$1.2 Million
- At the current rate of funding, it will take approximately 16 years to fully implement the wayfinding and branding of routes

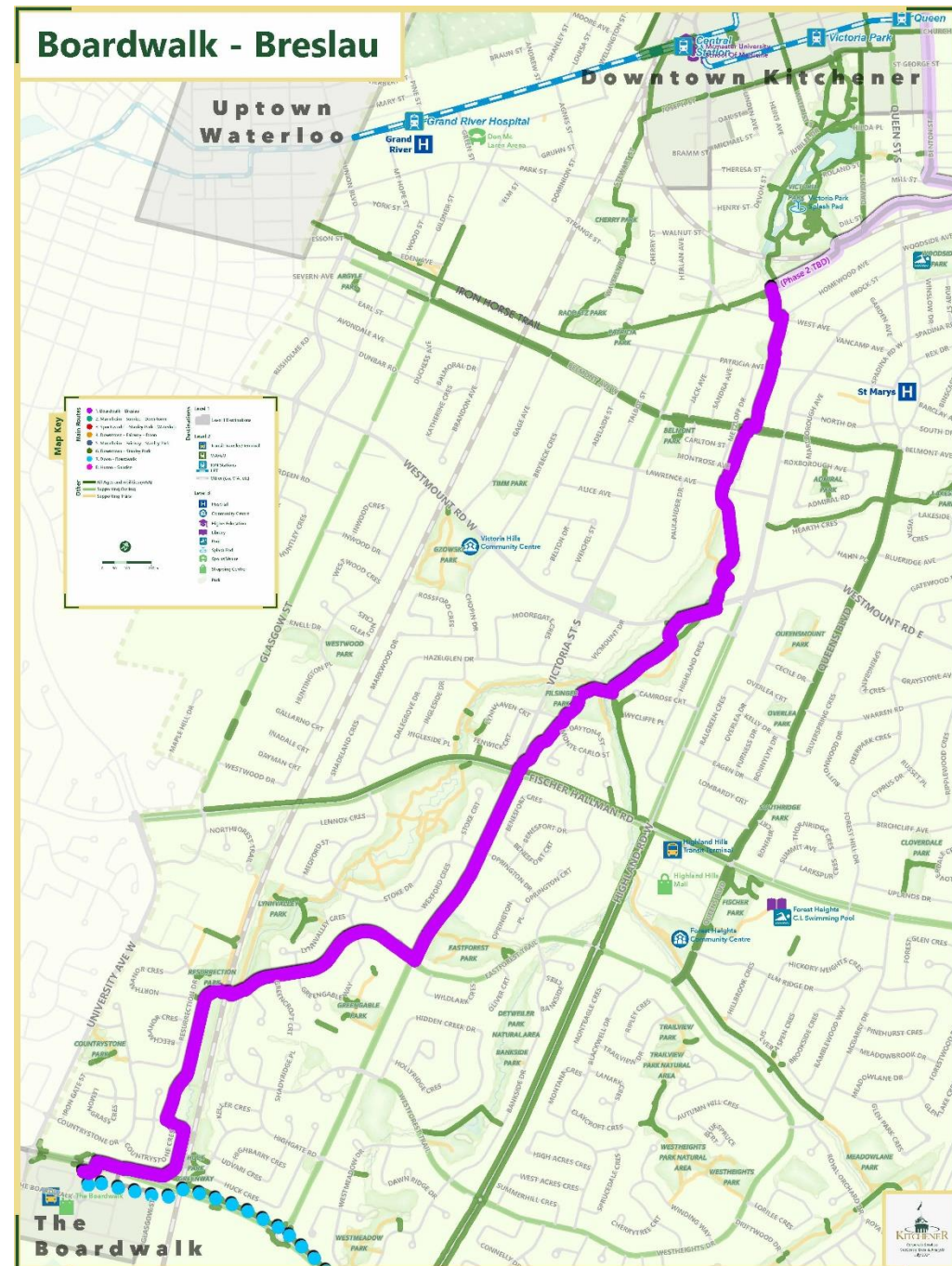


Implementing the routes

1 Boardwalk – Downtown

- Opening in 2025 with future expansion to Breslau

Goal to complete 1-2 Routes per year, depending on infrastructure upgrades



Public Engagement

Do the proposed routes, signage & branding achieve the goal of strategic plan item?

“We get around easily, sustainably and safely to the places and spaces that matter most to us.”

- 2 pop-up engagement workshops
- Workshop on Wheels – Ride the Boardwalk Route
- Survey on Engage Kitchener available until October 25th.

