



Saugeen Shores Active Transportation Wayfinding Signage Strategy

Final Report

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Saugeen Shores Active Transportation Wayfinding Signage Strategy

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Table of Contents

SECTION ONE

Foundations	1
1.1 Introduction	2
1.1.1 About Saugeen Shores	2
1.1.2 Strategy Overview	3
1.2 Planning Context	4
1.2.1 Town Reports, Plans, and Studies	4
1.2.2 Legislation	5
1.2.3 Other Initiatives	6
1.3 Best Practice Review	7
1.3.1 Overview	7
1.3.2 Criteria for Review	8
1.3.3 Our Findings	9
1.4 Existing Conditions	11
1.4.1 Overview	11
1.4.2 Our Findings	12



SECTION TWO

Recommendations and Signage Design 19

2.1 Destination and Routing Recommendations 20

2.1.1 Overview	20
2.1.2 Destination Criteria	21
2.1.3 Determine Destination Ranking	22
2.1.4 Destination Listing	23
2.1.5 Active Transportation Routes	27

2.2 Sign Types Recommendations 30

2.2.1 Overview	30
2.2.2 Recommended Sign Type Listing	31
2.2.3 Understanding Use	42

2.3 Conceptual Design 43

2.3.1 Overview	43
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2.4 Community Engagement 44

2.4.1 Overview	44
2.4.2 Section 1: Destinations	45
2.4.3 Section 2: Routing / Paths of Travel	47

2.5 Sign Design Manual 49

2.5.1 Overview	49
2.5.2 Sign Content	50
2.5.3 Graphic Standards	54

SECTION THREE

Implementation Plan 55

3.1 Placement Plan and Messaging Charts 56

3.1.1 Overview	56
3.1.2 Phasing Guidelines	57
3.1.3 General Placement Standards	59
3.1.4 Placement Plan	61
3.1.5 Messaging Charts	66

3.2 Installation Guide 71

3.2.1 Overview	71
3.2.2 Installation Guidelines	72
3.2.3 Fabrication Standards	74
3.2.4 Management Structure	75

3.3 Maintenance Plan 76

3.3.1 Overview	76
3.3.2 Maintenance	77
3.3.3 Replacement Guidelines	78

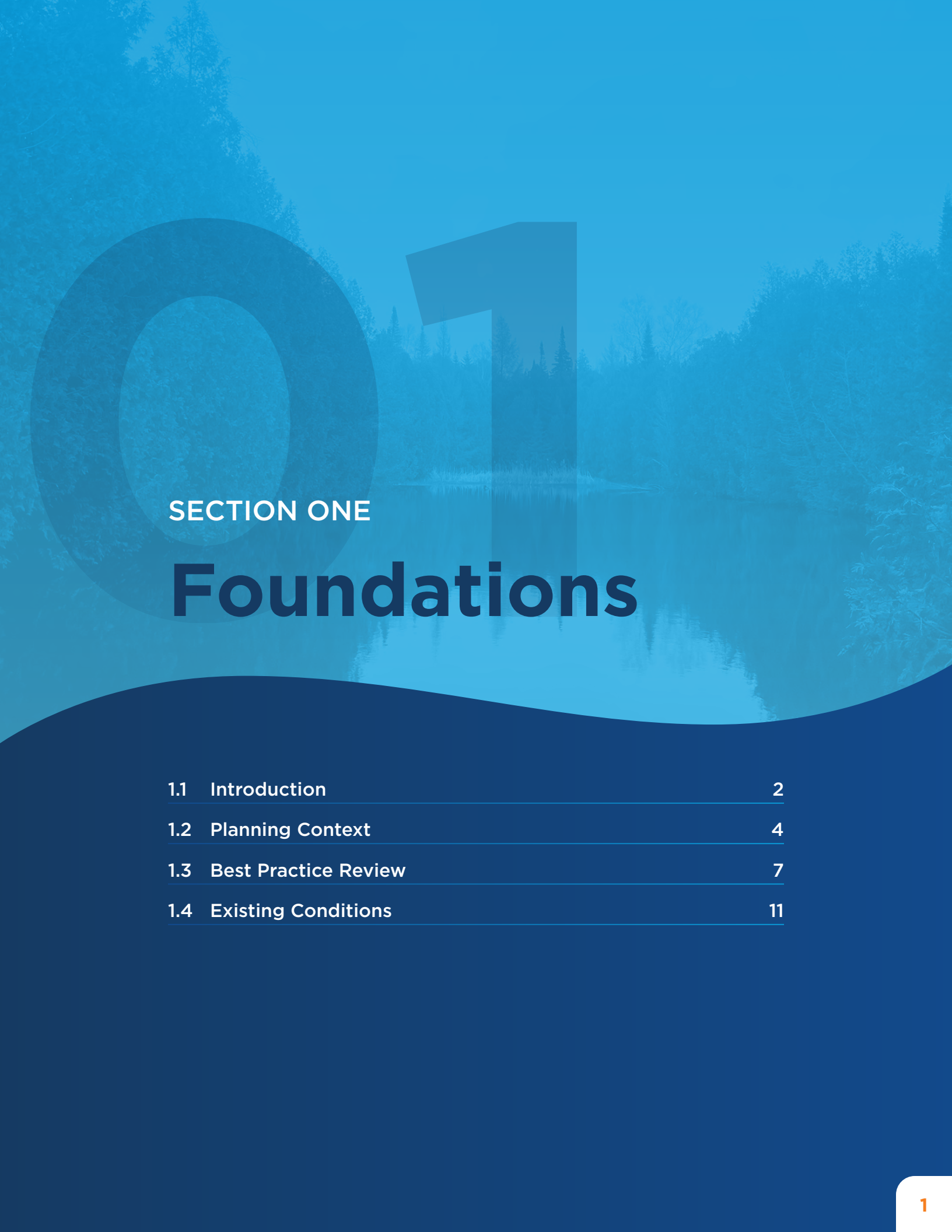
SECTION FOUR

Appendices 80

Active Transportation Wayfinding Signage Sequence	81
Additional Survey Results	82

4.1 Innovations and Trends 85

4.1.1 Digital Integration	85
4.1.2 Planning and Navigation	86
4.1.3 Mobile Applications	89
4.1.4 Interactive Technologies	90

The background of the page features a serene landscape of a calm lake reflecting a dense forest of evergreen trees. Overlaid on the left side of the image is a large, semi-transparent graphic of the numbers '01'.

SECTION ONE

Foundations

1.1	Introduction	2
1.2	Planning Context	4
1.3	Best Practice Review	7
1.4	Existing Conditions	11



1.1 Introduction

1.1.1 About Saugeen Shores

The Town of Saugeen Shores is located on Lake Huron in Bruce County. Known for its beautiful sunsets, picturesque waterfront and sandy beaches, four-season multi-use trails and popular attractions and events, the Town is a chosen tourist destination for visitors near and far. Beside tourism, key economic sectors include nuclear power, agriculture and small businesses.

The Town has a population of approximately 15,900 people located within the two urban communities of Port Elgin and Southampton and the surrounding Saugeen Township. With planned growth, the Town's population is projected to expand to approximately 19,000 residents by 2031, an increase of more than 35% over the next 12 years (Saugeen Shores, 2020).

The multi-modal transportation network serving the Town comprises roadways, sidewalks, bicycle paths and trails. The road network includes Provincial Highway 21, which traverses the urban communities of Saugeen Shores and serves as their main street. The highway is a critical inter Municipal passenger and goods movement corridor within southwestern Ontario.

1.1.2 Strategy Overview

The Saugeen Shores Active Transportation Wayfinding Signage Strategy (the Strategy), is intended to provide the Town with a clear path forward for active transportation wayfinding signage within the community — supplementing existing vehicular-oriented wayfinding signage, complementing active transportation infrastructure, and supporting its users.

Taking into consideration Saugeen Shores' status as a designated Bicycle Friendly Community, recommendations proposed by the Town's Bicycle Friendly Community ad hoc Committee, and the Transportation Master Plan, the following principles guide the Strategy:

Guiding Principles

- **Connecting People with Places:** Ensuring signage effectively links users to key community amenities, attractions, and destinations.
- **Promoting Active Travel:** Encouraging the use of active transportation by providing clear and direct navigation.
- **Maintaining Motion:** Facilitating continuous movement with minimal stops and clear directional guidance.
- **Simple, Clear, and Logical:** Designing signage that is easy to understand and follow.
- **Predictable:** Ensuring consistency in signage to build user familiarity and confidence.
- **Inclusive:** Designing signage that is accessible to all users.
- **Community-Driven Design:** Involving community partners in the design process to reflect community needs and identity.



1.2 Planning Context

1.2.1 Town Reports, Plans, and Studies

An extensive collection of Town reports, plans, and studies were reviewed, to ensure that the Strategy supports goals, aligns with planning parameters, and complements ongoing initiatives, where applicable. Documents captured in this review include, but are not limited to:

Document Overview

- Asset Management Plan (2024)
- Community Toolkit, Port Elgin (2024)
- Community Toolkit, Southampton (2024)
- Saugeen Shores Bicycle Friendly Communities Executive Summary, Report and Recommendations (2017)
- Town of Saugeen Shores Accessibility Plan 2024 - 2028 (2024)
- Town of Saugeen Shores Strategic Plan 2023 - 2027 (2023)
- Town of Saugeen Shores Transportation Master Plan (2020)
- Town of Saugeen Shores Bicycle Friendly Community ad hoc Committee's Final Report (2022)

1.2.2 Legislation

Accessibility for Ontarians with Disabilities Act, 2005

Effective accommodation is a basic responsibility of the Municipality, upheld by the Accessibility for Ontarians with Disabilities Act, 2005, (AODA) in Ontario.

Pertinent to this Strategy, the Design of Public Spaces Standards (DPSS) — also referred to as Accessibility Standards for the Built Environment, referenced in the Integrated Accessibility Standards Regulation, under the AODA — speak to accessible signage and media practices.

For example, the DPSS specifies that a recreational trail must have signage at each trail head, that provides the following information:

- The length of the trail,
- The type of surface of which the trail is constructed,
- The average and the minimum trail width,
- The average and maximum running slope and cross slope; and
- The location of amenities, where provided.

This Strategy also addresses, and ensures AODA compliance through:

- Wayfinding messaging content,
- Font size and legibility,
- Colour Contrast (AA standard at minimum),
- Placement and height of signage; and
- Accessibility of mapped information.

1.2.3 Other Initiatives

RTO7 Wayfinding Signage Standards and Specifications

The Regional Tourism Organization 7 (RTO7), is dedicated to the promotion and advancement of tourism-based opportunities within Bruce, Grey, and Simcoe counties. According to the RTO7 Wayfinding Signage Standards and Specifications (Fathom, 2021), this tourism-based wayfinding system was designed to provide a powerful visual aesthetic that will provide directions and assurance to the region's visitors.

The document provides a complete, phased Region 7 signage implementation program, and to ensure region-wide fabrication and installation consistency — a comprehensive specification package for all sign types.

Worth noting, the Town of Saugeen Shores currently follows the RTO7 signage standards and specifications for vehicular wayfinding and within the parks system.

Great Lakes Waterfront Trail Signage Standards

The Waterfront Regeneration Trust (WRT) is the primary organization responsible for the Great Lakes Waterfront Trail. As a charitable organization, they rely on willing Municipalities to install and maintain signage. Where possible (i.e., when resources/funding is available) they seek opportunities to collaborate with, and support, Municipalities to implement and audit signage.

According to the Great Lakes Waterfront Trail Signage Standards (Ontario, 2017), these guidelines serve as a tool for local partners to create a consistent and recognizable Great Lakes Waterfront Trail experience. Furthermore, this document provides an economical signage package, which can be easily installed and maintained by each Municipality or authority through which the Trail travels.

Recognizing that some Municipalities have, or will, develop local signage guidelines for their on and off-road trail systems, there is opportunity to incorporate the Great Lakes Waterfront Trail logos into local guidelines.



1.3 Best Practice Review

1.3.1 Overview

To better understand how other communities are tackling active transportation wayfinding and ensure that the Strategy aligns with best practices, a jurisdictional scan was completed. A total of five (5) documents were reviewed and compared, in an effort to identify common and 'best' practices, emerging trends, and characteristics that have led to successful implementation, where applicable. These documents included:

- Regional Municipality of Durham Cycling Wayfinding Signage Strategy, (2024)
- RTO7 Wayfinding Signage Standards and Specifications, (Fathom, 2021)
- Tiny Trails Wayfinding Master Plan, (2016)
- Town of Ajax Active Transportation Wayfinding Strategy, (2021)
- Town of Newmarket Active Transportation Plan, (2018)

1.3.2 Criteria for Review

The jurisdictional scan sought information from comparable communities and organizations — considering location, geophysical characteristics, and population size, amongst other traits. Date of publication was also considered. The following is a complete listing of criteria used:

Active Transportation Wayfinding

The document/strategy should direct wayfinding efforts, with a strong focus on active transportation oriented signage.

In Ontario

The community to which the document/strategy applies should be located in Ontario, Canada — experiencing similar climatic conditions, subject to Ontario legislation, etc.

Population > 450,000

The community to which the document/strategy applies should have a population below 450,000.

Published in 2015, or Later

The document/strategy should have been published within the last decade (i.e., 2015 or later).

Geography, Situated on a Waterfront

The community to which the document/strategy applies should have similar geography, and be situated on a waterfront and/or be considered a waterfront community.

Tourism and/or Seasonal Population

The community to which the document/strategy applies should promote tourism and/or experience a seasonal population draw (i.e., accommodate visitors and seasonal residents).

Bronze (or higher) Designated Bicycle Friendly Community

The community to which the document/strategy applies should hold Bronze (or higher) Designated Bicycle Friendly Community status — demonstrating a commitment to community cycling.

1.3.3 Our Findings

Ultimately, five (5) documents/strategies in alignment with the criteria listed above were selected and reviewed in depth. These include:

- Regional Municipality of Durham Cycling Wayfinding Signage Strategy, (2024)
- RTO7 Wayfinding Signage Standards and Specifications, (Fathom, 2021)
- Tiny Trails Wayfinding Master Plan, (2016)
- Town of Ajax Active Transportation Wayfinding Strategy, (2021)
- Town of Newmarket Active Transportation Plan, (2018)



Document Cover Previews

Document Highlights

It is widely recognized that a cohesive, attractive active transportation wayfinding system enhances navigation and enables individuals to:

- Easily and accurately locate their destination,
- Understand their location in relation to other significant places,
- Orient themselves correctly with minimal confusion or stress;
- Explore, discover new places and services; and
- Appreciate active transportation and trail infrastructure.

Generally, related documents/strategies emphasize the importance of:

- **Consistency:** Maintaining consistency (i.e., graphics, layout, naming, etc.) to aid in identification, orientation and navigation. Adopting graphics that are consistent with, or complementary to, existing community sign standards (i.e., existing vehicular signage).
- **Supporting All Users:** Servicing all user types, regardless of ability.
- **Accessibility:** Including relevant information (e.g., length, slope, etc.) at trailheads and major access points to allow users to navigate the system based on their accessibility needs. Evaluating routes and trail systems before implementing signage, to identify and rectify areas that do not meet the current AODA standards.
- **Reducing Clutter:** Using less signage and reducing redundancies, to improve legibility without compromising the natural environment.
- **Economic Viability:** Selecting materials and systems that are economically viable and sustainable. Capitalizing on funding opportunities that may assist with signage manufacturing and/or installation.
- **Seeking Input:** Conducting community feedback (i.e., design preferences, accessibility, understanding problem areas, etc.).
- **Information Hierarchy:** Establishing a hierarchy of destinations to support decision-making (i.e., which destinations to include on signage). Determining sign messaging to respond to immediate user needs, using destination proximity to determine the order in which destinations appear along a route.



1.4 Existing Conditions

1.4.1 Overview

In May 2025, members of the consulting team visited the Town of Saugeen Shores to conduct an inventory of existing signage to understand existing conditions, and identify needs and gaps to be addressed. The following is an overview of on-site observations and ‘first impressions’.

1.4.2 Our Findings

First Impressions

- Generally, there are very few, active transportation-oriented signs throughout the community, particularly on and/or adjacent to roadways.
- RTO7 vehicular oriented signage found in Port Elgin and Southampton is generally in good repair, consistent, and easy to identify. Sign ‘headers’ feature settlement area names (i.e. Port Elgin, Southampton) rather than ‘Saugeen Shores’.
- Signage lacks visual consistency (e.g., composition, colour, style) throughout the community, particularly between natural trail, rail trail and road environments.
- There are signs directing users along the Great Lakes Waterfront Trail, however long distances between signs cause confusion and uncertainty. Associated signage varies in scale and composition.
- Where trail signage exists, it is generally in good repair and easy to follow.
- Gaps in trail signage (i.e., unsigned intersections) cause confusion and uncertainty.
- There is a lack of signage directing visitors to trailheads or route ‘entrances’.
- Saugeen Shores Rail Trail signage is difficult to see from the road, making entrances difficult to locate and posing safety concerns at road crossings.
- Some instances of sign clutter, particularly where incremental additions have occurred (i.e., additional sign panels posted, new regulatory signage).
- Bicycle-friendly infrastructure and businesses do not appear to be supported and/or celebrated through current signage.
- There are multiple organizations involved in the trail network through Saugeen Shores. (Saugeen Shores Trails, GLWT, Saugeen Rail Trail Association and Bruce County Trails).

Opportunities

- Implement new, cohesive signage without requiring many removals.
- Build on existing RTO7 tourism-wayfinding signage system (i.e., existing vehicular oriented signage).
- Integrate Great Lakes Waterfront Trail markers into Town signage system.
- Promote use of active transportation infrastructure and highlight access points throughout the community.
- Consolidate information, reduce sign clutter (i.e., address incremental development).

Photo Inventory: Trail Environments

Note: The photo inventory captures representative signage of each type and does not reflect all signs within Saugeen Shores.



Photo Inventory: Great Lakes Waterfront Trail

Note: The photo inventory captures representative signage of each type and does not reflect all signs within Saugeen Shores.



Photo Inventory: Bruce County Rail Trail

Note: The photo inventory captures representative signage of each type and does not reflect all signs within Saugeen Shores.



Photo Inventory: Saugeen Shores Rail Trail



Photo Inventory: RTO7 Vehicular-Oriented

Note: The photo inventory captures representative signage of each type and does not reflect all signs within Saugeen Shores.



Photo Inventory: Waterfront

Note: The photo inventory captures representative signage of each type and does not reflect all signs within Saugeen Shores.



Photo Inventory: Other, Regulatory

Note: The photo inventory captures representative signage of each type and does not reflect all signs within Saugeen Shores.



SECTION TWO

Recommendations and Signage Design

2.1	Destination and Routing Recommendations	20
2.2	Sign Types Recommendations	30
2.3	Conceptual Design	43
2.4	Community Engagement	44
2.5	Sign Design Manual	49



2.1 Destination and Routing Recommendations

2.1.1 Overview

Drawing from the insights gathered in the previous section, a comprehensive list of active transportation destinations was compiled, along with proposed routes with the help of Town staff and the community. The following recommendations are supported by a set of criteria and a ranking system that evaluates / prioritizes destinations and routes for inclusion in the Active Transportation Wayfinding Signage System.

2.1.2 Destination Criteria

Wayfinding is essentially a process involving identification and hierarchy. Destinations, routes, key intersections and decision nodes are connected via the wayfinding system, which helps the user navigate in a progressive sequence following logical placement of signs with adequate and relevant information at any time or place. After all, not all destinations can be identified in any single place at one time.

To best determine this sequence of events, it is necessary to organize destinations in terms of hierarchy of importance and scale. This sequencing is called ‘progressive disclosure’. As part of an Active Transportation Wayfinding Signage Strategy, all destinations are relative to the user of the system: namely pedestrians, and cyclists.

A basic concept for locating information along a journey suggests that once a destination is identified on a sign, it is included on subsequent signs until the destination is reached. The identification of destinations becomes the next challenge.

The following **2 Step Process** outlines the criteria for a destination’s inclusion within the Town of Saugeen Shore’s active transportation wayfinding system.

- **Step 1** involves identifying a destination within the general eligibility criteria identified.
- **Step 2** involves ranking the destination in terms of scale and importance. If a destination does not fit in any of these categories, it is not included.

Step 1: General Eligibility Criteria

It is important to note that destinations chosen for the active transportation system must meet all of the following criteria:

- Must be a Municipally owned location, unless otherwise deemed appropriate for signage by the Town (i.e., MacGregor Point Provincial Park).
- Open to the public and “tourist-friendly.”
- Must be within a 500m walking radius of a designated active transportation route.
- No directional signage currently exists on an active transportation route. (i.e. vehicular-oriented directional signage on an active transportation route is adequate for indicating destinations, making additional signage unnecessary, for example, Scubby’s Point).
- All destinations must fall into one of the Destination Ranking Levels (explained in Step 2).

2.1.3 Determine Destination Ranking

Different destinations will have different levels of importance for different user groups based on where they are within the system. However, to achieve a clear and appropriate system of messaging, it is important to follow a logical system of destination identification based on scale in terms of both size and jurisdictional location. For instance, a local neighbourhood park that most users will be familiar with, will have less importance on a main route than a destination park which will appeal to a larger group of users who may not know where it is. Destinations can be ranked into three (3) levels within the system.

Step 2: Destination Ranking Levels

Level 1: City Centre, Major Districts:

- Major destinations, regionally recognized;
- Serves visitors with primary information (visitor centers, and museums);
- Allows comprehensive orientation within the Town;
- Located on all major shared or multi-modal routes; and
- Primarily vehicular based attractions, but are well connected with all modal routes.

Examples: commercial districts (downtown), visitor centers, and Municipal offices.

Level 2: Major Attractions and Landmarks

- Small scale navigational information;
- Popular local attractions with some out of town appeal; and
- Attractions that generate multi-modal travel within the Town.

Examples: beaches, civic facilities, and cultural venues.

Level 3: Local Attractions

- Frequented by, and easily accessible to local residents;
- Information on signs begins within five (5) to ten (10) minutes walking distance;
- Primarily accessed via trails, or designated bicycle routes, or within the vicinity of a transit route.

Examples: community or recreational sites, recreational trails, and local parks.

2.1.4 Destination Listing

Destination Inclusion Rationale

A list of destinations was provided by Town Staff referencing the following resources:

- Town of Saugeen Shores Tourism Study, (2025)
- Existing Town Tourism assets like the:
 - interactive cycling and trails map,
 - visitor maps and resources.

Community feedback was also taken into consideration.

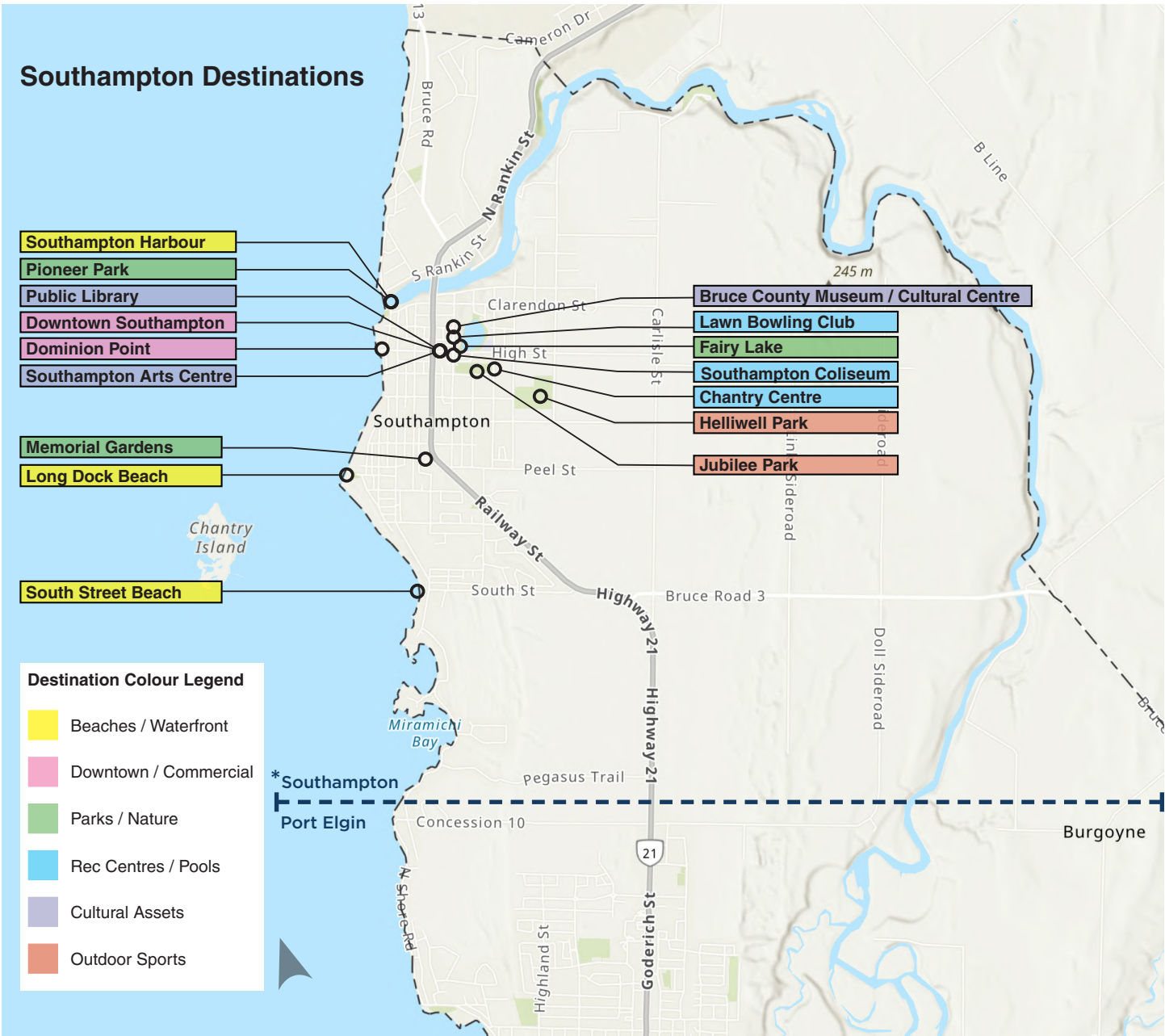
Proposed destinations for inclusion in the Strategy were evaluated based on the Destination Criteria and Ranking Levels established for the Active Transportation Wayfinding Signage Strategy.

The result, is a list of the destinations identified as suitable for inclusion in this Strategy (see Destinations Inventory).

Destinations Inventory

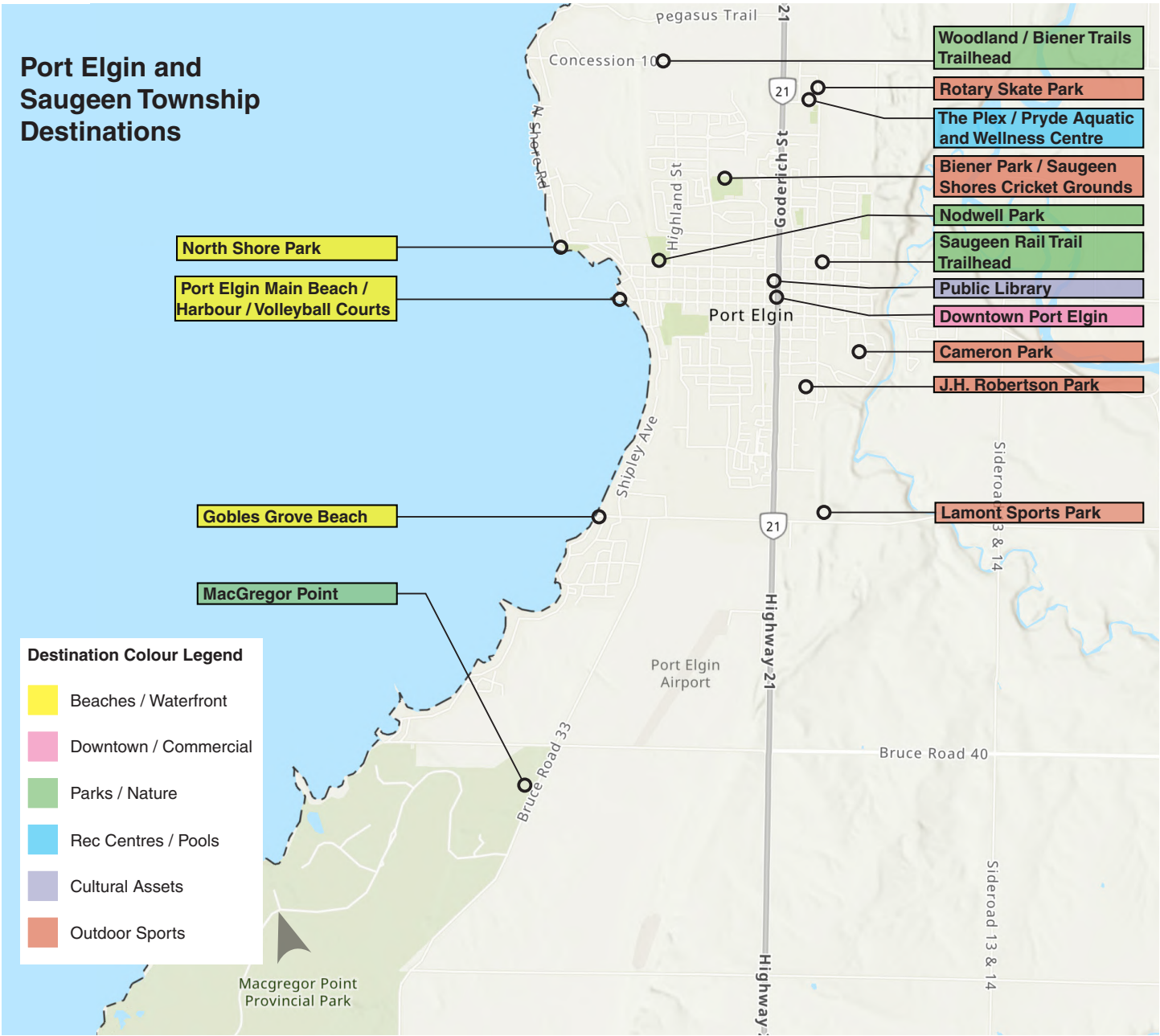
Category	Destination Name	Level	Location	Notes
Beaches & Waterfront	Port Elgin Main Beach & Harbour	2	Port Elgin	Major hub; access via North Shore or Shipley Trails, and through on-road routes like Market Street. Location of Main Beach volleyball courts.
	Southampton "Long Dock" Beach	2	Southampton	At the foot of Beach St; view of Chantry Island.
	Gobles Grove Beach	3	Port Elgin	South of town; quieter beach destination.
	North Shore Park	3	Port Elgin	Picnic spot, splash pad, playground, pavilion, and parking at the start of the North Shore Trail.
	Southampton Harbour	3	Southampton	Situated at the mouth of the Saugeen River.
	South Street Beach	3	Southampton	Popular local family beach destination with a portable washroom and bike racks at the access.
Downtown & Commercial	Goderich Street (Downtown)	1	Port Elgin	Main commercial core; access via Green St, Mill St, or Elgin St from the Rail Trail.
	High Street (Downtown)	1	Southampton	Destination for dining/shopping; access via Grosvenor St.
	Dominion Point/ The "Giant Flag"	2	Southampton	Landmark meeting point at the foot of High St.
Parks & Nature	Fairy Lake	2	Southampton	Internal pedestrian only trail loop near the Museum.
	MacGregor Point Provincial Park	2	Port Elgin	Access via Rotary Way/Gore Drain Trail.
	Saugeen Rail Trail Trailhead	2	Port Elgin	Trailhead with several amenities and street parking.
	Woodland / Biener Trails Trailhead	2	Port Elgin	Forested trails for running/biking, several amenities and parking.
	Pioneer Park	3	Southampton	A living tribute to Southampton's marine heritage.
	Nodwell Park	3	Port Elgin	Leisure park for running/biking. Link to Trailhead.
	Southampton Memorial Gardens	3	Southampton	Trailhead for the Rail Trail; an important junction.
Rec Centres & Pools	Southampton Coliseum	2	Southampton	Arena near High St.
	The Plex / Pryde Aquatic and Wellness Centre	2	Port Elgin	Arena, Aquatic & Wellness Centre, Municipal Offices.
	Chantry Centre (Seniors Recreation)	3	Southampton	Volunteer-led not-for-profit. Include on Info. kiosk.
	Lawn Bowling Club	3	Southampton	Volunteer-led not-for-profit. Include on Info. kiosk.
Cultural Assets	Bruce County Museum & Cultural Centre	1	Southampton	Regional museum nearby Fairy Lake.
	Port Elgin Public Library	2	Port Elgin	Downtown branch located on Goderich St.
	Southampton Arts Centre	2	Southampton	Historic Town Hall on High St.
	Southampton Public Library	2	Southampton	Downtown branch located on High St.
Outdoor Sports	Biener Park / Cricket Grounds	2	Port Elgin	Ball diamonds off Waterloo St. and Saugeen Shores Cricket Grounds.
	J.H. Robertson Park	2	Port Elgin	Soccer complex.
	Lamont Sports Park	2	Port Elgin	Premier baseball complex (South end). Also includes accessible playground opened in 2025.
	Cameron Park	3	Port Elgin	Playground and all diamonds on Mill Creek Rd.
	Helliwell Park	3	Southampton	Soccer fields (Grenville St).
	Jubilee Park	3	Southampton	Ball diamonds, multi use sport court, accessible playground, a splash pad and pavilions.
	Rotary Skate Park	3	Port Elgin	Concrete skate park at The Plex.

Location Mapping



Southampton Destinations Map

*Note: the dashed line delineates between Port Elgin and Southampton for the purposes of this Strategy, however it is recognized that the line is not a delineation between the three (3) communities of Port Elgin, Southampton and Saugeen Township.



Port Elgin and Saugeen Township Destinations Map

2.1.5 Active Transportation Routes

Inventory

For the Strategy to be effective, it should align with the existing active transportation infrastructure and relevant reports while also being realistic about user activity, safety, and accessibility. The development of routing took into account the Town of Saugeen Shores Transportation Master Plan (2020)¹, to ensure this strategy is in agreement. An update to the Transportation Master Plan (TMP) is currently underway as this Strategy is being developed². Routes outlined in this Strategy will be updated as needed to align with the TMP. Additionally, the TMP update may reference the approved Active Transportation Wayfinding Signage Strategy, in the active transportation section of the TMP. This alignment guarantees that residents, visitors, and guests receive consistent information across all documentation.

Needs and Gaps

The development of routing also took into account existing public trail mapping from Bruce County³ and the Town's GIS system. Findings indicate that there are many trails and travel routes established by the Town, but undefined linkages to active transportation destinations. The proposed links for this Strategy serve as connectors to the identified destinations outlined above. The following maps for Southampton and Port Elgin illustrate the current trails and pathways in comparison to proposed links. The proposed links are in alignment with the TMP, (2020). Community feedback was also considered.

Routing Eligibility Criteria

It is important to note that routes chosen for the Strategy must meet all of the criteria:

- Must be Municipally owned or maintained, unless otherwise deemed appropriate for use by the Town.
- Must have established or planned infrastructure (i.e. paved or aggregate surfacing).
- Must utilize the existing routes identified through established plans, reports and organizations, (i.e. Great Lakes Waterfront Trail, Saugeen Shores Rail Trail, Bruce County Rail Trail, TMP Update, etc.)
- Must accommodate 2-way paths of travel.

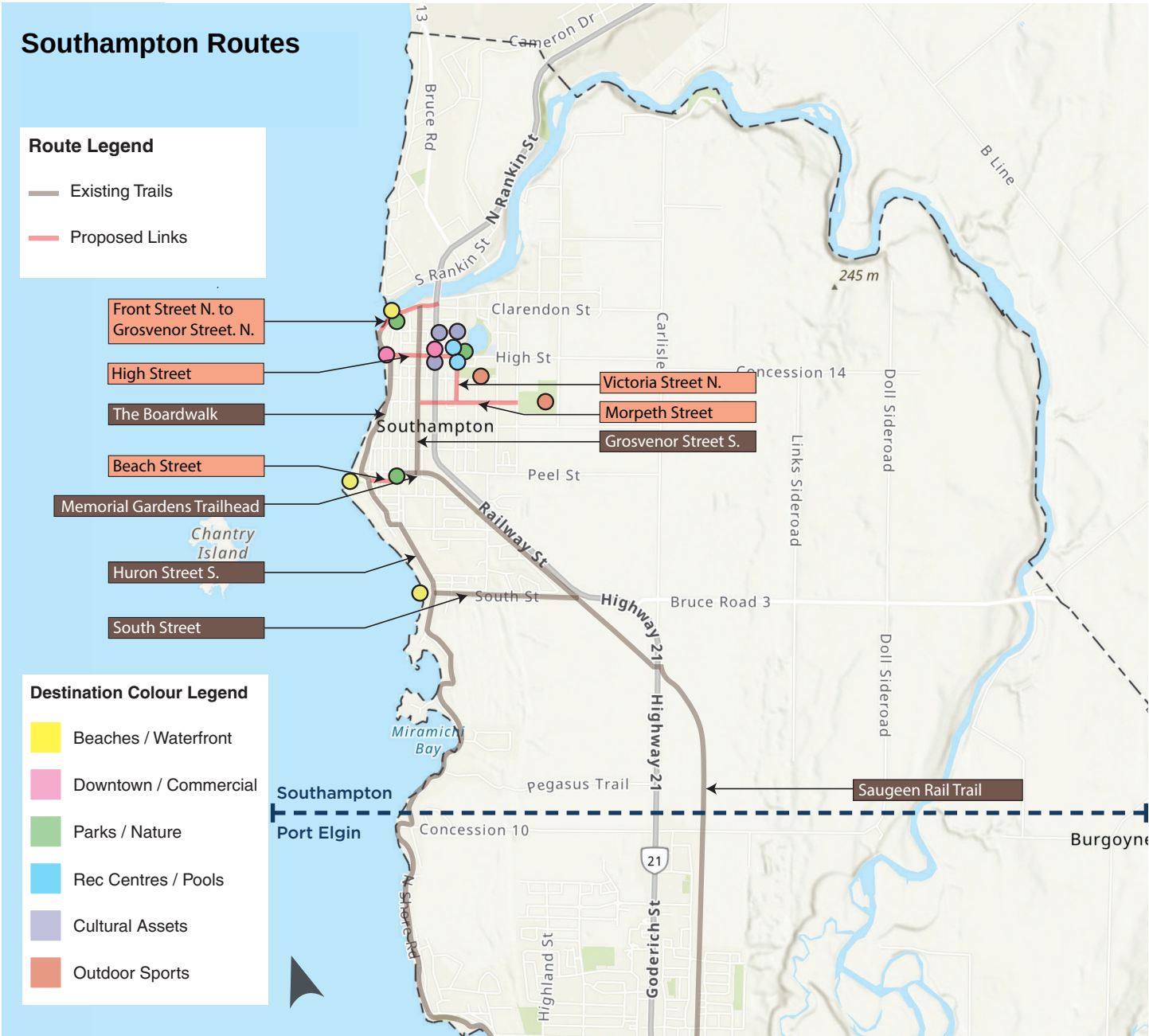
1 <https://www.saugeenshores.ca/en/living-in-our-community/resources/Saugeen-Shores-TMP-FINAL-PLAN.pdf>

2 <https://engage.saugeenshores.ca/TMP>

3 <https://trails.brucecounty.on.ca/trails/saugeen-shores-trails/>

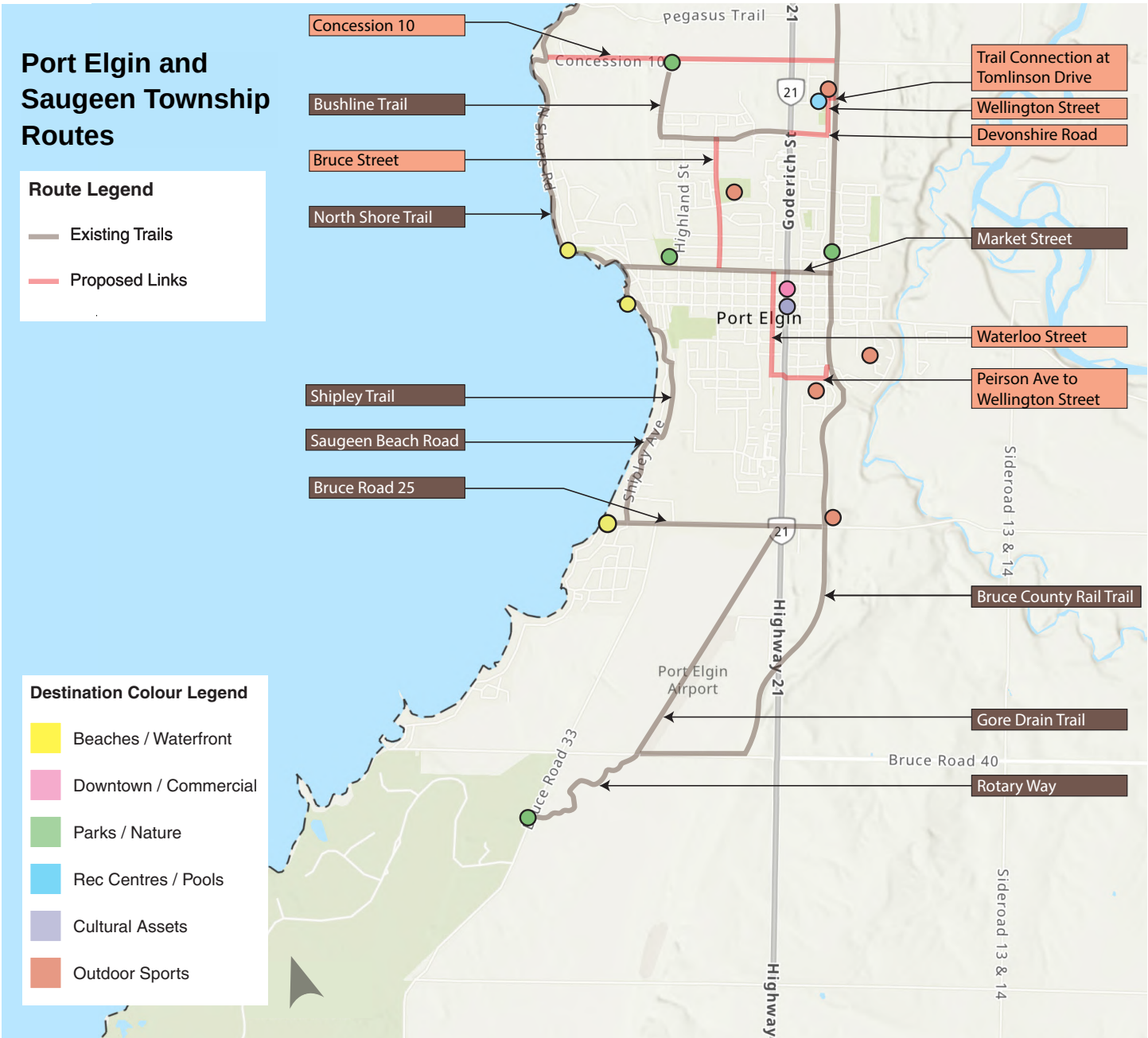
Route Mapping

Subject to change based on the outcomes of the Transportation Master Plan Update.



Southampton Routes Map

Subject to change based on the outcomes of the Transportation Master Plan Update.



Port Elgin and Saugeen Township Routes Map



2.2 Sign Types Recommendations

2.2.1 Overview

The Saugeen Shores signage family consists of sign types that include the existing vehicular directional signage, parking lot ID signage, and trail kiosk signage; several active transportation signs from the RTO7 Wayfinding Signage Standards and Specifications; and one (1) new sign type, the Active Transportation Directional Sign, to address an identified gap in the RTO7 sign type listing.

Each of these sign types work together as a cohesive system, integrated with the existing Municipal wayfinding to direct pedestrians and cyclists along active transportation routes to popular destinations within Saugeen Shores.

This document identifies a collection of recommended sign types, forming the proposed active transportation wayfinding signage system for the Town of Saugeen Shores.

2.2.2 Recommended Sign Type Listing

RTO7 Foundations

The RTO7 Wayfinding Signage Standards and Specifications document provides the basis for the proposed system. Updated in 2017 and again in 2021, the document has evolved to accommodate changes to accessibility legislation in Ontario, as well as to include several active transportation-oriented sign types. Interpreting this document as a catalogue of sign types for potential use, our team has identified those that would be best suited for use in the Town.

Notably, additional sign concepts* have been proposed for use, beyond those included in the RTO7 catalogue, to ensure that the active transportation wayfinding signage system meets the unique needs of the Town, its residents, and visitors.

*Concepts will be used to incorporate signage standards in the Town's existing brand guidelines. Concepts included in the Companion Guide consider the RTO7 themes, the Town's community toolkits, community engagement results and the Town's internal brand guidelines.

In some instances, simplified 'names' have been assigned to sign types from the RTO7 catalogue, better to convey use in the context of Saugeen Shores. Where this occurs, corresponding RTO7 names have been identified, for reference purposes.

Scope

The proposed active transportation wayfinding signage system (i.e., recommended sign types) outlined within this document should be considered a component of a larger, town-wide comprehensive wayfinding signage system. While there is some overlap (i.e., sign types that may accommodate both active transportation users and vehicular traffic), additional sign types, beyond the scope of this project, may be needed to round out the complete, comprehensive town-wide wayfinding signage system.

Application

At the time of publication, the Town is pursuing a Transportation Master Plan Update¹ process. It is understood that the TMP Update will identify preferred active transportation through-fares, opportunities for active connections, and delineate proposed active transportation infrastructure.

While the recommended sign type listing considers existing and potential needs to adapt to an evolving active transportation network, specific applications (i.e., routing, sign messaging charts, placement mapping) included within this document will be limited to the information available.

As such, outcomes of this project will include:

- A toolkit of active transportation sign types, which can be applied to an evolving active transportation network and/or infrastructure, and contribute to a larger, comprehensive town-wide wayfinding signage system.
- Individual signs identified, complete with approximate placement and associated messaging (e.g., route assurance, directions to downtown and beachfront where they coincide with existing routes), along current identified active transportation routes².
- Recommendations to see existing signage (e.g., vehicular core directional, parking, trail signage, etc.) improved, to better support active transportation and to comply with relevant documentation and applicable legislation.

¹ <https://engage.saugeenshores.ca/TMP>

² As per the provided mapping (<https://experience.arcgis.com/experience/64a93bf5ff134aaeb0c9020b4c2cc512/>), it includes Shore to Trail Loop, Great Lakes Waterfront Trail, and Downtown Loop.

Active Transportation Signage for Use

For the purpose of identifying RTO7 signage for use in the Strategy, the **icon** below, has been applied to the eligible sign types.

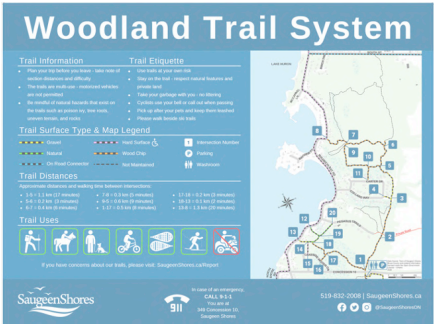


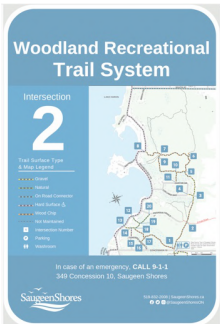
Active Transportation Wayfinding Signage Icon

Additionally, existing signage appears in a faded format through the following charts, but are shown to acknowledge their importance and interaction within the system.

RTO7 recommended sign types include:

Trail Entrance Identification	
Sign Classification(s)	Identification, Regulatory
Illustration	a)  b) 
Description	Used to identify trail entrances and permitted uses, visible from the vehicular realm. Two options accommodate two distinct scenarios, a) where a public parking lot services a trail entrance, and b) where no public parking is available adjacent to the trail entrance.
Remarks	Responds to Municipal trail planning
RTO7 Naming Convention	Vt-3 Urban Vehicular & Regulatory
User Group	Vehicular, Pedestrian, Cyclist

Trailhead Kiosk (Existing)	
Sign Classification(s)	Information
Illustration	 Woodland Trail System Trail Information - Plan your trip before you leave - know what you're getting into - Check the weather and road conditions - Check the trail status - is it open? - Check the trail status - is it closed? - Check the trail status - is it closed? - Check the trail status - is it closed? Trail Etiquette - Stay on the trail - don't cut across fields and woods - Don't feed the animals - Don't pick flowers or damage plants - Don't use the trail as a shortcut - Don't use the trail as a parking lot - Don't use the trail as a waste dump - Don't use the trail as a playground - Don't use the trail as a dog park - Don't use the trail as a petting zoo - Don't use the trail as a playground - Don't use the trail as a dog park - Don't use the trail as a petting zoo Trail Surface Type & Map Legend - Trail Surface Type: Hard Surface, Soft Surface, Gravel, Sand, Mud, etc. - Map Legend: Trail, Water, Road, etc. Trail Distances - Trail Distance: 1.0 km, 2.0 km, 3.0 km, 4.0 km, 5.0 km, 6.0 km, 7.0 km, 8.0 km, 9.0 km, 10.0 km, 11.0 km, 12.0 km, 13.0 km, 14.0 km, 15.0 km, 16.0 km, 17.0 km, 18.0 km, 19.0 km, 20.0 km, 21.0 km, 22.0 km, 23.0 km, 24.0 km, 25.0 km, 26.0 km, 27.0 km, 28.0 km, 29.0 km, 30.0 km, 31.0 km, 32.0 km, 33.0 km, 34.0 km, 35.0 km, 36.0 km, 37.0 km, 38.0 km, 39.0 km, 40.0 km, 41.0 km, 42.0 km, 43.0 km, 44.0 km, 45.0 km, 46.0 km, 47.0 km, 48.0 km, 49.0 km, 50.0 km, 51.0 km, 52.0 km, 53.0 km, 54.0 km, 55.0 km, 56.0 km, 57.0 km, 58.0 km, 59.0 km, 60.0 km, 61.0 km, 62.0 km, 63.0 km, 64.0 km, 65.0 km, 66.0 km, 67.0 km, 68.0 km, 69.0 km, 70.0 km, 71.0 km, 72.0 km, 73.0 km, 74.0 km, 75.0 km, 76.0 km, 77.0 km, 78.0 km, 79.0 km, 80.0 km, 81.0 km, 82.0 km, 83.0 km, 84.0 km, 85.0 km, 86.0 km, 87.0 km, 88.0 km, 89.0 km, 90.0 km, 91.0 km, 92.0 km, 93.0 km, 94.0 km, 95.0 km, 96.0 km, 97.0 km, 98.0 km, 99.0 km, 100.0 km, 101.0 km, 102.0 km, 103.0 km, 104.0 km, 105.0 km, 106.0 km, 107.0 km, 108.0 km, 109.0 km, 110.0 km, 111.0 km, 112.0 km, 113.0 km, 114.0 km, 115.0 km, 116.0 km, 117.0 km, 118.0 km, 119.0 km, 120.0 km, 121.0 km, 122.0 km, 123.0 km, 124.0 km, 125.0 km, 126.0 km, 127.0 km, 128.0 km, 129.0 km, 130.0 km, 131.0 km, 132.0 km, 133.0 km, 134.0 km, 135.0 km, 136.0 km, 137.0 km, 138.0 km, 139.0 km, 140.0 km, 141.0 km, 142.0 km, 143.0 km, 144.0 km, 145.0 km, 146.0 km, 147.0 km, 148.0 km, 149.0 km, 150.0 km, 151.0 km, 152.0 km, 153.0 km, 154.0 km, 155.0 km, 156.0 km, 157.0 km, 158.0 km, 159.0 km, 160.0 km, 161.0 km, 162.0 km, 163.0 km, 164.0 km, 165.0 km, 166.0 km, 167.0 km, 168.0 km, 169.0 km, 170.0 km, 171.0 km, 172.0 km, 173.0 km, 174.0 km, 175.0 km, 176.0 km, 177.0 km, 178.0 km, 179.0 km, 180.0 km, 181.0 km, 182.0 km, 183.0 km, 184.0 km, 185.0 km, 186.0 km, 187.0 km, 188.0 km, 189.0 km, 190.0 km, 191.0 km, 192.0 km, 193.0 km, 194.0 km, 195.0 km, 196.0 km, 197.0 km, 198.0 km, 199.0 km, 200.0 km, 201.0 km, 202.0 km, 203.0 km, 204.0 km, 205.0 km, 206.0 km, 207.0 km, 208.0 km, 209.0 km, 210.0 km, 211.0 km, 212.0 km, 213.0 km, 214.0 km, 215.0 km, 216.0 km, 217.0 km, 218.0 km, 219.0 km, 220.0 km, 221.0 km, 222.0 km, 223.0 km, 224.0 km, 225.0 km, 226.0 km, 227.0 km, 228.0 km, 229.0 km, 230.0 km, 231.0 km, 232.0 km, 233.0 km, 234.0 km, 235.0 km, 236.0 km, 237.0 km, 238.0 km, 239.0 km, 240.0 km, 241.0 km, 242.0 km, 243.0 km, 244.0 km, 245.0 km, 246.0 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km, 347.0 km, 348.0 km, 349.0 km, 350.0 km, 351.0 km, 352.0 km, 353.0 km, 354.0 km, 355.0 km, 356.0 km, 357.0 km, 358.0 km, 359.0 km, 360.0 km, 361.0 km, 362.0 km, 363.0 km, 364.0 km, 365.0 km, 366.0 km, 367.0 km, 368.0 km, 369.0 km, 370.0 km, 371.0 km, 372.0 km, 373.0 km, 374.0 km, 375.0 km, 376.0 km, 377.0 km, 378.0 km, 379.0 km, 380.0 km, 381.0 km, 382.0 km, 383.0 km, 384.0 km, 385.0 km, 386.0 km, 387.0 km, 388.0 km, 389.0 km, 390.0 km, 391.0 km, 392.0 km, 393.0 km, 394.0 km, 395.0 km, 396.0 km, 397.0 km, 398.0 km, 399.0 km, 400.0 km, 401.0 km, 402.0 km, 403.0 km, 404.0 km, 405.0 km, 406.0 km, 407.0 km, 408.0 km, 409.0 km, 410.0 km, 411.0 km, 412.0 km, 413.0 km, 414.0 km, 415.0 km, 416.0 km, 417.0 km, 418.0 km, 419.0 km, 420.0 km, 421.0 km, 422.0 km, 423.0 km, 424.0 km, 425.0 km, 426.0 km, 427.0 km, 428.0 km, 429.0 km, 430.0 km, 431.0 km, 432.0 km, 433.0 km, 434.0 km, 435.0 km, 436.0 km, 437.0 km, 438.0 km, 439.0 km, 440.0 km, 441.0 km, 442.0 km, 443.0 km, 444.0 km, 445.0 km, 446.0 km, 447.0 km, 448.0 km, 449.0 km, 450.0 km, 451.0 km, 452.0 km, 453.0 km, 454.0 km, 455.0 km, 456.0 km, 457.0 km, 458.0 km, 459.0 km, 460.0 km, 461

Trail Intersection (Existing)	
Sign Classification(s)	Information
Illustration	
Description	Placed outside all numbered trail intersections, assisting users with orientation.
Remarks	Responds to Municipal trail planning
RTO7 Naming Convention	N/A (existing Municipal trail signage)
User Group	Pedestrian, Cyclist

Active Transportation Route Assurance	
Sign Classification(s)	Assurance
Illustration	
Description	Found along designated active transportation routes, this sign type will assure users that they are still on track (i.e., used in long stretches, between directional signs).
RTO7 Naming Convention	Urban Walking Tour Pw-1a/b
User Group	Pedestrian, Cyclist





Active Transportation Directional	
Sign Classification(s)	Directional
Illustration	 Concepts have been developed and are included in the Companion Guide.
Description	This sign concept has been developed to address a recognized gap in the RTO7 sign types. Used to direct active transportation users to all active-transportation friendly destinations, including key areas (e.g., beach, downtowns), Municipal points of interest, and trail entrances.
OFI	As per project scope, individual signs will be identified, complete with approximate placement and associated messaging (e.g., route assurance, directions to downtown and beachfront where they coincide with existing routes), along current identified active transportation routes. Directions to other active-transportation friendly destinations, beyond current active transportation routes, will be contingent on the findings of the TMP Update.
RTO7 Naming Convention	Similar to Vt-1 Trailblazer Cycling Directional
User Group	Pedestrian, Cyclist



Combined, Core Directional	
Sign Classification(s)	Directional
Illustration	
Description	Used to direct vehicular traffic and active transportation users alike, to destinations throughout the community. Only to be used in core areas, where the road network and active transportation network are one in the same. Where these networks deviate, vehicular traffic will be serviced by Urban Directional signs, while active transportation users will rely on Active Transportation Directional signs.
Remarks	As per 2021 update to the RTO7 document, Core Directional accepts active transportation-oriented information (e.g., walking time, cycling time).
RTO7 Naming Convention	Vu-2 Core Directional
User Group	Vehicular, Pedestrian, Cyclist



Pedestrian Map Directory	
Sign Classification(s)	Information
Illustration	 Header concepts have been developed and are included in the Companion Guide.
Description	For use in core areas, such as downtowns to help users navigate, especially where destination-specific directional signage is not feasible (e.g., too many destinations in one area).
RTO7 Naming Convention	Urban Pedestrian Community Map Directory (Pedestrian Map Directory) Pd-2
User Group	Pedestrian

Great Lakes Waterfront Trail

The Great Lakes Waterfront Trail (GLWT) related signs interact with the active transportation system, and shall be implemented in accordance with the Great Lakes Waterfront Trail Signage Guidelines.

To accommodate the Great Lakes Waterfront Trail (GLWT), recommended sign types include:

GLWT Directional/GLWT Assurance	
Sign Classification(s)	Directional, Assurance
Illustration	
Description	Found along Great Lakes Waterfront Trail, this sign type will assure users that they are still on track (i.e., used in long stretches, between directional signs), and to convey directions (i.e., where maneuverer are necessary to remain on track).
Remarks	Aligns with the Great Lakes Waterfront Trail Signage Guidelines.
RTO7 Naming Convention	N/A
User Group	Pedestrian, Cyclist



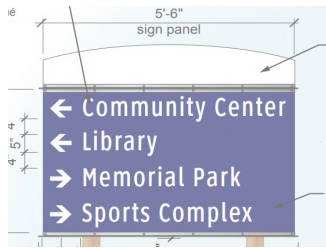


GLWT Badge	
Sign Classification(s)	Assurance
Illustration	
Description	Used where Saugeen Shores route overlaps Great Lakes Waterfront Trail (i.e., used in conjunction with Active Transportation Route Assurance sign).
Remarks	Aligns with the Great Lakes Waterfront Trail Signage Guidelines.
RTO7 Naming Convention	Optional Trail Marker
User Group	Pedestrian, Cyclist

Adjacent Vehicular Signage

The following existing sign types have been considered, and will interact with the active transportation wayfinding signage system:

Parking Lot ID	
Sign Classification(s)	Identification
Illustration	
Description	Vehicular-level sign used to identify public parking lots (e.g., downtown, beachfront, trailheads, etc.).
Remarks	Responds to vehicular transportation
RTO7 Naming Convention	Vu-3 Parking Lot ID
User Group	Vehicular

Vehicular, Urban Directional	
Sign Classification(s)	Identification
Illustration	
Description	Vehicular-level sign designed to provide directional information to amenities within Region 7 communities.
Remarks	Responds to vehicular transportation
RTO7 Naming Convention	Vu-1 Urban Directional
User Group	Vehicular

2.2.3 Understanding Use

Active Transportation Wayfinding Signage Sequence:

Figure 1. below illustrates the intended use of each proposed sign type within Saugeen Shores' active transportation system. This logic diagram* is designed to clarify the flow of the system and how users will interact with different signs along their journey. The arrows indicate the next logical sign type that users will encounter based on their entry point into the system. A user may enter the system at any sign type, and follow the sequence throughout the active transportation system.

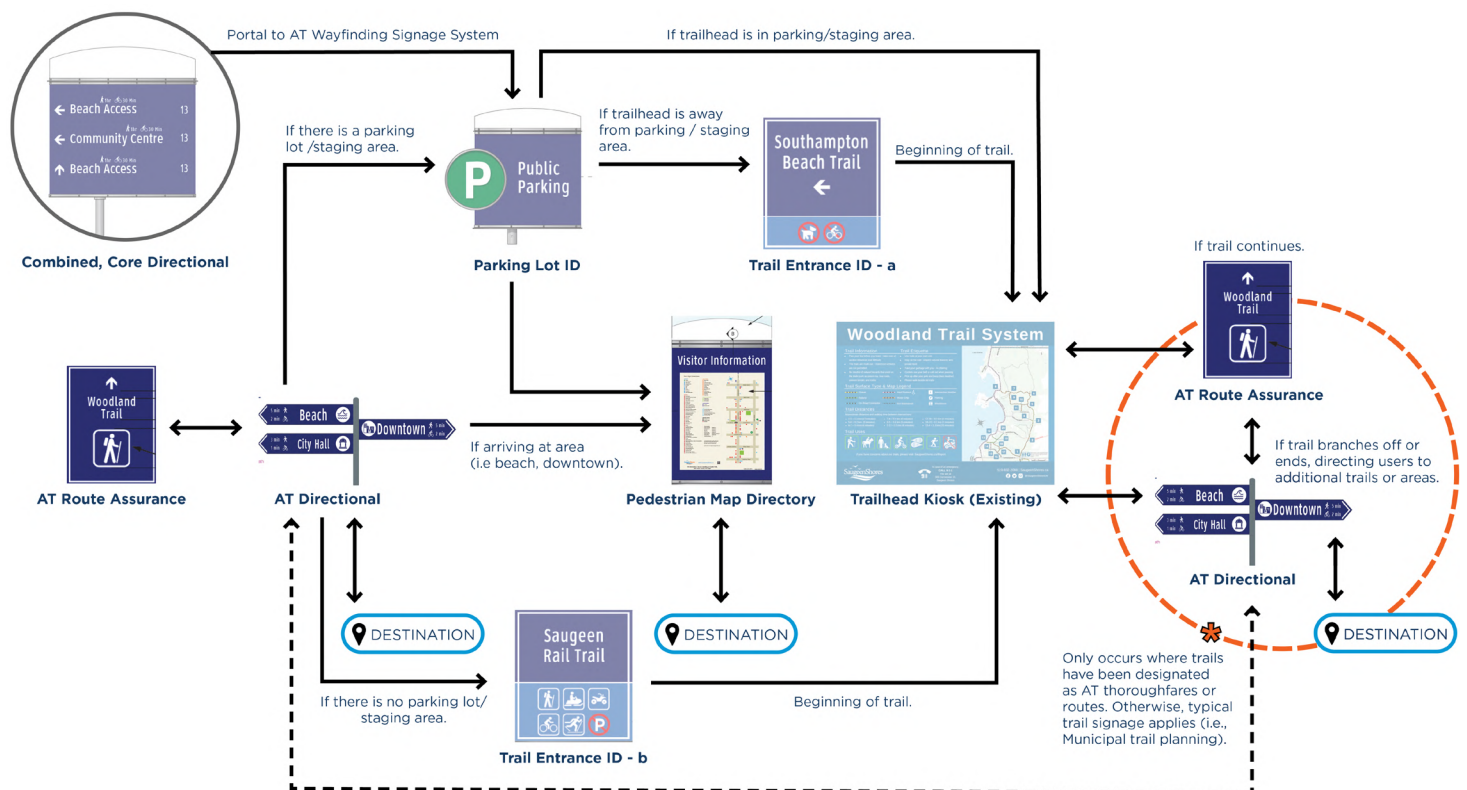


Figure 1. Active Transportation Wayfinding Signage Sequence; logic diagram.

**Refer to page 81 of the appendices for enlarged diagram.*



2.3 Conceptual Design

2.3.1 Overview

Based on an identified gap in the RTO7 Sign Type Listing, the Active Transportation Directional Sign has been developed to direct users to all active-transportation friendly destinations, including key areas (i.e., beach, downtowns), Municipal points of interest, and trail entrances. A series of sign design concepts have been developed to suit, and can be found in the **Companion Guide**.

The RTO7 Community Sign Headers have been identified and detailed in the RTO7 Wayfinding Signage Standards and Specifications. The Port Elgin and Southampton community headers have already been implemented on existing transportation wayfinding signage in Saugeen Shores. It is recommended that the Town uphold a consistent approach to community headers across all wayfinding systems, whether the existing format is maintained or updated; this will ensure unity, cohesiveness, and minimize user confusion. A series of optional header concepts have been developed to include the Saugeen shores logo, and can be found in the **Companion Guide**.

The **Companion Guide** includes sign design concepts for consideration. Community feedback on the concepts will also be considered as the design is further developed internally through the Town's Brand Guidelines and internal Teams.



2.4 Community Engagement

2.4.1 Overview

A survey was conducted from February 11 to February 25, 2026 on the Engage Saugeen Shores platform. Questions were geared towards destinations, routing, and the community preferred signage conceptual designs (i.e., directional blades and sign headers). The survey received 36 responses in total.

Additionally, an interactive activity map was developed to enable participants to drop a pin on the map along with their comments, drawing attention to elements of active transportation they felt important; including, but not limited to, overlooked destinations or potential routing opportunities, etc.

Feedback from the community informed the development of the final active transportation destinations list, active transportation routing, sign messaging and placement, and determined the preferred signage conceptual designs. Results of the conceptual signage design questions can be found in the **Companion Guide**.

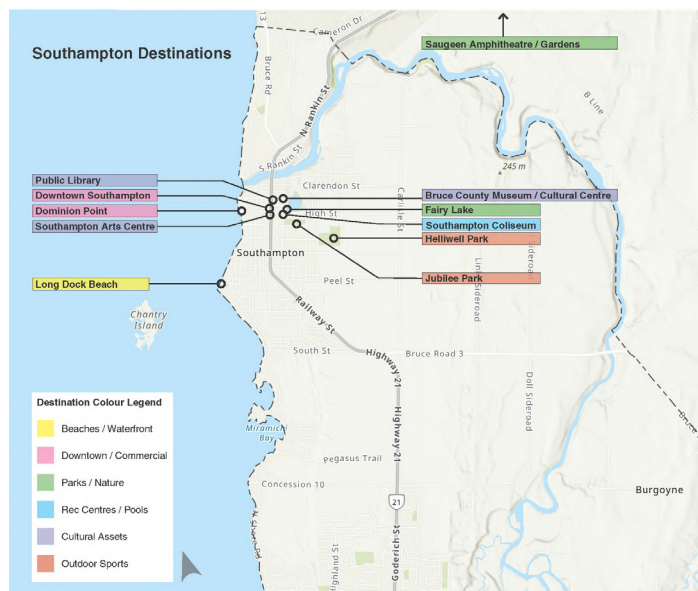
The following sections outline the questions asked in the engagement survey related to destinations and routing.

2.4.2 Section 1: Destinations

Please take a moment to review the destination maps for Southampton, Port Elgin and the surrounding Saugeen Township areas. Are there any notable community destinations missing?

Please name any destination you feel was missed and explain why it should be included.

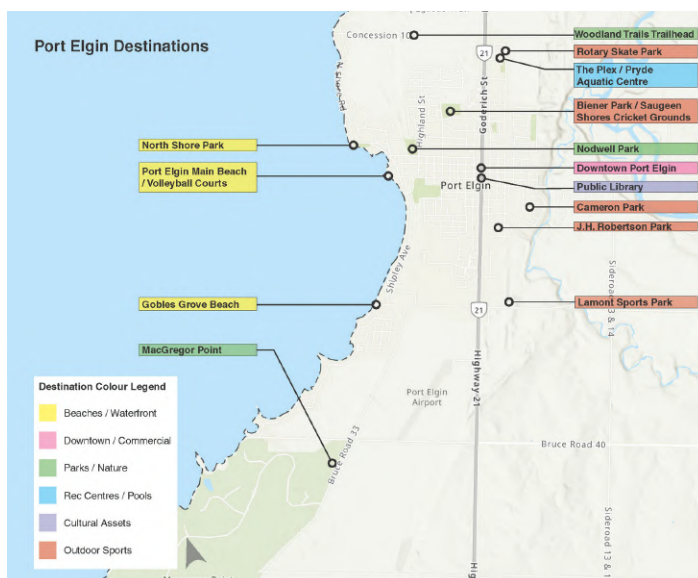
Southampton



Survey Comments:

- Cemeteries. When families are in town, they need direction to the cemeteries either for the day of burial, visiting or doing research.
- More signs to the rail trail. I've had conversations with visitors who weren't sure where the trail would take them. Signs at road crossings on the rail trail. When you are crossing roads it would be nice to know where you are if you are using the trail to get to restaurants.
- Bell Building in Southampton is now home to some significant Indigenous artwork that has become a reflection location for all visitors.
- South Street Beach is an interesting area to relax and play along the Lake Huron shoreline.
- Southampton Hospital . . . important to know location while being active in Saugeen Shores.
- Tennis club in Southampton.
- Denny's Dam is a very unique feature on the Saugeen River and is an important destination for anglers and anyone interested in the our marine ecosystem.

Port Elgin, Saugeen Township



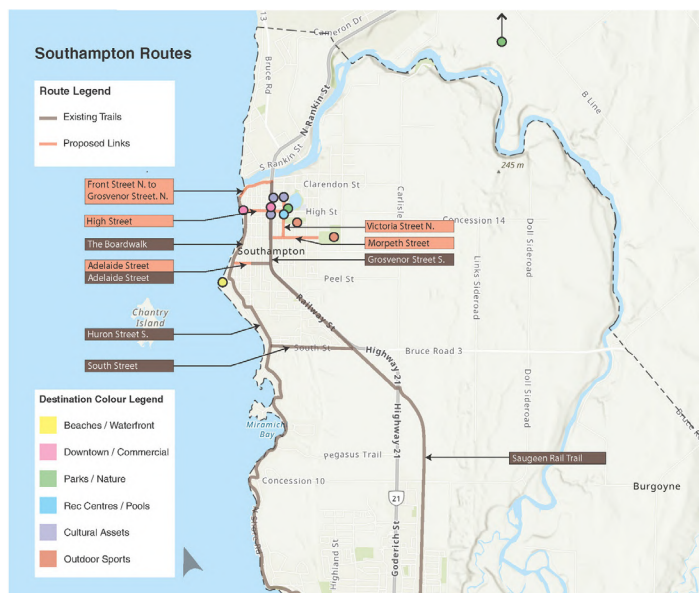
- All schools in town, these are very important active transport destinations > One to encourage students and teachers to bike to school, two to allow parents to easily drop off younger kids at school to alleviate the congestion that currently happens at school drop off time which will take more cars off the road making it a safer place.
- The Southampton Town Hall also be identified as it's the historic building that is home to more than just the Southampton Arts.
- The trail along the lake between South and Port. It is a major attraction for bikers, runners, walkers and one of the best things the town has done. Chantry Island Tours should also be included as it again is a major draw during the season when it can run.
- In Southampton, Scubby's Point, Pioneer Park, Southampton Harbour
- Bicycle lock-up parking spots.
- Pioneer Park in Southampton Several events are held here.
- Southampton Coliseum/Curling Club. Provide a more identifiable descriptive sign to indicate arena AND curling club.
- Add more signs to indicate Rail Trail access points.
- CHANTRY CENTRE 50+ "they are running more and more senior programs and as our community is aging and more new comers are moving in. It is a vocal point for Saugeen Shores and worthy of being noted.
- Perhaps the harbors both in Port Elgin and Southampton.
- Both libraries would be nice for folks to be able to access free resources (include the library in Southampton next to Offshore Bakery)

2.4.3 Section 2: Routing / Paths of Travel

Please take a moment to review the routing maps for Saugeen Shores. Did we get it right? Would you change anything? Are there other paths that you would travel? Any areas of confusion? Unsafe paths? Easier routes? etc.

Please share any suggestions for changes or additions to routes.

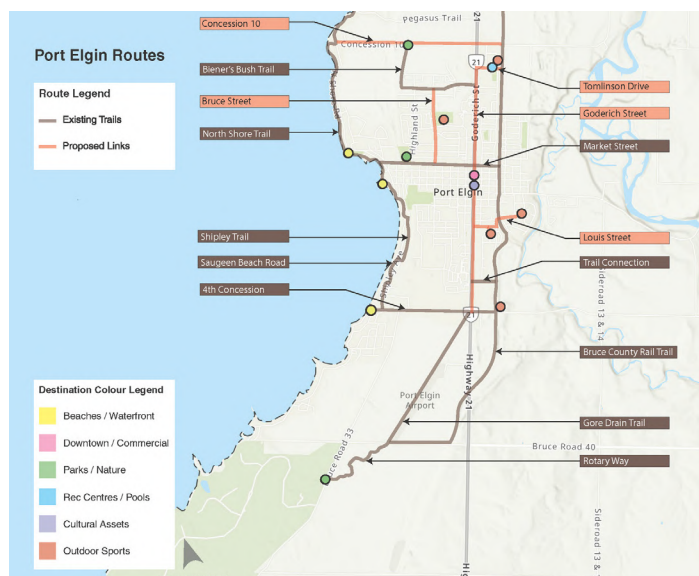
Southampton



Survey Comments:

- There is an informal path connecting the end of Emma St (at Wellington) to the rail trail. This is a well-traveled route by students. It would be nice to have a wayfinding sign at Emma and Wellington and also some more formalized infrastructure to connect between Wellington and the trail. My previous comments apply to this section regarding signs along the trail.
- Can't see Woodland Trail: excellent trail along with Biener's Trail for walking and cycling between Southampton and Port Elgin (also with washroom at 10th Concession). Also, an excellent (quiet roads) cycling route between Southampton and Port Elgin is High Street past Landfill to Doll Sideroad which enters Port Elgin via 10th Concession.
- I think having the connection straight through downtown Port Elgin going on goderich street can work if well executed but it may be work looking at good active transport on streets running parallel to the main street in Port Elgin.

Port Elgin, Saugeen Township



- Walking is fine for Goderich Street in Port Elgin - I would never encourage anyone to ride their bikes there for safety reasons (referring to family/casual bikers), unless they use the sidewalk. A workaround here is to change the format of the 4 lanes to two traffic lanes with a left/right turn lane down the middle and cycling lanes on either side (like Collingwood). Traffic calming and safer for cyclists.
- Improve signs throughout Biener Trails and Woodland Trails so you don't get lost.
- Nodwell park is not connected by trails to Biener's bush? Yes, it is.
- Most of these streets don't have sidewalks. How is this safe?
- Perhaps signage identifying how the rail trails connect to destinations beyond the limits of this particular area would be interesting.
- On the Rail Trail in Southampton, people walking from Grosvenor to Bay Street get lost and don't know how to get back onto the Rail Trail.
- Need for better signage to allow Rail Trail users to find their way from access to access point as it winds from origin point in Southampton through Port Elgin terminus.
- The volume of traffic and at times unsafe crossing of Highway 21 right by Hiberry farms.

Additional comments regarding the question:

Do you have any additional thoughts or comments about the Town of Saugeen Shores Active Transportation Wayfinding Signage Strategy?

May be found in the appendices on page 82.



2.5 Sign Design Manual

2.5.1 Overview

To establish and maintain a cohesive signage family, care must be taken to ensure consistency in signage fabrication using colour, typography, symbology, materiality, and graphic elements.

The additional proposed sign and header to complete the recommended sign type listing, are developed using the existing RTO7 guidelines, to maintain a sense of continuity across Saugeen Shores wayfinding infrastructure and physical assets.

It is important to refer to the **Companion Guide** at all stages throughout the signage fabrication process, especially in a multi-phased approach, to ensure aesthetic uniformity.

**The information in this section refers to schedule 1-3.1 to 1-4.2 of the RTO7 Wayfinding Signage Standards and Specifications for specification details.*

2.5.2 Sign Content

Messaging

Messaging refers to the written and graphic information present on a sign. Although information will vary, there are several messaging standards that should remain consistent across all sign types.

Note: The following general considerations should be applied in conjunction with the RTO7 sign-specific messaging details.

Order of Information

- 1) Order of messaging on a sign begins with a destination that is the nearest in distance, followed by destinations in sequence of nearest to furthest.
- 2) Where there are multiple destinations with the same distance, destinations are to be ordered according to destination ranking level. If the ranking is the same, then destinations should be ordered in alphabetical order.
- 3) Vehicular-oriented signage should carry no more than five (5) destinations to allow for adequate time to read and process information.
- 4) Active transportation signage should receive no more than four (4) destinations.
- 5) If a destination has been introduced on a sign, it must be included in the messaging of all remaining signs on the route until the destination has been reached.

Destination Nomenclature

Standard Destination Nomenclature

The following information on Destination Nomenclature includes standards found on Schedule 1-4.2 of the RTO7 Wayfinding Signage Standards and Specifications:

Careful consideration should be given to destination names that are included on wayfinding signage. If possible, standard names should be agreed upon and used consistently throughout Region 7. Town policies related to asset naming should also be considered.

Some factors that should be considered when assigning a name for use on a sign are:

- Will the name fit on the sign?
- Is the name one that is commonly used and understood by the public?
- Is the name concise and easily understood by a first-time visitor?
- Will the name fit on one-line directional signs?
- If the name is long can it be abbreviated without sacrificing comprehension?
- Will the name remain the same for a long period of time?

Common Destinations

Below is a list of recommended destination nomenclature. This list is only partial and can be added to as required. Only items listed with abbreviated alternatives may be abbreviated if deemed necessary to fit on a line.

- Airport
- Arena or _____ Arena or Sports Complex ('Sport Cplx' if abbreviation is required)
- Beach or Beach Access
- Boat Tours
- Boat Launch
- Campground
- Community Centre ('Commun Ctr' if abbreviation is required)
- Curling Club

- Downtown
- Galleries (Abbreviate name if required. e.g. :“Arts Ctr”)
- Harbour
- Museum or _____ Museum (Abbreviate name if required. e.g. :“Bruce Co Museum”)
- Public Library or _____ Library (Abbreviate name if required. e.g. :“Bruce Co Library”)
- Public Park or _____ Park (Abbreviate name if required. e.g. :“MacGregor Point”)
- Rail Trail
- Sports Field
- Theatre
- Visitor Centre (Abbreviate name if required. e.g. :“Info Ctr”)

Character Lengths

Below is the approximate number of characters that will fit on one line of a given sign type.

- Vu-1 - 12 characters per line / 15 maximum*
- Vu-2 - Primary message – 8 characters Secondary message – 12 characters
- Vu-3 - 14 characters per line
- Vt-1- 13 characters per line
- Vt-2 - 12 characters per line
- Pw-1 - 12 characters per line
- Proposed: Active Transportation Directional - 12 characters. To be confirmed upon further concept development. See **Companion Guide**.

**Reduced letter spacing may be required to achieve maximum character lengths. Kerning or tracking should be done carefully so as to not impede legibility. If kerning alone with proper legibility still does not allow enough space, abbreviations may be used.*

Message Loads

Below is the maximum number of destinations that will fit on a given sign type.

- Vu-1 - 4 destinations
- Vu-2 - 5 destinations
- Vu-3 - 1 destinations
- Vt-1 - 2 destination
- Vt-3 - 1 destination
- Pw-1 - 1 destination
- Proposed: Active Transportation Directional - 4 destinations

Symbols and Icons

The RTO7 Wayfinding Signage Standards and Specifications states:

*All symbols should be reproduced from original electronic artwork.
Production files for required symbols shall be provided by the client.*

A listing of icon previews are found in the **Companion Guide**.

2.5.3 Graphic Standards

Colour Palette

Colours used in signage should align with those used in the RTO7 Wayfinding Signage Standards and Specifications to ensure consistency with the RTO7 specified active transportation wayfinding signage across the Town of Saugeen Shores.

For detailed information on colour palette, paint coating and finishes, refer to the **Companion Guide**.

Graphic Print Process

Information on graphic print process includes standards found on Schedule 1-3.1 of the RTO7 Wayfinding Signage Standards and Specifications. For more detailed information refer to the **Companion Guide**.

Graphic Print Options

Information on graphic print options includes standards found on Schedule 1-3.1 of the RTO7 Wayfinding Signage Standards and Specifications. For more detailed information refer to the **Companion Guide**.

Typography

Typography refers to typeface and fonts used on signage. Consistent and legible messaging is crucial to ensure the success of a wayfinding signage system. For detailed information refer to the **Companion Guide**.

SECTION THREE

Implementation Plan

3.1	Placement Plan and Messaging Charts	56
3.2	Installation Guide	71
3.3	Maintenance Plan	76



3.1 Placement Plan and Messaging Charts

3.1.1 Overview

Mapping for signage placement, along with related messaging charts, were developed after being informed by public engagement. Feedback was examined to ensure that the Strategy identified desired active transportation destinations that fit the Destination Criteria and verified that the proposed routing aligned with the community's existing travel patterns, met their needs and addressed any concerns.

3.1.2 Phasing Guidelines

Considerations for phasing vary for different communities and will change from year to year based on available budgets, goals for the active transportation system, existing signage, new developments, and more. Rarely does a complete system happen in one year.

Part of the Strategy for the active transportation signage in the Town is to provide flexible options for incremental or phased installation. The complete system needs to be phased logically to ensure that each phase will be successful. The system can be phased over several years to suit yearly budget allocations.

Phasing Horizons

The implementation of active transportation signage can be phased into three (3) time horizons. All phasing is suggested, and may be subject to change based on the TMP update.

Phase one (1), is a short range horizon focused on immediate needs, spanning a timeframe of zero (0) to three (3) years. This planning perspective is deeply rooted in the present, focusing on primary routing with high-use, utilizing existing active transportation infrastructure, and driving tourism. It serves as a foundation for addressing current navigational challenges and seizing opportunities; establishing a clear path of travel throughout the entire Town.

Phase two (2), or the mid range horizon at four (4) to six (6) years, represents signage along secondary routes that enhance the overall system. It to, is based on goals and opportunities for improved active transportation infrastructure, such as the installation of a sidewalk where one does not currently exist, or the anticipation of a new walking path.

Phase three (3), is the long range horizon suggesting signage implemented at six (6) years and beyond. Signage in this phase is not crucial to navigate the system, but acts as assurance for users, and directs to few destinations with longer distances between them.

In summary:

Phase	Phase Range	Infrastructure	Pedestrian / Cyclist Use	Destinations
Phase 1	Short (1-3 years)	Existing	Heavy-Use	Level 1 & 2
Phase 2	Mid (4-6 years)	Existing/Proposed	Moderate-Use	Level 1 & 2
Phase 3	Long (6+ years)	Unpaved	Light-Use	Level 2 & 3

Phasing Priorities

Phasing will respond directly to available and approved budgets based on the priority system. Several priorities may be in effect concurrently. Those priorities not achieved in its intended year should be included in the following phase. Priorities should be identified to assist with understanding what may logically happen in each phase. The following recommendations must be considered to assist with selecting priorities for installation.

- 1) Organize Internal Team – Assemble an internal team to oversee the Signage Strategy, assign tasking and responsibilities and processes for implementation and maintenance.
- 2) Problem Areas – Identify areas that may incite the most confusion regarding user satisfaction re. navigation.
- 3) Accessibility – Coordinate the installation of active transportation signage with routes that are paved, have aggregate surfaces, or are made of a hard material that meets AODA standards, ensuring they are suitable for all pedestrians.

Cost Estimate Guide

This cost estimate guide will help the Town determine approximate budgets for each phase of signage installation. Please note that costs are subject to change depending on the proposed signage designs chosen, and the routing decisions made in the TMP update; which may affect the number of signs, and sign types being installed. The following chart provides unit costs to assist the Town in calculating the total budget required per phase.

Sign ID	Sign Class	Sign Type	Description	Panel Size	est. Unit Price	*Mount Type	est. Unit Price
PD-2	Information	Pedestrian Map Directory	For use in core areas, such as downtown.	4'-0" x 2'-10"	\$ 350.00	Refer to RTO7 Guidelines. 3-1/2" dia. x 1/4" aluminum or hot-dip galvanized steel pole	\$ 473.92
At-D	Directional	Proposed: Active Transportation Directional	Used to direct active transportation users to all active-transportation friendly destinations and key areas.	Blade: 35" x 6"		** 2-3/8" dia. x 1/4" hot-dip galvanized steel pole	\$ 373.92
				single-sided print	\$ 83.94	Stabilizing bracket	\$ 36.72
Pw-1	Directional	Active Transportation Route Assurance	Found along designated active transportation routes, this sign type will assure users that they are still on track.	1'-5" x 1'-0"	\$ 210.00	Refer to RTO7 Guidelines. 2-3/8" dia. x 1/4" hot-dip galvanized steel pole	\$ 373.92
						Uchannel size 2lb/ft	\$ 85.00

* RTO7 guidelines dictate mounting and fastening standards.

** Mounting and fastening requires review from a professional engineer licensed with PEO; to ensure appropriate loads, shear strength, etc.

Note: Pricing does not include supply and install costs. Excavation/concrete/installation labour for signage ranges from approximately \$1000.00 to \$1500.00 each sign.

3.1.3 General Placement Standards

The placement of signage must balance visibility, safety, and consistency. The following standards apply across all sign types:

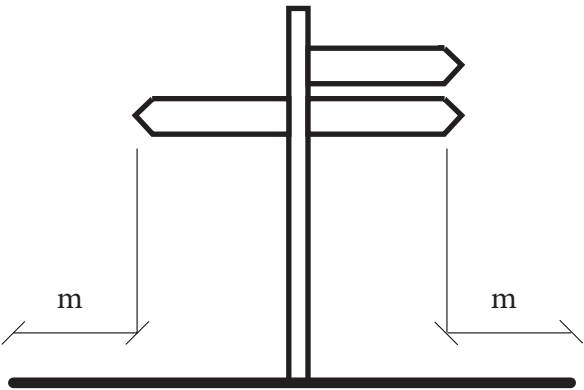
- Consider existing signage before the installation of additional signage and placement.
- Maintain a minimum 15m separation from traffic safety signs on roads with speeds of 60 km/h or higher.
- Signs should generally be angled approximately ± 3 degrees away from oncoming vehicles to reduce glare.
- Avoid placement in visually obstructed or unsafe locations, including the inside of sharp curves, behind vegetation, or in areas where sightlines are compromised.
- Maintain clearances from fire routes, hydrants, exits, pedestrian paths, and vehicular movement areas.
- Do not install signage within a 9m sight triangle at vehicular intersections.
- Installations within a Municipal road allowance require appropriate approval.
- New sign must not be affixed to existing structures such as trees, utility poles, or unrelated infrastructure.
- Utility locates must be confirmed before installation.
- A general guideline of 2m horizontal clearance from adjacent elements should be applied unless site-specific conditions dictate otherwise.

These placement standards are supported by relevant guidance, including the Ontario Traffic Manuals, and the RTO7 Wayfinding Standards.

General Placement Clearances

The general placement clearances chart should be referenced when positioning signs within the built environment to prevent any possible confusion or environmental conflict. Clearance refers to the measurement at grade from the outermost edges of a sign, to an element. When special or unique situation arises, a general guide to follow is a 2m clearance from any element, while exercising discretion based on the specific context.

Element	Recommended Clearance (m)	Minimum Clearance (m)
Curb or shoulder edge of roads 30-50km/h	1	0.6
Curb or shoulder edge of roads 60-80+km/h	2	1.8
Fire Hydrant or Service Connection	2	2
Hydro Vaults	2	1.5
Intersection/ Decision Node	9	8.8
Pedestrian Crossing (roads 30-50km/h)	3	2
Pedestrian Crossing (roads 60-80+km/h)	10	8
Sidewalk/ Pathway	1	0.6
Staging Environment (parking lot)	2	1
Traffic Signs on roads 30-50km/h	2.5	2
Traffic Signs on roads 60-80+km/h	15	14.8
Traffic Signal Poles (Lights) and Boxes	2	1.5
Trees	3	2.5
Utility Poles (other)	2	1.5
Vehicular Access Point	2	1.5



3.1.4 Placement Plan

The signage placement plan has been developed to accommodate the active transportation destinations. Signage from the RTO7 signage standards, as well as the proposed Active Transportation Directional Sign concepts have been identified for placement.

As per project scope, individual signs have been identified, complete with approximate placement and associated messaging (e.g., route assurance, directions to downtown and waterfront where they coincide with existing routes), along current identified active transportation routes. Directions to other active-transportation friendly destinations, beyond current active transportation routes, will be contingent on the findings of the Transportation Master Plan Update.

Sign Placement Legend

Sign ID	Sign Class	Sign Type	Description	RTO7 Naming Convention
PD-2	Information	Pedestrian Map Directory	For use in core areas, such as downtowns etc. to help users navigate, especially where destination-specific directional signage is not feasible (e.g., too many destinations in one area).	Urban Pedestrian Community Map Directory (Pedestrian Map Directory) Pd-2
AT-D	Directional	Proposed: Active Transportation Directional	Used to direct active transportation users to all active-transportation friendly destinations, including key areas (e.g., beach, downtowns, etc.), Municipal points of interest, and trail entrances.	Similar to Vt-1 Trailblazer Cycling Directional
PW-1	Directional	Active Transportation Route Assurance	Found along designated active transportation routes, this sign type will assure users that they are still on track (i.e., used in long stretches, between directional signs every 500m).	Pw-1a/b Urban/Rural Walking Tour/Trail

Sign Placement Key Map

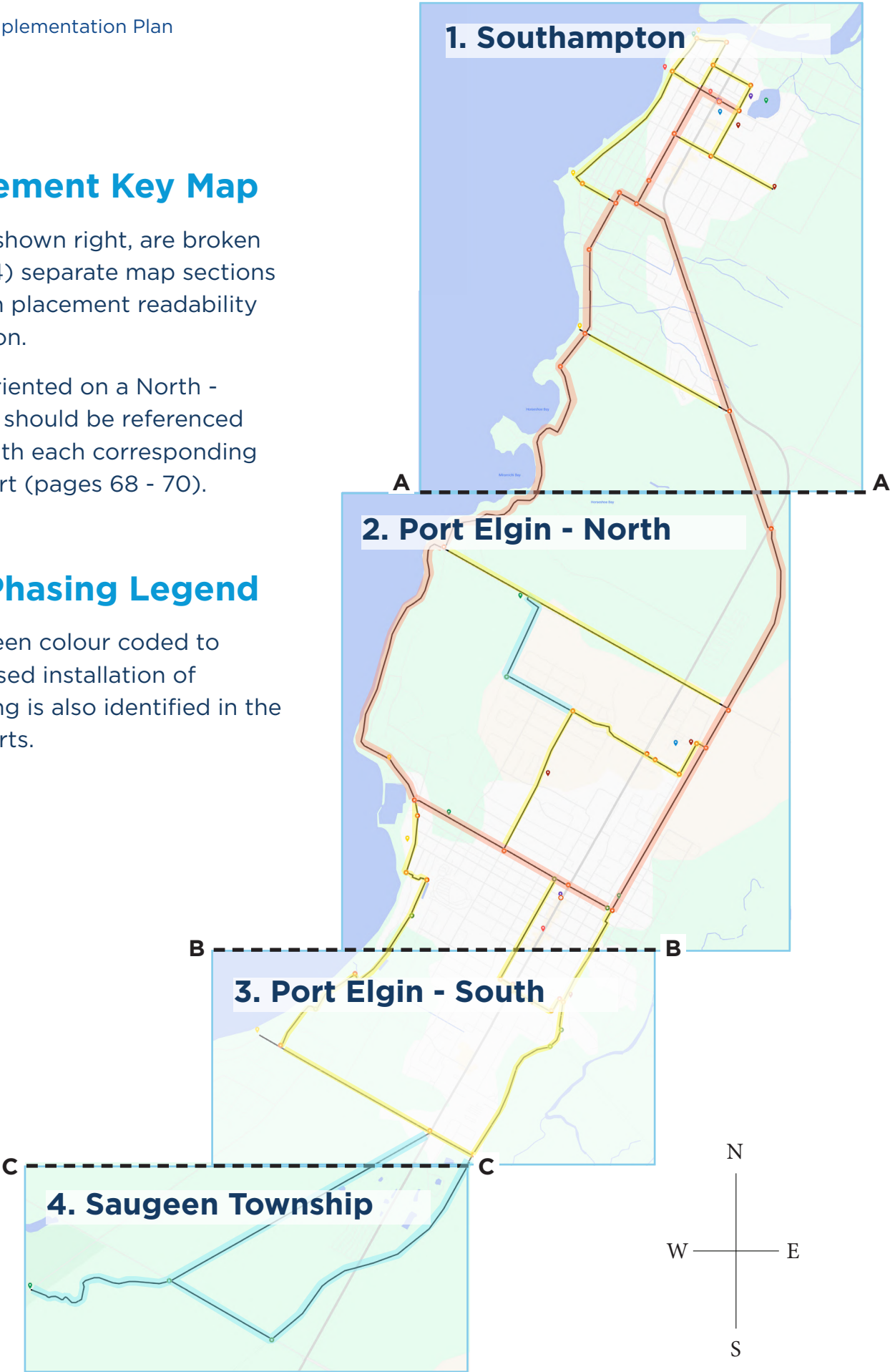
The key maps shown right, are broken out into four (4) separate map sections for ease of sign placement readability and organization.

All maps are oriented on a North - South axis and should be referenced side-by-side with each corresponding messaging chart (pages 68 - 70).

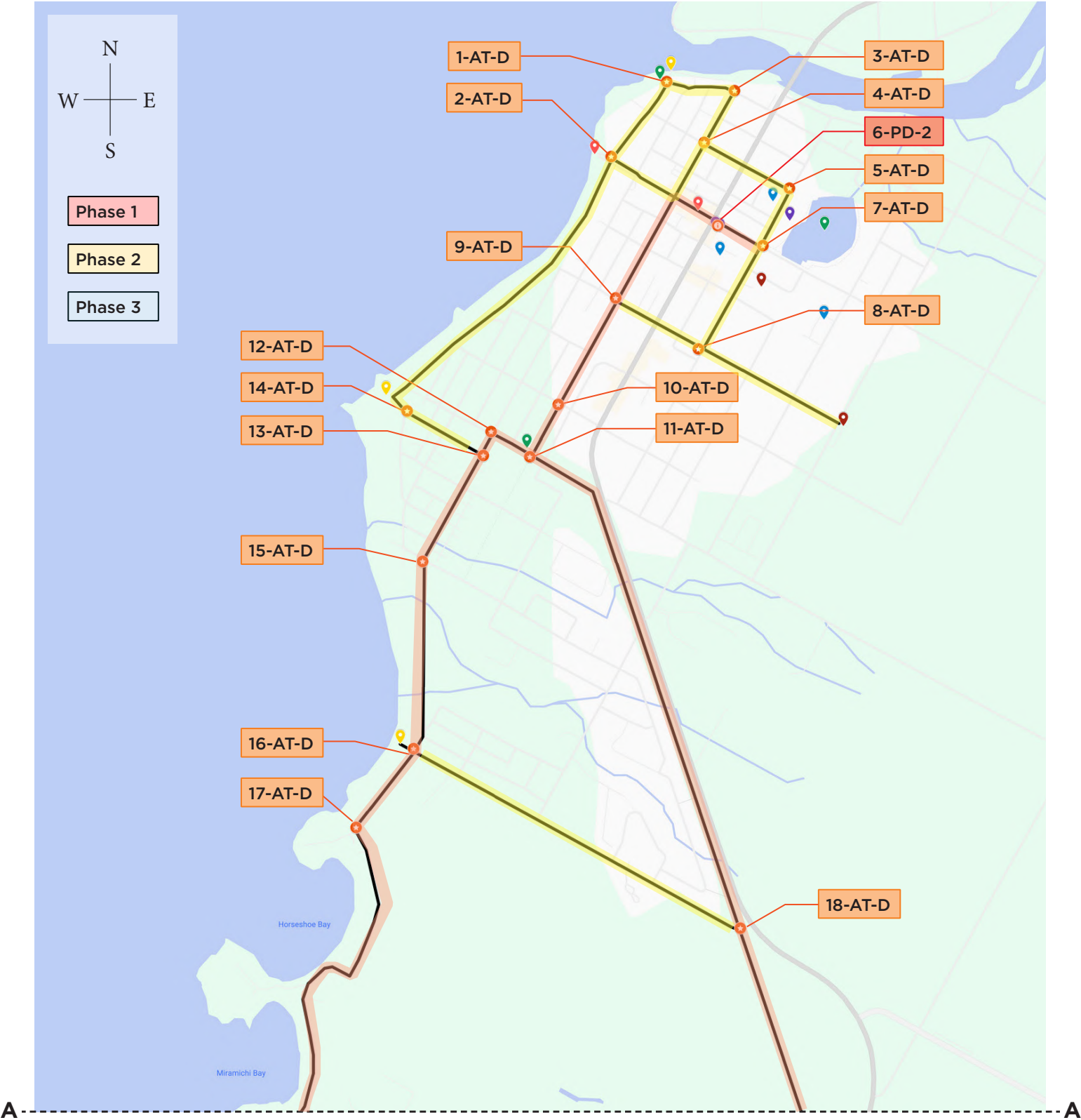
Signage Phasing Legend

Routes have been colour coded to reflect the phased installation of signage. Phasing is also identified in the messaging charts.

- Phase 1
- Phase 2
- Phase 3

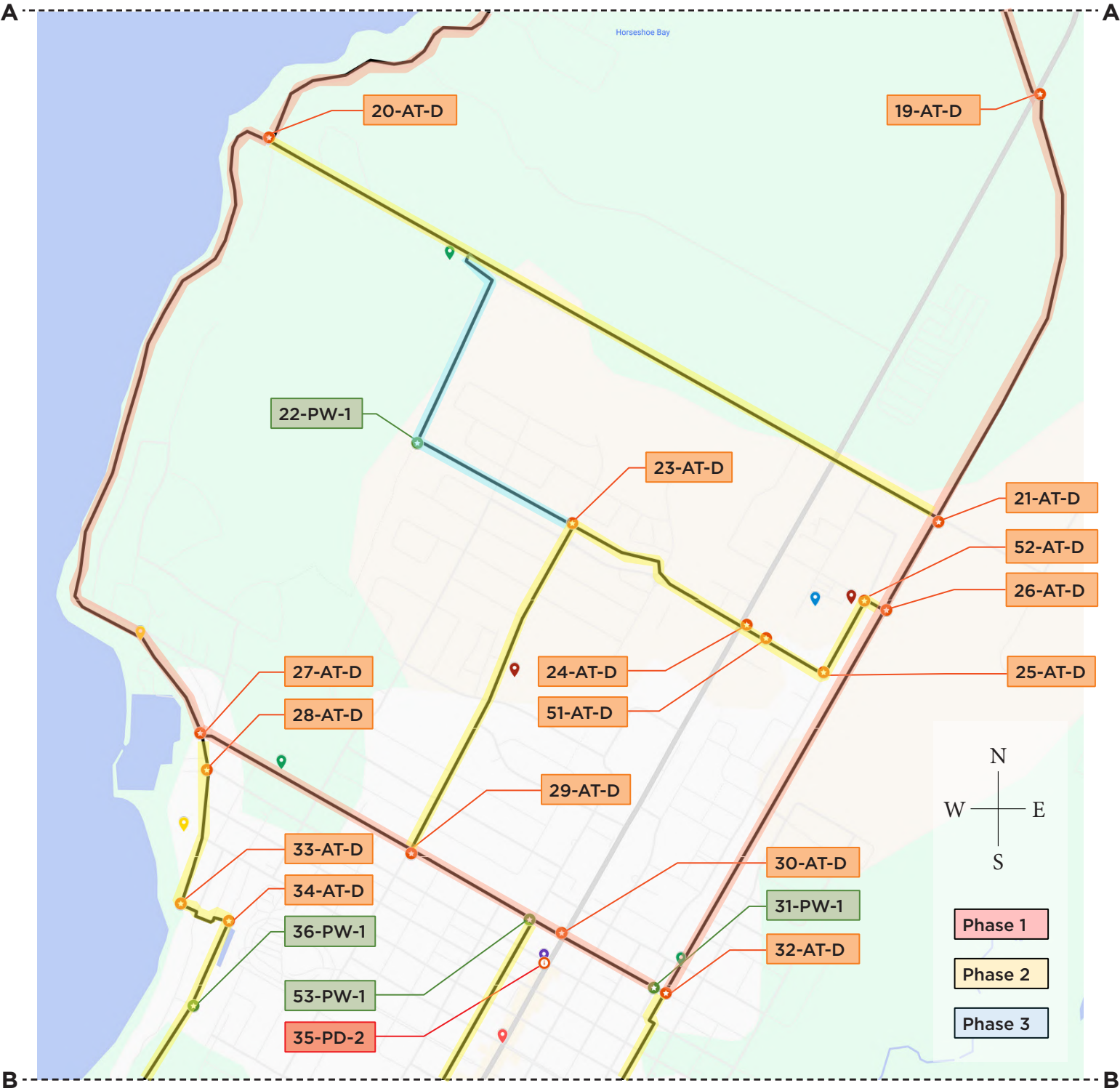


1. Southampton



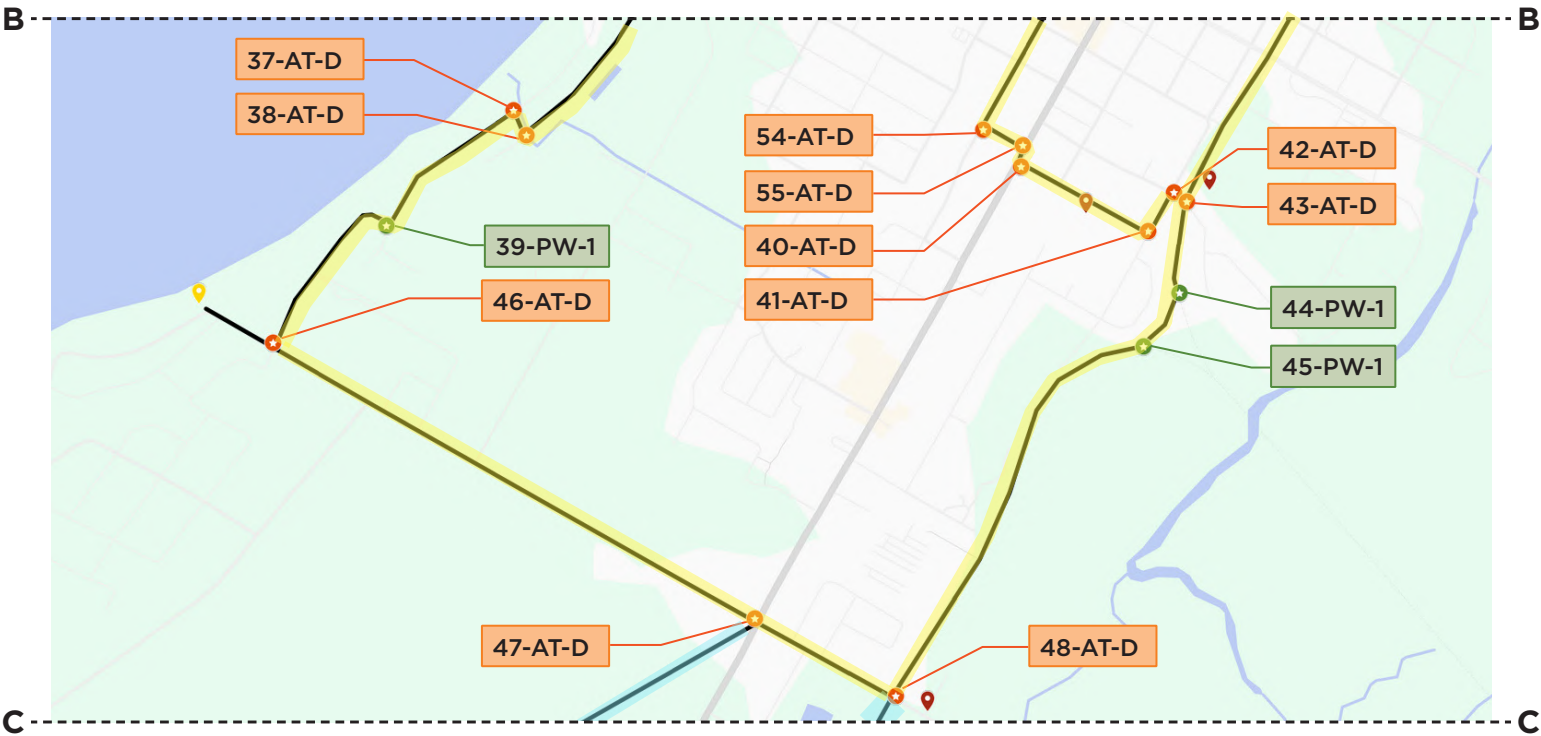
Corresponding messaging chart on page 68.

2. Port Elgin - North

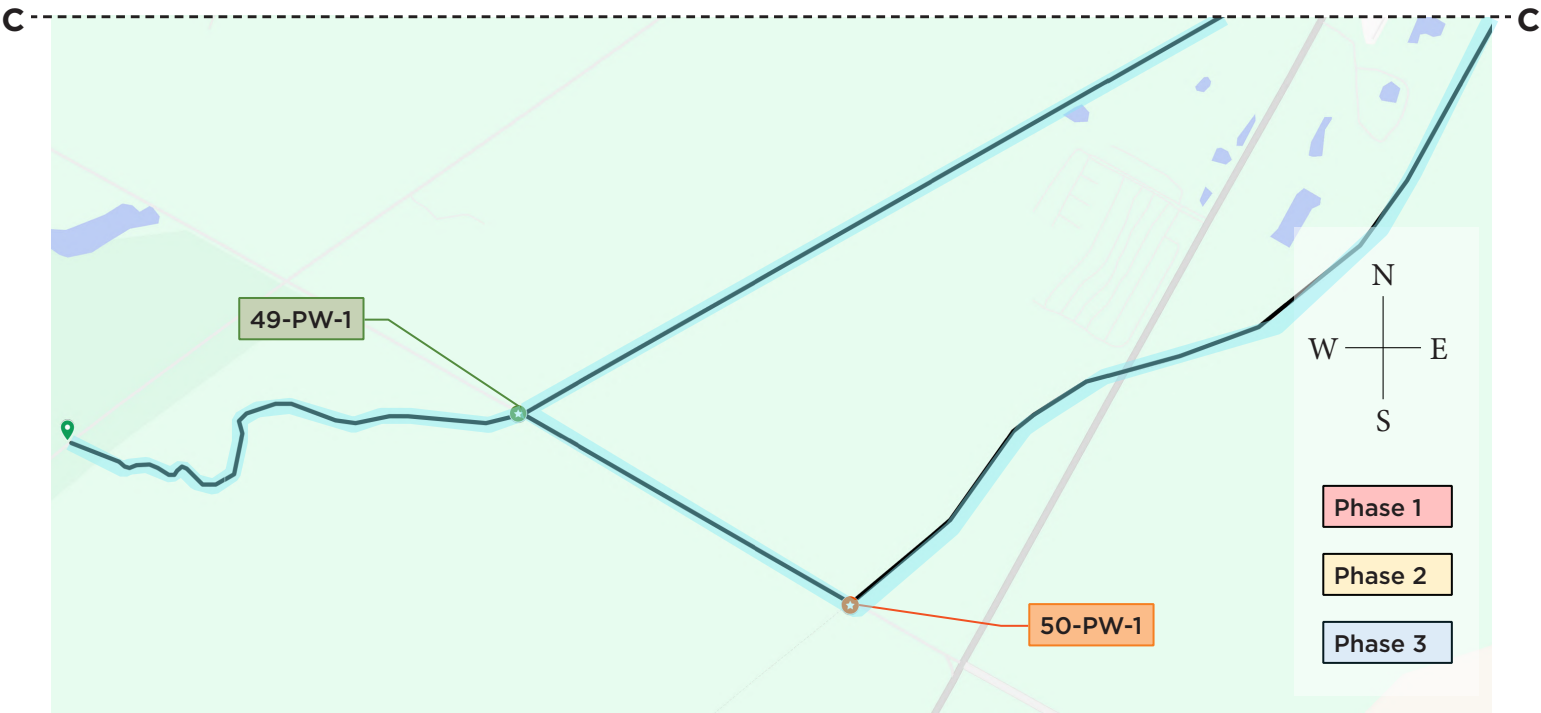


Corresponding messaging chart on page 69.

3. Port Elgin - South



4. Saugeen Township



Corresponding messaging charts on page 70.

3.1.5 Messaging Charts

Messaging charts should be referred to alongside the relevant key maps that detail the placement of each proposed sign. The 'ID' column, refers to the labels on the key maps. 'Sign Types' refer to the sign placement legend to identify the purpose of each sign. The messaging charts also include a description of each sign's placement, the destination names to be displayed on each sign, the direction the blade or panel will point for user guidance, and any related active transportation messaging such as travel times.

Calculating Travel Times

Time walking and biking in minutes, was calculated using the data from the *2021 Sports Medicine Journal – National Averages*. An average walking speed is 1.31ms/seconds or 4.7km per hour. For the purpose of this Strategy, the walking pace was rounded up to 5km/h, with leisurely biking calculated at approximately 12km/h.

Times were calculated using this formula: $\text{Minutes} = (\text{distance/speed}) \times 60$

Intent of Information Kiosks

It is important to note that not all destinations designated for active transportation will be included on the proposed Active Transportation Directional signs (AT-D). Information Kiosks (PD-2) serve as an effective solution to reduce signage clutter in busy areas like downtowns, assisting users in navigating, especially where destination-specific directional signage is not feasible (for example, when there are too many destinations in one area, and therefore cannot be effectively displayed on directional signage). Therefore, various destinations in downtown Southampton and downtown Port Elgin should be represented on the information kiosks situated in high-traffic public spaces within the downtown areas.

How to Read the Messaging Charts

The nature of the active transportation directional signs allow for blades to be printed on both sides, depending on the position of the user, arrows have the potential to be facing different directions. For ease of reading the messaging charts, the '***Arrow Direction' column corresponds to the blade '*Print Orientation' column.

L = The blade is printed in this orientation:



R = The blade is printed in this orientation:



2-S = Blades are printed 2-sides. When a panel is printed on both sides, assume the messaging is read left to right. The arrow on the opposite side should be mirrored to face the direction of the destination.



Section Three | Implementation Plan

#	ID	Sign Type	Phase	Placement	Messaging	Blade/Panel Direction	*Print Orientation	**Arrow Direction	Time via Walking (mins)	Time Via Biking (mins)	Remarks
1. Southampton											
1	1-AT-D	At-D	2	NW corner of Front St. and Saugeen St.	Harbour	NE	R	→	0	0	
					Dominion Lookout	SW	L	←	4	2	
					Downtown	E	R	→	7	3	
2	2-AT-D	At-D	2	NW corner of Front St. and High St.	Downtown	SE	2-S	→	4	2	
					Harbour	NE	R	→	4	2	
					Pioneer Park	NE	R	→	4	2	
					Long Dock Beach	SW	L	←	14	6	
3	3-AT-D	At-D	2	N side of Saugeen St. and Grosvenor St. N	Harbour	W	L	←	3	1	Place existing GLWT badge on this sign instead of the no parking sign.
					Pioneer Park	W	L	←	3	1	
					Downtown	SW	2-S	→	5	2	
4	4-AT-D	At-D	2	NW of Grosvenor St. N and Lansdowne St.	Downtown	SW	2-S	→	2	1	
					Harbour	NE	R	→	6	2	
					Pioneer Park	NE	R	→	6	2	
5	5-AT-D	At-D	2	N corner of Lansdowne St. and Victoria St. S	Museum / Cultural Ctr	SW	2-S	→	1	1	
					Fairy Lake	SW	2-S	→	3	1	
					Downtown	SW	2-S	→	6	2	
					Harbour	NW	2-S	→	10	4	
6	6-PD-2	PD-2	1	Southampton Arts Centre	Include all Southampton active transportation destinations.	TBD	TBD	n/a	varies	varies	Update existing Kiosk to include active transportation destinations and walking distances. Ensure direction to Saugeen Rail Trail.
7	7-AT-D	At-D	2	NE corner of High St. and Victoria St. N	Downtown	NW	2-S	←	2	1	
					Museum / Cultural Ctr	NE	2-S	←	2	1	
					Jubilee Park	SW	2-S	→	2	1	
					Helliwell Park	SW	2-S	→	12	5	
8	8-AT-D	At-D	2	SW corner of Morpeth St. and Victoria St. S	Jubilee Park	NE	2-S	→	4	2	
					Downtown	NE	2-S	→	7	3	
					Helliwell Park	SE	L	←	7	3	
					Saugeen Rail Trl	NW	R	→	12	5	
9	9-AT-D	At-D	1	N corner of Grosvenor St. S and Morpeth St.	Downtown	NE	2-S	→	5	2	
					Memorial Gardens	SW	2-S	→	7	3	
					Saugeen Rail Trl	SW	2-S	→	7	3	
					Helliwell Park	SE	2-S	→	11	5	
10	10-AT-D	At-D	1	SW corner of Grosvenor St. S and Adelaide St.	Memorial Gardens	SW	2-S	→	2	1	
					Saugeen Rail Trl	SW	2-S	→	2	1	
					Downtown	NE	2-S	→	10	4	
					Long Dock Beach	SW	2-S	→	10	4	
11	11-AT-D	At-D	1	SW corner of the fork of Saugeen Rail Trail connection.	Saugeen Rail Trl	SE	2-S	→	n/a	n/a	
					Long Dock Beach	NW	2-S	→	8	3	
					Downtown	NE	2-S	→	12	5	
					Port Elgin	SE	2-S	→	52	22	
12	12-AT-D	At-D	1	N corner of Huron St. S and Peel St.	Long Dock Beach	SW	2-S	→	6	3	
					Downtown	SE	2-S	→	13	6	
					Port Elgin	SE	2-S	→	53	22	
13	13-AT-D	At-D	1	SE side of Beach Rd. and Huron St. S	Long Dock Beach	NW	2-S	→	5	2	
					Downtown	NE	L	←	14	6	
					Port Elgin	NE	L	←	54	23	
14	14-AT-D	At-D	2	N of Front St. S and Beach Rd.	Long Dock Beach	NW	L	←	1	1	
					Dominion Lookout	NW	L	←	14	6	
					Downtown	SE	R	→	19	8	
					Port Elgin	SE	R	→	55	23	
15	15-AT-D	At-D	1	SW corner of Bay St. and Huron St. S	South St. Beach	S	2-S	→	9	4	
					Long Dock Beach	NE	2-S	→	10	4	
					Downtown	NE	2-S	→	20	9	
					Port Elgin	S	2-S	→	52	22	
16	16-AT-D	At-D	1	NW corner of South St. and Miramichi Bay Rd.	Saugeen Rail Trl	SE	2-S	→	16	7	
					Downtown	NE	R	→	29	12	
					Port Elgin	SW	L	←	48	20	
17	17-AT-D	At-D	1	W corner of McCannel Ln. and Miramichi Bay Rd.	Southampton	NE	R	→	4	2	
					South St. Beach	NE	R	→	6	3	
					Port Elgin	S	L	←	48	20	
18	18-AT-D	At-D	1	NE corner of South St. and the Saugeen Rail Trail	Port Elgin	S	R	→	30	13	
					Downtown	N	L	←	36	15	

#	ID	Sign Type	Phase	Placement	Messaging	Blade/Panel Direction	*Print Orientation	**Arrow Direction	Time via Walking (mins)	Time Via Biking (mins)	Remarks
2. Port Elgin - North											
19	19-AT-D	At-D	1	E side of Hwy 21, at Rail Trail Crossing	Southampton	NW	L	←	12	5	
					Port Elgin	S	R	→	18	8	
20	20-AT-D	At-D	1	N corner or N Shore Rd. and Miramichi Bay Rd.	Woodland / Biener Trls	SE	2-S	→	10	4	
					Southampton	NE	2-S	→	30	13	
					Port Elgin	NW	2-S	←	24	10	
21	21-AT-D	At-D	1	SE corner of Saugeen Rail Trail and Concession Rd. 10	The Plex / Pryde AWC	SW	R	→	7	3	
					Woodland / Biener Trls	NW	2-S	→	22	9	
					Downtown	SW	R	→	28	12	
					Southampton	NE	L	←	30	13	
22	22-PW-1	Pw-1	3	Devonshire neighbourhood trail meets Biener's Bush Trail	Woodland Trls	SE	n/a	→	10	4	
23	23-AT-D	At-D	2	N corner of Bruce St. and Devonshire neighbourhood trail crossing	Biener Park / Cricket Grounds	SW	2-S	←	7	3	
					Woodland / Biener Trls	NW	L	←	7	3	
					The Plex / Pryde AWC	SE	R	→	13	6	
					Skate Park	SE	R	→	16	7	
24	24-AT-D	At-D	2	E corner of Devonshire Rd. and Goderich St.	The Plex / Pryde AWC	SE	R	→	6	3	
					Skate Park	SE	R	→	7	3	
					Woodland / Biener Trls	NW	L	←	16	7	
51	51-AT-D	At-D	2	S side of Devonshire across from pedestrian connection	The Plex / Pryde AWC	NE	2-S	→	1	1	
					Skate Park	NE	2-S	→	1	1	
25	25-AT-D	At-D	2	N corner of Devonshire Rd and Wellington St.	The Plex / Pryde AWC	NW	2-S	→	3	1	
					Skate Park	NW	2-S	→	4	2	
					Woodland / Biener Trls	NW	2-S	→	18	8	
52	51-AT-D	At-D	2	W corner of Tomlinson Dr. and Wellington St.	The Plex / Pryde AWC	NW	2-S	→	0	0	
					Downtown	SW	L	←	24	10	
					Woodland / Biener Trls	SW	L	←	24	10	
26	26-AT-D	At-D	1	SE side of the Saugeen Rail Trail at the Tomlinson Dr. connection.	The Plex / Pryde AWC	NW	2-S	←	3	1	
					Skate Park	NW	2-S	←	2	1	
					Downtown	SW	R	→	24	10	
					Woodland / Biener Trls	NW	2-S	←	24	10	
27	27-AT-D	At-D	1	W corner of Stevens St. and Market St.	Main Beach / Harbour	S	2-S	→	2	1	
					Nodwell Park	E	2-S	→	4	2	
					North Shore Park	N	2-S	→	5	2	
					Downtown	E	2-S	→	18	8	
28	28-AT-D	At-D	2	W corner of Elgin St. and Stevens St.	Main Beach / Harbour	S	L	←	1	1	
					Nodwell Park	N	R	→	5	2	
					North Shore Park	N	L	→	6	3	
29	29-AT-D	At-D	2	SE corner of Market St. and Bruce St.	Nodwell Park	NW	R	→	6	3	
					Biener Park / Cricket Grounds	NE	2-S	→	8	3	
					Downtown	SE	L	←	9	4	
53	53-PW-1	Pw-1	2	W Corner of Market St. and Waterloo St.	Cycling Route	NE	n/a	←	13	6	
30	30-AT-D	At-D	1	S corner of Market St. and Goderich St.	Downtown	SW	2-S	→	1	1	
					Cycling Route	NW	L	←	1	1	
					Biener Park / Cricket Grounds	NW	L	←	15	6	
					The Plex / Pryde AWC	SE	R	→	26	11	
31	31-PW-1	Pw-1	1	S corner of Wellington St. and the Saugeen Rail Trail sidewalk connection.	Saugeen Rail Trl	N	n/a	↑	n/a	n/a	
32	32-AT-D	At-D	1	E side of the trail at the sidewalk connection	Downtown	NW	2-S	→	6	3	
					The Plex / Pryde AWC	NE	L	←	20	9	
					Cameron Park	SW	R	→	10	4	
33	33-AT-D	At-D	2	SW corner of Harbour St. and Izzard St.	Main Beach / Harbour	NE	R	→	3	1	
					Nodwell Park	NE	R	→	11	5	
					Gobles Grove	SE	L	←	28	12	
34	34-AT-D	At-D	2	E side of Shipley Trail at Upper Ave.	Main Beach / Harbour	NW	L	←	5	2	
					Gobles Grove	SW	R	→	25	11	
35	35-PD-2	PD-2	1	Port Elgin Public Library	Include all Port Elgin and Saugeen Township active transportation destinations.	TBD	n/a	n/a	varies	varies	Place an Info. Kiosk to include active transportation destinations and walking distances. Ensure direction to Saugeen Rail Trail.
36	36-PW-1	Pw-1	2	SE corner of Mitchell Ln. and Shipley Trail	Beaches	NW	n/a	← →	n/a	n/a	

#	ID	Sign Type	Phase	Placement	Messaging	Blade/Panel Direction	*Print Orientation	**Arrow Direction	Time via Walking (mins)	Time Via Biking (mins)	Remarks
3. Port Elgin - South											
37	37-AT-D	At-D	2	NW side of Shipley Ave. at McKinnon Ln.	Gobles Grove Main Beach / Harbour	SW SE	L R	← →	13 19	6 8	
38	38-AT-D	At-D	2	S corner where Shipley Trail meets McKinnon Ln.	Gobles Grove Main Beach / Harbour	NW NE	R L	→ ←	14 18	6 8	
39	39-PW-1	Pw-1	2	SW corner of Shipley Ave and Sieffert Ct.	Beaches	NE	n/a	← →	n/a	n/a	
40	40-AT-D	At-D	2	SE corner of Goderich St. and Peirson Ave.	J.H. Robertson Park Downtown Cameron Park	SE NE SE	2-S 2-S 2-S	→ → →	2 6 7	1 3 3	
54	54-AT-D	At-D	2	N Corner of Goderich St. and Peirson Ave	J.H. Robertson Park Downtown Cameron Park Cycling Route	SE SE SE NE	L L L R	← ← ← →	4 7 8 12	2 3 4 5	
55	55-AT-D	At-D	2	N Corner of Goderich St. and	Downtown Cycling Route	NE NW	2-S 2-S	→ ←	5 13	2 6	
41	41-AT-D	At-D	2	S corner of Wellington St. and Peirson Ave.	J.H. Robertson Park Cameron Park Downtown	NW NE NW	2-S 2-S 2-S	→ → →	2 3 11	1 1 4	
42	42-AT-D	At-D	2	NE corner of Wellington St. and Louis St.	Cameron Park J.H. Robertson Park Downtown	SE SW SW	R 2-S 2-S	→ → →	2 4 12	1 2 5	
43	43-AT-D	At-D	1	E side of Saugeen Rail Trail at Louis St.	Cameron Park J.H. Robertson Park Downtown Lamont Sports Park	NE NW NW S	L 2-S 2-S R	← → ← →	1 4 12 19	0 2 5 8	
44	44-AT-D	At-D	2	N fork were Saugeen Rail Trail meets Bruce County Rail Trail	J.H. Robertson Park Downtown	NE NE	2-S 2-S	→ →	7 14	3 6	The town may place this assurance sign at its own discretion based on existing trail context.
45	45-AT-D	At-D	2	S fork were Saugeen Rail Trail meets Bruce County Rail Trail	Lamont Sports Park Downtown	SW NE	2-S 2-S	→ →	14 16	6 7	The town may place this assurance sign at its own discretion based on existing trail context.
46	46-AT-D	At-D	2	N corner of Shipley Ave. and Bruce Rd. 25	Gobles Grove Main Beach / Harbour MacGregor Point	NW NE SE	2-S R 2-S	→ → →	2 30 60	1 13 25	
47	47-AT-D	At-D	2	N corner of Concession Rd 6 and Goderich St.	Lamont Sports Park Gobles Grove Downtown MacGregor Point	SE NW SE SW	2-S 2-S 2-S 2-S	→ → → →	6 18 26 43	2 8 11 18	
48	48-AT-D	At-D	1	E corner of Concession. Rd 6 and Saugeen Rail Trail	Lamont Sports Park Gobles Grove Downtown MacGregor Point	SE NW NE SW	2-S 2-S 2-S R	→ → → →	1 23 24 54	0 10 10 23	
4. Saugeen Township											
49	49-PW-1	Pw-1	3	W corner of Concession 4 and Rotary Way Trail	MacGregor Point	E	n/a	←	16	7	
50	50-AT-D	At-D	3	S corner of Bruce County Rail Trail and Concession 4	MacGregor Point Port Elgin	NE NE	2-S L	→ ←	11 52	5 22	



3.2 Installation Guide

3.2.1 Overview

The following Installation Guide outlines the standards, processes, and responsibilities required to guide the fabrication and installation of the Saugeen Shores Active Transportation Wayfinding Signage system.

These guidelines ensure consistency, durability, safety, and visual cohesion across all signage types and installation locations.

3.2.2 Installation Guidelines

To ensure consistency and quality control, the Town may retain the selected contractor under a renewable annual agreement. The first year of fabrication and installation should serve as a prototype phase, during which representative sign types are fabricated and installed for testing. This pilot period allows evaluation of materials, fabrication methods, visibility, and public response.

An annual review between the Town and the contractor must be conducted to assess revisions, material performance, cost adjustments, and installation quality. Updated as-built drawings must be supplied annually.

Bidding and Procurement Requirements

The Town will follow the Town's Procurement Policy, and any bid packages or requests for quotations will include:

- Relevant extracts from the Signage Strategy.
- Sign locations, destination lists, design standards, and fabrication details.
- Unit pricing for fabrication, installation, and warranties.
- Pricing for prototype development, where applicable.
- Provisions for insurance, bonding, WSIB, and permitting.
- Requirements for submission of shop drawings.
- Optional provisional pricing for alternate materials or methods.

Removal of Existing Signage

The removal of outdated or redundant signage is critical to reducing visual clutter and improving legibility. Removal should be coordinated with installation activities to achieve cost efficiency and minimize multiple visits to the same site. Signs that have become obsolete, inaccurate, or are in disrepair should be prioritized for removal, while those in good condition may be phased out in later stages. Please refer to section 3.3.3 Replacement Guidelines for more information.

Contractor Responsibilities

The contractor is responsible for obtaining all applicable County, Municipal, Provincial, and MTO permits. All signage must comply with applicable bylaws and adhere to the design intent expressed in the Visual Signage Toolkit and production files. Contractors must coordinate with the Town regarding the identification of subgrade utilities and must ensure all sites are safely prepared before installation.

Maintenance guidelines for each sign type must be provided to the Town upon installation completion.

3.2.3 Fabrication Standards

Submittals and Shop Drawing Requirements

Before fabrication, the contractor must submit detailed shop drawings for review and approval. When multiple signs of the same type are proposed, one typical detail may be submitted, accompanied by a complete graphic schedule. Physical samples of all materials, finishes, and fabrication methods must be provided and approved before production begins. All shop drawings must be stamped and certified by a professional engineer licensed in Ontario.

Upon completion of installation, the contractor shall supply accurate as-built drawings capturing final fabrication details and any field adjustments. The Town will provide the successful contractor with production-ready design files, including vector artwork, Pantone colour specifications, and templates from the Signage Design Manual.

Workmanship

All signage must be fabricated to a high architectural standard, with workmanship that is square, true, and consistent across all units. Contractors and sign fabricators are responsible for inspecting all raw materials to ensure they are free of defects before fabrication. Deficiencies in materials, fabrication, or finishing are the sole responsibility of the contractor.

Structural welding must follow best trade practice and produce clean, smooth joints free of pitting. Fastening hardware must be stainless steel or heavy-coat galvanized steel, with all fastening holes pre-drilled and deburred before finishing. Metal surfaces must undergo full preparation—including sanding, acid-washing, application of a self-etching primer, followed by a minimum of two coats of each colour—and finished with a protective clear coat for durability and graffiti resistance.

Work sites must be maintained in a clean, orderly, and safe condition throughout installation. All refuse must be removed at the contractor's expense, and disturbed landscaping or hardscaping must be restored to its original condition.

3.2.4 Management Structure

An internal team is required to oversee the implementation, review, and ongoing monitoring of the signage system.

Team Composition

- **Project Manager:** Leads the project, coordinates Municipal departments, manages data, and oversees ongoing monitoring.
- **Designated Manager:** Oversees tendering, budgeting, contractor selection, utility locates, and removal of legacy signage.
- **Internal Review Committee:** Provides support in reviewing sign locations, messaging, prototypes, and permits.

Key Responsibilities

- Review and understand the Strategy in full.
- Consult with Municipal departments, stakeholder groups, and relevant agencies.
- Maintain a GIS database documenting installation dates, conditions, and geolocations.
- Ensure consistency between physical signage and digital navigation tools such as Municipal websites, internal and external mapping tools.
- Review and approve sign messaging, placement, and design proofs.
- Secure all required permits and ensure compliance with applicable regulations.
- Establish a method for monitoring the effectiveness of the wayfinding system.



3.3 Maintenance Plan

3.3.1 Overview

The following Maintenance Plan outlines the standards, processes, and responsibilities required to guide the long-term maintenance of the Saugeen Shores Active Transportation Wayfinding system. These guidelines ensure consistency, durability, safety, and visual cohesion across all signage types and installation locations.

3.3.2 Maintenance

A consistent maintenance approach is essential to the long-term success of the wayfinding signage system.

Town Responsibilities

- Inspect signs following installation to confirm compliance with contract requirements.
- Monitor signs regularly for visibility, safety, structural integrity, and vandalism.
- Coordinate repairs for issues not covered by contractor obligations.
- Maintain records of deficiencies to inform future design improvements.
- Maintain an up-to-date signage inventory.

Contractor Responsibilities

- Install signage according to contractual requirements and manufacturer specifications.
- Correct fabrication- or installation-related deficiencies.
- Provide recommendations for improving sign fabrication in future phases.

Maintenance Manuals

In compliance with the RTO7 Wayfinding Signage Standards and Specifications, fabricators must supply maintenance manuals for each sign type. Additionally, it would be an expectation of the Town, that maintenance information be provided following installation.

3.3.3 Replacement Guidelines

Replacement Overview

The following Replacement Guidelines recommend the standards, processes, and responsibilities required to replace or repair damaged signs within the Saugeen Shores Active Transportation Wayfinding Signage system.

The following guidelines ensure consistency, durability, safety, and navigational cohesion across all signage types and installation locations.

Inspection and Repair Schedule

As a general guideline, signs should be inspected biannually. Once in the spring (late March/April), as most sign damage occurs during the winter season due to snow removal, snow loads, and inclement weather, etc. Signs should be inspected once again during the summer season (June to September) as this is when active transportation routes will be the most utilized. It is important to ensure the wayfinding system is complete and free of missing or damaged signs.

Additionally, it is recommended that signs be inspected after isolated events (i.e., snowstorms, heavy rainfall, high wind speeds, vehicular impacts) as signs could become damaged.

Signs should be repaired and/or replaced as soon as possible after damages are identified to maintain a complete wayfinding system and avoid user confusion and disorientation. If signage can not be repaired or replaced soon after identification, it is suggested that the Town maintain a record of most frequently needed and damaged signage.

Procedures for Sign Replacement

When a sign is identified as needing repairs or replacement, best practice is to remove the sign as soon as possible and install a temporary wayfinding sign in its place until a new permanent sign can be repaired or replaced. This will ensure that active transportation users can still navigate routes and get to destinations easily. Upon the need for a replacement, once the new permanent sign has been manufactured, it shall be installed as soon as possible, and the temporary wayfinding sign will be removed.

In cases where multiple active transportation wayfinding signs need to be repaired/replaced, the priority of replacement needs to be identified to ensure active transportation routes remain usable while sign repairs or replacements are made.

These signs are imperative to the success of the wayfinding system, and are considered as high-priority replacements:

1. Active Transportation Directional;
2. Combined Core Directional signs;
3. Pedestrian Map Directory signs.

The wayfinding system could still be used successfully without the immediate replacement/repair of the lower priority replacement signs:

4. Active Transportation Assurance;
5. Trail Intersection;
6. Trail Entrance Identification; and
7. Trailhead Kiosk.

SECTION FOUR

Appendices

Active Transportation Wayfinding Signage Sequence	81
Additional Survey Results	82
Innovations and Trends	85



Additional Survey Results

Survey Questions

Do you have any additional thoughts or comments about the Town of Saugeen Shores Active Transportation Wayfinding Signage Strategy?

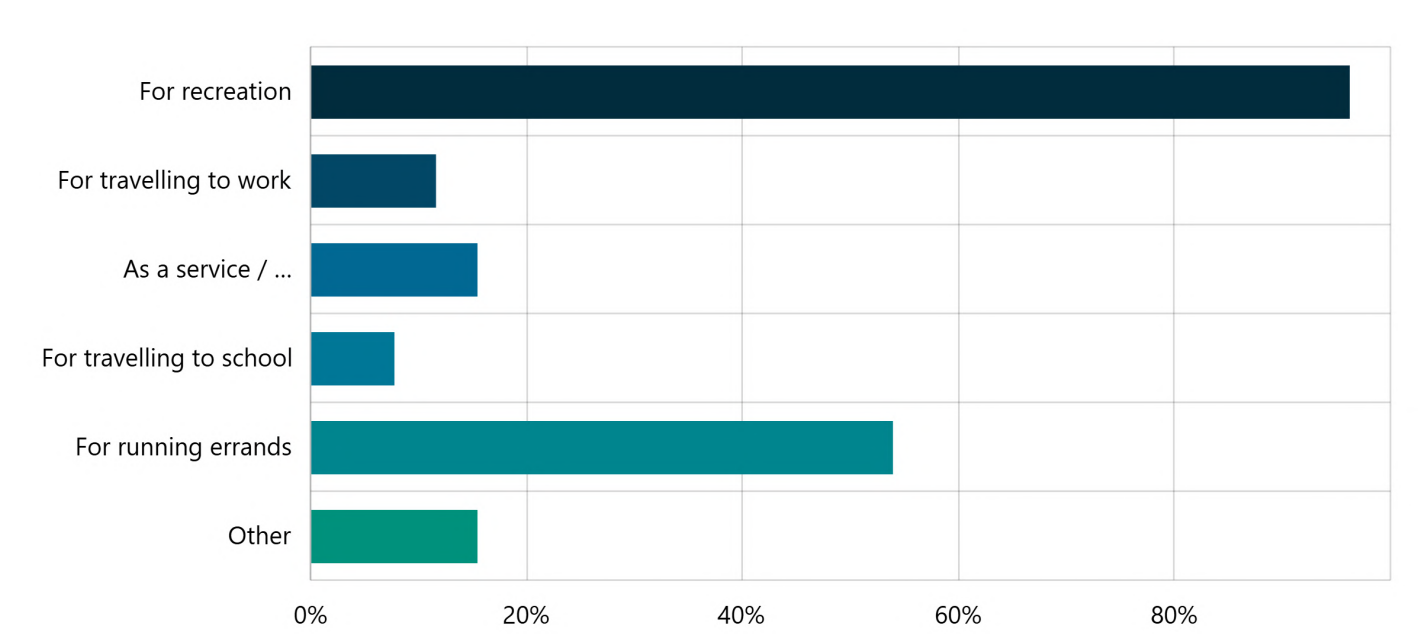
Survey Comments:

- For the branding -- I like that the words "Saugeen Shores" are included on the sign but feel that we should still retain the prominence of the "Port Elgin" and "Southampton" words. My only suggestion is that it might not be clear to visitors how all the place names relate to each other. Maybe retain Port Elgin and Southampton but say in smaller font "A community of" and then it would say Saugeen Shores.
- Love the signage concept. Thank you!
- We show how long it takes to get from one point to another, via walking, biking. How about via wheelchair? I like using pictures rather than words. Not everyone can speak, read or understand English. Pictures take care of that.
- All forms of active transportation (walking, cycling, rollerblading, jogging, etc.) benefit all residents' health, both for the participants and for others (fewer pollutants from vehicles). Clear signage is important both for residents and visitors/tourists. Some recent important improvements in safety (especially four-way stops and clearly marked shared lanes with bicycles) are a great asset to the community.
- Keep the signage simple and uncluttered. Some of those choices have too much detail - logo, graphics, writing, arrows - that it's very difficult to focus on the message, which is the distance in time. And, City Hall? Municipal Offices is closer to the correct term. The logo is redundant on most of these signs - nice to have, but adds too much visual clutter. Very concerned that some of these routes (especially for cyclists) encourage people to use some of the busiest routes, such as Goderich Street and High Street, with its angle parking. Southampton has lanes on other side of High Street, behind the businesses, which may be a better alternative for travelling between Grosvenor Street and Hwy 21, and Hwy 21 and Victoria. The light for crossing at High Street and Hwy 21 is only a short distance away, with minimum disruption to the travel route. Very glad to see the encouragement of physical movement rather than cars in the community. Still disappointed that Lamont Park is a long distance to travel by bike from Southampton, with that treacherous highway crossing at HiBerry's. Not fun to travel back in the dark on the rail trail after a late game, either.

- Consistency in signage is critical. Please consider the inclusion of the town name (Port Elgin) with a small Saugeen Shores for the signs. Leaving out either name makes you question where you are.
- Identifying the Historic Cottage District in both Southampton and Port Elgin would be a positive add to the way finding strategy.
- While we have been amalgamated for 26 years, wayfinding and iconography needs to work for non locals, and locals still refer to distinctly different communities and not Saugeen Shores while in town or talking about where they live when in other places. So switching branding to be primarily Saugeen Shores instead of Port Elgin & Southampton is not reflective of how regular locals speak about our communities. Also, I don't know how to fix it, because a lighthouse and sunset should be the Southampton logo, but if it could be less phallic looking maybe?
- We need some form of public transportation for both towns and connecting them. The tram that ran before covid was excellent for the good weather but we need a year round system.
- This town is so unsafe for walkers yet you refuse to add sidewalks for us. Why??
- Rail trail crossing Hwy 21 is downright dangerous - crosswalk or lights required before someone is hurt, consider lowering speed limit - not many towns have 80km/h roads inside the town.
- Signage helps to promote recreational assets for a community but cannot overwhelm the user or those searching for those assets.
- Please consider removing the Southampton lighthouse image - I'm sorry, but like the Dome and tower in Toronto, it looks phallic. Perhaps a new graphic icon could be developed for Southampton?
- Unfortunately we still see and sense the division between the two parts of our Town, but I do not see a way to bring it into greater cohesion except to eliminate the separate names and wait a generation!
- How can you make sure mobile devices have the attractions and routes followed by walking and cycling avoid thoroughfares?
- Do you really need saugeen shores on the directional signs we are in saugeen shores. That would allow for clearer directional information, simple is best for old eyes.
- For safety reasons, we should not encourage biking on High street where there is angle parking. Cyclists should be directed to use the side streets to reach the nearest corner on High Street, and then directed to walk their bike to their destination on that block. It is too dangerous to cycle behind angle parking. By the time the driver can see if a cyclist is coming, they are already half way on the street which is too late for the cyclist or driver to stop.
- I love the little pictorials on the signs to show the attraction/landmark. The arrows built into the sign are also a nice touch.

How do you typically use active transportation in Saugeen Shores? Check all that apply. Required

Multi Choice | Skipped: 0 | Answered: 26 (100%)



Answer choices	Percent	Count
For recreation	96.15%	25
For travelling to work	11.54%	3
As a service / enhanced offering for a business	15.38%	4
For travelling to school	7.69%	2
For running errands	53.85%	14
Other	15.38%	4



4.1 Innovations and Trends

4.1.1 Digital Integration

While outside the current project scope, digital integration remains relevant to active transportation wayfinding, and presents potential future opportunities for integrating digital media into the Town's wayfinding systems. Drawing on research into emerging trends and innovations in active transportation wayfinding, this overview highlights many of the latest trends that can be applied virtually, as users plan their trips and routes via online platforms, which complement real-world wayfinding signage. Some of these innovations can be effectively applied to the RTO7 signage standards, particularly regarding informational signs that provide visitors with additional guidance and mapping resources.

4.1.2 Planning and Navigation

Preparing for a trip and navigating an active transportation system can begin at home by researching online resources, often available on municipal websites. The four (4) trends outlined below provides guidance on their usage and application.

Itinerary Planners

Itinerary planners are digital tools that allow users to plan routes or multi-stop trips by entering a start point, destination(s), and optional preferences (e.g., fastest route, scenic route, transit-only). The tool then generates step-by-step directions. For Municipalities, itinerary planners often function as transit trip planners or tourism itinerary builders. These planners help both residents and visitors navigate efficiently between multiple locations, potentially using different modes of transportation. Modern itinerary planners typically operate as web-based tools or mobile apps, often integrating with mapping services or real-time transit data.

For example, the City of Kawartha Lakes provides an integrated trip planner through the Kawarthas Northumberland tool on its Municipal website¹. In Northern Ontario, an embeddable Trip Planner is currently being implemented to enable interactive route planning directly on tourism and Municipal websites². Additionally, regional collaborations such as the Lake Superior Circle Tour have incorporated comprehensive itinerary-building tools into their tourism websites³.

Interactive Maps

The Town currently has an interactive cycling map⁴, that could be further enhanced to include local amenities, destinations and other recommendations, etc. Interactive maps are online maps that allow users to pan, zoom, and click to explore geographic information. Unlike static maps, interactive maps typically include multiple layers or data points that users can toggle, search, or query for details. In a wayfinding context, interactive maps help users find their bearings, discover points of interest (Municipal amenities, services, facilities, parks, facilities, trails, bus stops, etc.), and in some cases visually plan routes.

1 Trip Planner - City of Kawartha Lakes Tourism, <https://www.explorekawarthalakes.com/en/plan-your-trip/trip-planner.aspx>

2 Ontario Trip Explorer, <https://ontario.app>

3 Trip Planner - Lake Superior Circle Tour, <https://lakesuperiorcircuitour.info/trip-planner/>

4 www.saugeenshores.ca/cyclingmap

These maps usually run on web GIS platforms such as Esri's ArcGIS Online or Google Maps API and can be embedded directly into Municipal websites or provided as standalone mapping portals.

BruceGreySimcoe, the regional tourism organization for Bruce, Grey, and Simcoe counties, features a highly interactive map on its website to showcase the wide variety of experiences available across the region⁵. Users can filter attractions and tourism operators by category, which is especially useful given the area's large geography and diverse offerings.

The Niagara Parks Commission provides an interactive map highlighting key attractions along the Niagara River, including parks, historic sites, and natural areas around Niagara Falls⁶. This map also displays trails (such as the Niagara River Recreation Trail), nearby accommodations, restaurants, parking areas, and even bike rental locations, helping users easily locate amenities relative to the attractions they wish to visit.

The City of Toronto offers an interactive Cycling Network Map, allowing cyclists to explore the city's cycling infrastructure or input specific addresses to find suitable routes⁷. Interactive tools like this help residents and visitors visualize networks of trails or bike lanes, making it easier to plan their trips.

PDF Map Downloads

Although interactive mapping tools are increasingly popular, many cities continue to offer downloadable PDF maps for wayfinding. PDF maps are static, non-interactive documents that users can view digitally or print out. They often serve as reliable offline navigation aids, especially useful for those who prefer a physical map or have limited mobile internet access. Common examples include transit system maps, downtown tourist maps, trail or park maps, and official road maps. Even though static, PDF maps provide quick-reference convenience and can be designed clearly for specific purposes, such as visitor maps highlighting landmarks and parking.

Tourism Sault Ste. Marie, for example, provides two printable maps of its downtown area,

5 Interactive Map – BruceGreySimcoe, <https://brucegreysimcoe.com/interactive-map/index.aspx>

6 Great Lakes Waterfront Trail - Niagara Parks, <https://waterfronttrail.org/places/communities/niagara-parks/>

7 Cycling Network Map - City of Toronto, <https://www.toronto.ca/services-payments/streets-parking-transportation/cycling-in-toronto/cycling-network-mapr>

along with links to detailed trail information⁸. Visitors can easily download these maps in advance, allowing them to familiarize themselves with key streets and attractions prior to arrival.

Larger cities with high tourist volumes commonly publish visitor maps in PDF format as well. Toronto offers a downloadable Toronto Visitor Map featuring simplified, clear illustrations of major attractions, transit lines, and important points of interest⁹. Smaller Municipalities also produce similar resources. London, Ontario's tourism office provides a printable map within its visitor guide, marking locations for attractions like the city's "Tree Trunk Tour" public art installations, along with local restaurants and shops¹⁰. Such static maps remain highly practical for walking tours and self-guided explorations.

GPS Routes

With GPS devices and smartphone navigation apps now widely available, some Municipalities provide GPS route files or coordinate-based guidance to support active transportation wayfinding. GPS routes are typically pre-defined paths saved in file formats like GPX or KML. Users can download these files to GPS units or mapping apps to follow specific routes. This approach is particularly useful for recreational activities such as hiking trails, cycling tours, scenic drives, and off-road navigation, where traditional turn-by-turn directions (like those provided by Google Maps) might not be effective. By offering GPS route downloads, cities cater to multi-modal transportation users, outdoor enthusiasts and advanced users who prefer devices like Garmin handhelds or navigation apps such as Strava, AllTrails, or Ride with GPS. Although this method doesn't provide real-time voice guidance, it displays a highlighted route directly on users' devices, helping them stay on track.

The Great Lakes Waterfront Trail, which crosses multiple Ontario Municipalities, provides an excellent example. Their website offers downloadable GPS route files for each trail segment, accessible through an interactive map using the Ride with GPS platform¹¹.

Cyclists planning to travel sections of this trail can download the GPX files directly to their

8 Maps, Visitor Guide & Coupons - Tourism Sault Ste. Marie, <https://saulttourism.com/plan/maps-visitor-guide>

9 Toronto Map, City of Toronto, <https://www.toronto.ca/wp-content/uploads/2024/06/9763-2024-Visitors-Map.pdf>

10 Map of London - City of London - <https://www.londontourism.ca/mediafiles/tourism-london-visitor-guide-map-11x17-2020.pdf>

11 Trail GPS Data - Great Lakes Waterfront Trail, <https://waterfronttrail.org/map/trail-gps-data/>

cycling computers or smartphone apps, providing them with a clear breadcrumb trail to follow. While the Waterfront Trail is not managed by a single Municipality, the cities and towns along its route, including those in Northern Ontario, actively support this service because it enhances navigation safety and confidence.

Municipalities with extensive trail systems sometimes provide GPS files for trail routes or self-guided tours. For example, Ottawa, in collaboration with the National Capital Commission (NCC), maintains an interactive trail map and provides downloadable GPS data for select paths, such as trails within Gatineau Park¹². Halton Region also offers downloadable GPS route files for various cycling loops and hiking trails. Smaller communities in Northern Ontario known for snowmobiling and ATV trails frequently share GPS coordinates or downloadable maps as well. The Ontario Federation of Snowmobile Clubs, for instance, provides an interactive trail guide and associated app¹³.

4.1.3 Mobile Applications

A notable trend in active transportation is the rise of offline mobile applications. These apps enable users to access maps, navigation, and transit details without relying on an internet or data connection, making it easier to navigate effectively in areas with limited connectivity.

Avenza Maps

Avenza Maps is a mobile map application specifically designed for offline use with georeferenced maps, typically in PDF or TIFF formats. Unlike standard mapping services such as Google Maps, Avenza does not provide built-in base maps of roads or trails. Instead, users download specific maps, which can be free or paid, directly to their device. Once downloaded, the phone's GPS displays the user's location directly on the selected map. This functionality makes the app especially useful for outdoor activities where cellular coverage may be limited or unavailable.

One key advantage is that organizations, including Municipalities, parks, tourism associations, etc., can publish their official maps on the Avenza Map Store. Users gain convenient access to authoritative, detailed maps of parks, trail networks, and other recreational areas, knowing the maps will reliably function offline. Additional app features include marking waypoints, tracking routes, and measuring distances, effectively digitizing

¹² Interactive Trail Map - National Capital Commission, <https://ncc-ccn.gc.ca/places/trail-map>

¹³ Trail Guides - Ontario Federation of Snowmobile Clubs, <https://www.ofsc.on.ca/trail-maps/>

the traditional paper map experience. Many park authorities have transitioned from handing out physical maps to offering the same resources through Avenza for greater convenience. Based in Toronto, Avenza Maps is widely popular among outdoor enthusiasts in Canada, particularly where Google's road maps do not accurately depict trails.

For example, the Toronto and Region Conservation Authority (TRCA), which manages numerous parks and conservation areas in the Greater Toronto Area, began collaborating with Avenza Maps in 2023 to offer interactive trail maps that function entirely offline¹⁴. TRCA published their official trail maps in the Avenza Map Store and installed QR codes at trailheads, enabling visitors to instantly download maps directly onto their mobile devices. Using Avenza, pedestrians can track their real-time GPS location along trails without requiring an online connection, significantly enhancing navigation in areas without Wi-Fi or cell service.

4.1.4 Interactive Technologies

Interactive and immersive technologies can be integrated into wayfinding signage panels, enabling users to engage with the signs through their personal devices. Such tools offer access to a variety of resources, while also providing safety and emergency information.

QR Codes

QR codes (Quick Response codes) are two-dimensional barcodes that users can scan with smartphone cameras to quickly access information or digital content. In wayfinding, QR codes serve as a convenient link between physical signage and digital resources. By scanning a QR code located on a sign or poster, users can instantly access downloadable maps, step-by-step directions, multilingual information, or real-time updates beyond what a static sign can display. QR codes are cost-effective, easy to implement by printing on existing signage, and take advantage of the widespread use of smartphones. For Municipalities, incorporating QR codes into city signage effectively expands limited physical sign space by offering richer digital information without the need for expensive electronic screens. For instance, a downtown information board might include a QR code linking directly to an interactive map on users' phones, highlighting their location alongside nearby restaurants, transit stops, and attractions.

The City of Toronto provides a good example with its unified wayfinding signage

14 Get Out on TRCA Trails with the Avenza Maps App this Summer! - Toronto and Region Conservation Authority (TRCA), <https://trca.ca/news/avenza-trail-maps/>

program, TO360. As part of a recent pilot, selected pedestrian signs near Union Station in downtown Toronto featured QR codes. When scanned, these QR codes directed users to mobile-friendly websites containing downloadable maps and interactive route-planning tools, providing an easily accessible digital complement to traditional street-level signage¹⁵.

Similarly, the Town of Caledon, implemented QR codes on wayfinding signage along the Caledon Trailway. Users scanning these QR codes gain instant access to the towns tourism web page containing information on trail rules and regulations as well as nearby businesses and destinations of interest¹⁶.

Precise Locator: what3words

An emerging trend in active transportation wayfinding is a unique three-word geographical locator. This information on signage will help emergency services accurately find a destination when a civic address is not available, and will serve as a supplement to coordinates during emergencies. What3words is a unique navigation platform designed to simplify the way we communicate locations. It divides the world into a 3m x 3m square grid, each assigned a distinctive three-word address¹⁷. This method eliminates confusion caused by traditional street addresses, making it easier to share precise locations. Originally developed to improve emergency services and enhance logistics, what3words can be used for various applications, from travel and delivery to outdoor activities. The platform is available and free as a mobile app and website, and works offline, providing users with a straightforward way to find and navigate to specific spots anywhere in Saugeen Shores along an active transportation route.

Kawartha Lakes Fire Rescue and KATVA/KORMA implemented what3words to enhance trail safety¹⁸. Additionally, what3words has been implemented on the G2G Rail Trail across Southwestern Ontario¹⁹.

15 TO360 Wayfinding Digital Map Pilot – City of Toronto, <https://www.toronto.ca/services-payments/streets-parking-transportation/sidewalk-tours-wayfinding/wayfinding/to360-wayfinding-map-pilot/>

16 <https://www.caledon.ca/en/news/town-of-caledon-puts-red-funding-towards-infrastructure-and-public-art.aspx#:~:text=In%20April%2C%2010%20permanent%20 wayfinding%20signs%20were,QR%20code%2 link%2 to%20 Caledon%27s%20tourism%20website.>

17 <https://what3words.com>

18 <https://www.kawarthalakes.ca/en/news/kawartha-lakes-firerescue- and-katva-korma unite-to-enhance-trail-safety-withwhat3words-app-signage.aspx>

19 https://www.thespec.com/news/canada/what3words-appadds-to-the-g2g-rail-trail experience/article_4d368b47-662b-5fcb-8dad-2006ff386967.html